



# The Cheapside Business Alliance

# ANNUAL REPORT

2015/16



at the City's heart  
**CHEAPSIDE**

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# Foreword

This is the first Annual Report since the Cheapside BID 'Cheapside Business Alliance' (CBA) was established following a ballot of local businesses in the spring of 2015. A significant majority of businesses (84%) voted in favour of the BID - giving us a strong mandate to deliver the Business Plan over the past 12 months, working collectively with our partners.

Our first year as a BID has seen the CBA working closely with business and the City of London Corporation (CoL) to foster even better links - building on our partnership with the business community across the area, which started through the Cheapside Initiative in 2007.

Cheapside Business Alliance, City Corporation and the business community are united in our ambition to promote the area as a retail and leisure destination of choice, as well as one of the best places in the world to do business. Significant redevelopment in recent years means that Cheapside is now a thriving seven-day destination - a place like no other, surrounded by world famous landmarks and a rich history which attracts new businesses, investors and visitors.

The activity undertaken by the CBA over the last year has built on our achievements to date, and has been guided by what businesses have said they would like to see happening in the area. The CBA work complements the exemplary services delivered by the CoL; seeking to add value to local businesses - it's an excellent demonstration of how partnership between the public and private sectors can deliver long-term, tangible and meaningful enhancements.

A Memorandum of Understanding (MoU) has been agreed between businesses and the City of London Corporation setting out the collaborative arrangements and outlining how best the CBA and the Corporation can work together to support the local business community.



Working across five core areas of work: employment, enterprise and training; environmental enhancements; tourism and culture; marketing and promotion; and business awareness and networking, CBA has hit the ground running in its first year and has delivered successfully across all areas.

This Annual Report sets out the detail of how the investment made by the business community has been allocated locally and illustrates the substantial impact CBA is having in the area.

**Anne O' Neill, Partner-Orrick  
Chair, Cheapside Business Alliance**

# Employment, Enterprise and Training

Implementing programmes and initiatives to support our business community, and importantly looking at how people access training, employment and development programmes, is central to what CBA delivers across Cheapside.

CBA works in partnership with the “Heart of the City” programme to provide free support to businesses that want to start or develop a Corporate Social Responsibility (CSR) programme. This ensures that companies can make a positive impact on their community and environment whilst improving employee relations, enhancing their brand and building lasting client/supplier relationships.

CBA is exploring opportunities to partner with the Livery companies within the footprint, with a view to sharing best practice and facilitating networking and business development across the area.

Working with a dedicated employment service, Stepahead and other partners, CBA will continue to provide a local employment programme giving opportunities to city residents and city fringe residents to access employment opportunities.

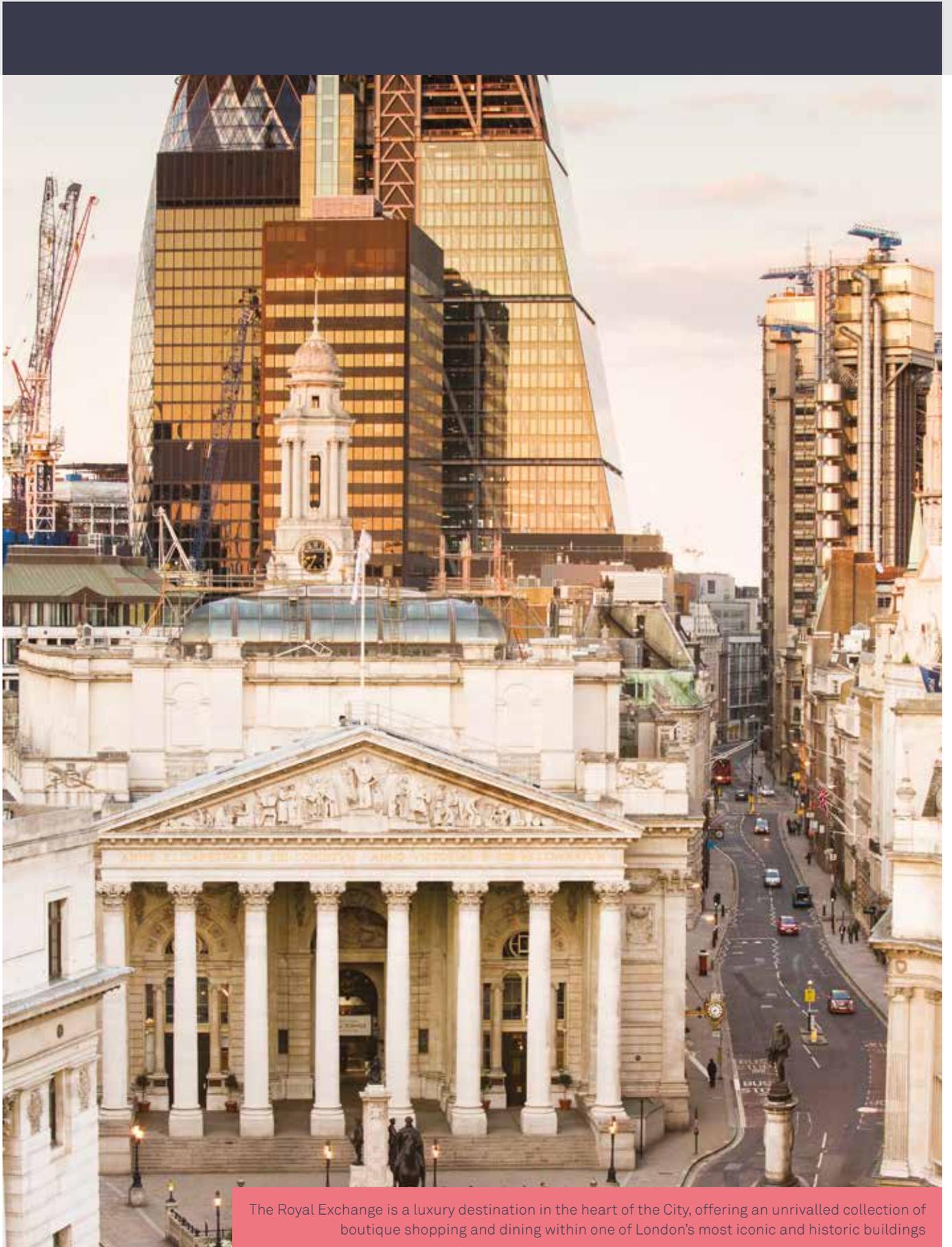
Over the last 12 months we have achieved the following:

- 56 job starts in 2015/2016
- Organised an Employment & Apprenticeship workshop for CBA members, presented by Stepahead and City Brokerage
- Engaged with over 50 employers
- Worked with Soho House and Sydell Group to help fill over 700 jobs
- Delivered a valuable partnership with City Brokerage to support school children
- Created an employment fact sheet and distributed to CBA businesses

- Collaborated with Stepahead to develop a factsheet on apprenticeships and distributed to business contacts
- Although still early days for our apprenticeship scheme with Stepahead, we have engaged two corporate clients and our work in this area will continue in future years



Cheapside Business Alliance, Welcoming new businesses to the area – Press by St Paul's tube station



The Royal Exchange is a luxury destination in the heart of the City, offering an unrivalled collection of boutique shopping and dining within one of London's most iconic and historic buildings



CBA is working to generate a step change in the perception of Cheapside. We are creating a strong business and retail voice in the area and developing a clear vision to promote Cheapside and the City as an area where people will want to live, work and relax.



The iconic St Paul's Cathedral - Our Ambassadors receive most questions about the famous dome

# Environment, Signage and Way Finding

We recognise that having a high quality local environment is an important part of making Cheapside a vibrant and successful business and visitor destination.

At a strategic level, this year the CBA has worked closely with the City of London Corporation on phasing and implementation of the Cheapside and Guildhall Area Enhancement Strategy.

In addition to this work, CBA has established an Environmental and Sustainability steering group bringing together a business collective that has identified programmes which complement the wider sustainability agenda for the City of London and benefit business. This group, which has met three times over the last year, has been exploring schemes for the following issues:

## Air Quality

## Joint procurement of services

## Waste collection

## Green infrastructure

We have been working with the Cross River Partnership to secure seed funding from the Mayor of London to support Air Quality “Global Action Day”. Our work around this event has also seen close working with a number of teams within the City of London Corporation including Greening Cheapside and Cleaner Cities.

Specifically, over the last 12 months we have achieved the following:

- Commenced air quality monitoring in December 2015 and 10 locations now measure nitrogen dioxide
- A number of CBA members are volunteering to support our air quality work
- CBA delivered 30 CoL Cleaner Streets information packs to retailers and restaurants
- The CBA Ambassadors reported over 100 graffiti incidents
- 2 instances of illegal advertising reported and acted upon
- Participated in Global Air Action Day 6th & 13th March 2016 - addressing traffic idling (a major contributor to air pollution) was a particular focus for CBA. Engaged with over 50 drivers and received a very positive response
- 117 Environmental and 53 cleansing issues reported
- CBA has been working with CoL Police and has identified three hotspot areas in Cheapside where smokers drop their cigarette butts - action is now being taken to address this
- CBA presented to Gothenburg BID in partnership with CoL

# Tourism and Culture

Cheapside is home to a rich mix of restaurants, bars, shops and places of interest to Londoners and global visitors. Over the past year we have developed a strategy to bolster the already strong cultural offer to encourage greater footfall across the area.

The CBA has worked with the City of London Cultural & Visitor Development team to set out a programme of cultural activities that will integrate with the business community and promote the cultural heritage of this historic part of London.

An important pillar of our work on Tourism and Culture has been the introduction of an Ambassador programme. The CBA has created a small team of street guides/ambassadors to enable business visitors and tourists to better navigate the area - making Cheapside a more welcoming place to visit. The ambassadors are also additional 'eyes and ears' on the ground and have reported several environmental issues and collected important data to inform future work. We have worked in partnership with the City of London Information Centre on this activity. Walking the footprint seven days a week, our ambassadors have welcomed 26,534 visitors. The most popular topic ambassadors are asked about is St Pauls.

