



# SHAPING LEAMINGTON'S FUTURE *Together*



*Annual Report*  
**2023-2024**





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*“On behalf of the BID Board of Directors, I wish to thank you for your ongoing support of BID Leamington. This means we have the much-needed investment in the town centre, with the benefit of a passionate and knowledgeable team, focused on getting the best for our town and its business community.*

*The more you engage with the BID, the more you will get out of it. You can do this in many ways such as joining me as a member of the Board of Directors, attending an open meeting, visiting the website or*

*letting us promote your own events via our app. Alternatively, simply pop in and chat with the BID team, or myself, to see how we can support you.*

*Please note the BID is currently the only organisation who represents the business community in the town centre. BID provides the voice we business owners desperately need to ensure we aren't overlooked while local policies are being made.”*

Gurdip Chatha, Esqué Beauty  
and Chair – BID Leamington.

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All content correct at time of going to print.

# WELCOME

## Foreword



**Gurdip Chatha**  
Chair, BID Leamington.  
Owner, Esqué Beauty.



**Stephanie Kerr**  
Executive Director,  
BID Leamington

**As we bring another busy year to a close, it is our pleasure to share our July 2023 – June 2024 Annual Report. As highlighted within, after 16 years the impact and influence and importance of BID Leamington in the town centre is significant.**

Once again, our report reflects a year of resetting and refocusing both locally and nationally, during a time of continued political change and economic challenges. Throughout this, the BID team sought to respond with leadership and empathy as we supported and represented businesses, delivered enhancements and activities, and convened conversations about our town's future.

In light of the continued strain on public finances and a new district political administration (in May 2023), we worked to foster a stronger understanding of the town centre's ecosystem and the value of partnership working with local decision makers. While waste, paving, parking and other local contracts were re-tendered, we reminded decision-makers to consider the wider strategic benefits, such as attracting visitors, over short-term financial gain. We have made progress on waste issues, successfully resisted some parking fee increases, and our work continues to ensure our town centre offers an attractive welcome.

In December, the Leamington Transformation Board, in partnership with Town, District and County Councils, launched a project to refresh the Leamington Town Centre Vision and a Masterplan for Parade. Though represented on the project Advisory Board, the BID Board has recently called for deeper engagement. We want local businesses to be at the heart of the conversation. A Vision should be a powerful and authentic sales pitch to investors and visitors, and offer something to those already invested here, giving them confidence to stay - alongside being a helpful yardstick to inform new schemes.

Our town's Future High Street Funded projects, which include 'the Creative Quarter', and comprises £10m of public investment, have come to life. Now 'Cogent' and 'SAE' call the former United Reform Church (the Fold) and Spencer Yard home, while works on the Town Hall and former Stoneleigh Pub began recently. We need these projects to deliver wider benefits to the town centre and its creative and business community, so we will advocate strongly for this going forward.

Alongside this strategic work, the BID team has delivered an ongoing program of events, promotions, enhancements and services to support businesses and attract visitors. We strive to be creative and adaptable, responding to needs as they arise.

Notably, thousands attended the Food & Drink Festival on one of the hottest weekends ever, and we were delighted to launch the Love Leam App to build community and support promotion of our many events, trails and loyalty offers. The floral baskets and bunting are now up and we look forward to a new scheme of Christmas lights this year.

We continued to offer our business cost saving services, safety and security support, and training, and were pleased to negotiate member rates for waste services (please ask). We also lobbied hard to retain the 75% business rates relief for retail, leisure and hospitality businesses and, with an imminent election (4th July), supported an industry-wide manifesto to secure future support for businesses and town centres.

Looking forward, and recognising the challenges facing businesses, we very much appreciate the trust placed in us by our members. We remain a very small, focused and agile team and are always looking to invent new ideas, and engage with people working and living in our town, so please get involved. As always, we thank you wholeheartedly for your support and encourage you to please stay in touch, as we know we are stronger when working together.



# A YEAR IN REVIEW

## *Our highlights*

# 2023

It is helpful to reflect on what we have achieved and to remind ourselves of the BID services on offer. This year was marked by continued political and economic challenges, alongside a more optimistic drive to stabilise and attract new investment. The collective energy and resilience of local businesses, and the wider community working together, continues to loom large.

### July

BID produced Taste Leamington Guides and an Offers Book featuring 54 businesses for visitors. We welcomed news of £60,000 of government Shared Prosperity Funding to support the continued development of the Lights of Leamington Festival over the next two years. Work continued throughout the year, and this will be launched in February 2025.



### August

The expanded 'Art in the Park' Festival returned and BID Leamington produced an updated 'Art in the Spa' Gallery Guide, a new 'Street Art' Trail Guide to attract people into the town centre. Supported with Arts Council funding, an estimated 40,000 people attended. Worked with local photographer Simon Derviller, to deliver our summer photo shoot with 50 businesses.



### September

The Leamington Food & Drink Festival attracted many thousands on one of the hottest weekends of the year. Around 37 BID businesses took up the offer of a free stall and local performers were showcased at this much-loved event. Our Festival website attracted over 23,000 unique visitors and 53,000 page views.



# 2024

### January

This year we supported the relaunch of the Safer Neighbourhood Forum to improve engagement with local stakeholders including Police. We supported the Warwickshire Retail Crime Initiative (WRCI) and Pub Watch by hosting meetings, updating guidance and providing funding.

### February

The Love Leamington month launched via social media on 14th February and we distributed 250 goodie bags. This popular month invites the community to celebrate local businesses and people they care about. This is backed up by digital and radio promotion featuring businesses. We also lobbied extensively, and met with Council executives to seek improvement on waste and paving issues.

### March

We produced Mother's Day advertising in print, online and on the local radio. 'Spring in Leamington' featured on local radio stations along with summer Coach Tour advertising. We updated our Love Leam App and website for the summer ahead.



