

BID NEWS

*Ensuring
Leamington
Thrives*

Business Update
SPRING 2025

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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

SUMMER IS ON THE WAY ...

As we spring forward into longer days, we are excited to share details of our events, activities and promotions coming up and remind you about the things you can tap into anytime to support your business.

We also wish to highlight some of our recent activities, and urge you to let us know your thoughts on them as we plan for the future. In particular, the Lights of Leamington 'Spotlight Festival' welcomed 39,000 people in February half term and over 6000 people visited the 'Switched On Stories' exhibition. We also installed 5 giant hearts around town and a permanent mural to celebrate our Love Leam month of activity.

Throughout we aimed to ensure benefits and positive community vibes flowed into and around town centre businesses. We are also grateful for the support we received from volunteers, supporters and sponsors.

We are conscious that the trading environment remains very tough and we understand the impact of rates, wages and NI changes. We wish to remind you that our focus is firmly on attracting visitors and supporting our members in as many ways as possible.

We continue to gather business data to lobby our MP and local leaders for additional business support. We often help businesses with things like planning, licensing, marketing advice and links, and have a cost saving service available. The BID website is a helpful resource that can be used to highlight ways we can help each other through member-member offers. Please do not hesitate to reach out to learn more.

Looking forward we are planning for a vibrant summer of activity and activations. Bunting and baskets will soon appear, Food Festival bookings are open, and our Easter promotions are ready.

Finally, we wish to extend a very warm welcome to the many new businesses who have opened this year, and urge recipients of this newsletter to check you are receiving our emails with opportunities to get involved.

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 2025 ...

There is a lot planned for the summer season and beyond. Please see below a list of town centre events organised by BID Leamington and others. In all cases we are working hard to help you find out more or capitalise on the audience these events attract. Your feedback and ideas are very welcome.

- ▶ Hop into Leam Easter Trail (around town)
Saturday 12th - Sunday 27th April

- ▶ Easter Fest (1 day on Parade)*
Monday 21st April (bookings via CJ Events)

- ▶ Eurovision Festival* (Pump Rooms)
Saturday 17th May (bookings via CJ Events)

- ▶ Cars at the Spa* (Pump Rooms)
Sunday 1st June



- ▶ Leamington Half Marathon*
Sunday 15th June

- ▶ Armed Forces Day* (Pump Rooms)
Saturday 28th June

- ▶ Barkers Fun Fair* (Pump Rooms)
Monday 7th - Monday 21st July

- ▶ Art in the Park* (Jephson Gardens)
Saturday 2nd & Sunday 3rd August

- ▶ Summer Festival (1 day on Parade)*
Sunday 10th August (bookings via CJ Events)

- ▶ National Bowls Championships*
Wednesday 13th - Sunday 31st August

- ▶ Warwickshire Pride* (Pump Rooms)
Saturday 16th August



- ▶ Eco Fest*
Saturday 30th August

- ▶ Food & Drink Festival
7th & 8th September

Contact us about how to get involved if not already

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

Lights of Leamington

Please let us know your thoughts ... find our survey at

▶ www.lightsofleamington.co.uk

Please see pg 4 for more info ...

Tuesday 29th April 2025

5.30pm for a 6pm start

Venue - Gamefinity, Regent Court

Guests: Henry Jinman, Love Leam App

Business Meeting: Spring Fun & Games

Please join us at our next business meeting as we come together to share our plans and activities for the summer ahead. We will also be welcoming Henry from Vicinity to update us on the Love Leam App, and we invite you to share your plans and ideas whilst having a few nibbles and some Gamefinity style fun!

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!

Lights of Leamington



Love Leam App!

Showcase your business ...



The Love Leam App has launched and has over 3000 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.

BUSINESS INFORMATION



New Business Welcome!

We are very excited to welcome a number of new businesses to the town centre - and we see many more units / shops are also under offer. Recent openings include:

Bewitched Coffee, Carmen Walker Hair, Classic Interiors, Delights, Gails Bakery, GLB Property Services, Jo Malone London, Lelu Restaurant, Maybee, Natsuya, Nomad Lounge, Premium Estates, Rudy's Pizza, Snickerdoodles, Sukhi Eyes, and Yardbirds Chicken.

