

BID QUARTERLY

NEWS FROM CHELTENHAM BID | MAY 2025

CHELTENHAM
Business Improvement District

TIMELINE TO BALLOT



ALL YOU NEED TO KNOW ABOUT OUR FORTHCOMING BALLOT IN OCTOBER 2025

THE STORY SO FAR

REMINDER OF HOW THE BID WORKS

A **BID** (Business Improvement District) is a geographically defined area where businesses come together and agree to invest collectively in projects and services which improve their trading environment. Funded by businesses, for the benefit of those businesses, a BID enables a coordinated investment into the area and delivers projects and services which are in addition to, and enhance, those already provided by the Councils. A BID is a not-for-profit company, which can only be formed following consultation and a ballot in

which businesses vote on a BID proposal. Following a successful ballot, a BID is created for a maximum five-year term and operates within a legislative framework. During the term, all businesses defined within the business plan will be required to pay the mandatory BID levy, irrespective of whether they cast a vote in the ballot. There are more than **300** BIDs in the UK, including **Bath, Bristol, Gloucester, Swindon, Salisbury and Worcester.**

HOW TO RENEW THE BID

The current term of the BID ends on **31 March 2026**, which means we are required to run a renewal ballot to continue for a further five years. The renewal ballot must be impartially run and is

governed by legislation to ensure full accountability and transparency. **Cheltenham Borough Council** is responsible for managing the ballot process and ensuring everything is in line with the legislation.

TO BE SUCCESSFUL IN THE BALLOT, THE RESULT MUST BE WON BY DUAL MAJORITY:

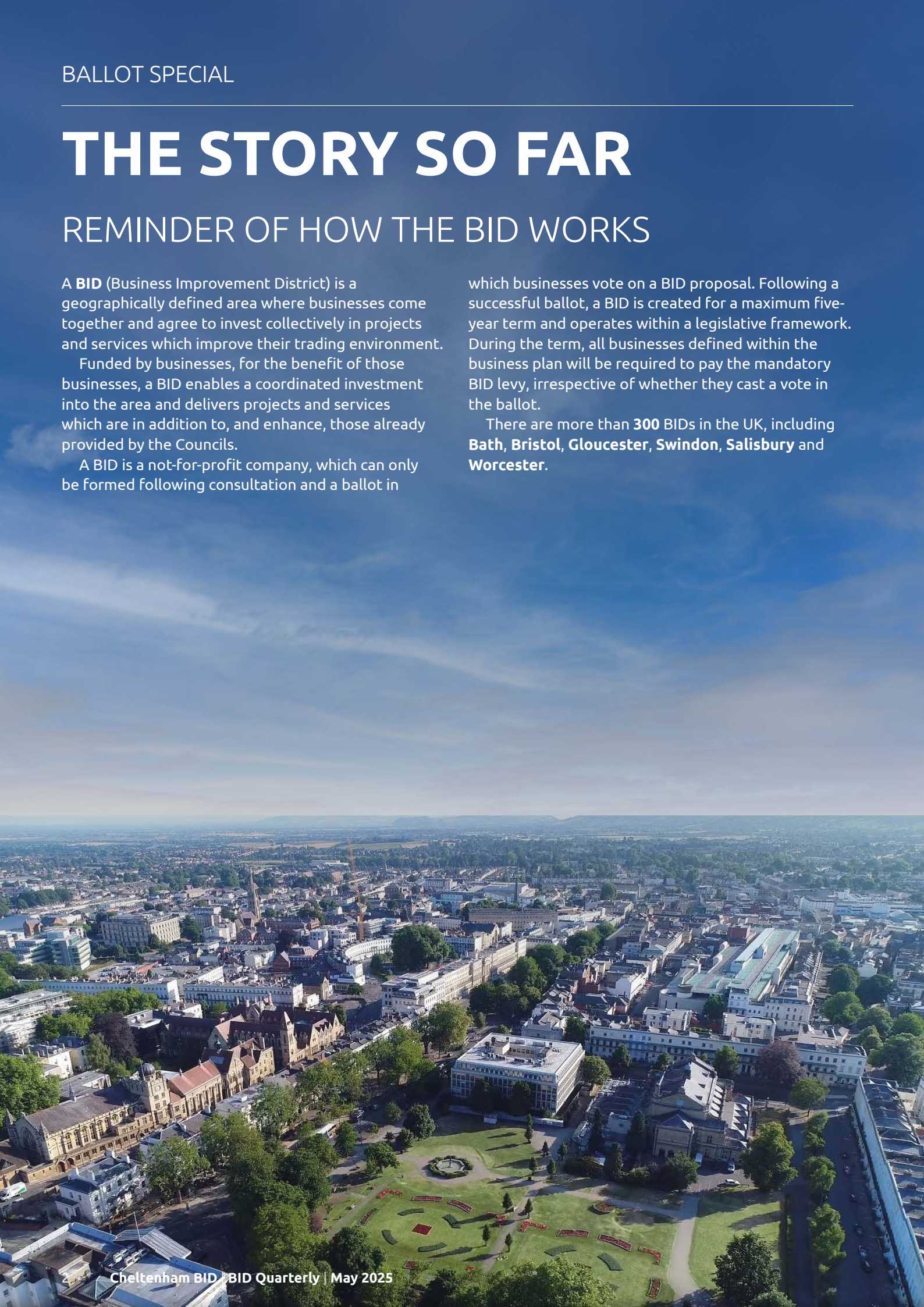
THE MAJORITY BY NUMBER OF THOSE WHO VOTE (EACH BUSINESS HEREDITAMENT WILL HAVE ONE VOTE), AND...

