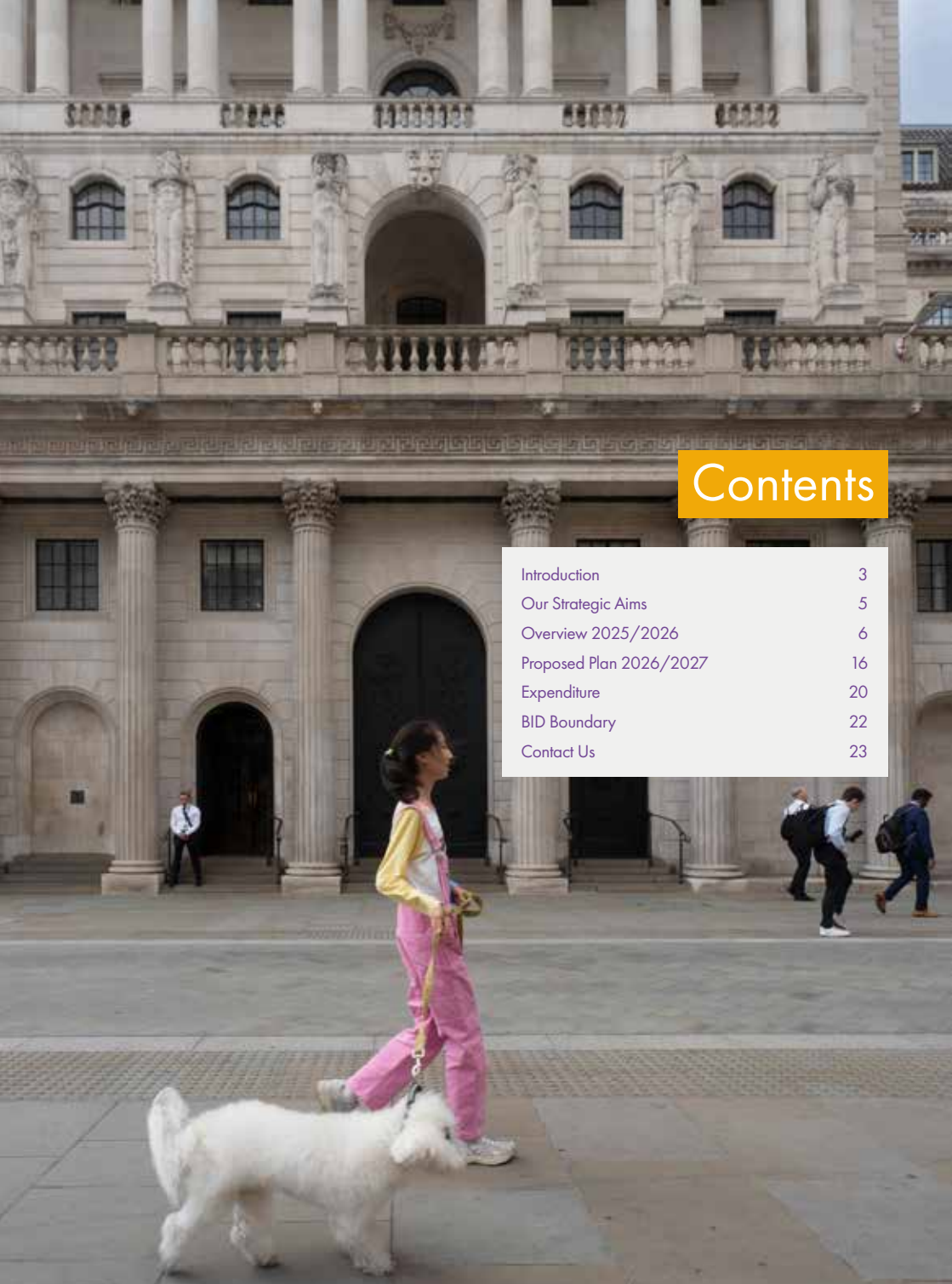


# CHEAPSIDE

## CHEAPSIDE BUSINESS ALLIANCE

Overview of Projects  
& Expenditure for 2025/26

Proposed Plan &  
Budget for 2026/27



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# Introduction

## Cheapside Business Alliance is delighted to present our Billing Overview of Projects and Expenditure for 2025/2026, as well as our proposed Delivery Plan and Budget for 2026/2027.

