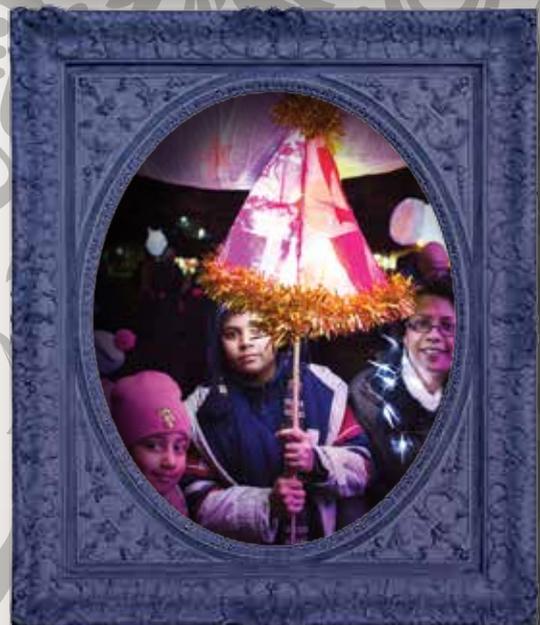


BID LEAMINGTON ANNUAL REPORT

2014/2015





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WHAT IS A BID?

A Business Improvement District (BID) is a business-led and controlled partnership in a given area such as a Town Centre. It delivers an agreed set of services and projects to enhance the trading environment and public domain, which are in addition to those delivered by public agencies and would not be delivered otherwise. These are agreed, and formally voted for, by all businesses. A BID typically lasts for five years and is regulated by legislation contained in the Local Government Act 2003.

Local businesses and property owners voted to establish a BID within a geographically defined area of Royal Leamington Spa in March 2008 for a five year term. In March 2013 businesses voted to renew the BID in this area for a further five year term.

BID Leamington is a non-profit organisation whose duty it is to promote, enhance and support Royal Leamington Spa to make it attractive to visitors, customers and investors alike. Representing around 450 businesses in the Town Centre, BID works with these partners to identify, agree and deliver projects that increase the appeal of the town and subsequently improve trading performance.

The implications of this are that all retail businesses and properties within the BID boundary that have a rateable value (RV) in excess £15,000 (as defined by NNDR) pay a levy equivalent to 1.5% of the RV of their property. This is collected annually by Warwick District Council on behalf of BID Leamington Ltd in July each year.

Business that have an RV less than £15,000 and are located within the Local Plan Town Centre boundary can join the BID scheme as a voluntary member. The levy is calculated the same way with a minimum contribution of £100 per year.

THE BID BOUNDARY



WELCOME



now seen as both a shopping and a leisure destination which brings both opportunities and challenges. As more people head on-line we are researching new technology to help businesses respond and we are passionate about getting more support for small businesses. There are also a number of town centre developments on the horizon, so we will continue to insure the local business community is at the heart of decision making.

Last year the RHS Chelsea project provided a wonderful opportunity to showcase the town nationally and internationally, and BID Leamington won the British BIDs Place Marketing Award in November 2014. Partnership working and collaboration was at the heart of this ambitious community project and the legacy continues. The garden is coming home to Jephson Gardens, and once again businesses and volunteers have been part of making this happen.

Another highlight was the Food & Drink Festival which is considered one of the best in the UK. Working with local businesses, last year we launched the 'Home Cook of the Year' competition and this year we are planning 'The Great British Bake-off'! On the back of this we want to encourage other businesses to get in touch with ideas about how to collectively showcase the town and its businesses.

It is evident that businesses, who get involved, get more out of our activities, so I would like to encourage businesses to make contact with us. For individual businesses there are opportunities to take advantage of a range of events, promotions and activities and make costs savings on telecoms, electricity and other services. Where businesses have a head office, please do not hesitate to get in touch to work together directly. For those that wish to influence decision making, there are positions on the Board of Directors and we are always open to feedback in any form.

As always, there is much to do and we have ambitious plans outlined in 'The Year Ahead' (Pg 14). We remain committed to a positive 'team approach' to delivery and are very grateful for the support of our partners at all levels who have added immense value. I would like to thank the BID Board of Directors who have given their time freely to our monthly meetings. Finally, I wish to thank the BID Businesses for your support and investment in the town and I look forward to working with you in the future.

Stephanie Kerr
 BID Executive Director – June 2015

As we bring another busy year to a close it is my pleasure to share our 2014-2015 Annual Report.

As highlighted within, the impact and influence of BID Leamington in the town centre and beyond has grown significantly. Alongside this, so has our ability to build partnerships across a huge range of sectors to help deliver even more ambitious projects and support businesses. We are however mindful of the challenges facing businesses and the town as a whole.

BIDs are increasingly influential in shaping change. They are now non-statutory consultees on Town Planning applications, meaning they must be consulted. Locally, the mix of uses in town has shifted and it is



MESSAGE FROM THE CHAIR

The BID Leamington team are at the heart of activity in the town centre. They provide the energy, showcase the town, represent businesses, build partnership and help bring together local retailers, businesses and residents to make things happen. The impact is visible – the positive atmosphere, low vacancy rates, number of new town centre events and the feedback from customers, all point to the importance of the investment businesses are making through the BID.

