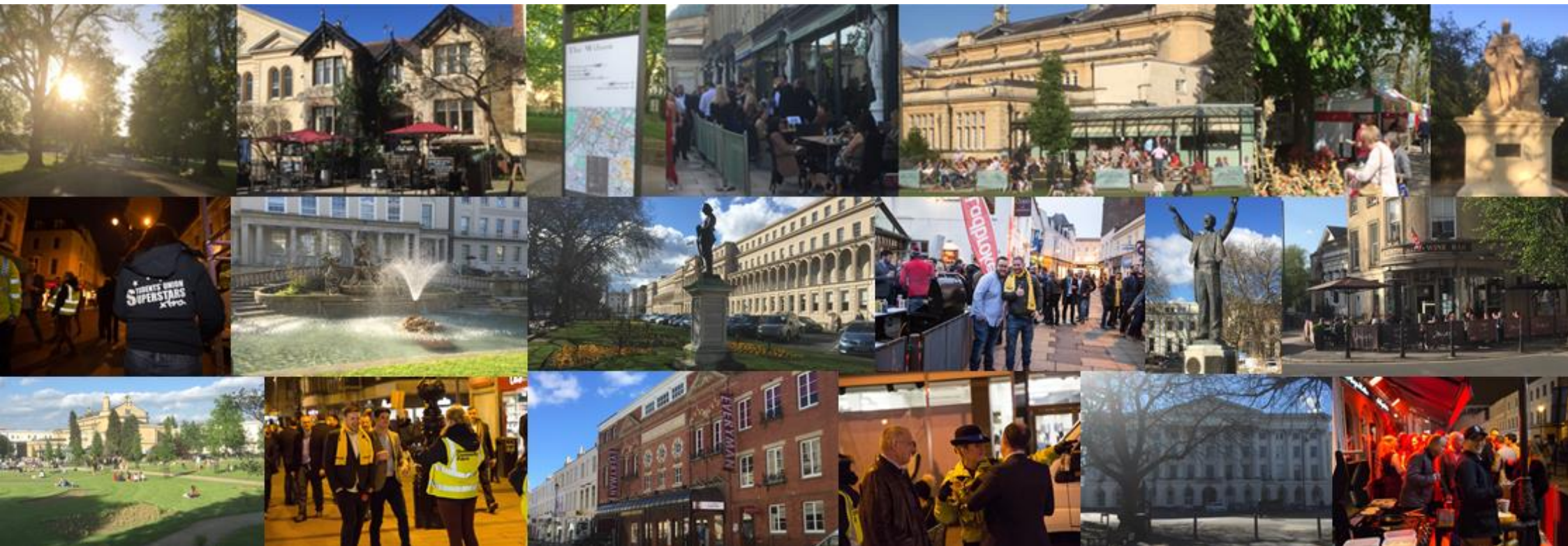




# Cheltenham Town Centre Purple Flag Submission 2016



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## Our partnership



## Our area

Cheltenham is a regency spa town and borough which is located on the edge of the Cotswold Hills. The town expanded significantly in the 18<sup>th</sup> and 19<sup>th</sup> centuries when it developed as a pleasure health resort for the wealthy. This legacy remains with the town offering an exceptional range of restaurants, accommodation and entertainment befitting a much larger town or city. The town acts as a regional shopping centre with a mix of large national retailers as well as smaller independent boutique style shops.

With a population around 115,000 the town is home to Government Communications Headquarters (GCHQ), a number of multi-national companies, the University of Gloucestershire and Gloucestershire College.

Cheltenham has gained a reputation for being an international festival town with nationally and internationally famous contributors and attendees visiting the festivals for literature, jazz, science and music. Cheltenham is also the home of steeplechase horse racing with the famous racecourse situated at the northern edge of the town attracting around a quarter of a million visitors to the Gold Cup race meeting held over four days in March each year.


In addition to its many internationally recognised festivals, Cheltenham has a wide variety of premises contributing to the evening and night time economy (ENTE). Within the designated Purple Flag area, Cheltenham's offer includes 63 restaurants – including several award winners, many of which are featured in the Michelin Guide; 44 pubs and bars (including café-bars and gastropubs) – including the current CAMRA National Pub of the Year; 31 venues providing leisure, arts or other facilities not associated with alcohol; and 5 nightclubs catering for a variety of ages and music tastes, including live music.

In 2016 the Sunday Times named Cheltenham as one of the best places to live in the UK – “This has to be one of the most highly fancied spa towns in Britain.”

## Our working group and the organisations they represent

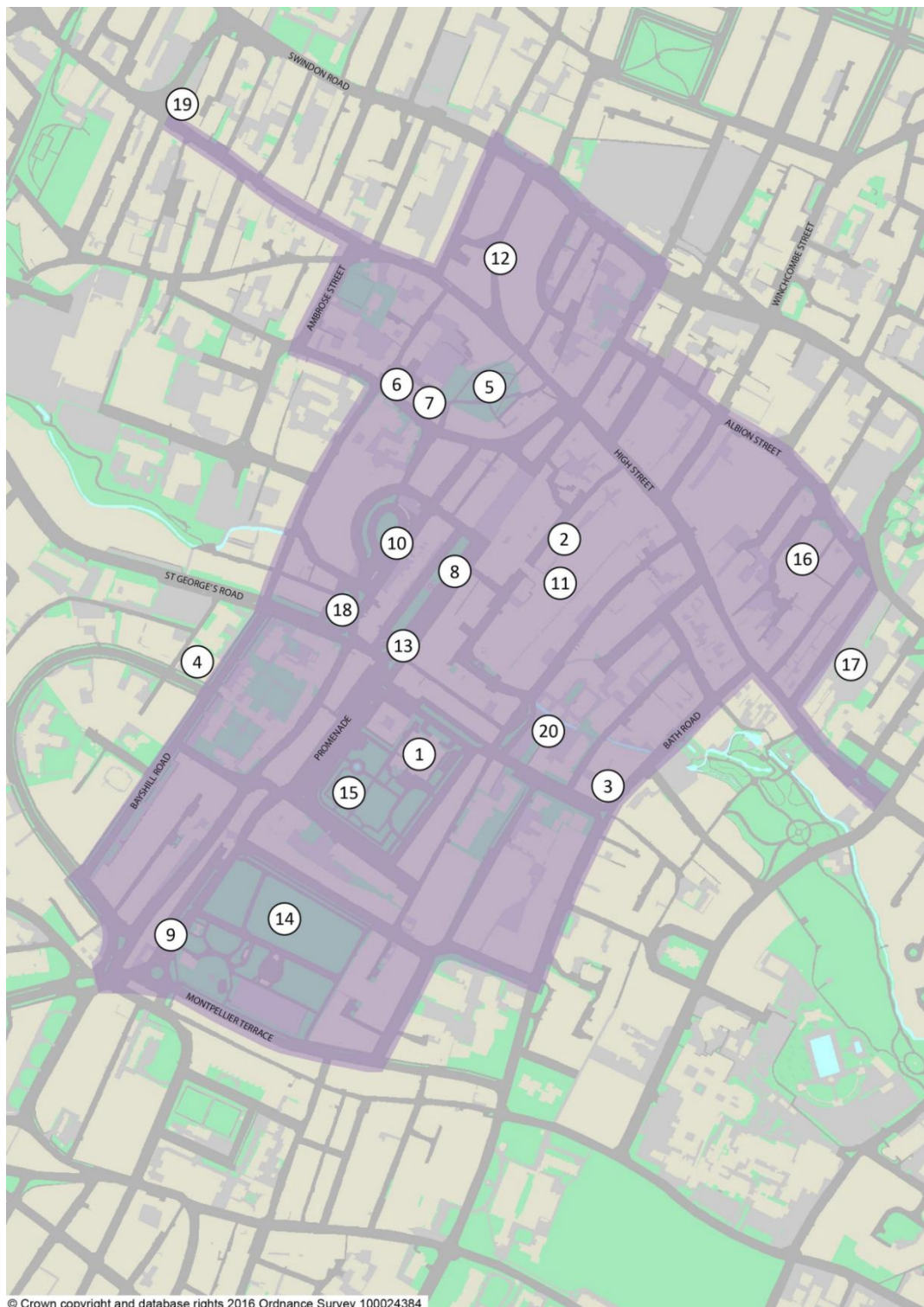
**Insp Tim Waterhouse** – Gloucestershire Constabulary  
**PC Steve Kiernan** – Gloucestershire Constabulary  
**Damon Blandford** – Office of the Police and Crime Commissioner  
**Kevan Blackadder** – Cheltenham Business Partnership  
**Jimmy Elias** – Chair of Cheltenham Nightsafe and operator of several town centre venues  
**Bernice Thomson** – Cheltenham West End Partnership and voluntary sector  
**Linda Farrall** – University of Gloucestershire  
**Hope Fawsitt** – University of Gloucestershire  
**Phil Cooper** – Cheltenham Borough Council  
**Colin Pilsworth** – Cheltenham Borough Council

