



# May 25 Newsletter



## Shop Front Improvement Scheme

### Funding Still Available

The Shop Front Improvement Scheme is still open for applications, giving levy-paying businesses the opportunity to apply for up to £500 in match-funding.

Whether it's a fresh lick of paint, new signage, lighting, or even tidying up tired window displays—this funding is designed to help you invest in the exterior of your business and attract more footfall.

It's a simple application process with a big potential impact. Four businesses have already benefited, using the funding to refresh their shopfronts and boost their curb appeal.

One business gave their signage a fresh new look, while another updated their entrance to make it more inviting.

If you've been meaning to do some improvements but haven't had the budget, this is the perfect opportunity. We know that first impressions count—and when our shopfronts look good, the whole town centre feels more welcoming.

Need help getting started or want to check your eligibility? Just get in touch with our team—we're here to help.

Let's work together to brighten up Halifax and support a vibrant, attractive town centre.



[READ MORE](#)

## Social Media Growth

We've just passed 10,000 followers on Facebook, and one of our recent TikToks reached over 57,000 views and 5,000+ likes. It's a clear sign that more people are taking notice of what's happening in Halifax—and the fantastic businesses that make our town centre so unique.

Our channels are growing fast, and we want local businesses to be part of that momentum. Got a new product, a special event, or just something worth sharing?

We're always on the lookout for local content.

Get in touch with **Aesha** at: [marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)



## Gift Card Campaign

The Relaunch is now live!

The Discover Halifax Gift Card campaign is now live, helping to drive local spending and raise awareness of our brilliant businesses.

With over 100 shops, cafes, restaurants, and attractions accepting the card, it's one of the easiest and most flexible ways to support Halifax town centre.

# £55k

in total sales for the programme

# 1,200+

Total Cards sold

We're also working with local influencers to highlight where and how the card can be used—helping more people discover what's on offer.

If your business is already involved, make the most of it:

- Display your window stickers
- Promote it on social media
- Talk to customers about how it works

Not yet signed up? There's still time – just email:

[business@halifaxbid.co.uk](mailto:business@halifaxbid.co.uk)

Every card purchased keeps money circulating locally – let's all get behind it!

## 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](mailto:marketing@halifaxbid.co.uk)

## Free Online Training

Over 100 users are using SEEDL our online training platform to boost their skills. From 'Ask for Angela' to leadership training, there's something for every member of your team.

To bulk enrol your staff or learn more please contact Natalie:  
[projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk)

## Business Drop-In Sessions

Next one: **Monday 30<sup>th</sup> June | 12:30–2:00 PM.** Drop into the Discover Halifax Hub to hear all about our plans for Summer in Halifax and how to get involved.

## 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

### CONTACT:

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