Welcome to this issue of BID News

As we settle into 2019 we can see that the year will be defined by our ability to embrace some existing opportunities on offer whilst managing ongoing uncertainty in the wider economy.

This means the BID team is focused on representing businesses interests, delivering events and projects and helping to solve problems across a wide range of areas.

Locally, the WDC relocation project continues to dominate local headlines and more recently plans to regenerate the Old Town Creative Quarter were published for public comment. Work on the Pump Room Gardens is nearing completion and we are excited to see the refurbished bandstand take centre stage.

We have lots planned to attract visitors and raise awareness of local businesses over the coming months including the redevelopment of the town’s popular royal-leamington-spa.co.uk website.

Please do get in touch if you are interested in getting more involved in any of these activities or have ideas of your own. There are also opportunities to get more involved in BID decision making on our Board of Directors.

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 also have lots of ways for you to benefit directly.

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

Contact Us:
Tel: 01926 470 634
Visit: www.bidleamington.com

Email Us:
info@bidleamington.com
alison@bidleamington.com
stephanie@bidleamington.com
EVENTS!
DATES FOR YOUR DIARY

**BID Business Meeting: Re-imagine**
Wed 20th March, at Valles at 44.
5.30pm for a 6pm start.... Please RSVP
Join us for drinks and a catch up plus network with other business owners.

- **Love Leam - Feb until April** (Please see below)
- **Leamington Business Show**
  Friday 27th March
  (Organised by Leamington Business Forum)
- **Easter Fun Activity Trail!**
  19th – 27th April
  (Organised by BID Leamington)
- **Big Victorian Picnic**
  8th June 2019 (WDC Bandstand Opening)
- **Leamington Peace Festival**
  15th & 16th June
- **Cars at the Spa**
  30th June
  (Organised by Leamington Rotary Club)
- **Leamington Carnival**
  Saturday 13th July
  (Organised by Leamington Carnival)
- **Art in the Park**
  3rd & 4th August
- **Leamington Pride**
  17th August
- **National Bowls Championships**
  Throughout August ...
- **Food & Drink Festival**
  7th & 8th September
  Stall Booking Deadline - 28th February
- **Little Book of Offers** (Aug - Oct)
  Deadline for Offers - 14th June
  (Organised by BID Leamington)

*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...**

  10,000 books - Deadline: 14th June
- **Join our Town Centre Retailers Facebook Group** to get updates, support, ideas & more.
- **Join in #LoveLeam**
  (see below for more details)
- **Give us 300 flyers for our Food Festival Goodie bags. Deadline: 27 August**
- **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 fabulous 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 ...**
- **Students - don’t forget over 5,000 students live in Leamington! Let us know your student offer!**

**Love Leamington February / March / April**

Focusing on attracting town centre visits and rewarding local loyalty, we are running a number of initiatives including: Tell us why you #LoveLeam, competition on Facebook and Twitter throughout February.

**Mother’s Day competition** - Treat Your Mum in Leamington Spa - Facebook and Twitter competition to tell us why your Mum should win a day of treats.

**Host a ‘Love Leam’ event** and we will promote it on www.royal-leamington-spa.co.uk, social media and in the local papers. **What about a tasting, new product showcase, themed talk, fashion show?**

**Easter Fun Activity Trail** - activities around the Town Centre during the Easter Holidays. If you would like to donate a prize or be involved please let us know.
NEWS FLASH!
Join The Conversation...

Covent Garden Car-park Redevelopment Update

WDC have delayed a decision on the start of the HQ and Car Park development (due to commence in March 2019) until after Local Authority elections have taken place. At this stage they have suggested a decision will be taken in July 2019.

BID Leamington issued the following statement in response:

“We welcome the decision by Warwick District Council (WDC) to postpone the decision on the redevelopment of the Covent Garden Car Park.

“We had made a joint call with Royal Leamington Spa Chamber of Trade for the scheme to be delayed for a year until January 2020 to allow time for WDC’s displacement parking plan to be fully implemented, together with a robust communications plan.

“BID Leamington supports positive investment in the town centre and recognises the need to renew the multi-storey car park but believes that a collaborative and innovative solution to displacement parking needs to be in place before Covent Garden is closed.

“We felt a delay until January 2020 would give WDC the opportunity to resolve critical issues and open new car parks including Station Approach car park, due in November 2019.

“We hope the time afforded by WDC’s postponement until July can also be used to address other concerns which have been raised by ourselves and the wider community.

“Any delay must not compromise the commitment that has previously been made by WDC to ensure the redevelopment of Covent Garden does not go over two Christmas trade periods.”

Town Centre Photography

Over Christmas we shot some more beautiful photography that we will use to promote the Town Centre. Please let us know if you would like your business to feature in a future shoot?
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 55,000 page views per month and helps your profile to appear higher in search engines. Top profiles are getting up to 6500 unique views per year. Is your profile up to date?
- We have 21,000 followers/likes across our social media platforms!
- We made over 5,000 social media posts in the last year seen over 17 million times. Many businesses email us content ... do you?
- We now offer digital 'health-checks' and training to maximise your digital footprint ... are you interested?

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 ACTIVITIES

Recent events & activities include:

- Christmas Advertising - Digital, Print, Radio
- Christmas Light Switch-on
- Late Night Shopping in the Priors
- Leamington Angels
- Small Business Saturday
- Christmas Goodie Bag Give-away
- NEW for 2018 Leamington Spa*kle App

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. Based on this we have launched the BID Buzz blog and Business Toolbox. See: www.bidleamington.com

Board Positions

Each year in July we invite applications to the Board. A warm welcome to Andy Gale (McDonalds) who joins our Board, The Board represents different sectors and guides all activities delivered by BID Leamington and meet every 4-6 weeks.

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

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