

BID QUARTERLY

NEWS FROM CHELTENHAM BID | NOVEMBER 2024

CHELTENHAM
BID Local businesses
improving
our town 

COUNTDOWN TO CHRISTMAS

CHELTENHAM
PREPARES FOR
THE SPARKLING
FESTIVE SEASON



WORKING TOWARDS A SOLUTION

HOW TO TACKLE THE
BLIGHT OF GRAFFITI
ON OUR TOWN



NEW OPENINGS

WELCOMING NEW BUSINESSES
THROUGHOUT THE TOWN
CENTRE

COUNTDOWN TO CHRISTMAS

THE FESTIVE SHOPPING SEASON SEEMS TO START EARLIER AND EARLIER EACH YEAR, GATHERING MOMENTUM FROM OCTOBER ONWARDS.

You have all been busy planning your events, designing your windows and curating your festive menus for months and now the **Countdown to Christmas** is here!

To celebrate and showcase everything our wonderful town has to offer, the BID team has been working closely with Marketing Cheltenham for the launch of the festive season.

On **Saturday 23 November**, from **3pm** onwards, the streets of Cheltenham will be animated by festive performers, choirs and bands.

LED angels will walk amongst the crowds while children meet giant penguins and their elf keeper. Music and singing will ring out on High Street and The Promenade before dancers enthrall audiences in anticipation of a special visit from Father Christmas.

At **The Brewery Quarter's Launch Party** on the same day, from **2pm until 7pm** a festive extravaganza for all age groups will be in full swing. Audiences will see dancers, choirs, tribute acts, princesses and of course Santa will find time to say hello (despite the Grinch trying his best to ruin the fun!)

Cheltenham's Christmas lights are not just

magical, they are magic! Thousands of twinkling lights will come on in trees and lampposts throughout the town as the daylight begins to fade into night and Montpellier roundabout's reindeer will stand proud to welcome visitors throughout the festive shopping season.

The festive fun doesn't end there. **Regent Arcade** will host a *Bridgerton*-inspired take on the festive period this year! Twirl back in time and experience the Christmas period with a Regency twist. From lessons in calligraphy to paper hat making, there's plenty for all ages to get involved with and connect to Cheltenham's Regency past. Activity is expected to begin the week commencing **Monday 25 November**, so make sure you keep an eye on Regent Arcade's social media and website for full details!

THE CHELTENHAM ICE RINK

Returning to Imperial Gardens for the third year, the ice rink will be open from **Friday 29 November** until **Sunday 5 January 2025**, providing the perfect Christmas activity for all the family.



The Cheltenham Ice Rink



Christmas market



Lighting up the Montpellier roundabout



Boots Corner lights

Skaters of all ages* and abilities can enjoy gliding on the ice indoors, free from the worries of wet weather. Wheelchair users are welcome at all sessions with a personal assistant who goes free of charge.

As well as open skate sessions there will be relaxed sensory sessions, exclusive student and adult sessions and more. Little ones will love the new ice princess party sessions, featuring special appearances from everyone's favourite snow queen and her sister. You can book through **VisitCheltenham.com**

*From 3 years upwards

CHRISTMAS MARKETS

Christmas markets are a draw for visitors and locals alike, so make the most of a ready-made audience when **Cotswold Markets** brings its **Christmas Gift Market** to The Promenade from **Thursday 21 to Sunday 24 November**. Their hugely popular **Arts & Crafts Christmas Market** runs from **Thursday 12 to Sunday 22 December**.

CHRISTMAS ELF TRAIL

The Christmas elves are back again! 12 mischievous elves will be hiding in shop windows waiting for shoppers to follow the trail to find them and write down the hidden letters. A **downloadable trail map** will sit on our website and hard copies will be available for people to pick up from **The Children's department of John Lewis, The Wilson Art Gallery and Museum, Tivoli Cinema** or participating stores. Successful entries could win a **£100 Cheltenham Gift Card** to spend in town. Children can also collect a free Christmas card to colour in.



Festive choir on The Promenade



BID NETWORKING AT THE CHELTENHAM ICE RINK

WHEN: Tuesday 3 December, 11.15am-1.15pm
WHERE: Cheltenham Ice Rink, Imperial Gardens
HOW TO BOOK: Tickets are FREE to Cheltenham BID levy paying businesses and £19.50 to non BID businesses, with a maximum of two tickets per business.