## October

The popular Halloween Pumpkin Path returned and was supported by 58 businesses. Entries were received from 271 families. Dinosaurs also arrived to entertain families. We welcomed 37 businesses to our Business Meeting at Turtle Bay where we launched the new Love Leam App. This now has over 1800 registered users and features 185 businesses.



## April

We were delighted to host our popular 'Easter Egg Hunt' with prizes over the holiday period with 63 businesses involved. With three 'routes' to choose from, feedback from over 254 entries, plus 115 interactions on our Love Leam App (+ 50% increase), was very positive. We hosted a Business Meeting at Bar and Block to support engagement with the Town Centre Vision and Parade Masterplan work.

## November

The Christmas Lighting Scheme and Switch On event brought delight, and to drive local footfall we hosted six FREE Lantern Making Workshops in the Royal Priors, with the help of Whittle Productions. These attracted around 500 families and around 3000 people attended the magical Lantern Parade on 3rd December. Our Christmas Angels were busy on Small Business Saturday, distributing 250 goodie bags with flyers from 30 businesses.



## May

New to 2024, Eurovision was screened in the Pump Rooms by CJ Events and attracted a large audience. The Spring edition of Little Books of Offers (x 4000) running April to June contained offers from 54 member businesses. Offers were replicated on the Love Leam App and town's website to increase reach. Dinosaurs returned for 3 days, alongside a fun Dino Trail in the May school holidays.

## December

BID Leamington is behind the town's Christmas magic, starting with our annual Lantern Parade. Santa's Post Box returned in the Priors. We shot beautiful new Christmas photography, provided back to businesses and used to promote the town. We also produced a Christmas flyer promoting the town centre offer, delivered directly to thousands of CV postcodes. This was supported with extensive advertising including Christmas showreels featuring 33 businesses.



## June

The town's 'Summer of Fun' event program is now in full swing. Advertising featuring local events is being published and we are working hard to ensure these events bring people into town. Around 180 Floral Baskets alongside colourful bunting has also been installed to brighten up the town centre throughout summer.



# MARKETING PROMOTION & EVENTS

*Key highlights*

Showcasing the 'Royal Leamington Spa' brand and local business offer continued to be of critical significance this year. Our town is changing and not immune to the economic challenges facing communities all over the country. We wanted to build loyalty, delight and inspire. Energy went into inviting customers into town and showcasing businesses across all sectors with exciting events, promotions, and creative advertising across a wide range of media.



## Brand & Strategy

We ensure our brand remains relevant, strong and distinctive. The royal-leamington-spa.co.uk website averages 30,000 visits per month. Our wider digital footprint continues to grow and currently has 38,862 (likes / followers). Watch out for new creative in our emerging work.

## Love Leam App

Launched in October 2023, this bespoke App brings local information together in one easy place and helps us to build a community around our town centre offer.

Our members can post offers, events and are showcased via fun and helpful local guides and trails. Our 'Dog Friendly Leamington' trail was featured by BBC Coventry and Warwickshire and was their most popular social media item in 2023. There is even a 'Ladies Shoe Shopping' guide bringing together various shops and fashion outlets.

It can also host a digital loyalty scheme with data accessible to the participating business

(useful if you currently have a cardboard loyalty card). To date it has 1819 downloads, and 15,819 interactions.

## Fabulous Photography

We delivered seasonal professional photo shoots with acclaimed photographer Simon Derviller and local models. It included over 50 local businesses. Photos are provided back to businesses, used by ourselves and accessed by outside promoters via our online media library.

## Events & Festivals in Full Swing

The Food & Drink Festival (est. 25,000 attendance) proved its value in terms of supporting local businesses and bringing the community together over a very hot weekend. The Lantern Parade (est. 3,000) created Christmas memories and we supported many other events including Eco Fest and Cars at the Spa.

## Lights of Leamington

Following our 2022 ACE funded feasibility work, we are developing a new festival called

'Spotlight' supported by £60,000 of UK Government Shared Prosperity Funding awarded for this project. This will be delivered over two years, starting February 2025. The Steering Group are preparing further applications to the Heritage Lottery Fund and Arts Council England to support this work.

## Creative Campaigns, Videos & Reels Showcasing Businesses

Our campaigns in print and online have reached thousands, raised awareness, attracted customers and inspired confidence, kindness, and loyalty. We deliver these online and in town.

Some of our favourites are:

- ★ Dinosaurs: Arrived in town for a day in October 2023, and due to popularity, a further three days in May 2024 to entertain families in the Royal Priors and around surrounding streets.
- ★ Discover Leam this Christmas Showcase: The videos and reels featuring 33 businesses

have been viewed 86,958 times across Facebook, Twitter, Instagram and YouTube - a massive 425% increase on the year before!

- ✧ Love Leam Video Campaign: Celebrating International Women's Day alongside a retailers showcase featuring over 20 retailers, their stores and teams, and why they #loveleam. Videos have been viewed 26,735 times to date.
- ✧ Santa's Post Box: Located in the Royal Priors, delighting many people over the Christmas period.
- ✧ Leamington Christmas Tree Festival: Organised by Whittle Productions and hosted in All Saints Parish Church, we supported this beautiful, seasonal footfall driver. Over 3000 visitors enjoyed viewing 68 bespoke trees over 10 days.
- ✧ Competitions & Trails: #LoveLeam month (February), Mother's Day (March), Easter (April), School Holidays (May), Pumpkin Path (October) all provided opportunities for creative engagement.

## Our Website

Royal-Leamington-Spa.co.uk profiles every business and enhances traffic to your own sites. It is kept up to date with new business listings, events,

news, blogs and offers and with 267,577 unique visitors per year, and ranking top on Google this popular site is a key part of the towns marketing toolbox.

## Advertising Campaigns

Local and regional advertising campaigns across a range of media (coach, radio, magazines, local papers, digital platforms) throughout the year. Our town centre was heard on the airways throughout the year.

