

BID QUARTERLY

NEWS FROM CHELTENHAM BID | FEBRUARY 2023

CHELTENHAM
BID Local businesses
improving
our town 

THE BEST VIEW IN TOWN



BUSINESS SPOTLIGHT

MEET THE TEAM AT
FRANK SMITH & CO
SOLICITORS



CHELTENHAM GIFT CARD



CHELTENHAM GIFT CARD

THE PERFECT PRESENT
TO SPEND IN CHELTENHAM

PLUS **NETWORKING EVENTS** IN TOWN



"I TOOK SO MUCH AWAY FROM THIS SESSION. THANK YOU."

STRESS MANAGEMENT TRAINING

THURSDAY 2 MARCH, 1PM

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

This is an introductory session to stress, stressors and the management of stress in our daily home and working lives. The session will explore factors of vulnerability and self regulation, and will give the attendees an overview of the benefits of stress reduction and relaxation techniques as well as building knowledge for the future benefit of personal and colleagues' mental health.

During this session we will explore:

- the definition of stress and eustress
- the symptoms that may result from stress
- learners' own vulnerability to stress
- positive coping mechanisms for dealing with stress
- progressive muscle relaxation

Stress Management Training Certification

- There will be continuous tutor assessment, there is no final examination
- Those students who complete the course and are deemed to have reached the required standard will be awarded a certificate of attendance. There is no renewal required

HOW TO GROW YOUR BUSINESS ON LINKEDIN

WEDNESDAY 8 MARCH, 10AM

Join social media expert Kat Shayler from Cheltenham BID as she guides you through how to use LinkedIn more effectively for your business.

Course content will include:

- How to maximise your profile on LinkedIn
- Types of content that work well on LinkedIn
- How to use hashtags effectively on LinkedIn
- Finding ideal clients on LinkedIn
- Q & A session

QA LEVEL 3 EMERGENCY FIRST AID AT WORK

THURSDAY 6 APRIL, 9.30AM - 4.30PM

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 multi 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
- Assessing the situation and circumstances in order to act safely, promptly and effectively in an emergency
- Administering first aid to a casualty who is unconscious (including seizures)
- Administering cardiopulmonary resuscitation (CPR)
- Administering first aid to a casualty who is choking
- Administering first aid to a casualty who is suffering from shock
- Providing 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

DOJO GO

Cheltenham BID have teamed up with Dojo to bring you simple, fast and secure payments which come in the form of their new intuitive card machine – Dojo Go. Using Dojo means you will:

- Get access to your money from 10am the next working day. No long waits or extra charges – just getting what's yours
- Serve customers quicker. Blink and you'll miss it. The **Dojo Go** processes payments 80% faster than the industry average. So there's less time between your staff and your next happy customer
- Protect your income. Dojo card machines come armed with point-to-point encryption as standard, so remaining PCI compliant is easier than ever, and you don't have to worry about it
- Have a flexible contract starting from just one month – and if you ever need more machines, perhaps if trading at summer events, just rent some more at £15 a month each, and return them when you're done
- Get excellent connectivity – the machines connect to wifi and have the back up of access to all four mobile networks
- Have your existing contract bought out. Up to £3K per merchant number



Cheltenham BID businesses also get:

- The first 3 months free. This could be a trial period, so if you want to see how it compares to your existing system, it's possible
- Support in dealing with the existing supplier if you choose to take up the buyout option
- A tailored solution for your business. Unlike other systems, there isn't a fixed percentage. With just £15 a month as the rental, and a negotiated fee, unless your turnover is very small, chances are that Dojo will work better for you than competitors

If you want to know more, get in touch with **James Roberts** on **078 48452 990** or **james.roberts@dojo.co.uk** to find out how to get started.

TO OPEN OR TO CLOSE THE DOORS? THAT IS THE QUESTION...

For many retailers, having an open door is important. It shows you're welcoming customers, and helps people with mobility issues, or a pushchair, to enter unhindered. But it's also wasting heat which is both expensive and bad for the environment.

Finding the right balance is key. According to a Retail Focus report, a 20% reduction in energy costs is equivalent to a 5% increase in sales. So it does make sense to cut the costs, but where do you start? As a BID business, you can get advice from **Logical Utilities**, who will do an audit of your energy use and see if there is a better tariff for you elsewhere. Making sure appliances are up to date and energy efficient is another step, and changing to energy saving light bulbs makes a difference. The initial outlay may be more, but the ongoing revenue savings will add up. And, of course, closing the door will keep heat in and costs down.