As the first Business Improvement District (BID) established in the City of London in 2015, the Cheapside Business Alliance (CBA) continues to champion the historic Cheapside area and its business community. The BID brings partners together to drive innovation, investment and growth, helping Cheapside maintain its position as a leading retail, leisure and corporate destination. Building on this foundation, we will keep working closely with businesses, residents and the City of London Corporation to deliver on our shared ambitions for the district.

Following a decade of progress, CBA achieved a third BID term for 2025–2030, which saw an impressive 92.4% of votes cast in favour of the BID by local businesses (94.9% by Rateable Value). This strong mandate reflects the value of our work, and we are grateful for the continued support from all who took part.

Throughout the past year, CBA has remained focused on strengthening Cheapside’s appeal as a place to work, visit and enjoy. Our projects

have been shaped by the priorities of our business community, whose engagement and collaboration continue to demonstrate the importance of the BID’s role in the area.

This report highlights our key achievements from 2025/2026 and sets out our objectives for 2026/2027. It also outlines how your levy contributions have been invested over the past year, showcasing the projects and initiatives delivered across the district. The proposed 2026/2027 budget is based on full levy collection and reflects the priorities identified by our members.

As a not for profit organisation, CBA is guided by a voluntary board of directors made up of local BID Member businesses with a direct interest in Cheapside’s future. All plans and budgets have been reviewed and approved by the board.

We look forward to building on this momentum in the year ahead and we want to thank you, our business community, for your ongoing support of our work.



# OUR STRATEGIC AIMS

**Supporting  
a Better  
Environment**

**Building a  
Stronger  
Business  
Community**

**Promoting a  
Welcoming  
Cheapside**

**Creating  
Social  
Impact**

# OVERVIEW 2025/2026



**TOTAL: £358,629**

CBA continues to focus on improving the public realm, enhancing green spaces, and supporting better air quality and sustainability across the district. This year we delivered several impactful projects that contribute to a cleaner, safer and more welcoming environment for everyone who works in, lives in, or visits Cheapside.

## 2025/2026 ACHIEVEMENTS

### On-street cleansing support

Our Cheapside Ambassadors have continued to be a vital presence, offering a warm welcome to residents, workers, and business owners alike. Servicing the BID area seven days a week, they help to represent Cheapside as a lively and inviting space for everyone. Since April 2025, the Ambassadors have greeted over 25,659 visitors, submitted more than 15,610 street cleaning requests to the City Corporation, and conducted over 1,001 business visits to promote CBA initiatives.

### Development of a public realm strategy

Work on the long-term public realm strategy for Cheapside progressed into its consultancy phase, with proposals due to be shared in the coming year. Following Gensler's appointment in November, the team completed Stage 1, which included historical and policy research, site and transport analysis, and extensive stakeholder engagement. This involved a site walk, 15 stakeholder interviews and 266 on-street and online surveys to understand perceptions, challenges and opportunities across the Cheapside area. Initial findings were presented to the Public Realm Steering Group. Work is now advancing into Stage 2, developing design concepts for short-, medium- and long-term interventions to enhance the district's streets and spaces.

### Enrich and curate public space

We have also continued to enhance the public realm, focusing on innovative ways to activate and improve the area's public spaces including benches at Threadneedle Street and the historical interpretation signage at Cheapside. We partnered with Hypha Studios to produce a Year of Culture

at 1 Poultry – hosting 24 free exhibitions across three galleries in this prime location. We delivered our first Sounds of Summer programme, bringing live performances to local open spaces, including New Change Garden, The Royal Exchange, and Paternoster Square.

We also supported the Bank of England with their Reconstructing Value installation, delivered as part of London Design Festival, which was made from £2.5million worth of reclaimed, recycled and reconstructed British bank notes. We also supported Hestia's Art is Freedom exhibition, highlighting awareness of modern-day slavery.

We ended the year by bringing an array of festive installations to the area, activating spaces including New Change Garden, One New Change, Bow Churchyard, and Threadneedle Street, with the aim of improving local commutes and providing photo opportunities for visitors.

### Collaborative climate action

We continue to bring local businesses together to champion environmental, social, and governance (ESG) initiatives. Highlights have included the Cheapside Community Fund, which focused on addressing climate change, helping people access meaningful work and education, offering skills training for young people and those seeking employment, and promoting mental health and wellbeing. In partnership with the City of London, we supported the Clean Air Awards, promoting a Plastic Free City. We also supported Love to Ride to promote active travel in Cheapside, and have programmed walks and tours to encourage people to access the area by foot.



