



BID NEWS

*Ensuring
Leamington
Thrives*

Business Update
SPRING 2024

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Contact Us

BID Leamington,
35c Park Court,
Park Street,
Leamington Spa CV32 4QN

Phone: 01926 470 634

Email: info@bidleamington.com

Web: www.bidleamington.com

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



WELCOME TO THIS ISSUE OF BID NEWS

Alongside the welcomed arrival of brighter evenings, we have been preparing for a vibrant summer of activity ahead. The past quarter has also brought some interesting new projects and opportunities, as we look to leverage greater business support and investment in town.

We are looking forward to engaging more with plans for a refreshed town centre Vision and Parade Masterplan. This work is being lead by the Leamington Transformation Board and will be carried out between now and September. Equally, as pressure on local authority finance increases, we are urging continued to investment in the upkeep of public realm, including waste services and pavements.

Our thanks to the businesses who have been in touch in recent months to offer support to the town centre, local businesses and their staff. We love this collaborative approach, and have enjoyed hearing new ideas, which we will showcase along with other networking opportunities on the BID website.

Business crime is another area of rich collaboration and we have welcomed additional policing with measurable results and a new 'safe space', operating on Fridays in the town centre.

Alongside summer preparations we have delivered a range of things to enliven the town this Spring and have more planned.

This includes Spring advertising, Little Book of Offers, Mothers Day and our 'Hop into Leam' Easter trail and promotion. Dinosaurs will also return in the May school holidays and use of our 'Love Leam' App is growing.

Behind the scenes our work on a 'Lights of Leamington' festival in 2025 is now focused on developing funding options, and we are in the final stages of tendering a new Christmas Lights contract.

Looking forward, planning for the Food and Drink Festival in September is well underway with bookings closing soon. As detailed within, many popular events run by other organisations are also returning - please let us know if you need more information.

As always, we are thrilled to welcome a number of new businesses to town, and pleased to see many units are under offer.

The BID team care greatly about our business community and have lots of ways for you to benefit from what we deliver, so please get in touch to learn more and we look forward to seeing you soon.

Stephanie, Alison and Gary

EVENTS

DIARY DATES 2024

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.

► **Town Centre Vision: Drop-in & Info Session***
Thursday 11th April: 12 noon - 2pm * Presentation at 12.15pm
Royal Pump Rooms - Conservatory

► **Hop into Leam Easter Trail (around town)**
23rd March - 7th April

► **Easter Fest (1 day on Parade)***
Monday 1st April



► **Regency 10K Run***
Sunday 7th April

► **Eurovision Festival* (Pump Rooms)**
Saturday 11th May

► **Dinosaurs in Leamington!**
27th - 29th May (roaming)



► **International Yoga Day* (Pump Rooms)**
Saturday 15th June

► **Classics at the Spa* (Pump Rooms)**
Sunday 16th June

► **Leamington Half Marathon***
Sunday 23rd June

► **Leamington Mela***
Sunday 30th June

► **Barkers Fun Fair* (Pump Rooms)**
8th July - 22nd July

► **Art in the Park* (Jephson Gardens)**
3rd & 4th August

► **National Bowls Championships***
15th August - 1st September

► **Warwickshire Pride* (Pump Rooms)**
Saturday 17th August

► **Eco Fest***
Saturday 31st August

► **Food & Drink Festival**
7th & 8th September

Bookings close March 31st. Contact us soon!

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

Tuesday 30th April 2024

5.30pm for a 6pm start

Royal Pump Rooms - Conservatory

Guest speaker: Mark Lee & others

Business Meeting: Town Centre Vision & Parade Masterplan Engagement

The Leamington Transformation Board have begun work on a refreshed Town Centre Vision and Parade Master Plan, with the support of LDA Consultants.

Please join us at our next business meeting to hear more about this project and help shape decision making to ensure our town remains a competitive, vibrant and well-managed destination in the future.

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 and the new 'Love Leam' App e.g. news, events, offers / loyalty options, images, new products, blogs, job advertisements.
- Videos and photo-shoots! We have more planned as we are often updating literature and refreshing the town's websites... Please let us know if you would like your business to feature in the next photo-shoot or social media showcase?
- Over 5,000 students are here! Let us know any student focused information or offers!



Love Leam App!

Showcase your business ...



The Love Leam App has launched and has over 400 users. It features offers, events trails, competitions and more. You can also 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. Please get in touch if any of this interests you.



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 had over 60 businesses taking part in our summer and Christmas photo shoots with local photographer, Simon Derviller. We now have a wonderful library of 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 spring / summer, so please let us know if you wish to be involved....



A Vision for Leamington ...

Work on a new Vision and Parade Masterplan has now begun and the team are working with us to ensure businesses are represented. Soon we will circulate a survey and details of further engagement opportunities. If you have any questions or are unable to attend anything please get in touch.

Meanwhile, work continues on various town centre projects, with the Town Hall works beginning soon. We regularly meet with agents representing major property owners including the Royal Priors, House of Fraser, and 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.



www.transformingleamington.co.uk



Leamington Spa Town Hall

BUSINESS SUPPORT

Parking

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

We continue our work to improve access, mobility and parking for everyone, and resist price rises.

Shop Theft ...

Over the past few months a specialist Police unit has been working in town to tackle shop theft and a number of prolific offenders have been caught. This work is ongoing. We also have a dedicated Police Officer.

You can help by reporting suspicious activity. If it is non-emergency, you can report online, or call 101. We have a retail radio in the BID office so during the week we can report activity to CCTV for you.

Please also speak to us about joining WRCI and gaining access to DISC. This is an App based tracking, reporting and communicating tool that links to police. CCTV data can be uploaded here directly.

There are also 'help points' (yellow boxes) in town that connect directly to CCTV.



Lobby Efforts Continue

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

The challenges facing businesses and communities are still apparent, so as we head towards general elections our lobby efforts continue. We are working with our MP, Councils and BIDs nationally. Feedback is welcome.

INSPIRING

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 X #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.

Love Leam App Launch - Full of offers & info!

Christmas Campaign - This year we threw a lot of energy on Christmas including advertising on billboards, a home mailer, local papers, a gorgeous window trail, Santa's post box, and Angels.

Christmas Photo Shoot - with local businesses

Coach Tours, Live 24/7 & Regional Advertising
Visit Royal Leamington Spa (Christmas)

Leamington Lantern Parade

Little Book of Offers

Spring Edition (4K distributed)

Mothers Day, Easter and Weddings

Advertising - print and online

Floral Hanging Baskets - 170 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 many are now under offer.

Recent openings include:

Copacabana Cafe Juice Bar, Fire & Earth (Regent Grove), and Grape Tree (Parade). It is also exciting to see renovations in progress at:

- Regent St - at the former RBS, Tustains and Carpet Shop.
- Parade - House of Fraser (Sumo).
- Park St - Corner Cottage Bakery

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

Offers & Stickers!

We have a variety of shop local and late night opening window stickers available. Please drop us a line if you would like one - or if have any offers for people working in the town centre (to go on our website).

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