



**CHELTENHAM  
BID** Local businesses  
improving  
our town 

# BUSINESS PLAN



# 2021- 2026



Renewal proposal for  
**Cheltenham Business  
Improvement District**

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Building on the firm foundations that have been laid in the BID's first term, and now as a respected town partner, Cheltenham BID intends to play a vital role in the town's recovery and rejuvenation following the Covid-19 pandemic.



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# A MESSAGE FROM THE CHAIR

**BACK AT THE OUTSET OF THE BID IN 2016, WE KNEW THERE WOULD BE TWISTS AND TURNS IN THE PATH AHEAD, BUT NO ONE COULD HAVE FORESEEN THE PROFOUND CHALLENGES WE HAVE ALL FACED OVER THE PAST YEAR ON BOTH A PROFESSIONAL AND PERSONAL LEVEL.**

Throughout this period, the BID has continued to do all we can to support businesses in the town – from helping to fast-track vital business grants to running training sessions and delivering marketing campaigns. Your feedback has highlighted just how valuable this has been and how important it is that this work continues as part of the town’s recovery.

However, the events of the past year and the impact of Covid-19 should not overshadow the many significant achievements during our first term. From the step-change in town centre events and marketing activity through to initiatives such as BID in Bloom, Tidy Up Cheltenham and our investments in public safety – the BID has delivered and added-value at every turn. Again, it was great to see during our consultation that the overwhelming feeling from businesses was that these initiatives and interventions had made a real difference - and must continue in the future.

We cannot be complacent however. There will be many more challenges ahead as Cheltenham, like so many towns and cities up and down the country, seeks to reimagine and revitalise our town centre. Speaking as both a business owner and levy payer myself, the need for a BID to provide leadership, bring businesses together and provide a collective voice on behalf of the

town centre is surely more compelling now than ever.

Despite the challenges of the past year, I firmly believe that these are hugely exciting times for Cheltenham. With your continued support, the BID is uniquely placed to harness the many opportunities that lie ahead, helping to inject new energy and dynamism to drive our collective economic recovery.

We will support businesses. We will work to bring back visitors to the town. To increase footfall. To promote everything our town has to offer. Together we share a collective aspiration for a vibrant and prosperous Cheltenham town centre, and together we can make a positive difference to our town.

This business plan sets out the BID’s renewal proposal for term two, which was formed following consultation with BID levy paying businesses. On behalf of businesses, I urge you to take the time to read this renewal proposal and vote YES for Cheltenham BID in the renewal ballot in June 2021.



**ALEX ROSE, CHAIRMAN,  
CHELTENHAM BID**

**MANAGING DIRECTOR,  
BEARDS**

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District (BID) is a business-led body formed to improve a defined commercial area.

Funded by businesses, for the benefit of those businesses, a BID enables a coordinated investment into the area and delivers projects and services which are in addition to, and enhance, those already provided by the Councils.

A BID is a not-for-profit company, which can only be formed following consultation and a ballot in which businesses vote on a BID proposal.

Following a successful ballot, a BID is created for a maximum five-year term and operates within a legislative framework. During the term, all businesses defined within the business plan will be required to pay the mandatory BID levy, irrespective of whether they cast a vote in the ballot.

BIDs were first established in Canada and the US, and now exist across the world. There are more than 300 BIDs in the UK, including Bath, Bristol, Swindon, Salisbury and Worcester.



# THE STORY SO FAR

**CHELTHENHAM BID WAS ESTABLISHED WITH A PROPOSAL TO HELP MAKE CHELTHENHAM A VIBRANT AND PROSPEROUS TOWN WHERE BUSINESSES CAN FLOURISH AND VISITOR NUMBERS INCREASE.**

Using the annual levy collected from more than 600 businesses, the BID has invested more than £2million into projects, services and initiatives to support businesses and improve the visitor experience of Cheltenham town centre.

The BID's purpose is to deliver work of added-value, that would not otherwise be carried out by any other business, authority or stakeholder.

