



# BID NEWS

*Ensuring  
Leamington  
Thrives*

**Business Update**  
**SUMMER 2023**

## Contents

- 1** SUMMER WELCOME  
INSIDE ...  
CONTACT US
- 2** EVENTS  
DATES FOR YOUR DIARY  
HOW TO GET INVOLVED
- 3** WEBSITE LAUNCHES!  
BUSINESS LOBBY EFFORTS  
DEVELOPMENT UPDATE
- 4** HELP US #LOVELEAM  
RECENT ACTIVITIES  
BUSINESS NOTICES

## Inside...

- ▶ BID Business Meeting
- ▶ Find out what's on and how to get involved this summer
- ▶ Parking Update incl FREE daytime parking Mon-Fri
- ▶ RLS Website
- ▶ Shaping our Future Together BID activities update
- ▶ BID Lobby Efforts
- ▶ Business Savings
- ▶ Welcome New Businesses

## Contact Us

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



## WELCOME TO THIS ISSUE OF BID NEWS

Alongside planning for a packed summer of activities, we were pleased to announce that in March, businesses overwhelmingly voted to support the BID for a fourth term (2023-2028).

The result was 90% in favour by number and 94% in favour by rateable value, so we are very grateful for your support and trust in these challenging times. This strong endorsement means the town centre will benefit from more than £1.8 million of investment over five years.

It also means we are reviewing and updating our contracted services and continuing to deliver marketing, events, business representation and support. This includes preparing the tender for Christmas Lights, reviewing our 'greening' strategy for the years ahead and developing new events and new areas of support and training. Please let us know if you wish to get involved in any way.

Alongside this, work has begun on Future High Street Funded Town Hall project, and conversations about the Covent Garden car park, mobility, parking, Parade, vacant units, office development and public realm challenges (waste, pavements) continue.

We are also engaging with the Transformation Board and Council leadership to shape a vision and strategy that supports local businesses, attracts new investment and ensures our town centre is a place we are proud of.

Reflecting this, it is more important than ever that businesses have the focused delivery, representation and support that BID Leamington provides. Please do not hesitate to contact us or arrange for us to pop in if you have questions about local issues.

As within, we have lots planned throughout the summer to attract visitors and raise awareness of your business. We are looking forward to the return of the Food & Drink Festival and producing lots of new promotional literature.

We also warmly welcome a number of new businesses and are looking forward to working with them.

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 and Gary**

## Business Meeting: Leamington's Changing Landscape - Past, Present, Future

Navigating change is a consistent theme in our town centre and BID Leamington provides an important role convening conversations to consider and influence this.

Please join us at our next business meeting as we take a fascinating look back at where we have come from and explore emerging ideas for the future.

We are delighted to welcome Barry Franklin, a local historian, alongside Mark Lee, Chair of the Leamington Transformation Board.

This is sure to be an entertaining, fascinating and thought provoking evening focused on how we can ensure our town remains a competitive, vibrant and well-managed destination in the future.

## DIARY DATES

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 give us your feedback on any of these events.

