

BID QUARTERLY

NEWS FROM CHELTENHAM BID | AUGUST 2022

CHELTENHAM
BID Local businesses
improving
our town 

CHAMPIONING CHELTENHAM BUSINESSES



**BID IN
BLOOM 2022**
BRIGHTENING UP
THE TOWN CENTRE
STREETS THIS
SUMMER



HEATH GUNTER
THE FIRST 8 MONTHS
AS CHIEF EXECUTIVE
OF CHELTENHAM BID

PLUS **UPCOMING
EVENTS** IN TOWN

WELCOME

TO BID QUARTERLY AUGUST 2022



BID NETWORKING EVENTS IN CHELTENHAM

From September we will be running monthly networking events hosted by BID businesses. The aim of the events is to provide businesses with an informal way to meet each other with each event having

an activity such as cocktail making or ice skating! Visit www.cheltenhambid.co.uk/events to find out more and book your space.

KEEP IN TOUCH AND FOLLOW US ON SOCIAL MEDIA

01242 571123
info@cheltenhambid.co.uk

 @cheltenhamBID
 @cheltenhamBID
 @cheltBID



BUSINESS SUPPORT

One of the ways in which we support you at the BID is with your social media: by sharing your social media posts to make sure your business is at the forefront of people's minds.

Now we are taking things a step further by offering BID levy paying businesses a series of complimentary social media training sessions.

Our social media training series kicked off on **30 June** at the Isbourne Centre with a talk on *How To Set Up and Optimise Your Instagram and Facebook* and was followed by a session on *How To Grow Your Instagram*. Both events were extremely well attended and

received fantastic feedback.

'Thank you for this morning: very informative and interesting' **Helen Knight-Peters**, The Isbourne Centre
'We found the training session very useful and informative. Content and delivery were perfectly pitched for our needs; we would love to attend the next session' **Jodi Smith**, CJ Hole Cheltenham.

Sessions on *How to Work With Influencers* and *How To Grow*

Your LinkedIn account will start again from **8 September**. We will also have a series of videos available to you on our website www.cheltenhambid.co.uk/socialmediatraining from October including *How to advertise on Instagram and Facebook*, *Google analytics* and *SEO for beginners*.

To register your interest in the physical training or for more information please email kat@cheltenhambid.co.uk

OUR MISSION
IS TO ENSURE
CHELTENHAM
IS A THRIVING
AND ATTRACTIVE
PLACE TO DO
BUSINESS IN



MEET HEATH

THE CHIEF EXECUTIVE OF CHELTENHAM BID GIVES US
HIS THOUGHTS ON HIS FIRST FEW MONTHS

CHELTENHAM BID'S CHIEF EXECUTIVE, HEATH GUNTER, JOINED THE BID IN DECEMBER 2021 AND WE CAUGHT UP WITH HIM TO SEE HOW HIS FIRST 8 MONTHS IN THE JOB HAVE BEEN AND WHAT THE FUTURE HOLDS FOR BUSINESSES IN CHELTENHAM TOWN CENTRE.

What is the BID and how does it help businesses in Cheltenham?

Our mission is to ensure Cheltenham is a thriving and attractive place to do business in, as well as a vibrant and exciting destination for people to visit, shop, learn, live and work in. We do this by supporting businesses, creating town centre events, enhancing the townscape and promoting businesses and the town. We work with many different organisations such as Cheltenham Borough Council, Gloucestershire County Council and Gloucestershire Constabulary, just to name a few. It's a big job but we are really fortunate that all the Cheltenham BID team are passionate about Cheltenham and they do everything within their power to ensure the town thrives.

Why did you want to work for the BID?

The BID is a really valuable and influential organisation for businesses in Cheltenham and as soon as I saw the job vacancy I felt excited at having the opportunity to make a difference in the town. All my previous interactions with the BID team were extremely positive so I was confident I was joining a team that shared my values.

What's the one initiative you would recommend every business asks the BID about?

I'm going to be cheeky and say two. The first is the initiative we have partnered with Logical Utilities to use our bulk buying power to reduce energy costs. We have had BID businesses save thousands each year on their utility bills and all it takes is a short consultation. It's a no brainer in my opinion.

The second initiative is the discounted parking with CitiPark based at the John Lewis car park. This is ideal for staff working in the town centre as they are entitled to a discount of up to a third off the standard rate. Daily and monthly tickets are available.

If you're interested in any of these initiatives, then email info@cheltenhambid.co.uk for further info.

What do you think the future of the High Street looks like?

