



# THE REX

**Annual Review**  
2025/26



# Contents

|                                               |           |
|-----------------------------------------------|-----------|
| Welcome                                       | 3         |
| Our Strategic Aims                            | 4         |
| <b>Supporting a Better Environment</b>        | <b>6</b>  |
| <b>Building a Stronger Business Community</b> | <b>8</b>  |
| <b>Promoting a Welcoming Cheapside</b>        | <b>10</b> |
| <b>Creating Social Impact</b>                 | <b>12</b> |
| BID Boundary                                  | 14        |
| Income & Expenditure 2025/26                  | 16        |
| Governance & BID Board                        | 17        |
| Get in touch                                  | 18        |



# Welcome

On behalf of the Cheapside Business Alliance, it is my pleasure to present our Annual Review for 2025/26.

Following our successful BID Re-Ballot in February 2025, we began delivering our ambitious Business Plan for 2025–2030, building on our commitment to the Cheapside community.

Established in 2015 as the first Business Improvement District (BID) in the City of London, the Cheapside Business Alliance (CBA) represents and champions the historic area of Cheapside. In this first year of our third five-year term, we have continued to deliver on the key commitments set by our business community.

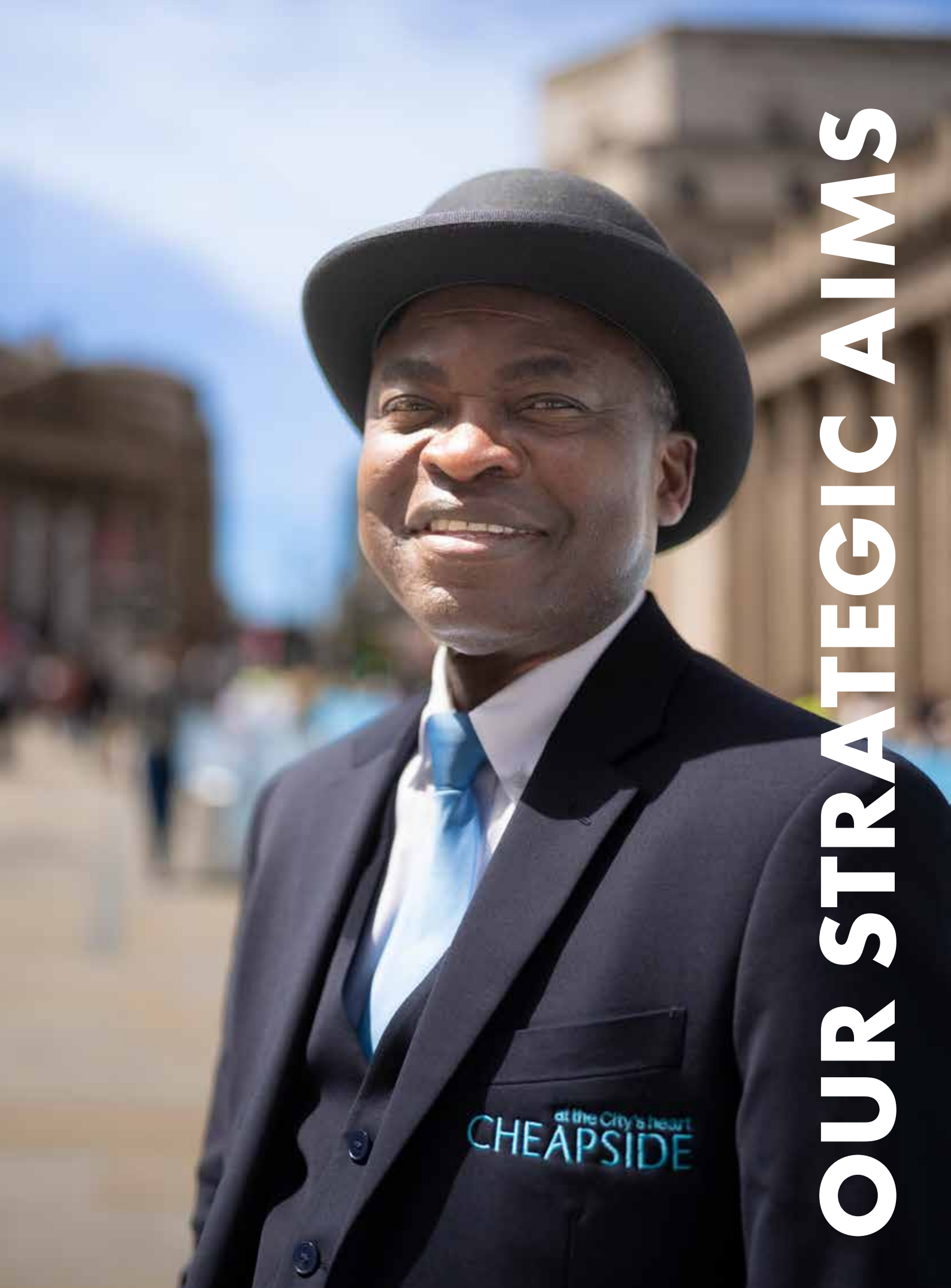
Highlights include the development of a Public Realm Vision & Strategy for Cheapside, a packed calendar of events and area promotion, and a wide range of wellbeing and social value initiatives.

