



# BIDnews

Issue seventeen: June 2017

FAO: Business Owner or Manager

Supporting Royal Leamington Spa

## Contents

## Welcome to this issue of BID News

1	Welcome Contact Us
2	Events Dates For Your Diary How to Get Involved
3	Marketing What's Coming Up Development Update
4	Enhancements Recent Activities Business Support



### Spring into Summer!

Summer is here and along with warmer temperatures and longer days, we continue to see a period of unprecedented political and economic change. While these things are unsettling and not easy to influence, there are things we can do to **navigate change** and create opportunity by **working together** in the town centre. There are also some **fantastic events, awards and promotions** to get involved in!

Building on our strong DNA, we continue to **actively promote** our beautiful town centre. Extending into the digital space, we have attracted over **17,000 followers** across social media streams and regularly get **30,000 visits per month** to our [www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk) website. We have also just launched **'Taste Leamington'** a new branded website to promote the Food & Drink sector.

All of this helps to **foster loyalty** and offer customers a **spectacular experience**, which combined with the work local businesses are doing is very much part of the culture of **'working together'** that we all nurture.

We are once again looking forward to our **'Summer of Fun'** – an exciting calendar of events delivered by both BID Leamington and a huge number of volunteers. These events attract **thousands of visitors** every year.

Fostering a healthy trading environment has to be backed up so we are doing lots of work supporting businesses on issues such as **crime, shoplifting, begging, waste management, parking, planning and enforcement**. All of this helps the town centre and its community to remain resilient and well placed to **navigate change**.

However, we know that even small changes to footfall, spend and currency can impact businesses. That is why we continue to look for new ways to support businesses to **stay nimble** and try new things, such as embracing **new technologies**, building **unique bundles** of products and services, utilising **email databases**, promoting **your expertise** and working together in imaginative ways.

Finally, we love your ideas and feedback so **please keep in touch**.

**Stephanie & Alison**

**Royal Leamington Spa Fabulous FREE EVENTS**

**ENJOY A SUMMER OF FUN!**

**ART IN THE PARK**  
5-6 August, Jephson Gardens

- Live Art Workshops and Demonstrations
- Craft Skills
- Live Performances of Music and Dance
- Meet the Artists

**FOOD FESTIVAL**

- Live Cookery Theatre
- Aubrey Allen Home Cook of the Year Cook-off
- Great Leam Bake-off
- Kids' Cookery School
- Fantastic Live Music

**WIN A £250 HAMPER**  
SEE WEBSITE FOR DETAILS

**FOOD & DRINK FESTIVAL**  
9-10 Sept, Pump Room Gardens

**PEACE FESTIVAL**  
17-18 June, Pump Room Gardens

- Live Entertainment
- Craft Skills
- Live Music
- Raising Awareness of World Issues

[www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk)

Just 20 minutes from Coventry! Follow us on: [Social Media Icons]

Please remember its your BID, your voice, so we would love to hear from you ...

Contact Us:  
Tel: 01926 470 634  
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# EVENTS! DATES FOR YOUR DIARY



**BID Business Meeting  
Wednesday 28th June - Angel Hotel  
5.30 for a 6pm start**

**Royal Leamington Spa to the power of 2!**  
Things are changing and we want to ensure the town is fit for the future. This is the start of a conversation we are having with businesses over the next few months.

Bring your ideas and inspiration! There will be a town centre development update as well as the opportunity to enjoy some drinks and nibbles and meet other business owners.

- Women's Cycle Tour (Parade closed)  
**Friday 9th June**  
(Organised by WDC and WCC)
- Leamington Peace Festival  
**17th & 18th June**  
(Organised by volunteers)
- Leamington Carnival  
**Saturday 15th July**  
(Organised by volunteers)
- Art in the Park  
**Saturday 5th & Sunday 6th August**  
(Organised by AITP CIC)
- Warwickshire Pride Festival  
**Saturday 19th August**  
(Organised by Warwickshire Pride)
- National Bowls Championships  
**Throughout August**  
(Organised by Bowls England)
- Food & Drink Festival  
**Saturday 9th & Sunday 10th September**  
(Organised by BID Leamington)
- Student Lock-in Event  
**Thursday 12th October**  
(Organised by Royal Priors)
- Leamington Lantern Parade  
**Sunday 3rd December**  
(Organised by BID Leamington)
- Leamington Santa Dash  
**Sunday 10th December**  
(Organised by Myton Hospice)



## How to get involved ...

Throughout the year there are a range of events organised by BID Leamington and other partnerships in the town. In all cases we are happy to help you capitalise on the captive audience that is brought to these events.

Please take a look at the ideas below and get in touch if you would like more information.

### Consider these ideas to make the most out of events & promotions:

- Email us information about your business for the towns website and our local adverts. This may be news, events, offers, images, new products, job advertisements ... We get 30,000 visits per month!
- Give us 500 flyers for our Food Festival Goodie bags. Deadline: 01 September.
- Make sure you are included in the next 'Little Book of Offers' - deadline 15 June.
- We often have a stall and staff on standby at events in town so let us know if you would like to be involved?
- Tweet it Up! Join the conversation & use the relevant hash-tags - #LoveLeam #LeamFoodFest #WDYT #TasteLeam
- Creative? Bring the town alive with fabulous themed window displays. We will make some noise about them!
- Students are back in October! Tell us about your student offers - over 5000 students live in Leamington!



