

BID QUARTERLY

NEWS FROM CHELTENHAM BID | FEBRUARY 2024

CHELTENHAM
BID Local businesses
improving
our town

LOVE CHELTENHAM!

**THE CHELTENHAM
OBSERVATION WHEEL
RETURNS TO IMPERIAL
GARDENS IN FEBRUARY**

THE PROMENADE

MEET THE RETAILERS
ON CHELTENHAM'S
TREE-LINED SHOPPING
DESTINATION



CHELTENHAM GIFT CARD

THE PERFECT GIFT

KEEP SPEND IN CHELTENHAM AND
SUPPORT LOCAL BUSINESSES



CHELTENHAM'S CHRISTMAS 2023: A FESTIVE RETROSPECTIVE

CHELTENHAM BUZZED WITH FESTIVE ENERGY THROUGHOUT NOVEMBER AND DECEMBER 2023, OFFERING A DIVERSE ARRAY OF CHRISTMAS EVENTS THAT CATERED TO EVERY AGE AND INTEREST.



enthralled onlookers with its illuminated displays, showcasing familiar landmarks under a captivating new light.

Engaging Activities for All: Families and children delighted in the playful Elf Trail. Hidden amongst shop windows, mischievous elves awaited discovery, encouraging a spirit of exploration and offering the chance to win a coveted **£100 Cheltenham Gift Card**. Cheltenham BID also organised festive lantern making, providing additional opportunities for family entertainment.

Cheltenham's Christmas wasn't solely about outward spectacle. Community carol concerts and charity initiatives provided opportunities for residents to connect and give back. Local businesses showcased their festive spirit through decorated shop fronts and special festive menus, contributing to the overall sense of warmth and togetherness.

We would like to thank all of the choirs, performers, volunteers and the public who made Christmas 2023 one to remember.

From the official Christmas launch with its street performers and illuminated landmarks to the charming **Elf Trail** and the breath taking **Christmas Light Trail**, the town transformed into a winter wonderland.

Launching the Festivities: The official Christmas launch on **16 November** set the tone for the season. Juggling elves, stilt-walking angels, and a roving polar bear entertained crowds, while choirs and dancers added a musical dimension to the celebration.

The Bristol Figure Skaters delighted guests with their graceful routines on the newly opened **Cheltenham Ice Rink**, providing a touch of wintry magic.

Exploring the Festive Hubs: Montpellier, renowned for its independent shops and cosy atmosphere, transformed into a festive haven. Twinkling lights adorned shopfronts, drawing visitors in search of unique gifts and warm refreshments. The Christmas Light Trail, winding through the heart of the town,



NETWORKING AT THE EVERYMAN THEATRE

ON 23 JANUARY THE BID HOSTED NETWORKING AT THE EVERYMAN THEATRE, WHICH INCLUDED A FASCINATING BACKSTAGE TOUR OF THE THEATRE.



This was an experience we would highly recommend for all theatre lovers, especially those of you who have watched performances at the Everyman.

The tours are very popular and sell out quickly so you need to be quick to book. Currently limited

availability on the 25 May tour, just £10 per person and also available to book as a bespoke tour and talk for groups.

WHAT TO EXPECT...

- Discover the history of the auditorium designed by one of the greatest theatre architects of all times, Frank Matcham, who designed and refurbished nearly 200 in Great Britain!
- Learn how they build the sets, design the costumes and schedule the year-round programme.
- Hear amusing stories about performers, especially Tweedy and his pet iron Keith!
- Book your tour at www.everymantheatre.org.uk/shows/theatre-tour

THE OBSERVATION WHEEL RETURNS TO CHELTENHAM

WE HAVE SOME ‘WHEELY’ EXCITING NEWS!

The Cheltenham Observation Wheel has returned to Imperial Gardens for three weeks in February and the beginning of March. This is your chance to enjoy bird’s-eye views over Regency Cheltenham. The wheel, operated by The Giant Wheel Company and hosted by Cheltenham BID, will operate daily **Friday 9 February to Sunday 3 March**, with extended opening times at weekends, and throughout the half-term holiday. There will also be some exciting family entertainment alongside the Observation Wheel: stay tuned to our social media channels for further information.



BID NETWORKING AT THE IVY

JOIN CHELTENHAM BID AT THE IVY FOR YOUR CHANCE TO VIEW THE BOODLES CHELTENHAM GOLD CUP TROPHY AHEAD OF CHELTENHAM FESTIVAL 2024.



