

What's inside

Welcome to this issue of BID news



1
Introduction
BID Contact Details

2
Dates for Your Diary
Getting Involved
BID Business Meetings

3
Business Toolbox
• Social Media
• Business to Business Offers

4
BID Activities
- What's coming up...
• Golden Ticket Promotion
• Leamington Lantern Parade

5
BID Activities
• Advertising
• Photography
• Small Business Saturday
• Love Leam Feb 2016

6
Marketing, Promotions & Enhancement
• Love Leamington ONLINE
• Wayfinding Signage
• Little Book of Offers

7
BID Activities Review
• Food & Drink Festival
• Student Lock-in
• Hanging Baskets

8
In the News
• Town Centre Parking
• Think Before You Give
• Update on 'Chuggers'
Other Useful Events
Updates & Notices

Once again, this year has flown by and we can't believe that we're already thinking about Christmas and planning activities for 2016! There is a huge amount coming up so we urge you to take some time to consider how you can get involved.

Over the past six months there have been many changes and we are seeing the town centre evolve into a **leisure destination** as well as a **shopping destination**. Many of you have commented on how many new leisure sector businesses have opened and, with this in mind, we are investigating new ways to support those new and existing businesses while fostering a strong retail sector.

We have also noticed a shift in the way we engage with our customers through our marketing, promotions and events. In the coming months you will see us developing **new digital communication platforms** and making more use of **social media** to reach our various audiences in new ways. To help us, we invite you to email us as much content as you can!

Behind the scenes, changes to **car parking services** in the town have been consuming a lot of our time. We are also doing our best to deter proposals to increase car park charges by the District Council. Other current issues we are tackling have been an increase in **people begging** and **anti-social behaviour**.

In terms of events, it has been an exciting summer. Highlights for us included the **Chelsea Garden Homecoming, Art**

in the Park and the **Food & Drink Festival** which attracted thousands of people. It has also been great to see so much support for events organised by other groups and volunteers such as the **Peace Festival**, the **National Bowls Championships**, **Leamington Business Awards**, **Comic Con**, the **Student Lock-in** and **Leam 100**, because we know they are beneficial to the town centre as they attract more customers and increase dwell time.

Looking forward, there is a lot planned. Some of the events are organised by BID Leamington and others are led by voluntary groups and businesses. Either way, we are happy to be a point of contact for information and provide ideas about how you can get involved. Highlights include the **Christmas Lights Switch-on** on **15th November** and the **Lantern Parade**, this year on **Sunday 6th December**. Looking to 2016, the **Love Leam** promotion will launch from **14th February**.

As always, we are also keen to help foster **business collaboration** in the town so please get in touch to learn more about this. Finally, it is important that we get your **feedback** to understand how we can **improve our service** so please call or request a meeting with myself or Alison, or speak to one of the BID Board of Directors located near you.

Stephanie and Alison

Please remember it's your BID, your voice, so we'd love to hear from you...

Contact Us:

Tel: 01926 470 634
Visit: www.bidleamington.com

BID Leamington Ltd

35c Park Court, Park Street,
Leamington Spa, CV32 4QN.

Email Us:

stephanie@bidleamington.com
or alison@bidleamington.com

DATES FOR YOUR DIARY

Events 2015/16:

November	<p>Christmas Light Switch-on Sunday 15th November Late Night Shopping Begins Royal Priors, Thurs 26th Nov</p>	15
Nov/Dec	<p>Golden Ticket 15th November - 20th December</p>	15
December	<p>Small Business Saturday Saturday 5th December</p>	5
December	<p>Leamington Lantern Parade Sunday 6th December</p>	6
February 2016	<p>Love Leamington 14th - 28th February 2016</p>	14
March 2016	<p>Leamington Business Show Friday 4th March 2016</p>	4

BID Business Meetings

Love Business
Wednesday 24th February 2016
6pm with networking from 5.30pm

Venue: TBC

Please contact us if you would like to host this or other BID Business meetings.

