

FAO: Business Owner or Manager

Ensuring *Leamington* Thrives ...

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Christmas Update ...

Ideas to make the most out of events & promotions...

- **Join our Town Centre Retailers Facebook Group** to get updates, support & more.
- Give us **400 flyers** for our Christmas Goodie bags. **Deadline: 22nd November**
- Get involved in our Xmas **Hidden Gems** or **12 Days of Christmas** promotions!
- Do you have any events or products you would like us to help promote? We offer a **'Social Media' showcase ...**
- **Tweet it Up!** Join the conversation & use **#LoveLeam #TasteLeam**
- Creative? Bring the town alive with fabulous **Christmas themed window displays**. We will make some noise about them!
- **Email us information** for the towns website & social media.

As Summer draws to a close it is nice to reflect on all the fabulous Town Centre events we have enjoyed and consider getting involved in those coming up!

Along with firm favourites such as **The Peace Festival, Leamington Carnival, Art in the Park and Leam Food Fest** we saw a number of new events bring people into town. These included the **ECO Festival, Brazilian Festival, Victorian Picnic and Cars at the Spa**, which are all set to **return in 2020!**

In coming months we are looking to brighten up winter days and nights with a host of **spa'kling events and activities** to help **attract visitors and enhance the experience** this Christmas. And there are lots of **opportunities to get involved with...**

New Christmas Light's will be unveiled on the **17th November** in both the **Town Centre and Royal Priors Shopping Centre!!**

The hugely-popular **Leamington Lantern Parade** will return to the **Pump Room Gardens** on **Sunday 1st December**. This will feature a host of activities including **'real' reindeer**, glow in the dark stilt walkers and entertainment from the Bandstand. The procession will set off around the gardens before meandering around Town and finishing with Christmas carols at the Town Hall.

Why not embrace the idea of Lighting Up Leamington with a fabulous Christmas window display of lights?

Our **Christmas Angels** will be back helping shoppers have a **great experience** in the Town Centre on weekends throughout December. They will also distribute **400 Christmas Goodie Bags** on **Small Business Saturday - 30th November**.

Please let us have your flyers by Friday 22nd November.

We will be launching two new competitions.....Hidden Gems and 12 Days of Christmas. Both to encourage shopping local with rewards and prizes.

Please let us know if you wish to get involved or donate a prize by getting in touch or coming to our Business Meeting on 16th October (see over).

Finally, we are **excited to welcome a number of new businesses to the Town Centre** (see over for details). Now more than ever we need to encourage our customers to **'shop local' and work together** with neighbours old and new.

Please stay in touch, get involved where you can and have some fun this Christmas time.

Alison and Stephanie

Please remember it's your **BID**, your voice, so we would love to hear from you ...

Contact Us:

Tel: 01926 470 634

Visit: www.bidleamington.com

BID Leamington Ltd

35c Park Court, Park Street

Leamington Spa, CV32 4QN

Email Us:

info@bidleamington.com

alison@bidleamington.com

stephanie@bidleamington.com



EVENTS!

DATES FOR YOUR DIARY

BID Business Meeting

Wednesday 16th October.

@ The Grove Kitchen, 37 Regent Grove

5.30pm for a 6pm start ...please RSVP

Christmas is just around the corner so please join us to share our plans and yours. You can also enjoy drinks and nibbles, showcase your business and meet other business owners.

Christmas Calendar ...

- Autumn Fair & Yuletide Markets*
On Sunday's from 6th Oct – 22nd December
(Please note, Parade is closed. No market on 10th Nov.
Organised by Sketts Markets for Warwick District Council)
- Christmas Light Switch-on*
Sunday 17th November
(Organised by Warwick District Council)
- Small Business Saturday & Christmas Goodie Bag Giveaway
Saturday 30th November
(Organised by BID Leamington- upto 400 flyers to us by 22 November)
- Leamington Lantern Parade
Sunday 1st December
(Organised by BID Leamington)
- Late Night Shopping in the Priors
Every Thursday from 5th Dec
(FREE parking after 5.00pm)
- Leamington Santa Dash*
Sunday 8th December
(Organised by Myton Hospice)

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



BUSINESS SUPPORT

FREE Meeting Room

Remember we have a fully equipped meeting room in Park Street that our members are welcome to use!

BID Buzz Blog & Business Toolbox

We often come across things we feel are worthy of reflection or conversation. Based on this read our BID Buzz blog and Business Toolbox at www.bidleamington.com

Crime, Begging & Anti-social Behaviour Update

Reminder ...'tis the season for shoplifting' ...

It's that time of year again when we unfortunately see a rise in shop lifting so it is very important **we work together** to **REPORT** as much as possible.

Ideally, we must encourage customers **not to give money** to people who are begging. Instead please direct them to this website we recently launched.

Introducing

Help customers find out about the specialist help available to everyone on Leamington's streets by directing them to ...

MEANINGFUL CHANGE
Royal Leamington Spa

www.meaningfulchange.org.uk

REPORT IT & HELP STOP BEGGING, CRIME & ANTISOCIAL BEHAVIOUR

- 1 Did you see someone ...
Stealing something?
Asking customers for money?
- 2 Report it every time ...
➔ To the Police by calling **101**
Or by email:
➔ LSTC.SNT@Warwickshire.pnn.police.uk
➔ To BID Leamington Mon-Fri on **01926 470 634** who will report it to CCTV via the office Retail Radio
- 3 Take note of ...
Date, time, gender, height, hair, clothes & defining characteristics.

Shop lifting & begging are offences. The more it is reported the more resources are given to **STOPPING IT.**

IN AN EMERGENCY CALL 999



WELCOME & CONGRATULATIONS!

We are excited to welcome a number of new businesses including... The Cotswold Furniture Co., The Grove Kitchen, Giggling Squid, Sea Salt. Also, Jones the Bootmaker has returned and Berylune has moved!

BID Board of Directors

We are inviting applications to the BID Board. The Board meets every 6 weeks, represents different sectors and guides all activities delivered by BID Leamington.