On behalf of the CBA BID Board and Team, thank you to our business community — none of this would be possible without your continued support. We encourage you to engage with and make the most of what the BID has to offer.

This report sets out how your investment has been allocated across our projects and achievements between April 2025 and March 2026, and shows how our shared vision continues to come to life.



With best regards,  
**Charlotte Fletcher**  
Chair of the BID Board



# OUR STRATEGIC AIMS

**Supporting a Better Environment**



**Building a Stronger Business Community**



**Promoting a Welcoming Cheapside**

**Creating Social Impact**

# Supporting a Better Environment

We continue 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, not only for offering a warm welcome to residents, workers, and business owners alike, but also through their reporting of environmental and cleansing issues.

Servicing the BID area seven days a week, they help to showcase Cheapside as an inviting space for everyone. Since April 2025, the Ambassadors have greeted over 28,280 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 Public Realm Vision and Strategy for the Cheapside BID area has begun, following Gensler’s appointment in November 2025.

The Vision and Strategy is rooted in historical and policy research, site and transport analysis, and extensive stakeholder engagement. This involved site walks, 16 targeted stakeholder interviews, and a public consultation with 226 on-street and online survey responses to understand perceptions, challenges and opportunities across the Cheapside area. Following this, the work has developed design concepts for short-, medium- and long-term interventions to enhance the area’s streets and spaces, and articulates the role that the BID should play in collaborative working with partners and stakeholders to achieve these. The document is due to be launched in Autumn 2026.

### Enrich and Curate Public Space

We have also continued to enhance the public realm, working in partnership with the City of London and other key stakeholders, focusing on innovative ways to activate and improve the area’s public spaces. This included the installation of benches on Threadneedle Street, and working with the City on developing historical interpretation signage on Cheapside.

We partnered with Hypha Studios to activate vacant units and produce ‘A Year of Culture at 1 Poultry’ – hosting over 24 free exhibitions and 49 events across three new galleries in this prime location. The project’s activities will support over 167 artists across the year until September 2026.

Other activities included delivering our first Sounds of Summer programme, bringing live performances to local open spaces, including New Change Garden, The Royal Exchange, and Paternoster Square, which saw a positive enjoyment rating of 4.7 out of 5. 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 brought Hestia’s ‘Art is Freedom’ exhibition to New Change Garden, highlighting awareness of modern-day slavery, with the overall London-wide campaign reaching an estimated 8 million people, including good media coverage on ITV.

We ended the year by bringing an array of six festive light installations to the area, activating 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.

We once again supported the City of London Corporation’s Clean City Awards Scheme (CCAS), sponsoring the Plastic Free City Award, as well as partnering with Love to Ride to promote active travel in Cheapside.



28,280  
visitors welcomed to the area  
by our Ambassadors

£15,000  
distributed in funding  
across 4 charity and local  
community projects

6  
festive lights installations  
across Cheapside

7,000+  
visitors welcomed as  
part of ‘A Year of Culture  
at 1 Poultry’



# Building a Stronger Business Community

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 businesses, and the City of London Corporation, ensuring a unified and informed business community.

