



BID NEWS

*Ensuring
Leamington
Thrives*

Business Update
SPRING 2026

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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

LONGER DAYS ARE COMING ...

As we spring forward into longer days, we are excited to share details of our upcoming events, activities and promotions and remind you about the things you can access to support your business. We also wish to highlight some recent activities and welcome your feedback and ideas as we plan ahead.

Reflecting on 2025 we were pleased to see an 11.5% increase in visitors and we worked hard to ensure BID promotions and events, like the Food & Drink Festival yielded tangible benefits for our members. Increasingly, events and markets in town are run by outside organisations, so we try to ensure these also add value to local businesses, and welcome your continued feedback. Key events are listed within.

Throughout last year we were very active lobbying MPs and leaders for business cost savings, along with business rating and taxation reform. As within, we continue to support national efforts, as there is widespread frustration with the last government budget, rate changes and business cost rises. Please contact us if you are unsure of how forthcoming changes in April will impact you.

Looking forwards, we are very excited to welcome a number of new businesses to the town centre. Recent openings include; The Spicy Librarian, Acai & The Tribe, Mazon Interiors, Style Architects, Bricks n' Pieces, Taara and Helping Hands. Congratulations to all!

We love our town and know how hard everyone is working. Our focus remains firmly on attracting visitors and supporting our members in as many ways as possible. We help in many ways - from promoting your activities across our many platforms, to signposting planning, licensing, grants, marketing, cost savings advice and more. The easiest way to learn more is to get in touch and we will pop in.

In the months ahead we are planning for a vibrant summer of activity and activations. Bunting and baskets will soon appear, and Food Festival bookings are open.

The BID team care greatly about our business community and love connecting in person, so please join us at our next meeting or drop us a line. We look forward to seeing you soon.

Stephanie, Alison and Gary

EVENTS

DIARY DATES 2026 ...

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 28th March - Sunday 12th April
- ▶ Easter Fest* (1 day on Parade)
Monday 6th April (bookings via CJ Events)
- ▶ Regency 10K Run*
Sunday 12th April
- ▶ Eurovision Festival* (Pump Rooms)
Saturday 16th May (bookings via CJ Events)
- ▶ Leamington Half Marathon*
Sunday 7th June
- ▶ Peace Festival* (Pump Rooms)
13th & 14th June
- ▶ Cars at the Spa* (Pump Rooms)
Sunday 21st June
- ▶ Armed Forces Day* (Pump Rooms)
Saturday 27th June
- ▶ Barkers Fun Fair* (Pump Rooms)
Monday 9th - Monday 19th July
- ▶ Art in the Park* (Jephson Gardens)
Saturday 1st & Sunday 2nd August
- ▶ Summer Festival* (1 day on Parade)
Sunday 9th August (bookings via CJ Events)
- ▶ National Bowls Championships*
Wednesday 12th - Sunday 30th August
- ▶ Warwickshire Pride* (Pump Rooms)
Saturday 22nd August
- ▶ Eco Fest*
Saturday 30th August
- ▶ Food & Drink Festival
Saturday 12th & Sunday 13th September

*Events organised by other organisations.

Food & Drink Festival

Email us for stall, pitch or demo space
All bookings close 31st March
www.leamingtonfoodfestival.co.uk

SPRING BUSINESS MEETING

Please join us at our next business meeting as we come together to share our plans and activities for the summer ahead. We love to welcome our new businesses to town, update you on local information and enable connections. We also invite you to share your plans and ideas whilst enjoying a drink and nibbles!

Please RSVP - info@bidleamington.com

Wednesday 22nd April - 5.30pm for a 6pm start
Venue - Rosa's Thai
140-142 Parade, Leamington Spa, CV32 4AG

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, reels 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 2000 registered users and growing. 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 date over 10,000 stamps have been collected by local visitors! Please get in touch if any of this interests you.



www.royal-leamington-spa.co.uk

Our website gets 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.

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' with us 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

Town Centre Photography

Over the years hundreds of businesses have taken part in our photo shoots with local photographer, Simon Derviller. Approved images are used to authentically showcase the town centre offer and are also valued by the businesses who take part. We are planning another photo shoot this summer, so please get in touch if you are interested to get involved. A selection of past images can be viewed here: www.bidleamington.com/promoting/image-gallery/

Parade Masterplan Update

This project is being carried out by the Leamington Transformation Board, which is made up of elected Councillors. In early February, the board published a RIBA stage 2 report (104 pages). Though pedestrianisation plans are presented positively, the report has many caveats and things yet to be confirmed or decided. From our perspective, many of the issues identified in our feedback have been acknowledged and it is clear some key decisions can not be made yet. Officers have also advised that further studies and consultation will be forthcoming, and funding to implement this work has not been finalised. Please email us to obtain a copy of the report.



www.transformingleamington.co.uk

#TAXEDOUT

Lobby Efforts Continue

We are supporting extensive industry wide lobby efforts. BIDs are advocating business rates reform and support NTIA and UK Hospitality, who strongly advocate VAT reform. Steph visited the House of Commons Business & Trade Committee in November to give evidence and we have shared our views with MPs, Council and beyond.



We wish to thank Lydia from Warwick Street Kitchen for her continued efforts. Lydia recently featured on ITV and BBC radio. Please follow and support her on Instagram @Lpapznape.

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/

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.



RECENT ACTIVITIES

LOCAL GOVERNMENT UPDATE

This will be an ever-increasing item on the local agenda in 2026 and beyond. It involves combining all 7 local District Councils and their functions with that of the County Council. The government is currently consulting on two proposals – Option A) a 'single unitary authority', or Option B) north and south 'two unitary authorities'. Warwick District Council (WDC) supports Option B for a range of reasons. You have until 26th March 2026 to have your say here:

<https://consult.communities.gov.uk/local-government-reorganisation/warwickshire/>

The decision will be made by government and enacted in March 2028. The Council has committed to ensuring that the people, communities and businesses that make up our district continue to thrive whatever the government's decision for our area may be.

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 2025.

Halloween - Pumpkin Path had 78 businesses, 320 entries of which 268 completed all 3 trails.

Christmas Lights - 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 70 businesses, Gingerbread House, Santa's post box (429 entries), and Angels.

Santa Visits! (x51) 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, 4600 visitors!

Small Business Saturday - our Leam Angels returned to distribute 250 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. CCTV data can be uploaded here directly. There are also 'help points' (yellow boxes) in town that connect directly to CCTV.



Retail Crime Meeting - November 2025

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