

Report to BID Board – Ambassador Activity and Highlights to date

The BID Ambassadors are responsible for providing a high-profile on-street information and assistance service to BID businesses, their employees and the general public.

Some of the things they do on a day to day basis are:

- Visit BID businesses to share information about BID projects and deliver the BID's monthly newsletter.
- Listen to feedback from businesses, hear their concerns and feed back to the Operations Manager and Director to follow up.
- Observe and report issues within the public realm, follow up and ensure that work is done where feasible.
- Assist visitors to the town, recommending places to shop, eat and visit. Helping them find the right place for them.
- Set up businesses to accept the Cheltenham Gift Card.
- Monitor unauthorised use of coach parking by local bus companies, asking them to move when necessary to enable visitor coaches to park.

These are some highlights of the work they have carried out since the role was formed in December 2016.

January 2018

- Visited all businesses on the High Street (Strand end) with a questionnaire about their deliveries. The results will be fed into CBC's planning for work to be undertaken between May and September 2018.
- Collated information about empty premises for submission to the online Springboard vacancy rate survey.

December 2017

- Assisted a homeless person in making contact with P3, resulting in a referral for housing.
- Worked persistently with Poundworld to get the rear of their building cleared of rubbish, overgrowth, street people bedding and drug paraphernalia. This area is now a lot tidier, the overgrowth has been cleared and it is therefore not a 'sweet-spot' for drug taking because it is much more open.
- Signed up five businesses to accept the Cheltenham Gift Card. This involved initial conversations, taking hard copy information and physically setting up the businesses to accept the card.
- Distributed marketing material for Cheltenham Gift Card to participating businesses and handed out fliers to the public.

November 2017

- Instrumental in having soggy, slippery leaves cleared from the Prom within two days.
- Acted as event stewards for the Christmas Lights switch on, assisting the acts in get to where they needed to be on time, guiding people to different areas of the town and actively promoting the activities on their personal social media channels throughout.

September 2017

- Attended Tour of Britain, in the pouring rain, helping people find their way to various viewing points. Redirecting people who had got 'stuck' on one side of the The Promenade and wanted to get across to the other, explaining alternative routes.

July 2017

- Attended, with Kevan and Belinda, the Midsummer Fiesta, promoting businesses to visitors, explaining what the BID does, how we help business. They collected promotional material from businesses in the lead-up to the event.

April 2017

- At short notice, delivered more than 100 Jazz Festival around town... brochures to participating businesses. Also assisted artists taking part in the around town... events, helping them find and get to their performance venue on time.

March 2017

- Helping businesses to keep rowdy racegoers away from their doors. The ambassadors were present around Boots Corner where racegoers were gathering to take buses to the Racecourse. They kept people moving, advised them to have the right money ready, gave out maps, reported ticket touts, moved buskers and beggars away from shop doors.

January 2017

- Photographed and reported badly damaged curb on the High Street outside Cobblers Corner, persistently chasing Gloucestershire Highways until it was finally replaced in March 2017.

December 2016

- Assisted a disabled person who had fallen into a large hole left on the High Street by Highways. Physically got sandbags and barriers from nearby building site and made the area safe.
- Reported low hanging Christmas lights on the Promenade, hanging them higher in the tree until the right people went and put it right.
- Reporting, following up and ensuring that a large number of needles and other drug paraphernalia was removed from the back of Cavendish House.
- Provided a 'meet and greet' service for coach parties coming to the Christmas Market

September 2017

- Attended Tour of Britain, in the pouring rain, helping people find their way to various viewing points. Redirecting people who had got 'stuck' on one side of The Prom and wanted to get across to the other, explaining alternative routes, sending them past other businesses.
- After less than a month in the job, had a person arrested for anti-social behaviour in St Mary's Churchyard. The individual was being aggressive and abusive and there were tourists there. She talked to the tourists, steered them away and then stayed in the vicinity until the police came.
- Had three benches cleaned of seagull droppings, one in Cambray Place and two on the High Street, one near Sports Direct and the other near M & S.

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- Signed up five businesses to accept the gift card. This involved the initial conversation, taking hard copy information and physically setting up the process.

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