Press release – 16 June 2009

Royal Leamington Spa transformed with 250 stunning new hanging baskets

The streets of Royal Leamington Spa have been transformed with over 250 stunning new hanging baskets. The initiative, organised by BID Leamington, has dramatically enhanced the appearance of the BID area and aims to entice even more visitors to the town. The hanging baskets, which were hung in the first two weeks of June, feature a bright orange and yellow colour scheme.

Last year only 70 hanging baskets were utilised in the town. Businesses were also asked to pay a fee to have a hanging basket installed on their premises. This year due to additional funding through the BID, all 250 brackets in the BID area now feature a stunning floral arrangement. The baskets are also now included in the BID levy fee making them far more cost effective and accessible to businesses.

The new hanging baskets have already received some highly positive feedback with many business owners commenting on their appearance. Mrs Matthews, manager of HB Dunn in Regent Street stated “The hanging baskets look beautiful and immediately cheer you up. I am extremely impressed with the baskets and for BID Leamington in improving our streets”.

Kate Thacker, owner of Driftwood in Park Street also stated “Due to cost issues I have not had a hanging basket on my premises before. However, when I found out that the baskets were to be included in the levy fee, I jumped at the chance of having one above my door. Not only does it brighten up my shop but it makes the building far more appealing”.

Helen Smith, Executive Director of BID Leamington, stated “This is yet another great initiative in improving the BID area and making it more visually appealing to visitors. During the consultation period businesses asked for the hanging baskets to be improved and we’re delighted to deliver successfully on this initiative. I am confident that the hanging baskets will entice and inspire more people to visit our beautiful town”.

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For more information, interviews and photo opportunities please contact:

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