

BID QUARTERLY

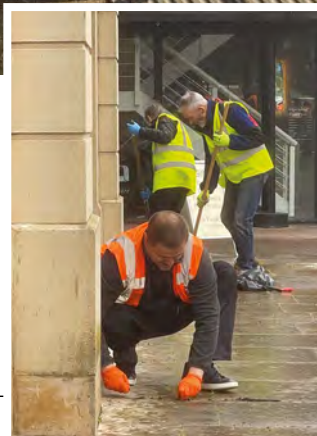
NEWS FROM CHELTENHAM BID | MAY 2024

CHELTENHAM
BID Local businesses
improving
our town 

MEET & EAT AT THE QUADRANGLE



THE RETURN OF
**WIMBLEDON
BIG SCREEN**
AT THE BREWERY
QUARTER IN JULY



TIDY UP CHELTENHAM **MONTPELLIER**

GETS A SPRING CLEAN BY
CHELTENHAM BID AND
LOCAL BUSINESSES



MEET EPICO THE DRAGON

JOIN THE CHELTENHAM BID TEAM ON WEDNESDAY 29 MAY TO MEET SPECIAL GUEST EPICO THE DRAGON AT THE TOP OF CAMBRAY PLACE, HIGH STREET.

In a 30-minute play all about heroes and friendship, the audience will join knight Sir Aurelious Jones and his goblin servant as they embark upon a quest to find and tame the smoke-breathing beast.

This event is entirely free, courtesy of Cheltenham BID. No tickets required, just join on the day for an epic adventure and non-stop family fun!

APPROXIMATE TIMINGS:
11.30am-12noon, 1.15pm-1.45pm, 3pm-3.30pm



WIMBLEDON BIG SCREEN RETURNS

WIMBLEDON BIG SCREEN, BROUGHT TO YOU BY CHELTENHAM BID, WILL RETURN 1 TO 14 JULY.

Hosted at The Brewery Quarter to bring tennis fans a smashing mini-Wimbledon experience. The Brewery Quarter will be transformed into a mini-Wimbledon, with a big screen showing all the tennis action. Relax in comfy deckchairs while you enjoy the thrilling matches and mouth-watering Wimbledon inspired menus from nearby restaurants.





MY PASTALICIOUS



CAKE ALCHEMIST



TAILORS



THE LITTLE DONUT STALL



SMOKEY JOES



THE STEAMHOUSE

CHELTENHAM FOOD + DRINK WEEK RETURNS

EXPLORE THE FLAVOURS OF OUR TOWN DURING CHELTENHAM FOOD + DRINK WEEK – 16 TO 22 SEPTEMBER 2024.

Join Cheltenham BID and Visit Cheltenham for the tastiest week of the year celebrating Cheltenham's incredible chefs and town centre restaurants, bars and cafés.

Dive into food experiences with masterclasses,

demonstrations, talks and special events as well as special menu offers especially for F&D week.

More details will be released soon, look out for updates and get involved at www.visitcheltenham.com/food-drink-week.



DINOSAURS ROAMING THROUGH CHELTENHAM

THE CHELTENHAM BID TEAM HOSTED A ROARSOME ADVENTURE ON THE PROMENADE, NEAR WATERSTONES, ON SUNDAY 7 APRIL.

Dinosaur enthusiasts of all ages were thrilled to meet some special guests: a fully grown **Raptor** and two adorable newly-hatched baby dinosaurs – a **Triceratops** and **Brontosaurus**!

The mischievous and not-so-cuddly Raptor captivated the crowd with its intelligence and vocal antics. Meanwhile, the two baby dinosaurs, extraordinary prehistoric creatures craving attention, stole hearts with their lack of shyness.

This unforgettable experience was entirely free, courtesy of Cheltenham BID. Families and friends enjoyed a day of prehistoric fun, watching the Raptor and baby dinosaurs make appearances throughout the afternoon.



RANDOX NETWORKING EVENT

ON TUESDAY 9 APRIL WE HOSTED A SPECIAL EVENT OFFERING AN EARLY LOOK AT THE NEW RANDOX HEALTH CLINIC LOCATED AT JOHN LEWIS.

