



BIDnews

Business Update: January 2023

FAO: Business Owner or Manager

Ensuring *Leamington* Thrives ...

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Shaping Leamington's Future Together

Happy New Year. With the arrival of 2023 we see more **change** as we embrace some significant proposals that will **affect the town's future.**

The first is that **after fifteen successful years of supporting businesses and influencing positive change** in our town centre, BID Leamington will once again be asking businesses to support it's continuation in the **2023-2028 Renewal Ballot.**

Alongside this, we are facing a large amount of change. We recently learnt that **Covent Garden car park is closing soon** and work on Future High Street Funded projects has begun. Meanwhile discussions about mobility on **Parade** continue, as proposals for more **office and residential** space come forward.

This will **reshape our town centre** and impact shoppers, employees and residents as we **navigate the transition and plan beyond.** In coming years, we must also **define a new vision** for a sustainable future along with **new ambitious projects and events** to direct investment and ensure our town centre is **vibrant, clean and safe** and our businesses are **supported and resistant.**

Reflecting this, **it is more important than ever** that businesses have the **focused delivery, representation and support** that BID Leamington provides.

Addressing these **opportunities and challenges**, and **extensive feedback** our **new Business Plan** will be launched at our Business Meeting on the **8th February**, ahead of the BID ballot in **March.** At this time, businesses with an RV of **£15,000 or more** who will be liable for the future levy (in July 2023) will vote on our continuation. Papers will be posted locally, and in some cases to head offices, so **please get in touch** if you have **any questions** about this.

Please also 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 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** and are committed to **representing your interests.** We have lots of ways for you to **benefit directly** also.

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

Stephanie, Alison and Gary



INSIDE...

- BID Renewal Meeting & Ballot
- Find out **what's on and how to get involved** this spring including #LoveLeam month activities
- New Parking Prices
- **New RLS Website**
- Town Centre Development Update - Covent Garden C.P.
- **Business Saving Support** and our **Lobby Efforts.**
- **BID Activity update**
- Business Notices incl Grants



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

EVENTS

BID 2023 - 2028
Shaping Our Town's Future Together
Wednesday 8th February, 2023
5.30pm for a 6pm start
Boston Tea Party, 1A Clarendon Ave
Guest speaker: Cllr Day, Leader WDC

Please join us as we launch the new **BID Business Plan 2023-2028**. Find out **what the future will look like** as we set out an exciting agenda for the **next five years** if the **BID is supported** in the March ballot.

Based on **extensive business engagement and market research**, it aims to ensure our town centre **remains a competitive, vibrant and well-managed destination in the future.**



This is **important** as please make no mistake, all our activities **will end without your BID**. This includes funding for **future Christmas lights and floral enhancements** as well as the town's **website, social media, promotions, events and business representation and support.**

New Year Calendar!

There is a lot planned in the coming year! Please see below a list of town centre events **organised by BID Leamington** and others. In all cases we are happy to help you find out more or capitalise on the audience these events attract. Please note, BID events are contingent on a successful ballot result in March 2023.

- BID Renewal Ballot Dates
2nd - 30th March
- Love Learn Month
14th February (launch)
- Wright Hassall Regency Run*
Sunday 2nd April
- Easter Fun Activity Trail!
7th April – 16th April
- Little Book of Offers (April / May)
Deadline for Offers - 15th February
(Organised by BID Leamington)
- King Charles III Coronation*
6th May with 8th May Bank Holiday
- Cars in the Spa* (Pump Rooms)
Sunday 11th June
- Pub in the Park* (Victoria Park)
30th June - 2nd July
- Art in the Park* (Jephson Gardens)
5th & 6th August
- National Bowls Championships*
Throughout August ...
- Eco Fest*
Saturday 2nd September
- Food & Drink
9th & 10th September
Stall Booking Deadline - 30th April



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

Ideas to Get Involved

Make the most of our activities ...

- Get involved in our **#LoveLearn** month celebrations launching **February 14th!** Look out for our emails with details.
- Do you have any events or products you would like us to help promote on our Social Media accounts?   
- Join the conversation on Social Media & use **#LoveLearn #TasteLearn**
- Email us information for the website e.g. news, events, offers, images, new products, blogs, job advertisements.
- Video's and photo-shoots! We have lots planned as we are updating literature and refreshing the town's websites... Please let us know if you would like your business to feature in a photo-shoot or our **#LoveLearn (February)** or **#SpringintoLearn (March social media showcases)**
- Over 5,000 students are now here! Let us know your offers for the website!
- Join our **Town Centre Retailers Facebook Group...** 



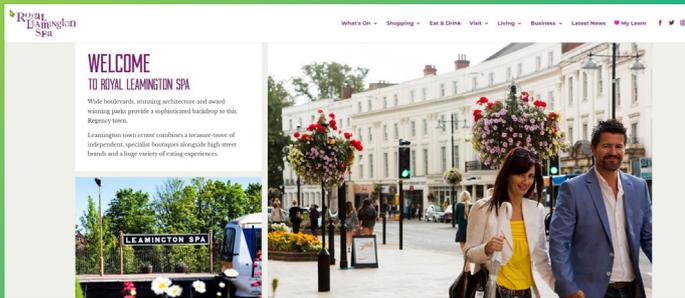
BUSINESS UPDATE, TOOLBOX & SUPPORT

Please get in touch to find out more...

