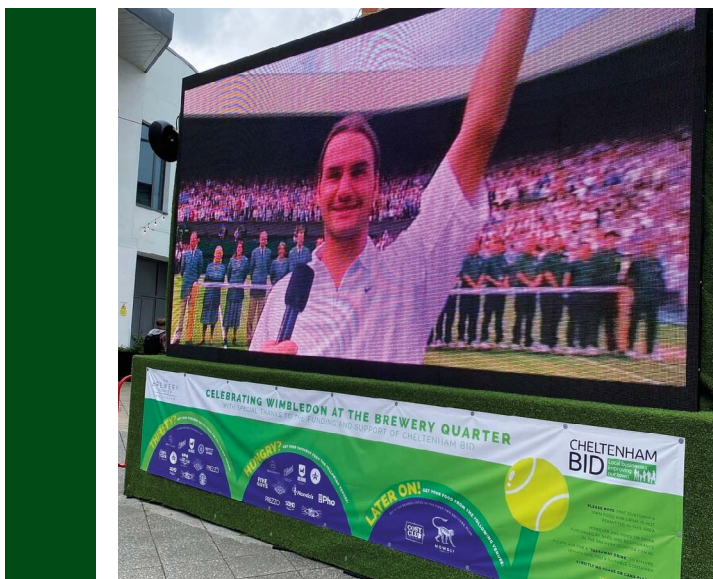


CHELTENHAM BUSINESS IMPROVEMENT DISTRICT ANNUAL REVIEW

1 APRIL 2023 – 31 MARCH 2024

**CHELTENHAM
BID** Local businesses
improving
our town



TOWN CENTRE
EVENTS

TOWNSCAPE
ENHANCEMENTS

MARKETING AND
PROMOTION

BUSINESS
SUPPORT

INTRODUCTION

As we reflect on the past few years, it is evident that Cheltenham has emerged resilient and optimistic in the face of unprecedented challenges. The town, much like the rest of the world, navigated the complexities of the COVID-19 pandemic and the strain of a cost of living crisis. However, the spirit of unity and collaboration within our business community has not only weathered these storms but is now steering us towards a brighter future.

Cheltenham's recovery from the pandemic and resilience during the cost of living crisis has been impressive. The town has witnessed a robust revival, with businesses demonstrating remarkable adaptability and perseverance. Cheltenham BID has played a pivotal role in this journey, actively contributing to the town's resurgence, and fostering an environment conducive to growth.

This annual review encapsulates the extensive achievements of Cheltenham BID during its eighth year of operating, offering insights into our financial performance, delivery mechanisms, and governance. While our accomplishments are impressive, we recognise that there is much more to be done as we collectively strive for a successful and prosperous future for Cheltenham.


Crucially, every business within the BID should feel heard and represented. We encourage you to keep in touch, and share your thoughts, ideas or concerns. Your input is invaluable as we continue to work on projects aimed at supporting and enhancing your business and our wonderful town.

For any enquiries or to share your thoughts, please do not hesitate to contact us on at **01242 571123** or via **info@cheltenhambid.co.uk**.


The Cheltenham BID team

THE BID BOARD


BID Board – up to 31 March 2024




ALEX ROSE
BID Chair;
Managing Director,
Beards




ANDREA RICHARDS
Anthropologie,
formerly of
White Stuff
(resigned 31.7.23)




BRIDGET REDMOND
Managing Partner,
Willans LLP
solicitors




CLAIRE HESTER
Brand Experience
Manager,
John Lewis &
Partners




DARREN KNIGHT
Executive Director
for Place &
Communities,
Cheltenham
Borough Council
(resigned 22.9.23)




