

CHELTENHAM BID

Local businesses
improving
our town



Cheltenham Business Improvement District Business Plan 2016–2021



www.cheltenhambid.co.uk

VOTE YES
FOR THE CHELTENHAM BID



Our Vision

“We aim to make Cheltenham a vibrant and prosperous town where businesses flourish and visitor numbers increase.

Whether you live or work in Cheltenham or are simply visiting, we want to ensure you enjoy our town centre, appreciate how much it has to offer and look forward to returning.”

Executive summary

A Business Improvement District, or BID, is a business-led and business-funded body formed specifically to make agreed improvements to a defined commercial area of a town or city.

In Cheltenham, it is proposed to establish a BID covering the High Street, Promenade, Montpellier and Brewery areas of the town centre.

Funds received from businesses within that area will be used only for the delivery of planned improvement activities which have been agreed with those businesses. These funds are not used to replace services that are provided by public agencies such as the police and local authorities; they provide new funding for new projects and services over and above those statutory obligations.

The Opportunity

This is your chance to help deliver £2 million of additional investment in the town centre over the next five years. It is a huge opportunity for Cheltenham which will give you the means to enhance business performance, improve trading conditions and increase footfall.

The Funding

The BID would be funded by a 1.25% levy on the rateable value of eligible businesses in the BID area. Businesses with a rateable value below £7,500 will be exempt, but may become involved by making voluntary contributions if they wish. The BID will also help generate additional funds over and above those received from the levy, as it provides a mechanism for accessing grants and other funding streams.

The Management

The BID will be run by an independent not-for-profit company controlled by private sector businesses within the BID area. It will have 15 volunteer board members chosen from amongst the businesses concerned and their role will be to ensure that the projects identified within this Business Plan are successfully delivered on time and within budget.

The Ballot

In order for the BID to be established, the businesses involved need to vote in favour via a postal ballot. This will require more than 50% of the votes cast to be in favour of the BID and the 'yes' vote must represent more than 50% of the total rateable value of all votes cast. If the ballot is successful, the levy will become mandatory on all eligible businesses in the BID area.

Ballot papers will be delivered in March to each business by post and must be completed and returned by 5pm on 28 April 2016. The results should be known in early May and, if the vote is in favour, the BID will commence on 1 August 2016 and will run for a five-year term.

The Decision

This is your BID and you decide whether it goes ahead. Do not miss out on such a huge opportunity to enhance the performance of your business and give our town the competitive edge that it deserves. Vote Yes for the Cheltenham BID.



Foreword



I am proud to live and work in Cheltenham which is a beautiful and vibrant town with so much to offer. We are renowned the world over for our festivals, top class horse racing, regency architecture and proximity to the Cotswolds countryside.

We have a wide range of leisure opportunities, excellent restaurants, great national and independent shops and a variety of clubs and bars to enjoy, coupled with low unemployment and a high quality of life. But all of that can make us complacent.

We must not stand still and let other towns and cities overtake us. We are surrounded by 'big-hitters' like Bath, Bristol and Stratford-upon-Avon, with our closest neighbour, Gloucester, experiencing a renaissance. We cannot afford to rest on our laurels if we want to continue to compete at the highest level and local businesses are telling us the town needs to do more and be more.

We want to create a Business Improvement District in Cheltenham town centre to give businesses the power and the funding to take action to improve our town. Businesses will decide on those improvements and make sure they happen.

Setting up a BID will enable us to make a significant, targeted and sustained investment in Cheltenham and will also open doors to additional funding opportunities such as sponsorship, grants and voluntary contributions. We will also work closely with partner organisations such as Cheltenham Borough Council and The Cheltenham Trust, lobbying strongly for further enhancements to our town.

Working together, we have a real opportunity to shape the future direction of our town and I hope that, when you have read this Business Plan, you will do what many businesses have already pledged to do – vote Yes for the Cheltenham BID.

Terri Brewster

Chair of the BID Project Team

Chair of the Cheltenham Business Partnership

Operations Manager of The Brewery Retail and Leisure Scheme

Introduction

The aim of the proposed BID is to give our businesses a direct say in the town's future in a way that has never been possible before.

