BID LEAMINGTON
Supporting Royal Leamington Spa

Issue eighteen: October 2017

BID news

FAO: Business Owner or Manager

Supporting Royal Leamington Spa

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Covent Garden Car Park

A planning application to develop this **468 space car park**, located behind Tesco on the Parade has been submitted.

We will be feeding back to the Council early December.

Please see inside for details on how to have your say ...

Welcome to this issue of BID News

"Putting the Spa'kle in Royal Leamington Spa's Crown" ...

These are the words of **Gerry McManus**, the manager of the Royal Priors Shopping Centre who very sadly passed away in September at the age of 52.

Gerry spent the best part of **17 years supporting business** in the town centre with a wealth of knowledge, experience and enthusiasm.

He was a champion of **all things good** and had that very special quality of being someone people loved to work with. He was hugely passionate about **supporting independent businesses** and was a **generous team player** who believed that when we work together in a town, we all benefit.

As one of the key instigators of BID Leamington over ten years ago, he served as a board member with passion, positivity and good sense – in his words '**working to make sure the jewel in Warwickshire's crown is sparkling'.**

It is with thoughts of these qualities, which we will dearly miss, that we look to move forward this Christmas and embrace the **spirit of community, family** and **friends**.

The BID team care for the town and its business community immensely. We are committed to **representing your interests** and to helping shape the way the town develops. That is why this newsletter is particularly important. **Things are changing** and the need for your BID is greater than ever as we look to **influence the agenda.**

Please read on and let us know your thoughts on the **Covent Garden** proposal. Consider getting involved in our Christmas activities - like the **Golden Ticket, Lanterns** or **Christmas Window Reveal** which collectively bring some magic to the town.

Alternatively give us a call and we can **dream up some ideas** together. There is nothing we like more than helping businesses to get the best out of the town, so **please keep in touch** and have a lovely Christmas!

Stephanie & Alison

Please remember its your BID, your voice, so we would love to hear from you ...

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EVENTS!
DATES FOR YOUR DIARY

BID Christmas Meeting
Wed 29th Nov. Please RSVP
5.30pm for a 6pm start

Christmas is in the air and there is a lot happening in the New Year! There will be a **town centre development update** as well as the opportunity to enjoy Christmas **drinks and nibbles** and meet other business owners.

- Christmas Light Switch-on
  Sunday 19th November
  (Organised by Warwick District Council)
- Yuletide Markets
  Sunday's - 19th Nov – 24th December
  (Please note, Parade is closed. This is organised by Sketts Markets for Warwick District Council)
- Late Night Shopping in the Priors
  Every Thursday from 23rd November
  (FREE parking after 5.00pm)
- Leamington Golden Ticket
  19th November – 20th December
  (Organised by BID Leamington)
- Small Business Saturday & Christmas Goodie Bag Give-away
  Saturday 2nd December
  (Organised by BID Leamington)
- Leamington Lantern Parade
  Sunday 3rd December
  (Organised by BID Leamington)
- Leamington Santa Dash
  Sunday 10th December
  (Organised by Myton Hospice)
- Love Leamington 2018
  February 14th – March 1st
  (Organised by BID Leamington)

BID 2018 - 2023: Fit for the Future
Wednesday 31st January
5.30 for a 6pm start

We have been engaging with businesses to help shape the future mandate of the BID. The feedback will inform a new Business Plan for the next five years. Join us to find out what the future will look like.

How to get involved ...

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.

Consider these ideas to make the most out of events & promotions:

- Email us information about your business **for the towns website and our local adverts**. This may be **news, events, offers, images, new products, job advertisements** ... We get **30,000 visits** per month!
- Give us 400 flyers for our **Christmas Goodie bags**. Deadline: **24th November.**
- Get involved in the **'Golden Ticket'** competition. Deadline: **10th November**.
- Do you have any events or products you would like us to help promote? We are offering a **'Social Media' showcase** ...
- **Tweet it Up!** Join the conversation & use the relevant hash-tags - **#LoveLeam #TasteLeam #LeamXmas**
- **Creative?** Bring the town alive with fabulous **themed window displays**. We will make some noise about them!
- **Don't forget to let us know your Christmas Trading hours and please ask us for ideas to make the most of Christmas events ...**

The Leamington Lantern Parade 2016

MARKETING ...

WHAT'S COMING UP

Golden Ticket: 19th Nov – 20th Dec

Get involved in the 'Golden Ticket' competition – rewarding customers that shop local. Over 4000 entries were received last year and local businesses donated over £4000 worth of prizes.

If you would like to donate a prize please contact either Steph or Alison. We will feature this on the website, on the Golden Tickets and in supporting advertising. This promotion is a fantastic way to say 'Thank You' to customers for shopping in town.