Innovative town centres that move beyond the outdated retail dominated model and offer people services and experiences not available online are going to be the successful ones. After two years of social distancing and restrictions people are craving interaction with each other and businesses can capitalise on this by being the place they go to meet and create memories. We've seen some success with businesses hosting yoga classes, art exhibitions or creating 'Instagrammable' moments alongside their core business function. The 'build it and they will come' days are long gone; businesses and town centres will need to adapt to the new way consumers are spending their money.

What exciting projects are the BID planning in the future?

Our event strategy is to create a vibrant atmosphere around town throughout the year. This will increase footfall into the town centre and in turn businesses will benefit. We are also organising monthly networking events for BID businesses to attend. This gives businesses a chance to speak to the BID team but also network with other local businesses. Visit our website for a list of upcoming events.



Denzel the Roaming Dinosaur



Denzel the Roaming Dinosaur



Halloween Spook-Tacular Half Term – The Witches

UPCOMING EVENTS IN CHELTENHAM

DENZEL THE ROAMING DINOSAUR COMES TO CHELTENHAM

The BID are very excited to bring Denzel the roaming Dinosaur to Cheltenham on the **24 September** between **11am** and **4pm**. Denzel has been thrilling people across the West throughout the summer since he first walked across the famous Clifton Suspension Bridge to reach Bristol Zoo Gardens and we're sure his fans will follow him to Cheltenham.

Denzel will be easy to spot amongst the crowds because he is four metres long and stands more than six feet tall. He looks very similar to a T-Rex and has life-like blinking eyes, moving body parts and has a fearsome roar.

Encouraging families to stay in town after meeting Denzel, there will be an opportunity for them to 'dig for dinosaurs' in a special pop-up event the BID is bringing to the Regent Arcade.

Why not make the most of this

occasion and create some special dinosaur themed menus and window displays? Don't forget to tag us on social media so we can share your creations. If you'd like to be involved with window displays please contact **heath@cheltenhambid.co.uk**

You can find more details about Denzel's adventure to Cheltenham by visiting **www.cheltenhambid.co.uk/events**

CHELTENHAM FOOD & DRINK WEEK 2022

We are excited to bring you details of the Cheltenham Food & Drink Week 2022. The event will run from **Monday 26 September** to **Sunday 2 October** in venues around Cheltenham.

We will be running activities throughout the week with the activities being adapted to suit both day and night-time venues.

Tastings – tasting menus, guided wine, gin and beer tastings.

Masterclasses and talks – invited guests to give food and drink related masterclasses and talks in participating businesses.

Entertainment – musicians, comedians and film nights.

This is an exciting opportunity to celebrate the amazing food and drink offering we have in Cheltenham.

HALLOWEEN SPOOK- TACULAR HALF TERM – THE WITCHES

Join us for a fright-fully exciting Halloween extravaganza in Cheltenham town centre on **28 October** (half term week). We have some Wicked witches stirring up some magic during the day to excite and delight Halloween lovers young and old. Please visit **www.cheltenhambid.co.uk/events** for more information.



Cheltenham Food & Drink Week 2022



TRANSFORMATION OF CLARENCE FOUNTAIN

Cheltenham has a brand new 'pocket park' at Clarence Fountain in the heart of Cheltenham town centre, with improved seating, space for wheelchairs to make the area more inclusive, as well as a more attractive, durable and hard wearing finish.

The enhancements have created a focal point for everyone using the area, with planting and re-using the existing trees. The space has been designed to increase biodiversity, improve air quality and visually improve the area. Planting has been carefully selected in line with the council's **#CheltenhamZero** ambitions and Habitat Cheltenham aspirations, which aim to create a network of biodiversity improvements across the town centre.

Cllr Max Wilkinson, cabinet member for economic development, culture, tourism and wellbeing, said: "It's fantastic to see the completed project that will make a massive difference to our town centre.

"Replacing the temporary artificial grass with a new pocket park, accessible seating and new plants was a vital step as we focus on continued town centre regeneration. This is particularly important following the difficulties

that the pandemic has brought. We hope local residents and visitors will enjoy the new area."

These enhancements form part of a wider programme of activity by the council, alongside the work of the Cheltenham Economic Recovery Task Force, which focuses on supporting the town's economic recovery.

This includes a range of measures for businesses, major new investments in the town including the arrival of big brands, Taco Bell, Decathlon, Mowgli, Brewdog and the Tivoli Cinema and some 'firsts' such as the hugely popular big screen and festive ice skating rink at Imperial Gardens. Add to this, Cheltenham's ambitions to become the cyber capital of the UK as part of the Golden Valley development, and the arrival of the Minster Exchange creating a vibrant town centre quarter, the town's economy will thrive, creating jobs and even more support towards the high street.

