Happy New Year everyone!
This issue is all about looking forward and preparing for the year ahead. We have high hopes for 2015, with a number of new events in the Town Centre calendar as well as promotions and activities to get involved in and capitalize on in creative ways.

Highlights include the ‘Love Leam’ promotion which returns in February and we would love everyone to get involved in some way! Launching on Valentine’s Day, so far it includes ‘Fashion on the Move’, the new ‘Royal Leamington Spa Heroes’ Competition and the ‘Weddings in Leam’ campaign. The Royal Leamington Spa exhibit that won a silver medal at the RHS Chelsea Flower Show last year will be installed in Jephson Gardens!

In July we will see the return of the Leamington Carnival, then August kicks off with Art in the Park and the town will once again welcome both the men and women bowlers for the National Bowling Championships. This will be followed by the Food & Drink Festival on the 5th & 6th September. Alongside this we will continue to actively promote the town, produce maps, guides, offers booklets and goodie bags so look out for emails, dates and deadlines for opportunities to get involved.

Reflecting on 2014, many retailers reported healthy annual and Christmas trading figures. The town has also seen a lot of new investment highlighted by the very low number of vacant units. However we are mindful that we cannot relax as these successes have been the result of hard work and careful management.

Looking forward, we are seeing increasing pressure from out of town retail development, impacts from new County Council parking arrangements and changes to the overall mix of uses in the town. Based on this we will continue to represent the interests of retailers to local and national Politicians, support businesses, and encourage a creative ‘team approach’ to attracting and serving customers in the town to ensure they have a spectacular experience.

Finally, it is important to remember that BID Leamington is a ‘business-led partnership’ which means it is driven by your ideas and feedback. Please do not hesitate to get in touch and request a meeting with us if you are interested in becoming a Board member in the future, or have ideas you would like us to consider.

Stephanie and Alison
DATES FOR YOUR DIARY

Events 2015:

Feb-Mar
Love Leamington Month 14th - 15th March
Leamington Business Show 27th February

March
Leamington Jobs Fair 5th March

July
Leamington Carnival 11th July
Leamington Flower Month

August
Art in the Park 1st & 2nd August
Bowls England National Championships 1st - 30th August

September
Food & Drink Festival 5th & 6th September
1 Free Stall / Levy Payer, Please book by 28th February to avoid disappointment

Open Meetings
Venue: Assembly Room at the Pump Room Gardens, 6pm with networking from 5.30pm.

Love Business in Leamington 4th March
Prepare for the year ahead and enjoy some drinks and nibbles, as well as a special ‘Weddings in Leam’ networking session.

July
AGM & Summer Networking Event 7th July, Venue TBC

BID Levy Invoicing
Please note that these are issued in the first week of July. Invoices are issued by Warwick District Council on behalf of BID Leamington. If your business has a ratable value less than £15,000 please call us if you wish to join as a voluntary member. Please contact us on 01926 470 634 if you wish to discuss payment options or have any queries.

Getting Involved

Board Positions
Each year we invite applications to the Board in June so please get in touch if you would like to discuss this with us. Comprising of 13 levy payers, including 2 positions available to Voluntary levy payers together with a representative from the District and County Councils, the Board guides all activities delivered by BID Leamington.

Board members bring with them a range of skills and expertise from different industry sectors and meet every 4-6 weeks to ensure the business plan is delivered on time and on budget.

Please call us if you would like to arrange a meeting to discuss Board opportunities.
Tel: 01926 470 634 for details

Voluntary Membership Scheme
Our voluntary membership scheme is available to any business that is trading in a premise within the Warwick District Council Town Centre Boundary. By joining as a voluntary member you will have access to a number of services including:

- A full listing on the Royal Leamington Spa website, in business directories & mini-maps
- Inclusion in promotions and promotional literature such as the Leamington Spa Golden Ticket and the ‘Love Leamington’ Campaign in February, the Little Book of Offers and Spa’kle Loyalty Scheme
- Promotion of your special activities on the RLS Facebook and Twitter pages
- Business support activities such as training, networking opportunities and business advice

For more information on how to join, please contact alison@bidleamington.com

Open Meetings
Based on your feedback we host regular Open Meetings. These are a useful way to hear about upcoming plans, to give us feedback, to network with other businesses and get some ideas and inspiration from our guest speakers.

