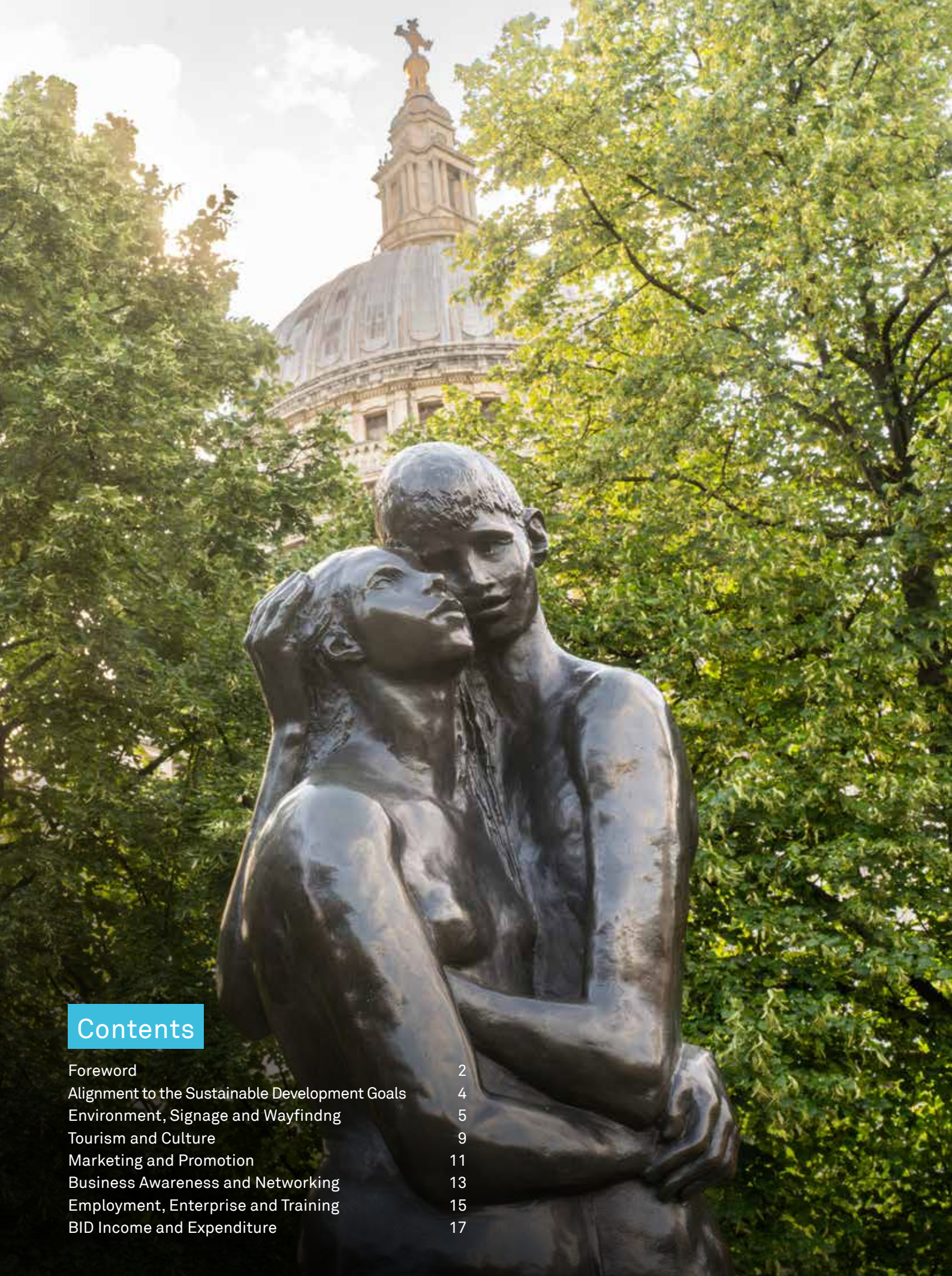


The Cheapside Business Alliance 2022/23

ANNUAL REPORT



at the City's heart
CHEAPSIDE



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Foreword

I am delighted to present the Cheapside Business Alliance’s (CBA) Annual Report for 2022/2023. I am immensely proud of all that the BID has achieved since I first joined as a board member in 2016, and subsequently as its chair since 2020.