Work delivered by the BID in its first five year term (2016 – 2021) was split into five key areas: events, marketing & promotion, public realm improvements, business support and parking & accessibility.

Cheltenham BID's first term is coming to an end on 31st July 2021 and to enable it to continue

its work for a second term (1st August 2021 – 31st March 2026) the BID is required to hold a renewal ballot.

The ballot will run from 3rd June to 1st July 2021, and all BID levy paying businesses plus businesses within the proposed new area (see page 24) will be invited to vote.

If the ballot is successful, Cheltenham BID will start a second term commencing on 1st August 2021. In the event the ballot is unsuccessful, Cheltenham BID will cease to exist on 31st July 2021.

There is no replacement body that will deliver the objectives, projects and services outlined in this renewal proposal.



# 5 YEARS OF ACHIEVEMENTS (2016–2021)

## £2 MILLION+

ADDITIONAL INVESTMENT INTO THE TOWN THROUGH THE BID

## 570,000

ANNUAL VISITORS TO  
[WWW.VISITCHELTENHAM.COM](http://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](http://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







“  
CAME DOWN FROM  
WORCESTER JUST FOR  
THE SWITCH ON AS IT WAS  
SOMETHING DIFFERENT.  
THE CHILDREN ENJOYED IT.

CLARE FROM WORCESTER



# BUSINESS & STAKEHOLDER CONSULTATION

**OVER THE PAST FIVE YEARS, THE CHELTENHAM BID TEAM AND BOARD OF DIRECTORS HAVE BUILT UP RELATIONSHIPS WITH THE PEOPLE REPRESENTING BID LEVY PAYING BUSINESSES.**

As a business-led organisation, this engagement with levy payers is key to ensure the BID is delivering valuable projects and services. Feedback and suggestions from levy payers is always welcomed, and the BID actively encourages levy payers to get involved.

In February and March 2021, businesses were asked to complete the BID's formal consultation survey.

The consultation survey asked businesses to prioritise the BID's projects under each of the key themes. Businesses were also invited to give their feedback on the BID's work in its first term (2016 – 2021) and what they think the BID's priorities should be for the next term (2021 – 2026).

The responses from the consultation form the foundation of this renewal proposal.

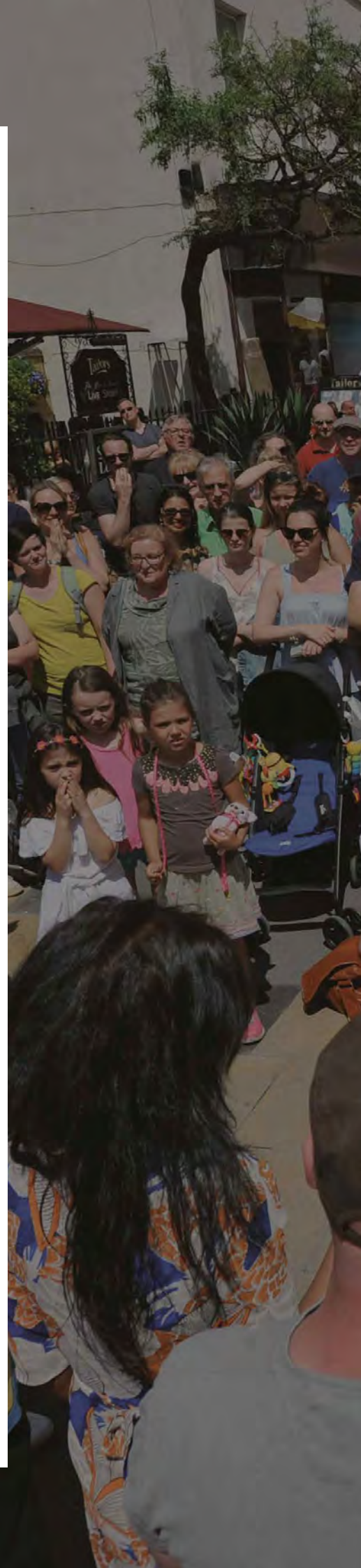
Due to the changing nature of the town centre, and in particular the accelerated impact that Covid-19 has had on the retail sector, the consultation guided the BID to expand the proposed BID operational area to include a wider commercial and civic audience. Including this new area acknowledges the importance of the education, commerce and hospitality sectors to the well-being and operation of our town centre.

