Welcome to this issue of BID News

Spring into Summer!

Summer is here and along with warmer temperatures and longer days, we continue to see a period of unprecedented political and economic change. While these things are unsettling and not easy to influence, there are things we can do to navigate change and create opportunity by working together in the town centre. There are also some fantastic events, awards and promotions to get involved in!

Building on our strong DNA, we continue to actively promote our beautiful town centre. Extending into the digital space, we have attracted over 17,000 followers across social media streams and regularly get 30,000 visits per month to our www.royal-leamington-spa.co.uk website. We have also just launched ‘Taste Leamington’ a new branded website to promote the Food & Drink sector.

All of this helps to foster loyalty and offer customers a spectacular experience, which combined with the work local businesses are doing is very much part of the culture of ‘working together’ that we all nurture.

We are once again looking forward to our ‘Summer of Fun’ – an exciting calendar of events delivered by both BID Leamington and a huge number of volunteers. These events attract thousands of visitors every year.

Fostering a healthy trading environment has to be backed up so we are doing lots of work supporting businesses on issues such as crime, shoplifting, begging, waste management, parking, planning and enforcement. All of this helps the town centre and its community to remain resilient and well placed to navigate change.

However, we know that even small changes to footfall, spend and currency can impact businesses. That is why we continue to look for new ways to support businesses to stay nimble and try new things, such as embracing new technologies, building unique bundles of products and services, utilising email databases, promoting your expertise and working together in imaginative ways.

Finally, we love your ideas and feedback so please keep in touch.

Stephanie & Alison
EVENTS!
DATES FOR YOUR DIARY

BID Business Meeting
Wednesday 28th June - Angel Hotel
5.30 for a 6pm start

Royal Leamington Spa to the power of 2!
Things are changing and we want to ensure the
town is fit for the future. This is the start of a
conversation we are having with businesses over
the next few months.

Bring your ideas and inspiration! There will be a
town centre development update as well as the
opportunity to enjoy some drinks and nibbles and
meet other business owners.

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 500 flyers for our Food Festival
  Goodie bags. Deadline: 01 September.

- Make sure you are included in the next
  ‘Little Book of Offers’ - deadline 15 June.

- We often have a stall and staff on
  standby at events in town so let us
  know if you would like to be involved?

- Tweet it Up! Join the conversation & use
  the relevant hash-tags - #LoveLeam
  #LeamFoodFest #WDYT #TasteLeam

- Creative? Bring the town alive with
  fabulous themed window displays. We
  will make some noise about them!

- Students are back in October! Tell us
  about your student offers - over 5000
  students live in Leamington!

• Women’s Cycle Tour  (Parade closed)
  Friday 9th June
  (Organised by WDC and WCC)

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

• Leamington Carnival
  Saturday 15th July
  (Organised by volunteers)

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

• Warwickshire Pride Festival
  Saturday 19th August
  (Organised by Warwickshire Pride)

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

• Food & Drink Festival
  Saturday 9th & Sunday 10th September
  (Organised by BID Leamington)

• Student Lock-in Event
  Thursday 12th October
  (Organised by Royal Priors)

• Leamington Lantern Parade
  Sunday 3rd December
  (Organised by BID Leamington)

• Leamington Santa Dash
  Sunday 10th December
  (Organised by Myton Hospice)

www.bidleamington.com

Leamington Food & Drink Festival 2016: 20,000 visitors
MARKETING ...

WHAT'S COMING UP

Women’s Cycle Tour - Parade
The 3rd leg of the OVO Women’s Cycle Tour will finish in town on 9th June. This is expected to attract many thousands of visitors. The race will end around 1-30pm / 2pm at the Regent Street junction of the Parade and there will be entertainment in the hours leading up to this. (Please note: Parade will be closed for most of the day) Please contact us for more information.

Little Book of Offers Deadline
The next deadline for offers is 15th June for the period August, September and October. 10,000 copies will be distributed. It is timed to coincide with the Bowls and the Food Festival. All BID members can submit one offer for the book and as many as you wish for the websites.

Leamington Business Awards
Is this your year to shine? Entries are open until June 25th. There are new categories and new ways to give your business or staff special recognition. www.leamingtonbusinessawards.co.uk

Guides and Maps
Look out for the revised Royal Leamington Spa guides and maps. These are available to retailers to give to customers and are distributed regionally. All BID members are 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.

Covent Garden Car-park Redevelopment
You may have seen in the local news that Warwick District Council are proposing to redevelop the Covent Garden Car-park. With nearly 600 car parking spaces affected, there will be a number of challenges to address if this development is approved by planners. This includes a displacement strategy, during the construction period (approx 2 years) and ensuring the future development fits into the fabric of the town.

BID Leamington is leading on strategy to represent businesses and deliver interventions to address concerns over the next 2-3 years. We have formed a ‘Development Strategy Group’ with representation from key businesses and support from WDC officers.

Please let us know if you would like to be involved in this group or would like more information?

BID Survey & Invoices
Over the last 5 years, using feedback from local businesses we have been successful in anticipating and responding to the changing needs of the town centre and its businesses.

Very soon, we will be circulating the BID Survey. This will help us define and agree priorities for the next 5 years. We would be grateful if you could give this 15 minutes or so of your time. We are also happy to arrange a meeting to discuss your thoughts.

Please note, BID invoices will be issued early July. Contact us if you have any queries.
**ENHANCEMENTS**

**Hanging Baskets & Bunting**
Over 250 hanging baskets will once again brighten up the town from early June.

**Begging, Busking & Shoplifting**
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. All incidences can be reported by dialling 101. Further advice for retailers can be found on the BID website - under ‘Enhancing’ / ‘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.

**BUSINESS SUPPORT**

**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.

**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 & promotions include:**
- Mystery of the Star Eaters Event
- Mothers Day Promotion
- Taste Leamington Launch - PR, advertising, web
- Fiesta of Flavours 2 day Event in Regent Court
- Spring into Town - advertising & digital campaign
- Love Leam #WDYT social media campaign
- Little Book of Offers: Spring Edition x 5,000
- Regional & Coach Tours summer advertising

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