

Northern Affinity launches 'My Northern Christmas' campaign to support North's bounce back

As Christmas parties moved online in 2020, the hospitality industry suffered huge losses. In order to help businesses bounce back, The Northern Affinity is bringing the profitable Christmas period to the summer.

Temps de lecture : minute

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As Christmas parties and social gatherings moved online last year, the hospitality industry faced over £700M in losses from a lack of office parties alone. In a bid to help the hospitality industry and independent businesses bounce back over the summer, *The Northern Affinity*, a business community driving growth and development in the north of England, has launched a campaign to encourage businesses across the region to celebrate Christmas 2020 this coming August.

Declaring 16-22 August as 'Northern Christmas Week', the firm is inviting businesses and individuals across the north to show their support by hosting a virtual or safe face-to-face Christmas event. Businesses participating will be able to register their services on a special Christmas directory, where those taking part in the initiative will be able to access suppliers, entertainment, and venues.

Throughout the Christmas Week, The Northern Affinity will be collaborating with various small independent businesses, hosting events suitable for their own spin on Christmas in the summer.

On 18 August, the official 'Northern Christmas Day', the firm will host its own Christmas party at Manor House in Lindley for partners and their guests, as well as interested northerners.

Other events will be released and showcased via the Northern Christmas 'What's On' page.

Michael Edwards, founder of The Northern Affinity, has admitted that the new initiative is the boost that both businesses and individuals need after missing out the profitable Christmas period.

"As the economy begins to reopen, we don't want to witness a sudden return to using large suppliers and or a shift of business going South. We want to showcase the skillsets and quality of businesses within the North to help our economy bounce back."

"We need to keep the community spirit alive that was demonstrated throughout lockdown and My Northern Christmas is a way we can join together to raise awareness and support this mission."

Supporting the local community at every level

To ensure that the vulnerable don't miss out, a portion collected from ticket sales will be donated to [Simon on the Streets](#) and used to provide homeless people with a warm Christmas dinner. Those who don't purchase a ticket will also be able to donate a hot meal via the Simon on the Streets website from mid-July.

This will be led by the regional team at St Anne's Resource Centre and will also take place on 18 August.

Natalie Moran, CEO at Simon on the Streets said: "Sadly homelessness is not going away, indeed we are seeing more and more cases being referred to us across West Yorkshire."

"As an independent charity we want to ensure we remain 'out there' to meet the increasing demand we know is inevitable over the next 12 months."

Article by Abby Wallace