



BID NEWS

*Ensuring
Leamington
Thrives*

Business Update
AUTUMN 2024

Contents

- 1** A WARM WELCOME
INSIDE ...
CONTACT US
- 2** EVENTS & ACTIVITIES
DATES FOR YOUR DIARY
HOW TO GET INVOLVED
- 3** LOVE LEAM APP
DEVELOPMENT UPDATE
POLICING & LOBBYING
- 4** HELP US #LOVELEAM
RECENT ACTIVITIES
BUSINESS NOTICES

Inside...

- ▶ BID Business Meeting
- ▶ Find out what's on and how to get involved this winter
- ▶ Vision & Parade Masterplan
- ▶ Join us - Love Leam App
- ▶ RLS Photo Shoot update
- ▶ Crime & Safety / WRCI
- ▶ BID Lobby Efforts
- ▶ BID activities update
- ▶ Business Savings
- ▶ Welcome New Businesses

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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

It is now that time of year when after a busy summer of activity, the leaves begin falling and we turn out attention to the festive period ahead.

Most recently the Food & Drink Festival took place and thousands enjoyed this vibrant showcase of what our town's food and drink offer. Our sincere thanks to all the businesses that supported this event in different ways! We are consistently told this is the best event in the towns calendar and we work hard to ensure it works for you.

This topped off a busy summer where our focus was on ensuring the town was beautiful and well promoted. This year our floral baskets were stunning, and bunting added a little fun.

Some of you will have also joined our meetings, where we convened to hear about Council plans for the Parade, and share local information. This work is ongoing and covered within.

Looking forward we are looking to brightening up winter days and nights with a host of spa'kling events and activities to help attract visitors and enhance the experience this Halloween and Christmas. And there are lots of opportunities to get involved!

Heading into October, the Pumpkin Path will return, and in November we will see the town's new Christmas decorations go up, which we eagerly await. The scheme changes every five years, and will be brand new for 2024.

The Lantern Parade will return with November workshops which aim to welcome families into town and the Leam Angels will be back on Small Business Saturday (7 December) with tote bags to share, so have your flyers and goodies ready. Promotions featuring local businesses will continue throughout.

More exciting news is that behind the scenes, we have been working on a new Lights of Leamington festival, which will launch in February 2025. You will hear more about that soon!

Finally, we wish to extend a very warm welcome to all the new businesses that have opened this summer, we are so excited to support your journey.

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

Tuesday 29th October 2024

5.30pm for a 6pm start

Venue - Grace & Vine, 6 Guy Street

Guests: Todd & Jo, Spaghetti Agency

DIARY DATES 2024 ...

There is a lot planned for the festive season and beyond. 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.

- ▶ **Halloween Pumpkin Path**
26 October - 3 November
- ▶ **Autumn & Christmas Markets***
Sundays on Parade
from 6 October (no market on Remembrance Sunday)
- ▶ **Kids Half Term Activities**
28 October - 1 November
- ▶ **Leamington Lantern Parade & Lights of Leamington Workshops**
31 October, 3, 9, 17, & 23 November
in the Royal Priors
- ▶ **Leamington Christmas Light Switch On***
Sunday 17 November
- ▶ **Christmas Social Media Showcase**
18 November through December
- ▶ **Leamington Lantern Parade**
Sunday 1 December
- ▶ **Santa in Town!**
03 / 12 December
- ▶ **Small Business Saturday & Christmas Goodie Bag Give-away**
Saturday 7 December
- ▶ **Leamington Christmas Tree Festival***
Saturday 7 - Sunday 15 December
Sponsor a tree?
- ▶ **Myton Hospice Santa Dash***
Sunday 8 December

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

FREE Parking Days

Warwick District Council & Royal Priors
Off-Street Car Parks ONLY

- ▶ Sunday 17 November
- ▶ Saturday 7 December



* Please note this FREE Parking is ONLY in Warwick District Council Off-street and Royal Priors car parks. It does NOT apply to ON-street car parking which is run by Warwickshire County Council.

Business Meeting: Tap into some Christmas Magic ...

Please join us at our next business meeting as we come together to share plans and ideas to help us have a fabulous festive season.

We will be welcoming Todd and Jo, who are experts in digital marketing and the use of AI and we will also update you on wider town centre activities, including the Parade Masterplan work.

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
- ▶ 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 Learn App!

Showcase your business ...



The Love Learn App has launched and has over 1900 registered 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 & Reels

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. Please let us know if you wish to be involved in our next shoot or a digital showcase



Vision and Parade Masterplan ...

Work on a new Vision and Parade Masterplan has begun and we are working hard to ensure businesses are represented. This project is being carried out by LDA consultants on behalf of the Leamington Transformation Board.

Recently we circulated a survey to capture information about servicing and delivery, and we hope to share further engagement opportunities on this work soon. If you have any questions or are unable to attend anything please get in touch.

Meanwhile, work continues on the Town Hall and the Council are ready to submit a planning application to demolish Covent Garden car park. We regularly meet with agents representing major property owners and the Chief Executive of Warwick District Council to discuss a range of issues and opportunities in the town centre.



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 six 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 includes 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.

Dinosaurs - May Half Term

Trail, dino visit, museum and walkabouts

Summer of Fun - Advertising and promotions throughout the summer on social media, billboards, local papers, trains, radio and more!

Leamington Food & Drink Festival - including town centre and food festival advertising in London Marylebone station! 500 branded tote bags with business flyers distributed at the event also.

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

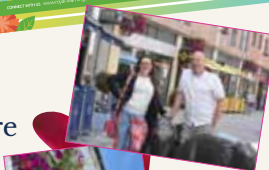
Floral Baskets & Bunting - 180 baskets of blooms spread (as evenly as possible) throughout the town centre - plus bright bunting!

Little Book of Offers

Autumn Edition (8K distributed)

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

Continuous PR, Promotion & Support
incl C&W Chamber of Commerce collaboration.



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 many more units / shops are also under offer. Recent openings include: Goddards, Corner Cottage Bakery, Gamefinity, 49 Parade, Winkworth, Peaches, Leamington Kitchen Co, Nisa, 12th Street Burgers, Perifino, Herb, Trendy'z Barbers and Katoï.

Business Support

We are increasingly helping businesses with planning, licencing and other issues. Please get in touch to learn more.

B2B 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