## 2025/2026 ACHIEVEMENTS

### Business to Business Networking

We continued to strengthen connections across the area through a range of networking opportunities for local workers and businesses, including our first AGM celebration, Wellbeing Lunches as part of our Refresh programme, the City BIDs Routemaster Bus Tour, Providence Row's Anniversary Celebration and more. We aim to help 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, with over 250 course bookings across topical, practical and wellbeing-focused courses.

### 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 support and more, 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 three Suicide Prevention Awareness Training sessions to local businesses, with 18 registrations in total.

We collaborated with the City of London Corporation, City of London Police, and other partners to provide two Cycle Safety Pop-Up sessions, where participants had the opportunity to have their bikes marked, and receive check and minors reports from our bike mechanic, bringing the perfect opportunity to encourage safe active travel across the area. We also ran five free Phone Marking sessions, to help the recovery of any stolen devices, which saw over 250 phones marked.

### 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.



**100%**  
of users rated the Cheapside Learning Platform courses "excellent" or "very good"

**28,000+**  
public votes for the Toast the City Awards

**250**  
new bookings using the Cheapside Learning Platform

**NEW**  
Safe & Secure Steering Group set up



# Promoting a Welcoming Cheapside

Our strategy has focused on strengthening Cheapside’s position as a leading 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 activation 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, totalling 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.

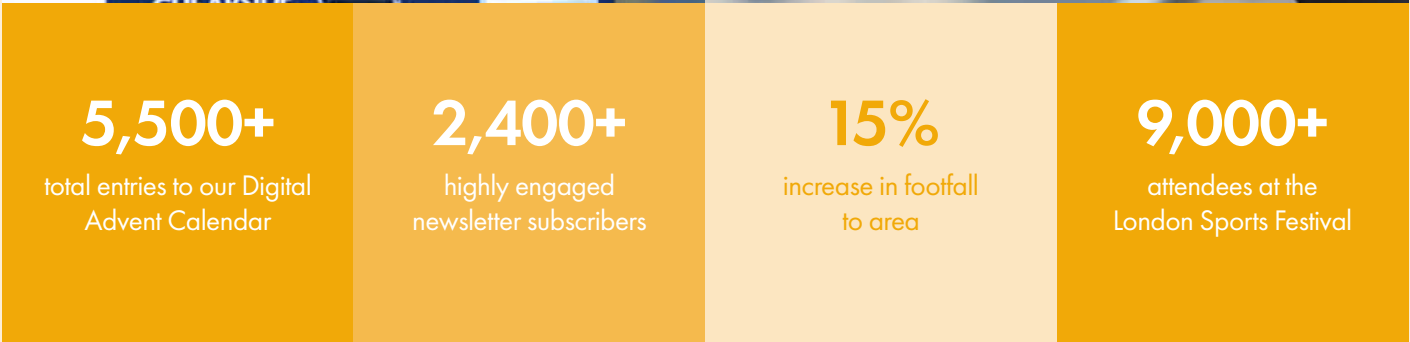
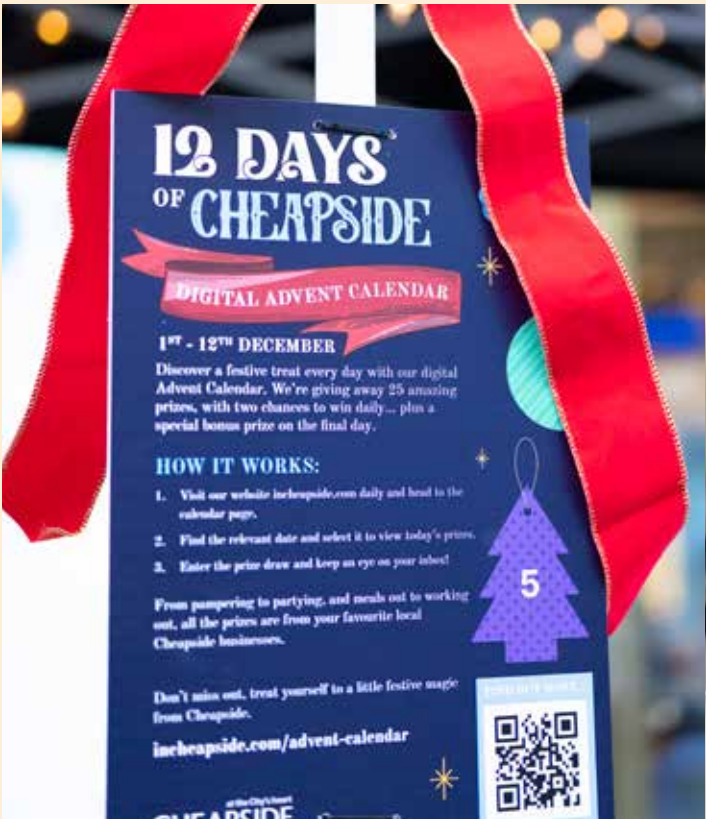
By partnering with One City, we’ve ensured Cheapside’s offering is highlighted for local workers and visitors. With over 150,000 Instagram followers and an engaged mailing list, we’ve effectively used these channels to spotlight the area and our thriving business community. In collaboration with other 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 updates, to support decisions on programming strategies.

