

New 3D maps transform empty retail premises

BID Leamington is giving a number of empty retail premises in Royal Leamington Spa a new lease of life. A new 3D map of the town centre will be temporarily positioned on the windows of empty shops and businesses at key entry points into the town. The new maps will not only help visitors navigate the town centre but will also cover up the windows of empty premises making the streets look more attractive encouraging greater footfall.

The maps, which are a joint initiative between BID Leamington and the Royal Leamington Spa Town Centre Partnership, feature a detailed map showing the main streets, car-parks, facilities, shopping centres and tourist attractions. Alongside the map, the signage also lists each of the businesses in the BID area under the following headings: *'Eat/Drink'*, *'Shop'*, *'Services'* featuring businesses such as recruitment, design and travel agencies, opticians, banks and garages and *'Enjoy'* featuring entertainment and activities such as salons and cinemas. The first site allocated for this purpose is on 37 Regent Street next to Voodoo Bar. Locations on The Parade and Warwick Street are planned once suitable sites are found.

Helen Smith, Executive Director of BID Leamington, stated "This is another excellent initiative which will give empty shop units a new purpose whilst helping people locate particular retailers and points of interest. We would like to thank Mr Mack Kandola from Voodoo Bar for being extremely supportive in allowing us to use his window. We look forward to positioning the maps at other locations in the BID area".

Pam Dunsdon, Town Centre Manager stated, "This is a really innovative project, using the windows of empty shops as a temporary information point. The selected sites are ideal as they are in the perfect positions to inform the public about where they are in Leamington and enable them to find the shops they want really easily. We are really pleased to be working in partnership with BID Leamington to make a difference to our town centre."

The new 3D maps are just one of many initiatives implemented by BID Leamington to promote the town. Last month BID Leamington launched their first ever magazine aimed at promoting the town as a shopping destination as well as "Pamper Leamington" which encouraged visitors to experience health & beauty salons. Other promotions planned include *'Independents' Day'*, *'Late Night Leamington'*, *'Taste Trail'* and *'National Dining Week'*. Any business interested in participating in these promotions should contact Helen Smith at BID Leamington for more information.

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Supporting Royal
Leamington Spa



BID
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For more information, interviews and photo opportunities please contact:

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