

BID QUARTERLY

NEWS FROM CHELTENHAM BID | NOVEMBER 2022

CHELTENHAM
BID Local businesses
improving
our town

LIGHTING UP CHRISTMAS IN CHELTENHAM

TIDY UP CHELTENHAM

CLEANING UP THE
GRADE II LISTED
TELEPHONE KIOSKS



NETWORKING EVENTS

MEET NEW BUSINESS CONTACTS
AND CATCH-UP WITH THE BID TEAM
PLUS **UPCOMING EVENTS** IN TOWN



TRAINING COURSES

Cheltenham BID is committed to supporting businesses in driving up standards through the training of staff. We provide free and part-funded training courses for BID businesses.

We have joined forces with **Tidal Training** to offer part-funded first aid training at **The Isbourne Centre** from the **17 November**.

Note: This training course is only open to Cheltenham BID levy paying businesses.

The QA Level 3 Emergency First Aid at Work qualification is designed for individuals who wish to act as an emergency first aider in their workplace. Upon successful completion of this qualification, candidates will be equipped with the essential skills needed to give safe, prompt and effective first aid in emergency situations.

The day is engaging, supporting a variety of teaching and learning styles including four practical assessments and a multiple choice assessment paper.

In line with workplace first aid requirements, the training day includes, understanding the role of the first aider including reference to:

- The importance of preventing cross infection
- The need for recording incidents and actions
- The use of available equipment
- Assess the situation and circumstances in order to act safely, promptly and effectively in an emergency
- Administer first aid to a casualty who is unconscious (including seizures)
- Administer cardiopulmonary resuscitation (CPR)
- Administer first aid to a casualty who is choking
- Administer first aid to a casualty who is suffering from shock
- Provide appropriate first aid for minor injuries (including small cuts, grazes and bruises, minor burns and scalds, small splinters)
- Safe use of an AED including full practical sessions with training defibrillators.

COURSE DATES

Visit www.cheltenhambid.co.uk/training-courses/ to book your space.

Course Name	Date	Venue
QualsafeAwards Level 3 Emergency First Aid at Work	17 November 2022	The Isbourne
QualsafeAwards Level 3 Emergency First Aid at Work	2 February 2023	The Isbourne
QualsafeAwards Level 3 Emergency First Aid at Work	6 April 2023	The Isbourne
QualsafeAwards Level 3 Emergency First Aid at Work	8 June 2023	The Isbourne

EXCITING NEW CAR PARKING DISCOUNT FOR BID LEVY PAYERS!

We're delighted to have negotiated a discounted parking rate for BID businesses at the recently refurbished Town Centre East Car Park.

The cost is **£55** for a monthly permit or **£645** annually. The permits can be bought by an employee, or by the company on behalf of the team. Monthly permits can be bought for any time period between one and eleven months. They can also be bulk purchased.

Permits are issued by **Cheltenham Borough Council**. The first stage is to fill a simple form in (please email info@cheltenhambid.co.uk for this form) so that the BID team can confirm your eligibility. Permits are valid seven days a week

and will always start from the first day of the next month. Once the BID has confirmed your eligibility with Cheltenham Borough Council, you will receive a secure payment link via email. After you have paid and received a purchase confirmation you will receive an email advising you to collect your permit(s) from the Municipal Offices on The Promenade.

If you need any clarification, please contact info@cheltenhambid.co.uk or call on **01242 571123**.

BID NETWORKING EVENTS IN CHELTENHAM

We kick started our BID networking events on the 26 September at The Wilson Art Gallery and Museum where guests enjoyed a tour of the newly refurbished premises and incredible catering from The Wilson team.

On the **18 October** we hosted a tri-networking event with Cheltenham Chamber of Commerce and Marketing Cheltenham. We all work together to support business development within Cheltenham and being a member of each organisation brings many advantages. The event at Cheltenham Town Hall was hugely well attended and we have had a lot of very positive feedback from attendees who have made new business connections.