Ask yourself some basic questions – is the door stiff and hard to open? If it was easier, would people be less put off, particularly those with pushchairs or wheelchairs? Do I have a nice window display that draws people in? Is my door covered in promo material that means people can't see what's beyond it? Could I make a virtue of keeping the door closed – perhaps with a simple social media message telling people why

**A 20% REDUCTION
IN ENERGY COSTS
IS EQUIVALENT
TO A 5% INCREASE
IN SALES**

it's closed but encouraging them in with some form of incentive?

It's hard to determine whether a closed door results in fewer sales, or an open one increases them. But one thing is sure – an open door is burning money. For more information on the 'close the door' campaign have a look

at www.close-the-door.org.uk. Although the website is now a little out of date, the research and evidence is still valid. And you could be eligible for free advice and support too. Target 2030 www.target2030.co.uk is a scheme run by Severn Wye across Gloucestershire to help businesses with energy efficiency.

It only applies to SME's so unfortunately national retailers are unlikely to be eligible. But if you meet the criteria, you could get a free site survey, energy bill analysis and recommendations report.

For more information, contact **Neil Towler**, the Senior Energy Advisor at Severn Wye, on NeilT@severnwyne.org.uk or go to the www.target2030.co.uk website for more information.



TIDY UP CHELTENHAM

With Cheltenham's vacancy rate amongst the best in the southwest region and comparing favourably to the national figures, we have to admit there are some units which remain vacant for long periods. During this time, they become an eyesore and attract negative attention and often require a great deal of renovation and repair. Such is the case with the unit at 106 High Street.



Before



After

Following intervention from Cheltenham Borough Council and in particular **Max Wilkinson**, repairs to the building were finally completed in late December, enabling the BID to cover the unsightly windows with attractive vinyls.

The next building to have the vinyls installed is the old Argos unit opposite and it is expected that these will be up before the end of February.

We are also working with the landlord of the building at the corner of Grosvenor Terrace and High Street. We anticipate contractors starting work in mid-February when they will replace the ineffective and filthy bird netting as well as clean the area of bird faeces. The nets have been damaged by vandals, allowing pigeons to nest. Bird deterrent spikes will also be installed to help keep the nesting birds away.

The general appearance of the Strand,

Grosvenor Terrace and Cambray Place is in dire need of improvement. In the absence of any commitment from the local authorities to improve the state of the pavement, its condition continues to deteriorate. This is only compounded by businesses in the locality consistently receiving deliveries via HGV to their front doors rather than using their rear entrance, further damaging the surface.

There are many excellent and essential businesses operating in this area and it is important to us that we do what is in our power to reduce the impact the broken paving, uneven surface and empty units have on the surrounding businesses; such as the umbrella project in the summer, new lights across the street and in the trees at Christmas, window vinyls and frequently weeding and removing graffiti. The BID will continue to lobby local authorities to improve the public realm in this area.



FOOTFALL REPORT FOR 2022

Footfall in Cheltenham is monitored using data provided by PFM using cameras at:

- **The Promenade** – outside Hotel Chocolat
- **Regent Arcade** – people entering and exiting Regent Arcade to / from High Street
- **Regent Arcade** – people exiting Regent Arcade to / from Ormond Terrace
- **High Street at The Brewery Quarter** –

