

Cheltenham Zero 2024-2025 report

introduction

This annual report covers the period September 2024 to September 2025 and sets out how Cheltenham Zero has been reshaped over the past year to provide a more targeted, structured and outcome-focused offer. The year has been characterised by strategic review and redevelopment, including clarifying the programme's purpose, redefining its support model, and ensuring better value for money and alignment with council priorities.

The report outlines progress against five core objectives:

1. Establishing a well-structured and credible business support initiative
2. Laying the foundations for borough-wide emissions measurement and reduction
3. Defining and promoting best practice in business decarbonisation
4. Delivering targeted support to businesses of different sizes and sectors
5. Building a strong public profile and effective communications