We are following these events up with a networking breakfast at **The Find** on Regent Street on the **11 November**. This will be a friendly informal event where you can meet new business contacts and gain a



greater understanding of how the BID can help your business. The guest speaker is **Gethin Evans** from the Golden Valley Development. Find out the latest news about this exciting new development and how it will impact the town centre. Join us for our FREE business

networking lunch on the **22 February** from **12noon-2pm** at the **Parabola Arts Centre** followed by a tour of **Cheltenham Ladies' College** by CLC's Archivist **Rachel Roberts**. It's a friendly and informal event where you can:

- Meet new business contacts
- Network and connect with other BID businesses
- Catch up with the BID team
- Understand how the BID can help you and your business

Tickets are free for Cheltenham BID levy payers and **£20** for non-levy paying businesses.

Visit www.cheltenhambid.co.uk/events/ for further information and tickets.

SOCIAL MEDIA TRAINING

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 the **30 June** at the Isbourne Centre with a talk on *How To Set Up and Optimise Your Instagram and Facebook* and was followed by sessions on *How To Grow Your Instagram*, *How to Work With Influencers* and *How To Grow Your LinkedIn account*. All 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

We will be repeating many of the physical training sessions from January, stay tuned to our social media channels and make sure you are subscribed to our digital e-newsletter for further information.



KEEP IN TOUCH & FOLLOW US ON SOCIAL MEDIA

01242 571123 | info@cheltenhambid.co.uk | [f @cheltenhamBID](https://www.facebook.com/cheltenhamBID) | [@cheltenhamBID](https://twitter.com/cheltenhamBID) | [@cheltBID](https://www.instagram.com/cheltBID)



UPCOMING EVENTS IN CHELTENHAM

CHRISTMAS IN CHELTENHAM 2022 IS GUARANTEED TO BE A MAGICAL AFFAIR WITH A FANTASTIC PROGRAMME OF EVENTS TO ENSURE THE STREETS ARE FILLED WITH FESTIVE SPIRIT. SOAK UP THE FESTIVE ATMOSPHERE WITH CHRISTMAS LIGHTS, THREE CHRISTMAS MARKETS, ROAMING ENTERTAINMENT, A LATE NIGHT SHOPPING EVENT IN MONTPELLIER AND A NUTCRACKER TRAIL.

CHELTENHAM CHRISTMAS UNBOXED

To celebrate the start of the festive period on Saturday 19 November, Cheltenham town centre will come alive with magical characters delivering theatrical performances and festive music thanks to Cheltenham BID.

We invite you to join us for **Cheltenham Christmas Unboxed.**

Fantastic free 15-minute shows by charming Christmas characters, from dancing Toy Soldiers to singing Sugar Mice.

As dusk falls thousands of twinkling Christmas lights will come on throughout the town centre.

The Brewery Quarter Christmas Launch Party will also take place on **Saturday 19 November**, featuring Father Christmas, My Stage School, Thomas Trilby, Got 2 Sing Choir,

Danceworks Studios, Gloucestershire Troopers and Little Dreamers Princesses!

Please note: There will not be a Christmas light switch on countdown for the town centre lights this year, instead smaller live performances will take place on the High Street at Cambray Place and pedestrianised Promenade at **5pm**; Imperial Gardens and High Street near Marks & Spencer at **6.30pm** and a festive show between **3-7pm** in The Brewery Quarter.

CHRISTMAS MARKETS

Cheltenham BID welcomes you to experience three different Christmas Markets this year taking place along the pedestrianised Promenade and Long Gardens.

19–20 November

CHRISTMAS CRAFT MARKET

Long Gardens and Promenade

Shoppers can look forward to browsing stalls full of unique Christmas gifts, homeware and handmade goods by local producers, craftspeople and artisans from jewellery to glass work and woodcraft to original art prints.

2–4 December

POP-UP CHRISTMAS MARKET

Pedestrianised Promenade

Shoppers can look forward to browsing pop-up gazebo stalls, mainly made up of local independent traders selling food and gifts.

