

KNIGHTSBRIDGE  
PARTNERSHIP



KNIGHTSBRIDGE  
PARTNERSHIP  
ANNUAL BREAKFAST

October 16th 2024



# KOSTAS SFALTOS

General Manager,  
The Berkeley





# HUGH SEABORN

Chief Executive,  
Cadogan





# TODAY'S AGENDA

Welcome

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**Kostas Sfaltos**, General Manager, The Berkeley

Working together

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**Hugh Seaborn**, CEO, Cadogan

Our Business Plan and Progress

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**Steven Medway**, Chief Executive

Panel Discussion – Place Strategy

**Dan Johnson**, Place Project Manager,  
Knightsbridge Partnership / Founder & Chief  
Executive, Placemaking London

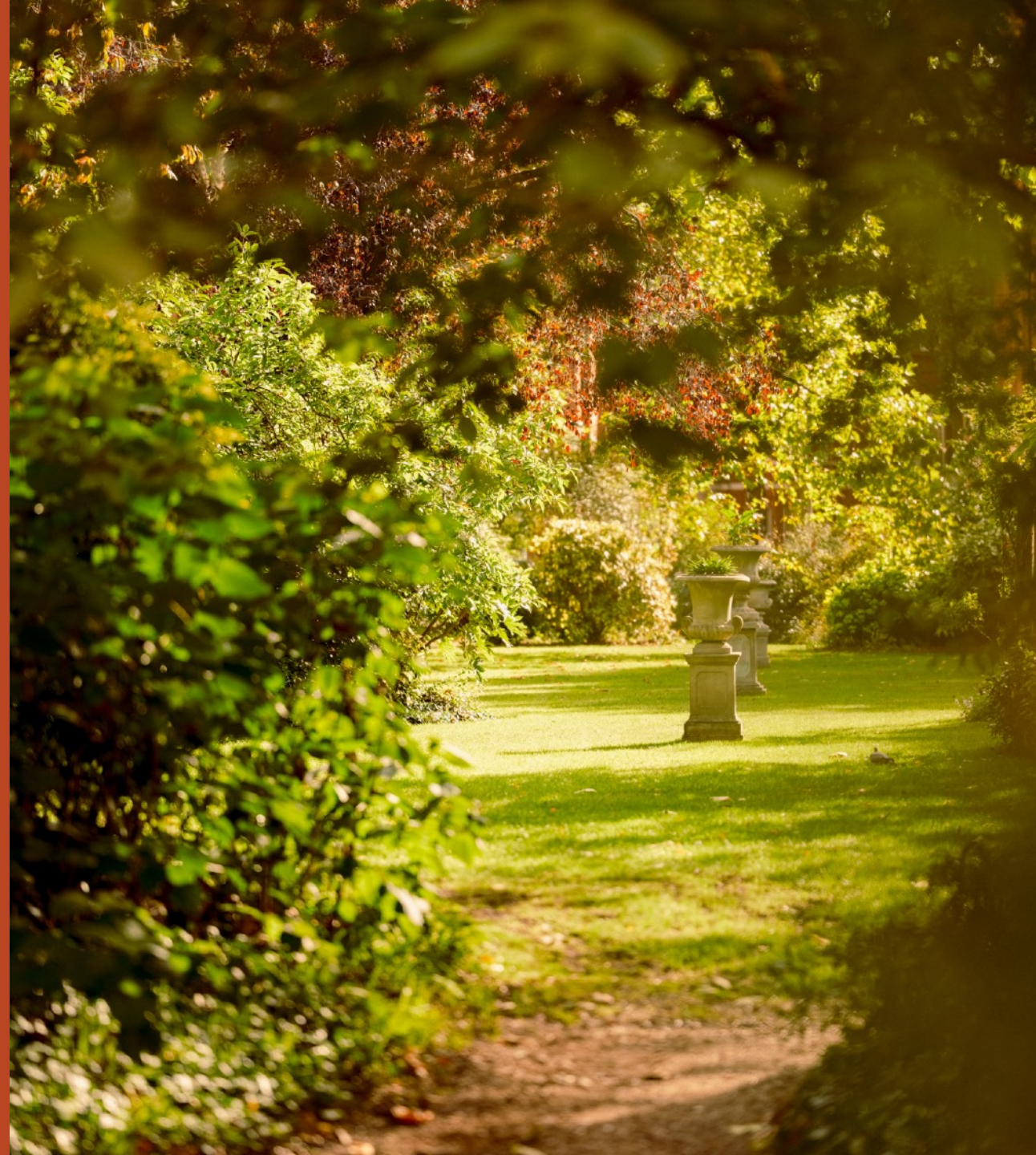
**Cannon Ivers**, Director, LDA Design

**Cllr Cem Kemahli**, Cabinet Member for  
Planning and Public Realm, RBKC



# STEVEN MEDWAY

Chief Executive,  
Knightsbridge Partnership







# KNIGHTS BRIDGE

PARTNERSHIP

WE ARE A BUSINESS  
IMPROVEMENT DISTRICT,  
COMMITTED TO MAINTAINING  
STANDARDS IN LONDON'S MOST  
REFINED COMMUNITY



# OUR BUSINESS PLAN: 5 PILLARS



Business Recovery



Business Support  
and Insight



Levering our  
International  
Status



Driving  
Transformational  