Photo: City AM

## Building a Stronger Business Community



**TOTAL: £131,614**

Over the last year, we have provided strong support to our business community through a wide range of networking events, collaborative opportunities, and ongoing business engagement. Our projects were carefully aligned with the objectives and aspirations of key partners, local Cheapside businesses, and the City Corporation, ensuring a unified and informed business community.

### 2025/2026 ACHIEVEMENTS

#### Business to business networking

We continued to strengthen connections across the district through a range of networking opportunities for local workers and businesses, including our annual AGM celebration, Wellbeing Lunches as part of our Refresh programme, City BIDs Routemaster Bus Tour, Providence Row's Anniversary Celebration and more, helping businesses collaborate, share expertise and build new partnerships.

#### Training and employment

Supporting training and employment opportunities remained a core priority for CBA. We worked closely with local businesses and national training providers to help develop a skilled and resilient workforce in Cheapside.

The Cheapside Learning Platform continued to offer free online training for local businesses and workers, providing topical, practical and wellbeing focused courses.

#### A safer Cheapside for all

We worked closely with the City of London Police and the City Corporation to support safety initiatives across the district. This included delivering specialist training on night-time economy support and cybercrime, helping businesses strengthen their resilience and protect staff and customers.

In partnership with the other City BIDs, we collaborated with the Cyber Resilience Centre for London, supported by the City of London Police and the Mayor's Office, to deliver free cyber crime awareness workshops. We also supported Bridge Watch and provided suicide prevention training to local businesses.

We collaborated with the City of London Corporation, City of London Police, and other partners to provide Cycle Safety Pop-Ups, bringing the perfect opportunity to encourage safe active travel and take advantage of free resources to help keep cyclists safe in the area. We also ran free Phone Marking sessions, to help the recovery of any stolen devices.

#### Promotion of retail and hospitality

We partnered with City A.M. and the other City BIDs on Toast the City, celebrating the best of the Square Mile's hospitality and leisure sector. Cheapside businesses performed exceptionally well, securing the highest number of shortlisted entries – 31 nominations across 18 categories – and attracting over 28,000 public votes alongside a judges' panel. Four Cheapside businesses were named winners: F1 Arcade, voted the Best Team Experience, The Ned, voted Best Members Experience, St Paul's Cathedral, voted the Best Cultural Experience, and Coq d'Argent, voted Best Roof Terrace.



**TOTAL: £258,589**

CBA's strategy has focused on strengthening Cheapside's position as a premier destination, encouraging people to visit, shop, dine and spend more time in the area. Increasing dwell time and footfall remained a key priority, guiding all marketing and promotional activity. Cheapside continues to attract both domestic and international visitors, and our work over the past year has helped maintain and reinforce this reputation.

**2025/2026 ACHIEVEMENTS**

**Annual calendar of events**

We look back on our wonderful series of events that activated the area throughout the year. CBA partnered with Central London Alliance's London Sports Festival to host three sporting installations: Padel, Table Tennis and Padel Table Tennis. The activations proved highly popular: Padel Table Tennis drew 3,388 attendees over 87 days, Table Tennis welcomed 3,561 attendees across two weeks (with Fridays the busiest), and Padel attracted 2,180 attendees over 47 days, achieving a 92% occupancy rate. Notably, over 90% of visitors said they would not have used the space without these activities.

We were delighted to also sponsor LIVE at St Mary-le-Bow, an annual week-long programme of music, performance, and activities. This year the programme attracted more than 300 people, marking the largest audience numbers yet.

We wrapped up the year with our new Dickens-inspired Christmas in Cheapside programme, activating the festive light installations with events, pop-ups, walking tours, workshops and more. Our '12 Days of Cheapside' Digital Advent Calendar returned as part of the programme, which aimed to promote local hospitality, retail, and leisure businesses during the busy festive period. This generated 3,938 entries, marking a 333% increase on the previous year, totaling to over 5,550 entries across the 25 prizes altogether.

**Locking spend into Square Mile**

Our digital channels continue to be the go-to guide for what's on in the area. With over 750 engaged users per month, our website continues to showcase the area's offering with Christmas in Cheapside, Sounds of Summer and our Walking Tours being the most visited pages over the last year. Our newsletter has over 2,400 highly engaged subscribers, with an average of 1,800 total opens and over 860 total clicks per edition, with our Refresh Programme being the most engaged item. Whilst our social media channels have grown rapidly in engagement.

