

# BID QUARTERLY

NEWS FROM CHELTENHAM BID | MAY 2023

CHELTENHAM  
BID Local businesses  
improving  
our town

## A SUMMER OF FESTIVALS BEGINS



### BUSINESS SPOTLIGHT

MEET THE BUSINESSES  
OF WINCHCOMBE  
STREET



### EUROPE'S BIGGEST WALKING DINOSAUR VISITS CHELTENHAM

PLUS **GROW YOUR BUSINESS** WITH  
COMPLIMENTARY TRAINING FROM THE BID





# PAST EVENTS IN CHELTENHAM



## PAW PATROL

The majority of the increase in footfall in February is attributable to a combination of the Observation Wheel and the free children's entertainment provided by the BID.

PAW Patrol came to town on 4 February when footfall totalled 51,850 compared with 36,999 on the same Saturday in 2022 (5 February). On Saturday 11 February, when Thomas Trilby and

Friend were at Imperial Gardens footfall for the day totalled 51,432 whereas on Saturday 12 February 2022 it totalled 40,782. The most popular visitor was Paddington™ on 18 February when footfall totals reached 53,640. This was an increase of 48.79 percent on the same Saturday in 2022.

Although the entertainment was in Imperial Gardens, the High Street and Promenade benefited from longer dwell times as well as higher footfall.

## CHELTENHAM OBSERVATION WHEEL

The Cheltenham Observation Wheel returned to Imperial Gardens from 4-26 February. Operated by de Koning Leisure and hosted by Cheltenham BID the wheel gave visitors the chance to enjoy birds-eye views over Regency Cheltenham. The wheel was accessible to everyone: even 95 year old Deirdre Rice celebrated her wedding anniversary on the wheel!

*'The Garden Bar Orangery is located in Imperial Gardens, where Cheltenham BID hosts many events. Early this year the events included visits from PAW Patrol and Paddington™, which definitely helped to drive additional footfall to the area and visitors to the Garden Bar. In addition, the Big Wheel provided a great boost to footfall, particularly its opening launch event. The Garden Bar was pleased to offer a discount voucher for use by all Big Wheel customers. This resulted in a significant increase in customers over the weekends while the wheel was in situ. The Cheltenham Trust is pleased to support the BID and its events, recognising the contribution that this can make to the local and visitor economy.'*

*Rachel O'Donnell, The Garden Bar, Imperial Gardens*

# UPCOMING EVENTS IN CHELTENHAM

## CHELTENHAM FOOD + DRINK WEEK



**Cheltenham Food + Drink Week is BACK and it's going to be epic!**

From 18-24 September, the town will be alive with mouth-watering treats and amazing culinary experiences that you won't want to miss!

Cheltenham Food + Drink Week is all about discovering the town's incredible food and drink scene and

trying out new places to eat. And this year, we're taking things to the next level with the help of YOU.

We want to team up with cafés, bars and restaurants to create unbeatable set menus at prices that won't break the bank. We're talking £5 for cafés and £10, £15, £20 and £25 for restaurants and bars. From indulgent dinners with all the trimmings to a coffee and cake pit-stop, there's something for everyone!

But wait, there's more! We're also on the lookout for businesses to run exciting masterclasses and events. We're thinking cocktail making, wine tastings or anything else that you're an expert in!

**Reasons to be involved:**  
Participating venues offer

special lunch and dinner menus at set prices or host events and masterclasses. The event serves as a platform for increasing visibility and promoting the venues, while also attracting new customers and contributing to Cheltenham's economic prosperity. Last year, our social media campaign generated more than 100,000 impressions. This year, our goal is to surpass that number by involving as many businesses as possible, and creating an unforgettable culinary experience that will tantalise the taste buds and captivate the senses of both Cheltenham residents and visitors.

**How to get involved?**  
Visit our website – [www.cheltenhambid.co.uk/food-drink-week-2023](http://www.cheltenhambid.co.uk/food-drink-week-2023)



## ARE YOU READY TO ACE SUMMER?

Don't worry if you missed out on Wimbledon tickets, Cheltenham has got you covered! Cheltenham BID and The Brewery Quarter have teamed up to bring you a smashing mini-Wimbledon experience.

