



Sept 25 Newsletter

Influencers in Town Summer Results

Our influencer visits put Halifax on a lot of screens this summer and nudged people into local shops and attractions.

Across the campaign we generated **342,291 views** and 21,856 measurable engagements. With a modest **£1,225 outlay** (issued as Discover Halifax Gift Cards), the effective CPM was ~£3.58 while keeping the spend circulating in our local economy.

Standout posts came from **Chloe Nicola (68.6k views)**, Keira – Manchester Life (61.8k) and Mya in manchester (38.2k), plus multiple pieces from Amy Donohue.

Huge thanks to the businesses who sweetened the deal – from free entry at Eureka!, Electric Bowl, Galactic Golf and Calderdale Industrial Museum to treats from Merrie England. We're planning a **Christmas/Halloween creator push** now.

Want your business featured?

Email marketing@halifaxbid.co.uk with subject "Influencer – Christmas/Halloween" and include any incentive you can offer creators this spooky and festive season.

Over the Campaign
we've achieved:

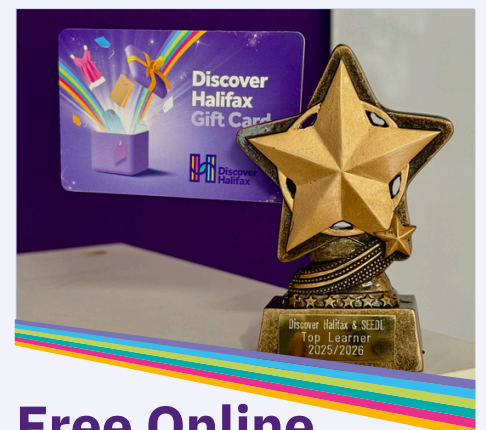
342k
Total Views

21.9k
Engagements

£3.58
CPM (Cost per Mille)

26
Pieces of Content

15
Creators



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 the Martyn's Law course within 30 days. 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 Keep Spend Local

The Gift Card keeps money moving in Halifax — and it's growing. **2025 YTD sales are £4,030** (up from £2,957 in 2024), a **+36%** year-on-year rise. **103 cards** have been funded so far this year (vs 57 last year), bringing new customers into town before they've even chosen where to spend.

Why it matters: the card has a real multiplier effect — **for every £100 loaded, around £165 is spent in town** — supporting jobs and helping our independents and high-street favourites stay busy. It's **popular for birthdays, staff rewards, thank-yous and visitor spend**, so the benefits are felt across sectors.

Why join: there are **no fees to accept**, set-up is quick (no new hardware), and you'll be **listed in our online directory** and featured in ongoing campaigns. We'll provide **window stickers and POS prompts** so customers know to use their card with you.

Get set up before the festive season to capture peak spend and benefit from our marketing push. 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

October Half-Term

Tell Us What You've Got Planned!

Half-term is a big week for families in Halifax — a great chance to bring extra footfall into town.

We'll be promoting the **Pumpkin Patch on Thu 30 October** alongside a full round-up of things to do over the week. It will draw crowds, so make sure we can point them your way.

Got something on — a family offer, activity, live music, workshop or late opening? Send the details (date, time, booking info) and we'll feature it across our socials, website and newsletter.

Email Aesha at:
marketing@halifaxbid.co.uk

Business Drop-In Sessions

Next one: **29th Sept | 12:30–2:00 PM**

Pop into the Discover Halifax Hub for a cuppa and a catch-up with the team about our plans for the rest of the year.

Shopfront Improvement

Up to £500 available, applications now 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 business@halifaxbid.co.uk for help.



Scan Here to Find Out More