A team from Radox was on hand to showcase the new clinic, followed by refreshments and a networking opportunity. Attendees enjoyed connecting with fellow professionals, entrepreneurs, and local businesses while learning about preventative healthcare from the UK and Ireland's largest healthcare diagnostics company. Attendees were able to take advantage of the following:

- Free BP & BCAs (blood pressure checks and body composition analysis) for everyone who attended.
- A 15% discount code on any Radox booking offered to attendees.
- Goody bags with Radox branded merchandise and information flyers distributed to all guests.
- A guided tour of the clinic, explaining the equipment, its operation, and the information it provides.
- A presentation led by Implementation



Coordinator Victoria, providing an overview of Radox's packages and services.

- A chance to chat and connect with the Radox Health team.
- Refreshments enjoyed by all in The Place to Eat restaurant.

NETWORKING AT THE IVY

IN MARCH, CHELTENHAM BID HOSTED A FREE BUSINESS NETWORKING BREAKFAST AT THE IVY, MONTPELLIER.

At this exclusive event, attendees had the opportunity to view **The Boodles Cheltenham Gold Cup trophy**, meet and share ideas with fellow BID businesses, enjoy a delicious breakfast and hear from **Andre Klein** from the **Jockey Club** about the positive impact the Cheltenham Festival has on the town.



BLUEY AND BINGO

On **Saturday 10 February**, over 350 families in Cheltenham had the opportunity to meet the stars of the popular children's show **Bluey** at a special event held by the BID near the Cheltenham Observation Wheel.

The event saw a large turnout of young fans eager to meet the animated Blue Heeler pup, Bluey, and her younger sister, **Bingo**. Free tickets for the event sold out within hours, showing just how popular the event was.

Children of all ages had the chance to interact with Bluey and Bingo in a meet-and-greet format.



Parents captured photos and videos of their children meeting the beloved characters, creating lasting memories for Bluey and Bingo enthusiasts in Cheltenham and providing a fun and engaging experience for families.

TITAN THE ROBOT

Towering over Imperial Gardens, **Titan the Robot** brought his legendary wit and electrifying show to the Cheltenham Observation Wheel on **Saturday 17 February**. The charismatic robot captivated audiences with three separate performances and proved that this wasn't your average robot routine. Titan showcased his impressive moves, delivered side-splitting jokes, and surprised audiences with unexpected stunts, leaving them speechless (and perhaps a little singed!). There was a fantastic turn out for all three performances.





VISITORS TO THE CHELTENHAM CHRISTMAS ICE RINK BOOSTED THE LOCAL ECONOMY BY £1.6 MILLION.

The economic impact has been identified through independent research carried out by the South West Research Company. Visitors to the ice rink spent an estimated total of **£1.6 million** in Cheltenham, **£860,000** of which wouldn't have been spent in the town if the ice rink wasn't in place.

The rink used only **12.7%** of the fuel and reduced carbon dioxide equivalent emissions by **98.7%**, when compared to the town's 2021 ice rink. This was made possible thanks to an innovative power solution created by the council in partnership with **KoniK** based in The Quadrangle, and **S3K Group**, the ice rink operators. The introduction of KoniK to the council was made by BID ambassador, **Della Adams**, who met them as part of her regular visits to BID levy payers and spotted the opportunity for the partnership on the ice rink.

Della said: "When I met **Noriker Power** I was immediately impressed by their KoniK Mobile Battery System and, knowing how important sustainability is to the council, I immediately thought of the ice rink. I'm really glad that the partnership has worked and with such great results for everyone."

KoniK supplied a high-capacity battery which, in combination with onsite grid power, and an efficient generator, powered the chillers required to keep the ice frozen. The generator ran solely on sustainably sourced hydrotreated vegetable oil instead of

traditional diesel, and the power solution was so effective that generators were only in use for a short amount of time each day. This not only contributed to the efficiencies but also minimised the noise impact of the event.

KoniK's battery has been used at many high-profile events like Glastonbury Festival, the Queen's Jubilee and Coldplay's world tour.

Jack Wilkins, head of projects for Noriker, said: "KoniK was delighted to work on such a local project. It's great to be able to give back to the town that hosts our main office. Many of our employees are Cheltenham or Gloucestershire based so it has been great for the whole team to see our equipment in action and benefiting the local community so close to home."

Hannah Ward, events manager for Cheltenham Borough Council and the BID, said: "We'd like to thank all of our partners for their contributions in achieving these results. It was important to us that we make the ice rink as sustainable as possible and, while it has not been easy to achieve this, we have laid the groundwork now and are happy that it can be used as an example for other event organisers."

The council has been invited to share the results from the ice rink at industry forums to inspire other organisations to consider adopting similar measures to improve the environmental sustainability of their events.

