



Helping to breathe new life into Cheltenham's iconic Pump Room

<https://pumproomrevival.com>

Tea at Pittville Pump Room

We believe that Pittville Pump Room has the potential to become Cheltenham's first fully operational and viable socially-distanced café/tea room

In the "new normal", both residents and visitors will be looking for places to eat that are **safe, spacious and enjoyable.**

Conventional venues in Cheltenham will struggle to meet this demand, but the Grade I listed Pump Room lends itself admirably to this concept.

- 3,000 sq. ft. of space in the main hall
- *Al fresco* options including the portico
- Car park with 150 spaces
- Beautiful heritage building
- Two entrances, allowing a one-way circulation system



Restaurants and cafes are expected to be allowed to open in July if they are able to observe strict social distancing rules.

Weddings, concerts and conferences – which previously provided the main sources of income for the Pump Room – are likely to be among the last events to be reinstated as the lockdown is relaxed.

A successful tea room could provide a steady income stream for the Cheltenham Trust. The Pump Room Restaurant in Bath generates a profit for the local authority of over £300,000 p.a.

If small weddings are re-introduced in due course, these could still take place in one of the three spacious upstairs rooms.



The experience on offer would need to be of a high quality, consistent with the Pump Room’s Grade I listed status, its rich heritage and its park setting. At Bath Pump Room this level of quality is assured not just by the standard of the food and service, but by additional enhancements such as live music and the opportunity to “take the waters”.



Further enhancements at Pittville – for example, opening up the balcony or providing a motion sensor dispenser for the spa water – could be funded by sponsorship or crowdfunding.

So how will it work?

With the use of public transport likely to decline in the short term, the Pump Room’s car park becomes a valuable asset and cycling to the Pump Room could be encouraged.





In the “new normal”, you’ll book your table by phone, online, or via an app. A table plan on your phone will direct you to your table. Transactions will be cashless and you’ll be able to place your order and pay via your phone.

One-way circulation would be simple to set up at the Pump Room as there are two/three entrances (and two separate staircases); additional Perspex partitions could be provided if necessary.

The covered portico and the tarmac area provide two *al fresco* options. The balcony potentially provides a third.

Dogs could be welcome at outside tables.

Alongside safety and space, the “Pump Room experience” should include a really first-class catering offer, live music, and an appreciation of the building’s history and heritage.

Afternoon tea in particular is a sought-after treat at the moment. The BBC reports that in the 30 days up to 22 May, Google searches for the delivery of “cream tea” increased by 750% and for “afternoon tea” by 650%, topping the list of the highest increases in delivery-related searches. The Bath Pump Room packages for afternoon tea are included as an appendix.

The spa water is a defining aspect of the Pump Room’s history and a major attraction for visitors with an interest in heritage, as this is the only place in Cheltenham where spa water is still available.

We would propose replacing the current brass tap with a motion sensor water dispenser which would meet strict hygiene requirements and would enable “taking the waters” to continue to be part of the Pump Room experience.

Spa water could also be available at a new dispenser outside – and in the longer term, consideration should be given to bottling and marketing it.

Marketing Cheltenham have stressed the important role that tourism will play in Cheltenham’s economic recovery. Tourism is currently worth £162m p.a. to the local economy in Cheltenham, but the Pump Room – the jewel in its architectural and heritage crown – is not currently part of the town’s tourism offer.

The Pump Room will be a 15-minute drive from the new Cotswolds Designer Outlet off the M5 which is due to open in 2022, and is ideally placed to benefit from the increased visitor numbers to the area.

This proposal ...

- **Potentially secures a steady income stream for the Cheltenham Trust in both the short and longer term.**
- **Puts Pittville Pump Room “on the map” as a visitor destination and contributes to Cheltenham’s economic recovery.**

Afternoon tea packages at Bath Pump Room

BEAU NASH CREAM TEA

A tasteful tribute to the celebrated dandy and promoter of polite manners, Richard 'Beau' Nash, who transformed Bath's social scene and reputation

Smoked Scottish salmon and cucumber pikelet, shallot creme fraiche
Homemade fruit and buttermilk scones, Dorset clotted cream, jam
Pot of our house loose leaf tea collection or locally hand-roasted filter coffee

£20.00 (per person)

With a glass of Greysfriars Cuvée Brut NV, Surrey, England £27.50 (per person)

SOMERSET HIGH TEA

From our county, renowned for its lush, green farmland and abundance of apple orchards, indulge in a selection of local specialities

Orchard Pig Cider or Apple Rambler
Free-range Scotch egg, piccalilli
Chicken and fennel sausage roll, onion chutney
Homemade cider and apple cake, apple jam
Pot of our house loose leaf tea collection
or locally hand-roasted filter coffee

£19.50 (per person)

THE TRADITIONAL PUMP ROOM TEA

Enjoy our sumptuous interpretation of the ritual that began in the 1800s, when the 7th Duchess of Bedford found a way to fill the 'hungry' gap between lunch and supper

SAVOURY SELECTION

Salmon mousse and toast

Finger sandwiches:

Herb cream cheese and cucumber

Free-range egg mayonnaise and cress

Coronation chicken

Smoked ham and tomato, Coleman's mustard
mayonnaise

SWEET SELECTION

Homemade fruit and buttermilk scones,
Dorset clotted cream, jam

Daily selection of The Pump Room pastries

Pot of our house loose leaf tea collection or locally hand-roasted filter coffee

£27.00 (per person)