### London Wide Partnerships

Key strategic partnerships like Business London, Opportunity London, City Property Association and NLA have been championed, alongside global projects such as supporting The London Stand at MIPIIM.



# Creating Social Impact

Our approach has centred on 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

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 with ten new MHFAiders trained across six different businesses.

We launched the new Cheapside Craft Club, hosting a series of group wellbeing workshops for employees across Cheapside. We delivered nine sessions for local workers to participate in craft and greenery workshops, ranging from seasonal decorations to plant arrangements during their lunch breaks. These workshops attracted 138 attendees and 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. 64 individuals took part across the choir rehearsals and performances.

### Volunteering and Responsible Business

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

### Supporting the Vulnerable

CBA continues to deliver social impact for the benefit of our most vulnerable communities. We continued to provide volunteering opportunities and brokerage for workers from local businesses in the area, including supporting the homelessness charity, Providence Row.

We supported Providence Row and Round Retail to launch a pop-up shop in One New Change, which sold 450 pre-loved garments, raising £9,000 for the charity.

We also partnered with Aldgate Connect BID and London Heritage Quarter to support The London Walk, which annually sees around 250 participants take part in the nighttime activity to raise money and awareness for 18 homeless charities.

### Employability and Opportunities for Young People

We launched the 2025 edition of the Cheapside Community Fund, providing crucial funding to community groups and registered charities. So far, throughout the three terms, 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.



