

<b>APPLICATION NO: 19/01370/FUL</b>		<b>OFFICER: Mrs Victoria Harris</b>
<b>DATE REGISTERED:</b> 2nd August 2019		<b>DATE OF EXPIRY :</b> 27th September 2019
<b>WARD:</b> Lansdown		<b>PARISH:</b>
<b>APPLICANT:</b>	Cheltenham Bid	
<b>LOCATION:</b>	Imperial Gardens, Promenade, Cheltenham	
<b>PROPOSAL:</b>	Erection of temporary structures including ice rink in Imperial Gardens in connection with festivals and special events for a maximum of 75 days, inclusive of rig and de-rig for 2 periods being 2020/21 (November 2020 - January 2021) and 2021/22 (November 2021- January 2022). In addition to the current planning permission for festivals and special events on Montpellier Gardens and Imperial Gardens	

### ADDITIONAL REPRESENTATIONS

Cheltenham BID  
 Isbourne House  
 3 Wolseley Terrace  
 Oriel Road  
 Cheltenham  
 GL50 1TH

**Comments:** 19th November 2019

A number of businesses have contacted me in relation to our application for the ice rink.

Here are their comments:

#### **Laura Egan, Head of Marketing, The Lucky Onion -**

The Lucky Onion and No.131 the Promenade would support the application for an ice rink ahead of Christmas 2020.

We see something like this adding significant value to businesses within Cheltenham and providing a further reason to visit Cheltenham town during the festive season, increasing footfall during a critical trading period.

#### **Andrea Richards, Manager, White Stuff -**

Not only as a retailer in Cheltenham, but as a resident too, it would be wonderful for Cheltenham town to have its own rink. We don't want to keep going over to Gloucester or Cribbs for a festive day out when there is more than enough space to host this event here. We never have a problem hosting festivals throughout the year which take up more space and conflict with some of the local businesses. As well as the added footfall, it would enhance our town as the place to be at Christmas for fabulous cafes and restaurants as well as a great shopping environment. With many businesses closing on the high street we need to create an added pull to the town not only for new customers, but businesses too.

**Oliver Bishop, Director, Elliot Oliver Sales And Lettings Limited, 101 Promenade -**

I wanted to email my support of the application for an Ice Rink on Imperial Gardens. It will undoubtedly add to the magic around the festive period and support the already immense effort put in with the town's Christmas lights and decorations. It is an attraction that appeals to adults and children alike and will bring more people to Cheltenham town centre as a result. It will create a different shopping experience for families. A fun experience that will benefit all Cheltenham businesses. I hope that it can be put in place for 2020.