Celebrate the Love Leam month, enjoy some drinks and nibbles, and meet other businesses.

Please RSVP so we can plan for your arrival.

GETTING INVOLVED

Board Positions

Each year we invite **applications to the Board** in June so please get in touch if you would like to discuss this with us. Comprising of 13 levy payers, including 2 positions available to Voluntary levy payers together with a representative from the District and County Councils, the Board guides all activities delivered by BID Leamington.

Board members bring with them a range of skills and expertise from different industry sectors and meet every 4-6 weeks to ensure the business plan is delivered on time and on budget.

Please call us if you would like to arrange a meeting to discuss Board opportunities.
Tel: 01926 470 634 for details

Voluntary Membership Scheme

Our **voluntary membership scheme** is available to any business that is trading in a premise within the Warwick District Council Town Centre Boundary. By joining as a voluntary member you will have access to a number of services including:

- A full listing on the **Royal Leamington Spa website**, in **business directories & mini-maps**
- Inclusion in **promotions** and **promotional literature** such as the **Leamington Spa Golden Ticket** and the **'Love Leamington' Campaign** in February, the **Little Book of Offers** and **Spa'kle Loyalty Scheme**
- Promotion of your special activities on the **RLS Facebook** and **Twitter pages**
- Business support activities such as **training, networking opportunities** and **business advice**

For more information on how to join, please contact alison@bidleamington.com

BID Business Meetings

Based on your feedback we host **regular Business Meetings**. These are a useful way to hear about upcoming plans, to give us feedback, to **network with other businesses** and get some ideas and inspiration from our **guest speakers**.

Moving forward we would like to develop the business networking opportunities that these meetings offer and are looking for different venues to **host these meetings**. Please drop us a line if you are interested and we look forward to seeing you at the **next meeting on Wednesday 24th February 2016**.

If you missed our Spirit of Christmas Networking and Planning Event on 7th October and want some ideas, just contact us and we will come to you!



BUSINESS TOOLBOX

Make Some Noise...on Social Media!

Did you know that we are happy to tweet and post on your behalf? All you have to do is ...

Email us details of your plans & promotion to tweet and post on Facebook and Instagram, or let us know and we will come to you!

Twitter

- We are @LeamingtonGuide – remember to tag us so we can re-tweet!
- Please include images – rectangular, landscape 880px wide by 440px high
- Useful Hashtags are: #LoveLeam, #LeamFood, #LeamNightlife, #LeamIndiBusiness, #LeamHiddenGems, #ShopLocalLeam, #LeamEvent and #LeamChristmas

Get involved in twitter networking evenings:

- @LeamingtonHour: Every Wednesday between 4-5pm.
- @CovHour: Every Wednesday between 2-3pm and Friday 11am-Noon.
- @BirminghamHour: Every Wednesday between 2-3pm and Friday 11am-Noon.

Instagram

- We are @royal_leamington_spa
- Images are square - 510x510 pixels.
- Remember to use our **Useful Hashtags** in your posts

Pinterest

- Our account is Leamington_Spa
- Images are rectangle portrait 736px wide by 1128px high.

Facebook

- Find us at **Royal Leamington Spa Town Centre**
- Images are rectangle portrait 736px wide by 1128px high.

Websites

- Find us at www.royal-leamington-spa.co.uk
- This website is public facing and gets around 28,000 unique visitors per month.
- Email us details of any upcoming news for our **Latest News** section which is on the homepage.
- Always include an image if you can that is rectangle landscape (562 wide x 221 high, 72 dpi resolution).
- Forward us any event details and imagery for our **What's On** section.
- Email us details of any promotions and special offers to be included in our **Special Offers** section.
- Include any specific student offers to go in **Student Life**
- Forward details of any job openings which will be added to our **Love Leam** section.
- Don't forget you can email us business to business offers for the BID Leamington website too and pick up more tips from the Business Toolbox at... www.bidleamington.com

Managing your Social Media

Hootsuite

This all-in-one social media tool is a free, effective method to manage all of your accounts. It allows you to schedule tweets, Instagram and Facebook posts in advance... so you can pre-plan your posts each week / month and spend the rest of the time monitoring and replying if needed.

