



BID NEWS

*Ensuring
Leamington
Thrives*

Business Update
AUTUMN 2023

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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

As we prepare for Christmas which is just around the corner, we reflect on a summer that was full of activities along with some continuing challenges and changes in our town centre.

Reflecting on this, we feel it is more important than ever to work together to offer a warm welcome to visitors, create joy and share positivity.

We are delighted to welcome a number of new businesses on the high street and in the Priors. The launch of Søstre Grene was very well supported and we are thrilled to see Pavilion open in Regent Court, among others.

We were very sad to see Wilko close, but grateful for the support offered to staff by the Job Centre and other organisations. We are now working closely with the Royal Priors to activate the space in the meantime.

This summer we could not have imagined a hotter weekend for the Food & Drink Festival - it broke records. Despite the heat, we were pleased to see people attend in their thousands. This event followed a packed calendar of events over the summer that are run with the support of many volunteers. Please get in touch if you wish to get more involved in any of them.

Looking forward, we are planning for a fun October, school holiday and festive season with many events and activities planned to draw families into town and enhance the experience.

We are excited to be working with a local company to launch an App for the town. We hope 'Love Leam' will be widely adopted as a helpful resource to businesses and customers alike. We are also very excited to begin sharing some of the fabulous images recently shot by local photographer, Simon Derviller.

Behind the scenes work also continues on the Christmas Light contract for 2025 onwards.

Alongside this, the Future High Street Funded Town Hall project is about to commence with hoarding due to go up soon and The Fold in Spencer Street is now open. We are also engaging with the Transformation Board and Council leadership to ensure our town centre attracts new investment and thrives.

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 to learn more and to get the most out of town centre activities.

Stephanie, Alison and Gary

Business Meeting: Launching the 'Love Leam' App and Christmas

Please join us at our next business meeting as we get set to launch our new Love Leam App and share information on upcoming activities and events just in time for Christmas!

We will update you on upcoming Christmas plans and there will be an opportunity to share ideas and connect with other businesses.

We are also delighted to welcome Henry Jinman, who is based in Leamington Spa and has developed the Love Leam App, to help build a loyal community around our businesses and town centre.

This is sure to be a fun and fascinating evening focused on how we can work together to ensure we have a thriving Christmas.



DIARY DATES

There is a lot planned over the festive period. 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.

- ▶ **Pumpkin Path**
28th October - 5th November
- ▶ **Love Leam App**
Please email us Offers & Events (ongoing)
- ▶ **Autumn & Yuletide Markets on Parade***
Sundays till 17th Dec 10am-5pm (excl 12th Nov)
(Organised by WDC - Parade Closure)
- ▶ **Leamington Christmas Light Switch On***
Sunday 19th November (organised by WDC)
- ▶ **Leamington Lantern Workshops**
Royal Priors Lower Mall 11am-3pm
Sunday 29 October
Wednesday 1 November
Sunday 5 November
Saturday 11 November
Sunday 19 November
Saturday 25 November
- ▶ **Small Business Saturday**
2nd December - goodie bags
(flyer deadline: at the BID office by 24th Nov)
- ▶ **Santa's Post Box**
Saturday 2nd - Sunday 24th December
- ▶ **Leamington Lantern Parade**
Sunday 3rd December
- ▶ **Myton Hospice Santa Dash***
Sunday 10th December
- ▶ **Christmas Tree Festival***
Saturday 9th - Sunday 17th December
- ▶ **Meet Santa in the Royal Priors***
Saturday 16th & Sunday 17th December

*Denotes events organised by others

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 and Love Leam App!
- ▶ Join our Town Centre Retailers Facebook Group...



Love Leam App! *Showcase your business ...*



Working in partnership with a local company, the Love Leam App is nearly ready to launch

The App will feature offers, events, trails, competitions and more. Local businesses will also be able to join the digital loyalty scheme - where App users can collect digital stamps, have loyalty cards in one place, and businesses can communicate directly with their loyal supporters to encourage return visits.



www.royal-leamington-spa.co.uk

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.

Town Centre Photography

We were delighted to have 50 businesses taking part in our summer photo shoot with local photographer, Simon Derviller. We have selected over 800 images that can be used to promote and showcase the town centre offer and by the businesses who took part. This supports our commitment to promote the town centre using authentic images. Our next shoot will be Christmas, so please let us know if you wish to be involved...



Development Update..

Work continues behind the scenes on many town centre projects. We regularly meet with agents representing major property owners including the Royal Priors and House of Fraser, along with the Chief Executive of Warwick District Council.

We discuss 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.

We are pleased to announce 'The Fold' - Spencer Street recently opened, and works on the Town Hall will commence soon so you will see hoarding. These are funded by the Future High Street Fund. In general, the curation and management of our town centre is dependent on strong relationships with key stakeholders and property owners. Please get in touch if you would like further information.



CCTV 'Help Point' on Parade



The Fold - Spencer St (visual)



Leamington Spa Town Hall

Parking ... 2 Free Days

Two free days of 'OFF-Street' parking in Warwick District Council car parks are offered each year. These will be:

1. **Sunday 19th November** – Christmas Light Switch-on
2. **Saturday 2nd December** – Small Business Saturday

Parking in 'south town' car parks is £3 all day - from 8am.

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 for everyone.

Reminder !

Please Report it ...

Shoplifting is on the rise. Please keep an eye out for this, and other suspicious activity and report it. 101 for non-emergency.

There is also a 'help point' (yellow box) corner Parade & Regent St that connects directly to CCTV. We have a retail radio in the BID office so during the week we can report activity to CCTV for you - please give us a call.

Please let us know if you are interested in finding out more about the Warwickshire Retail Crime Partnership Scheme or having a Retail Radio?

Lobby Efforts Continue

Last year BID Leamington, alongside other BIDs nationally, extensively lobbied the government for business rates relief - currently 75% (2023/24).

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.

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 + #LoveLeam #TasteLeam

@LoveLeamington on Instagram

We are @RoyalLeamingtonSpaTownCentre on Facebook

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.

Leamington Food & Drink Festival - Despite the heat this incredible event attracted thousands of visitors. 36 town centre businesses took stalls or pitches. Please get in touch by February 2024 if this interests you for next year...

Little Book of Offers & Taste Guide Summer Edition (10K of each printed and distributed across local outlets.

Summer Radio Advertising

Coach Tours, Live 24/7 & Regional Advertising Visit Royal Leamington Spa - London Marylebone, Summer of Fun, Leamington Food & Drink Festival, Coach Tours (Christmas)

Summer Photo Shoot - featuring 50 businesses

Floral Hanging Baskets - 169 baskets of blooms spread (as evenly as possible) throughout the town centre.

Leamington Videos and Blogs - Various video's, reels and stories featuring local businesses across our social media platforms.

Continuous PR, 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: Taverna Meraki, Tustains Jewellers (Satchwells Court), Søstrene Grenee, Pavilion (Fine Art Gallery & Architecture), La Bottega Pasta House and Dales Hand Made (Royal Priors), H&G Beauty, and The Fold (Spencer Street) to name a few.

It is also exciting to see renovations in progress at:

- House of Fraser (Sumo Group).
- Corner Cottage Bakery (Park St)
- Fire & Earth (Regent Grove)

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 and late night opening 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