The CBA, along with the four other City business improvement districts, (BIDs), has demonstrated the powerful force for good in the City of London. June 2022 saw the launch of the City of London Corporation’s flagship policy ‘Destination City’, aiming to turn the Square Mile into a seven-day-a-week visitor destination. The Golden Key event in October was a great success and attracted 30,000 people, showcasing the desire of visitors and Londoners to explore the City as a leisure destination. The CBA is committed to supporting the Destination City policy and collaborating as BIDs to amplify our voice on pertinent issues across the Square Mile.

This Annual Report highlights the various projects and programmes undertaken by the CBA to complement its core themes: Environment, Signage and Wayfinding, Business Awareness and Networking, Tourism and Culture, Employment, Enterprise and Training and Marketing and Promotion.

Notable highlights have included our annual Christmas tree light switch on at St. Mary Le Bow Churchyard and Bow Lane, which included a wonderful choir and speeches. This was supported by a digital campaign which saw the BID collaborating with local businesses on an online advent calendar with 12 prizes to be won. The campaign received great social media engagement, with over 220 entries. In preparation for the upcoming year, other projects have been planned, such as the development of a Morph Step Free Walking Trail and the organisation of an Open Iftar event to celebrate Ramadan.

The CBA has also collaborated with the City of London Police, (CoLP) on women’s night-time safety through Operation Reframe, resulting in assistance for vulnerable women and the apprehension of unlicensed taxi drivers. Operation Reframe has been running since last April and will continue to be held monthly at various locations around the City.

With London still dealing with the aftermath of the Covid pandemic and having to tackle global issues such as the climate emergency and the cost-of-living crisis, the role of the BID has never been more important. By bringing together our local community, the CBA can act on its priorities and deliver support in a way that truly makes an impact.

As Chair, I feel privileged to be involved in an organisation that acts for the greater good of Cheapside, and to be working with you all to deliver initiatives which will support our community and ensure it remains a vibrant and attractive place to live, work and visit.

Your ongoing commitment and support is essential to the success of our BID, and the Cheapside Business Alliance team looks forward to continuing to work with you over the coming year.

Charlotte Fletcher
CBA Chair

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Alignment to the Sustainable Development Goals

Cheapside Business Alliance (CBA) have begun mapping the breadth of our activity against the United Nations Sustainable Development Goals (UNSDG) this year. As you look through this report, you will see how the CBA has aligned them to each BID priority area.

3

GOOD HEALTH AND WELL-BEING

4

QUALITY EDUCATION

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AFFORDABLE AND CLEAN ENERGY

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DECENT WORK AND ECONOMIC GROWTH

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REDUCED INEQUALITIES

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SUSTAINABLE CITIES AND COMMUNITIES

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LIFE ON LAND

17

PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

Read on to see our key achievements and insights from 2022/2023.

Environment, Signage and Wayfinding

Total spend : £54,659

The Cheapside Business Alliance has continued to ensure that all environmental projects have remained a key priority area over our second term. We understand the importance of improving the public realm to enhance the urban environment for our businesses and visitors and our close collaboration with the City of London Corporation remains vital throughout our work.

