



# CHELTENHAM BID

Local businesses  
improving  
our town



Cheltenham Business Improvement District

ANNUAL REVIEW 1 AUGUST 2021 – 31 MARCH 2022

TOWN CENTRE  
EVENTS

ENGAGING WITH  
BID BUSINESSES

TOWNSCAPE  
ENHANCEMENTS

MARKETING AND  
PROMOTION

BUSINESS  
SUPPORT

# INTRODUCTION

## **August 2021 saw not just the start of a new BID year but also the start of our second term.**

As we emerged from being locked down, the team began the process of setting up the BID for the next term. One of the major changes was the extension of the BID zone and we welcomed some two hundred businesses to the BID community. Our ambassadors spent three months introducing themselves to those businesses and the thirty or so new businesses who have made Cheltenham their home.

Not being able to plan for activities beyond July 2021 meant that there was a lot of catching up to do, especially to ensure that Christmas was lively and Covid safe. We were delighted with the results, which drew record numbers of people to town when we launched the start of the festive shopping period on 20 November.

December also saw the BID team growing again when I joined as the new CEO. One of my first projects in January 2022 was to plan for the next financial year. This was closer than it

would have been during the BID's first term as we brought the BID's financial period in line with the tax year, so it now runs from 1 April to 31 March.

Since then, we have implemented some exciting new projects, brought entertainers to the streets of Cheltenham, hosted networking events and reported and cleaned more stickers and graffiti than ever before. But more about that in our next annual review... in the meantime, here's a reminder of what has been achieved between August 2021 and March 2022.

**Heath Gunter, BID Chief Executive**



Cheltenham From Above

## SOME THINGS YOU MAY NOT KNOW THE BID DOES

### **CLEANING AND ENHANCING**

The March race meeting brings huge numbers of people to town. With them comes additional cleansing requirements. To help Ubico identify and prioritise their job, the BID team sets out first thing every morning to make reports and ensure everything is washed away before the next lot of crowds come into town.

### **PROMOTING AND SUPPORTING**

Ambassadors welcomed the businesses in the new BID zone, passing on information about all the benefits they were now entitled to, such as reduced parking, free training and exclusive merchant service fees as well as the free listings on [visitcheltenham.com](http://visitcheltenham.com).

### **REPRESENTING AND LOBBYING**

The BID team worked closely with other groups representing Cheltenham's businesses to ensure they had a voice when it came to decision making around the new Minster Exchange, the development at Arle Court and other infrastructure projects.

# BUSINESS SUPPORT



Heath Gunter

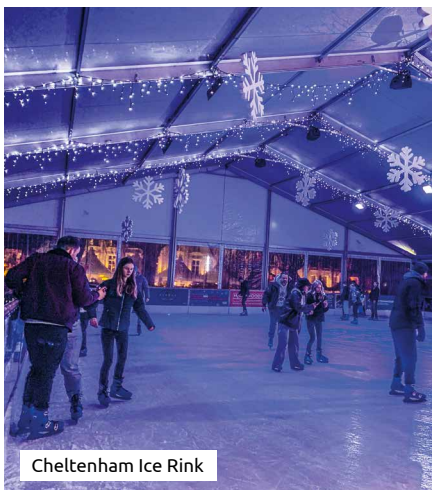
## STRONG VOICE

**Supporting our businesses is high priority for us, and we act as a voice across sectors, consulting our businesses to ensure we can speak on their behalf.**