Sarah Horne
 Chair - BID Leamington
 Owner, Sarah Horne Flowers



HIGHLIGHTS

We want to make sure customers know about us and choose us. They need to know about the town's offer and be enticed by other added value activities and events. We want people to talk positively about the town when they leave. We also know loyalty is important and we want to foster the support of our local community.

Coming to the year end, it's worth reflecting on what we have achieved and to remind ourselves about some services on offer to you. Our key highlights are set out in the following pages and for more information please visit the [BID Leamington website](#).

Case Study 1: Working with the Local Community Warwick University – Engaging the Student Population with ENACTUS

We have over 5000 students living in Leamington and each year they contribute over £84 million to the local economy. We wanted to know how best to tap into this market and to identify ways for local businesses to do the same, so we teamed up with six students from Warwick University to help find out!

Enactus Warwick is an entrepreneurial organisation led by students at Warwick University. With our support, they surveyed independent businesses and their fellow students, and produced a 20 page report identifying key issues and ideas on how to address them.

Responses came from 44 independent retailers, who identified issues such as increasing customer footfall and loyalty; raising business costs and raising brand awareness. Students identified a lack of information about what independent businesses offer and also a lack of targeting messaging as issues. They also noted that discounts are great, but are certainly not the only way to engage students.

Some suggestions in the report included:

- Tailoring product and service offerings to student needs e.g. 'Exam Stress Release Massage' or a 'Term Time Gym Membership Package'
- Businesses working in partnership with complementary university societies
- Utilising student skills (social media management positions with in-kind rewards)

Simple and effective, these create opportunities to engage with students and capture a larger share of the student demographic.

Moving forward we will continue to work with Enactus who are offering one-to-one advice for individual businesses and support on issues such as student engagement, enhancing the retail experience, digital marketing and data analytics.

Please contact us if you would like to learn more about this or to obtain a copy of the report.

“ The survey showed there is confidence within the independent business community, with a majority expecting a growth in revenue over the coming year. However, with the student population increasing, it is becoming more and more important for businesses to engage with this demographic and we would like to help with this. ”

Daniar Rusnak
third year Business Student from Enactus Warwick

Case Study 2: RHS Chelsea 2014-2015 Update Royal Leamington Spa, The Garden Town of Shakespeareland – Homecoming!

In May 2014 BID Leamington delivered an ambitious project that captured the imagination of the town and showcased Royal Leamington Spa on a national and international stage.

As well as winning a coveted silver medal at the RHS Chelsea Flower Show, this community funded garden achieved an estimated advertising value of over £150,000 in national media. It also helped BID Leamington win the national award for place marketing at the annual British BIDs Awards in November.

Having taken Royal Leamington Spa to the RHS Chelsea Flower Show, as promised we are now bringing the garden home! Having been adapted for the outdoors, it will be located in Jephson Gardens

and form part of the new East Lodge Community Garden and Jephson Garden Sculpture Trail.

We are very grateful for the support of volunteers from local businesses that have once again been hard at work helping to prepare the site. We are also grateful for the support of other stakeholders such as the Royal Leamington Spa Town Council, Warwick District Council, the Leamington in Bloom Committee and the Leamington Society.

To celebrate this wonderful achievement the town is adopting a floral theme for July and there are a number of other floral surprises in store. There will also be a grand opening of the garden which is scheduled for Thursday 28th July 2015, just in time for Art in the Park which is the following weekend.



From RHS Chelsea Flower Show 2014...



...to Jephson Gardens 2015

“

I am a keen supporter of the RHS Chelsea garden project and I am very proud to see this garden come home to Jephson Gardens. Once again it has been wonderful to see local businesses and volunteers in the community work together to do something lasting and wonderful for their town. Projects like this are what make this area so unique and vibrant.

”

Chris White
MP for Warwick & Leamington

PROMOTING

To attract customers from neighbouring areas and stop leakage to other destinations while building loyalty and fostering community spirit.

Royal Leamington Spa has a clear vision of its future direction and a strategy that places the customer at the centre of its decision making. It's imperative that we actively and consistently promote the town's proposition and increase sales through events and promotions. We must also continue to develop loyalty and pride in the town and embrace emerging technologies.

