



THE
PIECE
HALL

EST. 1779

ANNUAL REVIEW 2021-2022

THE PIECE HALL TRUST'S VISION

The Piece Hall is unique. Opened in 1779 to facilitate the trading of pieces of handmade woollen fabric, it is the only remaining Georgian cloth hall in the world.

Now run by registered charity The Piece Hall Trust, it has fast become a new centre for trade, heritage and culture since reopening in 2017.

This highly successful attraction is designed for today's audiences and delivers top quality arts, learning, community and music events and experiences.

The Trust's mission is to project the past while ensuring the future of The Piece Hall, celebrating and sustaining this iconic building, while creating a world class destination.

Unlike many other heritage sites, The Piece Hall proudly remains free to enter enabling the venue to be widely enjoyed by a broad and diverse range of people and communities.

The Trust works hard to preserve this precious asset for future generations by ensuring this historic building is vibrant, alive and contemporary - attracting local, regional, national and international visitors.

The Piece Hall continues to make good on its promise to be the major catalyst for the regeneration of Calderdale and the wider region.



RECOVERY & REDISCOVERING JOY

2021-22 saw The Piece Hall re-establishing its position as a premier destination, once again delivering world class entertainment and a top quality visitor experience. The objective during this period was to bring The Piece Hall back to life after the pandemic. It achieved this by doing what it does best: using heritage, arts and culture as sustenance, aiding both the emotional and economic recovery of Halifax and Calderdale.

The year would see the installation of a hugely impactful international sculpture exhibition, the arrival of some true A-list Hollywood stars as the courtyard was used as a film set for a leading global film company, and the signing of a 5-year deal with one of the biggest entertainment companies on the planet.

Recovery got well underway during this 12 month period with more than 2 million visitors, taking the overall footfall since the transformation was completed in 2017 to more than 9.8 million. But like many other historic and cultural assets, The Piece Hall couldn't escape some knock on effects of the pandemic.

The Piece Hall reopened following the end of the third national lockdown less than two weeks into this financial year. Monday 12 April 2021 saw performances by Lizzie Jones MBE alongside pupils from Dixon's Music Primary School and poet Keiron Higgins, with painting by Venessa Scott, the launch of the Augmented Reality Spring Trail and other family activities.

The initial stages of reopening saw the return of non-essential retail, but hospitality continued to be impacted with only outdoor table service permitted initially. Help for tenants continued with some financial flexibility over rent, while the local community was supported with charities and mental health services offered free space within the building to help those still suffering due to the pandemic. Partnership work with NHS Calderdale also continued with the hosting of COVID vaccination drop ins to help support the national rollout.

The Piece Hall's events programme continued to build through the year, with a focus on recovery and re-connecting with the community. The Ramadan Month of Giving Campaign at the beginning of May led into The Piece Hall's first ever Eid celebration later that month. May also saw the return of the Spring Makers Market supporting local artisan makers by showcasing some of the region's favourite independent craft stalls, and the month ended with two sensational sell out gigs from local lockdown stars Ellie Sax and Dale Castell.

June featured Refugee Week when The Great Get Together, which is inspired by The Jo Cox Foundation, saw eight community groups cook over 1000 free meals for the local people.

Summer saw the courtyard transformed into an urban beach with sand and seaside sound effects, where children could play for free with buckets and spades while parents and carers watched in deckchairs.

The end of August into September saw The Piece Hall's biggest season of gigs to date as it was able to re-instate its "Live At The Piece Hall" large scale music events. This featured iconic acts like The Specials, New Order, Manic Street Preachers & Kaiser Chiefs, attracting more than 40,000 people into Halifax and Calderdale.

The Big Sleep Out returned in October 2021 when more than 140 people experienced just one night of "homelessness" braving the elements to raise awareness and funds for Calderdale SmartMove.

November saw a record-breaking weekend for trade with over 60,000 visitors to the Winter Makers Market. In stark contrast, the second weekend was postponed due to severe storm damage.

Christmas in the Spiegel tent returned in 2021 providing some much needed festive cheer with a host of diverse acts including headliners Buzzcocks, Lonelady, Elland Silver Band, Halifax Choral Society, Graeme Park, Clinton Baptiste, Craig Charles plus many more; culminating with a New Year's Eve - Our House party with Dale Castell.

2022 at The Piece Hall got off to a marvellously unusual start as the whole building was closed, in agreement with the tenants, after a deal was done with Disney to let the Marvel production team use the courtyard as a location for an upcoming series due to premiere in Spring 2023.

February was a huge month for The Piece Hall with the installation of six epic artworks by world-renowned sculptor Sophie Ryder. The exhibition included both national and international premieres. The monumental 4.5m-high Dancing Hares had never been displayed publicly before in the UK while Girl with Knees Up had never been shown anywhere on the planet.

This month also saw the signing of an exclusive five year deal with respected promoters Cuffe and Taylor - who are part of Live Nation Entertainment, the world's leading live entertainment company - to programme music events at The Piece Hall. The aim of this partnership is to ensure The Piece Hall continues to attract world class artists to the area and grows its reputation as a premier music venue.

The year ended with the incredibly welcome news that The Piece Hall had been awarded £1.35 million from the government's £35 million Culture Recovery Fund which was set up to help overcome challenges following the pandemic, helping to safeguard the future of both the building and its staff.

So, despite the ongoing shadow of COVID-19 throughout this period, a huge amount of work by the team saw the planning, delivery and success of numerous world class events and experiences. This resulted in The Piece Hall exceeding its expected financial performance for 2021-22 and moving into 2022-23 in a stable financial position.





