

KNIGHTSBRIDGE

PARTNERSHIP

FIT FOR THE FUTURE: DRIVING TRANSFORMATIONAL CHANGE FOR KNIGHTSBRIDGE



Photography by Rory Langdon-Down

This proposal draws on the expertise
and guidance of our Property
Steering Group, which comprises:

Steven Medway, CEO,
Knightsbridge Partnership

CHAIR

James Stoll, Asset Management
Director, Cadogan

MEMBERS

Julian Cook, Managing
Director, Harrods Estates

Stuart Clifton, Head of Asset
Management, BEAM

Simon Lanyon, Co-Head of Real
Estate Europe, Olayan Group

Chris Barrass, Managing
Director, The Knightsbridge

Mike Sadler, Director, APML Estate

MEMBERS AND SUPPORTERS OF KNIGHTSBRIDGE PARTNERSHIP



Berkeley Estate
ASSET MANAGEMENT



CONTENTS



Your Vision for Knightsbridge	4
Foreword	6
Fit for the Future	8
What is a Property BID	10
Strong Foundations and Standout Delivery	12
Our Priorities to Date	14
The Benefits of the Proposed BID	15
Our Delivery Plan 2025-2030	16
01 Place and Public Realm Strategy	17
02 Enhancing the Quality of the Environment and Social Responsibility	20
03 Building Business Resilience	21
04 Promoting the International Centre	22
Governance	24
Finance	26
Using Your Vote	30
Acknowledgements	31

YOUR VISION FOR KNIGHTSBRIDGE

A luxury global destination that rebalances the needs of people and nature, invites people to spend time in its historic streets and places and invites visitors to return again and again.

OUR MISSION

- To realise the once-in-a-lifetime opportunity of restoring Knightsbridge to its former glory, cementing its status as one of the world's leading luxury destinations.
- To actively increase the area's residential and commercial property values, and commercial returns for property owners.
- To significantly improve the public realm across Knightsbridge for the benefit of residents and increase domestic and international tourism to the area.



Photography by Philip Vile



Photography by Philip Vile

WE WILL ACHIEVE THIS BY

- ✓ Working in partnership with the private and public sector to secure the £100 million investment to deliver the array of innovative and transformation projects within the Knightsbridge Place and Public Realm Strategy.
- ✓ Creating a platform, made possible by creation of a Property BID, for property owners to come together, realise a shared long-term vision and be an influential voice for Knightsbridge.
- ✓ Elevating promotion of Knightsbridge as an International Centre on a London, national and global stage as one of the world's leading luxury destinations to invest, live and visit.

FOREWORD



MICHAEL WARD
Managing Director
Harrods

Harrods is proud to be a member of the Knightsbridge Partnership and supports the establishment of the Property Owner BID for Knightsbridge.

Every year, Harrods welcomes 12 million visitors to our Knightsbridge department store. We are acutely aware that customers, including international visitors, have a wide number of options when it comes to destinations they can choose to visit.

The Knightsbridge Place and Public Realm Strategy will significantly increase the attractiveness, environmental and social credentials of the district, ensuring visitors receive a standout welcome and enhanced experience of Knightsbridge.

By working in partnership with the private and public sector, £100m investment can be secured to deliver the array of innovative and transformational projects within the Knightsbridge Place and Public Realm Strategy.

By working together, we have a once in a generation opportunity to cement Knightsbridge's status as one of the world's leading luxury destinations. I hope you will join Harrods in supporting the establishment of a Property Owner BID.



STEVEN MEDWAY

CEO

Knightsbridge Partnership

I'm delighted to share with you our BID Proposal for the establishment of the Property Owner BID for Knightsbridge.

Over the past 12 months, we have worked closely with a Steering Committee comprising Property Owners who all recognise the opportunity before us cannot be achieved by one single owner. Creation of a Property Owner BID will provide the unified platform needed to unite all c50 owners across Knightsbridge to achieve strategic placemaking, policy influence and advocacy, area promotion and inward investment.

Knightsbridge is one of the world's leading luxury destinations, welcoming over 40 million visitors a year from across the globe.

Yet, in recent decades Knightsbridge has lost its way, leading to a deterioration of the public realm and retail offer. This, coupled with the removal of tax-free shopping in 2020 and decreased tourism to London has harmed Knightsbridge's competitiveness as a destination on a European stage.

The proposed Property Owner BID will enable momentum behind the Knightsbridge Place and Public Realm Strategy to become a catalyst for transformational and long-term change across the district, unlocking £5 million in investment during the initial BID term to fund projects which, when complete, will enable Knightsbridge once again to truly compete internationally as one of the world's leading luxury destinations.

FIT FOR THE FUTURE

Key outcomes include creating a sustainable district, helping the property sector address reducing its buildings' emissions, meeting minimum energy standards and contributing to wider environmental goals, including circular economy principles and nature recovery.

In recent decades Knightsbridge has lost its way, leading to a deterioration of the public realm and retail offer which will only continue without our intervention. This, coupled with the removal of Tax-Free shopping in 2020 and decreased tourism to London has harmed Knightsbridge's competitiveness as a destination on a world stage.



