

CHELTENHAM BUSINESS IMPROVEMENT DISTRICT

# ANNUAL REVIEW

1 APRIL 2022 – 31 MARCH 2023

**CHELTENHAM  
BID** Local businesses  
improving  
our town 



TOWN CENTRE  
EVENTS

TOWNSCAPE  
ENHANCEMENTS

MARKETING AND  
PROMOTION

BUSINESS  
SUPPORT

# INTRODUCTION

HEATH GUNTER, CHIEF EXECUTIVE

There's no escaping the fact that it has been and remains a challenging time for businesses with many still feeling the impacts and effects of the COVID-19 pandemic, cost of living crisis and the surges in energy prices. The last three years have been an unprecedented period for all and as we look forward to better times, it is important to recognise what can be achieved when the business community works together.

Year 7 of Cheltenham BID saw us bring new events, innovative projects, and active town centre

management to animate and enhance the town centre to provide a compelling incentive for visits, thereby bolstering our businesses and the overall economic landscape.

The last year has seen significant progress against our ambitious business plan and this report not only outlines the extent of our achievements over the last year, but also provides information on financial performance, delivery and governance. We hope it provides our businesses and levy payers with a helpful summary of what

Cheltenham BID has done on your behalf and, although impressive, there is much more to come and more for us to do as we work towards ensuring a successful and prosperous future for Cheltenham and everyone who works, visits or lives here.

It is crucial that every BID business feels it has a voice and that the BID is working on projects that will help you. Don't hesitate to get in touch with me or Operations Manager **Belinda Hunt** direct on **01242 571123** or via **info@cheltenhambid.co.uk**.



# BUSINESS SUPPORT



## AMBASSADORS

Our ambassadors are the face of the BID, acting as the primary point of contact for businesses. They visit businesses daily to communicate what the BID is doing and see if businesses need any specific assistance. The ambassadors also play an important role in providing a welcoming atmosphere for town centre visitors. Throughout the year, they conducted over 1,200 visits to businesses, ensuring effective communication and support.

## TRAINING

We introduced free social media training, delivered by professional digital marketing specialists, aimed at every level of experience across all social media channels.

## DISCOUNTED PARKING FOR STAFF

We introduced a new exclusive parking opportunity for BID businesses at the Town Centre East car park, offering a discounted monthly pass for just **£55**. It is important to remember that we have also previously negotiated discounted parking rates at **CitiPark** (John Lewis car park), where businesses can park for as little as **£5 per day** or **£60 per month**.

## STRONG VOICE

Supporting our businesses remains a top priority, and we actively advocate for their interests by acting as a

representative voice across various sectors. Through continuous consultation with our businesses, we ensure that their concerns and needs are effectively communicated. In addition to participating in national campaigns aimed at lobbying the Government, we have fostered strong partnerships with key stakeholders, including **Cheltenham Borough Council**, **Gloucestershire County Council**, and **Gloucestershire Constabulary**. Our Chief Executive, **Heath Gunter**, regularly represents the BID at local events in Gloucestershire, forging connections with influential leaders in the community.

## SAVINGS

Provided heavily subsidised First Aid and Mental Health Awareness courses for businesses working with local supplier **Tidal Training Direct Ltd**.

## NETWORKING

Organised networking events at different BID venues including **The Wilson**, **The Find**, **Cheltenham Town Hall**, **John Lewis**, **Cheltenham Ladies' College** and **Eat Sleep Axe**. These events provided valuable opportunities for businesses to establish meaningful connections, foster collaborations, and expand their professional networks.





# TOWN CENTRE EVENTS

## CHRISTMAS LIGHTS

In collaboration with funding from **Cheltenham Borough Council**, the BID facilitated the installation of more than 100 Christmas lights across various locations in Montpellier, including Bayshill and St Georges Road, the Promenade, the High Street, the Strand, Cambray Place, Regent Street, the bottom of Bath Road, Winchcombe Street and Clarence Street.

## LAUNCH OF THE FESTIVE SEASON

**Christmas Unboxed** on **Saturday 19 November** brought festive delight to the town centre as community choirs and festive characters performed at four locations. The Promenade, in particular, attracted a sizable crowd, with spectators enjoying the choir and the enchanting bauble lights above.

