

15 YEARS OF ACHIEVEMENTS

Our highlights

After 15 years, the impact and influence of BID Leamington in the town centre is significant and it is established as one of the most creative and innovative small BIDs in the UK. The BID team is dedicated to making our town the best it can be for the whole community.

This means ensuring our town centre is safe, attractive and welcoming; delivering inclusive events to attract visitors; supporting businesses to be resilient; lobbying for improvements; helping to attract new investment; and convening dialogue to shape a sustainable vision for the future.

NATIONALLY RECOGNISED & AWARD-WINNING

Supported Business Through Covid & Beyond

Swiftly developed a COVID support hub, helped hundreds of businesses obtain grants, lobbied nationally for more support, and re-opened the town with a creative 'floral' approach that was recognised nationally. See: High Street Task Force Case Study – Social Distancing with flowers in Leamington.

Putting Leamington on the National Stage

From our nationally recognised Covid support activity in 2020-22; making BBC news with our Food Festival, Lantern Parade and Parking Angels, to devising innovative projects like our RHS

Chelsea Flower Show (2014), we have a track record of getting our town and its businesses noticed.

RHS Chelsea: Silver Medal & Winner of the British BIDs Proud Project Award 2014.

Festivals Making National Headlines

Leamington Food & Drink Festival supported our post Covid recovery and brought the community together following the passing of Her Majesty Queen Elizabeth II. We have secured grant funding to develop the 'Lights of Leamington' in future. This is supported by national advertising.

Runner up British BIDs Proud Project Award 2016.

ENHANCING: A SAFE, BEAUTIFUL AND WELCOMING TOWN CENTRE

Delivering Attractive Streets

Over the last five years, we have provided 1,250 summer floral baskets and the BID has invested £100,000 in the town's beautiful Christmas Lights, securing a further £200,000 from partners to deliver the scheme.

Begging, Rough Sleeping & Crime

We created and continue to manage Meaningful Change Leamington to support vulnerable people and local charities. We also support the Safer Neighbourhood Forum, Warwickshire Retail Crime Initiative, Pub Watch and lobby to maintain our CCTV and Police services.



PROMOTING: ATTRACTING VISITORS FROM FAR AND WIDE

Fabulous Town Websites & Digital Reach!

www.royal-leamington-spa.co.uk attracts 45,000 visits per month plus we have 'Taste Leamington' for the leisure sector. Over 32,000 followers across our social media platforms.

Innovative & Magical Christmas Campaigns

We love making Christmas in Leamington magical and each year our installations inspire, delight and engage. Santa's Post Box is ever popular with over 4000 letters posted since launch.

Award-Winning Creative Promotions

We are constantly creating innovative promotions to showcase our town and its businesses. Some favourites that attract lots of engagement are #LoveLeam, Spa Stars, Leamington Pumpkin Path, Golden Ticket, Christmas Scratch Cards and more.

Hard Hitting PR Campaigns & Lobby Efforts

Throughout Covid and beyond our creative PR campaign and lobby efforts made many local,

regional and national headlines! We are very grateful to the local businesses who help us deliver this. We will never forget when our Parking Angels were BBC Radio 6 Music's 'Theme of the Day'.

Fostering Loyalty with Community Events

We deliver many inclusive events and dress the town to suit. This includes dinosaur shows, lantern parades, Jubilee celebrations, elf workshops and more. We also support other events that attract thousands of visitors annually e.g. Santa Dash and Art in the Park.



SUPPORTING & INFLUENCING: SUPPORTING AND REPRESENTING BUSINESSES

A Collective Voice Guiding Positive Change

We represent businesses on the Parade closure, future transformation, major planning applications and continually campaign on parking provision and improvements. Now supporting the 'green' Leamington agenda.

Additional Investment in Our Town

Each year, we attract over £80,000 of additional funding for town centre projects. We secured a £15,000 Arts Council Grant to research the return of the Lights of Leamington and supported the £1 million Heritage Lottery Funded Pump Rooms Gardens Regeneration Project.

Supporting Individual Businesses

Many businesses turn to the BID for support on critical issues including business grants, planning enforcement, power failures, business rates, rent negotiations, business strategy & HR, marketing, recruitment, office space and more. BID Leamington has provided bespoke group or 1:1 training for approx. 100 businesses per year including: social media, Trip Advisor and Google.