Bilty

Bilty is a free URL shortening service you can shorten and share your online links with. This service can be used on all social media platforms – it provides a range of tools and 'link statistics' for each post so you can find out how hard your social media is working for you!

Business to Business Offers

A Nettle Website, Business Photos, Dentistry and more...

The recently updated BID Leamington website now has space for you to promote business to business offers and spotlight new businesses in the town centre.

To get things started we thought we would highlight Nettle, a new creative business located at 122 Warwick Street. They have a unique range of packages suited to getting small business on-line and are very keen to support the local business community.

Starting at £399 you can have a starter site, or from £699 you can have a site that can grow into a fully-fledged E-commerce website.

Pop in to see them or find them and others in **Member Offers** on the BID Leamington website under **Supporting:**

www.bidleamington.com/identity-cms/supporting/member-offers

BID ACTIVITIES - WHAT'S COMING UP...

Leamington Lantern Parade Sunday 6th December



The Leamington Lantern Parade aims to **Light Up Leamington** and **make the town centre a community centre** at Christmas time.

This year, the event will be on a Sunday to utilise the existing road closure which is in place for the markets, and to accommodate families better. A number of partners, volunteers and sponsors in the town centre work together each year to deliver the event and in previous years it has been featured on ITV News.

In 2014, over **1000 lanterns** were made by families in the town and **2000 people** came into town to join the parade. This year, we expect it to be even more popular!

Please note, on Sunday 6th December there will be a road closure in place because of the Yuletide Markets and this will continue until 7pm.

How to Get Involved:

Consider these ideas for making the most of this event:

- Embrace the idea of **Lighting Up Leamington** with a fabulous **Christmas window display!** The Chamber will be back with their **Christmas Window Competition** too.
- **Creative?** – come and help us at the workshops, make a **shop themed lantern** or use the workshops as an opportunity to **give out flyers** and **products** to families.
- Join us at the parade and **give out samples** or drinks. We can supply the hostess trays.
- **Flyers or vouchers** – **give us some to distribute** for you and make use of the captive family audience.

Please do give us a call to discuss your ideas – we are very open to new things and help you make the most out of this wonderful event.



Leamington Golden Ticket 15th November - 20th December

The Golden Ticket promotion continues to be one of our most successful promotions to date winning national recognition and great press coverage. Last year we collected post code and other data from over **6000 entries** and **85 businesses** kindly donated prizes **valued to over £5000**. These were featured on a website, in local advertising and on the **60,000 tickets printed**.

THIS YEAR, we would again like to give away a **prize a day** throughout December – **with a grand prize drawn on 20th December**. This way, we can promote the prizes businesses have donated and build excitement in a **Christmas Advent Calendar** as well as on **social media every day**.

The promotion will be **launched on 15th November** to coincide with the **Christmas Lights Switch-on** event, allowing **two extra weeks** of Christmas shopping to be rewarded.

This promotion is a fantastic way to say "Thank You" to customers for shopping in town.

How to Get Involved:

Consider these ideas for making the most of this promotion:

- If you would like to **donate a prize** please contact either Steph or Alison by **10th November** to feature on the Golden Tickets and the website. Any later donations will just appear on the website.
- **Everyone can participate** – customers can collect a ticket when they visit your shop. **Have them on display or pop a ticket into their bag**. Many were posted back to us last year. We will collate the information from returned tickets and make this available for you to use in forthcoming marketing campaigns.

Please do give us a call to discuss your opinions. We are very open to new ideas that will help you make the most out of these wonderful events.

