



Securing Our Town's Future Together



10 YEARS ON... RISING TO THE CHALLENGE

Local businesses and property owners voted to establish BID Leamington in 2008 and this mandate was supported again in March 2013 when businesses voted to renew the BID for a further five year term.

After nearly 10 years, the impact and influence of BID Leamington in the town centre is significant. Our focus on **Promoting, Enhancing and Supporting** businesses and **partnership working** means we reach into all corners of the local economy and are seen as a **vital part of the town**.

As a result Leamington Spa is **successfully managing** the impacts of a difficult economic outlook. Many of the town's events are regarded as some of the **best in the country** and the investment made by businesses has supported the town to remain **resilient and connected**.

With the help of the BID Board and conversations with businesses we have been successful in **navigating change** and we remain committed to being **responsive and supportive**.

HAVE YOUR SAY: THE EMERGING BUSINESS PLAN 2018-2023

With this in mind, we are now **looking forwards** as once again, in March 2018, businesses will be invited to support the continuation of BID Leamington. At this time, each eligible business **will receive voting papers** that will enable businesses to support the delivery of the next **BID Leamington Business Plan 2018-2023**.

This Business Plan will set out a **robust strategy for the next 5 years** to ensure that together, we **secure the town's future** and **create further vibrancy and commercial success**.

Over the next few weeks, we are engaging with businesses to put the final touches on this document and we also wish to confirm details of where to post your voting papers early next year.

HOW WE ENGAGE WITH YOU

- One-to-One Meetings
- Quarterly Open Business Meetings
- Ongoing Project Reviews
- Town Centre Health Checks
- BID News, Emails, Surveys
- BID Renewal Survey – June 2017

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 commercial well-being of the area, which are beyond the statutory responsibilities of the local authority and other public agencies.

These are agreed, and formally voted for, by all businesses. A BID typically lasts for five years and accordingly, after this time have to return to their electorate to be renewed by vote.

There are over 270 BIDs operating in the UK and counting.

Contact Us:

Tel: 01926 470 634

Visit: www.bidleamington.com

BID Leamington Ltd

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SURVEY FEEDBACK

Did our activities benefit the town?



Which activities benefit your business?



What would you like more of?



LOTS DONE: A DECADE OF ACHIEVEMENTS

Our highlights...

Over the last 10 years, BID Leamington has set itself apart as one of the most creative and innovative small BIDs in the UK, winning numerous national awards and making headlines regularly. All of this is designed to attract footfall and to enhance the experience in the town centre. Here are a few highlights from a decade of achievements...



30,000 visits per month to www.royal-leamington-spa.co.uk



WHAT YOU ALSO TOLD US...

Location is important, with more focus on the side streets and the town centre.

IDEAS FOR MORE: Fashion Events, Health, Beauty & Well-being, Fringe: Music, Arts & Film Events, Employee Discounts Card, Industry Focus Networking, Morning Clean-ups.

KEY CHALLENGES: Attracting footfall, competition from out of town retail, the internet and other traders. **Parking** is a big concern, both in terms of ensuring there is enough as well as campaigning for incentives to promote footfall at key trading times and during events. Other concerns included: Brexit uncertainty, rising costs and preserving the retail mix throughout the town, rising rent, rates, vacant units, begging, thieves and recruitment.

PUTTING LEAMINGTON ON THE NATIONAL STAGE

A Community Funded Garden at the RHS Chelsea Flower Show 2014: Silver medal. £100,000 raised in cash & in-kind. Over £150,000 in PR generated in the national press.

Winner of the British BIDs Proud Project Award 2014.

FESTIVALS MAKING NATIONAL HEADLINES

Leamington Food & Drink Festival: Runner up British BIDs Proud Project Award 2016

Annual advertising in London Marylebone, putting Royal Leamington Spa on the national map

Supporting Events e.g. Myton Hospice Santa Dash and Art in the Park.

PUNCHING ABOVE OUR WEIGHT ONLINE

www.royal-leamington-spa.co.uk attracts 30,000 visits per month. The 'Taste Leamington' brand and website launched in 2016 servicing the leisure sector. Over 18,000 followers across 7 social media platforms.