Photography by Rory Langdon-Down

Competition amongst luxury districts on a national and global stage has never been stronger. Brands are more discerning about store location and have increasingly high expectations of destinations being considered including sustainability, biodiversity, public realm, and accessibility.

Equally, HNW and UHNW audiences have evolved beyond traditional seasonal shopping patterns, seeking out exceptional experiences and adopting a more adventurous mindset

to explore new destinations whose offerings to these discerning customers far exceed what Knightsbridge is presently able to offer.

To be competitive and fit for the future, Knightsbridge must adapt and evolve.

Photography by Rory Langdon-Down



Creation of a Property Owner BID will generate £5 million in investment during the initial BID term and enable vital transformative projects to be funded and delivered which, when complete, will enable Knightsbridge once again to truly compete internationally as one of the world's leading luxury destinations.

The opportunity before us cannot be achieved by one single property owner. Creation of a Property Owner BID will provide the unified platform needed to unite all c50 property owners across Knightsbridge to achieve strategic placemaking, influence local policy, promote the area and attract inward investment.

Together, we will deliver transformational change.

WHAT IS A PROPERTY BID?

Business Improvement Districts (BID) are not for profit partnerships within a defined area, in which the local businesses have voted to invest together to improve their environment. A BID is brought in through a democratic ballot process and the services provided are additional to those delivered by the Council.

Throughout London and the wider UK, BIDs have been established as a local vehicle to focus efforts on enhancing a specific geographical area. A business led legal entity which mobilises the resources and experience of occupiers and (increasingly in London) property owners to create and deliver a bespoke plan for the improvement of their area.

Property Owner BIDs are relatively new by comparison with Occupier BIDs, with the regulations for their creation only passed into law in 2014. There are currently only four Property BIDs in the UK, three managed by Heart of London and one by New West End Company.

The Knightsbridge Partnership is currently seeking to establish a further Property BID to add value to the Occupier BID already in place.

Property BIDs were created to allow owners to contribute to their area in a similar way to that achieved by the successful Occupier BID model over a number of years, ultimately benefitting the property owners through increases in the value of

their property and growing prosperity of the area.

They seek to provide greater strategic context, galvanise owners, occupiers, statutory authorities and wider stakeholders behind a common vision for the district and generate an enhanced income stream which will benefit the whole area in terms of service provision. They provide the business community with an ability to influence and help shape the future.

Governed by Government legislation and regulations, Property BIDs are statutorily established once voted for by the majority of owners in an area and have a maximum term of five years before returning to their electorate for renewal. Once a majority vote had been achieved, a BID levy becomes mandatory on all defined owners.

The ballot needs to satisfy two tests – a majority in the number of those voting and a majority in proportion of rateable value of those voting. The BID levy can only come into effect if these two tests are met. The BID levy is then applicable to all eligible owners. All eligible owners in a proposed BID area are entitled to one vote per hereditament. Owners with more than one hereditament within the area will be entitled to more than one vote.

Current legislation means that Property Owner BIDs can only be created in London. This is because property BIDs can only be created where a Business Rate Supplement (BRS) and an Occupier BID are already in place, and the only BRS in force is in London (levied to help meet the cost of Crossrail).

Photography by Rory Langdon-Down



STRONG FOUNDATIONS AND STANDOUT DELIVERY

The proposed Property Owner BID will work closely with the Knightsbridge Partnership Occupier BID established in 2021.