Join Cheltenham BID for festive ice skating and networking at the spectacular Cheltenham Ice Rink on Imperial Gardens.
Attendance includes a hot chocolate and mince pie from **Stretery** who are the official Ice Rink

Catering Company for the second year running.
As well as time for networking, we will hear from **Hannah Ward, Marketing Cheltenham's** Event Manager, who will be sharing exclusive insights into the planning of the ice rink and her top picks for **Christmas in Cheltenham**.

- Schedule:**
- 11.15am** Arrive at Ice Rink
 - 11.30am** Hot drinks, mince pies and networking
 - 12 noon** Hear from our guest speaker Hannah Ward and a chance for updates and intros around the room.
 - 12.15-1.15pm** Ice skating and a chance for more networking

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

WHEN: Wednesday 15 January, 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 Qualsafe Accredited Level 3 Emergency First Aid at Work EFAW (RQF) certificate.



LIT CRAWL RETURNS



The 75th Times and Sunday Times Literature Festival brought the annual **Lit Crawl** back. Part of the BID's partnership with **Cheltenham Festivals** and our sponsorship of the **...around town** programme, this hugely popular event was held on **Saturday 5 October**.

It provided an evening of entertainment in the written and spoken word as festival goers called into venues such as **The Beefy Boys, Hatchards and Waterstones, Hotel du Vin, Sixteen Gallery and The Wilson, Boston Tea Party and The Botanist** over the course of the evening.

FESTIVAL VIP LOUNGE

The **VIP Lounge** at the Literature Festival provided the perfect setting for a networking event.
Attendees relaxed and chatted over a drink as they met fellow BID businesses and the team from Cheltenham Festivals before taking their complimentary seats to see **Adrian Chiles** and listen to his hilarious anecdotes and unique insights into everyday life.



NAGOMI NETWORKING

We hosted a special **Cheltenham Food + Drink Week** networking lunch at **Nagomi**, where attendees were welcomed by the owner, **Portia Brown** and experienced the authentic tastes and atmosphere of Japan & Korea while meeting local business professionals.
Nagomi is an important part of the Japanese philosophy of coming together and harmony, whether it be through shared meals, social gatherings, or any other form of communal interaction. It emphasises the importance of creating a welcoming space, which was certainly the case at this event.





JUST LIKE OTHER TOWNS AND CITIES ACROSS THE GLOBE, CHELTENHAM HAS SEEN A RISE IN THE NUMBER OF INCIDENTS OF GRAFFITI, PARTICULARLY TAGGING.

Graffiti is criminal damage. It can create a perception that an area is unsafe. It costs businesses,

local authorities and home owners hundreds of thousands of pounds each year removing it.

The only way to minimise it is to take an holistic approach, bringing groups of society together.

In August the BID and **Cheltenham Borough Council's Office of the Police and Crime Commissioner (OPCC)** for a pilot project to tackle graffiti was successful. This project will see the BID, Cheltenham Borough Council, the OPCC and **Gloucestershire Constabulary** working with other organisations and volunteer groups to develop a long-term programme to reduce the negative impact of graffiti in the town centre.

Initially running for three-months, the pilot project will be delivered in three phases:

PHASE 1: MAPPING GRAFFITI

Using a simple form, groups will go out and photograph incidents of tagging. The information will be loaded onto a map.

PHASE 2: PLANNING FOR REMOVAL

The mapping will help to identify graffiti hotspots and prolific tags and the types of buildings and street furniture most targeted.

PHASE 3: REMOVE, PROTECT AND PATROL

Using the information from the mapping exercise the group will prioritise the order in which buildings and street furniture are cleaned.

A professional cleaning company,



EcoClean, has been engaged to carry out removal operations. They will use specialised equipment and methods to remove graffiti.

All cleaned areas will be recorded on the map to be monitored. Any new incidents will then be easily identifiable for reporting, patrolling and protecting.

During the pilot period of the project, we will be contacting businesses targeted by the graffiti to be cleaned, helping them through the process and explaining how you can help to make a difference.

If you are interested in joining the group for the mapping process, please get in touch with the BID team at info@cheltenhambid.co.uk.