AWARD-WINNING CREATIVE PROMOTIONS

Leamington Spa Golden Ticket: Winner of the British BIDs Proud Project Award 2012

Leamington Pumpkin Path: 30 businesses & 132 entries from families

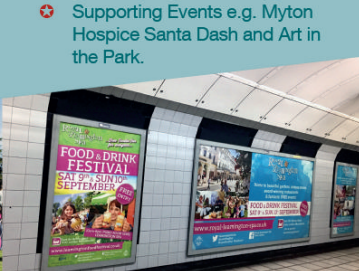
INNOVATIVE & MAGICAL CHRISTMAS CAMPAIGNS

"Have a Magical Christmas" ... featuring the interactive Augmented Reality Window, delivered in partnership with the Royal Priors Shopping Centre.

Shortlisted for the REVO Purple Apple Marketing Awards 2016

HARD HITTING PR CAMPAIGNS

Leamington Parking Angels: Over £590,000 of PR generated. Featured on BBC News - over 55,000 views on facebook, 36 National Websites, BBC Radio 6 Music featured as the 'Theme of the Day'.



18,000 followers on Social Media

400 SERVED BY **2 FULL TIME** BID MEMBERS BID STAFF



FOSTERING LOYALTY WITH COMMUNITY EVENTS

Leamington Lantern Parade: Runner up British BIDs Proud Project Award 2013.

ATTRACTIVE STREETS

Each year we fund 250 floral baskets in the summer and supply beautiful Christmas Lights in winter.

PARTNERSHIP WORKING FOR MUTUAL GAIN

Work with Helping Hands, Salvation Army, Police and the Retail Crime Partnership to address Begging, Busking, Theft and other anti-social behaviours.

COLLECTIVE VOICE FOR BUSINESSES

Represented the Town Centre on more than 15 major planning applications and supporting many businesses.

ACTING ON TOWN CENTRE DEVELOPMENT PROPOSALS

Campaigning for Parking Improvements

LEVERING IN ADDITIONAL FUNDING

Each year, we attract almost £80,000 of additional revenue which goes into town centre projects

- Levered in £25,000 to deliver WIFI in the Town Centre
- Supported the £1 million Heritage Lottery Funded Pump Rooms Gardens Regeneration Project

LOTS TO DO: FUTURE THEMES & PROJECTS

BID Leamington will continue to tap into the town's unique DNA to set itself apart delivering high quality projects. Building on our very strong track record, partnership working will be critical to ensure we can leverage additional return on investment and influence the agenda as the town centre changes.

Here are our emerging priorities and highlights...



VOTE YES TO SECURE THE TOWN'S FUTURE

So much has been achieved by this BID and often it is difficult to remember what life was like before it. Yet, there is more to do as the town centre and its retail environment continues to change. It does not bear thinking about just how much would be lost if it were no longer here – there is just so much that would disappear, not to mention the stewardship of the town's future at this critical time.

Soon it will be time to renew the Business Plan so that we can continue to build on what we have started, and ensure that we work together collectively to secure our town's future. Please join me in ensuring that the good work of the BID continues.

**Sarah Horne, Owner Sarah Horne Flowers
Chair - BID Leamington**

MARKETING, PROMOTIONS & EVENTS:

Increasing footfall, loyalty and awareness of our town and its offer

- ★ Harnessing the Strength of the Royal Leamington Spa Brand
- ★ Positioning & Promoting the different Sectors & Streets to Specific Audiences
- ★ Promoting the Leisure & Evening Economy Sectors
- ★ Digital and Media Communication
- ★ Events & Festivals

SUPPORTING BUSINESS:

Facing up to the competition, supporting business growth, wellbeing & partnerships

- ★ Digital Health Checks & Support
- ★ Recruitment Support, Training, Cost Savings & Wellbeing e.g. staff benefits
- ★ Partnership Working to Support the Community e.g. rough sleeping, begging, busking etc
- ★ New Business Starter Support – Launch Pad
- ★ Monitoring Town Centre Health e.g. retail sales, footfall, parking
- ★ Enabling Corporate Social Responsibility

ENHANCING THE ENVIRONMENT:

An attractive, well managed, sustainable and welcoming garden town

- ★ Christmas Lights – Continuing to 'Light up Leamington'
- ★ Floral Displays – A Garden Town...
- ★ Access & Public Realm – Signage, Mapping, Parking
- ★ Tackling Vacant Units & Cleanliness (supporting the evening economy)

INFLUENCING & INSPIRING:

Representing business interests and shaping the town as it changes

- ★ Retail Strategy, Research & Framework to Attract Investment e.g. ensuring a strong retail mix
- ★ Inputting on Development Proposals and Planning Consultations
- ★ Lobbying to Review Existing Regulations e.g. Town Centre Design Guidance

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