

NEWS

The Assembly wins Godiva Award

Vas Stylianos, Promotions Manager at the Assembly, Spencer Street says "We are really pleased and proud to win the award for Best Live Performance Venue in this year's Godiva Awards. This accolade comes at the end of a very exciting twelve months in which we have played host to prestigious acts such as Razorlight, The Kooks, Pendulum, De La Soul, Russell Howard, Peter Doherty, Steve Winwood, Dave Gorman, The Cribs and Lucinda Williams to name just a few. From the bottom of our hearts, we would like to thank everyone who has voted for us, attended our shows or taken an interest in what we do. With acts such as The Enemy, Lee Mack, The Fall, Reverend And The Makers, New York Dolls, The Stranglers, Gong and Fun Lovin' Criminals all upcoming, we're sure that 2010 will be even bigger and better."

www.leamingtonassembly.com

Stagecoach shortlisted for UK Bus Award

Stagecoach in Warwickshire was shortlisted for the UK Bus Award of Shire Operator of the Year for the second year running.



These are the Bus Industry's most prestigious awards. Congratulating all the finalists, UK Bus Awards chairman John Owen said he was "delighted" not only with the record breaking number of entries for 2009, but also the quality of those entries. He commented: "Not only have we received a record 210 entries, across the categories this year, we are also hugely impressed by the standards of all of those entries giving the judges such a difficult time. It is thrilling to see such enthusiasm for the awards, particularly against such a harsh economic backdrop."



Field Overell Solicitors

Leamington Awarded Gold in Bloom Competition

Campaigning to ensure that Leamington is a clean, green and colourful place in which to live and work, the Leamington in Bloom Committee were delighted to receive several awards in the Heart of England in Bloom competition this year.

For the second year running, Leamington scooped Gold in the 'Large Town Category' whilst a separate entry in the Urban Community category secured a Silver Gilt Award for Leamington Old Town. Merits were also awarded to: Brunswick Tenants Association, Clapham Square Garden, Elizabeth Park, Ingle Court, Leamington Station and Campion School for their 'Neighbourhood' entries.

Simon Wheeler, Chair of the Leamington in Bloom Committee says, "We are delighted with the result, and would like to thank everyone who has been involved with all the projects this year. The committee is made up of a small group of dedicated volunteers who organise all the activities including the domestic garden and commercial premises competitions, a charity fundraising Open Garden weekend

For more information visit: www.heartofenglandinbloom.co.uk and www.leamingtonspatowncouncil.gov.uk

and working closely with local schools to create the Geranium Trains which are displayed in the Jephson Gardens and at the train station. Warwick District Council and Leamington Town Council support the work of this group and ensure that the town is spick and span for the judging days."

At an Awards Evening at the Town Hall, certificates were presented to the Overall Winners in the Commercial Premises competition, who were:

- Independent Retailers**
Cologne & Cotton, Regent Street
- Banks, Building Societies, Solicitors, Accountants**
Field Overell Solicitors, Warwick Street
- Hotels & Guest Houses**
Charnwood Guest House, Avenue Road
- Clubs**
The Cricket Club, Arlington Avenue
- Restaurants & Cafés**
Ask Restaurant, Clarendon Avenue
- Public Houses**
The Grist Mill, Chesterton Drive and The King's Head, Church Hill, Cubbington (Joint Winners)
- Residential Homes**
Cubbington Mill Care Home, Church Lane
- Places of Worship**
St Mary's Church, Cubbington
- Florist Shops**
Sarah Horne Flowers, Warwick Street

NEWS

Winners revealed for 2009 Food & Drink Awards



Proving that businesses can succeed in a recession, local businesses celebrated in style recently as the winners of the Coventry & Warwickshire Food and Drink awards 2009 were revealed. Over 140 businesses attended the prestigious Gala Dinner and Awards Ceremony at the Ardencote Manor Hotel to applaud those

fortunate enough to win a prestigious award. Organised by Warwickshire County Council and supported by Advantage West Midlands, Business Link, Farmstay UK, Heart of England Fine Foods and Mallory Court Hotel the awards recognise and reward excellence and innovation in locally sourced produce.

Two Leamington business received awards:

- 'Best Restaurant' – Restaurant 23 (Highly Commended)
- 'Best Coffee House/Teashop' – Bread & Co (Commended)

The Pride of Warwick District - Civic Awards 2010

Do you know a person or a group who devotes their time selflessly to supporting others?

Who goes the extra mile to improve the lives of others, but doesn't get anything back in return? Do you think they should be recognised for the work they do? Well now is your chance to nominate those people in the Pride of Warwick District Award! Both individuals and groups can be nominated for their work in the following categories: Community, Culture, Environment and Business.

