



Nov 25 Newsletter

Christmas in Halifax

The festive season officially begins with Light Up Halifax on Saturday 15 November, marking the start of six weeks of festive fun across the town centre. Expect a full day of family entertainment, live performances and festive trails, ending with a laser light and music display at Woolshops to end the day.

Throughout the season, Halifax will be alive with bands, choirs and pop-up performances, creating a brilliant atmosphere for shoppers and visitors. Families can take part in the Halifax Christmas Trail, running for the full six weeks and encouraging people to explore the town while enjoying some festive fun.



We'll also be releasing a 'What's On this Christmas in Halifax' brochure, packed with event listings, markets and entertainment details to help people make the most of the season. Copies will be available from mid-November at the Discover Halifax Hub and key town centre locations.

This year, we've once again funded the Christmas lights and brought back the Christmas Gifting Trees, helping Halifax shine while supporting our community.

Following the success of our summer campaign, a Christmas influencer campaign will also showcase local businesses, encouraging people to visit and spend using the Discover Halifax Gift Card.

Together, these efforts will make this Christmas one to remember.

Corporate Gift Card Orders Early Bird Offer

This November, we're introducing an early bird corporate offer for businesses purchasing Discover Halifax Gift Cards as staff rewards or seasonal gifts.

The offer runs until 28 November and you can get up to £300 off your Corporate Orders through our corporate site:



SCAN THE QR CODE
TO LEARN MORE



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

Seedl Online Training

Learner of the Month

Congratulations to Jason from the Acapulco, our latest Seedl Learner of the Month! Jason has completed the highest number of training sessions last month, earning himself a **£25 Discover Halifax Gift Card and a trophy** for his efforts.

Seedl is our **free online learning platform, available to anyone who works, studies or volunteers within Halifax town centre**. With hundreds of live and on-demand courses covering customer service, marketing, wellbeing, leadership and more, there's something for every business.

Businesses can also **mandate courses for staff** across the team. If you'd like help setting this up or would be interested in a live demo from the Seedl team, **please email projectmanager@halifaxbid.co.uk**

If you haven't signed up yet, it's quick, simple and completely free start learning today and you could be our next winner!

Scan Here to Sign Up Today



BID Ballot 2026

Check Your Details

Our next BID ballot will take place in **October 2026**.

Please take a moment to make sure we have the correct postal and email address for your business.

To confirm or update your details, email business@halifaxbid.co.uk

Business Drop-In Sessions

Next one: **Mon 24th November | 12:30–2:00 PM**

This will be our final session of the year, making it a great opportunity to reflect on what's worked well, share ideas for next year, and discuss plans for the remainder of 2025.

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