WHEN: Tuesday 5 March, 8.30am
WHERE: The Ivy Montpellier Brasserie Cheltenham, Montpellier Street, Cheltenham GL50 1SW
HOW TO BOOK: www.cheltenhambid.co.uk

Join us for our free business networking breakfast at **The Ivy**, Montpellier. This is your opportunity to view **The Boodles Cheltenham Gold Cup** trophy, celebrating its 100th year, and hear more about the upcoming **Cheltenham Festival** and its impact on the town. This exclusive event offers you the opportunity to meet people from fellow BID businesses, share ideas and enhance your business network, all while enjoying breakfast at The Ivy. We are excited to welcome **Andre Klein** from the **Jockey Club** who will be accompanying The Boodles Cheltenham Gold Cup and sharing insight ahead of the big event. Tickets are **free** for Cheltenham BID levy payers and **£20** for non-levy paying businesses. Ticket price includes a Full English or Vegetarian Breakfast with tea / coffee / juice. **(Pre-orders required)**

CANVA FOR BEGINNERS

WHEN: Wednesday 21 February, 10.30am
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

This session is brought to you by Wagada Digital on behalf of Cheltenham BID. Why Canva? Canva allows everyone to design without having design skills and streamlines your processes through batch creation and integration with other apps. Please bring a laptop so you can set up your own Canva account in the session!



HOW TO GROW YOUR BUSINESS ON LINKEDIN

WHEN: Tuesday 12 March, 10am
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

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

WHEN: Wednesday 28 February, 9.30am
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

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.



CHELTENHAM BID NETWORKING AT RANDOX HEALTH

WHEN: Tuesday 9 April, 9.30am
WHERE: Randox Health Clinic at John Lewis
HOW TO BOOK: www.cheltenhambid.co.uk

Join us for an early peek at the new Randox Health Clinic at John Lewis. **Ticket Information:** Tickets are FREE for Cheltenham BID levy payers, with a maximum allocation of 2 tickets per business, and only £10 for non-levy paying businesses.

USING THE CHELTENHAM GIFT CARD TO CONNECT WITH EMPLOYEES

OFFERING YOUR EMPLOYEES A SIMPLE ADDED BENEFIT OF THE CHELTENHAM GIFT CARD SHOWS THE EMPLOYER APPRECIATES THE INDIVIDUAL'S CONTRIBUTION TO THE COMPANY.



Whether a business wants to distribute a Christmas gift to their team or is looking to show appreciation throughout the year, gift cards give the recipient the freedom to buy what they truly want, rather than receiving a gift that often goes unused.

As businesses consider strengthening their incentive and rewards programmes in 2024, the Cheltenham Gift Card can become a go-to for motivating teams, raising productivity, and, most importantly, strengthening employer brand loyalty.

WHAT IS THE CHELTENHAM GIFT CARD?

Managed by Cheltenham Business Improvement District (BID), the Cheltenham Gift Card is a prepaid Mastercard that can be spent at over 100 businesses across

Cheltenham. From boutique shops and cosy cafés to high-end restaurants and national chains, the card offers recipients the freedom to choose where they want to spend their reward, making it a highly desirable gift for employees.

WHY CHOOSE THE CHELTENHAM GIFT CARD FOR STAFF INCENTIVES?

1. Local Impact: By opting for the Cheltenham Gift Card, businesses not only reward their employees but also support the local economy. The card encourages recipients to explore businesses within the community, contributing to the vibrancy and growth of Cheltenham's business landscape.

2. Versatility: Unlike traditional gift cards limited to specific

retailers, the Cheltenham Gift Card offers flexibility. Recipients can use it at a diverse array of businesses, catering to various preferences and interests. Whether it's a shopping spree or a gourmet dining experience, the possibilities are endless.

3. Personalisation: Recognising the unique preferences of each employee can be challenging. With the Cheltenham Gift Card, businesses empower their staff to choose rewards tailored to their individual tastes. This personal touch enhances the perceived value of the incentive, fostering a deeper sense of appreciation and connection.

4. Ease of Use: The Cheltenham Gift Card simplifies the reward process for businesses. With easy online ordering and bulk purchasing options,

organisations can efficiently manage their incentive programmes without the hassle of individual gift selection and distribution. This streamlined approach saves time and resources, allowing businesses to focus on what matters most – their employees.

5. Boosting Morale: In today's competitive job market, retaining top talent is a constant challenge. Offering meaningful incentives like the Cheltenham Gift Card not only rewards employees for their hard work but also boosts morale and job satisfaction. A satisfied workforce is more engaged, productive, and likely to stay loyal to their employers.

HOW TO IMPLEMENT THE CHELTENHAM GIFT CARD IN YOUR BUSINESS

- 1. Christmas Gifts:** Surprise your staff during the festive season with the Cheltenham Gift Card as a token of appreciation. It's a thoughtful and versatile gift that ensures everyone feels valued and celebrated.
- 2. Employee Recognition:** Use the Cheltenham Gift Card to recognise and reward employees for their achievements and milestones. Whether it's a promotion, completing a challenging project, or going above and beyond their duties, acknowledging their efforts strengthens employee engagement and loyalty.