## Key issues we face in improving the Purple Flag area

- Ensuring that Cheltenham's ENTE fully represents the wide diversity of its residents and visitors
  - Improving people's perceptions of the town as a safe, welcoming place throughout the day and night, through the promotion of our successes and addressing any perceived shortcomings
  - Bridging the gap between the traditional retail closing time and the start of evening activities, through encouragement of shops and street-markets to cater for later shoppers
  - Increasing the number of entertainment and arts venues operating after retail business ceases at 5.30pm, particularly those providing activities that are not predominantly drink-related
  - Improving the street scene in some locations to increase their attractiveness
- 



## Location map: proposed Purple Flag area



- |                         |                                  |                               |
|-------------------------|----------------------------------|-------------------------------|
| 1. Cheltenham Town Hall | 8. Promenade taxi rank           | 15. Imperial Gardens          |
| 2. Everyman Theatre     | 9. Montpellier taxi rank         | 16. Town Centre East car park |
| 3. Playhouse Theatre    | 10. Royal Well bus/coach station | 17. St James Street car park  |
| 4. Parabola Arts Centre | 11. Regent Arcade                | 18. Royal Well car park       |
| 5. Cheltenham Minster   | 12. The Brewery Quarter          | 19. West End car park         |
| 6. Cheltenham Library   | 13. The Promenade                | 20. Rodney Road car park      |
| 7. The Wilson           | 14. Montpellier Gardens          |                               |

## **CORE AGENDA THEME 1 – WELLBEING**

### **HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?**

Cheltenham Borough Council has for over a decade worked with a range of strategic and operational partners to ensure that the town's vibrant ENTE continues to thrive and prosper whilst at the same time reducing crime and disorder associated with the consumption of alcohol. The result of these efforts has been a steady and sustained reduction in such incidents over this period.

### **CURRENT STANDARD OF AREA**

For many years Cheltenham has been committed to developing a wide range of partnership schemes designed to promote the safety and wellbeing of its residents and visitors. Through the successful implementation and maintenance of such initiatives, Cheltenham has a long and established history of improving and maintaining the town as an attractive place for residents and visitors. Examples of some of these initiatives include:

#### **Nightsafe**

Cheltenham's Pubwatch scheme, Nightsafe, is a strong and effective partnership initiative aimed at reducing crime, disorder and antisocial behaviour in the ENTE. Members include the police, the council and around 75 premises licensed to sell alcohol or late night refreshment, predominantly in the town centre. Members have the benefit of a dedicated coordinator, a radio link scheme providing direct contact with other members, police and the CCTV control room, an offender exclusion scheme, regular licensing updates and a secure online database providing information about excluded offenders and alerts.

<http://www.cheltenham-safe.org/?q=content/night-safe>

Nightsafe has developed as the primary means of delivering initiatives to combat crime and disorder in the ENTE. Members agreed to implement a code of practice for the provision of sexual entertainment during the busy March race festival each year and more recently voted to implement a ban on 'legal highs', including nitrous oxide ahead of legislation which has since banned the sale of such substances.

[https://www.cheltenham.gov.uk/download/downloads/id/3525/draft\\_amended\\_policy\\_statement.pdf](https://www.cheltenham.gov.uk/download/downloads/id/3525/draft_amended_policy_statement.pdf)

<http://www.cheltenham-safe.org/?q=content/cheltenham-clubs-and-bars-say-no-legal-highs>



### **Reducing Alcohol Related Violence (RARV) project and Codes of Practice for ENTE**

The RARV project was launched in Cheltenham in 2006, with funding from Government Office South West, with the aim of reducing alcohol related violence within the borough of Cheltenham. This was to be achieved through the development of codes of practice, an action plan and maximising new powers from the 2003 Licensing Act. The intention was for Cheltenham to become a regional hub of best practice.

In March 2007 the project launched a set of codes of practice for all sectors of the ENTE – the first such set of codes produced in the UK – laying down common sense principles designed to reduce and prevent harm and nuisance. Cheltenham's codes of practice were acknowledged as best practice by the Home Office. They were reviewed and updated in 2014/15 and have been published in a mobile friendly web app to ensure that the advice is easily accessible any time day or night.



[http://www.cheltenham-safe.org/sites/default/files/final\\_published\\_april\\_15.pdf](http://www.cheltenham-safe.org/sites/default/files/final_published_april_15.pdf)

### **Enhanced training in conflict management for door staff**

In 2008/9 in another example of forward thinking, door supervisors working at venues within the town received enhanced training in conflict management. The value of such training was nationally recognised and was subsequently incorporated into the compulsory training required to obtain a door supervisor's licence from the Security Industry Authority (SIA).

### **Policing operation**

Cheltenham has a policing operation which focuses on the ENTE within the town centre. The operation is intelligence driven and focuses on identified hot spots. Following a dedicated 'Streetsafe' briefing a team of officers patrol the town centre, predominantly on foot to provide reassurance and early intervention in potential incidents before they escalate into something more serious. A firm but fair approach is adopted from the start of the patrol to set the tone of policing for the night. From time to time, particularly during major events such as the March race meeting, the police set up a policing hub in the High Street; using a community contact vehicle as a base. The ambulance service also position resources at this hub acting as a triage centre for minor injuries. The police also operate an alcohol referral scheme for persons who are arrested for alcohol related offences, putting



them in touch with relevant support agencies. On particular hot spot evenings throughout the year such as bank holidays the police also enhance the usual staffing with extra resources to ensure the increased demand is dealt with. Local police community officers will also be in attendance on these nights to offer pastoral help and offer flip flops and water to those in need.