450+

pre-loved garments sold  
at the Providence Row  
pop-up shop

10

new Mental Health First  
Aiders in the area

560+

people attended Refresh  
wellbeing events

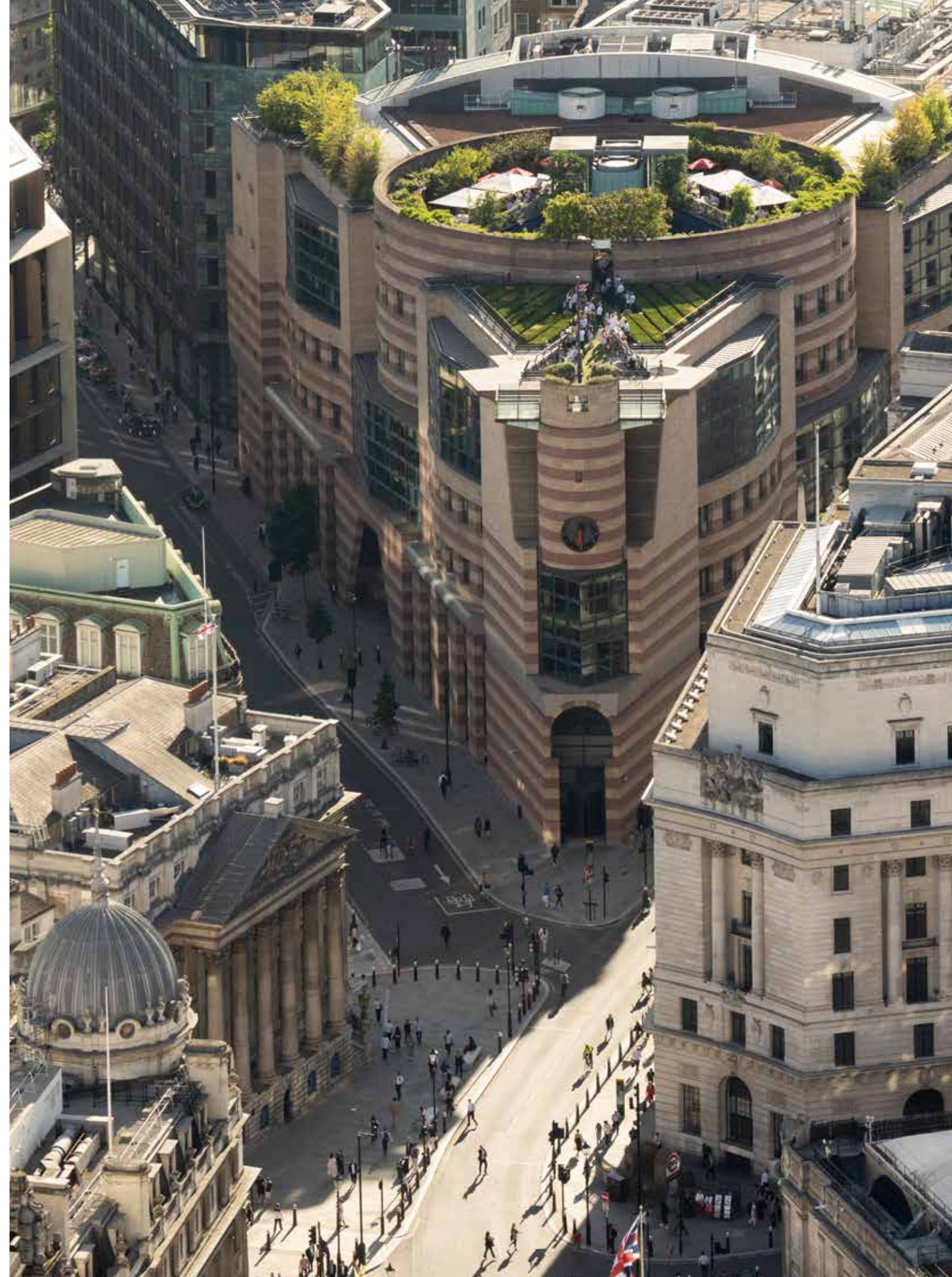
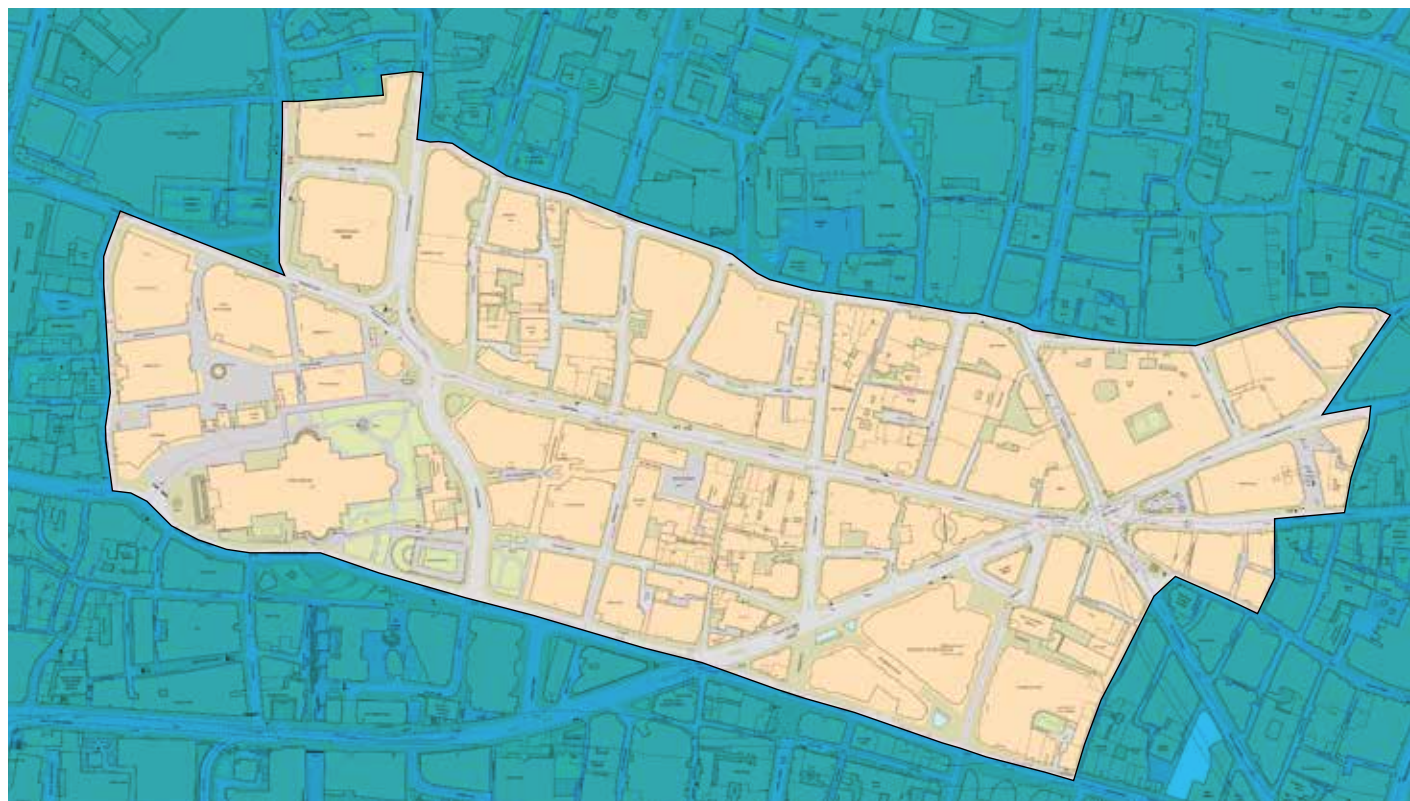
64

