

# Bidnews

## Welcome to the third issue of BIDNEWS



*"With Spring fast approaching we are actively implementing our exciting marketing plan which aims to promote the town both locally and further afield.*

*We have spent our first six months focusing on 'above the line' marketing including radio, press, magazines, bus panels, PR, etc, and whilst this is still an important part of our plan, we are now going to focus more on promotion led campaigns which make the link with specific types of businesses within the town. The first of these will be our 'Pamper Promotion', focusing on hair and beauty salons.*

*You will see from our Marketing Plan that there is something for everyone and each promotion will be carefully monitored and appraised to measure its level of success.*

*NB: The current board comes to the end of its term on 30 June 2009 and anybody wishing to put themselves forward for the new board, please get in touch with me."*



**Helen Smith**  
Executive Director

## Our new logo!

Last year we unveiled our new Royal Leamington Spa logo which has been positively received. The logo, which was designed by Toolbox Marketing, was chosen by the 15 members of the BID Board and represents everything the town is about. The logo includes reference to the town's history with an elephant and a tennis racket whilst also portraying the town's retail and leisure offer.

Originally designed in royal blue, the logo can be adapted for use in a variety of colours and can also be tailored for calendar dates and special events. We first used it in our Christmas campaigns where a number of festive themed images were incorporated into the design and we have used it again for the March Pamper promotion.



We have also commissioned a new 3d map of the town centre. With nearly every piece of print media we produce needing a map, we felt that this format not only looks fantastic, but can also be used in a number of ways. It will also be an integral part of the new web site which is in production.

Any business wishing to obtain a copy of the logo or the map for use in their marketing or in-store promotions should contact Helen.

## A successful Christmas!

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We had a tremendous response to our new Christmas lights which were unveiled on the 16 November in the BID area. Hundreds of families, residents and visitors turned out to see the new lights switched on. In the run up to Christmas, BID Leamington organised a number of events to attract visitors to the town to do their Christmas shopping which all proved extremely popular. In addition to the new lights and schedule of events, BID also distributed 60,000 Christmas Guide flyers which detailed all the events. Adverts promoting Christmas and

January sales were placed in key publications including Warwickshire Life, Warwickshire Living, Cotswold Style and the Leamington Courier. BID also managed to secure a free half page of editorial in the Leamington Courier most weeks prior to Christmas. Adverts also appeared on bus panels for maximum exposure.



We have already started to look at how the lights can be improved for next year and I can confirm that there will be additional light crossings on both Regent Street and Warwick Street. As a huge amount of the costs involved are for putting the lights up, taking them down, storage etc. we are also looking at alternatives which will add to the scheme but may be in place throughout the year eg tree lights in Regent Grove

We're already planning our Christmas events for this year and are looking at hosting a Christmas Market and possibly an open air Ice Rink in the Pump Room Gardens as part of the activities.

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## Food & Drink Festival 2009

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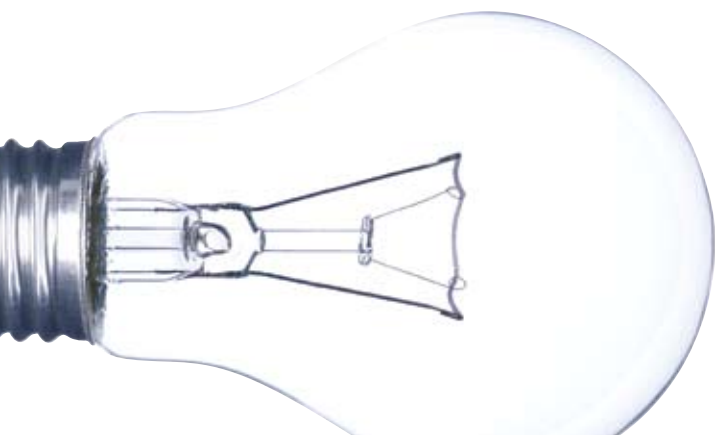
This summer sees the return of the highly successful Royal Leamington Spa Food & Drink Festival. The Festival, which will take place on Saturday 29 & Sunday 30 August, is set to be an even bigger success than last year. Levy payers who took part last year found it to be a great way to reach a much wider audience and provided a great opportunity to showcase their culinary wares. All the exhibitors reported significant sales and were delighted with the results.

With special markets, demonstrations, competitions, live music and entertainment over the two days, there's an opportunity for everyone to get involved. Planning is already well underway and we would strongly urge restaurants and retailers wishing to be involved to act now. Please contact Helen for more information.



### Events 3 and 4

We are looking at a number of options for events in the Town which will bring people in and increase footfall. These include 'Picnic in the Park' and 'Britains Longest Catwalk'. If you have experienced events in other towns which you think would work well in Leamington, or if you have any ideas then please get in touch.



