

BID QUARTERLY

NEWS FROM CHELTENHAM BID | FEBRUARY 2025

CHELTENHAM
Business Improvement District



THE PRIDE OF CHELTENHAM

THE LIONS ARE COMING!

SHOPPING IN STYLE

A HAVEN OF BOUTIQUES AND BARS IN MONTEPELLIER



GRAFFITI MAPPING SECOND PHASE BEGINS



GRAFFITI MAPPING PROJECT

PHASE 2 OF A PILOT TACKLING THE BLIGHT GRAFFITI TAGGING HAS ON CHELTENHAM'S TOWN CENTRE HAS BEGUN.



Phase 2 of the pilot

A pilot aimed at tackling graffiti tagging in Cheltenham town centre is entering its second phase as work to clean areas identified as being graffiti hot spots starts.

The Cheltenham Business Improvement District (BID) has worked with key stakeholders including **Cheltenham Borough Council**, the **Office of the Police and Crime Commissioner (OPCC)**, **Gloucestershire Constabulary** and **local community policing teams** to map areas impacted by graffiti as part of a new pilot launched in September. The pilot will also be working closely with the **Police Cadets** and the

Cheltenham Civic Society. Funding of £15k was secured from the Home Office by the Office of the Police and Crime Commissioner, and the first phase began with the appointment of **Ecoclean Environmental**, chosen for their passion for a cleaner Cheltenham and their expertise in the removal of graffiti. This phase also included a mapping and data gathering exercise of the impact of graffiti on town centre businesses and council owned buildings, grade 1 and 2 listed buildings and other public areas.

Entering the second phase marked a significant milestone in the pilot as work to remove tagging began early in the new year. Using a variety of specialist solutions, equipment and techniques to remove the graffiti without causing damage to the underlying surface or having any negative environmental impact.

Fran Inman, chief executive at Cheltenham BID, said: "We're really excited to have entered the next phase of the pilot having worked closely with our partners to map and gather data during the first phase.

"The pilot is designed to make people feel safer, enhance community engagement, and encourage economic growth by maintaining clean and attractive public spaces, whilst also encouraging individuals to report

issues or concerns to help sustain these improvements."

Cllr Izaac Tailford, cabinet member for waste, recycling and public realm said: "Graffiti grot spots and tags are a visual blight on our town. They're often offensive and persistent in nature and undermine the sense of pride we have for our town. The clean up of graffiti comes at a significant cost and drains valuable resources.

"Entering this next phase of the pilot restores the beauty of our regency town. Working with our partners, we're encouraging residents to take action and report graffiti to help us maintain the vibrancy of our town for everyone."

Deputy Police and Crime Commissioner, **Nick Evans** said: "Tackling graffiti may seem trivial, but it isn't. It's criminal damage and makes people feel less safe when they're walking around. That's why I'm so pleased that we have been able to fund this scheme, tackling anti-social behaviour and making it clear that we have real pride in Cheltenham."

Inspector Steve Benbow from the **Cheltenham Neighbourhood Policing Team** said: "The police can't tackle graffiti alone which is why I'm pleased that we're part of the partnership approach.

"Joint working allows us to identify areas which are being targeted by graffiti and work together with colleagues to restore the area.

"My team supported in the initial phase of this scheme and will continue to do so throughout. Graffiti is criminal damage so PCSOs and officers will work to identify and robustly deal with anyone found to be committing offences."

The final phase of the pilot will be the roll out of graffiti removal across all mapped areas.

PUBLIC HEARTS DEFIBRILLATOR CAMPAIGN



Life-Saving Defibrillators in the Local Community

THE BID ARE PROUD TO BE FOUNDING PARTNERS OF THE **PUBLIC HEARTS DEFIBRILLATOR CAMPAIGN – CHELTENHAM'S NOT-FOR-PROFIT COMMUNITY DEFIBRILLATOR CAMPAIGN.**

Over the years BID has been instrumental in facilitating the implementation of these lifesaving devices in key areas throughout our Festival Town, including defibrillator number **80** at Montpellier Courtyard earlier this year and now defibrillator number **90** at **Tailor's Eating House** in Cambray Place.

