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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

**CHRISTMAS IS ON THE WAY ...**

With Christmas just around the corner and a busy summer behind us, we are excited to share details of our upcoming events, activities and promotions, and remind you of the ways you can tap into support for your business.

Also highlighted are some of our recent activities, and we urge you to let us know your thoughts as we plan for the year ahead.

We were delighted with the outcome and feedback from this years Food and Drink Festival in September which attracted thousands. This event is positioned to support our local hospitality sector, foster positivity and showcase the town, which we know is needed more than ever. We are very grateful for the support we received from volunteers, local businesses and this years sponsor, Davidsons Law.

As always, our flowers and bunting brightened the town and behind the scenes we have supported numerous businesses with planning and licensing. We also provided practical support and positive outcomes in respect to rough sleeping in the town centre.

We are conscious the trading environment remains very tough and there is uncertainty with the November budget looming. We continue to gather business data to lobby our MP and local leaders for a fairer taxation and regulatory environment. Our sincere thanks to the local businesses helping with this as detailed within.

If you are wondering about what we can help with please give us a call, and remember the BID website is a helpful resource and includes member-member offers to help each other.

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

Finally, a warm welcome to our new businesses in town and please check you are receiving our emails 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 and we will see you soon.

**Stephanie, Alison and Gary**

# EVENTS

## DIARY DATES 2025

There is a lot planned for the Christmas 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.

### ► Turn Leamington PINK!



11 - 19 October (with the Leamington & Warwick Volunteer Committee)

### ► Halloween Pumpkin Path & Half Term Fun! 25 October - 2 November



### ► Autumn & Christmas Markets\* Sundays on Parade

from 5 October (no market on Remembrance Sunday)

### ► Leamington Lantern Parade Workshops 1, 9, 16, 23 & 30 November in the Royal Priors

### ► Leamington Christmas Light Switch On\* Sunday 16 November



### ► Christmas Social Media Showcase 17 November through December

### ► Santa in Town for business visits! 20 November, 2 and 9 December



### ► Leamington Christmas Tree Festival\* November 30 - Sunday 7 December Sponsor a tree?

### ► Small Business Saturday & Christmas Goodie Bag Give-away Saturday 6 December



### ► Leamington Lantern Parade Sunday 7 December

### ► Myton Hospice Santa Dash\* Sunday 14 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 16 November
- Saturday 6 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.

## BID Business Meeting: Christmas is Coming

Wednesday 22nd October 2025

5.30pm for 6pm start

Venue - Las Iguanas, Regent Court

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

We also invite you to share your plans and ideas, and connect with local business owners whilst having a few drinks and nibbles!

## Ideas to Get Involved

*Make the most of our activities...*

- Look out for our emails with details and please get in touch so we can discuss ideas with you!
- 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 Leam App!

Showcase your business ...



The Love Leam App is here.

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. So far 6300+ stamps have been collected across participating businesses. Please get in touch if any of this interests you.

GET IT ON  
Google Play

Download on the  
App Store

[www.royal-leamington-spa.co.uk](http://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 excited to welcome a number of new businesses to the town centre. Recent openings include: Anytime Fitness Gym, Eyna, Helping Hands Charity Shop, Kate-Li Designs, Mosaic Church, Oodles Wok, Otto Kitchen, Perennial Menswear, Reece Roberts, Salino Lounge, Sculpt, Skechers, Store & Studio, The Jones Family Jeweller and Trattoria. Plus there are a number of businesses under offer and due to open soon, including: Mazon Interiors and Taara. 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 (7185 followers)

@RoyalLeamingtonSpaTownCentre on Facebook (12K)

## New On-Street Parking Machines!

We are pleased to see new parking payment machines being installed on-street. All take card payment, while some take both card and cash. Please let us know of any issues you find.



## 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 the Council led Leamington Transformation Board.

Following community and business engagement in June and July and feedback from ourselves, we are awaiting a response to this. Warwick District Council is now conducting further studies into how these plans integrate with the wider town centre and an economic impact assessment is also underway. We will continue to ensure businesses are kept up to date and represented.

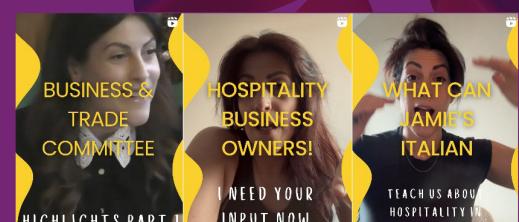


[www.transformingleamington.co.uk](http://www.transformingleamington.co.uk)



## Lobby Efforts Continue

We have been extensively lobbying for a fairer and more equitable taxation system in advance of the next budget and are grateful for the support of local business owners who have provided us data. We have shared this with our MP, Council leaders along with other BIDs and national organisations. We want to thank Lydia from Warwick Street Kitchen and Matt from The Royal Pug for their work on this. Lydia was recently invited to the House of Commons to give evidence on behalf of the hospitality sector. Please follow Lydia on Instagram @lpapznape for updates on her lobbying efforts and helpful tips. We will not stop in our efforts to help decision makers to understand the value of our high street businesses. Please continue to give us your feedback.



[www.instagram.com/lpapznape/](http://www.instagram.com/lpapznape/)

# RECENT ACTIVITIES

## LEAM FOOD & DRINK FESTIVAL

On September 6th and 7th, we were delighted to welcome visitors from near and far to our 18th annual Food and Drink Festival. This year, more than ever, our priority was to celebrate and support our fantastic town centre businesses. The sun shone, the atmosphere was buzzing, and we were thrilled to see so many people coming together to enjoy what our local food and drink community has to offer.

The feedback has been hugely positive and we want to thank everyone who made the festival such a success. Our guiding aim is to put local businesses first and that shapes our decisions, such as providing opportunities to trade at discounted rates, showcasing businesses on social media, and distributing 500 festival tote bags with information encouraging return visits. We're proud that the festival not only shines a spotlight on our incredible food and drink scene, but also helps strengthen the wider town centre economy. Above all, we wanted it to feel welcoming, uplifting, and a true celebration of our community.

To find out more please visit: [leamingtonfoodfestival.co.uk](http://leamingtonfoodfestival.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 recent summer activities.

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

### Art Inspired Cocktail Trail

15 venues, 15 Art in the Park Fest inspired cocktails!

**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 (weekend destination)

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

### Little Book of Offers, Maps & Guides

Offers Summer Edition (10K distributed) plus updated Taste Leam guides and tear off maps.

**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...

### 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](http://www.meaningfulchange.org.uk/leamington)