Plus there are a number of businesses due to open soon. These include: Anytime Fitness Gym, Oodles Wok, Punjab, Reece Roberts, Store & Studio, The Lounges, Turkuaz.

Congratulations to all! Please get in touch to discuss ways we can welcome and support you.

WAYS TO #LOVELEAM

Please join in our #LoveLeam, tag us and collaborate to help spread the word!

Our #LoveLeam brand has become a constant across the town centres' digital universe. This reflects a need to support our local businesses that we want to encourage. So please use #LoveLeam and don't forget to 'tag' us or where relevant 'collaborate' on Insta posts so we are sure to see your posts to share.

@LoveLeamington on X #LoveLeam #TasteLeam

@LoveLeamington on Instagram

We are @RoyalLeamingtonSpaTownCentre on Facebook

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.



Parade Masterplan Update

Work on a Parade Masterplan continues. This project is being carried out by LDA consultants on behalf of the Leamington Transformation Board, which is made up of elected Councillors.

Following the business survey last year, technical work is progressing so that development options can be presented for comment.

At a recent Town Council public meeting (13 March) around 42 people attended, and were advised that due to County Council elections further engagement would likely be in June / July. We will continue to ensure businesses are kept up to date and represented.



www.transformingleamington.co.uk

Protecting the future of the high street



Lobby Efforts Continue

We have been extensively lobbying for continued rates relief for some time and understand the challenges facing businesses now it has been lowered from 75% to 40% in April. We have been gathering evidence about the impact of this, alongside wages and NI rises (thank you to those who have provided detailed figures) and have shared this with our MP, Council leaders along with other BIDs and membership organisations nationally. We will not stop in our efforts to help decision makers to understand the value of our high street businesses and to secure a fairer and more equitable rates and taxation system for high street businesses. Please continue to give us your feedback.



RECENT ACTIVITIES

LIGHTS OF LEAMINGTON

In February 6000 people attended the 'Switched on Stories' exhibition in All Saints Church (8-23 Feb) and over 5 days a whopping 39,000 people came through Jephson Gardens for 'Spotlight Festival' (19-23 Feb). We hosted two **sold out** Candlelight Concerts and two nights of Silent Disco, and enjoyed meeting over 650 children at our **free** half term workshops. The 'Power of Love' heart trails also aimed to bring people in and around town and we were featured on ITV and BBC news among others. We wanted this project to benefit local businesses, bring joy and positivity to the community, and to 'put Leamington in lights'. This drove decisions like encouraging visits to local businesses (with no outside traders on site), doing it in February half term, and securing grant funding to keep the majority of the festival **FREE** to attend. To find out more and share your thoughts and feedback please visit: www.lightsofleamington.co.uk.

OTHER 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, in papers and magazines, and running events to engage families and make 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 activities up to and including Christmas 2024.

Halloween - Dinosaur Visit and Pumpkin Path

Christmas Lights - New Christmas lights brought excitement and brightened the whole town centre.

Christmas Campaign - We always put a lot of energy into Christmas including advertising (radio, papers, digital media), a Christmas trail with 64 businesses, new Gingerbread House, Santa's post box, and Angels.

Santa Visits! (x27) Videos & Photography!

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

Leamington Lantern Parade (approx 5000)

Christmas Tree Festival

An incredible event - 50 trees, 3600 visitors

Small Business Saturday - our Leam Angels returned to distribute 500 goodie bags filled with your business information and offers.

Leamington Videos and Blogs - Continuous 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...

Business Support

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

WRCI - Crime & Anti-social Behaviour

Over the past year a specialist Police unit has been working in town to tackle shop theft and a number of prolific offenders have been caught. We are pleased to say that this work will continue however it is very important that you continue to report crime via the DISC App, online or via phone. We have a dedicated Police Officer in the town and 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.



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).

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