**APRIL 2021
WELCOME BACK!**

Lizzie Jones MBE was accompanied by pupils from Dixons Music Primary School singing the Song For Yorkshire to mark our re-opening.

**JUNE 2021
ARISE SIR ROGER**
The Piece Hall Trust's Chair received a knighthood in The Queen's Birthday Honours List becoming Sir Roger Marsh OBE, DL



**AUGUST 2021
LIVE AT THE PIECE HALL**
Live at The Piece Hall starts with the long awaited rescheduled dates from Shed Seven, The Specials, The Cribbs, Richard Hawley, New Order, Manic Street Preachers & Kaiser Chiefs.



**OCTOBER 2021
THE BIG SLEEPOUT**
More than 140 people slept out in The Piece Hall to experience just one night of homelessness, braving the elements to raise awareness and funds for Calderdale SmartMove.



**DECEMBER 2021
DECK THE HALL**
Christmas was back with gigs and shows in the Spiegeltent including headliners Buzzcocks, plus Lonelady, Elland Silver Band, Ellis Sax, Graeme Park, Clinton Baptiste, Craig Charles and two New Year's parties from Our House and Dale Castell.



**FEBRUARY 2022
HARE TODAY!**
The courtyard welcomed six stunning and imposing sculptures by world renowned artist Sophie Ryder, including an international premiere!

HIGHLIGHTS FROM A YEAR OF RECOVERY & REDISCOVERING JOY

2021-22



**MAY 2021
DANCE HALL**

The courtyard came alive with the sound of music for two sold-out gigs from lockdown sensations Ellie Sax and Dale Castell.

**JULY 2021
LIFE'S A BEACH**
Sandy Summer Daze saw 3,000 play in the sand for free as the courtyard turned into a beachfront, with sand, buckets and spades, seaside sounds, deck chairs and traditional attractions in association with First Bus.



**SEPTEMBER 2021
ANNE LISTER SCULPTURE UNVEILED**
A great and historic day, as Gentleman Jack star Suranne Jones and writer, Sally Wainwright OBE, unveil a new, permanent sculpture by Diane Lawrenson, named 'Contemplation', depicting Anne Lister.



**NOVEMBER 2021
WINTER MAKERS MARKET**
The Winter Makers Market saw The Piece Hall's busiest shopping weekend yet with more than 60,000 visitors in one weekend. The second weekend was disrupted by storms.

**JANUARY 2022
HOLLYWOOD MEETS HALIFAX**
The Piece Hall closed to the public for a full week and welcomed some Hollywood A-listers as it was used as a set for the Marvel series Secret Invasion.



NEW YEAR NEWROZ
The Piece Hall welcomed members of the Persian, Kurdish and Afghan communities to celebrate Newroz, their New Year, with the sharing of music, dance and food.

CHAIR'S STATEMENT

SIR ROGER MARSH OBE DL

The financial year 2021-2022 was my fifth as Chairman and the fifth year since our significant transformation concluded in 2017. The vision behind The Piece Hall's restoration was for it "to become an internationally admired, widely visited and highly successful attraction in its own right ... [and] be the key driver in the wider economic regeneration of Halifax and Calderdale" and we have certainly done that and lived up to my mantra of using heritage as the currency of the future.

Over that time it is estimated that The Piece Hall Trust's activities have contributed in excess of £50m to the local economy - more than double the initial outlay spent on the transformation and early year start-up costs post-opening. Indeed, as an independent economic study undertaken by former HM Treasury economists found, for every £1 spent on running The Piece Hall it generates a return of at least £5.30 to the local economy. All this was achieved, whilst remaining free to enter.

Given the five year milestone, I think we should reflect on some of the significant achievements the CEO, the Executive Team and the wider team have delivered.

In its first two years the project won multiple awards including the Royal Institution of British Architects 'Project of the Year', the Historic England Angel Award for the 'Best Rescue of a Historic Building' and was named as one of Historic England's Top Ten Historic Places. We hosted a visit from the then Prince of Wales and Duchess of Cornwall (now King Charles III and Queen Consort), held the depart of Stage 4 of the Tour de Yorkshire, and hosted the BBC Breakfast sofa, plus performances from Father John Misty, The Orielles and 650 primary school children as part of The Big Sing. The building also became fully let to tenants.

In the next year, which ended with the beginning of the COVID-19 pandemic, the team took learnings from the first two years to secure and run more significant events including sell-out performances by Elbow and Embrace, the world premiere of ZARA featuring a 22ft mechanical baby, a wellbeing and community festival plus welcoming The Piece Hall's 5 millionth visitor.

As you would expect, the years 2020-21 were significantly disrupted by the various lockdowns, social distancing measures and restrictions that came and went at different

times. Throughout this period, The Piece Hall remembered its important role in the local and regional economy and provided rent holidays to tenants, free meals to school children and 20,000 hot meals to NHS workers. The team also rapidly worked to secure emergency grants to preserve and sustain The Piece Hall during this unprecedented time. Astonishingly from April 2021 to November 2021 (the period just after lockdown) 1.8m visitors came to The Piece Hall which is a reflection of how close it is to many people's hearts and the variety of the activities on offer. A good example of partnership working with local NHS colleagues, The Piece Hall hosted a series of drop-in COVID vaccination clinics, offering local people the opportunity to walk-in, without an appointment, to receive both their COVID and flu vaccines.