### Street Pastors

The Cheltenham Street Pastors launched in December 2009 and have gone from strength to strength. They now have a pool of over 50 trained volunteers available to patrol the town centre streets on Friday and Saturday nights. In the last five years the pastors have helped over 15,000 people, collected nearly 15,000 discarded glasses and bottles, and distributed 6,500 bottles of water, 6,700 pairs of flip flops and 500 foil blankets. They have also provided first aid to over 150 people and attended over 200 anti-social incidents.

<http://streetpastors.org/locations/cheltenham>

### Taxi enforcement and regulation

Within the town centre are 11 designated taxi ranks with the busiest rank, situated on the Promenade, catering for an average of 800 customers a night at weekends, rising as high as 6,700 a night when race meetings are being held.

Taxi marshals, registered with the Security Industry Authority and wearing body-worn CCTV cameras, carry out crowd control and marshalling duties at the Promenade rank every Friday and Saturday night and during principal race meetings. Additional marshals are deployed to the Montpellier rank when required. The marshals are included on the Nightsafe radio link and are therefore in constant contact with the CCTV control room, police and licensed premises.

Cheltenham Borough Council employs enforcement officers to undertake spot-checks on taxi and private hire vehicles to ensure compliance with current regulation and licensing requirements, with the safety of





passengers being the priority. Officers from the council's licensing team also regularly undertake joint compliance operations with the police. Since late 2010 there has been a requirement for all newly licensed hackney carriages to be wheelchair accessible and from January 2015 all newly licensed hackney carriages have had to be silver in colour. This is part of an ongoing programme to make such vehicles easily identifiable for public safety purposes.

[http://www.cheltenham.gov.uk/downloads/file/1980/licensing\\_policy\\_guidance\\_and\\_conditions\\_for\\_private\\_hire\\_and\\_taxis](http://www.cheltenham.gov.uk/downloads/file/1980/licensing_policy_guidance_and_conditions_for_private_hire_and_taxis)

### **Street cleansing**

Street cleansing is undertaken by Ubico, a company wholly owned by Cheltenham Borough and Cotswold District Councils. Cleansing crews work seven days a week from the early hours, ensuring that the town centre is kept clean and free of litter. In May 2016 the council announced a rolling two-month programme to remove dropped chewing gum from Cheltenham's streets beginning with the pedestrianised areas with highest footfall.

<http://www.ubico.co.uk/street-cleaning>

### **Street conveniences**

There are three council-maintained public toilets within the town centre which are open until dusk. There is a pay-to-use unisex toilet available 24/7 in Royal Well adjacent to the coach station. The Brewery Quarter also has public toilets (including disabled and baby changing facilities) available until midnight. During times of high demand, such as race week, additional Portaloos are deployed on the Promenade adjacent to the taxi rank.

[http://www.cheltenham.gov.uk/info/200089/street\\_care\\_and\\_cleaning/368/public\\_toilets](http://www.cheltenham.gov.uk/info/200089/street_care_and_cleaning/368/public_toilets)

### **CCTV**

There are currently 30 CCTV cameras within the town centre which are monitored by police staff in a control room at the town's police station. Later this year the control room will relocate to police headquarters following the purchase and installation of new state-of-the-art equipment. To supplement the static cameras a number of body-worn cameras have been purchased and issued to the taxi marshals and door staff at venues in Regent Street.

The council-operated car parks at the Regent Arcade, Town Centre East and St James Street are also covered by standalone CCTV camera systems.

## Emergency planning

Door staff from licensed premises and security staff from town centre retailers have attended a number of Project Argus training sessions and Project Griffin briefings in the last couple of years. Such staff have been briefed on current security threats and how they can support the police with evacuation measures.

### KEY ACHIEVEMENTS IN LAST 3 YEARS

#### Late Night Levy

In 2014 Cheltenham became only the second licensing authority in the country to adopt a Late Night Levy (LNL). This was a bold move at a time when most local authorities appeared reluctant to implement what was considered to be a controversial levy on businesses. In a further innovative move it was agreed that all funds generated by the levy would be used to fund agreed projects intended to make Cheltenham a safer and more welcoming place at night. In addition to funding appropriate projects for the management of Cheltenham's ENTE, the levy encourages premises to adopt best-practice measures designed to promote responsible management such as membership of Nightsafe and participation in Best Bar None, as a reduced levy is payable by premises actively participating in such schemes.

<http://www.cheltenham.gov.uk/latenightlevy>

Initiatives funded from the levy include the following:

#### Body-worn CCTV cameras

Purchased by Cheltenham Nightsafe and worn by the town's taxi marshals and door staff at venues in busy Regent Street, the body-worn CCTV cameras have proven to be an effective means of deterring potential crime and disorder around Cheltenham's main taxi rank which in the past has been an incident hot spot for disorder.



## Student Community Patrols

The University of Gloucestershire currently has around 8,000 students with three of its four campuses being based in the town. In addition the Gloucestershire College has a large campus within the borough which is used by a large proportion of its 14,000 students.

Students from the University have, since 2012, been working with police and other partners to keep their peers safe on the streets of Cheltenham at night. The Student Community Patrols (SCPs) received additional funding in 2015 from the Police and Crime Commissioner's Fund and Cheltenham's Late Night Levy to enable them to continue and expand on this important work.



The SCPs are:

- Trained to Security Industry Authority standard;
- Given additional bespoke training by Gloucestershire Constabulary;
- Trained in first-aid to enable them to identify and deal with incidents such as people who have collapsed, are injured, choking or suffering allergic reactions; and
- Connected to the Nightsafe radio link, keeping them in touch with police, the CCTV control room and nearby door staff and taxi marshals.

Working in teams of at least two and supported by police, the volunteers provide a passive and victim-focussed service to assist fellow students and other people. The SCPs provide minor first-aid, assist people who need taxis, provide students with directions, advice and reassurance, and stay in constant contact with door staff and the police.

<https://www.yourstudentsunion.com/jobs-and-skills/scp/>

In 2013 the Complete University Guide published the results of a survey of places in the UK to study. Cheltenham was ranked the safest place in the country in terms of violent crime against students, and ninth safest in terms of overall crime.

The University and its students are encouraged to contribute to the safe management of the ENTE and regularly represent the University at partnership meetings and initiatives.

<http://www.cheltenham.gov.uk/news/article/1092/cheltenham-is-one-of-the-safest-places-to-study>

### Club hosts trial – Drinkaware Crew

National charity Drinkaware has been running a pilot of Drinkaware Club Hosts at nightclubs across the South West, including Cheltenham, since December 2015. Club Hosts are specially trained staff who work in bars and clubs to reduce drunken anti-social behaviour and keep people safe. The Cheltenham pilot, which also received financial support from the LNL, has been in operation at MooMoo Clubrooms, the largest and most popular nightclub in Cheltenham. The trial has been very successful and the club has indicated their intention of continuing with the hosts when the trial ends. Nationally the Club Hosts will shortly change their name to Drinkaware Crew to more accurately reflect the content and responsibilities of their role.