Our relationship goes back to when Public Hearts was first created in 2018 when we funded Cheltenham town centre's first ever publicly accessible defibrillator in one of the phone boxes outside **Franco Manca** on The

Promenade. Public Hearts and indeed BID have come a long way since then, also working to ensure that Cheltenham is the very best it can be to support everybody who works, lives, visits and enjoys all the fantastic facilities here.

Prompt access to and safe use of a defibrillator is vital in the event of a cardiac arrest, increasing the chances of survival by up to **80%**. According to **BBC Radio Gloucestershire**, Cheltenham is now the defibrillator capital of the South West, thanks to the work of the Public Hearts Defibrillator family.

CHRISTMAS EVENTS

Cheltenham BID businesses gathered together for a festive ice skating and networking event at the spectacular **Cheltenham Ice Rink** on Imperial Gardens.

Attendees enjoyed hot drinks and sweet treats from **strEATery**, the official Ice Rink Catering Company, who also own **The Little Donut Stall** on High Street.

In addition to networking, guests heard from **Hannah Ward**, Marketing **Cheltenham's** Event Manager, who shared exclusive insights into the planning of the ice rink and her top picks for Christmas in Cheltenham.



CHRISTMAS LAUNCH EVENT

Despite Storm Bert making an unwelcome appearance, the Cheltenham Christmas Launch Event team made an incredible effort in turning around a last minute wet-weather plan that incorporated a wide selection of BID businesses, including **Cavendish House**, **John Lewis**, **Regent Arcade** and **The Brewery Quarter**. Feedback from the public has been really positive.

We were also able to support the Mayor's charities by raising over **£500!** A big thanks to everyone involved in making the event a success despite the odds.

Since **Cheltenham BID** formed in 2016, we have improved and expanded the Christmas lights display in the town centre each year. In addition to the lights, we host an annual event to kick off Christmas and celebrate everything our town offers during the festive season.

With Christmas 2024 now behind us, we want to hear from you. Do you think these events benefit your business? Do you have ideas for alternatives or improvements?

Please take a few minutes to complete the survey online – just scan the QR code – and tell us how you'd like us to use your funding!

NETWORKING

In January, we hosted another sold-out networking event at **Coffee#1** on Cheltenham High Street. The event focused on sustainability and reducing plastic waste.

Guest speakers, **Carol** from **Plastic Free Cheltenham** and **Hannah** and **Karen** from **FoodLoose**, provided valuable insights and practical tips. Attendees learned how to make their businesses and homes more environmentally friendly.

Following the presentations, guests had the opportunity to visit the FoodLoose shop on Grosvenor Terrace. Many attendees expressed interest in implementing changes within their workplaces and made purchases for their homes.



LIONS AT LARGE

IN THE SUMMER OF 2025, LIONS AT LARGE – THE PRIDE OF GLOUCESTERSHIRE TRAIL WILL BE 'ROARING' ONTO THE STREETS OF CHELTENHAM AND GLOUCESTER!

Over **30** large **Lion sculptures** will be designed and painted by local artists celebrating Gloucestershire's rich history, culture and diversity. They will be joined by the **Cub Club** – a pride of little Lions lovingly created by local schools and community groups.

This is a fun, free and family-friendly **Wild in Art** event organised by **Cheltenham and Gloucester Hospitals Charity**. Streets, parks and open spaces will dazzle with their vibrant colours and surprising designs. Helping to bring together our community to explore and feel pride in their local area.

Once the trail is over, the pride will reunite for a fantastic farewell weekend. The little Lions will return to their forever homes at the local school and community groups who created them.

The large Lions will then be auctioned to raise funds for **The Big Space Cancer Appeal** for proposed new cancer care facilities in Cheltenham with digital consulting rooms, space for state-of-the-art research, as well as a therapeutic outside space.

www.lionsatlarge.co.uk



© Anna Lythgoe Photography

...AROUND TOWN

Already Involved?

2024 REVIEW AND FUTURE PLANNING

WHEN: Wednesday 26 February, 2.30-3.30pm
WHERE: Settebello, Belgrave House, Imperial Square, Cheltenham GL50 1QB
HOW TO BOOK: www.cheltenhambid.co.uk

Join us to feedback about **Cheltenham Festivals ...around town programme**, supported by Cheltenham BID, and share your ideas for this year.