TOWNSCAPE ENHANCEMENTS

CHELTENHAM BID & CHELTENHAM GUARDIANS

Cheltenham Guardians are one of the UK's leading specialist female focused safeguarding service providers working in strategic partnership with Gloucestershire Constabulary and Cheltenham Borough Council in Cheltenham's evening and night-time economy.

For the past seven years the Guardians primary and priority function has been to ensure the safety and security of women and girls. They deliver this through their flagship safeguarding initiative: the India Protocol every Saturday night and Sunday morning between **10pm** and **5am**. Since the launch in 2015 their award-winning experienced team of specialist

safeguarding officers have ensured the safety of thousands of women and have saved the community, the emergency services, the NHS, and the criminal justice system an estimated £1.5 million as well as thousands of operational duty hours at no cost to the taxpayer.

In 2022 they are an integral and essential component in the policing and care provision in Cheltenham

and recognised as a leading specialist ENTE safeguarding service provider in the United Kingdom.

Cheltenham BID already proudly sponsor two of the Cheltenham Guardians night care vehicles and we are now thrilled to be able to offer Cheltenham Guardians even more support by helping them to facilitate their Night Care Hub in the town centre.



WHAT IS THE NIGHT CARE HUB?

Cheltenham Guardians have repurposed part of the basement of 1 Royal Crescent to serve as a controlled community space every Saturday night between **10pm** and **4am**. This space has been very kindly donated by the Royal Air Forces Association here in Cheltenham. Staffed by both Guardians and their new Nova Team volunteers, the Hub will provide:

- provision of an 'India Protocol' safe space
- provision of monitored 'crash beds'
- provision of first aid facilities
- provision of a monitored rest and recovery area
- provision of toilet facilities for female service users
- provision of free 'phone home' service
- access to assistance from Guardians or Nova Team volunteers
- provision of bottled water, phone charging, flip-flops, female hygiene products
- respite and (free) refreshment area and toilet facilities for emergency services and ENTE partners

(Despite the female focus of the Hub the Guardians anticipate that 20-25% of its service users will be male, slightly down from the 30/70 male/female split seen by the Guardian response and engagement teams).

The Hub will benefit from a constant Guardian/Nova presence and will be linked by radio to Nightsafe partners as well as an external Guardian team via internal communications. CCTV will be utilised inside the Hub for safeguarding purposes.

The Night Care Hub will focus upon and prioritise the safeguarding of women and girls in the night-time economy

environment, an area they have operated in since 2016. The highly successful Guardian mission, the India Protocol and the Night Care Hub combined represents the most comprehensive female focused safeguarding package in any evening and night-time economy in the United Kingdom today. Cheltenham Guardians are 6 years into a mission that many local authorities and statutory services

are only undertaking now, and they are now sharing their expertise with local authorities and police services in England, Scotland and the United States of America. This success and recognition is credit to the volunteers of the Cheltenham Guardians Safeguarding Team and the statutory and non-statutory partners that have supported them from the beginning and have allowed them to develop this service.

TOWNSCAPE ENHANCEMENTS

TIDY UP CHELTENHAM 2022 CAMPAIGN HAS LAUNCHED!

The BID's Tidy Up Cheltenham campaign sees different activities taking place around the town each summer. We supplement the work of Cheltenham Borough and Gloucestershire County Councils, tackling issues outside their remit.

From weeding and sticker removal through leaf clearing and ATCM cleaning, our BID Ambassadors, staff and even board members get stuck in, often with the support of staff and owners of BID businesses.

Our 2022 campaign started on **1 June** with the three Ambassadors clearing weeds in Grosvenor Terrace and the surrounding area. Tailors pub on Cambray Place were also getting into the summer clean up spirit, weeding by their outdoor seating area.

Since the start of July the three Ambassadors have removed stickers, fly posting, graffiti and out of date statutory notices. They have reported broken benches, cracked paving slabs and damaged street signage. In total they have undertaken more than 70 activities and made more than 30 reports across the entire BID zone.

We are also working in the background on a project to tidy up the exterior of the ex-Sports Direct store – watch this space!

We can all do our bit to keep Cheltenham looking welcoming. Little things like weeding the steps and border of your business, repainting woodwork and repairing signage all makes for a clean and tidy town.