From 3-16 July, The Brewery Quarter will be serving up all the tennis action on a big screen, complete with comfy deckchairs and delicious Wimbledon-inspired menus.

Don't fault and miss out on the fun! Keep an eye on our social media channels to stay in the loop.

## WALKING WITH DINOSAURS

**Don't miss out on the chance to see Europe's BIGGEST walking T-Rex dinosaur, Zeus, in action!**

Join us on **Sunday 21 May** outside Waterstones on the Promenade for performances between 12pm and 3pm. With a height of 12ft and length of 22ft, Zeus is the most realistic walking dinosaur ever seen. Get ready for an unforgettable spectacle with animatronic blinking, enormous jaws that open and close, and a loud roar that will make your heart race!

And that's not all – you'll also get to meet two newly-hatched baby dinosaurs.







## BID NETWALKING – TOUR OF CHELTENHAM

**WEDNESDAY MAY 24, 10AM - 12 NOON**

**Join us for an exclusive networking event and tour of the beautiful town of Cheltenham! Our tour guide will be Anne Bartlett from [www.tourandexplore.com](http://www.tourandexplore.com)**

We will begin at The Wilson, a stunning art gallery and museum, and then make our way through Regent Street, the Regent Arcade, the Promenade and Montpellier.

You'll have the opportunity to connect with like-minded individuals while experiencing the

unique architecture and history of these iconic locations. The tour will take approximately 1½ hours, and is a great opportunity to explore the town and make valuable connections. Book via our website [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).

## BID NETWORKING – CAKE ALCHEMIST

**TUESDAY JUNE 13, 10AM - 12 NOON**

**Join Cheltenham BID for an exciting morning of networking, delicious treats and a captivating guest speaker at Cake Alchemist on Regent Street.**

Our relaxed event offers a casual and friendly environment where you can mingle with fellow professionals, share your ideas and grow your business network.

We are excited to welcome **Helen Mole** from **Marketing Cheltenham** as our guest speaker.

In addition to networking and the guest speaker, we will provide a selection of mouthwatering nibbles and hot drinks, all in the cosy ambiance of **Cake Alchemist's** charming venue.

This is an event not to be missed, so reserve your ticket today! We can't wait to see you there! Book via our website [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).



## QA LEVEL 3 EMERGENCY FIRST AID AT WORK

**THURSDAY 8 JUNE**

**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 4 practical assessments and a multi choice assessment paper. Book via our website [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).

## FIRE MARSHAL TRAINING

**THURSDAY 8 JUNE**

**In association with Tidal Training this Fire Marshal/Fire Warden training is delivered to groups of up to 8 and is delivered over 3 hours. The course will provide delegates with the necessary training and skills required to be a qualified Fire Marshal/Fire Warden.**

The course will educate you about what your and your employer's legal duties are, will provide you with an understanding of fire, familiarise you with fire hazards and fire safety procedures, and outline what your emergency evacuation procedures should entail. With the information delivered on this course, staff will be fully prepared to fulfil their role to enable them to take responsibility for fire safety in the workplace and guarantee everyone's wellbeing. Book via our website [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).

## SOCIAL MEDIA TRAINING

**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.**

### HOW TO GROW YOUR BUSINESS ON INSTAGRAM

**WEDNESDAY 10 MAY**

Join social media expert **Kat Shayler** from Cheltenham BID as she guides you through how to use Instagram more effectively for your business. Book via our website [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

### HOW TO GROW YOUR BUSINESS ON LINKEDIN

**WEDNESDAY 31 MAY**

Learn how to use LinkedIn effectively for your business with this training session from social media expert **Kat Shayler** from Cheltenham BID. Book via our website at [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).





## DISCOUNTED PARKING

**We understand that parking in the town centre can be a significant concern for businesses and their staff. That's why we offer two fantastic parking discounts exclusively to our businesses.**

**CitiPark** – 33% discount on monthly season tickets and 44% on daily parking at CitiPark's John Lewis & Partners car park. Monthly tickets cost **£60** instead of **£90** and daily parking is **£5** instead of **£9**.

