

## Knightsbridge Property Owner Business Improvement District: Ballot

# Statement of Engagement

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### Background

The Knightsbridge Partnership BID was established in October 2021 representing business and wider stakeholders in Knightsbridge and Brompton Road. It was a vehicle to focus resources and efforts on economic recovery and then on long-term growth, as one of only two International Centres in London. Working together with our partners and local communities our ongoing purpose is to support the commercial and cultural wellbeing of the businesses and organisations the Knightsbridge Partnership represents and help ensure that Knightsbridge and the Brompton Road remains a vibrant, viable and sustainable area which works for both businesses and residents and of which we can all be proud.

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 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

**The Place Strategy, as this work programme has developed into, has led to the broader support of the property sector and following on from this the encouragement to establish a property BID to push forward the strategic aims of the Knightsbridge Partnership.**

### Feasibility Study

In response to discussions with owners having an interest in the area and the formation of a Property BID, the Knightsbridge Partnership undertook a feasibility exercise to explore the issues in more depth and to examine the case for establishing a Property Owner Business Improvement District as an additional vehicle for change and improvement. Stakeholders reinforced the views of the Partnership, and all have been largely united in their desire for a strong strategic vision for the district together with an enhanced public realm to make for a more pleasant working and pedestrian experience.

An ambition of establishing a Property Owner Business Improvement District was agreed in the Autumn of 2023, together with the formation of a Steering Group to lead the process forward. Engagement has continued with key owners and wider stakeholders to explore in more detail the role and activities of the BID.

The proposed ballot of owners has been given the go ahead by both WCC and RBKC. Following a successful ballot the Property Owner Business Improvement District will commence operations in June 2025.

## **Owner Engagement 2024**

As a result of the ongoing work of the Knightsbridge Partnership, the Property BID Steering Group has been successful in engaging a group of owners which represent 34% of the hereditaments and over 50% of the rateable value within the proposed BID district. Indeed the 6 owners have agreed to fund the Knightsbridge Partnership voluntarily until such time as the Property BID is established to push forward with the identified work programme.

The Steering Group led by Cadogan consist of the following owners:

- Cadogan
- BEAM
- Olayan Group
- APML
- Harrods
- Knightsbridge Apartments

In addition, during engagement with other significant owners including Criterion Capital, SMECH, Pegasi and Emirates NBD, the ambition of a property BID has met with a positive response.

The engagement programme has helped understand the appetite for establishing a Property Owner Business Improvement District and the identity priorities and themes moving forward which now appear in the Property Owner BID Proposal.

In terms of engagement to the end of December 2024, 77% of the rateable value represented by voters have been engaged with 100% showing a propensity to support the establishment of a Property BID.

## **Owner Engagement 2025**

Following the formal 'sign off' of the Property Owner BID proposal by WCC and RBKC on 9 December 2024 a further consultation programme will be undertaken to engage with all property owners within the Knightsbridge Partnership BID area.

- All constituents will be provided the opportunity to meet in the period January – April 2025 to discuss the BID proposal. A total of c60 owners representing c221 hereditaments;
- An electronic version of business plan will be sent to all voters in the ballot;
- A short summary booklet will be distributed to all owners to summaries the BID proposal and provide access and opportunity for further information to inform their view in the ballot of owners.
- A micro-site will be launched in January 2025 to outline the aspirations for establishing a Knightsbridge Partnership Property BID;
- The engagement plan will seek a clear majority of owners that demonstrate positivity towards a Property Owner Business Improvement District.
- All owners will receive the Knightsbridge Partnership e-communications outlining the work of the BID and the programme of activity towards the establishment of a Property BID;
- All businesses in the ballot will be asked to verify their decision maker in a Westminster City Council and Royal Borough of Kensington and Chelsea led voter verification process;
- Businesses will be invited to the Knightsbridge Partnership event programme to discuss the work of the current BID and the added value of establishing a property BID.

## **Stakeholder Engagement**

From the outset, the Knightsbridge Partnership, as the Property BID promoter, has been active in engaging local resident and amenity groups, local councillors, and major neighbouring organisations to complement and add value to the input from owners. The Knightsbridge Partnership understands the importance of wider community support for delivering the Property BID's objectives.

- The Knightsbridge Partnership holds quarterly community meetings to present the work of the BID which has included the Property BID project;
- The 'Place Strategy' was initially managed by a Commissioning Group, established by the Partnership, and included local authority and community group representatives.
- All of the community stakeholders receive the regular Knightsbridge Partnership newsletter

## **Ballot (April 2025 to May 2025)**

During the final period of the BID Ballot work programme the following actions will be undertaken:

- The 'Notice of Ballot' will be sent to the finalised voter list confirmed by Westminster City Council and Royal Borough of Kensington and Chelsea.
- A further invitation to discuss business plan will be provided to 100% of owners taking part in ballot;
- Ballot papers will be sent to 100% of voters;

**The Knightsbridge Partnership Business Improvement District Property Owner ballot commences 20 April 2025.**