# Shopping Guide

The complete guide to retail and leisure businesses within the BID area is near completion and is on target for publication in March. I haven't seen any other town publication that produces such a complete and high end guide and I'm sure that it is going to become a main stay of marketing of the town. The guide will be available from the tourist information centre and of course your shops. We are also looking at distribution in local hotels, train stations and targeted mail outs.



## Welcome to new businesses

BID Leamington would like to welcome the following businesses to the town who are new since our last newsletter:

Buy Specs Direct on Park Street  
Noa Noa on Regent Street  
H&M on the Parade (opening Spring )

Also welcome to Gary Barnes at Feminique – not a new name in Leamington, but a new trader

*"On the 8th December last year I took over Feminique in Warwick Street. With over 22 years experience in retail and having worked within the fashion industry as a buyer, sales manager and image consultant, I immediately jumped at the chance to take over such an established business with an excellent portfolio of brands. Although we're facing an economic downturn, I have absolute faith in Royal Leamington Spa as a prime shopping location. My vision is to create a fantastic shopping experience both in store and on our new website which we're launching in February. I believe that the boutique retail offer in Leamington is second to none. I intend to market Feminique across the region as a destination store providing excellence in service and product and helping to raise the profile of Leamington as a great place to shop and visit. Working in partnership with local businesses, events teams and publications is a vital part of my marketing strategy and I look forward to working closely with BID Leamington."*

**Gary Barnes**



## FREE Meeting Room!

Remember we have a fully equipped meeting room located in Park Street for BID members to utilise. The meeting room is ideal for those wanting time away from their own office and is FREE to use. Please contact Helen to book the room.

## Remember it's your BID, your voice

BID Leamington Ltd.  
35c Park Court, Park Street,  
Leamington Spa,  
CV32 4QN.  
Tel: 01926 470634  
E-mail: [helensmith@bidleamington.com](mailto:helensmith@bidleamington.com)  
Web: [www.bidleamington.com](http://www.bidleamington.com)



## Stunning Hanging Baskets

Another BID initiative for 2009 is to improve the hanging baskets in the BID area. Last year, only 70 hanging baskets were utilised in the town, however due to additional funding through the BID, all 160 brackets in the BID area will feature a stunning floral basket in June. Not only will the hanging baskets dramatically enhance the appearance of the BID area but will hopefully entice even more visitors to our town.

# Promotions March - October 2009

## #1 March – Pamper

70,000 leaflets delivered to houses and businesses in Leamington, Warwick, Kenilworth, South Coventry, North Stratford and most villages in between. Linking into Spring and Mothering Sunday, this leaflet will promote the town whilst offering readers special offer vouchers from participating salons.

## #2 April – Late night Leamington

This will promote bars, clubs and other late night venues and will encourage people to visit them by show casing their diverse diary of events.

## #3 Easter – Leamington Magazine

An 8 page magazine showcasing new season's trends and styles all of which are available to buy in Leamington. Distribution will be through inserts in local newspapers in time for Easter weekend.

## #4 July – Independence/Independents Day

A play on words, this year 4th July falls on a Saturday. Aimed at promoting Independent Retailers, we will make sure that Leamington is the place to be.

## #5 August – Taste Trail

Repeat of last year's successful promotion showcasing local restaurants.

## #6 Autumn – Targeting Mail Campaign

We have identified that as well as our local customers we should be targeting specific types of people who live within an hour's drive of the town. To that end we will be producing a specific leaflet which will be mailed to target addresses. We are also looking at including this leaflet as an insert in one of the Sunday papers for the central region.

## #7 October – National Dining Week

National Dining Week takes place in October and is a national promotion which is being promoted in conjunction with the association of Town Centre Managers (ATCM). With an added incentive to visit, the initiative will entice more people through your doors, attracting new customers and boosting sales. It's up to you to get involved which we strongly urge you to do. The initiative looks set to be a winner!

**With all these promotions we will monitor very closely their success together with the reactions of you the traders. If any promotion does not deliver, we will not do it again.**

**Anyone interested in participating in these promotions should contact Helen for more information**

### BID Leamington Marketing Plan 2009/2010

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan - 2010	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Events</b>																								
#1 Food & Drink Festival								■												■				
#2 Christmas												■												■
#3 To be decided(2010)															■									
#4 To be decided(2010)																		■						
<b>Advertising</b>																								
Bus	■																							
Radio	■	■	■																					
Press	■						■	■		■	■				■			■		■			■	
Magazines	■																							
<b>PR</b>	■		■		■		■		■		■		■		■		■							
<b>Promotions</b>																								
#1 Pamper			■																					
#2 Late night Leamington				■																				
#3 Leamington Magazine				■																				
#4 Independents Day							■																	
#5 Taste Trail								■																
#6 Targeted mail campaign/ Mail on Sunday									■															
#7 National Dining Week										■														
<b>Web Site</b>			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Shopping Guide</b>			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Newsletter</b>			■				■											■						