CONCLUSION

In today's dynamic business landscape, investing in employee satisfaction is non-negotiable. The Cheltenham Gift Card offers businesses a powerful tool to recognise, reward, and motivate their staff effectively. By choosing this versatile incentive, businesses not only support the local economy but also nurture a culture of appreciation and engagement within their organisations. Unlock the potential of your workforce with the Cheltenham Gift Card – because when employees feel valued, everyone wins.

www.cheltenhamgiftcard.co.uk

@CheltBID

@CheltenhamBID

DOJO CARD PAYMENT SYSTEMS

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, you can.
- 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 **07848 452 990** or **james.roberts@dojo.co.uk** to find out how to get started.

THE PROMENADE IN THE HEART OF CHELTENHAM

WE ASKED BUSINESSES WHY THEY LOVE BEING LOCATED ON CHELTENHAM'S BEAUTIFUL TREE-LINED PROMENADE AND HOW WORKING WITH CHELTENHAM BID HAS HELPED THEM.

LITTLE DOBBIES

Having recently arrived on The Promenade we are delighted with the location we are situated in, not least because of all the events that Cheltenham BID put on in Imperial Gardens.

I loved the Observation Wheel last year and am excited to see it return this year, not least because of all the extra visitors it drives to The Promenade. We have had a busy few months and are thrilled.

**Alix Evans,
Operations
Manager**



HATCHARDS

We are proud to be part of The Promenade: there are a fabulous selection of shops within this iconic Cheltenham location and we are perfectly situated to capture the passing footfall from all the many festival events that happen in Imperial and Montpellier Gardens.

Joanna Hobbs, Manager



HOTEL CHOCOLAT

We are proud to have been located on The Promenade for the past 13 years amongst other luxury brands, Regency buildings and near to the Town Hall which brings people together. We enjoy seeing The Promenade come to life with the magical Christmas lights in the trees during December.

Cheltenham BID has been instrumental in supporting us as a business. In the early days, we won Business of the Month and were invited to a Business Breakfast to give a talk about our products and events. This exposed our brand to businesses and secured a staff event booking for a local hotel.

Chantelle Stemp, Retail Store Manager



LITTLE GREEN COFFEE MACHINE

Having a business on The Promenade means so much to me. It's more than a business. It's my little community. It has brought so many people together. I feel I take part in making people feel good and therefore they trust me with their personal lives. So far I have made great friends too in the process.

Cheltenham BID is an amazing company, which has helped me personally since I started my business. The constant support and help whenever I needed it has proven to be amazing.

I get regular visits whenever any member of the team is passing by my van to stop for a quick chat and then regular emails to keep me up to date with what's going on in town.

I am so grateful for all the help and support I continue to receive.
Nadia March The Little Green Coffee Machine is a Voluntary BID business

SWEATY BETTY

We love being located on The Prom in Cheltenham – it's lovely to be in the heart of the town, amongst the listed buildings and the flowers! We're so lucky to have the BID – events in the town really do drive both local and visitor footfall, something that's so important to keeping our town centres alive and thriving!

Katy Leach, Supervisor



BEARDS/OMEGA

We are very proud to be on The Promenade, it's the beating heart of Cheltenham and it evokes all of the Regency romance that Cheltenham is known for. We are seeing a positive response and great feedback that the new shopfront is a welcome contemporary update. The future will bring more updates to the Ormond Place side of the building, which will further contribute to the Cheltenham shopping experience. It is wonderful to see more businesses moving back into town and we look forward to seeing further developments that benefit the town as a whole.

Alex Rose

DUBARRY OF IRELAND

We moved to The Promenade in 2021 and have been thrilled with the amount of passing footfall. The Promenade is a wonderful location for us, and it has been great to see units filling up in recent months.

Cheltenham BID are very engaged with us: the BID Ambassadors frequently pop in to see us and let us know what's going on in the town as well as drawing our attention to upcoming events and incentives that we can take advantage of as a BID business.

Jan Hankinson, Supervising Store Manager





CHELTHENHAM BID

01242 571123 or info@cheltenhambid.co.uk or visit www.cheltenhambid.co.uk

For all BID services, including footfall data, parking discounts, networking events and training opportunities.

BID AMBASSADORS

Our three ambassadors are on duty to help you and your business and welcome visitors seven days a week.

To arrange a visit call 01242 571123 or email info@cheltenhambid.co.uk

CHELTHENHAM GIFT CARD

To purchase a gift card, find out where to spend and check their balance, customers can visit www.cheltenhamgiftcard.co.uk

To sign up to accept the gift card, or get help with processing a payment with the card, call 01242 571123 or email info@cheltenhambid.co.uk

TIDY UP CHELTHENHAM

Our ongoing campaign to work with businesses and the local authorities to make Cheltenham a cleaner place. If you have a project you'd like us to tackle or want to be part of the campaign please get in touch.

