

# BID QUARTERLY

NEWS FROM CHELTENHAM BID | AUGUST 2024

CHELTENHAM  
**BID** Local businesses  
improving  
our town

## CHELTENHAM BID WORKING FOR BUSINESSES



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### MEET **FRANCESCA INMAN**

OUR NEW CHIEF  
EXECUTIVE



### **COLOURFUL TRANSFORMATION**

OF UTILITY BOXES

MAKING THE TOWN  
A VIBRANT SPACE



# CHELTENHAM FOOD + DRINK WEEK

EXPERIENCE FIRST-HAND WHY CHELTENHAM IS THE UNRIVALLED FOOD CAPITAL OF THE SOUTH WEST DURING CHELTENHAM FOOD + DRINK WEEK, 16 TO 22 SEPTEMBER 2024.

This premier event, hosted by Cheltenham BID and Visit Cheltenham, promises an unforgettable experience for food enthusiasts.

The festivities kick off on **Monday 16 September**, with an exclusive opening night at the iconic **Queens Hotel**. *An Evening with Cheltenham's Culinary Stars* featuring a glamorous drinks reception, a sumptuous three-course dinner crafted by **Simon Diprose**, an official Master Chef of Great Britain, and an engaging panel discussion with celebrity chef **Simon Rimmer**, Cheltenham's newest Michelin Star Chef, **Jon Howe**, from **Lumière** and other local esteemed chefs.

Discover some of Cheltenham's drinking venues, from charming pubs to trendy bars on **Thursday 19 September**, during our **Pub Quiz Crawl**. Take part

in an interactive quiz, uncover secrets from the bar staff and savour unique beverages.

The excitement peaks on **Saturday 21 September**, with the **Cheltenham Chilli Fiesta** at **The Brewery Quarter**. This fiery event features thrilling chilli eating competitions, live music, a captivating food talk and fun food activities for all ages.

Throughout the week, other Cheltenham top eateries will offer a variety of food and drink workshops, daily masterclasses, chef collaborations and special menus, allowing you to delve deeper into the town's culinary delights.

Subscribe to the **Visit Cheltenham newsletter** for further announcements and early ticket access and mark your calendars for the tastiest week of the year!



Simon Rimmer



Photo credits © Mikal Ludlow

Three of the forty eateries who took part in 2023



My Pastalicious



Tailors



Cake Alchemist

## EVENT OBJECTIVES

The Food + Drink Week format is a popular and effective way of BIDs and Destination Marketing Organisations (DMOs) working together to drive new and repeat diners to eateries in towns/cities across the UK. We aim to:

- Increase footfall in Cheltenham.
- Attract new and repeat customers to individual businesses.
- Boost awareness of our outstanding food and drink offering, from independent hidden gems to high street favourite restaurants and Michelin Star accredited chefs.
- Promote Cheltenham as a the food capital of the South West.

## HOW IT WORKS

Participating venues can offer one, or more, of three different activities:

**Host a food/drink interactive activity, the more creative the better!**  
Could you organise a food masterclass, producer talk or chef demonstration? Do you know another specialist within the hospitality industry who could run a masterclass with you? Have you always wanted to run a workshop? Could you launch it this week?

**Host a one-of-a-kind food/drink event.**  
Could you attempt a Guinness world record, or offer an exclusive opportunity for diners, i.e. cook with your chef, visit your vegetable garden and learn how to cook with seasonal produce? If you know your drag night or quiz night is much-loved why not run one this week accompanied with a great menu and promote it through the campaign. Think about the stories that will be running this week, which your venue could be part of and the week-long news coverage there will be!

**Offer a special set menu or exclusive special offer.**  
For example, two courses for £15, or a Food + Drink Week exclusive cocktail menu that diners will be queuing up to try!