AGGREGATED FOOTFALL IN THE THIRD QUARTER OF THIS YEAR IS UP ON THE SAME PERIOD IN 2023

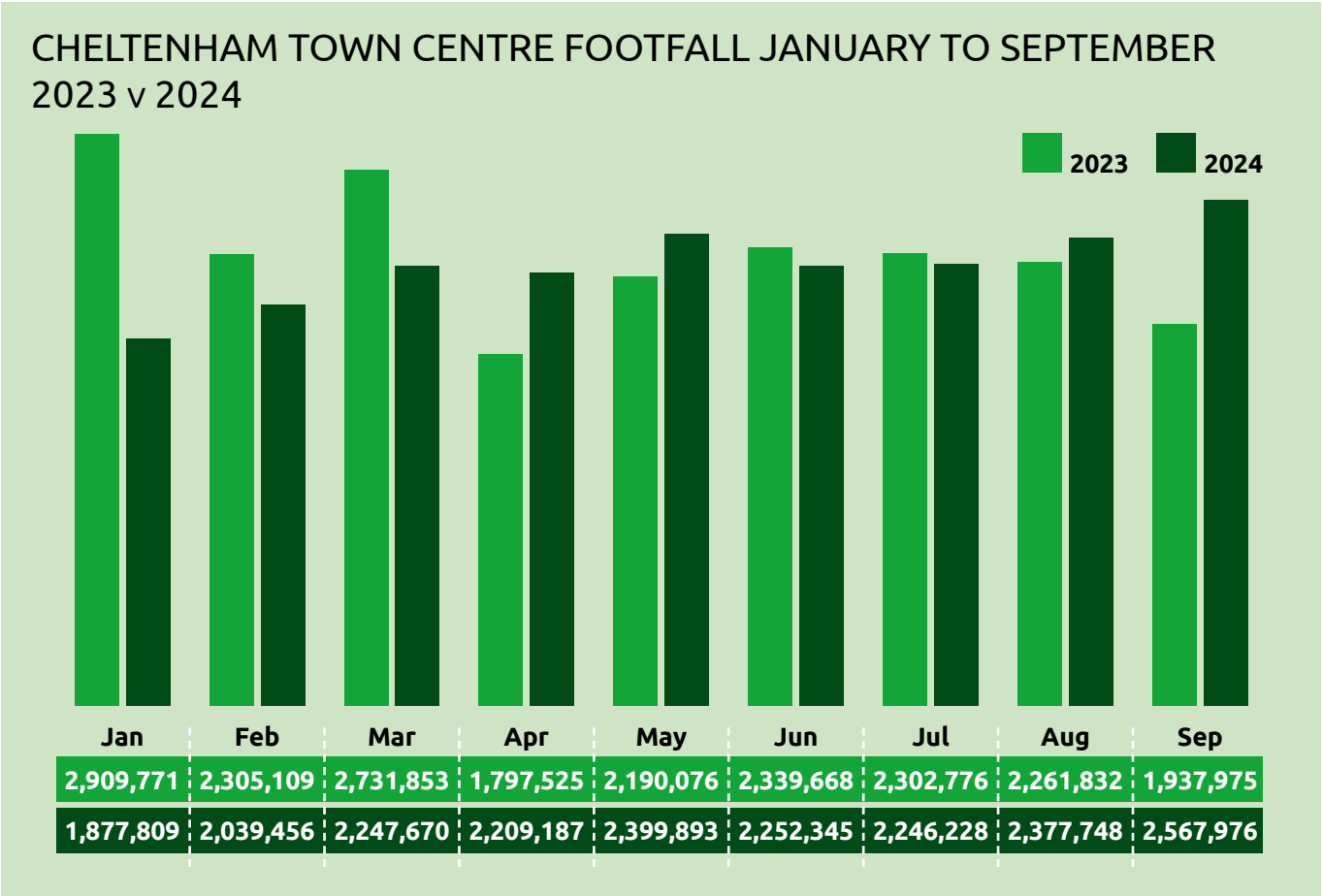
THE YEAR GOT OFF TO A SLOW START BUT PICKED UP IN APRIL AND MAY.