Moving forward we would like to develop the business networking opportunities that these meetings offer and are looking for different venues to host these meetings. Please drop us a line if you are interested and we look forward to seeing you at the next meeting on Wednesday 4th March.
We are conducting a survey to look at sustainability with an emphasis on Business Waste and Recycling.

You can help by completing the short survey online here by 31st March 2015: www.surveymonkey.com/s/G89QKGB

In the meantime, here are some Energy Efficiency tips and facts.

Source - www.wrap.org.uk/content/finding-cost-savings-resource-efficiency-smes

### Packaging Waste
Have you considered reducing costs by auditing your packaging waste?
- Ask suppliers to use re-useable packaging
- Avoid contamination with materials such as glue
- Re-use materials like bubble wrap, boxes, pallets and crates

### Transport
Whether you have your own distribution network or rely on a third party:
- Review your transport policies regularly, checking vehicle maintenance and efficient driver training
- Try to source supplies locally and consider whether a commercial carrier could deliver the goods more efficiently at lower cost
- See if you can reduce the number of journeys made by maximising loads and effective route planning

### Resource Efficiency
- Make sure heating, boiler, air-conditioning, refrigeration and lighting systems are correctly programmed and maintained
- Fit water saving devices in toilets, washrooms and kitchens/canteens

Check out: www.severntrent.savewater.co.uk/Shop/Free_Products.html

### Staff Motivation
- Develop a reward scheme to encourage improved resource efficiency and waste reduction
- Appoint a resource efficiency champion
- Train all staff in good practice during inductions and refresher training each year

### Energy
- Labelling or Colour-coding switches is an excellent way of making savings by switching off any unnecessary lighting
  - **Red** = don’t turn off
  - **Orange** = specified staff can turn on or off when not in use
  - **Green** = anyone can turn it off when not in use

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**Partnership Working:**

The ‘Town Team’ Approach

Many businesses have asked us to put them in touch with other businesses that are willing to collaborate in different ways. Examples include:

- **Collaborate on a product launch**, when you are looking for complementary support e.g. catering, shoes, make-up, clothes, jewellery
- **Share a ‘shop window’** to display products
- **Team up to showcase** your products at specific times of year or to a specific group of customers e.g. Valentine’s Day or Corporate Gifts
- **Exhibit with a partner** restaurant or retail shop e.g. art, jewellery etc.
- **Business to business offers** and discounts for employees based in Leamington Spa town centre

This innovative ‘team’ approach to retailing, which is mutually beneficial and enhances the customer experience, is something we want to support. Accordingly, we now have a list of retailer contacts who are interested. The list is available on the BID Leamington website in the business toolbox and if you wish to be on this list please let us know.

We have also recently launched ‘Team Leamington’ on the BID Leamington website where you can advertise exclusive discounts for employees from the town centre. Please let us know of any offers you would like to include.

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**Town Centre Photography**

We recently shot some new photography to support our future marketing, and plan another photo-shoot in September so please get in touch if you wish us to visit your business.

All photographs can be supplied back to you. To view our image gallery please visit: www.bidleamington.com/supporting/gallery.php

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**Flyer Distribution**

Remember BID Leamington will distribute your flyers. The next date for distribution is 14th March during ‘Fashion on the Move’ so please deliver flyers to us by 5th March.
BID ACTIVITIES - WHAT'S COMING UP...

When: 14th February - 14th March

Tapping into the theme of 'Love' around Valentine’s Day, we plan to run a month of activities to celebrate all things Leamington at a time when visit numbers and spirits in the Town Centre need a boost. Each week has a different theme featuring different interests and supporting different sectors.

Throughout the month we would like you to help organize workshops, talks, activities and competitions - all designed to bring people into the town centre. Its success will depend on as many businesses getting involved as possible – plus there is plenty of room to have a little fun with it! For more info see the dedicated website: www.loveleamington.com.

Week 1: 14th-21st February

Love Family: Introducing our new ‘Royal Leamington Spa Superheroes’ competition for half term. ‘Paint the town red’ with 200 red balloons and our ‘red windows competition’

Week 2: 21st-28th February

Love Life: an opportunity to offer visitors to the town a chance to try something new! From sewing and knitting classes to spinning classes, talks and demos open your doors and invite them in!

