



Cheltenham Christmas lights switch on 2019

# CHEL TENHAM BID

Local businesses  
improving  
our town



## Cheltenham Business Improvement District **Annual Review 2019–2020**

Town Centre  
Events

Parking and  
Accessibility

Public Realm  
Improvements

Marketing and  
Promotion

Business  
Support

# Introduction

**This BID year has taken us from the highs of a busy summer, through a spectacular Christmas lights switch on, to the challenges we are all now facing together.**

The oohs and ahhs of the crowds at the Christmas lights switch on event as three giant puppets took them through the whole BID zone was a sign of an exciting and rewarding year ahead for our businesses.

February saw the return of the giant wheel and unlike other towns, Cheltenham was alive and brightly lit.

When the Government announced on 23 March that the nation was to go into lockdown, few of us anticipated how long that would last. What the BID knew was that although businesses were not able to trade, they needed our support more than ever.

We began by helping businesses access the grants they were entitled to and lobbying to get grants for those who had slipped through the net. The BID website was constantly updated in line with Government guidance, providing useful links to resources and information to help during lockdown and more importantly as businesses began to reopen and navigate the sometimes-

complicated guidelines on being COVID-Secure.

Now, Christmas is just around the corner and it's going to be very different this year. On the advice of Public Health England, we had to take the very difficult decision to cancel the planned extension of the Christmas market. The good news is that we will be bringing an interactive family-friendly, COVID-Secure Christmas trail to the streets of Cheltenham

We are pleased we took the decision early in the year to commission new Christmas lights, which will bring an extra special sparkle to the town despite not being able to have our usual spectacular lights switch-on.

Thanks to the efforts of each and every business and their employees, people have felt safe coming back to Cheltenham to shop, eat, drink and appreciate everything we have to offer. This summer saw footfall increases by 24 percent compared to 2019. So, congratulate yourselves and remember we'll be with you all the way as the recovery continues.

**Kevan Blackadder**  
BID Director, Cheltenham BID



## 2019-2020 The year at a glance



### Festivals in 2020

Without the BID's support, many other festivals would not have the impact they do. The **Cheltenham Paint Festival** continues to grow each year and we helped launch the first **Cheltenham Wellbeing Festival** in September 2019.

### Our Ambassadors get weeding

During lockdown weeds were left to grow so our Ambassadors tackled the problem head-on, clearing street after street of unsightly weeds.



### Getting your business ready The essentials

Preparation is vital for a smooth transition from lockdown across the UK. Cheltenham BID have put this information together to help you get your business, venues and workforce ready.

**Key things to keep in mind:**

The infection is spread by people and places  
Person to Person  
Person to Surface

**Three elements to consider**

Physical distancing  
Surfaces  
Point of Sale

**Communication is key for a smooth process in order to keep employees, customers and providers up to date with your policies and to have measures in place to help provide reassurance, meet expectations, minimise anxiety and make a simple transition.**

**Review your staff policies**

Staff and schedule plan  
Risk assessments  
Internal communications

- Review safety processes and risk assessments in place for employees in line with national government guidance on COVID Secure business.
- Create a staff plan to reflect working from home, return to work, fixed terms on shift patterns, flexible working and potential support to work from home.
- Consider:
  - Practising working from home
  - Vulnerable staff
  - Safe commuting available
- Circulate new policies, health measures and timetables with staff and across the workplace
- Discuss advice on safe commuting
- Order the necessary PPE for staff to undertake their work safely. The BID can help you source it.
- Check if your staff can apply to be tested. <https://www.ukguidance.gov/coronavirus/covid-19-getting-tested>

**Check your premises**

Policies review  
SLA review  
Facility inspections

- Internal policies to meet with landlord, managing agency and/or head office policies and guidance
- Heating, water, ventilation, air conditioning and mechanicals ahead of re-opening
- Fire/Life safety systems
- SLA cleaning services and frequency
- Security measures for your business

**Introduce physical distancing**

Health and safety checks  
Office traffic management  
Access points

- Identify and control access points for staff, customers and providers, consider one-way systems to allow for distancing
- Work with your local authority, BID and/or managing agency/landlord regarding support for managing potential issues with queuing of access
- Display health and safety policies in place across the workplace
- Provide PPE as required by the risk assessment
- Encourage increasing the frequency of hand washing
- Limit face-to-face meetings and use alternative technology
- Apply social distancing on:
  - Office space
  - Separation panels, alternate seating spaces
  - Confidential areas
  - Reduce maximum capacity allowed and introduce flexible time slot ranges
  - Customer facing areas
  - Display social distancing spaces
  - Consider protective measures for employees where necessary