Transformative public realm projects in Cheapside

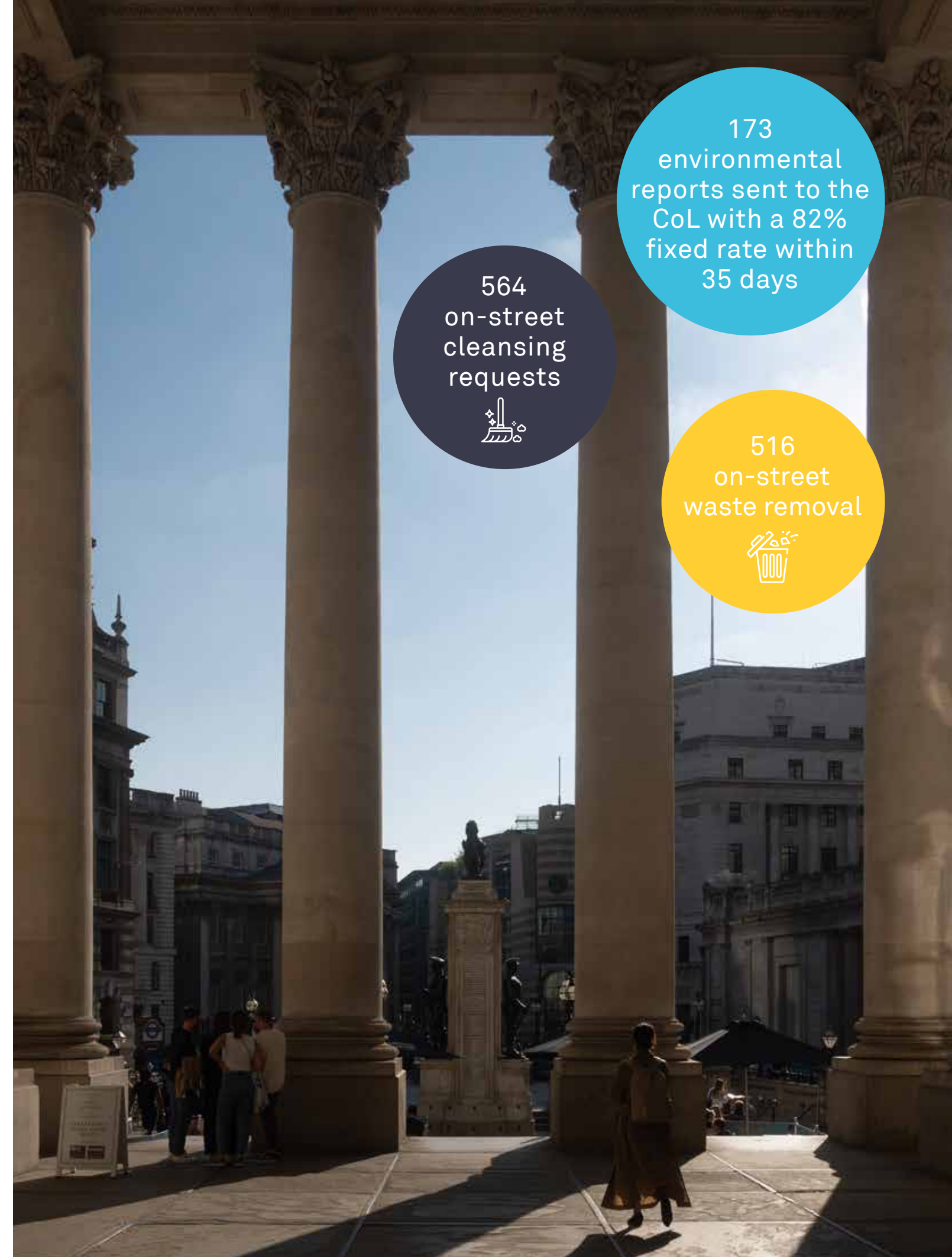
Over the past year Cheapside and the surrounding area have been experiencing great developments to its environment with many more exciting plans and transformative projects on the horizon. The All Change at Bank project will result in vast streetscape improvements with widening of pedestrian crossing points, removal of traffic islands and traffic calming measures. These changes will contribute to making Bank Station and the surrounding area a more pleasant and safer place to spend time in and enhancing visitor experience.

CBA continues to support the Corporation's public realm vision and earlier this year took part in the Pedestrian Priority Streets consultation, submitting a response to the scheme and acting as a wider voice for all our business and local community members.

Furthermore, CBA has also attended quarterly steering group meetings around future public realm enhancements to St. Mary Le Bow Churchyard and funded the initial design proposal for the development. Enhancements to the public realm space would seek to transform the area and provide more greening, seating and lighting. In addition to this the team has joined discussions with the Corporation around the St. Paul's gyratory transformation project. This will aim to make the surrounding area, from the Museum of London through to St. Pauls Underground Station a safer place for pedestrians and cyclists and also to create an overall more pleasant environment to spend time in.

