Cheltenham Purple Flag
2020 full renewal KPIs

KPI Data – CHELTENHAM

A reducing incidence of crime & antisocial behaviour

KPI 1: Crime & Antisocial Behaviour (ASB)

Incidents reported to police, occurring within the defined Cheltenham Purple Flag area on Friday and Saturday nights between 5.00pm and 5.00am.

Category	01/03/17 - 28/02/18		01/03/18 - 28/02/19		01/03/19 – 29/02/20		Trend over Last 12 months
	All incidents	Alcohol related	All incidents	Alcohol related	All incidents	Alcohol related	
Anti-Social Behaviour	**338**	**122**	**325**	**126**	**318**	**112**	**- 2.15%**
Crime Related	**396**	**91**	**415**	**77**	**431**	**67**	**+3.85%**
Violence against the person	*189*	*67*	*198*	*57*	*202*	*44*	**+2.02%**
Sexual offences	*10*	*3*	*10*	*1*	*8*	*1*	**-20.0%**
Criminal damage	*40*	*6*	*44*	*6*	*34*	*7*	**-22.7%**
Drugs	*12*	*1*	*17*	*2*	*23*	*0*	**+35.2%**
Robbery	*7*	*1*	*5*	*0*	*3*	*0*	**-40.0%**
Theft By Shoplifting	*35*	*0*	*21*	*0*	*33*	*0*	**+57.1%**
Theft - other	*58*	*0*	*51*	*0*	*47*	*1*	**-7.84%**
Theft from motor vehicle	*1*	*0*	*6*	*0*	*6*	*0*	**=**
Theft of motor vehicle	*0*	*0*	*4*	*0*	*1*	*0*	**-75.0%**
Burglary	*5*	*0*	*18*	*0*	*9*	*0*	**-50.0%**
Fraud	*5*	*1*	*0*	*0*	*4*	*0*	**+400%**
Crime - other	*34*	*12*	*41*	*11*	*61*	*14*	**+48.7%**
Miscellaneous	**86**	**0**	**69**	**2**	**69**	**6**	**=**
Public Safety	**367**	**76**	**366**	**56**	**322**	**49**	**-12.0%**
Suspicious package/Object	*4*	*0*	*1*	*0*	*0*	*0*	**-100%**
Concern for safety	*155*	*52*	*140*	*35*	*128*	*39*	**-8.57%**
Hoax Call	*12*	*1*	*5*	*0*	*4*	*0*	**-20.0%**
*Public Safety – other**	*196*	*23*	*220*	*21*	*190*	*10*	**-13.6%**
Road Related	**61**	**9**	**67**	**5**	**62**	**12**	**-7.46%**
Total Incidents	**1298**	**298**	**1242**	**266**	**1202**	**246**	**-3.22%**

*Public Safety – other:

Abandoned call including silent 999
Alarm – false
Alarm – false personal attack
Alarm – genuine
Animals/wildlife
AWOL/abscond from HMP
Civil dispute – not between neighbours
Domestic incident – non crime
Domestic/industrial – industrial accident
Missing person
Suspicious circumstances – insecure vehicle/premises

Comments/Explanations:

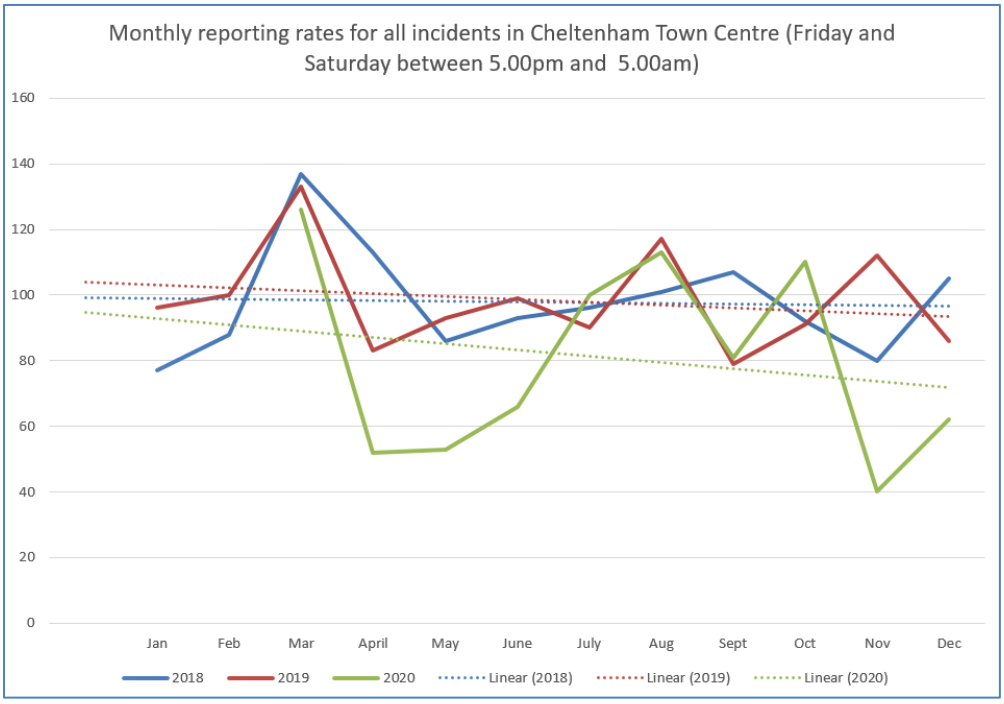
Due to the COVID pandemic, this year's application is being submitted later than normal. In order to allow for direct performance comparisons with previous years, the latest accounting period used for this submission is the 12-month period ending 29th February 2020. This also removes any anomalies to the statistics caused by lockdowns and the temporary closure or restricted opening of licensed and hospitality venues.

The crime and disorder statistics provided in support of this application are generally quite positive. The overall number of reported incidents continues to fall, with a reduction of 3.22% in the latest accounting period compared to the previous 12 months. **There was also a continuing reduction in the number of alcohol related incidents, which fell by 7.51%.**

Positives include reductions in the number of sexual offences, criminal damage, robbery, incidents relating to public safety, burglary and anti-social behaviour.

Disappointingly, there was a small increase in the number of incidents involving violence although **the proportion of such incidents being attributable to alcohol reduced by 13%**. This compounded a reduction in alcohol related violence of nearly 15% the previous year. Drug offences increased by just over a third although the number of incidents was still relatively low. Given the nature of such offences, this increase may be due to the proactivity of door staff in detecting more offences, which often go unreported. There was a substantial increase in shoplifting offences with rates returning to a level last seen in 2018. A number of these offences were attributable to one particular late night convenience store. This was identified by police and the retail crime scheme and following interventions the security issues at the store were identified and improved security measures put in place.

To illustrate the effects of the pandemic on incident reporting, the chart below shows the monthly reporting rates for all incidents occurring within Cheltenham town centre (which includes the whole of the defined Purple Flag area) on Friday and Saturday nights between 5.00pm and 5.00pm over the last three years. It includes the period from late March 2020, when the first lockdown was introduced, to the end of December 2020. The data shows downward trends in reporting rates in each year.



