Welcome to this issue of BID News

Summer has arrived in Royal Leamington Spa....

Summer is upon us and along with warmer temperatures we have seen a number of new events and activities in the town centre.

The Brazilian Festival and Cars at the Spa brought new visitors to the town in June and at the end of July there will be the launch of the new ‘Covent Garden Quarter Markets’ followed by other firm favourites. Art in the Park and Warwickshire Pride are in August and the Leamington Food Festival returns in September. All of these events are FREE for the public to attend and offer a great opportunity for you to capitalise on the additional footfall around town so please note the dates inside this newsletter.

Alongside this we continue to promote the town, produce maps and guides and invest in enhancements such as 250 floral baskets to ensure that the town offers our customers and visitors a spectacular welcome.

Ten thousand copies of the summer Little Book of Offers will be distributed from the beginning of August through to October.

Alongside this Warwick District Council launched their own health app ‘Choose How You Move’ where anyone who visits or works in Leamington between now and October can earn rewards and benefit from business offers, for choosing to walk or cycle. Please contact us for information on how you can get involved.

We also continue to support businesses and encourage creative retailing and utilizing the digital space. We know we need to be as creative and innovative as ever to enhance the customer experience, so it is important to work together for mutual gain.

Finally, please remember that BID Leamington is a ‘business led partnership’ which means it is driven by your ideas and feedback. The BID team care greatly for the town and its business community and have lots of ways for you to benefit directly from what we deliver, so please get in touch so we can help you to get the best out of the town.

Stephanie & Alison

FAO: Business Owner or Manager
EVENTS!

DATES FOR YOUR DIARY

- Victorian Picnic - Pump Room Gardens*
  Saturday 27th July

- Covent Garden Quarter Market*
  28th July (Eco) & 4th August (Art)
  (Note: Warwick St road closure bet Russell & Tavistock St
  Organised by Thrills of the Emporium & Hush)

- Art in the Park*
  3rd & 4th August

- Leamington Pride*
  17th August

- National Bowls Championships*
  Throughout August ...

- Food & Drink Festival
  7th & 8th September

- Pumpkin Path Halloween Trail
  28th-31st October
  (Organised by BID Leamington - Deadline 11 October)

- Autumn Fair & Yuletide Markets*
  On Sunday’s from 6th Oct – 22nd December
  (Please note, Parade is closed. No market on 11th Nov.
  Organised by Sketts Markets for Warwick District Council)

- Christmas Light Switch-on*
  Sunday 17th November
  (Organised by Warwick District Council)

- Late Night Shopping in the Priors
  Every Thursday from 5th December
  (FREE parking after 5.00pm)

- Small Business Saturday &
  Christmas Goodie Bag Give-away
  Saturday 30th November

- Leamington Lantern Festival
  Sunday 1st December

* Events organised by other organisations and groups. 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...

Consider these ideas to make the most out of events & promotions...

- Give us 500 flyers for our #FoodFestival Goodie bags.
  *Deadline 5th September

- Join our Town Centre Retailers Facebook Group to get updates, support, ideas & more.

- Tweet it Up! Join the conversation by using #LoveLeam #TasteLeam #LocalFoodFest

- Do you have any events or products you would like us to help promote? We are offering a ‘Social Media’ showcase …

- 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! They will return in October so let us know your student offers!

Would you like to join the BID Board?

Each year in July we invite applications to the BID Board of Directors. We are seeking business owners or managers from food & drink, fashion and professional services sectors.

It is a voluntary position and there are approx 6 meetings per year - at 5.30pm (1 to 1.5hrs long). Feedback from existing members is very positive so please get in touch if you wish to find out more?

The Board guides all activities delivered by BID Leamington.

There are 15 places that represent a cross section of skills and sectors. This includes 2 voluntary BID members and representation from the Local Authority to enable positive dialogue.

www.bidleamington.com
Crime, Begging & Anti-social Behaviour Update
A lot of partnership work is going on to address these issues and it is very important that we work together to report as much as possible. Please get in touch to find out more.

Members of the Warwickshire Retail Crime Initiative (WRCI) will have received a visit to introduce the ACIS Crime Reporting & Management App. This allows you to see active offenders and report crime.

Meaningful Change Leamington
In August we will be launching a collaborative alternative giving scheme to provide information advice on giving to vulnerable people. More details will follow soon. Businesses will be invited to host digital collection points.

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

IN THE NEWS!
Join The Conversation...

Covent Garden Car-park Redevelopment Update
WDC delayed their decision on the start of the HQ and Car Park development (due to commence in March 2019) until after Local Authority elections took place in May.

There is now a new administration in place. Sarah Horne (BID Chair) and Stephanie met with the Council Leader, Cllr Day and WDC Chief Executive, Chris Elliot in June.

They confirmed there is currently no planned start date and they are reviewing the scheme. We confirmed our desire to support a robust displacement plan and the importance of consulting local businesses in advance of any decision. Discussions are ongoing.

Floral Baskets
Around 250 hanging baskets have arrived to brighten up the town this summer!

Town Centre Photography
Throughout the year we shoot beautiful photography that will be used 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 17million times. **Many businesses email us content ... do you?**
- We now offer **digital ‘health-checks’ and training** to maximise your digital footprint ... **are you interested?**

Recent Advertising & Promotion!

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

BID Leamington - Supporting Royal Leamington Spa

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:

- **Love Leam (Valentines): 300 Goodie Bag**
- **Mother’s Day and Father’s Day: Advertising in local papers and magazines**
- **Easter Trail: 3 trails / 66 businesses involved / over £700 worth of prizes donated**
- **Radio – 3 month advertising campaign for Summer of Fun on FREE Radio and Touch**
- **Supporting other events – Brazilian Fest, Cars at the Spa, Peace Festival, Art in the Park, Pride**
- **Taste Leamington Maps x 5000**
- **Supporting local business activity and promotions e.g Bill’s Facebook competition**
- **Digital media & local magazine advertising**

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.

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

www.bidleamington.com