



## Jump into Summer - update from BID Leamington

### Town Centre Event Dates 2016

Throughout the year there are a range of events organised by BID Leamington and other partnerships in the town. In all cases we are happy to help you capitalise on the captive audience that is brought to these events. Please take a look at the ideas below and get in touch if you would like more information.

#### How to make the most out of local events

- Help us bring the town alive with fabulous themed window displays
- Host a themed event in your shop. We will promote it on the 'Royal Leamington Spa website and in the local papers.
- Give us flyers or offers to distribute at these events. We often have a stall and staff on standby to help you get involved.
- Tweet it Up! Look out for the relevant hashtags - #LoveLeam #LeamFoodFest etc

#### Little Book of Offers

The August edition deadline is 15<sup>th</sup> June 2016.

We are looking to produce **15,000** books to be distributed in **August** to coincide with the **National Bowls and Food & Drink Festival** with offers up to 31 October. Each year around 130 offers go into the popular Little Book of Offers which is produced twice a year. All offers also appear on **Royal-Leamington-Spa.co.uk** as **Spa'kle card offers**.



### Dates for your Diary

18 / 19 June

**Leamington Peace Festival**

09 July

**Leamington Carnival**

20 July

**BID Open Meeting**

06 / 07 August

**August Art in the Park**

10 / 11 September

**Leamington Food and Drink Festival**

### **How to make the most out of our marketing & promotions**

- **Would you like to be included in the Little Book of Offers? (deadline 15th June).**
- **Let us know your news and what you are planning so we can post it online – we are happy to come to you or receive information from yourself or head office by email!**
- **Would you would like to feature in the next photo shoot ... just let us know?**
- **Do you have any news or offers for the royal-leamington-spa.co.uk website?**

### **Hanging Baskets**

Over **250 hanging baskets** will once again brighten up the town from early June. For more information about the town's 'blooming history' and to find out about how to get more involved please see [www.bloomingleamington.com](http://www.bloomingleamington.com)

### **Begging, Busking & Chugging**

Significant work is going on to address issues of anti-social behavior in the town center. This work is delivered with the support of many partners and we welcome your thoughts and feedback. Advice for retailers can be found on the BID

website: <http://www.bidleamington.com/identity-cms/warm-welcome/think-before-you-give/>

### **BID Website & Social Media**

We run a number of **websites** and **social media accounts** and **are always looking for things to post on your behalf**. The most visited is [www.royal-leamington-spa.co.uk](http://www.royal-leamington-spa.co.uk) which gets over 29,000 unique visitors per month followed by [www.loveleamington.com](http://www.loveleamington.com). We also have over 7000 twitter followers @LeamingtonGuide and a fast growing Instagram following @LeamingtonSpaTownCentre. **Watch this space as soon we are launching [www.tasteleamington.com](http://www.tasteleamington.com)!**

## Business Support

### The BID Buzz - Blog

The business environment is constantly changing and we are constantly coming across things we feel are worthy of a deeper reflection or conversation. Based on this we have launched the BID Buzz – Blog spot on <http://www.bidleamington.com> Let us know what you think! Latest posts include:

- **A Word from Mary!** - Reflections on a recent meeting with Mary Portas
- **Marching On in The Face of Change** - Reflections on the changing retail environment locally and nationally
- **The Question of Business Rates** – An update on recent changes to rates outlined in the latest budget.

### Town Toolbox, Collaboration, Member Offers

Please take a look at the BID Leamington website to learn more about how we can support your business and to discover ways to support each other. We welcome any thoughts you have on this!

For more information please do not hesitate to contact us **01926 470 634**

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