Week 3: 28th February-7th March

Love Local Business: business networking events include the Leamington Business Show on Friday 27th February, BID Open Meeting on Wednesday 4th March and Leamington Jobs Fair on Thursday 5th March. All offering great opportunities for local networking and making new contacts.

Week 4: 7th-14th March

Love Leam: Fashion and Fun: Once again our Fashion on the Move models will be in town showcasing fashion from local stores and giving away ‘Love Leam’ goody bags!

How to Get Involved:

Consider these ideas for making the most of this event:

- Help us ‘Paint the Town Red’ with our RED WINDOWS COMPETITION! The best ‘Red Window’ will WIN £150 of graphic design services from Identity Studio – that’s a flyer or a poster design!

- Host a ‘Love Leam’ event in your shop. We will promote it on the ‘Love Leam’ website and in the local papers in the relevant week. What about a tasting, new product showcase, themed talk?

- Display our ‘Love Leam’ Poster in your window and encourage your customers to take our ‘Love Leam’ Shop Local Challenge!

- Tweet it Up! #LoveLeam

- We are producing a ‘Weddings in Leam’ flyer listing all the services in the town centre from bridal shops to venues. If you have a wedding service on offer, please contact alison@bidleamington.com with information that can be included in the flyer and on the RLS website.

- Get involved with ‘Fashion on the Move’ - sign up for one of our models to showcase your latest fashions!

Please do give us a call to discuss your opinions. We are very open to new ideas that will help you make the most out of these wonderful events.
RHS Chelsea comes to Royal Leamington Spa!

We are pleased to announce that the award-winning Royal Leamington Spa inspired exhibit, designed by Sarah Horne and Debbie Cooke, will return to Leamington this Summer. The garden will soon be on display in Jephson Gardens. To celebrate its return we will be launching Leamington Flower month in July, including events and activities with a floral theme. These will form the platform to reintroduce the Leamington Flower Show which was held annually during the 1950’s and 60’s.

How to Get Involved:

- Help us bring the town alive with floral exhibits in shop windows, on the streets and in our beautiful parks.
- Host a floral themed event in your shop. Invite someone to talk flowers, showcase floral products and tastings on drinks with a hint of flower! We will promote it on the Royal Leamington Spa and Blooming Leamington websites and in the local papers.
- Help us reward customers for shopping locally and get into the ‘floral’ spirit by distributing ‘Blooming Leam’ bags and goodies.
- Tweet it Up!

Art in the Park Returns

When: 1st & 2nd August

Leamington Studio Artists created Art in the Park as an opportunity for all artists to demonstrate, showcase and sell their work. If you’d like to be part of this unique event then contact www.lsa-artists.co.uk for further information.

Food & Drink Festival

When: 5th and 6th September

The Leamington Food and Drink Festival has grown into one of the key events in the Royal Leamington Spa calendar and attracted over 25,000 people last year. A highlight from last year’s show was the ‘Home Cook of the Year’ competition where 4 local residents battled it out at the live kitchen under the watchful eye of judges Brian Turner and Andreas Antona. With over 150 exhibitors, the Kids’ Make and Bake Cookery School, Masterclass Area, Live Cookery Kitchen, children’s Fun Fair along with live music on the bandstand, there was something for everyone.

Last year, the cost of the event was covered through sponsorship and stall sales which means there are more funds to invest in other BID activities throughout the year.

How to Get Involved:

- Take advantage of a stall. There is one FREE stall for every full levy paying business and subsidised stall for voluntary members subject to availability so please book by 28 February to avoid disappointment (additional space will be charged at £50 per sq metre)
- Flyers or discount vouchers: give us some to distribute for you and make use of the captive audience
- Collaborate: Share a stall with another retailer – 1 day each, half / half. Cheese & wine anyone? Food and fashion…
- Non-Food Retailers: We have an ‘I Love Leamington’ section for you
- Restaurants: ask us about the Taste Trail – you can specify how many dishes you would like to offer and we print bespoke tickets for every restaurant

To book, please email alison@bidleamington.com

Here is what some of the participating businesses said about last year’s festival...

- Matt from Nandos said, ‘My first Food Festival! I thoroughly enjoyed it even though it was hard work. Thanks to Alison for your help, time and support right from the start months ago...’
- Jenny from Sweet As Cakes: ‘What a wonderful event it was at the weekend, I hope you were all happy with it!’
- Anita from The Leamington Wine Co commented, ‘Great success all round.... Well done all of you involved and can we book the same spot again?’