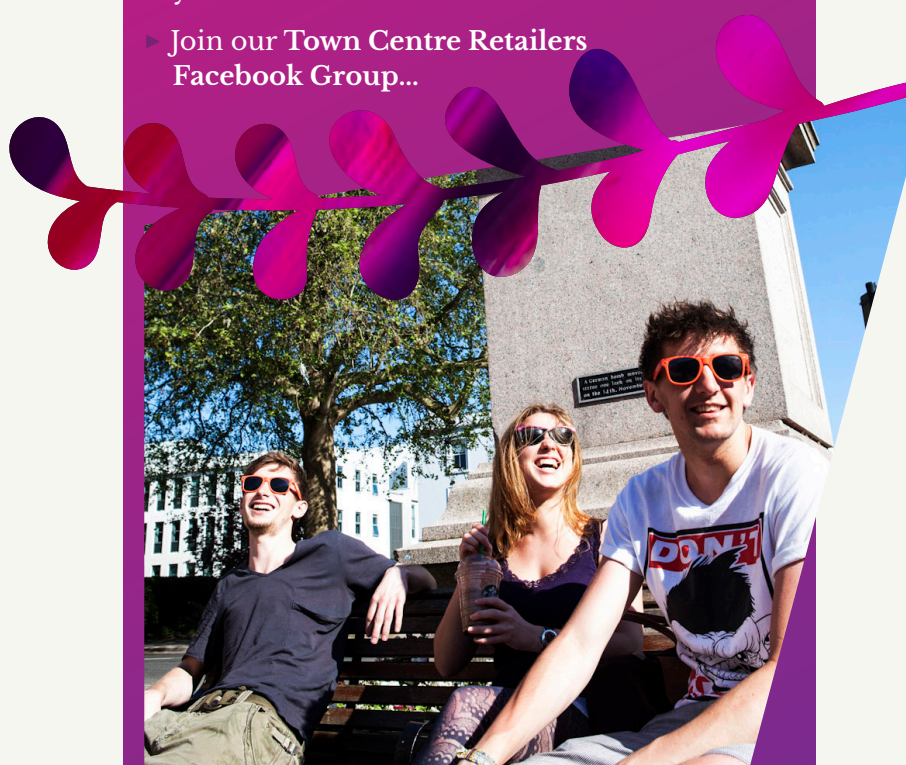
- ▶ **Little Book of Offers (Aug/Sept)**  
Deadline for Offers - 9th June  
(Organised by BID Leamington)
- ▶ **Cars at the Spa\* (Pump Rooms)**  
Sunday 11th June
- ▶ **Leamington Half Marathon\***
- ▶ **Leamington Canal Festival\***  
Sunday 25th June
- ▶ **Pub in the Park\* (Victoria Park)**  
30th June - 2nd July
- ▶ **Barkers Fun Fair\* (Pump Rooms)**  
6th July - 16th July
- ▶ **Good Times Festival\* (Mill Gardens)**  
Saturday 8th July
- ▶ **Digbeth Diner\* (Mill Garden)**  
Saturday 22nd July
- ▶ **Art in the Park\* (Jephson Gardens)**  
5th & 6th August
- ▶ **National Bowls Championships\***  
Throughout August...
- ▶ **Warwickshire Pride\* (Pump Rooms)**  
Saturday 19th August
- ▶ **Eco Fest\***  
Saturday 2nd September
- ▶ **Food & Drink**  
9th & 10th September  
(Organised by BID Leamington)



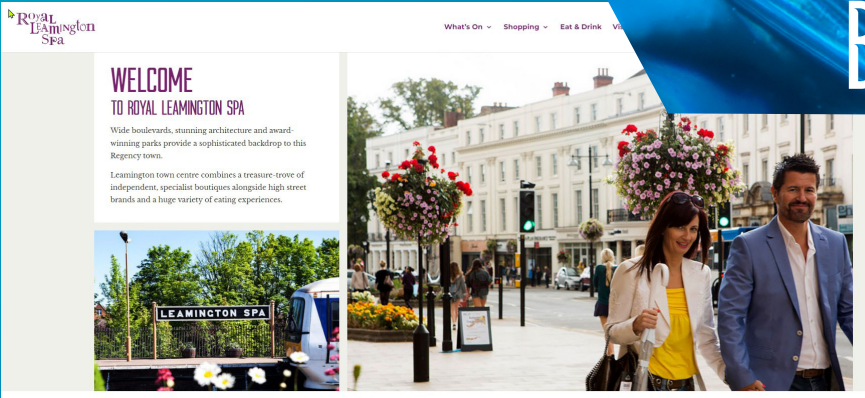
## Ideas to Get Involved

*Make the most of our activities...*

- ▶ Please get in touch so we can discuss ideas with you. Also, 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 #LoveLeam #TasteLeam #LeamFoodFest
- ▶ Email us information for the website e.g. news, events, offers, images, new products, blogs, job advertisements.
- ▶ Videos 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 social media showcase?
- ▶ Over 5,000 students are now here! Let us know your offers for the website!
- ▶ Join our Town Centre Retailers Facebook Group...