Businesses would be responsible for deciding how a fund of more than £2 million would be invested over five years to improve the town.

This Business Plan sets out project ideas identified by local businesses that would make a real difference to the prosperity of the town. Effective marketing, car parking incentives, new events, structural improvements and business support have all been identified as key areas.

The plan also explains how the BID would work, how businesses would benefit and how it would be set up and managed.

More than 600 businesses will decide whether the BID goes ahead by voting in a ballot to be held in April 2016.



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What is a BID?

Since the introduction of Business Improvement District legislation in 2003, over 200 Business Improvement Districts have been created in town and city centres across the UK and the Republic of Ireland. Cheltenham would be the first BID in Gloucestershire.

The number of BIDs continues to rise around the country and they are increasingly considered as the model of best-practice for high quality town and city centre management. Those currently in operation in comparable centres within 50 miles of Cheltenham include Solihull, Leamington Spa, Worcester, Stratford-upon-Avon, Hereford, Bath, Oxford and Bristol.

BIDs are funded through a levy calculated as a small percentage of business rates, with the levy percentage varying depending on the needs of the area in question. Most BIDs set a levy of between 1% and 2%. In Cheltenham, it is proposed that each business would pay a levy of 1.25% of the rateable value of their premises.

It is important to note that the intention of a BID is to add projects and activities over and above those which are already taking place in the town. A BID is not, therefore, a mechanism for any public or private sector body to cease to provide established activities.

The maximum term covered by a BID Business Plan is five years and the continuation of any BID beyond this term would require a renewed Business Plan and a re-ballot of the businesses within the BID area. Over 75 BIDs have achieved a successful re-ballot and several are within their third BID term, having achieved two subsequent re-ballots.



I'm pleased to support this initiative to introduce a Business Improvement District in Cheltenham. The Council has been working closely with local businesses for years and has been jointly funding the town centre manager role through the Cheltenham Business Partnership. The BID builds on that and would generate the funding for the exciting projects that the local business community are proposing in this plan.

Steve Jordan, Leader, Cheltenham Borough Council

How could your business benefit?

Independent retailers

- Distinct promotional campaigns to highlight the range and quality of speciality independent businesses – both collectively and individually
- The opportunity to participate in a number of new events and projects to raise the profile of your business
- Discounted costs on a range of business overheads negotiated on your behalf by the BID – likely to include reduced energy, insurance, waste disposal or telecoms costs
- Access to a range of professional and support services arranged for the town by the BID

National retailers

- Being part of a network of major retailers, enabling you to share and gain in-depth trading insights
- Access to key town centre performance information, such as footfall data, sales performance, car park occupancy and vacant unit trends
- The ability to collaborate operationally over seasonal trading campaigns, notably Christmas
- Promotion and marketing of Cheltenham to a wider and more targeted local and regional audience

Leisure and entertainment sector

- As with the independent retail sector, promotional campaigns to highlight the range and quality of food and drink businesses – both collectively and individually
- The creation of events and projects to directly involve and promote the range of leisure and cultural opportunities in the town
- Work towards the town being awarded the coveted and nationally recognised Purple Flag status, which recognises excellence in the evening economy

Professional and office sector

- Additional networking meetings and events aimed specifically at the professional businesses within the town centre
- The ability to promote your services to more than 500 other town and city centres through regular BID communications
- Greater co-ordination and interaction with regional bodies, such as the Local Enterprise Partnership

Businesses, not bureaucrats, know what's best for our high streets. This BID would put Cheltenham businesses firmly in the driving seat, and has the potential to deliver the better marketing, more intelligent parking, and improved public realm that our town is crying out for. Properly administered, I believe this BID could help put Cheltenham back on top.

Alex Chalk MP for Cheltenham

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The proposed projects

A feasibility study was carried out in early 2015 to establish whether businesses would support the introduction of a BID and opinion was overwhelmingly positive. Since then, a major consultation exercise has taken place with the following project ideas being developed as a result.

Marketing and promotion

You said...