Join us for an exclusive session designed for businesses who have previously, or are about to, host an event as part of the ...around town programme.

Share your feedback about previous programmes, discuss your experiences, and collaborate on how **Cheltenham Festivals** and **Cheltenham BID** can further enhance the programme for you moving forward.

Max of 2 attendees per BID business.

New this year?

WHAT IS IT & HOW TO GET INVOLVED

WHEN: Wednesday 26 February, 3.30-4.30pm
WHERE: Settebello, Belgrave House, Imperial Square, Cheltenham GL50 1QB
HOW TO BOOK: www.cheltenhambid.co.uk

Join our Q&A to learn about **Cheltenham Festivals ...around town programme**, supported by Cheltenham BID, and how it can benefit your business.

Whether you're already familiar with it or hearing about it for the first time, this Q&A session is your chance to learn everything you need to know!

We'll walk you through the details of the Cheltenham Festivals ...around town programme, designed to enhance the town while supporting local businesses.

Max of 2 attendees per BID business.

If you cannot make the date but are keen to share your feedback, please get in touch with us: fran@cheltenhambid.co.uk



CHELTENHAM BID GOLD CUP NETWORKING AT THE IVY

WHEN: Tuesday 4 March, 8.30-10.30am
WHERE: The Ivy, Montpellier Street, Cheltenham GL50 1SW
HOW TO BOOK: Tickets are FREE to Cheltenham BID levy paying businesses and £20 to non-BID businesses, with a maximum allocation of 2 tickets per business.

Join us for our Cheltenham BID Gold Cup Networking Breakfast at **The Ivy, Montpellier**. This is your opportunity to view **The Boodles Cheltenham Gold**

Cup trophy and hear more about the upcoming Cheltenham Festival and its impact on the town. This exclusive event offers you the opportunity to meet people from local businesses, share ideas and enhance your business network, all while enjoying breakfast at The Ivy. We are excited to welcome **Andre Klein** from the **Jockey Club** who will be accompanying The Boodles Cheltenham Gold Cup and sharing insight ahead of the big event. Ticket price includes a Full English Breakfast, Vegetarian Breakfast or Bircher Muesli, with tea / coffee (pre-orders required). Book your ticket now to avoid disappointment!

THE YMCA – A MILESTONE ANNIVERSARY

2025 MARKS 170 YEARS OF YMCA CHELTENHAM.

As part of this special year, they are hosting the annual **Sleep Easy** event on **Friday 7 March**. Participants sleep rough for a night to raise awareness and funds to help prevent homelessness. They are looking for local businesses to support this. Some ways you can help include:

- **Donate funds towards Sleep Easy** to support YMCA Cheltenham's work in providing accommodation, support, and opportunities for those experiencing homelessness. You can donate here: JustGiving – YMCA Cheltenham Sleep Easy 2025.
- **Provide supplies** for the Big Shelter Build, including cardboard boxes, duct tape, and other materials to help local school children and home schoolers build

- shelters for Sleep Easy participants.
- **Sponsor** Sleep Easy, the Soup Kitchen, or the Big Shelter Build. Your logo will be featured on event t-shirts and promotional materials.
- **Attend the Sleep Easy Soup Kitchen**, a great opportunity to come together, enjoy a bowl of soup, network, and raise funds. You can sign up here: **Sleep Easy Soup Kitchen 2025**.
- **Take part in Sleep Easy**, whether as an individual or with colleagues, friends, or family. This is a fantastic opportunity to give back in a meaningful way while gaining insight into the challenges of homelessness.

If you would like to get involved, please contact **Faye Dewhurst** at faye.dewhurst@cheltenhamymca.com.

HOW TO GROW YOUR BUSINESS ON INSTAGRAM IN 2025

WHEN: Tuesday 25 March, 10.30am-12noon
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

If you feel your business growth and sales have stagnated on Instagram over the last few months, this is the course you need. The course is aimed at businesses who already have a presence on social media and who know how to use the basic functions of Instagram, but who want to grow on social media and learn new



skills on the platform. Join social media expert **Kat Shayler** from Cheltenham BID as she guides you through how to use Instagram more effectively for your business.