individuals took part  
across the choir rehearsals  
and performances





## The BID Boundary





# Income & Expenditure 2025/26

Income and Expenditure for the period of 1 April 2025 to 31 March 2026.

| INCOME                             | TOTAL             |
|------------------------------------|-------------------|
| Levy Income                        | £1,480,222        |
| Voluntary Income and Sponsorship   | £36,666           |
| <b>Total Income</b>                | <b>£1,516,888</b> |
| EXPENDITURE                        |                   |
| Better Environment                 | £310,623          |
| Welcoming Cheapside                | £262,641          |
| Social Impact                      | £131,144          |
| Stronger Business Community        | £132,302          |
| Staffing and Overheads             | £162,131          |
| <b>Total Expenditure</b>           | <b>£998,841</b>   |
| Surplus Carried forward to 2026-27 | £518,047          |



# Governance & the BID Board

The BID is led by a Board of Directors made up of representatives from across the sectors within the BID area. The City of London Corporation also sits on the board as observers.

The BID’s activities are driven by a set of Steering Groups leading each Key Strategic Theme of the BID. The Executive Team manages the day-to-day operations and the projects that deliver the BID’s ambitions.

# Thanks to The Board

|                                              |                          |
|----------------------------------------------|--------------------------|
| Charlotte Fletcher <i>Chair of the Board</i> | JLL                      |
| Janet Leatherland <i>Vice-Chair</i>          | The Royal Exchange       |
| Sue Hills <i>Vice-Chair</i>                  |                          |
| Armand Kailich                               | Buzzacott                |
| Adele Sturman                                | Commerzbank AG           |
| Catriona Henderson                           | Bloomberg                |
| Gareth Banner                                | The Ned                  |
| Hugo Pickford <i>Board Observer</i>          | Oxford Properties Group  |
| Lynne Henderson                              | Knight Frank             |
| Marc Myers                                   | Landsec                  |
| Sean Ghouse                                  | Fortnum & Mason          |
| Tom Goldsmith                                | Eversheds Sutherland LLP |

A photograph of three men playing steel drums on a city street. The man on the left is wearing a blue and white floral shirt. The man in the middle is wearing a yellow and blue floral shirt. The man on the right is wearing a blue and green floral shirt. They are all wearing black pants. The drums are mounted on stands. The background shows a city street with buildings and trees.

## Get in touch with the team

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# CHEAPSIDE

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