CBA ensures that the business community and its interests are represented at the City Visitors Attractions and Retail Group (VARG) which meets quarterly to coordinate events and mutually beneficial marketing schemes for all who live, work and visit.

Additionally, over the past 12 months we achieved the following:

- Supported The Lord Mayors Show - float with 15 dancers and 12 sea scouts celebrated the maritime theme of the show in 2015
- Supported eight Corporate open days/workshops
- Coordinated a series of walks around the area to welcome new companies, retailers, employees and residents to encourage greater exploration and discovery of the Cheapside area
- Organised three Tourism & Culture Steering group meetings



Way Finding around the footprint

# Marketing and Promotion

The City is a unique part of London and its oldest quarter, with great heritage, a vibrant night-time economy, green spaces, world famous architecture and several visitor attractions. That said, due to the area's reputation as a global commercial hub, the message about the variety and vibrancy of the area does not always reach a wide audience.

The CBA is working to generate a step change in the perception of Cheapside. We are creating a strong business and retail voice in the area and developing a clear vision to promote Cheapside and the City as an area where people will want to live, work and relax - aligning with the City of London's Visitor and Culture strategies.

The Cheapside Privilege Card was introduced by the Cheapside Initiative before the BID ballot and continues to grow with thousands of employees and local residents taking advantage of the great offers available. This past year, the CBA team has worked to raise awareness of the Privilege Card and we have seen many new businesses coming on board with offers, and the profile of the loyalty scheme is continuing to increase.

Over the past 12 months we have achieved the following:

- Built the Privilege Card programme - now over 11,000 cards in circulation with 11 new offers throughout the year added to the Cheapside Privilege card
- Four open days organised by CBA in new corporate offices
- One exclusive shopping event held for a CBA corporate client
- New website created for CBA
- Two 20-metre tall Christmas Trees were funded by CBA to add festive cheer to the area and promote Cheapside as a shopping destination. The trees were placed in Bow Bell Church Yard and outside 150 Cheapside
- We organised a high successful Christmas Lights Switch On event, with the Lady Mayoress our guest of honour and entertainment provided by the choir from the Islington Academy



Cheapside Christmas Light switch on 2015 with the Lady Mayoress

# Business Awareness/Networking

The CBA has taken an innovative approach to create a real business “community”. In our first year we have worked hard to include all businesses within our footprint, from the large multi-national corporates to the smaller independent businesses in our area, all of which make a valuable contribution to the shape and vitality of Cheapside.

The CBA has created networking events to bring our business community together, encouraging businesses to share best practice and foster business development opportunities. Similarly, we have explored a range of wellbeing initiatives, as we are aware of the links between employee health and wellbeing and business productivity and commercial growth.

Over the past year we have achieved the following:

- Organised four networking events and partnered with CBA members to host these events
- Hosted the launch of the Cheapside Business Alliance held at the Grange Hotel with over 100 CBA members attending
- Worked in partnership with the City Of London Counter Terrorism advisory team and presented to over 70 CBA members
- Organised a retail symposium hosted by One New Change
- Hosted CBA Christmas drinks with Metro Bank
- Held three businesses awareness steering groups at CBA members offices
- Engaged with over 150 individuals throughout the year



Networking event

# The BID Budget

Cheapside Business Alliance Income and Expenditure Statement for the period May 15 to 31 March 16 – BID YEAR 1.

|                                       | BUDGET 2015/16<br>£ | TOTAL 2015/16<br>£ | BALANCE 2015/16<br>£ |
|---------------------------------------|---------------------|--------------------|----------------------|
| <b>EXPENDITURE</b>                    |                     |                    |                      |
| Project Management                    | 103,000             | 102,280            | 720                  |
| Employment, Enterprise and Training   | 44,000              | 10,070             | 33,930               |
| Environment, Signage & Way-finding    | 50,000              | 532                | 49,468               |
| Tourism & Culture                     | 85,000              | 59,645             | 25,355               |
| Marketing & Promotion                 | 48,000              | 43,210             | 4,790                |
| Business Awareness/Networking         | 44,000              | 19,809             | 24,191               |
| <b>TOTAL EXPENDITURE</b>              | <b>374,000</b>      | <b>235,545</b>     | <b>138,455</b>       |
| <b>INCOME</b>                         |                     |                    |                      |
|                                       | <b>(374,000)</b>    | <b>(346,673)</b>   | <b>(27,327)</b>      |
| BID Funds                             |                     | (331,152)          |                      |
| Privilege Card Sales (303 card sales) |                     | (2,521)            |                      |
| Voluntary Contributions               |                     | (13,000)           |                      |
| <b>TOTAL INCOME</b>                   | <b>(374,000)</b>    | <b>(376,673)</b>   | <b>(27,327)</b>      |
| <b>NET (INCOME)/EXPENDITURE</b>       |                     | <b>(111,128)</b>   | <b>111,128</b>       |



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