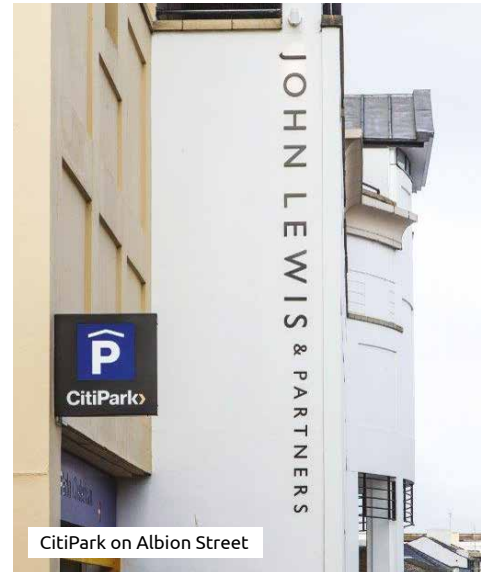
As well as joining national campaigns to lobby the Government, we have formed strong relationships with Cheltenham Borough Council, Gloucestershire County Council and Gloucestershire Constabulary. Our Chief Executive, Heath Gunter, is regularly representing the BID at events in Gloucestershire and connecting with key local leaders.

## NETWORKING AND SKATE EVENT

In December we hosted two networking events at the Queens Hotel followed by skating at the ice rink afterwards. The events were a great opportunity for BID businesses to meet each other and have a bit of fun.



Cheltenham Ice Rink



CitiPark on Albion Street

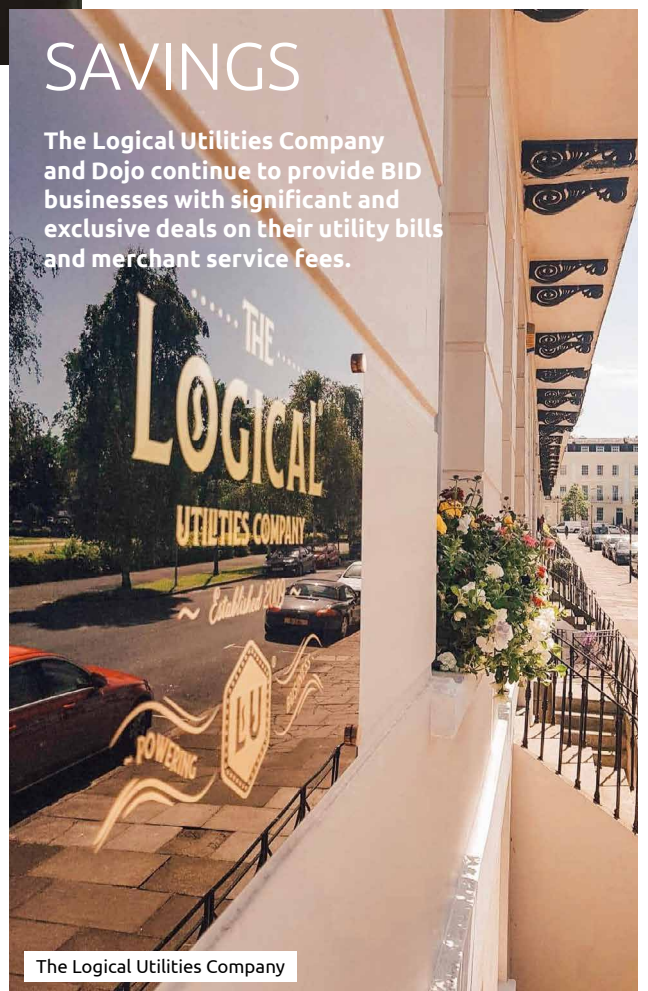
## DISCOUNTED PARKING FOR STAFF

**BID businesses and their employees are able to take advantage of our discounted parking scheme at the CitiPark car park on Albion Street (commonly known as the John Lewis car park).**

Day tickets are £5 (usually £14) and monthly season tickets are £60 (usually £90).

## SAVINGS

The Logical Utilities Company and Dojo continue to provide BID businesses with significant and exclusive deals on their utility bills and merchant service fees.



The Logical Utilities Company

THE TIMES  
THE SUNDAY TIMES  
**CHELLENHAM**  
Literature Festival  
8-17 Oct 2021  
cheltenhamliteraturefestival.com  
#chellitfest

**LIT CRAWL 2021**

**CHELLENHAM**  
Taking literature to the streets  
**...around town**  
In association with Cheltenham BID

As well as our packed programme of events, there's plenty more to discover on site and around town. Look out for free pop-up performances, poetry, family fun and literature where you least expect it!

