

# BID QUARTERLY

NEWS FROM CHELTENHAM BID | NOVEMBER 2023

CHELTENHAM  
**BID** Local businesses  
improving  
our town

## THE LIGHTS COME ON AROUND TOWN

WITH CHRISTMAS COMING SOON,  
THE FESTIVE SHOPPING PERIOD  
IS ALMOST UPON US



### **SAM'S CAMPAIGN LAUNCH**

MAKING THE TOWN MORE  
ACCESSIBLE FOR PEOPLE  
WITH DISABILITIES



### **CHELTENHAM FOOD + DRINK WEEK**

A ROARING SUCCESS

**NETWORKING EVENTS**  
WITH CHELTENHAM BID



# FESTIVE SEASON

WITH CHRISTMAS COMING SOON, THE FESTIVE SHOPPING PERIOD IS ALMOST UPON US, AND WE KNOW YOU HAVE ALL BEEN BUSY OVER THE PAST FEW MONTHS PUTTING YOUR PLANS IN PLACE – SO HAVE WE!

On **Thursday 16 November** the BID will bring the festive season to life as the lights come on around town. Choirs and dancers, jugglers and stilt walkers will be joined by elves and angels as they entertain children and adults alike all over town from **4pm until 7pm**. There's even going to be a special appearance from Polar Pip the snowy white bear and his elf brother.

As dusk falls thousands of twinkling Christmas lights will come on throughout the town centre. From traditional motifs on lamp columns and fairy lights in trees, this year will also bring some new designs to launch the first **Cheltenham Christmas Lights Trail**. A map highlighting special points of interest will take people through Montpellier to The Promenade, along the High Street to The Brewery Quarter and The Strand.

To entertain the children and keep bringing people back into town we are also running an Elf trail competition! 16 elves will be frolicking in windows and

their names make a festive anagram for participants to solve for the chance to win a Cheltenham Gift Card. Each entrant will also receive a **free card** to colour in and keep.

**November** is going to be a busy month. **Regent Arcade** will be full of festive cheer on **Thursday 16** when a four-day Christmas market will also start on The Promenade. The ice rink opens on **Friday 17**, **Cheltenham Races** are on from **Friday 17 to Sunday 19**. You can take a trip down **Candy Cane Lane** at the Regent Arcade on **Saturday 18** before their official lights switch-on on **Thursday 23**. The **Brewery Quarter Christmas Launch Party** and the **Christmas Lights Switch-On Party** at **Pittville Pump Room** are both on **Saturday 25**.

During **December** the BID will be bringing more festive cheer and entertainment to the town centre over the weekends. Look out for more details on our social media channels!



# THE CHELTENHAM ICE RINK

THE SPECTACULAR CHELTENHAM ICE RINK WILL RETURN FROM FRIDAY 17 NOVEMBER 2023 TO MONDAY 1 JANUARY 2024.



Located in Imperial Gardens in the heart of Regency Cheltenham – reflecting the town's historic Winter Gardens and indoor roller skating rink that once occupied a site here.

The modern-day version will be undercover, offering a memorable festive experience in all weathers, for skaters of all ages and abilities. With capacity for over **100 skaters** at a time, relaxed skating sessions for **SEND visitors**, and discounts for schools and group bookings, the fully wheelchair-accessible ice rink offers a fun activity for everyone.

Tickets now on sale at **www.visitcheltenham.com/ice-skating**

**Please note:** A booking fee of **£1.50** will be added to your order at checkout





# CHELTENHAM FOOD + DRINK WEEK DELIVERS TASTY RESULTS

CHELTENHAM FOOD + DRINK WEEK WAS A ROARING SUCCESS WITH A HUGE AMOUNT OF ONLINE AND OFFLINE COVERAGE. HERE IS A SNAPSHOT OF THE STATISTICS:

NUMBER  
OF VENUES **46**

**INFLUENCER CAMPAIGN**  
Visit by **Food Review Club**, UK number one food influencer, on National Burger Day, ahead of #CheltFoodDrinkWeek  
**18** videos created and shared to his **1.6 million** followers  
**1,179,678** video views to date

**OTHER COVERAGE**  
**BBC Radio Gloucestershire** interviews with venues | Advertising on **Stagecoach** buses | Event listing trending on **SoGlos**