Key Achievements

- Winner of the British BIDs **2014 National 'Proud Project' Place Marketing Award** for the Royal Leamington Spa RHS Chelsea 2014 project. BID Leamington also won this in 2012 and was runner up in 2013.
- Attracted an estimated **25,000 visitors** to the spectacular Food Drink Festival and **raised over £30,000** additional revenue to support the event. Launch the 'Home Cook of the Year' Competition generating PR with an equivalent advertising value (**EAV**) of **almost £100,000**.
- Continued to implement **Royal Leamington Spa 'Story'** and delivered powerful marketing and promotions across a range of indoor and outdoor media.
- Over 80 multiple and independent retailers involved in the September 2014 & May 2015 **Little Book of Offers**. 25,000 books printed.
- Once again, achieved a **massive 13% response rate** to the Christmas Golden Ticket promotion with over **6000 entries** from in-store visits plus valuable postcode data and email addresses collected. 96 gifts were donated from 75 businesses with a **value of over £5000**.
- The 'Love Leam' month of activities in February grew in popularity and impact. The hashtag **#LoveLeam** is now firmly embedded into the narrative of the town. Events and competitions included the **'Red Windows' Competition** with 11 entries, the distribution of **200 'Treat Someone Special Today' balloons** on Valentine's Day, and 'Fashion on the Move' where 12 fashion retailers took part and **2000 'love leam' goody bags** were distributed containing offers from **25 businesses**. This was backed up by a **month of local and regional advertising** in papers, magazines and on the radio inviting the town to take the **'Love Leam Challenge'**.
- Updated and launched a **new responsive Royal-Leamington-Spa.co.uk website**. It gets an average of **28,000 visitors per month**. Please see the highlight box on page 9 for ways to **make the most out of this**.
- Leamington on Air! **Touch Radio & Free Radio advertising campaigns** in February, August, November and December.
- Distributed the full range of over **80,000 Maps and Business Guides** including the 'Late Night Leam' Visitor Guide listing evening economy businesses.
- Launched a Royal Leamington Spa **Instagram** account and a Royal Leamington Spa **You Tube Channel** with two short films.
- Achieved steady organic social media growth including a **16% increase in Facebook likes** (3625 likes) and a **44% increase in Twitter followers** (5821 followers) in the last 12 months.
- Over **1000 torch-lit lanterns** illuminated Leamington during the Christmas Lantern Parade.
- The LoveLeamington.com website - including the #loveleam homepage to showcase local tweets, events and offers - had **6910 hits/engagements** during February and now gets an average of **1300 visitors** per month.



Christmas Promotions



Active On-line

- @LeamingtonGuide & use #LoveLearn
- Leamington Spa Town Centre
- Royal_Leamington_Spa
- Royal Leamington Spa Town Centre



Love Leamington Month Fashion on the Move



@LeamingtonGuide Thanks for handing me a bag today. I was visiting from Milton Keynes and had a lovely day in the town! #lovelearn

Town Centre Visitor Via Twitter

We thought that Fashion on the Move went really well.

The models were very friendly and the event definitely brought new people to the shop.

Blighty Bazaar



PROMOTING

Key Activities Summary

Below is a summary of the BID Promotional activities this year. It is not an exhaustive list, but please do not hesitate to contact us if you require further information.

Marketing & Promotions

BID Leamington delivers a range of customer-focused campaigns to promote the town and its offering. Our campaigns are devised and agreed with the BID Board to attract, increase and retain the number of visitors to Royal Leamington Spa and to increase dwell time and spend. Where possible we focus on different retail sectors throughout the year. Examples of our campaigns include:

Town Centre Marketing	
Royal Leamington Spa Website	Average 28,000 unique visits per month.
Love Leamington Website	Average 1300 unique visits per month.
Food & Drink Festival Website	19,000 visits in the 2 months leading up to the event.
RLS Regional Guide DL	10,000 copies x 2 issues. Distributed regionally.
RLS Guide & Shopping Directory	5,000 copies x 2 issues. Distributed locally.
RLS Mini-Maps & Shopping Guide	20,000 copies x 2 issues. Distributed locally.
RLS Late Night Leam Mini Guide	5000 copies x 2 issues. Distributed locally.
Vintage Leam	2000 copies each. Distributed locally.
Town Centre Short Films x 2	Christmas In Royal Leamington Spa Leamington Food & Drink Festival
Annual Local & Regional Press Advertising	Monthly campaigns focused on different sectors / events / holidays.
Annual Train-line Advertising	London Midlands in-carriage poster sites. London Marylebone throughout August. Some on-platform advertising where feasible.
Annual Billboard Advertising	Leamington, Coventry, Bicester, Birmingham, Solihull.
Annual Radio Advertising Campaigns	Touch & Free Radio - Approx 1 week per month with different areas of focus and competitions to drive website / social media visits.
Christmas Flyer (4pp)	80,000 flyers delivered as an insert to key postcodes.
Christmas Advertising	A focused campaign in November and December across a range of media.
PR Support	Targeted PR at specific times of the year.
Social Media (Instagram, You Tube, Facebook & Twitter)	Monthly competitions around events to drive activity.



Promotions	
The Little Book of Offers	10-15,000 copies, 2 issues per year, 135 business offers. Over £1700 in savings
The Spa'kle Card Loyalty Scheme	1800 registered. Monthly e-shots to database.
The Leamington Golden Ticket	Over 6000 entries in 2014, over £5000 of Prizes, excellent PR & data capture.
Love Leamington Month - February	Posters, 5000 postcards, 2000 bags, 35 events, 6 competitions over different sectors.
Christmas Bags & Food Festival 'Royal Leamington Spa' Branded Bags	1000 bags each filled with flyers and distributed throughout town

Events & Event Advertising	
Leamington Food & Drink Festival 8 th & 9 th September 2014	25,000 visitors over 2 days, £30,000 additional revenue. Launched 'Home Cook of the Year!' Over 150 exhibitors, Live Kitchen, Kids Cookery School, Masterclass Area, 'I Love Leamington' Section.
Leamington Dining Guide 2014	5000 local dining guides distributed at the Food & Drink Festival.
The Taste Trail 2014	1100 Tasters showcasing 13 local restaurants.
The Leamington Lantern Parade Thursday 11th December 2014	1000 Lanterns, over 2000 participants in the Parade, excellent PR and charity appeal.