<https://www.drinkaware.co.uk/about-us/our-campaigns/club-crew/>

### St Pauls Street Watch

A large number of local students who take advantage of the ENTE have accommodation in the St Pauls area of the town, a residential area just to the north of the Purple Flag area. Historically there have been many complaints of noise and anti-social behaviour from groups of revellers perceived to be students returning home after a night in town. In an initiative supported by the police and the University of Gloucestershire a group of local resident volunteers established a street watch, undertaking patrols in the St Pauls area with the aim of reducing anti-social behaviour and increasing public safety. The patrols are equipped with Nightsafe radios purchased with LNL funding and will shortly be equipped with the same body-worn CCTV cameras provided for the taxi marshals.

### Cheltenham Guardians

Since January 2016 Cheltenham Guardians, supported by Cheltenham Borough Council and Gloucestershire Constabulary, have been helping to keep the people using Cheltenham town centre safe at night. The Guardians - all volunteers and background-checked through the Disclosure and Barring Service - provide an 'ambassadorial' service, giving directions, providing free bottled water, first-aid, a free mobile phone charging facility, removing debris such as broken glass from streets and reporting incidents to the emergency services if required.





## **FUTURE IMPROVEMENTS PLANNED**

### **Cheltenham BID**

In April 2016 businesses in Cheltenham voted by a 72% majority to back a Business Improvement District (BID) for the town. The BID zone will cover the principal shopping and leisure areas including the High Street, Promenade, the Brewery Quarter and Montpellier and will give businesses the chance to lead the way on projects that will make a real difference to the town. The BID will generate around £2.15 million over its 5 year term, which will be used on projects to increase the vibrancy and prosperity of the town through marketing and promotion, parking incentives, town centre events and public realm developments. The BID has made a specific commitment in its business plan to make improvements that will benefit the ENTE.

<https://www.cheltenhambid.co.uk>

### **First aid training and defibrillator**

In an initiative instigated by the licensed trade, funding from the Late Night Levy will in the next 12 months provide a programme of first aid training for staff of licensed premises within the town centre. In addition two defibrillators will be purchased and installed at locations within the town centre, an area that currently has no such equipment available outside normal working hours.

### **Police mounted section**

Gloucestershire Constabulary recently commenced a 12 month pilot initiative to bring police horses to the streets of Gloucestershire. Over the next twelve months, communities will see police officers patrolling on horseback to see how mounted officers can best work to serve the community and how they can work alongside the rest of the police force. Police horses have for a number of years been used to great effect in the town centre at night during the busy March race meeting when the town is full of post-race revellers. It is hoped that the availability of horses within the force will provide the same benefits throughout the year. When intelligence dictates that a particular night will be busy then mutual aid will be asked for from surrounding constabularies to supply mounted officers.



**Alcohol free venue – the Hub**

Evening and night-time economies can often be very much focussed around the consumption of alcohol. Cheltenham town centre offers a limited number of venues which are open late but do not serve alcohol however it is acknowledged that many people choose not to consume alcohol for personal or religious reasons. Local charity the Nelson Trust carried out a feasibility study, funded by the LNL, into the demand for an alcohol free late night venue. The charity subsequently successfully obtained funding of £500k from Public Health England to purchase a town centre property to be run as an alcohol free live music and arts venue which will be known as the Hub. It is intended that the Hub will also provide a working and training environment for people in recovery from addiction and other members of the community who need support to build skills and qualifications to become ready for stable long term employment. A potential property has already been identified and it is hoped that the new venue will be up and running within 12 months.

**Alcohol coordination group**

The Cheltenham Partnership held an alcohol summit in September 2015 to identify and prioritise alcohol issues in Cheltenham. Following the summit, action groups have been established to develop a support model for high risk drinkers, make policy recommendations for 'smart commissioning' and undertake a project to evaluate the benefits of a responsible off-licensing scheme for businesses in the lower end of the High Street, an area that has been particularly affected by street drinking issues.

## **CORE AGENDA THEME 2 – MOVEMENT**

### **HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?**

Sections of both of the two main shopping streets in the town centre are pedestrianised and the wide pavements on the tree-lined Promenade make passage on foot around the town centre a pleasant and safe experience. There are an increasing number of cycle tracks and routes across the town centre intended to improve the safety of cyclists. The town benefits from a late night bus service to Gloucester on Friday and Saturday nights until 3.30am and there are over 400 taxi/private hire vehicles licensed for operation within the borough.

### **CURRENT STANDARD OF AREA**

#### **Hackney carriage and private hire vehicles**

As well as 11 on-street taxi ranks supporting in excess of 200 licensed hackney carriage vehicles, there are five walk-in private hire operators based in the town centre, which between them are licensed to operate up to 170 licensed private hire vehicles.

All taxi and private hire drivers licensed by Cheltenham Borough Council are qualified by way of a recognised NVQ in road passenger vehicle driving, which all drivers must undertake and pass within a year as a condition of being licensed. The NVQ covers health and safety, safe driving, providing professional customer services and services for those who require assistance, as well as dealing with difficult situations and emergencies. The NVQ is provided by professional trainers and is Government funded, making it free of charge for the vast majority of drivers.

Taxi and private hire licence holders are kept up to speed with developments in licensing law, local policies and transport plans via the '*Trade Times*', a quarterly newsletter produced for the trade by Cheltenham Borough Council's licensing team.

The council operates an inclusive licensing system whereby licence holders are regularly invited to be involved in policy reviews and other important decision making, and licensing officers run three 'open sessions' every Monday, Wednesday and Friday, when taxi and private hire licence holders can visit the office to discuss issues in the trade.

[https://www.cheltenham.gov.uk/downloads/download/619/trade\\_times](https://www.cheltenham.gov.uk/downloads/download/619/trade_times)

### **Night-time train provision**

Cheltenham train station lies about a mile from the town centre along well-lit roads. A regular bus service runs between the town centre and the train station until 11.45pm at weekends and there is ample taxi provision and a taxi rank at the station. Trains from the station run until midnight to Gloucester and until 11pm to Bristol and Birmingham.

### **Night bus service**

The Stagecoach N94 service runs westerly between Cheltenham and our nearest neighbour, Gloucester, until 3.30am on both Friday and Saturday nights, calling at points in between for those living on the outskirts of either town or the villages between. The Stagecoach 10 service, which takes an alternate southerly route to Gloucester, runs until 11.45pm on Fridays and 12.15am on Saturdays. Other bus services run to Tewkesbury until 11.30pm and to Stroud until 10.40pm. Many of the bus stops in the town centre are now fitted with real-time electronic information displays providing travellers with details of service arrival and departure times. All buses operated by Stagecoach are fitted with CCTV systems.

### **Car parking provision**

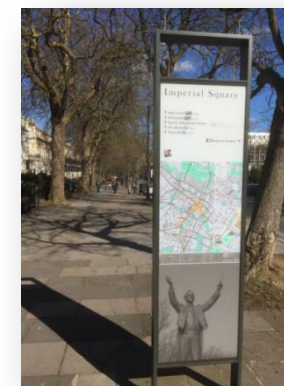
The Regent Arcade on Regent Street provides a well-lit, secure, multi-storey car park with 557 public parking spaces, 28 of which are disabled bays. The car park is central to the town centre and is open until midnight 7 days a week. The car park has received a secure car park award and provides electric car charging points.