If you would like to get involved in one of our Tidy Up Cheltenham campaigns, please email **Belinda Hunt** at **belinda@cheltenhambid.co.uk**



TOWNSCAPE ENHANCEMENTS

ICONIC UMBRELLA PROJECT COMES TO CHELTENHAM FOR THE FIRST TIME

A colourful display of umbrellas suspended above Cheltenham's High Street on the Strand will help to raise awareness of neurodiversity.

Cheltenham BID worked with the ADHD Foundation Neurodiversity Charity to bring this iconic installation to Cheltenham for the first time.

This multi-coloured art installation aims to spark conversations about neurodiverse conditions and help businesses and the public to better understand neurodiversity.

Officially launched in **July**, the installation will be in place throughout the summer and is part of the ADHD Foundation's annual campaign in raising awareness of the one in five people who are neurodivergent. Neurodiversity is the umbrella term for neurological conditions including dyslexia, dyspraxia, dyscalculia, Tourette's

Syndrome, ADHD and Autism.

Heath Gunter, Cheltenham BID Chief Executive, said: "We are honoured to be one of the destinations hosting the Umbrella Project.

Apart from the visual aspect, which will brighten up this part of the town centre and bring it to the attention of the public, this colourful display creates an opportunity to educate and engage the local community and our businesses."

It is important for businesses to understand how their workplace could be somewhere that neurodiverse people will enjoy working, somewhere for entrepreneurs to flourish and for them to understand the importance

of the use of space, colour and sound to help customers with a neurodevelopmental condition to feel comfortable spending time.

As part of the project, the BID have worked with the Barnwood Trust and the ADHD Foundation Neurodiversity Charity to deliver free awareness training for BID businesses.

Helena Bibby, Director of People at Cheltenham Festivals said: "Cheltenham Festivals is really pleased to support this campaign which aligns so well with our Mission and Vision to bring culture to everyone."

For more information, contact **Belinda Hunt** on **01242 571123** or **belinda@cheltenhambid.co.uk**



TOWNSCAPE ENHANCEMENTS

BID IN BLOOM 2022

BID in Bloom was launched in 2018 to supplement the on-street floral displays put up every year by Cheltenham Borough Council. Bringing baskets and troughs to brighten up more than 40 businesses' premises.

The scheme runs between **June – October** and businesses in the BID area are already looking more attractive this summer as part of our popular BID in Bloom scheme.

Blooms appear along the High Street, also taking in Cambray Place, Pittville Street and Bennington Street. They also appear on Clarence Parade, Regent Street and The Promenade. In Montpellier, there is a major display across all the businesses in The Courtyard

and Montpellier Street.

Over 140 baskets and troughs have now been planted across 40 businesses in the BID zone: some of the businesses involved are House of Fraser and Beards on The Promenade, Park Gallery, Neal's Yard, Pink Vintage, Montpellier Wine Bar and The Courtyard in Montpellier, The Bell Inn and Botanica on Bath Road, and Barclays and TSB on the High Street.



CHELTENHAM PAINT FESTIVAL 2022

The infamous Cheltenham Paint Festival returned to buildings around Cheltenham at the end of July.

Cheltenham BID are proud to have sponsored this amazing event going on around Cheltenham for the fourth time. Our funding has helped two works in the town.

Phil 'Philt' Blake has painted a William Morris inspired floral pattern at the Brewery Quarter in Henrietta Street. **Curtis Hylton** (aka Samer) has returned and done a spectacular artwork on the side of The Holiday Inn Express.

Phil painted the offices for SLG and has a couple of other pieces in the town too. Curtis has also painted a piece in The Courtyard. He is an internationally renowned artist with works around the world. He recently painted for Prince Albert of Monaco.

WIMBLEDON BIG SCREEN AT THE BREWERY QUARTER

In July Cheltenham BID partnered with The Brewery Quarter to bring Wimbledon to Cheltenham tennis fans.

The Brewery Quarter was transformed into a mini-Wimbledon, with a big screen showing all the tennis action, deckchairs for visitors to relax and enjoy the action and mouth-watering Wimbledon inspired menus from some of the restaurants in The Brewery Quarter.

The staff from Cosy Club also provided an outside bar next to the Wimbledon area for visitors to enjoy a Pimms or another refreshing cocktail or soft drink whilst enjoying the final exciting tennis matches.



As a result of the big screen, the footfall in the Brewery Quarter surpassed 2019 figures with **Saturday 2 July** (Wimbledon Ladies Finals) being the busiest day with a footfall count of over 22,000 throughout the day.