Cleansing and Safety

Cleanliness and the safety of all our visitors and businesses working in Cheapside continues to be a priority for the CBA. Over the past year our seven-day-a-week ambassador team have worked extremely hard in providing a welcoming service to all who spend time in the area and as representatives for the CBA team. A total of 1,163 cleansing issues were reported into the Corporation across the year.



173
environmental
reports sent to the
CoL with a 82%
fixed rate within
35 days

564
on-street
cleansing
requests



516
on-street
waste removal





The Mobile Arboretum reached over 200,000 users across social media posts



Showcasing Cheapside's Open Spaces

CBA partnered with the London Festival of Architecture, (LFA) and hosted a site-specific installation, the Mobile Arboretum, which focused on greening and seating. The inspiration behind the arboretum derived from Cheapside's historical significance of the market place and for two months offered a haven of relaxation for those visiting the area and workers on their lunch break. The benches gained extremely positive feedback from the business community, with many commenting they would like to see similar installations in the future.

Climate and Net-Zero

The CBA continued to run quarterly Environmental steering groups with members from the Corporation and local businesses. This aided discussions and action points around the Corporation's air quality strategy including conversations around future public realm schemes and diffusion tube monitoring.

CBA has also promoted and aligned with the Corporation's climate change, biodiversity strategies and air quality aspirations, events and seminars. We sponsored the City of London's Plastic Free Awards, encouraging companies to be innovative in the way they implement plastic free business practices and one of our local Cheapside businesses were given a Plastic Free City Award.



Tourism and Culture

Total Spend: £74,650

Cheapside has always been unique in its nature, not only boasting one of the most beautiful cathedrals in London but, in addition to this, home to the City of London's most prestigious retail destinations. Its distinctive historical nature continues to pull visitors into the area and Cheapside Business Alliance have ensured the creation of a varied programme of events, public exhibits, and installments for encouraging visitor footfall to the city.

Events and Community

The Queen's Platinum Jubilee was one of the most significant celebratory historical events that took place in 2022. CBA helped welcome thousands into the city by promoting local events such as Thanksgiving for the Queen's Reign at St. Paul's and the Commonwealth Baton Relay at Paternoster Square, as well as marketing hospitality and retail offerings within Cheapside.

Over the summer, Live in the Churchyard, an annual community festival sponsored by the CBA and run by St. Mary Le Bow Church took place and included a week of fantastic entertainment. The Church was thrilled to welcome just over 800 people to enjoy the various performances on offer. The week's schedule included performances from school choirs, orchestras and jazz bands as well as wonderful historical tours. This was the first time Live in the Churchyard was able to welcome full attendance since COVID-19.

Towards the end of 2022, CBA took part in the Lord Mayor's Show with a float representing all the great work and support the 4 City BIDs give towards local businesses in the Square Mile. The 3-mile parade welcomed around 6,500 visitors to the city.



Lord Mayor's Show 2022

The Cheapside Business Alliance has been supporting Live in the Churchyard for a number of years and our collaboration has meant we have been able to grow this wonderful community event into one of the most joyful weeks of summer events on offer in the Cheapside area.

Daniella Downs- Parish Secretary and Operations Officer at St. Mary Le Bow Church



46,442 visitors welcomed

215 business engagements



2023 began with plans for the very first Open Iftar to take place in Cheapside in celebration of Ramadan. CBA, Landsec and the Corporation worked in collaboration to ensure the expected large-scale event was going to be an enjoyable and safe day for all those attending. The event, due to take place in the new BID year 2023/2024 is expected to attract just over 200 people and will be the start of many more exciting conversations around future cultural events in and around Cheapside and the Square Mile.

Visitor Welcomes and Business Visits

Our ambassadors have continued to play an essential role in not only being a welcoming face to all visitors and businesses visiting Cheapside but also gathering intelligence for the CBA, the Corporation, and the City of London Police. With three team members working 7 days a week throughout the year the ambassadors have been crucial in the recovery of the City and assisting our members. In the last year our ambassadors have welcomed 46,442 visitors to the area and carried out 215 business visits.

SUSTAINABLE DEVELOPMENT GOALS



Marketing and Promotion

Total Spend: £43,795

Marketing and promotion have remained high in the CBA's priority areas and we have continued to work closely with partners and the Corporation's Destination City team to ensure Cheapside remains a key destination of choice in the Square Mile.