## NUTCRACKER TRAIL

The popular free **Nutcracker Kings** trail, featuring ten 7ft statues located in businesses across the town centre, attracted hundreds of families who followed the trail map from Montpellier to the Strand, Regent Arcade, and The Brewery Quarter. A special thanks to all participating businesses.

## THE CHELTENHAM OBSERVATION WHEEL

This 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!



## CHILDREN'S ENTERTAINMENT INCLUDING PAW PATROL, THOMAS TRILBY AND PADDINGTON

In February, the increase in footfall was down to the presence of the Observation Wheel and the BID's free children's entertainment, which led to notable numbers with footfall totalling 51,850 on **4 February** (compared to 36,999 on the same Saturday in 2022), 51,432 on **11 February** (compared to 40,782 on **12 February 2022**), and 53,640 on **18 February** (an increase of 48.79% compared to the same Saturday in 2022). These attractions not only drew crowds but also resulted in longer dwell times and higher footfall along the High Street and Promenade.



## DENZEL THE DINOSAUR

In September, we arranged a one-day roaming event in Cheltenham, starring **Denzel** and two Dino Keepers. They entertained families and young children with games, performances, and plenty of enjoyable interactions. Denzel attracted a crowd of around **1,000**, resulting in increased footfall in important areas such as The Strand, pedestrianised Promenade, High Street, and The Brewery Quarter, captivating the attention of both children and adults alike.

## WIMBLEDON BIG SCREEN

**The Brewery Quarter** in Cheltenham was the place to be to watch all the action from SW19. Thousands of fans enjoyed **14** days of tennis excitement on our big screen, located in one of Cheltenham's premier leisure destinations. There was a footfall of **188,266** over the two-week period, with more than **100** hours of live tennis action shown.

## WITCHING HOUR FOR HALLOWEEN

Roaming Halloween characters treated children and parents to a spooktacular adventure through the town centre, stopping at participating businesses for trick-or-treating! We were delighted to have around **800** participants in total throughout the day.

## EVENTS SPONSORED AND SUPPORTED

CHELTHENHAM LITERATURE FESTIVAL...  
LIT CRAWL

CHELTHENHAM SCIENCE FESTIVAL –  
PERFORMANCE ON HIGH STREET

CHELTHENHAM MUSIC FESTIVAL...  
AROUND TOWN

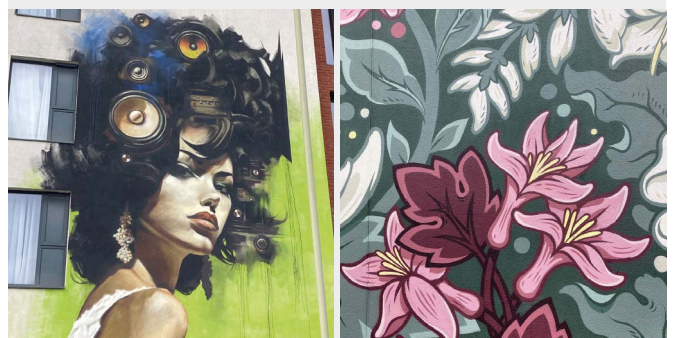
MIDSUMMER FIESTA



CHELTHENHAM JAZZ FESTIVAL...  
AROUND TOWN



JUBILUNCH



CHELTHENHAM PAINT FESTIVAL

# MARKETING AND PROMOTION

## MARKETING CHELTENHAM

Promoted **Christmas in Cheltenham** to their **50k** social media audience and **20k** newsletter subscribers. Provided directory listing for all Cheltenham BID businesses who operate in the

leisure, hospitality, retail and beauty industries on the **Visit Cheltenham** website.

## PAID ADVERTISING

Featured Cheltenham BID businesses in Hot List articles and enhanced event listings on the **SoGlos** website.

## CHELTENHAM BID AND OUR CHELT SOCIAL MEDIA PLATFORMS

Had **414,410** reach impressions on the **@CheltBID** and **@Our.Chelt** social media platforms highlighting the different businesses in the BID zone.



