

A large crowd of people is gathered in a courtyard at night, many holding up their phones to take pictures. In the background, a tall, illuminated church spire rises against a dark blue sky. The courtyard is surrounded by a multi-story building with many windows. A stage with blue lighting is visible in the middle ground.

THE PIECE HALL

EST. 1779

ANNUAL REVIEW 2022-2023

THE PIECE HALL TRUST'S VISION

Opened in 1779 for the trading of “pieces” of woollen fabric produced on handlooms as part of Yorkshire’s cottage industry, The Piece Hall is the only remaining Georgian cloth hall in the world.

This unique building is now under the care of registered charity The Piece Hall Trust which exists to project the past of this iconic heritage site while preserving it for future generations. Its mission is to sustain the venue as a free to enter world class destination attracting local, national and international visitors while ensuring The Piece Hall continues to be the major catalyst for the ongoing regeneration of Calderdale.

Its key pillars of heritage, trade, culture and community are brought to life via an inclusive schools and adult education programme; a premium retail offer of high-end boutique stores, café’s and bars; industry leading pop and rock concerts; and a diverse range of community celebrations.

The Trust supports the preservation and promotion of this precious building’s unique history while making sure it’s always moving forward as a vibrant, relevant and contemporary ‘must-see’ visitor attraction.



A YEAR OF FIRSTS & BIG WINS

The financial year 2022-23 was a year of firsts for The Piece Hall. It saw the fifth anniversary of the venue's re-opening and marked a time of both reflecting on just how far it has come in such a short space of time, alongside a laser focus on the future, and where this unique and precious asset is heading.

The aim in this year was to build upon previous successes, with an enhanced, extended and more inclusive programme. This bigger and bolder offer saw the venue hosting its first Pride celebration, a House Weekender, the first Piece Hall Mela and the start of the groundbreaking relationship with promoters Cuffe & Taylor (part of the Live Nation family) which saw a lineup of global superstars grace the stage in its iconic courtyard as part of Live at The Piece Hall 2022.

Summer 2022 saw 12 nights of world class music covering a range of musical genres including Duran Duran, Paloma Faith, Noel Gallagher's High Flying Birds, Sir Tom Jones, Paul Weller plus Nile Rodgers & CHIC, all accompanied by BSL interpreters. The start of this five-year partnership with Cuffe & Taylor was a huge moment for The Piece Hall and will ensure it can continue to bring global artists to perform in the venue, benefiting The Trust itself, music fans, but also hospitality and retail businesses who will be positively impacted by increased footfall.



The 2022 season broke records for both the number of events and attendees and delivered a multi-million-pound boost for the local economy. Around 60,000 people attended the shows, many thousands visiting from outside Yorkshire with 80% of them going to restaurants & bars in the vicinity - benefitting local businesses.

As well as its musical offer, people continued to flock through the historic gates of The Piece Hall to eat, drink, shop; marvel at its unique heritage, experience culture or immerse themselves in community events. A landmark 10 million visitors was reached in the first half of the year with the total number since reopening surpassing 12 million by the end of the financial period concerned.

These figures were boosted by a number of high-profile events including a triumphant four-day celebration to mark the late Her Majesty Queen Elizabeth's Platinum Jubilee. 55,000 people came to the courtyard to witness civic celebrations, attend a day to honour the emergency services, attend a "Concert for The Queen" and a join in with a community tea party.

Activities for families were plentiful with the courtyard hosting a beach and a roller rink in the summer and a skating rink at Christmas, and there were multiple arts and craft workshops throughout the year, both free and paid for, but often heavily subsidised.

The autumn of 2022 saw The Piece Hall launch its own brand of gin. Created in partnership with local craft artisan-distiller Speight's it was blended by taking inspiration from the fascinating heritage of the Grade I-listed building using botanicals from the surrounding Yorkshire landscape. The gin has since achieved a 'Bronze Award' in the London Spirits Competition'.



As The Piece Hall's profile continued to grow, so did its reputation. There were accolades aplenty with the building being recognised for its impact on tourism and also as an exemplar of place-making. It won several prestigious awards including the Yorkshire Post Outstanding Contribution to Tourism Award, The Academy of Urbanism 'Great Place' award and Business for Calderdale's "Promotion of Calderdale" award.

At the end of this financial period The Piece Hall relaunched its newly rebranded and repackaged membership scheme 'Club 1779'. With an improved offer including access to gig ticket presales, special discounts and exclusive member events through the year, this proved to be a big hit with many loyal fans of the building and its stellar programme.