**PR CAMPAIGN**

- In conjunction with **Encore PR**, including feature on MSN.com
- Total estimated OTS (opportunity to see) for 2023: **4,075,751** Festival Town and F+D Week
- Total estimated advertising value equivalent of **£103,500**

**VISIT CHELTENHAM WEBSITE STATS**

- Campaign landing page received **14,529** views
- Event page received an additional **1,000** views
- F+D Week blog post (press release) **500** views
- Blog post featuring Food Review Club visit received **1,600** views
- Total product page views had approximately **14,850**
- **Montpellier Wine Bar** reopening event page most popular with **1,350** views
- **32,479** estimated total page views on Visit Cheltenham website



## LIT CRAWL

FOR THE EIGHTH YEAR IN A ROW, THE BID WORKED WITH CHELTENHAM FESTIVALS.



Bringing free performances, gigs, educational and spoken word entertainment to the streets of Cheltenham through its sponsorship of the **...around town** programme of the **Cheltenham Literature Festival**.

On **Saturday 7 October**, the Lit Crawl took over the streets of Cheltenham with a riotous evening of the written and spoken word – all completely free thanks to sponsorship from Cheltenham BID.

The Lit Crawl had also been part of Cheltenham Festivals' Spotlight talent development programme, featuring a diverse programme of events showcasing up-and-coming authors, performers, poets and comedians in exciting formats and spaces.

From **6pm** until late on Saturday 7 October, festival goers enjoyed sessions at **Boston Tea Party**, **Waterstones**, **The Coffee Dispensary**, **The Everyman Studio Theatre**, **Badlands Record Store**, **The Wilson** and **Hotel du Vin** and ended the night at **The Urban Fox** for the Lit Crawl after party.



## NETWORKING WITH CHELTENHAM BID

NETWORKING OPPORTUNITIES FROM THE PAST FEW MONTHS.

**SUE RYDER AT LECKHAMPTON COURT**  
On **Thursday 3 August** guests enjoyed a free business networking afternoon at the stunning **Leckhampton Court**, where they learned more about the work of **Sue Ryder**, toured the grounds, and heard about the history of one of Cheltenham's oldest buildings.

**THE BOTANIST**  
On **Monday 18 September** we kicked off Cheltenham Food + Drink Week at **The Botanist**. We were joined by guest speakers **Julie Kent** who talked about **Emily's Gift** charity and **Clare Louise Freeman** from **Zigs Exercise**. The event was attended by many BID businesses who all enjoyed a delicious light lunch in the secret garden like surroundings of The Botanist.

**THE TIMES AND SUNDAY TIMES CHELTENHAM LITERATURE FESTIVAL**  
Cheltenham BID hosted an exclusive networking event at the **Cheltenham Literature Festival**. Attendees were treated to an insightful presentation by **Ian George**, the Co-CEO of **Cheltenham Festivals**, followed by complimentary tickets to **The Times Radio Debate: What Election Year is It?**

All events were well-attended and provided a great opportunity for BID businesses to network with each other and learn more about the local community.



# TIDY UP CHELTENHAM

FROM GRAFFITI TO WEEDS, THERE IS ALWAYS SOMETHING THAT NEEDS TO BE REMOVED!

With the responsibility falling to businesses to remove graffiti from their premises and weed on their boundary (and in their own doorways), the BID team are kept busy helping to 'Tidy Up Cheltenham'.

Whether through reporting incidents of graffiti, littering and flyposting or by physically removing it, the BID ambassadors manage to tackle a lot of what blights the town between visiting businesses.

The BID brought in contractors and hired the services of **Ubico** to tackle some large-scale 'scribblings' across the town centre. In all, 10 large areas were painted or jet washed. In addition to that, since **January 1** this year, the BID ambassadors have removed graffiti from utility boxes, bins, bus shelters, street furniture, road signs and walls on more than 100 occasions.

We continue to work with the police to find a way to tackle the extensive issue of graffiti – which is criminal damage. If you see graffiti, no matter how long you think it

has been there, please report it to the police by emailing **101@gloucestershire.police.uk** and help us to move this to the top of their list of priorities.

We're all aware of how fast weeds grow and what an unsightly mess they are, so BID ambassadors can frequently be seen carrying hoes and spades and filling black bags with weeds from every area of the town. We continue to lobby for a more frequent and robust weeding schedule from the council and in the meantime, encourage you all to do your bit and remove the weeds from immediately outside your businesses.