Change



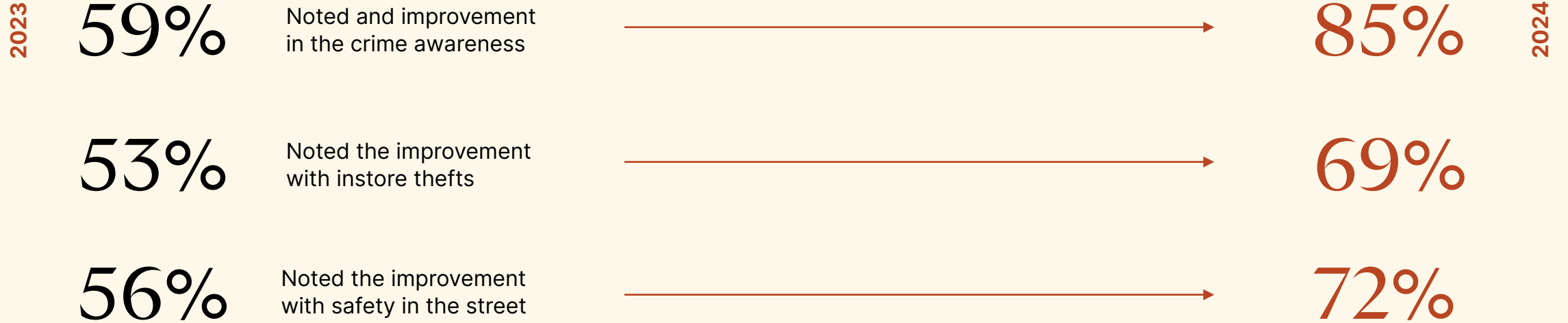
Harnessing the  
Power of  
Partnership



ANNUAL MEMBER  
SURVEY



# ANNUAL SURVEY FEEDBACK



**HIGHEST VALUED SERVICE:**

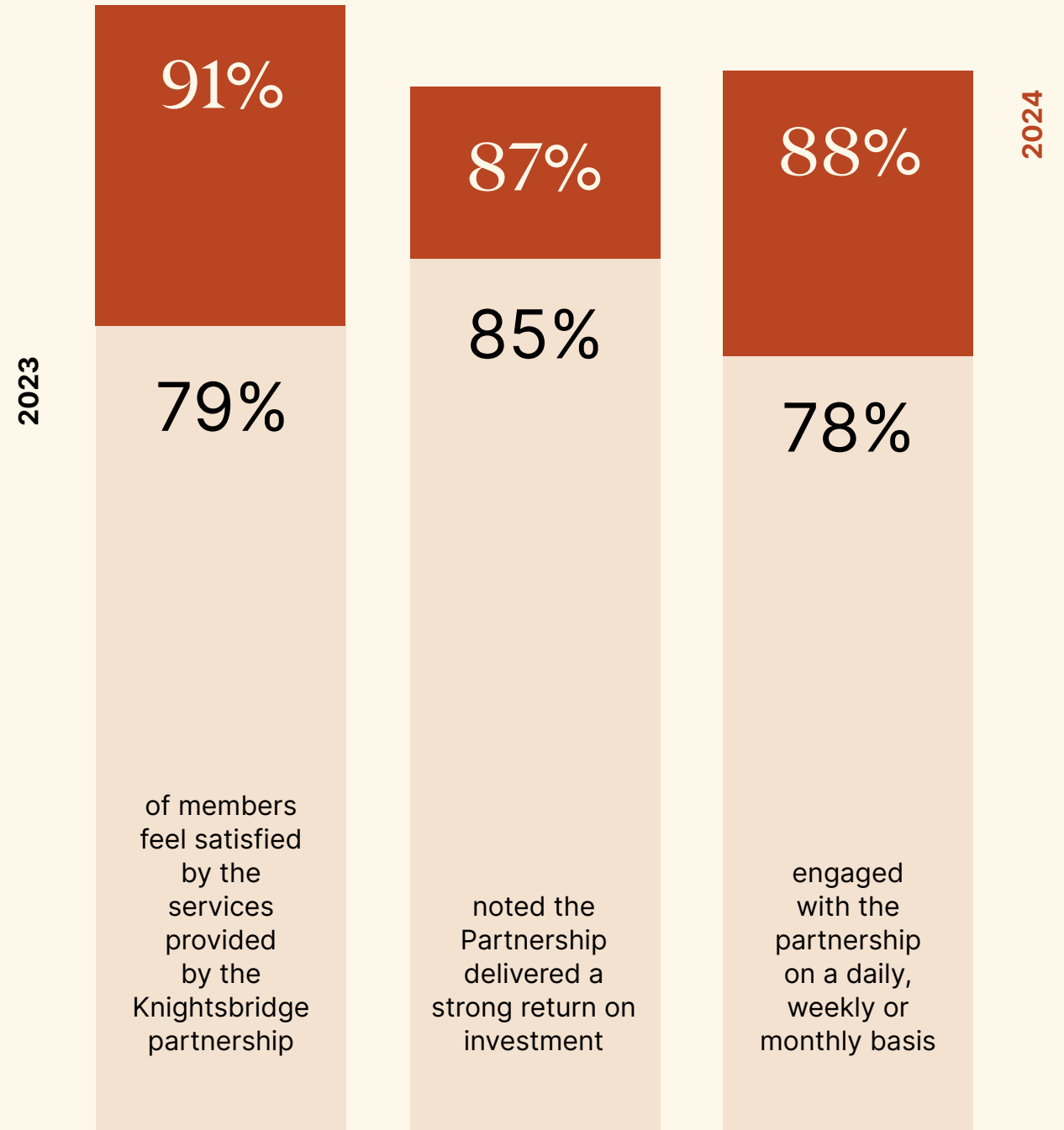
STREET TEAM & CRIME INTELLIGENCE  
AND PREVENTION SERVICE

**TOP PRIORITIES:**

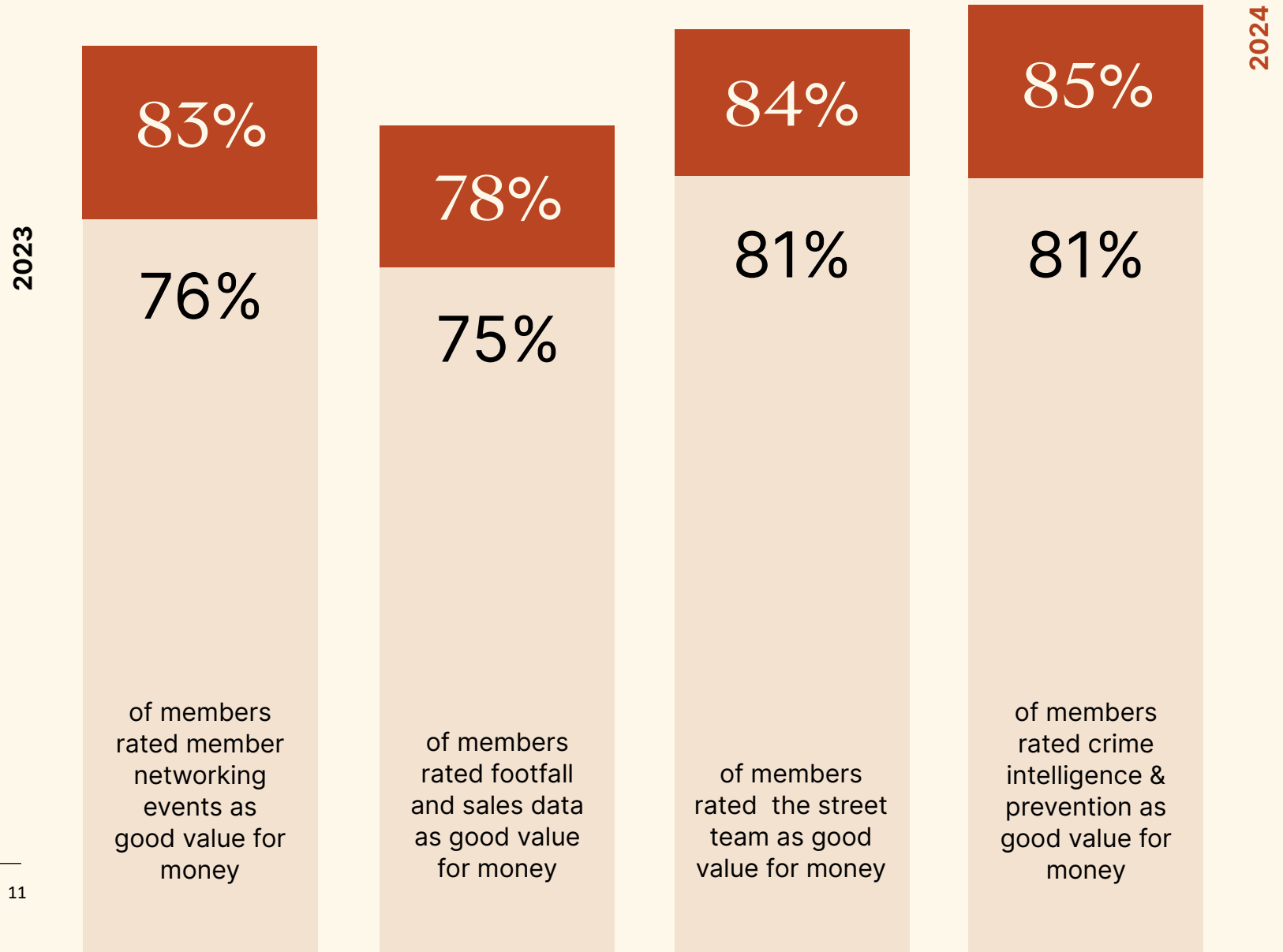
SAFETY AND SECURITY  
AND DRIVING FOOTFALL AND SALES



# ANNUAL SURVEY FEEDBACK



# ANNUAL SURVEY FEEDBACK





BUSINESS  
RECOVERY



# BUSINESS COST REDUCTION SCHEME

£289,500 2023

SAVINGS IDENTIFIED

110%  
increase

£609,000 2024

£29,000

AVERAGE SAVING  
PER BUSINESS

£0

FREE IMPARTIAL SERVICE  
AVAILABLE TO MEMBERS

7

UTILITY TYPES



# NEW SUSTAINABILITY PROGRAMME

The Knightsbridge Partnership supports members by offering advice on how to be more sustainable



Access FREE  
WEBINARS  
AND IN-PERSON  
EVENTS



Green Business Action London BETTER FUTURES

- Free energy assessments that will help businesses to reduce carbon emissions, reduce bills and improve EPC ratings
- Free webinars until December on a range of topics - everything from green finance to social impact to supply chain engagement
- Support and guidance on policy and funding opportunities to help businesses become more sustainable