The Piece Hall also revamped its donation system. At the time of writing, this precious heritage site costs around £13,000 per day to run, and new, different or improved ways of funding its survival are vital to ensure the future of this much-loved asset of global significance. This year saw The Piece Hall cement its position as a centre for trade, heritage, culture and community in the heart of Calderdale, with a unique offer designed for today's audiences, retailers and artists, with regional, national and international appeal.





**APRIL 2022
ANNE LISTER
BIRTHDAY WEEK**

Visitors from all over the world came to The Piece Hall to celebrate the date of the trailblazing lesbian's birth and lay flowers at Diane Lawrenson's stunning sculpture of her

**JUNE 2022
HM QUEEN
ELIZABETH'S
PLATINUM JUBILEE**

Almost 55,000 people packed into the courtyard for four days of celebrations including civic celebrations, an emergency



**AUGUST 2022
THE PIECE HALL MELA**

The very first Mela celebrating the music, dance and food of South Asia welcomed almost 18,000 people to the courtyard for this free family focused event.



**OCTOBER 2022
RUGBY LEAGUE
WORLD CUP VISIT**

Via Buckingham Palace and Downing Street, the Rugby League World Cup was on display in the courtyard ahead of the pre-cup game between France and Tonga played in Halifax

**DECEMBER 2022
CHRISTMAS AT THE
PIECE HALL**

After the busiest winter markets to date in November, December saw a winter wonderland created in the courtyard with an ice rink, vintage carousel and the most successful Spiegeltent shows to date.



**FEBRUARY 2023
CLASSICAL DINING**

A new restaurant experience at The Trading Rooms in conjunction with Yorkshire Symphony Orchestra saw a la carte dining combined with a performance from a world class string quartet.



2022-23

HIGHLIGHTS OF OUR MOST DIVERSE YEAR YET



**MAY 2022
SPRING MAKERS
MARKET**

Our first markets of the year saw almost 30,000 people come to browse around 50 stalls packed with independent products and produce from local sellers and artisan makers

**JULY 2022
BIGGEST LIVE AT
THE PIECE HALL
TO DATE**

Starting in June, 60,00 people in total watched the longest run of shows from global stars like Duran Duran, Tom Jones, Paloma Faith and Nile Rodgers & CHIC



**SEPTEMBER 2022
PRIDE**

More than 22,000 people turned out to celebrate (the local LGBT community) as the first Calderdale Pride was held at The Piece Hall with a packed day of free entertainment including pop band Liberty X



**NOVEMBER 2022
THE PIECE HALL WINS
THE GREAT PLACE
AWARD**

This highly prestigious international award from the Academy of Urbanism recognises the best, most enduring or most improved urban environments.

**JANUARY 2023
THE PIECE HALL AMONG
UK'S FAVOURITE PLACES**

90 people - architects, engineers, writers and designers picked their favourite places to mark 90 years of The Building Centre - The Piece Hall is one of them!



**MARCH 2023
CLUB 1779**

The Piece Hall launched a new updated membership scheme to help support this unique heritage site with an improved offer or presales, discounts and exclusive events.

CHAIR'S STATEMENT

SIR ROGER MARSH OBE DL



2022/23 is my sixth year as Chairman of The Piece Hall Trust board and the sixth year of operation after our transformation. I could not be prouder of what the incredible team, led by CEO, Nicky Chance-Thompson MBE DL, has achieved in that time and specifically what was achieved in the last financial year.

We continue to build on the four pillars of our strategy: heritage, culture, community, and trade.

The Piece Hall has firmly established itself as one of the best live performance venues in the country, thanks to our ongoing partnership with Cuffe & Taylor, part of Live Nation. We look forward to growing our reputation in the coming years.

Despite challenging economic conditions, we have remained free to enter. As well as hosting 12 huge summer gigs, around 30 Christmas shows in the Spiegeltent, numerous free community events, arts, crafts and family workshops, we gave nearly 2,000 guided heritage tours and welcomed more than 1,400 school pupils further boosting the local economy and giving back to our local community. This provides an important illustration of what being a charitable trust means in practice. A purely commercial entity would not provide the array of free activities and resources that we do. Growing our income means we can give something back to communities. This will remain an important ethos to us.

The board's continued aim is that we are commercially astute and culturally creative. This means that we are in favour of taking calculated risks and trying new ventures to delight and surprise our guests – some of which will be a great success, others, perhaps less so. Complacency is the enemy of growth and continued success. We never want to become complacent.

While The Piece Hall's transformation was not about generating significant operating surpluses but acting as the catalyst for the regeneration of Halifax, the board and executive team have sought to put The Piece Hall Trust into a small cash-positive position. This will allow us to build up a small contingency reserve to smooth out and mitigate future shocks and headwinds.