Note: Events now generate an income in excess of £30,000 per year through stall sales and sponsorship.

Making the most of the Royal Leamington Spa website

The Royal Leamington Spa website is our mobile friendly, customer facing website. This is the 'go-to' place for thousands of visitors to the town! Over 28,000 people per month land on our homepage with 50% of visitors coming from outside the town. Other popular pages are the events and offers pages, followed by the business directory!

Your business page includes:

- 4 scrolling 'landscape' images (pixel area 562w x 221h, resolution 72 dpi).
- Information about your business (50 – 100 words).
- Address and Contact Details
- Links to your own Website and Social Media Pages.
- Opening Times and Location Map.
- Key 'Brands' which are 'searchable' from the homepage
- Events and Special Offers.

Key things to remember are:

- Is your page current? – Email us product images, words and offers.
- Tell us about your Events and Promotions!
- Advertise your Special Offers...
- Get In the News! – Let us know about anything exciting happening in your business. Remember our homepage is where the majority of our 28,000 visitors land each month!



ENHANCING

To ensure Royal Leamington Spa offers a beautiful, welcoming and safe environment where customers can easily discover and enjoy the unique offer.

Attracting customers through great marketing can only be successful if we are able to back up our message when they arrive. It is more important than ever to ensure that Royal Leamington Spa is seen as somewhere to have a great experience as well as shop. This will not only attract people but increase dwell time, spend, and encourage return visits. Experiencing the town is about the whole package on offer - from first impressions, the welcome upon arrival, the way visitors get around and what they do when they are here, to the messages visitors take away.

Highlights

- Awarded Patricia Huckval from **HM Graphics** and Siddiqi Qamar and Hassanein Ahmed from the **Royal Priors Shopping Centre** Security Team, the **‘Town Centre Retail Hero’** individual and team award respectively. Nominated by store owners or managers this recognised employees that had gone the extra mile for their customers during the year. Other businesses whose staff received special recognition included **Café Rouge, Cook, East, Ella’s Toy Shop, Fabulous, Indigo**
- **Hair, Louie Noir Lingerie, Royal Pug and Whittard of Chelsea.**
- Provided **250 beautiful floral baskets** throughout the town.
- Once again wowed approximately **10,000 visitors** to the town’s **Christmas Light switch-on** with BID funded Christmas lights.
- Received **£5000 from Warwickshire County Council** to support the development of a **Town Centre Ambassadors** scheme in Leamington Spa.
- This was piloted during the ‘Love Leam’ month in February. Volunteers are **now being recruited and trained** ready for a formal launch later in the summer.
- Received **£5000 from the Royal Leamington Spa Town Council** to contribute towards **improved town centre signage.**

Key Activities Summary

Streetscene Improvements	
Hanging Baskets	250 baskets. Value £150 each inc. fixings, load testing, planting up and watering.
The Christmas Lights	Over 140 Crossings & Decorations
Discover Royal Leamington Spa – Navigation & Mapping	
Mini-Maps and Local Business Guides: Beautiful pocket sized (A7) fold out maps which list business details.	40,000 printed and distributed per year to aid navigation and discovery in the town. 4 Unique Maps: <ul style="list-style-type: none"> • Shopping • Eat, Drink & Enjoy • Home & Services • Health & Beauty Plus a new “Late Night Leam” mini Z-card Hugely popular publications with the service industry (hotels, B & B’s, taxis).
Parking in Leamington Spa Guide	Key information contained inside the shopping guides.
Stakeholder support	Provide guides and information to the Leamington History Group, Shop Mobility Scheme, Tourist Information and other groups who provide tours and visitor services.



Whenever a new client visits our studio, we always give them a couple of the mini-guides so they can find their way around Leamington’s shops. They always love them and ask for more copies for their colleagues!

Maxine Howe, Identity Studio



SUPPORTING

To deliver business support and efficiency savings, be a voice for local business and play an active role influencing the wider agenda.

BID Leamington is committed to providing on-going support to the businesses within the town and influencing the future direction as the town develops. We recognise that your businesses' success also means the success of Royal Leamington Spa, and vice versa, so it's by working together and supporting each other that we can bring mutually tangible results.