KPI 2: Alcohol & Health

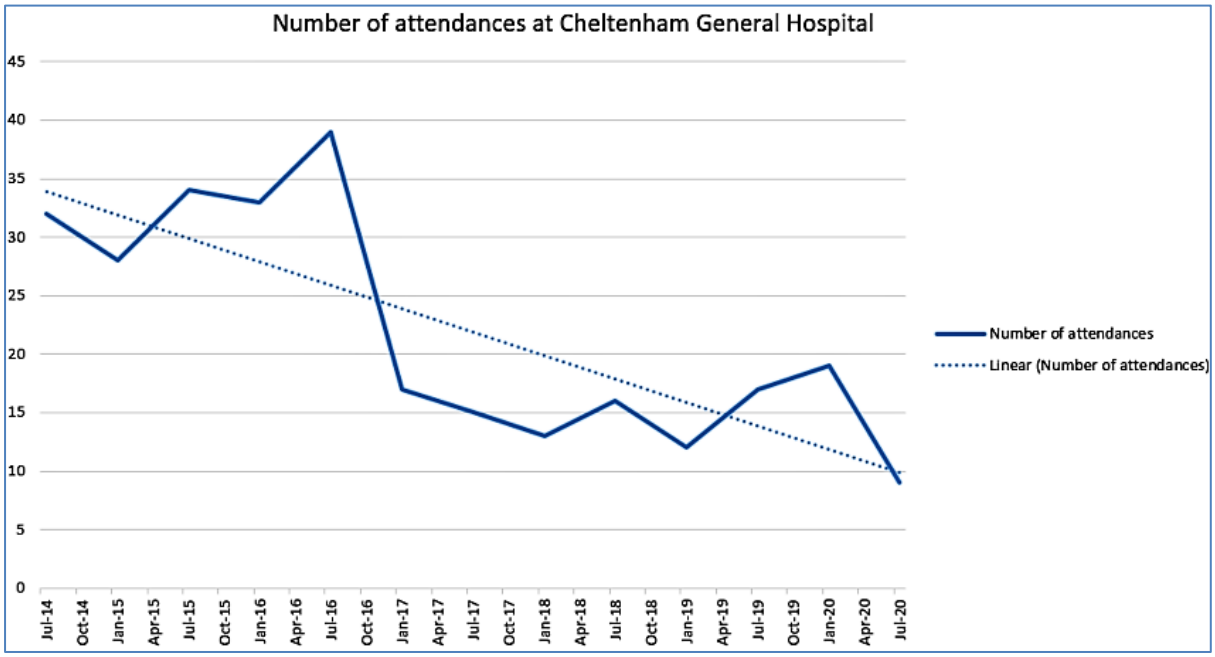
Reducing levels of alcohol harm

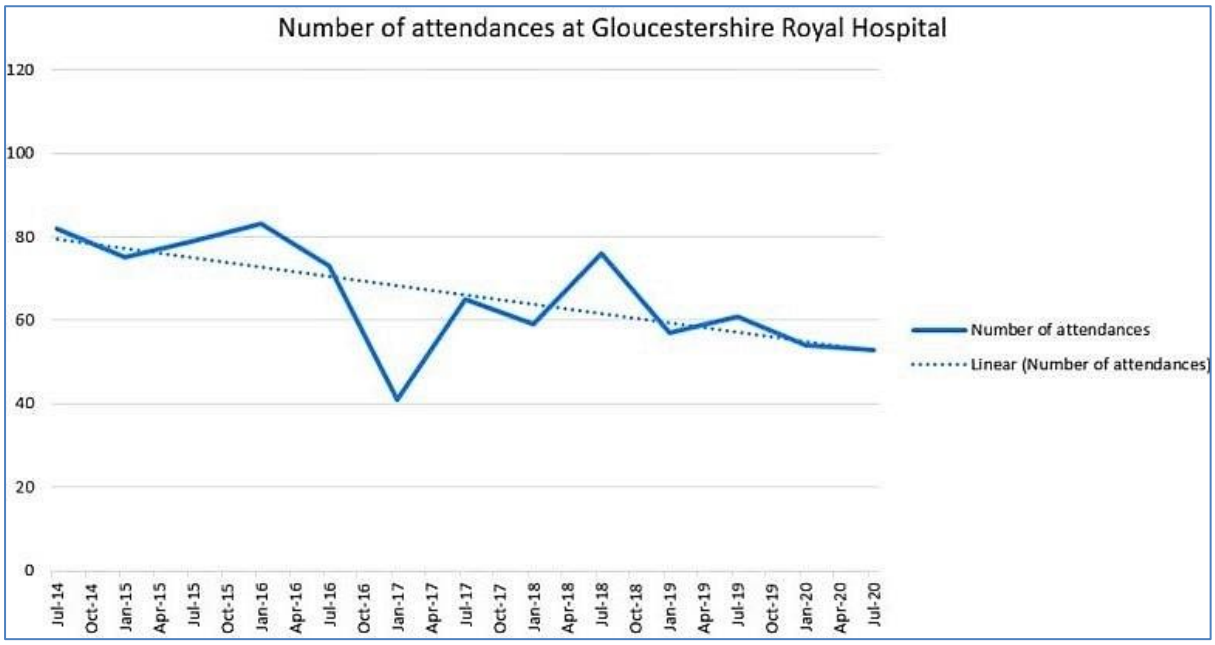
Our first two Purple Flag applications contained specific data showing alcohol-related A&E admissions from incidents within the Cheltenham Purple Flag area between 8.00pm and 5.00am on Friday and Saturday nights. Due to a change in I.T. systems at Gloucestershire Hospitals NHS Trust in December 2016, such detailed data regarding Emergency Department (A&E) admissions is no longer available.

Emergency department (A&E) attendance figures for assault

Emergency Department (A&E) assault attendance numbers based on the National Classification code of "assault" are provided by Cheltenham General Hospital and Gloucestershire Royal Hospitals, recording assaults that could have happened at any time and place in Gloucestershire (and on rare occasions, outside the county). They are not exclusive to 5pm-5am nor are they exclusively occurring within the town and city centre boundaries.

The attendance figures for Gloucestershire Royal Hospital (located in Gloucester) have been included, as Cheltenham General Hospital does not accept ambulance patients after 8.00pm at night, with patients being directly taken to Gloucester instead. Both graphs demonstrate a significant downward trend in the number of attendances.



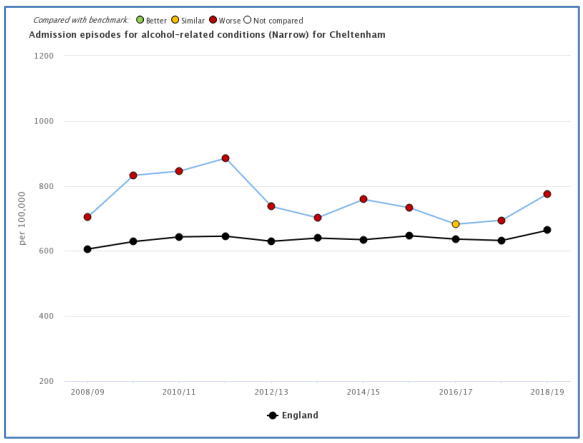


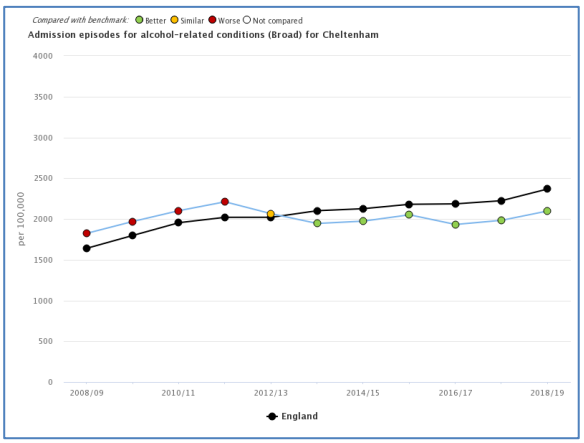
For this application, data provided by Public Health England through the Local Alcohol Profiles has also been used to detail levels and trends of alcohol-related hospital admissions. (Data shows the standardised rate per 100,000 population).