This financial year The Piece Hall Trust made a small financial surplus of just over £56,000 with income from Piece Hall Enterprises - our commercial trading arm which runs a number of outlets within the building - rising significantly (127%) from £1.5m to £3.5m. We were also successful in a number of important grant applications which saw our income from charitable activities rise from £1.4m in 2021/22 to £1.7m in 2022/23.

Costs also rose from £4.8m last financial year to £6.7m in 2022/23. This was largely due to the doubling of costs for putting on events, electricity prices rising by 145% year on year, and direct staff costs also increasing.

We continue to significantly deliver on our regeneration impact for Halifax adding more than £7 to the local economy for every £1 spent. This is very visible when speaking to local businesses such as Holdsworth House who cite The Piece Hall as the major driver of their significant uptick in bookings.

As The Piece Hall evolves, so our board evolves. We actively consider succession planning as some members reach the end of their terms of appointment. This year I was pleased to welcome Jacqueline Palmer to the board. Jacqueline brings more than 20 years of experience in human resources, employee engagement and talent management from both the private and public sector. She is a strong addition to our team, and I welcome her to the board.

Our Chief Executive, Nicky Chance-Thompson DL, was commended by the Northern Power Women for levelling up leadership and by the Business Desk as their Northern Transformational Leader, and though outside this financial year, I must mention, more recently has been the much-deserved recipient of a King's Birthday Honour – being made a Member of the British Empire (MBE).

Thank you to Nicky and the team for all their hard work during this reporting period, which has made 2022/23 the best year yet in The Piece Hall's 250-year history.

CHIEF EXECUTIVE'S STATEMENT

NICKY CHANCE-THOMPSON MBE DL



The 2022/23 financial year has been a series of firsts for The Piece Hall Trust.

Our Live at The Piece Hall series set a record for the number of major gigs we hosted - including Nile Rogers & CHIC, Noel Gallagher's High Flying Birds, Sir Tom Jones and Duran Duran.

We hosted our first pride event, our first mela and our first iftar. We also gave thanks to our blue light workers with our first Emergency Services Day, and we joined the rest of the country in celebrating the late Her Majesty The Queen's unprecedented Platinum Jubilee.

We also broke through the 12 million visitor threshold with 2.5 million people coming through our gates during the year, spending money in The Piece Hall itself and more broadly around Calderdale in shops, restaurants and hotels, boosting the local economy significantly.

It is important to remember that when we scheduled in our events for the 2022/23 year - and at the start of this financial year - the Omicron COVID variant had recently been reported and there were some reports about a potential further lockdown. We were unsure of the appetite for attending large, in person events, and unsure of what the UK response would be to other emerging COVID variants. The war in Ukraine and general economic turbulence, added to inflation and the subsequent cost of living crisis pressures on businesses and households alike.

The purpose of regenerating The Piece Hall was for it to become the catalyst for the wider regeneration of Halifax, Calderdale and the North of England. Updated economic analysis by former government economists show that we have generated £7 for every £1 spent transforming and funding The Piece Hall which is 'exceptional' in HM Treasury terms.

Given the quantity, quality, and range of the events we produced during the year we understandably had to scale up our team while also using more agency and security staff. Our operational and events teams are developing their expertise to enable us to deliver new, and high-profile world class events.

Now we have firmly established ourselves as a credible, alternative live music venue, our important relationship with our co-promoter, Cuffe & Taylor, part of Live Nation, will also evolve.

The Piece Hall won several prestigious awards during the year including the Yorkshire Post Outstanding Contribution to Tourism Award, The Academy of Urbanism 'Great Place' and Business for Calderdale's "Promotion of Calderdale" award.

I want to pay thanks to Calderdale Council, the National Lottery Heritage Fund, Garfield Weston Foundation, The West Yorkshire Combined Authority, and the Department for Culture, Media and Sport for their ongoing financial support of our unique and transformative asset.

It was an incredibly challenging year financially and operationally, but The Piece Hall team rose to the challenge and delivered to an exceptionally high standard. Their tenacity and passion for this building and business is commendable.

I also want to pay special thanks to our many volunteers who help guide school trips, support major events and welcome visitors so warmly to The Piece Hall. They volunteered over 4,000 hours of their time in 2022/23 - and our amazing building and events would not be the same without them.

Our hard-working tenants survived some of the toughest trading conditions ever seen. My thanks go to them for their energy and commitment. They are a key part of The Piece Hall community and make this such a great place.

I would like to give thanks for the support and advice provided by our Chairman, Sir Roger Marsh OBE DL, and our Board of Trustees.

