Welcome to this issue of BID News

Summer has been a scorcher! Alongside the heat wave there has been a wide range of events and activities happening in the town centre - and much more planned.

At the start of August we were pleased to support the ‘Art in the Park Festival’ which is now in its fifth year. The sunshine also helped attract thousands to the Peace Festival which was celebrating it's 40th anniversary in June.

Going forwards we are looking to quantify the impact of events on local businesses, so we would value your feedback on how they impact your customer numbers and sales.

The next big event is our Food & Drink Festival. Preparations are underway, however this year there will be some changes due to the restoration works being carried out in the Pump Room Gardens, which includes restoration of the bandstand. Please get in touch if you have any questions about this.

Other BID activities included the provision of the beautiful Hanging Baskets as well as the continuous promotion of local businesses to an audience of over 20,000 on our social media platforms and regular advertising across different media.

Behind the scenes we have been working alongside the Police, local charities and other partners to address issues related to increased crime, begging and rough sleeping. We have a retail radio in the office that is connected to CCTV so please let us know about any concerns you have. There is more about this inside ...

Just recently we objected to an appeal that has been lodged for a large out of town retail development and our work representing businesses on the Covent Garden Car Park Development continues to dominate headlines at the moment. Please read our update on page 3 and feed back any comments.

Also in the coming days, please take a look at our upcoming events and activities. We are now preparing for autumn and Christmas and there is a lot you can get involved in.

Please get in touch if you are interested in getting more involved in the decision making on our Board of Directors or wish to have a conversation about how you can maximise the benefits of our activities and other opportunities in the town. We are pleased to help.

Stephanie & Alison
EVENTS!

DATES FOR YOUR DIARY

- **Leamington Pride**
  - Saturday 18th August

- **National Bowls Championships**
  - Throughout August ...

- **OVO National Mens Cycle Tour**
  - Wednesday 5th September

- **Food & Drink Festival**
  - 8th & 9th September
  - We will be giving out 500 Goodie Bags. Please give us your flyers by Friday 31st August.

- **Student Takeover Event - Royal Priors**
  - Thursday 4th October
  - We will be giving out 250 Goodie Bags. Please give us your student offers by Friday 28th September and get in touch if you would like to be involved in any other way?

- **Christmas Light Switch-on**
  - Sunday 18th November
  - (Organised by Warwick District Council)

- **Autumn Fair & Yuletide Markets**
  - On Sunday’s from 7th Oct – 23rd December
  - (Please note, Parade is closed. No market on 11th Nov. Organised by Sketts Markets for Warwick District Council)

- **Late Night Shopping in the Priors**
  - Every Thursday from 6th December
  - (FREE parking after 5.00pm)

- **Small Business Saturday & Christmas Goodie Bag Give-away**
  - Saturday 1st December
  - (Organised by BID Leamington)

- **Leamington Lantern Festival**
  - Sunday 2nd December
  - (Organised by BID Leamington)

- **Leamington Santa Dash**
  - Sunday 9th December
  - (Organised by Myton Hospice)

*Events organised by other partners. Please get in touch for details.

BID FOCUS ... We value your help

**OVO Mens Cycle Tour**
- Wednesday 5th September
  - This event is organised by Warwickshire County Council & Warwick District Council. Based on business feedback we have been successful agreeing significant changes to this event, including keeping Parade open and a number of changes to organisation and communication.

However, we know this may still impact business. We will be actively assessing this and would value your help. We would like to collect retail / business feedback and performance data (change in trade - % and £) on the day of the race. It will be anonymous and confidential.

Please let us know if you would be able to help?

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Crime, Begging & Anti-social Behaviour Update

There is a lot of partnership work going on to address these issues. It is very important we work together to REPORT as much as possible. Also we must encourage customers NOT to give money to anyone begging and to report aggressive begging by calling 101. Please remember ...

Please tape this behind the counter / till as a reminder to staff ...

