

KNIGHT'S BRIDGE  
PARTNERSHIP

PREVIOUSLY KNOWN AS Brompton Road

# UNDERSTANDING YOUR BID LEVY



At the Knightsbridge Partnership we work on behalf of our 300 businesses to maintain Knightsbridge as the most desirable place to be for residents, visitors, workers and businesses. With a stewardship approach, we enhance and champion the unique character.

Our first full year in place has got off to a strong start, with footfall and sales back to pre-pandemic levels, we expect 2023 to be an even stronger year with international visitors back to full throttle with the opening of the Chinese market and an exciting array of new openings.

By working closely with our members, partners, residents, and wider stakeholders, we will ensure that the 2023-24 BID year is even more successful than the last, by building on our recent achievements in making Knightsbridge the International Centre we can all be proud of.

While the future looks bright, we do have some economic headwinds to navigate through, but we feel confident the most recent investment on new developments and openings will continue in the coming years to further transform Knightsbridge and maintain its leading global retail and hospitality destination status.



## Our Priorities

- ★ Safer and cleaner place: We will continue to invest in our street teams and partner with Westminster City Council, Royal Borough of Kensington and Chelsea, TfL and the Metropolitan Police to make our streets safe for our visitors, workers and residents. We will invest in a dedicated cleansing team to keep our streets clean.
- ★ Place of Choice: We will work with our members and partners to showcase Knightsbridge as the place to visit, invest, open a new business, or relocate your office. Knightsbridge will be the place of choice when considering London.
- ★ Tax-free shopping and Sunday trading: we will continue to work with our members and partners to lobby the government on policies that will have the biggest impact on our members and visitors. Such policies as the reintroduction for Tax free shopping and extending Sunday trading hours, which will bring about 100's of millions of pounds worth of economic benefits to the district.
- ★ Sustainable place: We will work with our members, partners and wider stakeholders to make Knightsbridge a more sustainable place, by launching initiatives that will support our members to act against climate change.
- ★ Improving the Public Place: Working with the councils, TfL and the long-term owners we will encourage investment into public realm enhancements. Like those being delivered on William Street and being considered for Knightsbridge Green, Scotch Corner and Basil Street.

In addition to these priorities, we will continue to deliver and improve our key services which include; regular communications, customer insights and destination marketing.

All of us here at the Knightsbridge Partnership very much look forward to continuing this collaborative approach with all our members and partners, showing what can be achieved by harnessing the power of partnership.

**Steven Medway**  
Chief Executive, Knightsbridge Partnership



The Knightsbridge Partnership BID was established in October 2021 representing business and wider stakeholders in Knightsbridge and Brompton Road. It is vehicle to focus resources and efforts on economic recovery and then on long-term growth, as one of only two International Centres in London. Our purpose is to support the commercial and cultural wellbeing of the businesses and organisations we represent.

Working together with our partners and our local communities, we can ensure that Knightsbridge and the Brompton Road remains a vibrant, viable and sustainable area which works for businesses and residents and of which we can all be proud.



## BID Pillars

The BID focuses on five interconnected pillars of activity which together will be most effective in supporting and promoting the growth of our district's business while at the same time reflecting the additional interests of the wider community. These pillars are:

### 1 Supporting Economic Recovery

The Brompton Road BID will play a vital role in ensuring the recovery and growth of Knightsbridge and the Brompton Road as we start to rebuild after COVID-19 and the economic downturn.

### 2 Harnessing the Power of Partnership

As a body dedicated to constant improvement of the district, the BID will concentrate on bringing together our key businesses with the two local authorities, the Mayor and Transport for London. Together we can agree, over time, to adopt and finance the capital projects that need to be undertaken to ensure that the district continues to operate as an International Centre.

### 3 Leveraging the benefits of our International Centre designation

Knightsbridge is one of two International centres formally designated by the Mayor in his London Plan and recognised in The Kensington and Chelsea Local Plan and the Westminster City Plan. The designation provides the opportunity to promote policies at national and local level which specifically apply to the International Centres.

### 4 Driving transformational change

Investment is key to an area's long-term success, and investors require confidence that there will be a return. The public realm improvement plans, developed within our strategic vision, view the area holistically and propose a series of schemes which look at the challenges and opportunities for the district.

### 5 Providing business support and insight

The BID supports businesses by taking a district-wide approach to measures that help business development and growth. These will develop over time in response to the evolving needs of the different sectors but will include an insights programme to monitor absolute and relative performance and inform business planning.

#### BUDGET 2023/24

	Budget 2023-24
<b>Income</b>	
BID levy	£850,000.00
Voluntary contributions	£300,000.00
Project funding	£45,000.00
Street Team Funding	£50,000.00
Voluntary Membership scheme	£10,000.00
Surplus 2022/2023	£418,000.00
<b>Total Income</b>	<b>£1,673,000.00</b>
<b>Expenditure</b>	
Supporting Economic Recovery	£183,000.00
Destination Marketing	£338,000.00
Quality Street Environment	£389,000.00
Business Support and Insight	£87,000.00
Collaboration & Partnership	£134,000.00
Administrative expenses	£146,000.00
Management	£150,000.00
10% BID levy Contingency	£85,000.00
<b>Total Expenditure</b>	<b>£1,512,000.00</b>
<b>Cash Surplus / (Deficit)</b>	<b>£161,000.00</b>

## Successes in 2022/23

### SUPPORTING BUSINESS RECOVERY

# £1M

secured in partnership for Westminster Works recruitment project with over **3,000** job seekers engaged.

# 950M

reached from **11** pieces of news media, including a live radio interview on LBC news.

# 40

animated lampposts with the latest LED low energy use Christmas lighting.