The next year will see even more high-quality events and a diverse range of reasons to visit the world's last remaining Georgian cloth hall. One of the strongest votes of confidence in the work we are doing is the number of repeat visits we see - whether from shoppers, attendance at our live events or by the major global acts who want to pay us a return visit. It's clear, that one visit to this unique venue is not enough.



**12.1 MILLION VISITORS
SINCE REOPENING**



**4,310 VOLUNTEER
HOURS**



**60,000 PEOPLE ATTENDED
LIVE AT THE PIECE HALL**



**1,000 NEW
CLUB 1779 MEMBERS**



**£61 MILLION
GENERATED**
FOR THE LOCAL ECONOMY
SINCE RE-OPENING

COMMUNITY, HERITAGE & LEARNING

This year saw The Piece Hall's Heritage and Community Engagement team deliver a more diverse programme of events, projects, school workshops and community initiatives than ever before.

They were supported by their biggest ever group of dedicated volunteers, after training saw numbers rise to almost 100. The volunteers enabled and enriched the wide-ranging offer from family activities and Christmas gigs in the Spiegel tent to supporting the beach, Glice Rink, heritage tours and ensuring a great visitor experience in The Piece Hall Story exhibition and art gallery. They gave over 4,000 hours of their time with 213 hours devoted purely to heritage tours.



1,908 people attended a heritage tour - an increase of more than 100% on the previous year. This included tours for coach parties, heritage open days, Anne Lister tours, National Lottery Heritage Week, and our very own regular bookable weekly tours. The Heritage and Engagement Team continued to work closely with partners across the borough to support initiatives and the strategic development of creativity, culture and youth engagement as part of the CalderdaleCreates network and the Local Cultural Education Partnership.

1,443 school pupils were booked on school sessions, an increase of more than 50% on the year before and 52 classes took part in interactive tours and workshops, from 'Medieval to Modern Merchant' to 'We're Going on a Cloth Hunt'!

Outside the school's programme summer saw the courtyard come alive with family activity, with artist-led workshops ranging from sculpture to textiles and illustration to recycled crafts. Yorkshire Day's Piece Hall Game Show was an interactive family success, celebrating The Piece Hall's 5th birthday.

The team facilitated a once in a lifetime celebration for the Platinum Jubilee of the late Her Majesty The Queen. Four consecutive days of events included more than 20 musical performances, civic celebrations, an emergency services day and a host of creative family activity. A highlight was

the unveiling of a commemorative plaque designed by 10-year-old Riley Yelland from Old Earth Primary School in Elland, chosen from hundreds of drawings by Calderdale children. The plaque was unveiled by the Lord Lieutenant of West Yorkshire and is now in position by The Piece Hall's West Gate.



The start of this financial year saw the end of the stunning Sophie Ryder exhibition. 617,045 people saw the impressive sculptures in the courtyard and more than 15,000 visitors went to the gallery exhibition. Media coverage saw an estimated 737K views as the works featured in The Times, The Yorkshire Post and BBC Look North amongst others. Family activities and adult learning running alongside the exhibition helped bring the show to life, with workshops including sculptural casting in jesmonite with young people and clay modelling with adults from the St Augustine's Centre (asylum and refugee support) art group.

The Piece Hall did more than ever to reach out to local communities and encourage people into the building. Working with verd de gris arts, CMBC and a host of local partners July saw another first as the venue hosted the launch of Calderdale's South Asian Heritage Festival, bringing musicians, businesses and food providers from across Calderdale together. Feedback was fantastic, and included "please, please do this again"; "we have lived here all our lives and have never had this in the centre of Halifax"; "we felt seen and celebrated" and "loved every minute of it".

The Piece Hall's first ever Mela saw more than 17,000 people experience the sights, sounds and tastes of South Asia. This new partnership with the acclaimed Birmingham and Sandwell Mela brought musical performances from high profile artists Maz Bonafide, DJ Manny and Chand Ali Khan Qawwal & Party.

A stunning Iftar Under the Stars event was hosted with the 51st Pellon Scouts. Hundreds of families came to break their fast during Ramadan, celebrate together in the moonlight and take part in games, prayer, crafts and song. This year also saw the venue's second Eid event. Connecting with local partners Healthy Minds, the Halifax Community Fridge and the 51st Pellon Scouts, the event marked Eid-al-Fitr and included music, arts and crafts, henna, face painting and delicious local food.



November saw a beautiful Diwali celebration involving dance, music and performance, with a sensitive programme curated by Annapurna Indian Dance.

The team were incredibly busy over the Christmas season offering a wide programme of free drop-in craft activities. Children were inspired to draw with professional illustrator Chris Mould while adults got creative making stained glass decorations and textile wreaths with many more workshops on offer.