# WESTMINSTER WORKS

400+

WESTMINSTER  
BUSINESSES

400

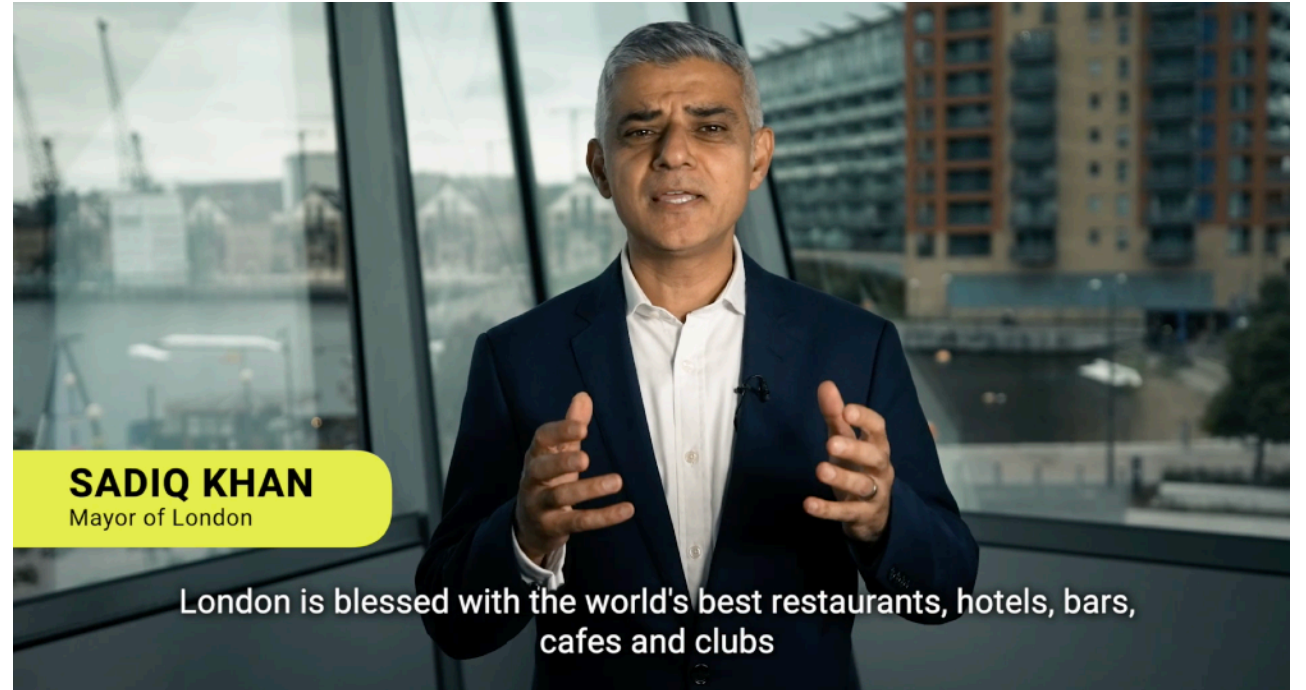
VACANCIES  
FILLED

£1M

BUSINESS  
SUPPORT GRANT

£2M

TRAINING  
BUDGET



AttisTownns



BUSINESS  
SUPPORT AND  
INSIGHT





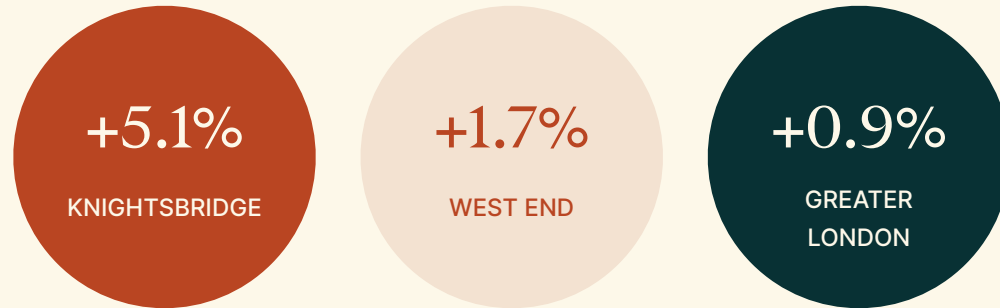
# HEADLINE DATA & INSIGHTS



**43.5M**  
TOTAL FOOTFALL  
(PREVIOUS 52 WEEKS)

Source: MRI/GLA

## INCREASE IN FOOTFALL – YEAR ON YEAR



Source: MRI

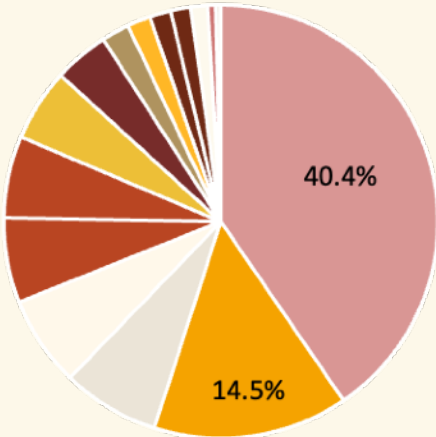
## SALES (DOMESTIC – JAN TO SEP 2024)



Source: Beauchair

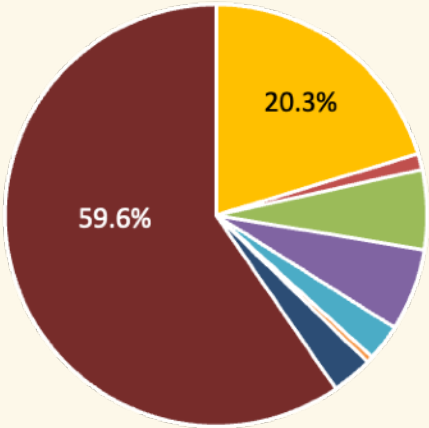
# PROFILE & ORIGIN OF VISITORS

DEMOGRAPHIC PROFILE  
(JAN TO SEP 2024)



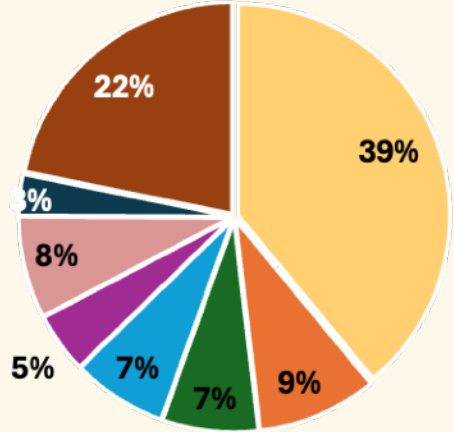
- A - City Prosperity
- B - Prestige Positions
- G - Domestic Success
- O - Rental Hubs
- C - Country Living
- N - Urban Cohesion
- K - Municipal Tenants
- H - Aspiring Homemakers
- I - Family Basics
- E - Senior Security
- D - Rural Reality
- F - Suburban Stability
- M - Modest Traditions
- J - Transient Renters
- L - Vintage Value

DOMESTIC ORIGIN  
(JAN TO SEP 2024)



- Chelsea & Kensington
- Central London
- South London
- West London
- Greater London
- Brighton & West Sussex
- Surrey & Berkshire
- Rest Of GB

% Split of International Spend by Country (Q2 2024)