SYSTEMISE FOR SUCCESS: STREAMLINE, SCALE AND GROW YOUR BUSINESS

WHEN: Thursday 6 March, 9-10.30am
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

Is your business still running on spreadsheets or an outdated CRM? Could your current system be working better for you? In this session, brought to you by **Coacto** on behalf of Cheltenham BID, we'll show you how aligning your processes, people and technology can transform your business – no matter its size.

Learn how to leverage a CRM not just for customer relationship management, but as a powerful tool for growth, efficiency, and profitability right across your business from e-commerce, through marketing, sales, service, operations and into accounting.

Ticket Information: Tickets are FREE for Cheltenham BID businesses and a charitable donation of £20 for non-BID businesses. With a maximum allocation of 2 tickets per business.

QUALSAFE ACCREDITED LEVEL 3 EMERGENCY FIRST AID AT WORK TRAINING (RQF)

WHEN: Thursday 15 May, 9.30am-4.30pm
WHERE: The Isbourne Wellbeing Centre, 2 Wolseley Terrace, Cheltenham GL50 1TH
HOW TO BOOK: www.cheltenhambid.co.uk

Join us for this heavily subsidised training session from Tidal Training, hosted by Cheltenham BID. This training is recommended for nominated emergency first aiders in workplaces with lower health and safety risks. On completion of training, successful candidates should be able to:

- Understand the role of the first aider including reference to the importance of preventing cross infection, the need for recording incidents, and actions
- Use available equipment
- Assess the situation and circumstances in order to act safely, promptly and effectively in an emergency
- Administer first aid to a casualty who is unconscious (including seizures)
- Administer cardiopulmonary resuscitation (CPR)

- Administer first aid to a casualty who is choking
- Administer first aid to a casualty who is wounded and bleeding
- Carry out the safe use of an AED (Defibrillator)
- Administer first aid to a casualty who is suffering from shock
- Provide appropriate first aid for minor injuries (including small cuts, grazes and bruises, minor burns and scalds, small splinters)

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 Quallsafe Accredited Level 3 Emergency First Aid at Work EFAW (RQF) certificate. Training Provided by **Tidal Training**.

MONTPELLIER

MEET SOME OF THE BUSINESSES IN THIS VIBRANT AREA OF CHELTENHAM



Sam's Montpellier

SAM'S MONTPELLIER

Sam's Montpellier is a renowned and award-winning restaurant in Cheltenham, celebrated for its modern European cuisine and vibrant atmosphere. The menu, crafted by Sam and his team, showcases a dedication to fresh, seasonal ingredients split into three sections Earth, Sea & Land. Expect to savour dishes featuring the finest ingredients and carefully selected produce from regional suppliers. The restaurant's warm and inviting ambiance, with its stylish décor and attentive service, creates the perfect setting for a relaxed meal with friends, a romantic dinner, or a special occasion celebration.

JOHN GORDONS BAR & OFF LICENCE

John Gordons is a renowned whisky and wine bar in Cheltenham, offering a sophisticated and refined experience for discerning patrons. The bar boasts an extensive and carefully curated selection of whiskies, wines, and spirits from around the globe, catering to a wide range of tastes and preferences. Whether you are a seasoned connoisseur or simply looking to explore new and exciting flavours, the knowledgeable staff at John Gordons are always on hand to offer expert guidance and recommendations. The bar also offers a selection of light bites and appetisers, perfect for enjoying alongside your chosen beverage.



Montpellier Wine Bar

MONTPELLIER WINE BAR

The Montpellier Wine Bar is a refined haven for wine lovers and discerning diners and the gateway to Montpellier Cheltenham. Its extensive wine list showcases a passion for viticulture, offering carefully curated regional wines from across the globe, alongside rare vintage selections. Expertise is on hand to guide you in pairing the perfect wine with your meal. Downstairs at the newly opened Fildes Restaurant, renowned chef Tom Rains crafts a menu inspired by fresh, seasonal produce, featuring elegant appetisers, sharing plates, exquisite mains, and indulgent desserts that perfectly complement the wine bar's offerings.

FOR THE SAINTS

For The Saints is a speciality coffee espresso bar, bringing a touch of Italian flair to every cup. Located just a stone's throw from Montpellier Gardens, it's the perfect spot to grab a coffee and enjoy a morning walk with your dog – an experience our regulars love.

