

KNIGHTSBRIDGE

PARTNERSHIP

PREVIOUSLY KNOWN AS Brompton Road

UNDERSTANDING YOUR BID LEVY



Photography by Rory Langdon-Down



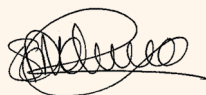
FOREWORD

As we look ahead to 2025 and beyond, the Knightsbridge Partnership remains committed to driving positive change, ensuring that this iconic district continues to thrive as a world-class destination for businesses, visitors, and residents alike. Over the past year, we have made significant strides in our collective journey to improve the public realm, supporting business resilience, and strengthening our advocacy efforts on key issues such as tax-free shopping and sustainability.

Our ambitious **Knightsbridge Place and Public Realm Strategy** is now advancing to RIBA Stage 3, marking a major step towards creating a more attractive, accessible, biodiverse, and people-friendly environment. By working closely with our members, residents, the local authorities, and Transport for London, we aim to transform Knightsbridge into the most desirable location for shopping, dining, business investment, and to live.

Security and safety remain paramount. With the installation of additional CCTV cameras and the onboarding of a dedicated CCTV operator, we are enhancing the security infrastructure in the district. Our **Safer Knightsbridge initiative** continues to support businesses in tackling retail crime and anti-social behaviour, working in collaboration with the Metropolitan Police and local councils.

Sustainability is at the heart of our vision. Building on our 2024 successes, we will continue to support businesses in adopting greener practices, ensuring compliance with evolving legislation, and contributing to a cleaner, healthier Knightsbridge. **The Knightsbridge Sustainability Forum** will grow further, encouraging businesses to engage with environmental and social initiatives that enhance employee wellbeing and support local communities.



STEVEN MEDWAY
CEO,
Knightsbridge Partnership

Our **marketing and events strategy** is also evolving. The Knightsbridge Edit is set to expand, with ambitious plans to double subscriber growth and explore new digital channels, including TikTok, to reach broader audiences. By positioning Knightsbridge as a premier destination, we will continue to attract both local and international visitors, boosting footfall and economic activity.

Crucially, our role as a **strategic advocate** for businesses will remain strong. In collaboration with partners such as Walpole and New West End Company, we will push for policy changes that benefit Knightsbridge, including the reintroduction of tax-free shopping and extended Sunday trading hours—both of which are essential for maintaining London's global competitiveness.

While 2025 presents a complex economic and political landscape, we are confident that through **innovation, collaboration, and resilience**, Knightsbridge will not only navigate challenges but also seize opportunities for further growth. The power of partnership has never been more critical, and we look forward to continuing to work with our members, local stakeholders, and government partners to ensure a thriving and prosperous future for Knightsbridge.

Together, we are shaping a district that is safer, cleaner, more sustainable, and internationally competitive. Thank you for your continued support in making this vision a reality.



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 of the area.

Despite the backdrop of economic and political uncertainty, 2024 was a year of remarkable achievements for our district. Together, we fortified Knightsbridge's standing as a leading international destination for luxury retail, culture and hospitality.

LOOKING AHEAD INTO 2025, OUR FOCUS REMAINS UNWAVERING, AND WE FOCUS ON STRATEGIC INITIATIVES:



TRANSFORMATIONAL PUBLIC REALM ENHANCEMENT

We will advance with RIBA Stage 3 of the Knightsbridge Place and Public Realm Strategy which will enhance the district's aesthetic and functional appeal, fostering a more welcoming environment for visitors and residents alike.



SUSTAINABILITY AS A CORE PILLAR

Building on our 2024 achievements, we will continue to support members in becoming more sustainable and compliant with new legislation.



ENHANCED SECURITY MEASURES

With the installation of additional CCTV cameras and the onboarding of a dedicated CCTV operator in April, we aim to further strengthen safety and reduce crime.



INNOVATIVE MARKETING AND EVENTS

The Knightsbridge Edit will evolve, with plans to double subscriber growth and explore new digital channels, including TikTok.