Giving something back is key. This was highlighted by collecting donations of Christmas presents, on behalf of Calderdale Lighthouse, for children and young people in Calderdale who would otherwise go without a gift and then wrapping hundreds of presents at the huge Calderdale Lighthouse Wrap event in the Spiegelent.

Over 700 children took part in the spooky Halloween Trick or Treat Trail, sponsored by The Piece Hall's very own AI's Emporium.

The Piece Hall was the hub and welcome point for the Anne Lister Birthday Week festival in April which attracted visitors from across the world. The team delivered special tours and events, including a moving flower laying ceremony at the Anne Lister sculpture. This has become an important part of the annual commemorations of Anne's legacy and is a significant event for LGBTQI+ communities both locally and globally.

A different exhibition facilitated by the Heritage and Learning team saw a celebration of hairstyles and hairdressing through the ages. Beehives, Bobs and Blowdries was a multi-media exhibition, in the Caygill Room, by hair stylist Andrew Barton and academic Donna Bevan. It showcased photographs, wigs and fashion charting the history of hair design and culture from the 1950s to present day. This was The Piece Hall's first exhibition of fashion and design, and welcomed more than 3000 visitors in a month, including college and university students.



SOCIAL MEDIA PRESENCE & PRESS COVERAGE

MEDIA PRESENCE

The largest audiences hearing about The Piece Hall from the press during this period were at Mail Online, MSN Web and BBC Online. Coverage was down only fractionally from the previous period which received a major boost after the courtyard was used a location for the global TV show Marvel's Secret Invasion.

Coverage was achieved in key regionals Manchester Evening News and Evening Standard. Much of this was due to the impressive and newsworthy Live at The Piece Hall lineup and also the Christmas markets.

National coverage was featured in The Daily Express and Daily Telegraph linked to the conclusion of the hugely popular Calderdale based BBC TV show Happy Valley and the rise of The Piece Hall's ongoing successful regeneration and continued rise a tourist destination. It was enhanced further by the announcement of The Piece Hall as an official site for the screening of The Coronation of King Charles III and included ITV.com, The Times online and Sky News.

The Piece Hall featured extensively on BBC Breakfast in December 2022 with interviews from CEO Nicky Chance-Thompson MBE DL and some Piece Hall Traders which was seen by 1.5 million viewers.

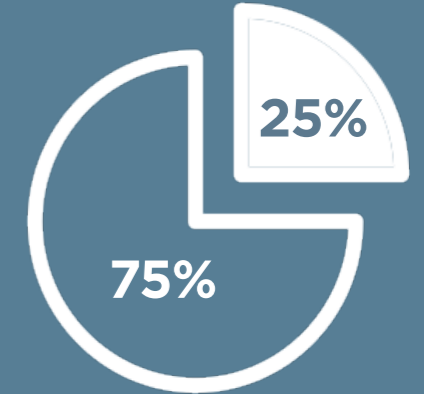
Nicky was also interviewed by BBC Radio Leeds on a number of occasions, which included the finale of their Children in Need activity which concluded at The Piece Hall.

SOCIAL MEDIA

In the past year, our social media channels have experienced continued growth. Our following across Facebook, Instagram, and Twitter grew from 96,000 to 107,000, reflecting a significant 11.46% increase.

Not only did followers grow, but through consistently producing and sharing engaging and effective content, we reached 15 million users on Facebook alone, and received an impressive 10.14% average engagement rate across all platforms, surpassing the industry standard which considers an engagement rate above 5% 'very high'.

This demonstrates that we're continuing to build a loyal, engaged community, and expanding our reach and catching new people's attention.



■ PRESS COVERAGE
□ WEB COVERAGE



FOLLOWERS ACROSS FACEBOOK, TWITTER & INSTAGRAM



15 MILLION
PEOPLE REACHED THROUGH FACEBOOK POSTS ALONE



10.14%
AVERAGE ENGAGEMENT RATE ON ALL PLATFORMS



—
OUR TENANTS
—

The 315 tiny individual units once used for trading woollen fabric are now converted into more spacious stores, providing homes to a treasure trove of high-quality independent boutiques, cafes and bars.

These dozens of unique businesses run by a dedicated tenant community are a vital part of The Piece Hall offer, providing a key reason for people to visit and return to the destination.

Hear from some of them next.



LOU HARKNESS
OWNER AT HUDSON BELLE

I never in my wildest dreams, well maybe the wildest, thought that one day I would be running a successful business from this magnificent space in the heart of Halifax. The Piece Hall is a majestic, thought provoking, serene, a world class music venue, a historical landmark and a haven for independent businesses just like mine.

