



Notice of a meeting of Overview & Scrutiny Committee

**Monday, 17 January 2022
6.00 pm
Council Chamber - Municipal Offices**

Membership	
Councillors:	Chris Mason (Chair), Alex Hegenbarth (Vice-Chair), Dilys Barrell, Nigel Britter, Wendy Flynn, Alisha Lewis, Emma Nelson, John Payne, Julie Sankey and Jo Stafford

The Council has a substitution process and any substitutions will be announced at the meeting

Agenda

6.	6.05 pm	BUSINESS IMPROVEMENT DISTRICT (BID) Objective: Chief Executive of BID to present the business plan	(Pages 3 - 20)

Contact Officer: Harry Mayo, Democracy Officer,
Email: democratic.services@cheltenham.gov.uk

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CHELTENHAM BID

Local businesses
improving
our town



Cheltenham Business Improvement District (BID)

– the background

- A BID is a business led and funded body formed to improve a defined commercial area.
- The town's businesses voted 86 per cent in favour of the BID continuing into a second term in a ballot in June 2021.
- More than 700 businesses pay an annual levy based at 1.25% of Rateable Value for most. Will enable around £2.8 million in investment in the town from 2021-2026.
- BID board represents businesses of all kinds across the zone

Our Four Pillars



MARKETING & PROMOTION



BUSINESS SUPPORT



TOWN CENTRE EVENTS



TOWNSCAPE ENHANCEMENTS

5 YEARS OF ACHIEVEMENTS (2016–2021)

£2 MILLION+

ADDITIONAL INVESTMENT INTO THE TOWN THROUGH THE BID

570,000

ANNUAL VISITORS TO
WWW.VISITCHELTENHAM.COM

14 THOUSAND

ON CHELTENHAM BID'S
SOCIAL MEDIA CHANNELS

OVER £56,000

SAVED BY BUSINESSES THANKS TO
THE BID'S COST SAVING INITIATIVES

781

STREET ISSUES
REPORTED
AND RESOLVED
BY THE BID
AMBASSADORS

9,257

SUPPORT VISITS
TO BUSINESSES
BY THE BID TEAM

TWO HUNDRED

FLORAL DISPLAYS
PROVIDED AND
MAINTAINED FOR
BID BUSINESSES

780 HOURS

SPENT ON TIDY UP
CHELTENHAM CAMPAIGNS

200

BUSINESSES
LISTED
FOR FREE
ON WWW.VISITCHELTENHAM.COM
THANKS TO THE BID'S INVESTMENT

£50,000

OF SPEND KEPT IN THE TOWN'S BUSINESSES
THANKS TO THE CHELTENHAM GIFT CARD

FOURTEEN NEW ANNUAL EVENTS AND THEMED
PROMOTIONS CREATED OR SPONSORED BY THE BID

46,000

PEOPLE ATTENDED THE BID'S
MAJOR EVENT LAUNCHES

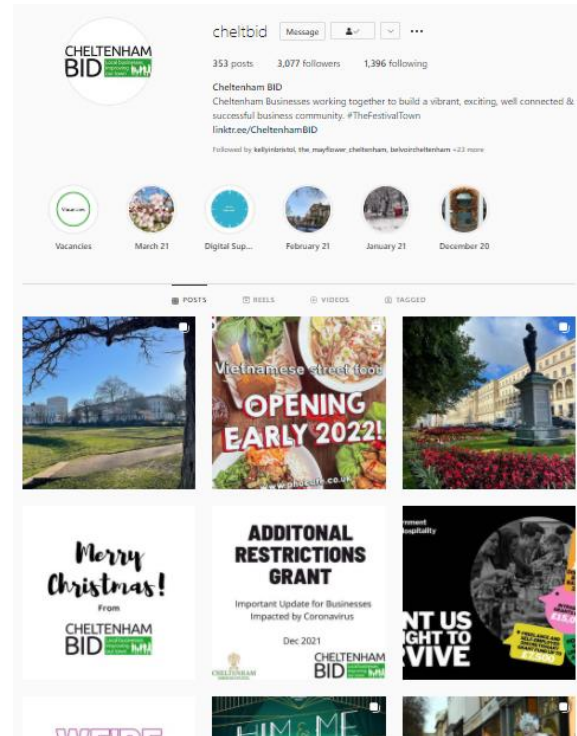
76,000

CHELTENHAM MAP
GUIDES PRODUCED
AND DISTRIBUTED

ONE
STRONG VOICE
REPRESENTING BUSINESSES
IN THE TOWN CENTRE

Marketing & Promotion

**VISIT
CHELTENHAM
THE FESTIVAL
TOWN**



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**CHELTENHAM
BID** Local businesses
improving
our town