Other secure multi-storey car parks in the town centre are located by The Brewery Quarter (NCP, 360 spaces, open 24 hours, patrolled, has received a car park award) and at Town Centre East (council operated, 452 spaces, closes at 9pm). In addition to these, the town centre has 10 other public car parks which between them provide nearly 1,000 other spaces, most of which are free after 8pm.

The town centre also has sufficient on-street parking, some of which is free of charge or free after 6pm, including the Inner Promenade near the main transport hub and the very popular Montpellier area.

### **Pedestrian routes and signage**

Cheltenham town centre is pedestrianised along several sections of its two principal shopping streets, the High Street and the Promenade. In 2014 new pedestrian signage was installed in these streets and in other popular areas of the town, incorporating maps and finger posts directing visitors to useful facilities and places of interest. The new signs, based on similar systems used in a number of other historic towns and cities including Bristol and London, were tested with disability groups and found to be successful in terms of legibility.





## Transport hub

For people traveling to and from the town centre, the main public transport area is situated in a central location in the Promenade / Royal Well area. In this location visitors will find:

- Cheltenham's largest and busiest taxi rank, marshalled at weekends by SIA-registered taxi marshals, as well as a second taxi rank adjacent to the Royal Well coach station;
- The principal bus services including the night buses to Gloucester and elsewhere;
- The town's largest private hire operator with a walk-in reception for bookings; and
- The Royal Well coach station, from which National Express provides services nationwide, including a weekend service to London departing every 2-3 hours throughout the night.

National Express recently announced that Cheltenham is the 3<sup>rd</sup> most popular destination in the country for its passengers in terms of advance tickets purchased in spring 2016, and cited as the reason for Cheltenham's popularity its *"Regency splendour, thriving shops and an abundance of pubs - it's hard to think of a more quintessentially British town than Cheltenham - there's lots to be proud of and so perhaps it's no-wonder people are booking in droves this spring"*.

<http://www.gloucestershireecho.co.uk/Bus-company-reveals-Cheltenham-popular/story-29056195-detail/story.html>

## **KEY ACHIEVEMENTS IN LAST 3 YEARS**

### **Free parking during Cheltenham Gold Cup Festival**

For the last 2 years, as an incentive to visitors to enjoy Cheltenham's retail and leisure offer during the very busy week of the Cheltenham Festival, all parking charges have been waived in all council car parks after 1pm on each day of the Festival. Kevan Blackadder, the town's business partnership manager assessed the impact of this initiative: *"The retailers and other businesses in the town have felt increased benefits from the afternoon parking offer over the last two years. We're delighted the initiative has been launched to help both our businesses and our shoppers."*

### **Taxi and private hire licensing initiatives**

There is an ongoing programme in Cheltenham to make legitimate taxis and private hire vehicles easy to identify for public safety reasons.

Within the last 18 months the council has introduced:



- Quick Response (QR) codes to help passengers be confident that vehicles are properly licensed. The QR codes are produced by the council and displayed in all licensed taxis and private hire vehicles. Passengers can use smartphones to scan the codes, linking to real-time licensing information on the council's public access website.
- All new hackney carriages (taxis) in Cheltenham must be silver in colour, whilst at the same time all new private hire vehicles must be any colour other than silver. This is to enable passengers to more easily differentiate between the two types of vehicle.

Prior to the Cheltenham Festival race week each March, the council and other partners liaise closely with county highways officers, police and the racecourse, to establish appropriate taxi / private hire routes and pick-up/drop-off points at the racecourse. These details are then disseminated by the council to the taxi and private hire trade well in advance of the meeting, including lists of road closures and appropriate diversions and maps. Throughout the year other road closures and traffic restrictions are likewise communicated to the taxi trade via a quarterly newsletter and regular emails, thereby helping to keep traffic moving and avoiding delays to drivers and passengers.

### **FUTURE IMPROVEMENTS PLANNED**

#### **Mandatory safeguarding training for licensed drivers**

Cheltenham Borough Council is currently working with neighbouring authorities on a proposal to introduce safeguarding training for all taxi and private hire drivers. The purpose of the training is to help drivers understand the need to protect children and vulnerable adults, understand child sexual exploitation, recognise indicators and types of abuse, identify sources of advice and pathways for reporting concerns and understand their role and responsibility in relation to personal safety and security. Whilst this initiative is still in the planning stage, it is intended that the training will be provided by a professional safeguarding training service, will be free for drivers taking it and will be mandatory for licensed drivers and people wishing to become licensed.

#### **Cheltenham Transport Plan**



The Cheltenham Transport Plan (CTP) is a long-held Cheltenham Borough Council policy to improve the quality of life in the town and increase its economic prosperity. The key objectives are to transform the town centre environment and provide improvements for pedestrians, cyclists and people using public transport, whilst also making it easier for drivers to access car parks. Three public consultations showed that about two-thirds of respondents supported the CTP objectives and ideas.

Phase 1 of the CTP began in April 2016 and includes changing part of the one-way system at Albion Street into a two-way road to improve access to Beechwood car park prior to its conversion into a John Lewis store, and a contraflow bus / cycle lane from Gloucester Place to Pittville Street. Later phases of the CTP will concentrate on access around Imperial Square, Oriol Road, Royal Well and an experimental scheme at Boots Corner.

<http://www.gloucestershire.gov.uk/cheltenhamtp>

### **Modernisation of Royal Well bus and coach station**

The Royal Well coach station is currently undergoing a modernisation programme intended to replace the existing buildings with new bus shelters that complement others in the area. There are also plans to include a coffee pod at the coach station for passengers.



### **CORE AGENDA THEME 3 – BROAD APPEAL**

#### **HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?**

Cheltenham has the largest and most vibrant ENTE in Gloucestershire and has long been the destination of choice for evening and night-time entertainment for residents and visitors from across the county and beyond. The town has a rich cultural history and the town centre is home to two theatres, a modern arts centre, the Wilson art gallery and museum and a multiplex IMAX cinema. Diners can choose from a superb selection of restaurants (including many award winners) serving dishes to suit all tastes and budgets from around the world. A wide range of bars and clubs including CAMRA's National Pub of the Year add to Cheltenham's broad appeal.

#### **CURRENT STANDARD OF AREA**

##### **Shopping**

As a regional centre, shopping in Cheltenham is a key activity. Well known High Street brands jostle for position in the main shopping area alongside the central Regent Arcade shopping centre. The Promenade gives a great classic shopping experience leading up to the Montpellier area with distinctive individual shops selling everything from antiques to gifts and designer fashion.

##### **Food and Dining**

Cheltenham boasts a diverse range of fine-dining restaurants, cafés, family restaurants, takeaways and gastro-pubs in or near the Purple Flag area offering cuisine from around the world, including:

- A holder of 2 Michelin Stars, 2 Stars in the Hardens Guide and 4 AA Rosettes
- A winner of 3 AA Rosettes that is also listed in the Good Food, Hardens and Michelin Guides
- TripAdvisor's best curry house in the UK, featured in Michelin and Hardens Guides
- The best restaurant in the South West at the British Curry Awards 2015
- The UK's no.1 fish and chip takeaway in the National Fish and Chip Awards 2016
- At least five others featured in the Michelin Guide

Cheltenham is a town that has truly embraced the 'café culture' and on a warm summer evening the pavements outside its numerous town centre café bars and eateries are packed with people enjoying a drink or a meal after work.