Leamington Food & Drink Festival 2016: 20,000 visitors



# MARKETING ...

## WHAT'S COMING UP

### Women's Cycle Tour - Parade

The 3rd leg of the OVO Women's Cycle Tour will **finish in town on 9th June**. This is expected to attract many thousands of visitors. The race will end around **1-30pm / 2pm** at the Regent Street junction of the Parade and there will be entertainment in the hours leading up to this. (Please note: **Parade will be closed for most of the day**) Please contact us for more information.

### Little Book of Offers Deadline

The next deadline for offers is 15th June for the period August, September and October. **10,000 copies** will be distributed. It is timed to coincide with the **Bowls** and the **Food Festival**. All BID members can submit one offer for the book and as many as you wish for the websites.

### Leamington Business Awards

**Is this your year to shine?** Entries are open until **June 25th**. There are new categories and new ways to give your business or staff special recognition. [www.leamingtonbusinessawards.co.uk](http://www.leamingtonbusinessawards.co.uk)

### Guides and Maps

Look out for the revised Royal Leamington Spa guides and maps. These are available to retailers to give to customers and are distributed regionally. All BID members are automatically included in these.

### Town Centre & Business Photography

As many of you know we use authentic images and videos to promote the town. We only use images with your permission and are happy to supply them back to you to use.

### Extend Your Shop Window into ... the Digital Space

Don't forget we promote businesses on **6 websites** and **7 social media** accounts. The most visited website is [royal-leamington-spa.co.uk](http://royal-leamington-spa.co.uk) with over **30,000 visitors per month**.

We have just launched [tasteleamington.com](http://tasteleamington.com) to showcase the incredible food and drink offer. **Please check your profile and send us your up coming events/ offers and news!**

We also have over **17,000 followers** across our various social media platforms? Find us:



## Join The Conversation...



### Covent Garden Car-park Redevelopment

You may have seen in the local news that Warwick District Council are proposing to **redevelop the Covent Garden Car-park**. With nearly **600 car parking spaces** affected, there will be a number of challenges to address if this development is approved by planners. This includes a **displacement strategy**, during the construction period (approx 2 years) and ensuring the future development fits into the fabric of the town.

BID Leamington is **leading on strategy** to **represent businesses** and **deliver interventions** to **address concerns** over the **next 2-3 years**. We have formed a **'Development Strategy Group'** with representation from key businesses and support from WDC officers.

**Please let us know if you would like to be involved in this group or would like more information?**



## BID Survey & Invoices

Over the last 5 years, using feedback from local businesses we have been successful in anticipating and responding to the changing needs of the town centre and its businesses.

Very soon, we will be circulating the **BID Survey**. This will help us define and agree priorities for the next 5 years. We would be grateful if you could give this 15 minutes or so of your time. We are also happy to **arrange a meeting** to discuss your thoughts.

Please note, BID invoices will be issued early July. Contact us if you have any queries.

# ENHANCEMENTS

## Hanging Baskets & Bunting

Over 250 hanging baskets will once again brighten up the town from early June.

## Begging, Busking & Shoplifting

Work is on-going to address issues of anti-social behaviour in the town centre. This work is delivered with the support of many partners and we welcome your thoughts and feedback. All incidences can be reported by **dialling 101**. Further advice for retailers can be found on the BID website - under 'Enhancing' / 'Think Before You Give'.

## Purple Flag – Evening Economy Accreditation

Leamington Spa's Town Centre has now been awarded 'Purple Flag' status which provides an important benchmark for managing the towns evening economy.

# RECENT ACTIVITIES

Please take a look at the BID Leamington website to see examples of our recent campaigns. We advertise across a range of media including papers, magazines, radio, train-lines and billboards and aim to promote a variety of sectors throughout the year.

More details can be found on our website under 'Promoting' / 'Latest Campaigns'.

## Recent events & promotions include:

- Mystery of the Star Eaters Event
- Mothers Day Promotion
- Taste Leamington Launch - PR, advertising, web
- Fiesta of Flavours 2 day Event in Regent Court
- Spring into Town - advertising & digital campaign
- Love Leam #WDYT social media campaign
- Little Book of Offers: Spring Edition x 5,000
- Regional & Coach Tours summer advertising



# BUSINESS SUPPORT

Please speak to us about any of the following ...

## Planning & Enforcement Advice

We know this is a hot topic for some at the moment. Please get in touch if you would like advice or support.

## Business to Business Offers

A number of local businesses would like to support other businesses and their staff, so are offering exclusive discounts. Find these on the website.

## FREE Meeting Room!

Remember we have a fully equipped meeting room in Park Street for our BID members to use.

## BID Buzz Blog & Business Toolbox

We often come across things we feel are worthy of reflection or conversation such as changes to Business Rates or new ideas. Based on this we have launched the **BID Buzz** blog and **Business Toolbox**. See: [www.bidleamington.com](http://www.bidleamington.com)

## Board Positions

Each year we invite applications to the Board in June. The Board represents different sectors and guides all activities delivered by BID Leamington and meet every 4-6 weeks.

Please call 01926 470 634

Email: [info@bidleamington.com](mailto:info@bidleamington.com)