**Review surfaces & point of sale**

Cleaning plan  
Sanitising availability  
Minimising risks

- Review cleaning plan including potential new areas, hot spots, services, frequency and appropriate products recommended by Public Health England
- Disable touchscreens, consider low-touch or no-touch switches, doors, drawers and other fittings
- Remove high-touch shared tools such as whiteboard markers and remote controls
- Consider reworking with food/beverage single serving items
- Provide sanitiser and cleaning products
- Implement a clean desk policy
- Identify safe storage areas for personal items
- If possible, designate a specific enclosed room to isolate any person identifying themselves with symptoms

**CHELTEHAM BID**

Please see current UK Government's COVID-19 Secure Guidelines available on [gov.uk/guidance/working-safely-during-coronavirus-covid-19](https://gov.uk/guidance/working-safely-during-coronavirus-covid-19)



# Business Support

Great to be able to talk to potential employees in a relaxed atmosphere where they feel comfortable asking questions that are relevant to them.

Lucy, Primark



Job Fair at Cheltenham Library

We were contacted by more businesses during lockdown than ever before, some for the first time, because they knew we were there to help and support them in any way we could.

- We helped more than 120 BID businesses access their grants
- 25 businesses were awarded grants through the council's discretionary grants scheme through BID intervention
- We provided advice on furloughing, including template letters to employees

and links on how to make the claim

- Our regular business support calls covered topics such as dealing with landlords, how to keep customers engaged and how to open safely, helping the 95 businesses who took part share ideas and experiences and hear from specialist guest speakers
- Cheltenham BID supported the #RaiseTheBar campaign to lobby government to give grants to those who had missed out

- We identified grant funding streams for different sectors and provided information on how to apply
- We have distributed and laid more than 2,000 social distancing stickers and given 800 face coverings to independent businesses

The partnerships with The Logical Utilities Company and Paymentsense continue to provide BID businesses with significant and exclusive deals on their utility bills and merchant service fees. **Get in touch with us if you are not already taking advantage of these savings.**

We have teamed up with Cheltenham Borough Council and the Police to form the Town Centre Team to tackle anti-social behaviour in the town centre. BID Ambassadors, who are now all first aid qualified, dealt with and reported more than 100 incidents including begging, street drinking, graffiti, flyposting and littering. We have also sponsored the Cheltenham Guardian's car.



Cheltenham Guardians

We very much value the relationships we have built within the community and the Cheltenham BID remains a valuable partner going forward in our quest for a safer night time economy.

Terry Howard, Cheltenham Guardians Integrated Urban Safeguarding Team

## KEY CONTACTS IN CHELTENHAM

Your handy guide to useful contacts. Pop this guide up somewhere handy where you and your staff can always see it.

**CHELTENHAM BID**  
Local Businesses Improving our town

**CHELTENHAM BID**  
01242 571123 or  
info@cheltenhambid.co.uk or  
visit [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)  
For all BID services, including footfall data, promoting your events / offers.

**BID AMBASSADORS**

01242 571123 or  
info@cheltenhambid.co.uk  
Our ambassadors are on duty to help you and your business and welcome visitors seven days a week.

**CHELTENHAM GIFT CARD**

How the gift card scheme works, where the card is sold, all the businesses who accept the card – see [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)  
A customer can check their balance at [www.getmybalance.com](http://www.getmybalance.com)  
To sign up to accept the gift card, or get help with processing a payment with the card, call 01242 571123 or [maria@cheltenhambid.co.uk](mailto:maria@cheltenhambid.co.uk)

**VISIT CHELTENHAM**

The BID works closely with Marketing Cheltenham. All BID retail and food and drink businesses have a directory listing at [www.visitcheltenham.com](http://www.visitcheltenham.com). You can

**DISCOUNTED CAR PARKING – CITIPARK**  
01242 571123 or  
maria@cheltenhambid.co.uk  
Staff of Cheltenham BID businesses can park in the John Lewis & Partners car park at reduced rates.

**DISCOUNTED BUS TRAVEL – STAGECOACH**

01242 571123 or  
belinda@cheltenhambid.co.uk  
Staff of Cheltenham BID businesses can travel at reduced fares with weekly or monthly passes.