people entering High Street from The Brewery Quarter

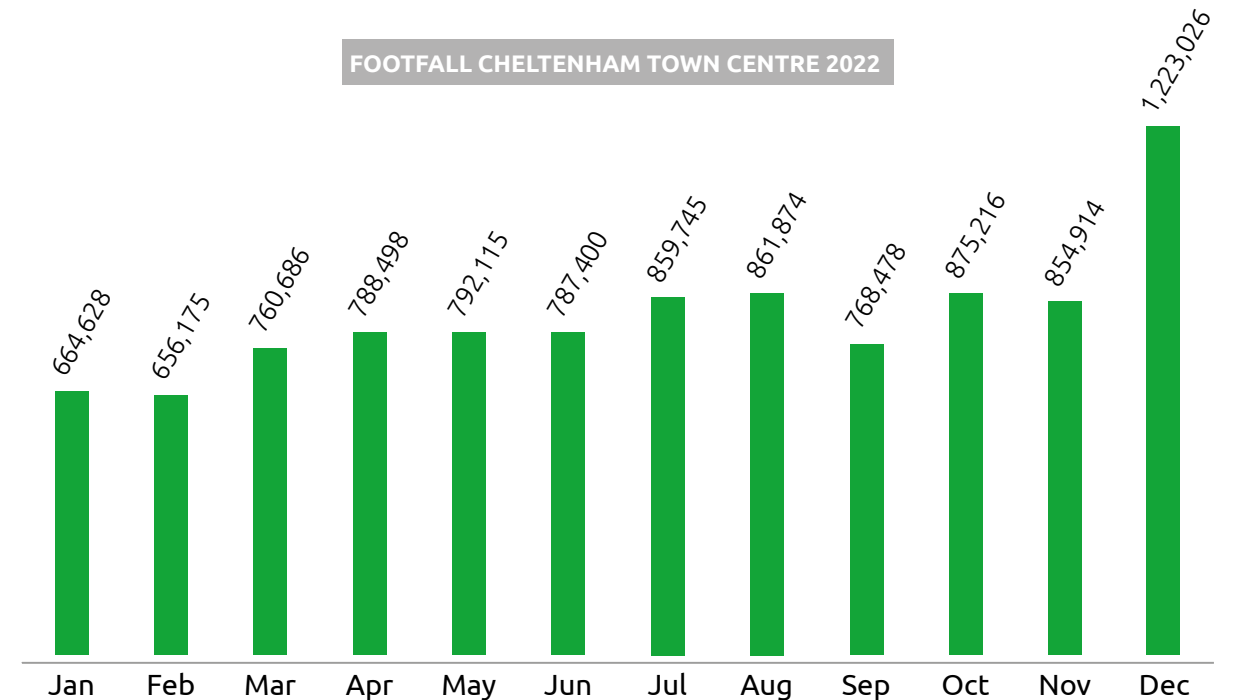
- **High Street** – outside M&S

9,892,755 visitors were counted in 2022 with the busiest day of the week being Saturdays. The busiest day of the year in 2022 was Saturday 17 December when **65,552** visitors were recorded. Unsurprisingly, the busiest week of the year was week 51 (19 to 25 December) when visitor numbers reached **322,463**.

THE FESTIVE SEASON

With a slow start to the festive shopping season in November, December saw a considerable increase which was, in a large part, due to Christmas falling on a weekend. An independent report from Place Informatics on the Festive Launch Event on Saturday 19 November 2022 showed that:

- The event increased footfall on the previous month by **27%**
- There was a **39%** increase in footfall compared to the same event in 2021



Although it is not possible to give a realistic comparison between the full years for 2020, 2021 and 2022 due to the various lockdowns, we can see that apart from November, there was an encouraging growth in footfall in 2022.

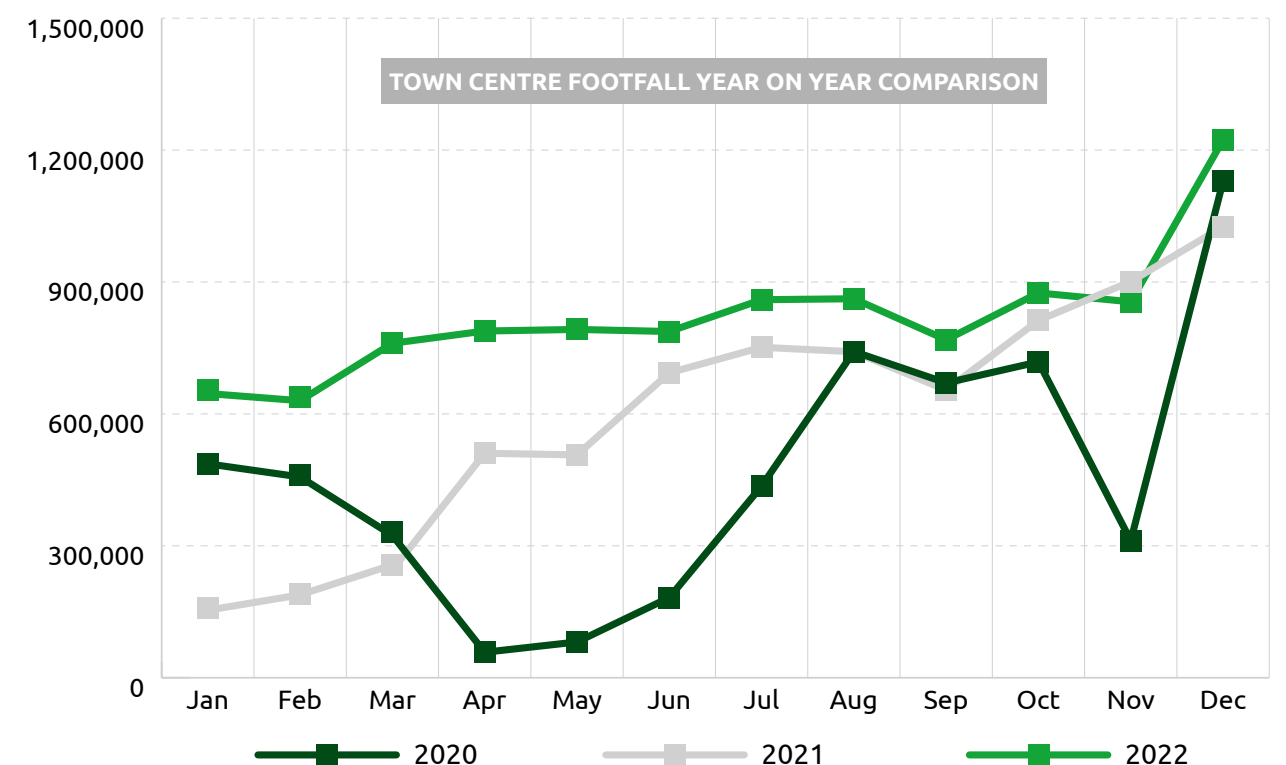
Looking forward, 2023 was off to a good start with an increase of **34.1%** on January 2022.

The busiest day during January was Saturday 28 January when **52,697** visitors were recorded, and footfall peaked at 2pm.

According to Springboard, a global leader in retail and shopper analysis, the last week of January saw a **14.7%** increase in footfall across all UK retail destinations compared with the

same week in 2022. The increase was driven by High Street statistics whilst visitor numbers to retail parks remained virtually static.

The increase is likely to have been propelled by people returning to work in the town and city centres and is likely to level out over the coming months.



PAST EVENTS IN CHELTENHAM

LAUNCH OF THE FESTIVE SEASON

'Christmas Unboxed' brought delighted crowds to town on Saturday 19 November as community choirs joined festive characters performing at four locations around the town centre.

On the Strand, High Street, pedestrianised Promenade and in Imperial Gardens, children and adults watched as dancers, musicians and acrobats counted down the start of the festive shopping season when the Christmas lights were officially switched on.

By far the most popular spot was the Promenade, where hundreds of people had gathered to hear the choir and see the spectacular bauble lights come on above them.

NUTCRACKER TRAIL

With a £100 gift card up for grabs, it wasn't surprising that this free trail proved exceptionally popular.

Creating a trail, ten 7ft Nutcracker Kings were located in businesses around the town centre. A trail map led families from Montpellier, through the town to the Strand,



Regent Arcade and The Brewery Quarter. Thank you to all the businesses who took part.

MINCE PIES AND MULLED WINE IN MONTPELLIER

On Thursday 1 December, many of the shops and galleries in Montpellier kept their doors open late whilst welcoming shoppers with mince pies, mulled wine and carol singers.

Entertainment from bell ringers, choirs and a steel drummer could be heard throughout Montpellier. We would



have liked to see more visitors on the night because those who were there certainly enjoyed shopping and eating out.

Working with **Jelly Armchair**, we created a unique window trail of fun decals. Participants followed clues in the trail map, which took them all round Montpellier and answered questions about what they saw in the windows of the business to win a £100 Cheltenham Gift Card and a Jelly

Armchair goody bag. One winner said: "Our family went with my brother's family. We didn't know there were so many shops and restaurants in Montpellier now. We'll definitely be going back."

UPCOMING EVENTS IN CHELTENHAM

WE'RE 'WHEELING' IN THE VISITORS! THE RETURN OF THE CHELTENHAM OBSERVATION WHEEL IS PROVING AS POPULAR AS EVER.

THIS IS YOUR CHANCE TO ENJOY BIRD'S-EYE VIEWS OVER REGENCY CHELTENHAM

The wheel, operated by de Koning Leisure and hosted by Cheltenham BID, will operate daily 4-26 February, with extended opening times at weekends, and throughout the half-term holiday.

Location

Cheltenham Imperial Gardens, opposite the Queens Hotel.

Dates

Daily from Saturday February 4 until Sunday February 26.

Opening times

Weekdays from 4pm - approximately 9pm. Weekend and half term holidays (20-24 February) from midday to approximately 9pm.

Cost

Adult ticket £7, child under 1.4m £5 and a family ticket (2 adults + 2 children or 1 adult + 3 children under 1.4m) £20.

How to book

www.cheltenhambid.co.uk/events

How long is the observation wheel ride?

The wheel rotates a minimum of 3 times.

How long will I have to wait?

The wheel has a large number of pods and can accommodate five people per pod, so queues empty fairly quickly. Usually not longer than 10 minutes.

Can wheelchair users ride on the pods?

Yes, the pods are accessible for wheelchairs and there is access assistance too.

How many people can fit into a pod?

Five.

Are the pods covered?

Yes, there is a roof to each pod.

Are dogs allowed?

Guide and assistance dogs are allowed a ride with owners.



FRANK SMITH & CO SOLICITORS

NEWLY REFURBISHED OFFICE SPACE HELPS FACILITATE FUTURE GROWTH FOR FRANK SMITH & CO SOLICITORS. SPECIALIST IN PROPERTY, AGRICULTURE AND PRIVATE CLIENT LAW, FRANK SMITH & CO SOLICITORS, HAS EXPANDED ITS PREMISES AND TEAM FOLLOWING SUBSTANTIAL GROWTH IN THE LAST YEAR.



Frank Smith LLB (Hons) Managing Partner

Tell us about Frank Smith & Co?

Founded by Frank Smith in 2016, Frank Smith & Co Solicitors is a Cheltenham-based firm with collectively over 100 years legal experience in property and private client law. As well as providing general legal advice, we also offer specific, specialist knowledge in advising landowning and farming families, and those in the equestrian sector. We are a Cheltenham-based firm and are proud to be part of the local business community.

Frank Smith is a nationally recognised legal expert in property matters and is recommended by Chambers UK and Legal 500.

We fully understand the requirements of those who want to buy, sell, manage, or develop their property or attend to their personal affairs. Our law firm is competitive on costs yet remains highly responsive to our clients' needs and provides service levels worthy of higher cost larger law firms.

Our unique approach offers individual and bespoke, rather than mass market legal advice, delivered in our distinctive private, friendly, and efficient manner. We are a family run business and work well with other individuals, entrepreneurs, and local businesses.

How has the company grown over the past year?

Over the past 12 months the team has grown by 40%, supporting numerous clients in the South-West and beyond. We currently work with some of the largest and most prestigious estates and private assets in the region, handling everything from the sale and purchase of land and farms, to preparing wills and powers of attorney for individuals. We deal with everything from administering complex estates to more straight forward probate matters. To support this growth, we have recently moved to a new, larger heritage office in the prime location



Nora Ibrahim

of Rodney Road, Cheltenham. We take pride in our local heritage and have worked hard to restore and maintain the historic building we are in, which sits at the heart of the BID district.

Why is Cheltenham – and Gloucestershire – so important to Frank Smith & Co?

Cheltenham is where the firm was first set up and we have operated here from its inception in 2016. We try to recruit locally and wish to support local families and businesses as much as possible. Two of our junior staff are recent graduates from the University of Gloucestershire for example. All of our suppliers are either from Cheltenham or within the wider county. We have a strong local presence and it's important for our clients and suppliers to know that we are a Cheltenham-based firm and will remain that way.

Which BID initiatives do you take advantage of?

We moved to Rodney Road from Imperial Square on 1 September 2022 and since then have been active members of the BID community. We have attended a number of networking events and engaged with the BID staff regularly. As Spring approaches, we are now looking forward to the BID window boxes gracing our offices. Other plans for 2023 include signing our staff up to various training events being run by BID associates and taking advantage

of the car parking discount for our staff.

What does the company hope to achieve with its new offices in Cheltenham?

The new office on Rodney Road has undergone a major refurbishment to recreate the Frank Smith & Co Solicitors premium experience our clients have come to expect. We have a charming reception area, warm, soft furnishings and congenial surroundings, branded throughout in the firm's traditional racing green colours. Complete with restored iron railings situated at the front of the building, our new offices put us right in the heart of the local business community. The experience for clients exudes excellence, albeit without the high price tag to match, delivered by a team of highly skilled professionals, who go out of their way to meet our clients' expectations.

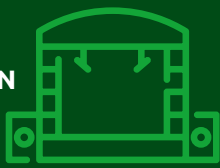
The new office will also facilitate future growth of the Frank Smith & Co legal team, including our latest recruit, paralegal, **Nora Ibrahim**, which brings the legal team up to seven. Originally born in Finland, Nora emigrated to England as a young girl and obtained her law degree from the University of Gloucestershire. Having loved the area so much, Nora decided to remain in Gloucestershire to pursue her legal career.

Nora Ibrahim said: "I love being a part of Frank Smith & Co Solicitors as I am surrounded by bright and knowledgeable people that I can learn from. My favourite part of the job is assisting our clients with their matters, ensuring that they feel that the advice provided to them is both professional and personal."

To get in touch with the team at Frank Smith & Co, visit **www.franksmithandco.com** or keep up to date with the latest via their social media channels, **LinkedIn, Twitter, Instagram** and **Facebook**.

RECAP OF SOME OF OUR INITIATIVES

**CHELTENHAM
FESTIVALS
AROUND TOWN**



**ADHD
UMBRELLAS**



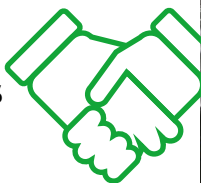
**PAINT FESTIVAL
SPONSORSHIP**



**CHRISTMAS
UNBOXED**



**1,242
INTERACTIONS
WITH BUSINESSES**



**FOOD +
DRINK
WEEK**



**CHELTENHAM
GUARDIANS
SPONSORSHIP**

**SOCIAL MEDIA
TRAINING**



DEFIBRILLATORS
in partnership with
**PUBLIC HEARTS
APPEAL**

**WIMBLEDON
BIG SCREEN**



**CHRISTMAS
IN
CHELTENHAM**



**FIRST AID
& MENTAL
HEALTH
TRAINING**



**TIDY UP
CHELTENHAM
CAMPAIGN**



**VACANT
UNITS
PROJECT**

**WITCHING HOUR
EVENT FOR
HALLOWEEN**



**DENZEL THE
DINOSAUR**



**NETWORKING
EVENTS**



MARKETING AND PROMOTION

Cheltenham Gift Card: The Perfect Present

The Cheltenham Gift Card is the perfect flexible present for any occasion. With more than 70 businesses now accepting the card, consumers have a wide choice of places to spend, including shops, restaurants, hotels, bars, cafés and more.

What is it?

A MasterCard based prepaid card which can be used at participating businesses in Cheltenham. It works in the same way as a debit card or corporate gift card.

How it works

You simply get in touch with us and tell us you want to accept the card in your business. We will come and see you and get you set up to be one of the many businesses who benefit from the thousands of pounds spent on the cards each year. Customers can go online to purchase a Cheltenham Gift Card. The cards are valid for 12 months from purchase.

Why accept it?

The gift cards have been purchased for friends and family by people from Australia, Canada, the USA,

Japan and of course closer to home. This is all money that will be spent in a Cheltenham BID business.

Why buy it?

Cheltenham has something for everyone. Whether you're buying for a visitor or a resident, the Cheltenham Gift Card is the perfect present. It's also great for employees, a corporate incentive scheme, a 'thank you' to teachers, or even a gift for students. And it keeps spend local, supporting jobs and businesses in Cheltenham.

To sign up to accept the card email us at **info@cheltenhambid.co.uk**. To buy a card, simply visit **www.cheltenhamgiftcard.co.uk/product/the-cheltenham-gift-card** and you or your lucky recipient will receive it in the post shortly afterwards!

KEEP IN TOUCH

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