For a nomination form please contact roma.armstrong@warwickdc.gov.uk or phone 01926 456 110. The Civic Awards celebration evening will take place in March 2010.

Warwickshire County Council – Adult & Community Learning Service

Offering a wide range of courses at venues across Warwickshire, including:

- Information and Communication Technologies (ICT) and Computers

- Literacy, Numeracy and English for Speakers of Other Languages
- Learning for social and community action

For more information contact Sam Moore on 01926 731 234 or sammoore@warwickshire.gov.uk



Warwick District Council is one of only 11 councils nationwide to be selected by Keep Britain Tidy to be a 'Big Tidy Up Champion'. The council have been set the challenge of delivering 15 or more tidy ups and to engage with 15 or more local business before the end of March 2010 to encourage them to join the big tidy up.

This is a great opportunity for businesses from across the district to get their hands dirty for a good cause, helping the local environment and making their area a better place to live, work and visit, it's good fun and makes an immediate difference to an area.

If your business would be interested in getting involved, or in sponsoring an event (i.e. donating prizes to school litter picks) please contact Paul Garrison (Street Scene Officer) or Zoë Blevins (Education and Awareness Officer) on 01926 410 410.

Community Forums

Aiming to reduce crime and disorder, drugs misuse and the fear of crime in the community and to create a safer environment where all sections of the community feel safe, these quarterly meetings are open to all residents and businesses in the Leamington area. Representatives from the local authorities and agencies such as Warwickshire Police attend.

For the **Town Centre**, contact Robert Nash on 01926 450 906 rnash@towncouncil.spacomputers.com
Next Meeting: Tue 9th March 2010 2pm, Leamington Town Hall, Parade.

For **South Leamington**, contact Bernadette Allen on 01926 456 020 bernadette.allen@warwickdc.gov.uk
Next Meeting: Mon 22nd March 2010 6pm meet and mingle, 6.30pm start SYDNI Centre, Cottage Square, off Marloes Walk, Sydenham.

Case Study

Formation Media -

Local creative marketing company bucks the recession trend

Formation Media were one of the first businesses to move into the newly-opened WDC Althorpe Enterprise Hub, Leamington Spa.

"Moving into the Althorpe Enterprise Hub, has given us a genuine presence in the area", says Managing Director, Martin Gordon.

"We have secured new contracts with local clients including a large marketing contract with Sure-Track plc, a comprehensive re-brand for Banana Moon day nurseries and a rewarding website construction production project for Lloyds Fitted Bedrooms with an interactive design centre - a challenging but rewarding website to construct. This success has enabled us to recruit additional members to the team. James, a Web-Designer & Developer and Robert as Sales Director. This has been an incredible start, an exciting time for us all at Formation".

With experience in all visual media, Formation has the knowledge and skills to create stunning graphics & design. www.formationdesigners.co.uk



NEWSLETTER - ISSUE 2

JANUARY 2010

How is our town centre faring in the current climate? I have been asked this question frequently over the last 6 months. So, what do we mean by the question and how do we monitor this?

Managing a town centre involves maintaining and improving the physical environment, planning ahead for opportunities to develop what is on offer and enabling activities and events which enhance the 'vitality and viability' of the town centre – maintaining the beating heart.

So, how do we measure if the heart is healthy?

It's all about comparisons; comparing the numbers of people visiting the town (footfall) with previous figures, monitoring the number of vacant business properties and keeping track of the demand from retailers wanting to move into the town centre.

In Leamington, we've been collecting annual footfall figures for ten years. Compared to last year, the footfall is down in Leamington

and businesses have to work harder to hit their targets. An increasing number of businesses are becoming more pro-active, looking for opportunities to promote their business. For some, the creative juices are flowing and businesses are reaching out to their customers, engaging with them in ways that they hadn't done so before. And most businesses are also looking inwards, at their internal management structures and how they manage that all important cash flow. Retailers are reporting that they have had their best and worst trading days on subsequent days, reflecting a change in shopping habits which challenges businesses to think differently about how they manage stock and staffing levels.

Since the beginning of December 2008, the vacancy levels of business premises in the town has remained stable. 53 businesses have left Leamington including Woolworths, Adams Kids, Dolcis, Faith Shoes and Hallmark, however 74 new businesses have moved in, including H&M, Noa Noa, Shuropody, Animal Clothing, Republic, the Card Factory and a good number of independent

traders. The Althorpe Enterprise Hub is now open and already has 6 creative businesses as tenants, with other businesses due to move in within the next few months. Check out the case study inside which introduces one of these companies.