More information can be found here – [www.cheltenhambid.co.uk/citipark-car-park-application/](http://www.cheltenhambid.co.uk/citipark-car-park-application/)

**Town Centre East** – The monthly permit costs **£55**, and an annual permit costs **£645**.

Businesses can purchase permits for up to 11 months, and multiple permits can be bought. Permits are valid seven days a week and need to be prominently displayed in the vehicle. Applications can be made by the employee or the business.

More information can be found here – [www.cheltenhambid.co.uk/town-centre-east-car-park/](http://www.cheltenhambid.co.uk/town-centre-east-car-park/)

## WELCOME TO MARKETING CHELTENHAM

**Marketing Cheltenham is the official Destination Marketing Organisation for Cheltenham and leads the delivery of the town's Visitor Economy Strategy.**

Through our **Visit Cheltenham** and **'The Festival Town'** brand, we're able to attract in excess of **1 million** website sessions to our [visitcheltenham.com](http://visitcheltenham.com) website annually – and far more again through our successful social media channels.

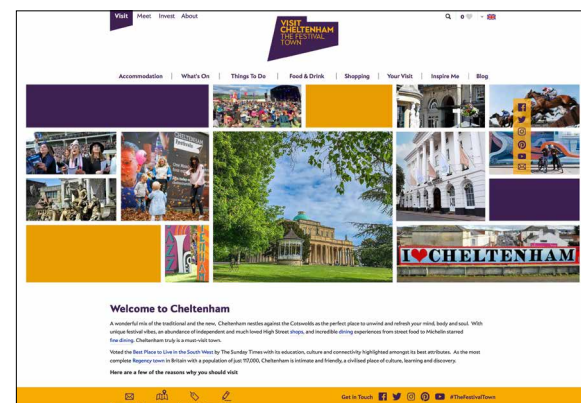
Marketing Cheltenham is a division of Cheltenham Borough Council, but also works in close partnership with a range of stakeholders and individual businesses across the town and the surrounding area – in particular Cheltenham BID, who were instrumental in Marketing Cheltenham's creation.

Thanks to an ongoing Partnership Agreement between Marketing Cheltenham and Cheltenham BID, Cheltenham BID levy payers are entitled to an Affiliate Bronze level membership to Marketing Cheltenham – which entitles all BID levy payers (visitor economy sector) to an entry on the [visitcheltenham.com](http://visitcheltenham.com) website.

To list your business on [visitcheltenham.com](http://visitcheltenham.com), please email [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk) and we'll send you the form to complete.

As an Affiliate Bronze level member of Marketing Cheltenham, aside from making your business part of our campaign to drive the visitor economy and increase its annual value, joining Marketing Cheltenham will also provide you with a wide-range of benefits.

To benefit from greater exposure through



the Visit Cheltenham marketing channels, including special offers, social media promotion and exclusive advertising opportunities, Cheltenham BID levy payers can upgrade their membership to Silver or Gold level. Details on Marketing Cheltenham and further information on the full benefits of our membership packages can be found at [www.marketingcheltenham.co.uk/membership/](http://www.marketingcheltenham.co.uk/membership/).

Please be aware that you will be required to keep your entry up to date to ensure that you receive full benefit from your Marketing Cheltenham membership and your listing on [visitcheltenham.com](http://visitcheltenham.com).

To find out more or discuss upgrading your membership further please contact: **Tara Sanchez**, Commercial Partnerships Manager [membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk) or **07468 716057**.

## TIDY UP CHELTENHAM

**As the weather gets warmer and the flowers begin to bloom, unfortunately so do the weeds.**

Whilst **Cheltenham Borough Council** tackle as much as possible, their resources are finite and sometimes the rate at which the weeds grow means it can be challenging to keep on top of the task. This is where the BID steps in to support the process and to weed areas where the council cannot reach, for example Grosvenor Terrace and the steps on Montpellier Street.