The summer months of **June** and **July** were slightly down on the previous year, which was a picture seen nationally, mainly due to the unpredictable weather conditions and the uncertainty around elections and a new Government. In **August** visitor numbers rose and **September** saw a significant increase compared

to the previous year. The September increase bucked the national trend with MRI Software stating that: High street footfall fell sharply in September from August which was probably worsened by two factors; the return to school and offices in the second week of the month and the

turbulent weather witnessed in the final week of the month. However, a boost in footfall during the penultimate week for high streets may well have coincided with many more employees returning to offices and settling into a routine.*

*Source: MRI Software – MRI OnLocation for Footfall Analytics UK Monthly Commentary September 2024



NEW OPENINGS, MOVES, EXPANSIONS & ANTICIPATION

THERE'S A POSITIVE AIR OF CONFIDENCE IN THE TRADING ENVIRONMENT IN CHELTENHAM, WITH NEW OPENINGS AND BRAND EXPANSIONS HAPPENING ALMOST WEEKLY. IT'S BEEN BUZZING ON THE PROMENADE AND THERE'S NEWS OF MORE TO COME!



CAFFÈ NERO

Caffè Nero soon found a new home when they had to leave Cavendish House. They have refitted the old Joules shop on The Promenade, bringing a cosy, modern feel to the new branch.

Split over two-floors, customers can look out over Neptune's Fountain as they enjoy a leisurely coffee or grab a bite to eat.

CHARLES TYRWHITT

Charles Tyrwhitt opened its doors at 102 to 104 The Promenade in August, bringing its global store count to 44. Showcasing the brand's signature formal wear and smart casual wear, including shirts, knitwear, shoes and accessories, they also offer one-to-one



styling appointments.

This British menswear brand is committed to climate-positive projects so the store provides an innovative shirt and suit recycling scheme that rewards customers taking in old shirts and suits from any brands with discounts.



GOLDSMITHS

Goldsmiths took over the former Royal Bank of Scotland premises, which had been unoccupied for two years, with their huge new showroom opening on 25 October.

Formerly situated further down The Promenade, this move to the pedestrianised area of The Promenade adds to the vibrancy of the area, creating a diverse offering of hospitality and retail outlets.

JAPES

There's news of a new pizza restaurant opening soon on The Promenade, adding to the diverse mix of retail and hospitality businesses on the leafy pedestrianised area. The US-style pizza restaurant has three branches in London and has chosen to open its first branch outside the capital in Cheltenham.

Taking over the old Santiago's, Japes will be serving up delectable deep-dish pizzas and cocktails.

RITUALS

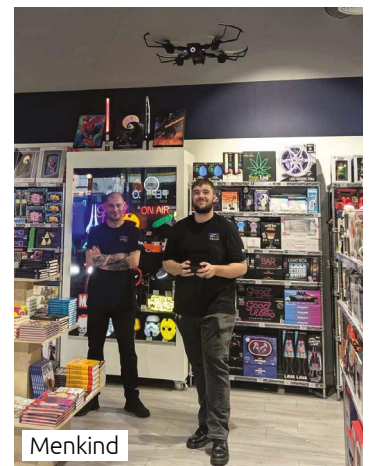
Adding to the excitement of new openings on this well-trodden part of our town, the luxury Dutch wellbeing brand, Rituals, is set to take over the unit vacated by Goldsmiths when they moved. Keep your eyes open for news on the opening dates!

GO OUTDOORS

Go Outdoors, the UK's largest outdoor retailer, opened their new Express store in The Brewery Quarter, occupying the former Wilko site there. Offering everything you need to enjoy the great outdoors, from clothing to camping equipment, the store also offers services including boot and rucksack fitting.

MENKIND

Another addition to The Brewery Quarter is the popular Menkind. Specialising in quirky gifts and gadgets, the new store is situated on the High Street, between Søstre Grene and Urban Outfitters. Menkind describes itself as being all about 'embracing your inner child, geeking out and having fun'. From functional to fun, gadgets and gaming this store is a must-visit for all age groups from every walk of life.



ALFONSO GELATERIA

Regent Street’s offering of foodie outlets continues to grow with the opening of Alfonso Gelateria. Located near the entrance to Regent Arcade, next to The Find with Guilt Trip and Society Café nearby, this newest addition to the area brings the authentic quality and flavour of traditional Italian gelato to Cheltenham. Whether it’s a cone or tub, gelato or sorbet, eat in or take away there’s a huge selection of flavours to choose from.



