

The Cheapside Business Alliance ebulletin April 2017

**THE NED**

London-based Soho House & Co and New York's Sydell Group have joined forces to create The Ned: a hotel, club and collection of restaurants in the City of London.

Set in the former Midland Bank building, The Ned was designed by Sir Edwin 'Ned' Lutyens in 1924. The heritage building will open in spring 2017, hosting nine restaurants, 252 bedrooms channeling 1920s and 1930s design, a range of men's and women's grooming services and 'Ned's Club', where members have access to a rooftop pool, gym, spa, hammam and late night lounge bar.

**Ned's Club:** Ned's Club, available to members and hotel guests, offers a range of rooms and facilities. Ned's Club Upstairs includes a rooftop, with spectacular 360-degree views across London, a pool, restaurant, and Princes Street and Poultry Domes, which will host intimate bars.

Dominating the belly of the building is the bank's original vault, with its twenty tonne, two-metre-wide door, which will house Ned's Club Downstairs, the Vault Room lounge bar. The vault contains over 3,000 stainless steel safety deposit boxes and inspired the design of Fort Knox in the 1964 film Goldfinger.

Ned's Club Active has cardio, strength and training equipment, a boxing gym, Pilates, yoga studio and House Ride (spinning). At Ned's Club Relax, the spa, there is a 20 metre swimming pool, hammam, sauna and steam room.

**Bedrooms:** Each room channels 1920s and 1930s design, with vintage pieces, hand-knotted rugs and rainforest showers. Brass and mahogany furniture, chandeliers and richly patterned furnishings decorate The Ned's 252 bedrooms.

**Eating & Drinking:** The Ned's food offerings, located on both the ground floor and rooftop, span the globe, from Britain to Italy, North America to Asia.

Restaurants will include Cecconi's City of London – sister restaurant to the Cecconi's in Mayfair, Berlin, Istanbul, Miami Beach and West Hollywood, serving modern Italian dishes; Cafe Sou – a Parisian-inspired café, serving classic French dishes and daily specials; Zabler's



– a New York-style Jewish deli serving smoked fish, herring and Reuben sandwiches, along with a separate dessert counter; Millie's Lounge – a British brasserie with a 24-hour menu; Malibu Kitchen – cutting-edge Californian nutritional trends combined with Mediterranean ingredients; The Nickel Bar – a traditional American diner with a classic all-day menu serving burger, all day eggs, Milkshakes and apple pie; Kaia – a modern Asian-Pacific-inspired restaurant specialising in healthy "bowl" food including poke, and Lutyens Grill – an American steakhouse, with trolleys and gueridon service for members and hotel guests.

There's a further restaurant and two bars up in Ned's Club Upstairs.

**Groups & Events:** The Ned's six private hire rooms and two terraces are among the building's most elegant spaces – all benefit from natural light and have a dedicated reception area.

Can you close your door to reduce energy and pollution?

Many retailers choose to keep their door closed to keep down their energy bills and minimise outdoor air pollution from entering their shop. Are you able to support this initiative in the Cheapside area? This will help you to:

- Save money
- Demonstrate environmental responsibility by reducing energy use
- Make customers feel more comfortable
- Provide healthy working conditions for staff by minimising pollution from entering the shop from outside

For further information see [www.closeyourdoor.org.uk](http://www.closeyourdoor.org.uk)



Our Privilege Card holders get 10% off all ranges at Hotel Chocolat



Launch of the Cheapside walking maps

Come and visit the Living Streets 'Walk Doctor' stall on Wednesday 19th April, outside Boots, Cheapside 11.30am – 2.30pm & Wednesday 26th April, Paternoster Square, 11.30am – 2.30pm.

Get your free copy of the new Cheapside Walking Map and meet one of our walk doctors to find out how you can incorporate more walking into your daily routine and be healthier, happier and more productive. With free tips on holding walking meetings and walking exercises.

For further details contact Richard Lambert: [Richard.lambert@livingstreets.org.uk](mailto:Richard.lambert@livingstreets.org.uk) or 0207 377 4901



Introducing Sahan from Step Ahead, Account Manager for Cheapside



Hi everyone! My name is Sahan De Abrew. I work for Step Ahead, who are a central London based recruitment company, that is commissioned by the Corporation of London, to work with the Cheapside Business Alliance to run an employment service to City of London employers. I am the Cheapside Employment Engagement Adviser, dedicated to providing a simple and responsive employment service for employers in the Cheapside area looking to employ local people with the right skillset.

