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 15th 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-lemington-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/](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-lemington-spa.co.uk](http://www.royal-lemington-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)!
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](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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