

# Cheltenham BID

## Annual Review

**1 April 2025 to  
31 March 2026**



# A message from Fran Inman, our Chief Executive

Businesses across the BID zone voted back in October in favour of BID continuing for another **five years**, and once again thank you to everyone who took part and showed their support.

Our mission remains the same, to create a vibrant, welcoming Cheltenham that attracts customers, unites businesses, and celebrates the people and places that make our town thrive. This renewal enables us to work in a stronger partnership and ensure continued investment in the projects and services that directly support Cheltenham's business community.

**Fran**

## Our BID Board



**Alex Rose,**  
Chair,  
Managing Director,  
Beards



**Philip Jordan,**  
Director,  
Under The Prom & Coco



**Claire Hester,**  
Brand Experience  
Manager,  
John Lewis & Partners



**Scott Lahive,**  
Manager,  
Regent Arcade



**Bridget Redmond,**  
Managing Partner,  
Willans LLP solicitors



**Demelsa Coleman,**  
Marketing Manager,  
The Brewery Quarter



**Rowena Hay,**  
Leader of Cheltenham  
Borough Council



**Helen Howe,**  
Company Director,  
Lumière



**Nigel Richards,**  
Chief Operating Officer,  
Cheltenham Ladies'  
College



**Richard King,**  
Head of Construction,  
Property and Assets  
Cheltenham Borough  
Council

## Our BID Team



**Fran Inman,**  
Chief Executive



**Caitlin Harvey,**  
Marketing and  
Communications  
Manager



**Martyn Gliddon,**  
Head of  
Operations



**Kelly Richardson,**  
Head of Marketing  
and Events



**Harry Forgham,**  
Engagement and  
Social Officer



**Hannah Ward,**  
Events Manager



**Chris Brooks,**  
Finance and  
Administrator



# Town Enhancements

## Mosaics

We have restored Cheltenham's iconic elephant mosaic, a vibrant tribute to the town's circus heritage and the elephants that once paraded through its streets. The artwork, long a symbol of this unique history, connects residents to their local past while preserving an important piece of cultural identity. Its restoration celebrates Cheltenham's historical role as a circus town, strengthens community pride, enriches the town centre with meaningful public art, and ensures that future generations remain connected to the stories and traditions that shaped Cheltenham.

## Graffiti

We successfully piloted a targeted graffiti-removal initiative focused on key hot spots, aiming to improve safety, strengthen community pride, and support economic growth by keeping public spaces clean. With the support of EcoClean and the police, the partnership enabled us to take meaningful, visible action to address the issue and demonstrate real pride in our town.

## Christmas

Christmas experiences play an important role in making Cheltenham the region's festive focal point. When the town is beautifully decorated and full of life, more people are drawn in, creating a positive boost for local businesses throughout the season.

## Lights and Ice Rink

Cheltenham BID's Christmas lighting scheme enhances the town's Regency surroundings with decorations that balance unique festive interest and traditional charm. Covering key shopping areas and main routes through the town centre, the display creates a warm seasonal atmosphere.

The popular ice rink returned, attracting around **30,000** skaters. Beyond providing festive fun, it delivered strong economic and social benefits for Cheltenham through HAF-funded tickets, local suppliers, local jobs, and increased spending in hospitality, retail, leisure, and accommodation.

## Safety

Working in partnership with key town partners, the BID invests in public safety initiatives to improve the safety of Cheltenham town centre and to reduce anti-social behaviour. We work closely with the police, Cheltenham Safe, the neighbourhood team, Solace and others to tackle street drinking.

To make reporting quick and easy, we provide QR code posters for businesses to display in staff areas. Staff can simply scan the code to report a crime, safety concern or street-level issue in just a few steps.

**Bike Marking** is a free and effective way to have your bike security-marked and registered with **Bike Register**, and we've partnered with **Gloucestershire Constabulary** to host marking events throughout the BID zone for both consumers and businesses.





# Marketing and Promotion

## Marketing Cheltenham (Visit Cheltenham)

Our partnership with Marketing Cheltenham gives BID levy payers in the visitor economy access to a complimentary **VisitCheltenham.com** listing, valued at **£240** per year. This collaboration also strengthens Cheltenham's profile as a leading visitor destination. By working together on initiatives such as **Lions at Large** and our Christmas programme, we help drive increased footfall into the town centre during both the summer season and the festive period.

## Social

Our business social media account has increased in **2025/2026** this involves reach and engagement.

### LinkedIn:

Over **167k** Impressions and over **3.5k** Reactions

### Facebook:

Over **708k** Content Views and over **5.5k** Interactions

### Instagram:

Over **710k** Views and over **5.5k** Interactions

## Newsletters

We send out our newsletters to keep businesses fully connected with what's happening across the BID Zone. Straight into your inbox, you receive the latest local news, footfall insights, marketing opportunities, upcoming events, research updates, training sessions, industry developments, exclusive discounts, competitions, and much more. It's the easiest way to stay informed, make the most of what's on offer, and ensure you never miss an opportunity.

## Christmas Window displays

The BID delivered a **Christmas Shop Window Display Competition** to boost visibility and brand awareness for local retailers during the festive period. As most businesses were already creating displays, participation was simple and low-cost. Each display was featured on the **BID's Instagram Advent Calendar** and reshared by businesses and **@VisitCheltenham**, with additional reach supported by a promotional video from influencer **Vicky (@The\_Cotswolder)**. The campaign was promoted on the BID website and in the December and January E-newsletters, with winners chosen based on Instagram engagement. Overall, the posts reached **12,282** people and helped gain **457** new followers.

## Lions at Large

The Lions at Large project proved to be a roaring success for Cheltenham across the summer. Over **71,000** sculptures were collected across the trail, while **630** visitors scanned our exclusive **Cheltenham BID Lion QR code** and **503** people registered to win a BID gift card. Most importantly, the project helped drive a remarkable **32%** increase in footfall, showcasing the power of creative initiative to bring people into the town. Over **£300,000** was raised in charity funding.





# Town Centre Events

## Training

Over the past year, Cheltenham BID has continued to invest in supporting and upskilling our business community. We delivered **16** training sessions covering a broad spectrum of needs – from essential compliance courses such as First Aid, to business development skills and dementia awareness. These sessions were attended by **160** participants across a wide range of sectors, demonstrating strong demand for accessible, high quality learning opportunities. Building on this success, we plan to expand our training offer in the coming year to introduce new specialist topics and wellbeing focused sessions, ensuring even greater value and direct benefits for you and your employees.

## Networking

We also hosted **10** networking events, attracting around **360** bookings from local professionals and business owners. These sessions continue to play a vital role in bringing our business community together, sharing knowledge, and strengthening relationships. The series concluded with the ever-popular **Business Breakfast at The Ivy**, reinforcing its reputation as a highlight in the BID's annual calendar.

## Cambray Carnival

We partnered with **No Child Left Behind** (NCLB) to deliver a small urban-themed Cambray Carnival at Cambray Place. The event featured circus skills, beatboxing, graffiti art workshops, and breakdancing performances by World Jungle, with support from local businesses including Tailors, Mr Cambray, Cambray Baptist Church, McDonald's, Barnardo's, Union Project, Hollow Ground Coffee and EveryCloud. A follow-up survey by Springbank CIC found that **71%** of young people would definitely use a Youth Café in town, particularly for food, friends, activities and WiFi with strong engagement from ages 11–13, who made up **43%** of responses.

## The Pumpkin Patch

We delivered a fun, family-focused Halloween experience in the town centre during the October half term. From **Saturday 25 to Thursday 30 October**, children followed a spooky trail across **10** businesses, hunting for hidden letters, solving an anagram, and completing a worksheet – many arriving in fantastic costumes that added to the festive atmosphere. On **Thursday 30 October**, trail completers visited the **Pop-Up Pumpkin Patch**, met a friendly scarecrow, enjoyed themed photo props, and picked a pumpkin to take home. The activity boosted town centre footfall, supported local businesses, and encouraged families to discover venues they might not have explored before.