Alfonso Gelateria

laid-back setting of the stylish Sotto Lounge Bar or enjoy authentic South Italian cuisine with friends and family in the Belgrave Restaurant. For a more intimate experience, The Imperiale is a luxurious private dining room seating up to 18.

THE EAGLE SOCIAL TAP

Amber Taverns have totally transformed the property at 104 High Street into a welcoming space to relax and enjoy an extensive selection of drinks, including craft beers, fine wines, and inventive cocktails. Turning a former eye-sore into a contemporary and cosy pub, The Eagle Social Tap is a welcome addition to Cheltenham.

SETTEBELLO

Settebello has upped the ante at Belgrave House, previously occupied by Pizza Express who have relocated to The Brewery Quarter. This family-run business opened their first venue in 2019 in Gloucester.

After renovating the building opposite The Quadrangle, they opened their Cheltenham Branch in October this year.

Focussing on fresh, authentic South Italian cuisine, customers can choose the



Settebello

BALISTA CLOTHING

As part of the Go Outdoors expansion, Millets on The Strand shut and the unit, which is next to The Eagle Social Tap, was snapped up by Balista clothing.

LOAF & CO

Montpellier has welcomed Loaf & Co, a new sandwich deli which is nestled in one of the Regency buildings on Rotunda Terrace, Montpellier Walk.

Offering artisan breads and specially curated deli items as well as their selection of sandwiches, bakes and smoothies this newly-established business is a sister company to the popular Rainbows, situated just outside the town centre on Hewlett Road.



The Eagle Social Tap

THE CHELTENHAM GIFT CARD – THE PERFECT CHRISTMAS GIFT!

THE CHELTENHAM GIFT CARD WAS LAUNCHED IN 2017.

Since then, more than £103,000 worth of cards have been sold. Purchases range in value from £15 to £500.

What makes it the perfect gift? The fact that it can be spent in more than 130 places in Cheltenham. That’s places to eat and drink day and night, independent boutiques and favourite national brands, hairdressers and barbers, entertainment venues and even hotels.

Locals with friends and relatives from Australia, the USA, South America and parts of Africa have received the perfect gift from friends and relatives abroad. There’s even a few who purchase every year and the Cheltenham Gift Card has become a go-to staff incentive for some companies.

Purchasing the Cheltenham Gift Card couldn’t be easier. You can buy it online and have it delivered directly to the recipient or select the click-and-collect option to pick it up from the BID office.

There’s also the new ‘Load this Card’ option. Just call into **Chapman Opticians** in the Regent Arcade or visit **The Little Green Coffee Machine** on The Promenade, pick up a card and load it at your leisure! Scan the QR code, follow the instructions on how to pay and that’s it – you’ve got that gift sorted!



EXCEL TIPS AND TRICKS – MAKE THAT SPREADSHEET WORK FOR YOU

WHEN: Wednesday 22 January 2025, 10-11.30am
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

This session is brought to you by Excel Confident on behalf of Cheltenham BID. Excel is a valuable tool for any business.

You’ll need your laptop with Excel installed. We will provide an Excel spreadsheet to work on together.

Tickets are free for Cheltenham BID levy paying businesses and £15 for non-levy paying businesses. With a maximum allocation of 2 tickets per business.

HOW TO MAKE SOCIAL MEDIA SIMPLER WITH AI (BEGINNERS WORKSHOP)

WHEN: Thursday 30 January 2025, 11am-12.30pm
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

This session is brought to you by Wagada Digital and Cheltenham BID.

This workshop will provide a basic introduction to how AI can be used to simplify your social media experience.

Tickets are free for Cheltenham BID levy paying businesses and a £20 charitable donation for non-levy paying businesses. With a maximum allocation of 2 tickets per business.

RECAP OF SOME OF OUR INITIATIVES



THE FREE CHELTENHAM APP

Free marketing – are you making the most of it? As a BID business you get free Bronze membership of **Marketing Cheltenham**. PLUS you get entries on the **Discover App** absolutely free.

The Discover App includes details of 700 businesses across the town as well as information on events, attractions and ideas for days out.

Features include:

- Details of local businesses, including opening hours and locations
- Special offers from local businesses
- Lots of ideas for things to do and places to go in Cheltenham
- Up to date information on local events, cultural and leisure facilities
- The Discover App is free to download. to all smartphones.



KEEP IN TOUCH

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