- Cheltenham as a destination needs more promoting
- Independent shopping areas need to be marketed more efficiently
- People simply don't know how much Cheltenham has to offer

So we will...

- Develop marketing campaigns to highlight the strengths of Cheltenham, to include promoting our events, food and drink venues, retail offer and the key Christmas period
- Produce regular shopping and events guides in print and online
- Create high-quality town centre branding and imagery to support a series of year-round promotions targeted at key audiences and catchments
- Carry out regular market research to identify how current users (local people and visitors) of the town think it could be improved and to identify potential new visitor sources
- Create targeted promotions to increase footfall during currently quieter trading periods
- Utilise social media to draw people into the town
- Establish links with partner organisations to develop collaborative projects which better promote the town's profile regionally, nationally and internationally

Proposed budget £437,000 over five years

SuperGroup Plc, owner of Superdry, is well established in the UK with a growing global presence. In our experience towns and city centres that have implemented a Business Improvement District (BID) are particularly competitive and 'ahead of the game'. We are supportive of the principle of BIDs and can see how Cheltenham would benefit from having one.

**Nigel Jobson, Head of Property,
SuperGroup Plc**

Business support

You said...

- Find cost savings through businesses working together
- Implement a business loyalty scheme
- Introduce a hit squad to improve cleanliness and tidiness

So we will...

- Implement group purchasing initiatives to save day and night-time economy businesses money on overheads such as energy, insurance, telecoms and waste disposal
- Employ town centre Ambassadors with a combined role of welcoming people to the town and working closely with businesses to achieve the ambitions of the BID. They would also troubleshoot issues and lobby the relevant organisation to take action
- Support the work being done to achieve the prestigious Purple Flag status to recognise and raise the quality of Cheltenham's evening and night-time offer
- Investigate the introduction of a loyalty card scheme for business staff to encourage them to use both day and night-time businesses
- Develop a recruitment pack to help highlight the benefits of working in Cheltenham
- Produce regular updates for businesses on the issues which are important to them and provide key performance information for the town
- Lobby for improved connectivity (online, Wi-Fi and 4G) for the town's businesses and visitors
- Investigate potential funding, with police and other partners, of a multi-use, flexible community vehicle to be used for public advice and safety purposes
- Support University of Gloucestershire's community street patrols, which assist patrons of night-time businesses

Proposed budget £405,000 over five years

Anyone who lives and works in Cheltenham will realise what a wonderful place it is, but even towns such as this are capable of improvement. The BID would give us all an opportunity to look closely at the town and to take every opportunity to develop and improve the offer to businesses, residents and visitors alike. There is much that can and should be done and this initiative is one we should all embrace.

**Chris Barry, Area Director,
Future Williams & Glyn Team**

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The proposed projects

Town centre events

You said...

- We do not bring in enough daytime shoppers
- Think big – become a capital of street entertainment
- Make visits to the town memorable and remarkable

So we will...

- Develop two major new annual events. Ideas already include a major street entertainment event, a modern circus performance for the town centre and a 'Lighten up Winter' event
- Arrange new comedy, music and arts events to promote licensed premises in the town
- Improve the Christmas lights switch-on event, once the town centre redevelopment is complete, providing better lights and creating a Christmas Lights 'pathway' between the town centre and Montpellier
- Extend and capitalise further on established events to ensure that town centre businesses benefit even more from these

Proposed budget £447,500 over five years

Public realm improvements

You said...

- Our pavements and pedestrianised areas are not up to scratch
- The environment could be made even more attractive
- It is hard to get people to go from one district to another in Cheltenham

So we will...

- Create imaginative, wayfinding trails to link the main areas of the town with each other
- Lobby for improvements to the provision, appearance and maintenance of public seating
- Install attractive promotional town centre banners with real impact
- Lobby for improvements to pedestrianised areas and crossings
- Co-ordinate our work with that of the borough and county councils to maximise the quality and extent of public realm improvements

Proposed budget £125,250 over five years

It is essential that we all play our part in promoting and presenting this unique town of ours at its best. The Cheltenham BID project is the mechanism to do this.