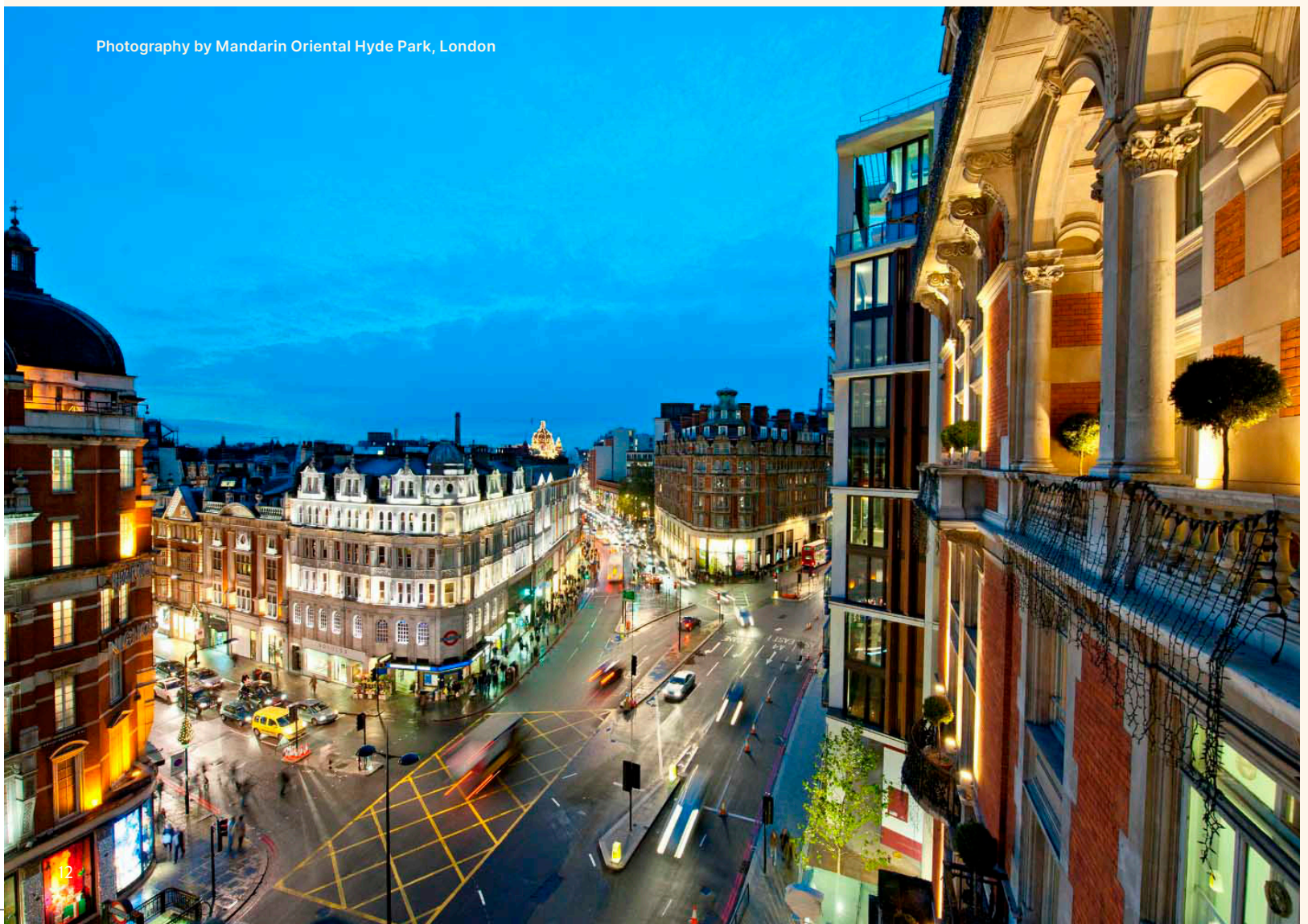
In just under four years, we have already made a considerable impact to improve the trading environment and support the commercial vitality of our member businesses.

The collective trust Westminster City Council, Royal Borough of Kensington and Chelsea and Transport for London have in our experienced team enabled us to expedite delivery of the Knightsbridge Place and Public Realm Strategy – a major project which other organisations have taken decades to secure consent to explore.

Our innovative approach to resourcing the BID team through key in-house appointments and outsourced consultants means we can be agile, budget efficient and ensure we have the right expertise only when we need it.

Property owners have played a crucial role in our success, going beyond support to form the Occupier BID to make significant voluntary contributions of over £1 million, providing valuable expertise and creating opportunities for collaboration. From the outset we have understood the priorities of the area's property owners and the importance of developing a long-term vision for the area set out in the Knightsbridge Place and Public Realm Strategy.

Photography by Mandarin Oriental Hyde Park, London



KEY ACHIEVEMENTS OF THE OCCUPIER BID SINCE 2021 INCLUDE

£700K+

Saved through our Business Cost Reduction Scheme, saving businesses on average £29,000

90%

Prosecution and intervention rate for top prolific offenders

42M

Domestic and international visitors per year

£1.2BN

Spend domestic and international visitors

£1M

Secured in partnership for Westminster Works, engaging over 3,000 job seekers

£230K+

Of stock and personal items recovered by our Street Team across Knightsbridge

- Development of the Knightsbridge Place and Public Realm Strategy through collaboration with property owners and placemaking consultancy Attis.
- Over 800 offenders identified through our crime intelligence portal.
- Strong and active support from the Mayor of London, Westminster City Council, Royal Borough of Kensington and Chelsea and Government.
- Knightsbridge promoted to UK and international visitors through our marketing and partnership with London & Partners reaching an audience exceeding 9 million.
- Over 50 business events, workshops, resilience forums and networking receptions held.
- Seven new footfall cameras installed in Knightsbridge.
- Successfully lobbied TfL to retain bus services in Knightsbridge resulting in zero removals or changes.
- Provided a joint response in collaboration with the Knightsbridge Association on the TfL Park lane consultation.
- In tri partnership with the Knightsbridge Association and neighbourhood forum positively engaged with Royal Parks on the South Carriage Drive closure.
- £63,000 Neighbourhood Community Infrastructure Levy (NCIL) funds secured for public realm CCTV cameras.
- Investment by TfL in designing and developing public realm improvements and also cleansing and maintenance improvements to Hyde Park Corner station.