## Offers & Business Guides

The Summer 'Little Book of Offers' and the Spring 2024 edition featured 54 businesses - together these reached 14,000 people. 270 offers were redeemed via LoveLeam App. Updated 'Taste Leamington' (x 5000), 'Art in the Spa' gallery (x 1000) and Street Art (x 1000) guides were produced. All are printed on demand and distributed at local events and venues.

## Goodie Bags

At key times in the year we distribute our popular branded cotton shoppers filled with promotional literature and goodies from at least 30 local businesses every time!

- ✧ Small Business Saturday (2nd Dec) x 250 Christmas goodie bags.
- ✧ Love Leamington (14th Feb) we distributed x 250 goodie bags.

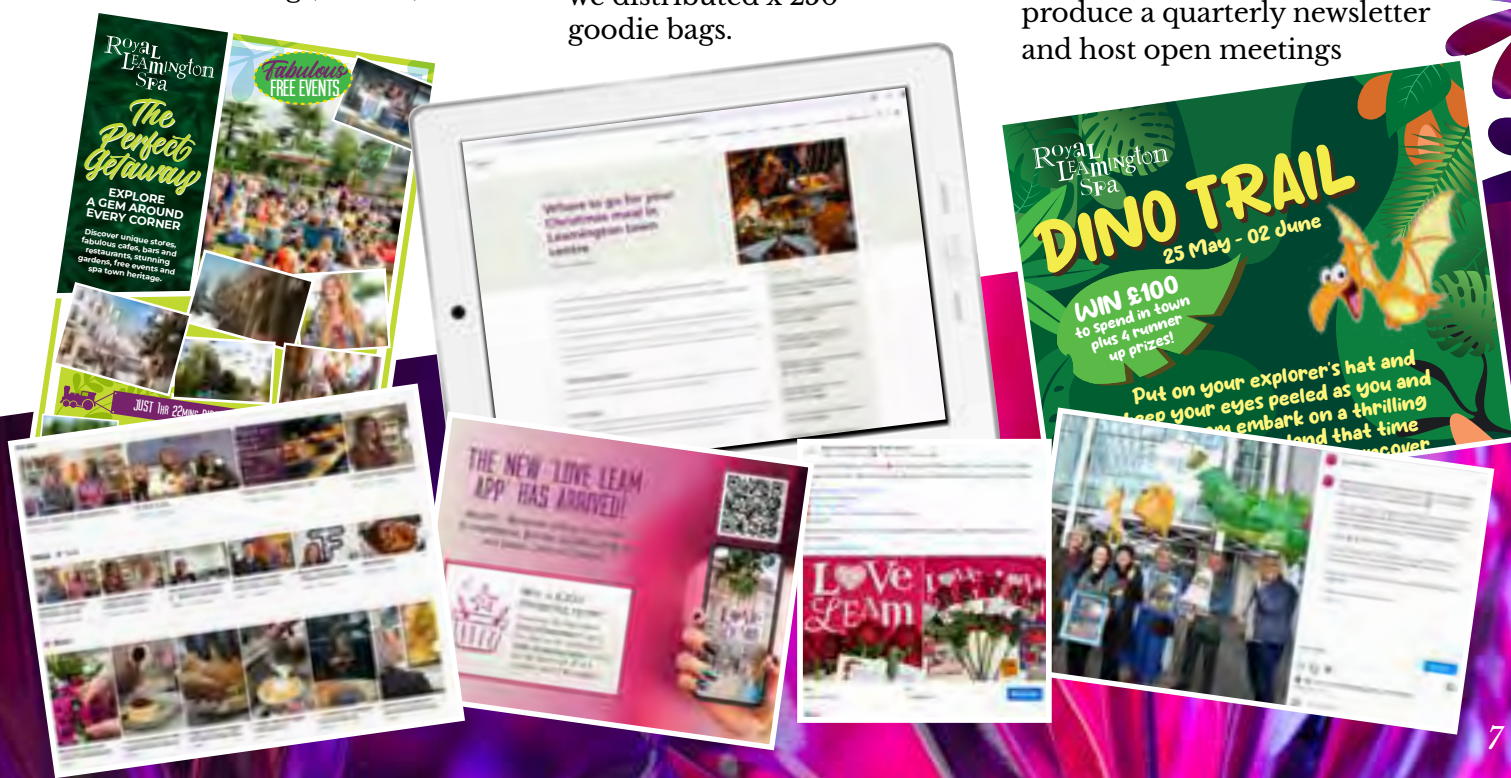
- ✧ Food & Drink Festival Bags (9-10th Sept) x 500 goodie bags.
- ✧ Student Bags (October) x 250 goodie bags.

## Fun Town Trails & Tours

- ✧ The popular Halloween Pumpkin Path returned and was supported by 58 businesses.
- ✧ The 'Easter Egg Hunt' (with prizes) over the holiday period involved 63 businesses. With three 'routes' to choose from and 254 entries, plus 115 interactions on our Love Leam App (+50% increase), feedback was positive.
- ✧ A new 'Dino Trail' included 12 businesses with 74 entries and run in the May school holidays 2024.
- ✧ We published a self-guided town centre 'Street Art Trail' in partnership with BRINK.
- ✧ We supported weekly 'Social Walks and Talks' and History Group tours of the town centre.

## Communications - Working with Local Businesses

Regular marketing and promotion related emails are sent to up to 400 businesses inviting involvement in Little Book of Offers, Food Festival, Mother's Day, Easter, Halloween, Christmas and more. We also produce a quarterly newsletter and host open meetings





# ENHANCING THE ENVIRONMENT

## Key highlights

Bunting and beautiful floral enhancements capture a year where fostering pride in our town is more important than ever. Tapping into the towns 'floral' DNA and capturing local sentiment, we deliver enhancements that help to ensure our town is welcoming, safe, vibrant and actively managed. We also monitor waste, cleanliness, pavement hazards and overall attractiveness, reporting issues to relevant authorities.