Leamington is doing well compared to the national picture, however we will continue to monitor changes and share this information with all businesses in the town. In addition to these twice-yearly newsletters, you can receive our regular E-Bulletins by sending me your email address.

If you have any issues or concerns affecting your business which you would like to discuss in confidence, please contact me on 01926 456 017 or 07788 722 042 or email: pamela.dunsdon@warwickdc.gov.uk

Pamela Dunsdon
Town Centre Manager
Royal Leamington Spa



Current Partners

We are fortunate to have a number of key sponsors, financial contributors and supporters:

- BID Leamington Ltd
- Mercia Radio
- Norman Stephens Unlimited
- Old Town Business Association

- Regent Court Shopping
- Royal Leamington Spa Chamber of Trade
- Royal Leamington Spa Rotary Club
- Royal Leamington Spa Town Council
- Royal Priors Shopping Centre
- Stagecoach in Warwickshire
- Tandy UK

- Warwick District Council
- Warwick District PubWatch
- Warwickshire College
- Warwickshire County Council
- Warwickshire Police
- Warwickshire Retail Crime Initiative
- Wright Hassall Solicitors

TOWN CENTRE ECONOMY

Shaping the Future for Leamington

The Town Centre Partnership has existed in Leamington for over ten years, providing a Town Centre Manager and delivering a programme of activity designed to contribute to the successful economic development of Leamington.

With representatives from all the local authorities (Leamington Town Council, Warwick District Council, Warwickshire County Council) and BID Leamington, Regent Court Shopping, Royal Priors Shopping Centre, the Old Town Business Association and the Chamber of Trade, there is a wealth of expertise around

the table – all with a common goal, to shape the future for Leamington, to influence change and to contribute to developing Leamington as a **welcoming, vibrant and unique town.**

The partnership will be running a workshop event on Thursday 14th January 2010 at the Town Hall, 8am – 1pm to gather ideas from businesses in the town about what you'd like us to focus on for the next 3-5 years. To book your place at this event, please contact Pam Dunsdon on 01926 456017.

Welcome to new businesses

Althorpe Enterprise Hub
Aspex Procurement
Ed Lea Design
Mo Loughlin
Netnak
Formation Media
WTUK100
Bath Street
Chai Contemporary Indian Restaurant
Clarendon Street
Alexander Lewis
Clemens Street
First for Claims
Sell Stuff 4 U
Court Street
Bobbins Embroidery
High Street
Lashes Hair & Beauty Salon
Lower Avenue
Express Hand Car Wash
Oxford Street
Nigel Heron Kitchen & Bathroom
Parade
Card Factory
Cex Entertainment Exchange
H&M
Moben Sharps Dolphin
Samantha Jane Cards and Gifts
Park Street
The Studio
Portland Street
The White Dress Boutique

Regent Court
Arden's
Bar Angeli
Moi
Regent Place
Regent Bathrooms
Regent Street
Gusto Ricco Caffe
Julie's Nail Design
La Dolce Homemade Sicilian Cuisine
Shuropody
Sydna Jewellers
The Blue Cross
Where I Fell in Love Gallery
Royal Priors
Animal
Republic
Russell Street
The Cotton Nappy Company
Spencer Street
Louve Estates
Warwick Street
Chocolate Chocolate
Decorative Cloth
Kinder Room
Leamington Furniture
Mashed Swedes
Swapaholic
The Duke
The Jam Bar & Brasserie
The Little Gift Shop
Tryst Bar and Restaurant

DID YOU KNOW?

Business Rates

Non-Domestic Rates (often called business rates) are the way in which businesses and other occupiers of non-domestic property contribute towards the costs of local authority services. All monies collected are paid in to the National Non-Domestic Rating Pool held by central government. A portion of this is then returned by way of a grant from the Government, with the amount calculated per head of population. The money received goes towards paying for the services the Council provides.

For 2009/10:

- £63 million was collected in Warwick District
- Warwick District Council then received £10.4 million as a revenues support grant which includes a proportion of business rates.

Who Does What:

The Government (Department for Communities and Local Government) is responsible for setting the regulations that govern Business Rates and for the level of tax charged.

The Valuation Office Agency is responsible for assessing the rateable values of all non domestic properties that form the basis for working out the level of rates bills.

Warwick District Council is responsible for working out the rates bill, issuing bills, giving any reliefs and for collecting the money.

Warwick District Town Centre Retail & Leisure Study

Warwick District Council have recently completed a town centre study focusing on retail and leisure within the district. The report provides an updated analysis of the issues that the District will need to address within its Core Strategy. This study follows on from the 2004/5 DTZ study and takes a fresh look at a wide range of issues surrounding retailing and the vitality and viability of the District's town centres.