Key Achievements & Activities

- Welcomed **38 new businesses** into the town throughout the year.
- Produced a **New Business Launch Pack** (available to anyone) which includes key business and **media contacts, marketing tips, demographic information** and **launch event ideas** and key contacts to invite.
- Monitored town centre health using footfall and **vacancy rate** data in the town centre. The average **vacancy rate** in the BID area is 7%, which is **half the national average**.
- Welcomed **Jo Stroud** from Fabulous as a guest speaker to the very popular **'Xmas is Coming' Open Meeting** in October 2014
- Welcomed around 40 businesses at the **'Love is in the Air' Business Connect Meeting** in March 2015. This aimed to connect businesses serving the **wedding sector** as part of the LoveLearn month.
- Relaunched the **'Your Kindness Could Kill'** campaign in May 2015 in partnership with the Warwickshire Police and local charities to tackle the issue of people begging. This included **public engagement**, the production of **posters and flyers** as well as **collection boxes** in shops to provide an alternative place to give. Income collected is donated to the **Salvation Army Way Ahead Project** which supports homelessness in town. This is on-going.
- Further developed the **Business Toolbox** on the BID Website.
- Actively engaged with the District Council and County Council to ensure town centre **car parking prices did not increase**. Worked to address issues that have arisen as a result of the privatisation of the on-street enforcement contract by the County Council. This is on-going.
- Supported the Friends of the Pump Room Gardens on the **Heritage Lottery Fund** application to restore the **Pump Room Gardens** including the bandstand.
- Provided **town planning / shop signage information** and advice.
- Developed **successful partnerships** with many town centre stakeholders to **support project delivery**. This includes Warwickshire Police, The Shop Mobility Scheme, Leamington in Bloom, The Leamington History Group, The Leamington Society, Friends of the Pump Room Gardens, The Leamington Spa Town Council, the Coventry & Warwickshire Partnership, Community Arts Workshop and others.



BUSINESS TOOLBOX



We've greatly appreciated the support that BID Leamington has provided. They recently helped with the launch of the new Shop Mobility Scheme in the town and increased its awareness through social media and in their maps and guides.



Robert Nash
Town Clerk, Royal Leamington Spa Town Council

FINANCIAL REPORT

A stringent approach has been adopted to managing finances to ensure efficient and transparent investment with measurable return on investment.

FINANCE HIGHLIGHTS

- The annual levy available to be spent by BID Leamington for the 2014/2015 year was **£299,429**.
- An additional **£32,749 in revenue** was raised from the private sector through contributions to BID projects, events and sponsorship.
- A further **£4,719** was raised from businesses who are voluntary BID members and **£9,277** was contributed from other stakeholders such as the District and County Councils.
- Including the public and private sector, an additional **29.3% of revenue** was raised (excluding any surplus income from the previous year). This equates to a total of **£87,859 in revenue**, additional to the BID levy, to invest back into the town centre.
- Operational and management costs were **15%** of total expenditure.

SUMMARY

- In 2014/15, the total budget amount of levy collected decreased very slightly due to changes to the rateable value of some businesses. However, the total amount of income collected did not change significantly as the BID team was successful in securing additional income from events and voluntary contributions to invest in BID projects in the town.
- There are 366 hereditaments in the BID area. The Levy applies to all businesses with a rateable value of £15,000 or above, including those that are vacant where the Levy is paid by the landlord.
- This year we had 36 voluntary BID members. These are businesses located within the town centre boundary as defined by the Local Plan.
- We have a small surplus on actual expenditure. Any unspent savings at year end have been apportioned to the delivery budget for the remainder of this year and into the next.
- In line with the previous year we have been very successful in raising additional income from events and projects, and look to develop this revenue stream further in coming years.
- Income and expenditure is reviewed monthly by the BID Board of Directors.

ANALYSIS OF BID INCOME: (£ Excl. VAT)	Budget	Actual	Variance	% Variance
Total BID Levy Payer Income	306,320	306,636		
BID levy payers income 2013-2014*	300,194	299,429	-765	0%
Voluntary Income - BID Membership	2,000	4,719	2,719	136%
Voluntary Income - WDC contributions & other funding	2,010	9,277	7,267	362%
Subtotal	304,204	313,425	9,221	3%
Additional Income: WDC Christmas Lights Contribution	39,090	41,070	1,980	5%
Additional Income: Events & Sponsorship	25,500	32,794	7,294	29%
Subtotal	64,590	73,864	9,274	14%
Signage project funds carried forward	18,418	18,427	9	0%
Surplus from 2013/14	20,000	21,171	1,171	6%
Subtotal	38,418	39,598	1,180	3%
TOTAL Income	407,212	426,887	19,674	5%

ANALYSIS OF BID EXPENDITURE: (£ Excl. VAT)	Budget	Actual	Variance	% Variance
Promoting, Marketing & Events	174,866	189,868	15,002	9%
Enhancing the RLS Experience	129,264	136,538	7,274	6%
Supporting Businesses, Reporting & Influencing	20,453	16,971	-3482	-17%
Management & Operational Costs	63,200	62,508	-692	-1%
Contingency 5% (as per industry guidance)	18,440	19,364	925	5%
TOTAL Expenditure	406,223	425,249	20,126	5%
SURPLUS	990	1,638		

