



# Jan 26 Newsletter

## Christmas in Halifax: By the Numbers

Christmas in Halifax 2025 delivered strong results for the town centre, combining festive activity, local spend and digital reach to support businesses during the busiest trading period of the year.

Across November and December, the **Discover Halifax Gift Card generated £20,935 in local spend**, with **£12,235 in Gift Cards in December alone** — money locked into Halifax businesses and continuing to circulate into the quieter months.

At the same time, our **Christmas influencer campaign helped showcase Halifax as a festive, welcoming place to visit**, reaching new audiences across TikTok and Instagram and reinforcing Halifax as a full festive day-out destination.

Together, these campaigns boosted visibility, supported footfall and helped keep spend local at a critical time for town centre businesses.

Over the Campaign  
we've achieved:

**£20,935**  
Gift Card Spend  
(Nov - Dec)

**£12,235**  
Gift Cards Sold  
(December)

**423,000+**  
Influencer Views

**27,800+**  
Engagements across  
social



## Fiver Fest

Independent businesses are invited to take part in **Fiver Fest**, a national campaign designed to encourage people to shop local.

Running from **Friday 20 February to Sunday 1 March 2026**, businesses take part by offering a **£5 promotion** to encourage customers to try something new.

**Scan the QR code below to confirm your interest and tell us your offer!**





## Discover Halifax Gift Card Make the Most of It

There are currently **thousands of pounds sitting unspent on Discover Halifax Gift Cards**, ready to be used in local businesses over the coming months.

The gift card **keeps money circulating in Halifax**, supporting independent shops, cafés, bars and services, particularly during quieter trading periods.

**If you're already signed up but haven't seen sales yet**, it's worth asking:

- Do customers know you accept the gift card?
- Do you have a window sticker or till-point sign?
- Are staff reminding customers?
- Have you shared it online?

Visibility matters. **Businesses that promote the gift card are far more likely to benefit from it** so if you haven't already, start today.

If you're signed up and want to increase sales, or you'd like to join the scheme and tap into the success of the gift card, please **contact Mandy at [business@halifaxbid.co.uk](mailto: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: 1920x1080
- Accepted formats: MP4, AVI, MPG, JPEG, PNG

Send your adverts to Aesha at [marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)

## Social Media What This Means for You

In 2025, Discover Halifax's social media reached **millions of views** across Facebook, Instagram and TikTok.

That reach helps **drive awareness, footfall and new customers into town.**

If you've got something coming up, an event, offer, launch or seasonal activity or you'd like a content visit to help promote your business, we want to hear from you. Email **Aesha at [marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)** with your *What's On* details or to book a visit

### CONTACT:



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

## Shopfront Improvement Scheme

Looking to **refresh your shop front during the quieter months?**

Discover Halifax's **Shop Front Improvement Scheme is still open**, with funding available for the 25/26 financial year to help improve the look and feel of Halifax town centre.

The scheme supports practical improvements that make a real difference to first impressions and footfall.

**Funding can be used towards:**

- Signage and fascia improvements
- External paintwork and repairs
- General visual upgrades to your frontage

If your shop front could do with a lift, now's a great time to get it sorted while budget is still available.



Scan Here to Find Out More