With a high student population the town is also well served with takeaways and fast food restaurants with nearly 30 such venues within the Purple Flag area.



### Early evening food markets and festivals

Cheltenham hosts an annual Food & Drink Festival in June. The event, held in Montpellier Gardens, is very popular and features over 140 food and drink producers from the South West as well as live music, family entertainment, wine tasting, cookery demonstrations and food talks from renowned chefs, producers and nutritionists. The event runs until 7pm on Friday and Saturday and 5pm on Sunday.

<http://cheltenham-food-festival.garden-events.com/>

The early evening food offer includes a 4-day International Street Market twice a year in May and October and a Christmas Market in November and December. Both markets make use of Cheltenham's popular pedestrianised Promenade and operate until 6pm and 8pm respectively, bridging the gap between the end of shopping and the commencement of evening activities. Both markets provide, among other produce, hot food that can be taken away or eaten while browsing, and a popular bar with a convivial outdoor seating area.



### Pubs and Bars

Within the Purple Flag area, Cheltenham offers 44 pubs and bars including traditional pubs, real ale pubs, modern cocktail bars, café-bars and gastropubs, catering for a wide range of styles and tastes. These include two independent real ale / cask beer venues, including the current holder of CAMRA's National Pub of the Year Award.

Other popular pubs and bars include several national pub chains as well as others that are independent and / or unique to Cheltenham.

### Late night venues

With the introduction of the LNL in 2014, a number of late night venues decided to close at midnight, however there are still plenty of venues within the town centre to attract the late night clientele. The younger crowd are attracted to nightclubs such as MooMoo Clubrooms, Thirteen Degrees, Subtone and Under the Prom. Late night bars such as Lily Gins, 21 Club, the Apartment, Revolution, Six Degrees of Separation and Coco Lush appeal to a wider age range.

### Arts and culture

Cheltenham is famous for its Regency architecture and is often described as "the most complete Regency town in England".

The Wilson (named after Antarctic explorer Edward Wilson, a native of Cheltenham) is Gloucestershire's premier museum and art gallery, hosting events and exhibitions throughout the year. It also holds a notable collection of decorative arts from the Arts and Crafts Movement.

The Everyman in Regent Street is Gloucestershire's theatre and has been serving the county since 1891. The main auditorium is an architectural masterpiece designed by famous theatrical architect Frank Matcham. The theatre has a full programme of events throughout the year including plays, ballet and the ever popular Christmas pantomime.

The Playhouse Theatre in Bath Road is a community theatre which presents a mix of non-professional and small scale productions as well as providing a venue for dance classes, mother and toddler and other community groups.

The Parabola Arts Centre in Bayshill Road, owned by Cheltenham Ladies' College, is used by the school for performances, exhibitions and events as well as providing a creative hub in Cheltenham within a Grade II listed building.

Cheltenham's impressive Town Hall unlike most town halls is a public venue rather than the seat of the borough council, and hosts a full programme of entertainment and exhibitions throughout the year.

In 2016 Cheltenham is celebrating the 300<sup>th</sup> anniversary of spa waters being found in the town through a public art exhibition, Cheltenham: 300 Years a Spa. This launched with the restoration of several historic red telephone boxes on the Promenade which are to be used as mini-galleries.

The Cineworld complex within the Brewery Quarter contains an IMAX screen (one of only 34 in England) in addition to 10 other screens and the prestigious Screening Rooms where filmgoers can enjoy a film in extra wide seats with waiter service of food and drink.

### **Cheltenham Festivals**

Cheltenham is internationally acclaimed for its annual Literature, Jazz, Science and Music Festivals, which play host to some of the world's finest artists, scientists, performers and entertainers every year. These inspirational festivals have been at the forefront of the UK's cultural scene for decades and now sell more than 215,000 tickets every year. Events are hosted at a number of different venues around the town centre and also at tented villages within Imperial and Montpellier Gardens.

Cheltenham Festivals, a charitable organisation, champions the best up-and-coming young talent and celebrates the work of internationally acclaimed established artists, whilst also providing an extensive programme of workshops and projects for young people, schools and the local community, ensuring that Cheltenham remains a hugely popular and influential centre for culture.



Several other cultural festivals, including the Cheltenham Design Festival, Cheltenham Folk Festival, Cheltenham Poetry Festival and Cheltenham Comedy Festival are separately organised but also attract international performers and speakers. A more local event, the Cheltenham Festival of the Performing Arts is a collection of more than 300 performance competitions that is the oldest of Cheltenham's arts festivals, having been started in 1926.

### **Midsummer Fiesta**

Cheltenham Midsummer Fiesta, held each year on the first Saturday in July, is a community event attracting annually over 10,000 local residents of all ages. It is the biggest free to attend outdoor event held in Cheltenham. The Fiesta provides food, drink, live music, a marketplace and sport and play activities for children and young people.

### **KEY ACHIEVEMENTS IN LAST 3 YEARS**

In 2016 Cheltenham Festivals began an initiative to bring the cultural offer of the Festivals to the streets of Cheltenham. Throughout its four festivals, while events are taking place in nearby venues such as the Town Hall, artists will perform for free on the streets around the town centre and on a dedicated temporary stage erected in Cambray Place, to further enhance the positive cultural impact of the Festivals in the town.

Cheltenham's popularity as a leisure destination in the ENTE is further demonstrated by the fact that new venues continue to come to the town and its popularity as a leisure destination continues to grow. Since January 2015 the licensing authority has granted 35 new premises licences in Cheltenham, including many new bars, pubs and restaurants.

Sandford Parks Lido, a short walk to the east of the town centre, recently announced plans to begin providing outdoor entertainment in the evenings. Forthcoming events in the summer of 2016 include open-air cinema screenings of classic films such as Jaws and theatre productions such as A Midsummer Night's Dream. Other open-air cinema screenings this summer are planned at Cheltenham Ladies' College.

In recent developments, a unit within the Brewery Quarter which has stood unoccupied since the centre was built more than a decade ago has opened as a new bar/restaurant with a micro-brewery. In addition, a nightclub on the Bath Road has recently been transformed into Cheltenham's first Bier Keller which is already attracting customers from a wider demographic than the previous nightclub.

### **FUTURE IMPROVEMENTS PLANNED**

The former Beechwood shopping centre on the High Street is in the process of being redeveloped into a flagship John Lewis store with a floor area of 115,000 square feet. It is anticipated that the new store, which will be completed by late 2017, will open until 8.00 or 9.00pm in the evening resulting in an improved evening retail offer in the town centre. This is also likely to encourage other retailers to extend their opening hours into the early evening.

The redevelopment and expansion of the Brewery complex into the Brewery Quarter by the end of 2017 will provide visitors and residents with a one stop destination where they can shop, dine, stay and play.