Businesses within the proposed area extension (as outlined on page 24) have been contacted and meetings offered to confirm support formally.

“

*I love being a part of the Cheltenham BID community. I'm excited with the proposal to extend the BID area, it means more businesses to potentially collaborate with on supportive events.*

**ALISON JACOBSEN,**  
Store Manager, Molton Brown





# YOUR BID, YOUR VIEWS

**DURING THE BID'S CONSULTATION PROCESS IN SPRING 2021, BUSINESSES SAID THEIR PRIORITIES FOR THE BID'S SECOND TERM ARE:**

## **SUPPORTING BUSINESSES**

with reopening following the Covid-19 lockdown



## **WORKING WITH TOWN PARTNERS**

on the long-term recovery of the town centre



## **PROMOTION OF THE TOWN**

through Marketing Cheltenham



## **MAKING IMPROVEMENTS**

to the appearance of our town centre streets



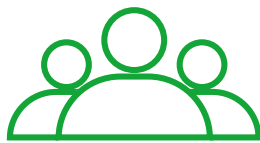
## **Working to attract INWARD INVESTMENT**



## **Delivering high quality TOWN CENTRE EVENTS**



## **WORKING WITH PARTNERS** to tackle anti-social behaviour



## **LOBBYING AND REPRESENTING** businesses' interests on local matters



## **Creating BUSINESS COLLABORATION** opportunities



## **Funding business COST SAVING SCHEMES**



## **Providing TRAVEL AND PARKING INITIATIVES**



## **COLLECTING AND SHARING** town performance data



## OUR PLANS FOR 2021–2026

# BUSINESS SUPPORT

### ACHIEVEMENTS IN TERM 1 (2016–2021)

- Covid-19 support by helping more than 100 businesses access grants, regularly communicating important information, providing 2,600 social distancing stickers and face coverings, plus support for managing queues.
- Funding of Ambassadors to support businesses by regularly engaging with businesses, communicating important updates, getting businesses involved with events, reporting and resolving cleanliness issues to the Council and providing a meet and greet service to visitors.
- Delivered cost savings initiatives to reduce levy payers utility bills and merchant service fees by using the BID's collective buying power, with a collective cost saving of over £56,000.
- Secured discounted travel and parking for staff of BID businesses on Stagecoach buses, CitiPark season tickets and NCP night-time parking.
- Provided free training and recruitment support including social media training, job fairs and recruitment advertising.
- Celebrated and rewarded businesses for their achievements and contributions to the town through the annual BID Awards and the BID Business of the Month Award.

### WHAT YOU SAID

In the BID's Spring 2021 consultation with businesses, you said the BID's support for businesses is an invaluable service, particularly throughout the Covid-19 pandemic. The BID will play an instrumental role in the town's

recovery following the pandemic, and continuing to support businesses remains a priority. You value the BID's collective voice for businesses and you welcome reduced costs through cost savings initiatives.

### WHAT WE'LL DELIVER IN TERM 2 (2021–2026)

**SUPPORTING BUSINESSES** The BID will continue to provide invaluable support to businesses. Communicating regular updates, signposting and providing businesses with guidance, facilitating partnership working and opening up new opportunities for businesses is a key role of the BID.

**STRONG VOICE** As the organisation representing Cheltenham town centre businesses, the BID gives businesses a strong, collective voice. The BID will use this voice to represent and champion business needs on local matters. The BID will strive to influence local decision making for the benefit of businesses.

**PARTNERSHIPS** Building on the solid foundations laid in the past 5 years, the BID will continue to work with the Councils and other key town partners to facilitate stronger partnership working; with the aim of achieving visible business results.