Steve Newman – Manager, Yo Sushi!, Cheltenham

Parking and accessibility

You said...

- Reduce the expense of parking
- Increase our ability to lobby for parking improvements
- The parking strategy is a disincentive to people visiting the town

So we will...

- Lobby for parking charge reductions for targeted trading periods if market research confirms this is important to visitors
- Lobby for parking restrictions to start later on weekend mornings to allow drivers to leave their cars overnight
- Link with public transport operators to provide better services at key times, especially during the evening and at night
- Negotiate reduced bus fares and parking charges for staff of BID levy paying businesses
- Work closely with partner organisations to ensure the town's road layout and pedestrian linkages are improved

Proposed budget £135,000 over five years

Cheltenham Racecourse is a very active participant in the sporting, social and economic life of Cheltenham. Despite being located outside the boundary of the Cheltenham Business Improvement District, Cheltenham Racecourse recognises the importance that the town centre has to business, investment and visitors and we see the proposed BID as a mechanism to support this.

**Ian Renton, Regional Director,
Cheltenham Racecourse**

Cheltenham is a beautiful town and we now have a fantastic opportunity thanks to the Cheltenham BID to help the town evolve into an attractive place to visit all year round, a genuine legacy for future generations to appreciate.

**Margaret Cavanagh, Chair of
Montpellier Traders Association,
and of Neal's Yard Remedies**

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The Cheltenham Trust sees the Cheltenham BID as a massive opportunity for the town and very complementary to our agenda. The Trust and the Cheltenham BID working seamlessly together would add some real firepower to the town so that Cheltenham becomes an even better place to live, work and visit.

Julie Finch, CEO, The Cheltenham Trust

The licensed trade faces unique challenges, including changing legislation and a need to balance commercial concerns with a duty to promote responsible drinking. The BID would enable better communication between businesses, licensing authorities and other stakeholders.

Jimmy Elias, Operations Director, Moomoo, Fever and Kukui Nightclubs & Chair, Cheltenham Nightsafe

The proposed BID is an exciting opportunity for the town centre and for businesses to join a group that will bring together the passion of businesses and like-minded individuals. The ATCM is a strong supporter of BIDs but the real endorsement comes from the business community that votes for its development.

Mark Ross, BID Programme Manager, Association of Town & City Management

Proposed 5-year budget

Most BIDs are for a five-year term and it is proposed that Cheltenham's BID would be established for this period, operating between 2016-2021 in order to allow the maximum amount of time for projects to become embedded and to generate positive results.

The Cheltenham BID would be run as a non-profit making organisation and so the budget within this Business Plan proposes income as being equal to expenditure over the life of the BID.

The bulk of BID income is derived from the business levy and a prudent anticipated collection rate of 97%. Other BIDs have been proven to generate significant additional income in the form of grants, sponsorships, voluntary business contributions and trading activities as they develop. We are projecting that the Cheltenham BID would generate at least an additional 15% of income by the end of its first 5-year term, creating an additional 15 pence for every pound invested by businesses.

The proposed budget is therefore as follows:

Cheltenham BID: Outline budget 2016-21	2016-17	2017-18	2018-19	2019-20	2020-21	Total
BID levy income	£422,000	£460,750	£460,750	£460,750	£460,750	£2,265,000
Less collection charges	£13,500	£13,500	£13,500	£13,500	£13,500	£67,500
Late Night Levy payers	£40,000	£0	£0	£0	£0	£40,000
Total income	£368,500	£447,250	£447,250	£447,250	£447,250	£2,157,500
Expenditure						
Marketing & Promotion	£65,500	£86,500	£95,000	£95,000	£95,000	£437,000
Parking & Accessibility	£20,000	£25,000	£30,000	£30,000	£30,000	£135,000
Town Centre Events	£70,000	£92,500	£95,000	£95,000	£95,000	£447,500
Public Realm Improvements	£12,750	£27,000	£28,500	£28,500	£28,500	£125,250
Business Support	£65,000	£85,000	£85,000	£85,000	£85,000	£405,000
Administration & Overheads	£71,500	£90,000	£90,000	£90,000	£90,000	£431,500
Development Loan Repayments	£42,500	£17,500	£0	£0	£0	£60,000
Contingency	£21,250	£23,750	£23,750	£23,750	£23,750	£116,250
Total expenditure	£368,500	£447,250	£447,250	£447,250	£447,250	£2,157,500