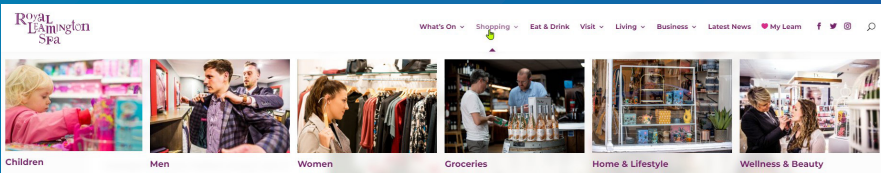
# BUSINESS SUPPORT



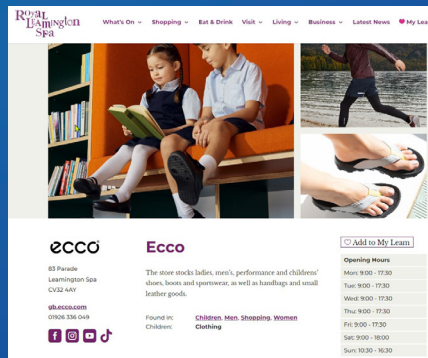
[www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk)

*A new, faster website to showcase your business!*

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 ask us for details.



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



## Parking Update

Parking in four 'south town' car parks is now £3 all day - from 8am (reduced from £7).

There is also **FREE Parking all day Mon-Fri (7.30am - 7.30pm)** at Warwick District Council, Riverside House (CV32 5HZ).

We continue our work to improve access, mobility and parking (price, location & payments) for everyone.

## Lobby Efforts Continue

Last year BID Leamington, alongside other BIDs nationally, extensively lobbied the government for additional business support.

Following this, in the November 2022 budget, it was announced that retail, leisure and hospitality businesses will benefit from 75% rates relief for the 2023/24 year.

The challenges facing businesses and communities are still apparent, and we are concerned about the loss of this support in 2024, so our lobby efforts continue. We are working with our MP, Councils and BIDs nationally. Feedback is welcome.

## BID Business to Business Offers!

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

## Work is in Progress...

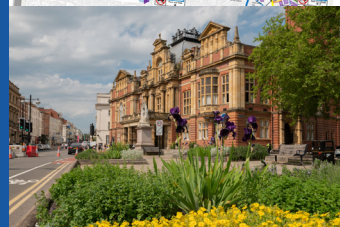
Work is going on behind the scenes to address town centre challenges. Recently we met with agents representing major property owners including the Royal Priors and House of Fraser, along with the Chief Executive of Warwick District Council.

We are discussing a range of issues and opportunities including the treatment of vacant units, attracting new investment, waste management, mobility, parking, policing, markets and town centre development sites and proposals. We are urging relevant stakeholders to make improvements swiftly.

In general, the curation and management of our town centre is dependent on strong relationships with key stakeholders and property owners to share our vision. BID Leamington is key to monitoring, advocating and informing this.



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



## WAYS TO #LOVELEAM

Please join in our #LoveLeam 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 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.

## 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 - 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 recent activities.

**Christmas** - Lantern Parade, Elf Workshop, Santa's Postbox, Angels - Goodie Bags on Small Business Saturday & lots of Advertising

**Little Book of Offer** - Spring Edition (5K printed and distributed across local outlets.

**Spring Radio Advertising**

**Coach Tours, Live 24/7 & Regional Advertising**  
Visit Leamington, Mothers Day, Spring into Leamington and a Weddings in Leamington profile featuring over 40 businesses.

**Jubilee Bunting Installation!**

**Easter Trail** (64 businesses)

**Leamington Videos and Blogs** - featuring around 30 businesses and counting ...

**Floral Hanging Baskets** - coming soon!

**Continuous Digital Promotion & Support**



## BUSINESS NOTICES

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

### 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. Recent openings include: Grace & Vine, 44 Café Bar and Bistro, Hamlington's Jewellers, LeKeux Vintage, Massarella + Jones Hair, Raro Tapa, Otto Kitchen, Pinky Pig Deli & Cafe, Little Garden, Rustiq and Baserri to name a few.

We are also excited to see renovations in progress at:

Tustains Jewellers (Satchwells Court), Taverna Meraki (in the former Cafe Rouge) and House of Fraser (Sumo Group).

Congratulations if you have just opened or secured a lease. Please do get in touch to discuss ways we can welcome and support you.

### Business Resources

We have a variety of shop local window stickers 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 to offer advice, comparisons or 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](http://www.meaningfulchange.org.uk/leamington)