Following the success of the Civic Day event in June, the BID organised another event on Winchcombe, Pittville and Albion Streets on **September 16**. BID staff and volunteers from BID businesses and the **Cheltenham Civic Society** weeded, litter picked and removed graffiti and stickers. Our hard work was rewarded with delicious pizzas donated by **Papa John's**.



Bath Road: Before



Bath Road: After



Winchcombe Street: Before



Winchcombe Street: After



Tidying up Cheltenham

# CHELTENHAM GIFT CARD

NOW ACCEPTED AT ALMOST 90 VENUES IN CHELTENHAM, THE CHELTENHAM GIFT CARD IS THE PERFECT FLEXIBLE PRESENT FOR ANY OCCASION.



It makes a great Christmas present, birthday present, thank you present and many more: plus it's a great way to support local businesses.

Summer may still be fresh in your mind, but that time of year is coming around – yes, it's nearly Christmas, and you have to think about buying presents. So rather than fretting about what to buy, why not get someone what they really want – the **Cheltenham Gift Card**! Accepted in almost **90** town centre shops, restaurants and even a yoga studio, it means the lucky recipient can spend it where and when they want. So not only are they enjoying themselves, they are supporting local businesses and local people.

To buy a card – or a few – go to **www.cheltenhamgiftcard.co.uk** and follow the links. It will also tell you where to spend. And if you'd like to buy cards as employee rewards, drop us a line on **info@cheltenhambid.co.uk** or call on **01242 571123**. There are incentives for bulk purchases – but these don't appear on the website, only if you get in touch.

We are thrilled to welcome **@cambridgespectacleco**, **@mistralclothing** and **@giftedcollective** and **@thechipshed** to our ever growing list of venues that accept the Cheltenham Gift Card.



## CAR PARKING

**Cheltenham Borough Council** have introduced a monthly payment plan option for anyone working in a BID business who takes up an annual permit at the **Town Centre East Car Park**. So if you sign up to buy the annual permit, at the discounted price of **£645**, this will entail monthly payments of **£53.75**.

- This will give you:
- 7 day a week parking at a town centre car park – open from **Monday to Saturday 8am-8pm** including bank holidays, **Sunday 10am-8pm**.
  - Assuming a five-day working week, this is the equivalent of paying around **£2.70** a day to park all day – and if you come in to shop at the weekend, it makes it even cheaper
  - No need to collect the permit once a month

as it will be valid for one year – just get it, put on your dashboard, and forget about it for a year!

- Electric Vehicle charging is available on the 4th floor

To take advantage of this, please email **Chris** in the BID office on **Chris@cheltenhambid.co.uk** giving your name, the BID business you work for, your email address and your best phone number. Chris will liaise with you and help connect you to the team at Cheltenham Borough Council who will need to contact you to set up a monthly payment. This would be a recurring monthly payment rather than a direct debit.

If you have any questions, contact Chris on the above email address or call on **01242 571123**.



# SAM'S CAMPAIGN

## LAUNCH

CHELTENHAM'S BUSINESS COMMUNITY IS JOINING FORCES WITH A NATIONAL STAR STUDENT TO MAKE THE TOWN MORE ACCESSIBLE FOR PEOPLE WITH DISABILITIES.



**Sam Vestey** is campaigning to make the familiar disabled sign more inclusive for people with non-visible disabilities. The 21-year-old believes the wheelchair icon featured on blue badges and disabled parking bays is outdated.

Working with other young people with disabilities, Sam has launched an alternative logo.

It shows two able bodied people with a third person in a wheelchair and the wording, "Some disabilities are visible. Some are not. Take care of each other".

Now **Cheltenham Borough Council, Cheltenham BID, Cheltenham Chamber of Commerce, Visit Cheltenham** and **The Cheltenham Trust** are backing

Sam's campaign.

A thousand A5 window stickers have been printed and those championing the campaign will encourage businesses and organisations to display them. The campaign launch was hosted on **September 20** by **The Wilson Art Gallery and Museum**.

Sam, who lives in Bishop's Cleeve,

*'Cheltenham is a welcoming and inclusive town and Sam's stickers will ensure that all people – regardless of their disability – will feel welcomed and supported in Cheltenham.'*

has a chromosomal condition called DiGeorge Syndrome and survived a pineoblastoma brain tumour as a child. He and his family have often been challenged when using disabled parking spaces and he doesn't want others to have to go through similar experiences.