Partnering with One City, we've ensured Cheapside's offering is highlighted for local workers and visitors. With over 150,000 Instagram followers and an engaged mailing list, we've effectively used these channels to spotlight the area and our thriving business community. In collaboration with other City BIDs, we continued to promote the City Gift Card scheme, supporting local businesses and economic growth throughout the City of London.

**Data driven marketing**

We worked with our footfall and spend data providers to keep our businesses informed with quarterly comparative updates, to support decisions on programming strategies.

**London wide partnerships**

Key strategic partnerships like Business LDN, CPA and NLA have been championed, alongside global projects such as MIPIM.

**Promoting a Welcoming Cheapside**



Photo: Central London Alliance



## Creating Social Impact



**TOTAL: £129,357**

Our approach has centred on driving sustainable growth and long-term prosperity across Cheapside by supporting our business community to deliver meaningful social impact on the ground. Over the past year, we have helped organisations to advance their ESG and sustainability ambitions, while also prioritising the wellbeing of employees who live, work and spend time in the area. Through this continued focus, we aim to strengthen Cheapside’s resilience and ensure it remains a thriving, responsible destination.

### 2025/2026 ACHIEVEMENTS

#### Wellbeing for workers

CBA continues to deliver social impact for the benefit of our most vulnerable communities.

Building on the success of Mental Health First Aid (MHFA) training for our business members, we rolled out another programme to train more local workers.

Building on the popularity of the Cheapside Craft Club we once again hosted a series of group workshops for employees across Cheapside. These sessions invited local workers to participate in greenery workshops to create seasonal decorations and gifts. These workshops proved to be an effective way to support workers’ sense of wellbeing and foster a sociable, community-driven atmosphere.

A highlight of the year was Refresh, our three week programme of wellbeing workshops and events, which included 21 activities: two wellness lunch talks, four walking tours, nine webinars, three running events, and two wellbeing workshops. We saw over 567 people sign up to the programme with an enjoyment rating of 4.5 out of 5. We also continued our weekly Cheapside Run Club in partnership with Pure Sports Medicine.

We were also pleased to join Music in Offices to support the City of Women Choir’s workshop programme and performances at The Royal Exchange and London Stock Exchange to celebrate International Women’s Day 2026.

#### Volunteering & Responsible Business

Alongside the other City BIDs, CBA took part in City Giving Day, an event aimed at raising funding for the Lady Mayor’s Appeal and its chosen charities. We also took part in the Lord Mayor’s Parade with a joint City BID Float.

#### Supporting the vulnerable

We continued to provide volunteering opportunities and brokerage for workers from local businesses in the area, including with the homelessness charity Providence Row.

We also supported City Giving Day, an event aimed at raising funding for the Lord Mayor’s Appeal and its chosen charities.

#### Employability and opportunities for young people

We launched our next edition of the Cheapside Community Fund, providing crucial funding to community groups and registered charities. So far, the fund has supported 15 local groups and helped over 1,338 individuals in and around Cheapside. This initiative continues to play a key role in strengthening the Cheapside community and supporting those in need through essential training and resources.

We also provided support to the Mayor’s Fund for London to provide training, mentorship and work experience to local young people.

# PROPOSED PLAN 2026/2027



## SUPPORTING A BETTER ENVIRONMENT

BUDGET: £380,989

We will focus on improvements to the public realm, placemaking, cleansing and greening, all with a view to create a more sustainable, enjoyable public experience for all. Working with the City Corporation and key partners across London, the BID supports the implementation of innovative placemaking projects to enhance the public realm and promote our world-class retail experience.

### OUR OBJECTIVES & ACTIONS FOR 2026/27

#### Development of a public realm strategy

- The BID will finalise the area-wide Public Realm Vision and Strategy which is due for completion in Summer 2026 and aims to be launched publicly in Autumn 2026. This strategy will outline key opportunities where the BID can work with the City Corporation and other stakeholders on placemaking projects enhancing Cheapside's public realm.

#### Activation of vacant spaces

- Through our continued support of the 'Year of Culture at 1 Poultry' meanwhile activation, we will support Hypha Studios to run artistic exhibitions until September 2026. We will explore supporting potential meanwhile uses of other vacant spaces.