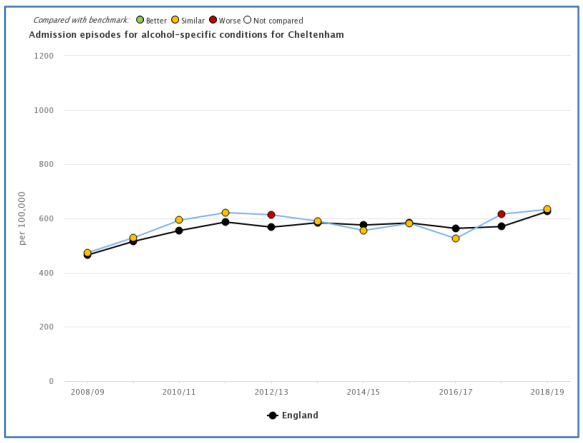
Indicator	Latest data period available	England	South West region of England	Cheltenham Borough Council area	Change from previous period
Admission episodes for alcohol-related conditions (narrow)	2018/2019	664 (*632*)	680 (*650*)	776 (*694*)	+11.8%
Admission episodes for alcohol-related conditions (broad)	2018/2019	2367 (*2224*)	2142 (*2037*)	2097 (*1983*)	+5.7%
Admission episodes for alcohol-specific conditions	2018/2019	626 (*570*)	618 (*578*)	634 (*616*)	+2.9%
Admission episodes for alcohol-specific conditions (under 18's)	2016/17 - 2018/19	31.6 (*32.9*)	44.1 (*43.6*)	35.8 (*34.5*)	+3.7%
Alcohol related mortality	2018	46.5	45.6	44.5	
Alcohol specific mortality	2016-18	10.8	9.9	10.3	

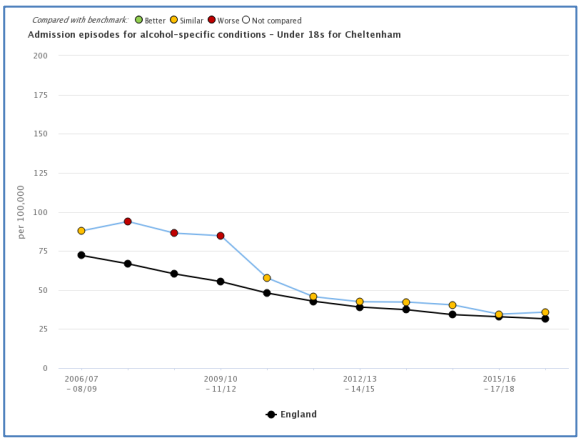
*Numbers in brackets indicate figures from previous years PF application

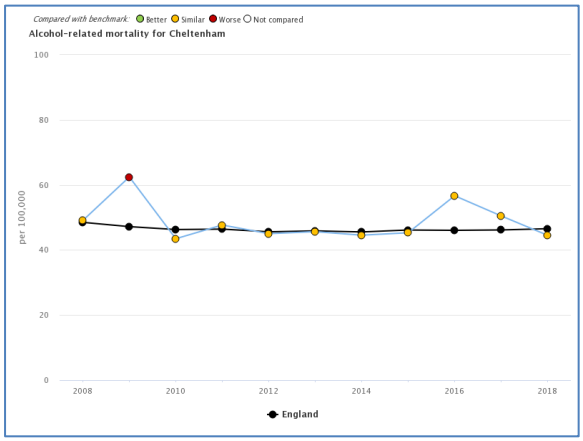
Comment – The data for Cheltenham shows increases across all four indicators, broadly in line with increases seen within the South West region and England as a whole. Admission episodes for alcohol specific conditions in under 18's are slightly above the average for England but significantly below the average for the South West region.

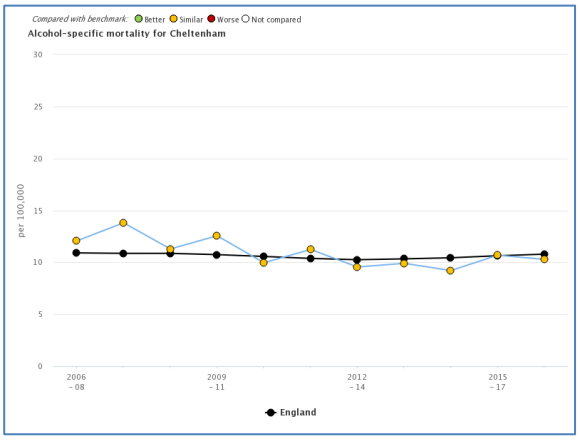












KPI 3: Composition

Increasing choice & balance of provision for consumers

Traditional Pubs	Family Restaurants & Global Cuisine	Theatre, Concert & Dance	Late-opening Shops & Markets
Bath Tavern Bell Inn The Shamrock The Old Restoration Sandford Park Alehouse The Swan The Vine Rotunda Tavern The Cotswold Circus Bar John Gordons The Bayshill St Georges Vaults United Services Club **Outdoor Inn***	Kashmir Restaurant Malmaison The Ox Spice Exchange Lumiere Wagamama L'Artisan The Mayflower Daphne Restaurant The County Kitchen Real China Nando's Prezzo (Brewery Quarter) Prezzo (Promenade) Marinades Wakame Noodle Bar Bar & Wok Happy Garden Pizza Express Indian Voojan Shezan The Ballroom Cote Primavera Ristorante Thai Brasserie Ask Turtle Bay Everest Balti House Yo! Sushi Queens Hotel East India Café Brasserie Blanc Petit Coco Koj Bill's Restaurant Kibousushi The Grill 49 Purslane Restaurant Gianni's Thai Emerald Chelsea Bar Sober Parrot Storyteller Golden Mountain Thai Family Restaurant Ginger & Garlic The Ivy The Giggling Squid No. 131 Restaurant Montpellier Bar & Grill Bombay & Co Son of Steak Bangkok Kitchen Brotherfood **Prithvi* (relocated to PF area)** **Rio 40 café*** **The Mahal*** ~~*Carluccio's**~~ ~~*Frankie & Benny's**~~ ~~*Chiquitto's**~~ ~~*Spice Lodge**~~	Playhouse Theatre Cheltenham Town Hall Everyman Theatre Parabola Arts Centre	Albion Stores Sainsbury's Local Bath Road Local Express Cotswold News & Cigar Lidl Tesco Express Iceland Family Shopper Chrisba Small Store Premier Nisha Mann's Drinks Stop Zrodelko Delikatesy Montpellier Coop St James Store Winchcombe Food & Wine Marks & Spencer John Lewis Universal Store **Gardner Retail @TheProm***