"Just because people can't see my disability, they don't understand how much pain I am in and how fatigued I get," says Sam. "That's why I have a disabled badge."

**Heath Gunter**, Chief Executive of Cheltenham BID, said: "We are proud to support Sam's campaign. We believe that everyone should be able to access our town centre, regardless of their disability. The current logo does not represent the diversity of disabilities, and we are committed to working with Sam to

change that."

The window stickers also include a QR code to a new page on the Visit Cheltenham website which will focus on accessibility.

**Typecraft**, based in Longhill, Cheltenham, which has already supported Sam's campaign, is continuing by helping with the re-design and printing of the window stickers.

The groups hope, that once launched in Cheltenham, Sam's campaign can be rolled out across Gloucestershire.

Sam is thrilled with the support. "Only a small percentage of people with disabilities use a wheelchair. That means this logo isn't relevant for the other **93%** of people with disabilities. It's time for a change and I'm proud that my hometown

is leading the way," says Sam.

Cheltenham MP **Alex Chalk**, who is **Lord Chancellor and Secretary for Justice**, has praised the campaign.

"I know from my meetings with Sam that he is an incredibly powerful champion for the hidden disability community," said Mr Chalk.

"Sam has used his upsetting experience of being challenged about his eligibility to use disabled facilities to raise awareness and to help improve public understanding of the challenges those with hidden disabilities face."

"Cheltenham is a welcoming and inclusive town and Sam's stickers will ensure that all people – regardless of their disability – will feel welcomed and supported in Cheltenham."





FLEXIBLE WORKING –  
TRENDS AND UPDATES

**WHEN:** Wednesday 8 November, 2pm  
**WHERE:** Harrison Clark Rickerbys Solicitors, Wellington Street, Cheltenham GL50 1YD  
**HOW TO BOOK:** [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

Our post-pandemic world continues to evolve and, with it, so do trends for working patterns. We're seeing a patent upsurge in individuals working in roles that simply aren't aligned to the 'traditional' 9-5 permanent employment model.  
 With this in mind, this session focuses on a variety of hot topics to help manage the flexibility needed.

BID NETWORKING  
AT THE ICE RINK

**WHEN:** Tuesday 21 November, 12noon  
**WHERE:** Cheltenham Ice Rink, Imperial Gardens, Cheltenham GL50 1QA  
**HOW TO BOOK:** [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

Grab your skates and enjoy a festive networking session at Cheltenham Ice Rink. A great way to start Christmas in Cheltenham!



QA LEVEL 3 EMERGENCY  
FIRST AID AT WORK

**WHEN:** Thursday 30 November, 9.30am  
**WHERE:** The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH  
**HOW TO BOOK:** [www.cheltenhambid.co.uk](http://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.

BID NETWORKING AT THE IVY

**WHEN:** Tuesday 5 March 2024, 8.30am  
**WHERE:** The Ivy Montpellier Brasserie Cheltenham, Montpellier Street Cheltenham GL50 1SW  
**HOW TO BOOK:** [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

Join us for our free business networking breakfast. 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.  
 Tickets are free for Cheltenham BID levy payers and £20 for non-levy paying businesses. Price includes a Full English or Vegetarian Breakfast with tea / coffee / juice. (Pre-orders required).

STAY TUNED TO THE CHELTENHAM BID WEBSITE TO BOOK

FOOTFALL  
SEPTEMBER 2023

FOOTFALL DURING SEPTEMBER 2023 SAW A DECLINE OF 6.69 PER CENT COMPARED TO AUGUST.

It was nonetheless an increase of **25.84 per cent** on the **September 2022** figure, which was severely curtailed by the death of **Her Majesty Queen Elizabeth II** on **September 19 2022**.