**BID AWARDS**

Nominate businesses or staff for the annual BID awards across 10 categories every January and February – see [www.cotswoldbidawards.co.uk](http://www.cotswoldbidawards.co.uk)

**BUSINESS SAVINGS**

**LOGICAL UTILITIES COMPANY**

0945 113 0125 or  
info@logicalutilities.co.uk  
Quote: "Cheltenham BID Consortium"  
Save on your electricity bills in this exclusive scheme for Cheltenham BID businesses.

**PAYMENTSENSE**

07845 452990 or

covering retail (Daysafe) and businesses operating within the night-time economy (Nightsafe).

**TRADE WASTE**

01242 262626 or  
cleaning@cheltenham.gov.uk  
Your contractor:

(add contact details)

**ROUGH SLEEPERS, STREET PEOPLE AND BEGGING**

[solace@cheltenham.gov.uk](mailto:solace@cheltenham.gov.uk) or  
[belinda@cheltenhambid.co.uk](mailto:belinda@cheltenhambid.co.uk)

Streetlink at [www.streetlink.org.uk](http://www.streetlink.org.uk)

Anti-social behaviour and shoplifting: Call 101 or 101@gloucestershire.police.uk

**ENVIRONMENTAL**

Report cases of anti-social behaviour including littering, graffiti and flyposting direct to the Town Centre Team.

Simply fill in a form at [www.cheltenham.gov.uk/report-it](http://www.cheltenham.gov.uk/report-it)

For advice on business matters such as your duty of care documents or waste concerns

[communityprotection@cheltenham.gov.uk](mailto:communityprotection@cheltenham.gov.uk)

Apply online for a range of licenses to permit activities such as selling alcohol, providing entertainment or operating in the street.

**IN AN EMERGENCY**

999 – The emergency number to call if someone needs medical assistance to save their life.

111 – The NHS number to call when you need medical help fast but it's not an emergency.

The Accident & Emergency Department is located at Cheltenham General Hospital.

Anti-terrorism hotline 0800 789 321.

Defibrillators – there are three defibrillators accessible 24-hours-a-day in former phone boxes on The Promenade by Café Rouge, on Montpellier Walk opposite Bakers First Jewellery and on Montpellier Street outside Soho Bar / Montpellier Wine Bar.

BID ambassadors are first aid qualified.

**CHELTENHAM TOURIST INFORMATION CENTRE**

01242 387492 or  
info@cheltenhamtrust.org.uk

The Wilson, 51 Clarence Street, Cheltenham GL50 3JT

**PARTNERS**

Cheltenham Business Forum

01789 330 003 or 07966 512573

Cheltenham Chamber of Commerce

## Key Contacts sheet

The new Key Contacts sheet we produced provides you with information on how to contact the BID team, where to report anti-social behaviour, who to call about trade waste and street cleaning and much more. If you haven't had your copy or need another one please get in touch with us at [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk)



“ I just wanted to say, what an absolutely fantastic event Light Up Cheltenham is. I left work on Saturday night to a packed-out High Street and Promenade. I've never seen so many people, what a great turn out. ”

Sharron Lamanuzzi,  
Martin & Co

# Town Centre Events

Light Up Cheltenham

“ Came down from Worcester just for switch-on as it was something different. Children enjoyed it very much. ”  
Clare from Worcester

Cheltenham Christmas lights switch on 2019



Hidden Cheltenham, Regent Arcade



Elmer and Friends Trail



Monster Hero Safari Trail



Boutique Sale

When asked what type of event would make the most difference to your businesses, 47% of you said that encouraging people to use the whole BID area was important.

Here are some of the ways we have achieved that.  
The **Christmas lights switch on parade** saw three giant characters draw people through Montpellier, up the Promenade and along High Street to join more than 10,000 visitors together at Imperial Gardens. People came from neighbouring towns and counties to see what **The Festival Town** has to offer.

We brought in jugglers, pantomime characters, musicians, singers and choirs to entertain the late-night Christmas shoppers.  
**Light Up Cheltenham** launched with thousands following Spark!, the light up drummers through town to the giant wheel. With more buildings lit up, from the dome of The Ivy in Montpellier to the Queens Hotel and the verandas along The Promenade to The Brewery Quarter,

Cheltenham was once again glowing and welcoming during February. Another record-breaking crowd and their social media activity showed the world a beautiful town with its Regency buildings all lit up.  
Our free, interactive trails not only take families around the whole town, they also help to promote individual businesses. Since we launched the **Hidden**

**Cheltenham Trails** in partnership with The Cheltenham Trust, 115 businesses have been involved, either as locations or by giving prizes and more than 1,500 people took part in the summer trails last year.  
The BID's partnership with Cheltenham Festivals ensures that, by being the major contributor to the **...Around Town** programme, visitors to the Jazz, Science, Music and Literature Festivals, leave the

main sites to enjoy the rest of the town (and shop, eat and drink in BID businesses).  
The fourth annual **Boutique Sale** was so popular with retailers that it was oversubscribed. The event, which has a loyal following of shoppers from across the Cotswolds and beyond brought together some of Cheltenham's top independent and national retailers to share their customer base.