Food-led Bars, Café Bars & Branded Food Pubs		Cinema, Bingo & Casinos	Late-opening Museum, Art Gallery, Library, Education & Community Venues
The Bottle of Sauce Moon under Water The Grape Escape Smokey Joe's Tailors Eating House Revolution Clarence Social Boston Tea Party The Bank House Yates's Vinnie's Eatery Brewhouse & Kitchen Cosy Club The Spectre The Strand Montpellier Café Soho Bar Montpellier Wine Bar All Bar One Harry Cook Freehouse Aqua Vitae Café Rouge Bella Italia Whittle Taps Copa Everyman Theatre Bar The Tavern The Fire Station Revival Café Feathered Fish The Find Sober Parrot Made in Brazil Woodkraft The Botanist Chicheti Domaine 16 Bar Padron Memsahib Gin & Tea Bar The Clementine The Miller **The Alchemist*** **The Urban Fox*** ~~*The Stable**~~ ~~*Door 4**~~ ~~*Babel Bar**~~		The VIP Screening Rooms Cineworld Cinema **Tivoli Cinema (work completed, expected opening around May 2021)***	Cheltenham Art Gallery & Museum Cheltenham Library
Nightclubs & Late Venues	Fast Food & Takeaways	Live Performance: Music & Comedy	Sports, Leisure & fitness Venues
Lounge 72 Bentleys Under the Prom Lily Gins MooMoo Fever 21 Club Coco Lush Gin & Juice **Imperial Haus*** ~~*Tree Nightclub*~~ ~~*Thirteen Degrees*~~ ~~*The Apartment*~~	Rio Peri Peri Subway (High Street) Subway (Pittville Street) Chickenzo's Valentino's Pizzeria Cotswold Kebab Pan Pizza Takeaway Pizza Hut McDonalds Cheltenham Kebab Pizza Go Go Domino's Pizza Go Peri Hei Kitchen KFC Turkish Delight Chicken Inn Fat Toni's Charles Takeaway Papa John's Five Guys Holee Cow Big Fish Pepes Piri Piri Burger King German Doner Kebab Peri Fever **Deepam*** ~~*Gourmet San**~~ ~~*Curry Express**~~	2 Pigs Frog & Fiddle	Welcome Gym Mr Mulligan's Lost World Golf Hollywood Bowl Everlast Gym (formerly DW Fitness) **Escape Hunt*** **F45 Fitness Studio***
Venues highlighted in **bold type*** have opened in the last 12 months (12 new venues including one relocating to PF area). Venues ~~crossed through*~~ have closed in the last 12 months. (12 venues closed).			

Category	No.	% of Total
1. Alcohol Based Venues		
• Traditional pubs	15	7.9%
• Food-led bars, café bars & branded food pubs	43	22.8%
• Nightclubs & late venues	10	5.3%
2. Food Venues		
• Family restaurants	52	27.5%
• Fine dining	5	2.7%
• Fast food & takeaways	28	14.8%
3. Culture & Entertainment		
• Theatre, concert & dance	4	2.1%
• Cinema, bingo & casinos	3	1.6%
• Live performance: music & comedy	2	1.0%
4. Retail & Public Buildings		
• Late-opening shops & markets	19	10.1%
• Late-opening museum, art gallery, library, education & community venues	2	1.0%
• Sports, leisure & fitness venue	6	3.2%
Total	189	100%

Comment –
The balance and number of the various business types operating within Cheltenham's evening and night–time economy has remained constant in the last 12 months in spite of the pandemic.
12 venues closed and were replaced by the opening of 12 new venues, (including one relocating to within the Purple Flag area from elsewhere in the town).
The proportion of venues classified as alcohol based has dropped marginally to 36.0%.

KPI 4: Footfall

An increasing use of the town centre in the evening and night time.

Time period	2015	2016	2017	2018	2019	% Change from previous year
5.00pm – 8.00pm	1016235	1029106	862183	616402	600358	-2.6%
8.01pm – 11.00pm	378033	421578	331695	308989	308343	-0.2%
11.01pm – 02.00am	106347	103865	100517	106754	117275	+9.8%
02.01am – 05.00am	52367	48374	38893	33674	33112	-1.6%
Total	1552982	1602923	1333288	1065819	1059088	-0.6%

Comment:

The footfall data is provided by the Cheltenham Business Improvement District, which commissions the data.

2019 was the latest full year for which footfall data was available and allows direct comparison with data from previous years. The data should be used for comparative purposes only as the figures record the number of times the camera is triggered rather than the exact number of persons in the town. There was a marginal reduction in overall numbers compared to the previous year although there was an encouraging rise of nearly 10% in numbers during the 11.00pm – 2.00am period.

The fourth phase of the Cheltenham Transport Plan, Cheltenham Borough Council's vision for a better town centre, came into effect in June 2018. The phase involved changes to the traffic layout in the town centre, specifically around a through route known locally as 'Boots Corner' with the intention of improving the environment, boosting the local economy and improving traffic management. The changes were part of an 18-month trial initiated by Cheltenham Borough Council, which ran until December 2019 and was intended to reduce traffic and cut pollution in the town centre. The scheme however proved very divisive with many residents and businesses protesting against the closure. In December 2019, Gloucestershire County Council, having overall responsibility for highways, took the decision not to continue with the closure and removed the closures allowing the resumption of through traffic. This was a blow to Cheltenham Borough Councillors, who had been very supportive of the closure.

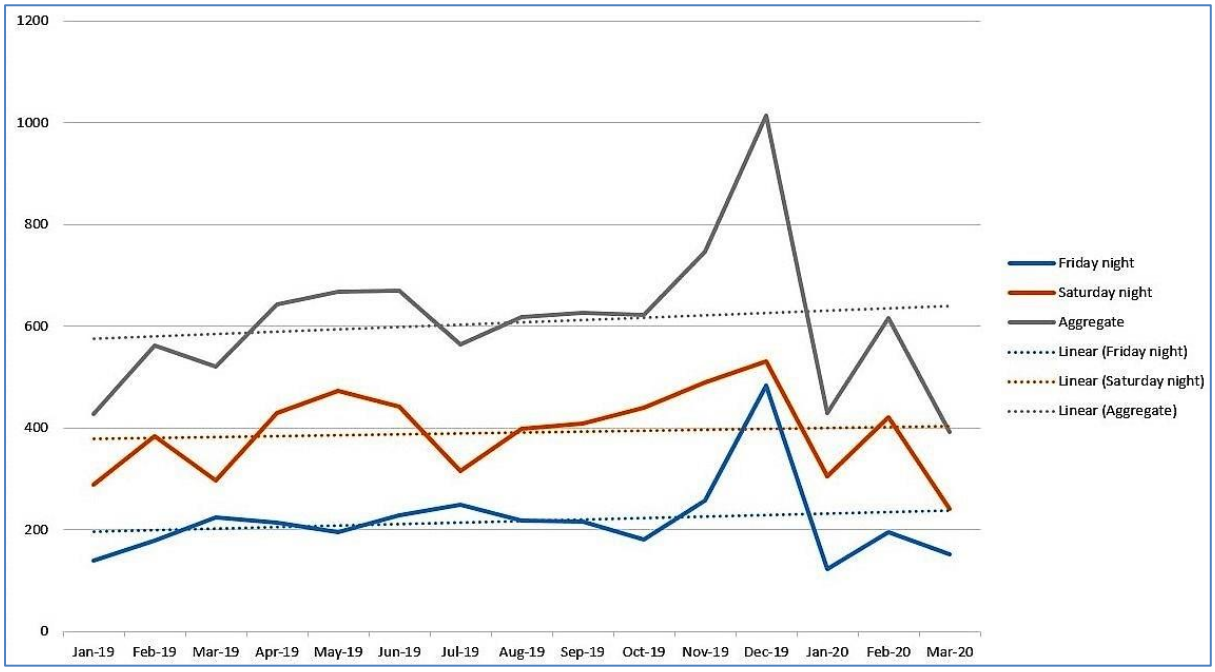
Evidence gathered throughout the duration of the 18-month trial included:

- Significant modal shift with Stagecoach claiming an additional **270,000** additional bus passengers per annum and better punctuality as a result of the trial;
- Cycling through Boots Corner itself up by **185%** since the trial began
- Falling traffic flows in the town centre (**20%** reduction compared to 2008)
- No adverse air quality impact, in fact, a slow decline in NO_2 over several years
- Positive town centre performance from a footfall and investment perspective as cited by commercial contributors at the traffic regulation committee

- **7%** increase in town visitors and **6%** increase in overnight stays in the last 12 months (within the trial period)
- 2019 CBC residents survey independently undertaken that identified 'promoting walking, cycling and public transport' within residents top three priorities

In spite of the resumption of through traffic, a number of changes were made to the road layout in the affected area of the town centre in order to facilitate the movement of vehicles, cycles and pedestrians. These included allowing two-way traffic on some roads, which for many years had been one way only and the introduction of additional cycle lanes.

Taxi marshals employed at the main taxi rank in the Promenade on Friday and Saturday nights between 11.00pm and 4.00am record the number of taxi journeys departing the rank. These figures generally give a good indication of how busy the town has been on those nights. The below chart plots those figures as an average for each month and demonstrates a continuing upward trend in the number of taxi journeys made from the rank in the 15 months prior to the first lockdown at the end of March when operation of the marshals was suspended. Marshalling was reinstated for a six-week period in August/September before licensed venues were again forced to close at 10.00pm. In that short period, the number of customers using the rank was considerably reduced, to between a quarter and a third in number in comparison for the same period the previous year.



Average monthly number of taxi journeys made from Promenade rank on Friday and Saturday nights

KPI 5: Perceptions

Feelings of safety in the town centre at night

From December 2020 to January 2021, the Cheltenham Purple Flag working group conducted an online survey of people using the evening and night-time economy. The same survey questions have been used for the last five years in order that direct comparisons can be made. This year

Q1. What is your age?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
Under 18 years*					2.63%
18 to 24 years	25.00%	23.42%	13.11%	7.81%	2.63%
25 to 34 years	23.02%	27.22%	28.96%	25.02%	23.68%
35 to 44 years	22.28%	20.89%	23.50%	21.86%	10.54%
45 to 54 years	16.34%	16.46%	18.58%	23.44%	28.96%
55 to 64 years	8.17%	8.86%	12.02%	14.06%	23.68
65 to 74 years	4.70%	3.16%	3.83%	7.81%	7.89
75 years or older	0.50%	0.00%	0.00%	0.00%	0.00%

* New category for 2020

Q2. Which best describes you

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
A resident of Cheltenham	79.95%	77.36%	83.15%	85.94%	68.42%
A visitor to Cheltenham but resident in Gloucestershire*	20.05%	22.64%	16.85%	14.06%	23.69%
A visitor to Cheltenham but resident outside Gloucestershire*					7.89%

* New categories for 2020, previously just resident or visitor

Q3. How often do you visit Cheltenham town centre after 5.00pm?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
At least once a week	33.66%	27.04%	29.35%	18.75%	15.79%
A few times a month	33.91%	44.65%	45.11%	51.54%	44.74%
A few times a year	27.23%	25.16%	23.37%	25.02%	36.84%
Once a year or less frequently	5.20%	3.14%	2.17%	4.69%	2.63%

Q4. Thinking about your most recent evening visit to Cheltenham town centre, how late did you stay out?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
5.00pm to 8.00pm	14.93%	6.29%	4.89%	3.13%	10.53%
8.00pm to 11.00pm	43.53%	35.22%	34.78%	43.75%	63.16%
11.00pm to 02.00am	41.54%**	32.08%	40.76%	37.50%	15.79%
Later than 2.00am	**	26.42%	19.57%	15.63%	10.53%

** The 2016 survey only asked how many people stayed out later than 11.00pm

Q5. Still thinking about your most recent visit, did you notice a visible presence of police, door security staff or volunteers such as the Street Pastors?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
Yes	**	55.35%	51.65%	40.63%	42.11%
No	**	33.96%	48.35%	59.38%	36.84%
I don't remember	**	10.69%	***	***	21.05%

** This question was not included in the 2016 survey
*** This option was not included in the 2018 & 2019 surveys

Q6. If you answered yes to the last question, did their presence make you feel safer than you would have felt otherwise?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
Yes	**	47.13%	43.82%	31.25%	35.29%
No	**	6.37%	16.29%	7.81%	0.00%
Not applicable	**	46.50%	39.89%	59.38%	50.00%
Made no difference how I felt***	***	***	***	***	14.71%

** This question was not included in the 2016 survey
*** This option was only included in the 2020 survey

Q7. In general, do you feel safe when you are out in Cheltenham town centre in the evening and at night?

	2016 survey	2017 survey	2018 survey	2019 survey	2020 survey
Yes	67.08%	84.28%	80.43%	85.94%	85.71%
No	32.92%	15.72%	19.57%	14.06%	14.29%

Q8. If your answer to the last question was no, can you identify why not?

	2016 survey *	2017 survey	2018 survey	2019 survey	2020 survey
The town is too crowded	11.89%	00.00%	0.58%	0.00%	0.00%
The atmosphere seems rowdy	35.66%	7.95%	8.19%	3.12%	12.5%
I have been subjected to violence and or intimidation	37.06%	1.32%	2.92%	1.56%	0.00%
I have been told / have read that the town is unsafe at night	16.08%	2.65%	2.92%	0.00%	4.17%
I feel vulnerable because of my age, gender, disability, race, religion, sexual orientation or sexual identity	48.25%	2.65%	5.26%	7.81%	4.17%
There are not enough police out	52.45%	**	**	**	4.17%
Other reason	22.38%	3.31%	2.92%	1.56%	0.00%
Not applicable	***	82.12%	77.19%	85.94%	75.0%

* Respondents were able to choose multiple options unlike the 2017 survey in which respondents could only select one option.
** This option was not included in the 2017, 2018 and 2019 surveys
*** This option was not included in the 2016 survey

Q9. Did you know about the Purple Flag scheme before taking this survey and did you know that Cheltenham had achieved Purple Flag status?

	2017 survey*	2018 survey	2019 survey	2020 survey
I knew about Purple Flag and I knew that Cheltenham had Purple Flag status	29.56%	42.39%	40.63%	36.11%
I knew about Purple Flag but did not know that Cheltenham had achieved the award	5.03%	4.35%	4.69%	5.56%
I did not know anything about Purple Flag	64.78%	53.26%	54.69%	58.33%
Not applicable	0.63%	**	**	**

* The 2016 survey was conducted before Cheltenham had achieved Purple Flag status
** This option was not included in the 2018, 2019 and 2020 surveys

Q10. Since March 2020, the COVID-19 pandemic has resulted in the implementation of regulations intended to reduce or prevent the spread of the virus. How have these restrictions affected your behaviour with regard to visiting Cheltenham town centre in the evening or at night?