Advertising & Promotions

Throughout the year we deliver a large amount of advertising and marketing to promote the town and its businesses. The primary objectives are to:

- **Stop leakage** – to reach our local community and encourage them to shop local, and shop in town
- **Reach our neighbours** – remind them we are here and have a spectacular offer
- **Build loyalty** – by fostering community spirit

We advertise across multiple platforms and liaise with businesses and the media to focus on different sectors depending on the time of year. If you see the town centre promoted on **billboards**, in **magazines**, **local papers**, with **coach tour operators**, on **trains**, **buses** and on the **radio**, it's doubtlessly been arranged by the BID team!

We are also significantly **increasing the amount and range of digital and social media marketing** we deliver. With more and more marketing methods available, it is not enough to rely on marketing across traditional platforms while we can also **target customers very effectively online**. Based on this, please take a look at the **Business Toolbox** on the BID website and please keep us **updated with your activities** so we can promote them online.



Town Centre & Business Photography

We recently took some **new photography** to support the weddings sector and other Royal Leamington Spa businesses. These images appear regularly in the **advertising** that we produce to **promote the town's offering**.

We are currently planning future photo-shoots so please **get in touch** if you wish us to visit your business. All photographs can be supplied back to you. To view our image gallery please visit:

www.bidleamington.com/identity-cms/promoting/image-gallery/

Small Business Saturday 5th December

We will be giving away 500 Xmas goody bags on 5th December filled with information, flyers, discount vouchers and giveaways.

Please let us have your inserts by 26th November.



Building on last February, and once again tapping into the theme of Love around Valentine's Day, we plan to run two weeks of activities to celebrate all things

Leamington at a time when visitor numbers and spirits in the Town Centre need a boost.

Week 1: 14th - 20th February

Let's Paint the Town RED! (Half term break)

Week 2: 21st - 28th February

Love Leam: Love Everything Unique

Throughout the promotion there will be workshops, talks, activities and competitions - all designed to bring people into the town centre.

The success of this depends on as many businesses getting involved as possible – plus there is plenty of room to have a little fun with it!

How to Get Involved:

Consider these ideas for making the most of this event:

- Help us 'Paint the Town Red' with our **RED WINDOWS COMPETITION!**
- Get involved by organising **flyers or products** to go in the 'goody bags we will distribute!
- Host a **Love Leam event** in your shop. We will promote it on the 'Love Leam' website and in the local papers in the relevant week. What about a **tasting, new product showcase, themed talk, fashion show?**
- Display our '**Love Leam**' Poster in your window and encourage your customers to take our '**Love Leam**' **Shop Local Challenge!**
- Help us reward customers for shopping locally and get into the '**Love Leam**' spirit by distributing '**Love Leam**' bags and goodies.
- **Tweet it Up!** #LoveLeam

MARKETING, PROMOTIONS & ENHANCEMENT

Love Leamington - ONLINE!

Is your business also trading online? If so, we are excited to announce the launch of Love Leamington ONLINE!

Found at www.loveleamington.com, this will feature local businesses that are trading from both physical premises as well as online.

Current research suggests that each year an additional 20% of customers move to shopping on-line. This is expected to flatten out. However, we know **multi-channel retailing is now very much part of the retail mix.**

With this in mind, we want to encourage our customers who are heading online **to support local businesses** - while they also enjoy the convenience of online shopping.

You will see that the website showcases our **Independent and National Retailers** separately. We have also made it **easy for customers to connect to your website** with links on the relevant landing page.

If you are not yet trading online but are considering it, please get in touch. If you are retailing online but are not yet featured within the Love Leamington website, please send us your details.



Wayfinding Signage

We have secured **match-funding of £5,000** from the Town Council in respect of installing some new **signage** in and around the town centre and are applying for further funding from the County Council and District Council to support this.

Prior to installation we will be forming a **steering group** to help decide key decisions.

Please **get in touch** if this interests you or if you have any comments to make.