## FINANCIAL REPORT

Description	Budget in Business Plan	Budget Y7	Actual	Balance
<b>Income</b>				
BID Levies collected*	£558,112	£542,030	£544,803	£2,773
Reserves brought forward		£190,000	£318,209	£128,209
Other income		£6,100	£17,283	£11,183
External Contributions and grants	£50,000	£47,000	£47,000	£0
<b>Total</b>	<b>£608,112</b>	<b>£785,130</b>	<b>£927,295</b>	<b>£142,165</b>
<b>Expenditure</b>				
Events	£158,553	£217,808	£223,293	−£5,485
Marketing and Promotion	£114,134	£137,383	£110,100	£27,283
Business Support	£119,715	£113,998	£84,397	£29,601
Townscape Enhancements	£59,439	£72,816	£57,992	£14,824
Management and Overheads	£111,622	£95,374	£93,304	£2,070
Levy Collection Fee	£16,743	£16,260	£17,540	−£1,280
Contingency	£27,906	£131,491		£131,491
<b>Total Expenditure</b>	<b>£608,112</b>	<b>£785,130</b>	<b>£586,626</b>	<b>£198,504</b>

\*The actual levies collected during the period includes levies outstanding from previous years 4, 5 and 6.

Please note that these are unaudited figures. Audited accounts will be available from October 2023.

In planning and reviewing the budget for year seven, consideration was given to future plans in years eight, nine and 10, allowing a healthy reserve for larger, long-term projects and a more robust operating team.

# TOWNSCAPE ENHANCEMENTS



## UMBRELLAS ON THE STRAND

We collaborated with the **ADHD Foundation Neurodiversity Charity** to introduce a captivating and thought-provoking installation on the Strand end of the High Street. This remarkable display consisted of a vibrant arrangement of umbrellas suspended above the street, serving as a means to raise awareness of neurodiversity within the community. The installation proved to be a resounding success, attracting increased footfall to the area whilst also generating a significant buzz on various social media platforms throughout its three-month duration.

## BID IN BLOOM

This initiative ran from **June to October**, adding colour to businesses in the BID zone. Colourful flowers decorated the High Street, Cambray Place, Pittville Street, Bennington Street, Clarence Parade, Regent Street, The Promenade, Montpellier's Courtyard, and Montpellier Street. Over **140** baskets and troughs transformed **40** businesses, creating a welcoming atmosphere for all.

## SAFER STREETS

Collaborating closely with essential stakeholders in the town, the BID made strategic investments in public safety endeavours aimed at enhancing the overall security

of Cheltenham town centre and mitigating instances of anti-social behaviour. This year, we allocated funds to support the invaluable efforts of **Cheltenham Guardians**, who have become an indispensable component of Cheltenham's night-time economy.

## TIDY UP CHELTENHAM

As part of this year-round campaign the **BID ambassadors** monitored townscape issues such as graffiti, fly tipping, weeding and flyposting. These were either dealt with by the BID Ambassadors or reported to the relevant organisation. Over the year over **300** activities were logged.

## THE BID BOARD



**TIM ATKINS**  
Managing Director,  
Cheltenham  
Borough Council  
(resigned 1.7.22)



**DEMELSA COLEMAN**  
Marketing  
Manager,  
The Brewery  
Quarter



**RICHARD DARE**  
Co-owner, James  
of Montpellier  
(resigned 2.3.23)



**JONATHAN HALL**  
John Lewis  
& Partners  
(appointed 5.4.22,  
resigned 17.2.23)



**ROWENA HAY**  
Leader of  
Cheltenham  
Borough Council



**HELEN HOWE**  
Company Director,  
Lumière



**PHILIP JORDAN**  
Director,  
Under The Prom  
& Coco



**DARREN KNIGHT**  
Executive Director for  
Place & Communities,  
Cheltenham Borough  
Council  
(appointed 28.7.22)



**SCOTT LAHIVE**  
Manager,  
Regent Arcade



**JEREMY LINLEY**  
Branch Manager,  
Barclays Bank



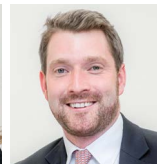
**ANDREA RICHARDS**  
Store Manager,  
White Stuff  
(appointed 17.2.23)