**COST SAVINGS** Delivering cost saving initiatives and cutting costs off the bottom line for businesses will also remain a priority. The BID will work to reduce business costs by using the BID's buying power to negotiate favourable rates and discounts, and by facilitating free training and recruitment support.

**AMBASSADORS** The BID will continue to fund Ambassador roles to develop a strong working relationship with levy paying businesses, share important information and facilitate partnership opportunities. The Ambassadors will play an important role in providing a welcoming atmosphere for town centre visitors.

**BUSINESS INTELLIGENCE** Through gathering and sharing data, the BID will help you drive your business forward and work with partners to create opportunities for successful collaborations and partnerships.





# CHAMPIONING CHELTENHAM BUSINESSES



# JOINED-UP MARKETING TO PROMOTE THE TOWN





## OUR PLANS FOR 2021–2026

# MARKETING & PROMOTION

### ACHIEVEMENTS IN TERM 1 (2016–2021)

- Key partner in the formation and on-going funder of Marketing Cheltenham; the organisation promoting the town as a great place to visit, work, play, stay and invest.
- Enhancement of the Visit Cheltenham website including enhanced business directory listings for BID levy payers, attracting over 570,000 annual web visitors.
- Production of annual maps and guides including venue information, entertainment and shopping guides with a distribution of 76,000 to local, regional and national audiences.
- Social media promotion of businesses, events and the town to a wider audience through @CheltenhamBID and @OurChelt social media channels.
- On-going PR to promote business successes and achievements, promoting new town initiatives and attractions and showcasing major town centre events to local and national audiences.
- Introduction of the Cheltenham Gift Card; keeping over £50,000 of spend in the town centre and promoting the more than 100 local businesses who accept the gift card.

### WHAT YOU SAID

In the BID's Spring 2021 consultation with businesses, you said marketing and promotion is vital for the recovery of Cheltenham town centre following the Covid-19 pandemic and should therefore continue

to be one of the BID's priorities. You value promotion of your business and the joined-up approach of marketing the town.

### WHAT WE'LL DELIVER IN TERM 2 (2021–2026)

**JOINED-UP MARKETING** As a founding partner, Cheltenham BID will continue to invest in the Marketing Cheltenham partnership, ensuring businesses and the town are effectively promoted through the Visit Cheltenham channels.

The Visit Cheltenham website and social media channels will continue to be used to promote the town's offer and will encourage people back into the town safely.

As a result of this investment, BID levy payers will continue to receive an enhanced business listing on the Visit Cheltenham website free of charge.

The BID will invest in and carry out other promotional activities such as town maps and guides, marketing campaigns and communications and PR.

**KEEPING SPEND IN THE TOWN** The Cheltenham Gift Card supports our local economy by keeping spend in the town centre. With consumers on average

spending 35% more than the value of their gift card, the Cheltenham Gift Card also encourages additional spend in the town centre. The BID will continue to fund the Cheltenham Gift Card, as well as the on-going promotion of it and the businesses who accept it.

**GROWING OUR REACH AND INFLUENCE** With a collective following of over 14,000 followers, the BID will promote businesses, events and the town centre through the @CheltenhamBID and @OurChelt social media channels.

**MARKETING SUPPORT FOR YOU** Supporting BID levy payers, the BID will also provide guidance to businesses who require assistance with their own marketing, communications and PR.

The BID will carry out market research to help businesses and partners develop strategies and implement meaningful campaigns.

## OUR PLANS FOR 2021–2026

# TOWN CENTRE EVENTS

### OUR ACHIEVEMENTS IN TERM 1 (2016–2021)

- Funded new and extended Christmas lights.
- Put on an exciting new switch-on event, bringing more than 10,000 people to town.
- Brought Light Up Cheltenham, the drummers and big wheel to the town centre; increasing footfall throughout a typically quiet month (February).
- Sponsored major events including Cheltenham Festivals ...Around Town, Cheltenham Festival of Cycling, Cheltenham Paint Festival, Cheltenham Wellbeing Festival – bringing thousands of new visitors to town.
- Created new, sector specific annual events including Boutique Sale, Cocktail Week, Beauty Week and Great Taste of Cheltenham.
- Delivered interactive and free wayfinding trails to encourage people to walk around all parts of the town and explore new areas they wouldn't usually go to.