Marketing and Promotion

Achievements in term 1:

- Founding partner of Marketing Cheltenham
- Enhancement of Visit Cheltenham website – including business directory for levy payers
- Production and distribution of information guides and maps – over 76,000
- Social media support for levy payers
- Cheltenham Gift Card – keep spending in town

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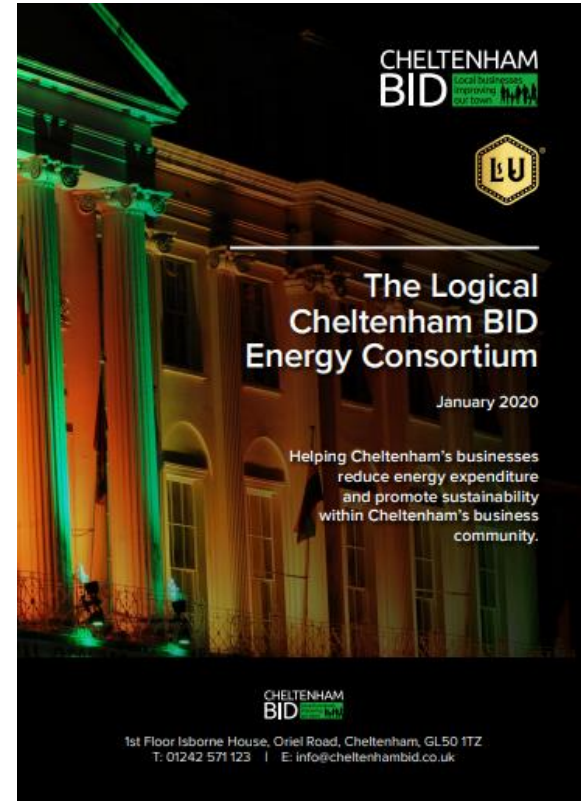
Marketing and Promotion

What we will deliver in term 2:

- Continue investment in Marketing Cheltenham and the Visit Cheltenham website / social media channels
- Increase spend in town with a campaign to encourage use of the Cheltenham Gift Card
- Grow our own reach on social media (currently 14,000 followers)
- Provide marketing support for businesses through our own marketing channels and training

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Business Support



Business Support

Achievements in term 1:

- Covid-19 support by helping over 100 businesses access grants.
- Cost saving initiatives to reduce levy payers' bills.
- Free training and recruitment support
- Celebrated and rewarded businesses for their achievements through annual BID awards and BID Business of the Month.

Business Support

What we will deliver in term 2:

- Continue to provide support to businesses. Ambassadors to be the face of the BID to understand what the businesses need from the BID.
- Build partnerships with key organisations in Cheltenham and Gloucestershire including CBC.
- Improve the cost savings initiatives to include more opportunities for levy payers to save money.
- Provide key intelligence including footfall numbers to levy payers so they can make informed decisions for their business.

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Town Centre Events



Town Centre Events

Achievements in term 1:

- Funded new and extended Christmas lights. Switch on event attended by 10,000 people.
- Light Up Cheltenham.
- Sponsored major events including Cheltenham Festivals...Around Town, Cheltenham festival of Cycling, Cheltenham Paint Festival Cheltenham Wellbeing Festival.
- Created new annual sector specific events – Boutique Sale, Cocktail Week, Beauty Week & Great Taste of Cheltenham.
- Interactive and free wayfinding trails.

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Town Centre Events

What we will deliver in term 2:

- Enhance the Cheltenham Christmas experience for visitors to the town. Lights, markets and entertainment.
- Increase the quality and quantity of events around town. BID run and target sponsoring of events.
- Make Cheltenham an appealing place to host events.

Townscape Enhancements



Townscape Enhancements

Achievements in term 1:

- Tidy Up Cheltenham – benches refurbed, streets weeded, bins cleaned etc
- BID in Bloom – funded 200 floral displays
- Lobbied to CBC on behalf of businesses – pavements, bins, weeding, signage
- Public safety initiatives – Sponsorship of Cheltenham Guardians car, purchase and maintenance of three public access defibs, town centre CCTV.

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Townscape Enhancements

What we will deliver in term 2:

- Pride of Place – BID in Bloom, make Cheltenham an appealing place to visit and work.
- Lobby – Work with CBC to ensure appropriate investment in the town centre
- Safer Streets – Deliver public safety initiatives and build on current partnerships. Crimestoppers and Cheltenham Guardians.

Questions?



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