OUR PRIORITIES TO DATE

The Knightsbridge Partnership Occupier BID has focussed on improving the environment for residents, businesses and visitors alike and significantly increased security measures and marketing of Knightsbridge as a leading luxury destination for shopping, dining, health and wellness and leisure.



DRIVING TRANSFORMATIONAL CHANGE

Through our co-design process with both councils, TfL, long term owners, local stakeholders and residents a new Knightsbridge Place and Public Realm Strategy has been developed. The strategy will encourage investment into public realm enhancements and transform the district over the longer term. Formation of the Property Owner BID will enable the Vision to be taken forward.



SAFER AND CLEANER PLACE

We will continue to invest in our street teams and partner with the Metropolitan Police, and both local authorities to reduce the impact of prolific offenders and to make our streets safer for our visitors, workers and residents. Our cleansing team will continue to enhance the standards of cleansing in the district.



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 include the reintroduction of Tax-Free shopping and extending Sunday trading hours.



SUSTAINABLE AND COMMUNITY PLACE

We will work with partners to introduce a new environmental, social and governance (ESG) programme that enables our members to be more sustainable, improve employee wellbeing and support local charitable initiatives.



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.

In addition to these priorities, we have continued to deliver and improve our key services, which include regular communications, data and insights and destination marketing.

THE BENEFITS OF THE PROPOSED BID

By coming together, the area's property owners can take decisive leadership to improve Knightsbridge and champion its priorities to deliver lasting transformational change. These benefits will be achieved upon delivery of the Knightsbridge Place and Public Realm Strategy. Our ambition is to achieve a 40/60 split of the estimated £100m funding from the private and public sectors.

- Generate £5m additional investment into the area during the initial BID term – this rises to £10m when combined with the Occupier BID.
- Knightsbridge will become one of the safest luxury destinations in the world utilising a data-led approach, harnessing new technologies with a zero-tolerance approach to any form of criminal or anti-social behaviour.
- Increase residential and commercial property values and commercial returns across Knightsbridge.
- Secure funding and inward investment to deliver the Knightsbridge Place and Public Realm Strategy.
- Become an influential and united voice for property owners across Knightsbridge.
- Deliver an innovative approach to improving security across the area to further deter criminal activity and make Knightsbridge safer for residents and visitors.
- Unifying the evening economy to create a distinctive and curated evening experience.
- An innovative digital and physical wayfinding strategy in a range of languages, appealing to international visitors, making Knightsbridge a more inclusive destination.
- Brompton Road and Knightsbridge transformed into a healthy corridor and place, featuring increased green spaces, trees and biodiversity.

TOP 4 PRIVATE SECTOR IMPACTS

- ✓ Up to £442m net additional spend per year, representing a 39% increase compared to the baseline.
- ✓ Increase of 3.1 million visitors per annum, representing a 16% increase compared to the baseline.
- ✓ Net increase of £270m to £500m in retail property values (3.3% to 6.2% increase vs. baseline).
- ✓ Cumulative net present value increase in office rental income of £4 million to £8 million over 20 years.

TOP 4 PUBLIC SECTOR IMPACTS

- ✓ £3m in net present value benefits through unemployment and crime reduction, and public realm amenity benefits.
- ✓ Up to an additional 950 permanent on-site and supply chain jobs.
- ✓ Up to 400 temporary on-site and off-site supply chain jobs.
- ✓ £8m to £18m cumulative net present value increase in business rates income over 20 years.

OUR DELIVERY PLAN 2025-2030

Investment is key to an area's long-term success, and investors require confidence that there will be a return. We must ensure that Knightsbridge and Brompton Road remain a key commercial centre in the face of increased London-wide and global competition.

The Property Owner BID will be the leading voice in the future of the area's built environment and public realm.

Popular destinations have a strong sense of place and a steady investment pipeline. Through ongoing consultation, the BID will bring together the private and public sectors to input into the schemes and make the changes happen that will benefit our whole community.

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 – particularly from an environmental perspective.

DRIVING TRANSFORMATIONAL CHANGE



01

Place & Public
Realm Strategy



02

Enhancing the quality
of the environment and
social responsibility



03

Building business
resilience



04

Promoting the
International
Centre

01 PLACE AND PUBLIC REALM STRATEGY

In collaboration with the Property Steering Group, Knightsbridge Partnership has developed a much needed and ambitious Place and Public Realm Strategy for the Knightsbridge area. This project was funded by the area's property owners BEAM, Cadogan, SKE, APML Estate, Olayan Group and Harrods Estates and is overseen by a steering group consisting of Transport for London, Royal Borough Kensington and Chelsea, Westminster City Council, leading property owners and key businesses in the Knightsbridge area including The Lanesborough, 199 Knightsbridge and The Mandarin Oriental Hyde Park, London.

The Knightsbridge area is an International Centre, which attracts 42 million visitors a year. However, until the creation of the Knightsbridge Partnership, responsibility for the Knightsbridge area, particularly its roads and public spaces, was fragmented across three highway authorities. This resulted in a neglected and unsafe public realm and no single organisation was able to coordinate the much-needed change, inevitably resulting in the area's decline. Consequently, Knightsbridge has been losing ground to other luxury destinations globally and so needed to galvanise a partnership to restore the global status of Knightsbridge as the number one home for luxury in the world.