### Flowers, Banners & Bunting

In addition to up to 180 beautiful floral baskets throughout town, colourful branded bunting was installed to brighten the mood for the year.

### Vacant Units to Wonderful Windows

We actively monitor vacant units and work with partners to improve their appearance and attract new tenants. This year, we worked with local artist Alice May to create a beautiful illustrative 12 Days of Christmas trail on the windows of 12 businesses. This was also listed on the Love Leam App. We will continue with this creative, vibrant and collaborative approach to vacant units.

### Christmas Lights

We always aim to wow residents and visitors with our Christmas lights which are jointly funded and delivered by BID Leamington in partnership with the Leamington Town Council and Warwick District Council. We are looking forward to an exciting new scheme in 2024.

### Leamington Angels

Our angels delivered 82 hours of support to visitors throughout December.

### Window Stickers

These are available on request and encourage #ShopLocal, Late Night Shopping and celebrate business milestones.

### Maps, Guides & Visitor Support

Our maps and guides are printed to support our visitor economy. We continue to support local stakeholders such as the Leamington Social Walks and Talks, Leamington History Group, Shop Mobility Scheme, Tourist Information and other groups who provide tours and visitor services.

### Crime and Anti-social Behaviour

We actively support the Warwickshire Retail Crime Initiative; Pub Watch and the Retail Radio Scheme, and are pleased that engagement has substantially increased. We supported the relaunch of the Safer Neighbourhood Forum and advocated for enhanced

policing to target shoplifting, which has had positive results. We contribute funding towards WRCI to help keep membership costs for local businesses down. We also deliver First Aid Training on demand, support 'Best Bar None' and a new 'Safe Space' operating on Friday nights in partnership with WDC. Our working partnership with Warwickshire Police continues, and we actively monitor antisocial behaviour, crime and begging.

### Meaningful Change Leamington

Over £12,000 has been raised for local charities via our contactless donation points which are installed in the Royal Priors, Train Station and Tesco.

### Wayfinding & Placemaking

Having produced the 'Leamington Street Art' Guide in partnership with BRINK Contemporary Arts for some time, and following production of some stunning new local artwork by BRINK, we are looking to develop this area going forward.





# SUPPORTING BUSINESS

## Key highlights

Supporting businesses in our town centre has long been central to our offer, and now businesses face an ever-increasing complex range of challenges. Supporting you – our businesses, is our most important priority. Looking forwards, we will continue to create and deliver practical and innovative solutions to help you and your business, while lobbying for continued political support.



### Business Cost Savings

We have a free business cost saving service to help identify where your business can save money on core costs such as merchant fees, gas, water, and electricity.

### Members' Discount – Waste

We have recently negotiated a members' rate with Biffa for commercial waste services. This is also available to existing customers.

### Training and Advice

Where there is demand, we offer training and advice in areas such as business planning and strategy, social media, first aid, marketing, HR, legal, financial, health & wellbeing, property, security and more. Thanks to the support of local people, we gratefully offer much of this at no cost to the BID.

### Directing Grant Funding

This year we supported businesses with the WCC Small Capital Grants Fund and Green Business Fund. We are constantly on the lookout and lobbying for grant funding to support our members.

### Green Leamington

We are researching ways to improve support for businesses on their net zero journey. Please watch this space.

### Keeping You Updated – Comms and Meetings

- ★ Provided helpful email updates and shared relevant communications on the Town Centre Vision and Parade Masterplan work. This included business critical information and advice. This is then posted on our website and in our Facebook Retailer Group.
- ★ We also hosted numerous Open Business Meetings. In June 2023 we welcomed 25 members to Starbucks with an update from the Chair of the Transformation Board, Mark Lee. We launched the Love Leam App and welcomed Christmas in Turtle Bay with 37 businesses in October 2023. In April 2024, around 35 businesses attended out meeting to support engagement on the new Town Centre Vision and Parade Masterplan in Bar and Block. These are followed up with a newsletter to all members.

### Planning, Licencing & Rating Advice

We support businesses to find information and with local authority discussions and applications.

### Media Coverage

We issue regular press releases to highlight businesses challenges, showcase activities and generate loyalty.

### Lobbying for Support

We meet with MPs, local politicians and contribute to industry wide business representation on rising costs, labour and more. Alongside other BIDs nationally, we extensively lobby the government for business and high street support. We were pleased to see 75% rates relief extended for the 2023/24 year and wish to see this to continue alongside broader rates reform in the next government, to avoid a cliff edge of cost increases in April 2025.

We also support other UK industry lobbies, including UK Hospitality and the Federation of Small Businesses (FSB).

### Additional Financial Support & Advice

We understand the financial challenges facing businesses. Please do not hesitate to get in touch about your BID levy invoices or other advice.



# REPRESENTING INFLUENCING & INSPIRING

## Key highlights



In these changing times it is important that business owners have a voice so their unique needs are understood. The BID team have an established and trusted track record of leadership and delivery, both locally and nationally. We provide strategic place leadership, have strong partnerships in place and sit on various boards and working groups to support and amplify our efforts, ensuring we are well-positioned to influence the agenda in a positive way.

### Place Leadership & Strategy

As always, Leamington town centre has a lot going on... including a long 'menu' of events, projects and investments in progress or planned. This includes the Future High Street Fund, of which Leamington secured £10 million. We advocate the development of a strategic vision and framework to bring new and innovative thinking and investment together.

### Leamington Transformation Board

A Transformation Board has been established and we are a key stakeholder on the Transformation Advisory Group. Work has begun on the Town Centre Vision and Parade Masterplan, which we are inputting into.

### Business & Town Centre Representation

We proudly represented Leamington at the UKREiiF 2022 property investment conference in Leeds. The town was represented there again in 2023, and we are now developing an investment prospectus.