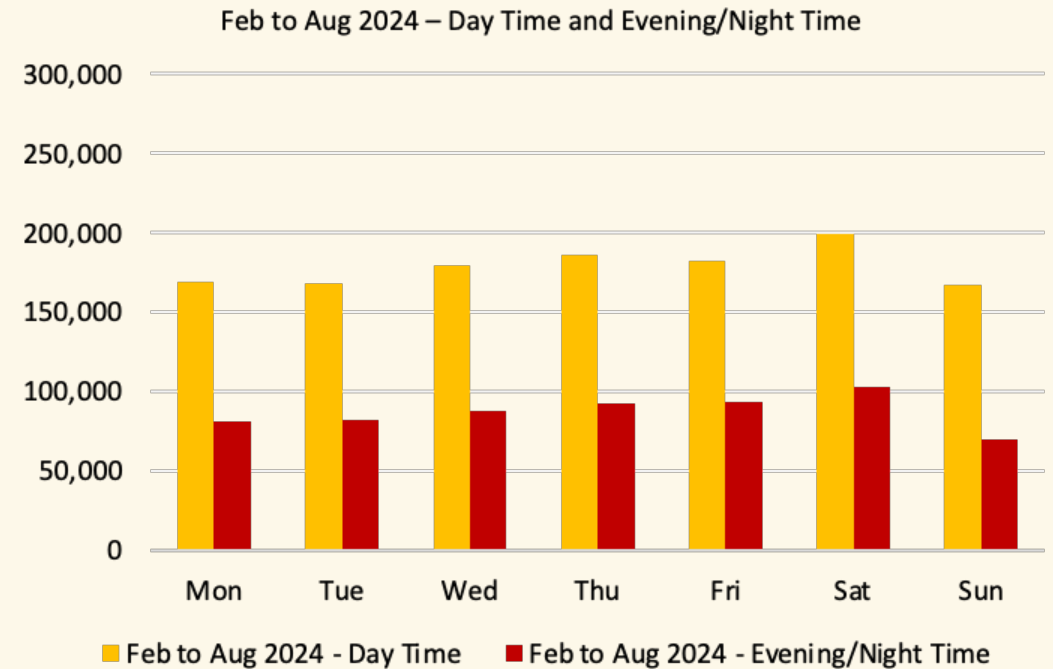
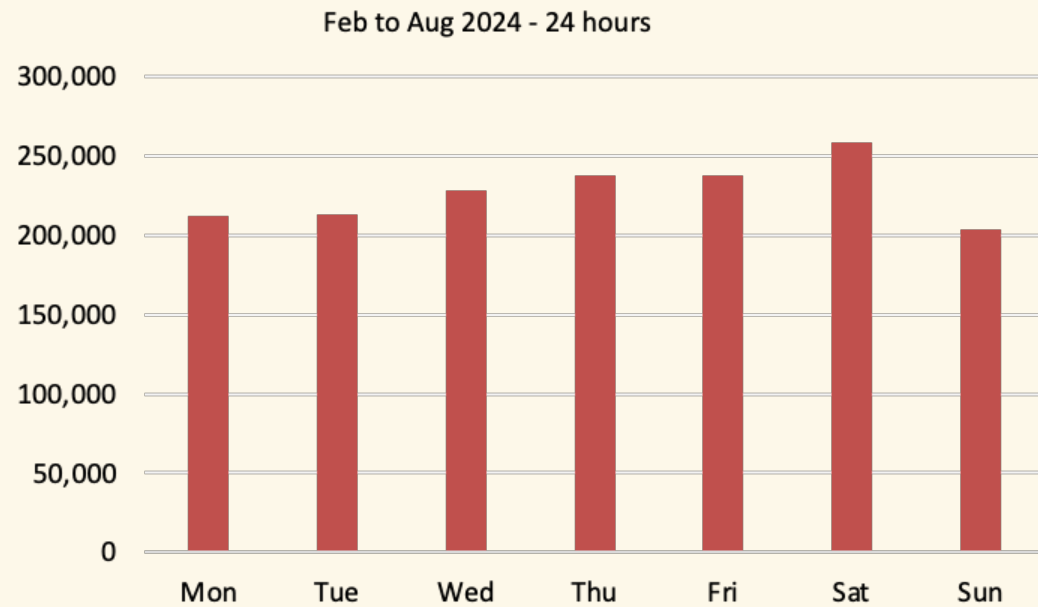


- USA
- Saudi Arabia
- UAE
- Australia

# UNIQUE VISITORS BY DAY

750,000 AVG WEEKLY

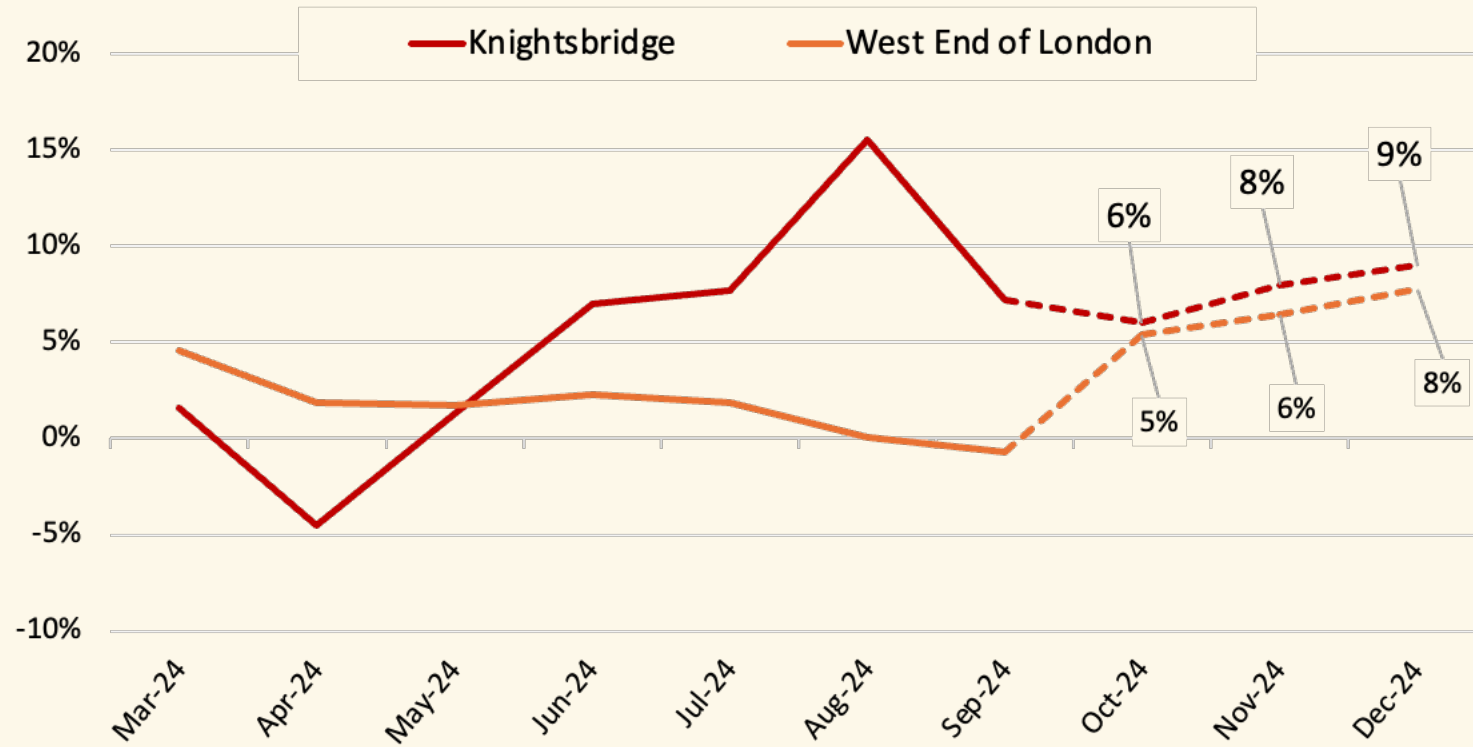
Source: GLA





# FOOTFALL – LOOKING AHEAD TO Q4 2024

(YEAR ON YEAR % CHANGE)



LEVERAGING  
INTERNATIONAL  
CENTRE STATUS



# THE EDIT & SOCIAL MEDIA

2023

7,349

NEWSLETTER  
SUBSCRIBERS

2024

11,412

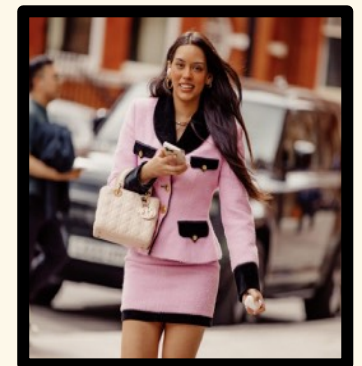
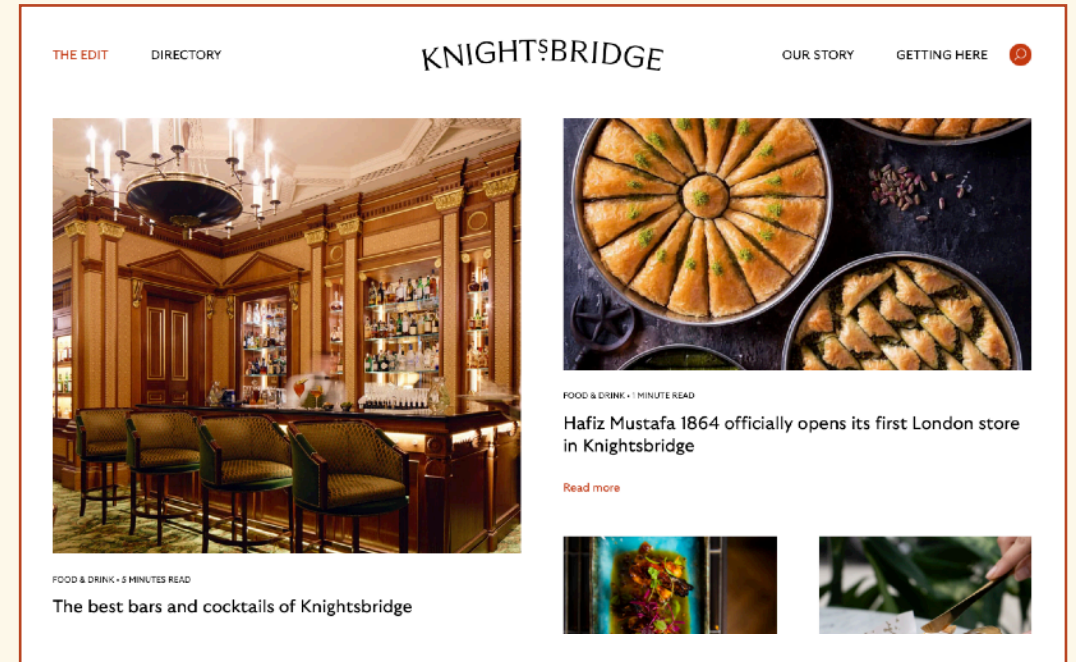
2023

8,075

INSTAGRAM  
FOLLOWERS

2024

12,100





# ANNUAL CONSUMER AUDIENCE SURVEY

Our first Audience Survey launched in April 2024, exceeding our target with 1,425 entries.