I launched Hudson Belle in the Winter of 2018, while still working as a lead nurse in the NHS. Leaving full-time employment with a secure pension for self-employment and the unknown was by far the riskiest venture I have ever undertaken. Those first years were incredibly daunting, having only my life experience and my love for gifts, Sid Dickens and all things interiors to guide me.

We survived Covid, with the unwavering support of our loyal customer base and The Piece Hall team and came out the other side stronger than ever. The Winter of 2022 took us into our first year of the move into a unit double the size of the first, taking an even bigger risk which has well and truly paid off. We expanded our offer of gifts, added interior pieces, soft furnishings and accessories with our Sid Dickens collection taking pride of place.

Hudson Belle is a family run affair that has grown from a wild idea into a well-established small business with wonderful customers from all over the country and the locality. I love what we do and I wouldn't swap it for anything. After 25 years, I de-registered as a nurse with confidence in the future of my business and have never looked back. The Piece Hall is a gem, the team and the tenants work extremely hard to keep it thriving and working for the locality and the future of Halifax. I am very proud and privileged to have my business located in the jewel in the crown of Halifax with the best view out of my shop window, I can honestly say it's the best risk I have ever taken and I love it!



RYAN PEARSON
OWNER AT BLAST FROM THE PAST

When I first visited walked into The Piece Hall in 2017 I was completely taken aback. As someone who loves unique and historic buildings, I couldn't believe such a gem was hidden away in these hills and it became one of the reasons I moved to Halifax in 2022.

I have been collecting and restoring vintage pinball machines and classic arcade games since I was 14. I love every aspect of them, from the hand drawn artwork to the awesome game play. In 2021 I sent an email to inquire about bringing my historic collection to The Piece Hall to provide a unique entertainment experience to complement this unique heritage site.

Never having run my own business I partnered with The Prince's Trust to help understand if my idea was viable. The team at The Piece Hall could see my passion and believed in me. They gave me a deeper understanding and all the support and advice

I needed to help make Blast from the Past a success.

I opened in August of 2022 and people flooded in. My knowledge, passion and unique collection kept them returning again and again and as the word got out, I received local media coverage and even featured on the BBC Radio Leeds breakfast show.

I've been living my dream life ever since, have already relocated to a bigger unit and sometimes I have to pinch myself! It's such a privilege to have joined The Piece Hall family, to be a part of all the amazing events that happen here. From the unbelievable summer gigs to the magical Christmas markets and all the festivals and days out in-between. To walk into this magnificent place every day, spending my time repairing my machines and seeing the joy they bring to generations of people will never get old.

CLLR JANE SCULLION
LEADER OF CALDERDALE COUNCIL

“ THE PIECE HALL HAS
DONE SO MUCH FOR
LOCAL PEOPLE’S PRIDE,
WELLBEING AND
TOGETHERNESS. ”



OUR IMPACT TOLD BY OTHERS



CLLR JANE SCULLION
LEADER OF CALDERDALE COUNCIL

Another incredible year for The Piece Hall! It has been the talk of the town - and beyond - with its biggest events and live music season yet. This has strengthened Calderdale's national and international profile as the place to be for culture, heritage and music - reaffirming the major role that this unique destination plays in the identity and economy of both Calderdale and West Yorkshire. Since reopening in 2017, The Piece Hall has added nearly £10.2 million to the local economy on average each year. Living proof that culture drives regeneration.

Calderdale's Year of Culture in 2024 is set to be the borough's biggest cultural celebration ever, throughout all our communities. With 2.4 million visitors annually, The Piece Hall's role in this will be crucial. So will its ongoing contribution to the Council's priority for thriving towns and places through its positive impact on local businesses, whilst reducing inequalities by remaining a free-to-enter venue that people can enjoy despite the cost of living.

The Piece Hall has done so much for local people's pride, wellbeing and togetherness. Seeing some of the biggest names in music on their doorstep, with 120,000 tickets sold, has brought joy to many and an appetite to explore other aspects of local culture. This is a welcoming venue for everyone - it turns seamlessly from a temporary beach into a skating rink and has showcased Calderdale's tradition of diversity and inclusion by bringing people together for religious festivals and other celebrations.

NICK HOLDSWORTH **MANAGING DIRECTOR AT O AND C** **MANAGEMENT SERVICES**

After only 6 years The Piece Hall has managed to position itself as the premier open-air events space within West Yorkshire.

As a developer and investor based in Halifax, we have seen first-hand how this has led to increased footfall across the town centre, most notably at our 'Westgate Arcade Shopping Complex' adjacent to the Piece Hall.

The increased footfall and national recognition of Halifax as a centre for the arts has been a deciding factor in our decision to develop further land and buildings within the town centre and specifically around the Piece Hall quarter.