...THE MAJORITY BY RATEABLE VALUE OF THOSE WHO VOTE (EACH BUSINESS HEREDITAMENT HAS A RATEABLE VALUE ASSIGNED BY THE VALUATION OFFICE AGENCY)

WHAT HAPPENS IF THE VOTE FAILS

If the ballot fails to achieve a majority on both counts (by number and by rateable value) the BID will come to an end on **31 March 2026**. At last renewal in **2021** the turnout was **46%**, with

over **300** businesses participating. Of those who voted, **86%** supported the BID's renewal, and **90%** of the votes cast by rateable value were in favour



WHAT WILL THE BID DELIVER FROM 2026 TO 2031

THE PROPOSED THEMES FOR THE NEXT BID TERM ARE:

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.



CONNECTED
Bringing businesses, visitors, and the community together in a safer, cleaner, and more accessible town.



SUPPORTED
Helping businesses flourish with the right tools, voice and a well-maintained environment.





HOW DOES THE BID MAKE A DIFFERENCE

SPEND LOCAL

- Keeping spend local through our Cheltenham Gift Card

PUBLIC SPACES

- Taking opportunities to enhance the public realm
- Tackling graffiti
- Leading on a graffiti removal project to improve unsightly areas of the town
- Purple Flag Accreditation
- Providing a safe and well managed night time economy

EVENTS AND FESTIVALS

- In addition to putting on our own events, supporting Cheltenham Festivals to widen the benefits of their events through ...Around Town and Lit Crawl

CHRISTMAS

- Putting up the Christmas lights and creating magical experiences over the festive season



BID IN BLOOM

- Creating beautiful floral displays across the town to enhance the appeal of the town

BUSINESS SUPPORT

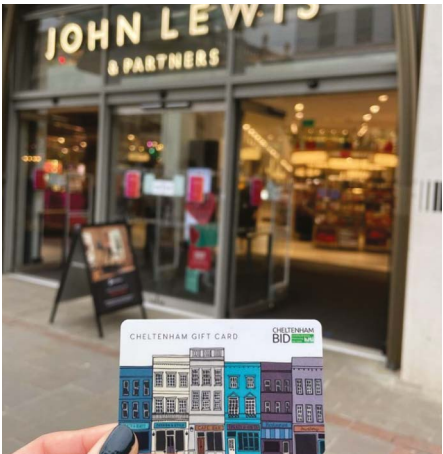
- Providing support and training to businesses
- Providing a discounted parking scheme for employees
- Free/discounted training
- Free listing on visitcheltenham.com for any business in the visitor economy

BUSINESS NETWORKING

- Offering many and varied opportunities for businesses to meet, exchange ideas and do business

SOCIAL MEDIA

- Showcasing and amplifying your events, activities and products through [@CheltBID](https://twitter.com/CheltBID) and via **Marketing Cheltenham**



HOW CAN I HAVE MY SAY IN THE BID BALLOT?

THERE ARE **THREE** OPPORTUNITIES TO HAVE YOUR SAY...

1 **CONSULTATION**
If you haven't already contributed your thoughts through the Consultation process it's not too late.
SCAN the QR code to complete our Consultation Survey



2 **CONTACT THE TEAM**
Reach out to the BID team to find out more and to provide ideas and requests for the next BID term.