KEY STATISTICS 2023

FEATURED OVER  
**40**  
VENUES  
INCLUDING **QUEENS HOTEL & KIBOU**

LOCAL & REGIONAL PRESS & RADIO COVERAGE WITH OVER  
**4 MILLION** OPPORTUNITIES TO SEE/HEAR

REVIEWS OF **6 TOWN CENTRE RESTAURANTS** BY THE **FOOD REVIEW CLUB**, THE UK'S **NUMBER ONE FOOD INFLUENCER**, RESULTING IN **18 VIDEOS SHARED** TO HIS  
**1.6 MILLION FOLLOWERS**

**32,000+** PAGE VIEWS TO THE CAMPAIGN PAGE ON **VISIT CHELTENHAM**



# WIMBLEDON BIG SCREEN

THE WIMBLEDON BIG SCREEN RETURNED FROM MONDAY 1 TO SUNDAY 14 JULY AT THE BREWERY QUARTER.

The **Brewery Quarter** transformed into a mini-Wimbledon, with a big screen showcasing all the tennis action. Fans relaxed in comfy deckchairs, had fun with free tennis themed activities and enjoyed Wimbledon-inspired refreshments at the restaurants, whilst taking in all the live-screened tennis.

The big screen was never blank! To fill in the gaps between matches, the BID and Marketing Cheltenham put together reels to advertise local businesses and upcoming events. That's hours of free big- screen advertising. If you were one of those who got their video to us – thank you!



## MUSIC ...AROUND TOWN

THE WEEKEND OF 6-7 JULY SAW THE RETURN OF OUR MUSIC ...AROUND TOWN PROGRAMME, IN ASSOCIATION WITH CHELTENHAM FESTIVALS.

From the **Epsilon Brass Quintet** at **John Lewis** to the **Camarillo Wind Trio** at **Society Café** and the **String Quartet** at **The Botanist**, Cheltenham town centre was alive with music.

Our **...Around Town programme** had us swaying to film scores, deciphering woodland-inspired tunes and finally, transporting listeners to a stunning highland.

Thank you to all of you who enjoyed the music with us and of course to all venues who participated.



# BRITISH BID BUSINESS CRIME SUMMIT

THE BRITISH BIDS BUSINESS CRIME SUMMIT, HELD AT THE QUEENS HOTEL CHELTENHAM, CONCLUDED RECENTLY.

Cheltenham BID thoroughly enjoyed hosting the event, which featured a lineup of fantastic speakers. Attendees heard presentations from:

- **Hannah Wadey** of Safer Business Network
  - **Francesca Inman**, presenting on behalf of Sophie Jordan from the National Association of Business Crime Partnerships Ltd
  - **Nick Bishop** from Bath BID
  - **Peter Brill**, representing Counter Terrorism Policing
  - **Russell Greenslade** from Swansea BID
  - **Claire Hester** from John Lewis & Partners
  - **Michael Sheppard** from MY LOCAL BOBBY
  - **Sam P** from SW Cyber Connect
  - **Steve Lindsay MBE** from Gloucester City Safe Ltd Gloucestershire Constabulary
  - **Chris Nelson PCC** from the Office of the Police and Crime Commissioner for Gloucestershire
- It was an insightful day with plenty of active discussions.



## SCIENCE ...AROUND TOWN

This year, the festival unveiled some of Cheltenham's best-kept secrets with its **...Around Town programme**. An intriguing interactive listening trail was created, taking visitors on a journey to explore the link between the science that powered their town and the local businesses. Visitors began their journey at the Festival Village, then followed QR codes scattered throughout the heart of the town. The BID is pleased to sponsor the **...Around Town events**.

## EPICO THE DRAGON

Cheltenham BID brought a free, interactive adventure to the High Street near Cambray Place on **Wednesday 29 May**, with their **Meet Epico the Dragon** event.

Spread across three separate 30-minute performances throughout the day, families were treated to a unique experience. Sir Aurelious Jones, a brave knight, and his loyal goblin sidekick embarked on a thrilling quest, and the audience became an active part of the story! This interactive format provided ample opportunities for children to get involved and lose themselves in the magic, making it a truly memorable day for all.