**Venue Guide**  
Lit Crawl

- 1. Memahibb Gin and Tea Bar GL50 1PZ
- 2. Lathmans House GL50 3PL
- 3. School House Cafe GL50 4EZ
- 4. Waterstones GL50 1LE
- 5. The Railway Cheltenham GL50 3QL
- 6. Radlands Records GL50 3LA
- 7. Haven Tea Party GL50 3AS
- 8. The Cobble Dispensary GL50 1BE
- 9. The Fire Station GL50 3PU
- 10. The Old Courthouse GL50 1ND
- 11. Brooker's Zone GL50 4ED
- 12. The Stratford Park Art House meeting point GL50 1DZ
- 13. The Tavern GL50 3DN
- 14. VOICEBOX GL50 1PL

# TOWN CENTRE EVENTS

OCTOBER 2021 SAW THE RETURN OF THE LITERATURE FESTIVAL ...AROUND TOWN EVENTS. THE BID'S SPONSORSHIP DELIVERED THE LIT CRAWL AS WELL AS THE FAMILY BOOK HUNT TRAIL, TAKING VISITORS INTO SHOPS, PUBS, RESTAURANTS AND SOME MORE UNUSUAL VENUES.



Street Entertainers

You said that a single, large-scale Christmas lights switch-on event brought thousands to the town for a short period but didn't always translate into high numbers of sales. We listened. We launched Christmas in Cheltenham with a day of roaming performers who brought a magical atmosphere and

thousands of shoppers to town. We brought ballerinas and rollerskating unicorns, a Fairy Godmother and Snow Queen, Nutcracker and Cinderella and roaming musicians to Cheltenham. Not just for the launch of the festive season, but over every weekend leading up to Christmas.

Estimated  
**237,700**  
visits to the  
Christmas Market



Estimated additional  
**£3.3m**  
spent in town centre  
businesses as a result  
of ice rink and  
Christmas Market