Leamington Lantern Parade: Sunday 3rd December 2017

Help us 'Light Up Leamington' and 'make the town centre a community centre' this Christmas.

Be creative – come and help us at the workshops, make a shop themed lantern or use the workshops as an opportunity to give out flyers and products to families. Join us at the parade and give out samples or drinks. We can supply the hostess trays.

Love Leamington: 14th February – 1st March 2018

Throughout this time there will be workshops, talks, activities and competitions - all designed to bring people into the town centre and reward customers for shopping locally.

Help us 'Paint the Town Red' with our 'Red Windows' Competition or get involved by organizing flyers / products to go in the 'LoveLeam' goodie bags!

Host a 'Love Leam' event in your shop and we will promote it on the 'Love Leam' website and in the local papers. What about a tasting, new product showcase, themed talk, fashion show?

Town Centre, Business Photography & Social Media ...

We only use authentic images and videos to promote the town. We only use images with your permission and are happy to supply them back to you to use. **Let us know if you would like your business to feature this Christmas ... ?**

NEWS FLASH!

Join The Conversation...

Covent Garden Car-park Redevelopment

PLANS HAVE BEEN SUBMITTED

Please take note and where relevant, forward these details to your head office or put them in touch with us if they have a view.

Warwick District Council are proposing to **redevelop** the **Covent Garden Car-park**. This will affect **468 car parking spaces (or 31% of the town's total off street car parks)**. During construction (approx. 2 yrs) up to **29,000 users per month (900 per day)** will be displaced.
(Average users across 12 months is 25,000 or 800 per day)

A **detailed planning application** (Ref: **W17/1700**) has now been submitted and local businesses have **until early December to comment**.

BID Leamington has invested a huge amount of time **researching the potential impacts** and **representing business interests** on these plans.

In summary, we accept the car park needs to be developed and we **welcome investment** to improve parking, ensure WDC staff are retained in the town centre and take the town forwards. **However,** at this stage **we are concerned** that these plans will create **significant challenges** for local businesses - staff and their customers.

To **mitigate the negative impacts** of losing so much parking during the construction phase, and to ensure the **provision of adequate future parking**, we are suggesting the Council develop the **Chandos Street Car Park first**. This currently has 146 spaces and could be increased to create capacity for the future development of Covent Garden at a later date.

Please let us know what you think?

See our website for more detail and how you can help to influence this proposal.

CHRISTMAS TIPS!

Tis the season for shoplifting ...

It's that time of year again and we are aware of individuals who are working both alone and in groups **so here are some tips** ...

- Ensure staff circulate the floor to 'hidden' areas.
- Locate 'target products' in visible areas away from the entrance.
- If you see any shoplifting please **report it to the Police** by phone or via the **Retail Radio**. We have a radio in the office so please contact us if you don't have one.
- **Call 999** if it is happening.
- **Call 101** if it has happened.
- Please describe: **time, location, gender, height, clothes, approx age, # of people**.
- Stay in touch with other retailers.
- **Let us know** … it is important we know when crimes are being committed so we ensure the continued support of the Police and others.

RECENT ACTIVITIES

Please take a look at the BID Leamington website to see examples of our recent campaigns. We advertise across a range of media including papers, magazines, radio, train-lines and billboards and aim to promote a variety of sectors throughout the year.

More details can be found on our website under 'Promoting' / 'Latest Campaigns'.

Recent events & activities include:

- Hanging Baskets - 250 brightened the town!
- Art in the Park Festival - over 10,000 visitors.
- Food & Drink Festival - over 25,000 visitors.
- Little Book of Offers: Summer Edition x 10,000.
- Regional & Coach Tours summer advertising.
- Way-finding Signage - Its nearly here!

London Marylebone Advertising!

CHECK OUT... the fantastic advertising space secured in London for a fraction of the cost!

Valued at over 10K this was seen by thousands of passing visitors throughout the month of August!

BUSINESS SUPPORT

Please speak to us about any of the following ...

Planning & Enforcement Advice

We know this is a hot topic for some at the moment. Please get in touch if you would like advice or support.

Business to Business Offers

A number of local businesses would like to support other businesses and their staff, so are offering exclusive discounts. Find these on the website.

FREE Meeting Room!

Remember we have a fully equipped meeting room in Park Street for our BID members to use.

BID Buzz Blog & Business Toolbox

We often come across things we feel are worthy of reflection or conversation. Based on this we have launched the **BID Buzz** blog and **Business Toolbox.** See: **www.bidleamington.com**

Board Positions

Each year in July we invite applications to the Board. We are pleased to welcome Sue Warburton (Belvoir) and Russell Allen (Aubrey Allen) who have recently joined. The Board represents different sectors and guides all activities delivered by BID Leamington and meet every 4-6 weeks.

Please call 01926 470 634 **Email: info@bidleamington.com**