### Lobbying for Additional Support

It is safe to say that the majority of support secured for businesses was a result of hard, persistent and collective lobbying efforts. We are creative, relentless and leave no stone unturned as seen by past successes – such as the current Business Rates Relief. This is partnership working at a national scale, and it continues. We have regular meetings with the FSB, BIDs and other industry organisations to align a collective 'ask'.



## Strategic Research & Conversations – Parade, Green Leamington, Mobility, Climate Change

Ambitions to meet important sustainable development, health and well-being, environment, mobility, climate change and air quality goals are being discussed alongside practical, technical, financial and social considerations.

To date we have carried out surveys and trialled e-bikes on Parade. We see opportunity to improve research, dialogue and for greater businesses leadership as part of this emerging future agenda. Please let us know if you would like to play a role.

### MP, Local Authority Leadership Meetings

We have regular meetings with our MP Matt Western and Council leaders to coordinate local activities.

### Future Leamington and Placemaking Talks

We are regularly asked to reflect on the town centre and what the future holds. Building on past talks about placemaking and supporting positive change, this year we Chaired the 'The BID Foundation' Public Realm Working Group (nationally), and presented at the June 2024 'Places for Everyone' Conference. We always look for opportunities to learn, inform positive dialogue and inspire others.



# Thank you!

## Our sincere thanks to the organisations and individuals we work with including:

- ★ Our BID Board of Directors – who freely volunteer their time and passions
- ★ The BID Foundation – Founding Council Member & Public Realm Group Lead
- ★ Association of Town and City Management (ATCM) – Advisory Council Member
- ★ Institute of Place Management (IPM) – Member and Fellow
- ★ High Streets Task Force – Stephanie was a HSTF 'Expert'
- ★ Warwick District Council and Warwickshire County Council
- ★ Warwick District Creative Compact - Founding Member
- ★ Our MP Matt Western – for our regular meetings
- ★ Warwick University Creative Futures Team
- ★ Make Good Grow and 1 Mill Street Team
- ★ Chamber of Commerce and Federation of Small Business (FSB) local supporter



## Local Events & Developments Requiring Our Strategic Input

### In progress

- ★ Town Centre Vision and Parade Masterplan
- ★ Covent Garden Car Park – Now Closed
- ★ UK Shared Prosperity Fund Projects
- ★ Future High Streets Fund (£10 million+)
- ★ Leamington Creative Quarter Development
- ★ House of Fraser – Conversion to Office Space

### In discussion

- ★ Invest Royal Leamington Spa Prospectus
- ★ Former M&S in Royal Priors
- ★ Sustainable Transport Network (Cycle)
- ★ Court St Car Park – WDC / CDP Plans
- ★ Leamington Sky Garden (South Town)



A stringent and cautious approach is adopted to managing BID finances, to ensure efficient and transparent investment with measurable results. Financial performance is monitored throughout the year.

# FINANCE

## Budget and Income

Continued change to town centre composition, including loss of some retail units and business rates changes, alongside continuing economic uncertainty, has put pressure on income. Like many businesses, BID Leamington has also faced inflated costs in all project areas, so the team has worked hard to manage budgets whilst delivering to a high standard. Where possible, this was anticipated and offset by project income, with some surplus carried forward for ongoing projects and to support levy collection. Budgets were set to reflect a cautious approach, and levy collection continues at the time of writing.

## Grant Income & Other Funding

Beyond our budget, we were pleased to secure some UK Government Shared Prosperity Funding (via Warwick District Council) to support the delivery of a Lights of Leamington Festival in early 2025. To date we have drawn down £13,000. In the coming year we will be applying to Arts Council England and the Heritage Lottery Fund for further funding to support this long-term project. We also generated £48,000 from events (Food & Drink Festival and Lantern Parade). Alongside this, an additional £50,000 is

invested into town centre Christmas Lights by Leamington Town Council and Warwick District Council, in line with the BID Leamington Baseline agreement.

## Levy Payment Terms

This financial year (Y1) we were able to offer members flexibility in BID levy payment terms, and support for members behind on levy payments is ongoing. We will continue to offer flexible levy payment terms in the year ahead.

## Additional Value

Including the public and private sector contributions, a total of £111,947 additional revenue was raised to invest back into the town centre, equating to 43%. This was in addition to the year-to-date BID Levy collected, still in progress.