In the year 2017-2018 we generated £1.6m of income with 44% coming from Calderdale Metropolitan Borough Council (CMBC) and 56% from The Piece Hall's activities. This financial year we have generated £4.6m of income with 10% from CMBC and 90% from The Piece Hall's activities. This significant shift in income sources and scale is down to the dedicated efforts of the CEO and the Executive Team and is seen by Historic England as an 'exemplar' funding model. It is also important to note that The Piece Hall remains free for all to enter, which is unusual for a nationally important historic building.

2021-22 was The Piece Hall's most successful yet. 2.1m people visited during the year, income levels rose and the quality and range of events was even more impressive with the 'Live at The Piece Hall' series attracting over 40,000 people into Halifax alone. Cash balances have remained

in a strong position in the reporting period, further boosted pending receipt of funds from the successful application during the third round of the Culture Recovery Fund in April 2022. At the close of this financial year 9.8m people had passed through The Piece Hall's gates putting money into the local economy and supporting many jobs, directly and indirectly.

Throughout the past five years we have received significant funding and support from the National Lottery Heritage Fund, Arts Council England, Foyle Foundation, Garfield Weston Foundation and the Department for Culture, Media and Sport. We thank these funders and CMBC for their support.

Finally I would like to thank Nicky Chance-Thompson DL, the Executive Team, the wider staff team and my fellow board members for their hard work, not only this year, but over the last five years since reopening. We can all be confident that we are living up to the original ambitions and vision set out for The Piece Hall to achieve.





**£1.35 MILLION
IN FUNDING**
FROM DCMS VIA THE
CULTURE RECOVERY



**1,000 VOLUNTEER
HOURS**



**MEMBERSHIP
INCREASED BY
200%**



**£50 MILLION
GENERATED**
FOR THE LOCAL
ECONOMY

CHIEF EXECUTIVE'S STATEMENT

NICKY CHANCE-THOMPSON DL

In everything we do, The Piece Hall recognises its local, regional and national importance - in terms of jobs, economic activity and footfall. In only a few years - disrupted by the COVID-19 pandemic - we have built a reputation and offer centred on trade, heritage, culture and community in the heart of Calderdale, designed for today's audiences, retailers and artists, with regional, national and international appeal.

Indeed, independent research undertaken by Historic England this year found that 'historic buildings' were one of the most important factors in fostering local pride and that there was a widespread understanding of the role historic buildings play in economic development and rejuvenation.

The previous financial year (2020-2021) saw unprecedented disruption to many businesses including our own. Thanks to the generous support of grant funders and the Executive Team's efforts to submit compelling applications, we secured £2.6m to secure our future and provide a platform for the coming years. Thanks to that work, 2021-2022 was our most successful year yet from multiple dimensions.

We saw 2.1m visitors over the year, taking our total visitor numbers to 9.8m since we reopened. High levels of footfall have significantly contributed to Halifax and Borough-wide regeneration. A pre-pandemic report published on the Visitor Economy of Calderdale found tourism was worth just under £400m - a 14% increase from 2018 - and was the best year ever for the Borough's visitor economy.

Our Chair, Sir Roger Marsh OBE DL, received a much deserved knighthood in the Queen's Birthday Honours for services to the economy, business and the community in the North of England.

Our Live at The Piece Hall series included appearances from major names including Shed Seven, The Specials, The Cibs, Richard Hawley, New Order, Manic Street Preachers & Kaiser Chiefs entertaining tens of thousands of visitors. We also entered into a five year agreement with promoters Cuffe and Taylor (part of Live Nation Entertainment) to ensure we maintain the highest quality of events and performers.

We organised a range of more locally and ethnically diverse events including an Eid celebration, Light Up Lives Diwali event, 900 children following our trick or treat trail, the Big Sleep Out event to raise awareness and funds for homeless charities and our Sandy Summer Daze event with First Bus that transformed our courtyard into a sandy beachfront with ice creams and traditional attractions.

838 school pupils took part in workshops and interactive tours to ensure they understand, value and get to appreciate the unique building on their doorsteps.

We generated a total income of £4.65m compared to £2.65m last year which represents a 75% increase. Our gross profit was £3.46m compared to £1.93m last year and our EBITDA was £85,000 compared to a negative position last year. However, it is important to remember that The Piece Hall was not transformed to be a 'cash cow' but to provide wider stimulus for economic growth and activity in Calderdale and beyond and this remains our focus.

Over the year The Piece Hall Trust had, on average, 35.3 full time employees split across facilities management, senior leadership, finance, heritage & engagement and event management. Piece Hall Enterprises - which is a separate limited company subsidiary - had 25 FTEs to run and operate our restaurant, cafe and hospitality offering.

An independent economic review previously found that The Piece Hall contributed at least £12m annually to the economy. That means that - including one-off impacts such as land value uplifts - The Piece Hall has now added more than £50m to Calderdale's economy since 2017.

This year was also our first financial year with our new and refreshed Board of Trustees who collectively bring a range of skills well-suited to our plans for the coming years. I thank them for their advice, wisdom and commitment to The Piece Hall's success. I'd also like to extend my deepest thanks to the entire staff team; without them we simply couldn't deliver the world class events we are so well known and loved for.

The year ahead (2022-23) will bring challenges of a different nature to those we have seen recently, including inflation at the highest levels seen for four decades, a very tight labour market and the Russia-Ukraine war impacting energy prices. Despite these challenges, we have a significant and exciting programme of cultural events and we will continue to provide economic growth and regeneration to Halifax, Calderdale and the North as well as attracting visitors from overseas, hosting important community events and demonstrating what can be done with this unique heritage asset.