The survey, promoted via Instagram and newsletter, aims to understand our audience, their origins, and the impact of our marketing on driving visits. Over 500 people have completed it so far, and it will run until July/August.

The full report is available upon request, please contact [Katie Blake](#).



# SPIN-OFF INITIATIVES



Knightsbridge Edit Live Series  
22 October 2024



Christmas Campaign



Knightsbridge Loyalty Card



# KIDS GO WILD X KCAW

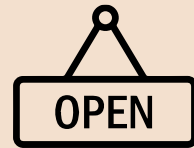




# LOBBYING



TAX FREE



SUNDAY TRADING



VISAS



SOUTH CARRIAGE DRIVE

HARNESSING  
THE POWER OF  
PARTNERSHIP





# STREET TEAM

2023

£64,700

STOCK AND PERSONAL  
ITEMS RECOVERED

2024

£99,800

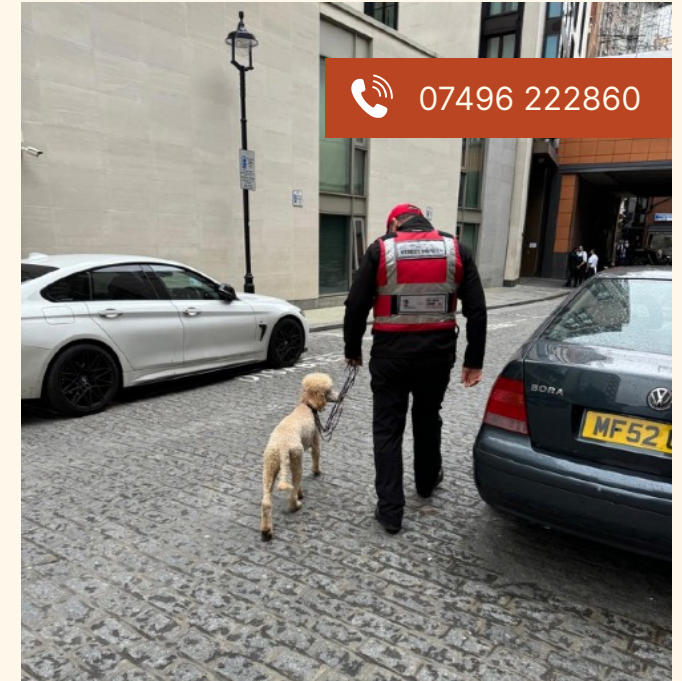
2023

2,568

LIVE INCIDENTS  
SUPPORTED

2024

2,239





# NEW RADIO SCHEME

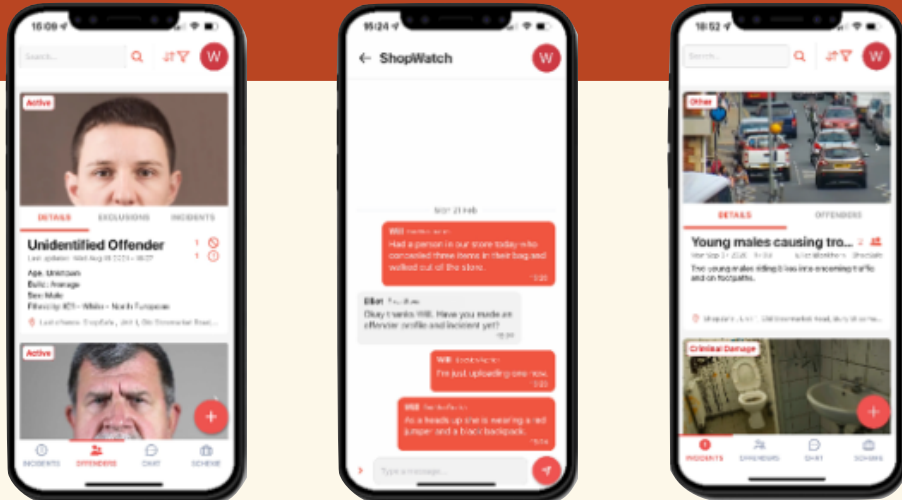
- New radio scheme launched
- Connect businesses directly to the street team and other businesses
- £30 + VAT per month
- Contact: [mark.attridge@saferbusiness.org.uk](mailto:mark.attridge@saferbusiness.org.uk)



# FREE CRIME INTELLIGENCE PLATFORM

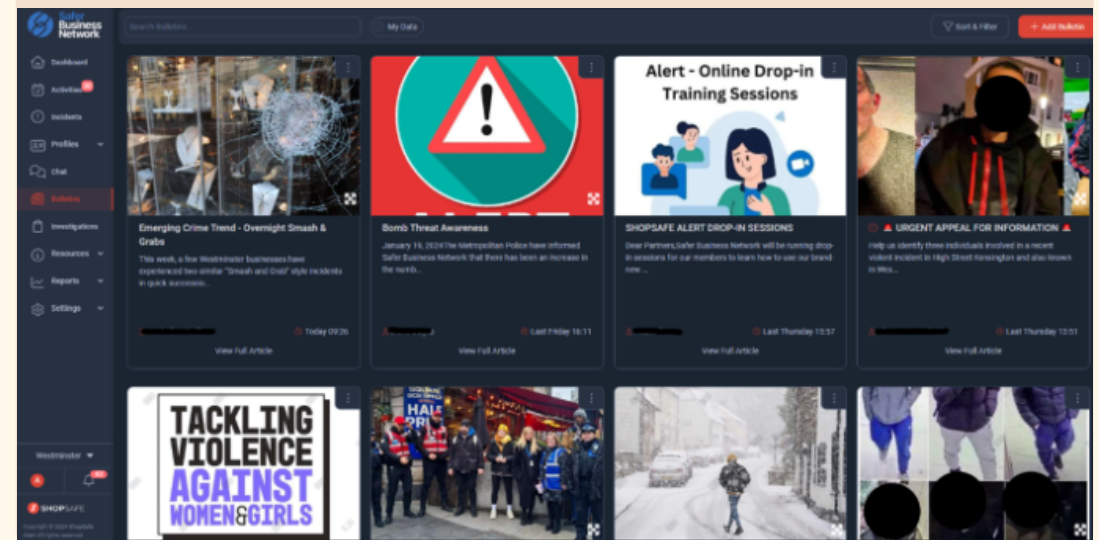
## Mobile App for Instant Access

Mobile App versions of our system allow for instant access and uploading of information. Especially useful for security on the front doors of premises and staff who are based on the shop floor.



## News, Alerts and Crime Prevention

Users can receive news items, bulletins, major incident alerts and general crime prevention advice all through the same system.