<http://thebreweryquarter.com/>



## **CORE AGENDA THEME 4 – PLACE**

### **HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?**

The town retains much of its Regency splendour and the town centre is blessed with a number of public parks and gardens. The tree lined Promenade and Montpellier contain some of the town's most prestigious and individual shops, supplemented with national retail brands on the High Street and the Regent Arcade. The Brewery Quarter and the former Beechwood shopping centre are both currently undergoing multi-million pound redevelopments which will have a significant positive impact on the diversity of Cheltenham's retail and leisure sectors during the day, at night and in the period between.

### **CURRENT STANDARD OF AREA**

#### **The Brewery Quarter**

The Brewery Quarter is a 200,000 sq ft leisure complex situated just off the High Street attracting over 3 million visitors a year. The complex, which was previously a brewery, boasts an eleven screen cinema and IMAX, the luxury Screening Rooms cinema, bowling centre, gym and a large choice of restaurants and bars.

#### **Regent Arcade**

With over 60 stores, 7 restaurants and parking for 500 cars the Regent Arcade is Cheltenham's main shopping centre in the heart of the town, linking the High Street with Regent Street and the Promenade.

#### **Promenade**

The Promenade is the heart of Regency Cheltenham, a refined tree lined main street filled with beautiful architecture, fine shops and cafes. The Long Gardens which flank the Promenade are home to Neptune's Fountain, fashioned on the Trevi fountain in Rome, and the spectacular Municipal Offices of Cheltenham Borough Council.

#### **Montpellier**

The upmarket Montpellier district is situated at the southern end of the Promenade. Originally developed in the 1830s in conjunction with the spas, it is now known for its bars, cafés, restaurants and range of specialist shops. The distinctive Rotunda building (which is now occupied by a bank) was constructed as a pump room, where visitors could be entertained whilst taking the spa waters. Whilst being in close proximity to the town centre, Montpellier has the character of a town within a town and its active traders association hosts a number of events throughout the year including a popular street fair.



### Cheltenham Minster

Located in a green space right in the heart of the town, Cheltenham Minster is the parish church of Cheltenham and the town's oldest surviving mediaeval building. The grounds surrounding the area are a popular spot for visitors and workers to enjoy lunch on a summer's day.

### Regency Cheltenham

In 1788 King George III spent five weeks at Cheltenham, drinking the waters for his health's sake. His visit 'set the seal' on the town's popularity and during the following years the number of visitors and residents increased dramatically. Between 1700 and 1800 its population rose from 1500 to over 3000 and by 1850 it was the largest town in Gloucestershire, with a population of more than 35,000. Cheltenham's heyday as a spa lasted from about 1790 to 1840 and these years saw the building of the town's many fine Regency terraces, crescents and villas; many of which remain today, with Cheltenham often being referred to as the most complete Regency town in England.

Today's visitors to the town should not miss Cheltenham's most iconic image, the Caryatids in Montpellier. These 'armless ladies' are a type of column which support the architectural facades of the chic boutiques in Montpellier Walk. Dating from 1840 they are loosely based on classical models on the Acropolis in Athens.

### The Wilson Art Gallery & Museum

Cheltenham has an outstanding museum and art gallery. Following a recent major rebuild costing in the region of £6 million 'The Wilson' has four new floors housing extensive galleries including:

- A world famous Arts and Crafts Movement collection inspired by William Morris.
- The story of Edward Wilson, a son of Cheltenham, and his explorations with Scott of the Antarctic.
- A collection of important Dutch 17<sup>th</sup> and 19<sup>th</sup> century paintings, rare Oriental porcelain and English ceramics.
- The social history of Cheltenham, Britain's most complete Regency town and archaeological treasures of the Cotswolds.

### Cheltenham Library

The 19<sup>th</sup> Century saw Cheltenham develop as a centre for education and the imposing public library, situated adjacent to the Wilson in Clarence Street, was opened in 1889.



### Cheltenham Spa Bowling Club

Located in St Georges Square, adjacent to the High Street, the Cheltenham Spa Bowling Club's green and pavilion has attracted bowlers from across the South West since it was established in 1924.

### Town Hall

Standing proudly overlooking Imperial Gardens, the Town Hall was built in 1902-03 in order to provide a venue for the many balls and concerts that made up the towns social calendar at the turn of the 20<sup>th</sup> century. Today's visitors can imagine the dances and music of years gone by, while enjoying popular live music, comedy, festivals and exhibitions. The popular outdoor Imperial Gardens Bar, at the rear of the Town Hall, provides drinks (alcoholic and non-alcoholic) and *al fresco* seating during the spring and summer months.



### Montpellier Gardens and Bandstand



The gardens were originally developed at the beginning of the 19<sup>th</sup> century as pleasure gardens to provide an appropriate setting for the pump room and for society to meet and promenade. In 1864 the bandstand was constructed, making it one of the oldest public bandstands in the country, and following its restoration in 1994 it continues to be well utilised to this day through the Bands in the Park programme.

As well as outstanding green spaces, trees, flora and sculptures, the gardens provide six all-weather tennis courts, a skate park, a café, public conveniences, a toddlers' play area and The Gardens Gallery with its monthly art exhibitions. The Friends of Montpellier Bandstand and Gardens are a volunteer group who play a significant role in the gardens' restoration and management plan.

### **KEY ACHIEVEMENTS IN LAST 3 YEARS**

#### **Cheltenham Minster**

Mediaeval St Mary's Church, Cheltenham's oldest building, sits in its own grounds right in the heart of the town. The parish church of Cheltenham was recently given the honorific title of Minster in a move to encourage and improve links with local shops, businesses and people.

A project is underway to develop the church grounds to make them more accessible and friendly and to make the grounds part of a new pedestrian route through the town linking the Brewery Quarter and the Wilson with the Promenade.

#### **Lower High Street Regeneration Project**

Led by the Cheltenham West End Partnership and supported by Cheltenham Borough Council and the Cheltenham Development Task Force, the project is working to enhance the area between Gloucester Road and the Brewery quarter, including improving the street scene, cleaning up the area and adding green spaces.


#### **Restoration of the Promenade's telephone boxes**

As part of the ongoing refurbishment of the Promenade, ten Grade II listed phone kiosks have recently been refurbished and are being adopted by the borough for re-use as 'art boxes' or 'mini-galleries', as part of a new public art campaign celebrating the 300th anniversary of spa waters being found in the town. The first exhibition launched in May 2016 featuring images of illustrious Cheltonians who have helped put the town on the map, including polar explorer Edward Wilson and founding member of the Rolling Stones Brian Jones.

### **FUTURE IMPROVEMENTS PLANNED**

The former Beechwood shopping centre on the High Street, which for some years had traded with a number of empty units, recently closed to be re-developed into a multi-million pound flagship John Lewis store. The new store will further widen the appeal of the town as a shopping destination and will inevitably attract new customers and retailers to the town centre.

In a £30 million regeneration scheme the Brewery Quarter is set to become Cheltenham's premier retail and leisure destination. The new development will create a high profile retail corridor from the vibrant High Street giving pedestrian access to a one stop shop where consumers can shop, dine, stay and play. Once complete in 2017 the new landmark development will comprise over 100,000 sq.ft. of prime retail space, a £6m 104 bedroom hotel and 34 modern town centre apartments. The project, which commenced in September 2014, will link the existing leisure complex with Cheltenham High Street.