Notes on budget

1. Assumes levy collection of 97%.
2. Contingency has been set at 5%, as per industry guidelines.
3. Year 1 assumes income and expenditure for part of the financial year, as per Cheltenham ballot timescales.
4. Administration and overheads have been capped at 20% to be consistent with industry guidelines.
5. BID levy collection costs have been agreed at £21.55 per unit, which is well within the industry maximum of £35 per unit.



How much will it cost your business?

The cost to each business is a small percentage of their rateable value and so is based on the size and location of their premises. The levy represents an investment in the town by each business which, for a relatively small sum, is almost certain to generate a considerable return.

Businesses in Cheltenham have told us that they would support a basic levy of 1.25% which means that the BID would cost your business the following amount per year:

Standard levy rate – 1.25%	
Type of business	Cost per year
Small: Rateable Value of £10,000	£125
Medium: Rateable Value of £75,000	£937.50
Large: Rateable Value of £150,000	£1,875

For managed shopping and entertainment centres, we have followed national best practice and proposed a reduced levy of 1% in view of the additional fees already paid for services in these centres.

The median Rateable Value within the Cheltenham BID area is approximately £61,500, with the majority of businesses falling well below this figure. For most businesses, the cost of the BID levy will be less than £2 per day.

Assessing the effectiveness of the BID

The Cheltenham BID proposes a very clear vision and would also establish a number of activities to measure the impact of the projects contained within this plan. These would be communicated back to all BID businesses and would include:

- Establishing, measuring and reporting on a package of town centre indicators, to include sales performance, pedestrian footfall and vacant unit levels
- Organising an annual survey of BID businesses to seek detailed feedback on their perception of the performance of the town and the BID
- Extensive and regular informal interaction with BID businesses to gain information on the workings of the town and the BID
- Producing and distributing an Annual Report to BID members to track progress and continue to develop activities in line with business feedback
- Inviting all BID levy-payers to an AGM to report back to them on operational, project and financial management



The proposed BID area

A4019 to Tewkesbury,
M5 North Junction 10,
Gallagher Retail Park

Pittville Pump Room, leisure@Cheltenham,
Racecourse, Coach Parking, Park & Ride and
A435 to Evesham

The business feedback has indicated that a BID should occupy the area shown on and within the green line on the map, which includes the following main streets:

- Bennington Street
- Cambray Place
- Clarence Street (part)
- High Street (part)
- Imperial Square
- Monson Avenue
- Montpellier Arcade
- Montpellier Avenue
- Montpellier Parade
- Montpellier Street
- Montpellier Terrace
- Montpellier Walk
- North Place
- Ormond Place
- Pittville Street
- Promenade
- Queen's Circus
- Regent Arcade
- Regent Street
- The Brewery
- Winchcombe Street

For a more detailed map showing individual business properties, visit www.cheltenhambid.co.uk

Baseline and operating agreements

In developing this BID proposal, we have carried out extensive consultation with Cheltenham Borough Council over a number of aspects and the Borough Council have consistently supported the BID project.

Specifically, we have worked with the Council in assessing the levels of service which are currently provided by the public sector in the town, which has led to the development of agreed 'Baseline' levels of operation. The BID would deliver additional activities over and above this level of service. We have also drawn up an Operating Agreement, which details the proposed arrangements for BID levy collection.

Both the Baseline Agreement and the Operating Agreement are available for any potential BID levy payer to view on the BID website.

How we developed the proposed levy

When setting the proposed levy for Cheltenham, we took both the results of the business survey and subsequent consultation with businesses, and also the levels set by a number of established BIDs, which we have used for comparison. We have therefore chosen to set the basic annual levy at 1.25% of the rateable value of the premises.