## The BID Board



**Alex Rose**

BID Chair  
Managing Director,  
Beards



**Philip Jordan**

BID Deputy Chair  
Director,  
Under The Prom  
& Coco



**Tim Atkins**

Managing Director,  
Cheltenham  
Borough Council



**Helen Howe**

Company Director,  
Lumière



**Steve Jordan**

Leader,  
Cheltenham  
Borough Council



**Richard Dare**

Co-owner,  
James of  
Montpellier



**Terri Brewster**

Operations  
Manager,  
The Brewery  
Quarter



**Sophie  
Scarrott**

Director, Keith  
Scarrott Shoes



**Martin Bundy**

Manager,  
John Lewis  
& Partners



**Matt Rudman**

Director,  
Cheltenham  
Martial Arts



**Lucinda  
O'Gorman**

Manager,  
Marks & Spencer



**Andrew  
Kojima**

Executive Head Chef  
and Owner, Koj



**Scott  
Lahive**

Manager,  
Regent Arcade



**Jeremy  
Linley**

Branch Manager,  
Barclays Bank



**Oliver Bishop**

Director, Elliot  
Oliver Sales  
and Lettings



**Kat Mabbott**

Retail Liaison  
Officer,  
Regent Arcade



**Andrea  
Richards**

Store Manager,  
White Stuff



**Kevan  
Blackadder**

BID Director



**Belinda  
Hunt**

BID Operations  
Manager



**Maria  
Allebone**

BID Digital and  
Communications  
Executive



**Phil Cook**

BID Ambassador



**Deb  
Goodman**

BID Ambassador



**Carolyn  
Griswold**

BID Ambassador

Going into Year 5, **Terri Brewster**, **Andrew Kojima** and **Lucinda O'Gorman** are replaced on the board by **Demelsa Coleman** (The Brewery Quarter), **Stephanie Ronssin** (Owner, Domaine 16) and **Shane Willis** (Manager, Wilko).

## Financial Report

Description	Budget in Business Plan	Budget Y4	Actual	Balance
<b>Income</b>				
BID Levy	£460,750	£426,000	£442,299	£16,299
Voluntary Contributions	£0	£900	£1,178	£278
Carried forward after audit	£0	£142,756	£142,756	£0
External Contributions and grants	£0	£81,673	£81,673	£0
<b>Total Income</b>	<b>£460,750</b>	<b>£651,329</b>	<b>£667,906</b>	<b>£16,577</b>
<b>Expenditure</b>				
Town Centre Events	£95,000	£252,550	£217,388	£35,162
Marketing and Promotion	£95,000	£130,150	£115,948	£14,202
Business Support	£85,000	£83,690	£89,261	-£5,571
Public Realm Improvements	£28,500	£21,480	£13,463	£8,017
Parking and Accessibility	£30,000	£7,155	£7,750	-£595
Administration and Overheads	£90,000	£84,050	£73,748	£10,302
Levy Collection Fee	£13,500	£13,962	£13,432	£530
Contingency	£23,750	£58,292		£58,292
<b>Total Expenditure</b>	<b>£460,750</b>	<b>£651,329</b>	<b>£530,990</b>	<b>£120,339</b>
<b>Reserves carried forward</b>		<b>£142,756</b>	<b>£120,339</b>	

Please note that these are unaudited figures. A full set of accounts will be available in December.

In planning the budget for Year 5, consideration has been given to ensuring there are sufficient reserves to enable the BID to fulfil its commitments in the event of a significantly reduced levy collection rate.

## Marketing and Promotion

**Marketing Cheltenham, a joint initiative between Cheltenham Borough Council and the BID, has had an enormous impact on promoting the town as a destination for shopping, leisure and a place to do business.**

BID businesses are automatically given Bronze affiliate Marketing Cheltenham membership. This entitles you to a FREE listing on **VisitCheltenham.com**, worth £250. For more information please contact Belinda Hunt at [belinda@cheltenhambid.co.uk](mailto:belinda@cheltenhambid.co.uk)

## Visit Cheltenham Stats for 2020

**f 10,481** followers  
Increase of **109%**

**7,500** followers  
Increase of **157%**

**8,993** followers  
Increase of **19%**

**6,000**  
Newsletter  
subscribers

Increase of  
**398%**

## Parking and Accessibility



One of the things you asked the BID to provide was cheaper parking for BID businesses and their staff.