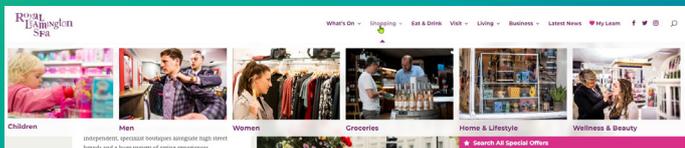
New Year - New Website Is Your Profile Complete?

www.royal-leamington-spa.co.uk

A new, faster website to showcase your business is now live!



It gets over 30,000 visits per month, ranks top on Google and supports your website ranking with back-links and images - so it's important to have your profile up to date. We also recommend your 'google profile' is also up to date - please see page four for details.



We are looking for 3 x good quality images to complete your business profile to ensure the site looks amazing! Please email photos or book a photo-shoot!



BID Leamington Website Refresh!

Our www.bidleamington.com website has also been refreshed to make it easier to see our activities, find support, share advice, and get involved. We have also introduced a new section for 'business to business' offers.

Please email us any offers that you would like to offer to people working in the town centre.

Parking Price Update

We are pleased to announce that parking in our four 'south town' car parks is now £3 all day - from 8am. This has been reduced from £7. We continue our conversations with both local authorities on how town centre access, mobility and parking can be improved for everyone.

Lobby Efforts Continue

The challenges facing businesses and communities are apparent and we feel much more needs to be done to support our members. We are speaking with our MP, and both County and District Councils.

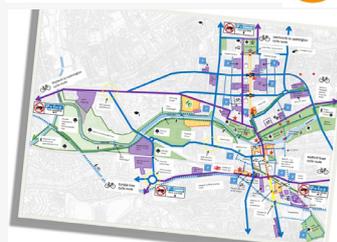


We are also working with BIDs nationally to lobby for support with energy prices, rates, VAT and tax. Please share your thoughts with us by phone or email.

Town Centre Development

Significant development is planned. In the north, new office (former House of Fraser) and residential space is coming (former Argos site). Warwick District Council has announced the closure of the Covent Garden car park, and discussions continue about the future of the Parade. In the south 'Future High Street Fund' projects have begun. BID Leamington is here to represent your interests and the voice of the business on the Leamington Transformation Group which is overseeing these developments and defining a future vision. Please see get in touch or see our website in coming weeks, for more details.

Multi-Storey car park in Leamington could make way for Community Wellbeing Hub



Editorial Correspondent 23rd Sep, 2022



WAYS TO #LOVELEAM

Please join in our #LoveLeam month in February and help spread the word!

Reflecting the strength of our #LoveLeam brand, 'Love Leamington' has become a constant across the town centres' digital universe. This reflects the a shift towards **supporting our local businesses that we want to encourage** and the location of those we support – the literal 'heart' of the town. Importantly, 'Royal Leamington Spa' remains a key element in our searchable bios across all our platforms. **So, check us out:**

- @LoveLeamington on Twitter
- @LoveLeamington on Instagram
- We remain @RoyalLeamingtonSpaTownCentre on Facebook and use #LoveLeam and #TasteLeam in our posts.

BUSINESS NOTICES

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

Green Grants - Warwickshire County Council
SME businesses can now apply for grants of between £1,000 and £20,000 to fund **up to 40%** of the costs of installing energy efficiency measures or equipment that will lead to cost and carbon savings, such as windows and LED lighting. Criteria applies. www.warwickshire.gov.uk/greengrants

Business Resources

We have a variety of window stickers and posters available. Please drop us a line if you would like some ...

Business Cost Saving Support

Please let us know if you would like the help of a specialist company we have audited – called PSP. They offer advice and comparisons and support on buying energy, telecoms and other core services.

Meaningful Change Leamington

Help customers find out about the specialist help available to everyone on Leamington's streets and in the wider community by directing them to... www.meaningfulchange.org.uk/leamington

Welcome!

We are excited to **welcome** a number of **new businesses** to the town centre - and when we walk around we see units / shops are under offer. Congratulations if you have just opened or secured a lease. **Please do get in touch** to discuss ways we can welcome and support you.

Please call 01926 470 634
Email: info@bidleamington.com

RECENT ACTIVITIES

We are constantly looking for new creative ways to attract visitors and enhance the town centre experience.

This is through **promoting the town** on billboards, trains, online and in papers and magazines, running **events** like the Lantern Parade - which is about engaging local families and making our town centre a community centre. We **distribute literature** to visitor **information points, hotels** and at events to **maximise business benefits**. Here is a **snapshot of our activities over Christmas**.

- **Christmas Mailer** - a flyer went to thousands of CV postcode homes in November.
- **Christmas Advertising** - incl on Billboards, in Coach Tours, papers, radio, digital / online.
- **Christmas Scratch Card** - over £4000 of prizes donated.
- **Leam Angels** - distributed 500 goodie bags with flyers and gifts from 30 local businesses on Small Business Saturday.
- **Leamington Lantern Parade** - 1000 families
- **Christmas Windows** - Covering vacant units with 'selfie' angel and postcard decorations!
- **Santa's Post Box** - in Royal Priors
- Christmas Showreels with 25 businesses and social media posts for many more!
- **Continuous Digital Promotion & Support**



Thousands of views of instagram reels in the last year! #LoveLeam. Don't forget to tag us & send content.

Leamington is seen on train-lines, magazines, local papers, online and heard on air!