DEANO JOUNI
Owner,
Tokyotattoo®
Studios




DEMELSA COLEMAN
Marketing
Manager,
The Brewery
Quarter




HELEN HOWE
Company Director,
Lumière




JEREMY LINLEY
Branch Manager,
Barclays Bank




NIGEL RICHARDS
Chief Operating
Officer,
Cheltenham Ladies'
College




PHILIP JORDAN
Director,
Under The Prom
& Coco



ROWENA HAY
Leader of
Cheltenham
Borough Council



SCOTT LAHIVE
Manager,
Regent Arcade



STEPHANIE RONSSIN
Owner,
Domaine 16

THE STAFF

BID Permanent Staff – up to 31 March 2024



HEATH GUNTER
BID Chief Executive



BELINDA HUNT
BID Operations
Manager



CHRIS BROOKS
BID Administrator



KAT SHAYLER
BID Communications
Assistant



RACHEL LEWIS
BID Project
Coordinator



PHIL COOK
BID Ambassador



JO-ANNE HALE
BID Ambassador



DELLA ADAMS
BID Ambassador

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 **3,000** visits to businesses, ensuring effective communication and support.

TRAINING

These diverse training sessions empower businesses and their staff with essential skills. They foster a well-rounded and resilient business community from Instagram and LinkedIn mastery, to effective email marketing, SEO optimisation, data protection compliance and counter-terrorism awareness. Our subsidised first aid training helped save businesses almost **£5,000** over the course of the year.

DISCOUNTED PARKING

Continued to provide exclusive parking discounts for BID businesses and their employees at two car parks within the BID zone. Monthly parking passes start at only **£55**, and daily rates begin at just **£5**. Make sure your employees know about these discounts, they are a great recruitment and retention tool. Further details can be found on our website.

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. 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**.

NETWORKING

Organised networking events at different locations within the BID zone including **Soho Coffee** (The Brewery Quarter), **F45**, **The Wilson**, **Cake Alchemist**, **Mr Mulligans**, **Sue Ryder**, **The Botanist**, **Cheltenham Literature Festival**, **Cheltenham Ice Rink**, **Everyman Theatre**, **Cheltenham Observation Wheel**, **Artisan Baker** and **The Ivy**. These events offered valuable chances for businesses to form significant connections, encourage collaborations, and broaden their professional networks as well as supporting the individual businesses.



TOWN CENTRE EVENTS

CHRISTMAS LIGHTS

Did you know that the BID, with a contribution from Cheltenham Borough Council, procures and organises the installation of the Christmas lights every year?

LAUNCH OF THE FESTIVE SEASON

As well as making sure our town sparkles brightly, we also bring the festive season to life! The official Christmas launch on **16 November** set the tone for the festive season. Juggling elves, stilt-walking angels, and a roving polar bear entertained crowds, while choirs and dancers added a musical dimension to the celebration. The **Bristol Figure Skaters** delighted guests with their graceful routines on the newly opened **Cheltenham Ice Rink**, providing a touch of wintry magic. Entertainment was spread across the town giving the opportunity for many of our businesses to get involved.

ELF TRAIL

The popular free **Elf trail**, featuring sixteen large elves located in businesses across the BID zone, attracted hundreds of families who followed the trail map from Montpellier to Winchcombe Street, along Regent Street and the Promenade and up the High Street to the Brewery Quarter. A special thanks to all participating businesses.

WIMBLEDON BIG SCREEN

The Brewery Quarter became the ultimate spot to catch the thrilling moments of Wimbledon on the big screen. Thousands of tennis fans enjoyed **14** days of action on our big screen, located in one of Cheltenham's premier leisure destinations.



THE CHELTENHAM OBSERVATION WHEEL

The **Cheltenham Observation Wheel** returned to Imperial Gardens from **9 February to 3 March**. Operated by **de Koning Leisure** and hosted by Cheltenham BID the wheel gave visitors the chance to enjoy birds-eye views over Regency Cheltenham. This attraction was a huge success as it brought additional footfall into the town centre during a period that is traditionally quieter.

CHILDREN'S ENTERTAINMENT INCLUDING BLUEY AND BINGO AND TITAN THE ROBOT

To celebrate the **Cheltenham Observation Wheel** being in town we hosted two character-focused events on consecutive weekends to encourage families to visit the town centre. **Bluey** and **Bingo** are so popular tickets had to be pre-booked and these were all snapped up within a few hours after launch. **Titan the Robot** entertained hundreds of families throughout the day with his jokes and dance moves.

ZEUS THE DINOSAUR

In May, we arranged a one-day event on the Promenade, starring Europe's biggest walking T-Rex, **Zeus**, along with two of his babies. The event attracted a crowd of around **2,000**, resulting in increased footfall, on a Sunday, to the Promenade and High Street captivating the attention of both children and adults alike.