Leamington Carnival

When: 11th July, organised by CJ Events

Last year, CJ Events reintroduced the Summer Carnival back to Leamington Spa. The Carnival consisted of 15 floats from local charities and businesses, and attracted around 8,000 visitors to the town. This year, the organisers are seeking people to join the committee to help raise awareness of the event, obtain sponsorship and manage the festival on the day.

If you would like any further details, please get in touch with Jamie on 01926 800 750, via email on jamie@cjseventswarwickshire.co.uk or visit the website www.leamingtoncarnival.org.uk
MARKETING, PROMOTIONS & ENHANCEMENT

Boost your business with #LoveLeam

February sees the return of our ‘Love Leam’ month. Alongside this we run the ‘Love Leamington’ website which has become a real community ‘hub’ for finding out about all things ‘Leam’.

The website automatically captures ‘social media’ chatter about the town by displaying tweets that contain the phrase #LoveLeam. Therefore it’s a great platform for you to engage with your customers in words or images.

Ideas of how to tweet, tweet, tweet #LoveLeam...

- Tweet a photo of a new product in your store
- Tweet a promotion of a surprise offer or free gift for anyone who RT’s (retweets) your message and then visits your store
- Tweet forthcoming events like open evenings or sales
- Don’t forget to include #LoveLeam

To see #LoveLeam chat, visit www.loveleamington.com

Maps and Town Guides

Look out for some revised Royal Leamington Spa guide and maps in February.

These will be available to all retailers to give to customers and will also be distributed regionally.

Spa’kle Cards

Keep it Local

Spa’kle cards are being distributed to those who have signed up, along with an email regarding the offers available on the Royal Leamington Spa website. All businesses that have an offer in the Little Book of Offers will receive Spa’kle window stickers as well. If you have any further thoughts or ideas around the loyalty scheme, please do contact us.

Blooming Leamington!

Over 250 hanging baskets will once again brighten up the town from early June. Over the next couple of summers, it is our intention to move baskets around the town to ensure as much coverage as possible, allowing for building restrictions.

Leamington Spa was awarded GOLD in the Heart of England in Bloom competition four years running. For more information about the town’s ‘blooming history’ see www.bloomingleamington.com.
BID ACTIVITIES REVIEW

Christmas Promotion 2014
What we did and how it was measured:
- Christmas Flyer - 150,000 copies distributed in selected postcodes in the region.
- Local & Regional Advertising:
  - Observer & Courier Series – 4 weeks of Full Page Adverts (Leamington, Warwick, Coventry, Stratford, Solihull, Daventry, Banbury)
  - Trainline – Onboard Posters East Midlands
  - Magazine Advertising – Live 24/7 and Edge Magazine
  - Shop Local Billboard at the Train Station
  - Radio Advertising on Touch and Free Radio
- Small Business Saturday – 1000 ‘Christmas’ goody bags distributed around town containing flyers and giveaways from local businesses.
- Leamington Spa Retail Hero Award – new for 2014 we asked retailers to nominate staff who they felt had gone above and beyond the call of duty with outstanding customer service or dedication to the business. We had over 15 nominations and were pleased to announce that The Security Team at Royal Priors won the team award and a member of staff from H M Graphics won the individual award. This was followed up with a Press Release in local papers.
- The Golden Ticket - Over £4500 of prizes and 6500+ entries received.
- Leamington Lantern Parade - around 1000 people participated on Thursday 11th December.

Leamington Lantern Parade

The fourth Leamington Lantern Parade took place on 11th December, 2014. This event has developed into a spectacular and hugely popular evening for Leamington Spa, involving all aspects of the local community. Rathuru Kavuru (pictured) won a competition to design her own fairy tale lantern carriage in conjunction with the Royal Spa Centre and she led the parade of over 500 lanterns in her peacock-inspired carriage through the town centre despite the wind and rain! The lanterns were made at community workshops held at The Spa Centre, Family Tree, Warwickshire College and local schools.

The entertainment started at the Bandstand with local singer Shanade. Then the parade was led by a still-walking Santa and The Baptist Church Singers around the Pump Room Gardens, Bedford Street, Regent Street, the Parade and back down to the Town Hall, meeting Santa’s reindeer along the way. For the finale, Shanade and the Royal Spa Brass Band led Christmas carols in the ‘snow’!

