

## *Hello and welcome to the first issue of BID news*



*"As you know Leamington Spa businesses have chosen to become a Business Improvement District. This means that over the next 5 years we will be spending £1.5 million marketing and promoting the Town Centre. This quarterly newsletter aims to keep you updated on the exciting projects which will be happening and report back on the progress.*

*During the development of the BID I met many of you, most who were supportive but some who were not. Now that we have got the BID I hope that we will all be able to work together to make sure that the BID delivers for your business."*

**Helen Smith** Executive Director.

## *BID Leamington Ltd starts trading 1st July 2008*

This month, saw the Launch of BID Leamington Ltd, with the new Board members meeting for the first time at KoKo's Bar, Warwick Street, Leamington Spa.

Following on from the hugely successful turnout at the BID ballot earlier this year, there has been a great deal of interest from businesses wanting to sit on the board of the new BID company - confirming that businesses really do want to work together for the benefit of the town.

So much interest in fact that we had to go to ballot and the recently elected board now consists of 13 representatives from the Major and Independent Retail sectors, Leisure, Tourism, Marketing, Legal, Finance and Property owners.

With a wealth of knowledge and experience between them they will be working together to ensure the objectives outlined in the Business Plan are delivered on time and in budget.



Back row left to right: Brian Wall, Philip Griffin, Gerry McManus, Morton Edwards, Russell Davis, John Hammon, Kevin Murphy, Phil Hackett. Seated from left to right Lyndsey Burgess, Kate Thacker, Gail Hulett-Archer, Helen Smith, Claire Thorp, Jacquy Parker

### *BID Leamington Board 2008/2009*

#### Major Retail

Morton Edwards -  
Marks and Spencer  
Gail Hulett-Archer -  
Lombok

#### Independent Retail

Brain Wall -  
Walls TV and Video  
Lindsey Burgess -  
Bratz  
Kate Thacker -  
Driftwood  
Sarah Horne -  
Sarah Horne Flowers

#### Leisure

Kevin Murphy -  
Murphy's Bar  
Claire Thorp -  
Locke and England  
Auctioneers  
Property Owners  
Gerry McManus -  
Royal Priors  
Phil Griffin -  
Property Owner

#### Finance

Russell Davis -  
KoKos

#### Marketing

Debbie McKinney -  
Eden Lifestyle Salon

#### Tourism

Phil Hackett -  
Shakespeare Country

#### Council

Representatives to be confirmed  
Warwick District Council  
Warwickshire Country Council

*"After our first board meeting, I felt that the balance of businesses is well represented and I'm looking forward to working together to see these exciting projects carried out."*

Lindsey Burgess of Bratz





# Leamington Food & Drink Festival

*Eat, Drink and be Merry!*

30<sup>TH</sup> & 31<sup>ST</sup> AUGUST

This summer will see the start of our events programme with the hugely successful Food and Drink Festival.

As part of our wider co-ordinated programme of events, the Food Festival promises to be a great opportunity to raise the profile of Leamington Spa as an attractive, dynamic and happening place to visit. With increased marketing and PR activities we will ensure a greater awareness of Leamington Spa as a fantastic place to visit and drive up footfall in the town centre.

With a host of activities, cookery demonstrations, live music and entertainment and a new Taste Trail which will keep visitors moving around the town. This is a unique opportunity to demonstrate and showcase your products to a much wider audience and as a BID Leamington Levy payer you can get a slice of the action for **FREE!**



*There has already been a huge amount of interest in the event.*



## *Baby of the Year Award*

The Leamington Town Centre Management Initiative will once again be running the Baby of the Year Award – however with the involvement of BID Leamington we will be raising the profile of this event and promoting a number of BID businesses. The BID has ensured that this year all aspects of the Award stay local and has nominated the photographers Storm Studios in Regent Street, who will be capturing those delightful images.

BID Leamington will be supplying 'goody bags' to the first 200 entrants and sponsorship from local businesses means that we can offer samples and money off vouchers. Sponsors will also receive free publicity in the Courier during the lead up and the week of the awards.

*The award is running 19th to 21st September in the Royal Priors Shopping Centre*

*If this is your bag and you want to get in our bag - please contact Helen Smith on 01926 470634*

16<sup>TH</sup> NOVEMBER

# *Christmas Lights – Bigger, brighter and better!*

We are looking forward to a brighter Christmas in town this year as BID Leamington will be joining forces with Warwick District Council and Leamington Town Council to provide a host of brand new Christmas lights for the Town Centre.

The big light switch-on will be happening on the 16th November followed by a number of festive events and activities to promote Christmas shopping in the town, if you have a particular festive idea get in touch as we value your opinion and suggestions.

Please email  
[helensmith@bidleamington.com](mailto:helensmith@bidleamington.com)



## *Are your ears burning?*

**mercia**  
97.0 - 102.9 FM - DAB - ONLINE

The success of the recent sponsorship deal with Mercia FM has already proved hugely popular with listeners being directed to the Mercia FM website where they can read or review their favourite pub/restaurant, shop, and hairdresser – in fact any positive retail or leisure experience the listener wants to share.

The sponsorship deal with Mercia will run until March 2009 with Leamington Spa Town Centre receiving over 1100 tags at peak times throughout the day.

Mercia attracts over 123,000 listeners per week and has over 10,000 unique users every month. If your customers have had a great experience or you want to find out what they are saying about you - then log on and encourage your customers to do the same!

## *Should we trade on our Royal Title?*

As one of only two royal towns in the country do you think we should promote ourselves as Royal Leamington Spa or Leamington Spa?

Your opinion would be very much valued before we continue to the next stage of branding our beautiful town as a great destination.

Email your opinion to  
[helensmith@bidleamington.com](mailto:helensmith@bidleamington.com)

## *BID Leamington Ltd – Your BID, Your Voice.*

The BID Leamington business plan is a binding document but there is a certain amount of flexibility under each of the project headings.

If you have a good idea for marketing the town or if there are any particular events or festivals you would like to see in Leamington Spa then please do get in touch with Helen Smith on 01926 470634





## *Welcome to our Business Improvement District*

BID Leamington Ltd would like to welcome the following new businesses to Leamington Spa:

### **Blissful Lingerie**

On Park Street

### **Fruscio**

In Regent Court

### **Julie's Nail Design**

On Regent Street

### **La Cappola**

On Regent Street

### **Sushiya**

On Regent Grove

### **Domino Pizza**

On Regent Street

## *Free Meeting Room*

We have now moved into a new office in town and are fortunate in having a meeting room that is free to BID members

If you need a quiet space for your meetings away from the everyday bustle of your premises then contact Helen Smith 01926 470634



## *Many thanks to the following... we couldn't have done it without you!*

I would like to thank the following organisations for their help in getting BID Leamington Ltd off the ground.

Warwick District Council for supplying telecoms.

Warwickshire County Council for furnishing the office.

Spa Vacuum Cleaners - obviously a vacuum cleaner!

Burgis & Bullock for providing software training and for help on all matters financial.

Wright Hassall for legal support.

Barclays Bank for giving us a Community Account with no bank charges.