### WHAT YOU SAID

In the BID's Spring 2021 consultation with businesses, you said events should continue to be a priority for the BID. Events bring both residents and visitors to the town, increases spend in your businesses, generates

good PR for the town and creates a vibrant place; all key elements to support the town's recovery from the Covid-19 pandemic.

### WHAT WE'LL DELIVER IN TERM 2 (2021–2026)

**DELIVERING EVENTS** Following the Covid-19 lockdowns, events which are safe, outdoors and spread out will be a strong pull in for residents and visitors, and also for increasing consumer confidence. In line with the government guidance and environment at the time, the BID will deliver appropriate and engaging events and trails to attract people back into the town.

When government guidance allows, Cheltenham BID will continue to deliver high-quality annual events, as well as sector specific events, seasonal experiences and family-friendly wayfinding trails.

**ENHANCING EVENTS** Through sponsorship, Cheltenham BID will continue to invest in enhancing existing major events which bring visitors into the town, supports our economy and raises the profile of Cheltenham.

**MAXIMISING THE BENEFIT** Working with event organisers, the BID will work to provide more opportunities for BID levy payers through trading opportunities and better engagement. The BID will also endeavour to ensure events are beneficial to businesses across the whole town; liaising with event organisers and businesses to encourage communication and partnership working.

**CHRISTMAS** Investment into the Christmas Lights will also remain a priority for the BID, along with magical Christmas experiences to make Cheltenham the centre of attractions in the region. Making sure Cheltenham is beautifully dressed and vibrant for the important festive trading period will encourage more people into the town, and therefore increasing spend in businesses.





DELIVERING AND  
SUPPORTING EVENTS TO  
**RAISE THE PROFILE**  
OF CHELTENHAM





INVESTING IN  
MAKING OUR TOWN  
WELCOMING  
AND ATTRACTIVE



## OUR PLANS FOR 2021–2026

# TOWNSCAPE ENHANCEMENTS

### ACHIEVEMENTS IN TERM 1 (2016–2021)

- Invested in the appearance of our streets through our ‘Tidy Up Cheltenham’ campaign which saw benches refurbished, streets weeded, bins cleaned, graffiti removed, fly-tipping reported, bollards painted and personal ashtrays given out.
- Funded over 200 floral displays for businesses through our annual ‘BID in Bloom’ campaign.
- Successfully lobbied to the Council on behalf of businesses’ on public realm matters including request for more weeding, more café culture style seating areas, more bins, better pavements and clearer signage.
- Delivered public safety initiatives including sponsorship of the Cheltenham Guardian car, purchase and maintenance of three public access defibrillators, invested in the town centre CCTV and helped achieve Purple Flag status for the town’s evening and night time economy 4 years in a row.

### WHAT YOU SAID

In the BID’s Spring 2021 consultation with businesses, you said a clean, safe, accessible and attractive town centre was key for a vibrant town centre, attracting visitors and business success. Therefore you’d like

to see the BID deliver initiatives to improve the appearance of the town centre, including lobbying the Council for improvements to our streets.

### WHAT WE’LL DELIVER IN TERM 2 (2021–2026)

**PRIDE OF PLACE** Through tidying up campaigns and floral displays, the BID will continue to invest and help make Cheltenham town centre cleaner and more attractive for businesses, residents and visitors.

The BID will work with local authorities and other partners to make Cheltenham an attractive place where people choose to come and spend time with friends and family.

**LOBBYING** The BID will also commit to reporting street issues to the Council and will lobby the Council to ensure appropriate investment and attention is given to improving our town centre streets.

**SAFER STREETS** Working in partnership with key town partners, the BID will invest in public safety initiatives to improve the safety and perception of Cheltenham town centre and to reduce anti-social behaviour.