Cheapside's Social Presence

We commissioned a one-stop-shop website for all things Cheapside. Wireframes have been finalised and we are excited to see the final design in the next BID year 2023/2024. This dedicated platform will cater to both businesses and visitors to the area.

The CBA's established social media platforms Twitter and Instagram have always proved to be a great asset to marketing the area. Our social platforms as well as our monthly newsletter have been vital in the promotion of business events, good news stories and information on wayfinding and public realm projects.

In the City App

In The City App is a platform which enables businesses to provide discounts, offers and events to all those visiting and working in Cheapside and the rest of the Square Mile. Throughout the last year we have seen a total of 1,491 news users registered to the app, 130 local businesses and organisations have provided 49 offers and, in addition, 154 events were showcased across the City. In order to enhance the experience of the app for businesses and users, the CBA along with the other City BDs have developed a bespoke 'go-to-market' campaign which is due to go live in the next BID year 2023/2024.

City Gift Card

The City Gift Card continues to grow in popularity within the Square Mile and the CBA have worked with the other City BIDs on the development of the City Gift Card programme, which encourages businesses to reward staff, whilst promoting local spending. 3,165 cards are now in circulation, adding up to £71,745 being invested back into the local businesses.

Promotion and Engagement

The CBA has consistently worked to give Cheapside the maximum exposure it deserves as a destination. Therefore, promotion across our media partnerships including City Matters, the Evening Standard and the Guardian have been instrumental in ensuring this continues. One of our main media partnerships, One City, saw a growth rate of 22,615 followers in the last year allowing them to reach 108,800 followers in total. This has resulted in great exposure for our retail and hospitality businesses in hubs such as the Royal Exchange, Paternoster Square, Bloomberg Arcade and One New change.

The CBA additionally took part in London-wide campaigns such as Love Letters for London with Central London Alliance which saw just under 100 letters posted to boxes located at the Royal Exchange and St. Mary Le Bow.



I love that when you turn a corner in the City you can see an unexpected mix of beautiful old buildings and new skyscrapers. Quote from Love Letters for London



Christmas in Cheapside 2022



In 2022 we sent out 14 digital monthly newsletters



Promoted 30 community events

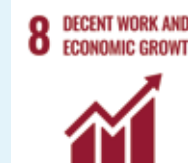
3,165 City Gift Cards in circulation



Christmas 2022 saw our annual Christmas tree light switch-on for Cheapside at St. Mary Le Bow churchyard and Bow Lane. The evening included speeches from the Lady Mayoress and Lord Mayor and festive songs by the City of London Academy Islington Choir. The festivities included a snow machine and a light show to accompany the switch-on. The event attracted passers by as well as local businesses and residents.

In addition the CBA team ran their annual digital 12 days of Christmas Advent calendar from the 1st-12th December, with 12 wonderful local prizes donated by our Cheapside business community. The calendar excited audiences and saw an average of 226 entries throughout the competition.

SUSTAINABLE
DEVELOPMENT
GOALS



Business Awareness and Networking

Total Spend: £99,986

Establishing and fostering relationships stands at the forefront of our projects. Collaboration with our business community and partnership with the Corporation and City of London Police allows us to build necessary networks and support in the continued growth of Cheapside. In doing so, we help strengthen the areas economy and create a thriving and sustainable community.

Networking in Cheapside

The CBA held its 2021-2022 Annual Report Launch last September in the beautiful Saddlers Hall and welcomed a total of 60 business members and partners. Fantastic speeches were given by the CBA's Chair, Charlotte Fletcher and Alderman Robert Hughes-Penney with entertainment by pianist, Edward Dye.

Towards the end of the year the CBA held its annual Christmas networking drinks which were followed by the wonderful St. Mary Le Bow Christmas tree lights switch-on and saw several of our business attend and share in the festivities.

The team also worked closely with the other City BIDs on various networking events throughout the year, including the Summer City BIDs' drinks at Mansion House in July, the Ceremony of the Keys at the Tower of London and the Routemaster Bus Tour which showcased key developments within the Square Mile.

