**BID Business of the Month - Hollywood Bowl**

Hollywood Bowl, the UK’s largest 10-pin bowling company, opened their Cheltenham branch in November 2014. Based at The Brewery Quarter, they are a true family attraction providing good value entertainment, food and drink for people of all ages and abilities.

The family ethic extends beyond the customer experience. The team at Hollywood Bowl Cheltenham are always keen to support the local business community, not just in The Brewery Quarter but across the town.

When the BID approached Dean Botham, the venue’s manager, to see if they would be willing to be one of the businesses on the Hidden Cheltenham Easter Trail, he immediately agreed and offered to give every child collecting a clue, a free game. We asked if they would like to be part of the summer trail and Dean said: “We would love to get involved. The Easter treasure hunt was great fun!”

For the first time we invited all bars, pubs, clubs and restaurants to be part of Cheltenham Cocktail Week. Hollywood Bowl offered three different £6 cocktails to customers and were very helpful in promoting their event and sharing social media posts for all the participating venues.

Demelsa Coleman, Marketing Manager at The Brewery Quarter said: “I love working with the Hollywood Bowl team.  They’re always super keen to get involved in any of The Brewery Quarter’s activity, from the Jazz Festival to our Summer Jam, Easter Treasure Hunt and playing host to various events.”

The BID Ambassadors enjoy visiting the team at Hollywood Bowl because they are always made to feel welcome and the team are genuinely interested in hearing about what is happening around Cheltenham.

As BID Business of the month, Hollywood Bowl will have a representative speaker at the July Cheltenham Business Forum’s BIG Breakfast. We will highlight Hollywood Bowl across our social media channels, and they will feature on the home page of our website.