

Cheltenham Night-Time Economy Charter

Operator Guidance and Supporting Policy

Contents

1. Introduction
 2. What is the Cheltenham Night-Time Economy Charter?
 3. Why Sign Up?
 4. Benefits of Signing the Charter
 5. Charter Principles
 6. Charter Requirements
 - 6.1 Safety Champion
 - 6.2 Communication
 - 6.3 Supporting Staff
 - 6.4 Incident Reporting Procedures
 - 6.5 Safety Measures
 - 6.6 Training and Initiatives
 7. Assessment Process
 8. Maintaining Accreditation
 9. Commitment Statement
-

1. Introduction

Cheltenham's Night-Time Economy Charter is a voluntary scheme designed to encourage and recognise businesses that are committed to creating a safe, welcoming, inclusive and well-managed evening and night-time economy.

The Charter supports Cheltenham's vision of being a destination where residents, visitors, workers and businesses can enjoy the town safely and confidently after dark. It has been developed by stakeholders from Cheltenham's Evening and Night-Time Economy (ENTE) Working Group as part of the town's ongoing commitment to maintaining the Purple Flag accreditation and promoting best practice across the evening and night-time economy.

The Charter is intended to be practical, achievable, and accessible to businesses of all sizes.

2. What is the Cheltenham Night-Time Economy Charter?

The Charter is a voluntary commitment for businesses operating between the hours of 5pm and 5am to work collaboratively in creating a safer and more inclusive environment for everyone using Cheltenham's evening and night-time economy.

The Charter is open to:

- Licensed premises
- Restaurants and cafés
- Hotels
- Entertainment and cultural venues
- Late-night retailers
- Transport providers
- Community venues
- Any business operating during the evening and night-time economy

Businesses that successfully demonstrate compliance with the Charter standards will receive recognition and accreditation from Cheltenham Borough Council.

3. Why Sign Up?

The Charter has been designed to:

- ✓ Be completely free to join
- ✓ Be achievable for businesses of all sizes
- ✓ Promote practical measures that improve safety and wellbeing
- ✓ Support staff, customers and vulnerable individuals
- ✓ Encourage partnership working across Cheltenham
- ✓ Recognise businesses that demonstrate good practice

The Charter is not intended to create unnecessary work. Instead, it provides a framework that helps businesses demonstrate their commitment to high standards of safety, inclusion, and responsible operation.

4. Benefits of Signing the Charter

Businesses that achieve Charter accreditation will benefit from:

Demonstrating Commitment

Show customers, staff, residents, visitors, and regulators that the business actively promotes a safe and inclusive environment.

Increased Customer Confidence

Customers are more likely to visit and return to businesses where they feel safe, respected, and supported.

Improved Staff Wellbeing

Clear procedures, training, and support mechanisms help staff feel confident when dealing with incidents and safeguarding concerns.

Access to Resources and Training

Businesses can benefit from information, guidance, training opportunities, and local initiatives that support the evening and night-time economy.

Partnership Working

The Charter supports stronger relationships between businesses and:

- Cheltenham Borough Council
- Gloucestershire Constabulary
- Cheltenham BID
- Community Safety Partners
- Local businesses

Recognition and Promotion

Accredited businesses will receive:

- A Charter window sticker for display
 - Recognition on Cheltenham Borough Council's ENTE webpage
 - Demonstration of commitment to best practice within the local community
-

5. Charter Principles

Businesses signing up to the Charter agree to support the following principles.

Safety

Creating environments where customers, visitors, and staff feel safe.

Inclusion

Ensuring Cheltenham's evening and night-time economy is welcoming and accessible to everyone.

Respect

Promoting a zero-tolerance approach to harassment, discrimination, intimidation, and violence.

Partnership

Working collaboratively with local authorities, police, businesses, and community organisations.

Prevention

Taking proactive steps to reduce risks and prevent incidents before they occur.

Continuous Improvement

Maintaining standards through training, communication, and regular review.

6. Charter Requirements

To achieve and maintain Charter accreditation, businesses must demonstrate compliance with the following requirements.

6.1 Safety Champion

Requirement

Each business must appoint a named Safety Champion.

Purpose

The Safety Champion acts as the lead point of contact for:

- Staff welfare
- Customer safety
- Training requirements
- Reporting procedures
- Charter compliance

Responsibilities

The Safety Champion should:

- Promote a positive safety culture
- Support staff with concerns and reporting
- Monitor staff training
- Promote local initiatives
- Act as the point of contact during assessments

Evidence

Businesses should be able to demonstrate:

- A named Champion has been appointed
 - Staff know who the Champion is
 - The Champion understands their role
 - The Champion has completed all relevant training
-

6.2 Communication

Requirement

Businesses must visibly communicate their commitment to safety and inclusion.

Purpose

Clear communication helps customers and staff understand that concerns will be taken seriously, and that support is available.

Expectations

Businesses should display:

- Charter signage
- Ask for Angela signage
- Ask for Clive signage
- Information on reporting incidents
- Messaging regarding unacceptable behaviour

Good Practice

Signage should be:

- Clearly visible
 - Well maintained
 - Displayed in customer-facing areas
 - Displayed in staff areas where appropriate
-

6.3 Supporting Staff

Requirement

Businesses must create an environment where staff feel comfortable and confident reporting concerns.

Purpose

Many incidents go unreported because individuals fear they will not be believed, supported or taken seriously.