TIDY UP CHELTENHAM
MAKES A SPLASH
IN MONTPELLIER!

SPRING'S ARRIVAL BROUGHT RENEWED ENERGY TO CHELTENHAM BID'S TIDY UP CHELTENHAM CAMPAIGN.



Building on the success of our 2023 clean-up days, a dedicated crew descended upon Montpellier on **Thursday 21 March**.

Volunteers from local businesses and the BID joined forces for a transformative afternoon. Together, we cleaned bins, tackled weeds, graffiti, and litter, restoring a large part of Montpellier to its natural

beauty. The collaborative spirit was truly inspiring!

We were blown away by the enthusiastic response from Cheltenham businesses and members of the public. Their support for employee volunteering fostered team spirit and highlighted a shared commitment to our town's environment. After all, a clean and vibrant Cheltenham is great for business and residents alike.

The **Tidy Up Cheltenham** campaign is a continuous effort. Our BID ambassadors remain vigilant, constantly removing eyesores and reporting fly-tipping. The entire BID team is trained to identify areas needing attention and ensure swift action.

A huge thank you to the fantastic businesses who made a difference in Montpellier: **Queens Hotel, McDonald's, Pay it Monthly, Slate, Willans, Andrews, Streatory, John Lewis & Partners** and **Ridge**. Your contributions were invaluable!

Together, the Cheltenham BID team is ensuring Cheltenham remains a beautiful and thriving town.



SPOTLIGHT

THE QUADRANGLE

A COMMUNITY CORNERSTONE IN
CHELTENHAM BUSTLING WITH LIFE



The Quadrangle

THE QUAD BAR @ THE NOOK ON FIVE

In a town known for its vibrant nightlife scene, The Quad Bar stands out as a true gem, offering a one-of-a-kind experience. Whether you're a seasoned cocktail enthusiast or simply looking for a night of memorable entertainment, The Quad Bar invites you to step into a world where funk meets elegance.

THE NOOK ON FIVE

Perched above Cheltenham, The Nook on Five offers a unique rooftop dining experience with stunning views and sophisticated ambiance. Renowned for high tea, Sunday lunches, and romantic dinners, The Nook on Five delivers excellence in both cuisine and atmosphere.



The Quad Bar @ The Nook on Five



The Artisan Baker

BOSCO

A vibrant Italian eatery, serving wood-fired Neapolitan pizza and classic dishes inspired by Naples and NYC. Opened in 2022, Bosco has become a local favourite, boasting a scenic view of Imperial Gardens.

SEF STEAKHOUSE

A beacon of seductive lighting and elegant décor, offering an unforgettable dining experience. Sef Steakhouse prides itself on delivering unparalleled flavour, including its renowned signature roasted bone marrow with sourdough.

THE ARTISAN BAKER

Ori Hellerstein, known as 'The Artisan Baker', opened his second store here in 2022. Enjoy a delicious range of organic baked goods delivered fresh every morning from the Stroud bakery. Alongside the bread, pastries, and cakes, they also offer hot drinks and specialty sandwiches.

NORIKER POWER

Established in 2015, Noriker Power has built over 300MW of large-scale battery storage, stabilising 5GW of wind power to power 250,000 homes. They're dedicated to the Energy Transition, promoting collaboration and transparency in the workplace.



The Nook on Five



Bosco

iPIPELINE

iPipeline is a global leader in digital solutions for the life insurance and financial services sectors. Recognised for excellence in industry awards, it offers cloud-based software, comprehensive digital solutions, and robust data protection.

HOWDEN ENDSLEIGH INSURANCE

Specialists in tailored insurance solutions for the education, charity, and not-for-profit sectors, offering holistic services such as wellbeing programmes, risk management, and employee benefits. Their commitment to innovation was recognised with a nomination for the 2023 Tech and Innovation Awards.

CLOSE BROTHERS

A prominent merchant bank in the UK, offering lending, deposits, wealth management, and securities trading services. Committed to supporting individuals and businesses nationwide, Close Brothers aligns with sustainability goals, addressing social, economic and environmental challenges.

SAVILLS

Since 2007, this Cheltenham-based firm has provided comprehensive property services, including buying, selling, letting, valuing, and managing properties in the region. Their team of estate agents, surveyors and specialists offer a unique multi-disciplinary approach.