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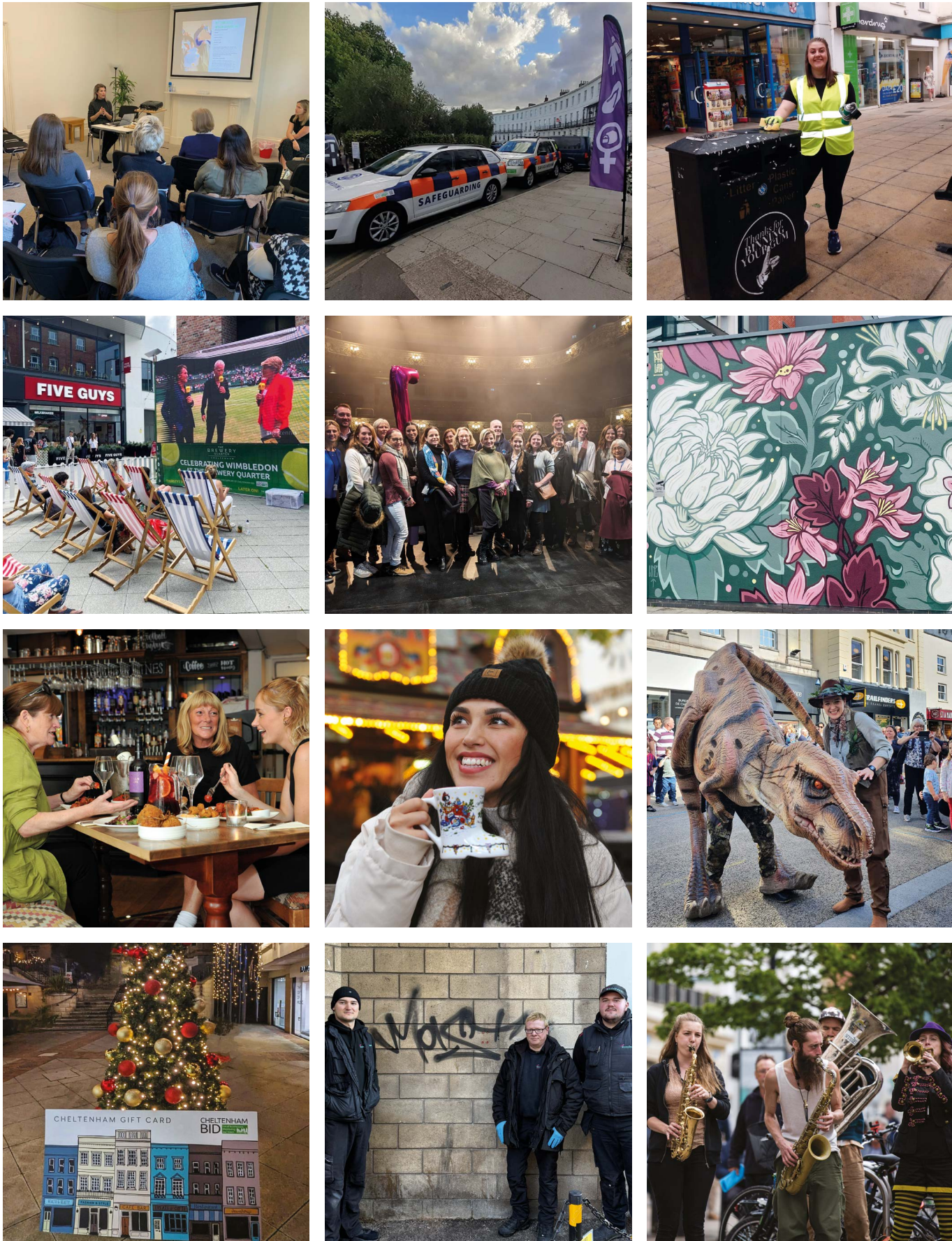
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3 **VOTE IN THE BALLOT**
Make you sure you use your opportunity to vote in October. Ballot papers will be issued by post to your local business address, and you will have 28 days to return them by post to the independent ballot holder. We may not currently have the correct voter's name so please help us ensure you receive the ballot paper. Log your voter contact name and address at info@cheltenhambid.co.uk.