Cheltenham Borough Council has made a commitment to reduce the amount of weed spraying by at least half to protect the insects and bees and support our environment. This year a one-off weed spray targeting areas across the town will start on **1 May**. You can find out more about their weed control at <https://bit.ly/CBCWeedControl>

During the summer months, the BID intends to conduct three weeding operations as part of our Tidy Up Cheltenham Campaign. This campaign has attracted interest from businesses seeking volunteer opportunities for their staff. On **Saturday 17 June**, we will collaborate with the **Cheltenham Civic Society** and their volunteers to remove weeds, litter, stickers, and as much graffiti as we can for Civic Pride Day. Our focus will be on Grosvenor Terrace and The Strand, from Sainsbury's to the top of Cambray Place. We will provide equipment, and all you have to do is show up, have fun, and know that you have improved the town's appearance. If you are interested, please contact us at [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk).

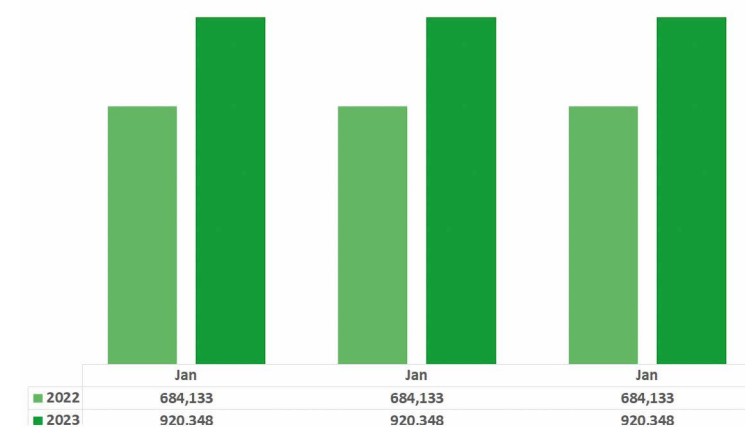
## FOOTFALL – FIRST QUARTER 2023

**Footfall for the first quarter of 2023 was 30.10 percent higher than it was during the first quarter of 2022. The highest increase was in March when footfall rose by 33.65 percent compared to 2022.**

Examining footfall during race week (**The Festival**), shows that there were more people in the town centre between the hours of 9am and 11pm for the 2023 Festival than there were during the four days in 2022.

The busiest day of the event for the town centre was the fourth day of 2023 whereas in 2022 this was day three. The pattern of peaks and troughs remained constant with the majority of visitors being in the town between 10am and 11am and again between 6pm and 7pm.

The most significant change in 2023 was the number of people remaining in the town centre between 1pm and 5pm, when footfall dropped significantly before rising steeply again at 6pm.



**Cheltenham Town Centre  
January, February & March 2022 vs 2023**



**Cheltenham Festival  
2022 vs 2023**

# WINCHCOMBE STREET

JUST OFF CHELTENHAM'S BUSTLING HIGH STREET, WINCHCOMBE STREET IS A PARADISE FOR FANS OF INDEPENDENT BUSINESSES AND IS HOME TO A NUMBER OF HIDDEN GEMS.



My Pastalicious



The Istanbul Kitchen



Revival Café



Winchcombe Street

**From fashionable barbers to martial arts schools and even an escape room, we have picked some of the best independent venues that are well worth a visit.**

## SWEENEY TOM

Cheltenham's award-winning barbers, Sweeney Tom is hard to miss with its unique and eccentric style.

Boasting a plethora of barbering techniques and offering quality haircuts and beard trims, the

barbers offer a premium service that has drawn in famous customers, such as Love Islander star **Chris Hughes** and singer **Jake Quickenden**. Plus, the business also sells its own line of hair care products, too.

## CHELTENHAM MARTIAL ARTS

Teaching fitness, self-defence and personal development through martial arts and kickboxing, Cheltenham Martial Arts is a

great place to get active and learn a valuable life skill in a fun and entertaining way.

Offering classes for adults and children over the age of three, the business prides itself on teaching new skills and confidence, plus the company also offers karate-themed birthday parties.

## MY PASTALICIOUS

Making homemade Italian food from local British produce, My Pastalicious sells everything

from organic pasta and focaccia to supplì and sweet cinnamon buns.

Local foodies go wild for its selection of fresh pesto and sauces, Venetian tramezzini sandwiches and take away oven bake dishes. The business also regularly changes its menus and stock, giving visitors a taste of authentic Italian home cooking at its finest.

## THE ISTANBUL KITCHEN

Situated towards the end of Winchcombe Street, The Istanbul Kitchen serves authentic Turkish and Mediterranean cuisine.