Sef Steakhouse

BID NETWORKING AT
CHELTENHAM MARTIAL ARTS

WHEN: Tuesday 14 May, 2-4pm
WHERE: Cheltenham Martial Arts,
50 Winchcombe Street, Cheltenham GL52 2ND
HOW TO BOOK: www.cheltenhambid.co.uk

Join us for this energising and unforgettable Cheltenham BID networking event at Cheltenham Martial Arts where you can connect with fellow businesses while learning some practical self defence and holistic wellbeing skills.

This event will give you time to network with fellow professionals and local businesses while enjoying treats from neighbouring business My Pastalicious, as well as the opportunity to learn something valuable for yourself.

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.



QA LEVEL 3 EMERGENCY FIRST AID
AT WORK TRAINING (RQF)

WHEN: Thursday 16 May, 9.30am-4.30pm
WHERE: The Isbourne Wellbeing Centre,
2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

This training is recommended for nominated emergency first aiders in workplaces with lower health and safety risks.

Students will be assessed throughout the course on their practical skills and they will have to complete and pass a multiple choice test.

Successful candidates will receive a Qalsafe Accredited Level 3 Emergency First Aid at Work EFAW (RQF) certificate.



BID NETWORKING AT FLIGHT CLUB

WHEN: Thursday 4 July, 4-6pm
WHERE: Flight Club, The Brewery Quarter,
Henrietta Street, Cheltenham GL50 4FA
HOW TO BOOK: www.cheltenhambid.co.uk

Join us for an entertaining afternoon of networking and darts at Flight Club in the Brewery Quarter.

Flight Club have reinvented darts for the 21st century, developing a range of fast and exciting multi-player games built to bring people together and designed to keep you unexpectedly hooked, insatiably entertained and full of joy. Whether you're an expert darts sniper or a total beginner, everyone has a chance to win when they play Social Darts!

During this event we will also be pleased to take this opportunity to talk to you about future events and initiatives and showcase our Wimbledon Big Screen, that will be in place in the Brewery Quarter from Monday 1 – Sunday 14 July.

This relaxed event offers a casual and friendly environment where you can:

- Mingle with fellow professionals.
- Share your ideas and grow your business network.
- Take a look at the Wimbledon Big Screen out in the Brewery Quarter
- AND play a game of darts!

Ticket Information:

Tickets are FREE for Cheltenham BID levy payers, with a maximum allocation of 2 tickets per business and only £20 for non-levy paying businesses.



THE CHELTENHAM GIFT CARD

IT'S GROWING IN POPULARITY

IN 2023 SALES OF CHELTENHAM GIFT CARDS
TREBLED AND SPEND IS ON THE INCREASE.



2023 saw a huge increase in sales – **636** cards were sold, amounting to **£25,500**. This is three times as many cards as the previous year, with three times the cash value.

In the 3-month period from Boxing Day 2023 to the end of March 2024, **£9,000** was spent in Cheltenham town centre on the **Cheltenham Gift Card**. Compare this to the same period at the start of 2023, when it was just under **£2,000**. Remember – research shows that customers spend on average **40%** more than the value of the gift card, and seek out higher value purchases.

And there's more... 2024 will see a pilot **Load This Card** point, where the customer picks up a card from

a popular town centre location and activates it at their leisure. This has proved to increase sales elsewhere. Perhaps the most exciting new plan for 2024 is the new **Digital Gift Card**! All of which should drive more sales and therefore more spend in the town centre.

So what are you waiting for? If you're a customer focused BID business, sign up to accept the Gift Card. It won't cost you anything other than a little time signing up. It's backed by Mastercard, so you get your money as you would from any Mastercard transaction.

Plus, if you want to provide a gift to your staff, then why not buy them a Gift Card? Whether it's at Christmas, birthdays or recognising

achievement, the Cheltenham Gift Card is perfect. You can even use HMRC's 'trivial benefits' criteria to reward an employee several times a year. You'll want to check with your accountant, but we understand that as long as no individual gift exceeds **£50**, you can reward someone several times a year with no tax implications.

If you want to know more about buying cards or signing up to the scheme, just contact Chris at the BID office on **chris@cheltenhambid.co.uk** and he'll set the ball rolling. He's looking forward to hearing from you!



RECAP OF SOME OF OUR INITIATIVES



LOOK OUT FOR
...AROUND TOWN
DURING THE
UPCOMING
CHELTENHAM
FESTIVALS.

KEEP IN TOUCH

01242 571123 | info@cheltenhambid.co.uk

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