REPORT IT & HELP STOP CRIME & ANTIMSOCIAL BEHAVIOUR

1. Did you see someone ...
   - Stealing something?
   - Asking customers for money?

2. Report it every time ...
   - To the Police by calling 101
   - To BID Leamington Mon-Fri on 01926 470 634 who can report it to CCTV via the office Retail Radio
   - Alternatively please e-mail info@bidleamington.com

3. Take note of ...
   - Date, time, gender, height, hair, clothes & defining characteristics.
   - Shop lifting & begging are offences.
   - The more it is reported the more resource is given to STOPPING IT.

IN AN EMERGENCY CALL 999

**BID Christmas Business Meeting**
- Wed 28th Nov. Please RSVP
  - 5.30pm for a 6pm start

Keep this date free for the BID & Chamber of Trade joint Christmas event. There will be a town centre development update as well as the opportunity to enjoy Christmas drinks and nibbles and meet other business owners.
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.

• 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 by using #LoveLeam #TasteLeam #LeamFoodFest

• Students? Don’t forget over 5000 students live in Leamington! Don’t forget to tell us your student offer!

• 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 ...

• Give us 500 flyers for our #Food Festival or Student Takeover Goodie bags. *Please see deadlines on event listing.

Reminder ...
Twitter Networking Hours

A Twitter Networking Hour is where people meet up and talk about a particular interest or location on Twitter for one hour per week (same time and day each week).

• Local Hours to Get Involved In ...
  • #WarwickHour Tuesday 7-8pm
  • #LeamingtonHour Wednesday 4-5pm
  • #KenilworthHour Thursday 7-8pm
  • #CovHour (Coventry) Thursday 8-9pm
  • SUAHour (Warwick Uni) Thursday 11-12pm

NEWS FLASH!
Join The Conversation...

Covent Garden Car-park Redevelopment Update

Much is still to be done before a robust strategy is put in place to cover the loss of one of Leamington town centre’s busiest car parks for a 20 month period in January 2019.

This is the view of BID Leamington in response to a recent update from Warwick District Council on its strategy to create enough parking spaces when the 468-space Covent Garden car park closes.

The report, which was approved by the Council Executive, follows a very well attended public meeting which was held on the 19th of June. Approximately 150 people, around 60 of which were business owners filled the Spa Centre to question Council Officers on the scheme.

One month on, BID Leamington are pleased to see that a number of our suggestions have been accepted. This includes more funding towards a communications plan and the engagement of specialist expertise to review the WDC’s plans.

The review, being undertaken by a parking consultancy which we helped select, started last week and will look at the impact of the closure, what is proposed and recommend further measures to minimise disruption and re-balance footfall in the north of the town centre.

Engagement with Warwick District Council is also ongoing. Further meetings are planned with a focus on addressing the concerns of businesses in Warwick Street who will be among those particularly impacted.

With the closure less than 6 months away there is still a lot to do. Much of the proposed ‘additional car parking’ needs planning permission and may not be ready in time so we are seeking reassurances that the Covent Garden Car Park will not be closed until an adequate plan is ready to be delivered.

More information can be found at www.bidleamington.com
OUR DIGITAL IMPACT!

We have been analysing how we add value to your business...
We are constantly monitoring our impact, adapting and improving. Recent analysis gave us a number of 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...Let us know if you are 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:

- Summer of Fun Advertising
- Coach Tour UK Advertising
- Lift Leamington & Town Centre Photography
- Leamington Food & Drink Festival promotion
- Summer Digital Showcase
- Little Book of Offers x 10,000
- Summer Maps & Guides

Recent Highlights...

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

BUSINESS SUPPORT

Please speak to us about any of the following...

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.

BID Buzz Blog & Business Toolbox
We often come across things we feel are worthy of reflection or conversation which you can read about in the BID Buzz blog and Business Toolbox. See: www.bidleamington.com

Board Positions
Each year in July we invite applications to the Board. We have spaces for both retail and leisure sector business owners or managers. The Board represents different sectors and guides all activities delivered by BID Leamington and meet every 4-6 weeks.

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