PETER TAYLOR **CO-FOUNDER OF CUFFE & TAYLOR**

The Piece Hall is an incredibly special place. The first time I walked into its iconic courtyard, I just thought 'wow' this is truly unique.

Every artist we bring here is blown away by the place - it's the perfect space for an outdoor show.

Music's biggest stars now want to play The Piece Hall over Manchester and Leeds - as proven by the sensational headliners we brought here in 2022/23. It's now very much on the radar of agents and artist management around the world.

My aspiration from the very start, in partnership with The Piece Hall Trust, was to make The Piece Hall the UK's premier music venue, and I feel we are very much on course to achieve this. The future is incredibly bright for this historic and cultural icon.





**LIZZIE GLITHEROE-WEST FSA
CEO OF THE HERITAGE ALLIANCE**

As a Yorkshire lass from a skip across the Pennines The Piece Hall is particularly close to my heart. It has been an exemplar of what can be achieved through the combination of creativity, vision, targeted funding and a heritage asset of international importance.

Its transformational journey is a testament to the way in which locally unique heritage can bring multiple benefits to communities. At the Heritage Alliance we like to draw attention to the role of heritage as the bedrock, backdrop and muse of creativity, and the (deservedly) award-winning Piece Hall demonstrates this in spades.

It acts as an exemplar and, I hope, an inspiration that every place has a story to tell when historic assets are recycled, elevated and celebrated, made available to all to access and serving as magnets for local economic growth. A true wonder of the industrial world, The Piece Hall demonstrates that investment in heritage is a truly worthwhile endeavour. Congratulations to the team for another brilliant year.



**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 played a role in its transformation. We have invested nearly £8.5m in this architectural gem, bringing this unique 18th century Cloth Hall back to life against a backdrop of commerce and community. Most recently we have awarded The Piece Hall Trust over £960,000 to ensure the historic building's resilience in its next chapter.

This cultural treasure has undergone an inspiring restoration to provide a shared space for the communities of Halifax to come together, becoming a focal point for the town and its regeneration, and now functioning as a much-lauded gig venue. We congratulate the Trust on its achievements this year.



**SHARON MARSDEN
ARTISTIC DIRECTOR OF VERD DE
GRIS ARTS**

The main event for the South Asian Heritage Festival went really well at The Piece Hall venue - participation from the local Pakistani heritage community was amazing ... a game-changer as regards event management and participation in the future for this community ... the excitement, pride, sense of belonging is palpable right now - families sharing videos and positive comments from here to Pakistan ...

As well as creating world class international entertainment events it's so important for local communities that they feel a part of this wonderful building - being given opportunities to celebrate their culture, their heritage through this unique community asset.



UMAYYAH ZAMAN
COMMUNITY & ENGAGEMENT ASSISTANT

2022/23 was a great year for cultural events at The Piece Hall. From focused local engagement such as school visits and craft workshops, to larger scale events such as Nowruz and the Eid-ul-Fitr celebration, our team was busy in its endeavour to educate and entertain.

We forged many new relationships with local businesses and charities and worked together with our amazing volunteers to highlight the important cultural heritage of our building and the wider Calderdale community. We achieved international recognition with events such as the South Asian Heritage Festival, which was launched at The Piece Hall, being covered on news sites in Pakistan.

The result of these events has been an increased engagement from Muslim, refugee, and ethnic minority communities at The Piece Hall and the ability to develop a more diverse and culturally aware programme that provides for the multicultural population living in Calderdale. We have been honoured to work with refugee communities living in Halifax and to establish focus groups that engage with people from different backgrounds which will help us to develop our offer further. We received an influx of positive feedback from the 2022 Eid celebration and the Ramadaan programme launched in 2023, projects we are planning to build upon in years to come.



HANNAH COCKROFT OBE DL
PARALYMPIC CHAMPION

I am so incredibly proud to be a patron of The Piece Hall. From ringing the bell at the Yorkshire Day reopening back in 2017, the growth it has experienced in the last few years has made Halifax a bustling and exciting place to be.

From singing to Tom Jones at the top of my voice on a summer's evening, to enjoying all that the unique independent shops have to offer, The Piece Hall combines heritage, culture and beauty in one square.

It really has become the place on everyone's lips as they scramble to get tickets to the latest concerts or try to spot our landmark in a hit TV series. I cannot wait to be back screaming to McFly next summer and showing off to the world the heart of my hometown.