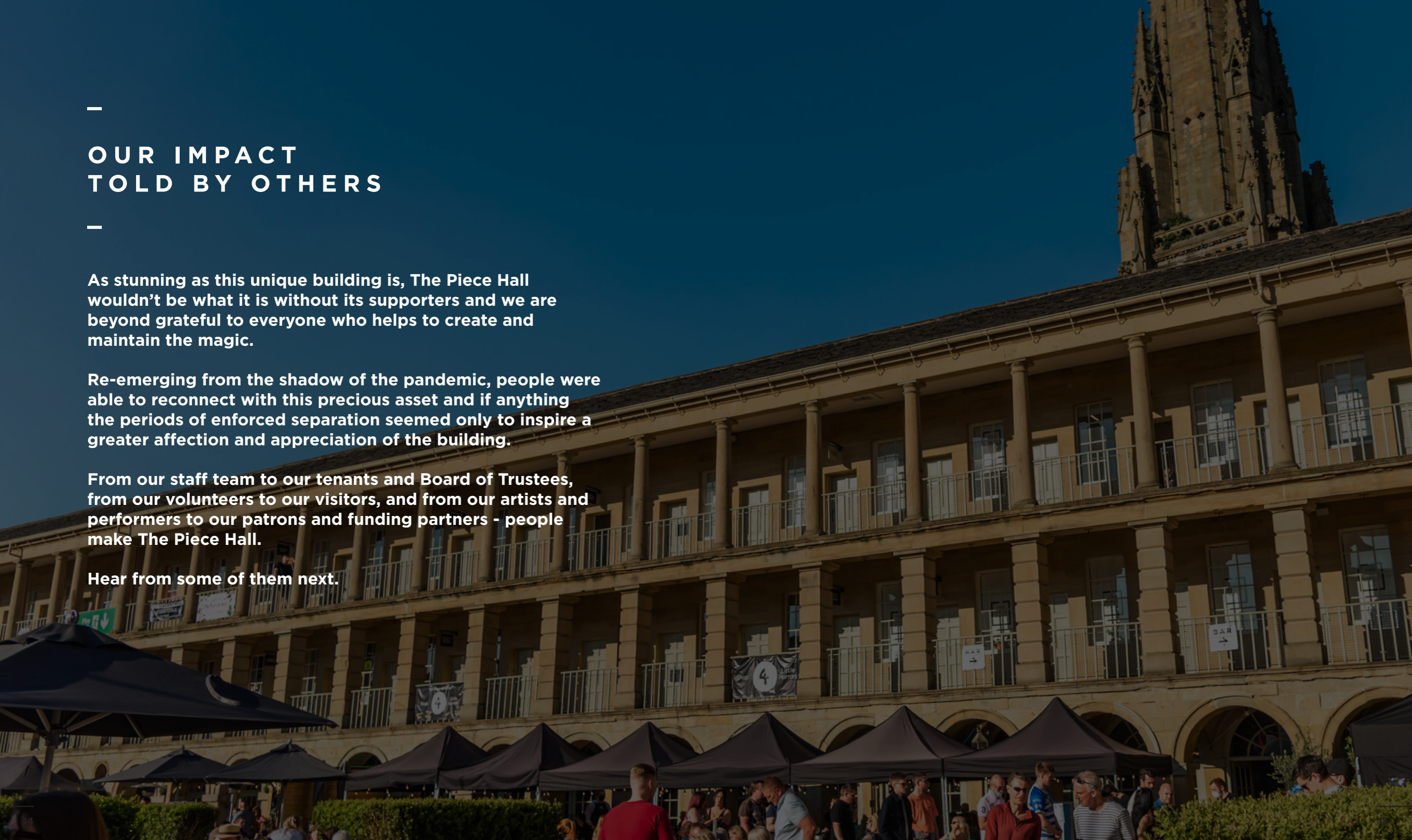
OUR IMPACT TOLD BY OTHERS

As stunning as this unique building is, The Piece Hall wouldn't be what it is without its supporters and we are beyond grateful to everyone who helps to create and maintain the magic.

Re-emerging from the shadow of the pandemic, people were able to reconnect with this precious asset and if anything the periods of enforced separation seemed only to inspire a greater affection and appreciation of the building.

From our staff team to our tenants and Board of Trustees, from our volunteers to our visitors, and from our artists and performers to our patrons and funding partners - people make The Piece Hall.

Hear from some of them next.



THE PIECE HALL'S TRADERS

Small business has been at the heart of The Piece Hall since its very conception - from its opening days when cloth woven in people's homes was brought in to be sold in the hundreds of tiny units - to the present day when more than 40 thriving and diverse independent businesses operate around the courtyard, helping to support many local individuals and families.

Like every year 2021-22 saw change, with businesses closing and moving on but also importantly after COVID new businesses opening!

Direct support continued for tenants during this period alongside a huge amount of work undertaken encouraging people back into the building for arts, culture, entertainment and importantly to shop.

MANDY WILSON OWNER AT MANJO HOME

Having been on a high street for seven years, I started to see things change sadly, but having come through Brexit and COVID-19, I wasn't ready to give up on my dream. So, I inquired about relocating to the Piece Hall.

In October 2021 I opened my door in this magnificent location, that's not only filled with character but is so incredibly tranquil. You could be anywhere in the world when you're here, with only the weather to remind you that you're in the UK!



The welcome I have received from ALL the staff has been second to none, they run a fabulous ship, from me having my boutique here to holding concerts. I came as a fan last year, and from the moment I entered to sitting back in my car I had such a wonderful experience, then to come to open my boutique the following morning - like nothing had happened - wow!