“

*After initially being sceptical about an additional cost to my already sizeable business rates overhead, I have been tremendously impressed by the input, influence, guidance and general business assistance generated by the BID team.*

*The BID in bloom program has worked positively with the supply & placing of hanging baskets at my premises & across town. Over the past 12 months the ongoing advice and assistance within an unprecedented operating or closed business environment has been invaluable. Thankyou.*

**ANDREW BILLINGTON**, Owner and Director, Montpellier Wine Bar







“

WHAT AN ABSOLUTELY FANTASTIC EVENT  
LIGHT UP CHELTENHAM IS.  
I LEFT WORK ON SATURDAY NIGHT TO A  
PACKED OUT HIGH STREET & PROMENADE.  
I'VE NEVER SEEN SO MANY PEOPLE,  
WHAT A GREAT TURN OUT.

**SHARRON LAMANUZZI, MARTIN & CO**



# THE BID LEVY & BUDGET



Artist: Samer aka Curtis Hylton

## THE TERM OF THE BID WILL BE FOR A PERIOD OF FOUR YEARS AND EIGHT MONTHS FROM 1st AUGUST 2021.

Cheltenham BID will raise an approximate annual budget of over £600,000 through a mandatory levy on businesses with a rateable value of £7,500 and above within the BID's defined area (as outlined on page 24).

Businesses will be charged 1.25% of their rateable value (or 1% for tenants within managed shopping centres and non-retail charities with no trading income) and will be charged annually on the 1st August.

Properties that come on to the rating list during the BID term will be subject to the BID levy from the effective date the property is brought into the rating list.

The BID levy income will be supplemented by voluntary levy payer contributions by businesses who fall below the rateable value threshold (and therefore are exempt from paying the mandatory BID levy) but choose to

voluntarily contribute to the BID.

The budget is subject to annual review based on evaluation of project results.

A BID levy collection rate of 97% is assumed. Contingency is assumed at 5%.

The discretionary annual inflation rate on levy income has been assumed at 0.02%.

The figures included for voluntary levy contributions and external contributions income are estimates based on the BID's first five year term, but these cannot be guaranteed.

The annual levy collection charge has been set at 3% of levy income.



“

*Cheltenham BID is a very big part of the Cheltenham community. They give hope to the smaller businesses and they are a voice for us all, we need them now more than ever. We have been voluntary members since setting up business in the town and are delighted that we will now be part of the new BID area.*

**CHRISTOPHER SMITH**, The Logical Utilities Company



# THE BID LEVY & BUDGET

THE TABLE BELOW SHOWS THE ANTICIPATED BUDGET FOR CHELTENHAM BID'S SECOND TERM.

INCOME						
	Year 1 2021- 2022	Year 2 2022- 2023	Year 3 2023- 2024	Year 4 2024- 2025	Year 5 2025- 2026	Total
BID Levy	372,000	558,112	558,223	558,335	558,447	2,605,116
External Contributions	50,000	50,000	50,000	50,000	50,000	250,000
<b>Total Income</b>	<b>422,000</b>	<b>608,112</b>	<b>608,223</b>	<b>608,335</b>	<b>608,447</b>	2,855,116

EXPENDITURE								
	Year 1 2021- 2022	Year 2 2022- 2023	Year 3 2023- 2024	Year 4 2024- 2025	Year 5 2025- 2026	Total	Year 1 %	Years 2-5 %
Business Support	78,120	119,715	119,739	119,763	119,787	<b>557,124</b>	21.00	21.45
Marketing & Promotion	72,354	114,134	114,156	114,179	114,202	<b>529,025</b>	19.45	20.45
Events	133,514	158,553	158,574	158,596	158,618	<b>767,855</b>	22.45	19.45
Townscape Enhancements	33,852	59,439	59,451	59,463	59,475	<b>271,680</b>	9.10	10.65
Management & Overheads	74,400	111,622	111,645	111,667	111,689	<b>521,023</b>	20.00	20.00
Levy Collection Costs	11,160	16,743	16,747	16,750	16,753	<b>78,153</b>	3.00	3.00
Contingency	18,600	27,906	27,911	27,917	27,922	<b>130,256</b>	5.00	5.00
<b>Total Expenditure</b>	<b>422,000</b>	<b>608,112</b>	<b>608,223</b>	<b>608,335</b>	<b>608,447</b>	<b>2,855,116</b>	<b>100.00</b>	<b>100.00</b>