Little Book of Offers

Each year, around **130 offers** go into the popular **Little Book of Offers** which is produced twice a year.

Early next year, **10,000 books will be distributed** packed full of offers for April / May and an additional **15,000 in August** to coincide with the International Bowls and Food & Drink Festival with offers upto 30 September and beyond. All offers will also appear on the Royal Leamington Spa website as Spa'kle card offers. Due to the popularity of the Little Book of Offers we will have to limit offers to a maximum of 2 per business.



- The deadline for offers for the April/May edition is **15th February 2016**
- The deadline for offers for for the Aug/Sept edition is **15th June 2016**

Please email your offers to alison@bidleamington.com

BID ACTIVITIES REVIEW



The Leamington Food & Drink Festival Saturday 5th and Sunday 6th September

Once again the Leamington Food and Drink Festival was a huge success with record numbers of visitors to the Festival and around town. Over 50 businesses from the town centre attended the Festival this year and the town was very busy over the weekend as well.

A highlight of the show this year was the 'Great Leam Bake Off' when local chefs Jenny Hudson - Sweet As Cakes, Peter Knibb - Restaurant 23 and Laura Hamilton - Queans Restaurant judged an array of home-baked goodies.

The 'Home Cook of the Year' Competition returned once again where four local residents battled it out at the Live Kitchen on the Sunday.

With over 150 exhibitors, the Kids Make and Bake Cookery School, Taste Trail, Masterclass Area and Live Cookery Kitchen showcasing some of Leamington's finest chefs, Children's Fun Fair along with live music from the bandstand there was something for everyone over the two days.

This year we covered the cost of the event through sponsorship and stall sales which is great news as it means there are more funds to invest in other BID activities throughout the year.

The date for the Food & Drink Festival next year is 10th and 11th September 2016. Please email alison@bidleamington.com to register your interest in taking part by 28th Feb 2016.

Student Lock-In / Engaging the Student Community

Thursday 15th October

Students have once again returned to the town. Each year they contribute **£64.5 million** to the Royal Leamington Spa economy so it could be worth your business tapping into this.

Every October the Royal Priors hosts a **Student Lock-in** which has grown to be a resounding success. Shops opened from **6pm-9pm**. There was **entertainment** on hand and **free buses** from Warwick University to bring the students into town.

Businesses who took part this year reported a resounding success with a 29% uplift in combined sales. BID Leamington also gave out 1000 Love Leam goodie bags filled with literature from around 30 town centre businesses. If you would like to involve your business in some way next year, please get in touch with us.

What You Said...

Town Centre Exhibitor Feedback

Just a quick email to say many thanks for allowing us to participate in this year's food festival, the whole weekend was great to be a part of and it was very beneficial to our business. We look forward to being part of the weekend for many years to come. **Mark, Regent Studios**

Well done to you and your team on organising yet another fantastic Food Festival – such a happy event.

Michele Forge, Bread&co

Exhibitor Feedback

Thanks to you and your colleagues for organising what was the best Leamington Food Festival to date – and we have attended five now. Everything went right for us and the organisation on the two days was excellent. The brilliant venue, free admission for the public and a local population who know what a good event it is all help ensure that this must be one of the best food festivals in England, certainly the best in the Midlands.

Keith Charlton, W H Gayton & Sons

Volunteer Feedback

I wanted to say a very big thank you for allowing me to support in the Leamington Spa Food and Drink Festival on the weekend.

I thoroughly enjoyed the day, the event itself was brilliant, the atmosphere was fantastic, I am glad it was so successful and appreciate that I could be part of it. **Joti Dayal**

Visitor Feedback:

Just wanted to congratulate you on a fabulous Food and Drink festival. We attended both Saturday and Sunday and were blown away by the friendly atmosphere, the produce on offer, and how well the event was organised.

Jamie Gibson, Nottingham

Hanging Baskets!