For The Saints serve exceptional coffees, freshly baked pastries, and expertly mixed cocktails in a relaxed, inviting atmosphere.

As the day unfolds, For The Saints seamlessly transitions from a coffee haven to a fully stocked bar. Indulge in a diverse range of Italian-inspired cocktails



John Gordons

or savour a selection of fine wines for a truly unique and memorable experience.

GALLIMORES KITCHEN

Gallimores Kitchen was founded by Lee Gallimore, who has over 20 years' experience cooking in some of the county's finest kitchens.

Gallimores is an independent all-day dining restaurant, that prides itself on a love of fresh fish and seafood but offer a variety of modern British cuisine, with daily changing specials and menus changing seasonally.

Known for a relaxed, friendly and welcoming atmosphere, with a large outdoor seating area in the sunny courtyard for the summer months. Dogs very much welcome inside and out!

QUEENS HOTEL

The Queens Hotel is a prestigious and elegant destination in the heart of Cheltenham, offering a haven of comfort and sophistication for our valued guests. The hotel features stylishly appointed guest rooms and suites, each designed with contemporary comfort and charm in mind.

Guests can savour fine dining experiences at the hotel's renowned restaurant, enjoy a delightful afternoon tea in the lounge, or simply bask in the timeless ambiance and impeccable service. With its



Gallimores Kitchen

wonderful central location and the convenience of on-site parking, The Queens Hotel is the perfect base for exploring Cheltenham and beyond.

BEATRICE VON TRESCKOW

Discover a truly unique shopping experience at Beatrice von Tresckow, a sophisticated fashion boutique in the heart of Montpellier. Here, you'll find a carefully curated selection of high-quality garments with a focus on sustainability, perfect for those seeking a statement piece or timeless wardrobe staples. Beatrice is dedicated to slow fashion, ensuring each piece is not only stylish but also made with sustainable materials, designed to be cherished for years to come.

ROSSITER BOOKS

Rossiter Books is an independent bookstore in Cheltenham, a haven for book lovers of all ages. The store boasts a wide and diverse selection of books, encompassing fiction, non-fiction, children's literature, and more. Rossiter Books is passionate about fostering a love of reading within the community. They regularly host a variety of literary events, including book signings, author talks, and discussions, creating a vibrant and engaging cultural hub for book enthusiasts.



Montpellier Courtyard



For The Saints

2024: A RECORD YEAR FOR CHELTENHAM GIFT CARD SALES

2024 WAS A GREAT YEAR FOR THE CHELTENHAM GIFT CARD.

In 2023, the total value of cards sold was £25,500. In 2024, it was **£32,745** – almost 30% up on the previous year.

From Boxing Day 2024 to the end of January, **£5,876** was spent in Cheltenham town centre on the **Cheltenham Gift Card**. Compare this to the same period in 2024 at **£4,000**, and 2023 which was **£2,000**. Research shows customers spend on average **40%** more than the value of the gift card, indicating that **£10,000** may have been spent by Gift Card recipients in Cheltenham Town Centre.

And there's more. Customer can use **Load This Card**. Pick up a card from Prom Coffee or Chapmans

Opticians, and activate it at your leisure. And the initiative really driving sales is the **Digital Gift Card**. Buy online, download the app, use Google Wallet or Apple Pay and it's easy.

If you're a customer focused BID business, you can easily sign up to accept the Gift Card. It won't cost anything. It's backed by Mastercard, so you get your money as you would from any Mastercard transaction.

And if you want to provide a gift to staff, why not buy them a Gift Card? Whether 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 if 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.



CHELTENHAM GIFT CARD GOES DIGITAL

The BID is thrilled to announce the digital launch of the popular **Cheltenham Gift Card**! This exciting new feature allows shoppers even more flexibility and convenience when supporting local businesses.

Previously available only in physical form, the Cheltenham Gift Card can now be purchased and redeemed digitally. This means you can:

- **Buy online:** Visit the official website and choose from various denominations to

purchase your digital gift card.

