

Cheltenham Borough Council

Licensing Committee – 2 September 2026

Review of Cheltenham Borough Council's Evening and Night-time Economy Strategy

Report of the Licensing and Public Protection Manager

1. Introduction

- 1.1 Cheltenham has an award-winning night-time economy. As a result of work and investment by the council and its partners, Cheltenham has successfully developed and maintained a thriving evening and night-time economy (ENTE).
- 1.2 In 2019 a strategy was adopted to ensure that there was a clear strategic and longer term plan to build on the success already achieved. To this end, the council has been working with its partners for the management of Cheltenham's ENTE.
- 1.3 This report briefly outlines the proposed revised strategy to carry us forward for the next three years.
- 1.4 The Licensing Committee acts as consultee to the Cabinet Member for Safety and Communities on recommendations/responses for the adoption and review of licensing policy. It is with this in mind that the Licensing Committee is asked to consider the strategy proposals and provide a response to these.

Recommendations:

- 1.4 The Licensing Committee is recommended to:
 - 1.4.1 Note the proposed strategy; and
 - 1.4.2 Provide formal recommendations and/or responses to the Cabinet Member of Safety & Communities in relation to these.

Implications

Legal	There is no statutory requirement to undertake a review of the strategy, but it is good practice to do so to ensure that it is kept up to date. One Legal E-mail: legalservices@onelegal.org.uk
-------	---

2. Cheltenham's ENTE

- 2.1 Cheltenham's ENTE has been recognised and externally assessed as safe, well managed and offering a broad appeal. The town has been accredited as a Purple Flag¹ town since 2016.
- 2.2 The evening and night-time economy is crucial to Cheltenham and never more so than now. With the shopping experience progressively moving online, hospitality effected by the covid pandemic, a thriving evening and night-time offer is still fundamental in sustaining the vitality of our town centre. It attracts visitors and residents to the centre and encourages business growth within the sector. Spending by visitors and residents makes a substantial contribution to the economy of the town. A thriving ENTE is a key element in promoting Cheltenham as a festival town and leisure destination.

3. ENTE strategy

- 3.1 A copy of the draft strategy is attached at Appendix 1.
- 3.2 The revised strategy has been devised alongside the ENTE working group which is made up of partners from the ENTE. These partners are also responsible for collating information for the Purple Flag submission each year.
- 3.3 The strategy has been updated to reflect purple flag assessment feedback, current issues and to ensure that Cheltenham remains safe and accessible to all.
- 3.4 The strategy sets out six priorities:
- Safety and Security
 - Cleanliness and Infrastructure
 - Transport
 - Business and Marketing
 - Community Engagement
 - Health and Wellbeing
- 3.5 Clear and specific actions in the draft strategy set out the work the council and its partners will undertake to meet the ambitions set out in the draft strategy.

4. Cheltenham Night-time Charter

- 4.1 As part of a commitment to offering a safe town, it has been proposed to offer a charter that ENTE businesses can sign up to demonstrating their commitment to offering a safe venue.
- 4.2 The charter has been drafted by a working group consisting of ENTE operators, Cheltenham Safe, Cheltenham BID, Gloucestershire Police and Cheltenham Borough Council (CBC).
- 4.3 The draft assessment and guidance are attached at Appendix 2.
- 4.4 It is proposed that venues will be able to sign up to the scheme on a voluntary basis, be assessed by one of the assessors and be awarded with artwork for their premises. There will be a launch in January 2027 and will be supported by all partners. The businesses will receive free promotion on the ENTE section of the CBC website and social media channels.

¹ Purple Flag is a national accreditation scheme managed by the Association of Town & City Management which on an annual basis assesses and recognises town and city centres that are committed to raising standards and broadening their appeal, specifically between the hours of 5.00pm and 5.00am

5. The next steps

- 5.1 Overall oversight for the adopted ENTE strategy will be the responsibility of CBC's licensing and public protection manager.
- 5.2 There is full acknowledgement however that the implementation of the ENTE strategy must be a partnership approach. No one partner can solely be responsible for the delivery of the strategy. As set out in the ENTE strategy, a multi-agency governance group will be set up to act as the strategic oversight of Cheltenham's ENTE including the implementation of this strategy and monitoring its impact.

Background Papers

Service Records

Appendices

Appendix 1 – Draft ENTE strategy

Appendix 2 – Draft charter assessment and guidance

Report Author

Contact officer: Michelle Bignell

E-mail: licensing@cheltenham.gov.uk

Tel no: 01242 264135