



Feb 26 Newsletter

Fiver Fest Returns to Halifax Town Centre

Fiver Fest is back in Halifax town centre from **Friday 20 February to Sunday 1 March**. The concept is straightforward. Businesses create a **£5 offer** that gives customers a reason to step inside, whether that's a food offer, a Fiver Fest goody bag or £5 off.

Fiver Fest works particularly well as a way to attract first-time visitors and showcase what makes your business different. Many businesses use it to highlight quality, value or personality, with the aim of encouraging repeat visits beyond the festival.

Printed posters and digital social media assets will be available to help promote your offer in-store, and businesses are encouraged to promote their Fiver Fest offers independently throughout the festival period.

Why take part?

- Increase footfall during a traditionally quieter period
- Encourage new customers to try your business for the first time
- Promote a specific product, service or experience
- Create in-store buzz and social media content
- Be part of a town-wide event that encourages people to explore Halifax

If you'd like to take part and request posters, please email business@halifaxbid.co.uk with a short description of your Fiver Fest offer by Friday 13th February



Free Online Staff Training

Seedl now includes Leadership modules and a Social Media Marketing course. **With 345 courses, there's something for everyone.** Learn **on-demand** or join **live sessions** where your team can ask questions.

Time-saver: bulk-import staff and set deadlines - for example, add 20 team members and mandate a Health and Safety course with 90 day deadline.

Email **Natalie** for more info on this at projectmanager@halifaxbid.co.uk or scan the QR code to get access.

Scan Here to
Sign Up Today





Discover Halifax Gift Card

Spend Local, Support Halifax

The Discover Halifax Gift Card continues to grow, giving customers an easy way to support businesses across Halifax town centre while keeping spend local.

In **2025**, independent businesses captured **£8.2k** of gift card spend alongside **£9.7k** at national retailers. When supermarkets are excluded, **nearly three quarters of all Discover Halifax Gift Card spend** went to independent town centre businesses. Merchant gift card sales also increased by **229%**, showing rising demand and customer use.

Why it matters: the gift card encourages people to explore Halifax before they have even chosen where to spend. It supports independents and national businesses alike, drives footfall, and keeps money circulating in town. It remains popular for gifts, staff rewards and thank-yous across multiple sectors.

Why join: there are **no fees to accept**, setup is quick with no new hardware required, and your business will be included in ongoing Discover Halifax promotion. We also provide window stickers and POS prompts so customers know they can use their card with you.

If you would like to start accepting the Discover Halifax Gift Card, email **Mandy** at business@halifaxbid.co.uk

Free Digital Advertising Boards

Showcase your business on our digital boards, located right inside the Discover Halifax Hub – reaching locals and visitors daily.

Specs:

- Vertical format (9:16)
- Resolution: Minimum 1920x1080
- Accepted formats: MP4, AVI, MPG, JPEG, PNG

Send your adverts to **Aesha:**
marketing@halifaxbid.co.uk

Valentine's Day & What's On

Tell Us What You've Got Planned!

Got something on, such as a Valentine's offer, event, late opening, menu special or experience? Send the details including date, time and booking information.

We're also starting to build our **What's On in March** listings. If you have events, offers or activities coming up next month, now's the time to share them so they can be included in our promotion.

Email **Aesha** at:
marketing@halifaxbid.co.uk

Business Drop-In Sessions

Next one: **2nd Sept | 12:30–2:00 PM**

Pop into the Discover Halifax Hub for an informal drop-in session with the **Federation of Small Businesses (FSB)**. This is a great opportunity to get free, practical advice on running a small business, from finance and employment to growth and day-to-day challenges.

Shopfront Improvement

Up to **£500** available, applications still open.

Want to refresh your frontage or signage? **Levy-paying businesses can apply for up to £500 in match-funding** to improve their exterior. That's **50% covered** — so a **£500 project costs you £250**.

We've already **approved three applications** with work underway across the town centre — a quick, visible win for kerb appeal.

Funding can support things like:

- New/updated **signage** and fascias
- **Paintwork** and minor repairs
- **Lighting** to brighten your frontage
- **Window vinyls** and presentation

Scan the QR code to apply and see the guidance, or email Mandy at business@halifaxbid.co.uk for help.



Scan Here to Find Out More