As I'm a little different, it wasn't long before I got recognised for selling quirky cards, lamps and pictures, and because it's gone so well it is pushing me to find new exciting ranges - watch this space.

Whether it's visiting the individual independent shops, grabbing a bite to eat or drink, or simply breathing in a place that is last of its kind, I love where I am, and am incredibly privileged to have Manjo Home be a part of it.



PAUL BARTRAM OWNER AT THE YORKSHIRE GALLERY

The Piece Hall is a special place. We have all known it for a long time, but now the hidden gem is being discovered by many more people, from much further afield, who are spreading the word and putting it on the pedestal it quite rightly deserves.

Not only is it a world class shopping destination, bucking the retail trend this last year with visitor numbers increasing, but also offering world class sculpture exhibitions, a world class music venue, and the heart of Calderdale's heritage and cinematic offering, which has seen film crews from around the world queuing up to film these beautiful surroundings.

We have been trading from this special place for almost 6 years, helping to promote and support over 50 local and Yorkshire based artists/makers in progressing their careers through tough and uncertain times.

We are hoping to expand this coming year into a bigger unit, which will allow us to offer more exhibitions and more opportunities for local artisans to show off their fabulous work.

We firmly believe that The Piece Hall is the reason that so many people are so keen to visit Halifax and the wider Calderdale area, and greatly appreciate the phenomenal work of Nicky Chance-Thompson and the rest of the Piece Hall Trust.

My fellow traders all work so incredibly hard and make it such a desirable place to visit. Long live The Piece Hall.

THE PIECE HALL'S FUNDERS, PARTNERS & SUPPORTERS

The Piece Hall couldn't achieve what it does without the passion, commitment and hard work of its many supporters.

Their experience is invaluable, practical support essential and their promotion is priceless.

CLLR JANE SCULLION CALDERDALE COUNCIL'S DEPUTY LEADER

We are so proud of The Piece Hall and it continues to have a major impact on Calderdale and beyond. The iconic venue's community events and unique businesses have also supported the local recovery from the pandemic by bringing people back together, keeping spirits up and helping our towns to thrive again. It brings a real sense of pride to local communities, as we've seen through its Eid celebrations, festive Spiegel tent, seasonal markets and civic events.

With its world-class art exhibitions, live music and heritage, The Piece Hall showcases all that's special about our local culture and has really put Calderdale on the map. Its stunning gigs have wowed crowds and performers alike, creating summers to remember and an amazing economic boost. And we were blown away by the recent Sophie Ryder art installations and The Piece Hall's starring role in prominent TV shows and films like Marvel - contributing to the Vision 2024 for Calderdale to be a distinctive place.



We really look forward to continuing to work with The Piece Hall in the run-up to our Year of Culture in 2024, as we take our new CultureDale brand to the next level. And, as part of our priority to develop thriving towns, we also value the role that The Piece Hall has established as the go-to place for national media in understanding the future development of town centres.

TRACY BRABIN THE MAYOR OF WEST YORKSHIRE

The Piece Hall has gone from strength to strength this year, cementing its position as an iconic landmark capable of captivating a global audience.

The Piece Hall demonstrates how our culture and history can power our regional economy - and doing so in an inclusive way, welcoming everyone from bell ringing enthusiasts and New Order fans, to the stars of the BBC hit Gentleman Jack.

I was delighted to recently host one of our West Yorkshire Culture Committee meetings there and we've been privileged to welcome Nicky on board as our Deputy Chair, bringing her unique talents, experience and creativity.



DALE CASTELL OUR HOUSE DJ & PROMOTER

After DJ'ing to over 500,000 people online during lockdown, I couldn't wait to play to a live audience and the event at The Piece Hall in 2021 was really emotional. It was a proper celebration of music and friendship.

The gig was due to be held at an indoor venue however concerns over COVID meant we had to move it at the last minute, and I was massively grateful The Piece Hall team stepped in to save the event.

It's such a special venue and just what we needed to bring this incredible online community, who'd danced through lockdown, together in person.

The Piece Hall courtyard is an amazing space and the atmosphere was unreal, it's an event that will stay with me for the rest of my life.

In this financial period The Piece Hall was the recipient of a substantial grant from the government's £35 million Culture Recovery Fund. This was set up to help organisations overcome challenges following the COVID-19 pandemic and safeguard precious heritage sites and regional museums so they can be enjoyed by local communities and visitors long into the future.

340 music venues, theatres, galleries, museums and cinemas benefited from emergency support in this final tranche of funding, with The Piece Hall awarded the largest amount from The Department for Digital, Culture, Media and Sport (DCMS).



DUNCAN WILSON
CEO, HISTORIC ENGLAND

This final round of government funding has supported a range of important heritage organisations across the country, including The Piece Hall in Yorkshire. These places offer people unparalleled ways of understanding the past, the history of their area, and the great outdoors, and are of great importance for our post-pandemic recovery. Helping them to continue to recover and thrive into the future will provide long-lasting benefits to communities across the country.

EILISH MCGUINNESS
CEO, THE NATIONAL LOTTERY
HERITAGE FUND

The Piece Hall has truly become an icon of the UK's heritage and we are very proud that The National Lottery Heritage Fund has played a role in its transformation thanks to a £7million grant in 2012, bringing this unique 18th century Cloth Hall back to life against a backdrop of beauty, commerce and community.

In the ten years since that grant has been awarded, this unique heritage treasure has undergone an incredible transformation and welcomed visitors from far and wide, as well as some Hollywood movie stars! Like many cultural attractions, The Piece Hall has had to weather many storms during that time, but the Trust has demonstrated remarkable resilience and has provided a shared space for the communities of Halifax to come together, becoming a central hub for the town and its regeneration.