Footfall in Cheltenham is currently monitored using data provided from counters at only five points around the town at:

- The Promenade – outside **Hotel Chocolat**
- Regent Arcade – people entering and exiting Regent Arcade to / from High Street

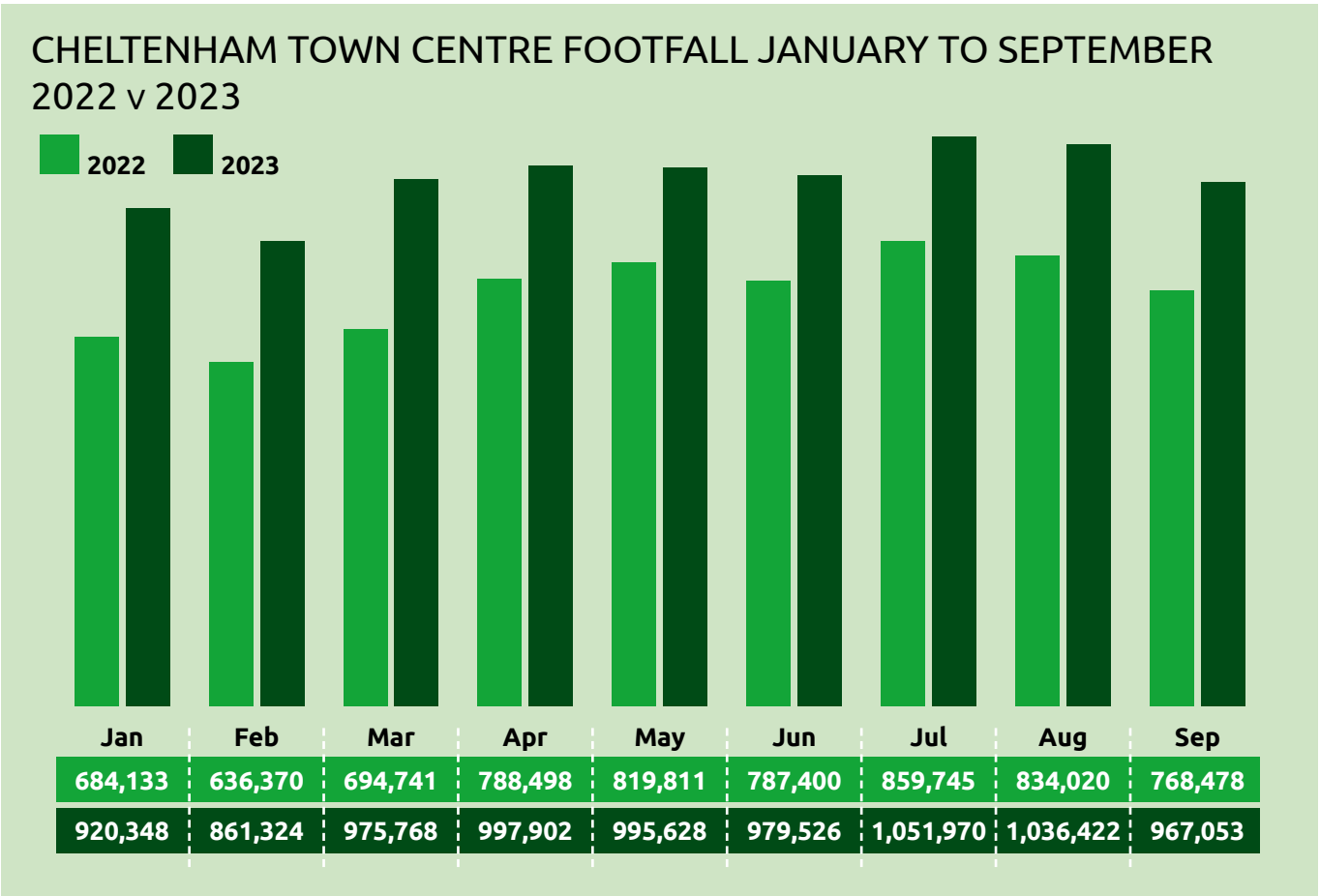
- Regent Arcade – people exiting Regent Arcade to Ormond Terrace
- High Street at The Brewery Quarter – people entering High Street from The Brewery Quarter
- High Street – outside **Marks & Spencer**

There are currently no footfall counters in Montpellier, the Strand end of High Street or any streets leading off High Street and each counter will count an individual every time they pass by.

The BID has recently invested in access to a digital platform which

will provide more accurate data drawn from multiple strands of information on mass population mobility. Through this data, the BID will be able to assess not only the numbers of people coming to town but also analyse more accurately the dwell time.

As well as being able to provide current information, the platform will draw historical data so comparisons can continue to be made. It will mean that the data published in the future is likely to vary from that which we have provided in the past.



# RECAP OF SOME OF OUR INITIATIVES



## KEEP IN TOUCH

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

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