Our Place and Public Realm Vision for Knightsbridge is a global destination that rebalances the needs of people and nature, invites people to spend time in its historic streets and places and invites people to return again and again.



To deliver this Vision, the Knightsbridge Partnership has developed a five-stranded integrated Place and Public Realm Strategy which consists of:

- A flagship transformational public realm scheme for Knightsbridge & Brompton Road.
- A family of neighbourhood public realm projects to make Knightsbridge an even more enjoyable, safe and sustainable place to live, work or visit.
- Placemaking plans to make Knightsbridge a unique and special place to visit, including encouraging an evening economy, developing a 'Knightsbridge welcome' for all visitors and amplifying the area's wellness and health offer.
- Integrated cross-agency plans to ensure the area's footways and public spaces are maintained to a high standard and a new, integrated approach to safety and crime reduction is delivered.
- An investment case, which shows the public benefits in terms of better physical and mental health, more cycling and walking and improved air quality; and the economic benefits including an increase in GVA and property values, more jobs and business opportunities for London and delivering inclusive growth for all.

The Knightsbridge Place and Public Realm Strategy reimagines Brompton Road and many of the area's adjacent streets as safer, more sustainable and enjoyable routes and places for residents and workers, with less congestion, more trees and better air quality. The transformational public realm proposals for Brompton Road and Knightsbridge are befitting of the International Centre and will deliver:

- Better managed traffic throughout the area, with an increase in Drop-off areas for visitors to Knightsbridge.
- Safer junctions and roads, with fewer collisions.
- 13 improved existing pedestrian crossings.
- Two new pedestrian crossings.

- 5000 square metres of new footways.
- A new food and beverage quarter with built-in alfresco dining.
- New traffic-free public garden spaces for residents, workers and visitors to relax.
- 2000 square metres of new planting and 170 new trees.

The public realm proposals will help attract more visitors, ensure Knightsbridge remains a thriving local economy, create employment and opportunities across London and the UK, and create a more sustainable destination.

THE INVESTMENT CASE

Developed by Savills, the Investment Case indicates the Knightsbridge Place and Public Realm Strategy will deliver:

ADDITIONAL PRIVATE SECTOR IMPACTS

- ✓ £1.8bn to £4.3bn cumulative additional spending over 20 years.
- ✓ Net improvement in retail rental yield of 0.04% per annum.
- ✓ Increase in retail sector rental income of £1.1m to £2.4m after five years.
- ✓ Increase in office sector rental income £09.m to £2.0m per annum after five years.¹
- ✓ Office sector property values will achieve a net increase of £25m to £47m (2.7% to 5.0% against the baseline).
- ✓ Increase of £19m in local residential property values following completion of the project.¹

ADDITIONAL PUBLIC SECTOR IMPACTS

- ✓ Increase in Gross Value Added (GVA) of £65m during construction.
- ✓ Increase in GVA of £34m to £87m per annum following construction of the project.
- ✓ £900K value in terms of environmental benefits due to new trees and planting.
- ✓ Unemployment savings of £300K.
- ✓ 72 crimes displaced from the area, saving £1.3m over 5 years.



“As owners at one of the leading private residential estates in London our residents are very supportive of the achievements of the Knightsbridge Partnership in their drive to improve this prestigious area for businesses, residents and for those working here.

The continuation of this journey to create a Property BID is the natural next step and in my view essential in order for the KP to allow Knightsbridge to reach its full potential through its ongoing work to make the area smarter and safer and to facilitate the delivery of the very impressive vision of the Place Strategy.”

Chris Barrass, Managing Director
The Knightsbridge Residents Management Company Limited

02 ENHANCING THE QUALITY OF THE ENVIRONMENT AND SOCIAL RESPONSIBILITY

The Occupier BID has already taken great strides to help businesses take necessary steps to become more sustainable, including securing free support. We have taken on the responsibility of ensuring businesses across the district take seriously their environmental responsibilities within the context of local authority climate emergency plans, and as the UK heads towards its goal of a net zero carbon economy by 2050 and Westminster City Council its target of net zero for the city by 2040.



Photography by Rory Langdon-Down

Formation of a Property Owner BID will unlock funding enabling these services to be further expanded including:

- Continuation and expansion of the Knightsbridge Sustainability Forum to share best practice and enhance the impact of the collective community to reduce the environmental impact of the commercial sector.
- Provide sector specific advice to ensure each part of the Knightsbridge economy can migrate towards becoming more sustainable.
- Support property owners and occupiers to improve the EPC ratings of their properties across Knightsbridge and the Brompton Road through energy and carbon assessments.
- Extension of the Knightsbridge Partnership Business Cost Reduction Scheme and preferred supplier programme.
- Increased recycling services, contributing towards the London target of 65% of waste recycled by 2030.
- Introduction of the Knightsbridge Professional Young Leaders Network to develop and retain new talent in the district working with 2-3 Degrees.
- Introduction of new e-learning portal for training for businesses and property owners.
- Supporting members to meet corporate social responsibility ambitions and targets by connecting members with local opportunities.
- Delivery of the public realm improvements will also contribute to improving local air quality, reducing motorised vehicle trips and encouraging nature recovery.