#### Curating public spaces

- We will continue to deliver a programme of seasonal events throughout the year. We will enrich the public spaces across the area through active and wellbeing focused events and installations over the summer, as well as increase the festive light installations in the winter. We will work with partners and take part in activities including the London Festival of Architecture and London Design Festival. This varied events calendar aims to enhance the wellbeing of workers and encourage dwell time in the area.
- In joint collaboration with the City Corporation and City BIDs teams, we will finalise commission of the Ground Floor Use Study. We will deliver recommendations from the study, with specific focus on the Cheapside area.

#### On-street cleansing and environmental reporting

- Our Cheapside Ambassadors will continue to report on-street issues, including potential hazards, waste removal requirements, and obstructions like dockless bikes and scooters. We will log environmental and cleansing issue reports with the City Corporation, to advise on the needs across the area.
- We will carry out a review of whether additional cleansing and hot spot cleaning would be of added benefit for our business community this year.

#### Collaborative climate action

- Working closely with the City Corporation's Air Quality and Climate teams, we will advance their Climate Action Strategy. We will partner with Heart of the City, promoting workshops and initiatives to the business community.
- We will support the Clean City Awards Scheme to help drive and promote sustainable business practices in the area.
- Supporting the City Corporation and TfL, the BID will assist in communicating public consultations and updates on public realm, as well as opportunities for local businesses to participate.
- Through our events and communications, we will support sustainable and best practice in this area, for example joining behaviour change campaigns such as awareness days and programming a mini symposium to celebrate Earth Day.
- We will promote and enhance active travel, including regular cycle safety pop-ups in collaboration with City Corporation and City of London Police.

We will promote Cheapside as an iconic cultural and retail destination to visitors and workers. This will include a wide variety of events, installations, and targeted promotion through our channels and our wider partnership networks. In line with the City Corporation’s growth and destination policies, all our programmes will present Cheapside as a vibrant area that attracts new and returning visitors throughout the week.

**OUR OBJECTIVES & ACTIONS FOR 2026/27**

**Annual calendar of events**

- We will curate a programme of events, utilising public spaces across the footprint. These events will be marketed across London and beyond, driving footfall and encouraging local businesses to take part both as participants as well as through promotion of their local offering.
- This year we will be supporting Nocturne – a major two-day cycling festival that will bring cycling elites along with families and enthusiasts to the City.
- Our continued support of the community programme of LIVE at St Mary-le-Bow will be a highlight of the year. We will promote the wider event programme through our channels, as well as provide support with branding and collaboration with local businesses to enhance the event.
- A health and wellbeing focused programme for summer will be delivered. We will promote popular live performances, our partnership with Central London Alliance’s London Sports Festival, and more. We will work with the City BIDs on a wider campaign called Summer in the City, to promote the activities on a larger scale.
- We will enhance the busy festive period by activating our festive installations with events and workshops.
- We will also look to showcase Cheapside as a retail and hospitality destination, championing local businesses across our programmes.

**Locking in spend**

- As part of our commitment to lock spend into the Square Mile, we will continue to promote the City Gift Card to both our workers and the retail and leisure community. We will also look to deliver an improved City-wide app promoting local business offers and happenings.
- We will run our Cheapside Ambassador service, ensuring that visitors to the area receive a warm welcome and are informed about the local offer.
- Our retail, hospitality and leisure businesses will continue to benefit from our strong communications channels with a clear strategy, paid advertising, and competition prizes throughout the year and as part of specific relevant campaigns.

**Enhancing employee experience**

- Building on the success of our seasonal guided walking tours, we will curate a busy calendar of worker weekday activities. We will expand our offering to suit a wide variety of tastes, including musical activities, cultural tours and artistic workshops.

**Marketing and communications**

- We will continue to develop our website and digital channels to promote Cheapside as a seven-day destination to both workers and tourists.
- A continuation of data on footfall of the area will be provided throughout the year.
- Through partnering with London-wide organisations such as the NLA, Opportunity London, City Property Association, we will boost collaborations, including representation of Cheapside at an international level at MIPIM.



## CREATING SOCIAL IMPACT

BUDGET: £161,617

We will enhance further sustainable growth and prosperity across Cheapside by working with our business community to have real social impact on the ground. We will work to support businesses in their ESG and sustainability goals, as well as improving the wellness of employees in Cheapside.