This figure is slightly less than the average of the comparative BIDs we have used, although it is also sufficient to generate a significant income which is needed to carry out the projects that businesses have told us that they want to see enacted.

The following BIDs are considered to represent a comparable sample range to Cheltenham in terms of size, geographical spread, BID levy percentage and overall income.

Town	% RV Levy	Levy Number	Approximate Levy Income
Bath	1	655	£641,400
Bedford	2	550	£480,000
Cheltenham	1.25	637	£447,250
Hereford	1.2	481	£271,000
Kingston upon Thames	1	700	£930,000
Leamington Spa	1.5	376	£300,000
Lincoln	1	810	£385,000
Solihull	1	473	£520,000
Stratford-upon-Avon	1.45	485	£345,000
Winchester	1.5	827	£498,000
Worcester	1.5	645	£396,000
Average of the above	1.3	600	£476,640

Levy reductions and exemptions

We propose applying reductions or exemptions to the levy in the following cases:

Proposal

- The BID levy will not be payable by businesses with a rateable value of less than £7,500
- Tenants within managed shopping and entertainment centres to receive a 0.25% discount – so they would pay a 1% levy
- Businesses paying the Late Night Levy should not pay both the BID levy and the Late Night Levy. It is proposed that the LNL will cease on 31 March 2017 and that the BID would carry out improvement projects for the evening economy

Reason

- This removes anomalies such as parking spaces, advertising hoardings and telecommunications masts. It also removes the liability for very small businesses which may not benefit as much from the BID
- These businesses already pay service charges to their landlords for extra facilities, events and marketing. The discount reflects the fact that they should not have to pay twice for some services
- In year 1 of the BID, any business paying the Late Night Levy would have their BID levy reduced by that amount. In subsequent years they will only pay the BID levy. This means that no business would pay both the Late Night Levy and the BID levy

What has been achieved by other BIDs

The following are just a few examples of the achievements of established BIDs:

● **Marketing and promotion**

Retail Birmingham developed their major Shop Shop marketing campaign in 2014, which involved high quality design and branding using outdoor, online, digital, radio and train panel advertising, with an estimated reach of over 1 million consumers

● **Parking incentives**

Worcester BID has developed a range of parking offers for BID businesses with car park owners and operators in the city. This enables businesses to provide discounted rates to staff and subsidised parking to key customers

● **Further town centre events**

Bath BID created a series of major city centre events, including a month-long food festival – the Great Bath Feast – which attracts more than 100,000 visitors into the city centre area during that time

● **Public realm improvements**

Colmore BID carried out a major public realm improvement scheme within the heart of its area which created a very high-quality new public square

● **Signage**

Newquay BID is currently developing a major signage and wayfinding project throughout the town in order to greatly improve the visitor experience

The feasibility study

Businesses have been at the heart of developing the BID proposal at all stages.

Firstly, businesses in central Cheltenham were asked for their views in early 2015, via an open survey, which was available as an online form or through a face-to-face business visit. The survey was structured to seek the views of businesses on which improvement projects they considered would boost their performance. We also wanted to test whether they believed there should be a Business Improvement District. A strong and representative sample of 96 responses (representing a response rate of approximately 15% based on the final size of the BID proposal) was received and the main messages were as follows:

- Businesses were very supportive of a Business Improvement District
- The focus of BID projects should be:
 1. Marketing and promotion
 2. Parking & accessibility improvements
 3. Further town centre events
 4. Public realm improvements to make the town centre more attractive
- The proposed boundary of the BID should cover the core town centre area as well as The Brewery and Montpellier
- A 1.25% BID levy would be acceptable to businesses

42% Business satisfaction about how Cheltenham is currently performing was mixed, with **42%** fully or very satisfied with the town as a tourist destination, but only **21%** fully or very well satisfied with it as a retail destination



83% were in favour of the BID concept being tested in a ballot, **15%** were undecided at the survey stage and only **2%** were against the idea of a ballot



Respondents also cited the range of **shops** as a reason for underperformance and felt that there is currently too little to distinguish Cheltenham from its competitors