EVENTS SPONSORED BY CHELTENHAM BID

As well as curating our own events, the BID's sponsorship ensures that other major events bring thousands of people to town.

Here's what we sponsored in 2023-2024:

- Cheltenham Jazz Festival... Around Town
- Cheltenham Science Festival – Performances on the High Street and Montpellier Gardens
- Cheltenham Music Festival ... Around Town
- Cheltenham Literature Festival ... Lit Crawl
- Cheltenham Pride
- Cheltenham Paint Festival
- Midsummer Fiesta
- No Child Left Behind's Party in the Park



BID IN BLOOM

BID in Bloom returned for the fifth year, adding vibrancy and colour to the BID zone with almost **120** floral displays on business's premises during summer. Additions for 2023 – 2024 included **Margaret Dabbs** and **St George's Vaults** and the balconies at **Boots** and **Handlesbanken**.

SAFER STREETS

Safer Streets saw the BID team working closely with key stakeholders, forming part of the **Cheltenham Safety Community Partnership**. We provided additional security during the week of **The Cheltenham Festival** and on Sundays throughout the summer.

TIDY UP CHELTENHAM

Tidy Up Cheltenham – We ran three events where volunteers from local businesses, **Cheltenham Civic Society** and members of the public joined BID staff to clean up parts of the town. The BID also paid contractors to remove or paint over graffiti on business walls and had all the black bollards on High Street repainted.



BID AMBASSADORS

Our **BID Ambassadors** play a key role in our year-round campaign to improve the town. They reported or removed more than **630** incidents of fly-posting, fly-tipping, graffiti, litter and uncollected rubbish.

MARKETING AND PROMOTION

MARKETING CHELTENHAM

Our collaboration with **Marketing Cheltenham** provides BID levy payers in the visitor economy with a free listing on **VisitCheltenham.com** worth **£240** per year.

PAID ADVERTISING

This unique partnership also ensures that Cheltenham is showcased as one of the top visitor destinations in the region. Some of this year's marketing activities include:

- Promoting **Christmas in Cheltenham** with more than 32,000 unique visitors to the campaign page on **VisitCheltenham.com**

- The Food + Drink Week marketing campaign highlights included collaboration with **Food Review Club** who shared **18** videos with their **1.6 million** followers and local, regional and national press coverage with over **4 million** opportunities to see and hear.

SOCIAL MEDIA PLATFORMS

- Cheltenham BID and Our Chelt Social Media Platforms had a reach of **432,890** impressions on the **@CheltBID** and **@Our.Chelt** social media platforms.
- Featured Cheltenham BID businesses in four Hot List articles and enhanced event listings on



the **SoGlos** website.

KEEPING SPEND LOCAL

The **Cheltenham Gift Card** sold cards worth just over **£23,500** which can be spent in more than **120** BID businesses.

FINANCIAL REPORT

Description	Budget in Business Plan	Budget Y8	Actual	Balance
Income				
BID Levies collected	£558,223	£544,127	£554,513	£10,386
Reserves brought forward		£327,728	£327,728	£0
Other income		£1,140	£6,529	£5,389
External Contributions and grants	£50,000	£47,000	£47,000	£0
Total	£608,223	£919,995	£935,770	£15,775
The actual levies collected includes levies on premises whose RV was published after budgets were set.				
Expenditure				
Events	£158,574	£266,500	£219,470	£47,030
Marketing and Promotion	£114,156	£139,978	£120,660	£19,318
Business Support	£119,739	£114,840	£91,515	£23,325
Townscape Enhancements	£59,451	£77,400	£36,706	£40,694
Management and Overheads	£111,645	£90,540	£92,078	-£1,538
Levy Collection Fee	£16,747	£16,324	£15,191	£1,133
Contingency	£27,911	£214,413		£214,413
Total Expenditure	£608,223	£919,995	£575,620	£344,375

Please note that these are unaudited figures. Audited accounts will be available from October 2024.

In planning and reviewing the budget for year eight, consideration was given to future plans in years nine and 10, allowing a healthy reserve for larger, long-term projects and the formation of sustainable partnerships.