ADVOCACY AND COLLABORATION

In partnership with organisations such as Walpole and New West End Company, we will advocate for policies that enhance Knightsbridge's international competitiveness, including tax-free shopping and tourism growth strategies.



ENGAGING WITH UNCERTAINTY

While 2025 presents a complex operating environment, our shared commitment to innovation, collaboration, and resilience equips us to navigate the challenges ahead.

TESTIMONIALS

“The Knightsbridge Partnership’s much-needed strategy for the area outlines how it will enhance the public realm for the benefit of residents, businesses and visitors while sensitively protecting and restoring the neighbourhood’s architecture and heritage features.”

MELVILLE HAGGARD

Chair, The Knightsbridge Association

“I am writing to commend the outstanding security services provided by Oumar and team. Over the past 2 years, their team has consistently demonstrated exceptional professionalism, efficiency, and dedication to ensuring the safety and security of our streets. The presence of Security Company has significantly improved the safety of our neighbourhood.

Their highly trained security personnel are not only vigilant but also approachable, making it easy for residents and businesses to work with them. Their commitment to maintaining a secure environment is evident in their proactive measures and swift responses to any incidents.”

STORE MANAGER

Guess, Knightsbridge

BID PILLARS

The BID focuses on five interconnected pillars of activity that meet the needs of the businesses and wider community. These pillars are:

1 SUPPORTING ECONOMIC RECOVERY

The BID will play a vital role in ensuring the recovery and growth of Knightsbridge and the Brompton Road. The BID will coordinate with partner businesses, residents, local community groups and our two councils to ensure that the economic recovery benefits the wider local community and building back a better, more sustainable district for all.

2 DRIVING TRANSFORMATIONAL CHANGE

Investment is key to an area’s long-term success, and investors require confidence that there will be a return. The Knightsbridge Place and Public Realm Strategy, developed by co-design, views the area holistically and proposes a series of schemes which look at the challenges and opportunities for the district in the following areas:

- Transport impacts and connectivity.
- Quality of place and the urban experience.
- Retail attractiveness and agility.
- Visitor experience.
- Long-term sustainability – especially from an environmental perspective.

3 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.

4 LEVERAGING THE INTERNATIONAL CENTRE

Knightsbridge is one of two International Centres formally designated by the Mayor in the London Plan. The designation provides the opportunity to promote policies at national and local level which specifically apply to the International Centre’s e.g. enhanced levels of street management, better policing or even Sunday trading regulations.

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. We want businesses in Knightsbridge and Brompton Road to be equipped to perform at their optimum every day and to assist the BID will provide business members with the tools, guidance and support they need to thrive.



SUCCESSES IN 2024/2025

SUPPORTING BUSINESS RECOVERY AND RESILIENCE

£754K+

Saved through Business Cost Reduction Scheme, saving businesses on average £32,798.

40+

Businesses participated in our new Sustainability Forum event series.

£63K+

Of stock and personal items recovered by Street Team in 2024.

90%

Prosecution and intervention rate for prolific offenders.

NEW OPENINGS INCLUDE



Aēsop.

ALLSAINTS

alo

BREITLING
1884

CONFISERIE ARTISANALE
CAPER EROL
1891

Designer
Exchange



les100ciols.

Levi's

LK BENNETT
LONDON

NEOM

NOR

PARADOX
MUSEUM

SHOT
LONDON

STATEMENT

THE
MAYFAIR
CHIPPY

DRIVING TRANSFORMATIONAL CHANGE

280+

Businesses and residents co-designed the new Knightsbridge Place and Public Realm Strategy.

9

Co-design workshops and drop-in sessions held to shape the strategy.

£1M

Secured for the development of the Knightsbridge Place and Public Realm Strategy.

Secured support from Howard Dawber, Greater London Authority and Knightsbridge Association for the Knightsbridge Place and Public Realm Strategy.