Step Ahead ensures that candidates are reliable and match the relevant criteria of the job role. We also recognize job starts are key but sustainable placements are essential to an employer's business which we aim to provide. This service is delivered free of charge as we are funded by the Cheapside Business Alliance.

Many of the employers in Cheapside have used the employment service on multiple occasions as they feel the service saves time and resource whilst also assisting them with their CSR agenda. I conduct a weekly visit of the Cheapside area so will be popping into your business to introduce myself and promote the Cheapside Business Alliance.

When you have identified a vacancy you require help filling, or for further information, please do not hesitate to contact me by email/phone at [sahan@stepahead.co.uk](mailto:sahan@stepahead.co.uk) or 07714733677.

The Cheapside App – Do you have it?

We have many exciting events coming up over the next few months, so please support us where you can. Please [click here](#) to find out more.



April Events

**Echoes Across the Century**

31 March – 16 July FREE



Guildhall Art Gallery's latest exhibition explores personal stories from World War I as those involved grappled with separation from loved ones and kept the country moving. Immerse yourself in this multisensory journey that explores heritage, memory and loss in this exhibition that is part museum, part archive of dreams.

Mon – Sat 10am – 5pm, Sun 12-4pm  
Guildhall Art Gallery  
[www.cityoflondon.gov.uk/things-to-do/visit-the-city/attractions/guildhall-echoes-across-the-century.aspx](http://www.cityoflondon.gov.uk/things-to-do/visit-the-city/attractions/guildhall-echoes-across-the-century.aspx)

**Fields of Battle, Lands of Peace: The Doughboys 1917-1918**

7 – 23 April FREE outdoor exhibition



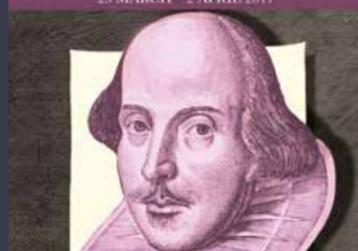
American soldiers, or 'Doughboys', and their entry into the First World War in 1917 provide the focus of this major new exhibition. It portrays the battlefields which, 100 years ago, were places of death and horror, now revealed by the photographer as landscapes of great beauty and tranquility.

The exhibition is the latest in an acclaimed series of centenary photographic exhibitions created by Michael St Maur Sheil. Following 2016's Fields of Battle, Lands of Peace: Somme 100, Sheil documents the battlefields of the Western Front as they are today.

In partnership with: City of London, Fields of Battle, Lands of Peace: The Doughboys, National World War I Museum and Memorial, US Embassy, Guildhall Yard  
[www.cityoflondon.gov.uk/doughboys](http://www.cityoflondon.gov.uk/doughboys)

**Literary Events in the City - English Tourism Week**

25 March – 2 April FREE



To coincide with English Tourism Week the City of London is celebrating all things literary. Join a guided walking tour, follow a self-guided walk, take in a play or see a copy of Shakespeare's First Folio. Visit the website for further details.

Various City locations  
[www.cityoflondon.gov.uk/etw](http://www.cityoflondon.gov.uk/etw)

**London Games Festival Character Parade**

8 April FREE



Iconic games characters, mascots and cosplayers will take to the street of the City on 8 April in the London Games Festival's closing parade. The parade covers a route including a 'guard of honour' send off from Guildhall Yard, a parade down Cheapside and then through Festival Gardens and up to the iconic steps of St Pauls – before ending with a 'catwalk' showcase in Paternoster Square. The London Games Festival Games Character Parade will focus solely on characters and icons from video games, potentially making it the biggest gathering of its type in the UK.

Starting from Guildhall Yard  
[www.cityoflondon.gov.uk/things-to-do/visit-the-city/whats-on/Pages/games-festival-parade.aspx](http://www.cityoflondon.gov.uk/things-to-do/visit-the-city/whats-on/Pages/games-festival-parade.aspx)