	2020 survey
I have continued to visit Cheltenham town centre as I normally would	10.53%
I have visited Cheltenham town centre less often than I normally would	68.42%
I have visited Cheltenham town centre more often than I normally would	2.63%
I haven't visited the town centre at all	18.42%

Q11. If you have visited Cheltenham town centre in the evening or at night since the implementation of restrictions and social distancing and you visited a licensed venue or restaurant, how did you feel about the COVID measures in place at the venue?

	2020 survey
I felt the measures in place were excellent	31.58%
I felt the measures in place were adequate	34.21%
I felt the measures in place were lacking	7.89%
I didn't notice any measures	2.63%
I can't remember what measures were in place	2.63%
Not applicable, I haven't visited the town centre since March	21.06%

Q12. If you have visited Cheltenham town centre in the evening or at night since the start of the pandemic, how safe did you feel?

	2020 survey
I felt the same level of safety as I usually do	60.53%
I felt less safe than usual	18.41%
I felt more safe than usual	0.00%
I didn't feel safe at all	0.00%
I haven't visited the town centre in this period	21.06%

Q13. What else, if anything, do you think could be done to improve Cheltenham's evening and night-time economy?

The survey offered respondents the opportunity to comment using free text. 15 respondents left comments which are shown below in order of receipt:

1.	Generally - stricter control over people urinating in the street, in shop doorways and on shop windows when they leave pubs / clubs. Someone should be around at night to fine these people, expecially during race week, if it goes back to normal. Also doing something about the homeless people asking for money when you come out of a restaurant or bar. During the pandemic - getting people to stick to the rules. Too many people have been gathering outside of bars by Sainsbury's and at the Bank and by Tesco in the brewery and not been social distancing.
2.	Make it free parking in all car parks from 7 o'clock
3.	More police presence on street
4.	Cheltenham has a fantastic night time economy. Identifying any practical support to help it & local traders get back on their feet again post-COVID would be brilliant. As a performer, live promoter & audience member, I prefer to travel >50miles to visit Cheltenham regularly pre-COVID for the high quality & diverse range of live music offers in the town centre, in particular at The Frog & Fiddle, compared to the offers available more locally to me in Gloucester, Hereford or Worcester.
5.	Zero tolerance on sex trafficking. It must stop. Don't tell me they have a choice - they don't - no one grows up wanting to be sold for sex. It is an exploitation of vulnerable people and Licencing Committee should use all its powers and discretions to stop it.
6.	Police/security presence- too many stories about fights and punch ups. Feel scared for my boyfriend and male friends
7.	More options for nightclubs to safely entertain our younger generations - such as virtual events
8.	So there is zero provision late evening unless you want to go to a club or rowdy pub. We used to live in a city where after going to the cinema or theatre you could go for a coffee/cake/ice cream/drink to discuss and stay out later. In Cheltenham everything starts to shut up shop by 9.30 unless all you want to do is drink. Not really a cosmopolitan or friendly town centre. Such a waste as it could be a great town centre.
9.	In certain areas of town, it would be reassuring to know that CCTV was in operation. Decent foot path and park lighting helps me to feel more secure
10.	Cheltenham is fantastic vibrant town, continue the great work
11.	Better public transport to allow people from outside to travel in and back (e.g. Winchcombe, Cirencester, Tewkesbury) Allow more pavement/outdoor eating
12.	It's a great place to visit in normal times. I wouldn't change anything.
13.	Too many drunken yobs and not enough police!
14.	Fantastic range of excellent restaurants but the council should do something about the huge amount of litter from fast food shops left lying about in the street.
15.	Too many people not observing social distancing outside venues. No issues inside.

The 2016 survey was completed by 406 respondents, the 2017 survey by 159 respondents, the 2018 survey 184 respondents, the 2019 survey 192 respondents and the 2020 survey by 152 respondents.

Comment –
The first nine survey questions have been used in the last five surveys and the responses received to those questions this year are broadly in line with previous years.

The proportion of respondents who stated they felt safe in Cheltenham town centre at night remained at around 85%. Of those that stated they did not feel safe, the predominant reasons seem to be perceptive i.e. it seemed rowdy or I felt vulnerable. None of the respondents indicated that they had been subjected to violence or intimidation, which is positive.

More than 40% of respondents had noticed the presence of police, door staff or volunteers such as the Street Pastors or Guardians and this had generally improved people's feelings of safety in the town, another positive outcome.

With regard to Purple Flag awareness, around four in ten respondents were aware of the scheme, again in line with previous year's results.

There were several new questions in the questionnaire relating to people's experiences in town since March 2020 during the COVID pandemic.

It is clear from the responses that the pandemic and subsequent social distancing and other preventative measures have impacted the evening and night-time economy.

One in five respondents hadn't visited Cheltenham town centre (at night) at all during the pandemic but of those that had, three-quarters stated that they felt as safe as they usually did with only a quarter stating that they felt less safe than usual. The COVID safety measures in place at venues were rated as excellent or adequate by the majority of respondents, with only around one in ten respondents who had visited the town stating that they felt the measures were inadequate.

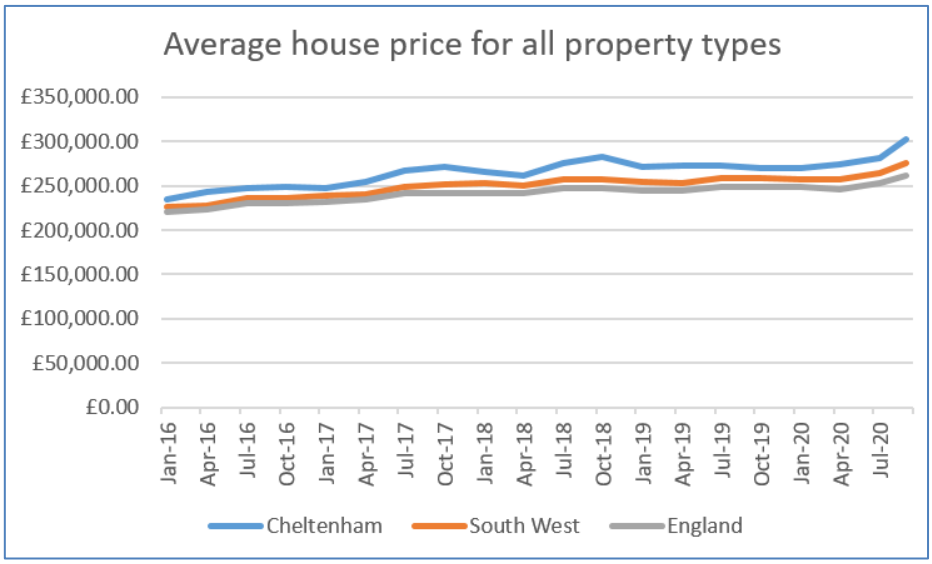
The restrictions on opening hours and the closure of night clubs during the pandemic have not surprisingly impacted on how late people stay in town. The majority now leave the town centre by 11.00pm when licensed premises close, in line with expectations.

KPI 6: Volume & Value

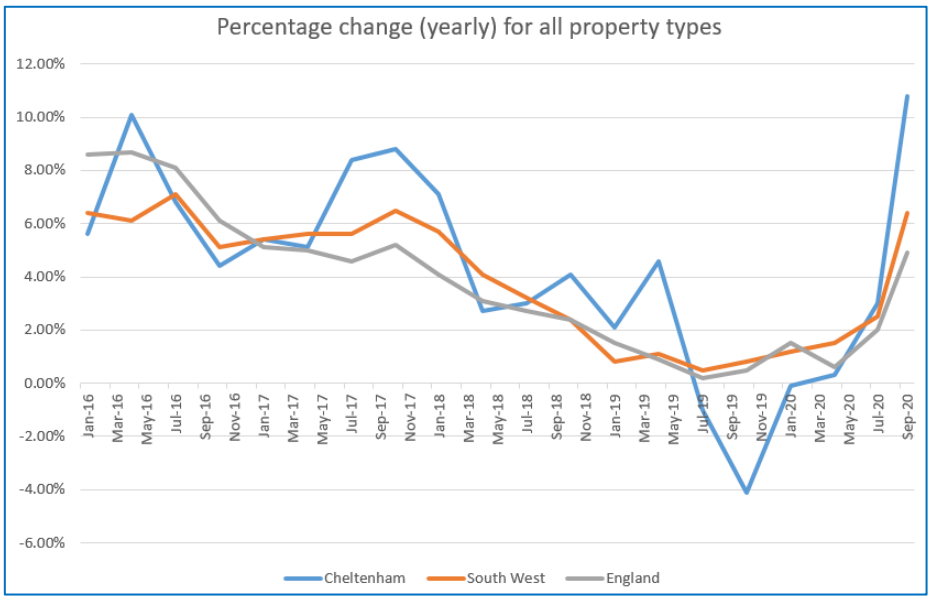
Increasing business prosperity & local economic benefit

- Housing prices

Concerns about the economy and Brexit contributed to a nervous housing market in the UK, particularly in Cheltenham in 2019 where house prices fell quicker than in other areas. However, in spite of the COVID pandemic, the housing market in Cheltenham bounced back in 2020 with the yearly increase in house prices hitting 10.8% in September 2020. The average price paid for a house/flat in Cheltenham has remained well above regional and national levels over the last five years.



Average price paid for all housing property types Jan 2016 to Sept 2020. Data source – UK Land Registry.



Percentage yearly change for all housing property types Jan 2016 to Sept 2020. Data source – UK Land Registry.

- New Housing developments

A number of new housing developments, in or near the town centre, have recently been completed or are nearing completion:

Regency Place – an exclusive, gated, private town centre development of 97 high specification Regency styled homes.

Clarence Gardens – a retirement development of 67 contemporary new build apartments and two cottages and 11 apartments in the Grade II listed John Dower House, located near Cheltenham's Royal Crescent in the town centre.

One Bayshill Road – a unique development of 50 one, two and three bedroom apartments for the over 60's, located in the fashionable Montpellier district of the town.

Lewis Carroll Lodge- a development of 67 apartments for the over 60's in a former office block located in the centre of the town.

Taylors Yard – a development of over 100 new homes located less than a mile from the town centre on a former builder's yard.

59 Lansdown – a select development of 25 three and five bed villas and 42 apartments on land previously occupied by police headquarters just a mile from the town centre.

Lower High Street – a new development of 40 flats and three commercial units on the site of a former bingo hall and car dealership in the centre of town.

- Housing Investment Plan

Cheltenham Borough Council (CBC) and Cheltenham Borough Homes (CBH) have been pressing ahead with an ambitious multi-million pound Housing Investment Plan (HIP), which will see £100m invested in quality homes and thriving communities.

Work has been ongoing over the last 12 months delivering affordable homes at two development schemes that are progressing well. The development at Monkscroft Villas is providing 27 new homes and on the former site of Holy Name Hall on Pennine Road a further eight homes are being built. Additional land for future building is being actively sought with plans to provide 500 new homes in the next four years.

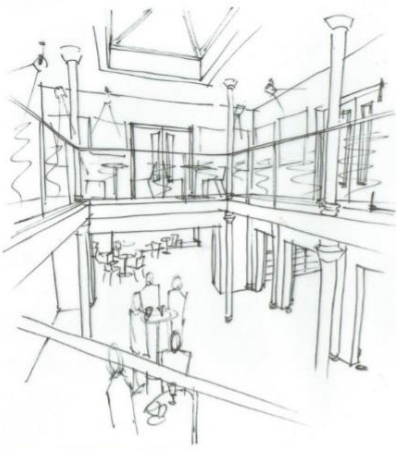
- Investment in leisure and retail space –

After months of extensive renovations, the Cineworld cinema complex within the Brewery Quarter has been extended and now provides a 14-screen state-of-the-art cinema including three VIP screens, a multi-sensory 4DX screen and an IMAX screen. Exclusive to Cineworld in the UK and Ireland, 4DX adds extreme sensory thrills to the cinema experience.

In October 2018, permission was granted to build a new boutique cinema inside the former BHS store in Cheltenham's Regent Arcade shopping centre. Work on the new Tivoli cinema, which was expected to open in April 2020 has been completed, however the opening has been postponed due to the COVID pandemic. This exciting new experience will open as soon as restrictions are lifted.

One of Cheltenham's best-loved and most historic buildings is on the brink of a redevelopment that will help it become a community performing arts centre for the 21st Century while uncovering much of its fascinating past. The Playhouse first started operating as a theatre in 1945 and its former life as the Montpellier Baths goes back to the early 19th Century when it was central to Cheltenham's spa heyday. Central to the plans is a redevelopment of the building to make it more flexible and fit for purpose as a vibrant hub for a wide variety of performing arts. Permission for the redevelopment was granted in 2019 with work expected to start in 2020. The COVID pandemic has delayed the project but highlights include:

- Creating an atrium with lift access to first floor facilities;
- More flexible areas to provide additional rehearsal and performance spaces for music, comedy, small-scale theatre productions, etc;
- Returning the public entrance to its original site to provide level access;
- Relocating the box office to the venue's Edwardian lounge;
- Improved accessibility for disabled users;
- Create better changing rooms and improved spaces for hire;
- Create a permanent exhibition of the building's rich and extraordinary past.



Sketch perspective of new Atrium

The Quadrangle, a 1970's landmark building in the heart of the town is being sensitively re-imagined to create contemporary commercial space. Four storeys of premium office space have been designed to meet the needs of Cheltenham's vibrant 21st century business community. Its prime location will offer exceptional retail and café venues on the ground floor, with the exciting addition of a roof-top restaurant offering diners views across the tree tops of Montpellier. Work commenced in September 2019 and is now almost complete.

New live escape room experience, Escape Hunt, opened in December 2020 within the Brewery Quarter. With the fast growing popularity of such experiences, the new Cheltenham attraction will be Escape Hunt's twelfth venture in the UK – and its first in Gloucestershire. The venue has five unique escape rooms to choose from and plans to run outdoor experiences and mystery hunts across Cheltenham town centre too.

Brand-new boutique fitness studio F45, situated in the Brewery Quarter, opened for business in late 2020. Specialising in high-intensity team training sessions, F45 Cheltenham offers circuit-based workouts for its members – with 45-minute classes led by qualified instructors and each workout aiming to burn up to 750 calories!