# PLEASE JOIN US IN WELCOMING OUR NEW CHIEF EXECUTIVE FRANCESCA INMAN

## HELLO CHELTHENHAM!

I am thrilled to have the opportunity to introduce myself and express my enthusiasm for joining the Cheltenham BID team. I am really looking forward to collaborating with our dedicated board, the incredible businesses, and the vibrant community that makes Cheltenham so special.

I wholeheartedly believe in Cheltenham BID's mission to transform Cheltenham into a dynamic and prosperous town, where businesses can thrive and visitors flock. I want to extend my gratitude to my predecessor, **Heath Gunter**, and the entire team for their hard work and warm welcome since I have started.

My commitment is to work hand in hand with local businesses, communities and stakeholders to cultivate an environment where everyone feels not just welcome, but truly valued. Drawing on my past experiences, I am dedicated to strengthening the strategic partnerships that have already been established, ensuring that Cheltenham remains the top choice for residents, visitors and investors. I am particularly excited about leveraging the rich cultural heritage of our town to drive both economic growth and innovation.

One of my top priorities is to prioritise the needs of our diverse business community. I pledge to be a vocal advocate for their interests and to provide unwavering support to help them succeed.

As I step into my new role, I am eager to immerse myself in the vibrant life of Cheltenham. I'm looking



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forward to meeting as many of you as possible, whether it's through informal encounters or scheduled meetings.

Your insights and perspectives are invaluable as we work together to shape the future of our town.

I am genuinely excited about the journey ahead and can't wait to see what we will accomplish together.

**Francesca**



## YOUR BID TEAM

Meet the team working on delivering for businesses in Cheltenham.

- Francesca Inman**, Chief Executive
- Belinda Hunt**, Operations Manager
- Chris Brooks**, Administrator
- Rachel Lewis**, Project Coordinator
- Kat Shayler**, Communications Assistant
- Hannah Ward**, Events Manager
- Phil Cook**, **Jo-Anne Hale** and **Della Adams**, Ambassadors

# CHELTHENHAM BID UNVEILS COLOURFUL TRANSFORMATION OF UTILITY BOXES

CHELTHENHAM BID IS COMMITTED TO MAKING THE TOWN CENTRE A VIBRANT AND ATTRACTIVE SPACE FOR EVERYONE.

One of the ways we achieve this is through our Colourful Cheltenham initiative. This project tackles a familiar issue – the often-unsightly presence of utility boxes.

Previously susceptible to graffiti and flyposting, these boxes often detracted from the overall aesthetic of the town. The Colourful Cheltenham initiative set out to transform these boxes into something special.

We're delighted this project is well underway! So far nine utility boxes within the BID zone have been transformed into vibrant pieces of art thanks to the talent and creativity of local artists **Catt Standen**, **Danielle Morrison** aka **Danksy**, **Sarah Goddard** and **Brandon Higgins** of **Brandon's Murals**.

We look forward to welcoming them back to work alongside other artists, including **Andy 'Dice' Davies** who runs the **Cheltenham Paint Festival**, over the summer.

The artwork draws inspiration from the very essence of Cheltenham. You'll find depictions of iconic Cheltenham landmarks, nods to our renowned parks and festivals (think musical notes), and even subtle references to our proximity to GCHQ!



We invite you to explore the town centre and discover these artistic gems. These beautiful and creative designs not only enhance the streetscape but also discourage future graffiti and flyposting. The Colourful Cheltenham project fosters a more welcoming environment for everyone who enjoys Cheltenham.



## TIDY UP DAY

CHELTHENHAM BID TEAMED UP WITH THE CHELTHENHAM CIVIC SOCIETY AND LOCAL BUSINESSES.

The team set off from The Brewery Quarter on **Saturday 15 June (Civic Day)** to tackle weeds, remove graffiti, litter pick, clean bins and generally Tidy Up the Lower High Street, Henrietta Street and Bennington Street.

We're thrilled with the results and would like to thank everyone who took part and gave up their free time to make Cheltenham an even more beautiful place to live.