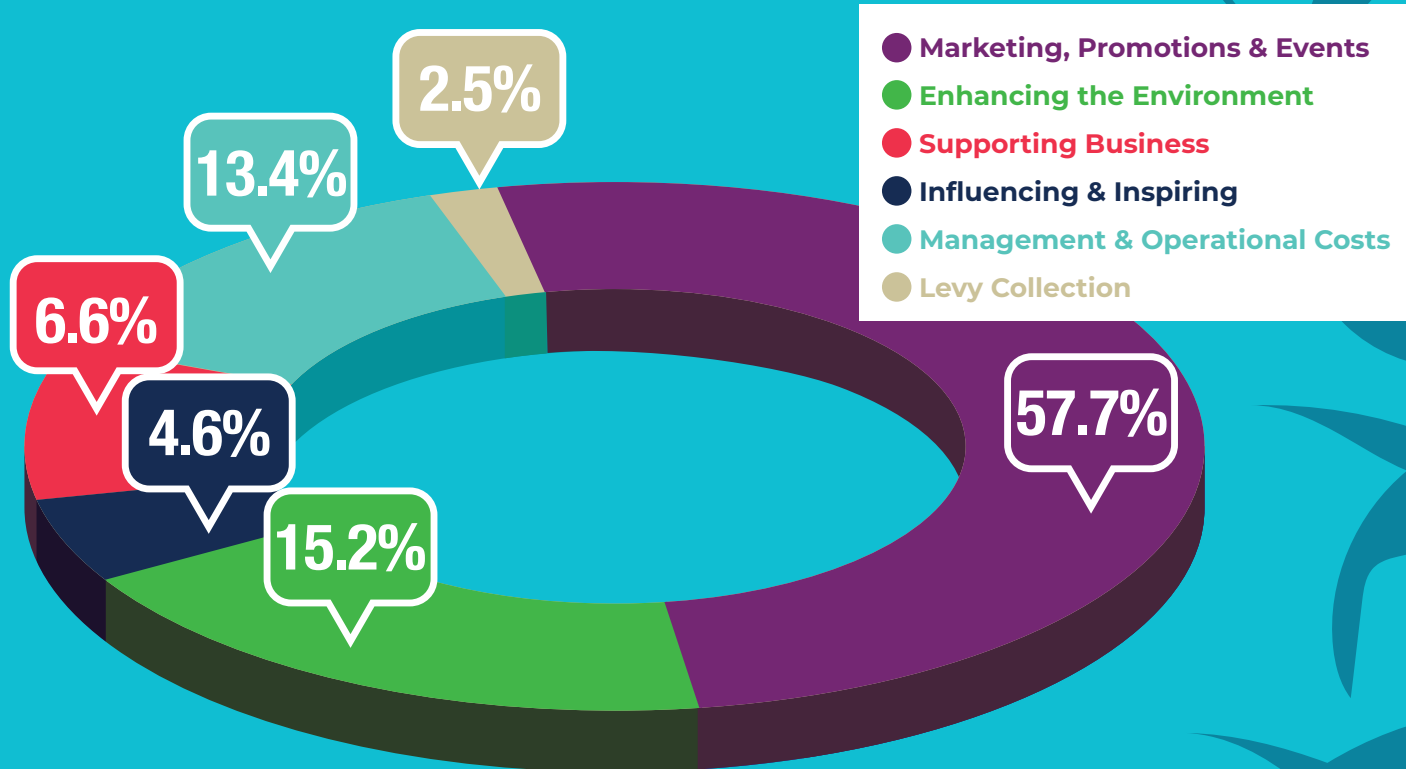
## Review & Future Plans

Going forward, a new budget is in place to deliver events and promotions across the retail and evening economy sectors, as well as a robust response to town centre recovery and transformation. BID income, expenditure and any write-offs are reviewed by the BID Board of Directors at Board meetings.

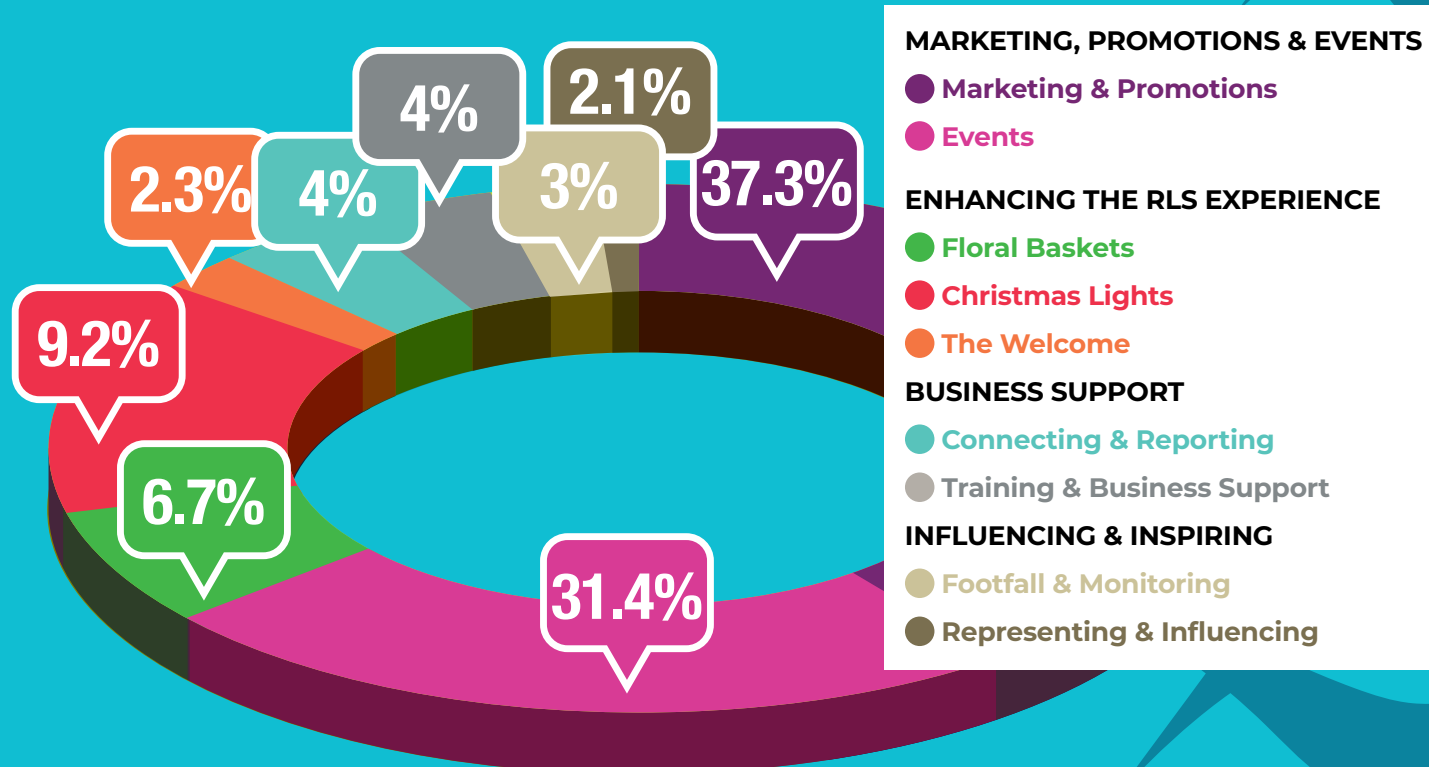
ANALYSIS OF BID INCOME (£ Ex VAT)	Budget	Actual	Variance	% Variance
BID Levy Payer Income	291,939	282,675		
BID Levy Payers Income Collected 2023-24*	268,584	259,591	-8,993	-3%
Project budget carried forward & Covid recovery surplus	20,000	25,000	5,000	25%
Voluntary Income - BID Membership	200	300	100	50%
Additional Income - WDC, WCC, Other Contributions	10	338	328	3280%
Additional Income - Events & Sponsorship	57,000	61,309	4,309	8%
<b>TOTAL Income</b>	<b>345,794</b>	<b>346,538</b>	<b>744</b>	<b>0%</b>