# BUSINESS RESILIENCE FORUM

- Monthly forum to identify top prolific offenders and emerging crime trends
- Training provided on counter terrorism and conflict resolution
- Next meeting: Today **16<sup>th</sup> October – 3-4pm**
- 2024/25 – Third Wednesday of the month - 3-4pm





# CRIMINAL BEHAVIOUR ORDER (CBO) PANEL

- Case files built for prolific offenders
- Knightsbridge Partnership refers prolific offenders to CBO panel
- Criminal behaviour order process begins:

COMMUNITY PROTECTION WARNING >  
COMMUNITY PROTECTION NOTICE >  
CRIMINAL BEHAVIOUR ORDER

84%

PROSECUTION RATE  
FOR PROLIFIC  
OFFENDERS



# CLEANSING TEAM & WASTE MANAGEMENT

2023

£23,000

Saved through new waste and recycling preferred supplier scheme

2024

£56,800

2023

49,095 M<sub>2</sub>

Deep cleaned by cleansing team

2024

96,761 M<sub>2</sub>



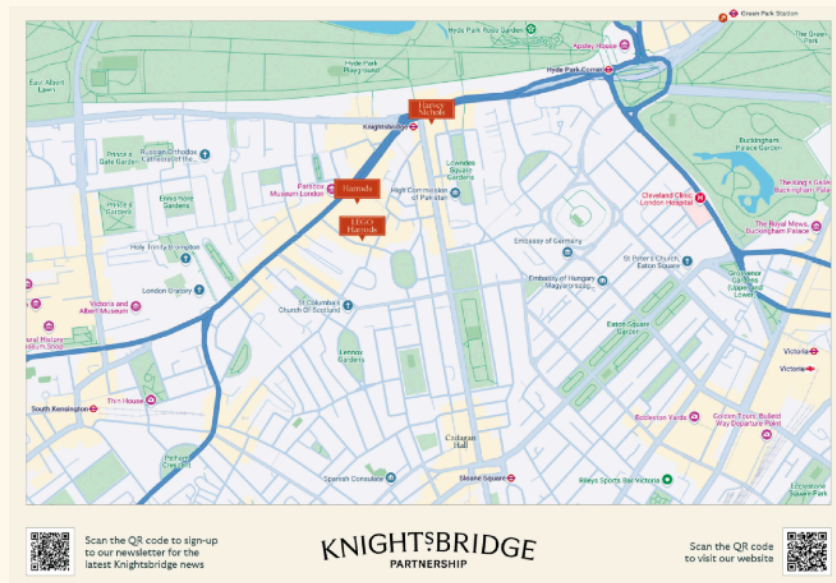


# DEVELOPING STRONG WORKING RELATIONSHIPS





# MINIMISING IMPACT OF PICCADILLY LINE CLOSURES





# MEMBER COMMUNICATIONS

2023

511

NEWSLETTER  
SUBSCRIBERS

2024

560

2023

711

LINKEDIN  
FOLLOWERS

2024

953

**KNIGHTSBRIDGE**  
PARTNERSHIP

Thursday 26th September 2024

**CHAMPIONING YOUR PRIORITIES WITH  
OUR LOCAL MPS**

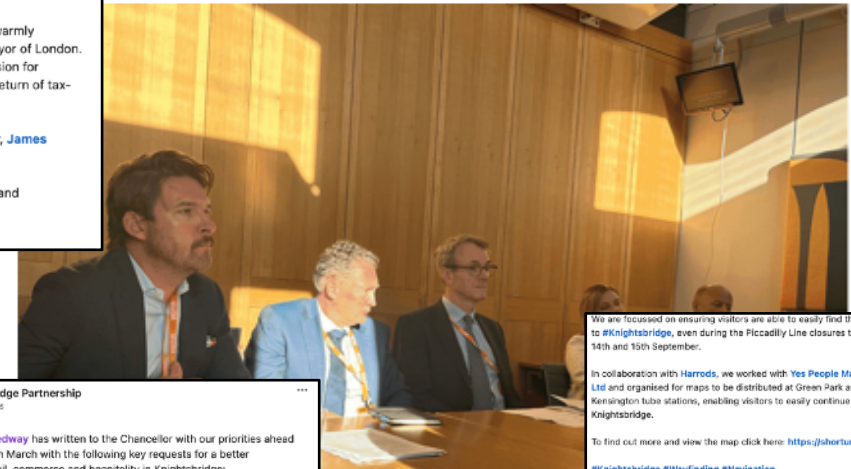
**Knightsbridge Partnership**  
870 followers  
1mo · 🌐

We at Knightsbridge Partnership and the King's Road Partnership warmly welcome [Mayor of London, Sadiq Khan's](#) historic third term as Mayor of London. We look forward to helping him deliver his commitment to a new vision for London's high streets, his London Growth Plan and his call for the return of tax-free shopping.

We are also pleased to be represented by a new Assembly Member, [James Small-Edwards](#)

Together, we can continue our work to create a sustainable, viable and vibrant future for our two districts.

👍 2



**Knightsbridge Partnership**  
870 followers  
3mo · 🌐

Our CEO [Steven Medway](#) has written to the Chancellor with our priorities ahead of the Budget on 5th March with the following key requests for a better environment for retail, commerce and hospitality in Knightsbridge:

- Reinstate Tax Free Shopping, including both the VAT RES and Airstide Tax-Free Shopping Scheme for all international visitors - Data also shows that international tourism destinations in the UK, such as London, are not bouncing back as quickly and strongly as competitor markets on the continent. With tourism serving as the UK's third largest industry, and affording a multiplier of 2.8 in terms of tourism spending's contribution to GDP, it makes a vital contribution to the UK's economic success. The return of Tax Free Shopping would benefit the economy and help retail and hospitality districts like Knightsbridge keep pace with continental rivals.
- Introduce the long-overdue review of Business Rates - while extended reliefs to support the High Street are welcome, a more fundamental review is needed and should be announced at Spring Statement.
- Ensure a long-term capital funding deal for Transport for London - London's growth is expected to outstrip its transport capacity within 15 years. A long-term capital funding deal for Transport for London must be secured.

#taxfreeshopping #knightsbridge #knightsbridgepartnership #luxury #retail

👍 10

We are focused on ensuring visitors are able to easily find their way to [#Knightsbridge](#), even during the Piccadilly Line closures this weekend on 14th and 15th September.

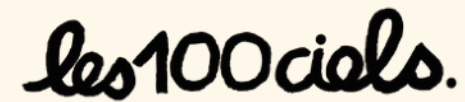
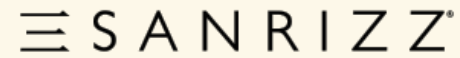
In collaboration with [Harrods](#), we worked with [Yes People Marketing Ltd](#) and organised for maps to be distributed at Green Park and South Kensington tube stations, enabling visitors to easily continue their journey to [Knightsbridge](#).

To find out more and view the map click here: <https://shorturl.at/nzGUS>

[#Knightsbridge](#) [#WayFinding](#) [#Navigation](#)

# NEIGHBOURHOOD UPDATE

RETAIL, RESTAURANTS, LEISURE





# BUSINESS COMMUNITY

Kensington and Chelsea finalists:



Best Business to Demonstrate Diversity



Small Business of the Year

SIMONE DE GALE

Large Business of the Year (over 50 staff)