# THE BREWERY QUARTER & BENNINGTON STREET

MEET SOME OF THE BUSINESSES IN THIS  
VIBRANT AREA OF CHELTENHAM



Flight Club

## FLIGHT CLUB, THE BREWERY QUARTER

Flight Club, the home of Social Darts, is an experience designed to bring people together for moments of unexpected, ridiculous joy! They're not just about darts, though; they're all about being social! With an extensive menu of delicious cocktails perfected by their fabulous

bartenders, delicious food to be shared and enjoyed, and a beautiful bar combining the nostalgia of a British pub with the fun and excitement of the fairground, they're all about creating unforgettable experiences.

Top tip – check out their Brunch Social, where you can enjoy an hour of darts, then an hour on a bar table with a bottle of Prosecco and unlimited pizza for the full two hours.

## LIBERTINE BARBERSHOP, BENNINGTON STREET

A Cheltenham Men's Barber Shop founded on the belief that men deserve better and that every man has their own story, soul and style. They don't generalise or assume it's your rules, your way, with haircuts and services styled to your needs.

Gone is the stereotypical trip to the barbers. Welcome to the new standard – The Libertine.

Reinventing the refinement of eras past whilst fulfilling the expectations of the modern man.



Libertine Barbershop

They provide an environment where the services you receive will be matched by relationships you build.  
More than a barber – The Libertine is your community.



## HUB BOX, THE BREWERY QUARTER

Serving up award-winning gourmet burgers, dirty fries, cocktails and craft beer, hit Hub Box up for all day eating and drinking. Hub Box is a laidback place to chill out, meet your mates and eat some real dirty burgers. Prime cut or plant-based, for them it's all about tasty food done the right way, making good times really mean good. They're fiercely proud of the suppliers they work with – whether it's their rare breed high-welfare beef, or small-batch beers with a conscience.

Life on the coast has schooled them in fresh-thinking and straight-talking. It all adds up to a better burger, coffee break or whatever takes your fancy. That's how they make sure the good times roll.



Smokey Joe's

## SMOKEY JOE'S, RETRO BAR & DINER, BENNINGTON STREET

Smokey Joe's continues a fourth generation of a family-run business owned by Vickie Joynes: dedicated to bringing fabulous food, drinks, entertainment, pop culture and great customer service to Cheltenham.

Taking over from her parents, together with her husband, Vickie reopened as a Vintage and Retro

Diner & Bar in 2013; embracing her family heritage from the past and taking it forward into the future.

## PHO, THE BREWERY QUARTER

Pho is the brainchild of husband-and-wife-team Stephen and Juliette Wall, and brings the vibrant taste of Southeast Asia to The Brewery Quarter. Serving great value, healthy Vietnamese street food that is cooked fresh daily, the venue is renowned for its delicious and authentic cuisine.

Pho specialises in Pho, the national dish of Vietnam – a delicious and nutritious rice noodle soup. Also on the menu you'll find fresh spring and summer rolls, curries, wok-fried noodles and rice dishes, Vietnamese beers, coffees and much more. With food that caters well for a range of diets, including gluten free and vegan you'll find something to satisfy all appetites.



Pho

## MEAT THE GREEKS AT No3, BENNINGTON STREET

Here at Meat the Greeks at No3 they are proud to serve freshly cooked, authentic Greek street food. They honour their Greek families' recipes and hope that you will be transported through the flavours and tastes of their beautiful home country.

They offer indoor seating as well as takeaway and can also be found on Deliveroo and Uber Eats.



Meat the Greeks at No3



LIT CRAWL IS BACK!

The **Cheltenham Literature Festival Lit Crawl** is back on **Saturday 5 October** part of our hugely popular ...Around Town programme.

What is the Lit Crawl?

The Lit Crawl is the younger, rebel sister to the main Festival; a riotous night of ideas and creativity that celebrates the edgier side of bookish programming, filling every nook and cranny of all manner of Cheltenham venues – bars, record stores, cafés, tattoo parlours and barbershops – with events that are a little different to the main festival – from flash fiction to ghost stories, music to comedy, pop-up readings and quizzes to spoken word.