## Cricket: Celebrating Cheltenham's Champions

We hosted an exclusive summer thank-you event during the **Towergate Cricket Festival** at Cheltenham College on **Tuesday 22 July**. Guests enjoyed a relaxed afternoon in a private marquee with complimentary drinks, a **Lions at Large** – themed sip-and-paint session, informal networking, and some friendly competition. The event celebrated the individuals and businesses who champion Cheltenham's success, offering a great opportunity to strengthen relationships, share ideas, and highlight upcoming projects for the town.





# Business Support

## Gift card

**Cheltenham Gift Card** performance in **2025** remained strong, with total sales reaching **£31,952** across **634** cards this is closely aligned with **2024's £33,310** and **793** cards. While slightly fewer cards were sold, the average value increased from **£42** in 2024 to **£50** in **2025**. Almost half of all 2025 sales were digital, reflecting growing demand for the online option. The scheme continues to be well supported, with **125** local businesses now accepting the card.

## BID Tidy

The Cheltenham Big Tidy Up took place on **27 August 2025** with the aim to improve the town centre's cleanliness and showcasing the BID's support for both businesses and the wider community. Despite poor weather, the event saw strong engagement, with **21** volunteers participating out of **31** sign-ups and providing positive feedback. **Councillor Max Wilkinson** attended, helping to reinforce business and political support ahead of the BID ballot. Volunteers delivered a significant visible impact, collecting **16** bags of waste and removing **21** plastic items, **10** glass items, **20** stickers and **25** instances of graffiti, along with cleaning a bench, a monument and several bins.

## BID in Bloom

A total of **32** businesses took part, and the project was very well received once again, with the floral installations looking particularly impressive in locations such as **The Courtyard, Boots** and **Barclays**. The installation process was filmed, and reels were shared on social media to increase visibility and engagement. Looking ahead, we aim to expand the number of participating businesses in **2026**, subject to budget availability.

## 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.



# Financial Report

	2025/26 Budget	2025/26 Actuals	Variance (Budget vs. Actuals)
<b>Income</b>			
BID Levy	£548,481	£548,481	–
Voluntary Contributions	£2,344	£2,375	£31
Grant	£47,000	£66,000	£19,000
Sundry Income	£7,500	£3,716	(£3,784)
<b>Total</b>	<b>£605,325</b>	<b>£620,572</b>	<b>£15,247</b>
<b>Expenditure</b>			
Town Centre Events	£216,095	£182,373	(£33,722)
Marketing and Promotion	£165,657	£159,700	(£5,957)
Business Support	£83,606	£59,533	(£24,073)
Townscape Enhancements	£40,323	£59,985	£19,662
Administration and Overheads	£85,102	£64,502	(£20,600)
Levy Collection Fee	£18,820	£15,340	(£3,480)
BID Ballot	£20,000	£22,532	£2,532
Contingency	–	–	–
<b>Total Expenditure</b>	<b>£629,603</b>	<b>£563,965</b>	<b>(£65,638)</b>
<b>Surplus</b>			
Carried forward from previous years	(£24,278)	£56,607	£80,885
	–	£286,588	–

Please note, these figures are draft and still to be finalised, annual accounts will be available in the coming months.

In planning and reviewing the budget for the upcoming term, these figures will be shared for the 2026/27 year.

## What's Next

Following the recent ballot, we're delighted that Cheltenham BID will continue into its next term with your support.

The **2026–2027** chapter reflects the priorities and aspirations you've shared with us, as well as the challenges we know matter to you.

Together, we'll keep driving forward a town centre strong, where businesses can thrive, visitors want to return, and Cheltenham continues to grow with confidence.

### Get in touch

Please contact us on **01242 571123** or [info@cheltenhambid.co.uk](mailto:info@cheltenhambid.co.uk)

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