REECE DINSDALE
ACTOR, DIRECTOR AND PIECE HALL
PATRON

Where Halifax meets Italy! Another brilliant year for us all at The Piece Hall, where culture and retail, leisure and live performance came together in perfect harmony.

I've achieved a number of notable things in my lifetime but having the title of 'Patron' of this unique and magnificent establishment bestowed upon me, is right up there with the very best of them. Having a room named in honour of my late father has simply been the icing on the cake.

Thank you, you beautiful people. Long may our relationship thrive and prosper!

Full list of current Piece Hall Patrons:

- England rugby legend **Brian Moore**
- Entrepreneur, businessman and arts supporter **Clive Lloyd**
- Global DJ and Hacienda legend **Graeme Park**
- Paralympian, world champion wheelchair racer **Hannah Cockroft OBE DL**
- Actor, writer and broadcaster **Adil Ray OBE**
- Award-winning television writer, producer and director **Sally Wainwright OBE**
- Former Beats International vocalist **Lester Noel**, now a drama and music teacher
- Writer and director **Mark Herman**, best known for Brassed Off, Little Voice, and The Boy in the Striped Pyjamas
- Founder of Music and The Deaf, **Paul Whittaker OBE**
- Star of stage and screen, actor, director and writer **Reece Dinsdale**
- Halifax businessman **Roger Harvey OBE**
- Reputation management and corporate communications expert **Tom Lees**

**SOPHIE RYDER
SCULPTOR**

The Piece Hall was one of my most memorable exhibitions. The beautiful golden stone really complemented the colour of the bronzes, and the architecture was a perfect backdrop.

“ THE PIECE HALL
WAS ONE OF MY
MOST MEMORABLE
EXHIBITIONS ”

The atmosphere in the courtyard was really special and the shop owners and staff made it all such a pleasurable and positive experience.





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WELCOME TO THE PIECE HALL

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The Piece Hall's Visitor Centre is often the first port of call for those who are new to the building.

Staff make sure they get a great welcome and information on everything they need to fully enjoy the building from shops, restaurants and bars to the heritage spaces and both permanent and temporary exhibitions.

The team at this "reception hub" sell merchandise and tickets for Piece Hall events, book and run heritage tours, and look after coach parties and lost property.

They also administer The Piece Hall membership scheme which grew massively in this period increasing from around 850 to almost 2,500 by the end of the financial year.

LUCY TALLENT VISITOR SERVICES MANAGER

My team give visitors from near and far the warmest of welcomes, and it's wonderful to introduce people from all over the globe to this unique building. Recently that has included people from as far afield as Malaysia, New Zealand, Canada and Mexico.

We aim to provide excellent customer service and a great customer experience, ably assisted by our many brilliant volunteers who enhance any visit.

A big success in this financial period was the growth of The Piece Hall membership scheme, which gives supporters a number of benefits including presales to gig tickets, tenant offers, money off vouchers and Piece Hall experiences. And all while they are supporting the upkeep of this precious building and sustaining it for future generations to enjoy. Plans are already underway to enhance this scheme further.

COMMUNITY, HERITAGE & LEARNING

Engaging communities and bringing the history of The Piece Hall to life are at the core of The Piece Hall Trust's mission. This is done by delivering collaborative, creative, and inclusive events and learning experiences for local people of all ages, as well as national and international visitors. The period between April 2021 – March 2022 saw the Heritage and Community Engagement team deliver its most diverse programme yet, focusing on both re-engagement post COVID and fresh engagement with new audiences.

There were a number of firsts this year with May seeing the very first Eid celebration at The Piece Hall, with food stalls from big name brands, family activity, calligraphy and henna art. In November there was the first Diwali event. Light Up Lives brought Bollywood Music and performances by Annapurna Indian Dance to the courtyard. Visitors took part in outdoor meditation with Black Lotus and hundreds of families made beautiful paper lanterns.

Another first was the community-led 'Nowruz' or 'Newroz' festival, celebrating the Kurdish, Iranian and Persian new year which saw hundreds of visitors joining in traditional music, dancing around a fire-bowl and the sharing of food made by community members to introduce visitors to traditional Iranian and Kurdish flavours.

The Piece Hall's courtyard was brought to life with the preparation of more delicious

world foods with The Great Get Together in June 2021. Connecting with the Jo Cox Foundation's community initiative, teams of volunteer chefs from St Augustine's Centre for Refugees and Asylum Seekers, Sisters United Light Up Black and African Heritage Calderdale team, Food4All, and Morrisons cooked over 1000 free meals which were handed out to the community. Food was donated by The Real Junk Food Project and other generous suppliers, and Calderdale Valley of Sanctuary added a vibrant programme of music.

Despite such a challenging year for Calderdale's communities, people showed their huge generosity at Christmas, donating vast numbers of gifts to the Calderdale Lighthouse Christmas appeal. The Piece Hall hosted its annual Christmas Wrap, with staff and volunteers helping to wrap over a thousand presents for local children to be distributed through social care providers.

School trips resumed in this period with 838 pupils taking part in fun hands-on workshops and interactive tours with lots of dressing up! Children had the opportunity to catch up on some of the rich learning experiences they had missed during months of restrictions.

Family fun was at the heart of everything in the re-emergence from COVID restrictions too. The courtyard hosted an urban beach and summer events featuring music, art, craft, carnival puppets and much more. The Piece Hall's Christmas and Halloween trails were

incredibly popular with 800 children dressing up to take part in the Trick or Treat Trail around the tenant businesses in October.

