

UNDERSTANDING YOUR BID LEVY





The successful ballot for the formation of the Knightsbridge Property Owner BID is a testament to the united vision c50 property owners across Knightsbridge to achieve strategic placemaking, 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.

By voting yes, you recognised that 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 global stage.

We can now increase momentum behind the Knightsbridge Place and Public Realm Strategy, a catalyst for transformational



STEVEN MEDWAY
CEO,
Knightsbridge Partnership

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and long-term change across the district unlocking £5 million in investment during the initial BID term (2025-2030) to fund projects which, when complete, will enable Knightsbridge to cement its position internationally as one of the world's leading luxury destinations.

I look forward to working closely together, as only through partnership can we ensure Knightsbridge is fit for the future.



BID PILLARS

The Property Owner BID will focus on four interconnected pillars of activity that meet the needs of the businesses and wider community.

These pillars are:

1 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.

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.

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.

2 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.

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 helped member businesses improve their ability to prevent, deter and respond to criminal activity.

Formation of a Property Owner BID unlocks funding enabling these services to be further expanded including: Implementing 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.

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.

4 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. Formation of the Property Owner BID enables us to explore recommendations set out in the International Centre Action Plan.





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.

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.
- ✓ Formation of the Property Owner BID has created a platform 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.

BENEFITS OF FORMING A PROPERTY BID

By coming together, you have taken 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 transformed into a healthy corridor and place, featuring increased green spaces, trees and biodiversity.

INVESTMENT CASE

£1.8BN - £4.3BN

Cumulative additional spending over 20 years

+3.1M

Increase in footfall per annum

£270M - £500M

Net increase in retail property values

£4M - £8M

Increase in office rental 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 is now 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.

Public Realm

Strategy

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.

resilience

• Long-term sustainability – particularly from an environmental perspective.

DRIVING TRANSFORMATIONAL CHANGE



of the environment and

social responsibility

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, The Knightsbridge Estate and Harrods Estates and is overseen by a steering group consisting of Transport for London, Royal Borough of 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 four-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.
- 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.

International

Centre

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 £900k 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

1. NPV in 2025 discounted at 7% per annum

OP 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.



Formation of the Property Owner BID unlocks 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.

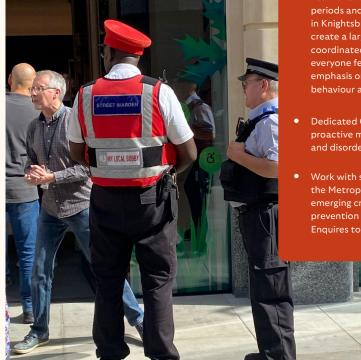
03 BUILDING BUSINESS RESILIENCE

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 helped 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, deescalate emerging crime trends and
mitigate local risks.

Formation of the Property Owner BID unlocks funding enabling these services to be further expanded including:

- Implement a zero-tolerance approach to any form of criminal activity or antisocial 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 Enquires to prevent crime and disorder.



PROMOTING THE INTERNATIONALCENTRE

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 globallyrenowned 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 internationallyrecognised leisure, culture, heritage, and tourism destinations. These Centres have excellent levels of public transport accessibility".



Formation of the Property Owner BID enables 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.



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

SUCCESSES OF THE

KNIGHTSBRIDGE PARTNERSHIP

STRONG FOUNDATIONS & STANDOUT DELIVERY

The 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 value, 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.



KEY ACHIEVEMENTS

Over £700k saved through our Business Cost Reduction Scheme, saving businesses on average £29,000.

90% prosecution and intervention rate for top prolific offenders.

Development of the Knightsbridge Place and Public Realm Strategy through collaboration with property owners and placemaking consultancy Atris

Over £230k of stock and personal items recovered by our Street Team across Knightsbridge.

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.

Secured £320,000 in CIL funding for Hans Crescent public realm improvement.

£1m secured in partnership for Westminster Works, engaging over 3,000 job seekers.

Over 50 business events, workshops, resilience forums and networking receptions held.

Knightsbridge promoted to UK and international visitors through our marketing and partnership with London & Partners reaching an audience exceeding 9 million.

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.



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.

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.

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





"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



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.

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.

Business Improvement Districts are flexible



"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

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.

West Central BIDs is a company limited by guarantee which has been established and within which the Knightsbridge Partnership and King's Road Partnership operate. Both BIDs have their own individual Management Board which oversees the operational work of the BID. 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



BID RULES

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
 Where the rateable value for individual hereditaments (rated properties) change
- 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 (UKregistered 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).



"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.

"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



OUR PARTNERS











































































GET IN TOUCH

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