POWER OF PARTNERSHIP

- ✓ 90% of members would recommend the partnership to other businesses.
- ✓ 83% noted the partnership delivered a strong return on investment.
- ✓ Worked with TfL to mitigate negative impact of Piccadilly Line closures.
- ✓ Founder member of High Streets UK.



BUSINESS SUPPORT AND INSIGHTS

- ✓ 44.5 M
Visits were recorded throughout 2024.
- ✓ £299M
Domestic and International sales recorded in Knightsbridge in 2024.
- ✓ £2655 Top Average Transaction Value recorded on Saturday's from 12pm-3pm.



LEVERAGING THE INTERNATIONAL CENTRE

- ✓ Over 14K global subscribers to our consumer magazine The Knightsbridge Edit.
- ✓ Over 17K followers on the Knightsbridge consumer Instagram.
- ✓ More than 90 BID members featured in consumer marketing in 2024.



INCOME AND EXPENDITURE

Budget figures are indicative based on the anticipated levy income. 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 seek approval from 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, where possible, 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	Budget 2024/25	Provisional Year End	Budget 2025/26
BID Levy	866,234	967,000	1,030,000
Voluntary Contributions	300,000	444,000	400,000
Place Strategy Funding	-	444,000	23,000
Street Team Funding	15,000	15,000	15,000
Voluntary Membership Scheme	15,000	15,000	20,000
Carry Over	241,689	48,189	74,866
Total Income	1,444,893	1,937,461	1,442,866
Expenditure	Budget 2024/25	Provisional Year End	Budget 2025/26
Supporting Economic Recovery	160,000	192,800	160,000
Destination Marketing	240,000	260,800	264,800
Quality Street Environment	586,383	949,228	733,807
Business Support and Insight	106,500	106,500	133,607
Collaboration and Partnership	35,000	35,000	55,000
Administration Expenses	140,000	152,375	146,700
Management	157,020	168,773	180,000
Contingency	86,623	49,150	93,100
Total Expenditure	1,304,818	1,912,595	1,420,137
Contribution to Reserves	-	-	34,000
Cash Surplus / (Deficit)	140,075	24,866	-11,271

PANEL DISCUSSION: GET INVOLVED



“The collaborative approach to design at each stage has engaged residents, amenity societies, the neighbourhood forum, businesses and the area’s two local councils and TfL.

This has resulted in a remarkable shared vision and strategy that can create a truly sustainable place to live and ensure Knightsbridge retains its international status as a luxury district.”

SIMON BIRKETT

Chair, Knightsbridge Neighbourhood Forum



“Knightsbridge is one of the jewels in London's real estate crown – supporting our role as a global city, employing thousands of people and attracting visitors from across the world. Knightsbridge Partnership does vital work to support the area.

Their Healthy Streets proposal will help ensure a thriving future, providing Londoners including local residents with a better, safer and cleaner environment, new jobs and new business opportunities, as we work towards a fairer London for everyone.”

HOWARD DAWBER
Deputy Mayor for Business and Growth

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, whilst in 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 ratable 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.

You can find out more about the BID by visiting www.knightsbridgepartnership.com



Knightsbridge Partnership Business Improvement District

BID RULES

Business Improvement Districts are governed by The Business Improvement Districts (England) Regulations 2004.

Following a ballot of business, once a majority vote has been achieved in both individual properties and rateable value a BID levy becomes mandatory on all eligible occupiers. 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.



“The Knightsbridge Partnership is important for our business because it brings together the key institutions, it brings together the property owners, it brings together the businesses but more importantly it brings together the people who live in the neighbourhood.

All of those three people acting together means you have a better environment for everybody.”

Michael Ward
Managing Director, Harrods.

“As a local business with constant news, offers and promotions – it is fantastic to work with Bryony and Millie – as they help to tell our narrative to a wider audience across Knightsbridge.

We know they need good quality content and stories to talk about – and we always have them in mind when launching a new initiative or promotion on our Rooms and Suites, Restaurants and Bars and our Lanesborough Club and Spa.