WHAT'S NEXT



We started off our ninth year by saying goodbye to **Heath Gunter** and welcoming our new Chef Executive, **Francesca Inman**.

So far the year has seen new partnerships formed, the launch of the new **Cheltenham Safe**, the hosting of the first Business

Crime Summit in Cheltenham and of course, the return of the **Wimbledon Big Screen** in **July**.

We commissioned five artists to transform utility cabinets into vibrant pieces of street art as part of the BID's **Colourful Cheltenham** initiative. The first **10** were painted between **May** and **July** with plans to roll this out further.

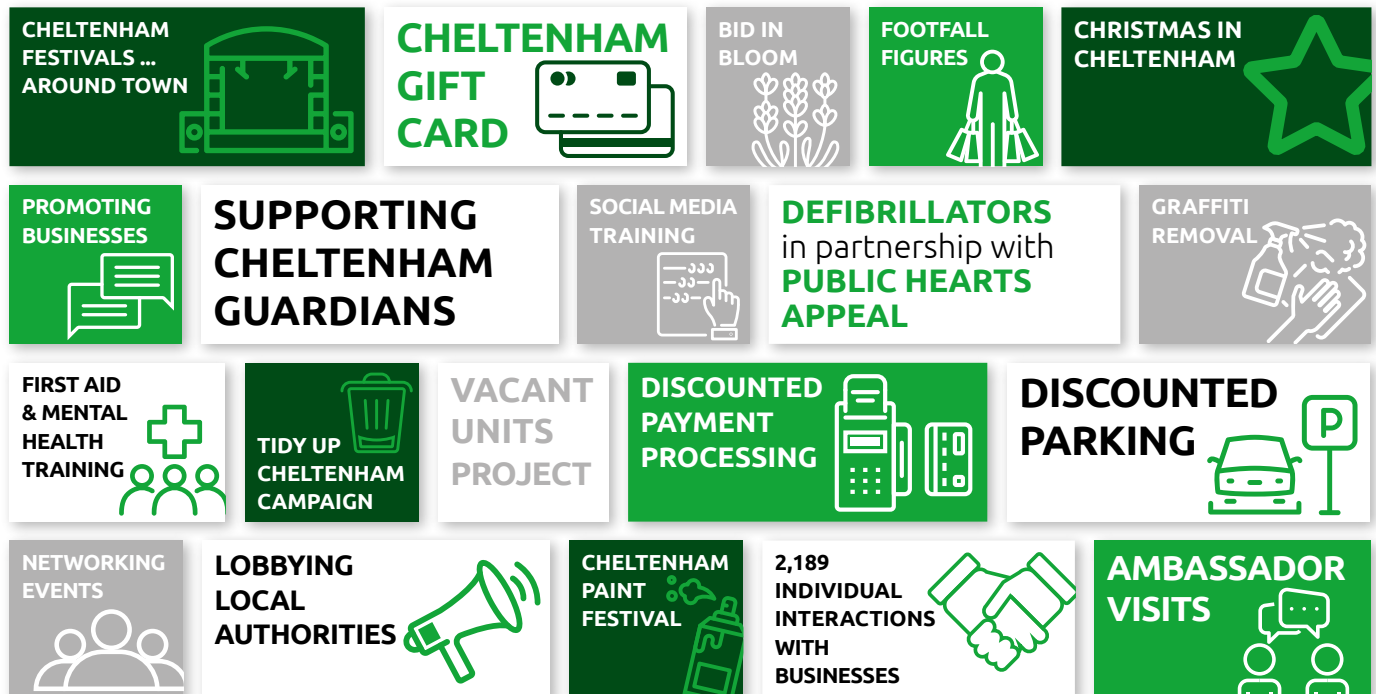
We continue to run networking events with a difference, using BID businesses as venues, offer high-value training sessions and provide businesses

with cost-saving opportunities for them and their staff.

Our support of the **...Around Town** programme in association with **Cheltenham Festivals** continues to provide visitors with another reason to explore the town and its businesses.



RECAP OF SOME OF OUR INITIATIVES



KEEP IN TOUCH

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