Businesses said Cheltenham underperformed because of its **car parking** policies, too little promotion of the town and too few independent retailers



The main competitor locations were considered to be **Bath, Bristol** and the **internet**. **Oxford, Cirencester** and **Cheltenham's** out-of-town shops were also deemed to have a significant effect on the centre

75% **75%** of respondents felt that Cheltenham would benefit hugely or quite a lot from the additional spend a BID would bring, with only **4%** believing that there would be no benefit

Consultation with businesses

Extensive consultation has taken place with town centre businesses and other stakeholders since the initial survey and the following communication channels have been established:

- Production and distribution, in electronic and hard copy format, of detailed BID information newsletters from August 2015
- Numerous direct visits to businesses
- Establishment of a network of businesses which is actively championing formation of the Cheltenham BID
- Launch of the Cheltenham BID website – www.cheltenhambid.co.uk
- Creation of BID Facebook, Twitter and Linked-In communications
- Drop-in events for town centre businesses
- Contact with the head offices and regional management for national businesses

Supporters of the BID

The following businesses and organisations have already confirmed their support:

- Big Sleep Hotel
- Boots
- The Brewery
- Carousel
- CGT Lettings
- Cheltenham Borough Council
- Cheltenham Chamber of Commerce
- Cheltenham Racecourse
- The Cheltenham Trust
- Gloucestershire Media
- East
- Future Williams and Glyn
- Gusto
- Harry Cook
- Hotel du Vin
- Jo Malone
- Keith Scarrott Shoes
- Montpellier House
- Moomoo, Fever and Kukui nightclubs
- Neal's Yard Remedies
- Nicholas J Upton and Partners
- Paragon Art Gallery
- Radley
- Regent Arcade Shopping Centre
- SuperGroup
- Yo Sushi!

The Cheltenham BID would play an integral part in making the town a more welcoming place for visitors. If we improve the town centre we would not only increase the number of new visitors to the area but also encourage return visits.

**Amy Broomhall, Manager,
Boots, Cheltenham**

VOTE YES
FOR THE CHELTENHAM BID



The BID timeline

We have followed national best practice in taking the allocated time to fully consult businesses in the production of this Business Plan and the ballot will take place in April – a year after we began to seek the views of local companies.

Date	Milestone
April 2015	Business survey
May-November 2015	Extensive consultation with businesses in developing the draft Business Plan projects
November 2015	Formal notification to Secretary of State of intention to hold a ballot and to issue a Business Plan
December 2015	Formal notification to Billing Authority of intention to hold a ballot and to issue a Business Plan
February 2016	Launch of Business Plan
March 2016	Notice of ballot
31 March 2016	Ballot papers issued
28 April 2016	Ballot Day
May-July 2016	Board of directors and staff appointed, subject to a positive business vote
1 August 2016	BID company starts operating, subject to a positive business vote



The proposed BID board

If the ballot is successful, a new company will be created swiftly to manage and run the BID. It is proposed that a board of 15 volunteer company directors will be formed from levy-paying organisations to create a representative and business-led group to oversee the financial, managerial and operational activities of the BID. Board members will have no financial gain from being on the board. The majority of the board will come from private-sector organisations and the board will always be chaired by a private-sector member to ensure that the BID retains its strong business focus. This company will be Limited by Guarantee, which caps the financial liability for each director at a maximum of £1.

The proposed make-up of the board is as follows:



The board of directors would be fully accountable to BID levy payers and would consist entirely of representatives from BID levy paying organisations – so would be senior figures within the organisation of which they are part. The board would meet regularly and receive both management and financial reports at each meeting and would communicate regularly with you as a levy payer on all matters, including progress against this Business Plan.

All BID levy payers would be entitled to attend meetings of the board to raise all matters and the board would also follow industry best-practice in the following areas:

- Being subject to independent, accredited, external audit, leading to the production and submission of an annual report, annual accounts and the submission of statutory financial and corporation tax returns
- Producing regular updates to BID levy payers, including an annual report
- Allowing the rotation of board representatives as required

Cheltenham is already a great town to do business in, but we must always be thinking of the future and how we can ensure that we remain competitive. We want Cheltenham to continue to be an attractive place to work in and somewhere that will encourage visitors to 'linger longer' to enjoy what the town has to offer. We see the Cheltenham BID as an investment to help achieve this aim.