# THE BID LEVY RULES

1. The BID levy rate will be charged at 1.25% (or 1% for tenants within service-charged centres and non-retail charities with no trading income) of the rateable value as at 1st August 2021 based on the 2017 rating list.
2. All new hereditaments entering the rating list after this date will be charged on the prevailing values.
3. The levy will be charged annually in advance starting on 1st August 2021. In the event of a change of occupation, refunds will be given based on the residual for that chargeable year and the new occupier will be charged from the point of occupation for the remainder of that chargeable year. No other refunds will be provided.
4. For each subsequent chargeable year, the levy will be charged as at 1st August based on the 2017 rating list values at that time.
5. The BID levy may increase by an annual inflationary factor of 0.02% (i.e. the levy may increase to 1.27% from year 2, 1.29% from year 3 and so on). It will be at the Board's discretion whether to apply the inflation factor each year.
6. The BID levy will be applied to all businesses within the defined area with a rateable value £7,500 and above, provided they are listed on the National Non-Domestic rates list as provided by Cheltenham Borough Council.
7. Businesses who meet the criteria outlined above and who are located on the streets listed in the business plan will be included in the BID, and therefore will be legally required to pay the BID levy.
8. Vacant and partly occupied properties will be subject to the BID levy. The registered business ratepayer will be liable to pay the levy and will be entitled to vote in the BID ballot.
9. Collection and enforcement regulations will be in line with the Operating Agreement and the Board of Directors will be responsible for any necessary debt write-off.
10. Cheltenham Borough Council, or their appointed agent, are the only authorised bodies able to collect the BID levy on behalf of the BID company.
11. VAT will not be charged on the BID levy.
12. Voluntary BID levy payers will not be entitled to vote in the BID ballot.
13. The term of the BID will be four years and eight months. The first year will run from 1st August 2021 to 31st March 2022, then 1st April to 31st March for the subsequent four years.



“

*The BID team are a huge asset to Cheltenham businesses. They are always available and ready to answer our questions and take our calls, they take our issues seriously and understand our points of view. They are like a lifeline!*

**SALVO & CLAIRE MATTIOLO,**  
Dolce & Solato



# MANAGEMENT, GOVERNANCE & TRANSPARENCY OF THE BID

## THE MANAGEMENT AND GOVERNANCE OF THE BID WILL BE OPEN AND TRANSPARENT AND WILL BE ACCOUNTABLE TO ALL LEVY PAYERS.

Cheltenham BID operates as a company limited by guarantee and has a voluntary Board of Directors, all of whom are BID levy paying businesses.

The Board takes responsibility for the strategic and financial management of the BID. It is the responsibility of the Board of Directors to ensure good management of the BID.

The Board will meet on a quarterly basis (as a minimum), to review strategy and consider recommendations from the staff team and to agree any decisions on behalf of the BID company.

The make-up of the Board will consist of a skills-based matrix and will aim to reflect the sector breakdown of the BID levy paying businesses across the town, including both national and independent business representation.

To see the current BID Board and staff team, visit [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk).

The BID will produce a set of annual accounts made available to all BID levy paying businesses.

The BID will enter into legal agreements with Cheltenham Borough Council and Gloucestershire County Council.

- **Baseline agreement** – this agreement sets out the minimum service standards to be delivered by Cheltenham Borough Council and Gloucestershire County Council.
- **Operating agreement** – this agreement is between the BID and Cheltenham Borough Council which defines the contractual arrangements for the collection and enforcement of the BID levy collection. This will be carried out by Cheltenham Borough Council on behalf of the BID. This contractual relationship is in line with the requirements of BID legislation.