8–24 December

CHELTENHAM CHRISTMAS MARKET

Pedestrianised Promenade and Long Gardens

The main Cheltenham Christmas Market with around 80 stalls providing shoppers with lots of opportunities to pick up unique gifts, Christmas decorations and delicious festive goodies.





PAST EVENTS IN CHELTENHAM

DENZEL THE DINOSAUR

Denzel the Dinosaur came to Cheltenham town centre on 24 September and was a roaring success.

On a sunny Saturday in September, we put on a one-day roaming event with Denzel and two Dino Keepers performing, playing games and bringing fun and laughter to Cheltenham.

This event was successful with lots of fun interactions with families and people with young children. He certainly captured the attention of lots of adults too who were keen to get photos as well.

Covering four locations throughout the Cheltenham

BID area, Denzel was very well received by visitors and experienced large crowds in every location.

Denzel certainly drew a crowd... approximately 1,000 people came to see Denzel roam the streets of Cheltenham (687 direct interactions and 300 bystanders). Increased footfall near **The Strand**, pedestrianised **Promenade**, **High Street** and **The Brewery Quarter**. This roaming Denzel the Dinosaur event was

the perfect event for engaging both children and adults. During the first outing, the numbers of people were really high. The Dinosaur Keepers had done such a great job rallying a large number of people and when Denzel arrived he was mobbed. We learned fast and used a rope to create a safe performance area for Denzel and this greatly improved the experience for everyone.

- 'Wow. This is amazing. What a wonderful treat. This has made Alfie's day, weekend, possibly life time so far, he is only 4 and he absolutely loves dinosaurs.'
- **Alfie's mum – they were at 3 out of the 4 locations**
- **Security Guard Alan** chased Denzel all the way to the van. He didn't want to interrupt the children meeting him, but he so wanted a picture – he was over the moon to meet him.
- 'This is brilliant. I know everything about dinosaurs and so does my best friend Bertie. We just love everything about them. They are so scary.'
- **Eve, age 6**
- 'This has been so much fun. We all enjoyed the games before he arrived. Who doesn't benefit from a roar on Saturday morning? More please.'
- **Ottillie's Gran**
- 'Who organised this? It's magic. So much fun for everyone.'
- **Megan, shopper**



CHELTENHAM FOOD + DRINK WEEK 2022

The BID brought Cheltenham Food + Drink week to Cheltenham from 26 September. Various venues around the town including Hub Box, Restaurant GL50, Kibou and The Cosy Club were involved and events included:

- Tastings** – tasting menus, guided wine, gin and beer tastings.
- Masterclasses and talks** – invited guests gave food and drink related masterclasses and talks in participating businesses.
- Entertainment** – musicians, comedians and film nights.
- Footfall up by 5% (on previous week) at **The Brewery Quarter** for the weekend event
- Sold out events at **Hub Box** and **Lumière**
- **Kibou** and **The Alchemist** reported an increase in bookings over the week
- Venues reported an increase in bookings in the weeks after the campaign
- Excellent exposure for businesses on SoGlos, Punchline, Visit Cheltenham and BID social channels
- 11k visits to the Cheltenham Food + Drink Week landing page

THE WITCHING HOUR

This Halloween families in Cheltenham were surprised and devilishly delighted when a terrifying team of hysterical witches and warlocks broke out in the town centre and caused merry madness and monster mayhem for the Witching Hour!

Sporting high-impact costumes each witch has a unique power! There were crazy curses, silly spells and ghoulish giggles aplenty as these larger-than-life characters lead children around the BID area looking for the magic ingredients for their spooky spells!

We would like to thank all of the BID businesses who were involved including, but not limited to, **Cake Alchemist**, **Ultimate Party Shop**, **Regent Arcade**, **Kibou Sushi**, **Marks & Spencer**, **John Lewis & Partners**, **The Find**, **The Works** and **The Wilson Art Gallery and Museum**.