Expectations

Businesses should:

- Encourage open communication
- Promote confidential reporting
- Signpost support services
- Provide wellbeing support where available

Good Practice

Managers should:

- Regularly discuss behavioural expectations
- Challenge inappropriate behaviour
- Support staff following incidents
- Reinforce reporting procedures

Support Information

Staff should know how to access:

- Internal support procedures
- Local support organisations
- Employee Assistance Programmes (where available)

6.4 Incident Reporting Procedures

Requirement

Businesses must have a written procedure that explains how incidents are reported, recorded, and escalated.

Purpose

Consistent procedures ensure individuals receive appropriate support, and incidents are managed effectively.

Minimum Standards

Staff should know:

- How to receive a disclosure
- How to respond appropriately
- How to record information
- Who should be notified
- When police involvement is required
- When emergency services should be contacted

Responding to a Disclosure

When someone reports an incident, staff should:

1. Listen carefully.
2. Remain calm and professional.
3. Thank the individual for speaking up.
4. Reassure them that the matter will be taken seriously.
5. Explain available options.
6. Record details accurately.
7. Escalate in accordance with company procedures.

Record Keeping

Businesses should maintain accurate records of:

- Incidents
- Concerns raised
- Refusals (where applicable)
- Relevant CCTV evidence

Records should be factual, objective, and retained in accordance with the business's data management procedures.

6.5 Safety Measures

Requirement

Businesses must provide a safe environment for customers, visitors, and staff.

CCTV and Lighting

Businesses should ensure:

- CCTV systems are operational
- Equipment is regularly maintained
- Footage can be retrieved when required
- Internal areas are adequately lit
- External areas are adequately lit

Safe Space

Businesses should identify a safe space which can be used by individuals who require support following:

- Harassment
- Assault
- Welfare concerns
- Ask for Angela activations
- Ask for Clive activations
- Suspected spiking incidents

The space should:

- Be private where possible
- Be accessible
- Be supervised appropriately
- Allow an individual to remain safely while support is arranged

Partnership Working

Businesses are encouraged to work positively with:

- Gloucestershire Constabulary
- Police Alcohol Licensing Officers (PALO)
- Cheltenham Borough Council
- Cheltenham BID
- Community Safety Partners

Attendance at local partnership meetings, including Daysafe and Nightsafe meetings, is encouraged where appropriate.

6.6 Training and Initiatives

Requirement

Staff must receive appropriate training to support the objectives of the Charter.

Core Training

All relevant staff should receive training covering:

- Ask for Angela
- Ask for Clive
- Sexual harassment awareness
- Active bystander intervention
- Incident reporting procedures
- Counter Terrorism (ACT) awareness

Additional Requirements for Licensed Premises

Licensed premises should also provide training relating to:

- Responsible alcohol sales
- Challenge 25 and age verification
- Proxy sales
- Refusals procedures
- Spiking awareness
- Cheltenham Borough Council's ID Retention Policy

Training Records

Businesses should maintain records that include:

- Employee name
- Training subject
- Date completed
- Review date
- Employee signature
- Champion or manager sign-off

Refresher training should be completed at least every 12 months.

7. Recommended Assessment Process

The assessment process is intended to be supportive, proportionate, and evidence-based.

Step 1: Review Documentation

- Policies
- Procedures
- Training records
- Incident logs

Step 2: Venue Walkthrough

- Signage
- CCTV
- Lighting
- Safe space provision

Step 3: Staff Conversations

- Champion awareness
- Reporting knowledge
- Understanding of initiatives

Step 4: Outcome

- Compliant
- Minor actions required
- Significant actions required before accreditation

Assessment Standard

The Charter should be assessed using the principle:

"Can the business demonstrate that the requirement exists, staff understand it, and it is actively implemented?"

Evidence should not be limited to paperwork. Staff knowledge, venue conditions and day-to-day practices are equally important.

8. Maintaining Accreditation

Charter accreditation represents an ongoing commitment to maintaining high standards of safety, inclusion, and responsible business practice.

Businesses are expected to:

- Maintain Charter standards.
- Keep staff training up to date.
- Review policies and procedures regularly.
- Continue supporting local initiatives.
- Engage positively with partners and stakeholders.
- Comply with all relevant legislation and licence conditions.

Compliance Monitoring

As part of Cheltenham Borough Council's commitment to maintaining a safe and responsible evening and night-time economy, accredited businesses may be subject to monitoring and compliance activity.

For licensed premises this may include:

- Test purchasing operations.
- Reviews of age-verification procedures.
- Checks on refusals records.
- Reviews of staff training records.
- Monitoring compliance with Premises Licence conditions.
- Monitoring compliance with responsible alcohol retailing practices.

The purpose of these activities is to support businesses in maintaining high standards and protecting the public, particularly children and vulnerable people.

Reporting Concerns

Concerns relating to a business's compliance with the Charter may be reported by:

- Members of the public
- Staff members
- Partner agencies
- Responsible authorities
- Other businesses

Concerns should be submitted to:

licensing@cheltenham.gov.uk

Reported concerns may result in engagement with the business, the provision of advice and guidance, or a review of Charter accreditation.

Review of Accreditation

Where concerns are identified, Cheltenham Borough Council will seek to work constructively with businesses to achieve compliance.

However, failure to maintain Charter standards, engage with agreed improvement actions or comply with relevant legal requirements may result in a review or withdrawal of Charter accreditation. In this case, the information will be referred to the Community Safety Partnership for consideration.

9. Commitment Statement

By signing up to the Cheltenham Night-Time Economy Charter, businesses demonstrate their commitment to creating a safe, welcoming and inclusive environment for everyone who lives, works and visits Cheltenham.

Through partnership working, training, prevention and continuous improvement, accredited businesses help support a thriving, responsible and respected evening and night-time economy that reflects the values and aspirations of Cheltenham.