Hotel of the Year



BVLGARI  
HOTEL LONDON



Corporate Social Responsibility Award



# OUR PARTNERS



DRIVING  
TRANSFORMATIONAL  
CHANGE

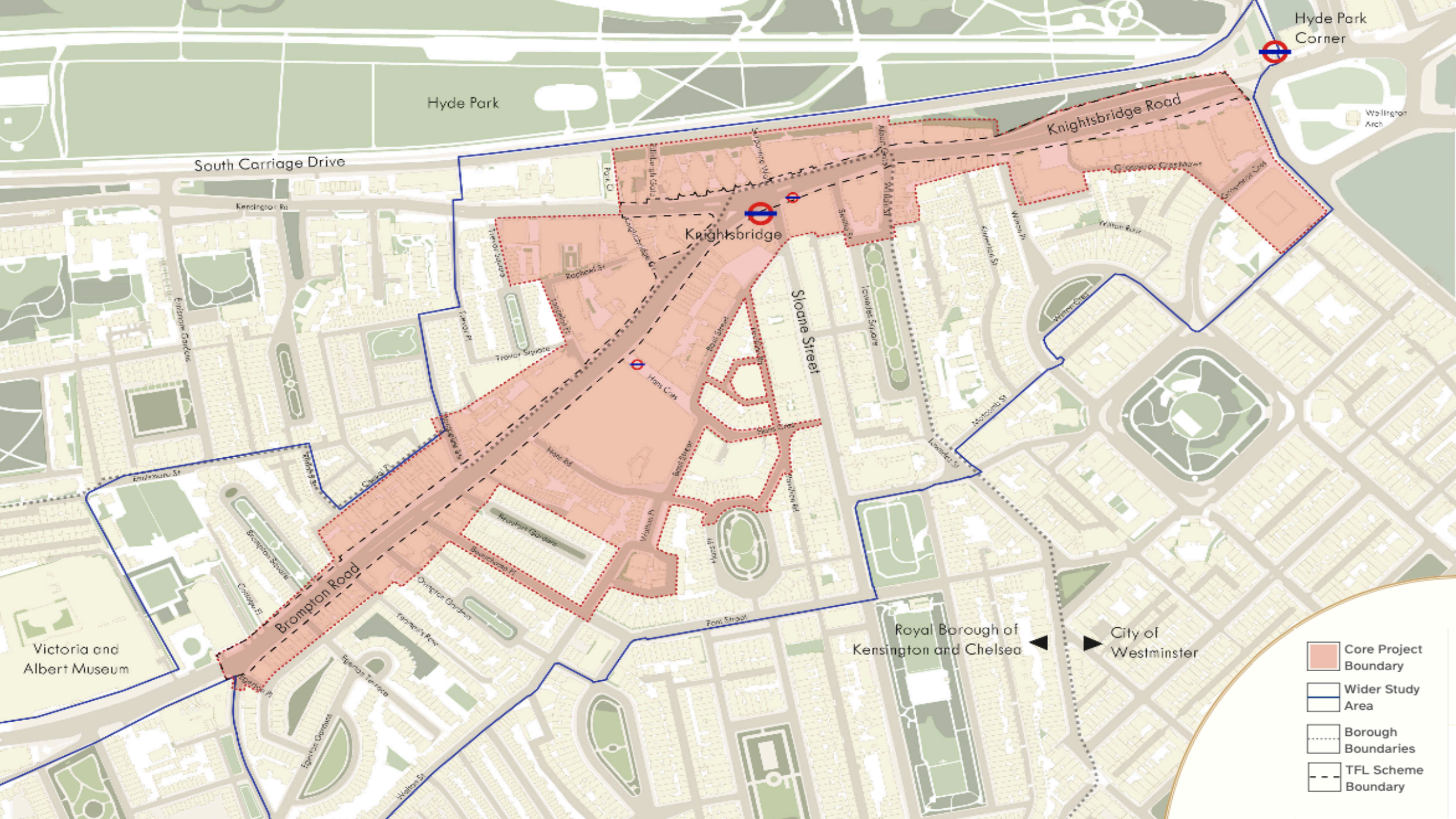




# REIMAGINING KNIGHTSBRIDGE







Hyde Park  
Corner

Hyde Park

South Carriage Drive

Knightsbridge Road

Knightsbridge

Sloane Street

Brompton Road

Victoria and  
Albert Museum

Royal Borough of  
Kensington and Chelsea

City of  
Westminster

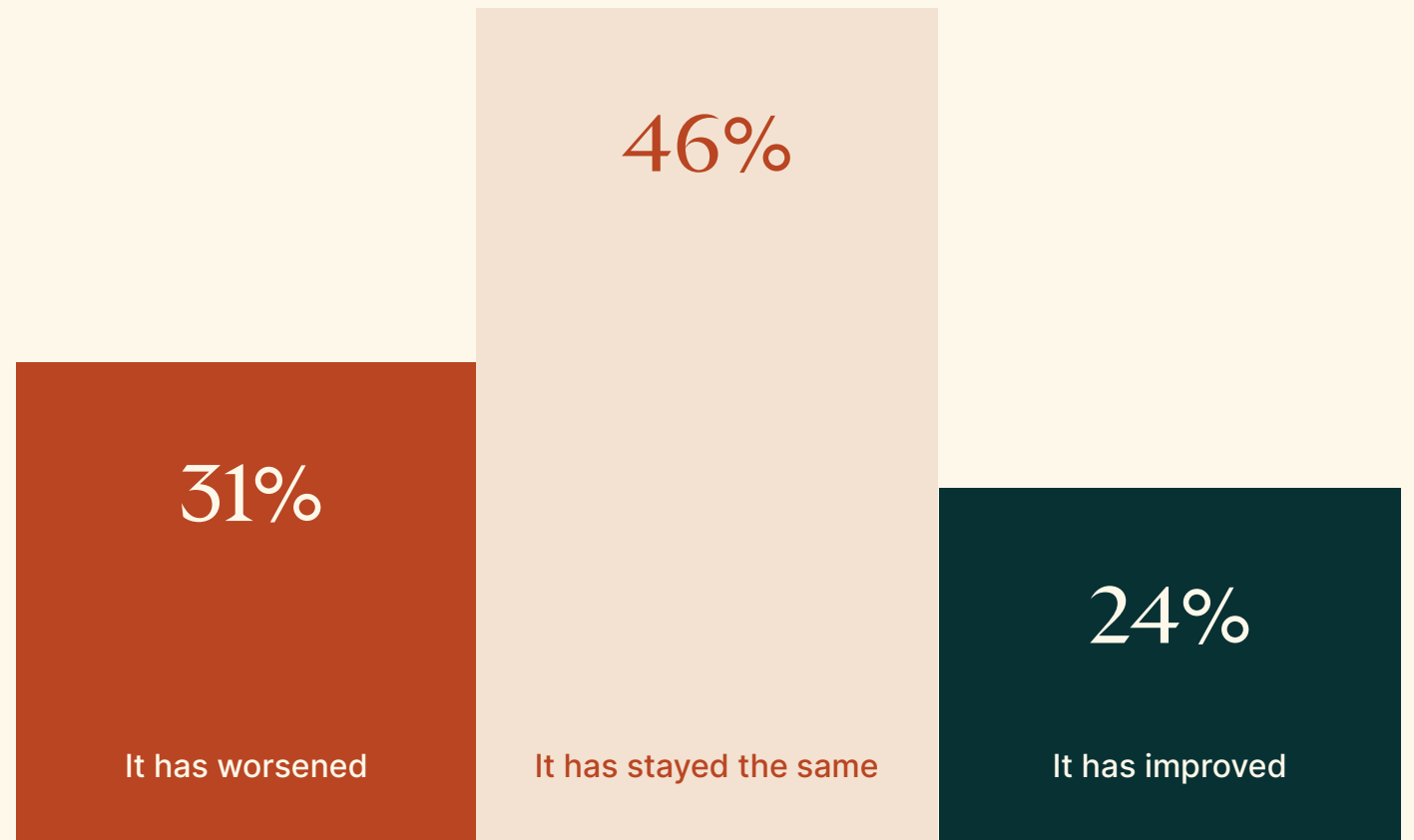
- Core Project Boundary
- Wider Study Area
- Borough Boundaries
- TFL Scheme Boundary







How would you say Knightsbridge has changed since you have been living in, working in or visiting the area?





# COMMUNITY CO-DESIGN SUMMARY OF FINDINGS



## **Pedestrian experience**

Wider pavements, safer and more crossings, better air quality



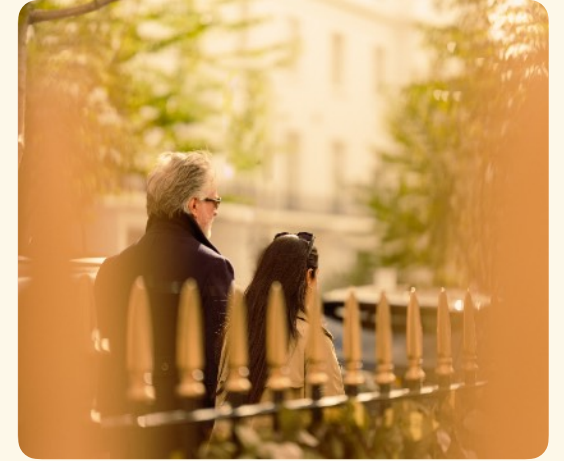
## **Greening**

Biodiversity, ecology, tree planting and green spaces



## **Aesthetics**

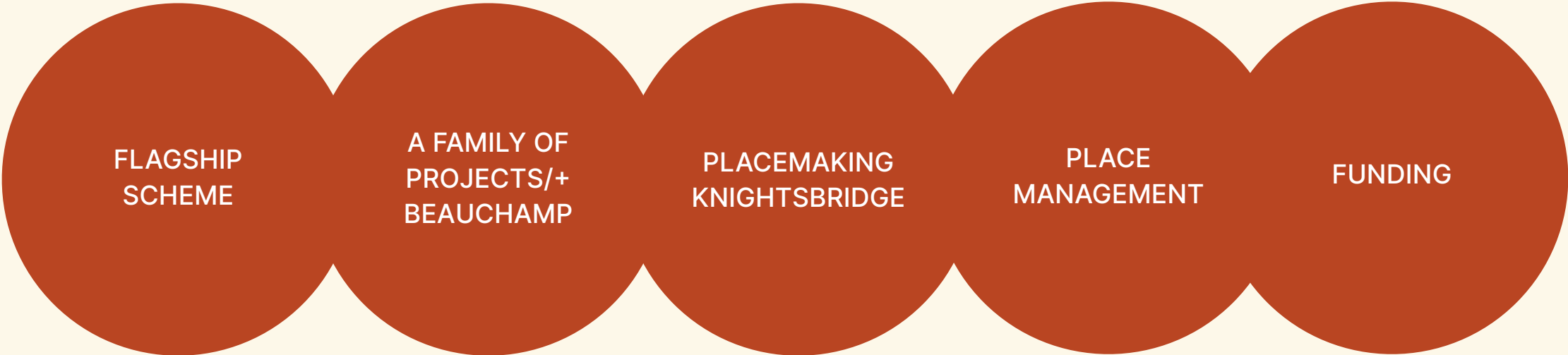
Footway materials, street furniture, clutter