**“ AN EPIC VENUE AND CROWD...
THANK YOU HALIFAX! ”**

NOEL GALLAGHER

**“ I FEEL SO INCREDIBLY LUCKY TO
BE PLAYING GORGEOUS PLACES
SUCH AS THE PIECE HALL ”**

PALOMA FAITH

**“ HALIFAX IS FABULOUS...
THE PIECE HALL IS JUST LIKE
VENICE! ”**

JESSIE WARE

**“ THANK YOU FOR THE LOVE
HALIFAX! AN UNFORGETTABLE
NIGHT OF GREAT VIBES ”**

NILE RODGERS

LIVE AT THE PIECE HALL 2022
CUSTOMER FEEDBACK

99%

OF GUESTS WOULD ATTEND AGAIN



81%

LIVE LESS THAN 10 MILES AWAY
FROM THE PIECE HALL



88%

OF ATTENDEES LIVE IN
YORKSHIRE & THE HUMBER



80%

VISITED LOCAL
RESTAURANTS & BARS

91%

OF FANS RATED THE PRE-EVENT
INFORMATION AS ABOVE AVERAGE
OR EXCELLENT



THE AVERAGE RATING WAS

EXCELLENT

FOR OVERALL EVENT EXPERIENCE



THE NEXT CHAPTER

Since the end of the financial year covered in this review, The Piece Hall has gone from strength to strength, growing in reputation and receiving wider recognition, both nationally and internationally.

The huge success of the summer 2022 shows saw an even bolder plan emerge for 2023 with major artists being announced to huge critical acclaim from both fans and commentators.

More than 20 stellar 'Live at The Piece Hall' 2022 gigs, in partnership with Cuffe & Taylor, from artists as diverse as Limp Bizkit, boygenius, Queens Of The Stoneage and The Jacksons saw BBC Online pose the question: "[Is The Piece Hall] the best live music venue in the UK?"

The Piece Hall also staged a number of large scale shows independently, including its second Mela, Calderdale Pride, Ellie Sax & Friends, Our House and its first family festival - In The Yard.

Inflationary pressures, notably with energy and raw material costs, continue to pose significant challenges for the Trust. Those pressure are also keenly felt by tenants of The Piece Hall. The Trust offered increased marketing support to these small, independent businesses.

The 2023 Christmas Markets were the venue's biggest and best to date enhanced by a triumphant first Christmas parade for the town co-ordinated by Halifax Bid, which concluded in The Piece Hall courtyard.

Other elements of the Christmas offer ran less smoothly with the great British weather bringing a number of challenges for the courtyard and its temporary structures during the festive period.

Improvements have been made to The Piece Hall's food and beverage offers which has seen growth in some areas and consolidation in others.

The Club 1779 membership scheme has proved to be phenomenally successful with numbers peaking above 8,000 for the first time.

The Piece Hall Trust has also welcomed a new agreement with Calderdale Council which sees them continue to invest in the area's most important asset, ensuring the venue can continue to build on the four pillars of heritage, culture, community, and trade - and remain free to enter for all who visit.



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 MBE DL (TRUSTEE & CEO)

Nicky has been CEO since 2017 helping to establish The Piece Hall as an internationally-recognised destination and making a significant contribution to Calderdale's regeneration. Prior to this she had a multi-award-winning career in marketing, advertising and media and delivered Government programmes, specialising in regeneration. In recognition of her services to culture, heritage and regeneration in Calderdale and the wider region Nicky was honoured with an MBE in 2023, is a Deputy Lieutenant of West Yorkshire and has previously been crowned Yorkshire Businesswoman of the Year, and received an IOD Judges Special Prize.



CLLR HOWARD BLAGBROUGH

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 BME

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.



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.



BEN SMITH

OUTGOING SEPTEMBER 2023

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



CLLR TIM SWIFT MBE

Deputy Leader of Calderdale Council and the Labour Group. Previously Leader of the Council from May 2012-July 2015, and then from May 2015-May 2023. Tim started his working life in research engineering in the private sector. He then spent more than twenty years in non-profit roles, as chief executive of Age Concern Calderdale, and later Age Concern Calderdale and Kirklees.



LAURA CRAWFORD

OUTGOING FEBRUARY 2024

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



JAXS PALMER

INCOMING FEBRUARY 2023

An HR Director with 20 years' experience providing commercially sound solutions to private, public and charitable sectors, Jaxs brings expertise in business transformation and people change programmes. Her consultancy helps businesses grow through people and she is passionate about talent, succession, equality and diversity, especially women in the workplace.

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.





CONNECT

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The Piece Hall is independently managed by The Piece Hall Trust, a registered charity, number 1156948.

Company registered in England and Wales, number 08906735.



THE PIECE HALL
2022 WINNER
THE GREAT PLACE



THE PIECE HALL
BEST OF THE BUILT ENVIRONMENT