

## **Late night venues targeted for latest BID promotion**

BID Leamington, the organisation responsible for marketing and promoting Royal Leamington Spa, has launched a new initiative to promote late night venues within the town. A free, pocket sized guide has been produced which showcases the broad range of late night venues on offer. The guide is aimed at targeting residents and visitors, particularly the student market, to experience Leamington's nightlife including pubs, bars and nightclubs.

20,000 copies of the guide have been printed and will be available from the venues listed in the guide and from the Leamington Tourist Information Centre. The guide has already been distributed during Fresher Week at Warwick University and received very positively by students. 1,300 copies have been mailed out to student accommodation in Leamington, Warwick and Kenilworth plus distribution to major colleges and universities in the area. Copies are also being handed out on Friday and Saturday nights to the target market around town.

24 venues are listed within the guide including Bar 44, Barcode, The Fox & Vivian, KoKo's, Mink, MooBar, Mumbai Bluu, Murphy's Bar, Ocean Reef Bar, Rio's Nightclub, Saint Bar, Smack Nightclub, The Benjamin Satchwell, The Clarendon, The Copper Pot, The Duke, The Lounge, The Newbold, The Sausage, The Slug & Lettuce, The White Horse, The Willoughby, Tryst Bar and Voodoo.

All venues featured are located within the BID area. Each levy payer was entitled to a description about their business including a photo, address and contact number. The guide also includes a fold-up map of the town showing the location of each venue plus the main streets, facilities, car-parks, shopping centres and tourist attractions. The guide, which was funded by BID Leamington, was free of charge for levy payers to be included.

Kevin Murphy, Director of BID Leamington and local publican stated "This is another great initiative to encourage people to experience the town at night and sample some of the excellent bars and clubs on offer. The guide can help people plan their night out and give them a taste of the first class venues available in Royal Leamington Spa".

## Press release – 16 October 2009



Copies of the guide are available from Helen Smith at BID Leamington. For information on BID Leamington, please visit [www.bidleamington.com](http://www.bidleamington.com) and for information on Royal Leamington Spa, please visit [www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk)

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

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