



Oct 25 Newsletter



Pumpkin Patch Returns

The Pumpkin Patch is back in Halifax this October half term! Join us on **Woolshops Shopping Centre** for a mud-free patch that brings the magic of autumn right into town.

It's a fun day out for families and our way of drawing even more visitors into the heart of Halifax.

To add to the fun, kids can take part in a **free Halloween Trail**, running across town **from 20th–31st October**, helping spread footfall to businesses throughout the week.

Are you planning a spooky window display, half-term activity or a seasonal offer?

Share your details with Aesha at **Marketing@halifaxbid.co.uk** and we'll feature them on our Discover Halifax channels, helping to attract more families and visitors to your business.



Christmas Guide

Deadline for inclusion: 14th October

We're pulling together this year's **Christmas What's On Guide** to showcase everything happening in Halifax town centre during the festive season. From events and performances to markets and activities, the guide is designed to bring visitors into town and highlight all the reasons to celebrate locally.

If your business is hosting an event, activity or festive special, don't miss out! **Please send us a short piece of copy along with images by Tuesday 14th October** and we'll design the rest for you.





Corporate Gift Cards Orders

With Christmas on the way, now's the time to plan staff rewards. **Accepted in over 110 town centre businesses**, the Halifax Gift Card gives choice to your team while keeping money local.

Every **£100 spent on the card typically generates £165** in the local economy creating a real boost for Halifax.

Order now at halifaxgiftcard.com

Purple Flag Month

This October we're celebrating Purple Flag Month. **The Purple Flag award recognises towns and cities that offer a great experience after dark**, with a mix of dining, entertainment and a welcoming atmosphere.

Throughout the month, we'll be **promoting Halifax's evening offer** and working with partners to highlight the people and places that make our town centre a destination after hours.

If your business is part of the night-time economy, get in touch to find out how you can feature in the campaign. Contact Rochelle at Support@halifaxbid.co.uk

October Drop-In Session

Join us for our next business drop-in session where **we'll be focusing on all things Christmas**. It's a chance to hear plans for the festive season, ask questions and find out how your business can get involved.

The session will be held at the **Discover Halifax Hub on Monday 27th October, 12:30–2:00 pm.**

Drop in anytime during the session for an informal chat with the team.

Shopfront Improvement Scheme

All levy-paying businesses can still **apply for up to £500** to refresh your shopfront and signage.

With our match funding, **you could get 50% of the cost covered** for example, on a £500 project, you'd only need to contribute £250.

Scan the QR code below for more information.

CONTACT:



Fill out a contact information form and connect with our team directly

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