Welcome to this issue of BID News

Happy New Year! With the arrival of 2018 comes much change and new challenges and opportunities as we greet two significant proposals that will affect the town’s future.

The first is planning permission has been granted to develop the Covent Garden Car Park. This will impact local shoppers, staff and residents throughout construction and beyond. Secondly, after ten successful years BID Leamington will once again be asking businesses to support it’s continuation in the 2018-2023 Renewal Ballot.

These two things are related because in many ways it is more important than ever that businesses have the focused delivery, representation and support that BID Leamington provides as the town changes.

In coming years, development is also proposed in the Old Town ‘Creative Quarter and we must defend further out-of town retail. There will also be exciting opportunities to embrace: the Commonwealth Games 2022, Coventry City of Culture 2021, a Kenilworth train-line to Leamington.

Based on extensive feedback and research a new Business Plan will be launched at our Business Meeting on the 7th February.

Other documentation will also be posted before the ballot in March. Please note businesses with an RV of £15,000 or more will vote and papers may be posted to head offices, so please get in touch if you have any questions about this.

Please take a look at our upcoming events and activities. We have lots planned throughout February and March to drive visitors and raise awareness of your business over Valentines Day and Easter. We will also be taking bookings for future events and promotions such as the Food & Drink Festival and summer Little Book of Offers, which will be subject to the continuation of the BID.

The BID team care for the town and its business community. We are committed to representing your interests and working in partnership to shape how the town develops. We have lots of ways for you to benefit directly also.

So please read on and get in touch so we can dream up some ideas together as there is nothing we like more than helping businesses to get the best out of the town.

Stephanie & Alison
EVENTS!

BID 2018 - 2023
Securing Our Town’s Future Together
Wednesday 7th February, 2018
5.30pm for a 6pm start
House of Fraser Cafe - Angelica’s Tea & Cake
Guest speaker: Paul Shilton - Manager HOF

Please join us as we launch the new BID Business Plan 2018-2023. Find out what the future will look like as we set out an exciting agenda for the next five years if the BID is supported in the March ballot. Based on extensive business engagement and market research, it aims to ensure our town centre remains a competitive, vibrant and well-managed destination in the future.

This is important as please make no mistake, all our activities will end without your BID. This includes funding for future Christmas lights and floral enhancements as well as the town’s website, social media, promotions, events and business representation and support.

DATES FOR YOUR DIARY

- Love Leam Month
  14th February
  (Organised by BID Leamington)

- Leamington Business Show
  Friday 23rd March
  (Organised by Leamington Business Forum)

- Easter Fun Activity Trail!
  30th March – 2nd April
  (Organised by BID Leamington)

- Little Book of Offers (April / May)
  Deadline for Offers - 14th February
  (Organised by BID Leamington)

- Leamington Peace Festival*
  16th & 17th June

- Leamington Carnival*
  Saturday 14th July

- Art in the Park*
  4th & 5th August

- National Bowls Championships*
  Throughout August ...

- Food & Drink Festival
  8th & 9th September
  Stall Booking Deadline - 28th March

* Events organised by other partners with BID Leamington support in some areas. Please get in touch for details.

How to get involved ...

Throughout the year there are a range of events organised by BID Leamington and other partners in the town. In all cases we are happy to help you capitalise on the audience that these events attract.

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...

- Join our NEW Town Centre Retailers Facebook Group to get updates, support, ideas & more.
- Join in #LoveLeam - there is lots on (see page 3 for more details)
- Give us 400 flyers for our #LoveLeam Goodie bags. Deadline: 9th February
- 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 #LoveLeam #TasteLeam
- Creative? Bring the town alive with a fabulous themed ‘Red Window’ displays. We will make some noise about them!
- Email us information for the towns website and our local adverts. This may be news, events, offers, images, new products, job advertisements … we also offer business specific photography …

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#MARKETING ...

WHAT'S COMING UP

Love Leamington
14th February – 14th March 2018

Throughout this time there will be:

#LoveLeam Challenge, Goodie Bag Giveaway x 400, Random Acts of Kindness, Half Term Kids Events, Talks, Tastings & Guided Walks, ‘Red Windows’ Competition and more ...

... 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 giving us some flyers / products to go in the ‘LoveLeam’ goodie bags! (Deadline 9th Feb)

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

#NEWS FLASH!

Join The Conversation...

Covent Garden Car-park Redevelopment

PERMISSION IS GRANTED (Jan 9th)

Warwick District Council will be redeveloping 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 up to 29,000 users per month (800 per day) will be displaced. (Average users across 12 months is 25,000 or 800 per day)

BID Leamington has invested a lot of time researching the potential impacts and representing business interests on these plans and our dialogue continues.

The stakes are high. It is expected that the car park will be closed for almost 2 years. As a result of our engagement to date, we have secured a commitment to a funded displacement plan within the S106 legal agreement attached to the development and the commitment to continued dialogue.

This is just the beginning as achieving a displacement plan that will fully mitigate the negative impacts of losing so much parking during construction will be a challenge.

Among other things we are calling for: ‘like-for-like’ spaces to be found within an acceptable walking distance of the town centre (national standard is 400m), funding for promotion (of both alternative locations & modes), technology improvements, on-going monitoring of the impacts and possibly a business compensation scheme as insurance. We would also like additional spaces at Chandos Street explored.

Only by working together will we manage the disruption and find new ways to reach our customers and enhance the visitor experience.

Please see our website for more ...

"www.loveleamington.com"
OUR DIGITAL IMPACT!

We have been analysing how we add value to your business ...

We are constantly monitoring our impact with a view to adapting and improving. Recent analysis gave us a number of interesting insights you can make the most of ...

- The royal-leamington-spa website gets **66,000 page views per month** and helps your profile to appear higher in search engines. Top profiles are getting **3000-4000 unique views** per year. **Is your profile up to date?**
- We have **20,000 followers / likes** across our social media platforms!
- We made over **4533 social media posts** in the last year. **Many businesses email us content ... do you?**
- We now offer **digital ‘health-checks’ and training** to maximise your digital footprint ... **are you interested?**

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:

- Christmas Advertising - Digital, Print, Radio
- Christmas Light Switch-on
- Late Night Shopping in the Priors
- Leamington Golden Ticket
- Leamington Angels
- Small Business Saturday
- Christmas Goodie Bag Give-away
- Leamington Lantern Parade

Christmas Advertising!

Leamington was seen on trainlines, billboard, magazines and inserts, local papers, online and heard on air!

**#SelfieSanta #XmasShowcase #GoldenTicket**

Featured 95 individual businesses ...!

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.

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

www.bidleamington.com