01242 571123 or email info@cheltenhambid.co.uk

MARKETING

VISIT CHELTHENHAM

The BID works closely with Marketing Cheltenham. All BID retail and hospitality businesses can have a free directory listing at www.visitcheltenham.com. You can also advertise your events for free at www.visitcheltenham.com/whats-on/add-your-event

SOCIAL MEDIA

The BID manages the Cheltenham BID and Our Chelt social media channels. Tag those accounts and we'll share your content.

KEY CONTACTS IN CHELTHENHAM

BUSINESS SAVINGS

DISCOUNTED CAR PARKING

The BID has negotiated discounted rates for staff of levy-paying businesses at two town centre car parks – CitiPark at John Lewis & Partners and Cheltenham Borough Council Town Centre East.

To apply for either discount visit <https://bit.ly/bidsavings>

UTILITIES

See if you can save on your utility bills in this exclusive scheme for Cheltenham BID businesses.

Call 0845 113 0125 or email info@logicalutilities.co.uk. Quote: "Cheltenham BID Consortium"

MERCHANT SERVICE FEES

BID levy-payers get an exclusive deal on merchant service fees with Dojo.

Email james.roberts@dojo.co.uk to make these savings.

TRAINING & NETWORKING

The BID subsidises workplace first aid training which is a requirement for many businesses.

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

The BID also runs free social media training sessions and regular networking events.

Details and dates are updated on the BID's website www.cheltenhambid.co.uk

SUPPORT SERVICES

TRADE WASTE

01242 262626 or email cleansing@cheltenham.gov.uk

Your contractor:

.....
(businesses to add their contractor's details here)

To check your responsibilities and duty of care as a business creating trade waste visit www.cheltenham.gov.uk/bins-and-recycling

ENVIRONMENTAL

Report cases of littering, graffiti, fly-posting, fly-tipping, overflowing bins and refuse bags on the highway directly to Cheltenham Borough Council at www.cheltenham.gov.uk/report-it

For advice on business matters such as your duty of care and trade waste responsibilities go to www.cheltenham.gov.uk/bins-and-recycling

Report issues such as vomit or broken glass on the public highway to 01242 262626 or email cleansing@cheltenham.gov.uk

CHELTHENHAM SAFE

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

01242 252626 or info@cheltenham-safe.org

ROUGH SLEEPERS Please refer rough sleepers to Streetlink at www.streetlink.org.uk so they can be referred to support services.

ANTI-SOCIAL BEHAVIOUR including persistent begging, street drinking and drug taking should be reported to Cheltenham Borough Council at www.cheltenham.gov.uk/report-it

SHOPLIFTING Call 101 or email 101@gloucestershire.police.uk

LICENSING

For a range of licenses to permit activities such as selling alcohol, providing entertainment, operating

in the street and distributing printed material apply online at www.cheltenham.gov.uk/licensing or email licensing@cheltenham.gov.uk or call 01242 262626.

IN AN EMERGENCY

999 – The emergency number to call if someone needs urgent medical assistance to save their life or a crime is in progress.

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.

Defibrillators – there is a growing number of public access defibrillators in the town centre, three of which are maintained by the BID. *Call 999 to be guided to the nearest defibrillator if you think someone is having a cardiac arrest.*

BID ambassadors are first aid qualified.

Anti-terrorism hotline 0800 789 321

PARTNERS

Cheltenham Chamber of Commerce
01242 252626

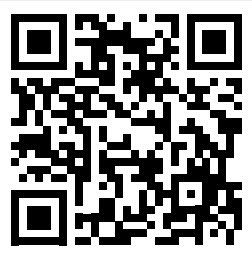
Cheltenham Civic Society
comms@cheltcivicsoc.org

Cheltenham Guardians
01242 350 330

Crimestoppers
0800 555 111

GFirst LEP
01242 715480

Growth Hub
01242 806736



Scan to download this from our website.

RECAP OF SOME OF OUR INITIATIVES



TOWN CENTRE EVENTS

We've got a big year of events planned, highlights for the next few months to join in with include:

February/March: Observation Wheel in Imperial Gardens

Easter holidays: roaming characters

1-6 May: Jazz Festival...around town

May half term: roaming characters

8 June: Science Festival town centre activation

July: Music Festival...around town

1-14 July: Wimbledon Big Screen

16-22 September: Food+Drink Week

4-13 October: Lit Fest Crawl and ...around town

23 November: Christmas in Cheltenham Launch

SAVE THE DATE: Thursday 21 March
Tidy Up Cheltenham in Montpellier



KEEP IN TOUCH

01242 571123 | info@cheltenhambid.co.uk

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