**Scott Lahive, Centre Manager,
Regent Arcade Shopping Centre,
Cheltenham**

VOTE YES
FOR THE CHELTENHAM BID



The voting process

By law, in order for a BID to be established, a ballot of eligible business listed on the local Billing Authority's Rating database has to be held. The voting process has to be conducted entirely by post.

The votes are sent to either the tenant of the business or the landlord (in the case of vacant units) within the boundary set for the BID. An independent organisation called the Electoral Reform Services has been appointed to carry out the voting process in Cheltenham.

For the BID ballot to be successful, two requirements must be met:

1. A majority of those who vote must have voted yes.
2. The total rateable value of those businesses which vote yes must exceed the rateable value of those which vote no.

The ballot papers will be sent out on 31 March 2016 and completed papers must be received by post at the Electoral Reform Services offices no later than 5pm on Thursday 28 April 2016. The result will be announced as early as possible in May 2016.

The proposal

The BID would be regulated by legislation and the main rules would be as follows:

- This is a first BID proposal to cover the period 1 August 2016 to 31 July 2021 inclusive
- The BID would deliver additional services over and above those provided by the public sector
- All national non-domestic ratepayers within the proposed boundary would be liable to pay the BID levy, with the exception of any business with a rateable value below £7,500, which will be exempt
- The BID levy would be set at 1.25% of business rateable value except for businesses within managed shopping and entertainment centres where the levy would be 1%
- The BID levy will apply from 1 April each year and will be applied proportionally if required in any part of the financial year
- £60,000 of the costs in developing this BID proposal are to be recovered through the BID levy between 1 August 2016 and 31 July 2021

A more detailed information document is available to view on the BID website – www.cheltenhambid.co.uk

BIDs across the country have shown just how successful collaborative marketing can be. With an integrated approach, we can achieve much higher reach and impact. We can also deliver a much better return on investment for individual businesses.

Anthony Wardle, Paragon Art Gallery, Montpellier

Frequently asked questions

This section is designed to answer a few common questions about what is being proposed.

Is the BID truly business-led?

In Cheltenham, the BID has been proposed and led by a business organisation – the Cheltenham Business Partnership – and would be governed by a business-led board of directors. Planning has also involved public-sector partners and those from appropriate local organisations. These strong links between all sectors would be enhanced.

Is all the money spent within Cheltenham?

All of the BID income would be used on the projects contained within this Business Plan and/or other projects agreed subsequently with the business community. No money would be diverted away from the BID Company and 100% of the income would be spent on running the BID and delivering its improvement projects.

Where will ballot papers be sent?

The ballot papers are posted using the details held by the Local Billing Authority, which have been checked to ensure that the correct details have been used for all liable businesses.

Have all businesses been involved?

As well as the initial survey, the BID team have met and communicated with as many businesses as possible and have aimed to engage with all businesses concerned at both local and head office level. Meetings have been held with representatives of different sectors, drop-in sessions have been organised and the team has held hundreds of face-to-face conversations with businesses. There has also been significant publicity about the project in the local media and on social media.

How have these proposals been developed?

Industry guidelines have been followed to ensure industry best practice. This has involved advice from British BIDs, the Association of Town & City Management and BID legislation itself.

The Cheltenham Chamber of Commerce believes that the BID is a great opportunity for local businesses, whatever their size, to join together and raise the profile of Cheltenham town centre. Clearly it is in the Chamber's interest to ask our members, who are located within the BID boundary, to vote positively in support of the town's bid.

Michael Ratcliffe – CEO, Cheltenham Chamber of Commerce

Picture credits:

VisitCheltenham; Gloucestershire Echo and Monkey Business Images.

All information is correct at time of printing.

VOTE YES
FOR THE CHELTENHAM BID





For further information on any aspect of this Business Plan, please contact:

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