



Issue Two: October 2008

Bidnews

Welcome to the second issue of BIDNEWS



"As you're aware the BID was voted in successfully and BID Leamington started trading back in July. Work is already underway to deliver the business plan you voted in. Being part of the BID has numerous benefits for you, your business, employees and customers. Nearly 90% of businesses within the BID have now paid their levy fee which means we can now start implementing a range of projects and events to benefit the BID area. The business interests are being looked after by the Board which was elected by you. The Board, along with myself as Chair, will ensure you get what you asked for. By working together we can all ensure that Royal Leamington Spa has a much brighter and more attractive future."

Mo Aswat, Chair of BID Leamington Ltd

Food & Drink Festival was a great success!

The Royal Leamington Spa Food & Drink Festival, which was organised by BID Leamington, was a fantastic success. Around 10,000 people attended over the 2 days with over 25 BID businesses taking the opportunity to exhibit their products in the Pump Room Gardens. Even the rain on the Sunday didn't deter people from celebrating Leamington as a top food & drink destination!

A 'Taste Trail' was incorporated for the first time into the Festival which was designed to get people from the festival into the town and visit restaurants that they might not have been to before. Thousands of people visited up to 13 BID restaurants to sample their food. So far, 11 of the 13 restaurants that participated have already committed to taking part in 2009. We hope that more of you will take part next year and benefit from this fantastic opportunity. Next year's Festival will take place on 29 & 30 August 2009. Levy payers that took part in this year's event found it a great way to reach a much wider audience as well as providing a great opportunity to showcase their culinary skills. All the exhibitors reported significant sales and were extremely pleased with the results.

"When you join a good organisation such as BID, the benefits are not always immediately apparent. However, having a stand at the Food and Drink Festival through our membership allowed us to benefit as we used it to promote a new home delivery service to a wider market"

Russell Allen, Aubrey Allen



Brand new Christmas Lights!

One of the projects we wanted to get underway immediately was to improve the town's Christmas lights. A brand new set of Christmas lights has been purchased with BID funding and will be switched on in the BID area on Sunday 16 November. In addition to the new lights, the BID company has won an additional £2,000 worth of lights. The new improved lights will make a huge difference and will attract far more visitors and shoppers in the run up to Christmas. From 16 November – 25 December, the BID is taking the opportunity to enhance the visitors experience and make Royal Leamington Spa a more exciting place to do their Christmas shopping. Festive activities including street entertainers, music in the streets, Europe's biggest slide in the Pump Room Gardens, donkey rides and the chance for children to meet Father Christmas will create a far greater and improved experience.

There are opportunities for BID businesses to get involved and use these events to promote your products, for instance providing catering at outdoor events. Please contact Helen for further information.



Booming 'Baby of the Year' Competition!

With over 300 entries, we had double the amount of entrants for the 'Baby of the Year' competition than last year. The popular initiative, which ran in September, was assisted by BID Leamington which was tasked with raising the profile of the event while promoting local retailers. Sponsored goody bags which contained free samples and vouchers from Barclays Bank, Blooming Marvellous, Boots, Hawkins Bazaar, Bratz, Slug & Lettuce, Snip Snap, Storm Studios, Warwickshire Police and Wombat were given to the first 200 entrants and were very well received. BID Leamington sponsored the re-useable cotton bag which contained the samples & vouchers.

"The event was a great success for us. We ran our own competition which encouraged people to visit our store. As a result, we generated additional sales and increased our customer database. The BID is extremely effective in promoting and organising events such as these. I would urge Levy payers to take advantage of them and use them to further promote their own businesses" **Lindsey Burgess**, Bratz



Regular Footfall Counts

Another project that the BID will be delivering is the introduction of footfall counters into the BID area. Eight thermal cameras are being positioned around the BID area to monitor shopper activity and produce accurate footfall figures. This is just one of the ways that we'll be measuring the performance of the town.

YES to Royal Title!

In our last newsletter we asked your opinion as to whether we should trade on our royal title. You voted unanimously that we should! Our branding will therefore continue to refer to Royal Leamington Spa.

FREE Meeting Room!

Remember we have a fully equipped meeting room located in the centre of town for BID members to use. The meeting room is ideal for those wanting time away from their own office and is FREE to use. A number of companies have already utilised the facility and found it extremely beneficial. Please contact Helen Smith on 01926 470634 to reserve the room which is located in Park Street.

New brand for Royal Leamington Spa

We have now appointed a new marketing agency this month to design a new logo for the town. Toolbox Marketing, who specialise in destination marketing with particular emphasis on the retail sector, will work closely alongside the BID team to implement our marketing campaigns. As a team we will ensure that our budget is spent effectively and delivers real added value on your behalf. Work has already started on our new brand and a new improved website is one of the first priorities.

Retail and Leisure Guide!

The BID is producing a new shopping guide which will be circulated locally, regionally and nationally to target people, who should be shopping, eating and drinking in Royal Leamington Spa. The guide will feature a complete listing of all businesses in the BID area. Each BID member is entitled to 50 words about their business plus a photo and is free of charge to be included. Our thanks go to all those that have already sent in their details. If you want to be included in the guide, please contact Helen. The shopping guide will be the first of many guides that the BID will be producing on your behalf to target specific markets.



Clarendon Arcade

Included with this newsletter is the latest information regarding the Clarendon Arcade Development. BID Leamington has been asked by Warwick District Council to pass this information onto you with a request that you write to the press to express your views on the scheme, be it positive or negative.

Welcome to new businesses

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

Hidden Eden, Warwick Street

Bread & Co, Warwick Street

Mountain Warehouse, The Parade

Chesca, Regent Street

Bet Fred, The Parade

Board Members

The BID team would like to welcome the following councillors to our Board:

Tim Naylor from Warwickshire County Council

Moira Ann Grainger from Warwick District Council

Tax Relief

One additional advantage arising from payment of the BID Levy is tax relief against business profits. The net cost to a small business paying a Levy of £365 per annum would be £263 for a sole proprietor or partnership and £288 for a limited company. It's good to know that even the taxman wants to help us improve our Town Centre.

Remember it's your BID, your voice

BID Leamington Ltd.

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Royal Leamington Spa Christmas

16th November – 25th December 2008

Christmas Light Switch-On Event 16th November

Brand New Christmas Lights in the Town Centre – be part of the great switch-on outside the Town Hall.

Entertainment from 1.00pm

Lights switched on from 5.45pm

Giant Toboggan Run Saturday 22nd November

Royal Pump Room Gardens

Europe's largest Toboggan run – enjoy thrills and spills in the Royal Pump Room Gardens

Festive Donkey Rides Saturday 22nd November

Royal Pump Room Gardens

Bring the children along to the Royal Pump Room Gardens for a Donkey Ride

Spot Santa as he drives around Town Thursday 18th December (6pm – 8pm)

Street Entertainment Late Night Thursdays (20th & 27th November and 4th, 11th & 18th December) And Saturdays (22nd & 27th November and 6th, 13th & 20th December)

Street Entertainers, Choirs, Musicians and Special Light Display around the town

A Sarah Horne Christmas at the Town Hall November 27th, 28th, 29th 30th

Open to all 9.30am-5.00pm Friday and Saturday and 10.00am-4.00pm on Sunday for gorgeous Christmas Decorations, gift ideas, Belgian Chocolate, calendars, candles and much more.

YuleTide Fayre 23rd November-21st December

Every Sunday on the Parade - Christmas Market in the heart of the Town

Santa's Grotto in Royal Priors Saturday 13th & 20th December and Sunday 14th & 21st December

Visit Father Christmas in the Royal Priors

Reindeers in Regent Court Saturday 6th December

Live reindeer in the Centre from 11am – 4pm. Come and visit the reindeer and have your photo taken for a donation to charity

Ice Rink in Regent Court Saturday 13th December & Saturday 20th December

Take to the Ice in Regent Court. 10am - 5pm on both days.

David Harrop - "A Song for Christmas" Saturday 6th December – Royal Priors

David Harrop & Carl Lewis are back this Christmas with their highly popular Christmas Show.

'A Song for Christmas' is a unique interactive, live musical show for everyone, emphasizing the joy and fun of Christmas with a reflection on the meaning and values of this special time. www.davidharrop.com

Pantomime – "Beauty and the Beast" Saturday 13th December until 3rd January

Royal Spa Centre

Mark Andrews Productions presents another Christmas cracker! Beauty & the Beast is a spectacular fairytale pantomime, with glittering costumes and an outstanding professional cast. Beauty and the Beast runs from Saturday 13th December to Saturday 3rd January. Tickets from £12.50, with concessions and groups discounts available. Call 01926 334418 or go to www.royal-spa-centre.co.uk to book online.

Farmers Market

Saturday 22nd November, Royal Pump Room Gardens, 9.00am – 2.00pm

Sunday 21st December, The Parade, 9.00am – 2.00pm