- Retail unit vacancy rates

At the time of submission, there were 52 empty retail units within Cheltenham town centre, a vacancy rate of 10.5%. This compares favourably with the national rate at 10.8% and the South West regional rate of 12%.

Data provided by Cheltenham Business Improvement District indicates that 16 new businesses have either opened since the start of the pandemic or plan to open shortly within the town centre BID area. These include four retail shops, eight café/food based units and two licensed night-time venues.

KPI 7: Patronage

Widening consumer representation

Cheltenham has worked hard as part of its diversity to ensure that all groups and sectors of the community are catered for and can feel safe within its evening and night-time economy.

Keep Safe Gloucestershire

The Keep Safe scheme in Gloucestershire was established in 2010 to support people with learning difficulties. With support from the Police and Crime Commissioner for Gloucestershire the scheme was expanded in 2013 to offer support for people with learning difficulties, physical disabilities, autism and dementia across the county.

There are currently 157 venues within Cheltenham registered as safe spaces (including 61 within the designated Purple Flag area) where vulnerable persons can seek assistance day or night.

Ask for Angela

The nationally recognised Ask for Angela scheme has been widely adopted by licensed premises in Cheltenham with the aim of preventing and reducing sexual violence and vulnerability.

Ask for Clive

At a meeting in August 2019, members of Cheltenham Nightsafe voted unanimously to adopt a new LGBT+ inclusivity campaign for pubs, bars and licensed venues – Ask for Clive.

Implemented to promote inclusivity and reduce discrimination against the LGBTQ community the scheme encourages venues to show solidarity against discriminatory behaviour. Posters on display let customers know that if they see any abuse of LGBTQ people they can report it to staff by “asking for Clive”. Those affected can then access a safe space whilst the incident is investigated and the appropriate action is taken. The scheme supports the aims of Cheltenham’s Evening and Night-time Economy Strategy of making safe and inviting for all.

The Sober Parrot

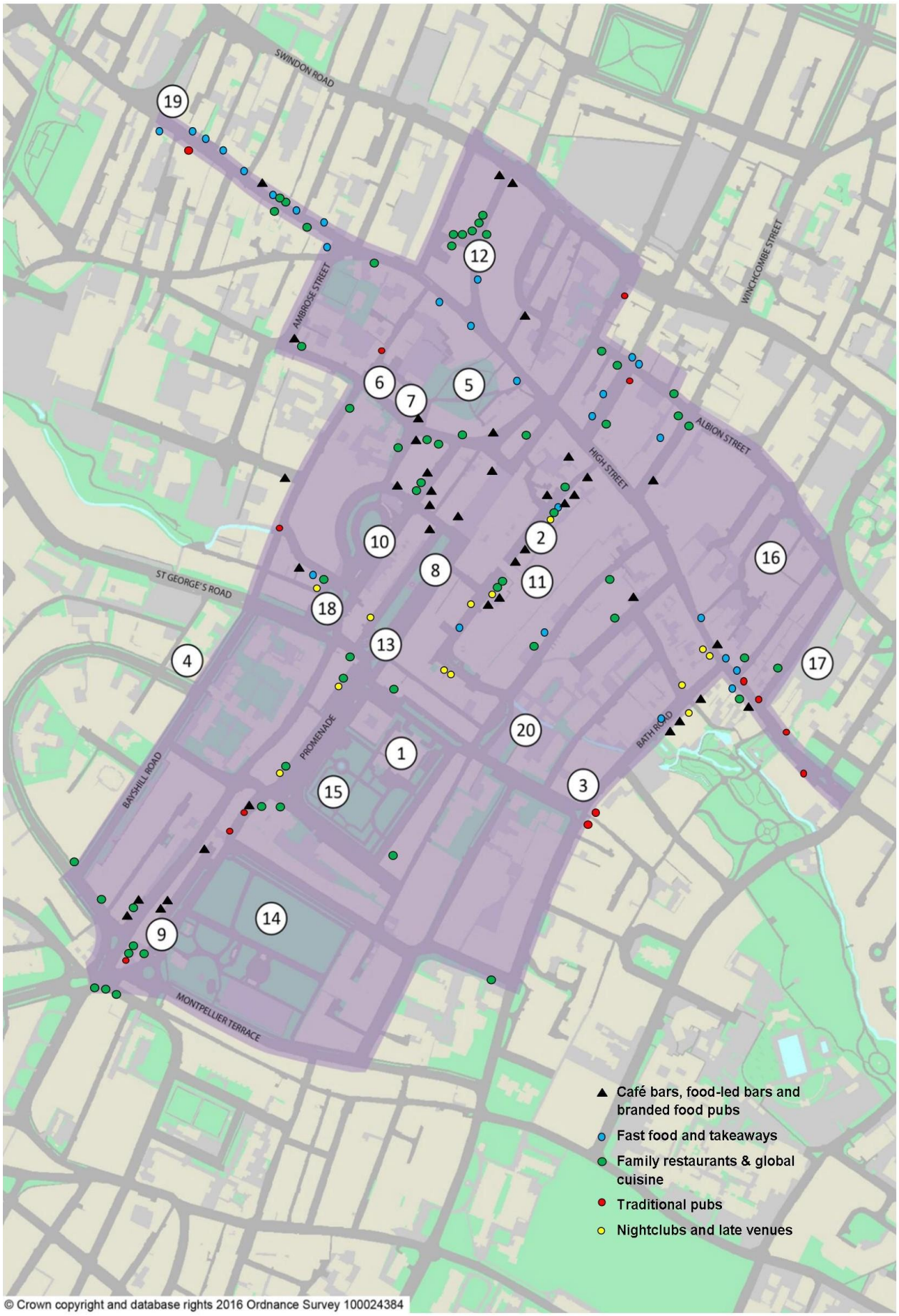
Cheltenham's first late night entertainment venue with a strictly alcohol-free offer has now been operating for more than a year. Run by local addiction charity the Nelson Trust and funded through a capital grant from Public Health England with top up funding from a number of other sources including Cheltenham's Late Night Levy, a former wine bar has been stylishly transformed into an all-inclusive space where young people can socialise instead of frequenting fast food establishments and those who do not consume alcohol can relax and enjoy nightlife. In addition to providing volunteering and work experience opportunities to people recovering from addiction, the venue is proving very popular with customers and the venue is now a regular meeting place for a number of support groups and minority community groups.

Strategy for the management of Cheltenham's ENTE.

A new strategy for the management of Cheltenham's evening and night-time economy was approved and adopted in September 2019. The strategy recognises the importance of the evening and night-time offer to the economic vitality of the town. The underpinning vision of the strategy is to ensure that Cheltenham's evening and night-time economy will be a place that is **accessible and appealing to every sector of the population**, catering for all ages, interests and income groups and above all it should be safe.

https://www.cheltenham.gov.uk/downloads/file/8311/ente_strategy

Designated Purple Flag area (remains unchanged from previous years)



1. Cheltenham Town Hall
2. Everyman Teatre
3. Playhouse Theatre
4. Parabola Arts Centre
5. Cheltenham Minster
6. Cheltenham Library
7. Art gallery & museum
8. Promenade taxi rank
9. Montpellier taxi rank
10. Royal Well bus/coach station
11. Regent Arcade
12. The Brewery Quarter
13. The Promenade
14. Montpellier Gardens
15. Imperial Gardens
16. Town Centre East car park
17. St. James Street car park
18. Royal Well car park
19. West End car park
20. Rodney Road car park