**Regency Place development**

The former Odeon cinema, a disused car dealership and a row of run down shops have recently been demolished and are being replaced with 97 apartments and houses and a number of retail units which will breathe new life into a part of the town centre that has remained largely unoccupied for several years.

**Street lighting**

Contractors Skanska working on behalf of Gloucestershire County Council will this year commence an upgrade to 55,000 streetlamps across the county and within Cheltenham town centre. As well as providing a 70% energy saving the new LED lamps will give a whiter, focussed light, reducing light pollution, while at the same time increasing safety for pedestrians and road users.



## CORE AGENDA THEME 5 – POLICY ENVELOPE

### HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?

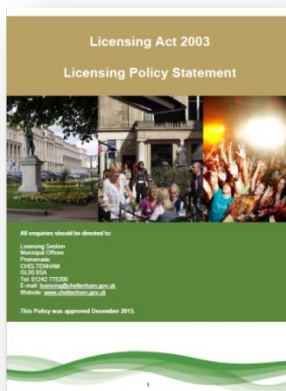
The Cheltenham Development Task Force is the strategic partnership for Cheltenham with a vision of developing and improving the central area of Cheltenham whilst the Cheltenham Partnership has a long term vision to deliver a sustainable quality of life where people communities and businesses thrive.

### CURRENT STANDARD OF AREA

#### Cheltenham Development Task Force

The Cheltenham Development Task Force has a vision to improve town centre sites and streets to support the town's economy and communities by:

- Improving transport – promoting sustainable travel by making it easier and more pleasant to walk, cycle and travel by bus, simplifying car parking arrangements and improving signage, reducing town centre traffic movement and minimising vehicle impact giving more priority to pedestrians.
- Supporting the economy - retaining and growing existing employment levels, improving the Cheltenham shopping experience, revitalising neighbourhood shopping zones and promoting hotel provision.
- Supporting communities – promoting sustainable housing development, supporting community needs and enhancing public spaces for community use and improved quality of life.
- Protecting the environment – strengthening existing green spaces and biodiversity, creating green streets and spaces, fostering sustainable development.



#### Licensing Act 2003 policy

Licensing in Cheltenham is the responsibility of the council's Licensing Committee, the Cabinet Member for Development and Safety, and the licensing team.

The adopted licensing policy statement, reviewed and approved in December 2015, guides the licensing of alcohol, entertainment and late night refreshment in the borough. The policy statement's vision statement is that it seeks to make *“Cheltenham a safe and clean town that offers a greater diversity in the night time economy that is less focused on alcohol and protects the quality of life for residents.”*



Through robust and effective controls, working alongside licence holders and partner agencies, the policy aim is to increase leisure provision and encourage the regeneration of the town centre as well as controlling the negative impacts such as noise, nuisance, anti-social behaviour and crime and disorder.

[https://www.cheltenham.gov.uk/downloads/file/442/licensing\\_policy\\_statement](https://www.cheltenham.gov.uk/downloads/file/442/licensing_policy_statement)

### **Cheltenham Partnership**

The Cheltenham Partnership is a key vehicle for delivering stronger and safer communities. In 2008 the Partnership set out a 20 year vision statement for the long-term future of Cheltenham – *“We want Cheltenham to deliver a sustainable quality of life, where people, families, their communities and businesses thrive; and in a way which cherishes our cultural and natural heritage, reduces our impact on climate change and does not compromise the quality of life of present and future generations”*.

The Partnership has a number of delivery groups including the anti-social behaviour working group; focusing on reducing violent and anti-social crime in the town, the alcohol coordination group which is developing initiatives to reduce the anti-social effects of alcohol consumption on the community and the alcohol consumer, and the street drinking and begging working group.

The licensing authority in Cheltenham maintains and carries out regular public reviews of all its policies including those relating to the licensing of gambling, sexual entertainment, taxi / private hire and street-scene activities, all of which contribute to the safe management of the ENTE.

### **KEY ACHIEVEMENTS IN LAST 3 YEARS**

#### **Neighbourhood Partnerships**

The Purple Flag area is covered by the Town Centre Neighbourhood Coordination Group. This group acts as a conduit between the local community, the council and the police. The group identifies issues raised by the community and uses problem solving techniques to address these issues where this is feasible. More difficult or taxing issues can be passed to bodies such as the Alcohol Coordination Group or Anti-Social Working Group who may have better resources to deal with the matter.

#### **Pre-application advice for premises licences**

In 2013 Cheltenham became only the second licensing authority in the country to introduce a paid pre-application advice service for applicants seeking premises licences and variations of premises licences, in relation to alcohol, regulated entertainment and late night refreshment. The scheme was set up as officers found that some less experienced operators were drafting conditions poorly and struggling with the statutory processes. This had the effect of causing officers to spend a lot of time rejecting applications, correcting and advising applicants unnecessarily, as well as risking poor business operation and compliance. In some cases applicants were put off by the

complexities of the processes, which could negatively impact on local development, investment and economic growth while depriving communities of amenities. Consequently the licensing team began a discretionary, paid pre-application advice service, whereby for an additional fee based on cost-recovery principles, a dedicated, experienced licensing officer is provided to assist in drafting conditions and applications, advising on plans and assisting with advertising. This has been a noticeable success with about 1 in 4 applicants choosing to use the discretionary pre-application advice service, and the intention is to extend the scheme to cover other types of application in the near future.

### **FUTURE IMPROVEMENTS PLANNED**

#### **The Cheltenham Plan**

Work has begun on a new plan for Cheltenham. The Cheltenham Plan is a new planning document to guide development in the local area and it will be used in combination with the Joint Core Strategy for Gloucester, Cheltenham and Tewkesbury. It will be delivered in two distinct parts. Each part will comprise of distinct planning topics including:

Part one - an economy strategy and policies, local green space designations and policies and the allocation of future development sites in the town.

Part two – heritage and conservation areas, retailing, urban green environment, natural environment, culture and recreation, housing standards and countryside policies.

#### **Cheltenham Business Improvement District**

Following a successful ballot of town centre businesses, the Cheltenham BID (covering a large part of the Purple Flag area) will commence operation on 1st August 2016. The vision of the BID is to make Cheltenham a vibrant and prosperous town where businesses flourish and visitor numbers increase. In its business plan, the BID has made a specific commitment to make improvements that will benefit Cheltenham's ENTE.

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*“This pretty spa town in Gloucestershire is the perfect place to explore and base yourself for a Cotswold sojourn. Like nearby Bath, spring waters first made Cheltenham’s name . . . Two hundred years later, Cheltenham again finds itself at a very fashionable point in its history. This is thanks in the main to a forward-thinking festival program that really does cover pretty much every base and means visitors can enjoy modern entertainments in the grandest of settings.*

*Arts and music lovers will also find much to stimulate their synapses at the music, jazz, literary and science festivals held each summer. And once you’ve exhausted yourself with all that culture, remember that Cheltenham is also one of the best places in the region for shopping and locally sourced food.”*

<https://www.visitengland.com/experience/cheltenham-regency-spa-town>