# £160M

invested in the district including the new Knightsbridge Gate, The Emory Hotel and Knightsbridge Estates developments.

### NEW OPENINGS INCLUDE



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### DRIVING TRANSFORMATIONAL CHANGE

# 27%

**reduction in theft** in Knightsbridge and Belgravia compared to 2019.

# 129

offenders identified through our SentrySIS crime reporting portal and targeted case file building in place for **22** prolific offenders.

# £37,890

of stock and personal items recovered by Street Team from September 2022 to January 2023.

### BUSINESS SUPPORT AND INSIGHTS

# 66%

the Knightsbridge UK catchment fall within the top 4 CAMEO customer affluence categories.

# 14%

**increase in sales** in Knightsbridge (April 2022 – January 2023) compared to same period in 2019.

# 7

new footfall cameras installed in Knightsbridge.

### LEVERAGING THE INTERNATIONAL CENTRE



Launched the new Knightsbridge destination brand and website [knightsbridgedn.co.uk](https://knightsbridgedn.co.uk) with over **630,000** impressions.



Launched the Knightsbridge Edit with over **1600** subscribers in 3 months and **43%** average open rate.

### POWER OF PARTNERSHIP



Lobbied TfL to retain bus services in Knightsbridge resulting in zero removals or changes.



Continued to champion the return of tax-free shopping, which would result in a net positive impact on tax revenues of **£350 million** annually and create over **78,000** jobs in the UK\*.



Provided a joint response in collaboration with the Knightsbridge Association on the TfL Park Lane consultation.

## Income and Expenditure

Budget figures are indicative based on the anticipated levy income using 2017 rateable values. They assume a 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment. Allocations reflect current priorities however these may change causing variances and re-allocations across the five-year term. Any material variations of the budget will be approved by the BID Board. Contingency is based upon 10% of BID levy.

Reserves are maintained to manage the BID's cash flow and can be varied by the BID Board if and when required. Management and overhead will be maintained beneath the industry benchmark of 20%. We seek to leverage voluntary income, which will help enable more of the members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.

### INCOME & EXPENDITURE 2022/23

	Projected Year-End
<b>Income</b>	
BID levy	£824,000.00
Voluntary contributions	£300,000.00
Project funding	£45,000.00
Street Team Funding	£37,500.00
Voluntary Membership scheme	£5,000.00
Surplus 2021/2022	£305,053.00
<b>Total Income</b>	<b>£1,516,553.00</b>
<b>Expenditure</b>	
Supporting Economic Recovery	£125,000.00
Destination Marketing	£334,500.00
Quality Street Environment	£331,000.00
Business Support and Insight	£69,600.00
Collaboration & Partnership	£139,000.00
Administrative expenses	£145,700.00
Management	£130,000.00
10% BID levy Contingency	£82,400.00
<b>Total Expenditure</b>	<b>£1,357,200.00</b>
<b>Cash Surplus / (Deficit)</b>	<b>£159,353.00</b>

Note: Budgeted surplus for 2022/23 is projected pending completion of final accounts for the financial year 1 April 2022 – 31 March 2023.

## What is a Business Improvement District?



Business Improvement Districts are business led organisations set up to improve the commercial wellbeing of specific geographical areas. Their work usually encompasses operational and promotional initiatives to improve the environment in which to do business and enhance the management of the street environment, and partnership working with public authorities and local community to improve the quality of the public realm.

Business Improvement Districts are flexible funding mechanisms to improve and manage clearly defined geographic areas. They are based on the principle of a ring-fenced percentage of rateable value from all defined ratepayers following a majority vote. Once the vote is successful, the levy becomes mandatory on all those defined ratepayers and is treated in the same way as the Business Rate.



## Organisation Structure

The Knightsbridge Partnership BID provides an effective organisational model which brings together the business community, both occupiers and owners, together with the statutory authorities and wider community, to work together for the benefit of Knightsbridge and the Brompton Road.

The Knightsbridge Partnership BID is a company limited by guarantee and the legal entity that manages the activities of the business improvement district following its establishment. A Board of Directors lead and guide the work of the BID.



## BID Rules

Business Improvement Districts are governed by The Business Improvement Districts (England) Regulations 2004. The BID levy that provides the BID's funding is governed by a set of rules.

- ★ The BID term will be a period of five years from October 1, 2021, until September 31, 2026;
- ★ The BID levy will be applied to rated properties in the BID with a rateable value of £50,000 or more;
- ★ The BID levy will be a fixed rate of 1% rateable value using the 2017 rating list, as at April 1, 2021;
- ★ The BID levy for hotels specifically will be a fixed rate of 0.5% rateable value using the 2017 rating list, as at April 1, 2021;
- ★ A BID levy CAP of £100,000 will be applied to each hereditament;
- ★ The BID levy will only apply to retail, food and beverage, leisure (including Hotels) and office hereditaments;
- ★ Properties that come into the rating list during the BID term will be subject to the levy from the date that the property is brought into the rating list and the rateable value effective at that time;
- ★ Where the rateable value for an individual hereditament changes and results in a lower levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years;
- ★ The levy will assume an annual growth rate for inflation of 3% to be applied on April 1 each year;
- ★ There will be no VAT charged on the BID levy;

- ★ The BID levy is due on both empty and occupied hereditaments without a void period nor other reduction;
- ★ The BID levy will not be increased other than as specified in the levy rules;
- ★ Listed properties will not be liable for any BID levy whilst empty;
- ★ The BID levy rules, and BID area cannot be altered without an alteration ballot.



## Our Partners



ASTREA

BURBERRY



HARVEY NICHOLS



SKE



Harrods



PEGASI

PAVILION



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