We supported two Ward of Cheap breakfast events with high profile speakers Richard Burge, Chief Executive of the London Chamber of Commerce and Lord Browne of Madingley. Both events were well attended, speakers were extremely engaging and received fantastic feedback from attendees. It was a great opportunity for the CBA businesses and community members to join a very well connected and compelling event in the local area.



Annual Report Launch 2022

Night Safety

The CBA has been working in close collaboration with the City of London Police (CoLP), to ensure women's night-time safety is closely monitored. Inspector Caroline Hay, Licensing Inspector for the CoLP created Reframe the Night under the Violence Against Women and Girls (VAWG) strategy. This was set up in order to ensure that women could enjoy a night out in the City and feel safe and secure at all times. February this year saw the first Reframe event at Bank station which included a welfare tent set up and staffed by the CoL, CoLP, SIA and the Samaritans. Outcomes from the evening showed a number of vulnerable women were assisted, unlicensed taxi drivers were stopped and unlicensed premises were visited. This operation is run once a month in various locations within the City and the CBA will continue work with the CoLP on future Reframe events in order to create a wider impact throughout the Square Mile.



Reframe the Night 2023



Employment, Enterprise and Training

Total Spend: £14,086

Ensuring our business members and wider community have access to training and development opportunities remains a key priority area for the CBA. Our work with the Corporation and support for the Lord Mayor’s Appeal and City Giving Day continues to be of great importance.

Cheapside Community Fund

The CBA launched a Community Fund designed for charities and community groups to apply for small grants funding. So far CBA have contributed £15,000 towards various charities and groups within and around the Cheapside footprint which has supported an estimated 600 people. The three groups chosen were YMCA London City and North, with their project Music Matters, Forget Me Not Memory Cafe, with Creative Mindset and St. Luke’s Community Centre’s project, Community Cook and Share. The funding across all three charities and community centres helped a number of vulnerable young people achieve their goals as well as bringing community members together to share skills and assisting with feelings of loneliness.

City Giving Day

City Giving Day is an annual celebratory day which focuses on all the positive charitable work carried out by our local business community within the Square Mile. This fantastic day of fundraising began in 2015 and has continued to grow since. 2022 saw a total of 526 companies take part and the CBA team engaged with local business and recruited volunteers, to have fun and showcase their charity partners/charitable giving on the day. On this day the CBA ambassadors walked the footprint, taking as many selfies as they could in order to engage with the local community as well as businesses.



St. Luke’s Community Centre Community Cook and Share



Forget Me Not Memory Cafe Creative Mindset

Mental Health and Wellbeing

The CBA ran its first Mental Health First Aid Workshop in January 2023 as part of a wellbeing week run by the BID. This four-day virtual event saw a number of business members become fully certified and accredited Mental Health First Aiders. In addition to this, the CBA organised two greening workshops over the year with floristry and environmental specialists Jar and Fern which saw 40 participants attend. These mindful lunchtime wreath and bouquet-making workshops assisted in boosting morale to those working in the City. Workshops have been oversubscribed, selling out within minutes of going live and have received great feedback. The CBA will be planning future events for later on in the year due to increased popularity.



I’d encourage anyone given the opportunity to join this course to take it; it’s so important to educate ourselves in pursuit of a better understanding of mental health so that we can properly support and have compassion for those in need.

Mental Health First Aid workshop attendee

Tech-TakeBack

In celebration of London Repair Week, the CBA worked with the City of London and One New Change on their Tech-Takeback event. Donations of unwanted laptops, tablets, smartphones and desktop PCs went to local charities and a series of disassembly workshops were offered where people could learn everything they needed to know about tech.



