Welcome to this issue of BID News

Happy New Year!

This issue of BID news is all about looking forward and preparing for the year ahead. It is going to be an exciting year, with lots of events, promotions and activities to get involved in and capitalize on in creative ways.

Highlights include the ‘Love Leam’ promotion in February and the launch of the #WDYT (What Do You Think?) digital campaign. We are going to be searching for the town’s most social shopper and retailer using this creative campaign to capitalize on the technology that is already in the hands of our customers.

We are excited to be launching the ‘Taste Leamington’ brand. Showcasing the town’s compelling food and drink offer, this includes a new website, blogs, vlogs as well as an array of supporting social media feeds. Customers will be able to refine their searches to find exactly what they are looking for.

During our ‘Summer of Fun’ we see the return of many popular events including the Peace Festival in June, the Leamington Carnival and Summer Festival in July, Art in the Park and the World Bowls Championships in August, followed by the Food & Drink Festival in September. Please put the dates in your diary and speak to us about how to get involved.

Alongside this we will continue to promote the town, produce maps and guides and invest in enhancements such as the floral baskets to ensure that the town offers our customers and visitors a spectacular welcome.

We will also continue to support businesses and encourage creative retailing and utilizing the digital space. We know we need to be as imaginative and innovative as ever to enhance the customer experience, so it is important to work together to capitalize on mutual benefits.

Finally, please remember we are 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 & Alison

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

DATES FOR YOUR DIARY

Next BID Business Meeting

Business Meeting & #LoveLeam #WDYT Launch
Wednesday 1st February (Venue TBC)

We enjoy hosting these meetings in local businesses and providing an opportunity for attendees to showcase their offer and meet other business owners.

Please get in touch if you would like to host a meeting or have something you wish to showcase.

Town Centre Event Dates 2017

• #LoveLeam month & #WDYT Launch
  14th February
  (Organised by BID Leamington)

• Leamington Jobs Fair
  Friday 10th March
  (Organised by MP’s Office)

• Leamington Business Show
  Friday 31st March
  (Organised by the Business Forum)

• Mystery of the Star-Eater Treasure Hunt
  Saturday 1st April
  (Organised by BID Leamington with WCC)

• Leamington Peace Festival
  17th & 18th June
  (Organised by volunteers)

• Leamington Carnival
  Saturday 8th July
  (Organised by volunteers)

• Art in the Park
  Saturday 5th & Sunday 6th August
  (Organised by AITP CIC)

• National Bowls Championships
  Throughout August
  (Organised by Bowls England)

• Food & Drink Festival
  Saturday 9th & Sunday 10th September
  Stall Booking Deadline 28th February 2017
  (Organised by BID Leamington)

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:

Have you got an event happening that we can help promote on the Royal Leamington Spa website and in local advertising?

• Get involved in #LoveLeam #WDYT!
  You can host an event, and / or join the conversation on social media.

• Give us flyers or offers to distribute at events. We often have a stall and staff on standby to help you get involved in some way.

• Give us 500 flyers for our #LoveLeam Goodie bags. Deadline: 1st February.

• Tweet it Up! Look out for the relevant hashtags - #LoveLeam #LeamFoodFest #WDYT

• To book a stall at an event … please get in touch for details. Deadline for Food & Drink Festival stalls is February 28th.

• Help us bring the town alive with fabulous themed window displays. We will make some noise about them!
MARKETING ...

WHAT’S COMING UP

Little Book of Offers & Spa’kle Card
There will be an April / May and August / September edition.

Each business is invited to include one offer to appear in the popular Little Book of Offers which is produced twice a year and distributed locally. Additional offers can be selected to appear on the Royal Leamington Spa website as Spa’kle card offers. The deadline is 15th February 2017.

Websites & Social Media
We run a number of websites and social media accounts and are always looking for news to post on your behalf.

The most visited website is www.royal-leamington-spa.co.uk which gets over 29,000 unique visitors per month followed by www.loveleamington.com. We also have over 8000 twitter followers @LeamingtonGuide.

Guides and Maps
Look out for the revised Royal Leamington Spa guides and maps in January. These will be available to all retailers to give to customers this spring and will also be distributed regionally. All BID member business will be automatically included in these.

Town Centre & Business Photography
As many of you know we 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.

How to get involved ...

Consider these ideas to make the most out of our promotions:

• Would you like to be included in the Little Book of Offers?
  **Deadline: 15th February 2017**

• Would you like to feature in our next photo shoot or video … just let us know?

• Do you have any news or offers for the royal-leamington-spa.co.uk website or our online platforms? We are happy to come to you or receive information from yourself or head office by email!

Join The Conversation...

Below is a summary of our digital offer. Join, follow, like and email us content to post on your behalf!

Have you got an event happening that we can help promote on the Royal Leamington Spa website and in local advertising?

Royal Leamington Spa website:
  • www.royal-leamington-spa.co.uk

BID Website:
  • www.bidleamington.com

Other Websites:
  • www.tasteleamington.com
  • www.leamingtonfoodfestival.co.uk
  • www.leamingtonlanternparade.co.uk
  • www.loveleamington.com
  • www.bloomingleamington.com

Facebook:
  • Royal Leamington Spa Town Centre
  • Leamington Food & Drink Festival
  • Taste Leamington
  • BID Leamington

Twitter:
  • @LeamingtonGuide
  • @TasteLeamington
  • @LeamFoodFest

#LoveLeam #WDYT #TasteLeam #LeamFoodFest

Instagram:
  • @leamington_town_centre
  • @tasteleamington

You Tube Channel: Royal Leamington Spa Town Centre

Pinterest: Royal Leamington Spa Town Centre

Snapchat: rlstowncentre
ENHANCEMENTS

**Hanging Baskets & Christmas Lights**
Over 250 hanging baskets will once again brighten up the town from early June & we support the provision of the Christmas Lights.

**Begging, Busking & Chugging**
Work is on going to address issues of anti-social behaviour in the town centre. 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/](http://www.bidleamington.com/identity-cms/warm-welcome/think-before-you-give/)

**Purple Flag – Evening Economy Accreditation**
Leamington Spa’s Town Centre has now been awarded ‘Purple Flag’ status which provides an important benchmark for managing the town’s evening economy.

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, trainlines and billboards and aim to promote a variety of sectors throughout the year.

More details can be found at: [http://www.bidleamington.com/promoting/latest-campaigns/](http://www.bidleamington.com/promoting/latest-campaigns/)

Recent highlights include:

- Summer of Fun
- Leamington Food & Drink Festival
- Leam Weddings
- Shop Local
- Little Book of Offers: August – 10,000 distributed
- Small Business Saturday Independent
- Leamington Video – see youtube channel
- Christmas 2016 – Lantern Parade, Nutcracker Trail, Golden Ticket, Leam Angels, Advertising

BUSINESS SUPPORT

Please speak to us about any of the following opportunities or offers:

**Board Positions**
Each year we invite applications to the Board in June. The Board represents different sectors and guides all activities delivered by BID Leamington and meet every 4-6 weeks.

**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.

**Business to Business Offers**
A number of local businesses would like to support other businesses and their staff, so are offering them exclusive discounts. Find these at: [http://www.bidleamington.com/supporting/member-offers/](http://www.bidleamington.com/supporting/member-offers/)

The BID Buzz Blog & Business Toolbox
We often come across things we feel are worthy of a deeper reflection or conversation just as changes to Business Rates or new ideas. Based on this we have launched the BID Buzz and Business Toolbox. See: [www.bidleamington.com](http://www.bidleamington.com)

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 FREE to members.

Please call 01926 470 634 to book or Email: info@bidleamington.com