



BIDnews

Issue nineteen: January 2018

FAO: Business Owner or Manager

Supporting Royal Leamington Spa

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BID Ballot 2018 - Lots Done: Lots to Do: Lots to Lose

Happy New Year! With the arrival of 2018 comes **much change** and **new challenges** and **opportunities** as we greet two significant proposals that will **affect the town's future**.

The first is planning permission has been **granted** to develop the **Covent Garden Car Park**. This will impact local shoppers, staff and residents throughout construction and beyond. **Secondly**, after ten successful years BID Leamington will once again be asking businesses to support it's continuation in the **2018-2023 Renewal Ballot**.

These two things are related because in many ways **it is more important than ever** that businesses have the **focused delivery, representation and support** that BID Leamington provides **as the town changes**.

In coming years, development is also proposed in the **Old Town 'Creative Quarter'** and we must defend further **out-of town retail**. There will also be **exciting opportunities to embrace:** the Commonwealth Games 2022, Coventry City of Culture 2021, a Kenilworth train-line to Leamington.

Based on **extensive feedback** and **research** a **new Business Plan** will be launched at our Business Meeting on the **7th February**.

Other documentation will also be posted before the **ballot in March**. Please note businesses with an RV of **£15,000 or more** will vote and papers may be posted to head offices, so **please get in touch** if you have **any questions** about this.

Please take a look at our **upcoming events and activities**. We have lots planned throughout **February and March** to **drive visitors** and **raise awareness of your business** over **Valentines Day** and **Easter**. We will also be **taking bookings** for future events and promotions such as the Food & Drink Festival and summer Little Book of Offers, which will be **subject to the continuation** of the BID.

The BID team **care for the town** and its **business community**. We are committed to **representing your interests** and **working in partnership to shape how the town develops**. We have lots of ways for you to **benefit directly** also.

So please read on and **get in touch** so we can **dream up some ideas** together as there is nothing we like more than helping businesses to **get the best out of the town**.

Stephanie & Alison

INSIDE ...

Covent Garden Car Park

Planning permission to develop this **468 space car park**, located behind Tesco on the Parade has been **GRANTED**.

Our discussions with WDC to ensure business interests are protected when this car park closes continue.

Please see inside for details ...



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

Contact Us:

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MARKETING ...

WHAT'S COMING UP

Love Leamington

14th February – 14th March 2018



Throughout this time there will be:

- #LoveLeam Challenge, Goodie Bag Giveaway x 400, Random Acts of Kindness, Half Term Kids Events, Talks, Tastings & Guided Walks, 'Red Windows' Competition and more ...

... all designed to bring people into the town centre and reward customers for shopping locally.

Help us 'Paint the Town Red' with our 'Red Windows' Competition or get involved by giving us some **flyers / products** to go in the 'LoveLeam' goodie bags! (Deadline 9th Feb)

Host a 'Love Leam' event and we will promote it on the 'Love Leam' website and in the local papers. What about a **tasting, new product showcase, themed talk or fashion show?**

Take the #loveleam challenge to WIN!

1. SHARE A NEW DISCOVERY ...
...treat a friend to something new in the town centre & tell us why you love it
(Email or tweet us the product, store's name or activity)
2. TAKE A SELFIE...
IN ONE OF OUR INDEPENDENT SHOPS!
(Email or tweet us your selfie)
3. SHOP LOCAL
at the butcher, baker or grocer!
(Tell us where and send us a photo of your receipt)
4. STRIKE AN IMAGINATIVE POSE WITH...
...THE THREE GRACES
5. FIND SOUTH TOWN'S MOSAIC HERON
(Email or tweet us your photos)
6. PLAY A TUNE...
IN THE SENSORY GARDEN AT JEPHSON GARDENS
(Email or tweet us your photo or video clip)

FOR A SPECIAL BONUS PRIZE...
SHOUT FROM THE BANDSTAND WHY YOU...

#LOVELEAM LEAM

(Email or tweet us your video clip)

#LOVELEAMCHALLENGE

www.loveleamington.com

See details overleaf...

NEWS FLASH!

Join The Conversation...



Covent Garden Car-park Redevelopment

PERMISSION IS GRANTED (Jan 9th)

Warwick District Council will be **redeveloping** the **Covent Garden Car-park**. This will affect **468 car parking spaces (or 31% of the town's total off street car parks)**. During construction up to **29,000 users per month (900 per day)** will be displaced. (Average users across 12 months is 25,000 or 800 per day)

BID Leamington has invested a lot of time **researching the potential impacts** and **representing business interests** on these plans and **our dialogue continues**.

The stakes are high. It is expected that the car park will be closed for **almost 2 years**. As a result of our engagement to date, we have secured a commitment to a **funded displacement plan** within the **S106 legal agreement** attached to the development and the commitment to **continued dialogue**.

This is just the beginning as achieving a displacement plan that will fully **mitigate the negative impacts** of losing so much parking during construction will be a challenge.

Among other things **we are calling for: 'like-for-like' spaces** to be found within an acceptable walking distance of the town centre (national standard is 400m), **funding for promotion** (of both alternative locations & modes), **technology improvements, on-going monitoring** of the impacts and possibly a business **compensation** scheme as insurance. We would also like additional spaces at Chandos Street explored.

Only by **working together** will we manage the disruption and find new ways to **reach our customers and enhance the visitor experience**.



OUR DIGITAL IMPACT!

We have been analysing how we add value to your business ...

We are constantly monitoring our impact with a view to adapting and improving. Recent analysis gave us a number of interesting insights you can make the most of ...

- The royal-leamington-spa website gets **66,000 page views per month** and helps your profile to appear higher in search engines ... Top profiles are getting **3000-4000 unique views** per year. **Is your profile up to date?**
- We have **20,000 followers / likes** across our social media platforms!
- We made over **4533 social media posts** in the last year. **Many businesses email us content ... do you?**
- We now offer digital 'health-checks' and **training** to maximise your digital footprint ... **are you interested?**

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 & activities include:

- Christmas Advertising - Digital, Print, Radio
- Christmas Light Switch-on
- Late Night Shopping in the Priors
- Leamington Golden Ticket
- Leamington Angels
- Small Business Saturday
- Christmas Goodie Bag Give-away
- Leamington Lantern Parade



Christmas Advertising!

Leamington was seen on trainlines, billboard, magazines and inserts, local papers, online and heard on air!

#SelfieSanta
#XmasShowcase
#GoldenTicket
Featured 95 individual businesses ...



'Saved by an Angel!'

Top Posts!
Whitewall - 2815 views
Belvoir - 4491 views
Snow Day - 5216 views

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. Based on this we have launched the **BID Buzz** blog and **Business Toolbox**. See: www.bidleamington.com

Board Positions

Each year in July we invite applications to the Board. A warm welcome to **Sarah Jones**, the new **Centre Manager at the Royal Priors**. She also joins our Board. 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