- **Add to your wallet:** Simply add your digital gift card to your **Apple Pay** or **Google Wallet** for secure and easy access at participating Cheltenham businesses.
- **You can still buy the physical card too via Load my Card:** For last-minute shoppers, grab a blank gift card from **The Prom Coffee** or from **Chapmans Opticians** and load it at your leisure online.

This year, keep your spend local and support Cheltenham's vibrant business community by purchasing a Cheltenham Gift Card. The card can now be spent at over **130** Cheltenham venues, offering a wide range of options for everyone.

For a full list of participating businesses and more information on the new digital features, please visit the Cheltenham Gift Card website **www.townandcitygiftcards.com/product/cheltenham-gift-card/**

PARKING SCAMS

AS CHELTENHAM BID, WE WANT TO ALERT OUR TOWN'S VISITORS TO THE APPARENT INCREASE IN PARKING SCAMS.

Common scams involve fake QR codes placed over the official signage, or the use of fake parking apps. The **British Parking Association** advise the following:

- **Check for tampering:** Always inspect QR codes for signs of tampering. If it looks like it's been placed over the original, do not scan it.
- **Look out for the URL:** When scanning a QR code, always check that the website address (URL) is legitimate, or is from the relevant app store link.
- **Use the official app:** For secure payments, always use the relevant official app or website. If in doubt, manually enter the URL into your browser instead of scanning an unfamiliar QR code.

We would add to this:

- Don't download apps in the car park using a QR code – search using the app store or google apps or better still, download parking apps in advance. If you search for a phone number using Google, double check it against the official signage in the car park.

- All Cheltenham Borough Council town centre car parks except for Regent Arcade have a **Pay by Phone I/D**. This will be shown in the car park. If in doubt, you can check the I/D on the Cheltenham Borough Council website.
- **Be observant:** Keep an eye out for any suspicious activity, such as altered signage or unusual notices. If you notice anything that seems out of place, report it immediately to the car park attendant or Cheltenham Borough Council.
- **Read the instructions carefully:** Pay close attention to the parking instructions and tariffs displayed within the car park.
- **Keep records:** Retain your parking receipts and confirmation emails for your records. This will provide valuable evidence in case of any disputes.

FOR FURTHER INFORMATION ON PARKING IN CHELTENHAM, PLEASE VISIT THE CHELTENHAM BOROUGH COUNCIL WEBSITE.

GET INVOLVED WITH BID IN BLOOM

We are excited to announce that **BID in Bloom** will be returning this summer, and we would love to hear from businesses who would like to get involved! This initiative aims to brighten up Cheltenham with beautiful flower displays outside BID businesses, and we're looking for new businesses who would like to take part in the scheme.

If you are interested in taking part, please express your interest by **Friday 28 February**. Please note that participation will be subject to the availability of budget, as well as the suitability of your location.