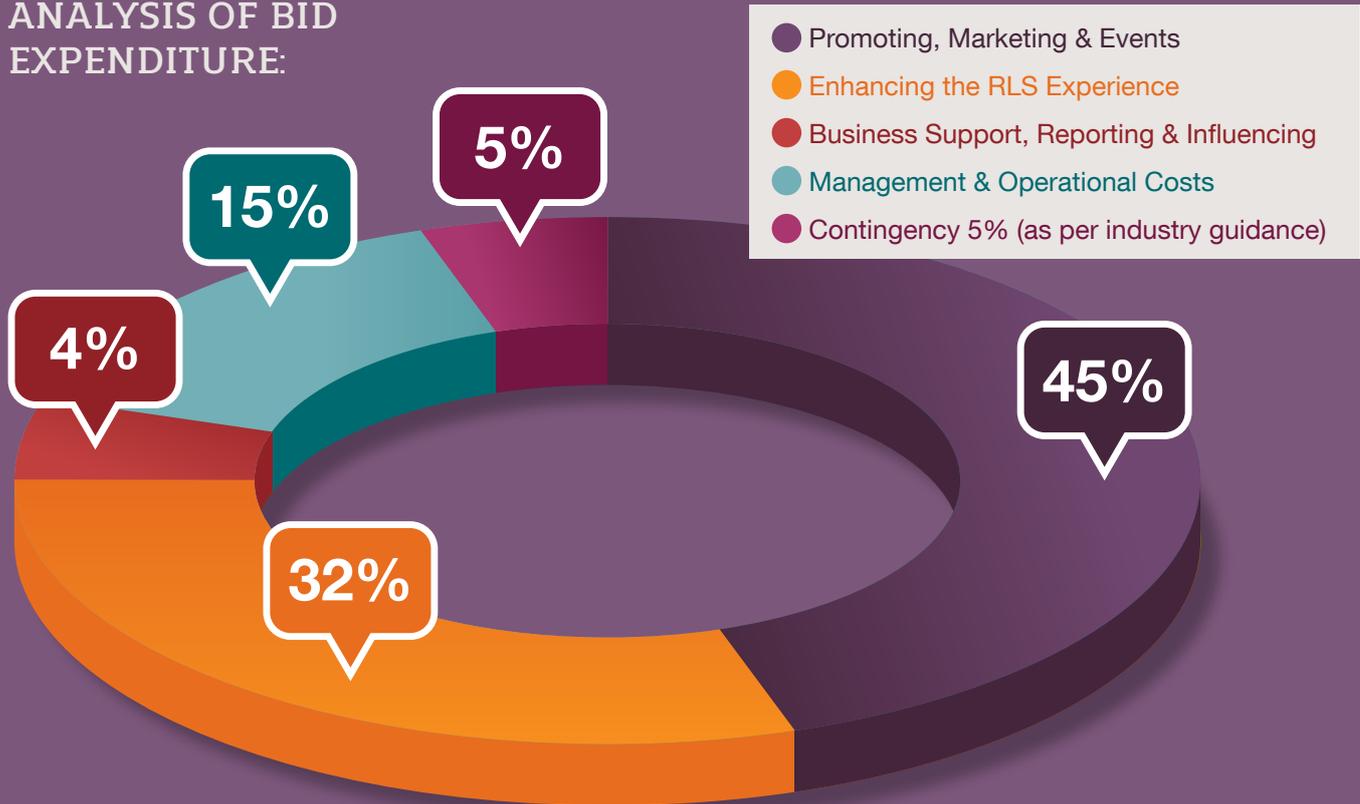
*Notes

In accordance with industry guidance, a contingency provision on expenditure of 5% has been applied throughout the budget and a collection rate of 98% has been applied based on historic performance. Operating costs of the BID are 14% of total expenditure. This includes premises and rent, professional and legal fees, BID levy collection fees, and management costs. Collection costs equate to £23 per unit, which is well below acceptable industry criteria (£35/unit). Management costs within the budget cover two full-time-equivalent posts plus an intern for 6 months per year. Given that the majority of BID projects are delivered in-house 65% of the budget has been proportioned into