LIT CRAWL

October saw the return of the Literature Festival: with nearly 200 free events at The Times and The Sunday Times Cheltenham Literature Festival (7-16 October) including the Festival's legendary Lit Crawl in association with the BID, family events and the return of the striking immersive venue: VOICEBOX.



Featuring an astonishing variety of book-themed events, from spoken-word gigs, tarot reading, improv comedy and inspiring conversations, to storytelling sessions, family fun trails or just enjoying *The Times* crossword with a cup of coffee. Our free ...Around Town events certainly proved highly popular including a spot of tarot reading with the authors of *Wild Card: Let The Tarot Tell Your Story*, **Jen Cownie** and **Fiona Lensvelt** and *The King in Yellow* Lit Crawl rolling performance at The Wilson Community Gallery.



WE HAVE WELCOMED NUMEROUS NEW VENUES TO THE BID ZONE IN THE LAST FEW MONTHS: INCLUDING **NAGOMI**, **THE NOOK**, **BRAZILIAN BUTCHER**, **PYESTA**, **HATCHARDS** AND **JIGSAW**. OTHER EMPTY UNITS ARE BEING FILLED IN THE TOWN CENTRE. WATCH THIS SPACE!



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

© Mikal Ludlow

PURPLE FLAG AWARD

Cheltenham has successfully retained it's Purple Flag award for a seventh consecutive year.



The nationally recognised award is given to towns and cities that provide a vibrant and diverse mix of evening and night-time dining, entertainment and culture between the hours of **5pm** and **5am**, while promoting the safety and wellbeing of visitors and local residents.

The assessors praised Cheltenham's latest Purple Flag renewal, saying the town should be applauded for the breadth and scope of support it has provided to the evening and night-time economy (ENTE) and the businesses within it to support business survival and town centre recovery from the Covid-19 pandemic.

Well done to all involved.



Before

PHONE BOX CLEAN UP

The red telephone boxes on the pedestrianised Promenade are a quintessential sight in Cheltenham. You can often see visitors photographing them.

This is why the BID decided they were in dire need of a clean.

On **Thursday 27 October**, the BID team was joined by staff from The Cheltenham Trust's facilities team.

Taking care not to damage the Grade II listed telephone kiosks, they removed years of grime, moss, graffiti and stickers.

We plan on making this a regular exercise in our Tidy Up Cheltenham campaign.



After



Old Bin

TIDY UP CHELTENHAM CAMPAIGN

We extended our summer Tidy Up Cheltenham campaign and weeded the steps on Montpellier Street / Rotunda Terrace again at the end of October.

Keeping on top of this means our ambassadors can get it done in a morning on a weekend shift.

The sticker removal liquid and equipment has been replenished again as the team have been out scraping and wiping off stickers from lamp posts, ATMs, utility boxes and benches. They removed more than 200 stickers in October alone!

The BID has been requesting new bins for a long time and is pleased to see there are now new ones appearing on High Street.



New Bin

WILLANS LLP

WILLANS LLP SOLICITORS HAS BEEN A PART OF THE GLOUCESTERSHIRE BUSINESS LANDSCAPE FOR 75 YEARS. ALONGSIDE CELEBRATING THEIR MILESTONE ANNIVERSARY, 2022 HAS BEEN A BUSY YEAR FOR THE FIRM, WHICH CONTINUES TO SUPPORT CHELTENHAM AS A GREAT PLACE TO WORK AND DO BUSINESS.



Willans celebrate 75 years in Cheltenham



Willans LLP | solicitors

Tell us the story and ethos of Willans LLP

Willans was established by Gloucestershire-born lawyer Alec Willans in 1947, shortly after he returned from serving in the Second World War. Since then, the firm

has grown from a single person to over 100, all based in the heart of Cheltenham, in Imperial Square.

Despite always evolving and looking to the future, we're proud to maintain Alec Willans' original commitment to client service; offering a distinctive mix of expert lawyers who are responsive, capable and easy to talk to. Willans is about people, and we make sure we look after our own, as well as our clients. We also have a

well-established 'local' ethos and strive to work with local suppliers wherever possible.