COMING UP THIS SUMMER

LIONS AT LARGE – THE PRIDE OF GLOUCESTERSHIRE TRAIL

32 locations across Cheltenham and Gloucester
11 July – 14 September

In the Summer of 2025, **Lions at Large – The Pride of Gloucestershire Trail** will be ‘roaring’ onto the streets of Cheltenham and Gloucester!

32 large Lion sculptures will be designed and painted by local artists; celebrating Gloucestershire’s rich history, culture and diversity. They will be joined by a **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. 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 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.



CHELTEHAM SCIENCE FESTIVAL

Imperial Gardens

3-8 June

Bringing together the brightest minds and boldest ideas – including **Brian Cox, Tim Peake, Maddie Moate, Big Manny, Daze Aghaji, Maya Raichoora** and **Gordon Buchanan**. Expect inspiring talks, hands-on experiments and exciting new additions including a **Jetstream** free stage, VOICEBOX takeover and a celebration of 20 years of **FameLab**.

ART IN THE PARK

Imperial Gardens

14 June – 13 July



Art In The Park, the much-loved annual outdoor exhibition, is set to return to **Imperial Gardens** this summer, running from

Saturday 14 June to Sunday 13 July. Open daily from **10am to 7.30pm**, this unique event invites locals and visitors alike to experience the creativity and talent of Gloucestershire’s vibrant art community.

CHELTEHAM MUSIC FESTIVAL

Various venues in and around Cheltenham

4-12 July



Celebrated since its inception in 1945, **Cheltenham Music Festival** has become one of the UK’s leading classical music festivals,

bringing together **eight days** of live music in the Regency spa town of Cheltenham each **July**.

The Festival prides itself on encouraging a spirit of curiosity and welcoming bold performances. It is renowned for presenting world-class musicians in magnificent venues around Cheltenham.

CHELTEHAM CRICKET FESTIVAL

Cheltenham College

17 July – 5 August



A highlight of the summer and an unmissable opportunity for any cricket fan to experience the longest running cricket festival

in the world.

SUMMER JAM: THE LAKEFEST WARMUP

The Brewery Quarter

25-27 July



Get ready to groove and celebrate at **Summer Jam: The Lakefest Warmup 2025**, happening at **The Brewery Quarter**

in Cheltenham. This electrifying event is the perfect way to get into the festival spirit before **Lakefest** kicks off in **August**.

NO CHILD LEFT BEHIND’S PARTY IN THE PARK

Pittville Park

6 August



Over the summer a host of fun events and activities aimed at giving children and young people the space, time and

freedom to play, will return to Cheltenham as part of **NCLB’s Summer of Play**.

HERITAGE OPENS DAYS

Various venues in and around Cheltenham

12-21 September



The events in Cheltenham range from open buildings – which you can explore either on your own or on an organised tour – to

guided walks, talks, exhibitions or even a visit to a hidden gem that usually isn’t open to the public. The events are all free, but tickets must be pre-booked for some events where numbers are limited.

BID NETWORKING

SPOTLIGHT ON THE CHELTEHAM CRICKET FESTIVAL

Copa

5 June, 4-6pm

We’re excited to shine a spotlight on the **Cheltenham Cricket Festival** and welcome a very special guest: **Mark Alleyne**, Head Coach of the reigning T20 champions. Mark will be joined by senior players from the squad for an exclusive panel Q&A, where they’ll share insights on building and motivating a winning team.

LIONS AT LARGE NETWORKING

Meet at Coffee #1, Montpellier Gardens

16 July, 10am-12pm

The BID is proud to be a presenting partner of **Lions at Large**, a major public art event produced in partnership with **Wild in Art**. Featuring over **30** large lion sculptures, painted by local artists, it’s a free, family-friendly attraction expected to draw significant footfall to the area over nine weeks. Join us for a walk and talk and get to know the trail in its first week.

BID TRAINING OPPORTUNITIES

All training is **free of charge** or heavily subsidised for BID businesses. Check out availability and book your space at cheltenhambid.co.uk.