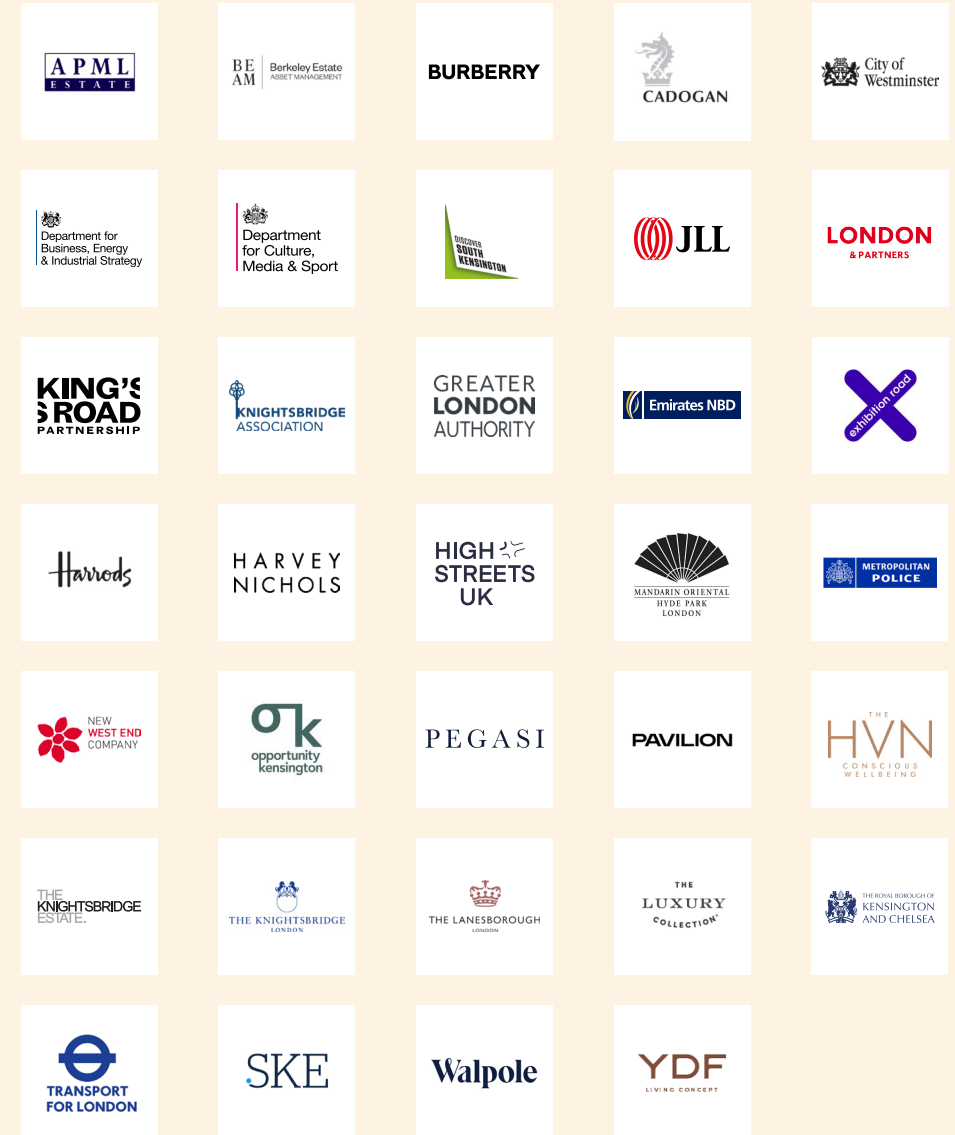
It really makes a difference to our business.”

JO STEVENSON

Executive Head of Sales and Marketing, The Lanesborough



OUR PARTNERS





GET IN TOUCH

KNIGHTSBRIDGE PARTNERSHIP

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FOR BID LEVY ENQUIRIES

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Phone: 020 7361 2088

WESTMINSTER CITY COUNCIL

Email: businessunit@westminster.gov.uk

Phone: 020 7641 2070