NETWORKING & TRAINING NEWS

As we plan our networking and training events for autumn and early 2025, we have some exciting events coming up, especially for hospitality venues. Please keep an eye on our website for updates.

We would love to hear from you about your training requirements. Please email us at [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk) with your ideas. We will do our best to accommodate your needs. Please let us know which days and times would work best for you to attend these free sessions.



BID NETWALKING

**WHEN:** Wednesday 21 August, 10am-12noon  
**WHERE:** The Wilson, 51 Clarence Street, Cheltenham GL50 3JT  
**HOW TO BOOK:** [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

Join us for a captivating walking tour of Cheltenham where you'll get the chance to explore the town's highlights, learn about its rich history and culture, and network with fellow professionals.

This event is perfect for local business professionals eager to explore the hidden gems and rich heritage of our beautiful town.

The tour will be led by **Anne Bartlett**, who is a Blue Badge tour guide for Gloucestershire and the surrounding areas. The tour will feature areas of interest within the Business Improvement District (BID) Zone and last approximately 1½ hours.

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

- Build valuable connections with like minded individuals and local businesses
- Explore the town that you work in
- Enjoy a leisurely stroll filled with interesting stories

Don't miss this chance to experience Cheltenham like never before. Join us for an unforgettable journey through the heart of our charming town. See you there!

**Ticket Information:**  
Tickets are FREE for Cheltenham BID levy payers and only £15 for non-levy paying businesses.

# ANNOUNCING THE NEW CHELTENHAM SAFE



We are working in partnership with **Cheltenham Safe** to support businesses. This is a vital initiative that is dedicated to enhancing the safety and security of the Cheltenham community. The primary aim is to create a secure environment for residents, businesses and visitors by reducing crime and anti-social behaviour. It operates as a collaborative network that involves local businesses, Cheltenham BID, Gloucester BID and Cheltenham Borough Council.

Businesses can join Cheltenham Safe by emailing [victoria.mccreevey@gloucestercitysafe.co.uk](mailto:victoria.mccreevey@gloucestercitysafe.co.uk), gaining access to resources, training and communication

channels designed to improve security measures. This new model will benefit the whole community by creating a safer, more welcoming environment, which in turn supports local economic growth and quality of life. Through partnership working, Cheltenham Safe will leverage the strengths and resources of various stakeholders to ensure a coordinated and effective approach to community safety. We are really looking forward to working with Victoria and hope that businesses in our area will make her feel welcome. Contact [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk) to request an information pack.

## LOAD THIS CARD

### IT JUST GOT EVEN EASIER TO BUY A CHELTENHAM GIFT CARD!



The Coffee Dispensary

You can still buy online and have it sent through the post, or choose click and collect with no postage fees. And now there's an even easier option – **Load This Card**. Pick up a card from **Chapman Opticians** in the Regent Arcade, and load it at your leisure! Simply collect the card, use the QR code on the envelope, follow the instructions on how to pay and that's it.

Hey presto, you have the perfect gift for friends, family or for staff. The **Cheltenham Gift Card** is now accepted in more than 120 Cheltenham businesses, and more are coming on all the time.

If you have any questions at all about buying a card, bulk buying for staff rewards, or how to start accepting the card as a means of payment, contact **Chris Brooks** at Cheltenham BID on [chris@cheltenhambid.co.uk](mailto:chris@cheltenhambid.co.uk) or **01242 571123**.



# RECAP OF SOME OF OUR INITIATIVES



## CHRISTMAS IN CHELTENHAM

It may be summer outside but we're busy working on **Christmas in Cheltenham**, save the dates in your diary!

**Saturday 23 November**, the Christmas launch with entertainment in the High Street and Prom.

**Friday 29 November–Sunday 5 January**, join us at the **Cheltenham Ice Rink**. It's the perfect Christmas activity for all the family.



## KEEP IN TOUCH

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