03 BUILDING BUSINESS RESILIENCE

The Occupier BID has successfully introduced a series of initiatives which have made an immediate and tangible difference to improving the trading conditions in Knightsbridge and help member businesses improve their ability to prevent, deter and respond to criminal activity.

Work with partners including Metropolitan Police, the Royal Borough of Kensington and Chelsea Council, Westminster City Council and Partners to tackle and deal with prolific offenders and organised crime in the district by collating evidence of case files, de-escalate emerging crime trends and mitigate local risks.

Formation of a Property Owner BID will unlock funding enabling these services to be further expanded including:

- Implement a zero-tolerance approach to any form of criminal activity or anti-social behaviour in Knightsbridge – we will become one of the safest luxury destinations in the world.
- Growth of the Safer West Central Business Crime Reduction Partnership to prevent crime and disorder.
- Continuation of the daytime street team and dedicated cleansing team to create a cleaner, safer and more welcoming district for visitors, employees and residents.
- Introduction of a new ENTE Street Team that operates during peak crime periods and to support the 24/7 economy in Knightsbridge. This expansion will create a larger, more visible and more coordinated security presence to make everyone feel safer, with a greater emphasis on managing anti-social behaviour and tackling street crime.
- Dedicated CCTV operator providing proactive monitoring to prevent crime and disorder.
- Work with strategic partners including the Metropolitan Police to tackle emerging crime trends and utilise crime prevention tools including Alert and Enquirus to prevent crime and disorder.



Photography by My Local Bobby

04 PROMOTING THE INTERNATIONAL CENTRE

Knightsbridge is one of only two designated International Centres in the Mayor's London Plan. The International Centres are a major part of London's attraction as Knightsbridge competes with other global cities for visitors, talent, investors, businesses and students.

The London Plan describes the two International Centres in the following terms:

“London's globally-renowned retail and leisure destinations, providing a broad range of high-order comparison and specialist shopping, integrated into environments of the highest architectural quality, and interspersed with internationally-recognised leisure, culture, heritage, and tourism destinations. These Centres have excellent levels of public transport accessibility”.



Photography by Rory Langdon-Down

Formation of the Property Owner BID will enable us to explore recommendations set out in the International Centre Action Plan including:

ENHANCE THE IMPACT OF IC STATUS WITHIN PLANNING DOCUMENTS.

Existing International Centre status has an imprecise and difficult-to-measure impact on planning decisions. It would be possible to amend the London Plan and local plans to strengthen the likelihood IC status would impact upon decisions.

CONSIDER SOME EXTENSION OF EXISTING IC DESIGNATION.

Covent Garden, Carnaby Street, parts of Soho, Marylebone, Mayfair and Fitzrovia (West End) and parts of King's Road or South Kensington (Knightsbridge) might be logical places, given their high level of overseas spending, to seek to extend International Centre status.

EXTEND FOCUS TO INCLUDE MORE THAN RETAIL.

The focus on retail (to the exclusion of much other relevant activity) needs to be re-visited. Hotels, restaurants, leisure venues, theatres and other parts of the city centre ecosystem which are internationally focused (and where overseas earnings are high) could be brought into International Centre status. Individual buildings such as hotels could be so designated.

EXTEND THE SCOPE OF THE POLICY PURPOSE OF INTERNATIONAL CENTRE STATUS.

Existing International Centre status is a purely 'planning' designation. Given the economic importance of these relatively small areas of central London, it would be possible to include planning, townscape, and security within the focus of designation. Existing planning documents refer to issues such as heritage, preservation, and security, so it would be possible to change both planning and other policies to extend the policy focus of International Centre status.



Photography by Rory Langdon-Down

HOLD A PERIODIC REVIEW OF INTERNATIONAL CENTRE STATUS AND ITS IMPACT.

The growing importance of international trade, travel and export earnings means the areas have more in common with export industries than traditional traded services. Separately, they impact how the UK is perceived by (often influential) overseas visitors.

The Mayor of London, possibly working with the Department for Business & Trade, could conduct periodic reviews (perhaps every five years) to assess the impact of IC status areas on tax receipts, exports, and the UK's 'soft power'.



Photography by Colin Dack

GOVERNANCE

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

West Central BIDs (a company limited by guarantee) is the legal entity that will oversee the activities of the Property BID following its establishment. This is in addition to the current Knightsbridge Partnership and King's Road Partnership Occupier BIDs.

The BID will have two categories of membership:

- BID Levy papers – property owners liable to pay the BID levy.
- Voluntary members – owners that are not BID levy payers approved by the Knightsbridge Partnership BID Board.