With an extensive range of meaty, vegetarian and vegan options, food lovers can tuck into everything from humus kavurma and baba ghanoush to fresh salads and grilled lamb chops. Serefe!

## ROGAN JOSH

Serving fresh Indian food, Cheltenham's award-winning takeaway, Rogan Josh, is ideal for a mid-week pick me up or weekend foodie treat.

Named after one of the signature recipes of Kashmiri cuisine, Rogan Josh offers everything from familiar favourites like pakora, samosas, onion bhajis and its namesake curry, alongside chef's special and more adventurous dishes for those partial to something more spicy.

## SPENCERS CAFÉ

Spencers Café serves up a variety of hearty dishes, from cooked breakfasts and light lunches to coffee and sweet treats.

With three egg omelettes, juicy burgers and oven baked jacket potatoes being just some of the options on the menu, the café offers plenty of choice for visitors looking for a wholesome meal.

*'We love being a part of the diverse community that is Winchcombe Street. It's full of independent businesses and is such a friendly diverse place to be situated. We like to think of it as the bustling heart of Cheltenham!'*

*Josh Krori, Rogan Josh*

## REVIVAL CAFÉ BAR & GRILL

Serving all day breakfasts, Sunday roasts, sandwiches, hot lunches and dinners, Revival Café Bar & Grill is a great place to visit if you're looking for a hearty meal.

Available for parties and private bookings, too, the café and grill offers both indoor and outdoor seating, as well as smoothies and sweet treats.

## A-PLAN INSURANCE

As your local insurance broker, A-Plan Cheltenham has been serving clients in your area since 1981. They have specialist facilities for private car, home & contents and commercial vehicle insurance.

## COOK RESIDENTIAL

Established in 2012, with a focus on delivering an exceptional customer experience to both sellers and buyers.

*'I love having a business in Winchcombe Street because... very friendly fellow store owners which creates a sense of togetherness and support in these turbulent times.'*

*Tim Jarvis, Frederick Allen*

Whether you are selling, or buying, you can rely on Cook Residential to guide you every step of the way, with a highly motivated, dedicated and experienced team offering their expertise to help you through the process.

We aren't just passionate about selling properties, we are passionate about ensuring that you receive the best possible service which is why we enter the prestigious ESTAS award every year, an award based on votes and reviews received by clients who have bought and sold through us – for 9 years running we have been voted *The Best Estate Agent in Gloucestershire!*

## FREDERICK ALLEN

Frederick Allen was established by **Freddy Allen** in 1947 originally situated on Albion Street. In 1975 **Ronald Charles Jarvis** purchased the business after working closely with Freddy Allen for many years. Eventually the shop was re-located to Winchcombe Street, where the store continues to trade to this day. His son **Tim** came into the trade at the age of 17 and took over in 2007 following his father's retirement. His sister **Sally** joined the business soon after and continues to work alongside him.

Frederick Allen has been serving the local and surrounding community, since 1947, offering a personal bespoke service for our customers every time. Our dedicated team has a wealth of expertise helping to find the best solution for you. We aspire to keep our history so you can still walk into the store and see specialised work being completed in front of your very eyes.

*'Love having a business on Winchcombe Street due to the proximity of Town Centre and Pittville Park.'*

*Michelle Cook, Cook Residential*



## CHELTENHAM 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**

## CHELTENHAM 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 CHELTENHAM

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 CHELTENHAM

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.

## 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**

### CHELTENHAM 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



# SHARE YOUR SOCIAL CONTENT WITH US

- Does your business have its own social media?
- Do you follow @CheltBID or @OurChelt?
- Make sure you're following us on **Facebook**, **Instagram**, **Twitter** and **LinkedIn** and tag us in your posts and stories

What we can share	
@CheltenhamBID	@OurChelt
Business to Business updates	Business to general public updates
Corporate discounts/offers available to BID members	Offers/products/discounts/menu/incentives
New business openings	Opening hours
Job vacancies	Events

## KEEP IN TOUCH

01242 571123 | [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk)

[f](#) @cheltenhamBID | [t](#) @cheltenhamBID | [i](#) @cheltBID

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