ANALYSIS OF BID EXPENDITURE (£ Ex VAT)	Budget	Actual	Variance	% Variance
Marketing, Promotions & Events	185,849	198,449	12,600	7%
Enhancing the Environment	60,676	52,354	-8,322	-14%
Supporting Business	25,716	22,546	-3,170	-12%
Influencing and Inspiring	15,338	15,776	438	3%
Management & Operational Costs	49,449	46,250	-3,199	-6%
Levy Collection (rate is lower than industry standard)	8,500	8,500	0	0%
Contingency 5% of Budgeted Income (as per industry guidance)	14,597			
<b>TOTAL BID Expenditure</b>	<b>345,528</b>	<b>343,875</b>	<b>-1653</b>	<b>0%</b>
<b>SURPLUS / RESERVES to be brought forward in the coming year</b>	<b>265</b>	<b>2,665</b>		
Additional committed town centre income to support 'Enhancing the Experience' as per the Baseline Agreement (Town Council £20K, WDC £30K)	50,000	50,000		
<b>TOTAL Expenditure Including Additional Income</b>	<b>395,792</b>	<b>396,539</b>		

## ANALYSIS OF BID EXPENDITURE 2023/24



## BID EXPENDITURE BY PROJECT 2023/24



### \*Notes

- ✦ In accordance with industry guidance, a contingency provision on expenditure of 5% has been applied to the budget and set aside from reserves, in a contingency account.
- ✦ Operating costs includes premises and rent, professional and legal fees, BID levy collection fees, and management costs. Collection costs equate to £25 per unit, which is below acceptable industry guidance (£35/unit or 3% of total levy).
- ✦ Management costs within the budget cover two full-time-equivalent posts plus a part time project support officer. Given that the majority of BID projects are delivered in-house 80% of core staff costs have been proportioned into the delivery budget. The remainder is accounted for within management.
- ✦ Future expenditure is anticipated to be in line with our 2023-2028 Business Plan.
- ✦ Christmas Lights expenditure is supplemented by income from Warwick District Council and the Royal Leamington Spa Town Council, as per the service level agreement.
- ✦ Actual figures are unaudited and correct at the time of going to print. Full audited accounts will be available at the end of the year.



# LOOKING TO THE FUTURE

*"Our vision is to have a beautiful, vibrant, sustainable, and resilient town centre where business and community thrives"*



**This report reflects on the first year of BID Leamington's fourth five-year term (2023-2028) and our sights are set firmly on delivering projects to improve the prosperity of the town and its businesses in the future. We know this is a team effort.**

Tapping into our town's fantastic DNA, BID Leamington has set itself apart by delivering distinctive events, activities and building partnerships with a wide variety of stakeholders, which have helped the town and its businesses to prosper.

We have achieved a great deal but cannot stand still as businesses face many new challenges and the town centre is changing. The next year is going to be crucial.

Whilst supporting existing businesses, we will play a significant role shaping a new Town Centre Vision for a more sustainable, connected and resilient future, and must plan for new development and investment – including new offices, residential, mobility and parking schemes. This includes the development of the Covent Garden Car Park, a Parade Masterplan and the continued regeneration of the 'Cultural Quarter'.

In our changing urban context, we will also provide continuity and stability built

over 15 years. We are well-placed to work with the new political administrations, and with the closure of the Leamington Chamber of Trade and Local Enterprise Partnership (LEP), we are now the only independent organisation representing businesses on matters that will impact them.

We want to see a vibrant, safe and clean town centre; green streets, thoughtful access and transport plans; inclusive social spaces; and a warm welcome for new businesses and employees. With your help, we want to see supported and sustainable businesses; and a focus on health and wellbeing.

We know from experience, that it's better to shape the future together - BID Leamington will ensure you are represented.

**To find out more about our planned projects over the coming years, please see our Business Plan 2023-2028 at: [www.bidleamington.com](http://www.bidleamington.com).**

# OUR AIMS

We see significant opportunities in our town centre if we can work together with businesses, local stakeholders and the wider community, to tap into our collective knowledge, creativity and energy to inspire positive investment and solutions. This might involve delivering large public realm or mobility projects or smaller interventions designed to bring people together and inspire. We aim to play a key role in ensuring our town centre is a desirable destination and in delivering positive change. In the new Business Plan 2023-2028 our aims are grouped into four project areas:

## MARKETING, PROMOTIONS, EVENTS

A premier regency shopping, leisure & business destination

To build on our established Royal Leamington Spa brand with creative and inspiring promotions and events showcasing the best of what the town and its businesses offer. We want to enhance local loyalty, attract new visitors and investors, and offer exceptional experiences.

## SUPPORTING BUSINESS

A connected, engaged & resilient business community

To offer reliable and dedicated support to ensure businesses remain resilient, inspired and engaged in local issues. As Leamington faces major town centre development and mobility changes, businesses will continue to receive regular business updates, advice and training, along with support through collective savings and advocacy.