EXCEL – TIPS AND TRICKS TO MAKE THAT SPREADSHEET WORK FOR YOU

The Isbourne Centre

19 June, 10-11.30am

HOW TO GROW YOUR BUSINESS ON INSTAGRAM IN 2025

The Isbourne Centre

26 June, 2-3.30pm

FIRE MARSHAL TRAINING

Albion House Social Club

23 July, 9am-1pm

HOW TO MASTER EMAIL MARKETING

The Isbourne Centre

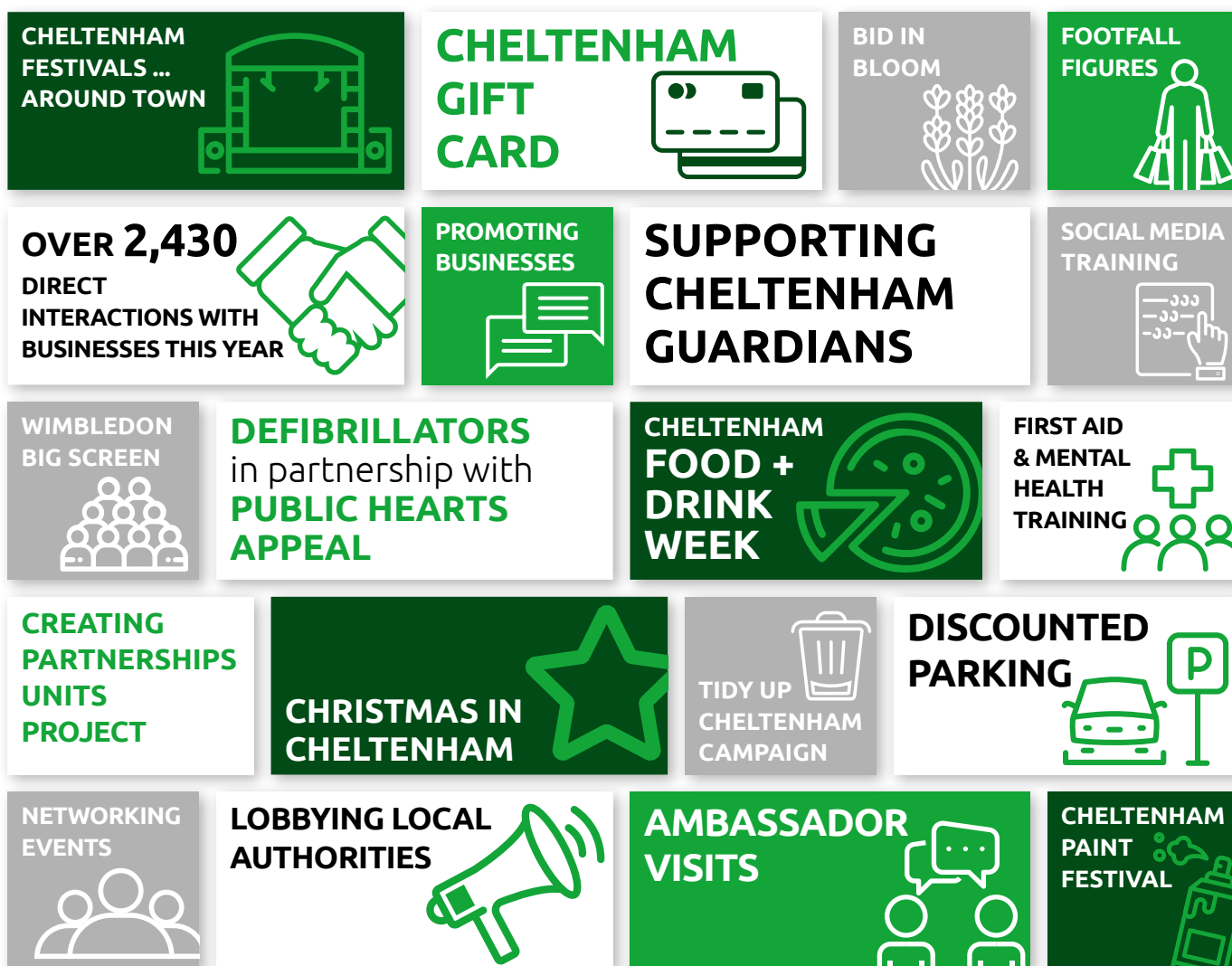
19 September, 10-11.30am

EMERGENCY FIRST AID AT WORK

The Isbourne Centre

24 September, 9.30am-4.30pm

RECAP OF SOME OF OUR INITIATIVES



KEY DATES ARE...

APRIL 2025	JULY 2025	OCTOBER 2025	MARCH 2026	APRIL 2026
Consultation with businesses	Business Plan sign-off	Ballot	Current BID term ends	New BID term starts (if the ballot has been successful)

KEEP IN TOUCH

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