### OUR OBJECTIVES & ACTIONS FOR 2026/27

#### Wellbeing for workers

- Building upon our successful wellbeing programme, we will deliver a second edition that provides wellbeing and mental health support. Alongside this we will look at specialist programmes that support men's mental health, parents in the workplace, support for people with a disability or neurodiversity and for underrepresented people within the workplace.
- We will deliver events and workshops for local workers, adding variety to the existing Cheapside Craft Club and the Cheapside Run Club.

#### Diversity and inclusion

- Support for diversity and inclusion events and communications will be delivered, including Pride, Black History Month and others.
- We will signpost existing schemes through the City Belonging Project.

#### Local volunteering

- Local volunteering opportunities will be provided, including working with homelessness charities and organisations supporting young people.
- Taking part in City Giving Day will highlight and celebrate our businesses, the district, and the community activities that take place each year.

#### Support the most vulnerable

- We will have a holistic and integrated programme to support our vulnerable communities. We will host an information session for our businesses, providing them with a chance to hear from the local authorities and service providers, and gain knowledge around the current picture, programmes and services available for them to support those experiencing homelessness. We will support The London Walk, led by the Homelessness Collective, an annual drive for 18 different homeless charities.
- Our Cheapside Community Fund 2026 will continue to support community action programmes in the local area. Our Community Fund Panel made up of local stakeholders will help select projects local to Cheapside that align with our core themes and objectives.

#### Employability and opportunities for young people

- Championing opportunities in Cheapside for young people will be delivered through our Community Fund and through developing conversations with the Mayor's Fund for London, which connects employers with young Londoners.

## BUILDING A STRONGER BUSINESS COMMUNITY BUDGET: £166,012

We will build business resilience by providing staff training opportunities, enhancing collaboration, increasing community safety, and mitigating local operational risks. Through our activities and the power of collaboration we aim to enhance the local business offer and provide added value to employees across the area.

### OUR OBJECTIVES & ACTIONS FOR 2026/27

#### Develop business to business networking

- We will help drive a sense of community with workers in the Cheapside area, delivering a programme of networking events across the year.
- Our Ambassadors will continue to engage with businesses and communicate updates around the latest changes, happenings and relevant initiatives in the area.

#### Provide staff training

- Continuing to promote our Cheapside Learning Platform will showcase the free-to-use service and strengthen engagement across all our business sectors.
- We will also signpost existing schemes offering free business training or upskilling via our promotion channels.
- Developing a Cheapside Welcome Pack for new starters will help create a sense of community and belonging while showcasing everything the area has to offer.

#### A Safer Cheapside for all

- The BID will build on its existing partnerships to deliver effective safety initiatives for local businesses and workers. This will include women's safety, cyber-crime, and more. We will also distribute safety merchandise to our businesses, as well as continuing to host cycle safety pop-ups in public spaces.

#### Promote retail and hospitality

- In partnership with the other City BIDs and City AM, we will bring back the 'Toast the City' campaign, which aims to champion the City's eclectic hospitality, retail and leisure offering. This will include ongoing promotion across the year, a public vote, as well as an awards ceremony in October.

## REPORTING AND MEASURING

For all projects, we will set out and measure individual targets and outcomes, reporting back quarterly to the BID Board and Steering Groups. This will be brought together in an Annual Report published at the Annual General Meeting in September the following year.

## Forecasted position \*

2025/26

	£
BID Levy Income	1,115,936
Voluntary Income Grants and Sponsorship	36,666
Closing 2023-24 Reserves	205,635
<b>Total Income</b>	<b>1,358,237</b>
Better Environment	358,629
Welcoming Cheapside	258,589
Social Impact	129,357
Stronger Business Community	131,614
Staffing and Overheads**	166,189
Contingency	50,000
<b>Total Expenditure</b>	<b>1,094,378</b>
2025-26 Closing Reserves	263,859

\* Based on full year forecasts made in March 2026

\*\* Covered firstly by voluntary income

## Budget

2026/27

	£
BID Levy Income (assuming 95% Collection)	1,243,014
Voluntary Income Grants and Sponsorship	35,000
Closing 2025-26 reserves	263,859
<b>Total Income</b>	<b>1,541,873</b>
Better Environment	380,989
Welcoming Cheapside	363,787
Social Impact	161,617
Stronger Business Community	166,012
Staffing and Overheads**	214,379
Contingency	63,901
<b>Total Expenditure</b>	<b>1,350,686</b>
2026-27 Closing Reserves	191,188

## BID Boundary



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