The Golden Ticket competition ran between the 22nd November and 21st December 2014 and once again proved to be a great success. Retailers donated over £4500 worth of prizes. Over 50,000 tickets were distributed by 90 participating retailers. Over 6500 tickets were entered into the prize draws.

The Golden Tickets distribution started in November at the Christmas Light switch-on and we gave away a prize package every day from 1-21st December with 4 Grand prizes on the last day.

Feedback from participating retailers already indicates that they liked the new format but there is still a feeling that we could put more promotion behind it to raise customer awareness. A survey has been sent to all participating retailers for some feedback which will be published once collated.

The data collected from the Golden Tickets can be broken down into defined streets for each participating retailer, to give retailers an indication as to where their customers come from. Please contact us if you would like access to this database.
BUSINESS SUPPORT & TRAINING

People Begging in the Town Centre -
Are you killing with kindness?
The ‘Your Kindness Could Kill’ Campaign was launched in 2013. Together we must continue to use this platform to remind the town’s customers that it is more beneficial to donate money to charities instead of giving it to individuals on the street. This project is delivered in partnership with the Salvation Army, Warwickshire Police and the District Council. Please contact us if you are willing to accommodate a collection box, posters or distribute flyers, or if you need us to empty a collection box.

First Aid Training
We are organising a workplace emergency first aid course in 2015. The certified 6 hour course will be delivered over 2 evenings for £20 per head (depending on numbers). Please get in touch if you are interested in learning more about this.

Town Centre ‘Chugging’ Policy
‘Chugging’ is the term given to people who are seeking donations via ‘direct debit’ for charities from people on the high street. They often arrive in town as a group and cluster around high footfall areas. We received a number of complaints about how they operate over the Christmas period and have asked the District Council (WDC) to help us address the issue.

At this stage, WDC is preparing a recommendation for their Executive Committee to allow the PFRA (Public Fundraising Regulatory Association) (www.pfra.org.uk) to take over the organisation and management of such collections in the district. This will introduce a code of conduct which, if they contravene, they get punished.

As part of the agreement WDC will continue to monitor the impact of face-to-face data collection in the District.

MORE USEFUL EVENTS...

Leamington Business Show
Friday 27th Feb,
Leamington Town Hall, 9am-4pm
The Leamington Business Show is a B2B Expo showcasing the businesses and organisations of the region and the services and products they offer to other businesses.

In addition the event offers an excellent business networking opportunity for local business folk to meet and start building those vital business relationships.

Business seminars on a range of topics begin at 10am, 11am, 12pm, 1pm, 2pm and 3pm.

For further information and to book your stand, please contact jon@leamington-business-forum.co.uk

Leamington Jobs Fair
Thursday 5th March
Leamington Town Hall, 10am-3pm
Following on from its success last year, the Leamington Jobs Fair returns again this March and will be held at the Town Hall in Leamington Spa, bringing employers and potential employees together.

Local retailers, who are looking for new recruits, are invited to attend – spaces are limited so please register your interest by emailing chris.white.mp@parliament.uk

If you cannot attend, there is an opportunity to advertise your current vacancies on the Job’s Board by contacting carole.weaver@parliament.uk

Presentations and seminars are planned on topics such as writing a CV and preparing for an interview.

Organisations supporting the event include Chris White MP, the Leamington Business Forum, Warwickshire College, JobCentre Plus and key local employers.

FREE Meeting Room!
Remember, we have a fully equipped meeting room in Park Street for our BID members to use. The meeting room is ideal for those wanting time away from their own office and is absolutely FREE to members.

Please call 01926 470 634 to book.

UPDATES & NOTICES

Welcome New Businesses
We are always excited to welcome new businesses to the town. Recently we have had a number of new businesses open including: A & A, Bread & Butter Café, Ginger Ace Café, Karabo, Lear Fitness, Octubre 21st, Rosie’s Vintage Tea Rooms, The Treatment Rooms, Tilly Trotter Bride’s, Angelica’s Tea & Cake and Yo Sushi, with the Gourmet Burger Kitchen opening soon.

Whilst we know the trading environment remains tough, we are pleased to see our town is still attracting investment from these strong multiples and inventive little independents. If you are new, please get in touch to talk to us about how we can help promote your business.