## ENHANCING THE ENVIRONMENT

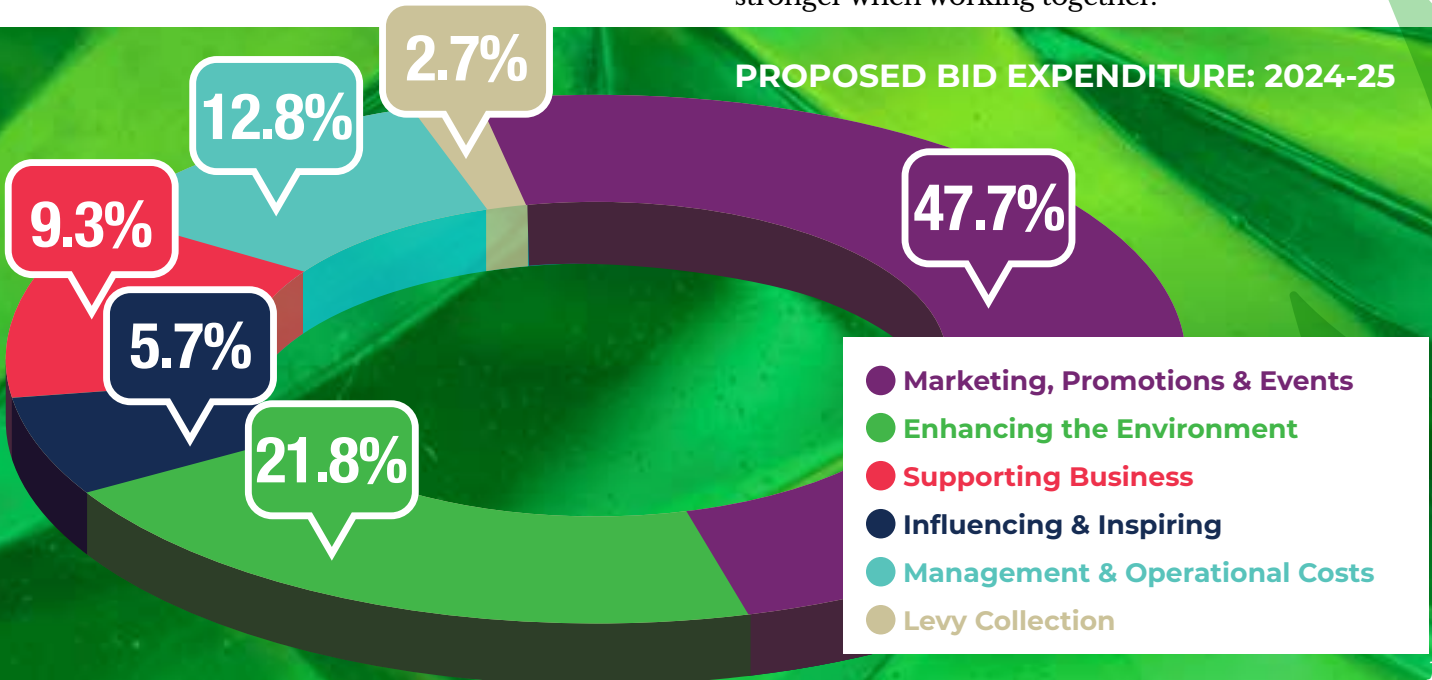
An attractive, green & welcoming town centre

To ensure our town centre is beautiful, welcoming to all, well-managed and makes a positive impact on our environment. By continuing our investment into, and stewardship of the town, Leamington will be a clean and safe town centre, aspiring to achieve net zero.

## REPRESENTING, INFLUENCING & INSPIRING

A thriving centre of commerce & creativity

To represent the business community on local and national issues, and inspire positive dialogue and responsible decision making on business-critical issues and changes in our town centre. We aim to shape positive change and know that we are stronger when working together.





# WORKING TOGETHER

## To Support Our Town

BID Leamington is a Business Improvement District (BID) created by local businesses to support businesses in the town centre, and to help create a thriving business environment. The not-for-profit BID company is run by a representative Board of Directors, who oversee a small team that delivers projects and services funded by pooling BID levy contributions from businesses with an RV of £15,000 and above.

In July 2023, building on our work over the last 15 years, we were pleased to begin BID Leamington's 4th five-year term (2023-2028). This followed confirmation in April 2023 that BID Leamington had been renewed for a further five years, with 90% voting in favour by number and 94% by rateable value.

Building on a very challenging backdrop during the previous BID term, we are confident that supporting our 350 levy paying businesses, developing partnerships, influencing change and meeting local challenges with a focused and committed delivery body, is needed more than ever before.

### Our Thanks and Recognition

Thank you to everyone who has supported our work in the past year and we are looking forward to working together in the year ahead.

We also wish to pay a special tribute to Craig Spivey, graphic designer and phenomenal local creative talent, who sadly passed away. Craig was responsible for our nationally-recognised Covid creative, our 'Art in the Spa' and 'Street Art' guides, and our latest brand refresh. We remain very grateful for his precious time and creativity.



### WEBSITES

[www.bidleamington.com](http://www.bidleamington.com)  
[www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk)  
[www.tasteleamington.com](http://www.tasteleamington.com)  
[www.leamingtonfoodfestival.co.uk](http://www.leamingtonfoodfestival.co.uk)  
[www.leamingtonlanternparade.co.uk](http://www.leamingtonlanternparade.co.uk)  
[www.loveleamington.com](http://www.loveleamington.com)



### YOUR BID SUPPORTING YOU

Executive Director: Stephanie Kerr  
BID Project Manager: Alison Shaw  
Office telephone: 01926 470 634  
Email: [info@bidleamington.com](mailto:info@bidleamington.com)

### SOCIAL

-  Royal Leamington Spa Town Centre  
Leamington Food & Drink Festival  
BID Leamington
-  @LoveLeamington  
@TasteLeamington
-  @LoveLeamington  
@tasteleamington
-  Royal Leamington Spa Town Centre
-  Royal Leamington Spa Town Centre
-  @LoveLeamington