**NIGEL RICHARDS**  
Chief Operating  
Officer, Cheltenham  
Ladies' College  
(appointed 3.5.22)



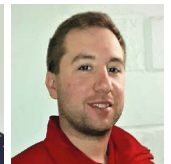
**STEPHANIE RONSSIN**  
Owner,  
Domaine 16



**ALEX ROSE**  
BID Chair;  
Managing Director,  
Beards



**MATT RUDMAN**  
Director,  
Cheltenham  
Martial Arts  
(resigned 20.12.22)



**SHANE WILLIS**  
Manager,  
Wilko  
(resigned 11.5.22)

## THE STAFF



**HEATH GUNTER**  
BID Chief Executive



**BELINDA HUNT**  
BID Operations  
Manager



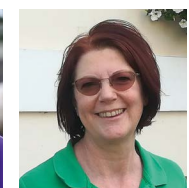
**CHRIS BROOKS**  
Administrative  
Assistant



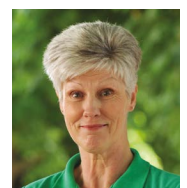
**KAT SHAYLER**  
BID Communications  
Assistant



**PHIL COOK**  
BID Ambassador



**JO-ANNE HALE**  
BID Ambassador



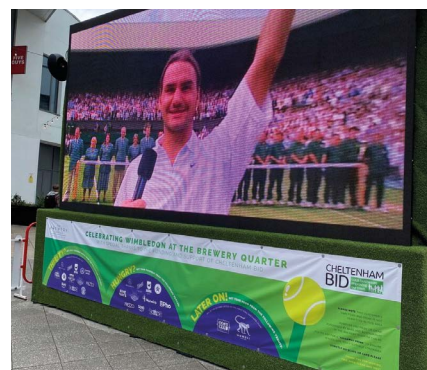
**DELLA ADAMS**  
BID Ambassador

# WHAT'S NEXT



and Winchcombe Street. Thank you to the volunteers from BID businesses that joined us to help out.

Make sure you're signed up to our monthly digital newsletter and also keep your eyes peeled for our magazine, the *BID Quarterly*, which is delivered every 3 months.



Since **April 2023** the BID has already organised multiple successful events such as the **Wimbledon Big Screen** at the Brewery, **Cheltenham Food + Drink Week**, the **street circus** at Cambray Place / the Strand and the visit of **Zeus the Dinosaur** to the Promenade.

**Christmas 2023** in Cheltenham looks set to be a magical experience with events and activities happening throughout the festive period. We have also been busy with the **Tidy Up Cheltenham** campaign with days that focussed on the Strand, Cambray Place, Grosvenor Terrace

## RECAP OF SOME OF OUR INITIATIVES

<b>CHELTENHAM FESTIVALS ... AROUND TOWN</b> 	<b>CHELTENHAM GIFT CARD</b> 	<b>BID IN BLOOM</b> 	<b>FOOTBALL FIGURES</b> 	<b>CHRISTMAS IN CHELTENHAM</b> 
<b>PROMOTING BUSINESSES</b> 	<b>SUPPORTING CHELTENHAM GUARDIANS</b>	<b>SOCIAL MEDIA TRAINING</b> 	<b>DEFIBRILLATORS</b> in partnership with <b>PUBLIC HEARTS APPEAL</b>	<b>WIMBLEDON BIG SCREEN</b> 
<b>FIRST AID &amp; MENTAL HEALTH TRAINING</b> 	<b>TIDY UP CHELTENHAM CAMPAIGN</b> 	<b>VACANT UNITS PROJECT</b>	<b>DISCOUNTED PAYMENT PROCESSING</b> 	<b>DISCOUNTED PARKING</b> 
<b>NETWORKING EVENTS</b> 	<b>LOBBYING LOCAL AUTHORITIES</b> 	<b>CHELTENHAM PAINT FESTIVAL</b> 	<b>2,189 INDIVIDUAL INTERACTIONS WITH BUSINESSES</b> 	<b>AMBASSADOR VISITS</b> 

### KEEP IN TOUCH

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

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