## **Crime and safety**

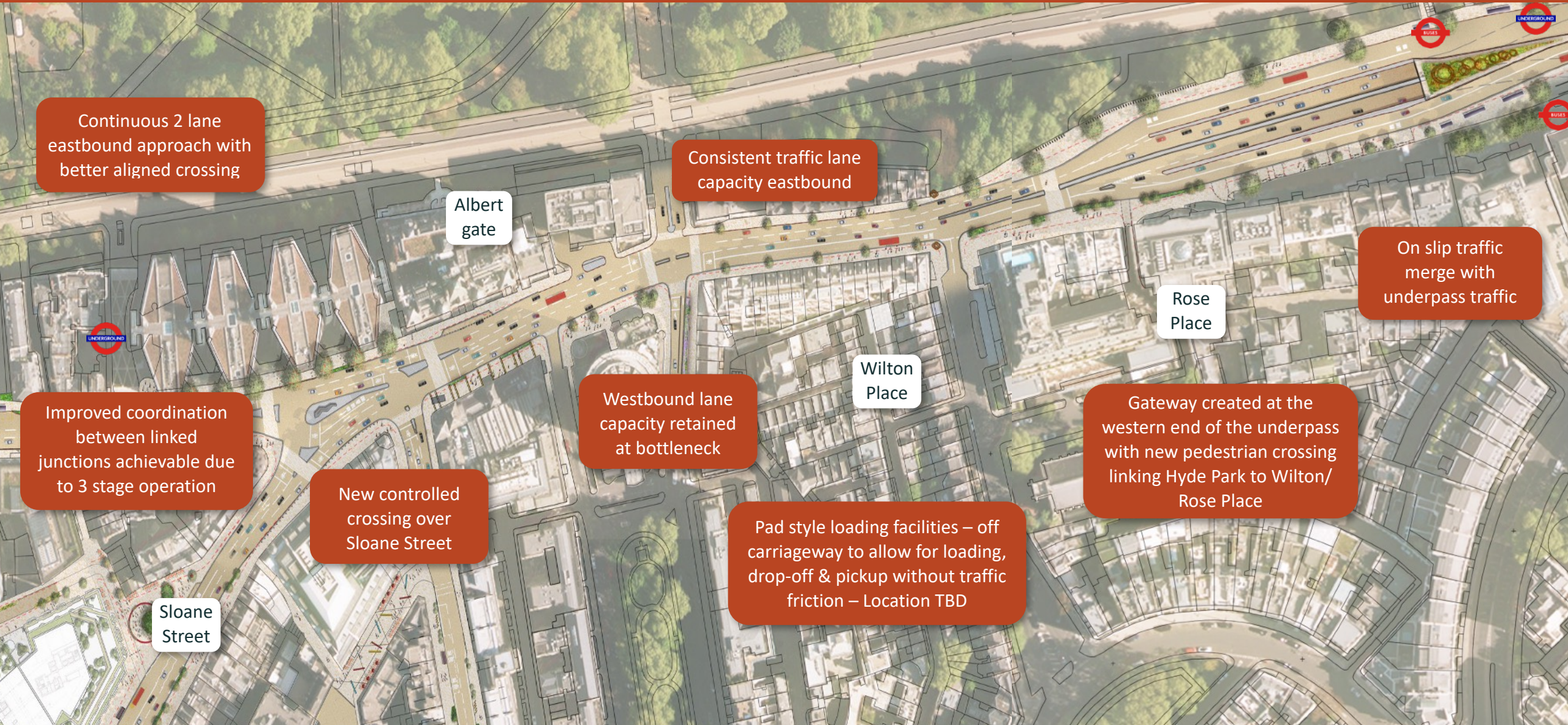
Designing out crime, improved feeling of safety

# THE 5 STRANDS STRATEGY





# KNIGHTSBRIDGE



Continuous 2 lane eastbound approach with better aligned crossing

Consistent traffic lane capacity eastbound

On slip traffic merge with underpass traffic

Improved coordination between linked junctions achievable due to 3 stage operation

Westbound lane capacity retained at bottleneck

Gateway created at the western end of the underpass with new pedestrian crossing linking Hyde Park to Wilton/Rose Place

New controlled crossing over Sloane Street

Pad style loading facilities – off carriageway to allow for loading, drop-off & pickup without traffic friction – Location TBD

Albert gate

Wilton Place

Rose Place

Sloane Street



# BROMPTON ROAD EAST



Carriageway narrowed such that traffic islands can be removed. This generates a significant amount of additional road space

All crossings straight across in a single green phase

No material loss of traffic capacity achieved through relocating kerb-side activity away from bottle-necks or into pad areas where lanes are not obstructed

Space for bus overtaking maintained


Inset bays provided for taxis and PHV activity

Controlled crossings provided at Hans Road

Tour bus stop relocated out of line of traffic



# BROMPTON ROAD WEST

An aerial photograph of Brompton Road West in London, overlaid with a semi-transparent architectural plan. The plan shows lane markings, bus lanes, and pedestrian crossings. Several red circular icons with the word 'BUSES' are placed along the road. Five orange callout boxes with white text provide specific details about the proposed traffic engineering changes. The background shows a dense urban environment with buildings and green spaces.

Conventional footway added on north side with frequent openings up to the higher level

Eastbound bus lane removed to maximise potential for public realm transformation

All crossings straight across in a single green phase

Inset bays for vehicles to stop without obstructing traffic

Same number of westbound traffic lanes at the junction approach to retain the same capacity















# WHAT IT MEANS FOR KNIGHTSBRIDGE



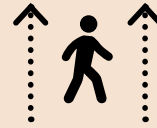
2300m<sup>2</sup> of new planting



170 new trees



5300m<sup>2</sup> of new footway



13 improved pedestrian crossings



2 new crossings

Additional taxi ranks and private vehicle drop-off areas

Integrated approach to crime reduction and safety

Proactive planned maintenance and management

All improvements are subject to further design development during RIBA Stage 3 and will depend on underground utility locations

# INVESTING IN A BETTER LONDON FOR ALL



620,000

UPLIFT IN FOOTFALL

£109m

ADDITIONAL  
SPEND A YEAR

£124m

UPLIFT IN  
COMMERCIAL  
PROPERTY VALUE

14m

ANNUAL INCREASE  
IN GVA

625

NEW JOBS

£3m

IN SOCIAL VALUE  
BENEFITS



PANEL DISCUSSION:  
GET INVOLVED



# FUTURE EVENTS

17TH OCTOBER

SUSTAINABILITY FORUM

22ND OCTOBER

KNIGHTSBRIDGE EDIT LIVE

20TH OCTOBER

BUSINESS RESILIENCE FORUM

28TH NOVEMBER

CHRISTMAS CELEBRATION

11TH DECEMBER

BUSINESS RESILIENCE FORUM





# MEET YOUR TEAM



**Steven Medway**

Chief Executive

steven@knightsbridgepartnership.com



**Rebecca Handley**

Director of Place & Environment

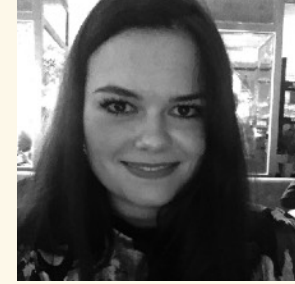
rebecca@knightsbridgepartnership.com



**Katie Blake**

Director of Marketing & Communications

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Executive Assistant

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Business Crime Reduction Officer

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**Rishi Sood**

Savings Consultant

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**Street Team**

07496 222860

Q&A

KNIGHTS BRIDGE  
PARTNERSHIP