Why is Cheltenham – and Gloucestershire – so important to Willans?

Gloucestershire is well and truly in Willans' DNA, so it seems only right that we play an active part in the community by supporting many local initiatives, events and organisations year-on-year. These

range from the University of Gloucestershire and Cheltenham Literature Festival to the Cotswold Way Association and several local schools. Earlier this year, we became the first law firm to pledge its support to CheltenhamZero and help our town reach its carbon-neutral goals. As such, our green committee has been working to make many environmentally friendly changes to our offices, including introducing new recycling options for items that can't be recycled kerbside, and starting a litter picking group with the help of Cheltenham Borough Council.

We're also committed to helping local charities and over the past 10 years, our charity committee and staff have raised more than £114k in funds for likes of Maggie's, Sue Ryder and the Cheltenham Animal Shelter. Recently we named Young Gloucestershire as our 2022/23 charity of the year and we're looking forward to the fundraising

plans we have in place, including a pub quiz and Christmas carol concert.

How have you been celebrating Willans' 75th anniversary?

As well as holding a summer social event for staff, we marked the firm's 75th year in business by embarking upon an exciting refurbishment of our Regency offices, with the help of many local suppliers. Our reception has recently moved a few doors up to our premises at 34 Imperial Square, and we've created brand new staff areas and outdoor spaces, as well as showers and bike racks to encourage staff to cycle to work.

Which BID initiatives do you take advantage of?

As relative newcomers to the BID (following the recent expansion of the BID zone) we're looking forward to taking full advantage of initiatives such as free staff

training and discounted parking. Last winter, our staff enjoyed the exclusive ice-skating session, and our Cheltenham in Bloom flower boxes really lifted our buildings' exterior over the summer. As well as regularly communicating BID news to our team, our lawyers also attend BID events to champion Cheltenham as a great place to do business.

What does the future hold for Willans?

With our local and green values firmly in mind, we'll be focused on continuing to do what we do best: providing quality legal advice in a friendly, approachable way, while delivering excellent client service and looking after our people.

To get in touch with the team at Willans, visit [willans.co.uk](https://www.willans.co.uk) and follow their anniversary, charity and sustainability plans on **LinkedIn**, **Facebook** and **Twitter @WillansLLP**.



Reception at Willans

RECAP OF SOME OF OUR INITIATIVES SINCE APRIL THIS YEAR

CHELTENHAM
FESTIVALS
AROUND TOWN



ADHD
UMBRELLAS



BID IN
BLOOM



DEFIBRILLATORS
in partnership with
PUBLIC HEARTS
APPEAL

1,625
INTERACTIONS
WITH BUSINESSES



FOOD +
DRINK
WEEK



CHELTENHAM
GUARDIANS
SPONSORSHIP

SOCIAL MEDIA
TRAINING



JUBILUNCH
SPONSORSHIP



PAINT
FESTIVAL
SPONSORSHIP

WIMBLEDON
BIG SCREEN



PLANNING OF
CHRISTMAS
IN CHELTENHAM



TIDY UP
CHELTENHAM
CAMPAIGN



VACANT
UNITS
PROJECT

WITCHING HOUR
EVENT FOR
HALLOWEEN



DENZEL THE
DINOSAUR



NETWORKING
EVENTS



BID OPERATIONS MANAGER BELINDA HUNT WINS EMPLOYEE OF THE YEAR AWARD

Having worked tirelessly for the last 6 years to support the BID and improve Cheltenham we were thrilled that our Operations Manager Belinda Hunt was awarded 'Employee of The Year' at the SoGlos Business Awards.

Belinda has been responsible for many of the projects that make Cheltenham so special, including **BID in Bloom**, the **Christmas Lights** and the colourful **ADHD Foundation umbrellas** that were located in The Strand. She is also instrumental in organising the **Tidy Up Cheltenham** campaign as well as the **Christmas Pop Up Markets** on The Promenade and so much more.

Well done Belinda: this award is so well deserved!



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