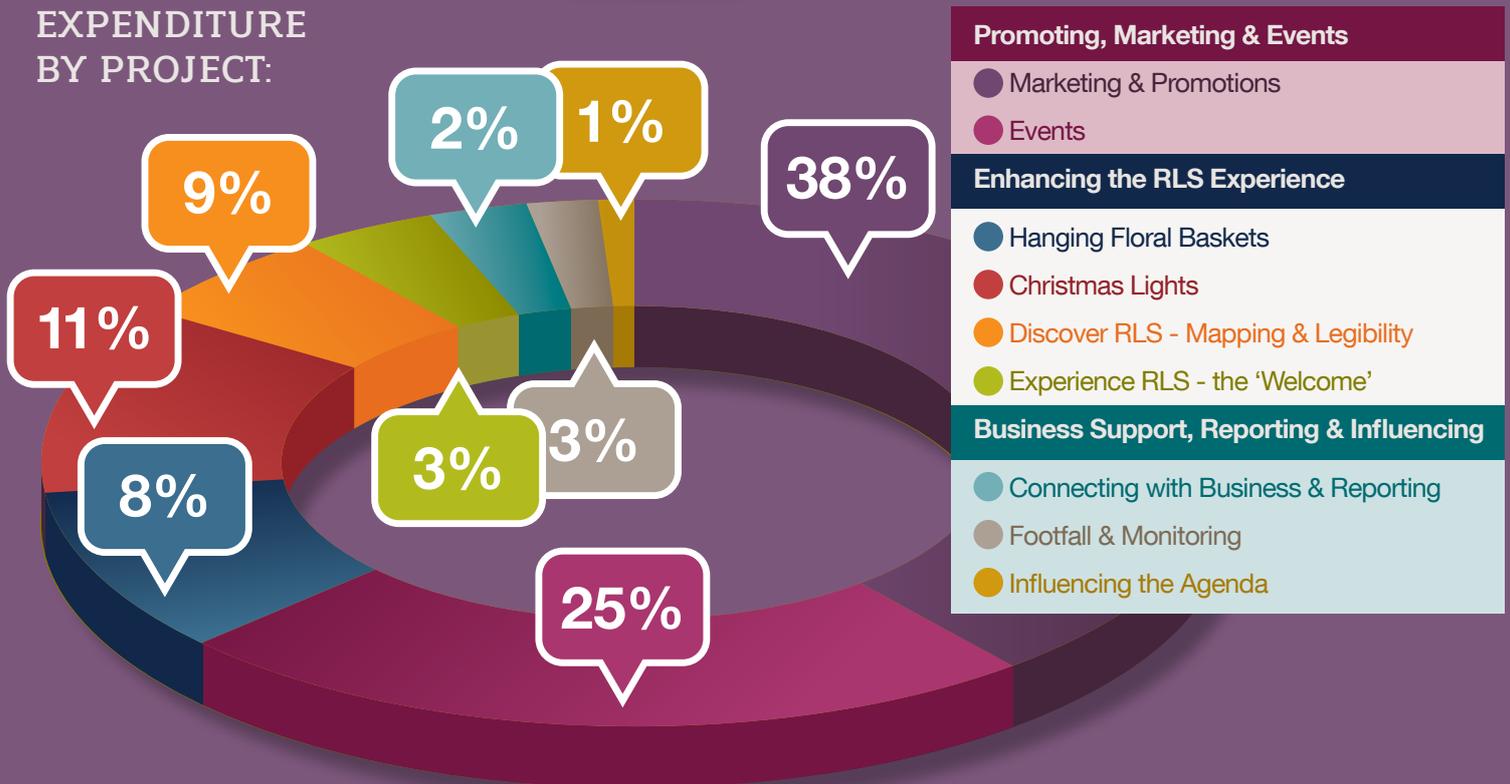
the delivery budget and split according to time spent as follows: Promote 65%, Enhance 25%, Support 10%. The remaining 35% is accounted for within management. Christmas Lights expenditure is supplemented by income from Warwick District Council, as per the service level agreement, which brings the total BID expenditure to just over £29,000 for the year including maintenance and repair. This was higher in 2014/15 as some new elements were added to the scheme in Warwick Street and anchor bolts had to be replaced on all the crossings on the Parade. A number of partners including the Town Council made an additional contribution to lighting. In future years the total BID investment is budgeted to be £22,000.

Within the budget for 'Enhancing the RLS Experience' there is provision for two long term projects to be delivered over the five year term of the BID. These are the Town Centre Ambassadors and Town Centre Signage projects. Both require additional funding to deliver and we are seeking contributions from relevant authorities. To date, the County Council has contributed £5000 to Town Centre Ambassadors and £5000 has been pledged by the Royal Leamington Spa Town Council for Town Centre Signage which we are very grateful. Actual figures are unaudited and correct at the time of going to print. Full audited accounts will be available at the end of the year, and on the BID website.

ANALYSIS OF BID EXPENDITURE:



EXPENDITURE BY PROJECT:



The BID Board of Directors is very careful about monitoring BID expenditure and ensuring a high level of accountability. Setting clear financial and operational objectives and delivering against these to a high standard is very important to us.

Gerry McManus
 BID Leamington - Board of Directors
 Centre Manager, Royal Priors Shopping Centre



THE YEAR AHEAD

This report draws to an end the second year of the second BID Leamington 5 year term (2013-2018).

Looking forward, we are excited about the challenges ahead but realise there is a lot to do. BID Leamington will continue to deliver services aimed at promoting, enhancing and supporting the town centre. As always, the BID team is open to feedback from businesses. We also welcome businesses who wish to help steer the direction of our work through the BID Board of Directors.

Responding to the continuing challenges facing the retail sector and the increasing competition in the leisure sector, we are looking hard at our marketing strategy. We are working on ways to make 'the Royal Leamington Spa experience' come alive and are also exploring new ways to reach customers who are more discerning than ever. We are investigating ways to further differentiate our offers to meet specific customer preferences

so they hear about the things that are uniquely interesting to them. That is where technology comes in; new apps, beacon technology, augmented reality marketing, town centre wide WIFI and ideas to support businesses who are developing an on-line offer will all be investigated.

Exciting opportunities are also emerging to develop new events that tap into the town's DNA and to work with a growing number of partners who want to deliver an enhanced visitor experience. Examples of this include ideas to celebrate the 'creative capital' in the town and to bring the Pump Rooms Gardens back to life (if the project is successful in securing heritage lottery funding).

The town has a wealth of history and this continues to inspire beautiful and

creative events such as 'Art in the Park', 'Blooming Leamington' and the 'Lantern Parade'. We will continue to support these events and other groups, such as the Leamington History Society, who offer guided walks in the town.

With the guidance of the BID Board of Directors, we will continue to invest the income from the BID Levy in accordance with the Business Plan and endeavour to raise additional income to support this. We recognise the particularly challenging economic environment and are committed to ensure value for money and demonstrate return on investment through financial and tangible results.

Below is a short summary of some of the projects we are looking forward to delivering. Please see the Business Plan for more detail and do not hesitate to get in touch if you would like to be involved.