Throughout the summer there were 250 hanging baskets on display. This year the change in colour and plant scheme received many mixed comments, from visitors and traders alike, which we have fed back to the contractor.

Please note that we try to spread the baskets evenly around the town and over the coming years they may change position to improve the overall impact. Also, because of the size and weight of the baskets, some buildings are not suitable for them due to health and safety testing.

IN THE NEWS...

Town Centre Car parking – Update

Behind the scenes, changes to car parking service in the town has been consuming a lot of our time. We know high street health is directly linked to car parking services, and in the last 10 months many people have noticed the number of broken machines and the increased prevalence of parking wardens issuing tickets. This is because the County Council privatised the service, awarding the contract to NSL in November 2014.

We are deeply concerned about the impact that increased fines and broken machines will have on the customer experience in the town so are working hard to tackle this difficult issue. We are also doing our best to defend proposals to increase off-street car park charges by the District Council which took town centre stakeholders by surprise recently.

Please help us tackle these issues by making your voices and the voices of your customers heard:

- Email us your ideas, concerns, feedback from customers – everything!
- Tell us how these changes have impacted you, your customers and/or your business.

Think Before You Give..! People Begging in the Town Centre

The **Your Kindness Could Kill** Campaign was launched in 2013 to tackle the issue of **people begging** and associated **anti-social activities** in the town centre. Due to an increase in numbers and pressure on supporting services we are now in the process of re-launching this appeal with a new message **Think Before You Give**.

Together we must continue to use this platform to remind the town's customers that it is more beneficial to donate money to charities instead of giving it to individuals on the street. This project is delivered in partnership with the Salvation Army, Christian Mission, Warwickshire Police and the District Council but we also need your help.

We are requesting your support to:

- Evidence issues and report them to the police by calling 101 (if it is not urgent or in the past) or 999 in an emergency. This includes anything that makes you or a customer feel uncomfortable or impacts your business in a negative way.
- Alternatively, call or email us as there is now a retail crime radio in the BID office if you have any concerns or questions.
- Please contact us if you are willing to accommodate a collection box, posters or distribute flyers, or if you need us to empty a collection box.

For more information on either of these topics, please call us on 01926 470 634 or email info@bidleamington.com

OTHER USEFUL EVENTS...

Leamington Business Show

Friday 4th March,

Leamington Town Hall, 9am-4pm

The **Leamington Business Show** is a **B2B Expo** showcasing the businesses and organisations of the region and the services and products they offer to other businesses.

In addition the event offers an **excellent business networking opportunity** for local business folk to meet and start building those vital business relationships.

Business seminars on a range of topics begin at 10am, 11am, 12pm, 1pm, 2pm and 3pm.

For further information and to book your stand, please contact jon@leamington-business-forum.co.uk

Leamington Business Awards

This awards event is organised by a group of local business owners in the town and was on Friday 17th October. Congratulations to all those who were nominated and all those who won awards. We were very pleased to see so many local businesses supporting the event and celebrated.

For more information please visit their website:

www.leamingtonbusinessawards.co.uk

UPDATES & NOTICES

Welcome New Businesses

We are always excited to welcome new businesses to the town. In the first half of 2015 we had a number of new businesses open including **Bakes & More, Basement Browns, Deasil Art Gallery, Elma, Gallone's, Gourmet Burger Company (GBK), Inspired Cookware, Mint Velvet, Nash & White, Netti, Reload Gallery, Swirls, The Warehouse, Tiger and Lille Perle.**

Whilst we know the trading environment remains tough, we are very pleased to see our town is attracting investment from strong multiples and lots of inventive independents. If you are new, please get in touch to talk to us about how we can help promote your business and feature you in our **New Business Spotlight** section on our websites.

FREE Meeting Room!

Remember, we have a fully equipped **meeting room** in **Park Street** for our BID members to use. The meeting room is ideal for those wanting time away from their own office and is absolutely **FREE** to members.

Please call 01926 470 634 to book.