The nomination of voluntary members will be supported by either an annual financial contribution (cash or in-kind) or their strategic importance to the delivery of the Property BID's business objectives.

ORGANISATION STRUCTURE

The Knightsbridge Partnership Board will lead and guide the work of the Property BID. The Board will have the appropriate balance of skills, experience, independence and knowledge to enable them to discharge their respective duties and responsibilities effectively. It will seek diversity and ensure a representative mix of its membership, the property sector and wider community.

The Knightsbridge Board will meet quarterly and drive the set aims and objectives of the Property BID, as well as maintaining good governance, overseeing the budget and monitoring performance. The Board will consist of between 12 -16 non-Executive Directors including the Chair. Directors will be appointed by the Board.

**Further details available in the Company Articles of Association*

Observers can be appointed to the Board and may include the public authorities, the Police and the residential community.

The BID will seek to embrace its members and the wider community within a programme of work which meets its stated aims and objectives. To help guide the BID in this pursuit, Board sub-groups may be set up to encourage participation and help to add value to the decision making of the BID. Areas of focus will include Finance & Governance.



Photography by Rory Langdon-Down

BID TEAM

The delivery of the BID's Business Plan will be led by a Chief Executive and their team, accountable to the Chair and Board. The role will involve working with the board, sub-group members, partners, and specialist service providers to ensure the effective implementation of the agreed annual action plan.

WESTMINSTER CITY COUNCIL AND ROYAL BOROUGH OF KENSINGTON AND CHELSEA

A key relationship will exist between the BID and the two local Councils. Westminster City Council and the Royal Borough of Kensington and Chelsea are the main determining authorities in respect of the streets and properties in the area of the BID. Two important agreements will exist between the BID and the two Councils:

AN OPERATING AGREEMENT

which outlines how the BID levy monies are collected, administered and passed over to the BID.

A BASELINE AGREEMENT

which specifies the level of Council led service provision in the area, ensuring that any services the BID provides are additional.

**To view the Operating Agreement and Baseline Agreement go to www.KnightsbridgePropertyOwnerBID.com*

VOLUNTARY MEMBERS

The BID will maintain a voluntary membership scheme for owners (and other businesses) falling beneath the property BID levy threshold or outside of the BID's geographical area. In particular, this will provide a wider constituency the opportunity to engage with, and benefit from, the property BID, while not being compelled to contribute a mandatory levy. By enabling owners outside the property BID's formal BID rules to provide a voluntary levy the BID will be able to enhance the level of the annual budget.

RESIDENTIAL COMMUNITY

There is a significant residential community within Knightsbridge and the Brompton Road; a community proud of the area's heritage and status and keen to protect its future wellbeing. Engaging with the wider community, those that work and live in the area, will be an important part of the property BID's work plan to help

deliver an improved sense of place for all to enjoy and benefit from. The property BID will communicate and work with the local community and provide an opportunity for wider views to be embraced within the property BID's decision making.



Photography by Rory Langdon-Down

FINANCE

The Knightsbridge Partnership is governed by statutory regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory for all defined ratepayers and/or property owners.

The BID levy that provides the BID's funding is governed by a set of rules.

THE BID RULES

OWNER DEFINATION

The liability for the BRS-BID levy (Business Rate Supplement-BID levy) will fall upon the owner of the freehold as identified from the records held on His Majesty's Land Registry.

The rules are:

- The BRS-BID term will be five years from 1 June 2025 to 31 May 2030.
- The BRS-BID levy will be applied to rated properties with a rateable value of £50,000 or more.
- The BRS-BID levy will be a fixed rate of 1% of rateable value as of 1 April 2025 using the 2023 business rating list, rising annually by 0.03 percentage points. Specifically: part year 2025/26 = 1.00%, full year 2026/27 = 1.03%, full year 2027/28 = 1.06%, full year 2028/29 = 1.09%, full year 2029/30 = 1.12%, part year 2030/31 = 1.15%.
- Organisations liable for BRS-BID levy that are also the ratepayer for the property will be liable for 0.5% of rateable value as of 1 April 2025 using the 2023 business rating list, rising annually by 0.03 percentage points.
- A single owner (who may be liable for one or more hereditaments) will not be liable to pay more than £100,000 in any financial year (1 April-31 March).
- Where the rateable value for individual hereditaments (rated properties) changes and results in a lower BRS-BID levy, it will only come into effect from the start of the financial year in which the change is made.
- Charitable incorporated organisations (UK-registered charities) that are eligible owners will receive 80% reduction on the BRS-BID levy.
- Any exemptions for vacant listed properties in the ratepayer BID do not apply to the BRS-BID.
- The BRS-BID levy will not be increased other than as specified in these levy rules.
- There will be no VAT charged on the BRS-BID levy.
- The BRS-BID levy is to be paid in full within 14 days of receipt of invoice.
- The liability for the daily BRS-BID levy will fall on the eligible property owner (see owner definition).

DISTRICT MAP



BUDGET

Income generated from the BID levy is ring-fenced to be invested in the BID area.

