



May 26 Newsletter



Event Match Scheme

Funding Still Available!

The Event Match Funding Scheme is open for applications, giving levy-paying businesses the opportunity to apply for up to £1,000 in match-funding for events and activities in the town centre.

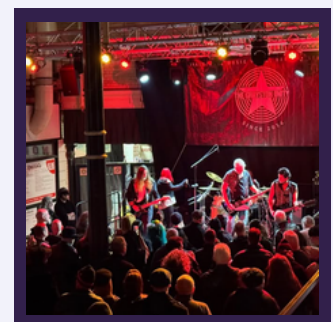
Whether it's a themed shopping evening, a community event, live entertainment, or a seasonal celebration; this funding is designed to help businesses work together to create experiences that attract more visitors and increase footfall across Halifax.

It's a straightforward application process with the potential to make a real impact. The BID will match contributions from businesses up to £1,000, with applications more likely to be approved when multiple businesses or local groups are involved!

A recent success story was the Halifax Goth Festival, which attracted visitors from across the UK and beyond, including guests travelling from Southampton, Bath, Aberdeen, and even Naples. The festival brought more businesses into the event this year, with venues including Dukes, Hop Inn, The Minster and Albany Arcade hosting activities throughout the weekend.

If you've been thinking about collaborating with neighbouring businesses but haven't had the budget, this is the perfect opportunity. We know that successful events don't just benefit one business—they help create a vibrant, welcoming town centre!

Scan the QR code for more information, eligibility criteria and details on how to apply!



Breakfast With The Bid

Our Business Drop-In Sessions have now come to an end as we prepare to launch new opportunities for Halifax BID businesses to connect, collaborate, and engage with the BID team.

We're pleased to introduce Breakfast with the BID; our first business networking breakfast for levy-paying businesses.

Save the date!
Wednesday 3rd June 2026
9:30am – 11:00am

Join the BID team, directors, and guest speakers for an informal morning of networking and business discussion, with breakfast refreshments provided.

Topics include:

- Government Gateway support
- Local business updates
- Networking opportunities

Please RSVP by 15th May 2026.
Scan the QR code for full details and booking information.



Marketing News

Important Updates

Lennie has recently joined the team and has already created content with local businesses including Classic Curtains & Blinds, Harvey's, Discount Furniture, Stone Dam Mill and Healthy Minds ahead of Mental Health Awareness Week.

We continue to showcase Halifax businesses through social media content, business features and event promotion across BID platforms.

Digital Screens

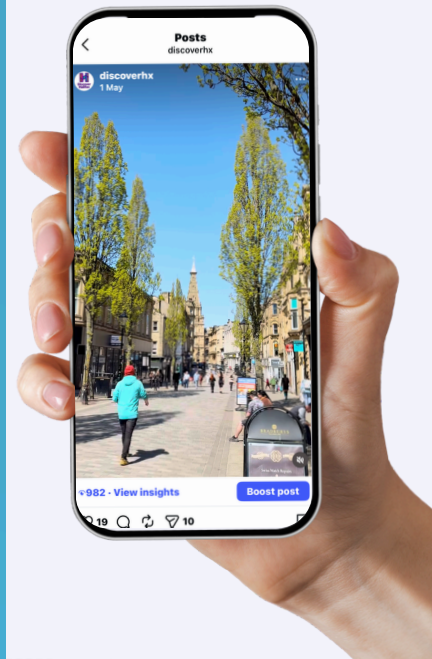
A new Digital Screen Upload Guide has been introduced to support businesses with screen content submissions.

Updated upload rules include:

- Adverts can run for a maximum of 4 weeks
- Businesses are limited to 4 adverts per period
- Event adverts will be removed after the event date

Please send all assets to marketing@halifaxbid.co.uk in the correct size and format.

Please see the attached Digital Screen Guide for 2026.



This Month In Numbers

9.4K
New Business Reel Views

9.2K
Spring Cleaning Reel Views

46.8K
Weekly Whats On Views