Since December, you and your staff have been able to benefit from reduced parking fees at the Albion Street CitiPark adjacent to John Lewis & Partners. Businesses in the night-time economy sector said this did not help people working late into the night and early morning. We negotiated with NCP to bring in an exclusive deal for BID businesses, whose staff can now park for just £4 for the whole night in the North Place car park.



Just to say how much I'm enjoying parking at John Lewis and for only £2.00 per day. Fantastic value for money, thanks to you and the BID team for making it possible.



Nick, Sevenoaks Sound & Vision

Cheltenham BID in Bloom



## Public Realm Improvements

**Building the public's confidence to return to the town, even during lockdown, meant making sure measures were in place.**

Since May, we have laid almost 2,000 social distancing stickers on the pavements, helping people to understand queuing systems and keep apart.



Applying social distancing stickers



Cheeseworks



I was delighted when Cheltenham BID approached me as the Manager of Barclays in Cheltenham to see if they could place hanging baskets along the front of the building. They have been absolutely beautiful all summer and have made a huge difference to the way that both the Branch and the High Street have looked.



Jeremy Linley,  
Branch Manager,  
Barclays Bank



# Engaging with BID businesses

Sharing news with and about our levy payers is a major part of what we do.

Whether it's through chatting with the Ambassadors, reading the monthly newsletter, following us on social media or visiting our website, you can keep up to date with our initiatives and your fellow businesses' achievements and activities.

'I was told the BID could help' is a phrase we have become familiar with over the past four years. We get asked how to apply for licences, if we can help a customer hire a wheelchair, what to do if trade waste hasn't been collected, how to get rid of seagulls and pigeons, who to contact if drains are overflowing, and so on. Businesses know they can approach us and if we haven't got the answer, we'll try and find it.



## @CheltenhamBID

**f 1,934** Followers on Facebook (increase Sept YOY **28.6%**)

**t 2,892** Followers on Twitter (increase Sept YOY **23.2%**)

**i 1,919** Followers on Instagram (increase Sept YOY **83.2%**)

## @OurChelt

**f 1,223** Followers on Facebook (increase Sept YOY **14.7%**)

**t 1,532** Followers on Twitter (increase Sept YOY **43.8%**)

**i 2,384** Followers on Instagram (increase Sept YOY **27.2%**)

Tag us and we'll share your posts

## BID website stats

**August 2019 to July 2020** **▲ Visitors 14,077**

**August 2018 to July 2019** **▲ Visitors 11,689**

Increase of **20.4% YOY**

## Promote the BID to the town

**BID Director Kevan Blackadder can frequently be heard on BBC Radio Gloucestershire breakfast show and writes a monthly column in Cheltenham Magazine. He was Deputy President of the Cheltenham**

**Chamber of Commerce in 2019-20 and remains its Retail Executive.**

The BID is often asked to speak about our work at events, including those run by the Cheltenham Civic Society and local business forums.

We are also part of a number of groups working together to develop robust and sustainable strategies for Cheltenham's future.

## What's next?

**Christmas hasn't been cancelled and this year's lights will have extra sparkle, day and night. We have engaged a new contractor who has been busy putting the lights up throughout October and November.**

We have two new interactive trails for families to participate in as they go around the town doing their Christmas shopping, so make sure your windows are dressed to impress.

We will continue to work with the Town Centre Team to tackle anti-social behaviour and our Tidy Up Cheltenham

campaign will be growing in strength this year. Not only will we be out clearing weeds and removing graffiti and litter but we will continue to lobby the local authorities for better pavements, more effective weed control, cleaner bins and more of them.

As we move into the fifth year of our first term, we are preparing for the renewal process so that Cheltenham can continue to have crowd-pleasing events like the Christmas lights switch on, Light Up Cheltenham and, all things being well, an ice rink and extended Christmas

markets in 2021. We believe that the work of Marketing Cheltenham is vital and that it should continue, which it will with the BID's support. We want your business to continue to benefit from discounted parking and travel and exclusive deals on utilities and merchant services.

Most important of all, we want to continue to be your voice – to lobby on your behalf, to shout about you on social media, to report things that matter to you – so don't forget to use us.