

**Baseline Agreement between**  
**Cheltenham Borough Council (the 'Council')**  
**and**  
**Cheltenham BID Limited (the 'Company') in respect of**  
**Baseline Service Provision in the BID Area**  
**1<sup>st</sup> August 2021**

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**1 The Baseline Agreement**

- 1.1. This Agreement is a statement of intention in respect of certain baseline services which the Council intends to provide at the date of signature.
- 1.2. This Baseline Agreement will run until 31<sup>st</sup> March 2026.
- 1.3. The Baseline Agreement sets out the level of service which the Council intends to provide across a range of areas of activity affecting the BID area.
- 1.4. The Cheltenham BID Company, from time to time, work independently or jointly with the Council to provide services, which are complementary to those established in the Commitment ("complementary service(s)), at its own cost.
- 1.5. The Council may, from time to time alter or cease this level of provision.

**2. Intentions of the Council**

At the time of this agreement it is the Council's intention to provide the levels of service as set out below:

**2.1. Town centre parking**

Parking in the town centre is provided within off-street council owned car parks, off-street privately owned car parks and on-street parking managed by Gloucestershire County Council (GCC). Park and interchange is also provided by GCC at Arle Court in south-east Cheltenham, with shuttle services provided by Stagecoach.

The council recognises the importance of well located car parking to support access to town centre retail, businesses and other services and will keep the number of spaces under review in the context of both the health of the High Street, opportunities for inward investment and the council's wider climate change objectives.

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### 2.2. Town centre events

The Council supports and promotes activities, events and festivals across the town centre. With a Safety and Advisory Group in place, the council brings together all key stakeholders to ensure the suitability of events.

The Council manages the booking of events within its green spaces; this includes managing any activities that may clash/conflict.

### 2.3. Town Centre Christmas Lights

The council contributes financially to the Christmas lights and switch-on event. This is currently set at £47,000 per annum. The BID is currently responsible for sourcing product and contractors to install the lights. The BID also currently sources and manages the lights switch-on event.

The Regent Arcade and The Brewery Quarter are responsible for their own Christmas displays and entertainment.

### 2.4. Town Centre floral displays

The Council provides floral displays in its parks and gardens and within the town centre. This is provided in a variety of ways, through planters (e.g. located on the High Street as part of the High Street public realm improvement works), in formal planting within parks and gardens and hanging baskets. The provision of planting reflects industry standards together with planting as a response to managing climate change and enhancing biodiversity.

The BID adds to this display with baskets and troughs on business premises.

### 2.5. Town Centre street cleansing

The operations undertaken by the Council within the town centre are as follows and are undertaken each day including weekends.

Early morning cleansing operations – public land

- Crews undertake litter collection of the streets, including the checking of shop fronts, paths and side streets. This usually takes the form of a manual litter-pick.
- Bins are serviced and bags replaced as required.
- This is followed by pavement/street sweeping activities which can be both manual and mechanical in nature. During mechanical sweeping, several different types of machinery are used, varying in size as appropriate.
- Jet washing operations are also undertaken, where appropriate to clear various issues such as bird droppings, spillages and other deposits.

Afternoon cleansing operations – public land

- The afternoon operations mainly involve the collection of general litter and bin

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emptying although operatives also respond to any call out requests as appropriate.

- Areas are regularly inspected by a supervisor to ensure that sufficiently high standards are maintained and to identify any issues relating to the cleanliness of the town centre area including removal of graffiti on non-private buildings.
- Programmed cleansing operations
- Manual and mechanical weed control activities take place during the year seeking to minimise the use of weed treatments to support biodiversity and the climate emergency.

Cleansing activities may be varied during events or severe weather.

### **2.7. Town Centre street furniture maintenance**

The Council regularly inspect and maintain the areas of the public realm which they are responsible for, which includes benches, cycle stands, pedestrian signs and public art. The Council has a Neighbourhood Team who operate across the Town Centre and support in identifying maintenance issues.

Public art is delivered through monies agreed through planning Section 106 Obligations directly linked to development and delivered in the context of the legal agreement to which the money relates.

### **2.8. Review Panel**

Annual review panels will be set up so that the Council and the Company can jointly assess any aspect of the services provided across the BID area or examine potential for new or alternative means of provision and standards etc. The review panel will make recommendations to the Board and to the Council's representative where appropriate ahead of annual budget setting for each organisation.

The review panel will consist of the lead council officer and relevant Cabinet Portfolio member and two BID representatives.

If the Council is required to make changes to the current baseline (level of provision set out in this document) it should advise the Board of the proposed changes. If the Board have concerns or objections relating to the proposed changes that cannot be resolved through normal business practices, the Board will have the option to ask the review panel to assess the issue / matter raised.

Both parties will work collaboratively at all times to address any issues relating to the services provided. If the review panel is unable to find a positive resolution the Council representative will be required to prepare a formal report for consideration at an appropriate Council forum (Cabinet Meeting).

The parties affirm to know, understand and agree to all articles of this Baseline Agreement as negotiated together.

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**COUNCIL REPRESENTATIVE**

**COMPANY REPRESENTATIVE**

Signed:

Signed:

Name:

Name:

Position:

Position:

Date:

Date:

DRAFT