Soho and Carnaby Street's restaurants and bars are inviting diners to give back this Christmas with StreetSmart UK

London, UK, 19 November: This festive season, Soho and Carnaby Street are inviting diners to give back and enjoy a meal with meaning. Restaurants and bars across the neighbourhood are partnering with homeless charity StreetSmart UK, to raise essential funds for those experiencing homelessness in London. Running from now until 31st December, participating venues are adding a voluntary £1 donation per table to the bill, making it simple for diners to give back whilst enjoying the festivities of Soho and Carnaby Street.

Now in its 28th year, StreetSmart has been raising funds to tackle homelessness by partnering with restaurants across the UK, inviting diners to add a small donation to their bill. Through its partnership with LandAid, one hundred percent of the money raised will go directly to local projects, ensuring donations make a tangible difference in the communities where they are collected.

From authentic Spanish tapas and fresh seafood at Brindisa and Maresco, to the bold Sri Lankan flavours and home style cooking of Kolamba, Soho and Carnaby Street have something for every taste this festive season. Diners can enjoy indulgent burgers at Heard, explore the vibrant Middle Eastern inspired sharing plates at The Palomar, or step back in time to the 1940s at Cahoots Ticket Hall, serving up cocktails and London spirit, all whilst giving back. Those stopping by for a festive tipple can also get involved at Two Floors, where £1 from every Winter Negroni sold will go to StreetSmart, or enjoy Ugly Dumpling's limited-edition Festive Trio, with £1 from every dish donated to the charity throughout December, giving visitors even more of a reason to explore the neighbourhood this Christmas.

Press Play on Christmas, Soho and Carnaby Street's festive theme for 2026, reimagines the spirit of a British 90s Christmas for today, bringing colour, creativity and playful energy to the heart of the West End. At its heart is the joy of celebrating together, in person, the way Christmas used to feel, shopping, eating and spending time with the people who matter most. That same spirit of togetherness is exactly why the partnership with StreetSmart UK makes sense; every festive get-together this Christmas can also be a chance to help someone who needs it.

Catherine Riccomini, Director of Marketing and Communications at Shaftesbury Capital, said: *"Soho and Carnaby Street have an extraordinary hospitality community, and it's great to see so many of our restaurants and bars coming together to support StreetSmart this Christmas. It's a simple way for people enjoying a meal or a drink in the neighbourhood to contribute to an important cause, with the collective generosity of our customers and visitors helping to support people experiencing homelessness."*

Glenn Pougnet, Director of StreetSmart UK, said: *"We're delighted to be partnering with Soho and Carnaby Street this Christmas, bringing together some of London's best loved restaurants and bars to support people experiencing homelessness. For 28 years, StreetSmart has shown how a simple £1 donation when dining out can make a real difference, with the beauty of the campaign being its simplicity.".*

By adding £1 to their bill, diners can easily help make a difference this Christmas and embrace the spirit of coming together. Visitors are encouraged to dine with purpose and enjoy the best of Soho and Carnaby Street, whilst giving back to those who need it most.

For the full list of participating venues, please visit: https://www.thisissoho.co.uk/whats-on/street-smart-x-soho-food-scene/

ENDS

For all media enquiries for Soho and Carnaby Street please contact: *soho@wcommunications.co.uk*

Notes to Editors

About Shaftesbury Capital
Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.6 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose
Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values
We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About Soho
Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

ThisisSoho.co.uk / @ThisisSoho

About Street Smart
Founded in 1998, StreetSmart is a national fundraising campaign bringing together restaurants and hospitality partners to raise vital funds for people experiencing homelessness. To date, it has raised over £16.2 million for grassroots charities and homelessness projects, with participating restaurants across 23 UK cities and regions. StreetSmart works in partnership with LandAid, which has supported the campaign for the past six years, ensuring that 100% of donations go directly towards helping those in need. Its official partners for 2026 include The MICHELIN Guide, The Standard, OpenTable, The Good Food Guide, Broadsheet and TopJaw. For a full list of participating restaurants and funded projects, visit www.streetsmart.org.uk
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