This year also saw the introduction of an exciting digital element to the trails with a new augmented reality app called The Piece Hall GoPlay. Players are taken on a seasonal journey around the building as they watch virtual characters appear in the courtyard, while collecting clues or learning facts about the history of the site. More than 700 people downloaded the app.

The Piece Hall's received 1,000 hours from its dedicated volunteer team this year enabling events to run smoothly and give visitors the best possible experience. 936 people enjoyed guided heritage tours with knowledgeable guides, telling the stories of the building's captivating history.

Performances for all ages were also back into the courtyard after lockdown. They started with the symbolic re-opening of the South Gates to music from Lizzie Jones MBE and pupils from Dixon's Music Primary combined with participatory arts by artist, educator and CBeebies presenter Venessa Scott, who created a truly memorable occasion.

Then, in July Bradford-born, learning-disabled artist Daniel Foulds brought the debut performances of his site-specific project Hidden History: Deeds Not Words telling the true story of Halifax-born suffragette Laura Annie Wilson. The ten walkabout performances were supported by Mind the Gap - England's leading learning disability performance and live arts organisation.

Award-winning West Yorkshire based Mikron theatre staged their first post-COVID show at The Piece Hall in June, welcoming 120 people to their performance of 'Atalanta Forever', which chronicled the rise and suppression of

women's football in the 1920s. Visitors were thrilled to experience theatre again, in the open air, and The Piece Hall's famous peregrine falcons even made a guest appearance!

September saw heritage stories performed in promenade to mark the anniversary of the death of Anne Lister. Peel Entertainment's brand new and exclusive vignettes saw actors striking up conversations in-role with visitors. The month also saw Diane Lawrenson's stunning new permanent sculpture 'Contemplation' depicting Anne Lister unveiled in the courtyard by Nicky Chance-Thompson DL, Suranne Jones, Sally Wainwright and Diane herself to huge critical acclaim. 127 pieces of media coverage and an online readership reach of 2.5 billion people demonstrates the wide impact of the work.

One of the team's biggest successes was the installation of six monumental sculptures by world-renowned artist Sophie Ryder. Her works took centre stage from February to May, accompanied by a stunning exhibition of smaller sculptures and works on paper in The Piece Hall's art gallery.

Supported by Arts Council England and Hignell Gallery, the outdoor sculptures were seen by over 600,000 visitors in just 14 weeks. National media coverage was impressive and the exhibition was featured in The Times, The BBC and iNewspaper alongside a front cover and 4-page feature in the Yorkshire Post magazine.

The Piece Hall's unique courtyard has been successfully transformed with numerous world-class events this year. The Heritage and Community Engagement team has helped to welcome communities back to the heart of Halifax with an inspiring and ambitious multi-cultural programme, some community led, which has engaged and supported local people after such a challenging year.

SOCIAL MEDIA PRESENCE AND THE PIECE HALL IN THE PRESS

Coverage and reach via broadcast, print, online and social media.

96,000



FOLLOWERS ACROSS FACEBOOK, TWITTER & INSTAGRAM



10 MILLION
PEOPLE REACHED THROUGH FACEBOOK POSTS ALONE



■ PRESS COVERAGE
□ WEB COVERAGE



Media outlets:

The Piece Hall achieved coverage in a breadth of local, regional, national, international business and trade press titles. Highlights and those with the biggest reach were BBC News web, The Guardian Online and Mail Online. Articles were also featured in The Times, Daily Telegraph and the i.

This year's figures were much higher than the previous year for a number of reasons, including wide-ranging coverage of the Sophie Ryder exhibition, Live at The Piece Hall and the unveiling of the Anne Lister sculpture.

There was also a significant uplift due to the substantial coverage surrounding the filming of Marvel's Secret Invasion.

THE PIECE HALL ON SCREEN

The Piece Hall's reputation as a location for film and television has continued to grow throughout 2021-22.

It has been used as a backdrop for news programmes, a historic set for a period drama, for contemporary interior shots for a hit TV series, and as a full location for a big budget international production.

April - Filming of scenes for the BBC/HBO hit series Gentleman Jack in the courtyard.

June - BBC Breakfast interview tenant Wine Barrel and CEO Nicky Chance-Thompson DL on what's next for hospitality and retail.

October - Sky News filming on budget day featuring CEO Nicky Chance-Thompson DL plus other guests.

December - Channel 4 drama Ackley Bridge use The Trading Rooms as a location for the latest series.

January - A-list stars are welcomed during a full building closure as the site is used as a location for Marvel / Disney Secret Invasion.

March - The courtyard welcomes stars Suranne Jones and Gemma Whelan and writer Sally Wainwright for the red-carpet premiere of Gentleman Jack S2.



WHERE WE'RE HEADING

Since the end of the financial year covered in this review, The Piece Hall has continued to deliver significant footfall and GVA for Halifax and Calderdale. Powering onwards and upwards out of shadows of the pandemic, this vital asset has lifted and supported people on their personal recovery journeys while also driving and enhancing economic recovery.

The last 12 months has seen more success and a number of milestones. This included a programme which was more diverse and inclusive than ever featuring a Mela, Pride, Jubilee celebrations and a number of prestigious awards wins.

Summer 2022 saw visitor numbers cross the 10 million mark and they ended the year on 11.7 million. Live at The Piece Hall 2022 saw the biggest crowds yet with almost 60,000 people enjoying the sounds of iconic global rock and pop stars and The Piece Hall Trust celebrated the fifth anniversary of its re-opening.