It is used to protect and enhance the commercial wellbeing of owners through a programme of projects and services in line with the Business Plan.

Overall Budget	2025/26	2026/27	2027/28	2028/29	2029/30
Income					
BID Levy	900,000	927,000	954,810	983,454	1,012,958
Voluntary Contributions	100,000	103,000	106,090	109,273	112,551
Project Funding	50,000	51,500	53,045	54,636	56,275
Total Income	1,050,000	1,081,500	1,113,945	1,147,363	1,181,784
Expenditure					
Place & Public Realm Strategy	400,000	412,000	424,360	437,091	450,204
Enhancing the quality of the Environment & Social Responsibility	100,000	103,000	106,090	109,273	112,551
Building Business Resilience	200,000	206,000	212,180	218,545	225,102
Administration	86,000	88,580	91,237	93,975	96,794
Management	92,000	94,760	97,603	100,531	103,547
Contingency	90,000	92,700	95,481	98,345	101,296
Total Expenditure	1,018,000	1,048,540	1,079,996	1,112,396	1,145,768
Surplus & Deficit	32,000	32,960	33,949	34,967	36,016

Budget figures are indicative based on the anticipated levy income using 2023 rateable values. They assume a 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate 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. Under the budget headings actual spend may vary subject to the phasing of the initiatives undertaken. 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.

The BID will seek to maintain management and overhead beneath the industry benchmark of 20%. It will also seek to leverage voluntary income, which will help enable more of the members' contributions to be allocated to work programmes, which directly benefit owners and the local area in general.

OPERATING AGREEMENT

Through an Operating Agreement with Westminster City Council and the Royal Borough of Kensington and Chelsea, a process will be put in place to monitor the collection of the BID levy over the duration of the five-year tenure.

Within one month of the ballot result, the Knightsbridge Partnership and each Council will set up a Monitoring Group. There will be at least two meetings of each group every financial year throughout the BID term. At each meeting the monitoring group will:

- Review the effectiveness of collection and enforcement of the BID levy.
- Assess the information provided by the Knightsbridge Partnership, Westminster City Council and the Royal Borough of Kensington and Chelsea to each party and make recommendations and/or adjustments.



LEVERAGING ADDITIONAL NON- BID LEVY FUNDING

The BID will seek to grow its number of voluntary members and in particular leverage its activity towards the delivery of additional funding to support ongoing work programmes. This is with particular regard to public funding opportunities and commercial/corporate partners.

USING YOUR VOTE

From 25 April 2025, you will be given the opportunity to vote on this business proposal for the establishment of the Knightsbridge Property BID.

To ensure neutrality, the BID ballot will be administered by the Westminster City Council and the Royal Borough and Kensington and Chelsea Returning Officers and electoral services staff. It will be arranged in line with the rules set out in the statutory regulations as approved by Parliament.

The ballot will need to satisfy two tests: A majority in the number of those voting and a majority in proportion of rateable value of those voting. The BID levy can only come into effect if these two tests are met.

THE BID LEVY IS THEN APPLICABLE TO ALL ELIGIBLE PROPERTY OWNERS.



Photography by Philip Vile

VOTING PROCEDURES

- Your ballot paper will be distributed on 22 April 2025.
- You will need to cast and return your postal vote by 5pm on 22 May 2025.
- The results of the vote will be announced online on 23 May 2025.

All eligible property owners will be entitled to one vote per hereditament. Property owners within the area will therefore be entitled to more than one vote.

A full list of owners eligible to vote and full ballot arrangements are available at www.KnightsbridgePropertyOwnerBID.com

The Property BID is your opportunity to have an influential voice and implement changes that will positively affect your business and help ensure the future wellbeing of Brompton Road and Knightsbridge.

It's your vote. Use it.



“The Knightsbridge Partnership is addressing the challenges our community faces, but more importantly it has the vision to understand the enormous opportunity for transformational change if we work together to elevate Knightsbridge’s status as a truly global destination.”

James Stoll, Asset Management Director
Cadogan

ACKNOWLEDGEMENTS

Knightsbridge Partnership would like to acknowledge the support of the groups and organisations listed below who have been supportive throughout the development of this proposal for their sound advice and guidance received:

- The Knightsbridge Partnership Board.
- The Knightsbridge Property BID Steering Group.
- Councillors and officers of Westminster City Council and Royal Borough of Kensington and Chelsea.



Attis

LDĀ DESIGN

NRP
NORMAN ROURKE PRYME



We are grateful to those property owners who have provided endorsements and expert assistance in developing this business proposal.

Photography by Rory Langdon-Down



CONTACT US



Steven Medway
Chief Executive

We invite you to read the full proposal and find out how to vote by scanning the QR code below

Knightsbridge Partnership
Suite 7, Blandel Bridge House
50-56 Sloane Square
London
SW1W 8AX

Email: steven@knightsbridgepartnership.com

Phone: 0203 375 3986

Mobile: 07379 325 468

LinkedIn: Knightsbridge Partnership



www.KnightsbridgePropertyOwnerBID.com