The full report can be found at: <http://bit.ly/8AQZ3b>

Graffiti Removal

In the forthcoming months Warwick District Council will be working with the Probation Service's Community Payback Team to pilot a graffiti removal service for businesses in Leamington.

If your business is affected by graffiti and you would be interested in learning more about the graffiti removal service please contact Warwick District Council's Street Scene team on 01926 456 750 or email them at contract.services@warwickdc.gov.uk.



Shop Front Grants



Financial assistance is available to independent traders in the town wishing to improve their shop fronts. For more information on the grants scheme, contact Alan Mayes at Warwick District Council on 01926 412 717.

BUSINESS SUPPORT

Thinking of starting your own business?



theirs, it is another option to consider. Warwick District Council have recruited a Community Enterprise Officer, Ian

It might sound quite an ambitious thought, but in these credit crunch times, with jobs hard to come by and many people at risk of losing

Kirkwood who is on hand to guide you through the whole process.

Whether you are unemployed and looking for a change, or looking to start working for yourself, then Ian will be able to point you in the right direction - where to go for advice and support, how to get free training and workshops and who to turn to for mentoring. For more information contact Ian Kirkwood on 01926 422 123 or email ian.kirkwood@warwickdc.gov.uk

Business Networking Groups

Chamber of Commerce - Small Business Club

Networking sessions and marketing opportunities for new and small businesses (employing two people or less). Meets every two months. Covers Coventry & Warwickshire. Next meeting planned for February 2010. Cost: £50 per year + VAT. Organised by: Coventry & Warwickshire Chamber of Commerce. Contact: Simone Burton - 02476 654 278

Coventry and Warwickshire Social Media Café

The Social Media Café has now had two successful meetings at the Court Street Creative Arches in Leamington. The event, organised by Paul Henderson and Paul Squires, brought together businesses with an interest in digital and social media. It is hoped that this new venture will both encourage and build on, new working relationships within this creative sector. Takes place on the third Friday of each month from 10am - 12 noon. For more details, visit <http://cwsmc.com>



Warwick District PubWatch

Recently re-launched in Leamington, the PubWatch scheme is looking to expand its membership to include businesses in Kenilworth, Warwick, Whitnash and surrounding areas such as Cubbington and Lillington.

Rescue. Targeting known troublemakers and sharing information between members has proved to help lower the number of offences occurring in and around licensed premises.

Pubwatch is a partnership between licensed premises, Warwickshire Police, Warwick District Council, Warwickshire County Council and Warwickshire Fire and

TOWN CENTRE EVENTS

Leamington hosted a successful programme of events this summer, including the popular **Summer Band Concerts** in the Park, **Leamington Peace Festival** and the **Leamington 100 Car & Bike Show**.

A first for this year was the **Leamington Latin Festival** which celebrated the culture, passion and

warmth of Latin America and its people with live music, themed cuisine, dancing and entertainment for the whole family.

Our monthly **Warwickshire Farmer's Markets** celebrated their 10th Anniversary this year, providing fresh, locally sourced produce to Kenilworth, Leamington and Warwick.



Christmas Lights Switch On

Sunday 15th November

Thousands of people visited this popular family event on the Parade, not only to enjoy the shopping in town, but the fairground rides and local performers showcasing their talents on stage. This year, in addition to the Pandemonium Steel Orchestra, the Warwickshire Youth Jazz Orchestra and the Blossom Gospel Choir, we welcomed onto the main stage the Britain's Got Talent star Elliott Evans and Sean Rumsey of X-Factor boyband Futureproof.

The University of Warwick Brass Band along with the Baptist Church Music Group lead the way at the Rotary Club Tree of Lights Dedication Service with

music and carols outside the Town Hall. Thankfully the weather stayed dry and we were blessed with a large crowd who joined in enthusiastically. Feedback from businesses who were open on the day has been very positive. We would like to take this opportunity to thank everyone who played their part in making the event such an astounding success.

The Switch On Event launched a programme of seasonal activities in the town, including the Yuletide Fayres – a series of Sunday markets on the Parade.

For more information, visit: www.royal-leamington-spa.co.uk.

To get involved in events for 2010, please contact Pam Dunsdon on 01926 456 017.

Warwickshire College - Further and Higher Education

Every element of your business – from answering the phone and sweeping the floor, to managing staff and making those vital sales – has scope for staff development that can improve business performance. We can train staff at every level – from

one day courses and flexible learning, to part-time courses leading to qualifications accredited by professional bodies.

Make sure you are not missing out on Government support for your business.

For more information: 0845 217 7424 / employers@warkscol.ac.uk

http://www.warkscol.ac.uk/information_for/employers/index.htm