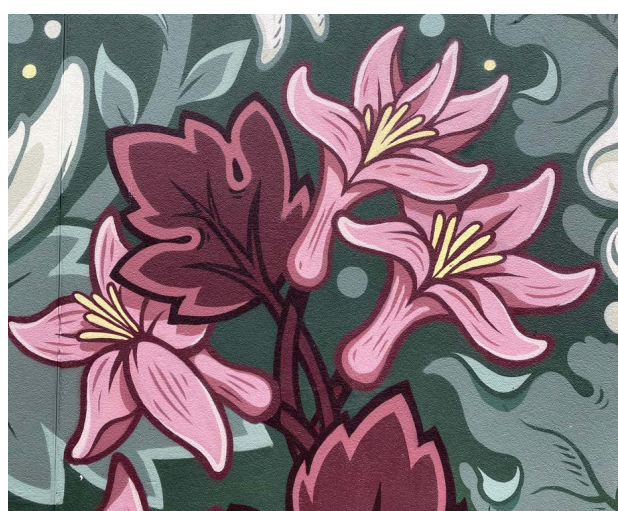
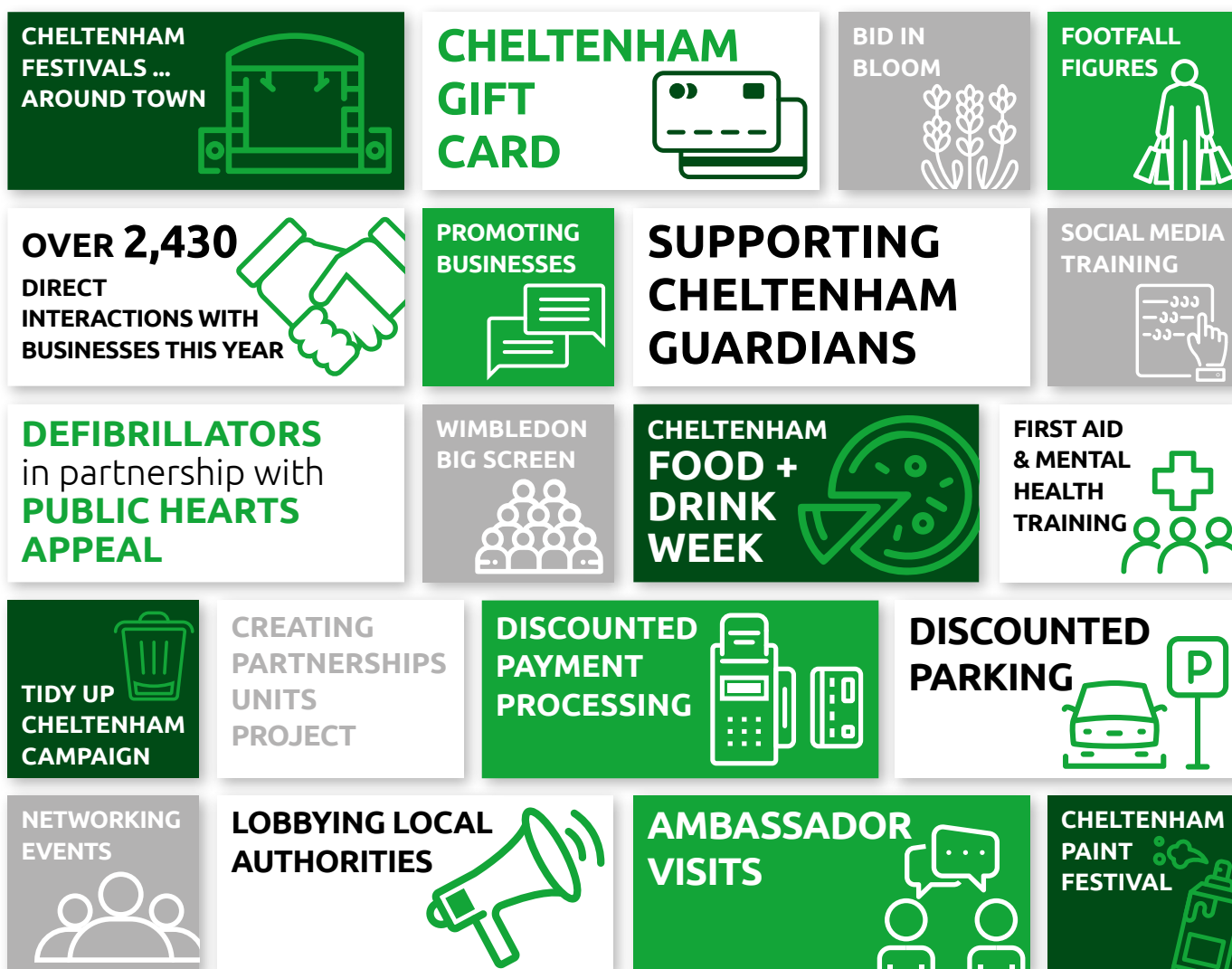
For example, you'll need to have brackets to hang baskets from, or a suitable location to display a trough. You will also need to take responsibility for the care and maintenance of your plants, ensuring they are regularly watered throughout the season.

Flowers are delivered in late May and are to be displayed until October.

If you're keen to **get involved** and help us bring some extra colour to the town this summer, please email **info@cheltenhambid.co.uk** with your details.



RECAP OF SOME OF OUR INITIATIVES



WORKING TOGETHER IN 2025

GET INVOLVED WITH BID IN BLOOM AND HELP US SHAPE ...AROUND TOWN.

TOGETHER WE CAN MAKE A DIFFERENCE IN CHELTENHAM!

KEEP IN TOUCH

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