PROMOTING

- Deliver the 2015/16 Marketing Plan, including a fresh and powerful set of communications using on-line, print, newspaper, PR, social media and radio to meet the challenges discussed above.
- Explore technology including Apps, Beacon Technology, Augmented Reality Marketing and town centre Wi-Fi with a view to developing pilot projects.
- Distribute the latest Mini-Maps and Town Guides to businesses and regional destinations.
- Produce the popular Little Book of Offers. 15,000 copies will be distributed in August and September.
- Create a strong set of Christmas promotions and other bespoke campaigns that engage individual businesses, reward customer loyalty and gather valuable customer data.
- Deliver events including the Food & Drink Festival and the Leamington Lantern Parade. Support existing events delivered by other town centre stakeholders that benefit the town centre such as the Leamington Indie Fest and Art in the Park.

UPCOMING ACTIVITIES:

- Continue to promote individual business through our social media and on-line networks, and drive more traffic to your individual business listings using promotions and competitions.

ENHANCING

- Deliver the Christmas Lights scheme for the town with updates year on year. This includes exploring lights for the 'Euston Place' area of town.
- Provide 250 floral baskets.
- Continue to produce maps, guides and support local stakeholders to ensure visitors receive a spectacular 'welcome' when they visit the town.
- Raise funds from other town centre stakeholders to help implement improved signage in the town. We have recently raised £5000 from the Leamington Spa Town Council.
- Develop the 'Town Centre Ambassadors' scheme. Voluntary ambassadors will be recruited and trained to support visitors and businesses during events and key trading times throughout the year.
- Work with Warwick District Council, Warwickshire County Council

and Sketts Markets (who deliver the Christmas Markets) to ensure that key people like parking officers, rangers and staff are trained to create a positive town centre visitor experience and provide friendly local knowledge, maps and guidance.

SUPPORTING

- Communicate key information to local businesses in relation to town centre developments, road works and business events. Where necessary arrange briefings and consultation with relevant parties.
- Continue to support the 'Your Kindness Could Kill' campaign to address the issue of people begging in the town centre. Building on previous work, we will create a local 'wishing windmill' collection and information point in the Royal Priors.
- Hold regular open meetings with guest speakers, produce helpful newsletters, develop the BID website and enhance the business toolbox further.
- Launch further support initiatives for businesses and provide them with advice about events, planning, licencing and other issues.

NATIONAL CONTEXT

TACKLING LOCAL CHALLENGES HEAD ON

There are now over 210 Business Improvement Districts (BIDs) established in the United Kingdom with a 90% success rate at being voted into a second term. They now represent over 74,000 businesses and the total combined investment they are now making in our urban centres is almost £195.5 million per year. We also know that there are many more BIDs in development around the nation at this present time.

Highlights from the British BIDs ‘Best of BIDs Showcase 2014’ which features Royal Leamington Spa can be found at:

www.youtube.com/watch?v=bhoGVf0mjvl

Established Nearby BIDs

- Stratford Upon Avon
- Rugby (renewed)
- Coventry City Centre
- Solihull
- Worcester

BIDs in Birmingham

- 4 in the Central Area
- Acocks Green Village
- Sutton Coldfield
- Erdington
- Kings Heath
- Northfield

Other comparable towns with BIDs are Bath City Centre and Winchester.

London has 30 BIDs in total.

There are over 50 new BIDs in development at present.

Over the past ten years, BIDs have grown and matured dramatically and are now leaders in influencing positive change in local areas; innovating, developing partnerships and meeting local challenges with a highly focused and committed delivery body.

The model has proven itself to be viable in gaining much needed investment, while ensuring that the private sector is a key partner - both agreeing the type and level of investment and monitoring performance. Recently, this has been recognised at a national level through the Mary Portas High Street Review which challenged BIDs to take on a more strategic role.

BIDs are not a replacement for Local Authority services, but provide an additional and much needed resource. Not only do they represent business interests, but recent footfall data suggests that areas with BIDs

are out-performing those areas without them. Furthermore, many business and property investors now prefer to invest in BID towns as they are managed and valued.

Through BIDs, towns and high streets are raising their game and investing significantly more in both enhancing the environment and promoting their unique selling points. Royal Leamington Spa is no different – and must continue to work to ensure customers choose us in an increasingly competitive and mobile environment.

With the need for strong leadership and investment in our town more important than ever, I am certain BIDs are a truly effective way of delivering things that would, otherwise, simply not happen.

Stephanie Kerr
 BID Executive Director – June 2014



Towns and cities are facing a difficult future and need to be creative and entrepreneurial in how they manage themselves - the BID model allows this to happen. They give businesses the chance to decide and direct what the priorities are for them.



Dr Julie Grail
 Chief Executive
 British BIDs

ESSENTIAL CONTACTS & USEFUL INFORMATION

Executive Director: Stephanie Kerr
BID Project Manager: Alison Shaw
Office Telephone: 01926 470 634
Email: info@bidleamington.com
Website: www.bidleamington.com

 @LeamingtonGuide & use #LoveLeam
 Leamington Spa Town Centre

Other Websites:

www.royal-leamington-spa.co.uk
www.loveleamington.com
www.leamingtonfoodfestival.co.uk
www.leamingtonlanternparade.co.uk
www.bloomingleamington.com

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