

CHELTENHAM BID CONSULTATION FOR 2026 TO 2031

HELP TO SHAPE CHELTENHAM BID'S BUSINESS PLAN
AHEAD OF OUR RENEWAL BALLOT IN **OCTOBER 2025**
CONSULTATION CLOSES **30 APRIL 2025**





CHELTENHAM BID

CHELTENHAM BUSINESS IMPROVEMENT DISTRICT (BID) IS A NOT-FOR-PROFIT ORGANISATION FUNDED BY AND WORKING FOR LEVY PAYING BUSINESSES IN THE TOWN CENTRE.

In 2021, Cheltenham BID was voted to represent and support over 800 levy paying businesses in the town centre. Through the partnership created by the BID businesses and using the **£570,000** annual levy collected by businesses, we have delivered a range of projects and services to support businesses, improve the visitor experience, bring exciting new events to

the town and give levy payers a collective voice on town issues.

Now in the **fifth year of our second term**, we are required by legislation to run a renewal ballot to continue. This is your chance to shape the future of your BID for the **next five years**. We would like to know what you think we have done well; what we could

have done better and what new initiatives you would like to see introduced.

Please complete our consultation survey by **30 April 2025**.

Here's a snapshot of what your levy has helped us to achieve so far:

MARKETING AND PROMOTION

- Cheltenham Gift Card
- Christmas lights switch-on events
- Cheltenham Festivals support and sponsorship
- Sector specific promotional events
- Social media, website and marketing for Cheltenham
- Marketing assets including maps and guides



TOWNSCAPE ENHANCEMENTS

- Cheltenham Guardians support and sponsorship
- Purple Flag accreditation for the night time economy
- Cheltenham BID in Bloom
- Utility Box Art Campaign
- Tidy Up Cheltenham Campaign
- Graffiti Tagging Removal Project
- CCTV Support and Coverage for Cheltenham

BUSINESS SUPPORT

- Free and subsidised training support for businesses
- Ambassador support dealing with reporting and resolving public realm issues and providing updates
- Member networking events to share ideas and gain valuable insights about Cheltenham



BUSINESS PARKING AND ACCESSIBILITY

- Free wayfinding trails to encourage footfall throughout the town
- Discounted parking schemes at Town Centre East and CitiPark at John Lewis



THE BID AREA

BUILDING ON THE SUCCESS OF THE PAST NINE YEARS WE ARE CONSULTING BUSINESSES ON THE NEXT FIVE YEAR TERM 2026 TO 2031.

Businesses occupying a property with a rateable value of **£7,500** or more within the defined BID area are being asked to contribute their ideas and opinions during this consultation.

If Cheltenham BID is successfully renewed with a majority vote, businesses within the boundary will be charged an annual levy of **1.25%** of their rateable value (or **1%** in managed centres) for another 5-year term.

To help shape Cheltenham BID's priorities for 2026 to 2031, please complete our consultation survey.



Cheltenham BID Boundary Area

A FEW FIGURES FROM THE PAST FIVE YEARS...



Graffiti Tags: Over 98 tags have been removed in the town centre since January 2022.



Gift Card sales: £32,745 in 2024 almost 30% up on the previous year.



Training Events: Since 2022 we have had over 300 attendees to our training events.



Business Events: Over 130 businesses have attended our networking events.



Food+Drink Week: 45 events / offers featured showcasing around 60 businesses.

LOOKING FORWARD TO THE NEXT FIVE YEARS...

- **Welcoming** A town that's vibrant, inviting, and feels safe and welcoming for all.
- **Promoted** Showcasing Cheltenham's best – its businesses, culture, and clean, thriving spaces.
- **Supported** Helping businesses flourish with the right tools, voice, and a well-maintained environment.
- **Connected** Bringing businesses, visitors, and the community together in a safer, cleaner, and more accessible town.

SCAN the QR code to complete our Consultation Survey



CHELTENHAM
Business Improvement District

KEEP IN TOUCH

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