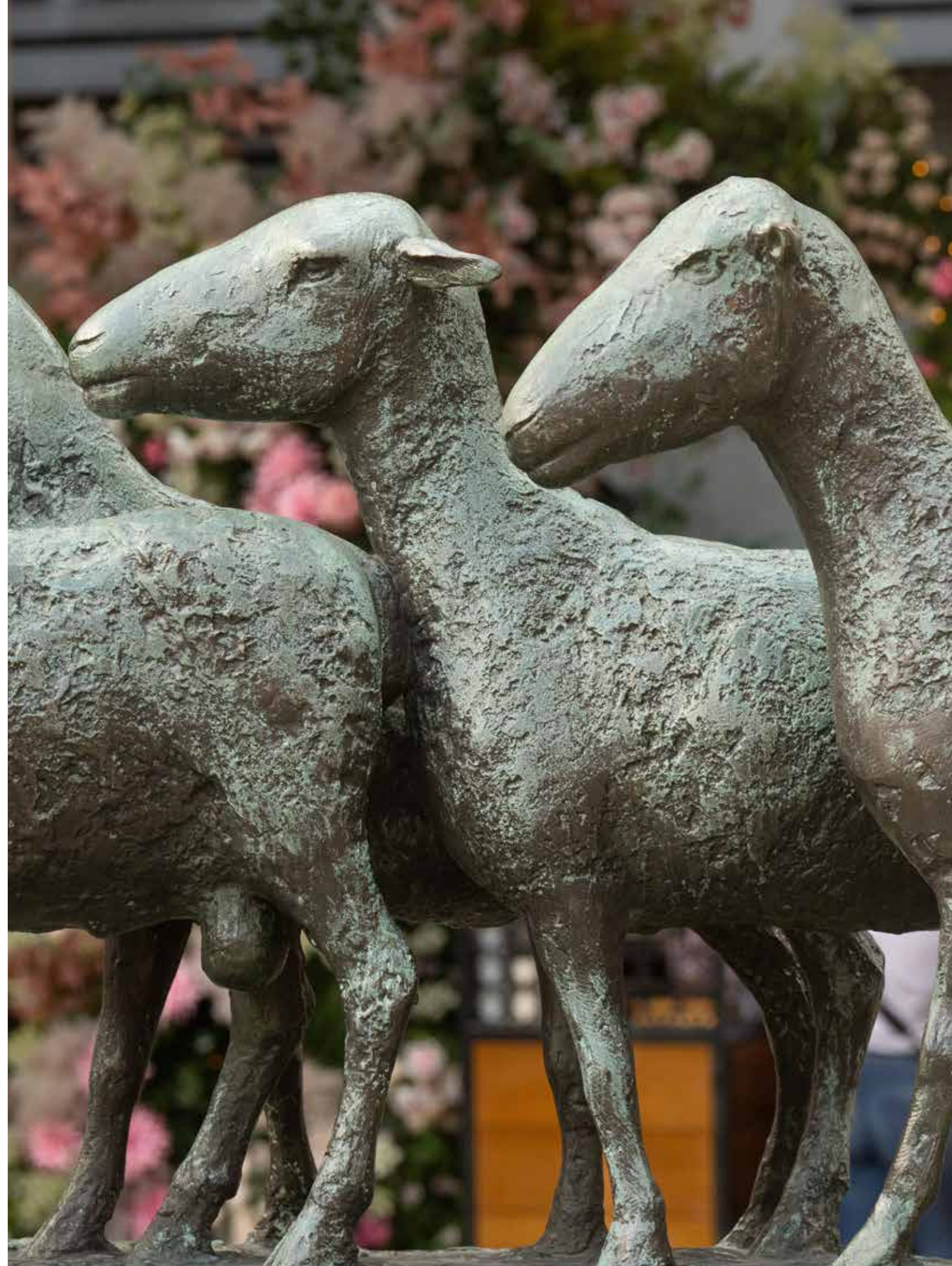
Tech-TakeBack 2023



BID Income & Expenditure

Income and Expenditure to 31 March 2023

	£
INCOME	
Levy Income	550,632
Other Income	47,500
TOTAL INCOME	598,132
EXPENDITURE	
BID Project Management	122,237
Environment, Signage and Wayfinding	54,659
Tourism and Culture	74,650
Marketing and Promotion	43,795
Business Awareness and Networking	99,986
Employment, Enterprise and Training	14,086
TOTAL EXPENDITURE	409,412
Post Tax Surplus (Deficit)	188,720
Closing 21 –22 Reserves	141,477
Surplus to be carried forward to FY 2023-24	330,197





at the City's heart

CHEAPSIDE

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