So, while this review looks back, the current focus of the CEO and Board of Trustees is very much looking forward to the next five years.

Plans to improve and increase the events output are already underway, bringing further economic uplift to the town and borough. After the signing of the five-year deal with new promoters Cuffe and Taylor, part of the Live Nation family, the first season of gigs took place last summer to huge plaudits.

Plans are also underway to sustain revenues at The Piece Hall with additions and improvements to The Piece Hall outlets and the events schedule as it continues to deliver inclusive activity for all. There will also be a focus on more recognition, raising the profile of this iconic building even further.

The value of this precious asset has never been clearer, if anything it has been brought into sharper focus by the effect and impact of living through COVID. Through these challenging times, The Piece Hall has established itself as a place that offers life affirming experiences, connections, and moments of real joy; cementing its place on the national and international stage, but also, crucially in the hearts and minds of the communities that surround its Georgian walls.

Now in the shadow of ongoing geopolitical instability and the cost-of-living crisis the strategies developed and deployed by The Piece Hall Trust have never been more vital – to provide audiences from near and far with world class arts and cultural offerings – many free or subsidised – to maintain a robust and independent range of retail outlets and, crucially, remain free to enter.

To do this, public funding in addition to commercial activities will be vital for The Piece Hall's future.



PETER TAYLOR CUFFE & TAYLOR FOUNDER

As the global leader in Live Entertainment we look to partner with incredible venues to present the biggest and best artist in the world of live music. This five-year deal with The Piece Hall will allow us to bring our world-class clients to this jewel in the crown of West Yorkshire.

“WE COULDN'T BE MORE
EXCITED ABOUT WHAT
THE FUTURE HOLDS”

Not only is the venue a memorable backdrop for live music, some of the biggest artists in the world are starting to include it in their long-term touring plans. We couldn't be more excited about what the future holds for this exciting partnership.

OUR BOARD OF TRUSTEES

The Piece Hall Trust is overseen by an independent board of experienced trustees.



SIR ROGER MARSH OBE DL (CHAIR)

Chair of The Piece Hall Trust since 2017 Roger has been dedicated to supporting the North's economic renewal throughout his 40-year career and was knighted in 2021. Prior to retiring he was Senior Partner at PwC Leeds, and Chair of the Leeds City Region Enterprise Partnership (LEP). Roger is currently Senior Business and Strategy Advisor for global law firm Squire Patton Boggs and Chair of the NP11 group of northern local enterprise partnerships and a member of the West Yorkshire Combined Authority.



NICKY CHANCE-THOMPSON DL (TRUSTEE & CEO)

Prior to becoming CEO in 2017 Nicky had a multi-award-winning career in marketing, advertising and media and helped deliver Government programmes, specialising in regeneration. She has helped establish The Piece Hall as an internationally-recognised destination making a significant contribution to Calderdale's regeneration. In recognition of her work on The Piece Hall, Nicky was made a Deputy Lieutenant of West Yorkshire, crowned Yorkshire Businesswoman of the Year, and recently won the Judges Special Prize from the IOD.



CLLR HOWARD BLAGBROUGH

(Incoming 2022) Previously both Mayor and Deputy Mayor of Calderdale, Howard has served the people of Brighouse since 2008 and is now Deputy Leader of the Conservatives within Calderdale. He is a Director of the Brighouse BID and on the Brighouse Town Deal Board, which oversees the £19.1m investment for Brighouse.



NOOR ALI

A senior buying manager at Asda, Noor is a passionate mentor and diversity champion helping develop culture and inclusivity at the venue. She's been named the Asian Women of Achievement Awards Businesswoman of the Year and has a British Empire Medal for Services to Diversity in Retail.



SYIMA ASLAM MBE

Syima is the founder and director of Bradford Literature Festival, which welcomes 70,000 visitors annually and is celebrated as the most socio-economically and ethnically diverse literary festival in the UK. She is supporting the Trust to shape a diverse and successful future for the venue.



BEN SMITH

Ben brings a wealth of experience from the technology and entertainment sectors, having worked on high-profile films including 28 Days Later and Hannibal before moving into digital media. Ben co-founded acclaimed technology company Laduma, is president of Really Epic Dog and oversees 10 businesses across four continents.



TIM SMITH

Tim worked for the BBC for 30 years, serving local, regional and national audiences, as head of BBC Yorkshire and editor of Look North. Instrumental in bringing Children in Need and Antiques Roadshow to The Piece Hall, he brings leadership experience and a passion for giving something back to the venue.



CLLR TIM SWIFT MBE

Leader of the Labour Group Tim has been a councillor in Calderdale for 16 years and was Council Leader from May 2012 to July 2014 and then from May 2015 to date. Tim represents Calderdale Council on the Leeds City Region Enterprise Partnership (LEP) and the West Yorkshire Combined Authority.



LAURA CRAWFORD

Laura has spent 30 years in private law practice specialising in restructuring and insolvency. She is passionate about the restoration and sensitive repurposing of heritage buildings and was on the board of a private investment company which managed a portfolio of historic industrial buildings.



CLLR STEPHEN BAINES MBE

(Outgoing 2022) Stephen was a councillor for Northowram at Calderdale Council between 1990 and 2022 holding many positions, including Council Leader. During his working life, Stephen was an Accounts Office Manager and a Director of a construction plant hire business.

THE TRUST'S PARTNERS

Thank you to the partners of The Piece Hall, this year more than ever.

Without their support the Trust would not be able to realise the extraordinary benefits for the people of Calderdale and the wider Yorkshire region.





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