Copies of these agreements can be viewed at [www.cheltenhambid.co.uk](http://www.cheltenhambid.co.uk)

© Nick Turner



# CHELTENHAM BID AREA

The map shows the Cheltenham BID operating area. Businesses who meet the criteria outlined on page 22 and who are located on the streets listed on the next page will be included in the BID. Therefore these businesses will be required to pay the BID levy and have access to the BID's services.





## THE STREETS WHICH ARE INCLUDED IN THE CHELTENHAM BID AREA ARE:

- Albion Street
- Bath Road
- Bath Street
- Bayshill Road
- Bennington Street
- Cambray Place
- Chapel Walk
- Chester Walk
- Church Street
- Clarence Parade
- Clarence Street
- Crescent Place
- Crescent Terrace
- Grosvenor Terrace
- Henrietta Street
- High Street
- Imperial Square
- Montpellier Avenue
- Montpellier Parade
- Montpellier Street
- Montpellier Terrace
- Montpellier Walk
- North Place
- North Street
- Oriel Road
- Ormond Place
- Oxford Passage
- Parabola Road
- Pittville Street
- Portland Street
- Promenade
- Queens Circus
- Regent Arcade
- Regent Street
- Rodney Road
- Royal Crescent
- Royal Well Place
- Royal Well Road
- St Georges Place
- St Georges Road
- St Georges Street
- St James Square
- St Margarets Road
- Vittoria Walk
- Well Walk
- Wellington Street
- Winchcombe Street



“

*I was delighted when Cheltenham BID approached me as the Manager of Barclays in Cheltenham to see if they could place hanging baskets along the front of the building. They have been absolutely beautiful all summer and have made a huge difference to the way that both the Branch and the High Street have looked.*

**JEREMY LINLEY,**  
Branch Manager, Barclays Bank

# THE BID BALLOT

**THE BALLOT TO RENEW CHELTENHAM BID WILL BE HELD IN LINE WITH THE BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004, ON BEHALF OF CHELTENHAM BOROUGH COUNCIL – THE BALLOT HOLDER.**

The formal Notice of Ballot to BID voters will be issued by post on **20th May 2021**. This will be issued to the nominated named voter. Where no named voter is identified, it will be addressed to the local manager at the local hereditament address. This stage is an opportunity for businesses to confirm a nominated named voter if it hasn't already been submitted.

Ballot papers will be issued by post on **3rd June 2021**.

Businesses occupying more than one hereditament (premises with a rateable value) are entitled to multiple votes and will be sent multiple ballot papers. All ballot papers should be completed and returned, these are not duplicates.

Businesses should return completed ballot papers by **5pm** on **1st July 2021**. Please note, ballot papers should be posted in advance of the deadline date to allow for delivery time. No papers received after the 5pm deadline can be counted.

The ballot result will be declared by Cheltenham Borough Council's Returning Officer on **2nd July 2021**.

If the majority of businesses (by both number and rateable value) of those voting vote in favour of the BID's renewal, Cheltenham BID's second term will formally start on **1st August 2021**.

If the ballot is unsuccessful, Cheltenham BID will cease to exist on **31st July 2021**. Under such circumstances, all projects and activities funded by the BID will terminate. There is no replacement organisation that will deliver these services.



## BALLOT TIMELINE

<b>FEBRUARY–MARCH 2021</b> Consultation with businesses	<b>20th MAY 2021</b> Notice of Ballot issued to BID voters (by post)	<b>3rd JUNE 2021</b> Ballot papers issued to BID voters (by post)
<b>1st JULY 2021</b> Last day of ballot	<b>2nd JULY 2021</b> Ballot result announcement	<b>1st AUGUST 2021</b> If successful, the BID's second term formally begins



# GET IN TOUCH

For more information,  
please contact us  
on **01242 571123**  
or **info@cheltenhambid.co.uk**

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**Cheltenham GL50 1TH**

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 **@cheltenhamBID**  
 **@cheltBID**







**CHELTENHAM  
 BID** Local businesses  
 improving  
 our town

