



BID news

Issue twenty: April 2018

FAO: Business Owner or Manager

Supporting Royal Leamington Spa

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Ensuring *Leamington* Thrives ...

Have you seen the news?

BID Ballot 2018 - *Leamington Voted YES*

Springing into Spring

With the arrival of warmer weather we are also pleased to announce that in March, businesses overwhelmingly voted to support the BID for a third term enabling us to continue our work in helping to ensure the town centre thrives.

The recent result was 79 per cent in favour by number and 85 per cent in favour by combined rateable value, so we want to **thank you** for your support and involvement.

This is a **strong endorsement** and means businesses will continue to be **represented on key issues**, and the town centre will benefit from more than **£1.9 million of investment** over the next five years.

Moving forward we are excited to work with you to **embrace the opportunities and challenges** ahead and are conscious of the trust you have put in us to deliver value in challenging and changing times.

As well as **upcoming events, promotions and enhancements**, our work representing businesses on **development in and around the town** also continues.

Just recently we objected to plans for two large **out-of-town retail developments** and of course, ongoing work representing business on the **Covent Garden Car Park Development** continues and this dominates headlines at the moment.

In the next year a masterplan will be prepared for the **Old Town Creative Quarter** and in coming years we will look to capitalise on opportunities such as the **Commonwealth Games 2022, Coventry City of Culture 2021**, and the **Kenilworth train-line to Leamington**.

However, in the coming days, please take a look at our **upcoming events and activities**. Bookings for the **Food Drink Festival** are pouring in and **spaces will soon be gone**.

Also, please do not hesitate to **get in touch** if you are interested in getting more involved in the decision making on our **Board of Directors**.

The BID team **care greatly for the town** and its **business community** and have lots of ways for you to **benefit directly from what we deliver**, so please **get in touch** so we can help you 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:

Tel: 01926 470 634

Visit: www.bidleamington.com

BID Leamington Ltd

35c Park Court, Park Street

Leamington Spa, CV32 4QN

Email Us:

info@bidleamington.com

alison@bidleamington.com

stephanie@bidleamington.com



EVENTS!

DATES FOR YOUR DIARY

- **Now or Never Plastic Campaign Launch***
23rd April - 8.00am, Regent Court
(Organised by Clean Up Britain)
- **OVO Woman's Cycle Tour***
Friday 15th June
(Organised by WCC / WCC - see note below)
- **Leamington Peace Festival***
16th & 17th June
- **Leamington Business Awards***
Entries Close - 30th June
- **Leamington Half Marathon***
1st July
- **Barkers Fun Fair***
6th & 15th July, Pump Room Gardens
- **Leamington Carnival***
Saturday 14th July
- **Art in the Park***
4th & 5th August
- **Leamington Pride***
Saturday 18th August
- **National Bowls Championships***
Throughout August ...
- **Food & Drink Festival**
8th & 9th September
Stall Booking Deadline - 20th April!



Remember BID Levy Paying Members are offered a 3m stall for FREE

* Events organised by other partners. Please get in touch for details.

How to get involved ...

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

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...

- **Little Book of Offers - Aug to Oct edition**
10,000 books - **DEADLINE 14th June**
- **Join our NEW Town Centre Retailers Facebook Group** to get updates, support, ideas & more. 
- **Join in #LoveLearn** - there is lots on (see page 3 for more details)
- **Do you have any events or products you would like us to help promote?** We are offering a 'Social Media' showcase ...
- **Tweet it Up!** Join the conversation & use **#LoveLearn #TasteLearn**
- **Students?** Don't forget over 5000 students live in Leamington! Don't forget to tell us your student offer!
- **Email us information for the towns website and our local adverts.** This may be news, events, offers, images, new products, job advertisements ... we also offer business specific photography ...
- **Give us 500 flyers for our #Food Festival Goodie bags.** **Deadline: 1st September**

Guides & Maps

Look out for revised RLS guides and maps. Available to retailers to give to customers and also distributed regionally.

Town Centre & Business Photography

We use authentic images and videos to promote the Town. Please let us know if you would like our photographer to pop into your business.

BID FOCUS ... We value your help

OVO Woman's Cycle Tour Friday 15th June

This event is organised by Warwickshire County Council & Warwick District Council. Based on business feedback we have been successful agreeing significant changes to this event, including keeping Parade open and a number of changes to organisation and communication.

However, we know this may still impact business. We will be actively assessing this and would value your help. We would like to collect retail / business feedback and performance data (change in trade - % and £) on the day of the race. Ideally we would also like data from last year (Friday 9 June). It will be anonymous and confidential. Please let us know if you would be able to help?

MARKETING ...

DIGITAL TOOLBOX!

How to Engage People on a Twitter Networking Hour

A Twitter Networking Hour is where people meet up and talk about a particular interest or location on Twitter for one hour per week (same time and day each week).

The people on the hour will use a dedicated hashtag (#) to link up their tweets and connect with everyone on the hour. This means there will be people who love a particular location or interest sharing ideas, information and engaging with each other.

Local Hours to Get Involved In ...

- **#WarwickHour**
Tuesday 7-8pm
- **#LeamingtonHour**
Wednesday 4-5pm
- **#KenilworthHour**
Thursday 7-8pm
- **#CovHour (Coventry)**
Thursday 8-9pm
- **SUAHour (Warwick Uni)**
Thursday 11-12pm



Here are a few tips!

1. Say hello to the hour host and use their hashtag in every tweet. Make sure your first tweet is engaging with a GIF, Picture or Video.
2. Just talk to people. It's exactly the same as you would do in a face to face networking meeting. Include the #Leamingtonhour (if relevant) and then your conversation will go into the timeline.
3. Every 15-20 minutes, send out a call to action tweet which could be a link to a website page, newsletter sign up link, link to an event or a picture/video that you want to promote.
4. Favourite and Retweet any messages that you like and carry on talking to people.
5. Follow anyone who you like and talk to them after the hour. It is all about the follow up as well as being on the hour.
6. It does not hurt to do a little plan in advance. Think about what it would be helpful to tell people about ... and have fun!

Let us know if you would like some help to get you going ...

NEWS FLASH!

Join The Conversation...



Covent Garden Car-park Redevelopment

This continues to dominate headlines ...

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**.

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** and the commitment to **continued dialogue**.

However, this is just the beginning as a plan has not been agreed and at the time of writing, we are still looking for Council Leaders to give more regard to the concerns of businesses so we are seeking to organise an open business meeting.

Among other things **we are calling for: 'like-for-like' spaces** to be found within an acceptable walking distance of the town centre, **funding for promotion** (of both alternative locations & modes), **technology improvements, on-going monitoring** of the impacts. We would also like additional spaces at Chandos Street or another central location.

Only by **working together** will we manage the disruption and find new ways to **reach our customers** and **enhance the visitor experience**. We will keep businesses updated as discussions progress.



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:

- **Love Leamington Month**
- **LoveLeam Goodie Bags - x 400 bags including flyers from 30 businesses! (Thats 12,000 distributed in total)**
- **Great Leamington Easter Egg Hunt - 40 businesses on the trail! 100+ entries**
- **Observer & Courier Easter Advertising**

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



Our Top Posts!
 Las Iguanas - 5852 views
 Carluccios - 5917 views
 Entertainer - 1967 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