



July 25 Newsletter



Halifax Dino Summer

Halifax is set for a roar-some summer with the launch of our very own **Dino Trail**. Families can follow our **brand-new Halifax dinosaur** on an adventure through town, spotting what it's been up to by visiting twelve local businesses.

With a printed map and free entry, the trail encourages families to explore the town centre and help name the dinosaur by the end of the summer. Extra **dino-themed activities** and surprises are planned throughout the holidays to keep little explorers coming back for more.

Yorkshire Day 2025

We're celebrating Yorkshire Day in Halifax from **1st to 3rd August**, and we'd love your business to be part of it.

We're encouraging town centre businesses to dress their windows, run **Yorkshire-themed** offers, or plan small in-store events to help bring the town to life and draw in visitors. We'll also be delivering **Yorkshire Tea Goody Bags** to businesses to hand out to customers over the weekend.

Want a goody bag or planning something special? Let Mandy know: business@halifaxbid.co.uk



Seedl Training

Since launching Seedl, dozens of local businesses have signed up to **access free training** on everything from customer service to leadership. It's a great way to upskill yourself or your team at no cost.

Each month, we name a **Learner of the Month** who receives a **£25 Discover Halifax Gift Card** and a trophy. Want to be next?

Scan Here to
Sign Up Today





Discover Halifax Gift Card

The Discover Halifax Gift Card continues to grow in popularity, helping to drive footfall and keep spend local.

Since the relaunch in May, we've seen a clear uplift in both awareness and usage – with more cards being purchased and redeemed across the town centre.

Over 100 businesses now accept the card, from much-loved independents to national retailers.

Our summer influencer campaign is already having a positive impact, with content creators showcasing where the card can be used and encouraging others to explore Halifax.

If your business isn't part of the scheme yet, it's completely free to join and a brilliant way to attract new customers.

To sign up or find out more, email Mandy: business@halifaxbid.co.uk

Event Match Funding

Applications for our next round of **Event Match Funding** open on **7th July**, supporting events happening between October and December 2025 – including Halloween, Christmas, and winter-themed activities.

The scheme offers **up to £1,000** in match funding to help businesses and organisations deliver events that boost footfall, support the local economy, and create a vibrant atmosphere in Halifax town centre.

We're especially keen to support **collaborative ideas** that involve multiple businesses, celebrate our community, and encourage people to explore the town.

Funding can go towards entertainment, workshop leaders, equipment hire, materials, and marketing costs.

Email business@halifaxbid.co.uk or visit our website from 7th July to apply!

Free Digital Advertising Boards

Showcase your business on our digital boards, located right inside the Discover Halifax Hub.

Specs:

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

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

Drop in Sessions

This month's Business Drop-In Session will take place on **Monday 28th July** from **12:30 to 2:00 PM** at the **Discover Halifax Hub**. These informal sessions are a chance to speak directly with the team, ask questions, and share ideas.

Whether you want to chat about the Gift Card, Seedl, upcoming events or just say hello, all levy payers are welcome to pop in. **No need to book**, just drop by when it suits you.

Litter Reporting & Street Issues

Litter, fly-tipping, and overflowing bins all affect the look of our town.

If you spot an issue outside your business or in the town centre, please **report it directly** to **Calderdale Council** using their online system:



Scan Here to Find Out More

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