Performers on The Promenade

# THE BID BOARD



**TIM ATKINS**  
Managing Director,  
Cheltenham Borough  
Council



**MARTIN BUNDY**  
Manager,  
John Lewis & Partners



**DEMELSA  
COLEMAN**  
Marketing Manager,  
The Brewery Quarter



**RICHARD DARE**  
Co-owner,  
James of Montpellier



**ROWENA HAY**  
Leader of Cheltenham  
Borough Council



**HELEN HOWE**  
Company Director,  
Lumière



**PHILIP JORDAN**  
BID Deputy Chair;  
Director, Under The  
Prom & Coco



**SCOTT LAHIVE**  
Manager,  
Regent Arcade



**JEREMY LINLEY**  
Branch Manager,  
Barclays Bank



**STEPHANIE  
RON SIN**  
Owner,  
Domaine 16



**ALEX ROSE**  
BID Chair;  
Managing Director,  
Beards



**MATT RUDMAN**  
Director,  
Cheltenham  
Martial Arts



**SHANE WILLIS**  
Manager,  
Wilko

# THE STAFF



**HEATH GUNTER**  
BID Chief Executive



**BELINDA HUNT**  
BID Operations  
Manager



**KAT SHAYLER**  
BID Communications  
Assistant



**PHIL COOK**  
BID Ambassador



**JO-ANNE HALE**  
BID Ambassador  
from June 2021

# FINANCIAL REPORT

Description	Budget in Business Plan	Budget Y6	Actual	Balance
<b>Income</b>				
BID Levies collected*	£372,000	£360,676	£358,000	−£2,676
Other income		£7,000	£7,708	£708
External Contributions and grants	£50,000	£47,000	£48,667	£1,667
<b>Total Income</b>	<b>£422,000</b>	<b>£414,676</b>	<b>£414,375</b>	<b>−£301</b>
*Excludes levies due and not collected				
<b>Expenditure</b>				
Town Centre Events	£133,514	£141,450	£123,095	£18,355
Marketing and Promotion	£72,354	£75,502	£56,880	£18,622
Business Support	£78,120	£48,785	£29,834	£18,951
Townscape Enhancements	£33,852	£26,350	£22,730	£3,620
Administration and Overheads	£74,400	£69,998	£16,492	£53,506
Levy Collection Fee	£11,160	£10,820	£11,874	−£1,054
Contingency	£18,600	£41,771	£0	£41,771
<b>Total Expenditure</b>	<b>£422,000</b>	<b>£414,676</b>	<b>£260,905</b>	<b>£153,771</b>

Please note that these are unaudited figures. Audited accounts will be available from October 2022.

The period being reported on was not a full year. The BID's financial year has changed so that it coincides with the tax year.

The actual levy collected during the period includes levies outstanding from years 4 and 5 of the BID's first term.

Cheltenham Borough Council provides a grant of £47,000 towards the cost of the Christmas lights and switch-on event.

# JOHN LEWIS & PARTNERS

## MARKETING AND PROMOTION

**Working with local, regional and national media organisations has helped get Cheltenham and our BID businesses in the press, on radio and TV.**

From interviews with BBC and ITV showcasing Cheltenham at Christmas and during the March race meeting, to articles in commercial property magazines, the BID has helped to showcase everything the town has to offer.

Our work with Marketing Cheltenham saw a sustained marketing campaign for the festive season. The 'Christmas in Cheltenham – Spend it Somewhere Special' branding was seen on buses around the county and beyond. Social media influencers were invited to spend time at the market and ice rink as well as shopping and eating to tell their fans what a wonderful town we have.

As part of our ongoing commitment to Marketing Cheltenham, BID businesses in the retail and hospitality sector have automatic Bronze membership, entitling them to a FREE listing on **visitcheltenham.com**, worth £250.



Promoting Cheltenham

# 674,089

visitors to  
**visitcheltenham.com**



## TOWNSCAPE ENHANCEMENTS

As we extended the BID area, so we extended the area the Christmas lights cover. This included areas where there had never been festive lighting so significant upgrades to the infrastructure were required before the lights could be installed and switched on.

The BID ambassadors monitored townscape issues, throughout the year, such as graffiti and flyposting and reported to the necessary organisations.

# 762,169

views for Christmas  
marketing campaign

Christmas Lights



BID Ambassadors

# ENGAGING WITH BID BUSINESSES

## There are so many ways we keep in touch with you.

Our ambassadors are out and about seven days a week. Regular newsletters and announcements are distributed

electronically and we produce a quarterly magazine.

Social media plays a large part of the way we communicate with you, your customers and the general public.

## SOCIAL MEDIA STATS

Make sure you tag us and we'll share your posts



Followers **@CheltenhamBID** 3,455 3,430 3,361

Followers **@OurChelt** 1,997 1,784 3,296



Wimbledon Big Screen

## WHAT'S NEXT?

Since March 2022 the BID has already organised multiple events such as the Wimbledon Big Screen at the Brewery, Cheltenham Food + Drink Week and the visit of Denzel the Dinosaur.

Christmas 2022 in Cheltenham looks set to be a magical experience with events and activities happening throughout the festive period. Our Ambassador team have been busy with the Tidy Up Cheltenham campaign with almost 100 instances of graffiti and flyposting having been reported and cleaned.

Make sure you're signed up to our monthly digital newsletter and also keep your eyes peeled for our new magazine, the BID Quarterly, which is delivered every 3 months.



ADHD Umbrellas

Images: Cheltenham BID, Marketing Cheltenham and submitted | Designed and produced by Art Works: artworks-design.co.uk



**Cheltenham BID** First Floor, Isbourne House,  
3 Wolseley Terrace, Oriol Road, Cheltenham GL50 1TH  
T: 01242 571123  
E: [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk)  
Web [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)



Printed on FSC Certified paper, using vegetable based inks. The paper is carbon captured by planting new woodland within the UK.