

## **Appendix 3: Draft Baseline Agreement 2025**

---

# **Memorandum of Understanding between Cheltenham Borough Council (the 'Council') and Cheltenham BID Limited (company number: 10247399) (the 'Company') in respect of Baseline Service Provision in the BID Area 1 April 2026 to 31 March 2031**

---

- 1.1. This Memorandum of Understanding is a statement of intention in respect of certain baseline services which the Council intends to provide at the date of signature.
- 1.2. The Memorandum of Understanding will run from 1 April 2026 until 31 March 2031.
- 1.3. The Memorandum of Understanding 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 Company, from time to time, may 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.

## **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 car parks owned by the Council, off-street privately owned car parks, and on-street parking managed by Gloucestershire County Council. A park and ride transport hub is also provided by Gloucestershire County Council at Arle Court, with shuttle services provided by private contractors to Gloucestershire County Council.

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 and the Council's wider climate change objectives.

## **2.2. Town centre events**

The Council supports and promotes events and festivals in the town centre to boost footfall and support the local economy.

The Council coordinates the Cheltenham Safety Advisory Group to monitor and ensure safety and compliance at events.

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

The Council's licensing team coordinates the delivery of markets in the town centre.

## **2.3. Town centre Christmas lights**

The Council provides a grant to the Company in contribution towards the Christmas lights display in the town centre and switch-on event. The Company is responsible for sourcing product and contractors to install the lights, monitoring and ensuring maintenance and compliance, as well as managing the lights switch on event each year.

The details of the requirements of this grant will be set out in a separate grant agreement to be co-signed by the Council and the Company.

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

## **2.4. Tourism marketing and promotion**

The Council's Marketing Cheltenham team supports the economy with a particular focus on promoting Cheltenham as a place to live, work, visit, study, and do business. This includes destination management activities, such as support for visitor economy businesses and engagement with national and international stakeholders, as well as

place marketing activities, such as tourism promotion.

The Marketing Cheltenham team is responsible for Visit Cheltenham, the official tourism brand for the town, with website, social media, printed material and marketing campaigns providing information to both visitors and residents.

The Company supports this activity via a service level agreement with the Council which sets out key actions and objectives for delivery by the Council's Marketing Cheltenham team. The service level agreement will run from 1 April 2026 to 31 March 2031 and will be subject to ongoing monitoring to ensure that objectives are met.

## **2.5. Town centre floral displays**

The Council provides floral displays in its parks and gardens and within the town centre. This is delivered in a variety of ways, through planters, hanging baskets, or in formal planting within parks and gardens. The provision of planting reflects industry standards together with planting as a response to managing climate change and enhancing biodiversity.

The Company adds to this display with baskets and troughs on business premises. Details including location and maintenance will be agreed in advance by the Council and the Company.

## **2.6. Town centre street cleansing**

The cleansing 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 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.

The Council maintains the statutory minimum levels of cleansing services, which may require variation during events or severe weather. Issues identified by the Company may be reported to the Council for escalation via established reporting routes.

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

The Council regularly inspect and maintain the areas of the public realm for which they are responsible, for example benches, cycle stands, pedestrian signs and public art. The Council has a Neighbourhood Team who operate across the Town Centre and will support in identifying and resolving maintenance issues. Issues identified by the Company may be reported to the Council for escalation via established reporting routes.

## **3. Review**

A monitoring group will be set up so that the Council and the BID 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. The monitoring group will make recommendations to the Board and to the Council's representative where appropriate ahead of annual budget setting for each organisation.

The monitoring group will consist of at least the lead Council officer, relevant Cabinet member, and two Company representatives. It will meet at least twice per year.

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 monitoring group to assess the issue or matter raised.

Both parties will work collaboratively at all times to address any issues relating to the services provided. If the monitoring group 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 (e.g. Cabinet Meeting).

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

COUNCIL REPRESENTATIVE

Signed:

Name:

Position:

Date:

BID COMPANY REPRESENTATIVE

Signed:

Name:

Position:

Date:

