

KNIGHTSBRIDGE

PARTNERSHIP

FIT FOR THE FUTURE



UNLOCKING THE NEXT CHAPTER FOR KNIGHTSBRIDGE

A MESSAGE FROM OUR CEO

Knightsbridge is one of the world's most recognised and competitive luxury destinations, a district defined by excellence, innovation and ambition. Maintaining that position is not guaranteed. It requires collective investment, coordinated leadership, and a shared commitment from the businesses that shape its success every day.

Over the past five years, the Knightsbridge Partnership has demonstrated the power of working together. By pooling resources and aligning priorities, we have strengthened safety and resilience, elevated the public realm, reduced operating costs, amplified our collective voice with policymakers, and promoted Knightsbridge on a global stage. These achievements have delivered measurable value that no individual organisation could have secured alone.

As we look ahead, the next five-year term presents an even greater opportunity. Our strategy focuses on four core priorities — *Protect, Enrich, Thrive* and *Promote* — each designed to safeguard the district's reputation while unlocking future growth.

We will continue to **protect** businesses by investing in security initiatives that matter most to our members — from enhanced Street Team capacity and expanded crime prevention expertise to improved information-sharing and support for the evening economy. A resilient, safe and confident trading environment is fundamental to commercial success, and your support ensures we can sustain and strengthen it.

We will **enrich** the experience of Knightsbridge by delivering transformational place management — advancing the Place and Public Realm Strategy, improving accessibility and wayfinding, investing in sustainability, and maintaining the exceptional environmental standards expected of an international centre. These initiatives position Knightsbridge not only to compete globally, but to set new benchmarks for urban luxury destinations.

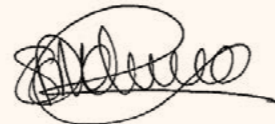
We will help businesses **thrive** through practical, cost-saving services and professional development — from shared procurement and skills training to data-driven insights and advocacy on business-

critical issues including VAT Free Shopping and business rates. Together, we amplify, influence and create efficiencies that directly support commercial performance.

And we will **promote** Knightsbridge as a world-leading destination — strengthening destination promotion, developing new partnerships, supporting local engagement, and leveraging innovation to ensure the district remains visible, relevant and desirable to global audiences.

None of this happens without your mandate. The continued delivery of these initiatives, and the opportunities ahead, depends on your support. A YES vote is a vote for resilience, competitiveness and long-term prosperity. It ensures Knightsbridge remains not only iconic, but forward-looking, sustainable and commercially vibrant.

I encourage you to consider the value of collective action and to support the continuation of the Knightsbridge Partnership for the next five years.



Steven Medway
CEO, Knightsbridge Partnership



A MESSAGE FROM OUR CHAIRMAN

Harrods is proud to be a member of the Knightsbridge Partnership and to support the vision set out in this proposal for the next five years. The Knightsbridge Partnership plays a vital role in strengthening the position of Knightsbridge as one of the world's most recognised and competitive destinations, and we welcome the opportunity to contribute to its continued development.

Each year, Harrods welcomes more than 12 million visitors to our Knightsbridge store. We are keenly aware that customers — including international visitors — have a wide choice of global destinations competing for their attention. Sustaining Knightsbridge's appeal therefore requires ongoing investment, coordination, and collaboration between businesses, landowners, and the public sector. The Knightsbridge Partnership provides the platform through which this collective effort can be realised.

Initiatives such as the Knightsbridge Place and Public Realm Strategy have the potential to enhance the district's attractiveness and strengthen its environmental and social credentials, ensuring that visitors receive an outstanding welcome and a high-quality experience. By working together across sectors, the Knightsbridge Partnership enables significant investment to be secured and directed toward innovative and transformational projects that benefit the entire area.

This moment presents a rare opportunity to reinforce Knightsbridge's standing among the world's leading luxury destinations.

Continued collaboration through the Knightsbridge Partnership will ensure that we maintain momentum, respond effectively to changing expectations, and deliver long-term value for businesses, visitors, and the wider community.

We encourage you to consider the proposal carefully and to join Harrods in supporting the continuation of the important role played by the Knightsbridge Partnership to the district and community.



Michael Ward
Chair, Knightsbridge Partnership
Managing Director, Harrods



WHAT WE HAVE DELIVERED FOR YOU OVER THE PAST 5 YEARS

1,500+

incidents reported and **1,002 offenders** identified on the ShopSafe Alert

£75m

Knightsbridge Place and Public Realm Strategy launched to transform the area, enhancing its global appeal and safeguarding its position as a world-class luxury destination

£6m

of business investment delivered into Knightsbridge since 2021

10%

decrease in theft since the Knightsbridge Partnership launched

54m+

steps walked by the Street Team patrolling Knightsbridge and the Brompton Road

£250K+

worth of stock and personal items recovered by the Street Team

Leveraged over **£2.1 million of additional investment** into Knightsbridge since 2021

26%

increase in reporting of business crime since the launch of the Business Crime Reduction Partnership with Safer Business Network

19%

decrease in thefts of mobile phones in Knightsbridge since the Metropolitan Police Operation Echosteep

90%

prosecution rate for top 100 prolific offenders

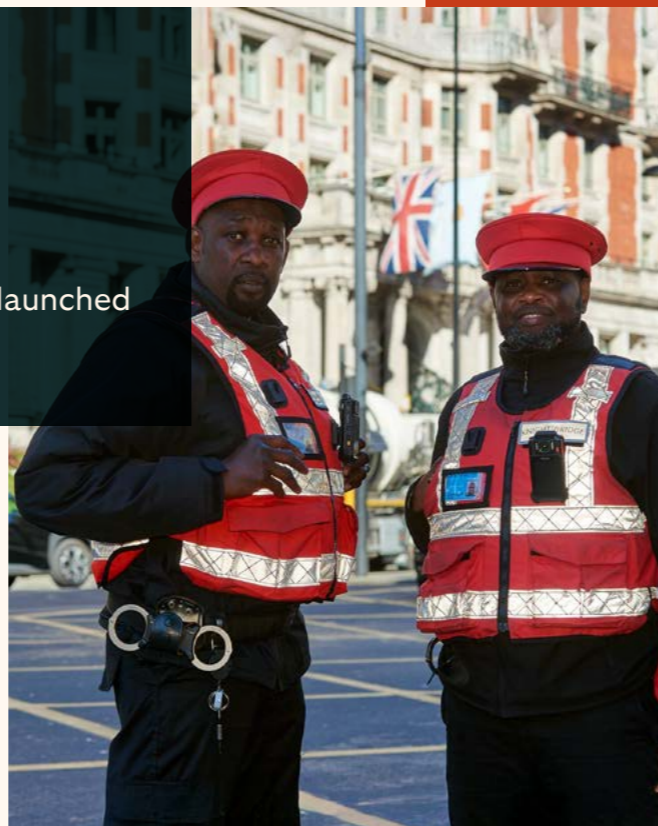
Attracted the **Kids Go Wild public art trail** to Knightsbridge featuring nine astonishing bronze sculptures created by British and Australian artists, Gillie and Marc

£320K

secured NCIL funding to support Harrods and The Knightsbridge Estate Public Realm scheme for Hans Crescent

90%

of members would recommend the partnership to other businesses



WHAT WE HAVE DELIVERED FOR YOU OVER THE PAST 5 YEARS

£5.5m

secured investment over 5 years through the Knightsbridge Property Owner BID to seed fund the Knightsbridge Place and Public Realm Strategy

Deep cleaned the district the equivalent **length of the London Marathon** over four years

75m

visitors and workers a year welcomed to the Knightsbridge district

£93m

average Monthly Sales in Knightsbridge from International and Domestic Customers

£1.4m+

savings for businesses through our Business Cost Reduction Scheme

Launched a new loyalty scheme for the area, The Knightsbridge Club, in 2025 with over **3,500 active users** and over **40 participating businesses**

Established The Knightsbridge Edit magazine with a global reach across **13,000+ subscribers**

Launched and grew the digital presence for Knightsbridge with **over 40,000** followers across TikTok and Instagram

Spearheaded TRI Design, a new interiors and design festival featuring **over 70 events** supported by The Society of British and International Interior Design and Walpole British Luxury

180+

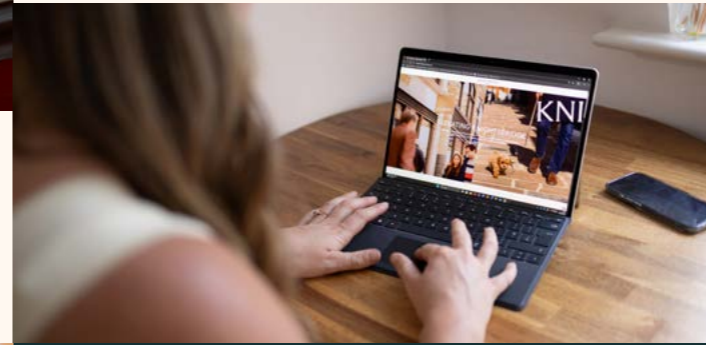
events and networking opportunities delivered, bringing our community together for personal and professional benefit

87%

noted the partnership delivered a strong return on investment

£1m

secured in Partnership for Westminster Works, engaging over 3,000 job seekers



YOUR VISION FOR KNIGHTSBRIDGE

To ensure Knightsbridge remains a world-leading luxury destination - where businesses prosper, visitors feel welcome, the district is resilient, and the community takes pride in a beautiful, safe and sustainable neighbourhood: an iconic place that continues to set the standard internationally.

This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.

UNDERSTANDING YOUR PRIORITIES

Over the past year, we have engaged closely with member businesses and our Board to understand your priorities and identify how our services should evolve over the next five years to continue delivering meaningful, measurable value for your investment.

This BID Proposal sets out a bold, ambitious plan to support the long-term success of businesses in Knightsbridge. It details how we will continue to strengthen the trading environment, elevate the public realm, and enhance the overall experience for visitors, workers, and residents, ensuring Knightsbridge remains one of the world's leading luxury destinations.

OUR BID PROPOSAL FOR 2026 - 2031

Four core areas of focus:

PROTECT

We will strengthen business and district resilience



ENRICH

We will deliver outstanding place management

THRIVE

We will provide services to help businesses prosper



PROMOTE

We will position Knightsbridge as a world-leading luxury destination

PROTECT



WE WILL STRENGTHEN BUSINESS AND DISTRICT RESILIENCE

OUR LATEST MEMBER SURVEY CONFIRMS SAFETY AND SECURITY ARE YOUR TOP PRIORITY.

That's why we invest heavily in people, strategy and new initiatives to protect—and reinforce—the sense of resilience and safety that businesses, professionals and residents across the district rely on.

We provide what businesses cannot achieve on their own – effective relationships with the Metropolitan Police, Safer Business Network, West End Security Group, Westminster City Council's City Inspectors, Royal Borough of Kensington and Chelsea's Community Safety and Street Enforcement Teams and others to create an environment that is resilient with a coordinated effective response to tackling crime and disorder, in turn creating a hostile environment for offenders, deterring criminal activity.



This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.



STREET TEAM

PROTECT 

WHAT WE DELIVER

Security across the district, 7 days a week (13 hours a day 4 days a week and 10 hours a day 3 days a week).

Incident response and property recovery and hot-spot patrolling in locations with high levels of crime.



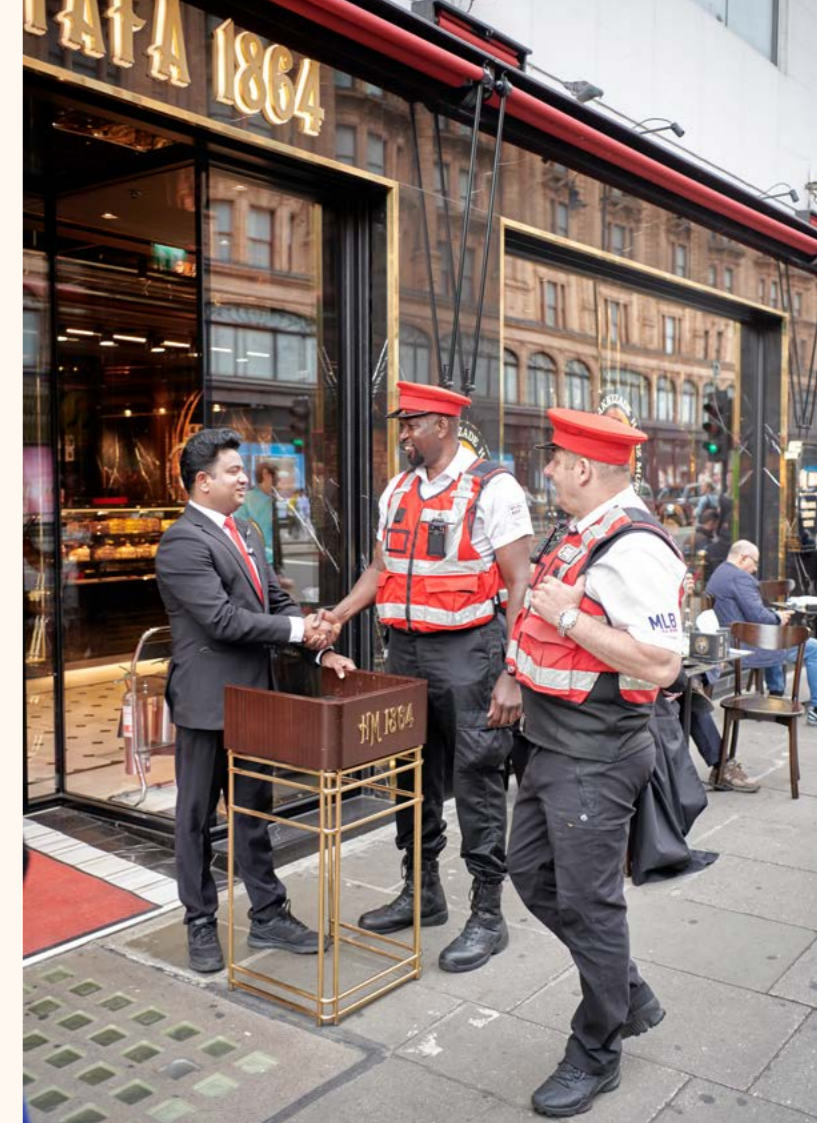
Tactical security for significant events, such as Easter Weekend and Christmas trading period.

Prolific Offender case file building including victim impact statements.

BY VOTING YES, WE WILL ALSO DELIVER:

INCREASED STREET TEAM CAPACITY

- 1 By voting YES, we will continue to fund the Street Team, who provide a robust, reassuring, and familiar presence seven days a week and are often the first to respond to an incident.
- 2 We will make our evening pilot introduced in 2025 a permanent addition with double the provision during core hours.
- 3 To enable more effective tackling of street activity, the Partnership will explore additional powers, including CSAS, to manage and deter illegal on-street activities.



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The Knightsbridge Partnership Street Team has been an invaluable asset to the district. For Boots, their proactive approach has directly resulted in the identification and recovery of £17,600 worth of stock that would otherwise have been written off.

We also make regular use of the ShopSafe Alert system to report incidents in store, contributing to shared intelligence across the district. This coordinated approach helps minimise theft, reduce losses, and strengthen collaboration between businesses. The support provided by the Partnership makes a tangible difference to both our operations and the wider retail environment.

GAMAL KING

Store Manager, Boots

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BUSINESS CRIME REDUCTION UNIT

PROTECT 

WHAT WE DELIVER

Funding of the ShopSafe Alert Crime Intelligence platform delivered in partnership with Safer Business Network monitoring over 1,000 offenders, and a radio link scheme.

Instant communications platform for real time updates on incidents and disruptions.



Monthly Business Resilience Forums identifying top prolific offenders ensuring businesses are regularly informed about known offenders, criminal behaviour trends, and other valuable insights to help store teams stay vigilant and aware of the right reporting process to follow.



Joint operations with the Metropolitan Police including Safer Business Action (SaBA) Days.

Delivery of security, counter terrorism and resilience training for businesses.



BY VOTING YES, WE WILL:

STRENGTHEN OUR BUSINESS CRIME REDUCTION UNIT

- 1 Criminal behaviour has become more sophisticated and additional investment is needed to ensure Knightsbridge businesses are as resilient as possible.
- 2 A YES vote allows us to double our Business Crime Reduction Unit, retaining the expertise of the current Business Crime Reduction Officer who presently leads this area of support.
- 3 Through its work with Safer Business Network, the Partnership will take a coordinated, London-wide approach to disrupt and target organised criminal activity.
- 4 In collaboration with West End Security Group, London Resilience, and the Local Authority Business Resilience units, the Partnership will lead tabletop exercises, strengthen business resilience, and implement a coordinated, district-wide strategy to respond effectively to live incidents.

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Security is a non-negotiable. And what sets us apart in terms of the Partnership is the collaboration between the Knightsbridge Partnership, Harrods, other local businesses and the Metropolitan Police. Crime data analysis alongside forecasting is essential for us to remain proactive and strategically led in our approach. We forecast the peak periods and key dates where crime may increase and work alongside other partners and the police to introduce the necessary measures that will negate any potential risks or threats. This kind of coordinated intelligence led proactive approach allows us to be more prepared as a district.

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TIM PARKER

Director of Security and Safety, Harrods

KEEPING BUSINESSES INFORMED AND CONNECTED

PROTECT 

WHAT WE DELIVER

Representation on the Protect and Prepare Group chaired by WESG, featuring the Westminster BIDs, Westminster City Council's Business Resilience Unit and the Metropolitan Police Neighbourhood teams and Counter Terrorism Unit.



Key strategic and tactical partner of the Metropolitan Police Criminal Behaviour Order Panel, MOPAC Business Crime Roundtable, London-wide Women's Safety Charter board and the Safer Kensington and Chelsea board.



Delivery of business resilience workshops and exercises including the National Protective Security Authority Hostile Vehicle Mitigation Workshop and the cross-agency Knightsbridge tabletop exercises.



BY VOTING YES, WE WILL:

KEEP BUSINESSES INFORMED AND CONNECTED

- 1 We ensure businesses are regularly informed of known offenders, criminal behaviour trends and other valuable insights to help store teams be vigilant and aware of the right reporting process to follow.
- 2 We will fund a new CCTV operator in partnership with Royal Borough of Kensington and Chelsea within both Councils' Control Room to utilise footage and the new radio scheme to strengthen our monitoring of the district, increase crime detection, provide evidence to support successful prosecutions, and enhance overall surveillance through increased camera coverage.
- 3 We will also continue to promote the use of facial recognition technology across the district to deter and detect criminal activity and support the arrest of known offenders.
- 4 Our work in this area, and broader security measures, and community safety initiatives, are part of our coordinated approach to safety and resilience across the district.

The Knightsbridge Partnership has been a leader in driving an effective response to business crime and are a clear example of the importance of Business Improvement Districts building strong, constructive relationships with the police. The Partnership works collaboratively with us to deliver positive outcomes.

Our collaborative way of working has already yielded clear results, including a 10% reduction in theft in Knightsbridge and the Brompton Road since the Partnership launched and a 90% prosecution rate for the district's most prolific offenders. These outcomes are a testament to how effectively businesses, the Partnership, and the police can work together to make a real difference.

NATASHA EVANS AND ALEXANDRA MCDONAGH

Superintendents for Westminster and Kensington and Chelsea, Metropolitan Police

STRENGTHENING THE EVENING ECONOMY

PROTECT 

BY VOTING YES, WE WILL:

- 1 Ensure it remains a priority that all visitors to the district and employees who work into the evening have the best experience.
- 2 We will also launch regular Evening Economy Forums to ensure Knightsbridge remains a safe and vibrant evening economy.



- 3 Through its membership in the Institute of Hotel Security Management, the Partnership will strengthen collaboration with hotel security leaders, reinforcing a shared commitment to guest safety and exceptional visitor experiences.



- 4 Dedicated evening street team to enable a faster response to incidents.
- 5 Our hospitality businesses will have access to training and resources, to support the responsible management of their venues and to create a vibrant and welcoming destination for visitors.



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The Knightsbridge Partnership has been a great support to CLAP London by promoting the restaurant across their campaigns, website, social media channels, and local initiatives. Their team helps showcase our seasonal campaigns and events, providing valuable exposure for the business.

They have also been great at connecting us with other local businesses and helping strengthen the overall Knightsbridge community. The additional social media and content support has been very beneficial in driving awareness and attracting both local and international guests to the area.

HICHAM CHEGRA

General Manager, CLAP London

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ENRICH



WE WILL DELIVER OUTSTANDING PLACE MANAGEMENT

KNIGHTSBRIDGE IS ONE OF ONLY TWO INTERNATIONAL CENTRES IN LONDON AND ONE OF THE WORLD'S MOST ICONIC LUXURY DESTINATIONS.

In an increasingly competitive global landscape, our most critical initiative has been the Knightsbridge Place and Public Realm Strategy—a bold, transformative vision to elevate the public realm, improve accessibility and position Knightsbridge as a global exemplar of sustainable placemaking. This strategy has been developed to support the objectives of Transport for London to support the Mayor of London's Transport Strategy, Royal Borough Kensington and Chelsea's Local Plan and Westminster City Council's City Plan to enhance the attractiveness and vibrancy of the district.

Over £1.2m has been invested so far, with a further £75.2 million of private and public funding, we are on the cusp of delivering a once-in-a-generation opportunity for the district that would otherwise not be possible. We will deliver a vibrant, adaptable and inclusive international destination, one that not only enriches Knightsbridge by championing environmental stewardship, social wellbeing and economic prosperity, but is also resilient to future challenges.



This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.



KNIGHTSBRIDGE PLACE AND PUBLIC REALM STRATEGY

WHAT WE DELIVER

Co-creation of the £75m Place and Public Realm Strategy to drive transformational change to ensure Knightsbridge remains internationally competitive.

The project, backed by TfL with £9.3m investment, will deliver a transformed Brompton Road and Knightsbridge, with enhanced traffic movement and reduced traffic congestion, widened and de-cluttered pavements, improved biodiversity and priority pedestrian crossings.



Through the newly formed Knightsbridge Partnership Property Owner BID, this transformational programme led by the Knightsbridge Partnership will continue to secure the required funding and create an exemplar delivery vehicle to transform the public realm ensuring Knightsbridge remains a competitive international centre that exceeds the standards expected in luxury centres.

The programme will restore Knightsbridge to its premier status as a world-leading luxury destination and as an outstanding place to visit, live, work, and invest.



Knightsbridge Partnership secured over £1.2m of additional funding from property owners and key businesses across Knightsbridge to launch a new Knightsbridge Place and Public Realm Strategy in 2025.



BY VOTING YES, WE WILL ALSO DELIVER:

IMPACTFUL GATEWAY AND WAYFINDING INFRASTRUCTURE

- 1 We know from our most recent member consultation the importance of introducing a well-designed wayfinding approach to support increased footfall, dwell time and spend.
- 2 By voting YES, we will spearhead gateway projects creating a prominent arrival moment for Knightsbridge at Hyde Park Corner and where the Brompton Road meets South Kensington, with the dual objective of not only helping visitors have a clear visual cue, but also to showcase artistic and interactive installations.
- 3 Only by voting YES will we continue plans to improve wayfinding across the district encompassing physical attributes including signage, materials and lighting, through to digital initiatives to improve discovery and accessibility, delivering increased dwell time and the number of return visits to the area.

“Knightsbridge Partnership are setting a clear collaborative direction for the future of Knightsbridge, in particular their Place and Public Realm Strategy. It's really exciting, it exemplifies outstanding placemaking, it's strategic, it's inclusive, it's forward thinking and it rebalances people and nature, improves safety, accessibility, enhances the visitor experience and supports greener, more sustainable movement through the district.”

HOWARD DAWBER

Deputy Mayor of London for Business and Growth

A MORE SUSTAINABLE KNIGHTSBRIDGE

THE STRATEGY AND ACTION PLAN WILL:

Delivering sustainability is a commercial necessity for shaping investor confidence, meeting international ESG expectations, improving visitor experience, and strengthening Knightsbridge's global brand. Our recently launched Sustainability Strategy and Action Plan sets out a clear and ambitious vision for Knightsbridge, one that brings partners together to create a thriving, future-ready district. By meeting today's needs without compromising those of future generations, the strategy balances environmental stewardship, social inclusion, and economic resilience to support long-term prosperity.

It complements our role as a strategic partner and signatory of Westminster City Council's Sustainable City Charter, and presence on the Westminster BID's sustainability forum to share best practice and secure economies of scale. We work in a way to ensure our insights and initiatives inform and support both Council's strategies and actions plans.

The Strategy and Action Plan will:

- 1 Support both the Royal Borough of Kensington and Chelsea's and Westminster City Council's goal for the Borough and City to be carbon neutral by 2040, with our Strategy reflecting a policy review to ensure it also meets the objectives set by the local authorities.
- 2 Expand greening across Knightsbridge's key commercial streets through the Place and Public Realm Strategy, enhancing biodiversity and supporting nature recovery.
- 3 Support the delivery of low-carbon, efficient last-mile logistics and improve infrastructure and the overall experience for cyclists and pedestrians.
- 4 Support improved air quality, measured through our new air quality monitor installed in partnership with Imperial College London.
- 5 Build a circular Knightsbridge by supporting businesses to repurpose, repair, and recycle goods more effectively, alongside delivering waste audits, sector guidance, and training.

- 6 Deliver improvements in traffic management in partnership with Transport for London and both Councils, resulting in reduced idling of cars, culminating in reduced emissions of harmful pollutants.

Together, these actions generate measurable economic, environmental, and social value, reinforcing Knightsbridge's position as a globally competitive and sustainable destination.



A MORE SUSTAINABLE BUSINESS COMMUNITY

Knightsbridge Partnership will continue to support the business community to meet their ESG objectives through initiatives including:

- 1 Quarterly Sustainability Forums, bringing together businesses across Knightsbridge along with sustainability experts to showcase best practice.
- 2 Offer sector-specific guidance and practical support to help businesses reduce carbon emissions and climate impacts, including free energy audits, retrofit pathways, and EPC improvements, guidance to reduce operational carbon emissions and business costs, including carbon literacy training.
- 3 Collaborate with property owners to drive long-term adaptations that enhance operational efficiency and environmental performance.
- 4 Launch an employee wellbeing programme offering fitness initiatives, volunteering opportunities, and a strengthened corporate social responsibility framework.

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Addressing sustainability effectively requires collaboration, shared learning, and access to the right expertise. Knightsbridge Partnership plays an important role in bringing together the knowledge and experience of the district's key institutions to support this collective approach. Through initiatives such as the Sustainability Forum, the Partnership creates a valuable platform for businesses to learn from experts, share best practice and engage meaningfully with one another. This collaborative model helps drive a sustainability strategy that builds on proven approaches while supporting individual businesses to meet their own environmental objectives. The collective value of sharing insight and experience in this way is extremely powerful and helps ensure we are making informed, responsible decisions for the future.

KOSTAS SFALTOS

Managing Director, The Berkeley and The Emory Hotels

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MAINTAINING HIGH STANDARDS

WHAT WE DELIVER

A clean, well-maintained Knightsbridge is essential to its reputation and commercial success. A YES vote guarantees continued investment in street cleansing and waste management that keeps the district safe, welcoming and high-performing—driving footfall, customer confidence and spend.



From deep-cleaning pavements and rapid response with the Royal Borough of Kensington and Chelsea and Westminster City Council to discounted waste services that cut clutter, traffic and emissions, we are committed to maintaining the exceptional standards the area demands.

Nightly cleaning programmes, quarterly deep cleaning of the entire district and free graffiti removal.

Funding of the first Christmas Lights scheme for Knightsbridge.

Funding initiatives to support the district during Piccadilly Line closures.



BY VOTING YES, WE WILL ALSO DELIVER:

OUR NEW STREET MANAGER

We will launch a Street Manager by the end of 2026, enabling us to deliver a more welcoming, safe, and attractive environment for shoppers, visitors, and employees. This new resource will enable us to:

- 1 Deliver daily patrols of the district, proactively identifying and addressing rubbish, spillages, stains, overflowing bins, and any issues that detract from the appearance of the street.
- 2 Boost our response time and level of support for businesses experiencing criminal activity and anti-social behaviour.
- 3 Work closely with the Council and cleansing teams to ensure incidents are logged, escalated, and resolved quickly and efficiently.
- 4 Monitor hotspots, follow up on recurring problems, and liaise directly with businesses to prevent waste-related issues before they occur.

NEW CHRISTMAS LIGHTS SCHEME

We will introduce a new lights display for Christmas 2026 that echoes the area's heritage and identity.

- 1 Christmas light displays are a magnet for visitors, and we will work with businesses to develop a signature scheme unique to Knightsbridge which blends the area's history, elegance and luxury craftsmanship into a story-driven lighting concept, becoming a festive icon to draw visitors from the UK and overseas.
- 2 The scheme will reflect our sustainability vision for the district by harnessing state-of-the-art technology and reusable materials aligning with contemporary expectations of luxury destinations.

“The Knightsbridge Partnership has consistently demonstrated the importance of co-design, bringing residents, businesses, and property owners together to shape positive change. This inclusive approach has been particularly effective in addressing complex local issues and strengthening community cohesion. Through regular communication, community meetings, and collaborative lobbying on matters such as South Carriage Drive, the Partnership ensures that local voices are aligned and amplified, helping to deliver lasting improvements for the whole neighbourhood.”

MELVILLE HAGGARD

Chairman, Knightsbridge Association

THRIVE



WE WILL PROVIDE SERVICES TO HELP BUSINESSES PROSPER

OVER THE PAST FIVE YEARS, THE KNIGHTSBRIDGE PARTNERSHIP HAS DELIVERED HIGH-IMPACT INITIATIVES THAT CUT COSTS, STRENGTHEN OPERATIONS AND UPSKILL STAFF.

By pooling resources through shared services, businesses have unlocked efficiencies and support that would be costly—or impossible—to secure alone.

We have also united the district behind a single, powerful voice, ensuring Knightsbridge businesses are heard at local, London and national levels, shaping policy in ways no individual business could achieve independently.



This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.



ECONOMICALLY RESILIENT DISTRICT

THRIVE 

BY VOTING YES,
WE WILL ALSO DELIVER:

WHAT WE DELIVER

Funding for the successful Business Cost Reduction Scheme, saving businesses money on core utilities including energy and telecoms.

A preferred supplier scheme with discounted rates on commercial cleaning, waste and recycling.

Unlocking opportunities for businesses across the district to establish commercial relationships, driving local procurement.

COST SAVING INITIATIVES

- 1 We will continue to offer the highly successful Business Cost Reduction Service making significant savings on electricity, commercial waste, gas, water, telecoms plus many more which have saved businesses across the district over £1.4million. We will help businesses have access to more environmentally friendly suppliers, through more sustainable energy providers and access to renewable energy.
- 2 We will continue to fund THRIVE, giving businesses free, unlimited access to hundreds of live and on-demand courses. THRIVE delivers major cost savings while strengthening skills in health and safety, leadership, customer excellence and compliance.
- 3 By voting YES, we will expand our training to encompass employment, luxury customer service, business rates, Young Professionals Network and specific crime detection training for hospitality venues.
- 4 We will support talent retention through our Sustainability Programme by launching a first-of-its-kind employee wellbeing programme designed to foster community ties, encouraging people to step away from their desks and enjoy the nature on their doorstep.



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Being able to access free training for our staff from being a member of the Knightsbridge Partnership has not only saved us money, but also time to research and curate the right resources for our growing team. Our team have also shared positive feedback on how easy the THRIVE platform is to use, and the breadth of opportunities they can access quickly. It has become a valuable and indispensable asset for our HR team. We also found the free Cost Reduction Scheme valuable, with Rishi about to help identify ways we could reduce our energy costs.

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MATT WHITELEY

Paradox Museum, General Manager, London

ECONOMICALLY RESILIENT DISTRICT

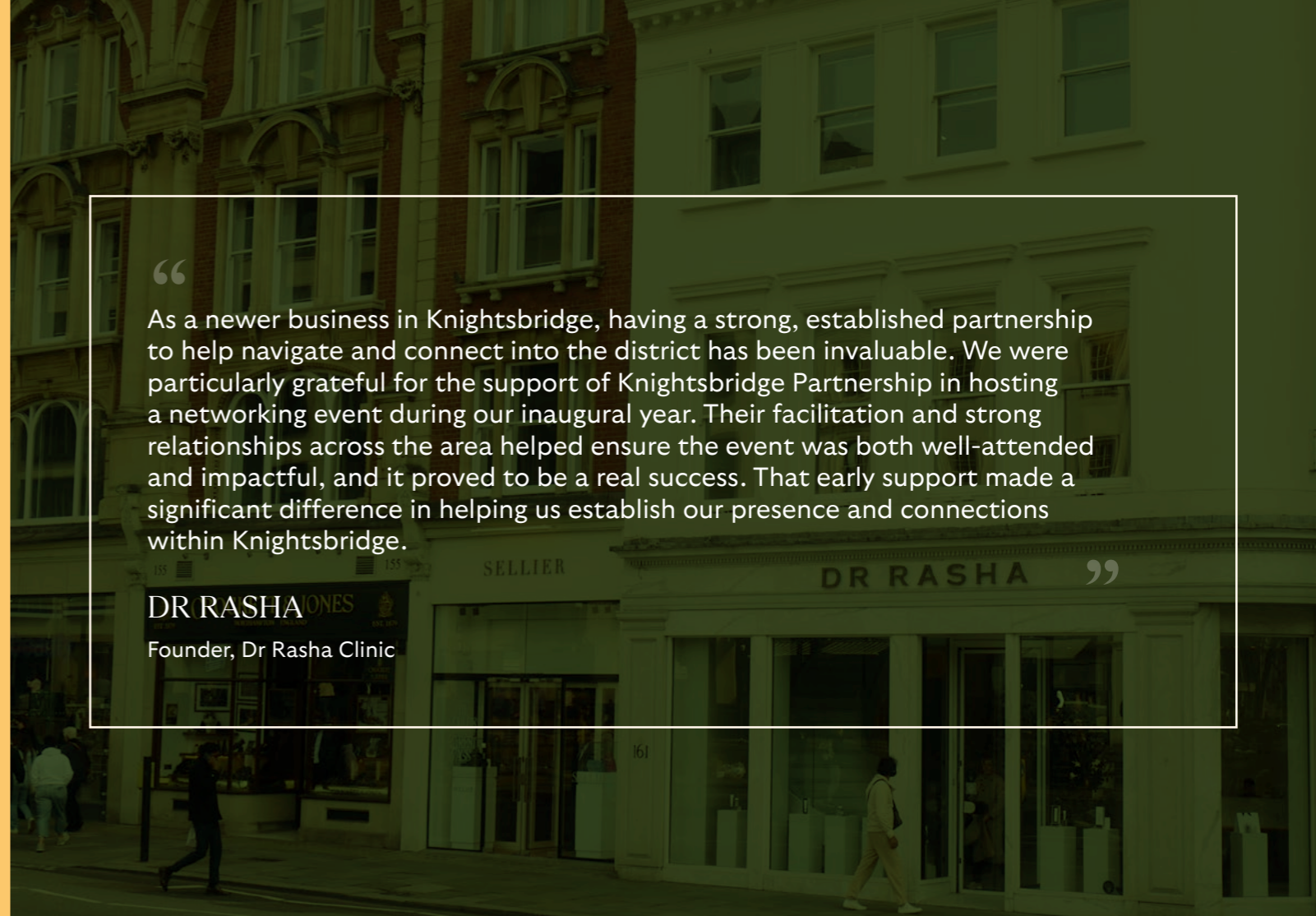
THRIVE 

WHAT WE DELIVER

Investment in footfall cameras installed across Knightsbridge recording 75 million visits per annum.

Monthly domestic and international spend data with a monthly insight report.

Quarterly networking events for businesses and local stakeholders across Knightsbridge.



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As a newer business in Knightsbridge, having a strong, established partnership to help navigate and connect into the district has been invaluable. We were particularly grateful for the support of Knightsbridge Partnership in hosting a networking event during our inaugural year. Their facilitation and strong relationships across the area helped ensure the event was both well-attended and impactful, and it proved to be a real success. That early support made a significant difference in helping us establish our presence and connections within Knightsbridge.

DR RASHA ONES
Founder, Dr Rasha Clinic

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BY VOTING YES, WE WILL ALSO DELIVER:

INFORMATIVE INSIGHTS TO AID BUSINESS PLANNING

- 1 By voting YES, we will invest in a new insights programme providing businesses with a comprehensive overview of international and domestic spend, dwell time, repeat visits, footfall and trends, affording a deeper understanding of how customers behave when they are in the district to help inform staff in-store through to Head Office teams.
- 2 We will increase our existing events programme and launch a bespoke members events series diving into key trends and topics to help businesses benefit from peer-to-peer networking and access expertise across retail, hospitality, tourism, leisure and F&B.
- 3 This will also include a range of partnerships and networking events which create opportunities for businesses to exchange ideas and insights to drive their growth and staff engagement.
- 4 We will ensure members are able to access a 'one stop shop' on our website to access not only our member services, but those offered by the Council to drive awareness and uptake.
- 5 This will be complemented by a new peer-to-peer events series enabling professionals across the district to grow their network including Young Professionals Network, marketing, EA and PAs across the district.
- 6 We will develop curated content and expert talks to support businesses across the luxury sector reduce their emissions and migrate to circular economy operations.

DRIVING BUSINESS FORWARD THROUGH TRUSTED REPRESENTATION

THRIVE 

WHAT WE DELIVER

National and local advocacy on key issues representing our members to support trading including VAT Free Shopping and Business Rates.

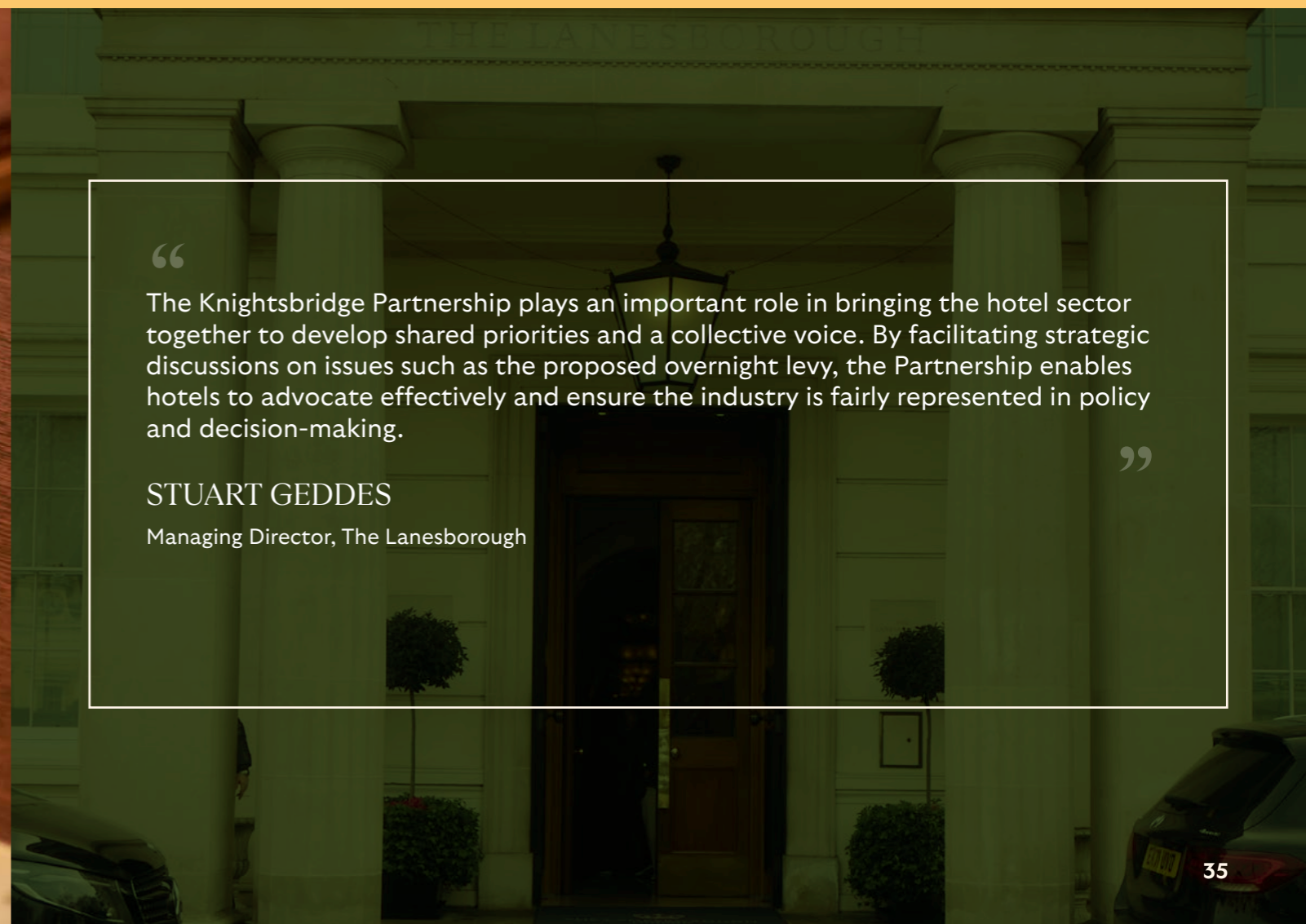
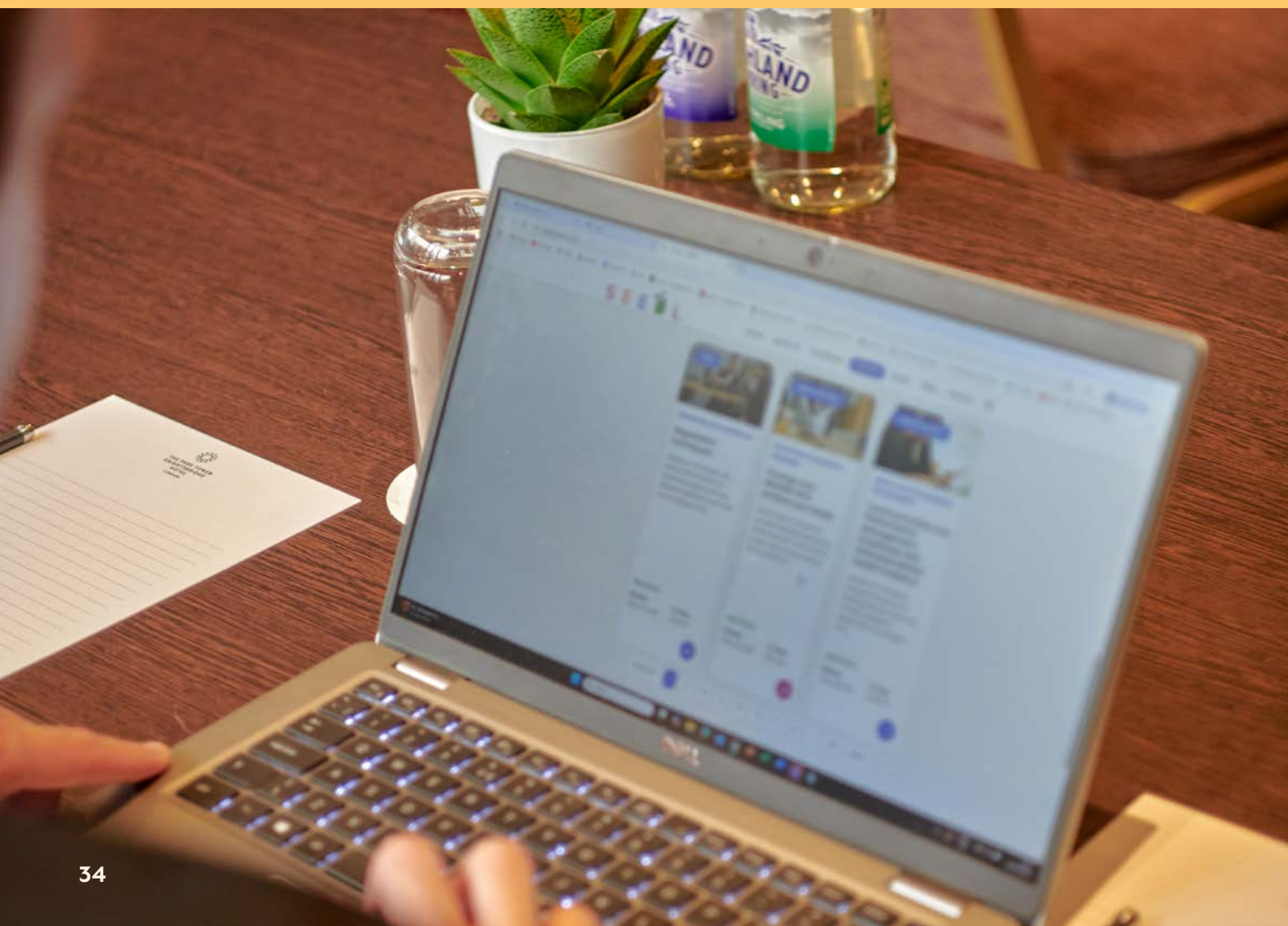
Founding member of High Streets UK, a national initiative uniting Business Improvement Districts from flagship cities to champion the future of British high streets.

Member of the Westminster BIDs, providing a collective voice for businesses across Westminster at London and national level to drive economic growth and positive policy change.

BY VOTING YES, WE WILL ALSO DELIVER:

LOBBYING ON YOUR BEHALF

- 1 We will continue to campaign on your behalf on issues which have a direct impact on the area's economic vitality and long-term sustainability, working in partnership with High Streets UK and Westminster BIDs to achieve collective action and a greater share of voice.
- 2 From VAT Free Shopping to business rates policy changes and planning regulations, by advocating collectively, the Knightsbridge Partnership ensures that local businesses have a stronger voice when engaging with government bodies and policymakers, helping to secure favourable conditions that support growth, competitiveness, and investment.
- 3 Due to Knightsbridge's unique character, we will ensure that regulations and policies reflect the needs of an International Centre while fostering an environment that encourages innovation, footfall, and long-term prosperity in collaboration with Royal Borough Kensington and Chelsea and Westminster City Council.



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The Knightsbridge Partnership plays an important role in bringing the hotel sector together to develop shared priorities and a collective voice. By facilitating strategic discussions on issues such as the proposed overnight levy, the Partnership enables hotels to advocate effectively and ensure the industry is fairly represented in policy and decision-making.

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STUART GEDDES

Managing Director, The Lanesborough

DRIVING BUSINESS FORWARD THROUGH TRUSTED REPRESENTATION

THRIVE 

WHAT WE DELIVER

The Knightsbridge Young Professionals Network, a 10-month leadership development programme in partnership with 2-3 Degrees for under 30s

Investment in the e-learning platform THRIVE offering free training on health and safety, compliance, customer service, retail and hospitality management.



“

Initiatives such as the Young Professionals Network play an important role in developing future leaders, retaining valuable skills and experience, and ensuring businesses in Knightsbridge continue to benefit from a strong and diverse talent pipeline. Harvey Nichols is proud to support this year's programme, with four of our emerging leaders participating in the current cohort, reflecting a shared commitment to investing in the next generation of talent across the district.

JULIA GODDARD

CEO, Harvey Nichols

”

BY VOTING YES, WE WILL ALSO DELIVER:

OPPORTUNITY FOR THE LOCAL ECONOMY

- 1 We will work closely with Royal Borough Kensington and Chelsea and Westminster City Council to support the successful delivery of their respective Economic Growth Strategies, making our members and the district more economically resilient, in addition to their CSR and social value teams to achieve shared goals and opportunities for businesses.
- 2 We know recruitment can be a costly and time-intensive exercise for businesses, and by voting YES, we will explore launching a Recruitment Hub, providing a one-stop shop for businesses to promote roles through a jobs board to raise visibility and mitigate hefty recruitment fees, complemented by regular Jobs Fairs.
- 3 We will work closely with both the Royal Borough of Kensington and Chelsea and Westminster City Council to ensure employment opportunities are showcased to local residents, particularly into growth sectors including retail and hospitality.
- 4 Seek out ways local residents can learn new skills and gain support through volunteering, work experience and apprenticeships with BID members, supporting the both Councils' efforts to help young people succeed in both Boroughs, in particular with the Westminster Employment Service and the Royal Borough of Kensington and Chelsea's Economic Development team.

PROMOTE



WE WILL POSITION KNIGHTSBRIDGE AS A WORLD-LEADING LUXURY DESTINATION

WE ENSURE THAT KNIGHTSBRIDGE REMAINS VISIBLE, DESIRABLE, AND EASY TO DISCOVER AS ONE OF THE WORLD'S MOST RECOGNISED AND INFLUENTIAL LUXURY DESTINATIONS.

As consumer behaviours, travel patterns, and digital discovery continue to evolve, we play an active role in ensuring that Knightsbridge maintains its position at the forefront of the global luxury landscape.

Over the past five years, we have established and grown a strong collective destination voice that reflects the area's unique identity, international appeal, and exceptional offering. By bringing together businesses, partners, and stakeholders under a shared vision, we have created a more cohesive and compelling narrative for Knightsbridge — one that celebrates its heritage while also showcasing its continued innovation and relevance to modern audiences.

By continuing to invest in visibility, engagement, and destination marketing, we ensure that Knightsbridge remains globally competitive, culturally relevant, and firmly positioned as a must-visit destination for visitors, residents, workers, and investors alike.



This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.



LUXURY DESTINATION

PROMOTE 

WHAT WE DELIVER

Investment in a strong global social presence for Knightsbridge across Instagram and TikTok, engaging new audiences and expanding international reach.

Funding and delivery of The Knightsbridge Edit, our monthly magazine, highlighting the latest news, openings, and events across the district.



Funding and delivery of The Knightsbridge Club offering businesses valuable local marketing support to reach local audiences.

The destination website showcases the area's diverse offering, giving businesses enhanced profile, visibility, and exposure to a wider audience.



A complimentary photography service for businesses, helping them elevate their marketing assets while reducing overall marketing spend.

Funding for targeted marketing initiatives that enhance visibility of member businesses, driving footfall and supporting customer acquisition, such as TRI Design.



BY VOTING YES, WE WILL ALSO DELIVER:

IMPACTFUL MARKETING SUPPORT

1 We will continue to deliver practical, cost-saving marketing support that boosts local procurement and raises the profile of Knightsbridge to wider audiences, driving visits to the district. This includes free 1:1 marketing consultancy, agency performance reviews, professional photography and a B2B Business Directory—support that would otherwise come at a significant cost.

Our approach will help BID members, and those across the Borough, work towards a socially responsible procurement strategy, with the additional benefit of supporting both Councils' vision of an inclusive and sustainable local economy.

2 We will also work closely with major nearby events, such as Salon Privé London, BST Hyde Park and the London to Brighton Veteran Car Run, to produce targeted wayfinding and promotional activity that draws visitors into Knightsbridge and creates opportunities for members to participate.

“

Our quarterly locals evenings are kindly supported by the Knightsbridge Partnership who promote the events to local businesses and residents and results in more customers through the door as well as opportunities to collaborate with other businesses.

The free photography service has also been an absolute game changer for us. As a business that utilises a lot of photography for our digital channels, being able to tap into a service which helps us to reduce this cost is so helpful.

KATIE WELCH

Head of Brand & Partnerships, Mayfair Chippy

”

PROMOTING THE INTERNATIONAL CENTRE

Knightsbridge attracts over 75 million visitors a year, yet the district is often overlooked by local, London and national Government.

- 3 By voting YES, we will ensure this significant value is conveyed through a new Economic Impact Report series, designed to showcase the area's contribution in a manner that demonstrates why Knightsbridge is deserving of additional support and resources from policing and planning regulations to policy change.



DESTINATION MARKETING

- 5 We will continue to grow the Knightsbridge proposition through our social media presence and the monthly online magazine, The Knightsbridge Edit, as well as the consumer website.
- 6 A YES vote will enable the next phase of our strategy, and we will enhance our destination website for Knightsbridge, designed specifically for seamless trip planning and booking complemented by traditional guides and maps.
- 7 Explore a dedicated tourism programme with key stakeholders including London & Partners and VisitBritain to drive our international profile in key markets including Europe, US, Middle East and Asia.



THE KNIGHTSBRIDGE COLLECTIVE

- 4 By voting YES, we will launch The Knightsbridge Collective, a vetted pool of media and influencers in one place, enabling businesses to promote their offering and curate experiences, reviews, gifting and organise press trips with ease.

All influencers and media will be vetted to ensure quality and alignment with the area, enabling businesses to access a curated network to collaborate on successful campaigns.

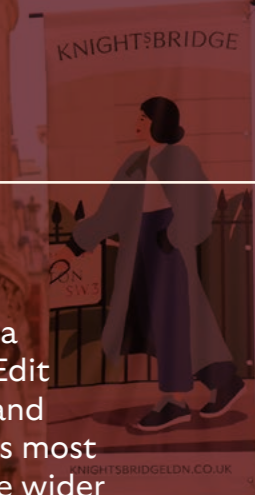


“

What we particularly value is the way the Partnership encourages a sense of cohesion without overstatement. Initiatives such as The Edit magazine and the Partnership's social platforms provide visibility and context, reinforcing a shared sense of place within one of London's most established postcodes. This helps businesses feel connected to the wider landscape, rather than operating in isolation.

SONAM KAUR PARMAR
Head of Marketing, SHOT London

”



THE KNIGHTSBRIDGE CLUB

The first of its kind reward scheme for those who live and work in the area continues to grow and drive footfall and spend, with over 3,500 active users and over 40 participating businesses.

- 8 By voting YES, we will introduce a new platform enabling businesses to manage offers directly, send messages to subscribers with last minute promotions and importantly, track redemption and observe customer behaviour.



AN AI READY DESTINATION

- 11 The rise of Artificial Intelligence has permanently changed the way visitors research and plan their trips, with ChatGPT and Google AI Overview becoming trusted, accessible and fast sources of inspiration and itinerary planning.



GROWING LOCAL AWARENESS

We understand members are keen for the Knightsbridge Partnership to develop a hyper-local marketing programme, allowing businesses across the area to engage directly with those who are most likely to visit, spend and return.

- 9 By voting YES, we will deliver a programme focussing on residents, Londoners, business travellers and tourists already in London, promoting the area's unique offering in an efficient way, concentrating on those initiatives which will have the most impact.
- 10 We will create themed collateral covering themes such as weddings, interiors and design, dining, and wellness, showcasing the area's full offering. These materials will drive awareness, footfall, and spending through key seasonal campaigns and activations.

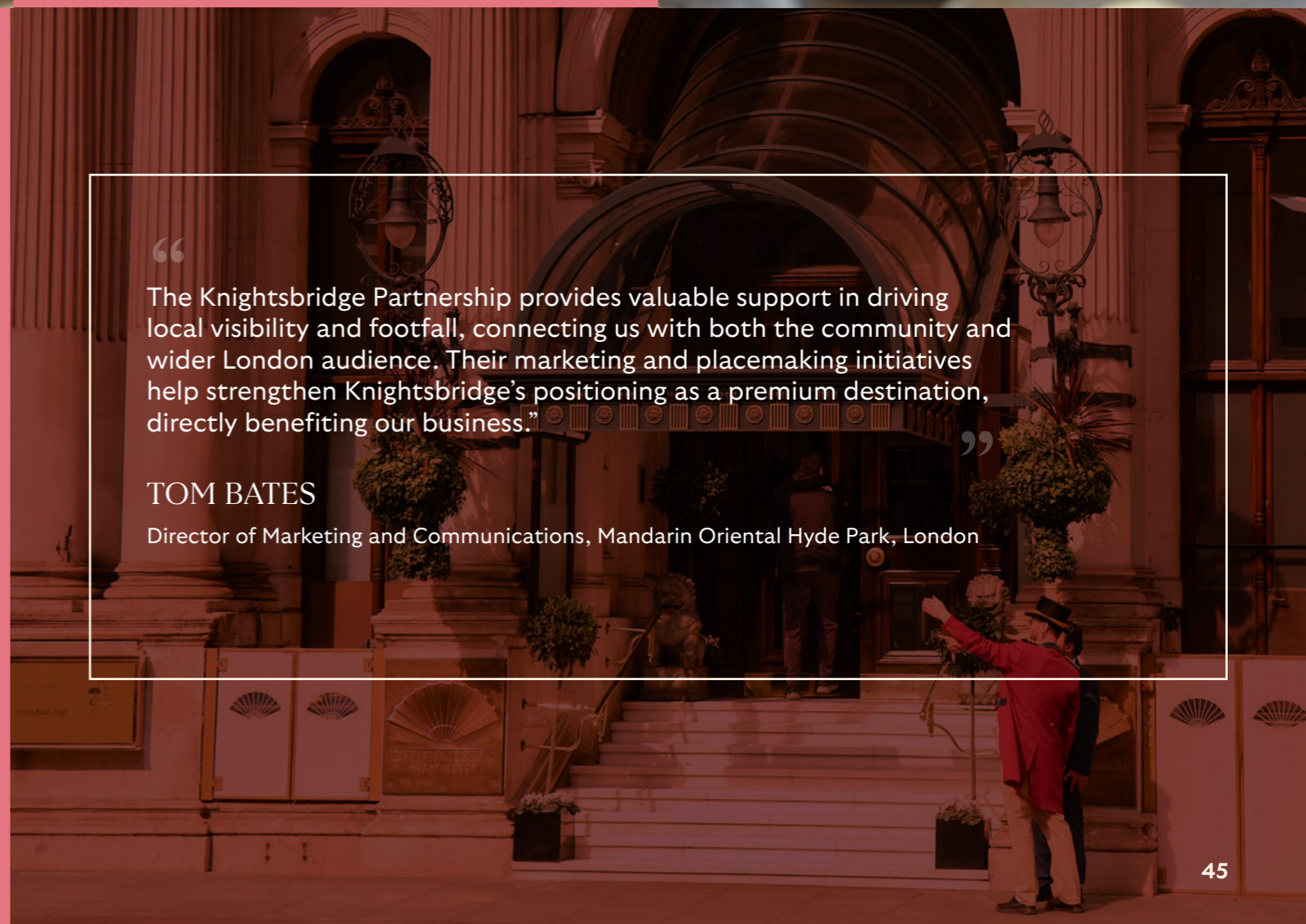
“

The Knightsbridge Partnership provides valuable support in driving local visibility and footfall, connecting us with both the community and wider London audience. Their marketing and placemaking initiatives help strengthen Knightsbridge's positioning as a premium destination, directly benefiting our business.”

”

TOM BATES

Director of Marketing and Communications, Mandarin Oriental Hyde Park, London



WHO WE ARE

IN 2021 BUSINESSES ACROSS THE BROMPTON ROAD VOTED 'YES' TO ESTABLISH THE KNIGHTSBRIDGE PARTNERSHIP, THE BUSINESS IMPROVEMENT DISTRICT FOR THE BROMPTON ROAD AND KNIGHTSBRIDGE.

We are a not-for-profit organisation funded by businesses on the Brompton Road and represent over 350 businesses across retail, hospitality, leisure, and the office sector as well as wider stakeholders across the district including property owners, residents and community groups.

We ensure the area offers a world-class experience by taking care of the details that matter, which businesses on their own would not be able to achieve. This includes security, clean streets and public realm enhancements, with a strong focus on sustainability.

This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.

WHAT WE DO

By harnessing the power of partnership, working with Westminster City Council, Royal Borough of Kensington and Chelsea, Transport for London, resident associations, owners and occupiers, we aim to drive transformational change in the Knightsbridge business community.

We fund support, insight, resources and provide a collective voice for member businesses to ensure the long-term success of Knightsbridge.

All our work is in addition to the services already provided by Westminster City Council and Royal Borough of Kensington and Chelsea Council, adding to the statutory services they provide and wouldn't occur if the Knightsbridge Partnership didn't exist.

KNIGHTSBRIDGE SW1
CITY OF WESTMINSTER

BUSINESS IMPROVEMENT DISTRICTS

A Business Improvement District (BID) is a defined geographical area where local businesses collaborate to fund and deliver initiatives that enhance the trading environment and promote long-term economic growth.

BIDs are created through a formal ballot process, giving businesses within the area the opportunity to vote on a proposal and agree to pay a levy, based on the rateable value of their premises. The income generated is managed by a not-for-profit company. A BID operates for a fixed term, usually five years, after which businesses vote on whether to renew it. This model provides a transparent and democratic framework for business-led investment, giving local businesses a strong, collective voice in shaping the areas where they operate.

Across London, BIDs have become a leading mechanism for driving local regeneration and managing town centres and high streets. Their success depends on close collaboration between businesses, local authorities, residents, and other key stakeholders, ensuring that priorities are aligned and that investment delivers tangible benefits for all.

The BID concept was first introduced to the UK in 1999, reflecting a growing recognition that businesses could take a more active role in shaping and maintaining their trading environments. Early supporters saw the potential for businesses to complement existing services, strengthening the vitality and competitiveness of high streets, town centres, and other commercial areas. BIDs have become an integral part of place management across the UK.

Since the first BIDs were created in 2004, around 350 have been established in the UK, including approximately 90 in London.

The Knightsbridge Partnership was founded in 2021 and together with the King's Road Partnership represented the Royal Borough of Kensington and Chelsea's first BIDs and have since been joined by the Opportunity Kensington BID. Westminster now benefits from the investment of over 20 BIDs across the borough.

Both Westminster City Council and the Royal Borough of Kensington and Chelsea support the principle of BIDs as a way to strengthen business engagement and encourage active participation in improving local areas.

FINANCE

GOVERNED BY THE BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004, BIDS ARE FORMALLY ESTABLISHED ONCE APPROVED BY A MAJORITY OF BUSINESSES WITHIN A DEFINED AREA.

Each BID operates for a maximum term of five years before returning to its electorate for renewal.

When a majority is achieved in both the number of individual properties and the total rateable value, payment of the BID levy becomes mandatory for all eligible occupiers.



THE KNIGHTSBRIDGE PARTNERSHIP BID AREA

**Brompton Road
Hyde Park Corner**

**Knightsbridge
Sloane Street**

Wilton Place

NEW STREETS TO BE INCORPORATED INTO THE BID DISTRICT

**Basil Street
Hans Crescent
Hans Road**

**Hoopers Court
Knightsbridge Green
Lancelot Place**

**Montpelier Street
Old Barrack Yard
Raphael Street**

The enlarged district represents feedback from businesses on the hinterland of the current area who have shown an enthusiasm to be part of the Knightsbridge Partnership and in particular embraced within the BID's key Place Strategy Project outlined within the BID Proposal.



THE BID LEVY

WHICH PROVIDES THE CORE FUNDING FOR THE BID, IS GOVERNED BY A DEFINED SET OF RULES.

THE BID RULES

The BID term will run for five years, from October 1, 2026, until September 30, 2031.

- The BID levy will apply to rated properties within the BID district that have a rateable value of £50,000 or more.
- The BID levy will be set at a fixed rate of 1.65% of rateable value, based on the 2023 rating list as at March 31, 2026.
- For hotels specifically, the BID levy will be set at a fixed rate of 0.825% of rateable value, using the 2023 rating list as at March 31 2026.
- A BID levy cap of £100,000 will be applied to each hereditament.
- The BID levy will apply only to retail, food and beverage, leisure (including hotels), and office hereditaments.
- Properties that enter the rating list during the BID term will be subject to the levy from the effective date they are added to the list, based on the rateable value effective at that time.
- If the rateable value of an individual hereditament decreases and results in a lower levy, the change will take effect only from the start of the financial year in which the adjustment is made. No refunds will be issued for previous years.
- The levy will assume an annual inflationary growth rate equivalent to the Retail Price Index (RPI) as published in January of each year, applied on April 1 each year.
- No VAT will be charged on the BID levy.
- The BID levy will be payable on both empty and occupied hereditaments, with no void period or other reduction.
- The BID levy will not be increased except as specified in these levy rules.
- Listed properties will not be liable for any BID levy while vacant.
- The BID levy rules and the defined BID area cannot be altered without an alteration ballot.

BUDGET

INCOME AND EXPENDITURE AND 5 YEAR CASH FLOW

	2026/27	2027/28	2028/29	2029/30	2030/31
Income					
BID Levy	1,554,917	1,601,565	1,649,611	1,699,100	1,750,073
Total Income	1,554,917	1,601,565	1,649,611	1,699,100	1,750,073
Expenditure					
Protect	366,500	377,495	388,820	400,484	412,499
Enrich	253,500	261,105	268,938	277,006	285,316
Thrive	304,500	313,635	323,044	332,735	342,717
Promote	196,750	202,653	208,732	214,994	221,444
Administration	147,002	151,412	155,954	160,633	165,452
Management	176,000	181,280	186,718	192,320	198,090
Total Expenditure	1,444,252	1,487,580	1,532,207	1,578,173	1,625,518
Surplus/Deficit	110,665	113,985	117,404	120,927	124,554
Contingency	60,701	62,522	64,398	66,330	68,320
Contribution to Reserves	50,000	51,500	53,045	54,636	56,275

* For 5 year cash flow projection an annual RPI of 3% has been assumed

Budget figures are indicative and based on the projected levy income derived from 2023 rateable values. They assume an annual inflationary increase based upon 3% and a 100% levy collection rate. Actual levy income may vary depending on occupancy levels and broader market conditions at the time of each ratings assessment.

Allocations reflect current priorities; however, these may change over the five-year term, leading to potential adjustments or reallocation of funds. Any significant variations to the budget will be subject to approval by the BID Board. A contingency equivalent to 5% of the BID levy has been included, while reserves are maintained to support cash flow management and may be adjusted by the BID Board as required.

Management and overhead costs will remain below the industry benchmark. The BID will seek to attract additional voluntary income, enabling a greater proportion of members' contributions to be directed towards programmes that deliver direct benefits to businesses and the local area as a whole.

OPERATING AGREEMENT

Through an Operating Agreement with Westminster City Council and the Royal Borough of Kensington and Chelsea, a structured process will be established to monitor the collection of the BID levy throughout the five-year term.

Within one month of the ballot result, the Knightsbridge Partnership BID and each Council will form a Monitoring Group. Each group will meet at least twice per financial year during the BID term. At each meeting, the Monitoring Group will review the effectiveness of BID levy collection and enforcement and make recommendations or adjustments as necessary.

The Operating Agreement can be viewed at www.knightsbridgepartnership.com/ballot



KNIGHTSBRIDGE PROPERTY BID

The **Knightsbridge Property BID** was created to give major landlords and asset owners a unified mechanism to invest collectively in long-term placemaking and competitiveness for one of London's two designated **International Centres**. Building on earlier feasibility work and stakeholder engagement, the Property BID was positioned as a strategic complement to the existing occupier BID, enabling property owners to lead on interventions that directly protect and enhance asset value—such as public realm transformation, sustainability, and inward investment—at a scale that individual owners could not deliver alone. The proposal explicitly frames the Property BID as a response to long-running place challenges and intensifying global competition among luxury districts.

From a levy and investment perspective, the Property BID is notable for the scale of funding it is designed to unlock. The Property Owner BID generates **c£5 million of investment during its 5-year BID term**, enabling transformative projects and acting as a catalyst for the wider Knightsbridge Place and Public Realm Strategy. In parallel, the renewed occupier BID business plan will raise a BID levy of £7.5m over its 5 year mandate illustrating that Knightsbridge has a substantial BID budget across both occupier and owner constituencies.

In terms of how this translates into BID budget and programme delivery, the levy-raised funding will support a portfolio of initiatives that are typically beyond the reach of standard local authority baselines and individual businesses - particularly large-scale public realm enhancement, street management services, destination marketing, business support, policy influence, and sustainability action within the district. The Property BID emphasises that the £5m investment is intended to fund “vital transformative projects” and strengthen Knightsbridge’s attractiveness, environmental and social credentials, thereby supporting both commercial vitality and long-term investment confidence.

In practice, this positions the Knightsbridge Occupier and Property BIDs as a levy-funded investment vehicle, using predictable income over a multi-year term to deliver a clear, place-based budget aligned to occupier and property-owner outcomes.

LEVERAGING ADDITIONAL NON-BID LEVY FUNDING

The Knightsbridge Partnership will aim to expand its base of voluntary members and focus on securing additional funding to enhance and sustain its work programmes.

Particular emphasis will be placed on accessing public funding opportunities together with engaging occupiers and property owners that outside of the BID rules, commercial stakeholders and corporate partners to contribute to the BID's ongoing initiatives.



GOVERNANCE

West Central BIDs is a company limited by guarantee within which the Knightsbridge Partnership Occupier BID, Knightsbridge Partnership Property BID and the King's Road Partnership operate. Both the Knightsbridge Partnership and King's Road Partnership have their own individual Management Boards which oversee the operational work of the BIDs.

The West Central BIDs Board has the primary responsibility to oversee the conduct and performance of the Company and support each individual BID, its management and staff, who are responsible for the day-to-day activities. In performing its functions, the Board primarily considers the interests of the Company to which its fiduciary duty is owed and then to its members. It also considers the legitimate interests of wider stakeholders such as statutory authorities, employees, suppliers, visitors and residents.

The directors are stewards of the Company. In supervising the conduct of the individual BIDs, the Board, through its Chief Executive, will set the standards for the organisation.

HUGH SEABORN (CADOGAN)

JULIAN COOK (HARRODS)

STEVEN MEDWAY (CHIEF EXECUTIVE: KING'S ROAD PARTNERSHIP AND KNIGHTSBRIDGE PARTNERSHIP)

Further details are available in the Company Articles of Association.



BOARD SUB-GROUPS

The BID will engage its members and the wider community in a programme of work aligned with its strategic objectives.

To support this, Board sub-groups may be established to encourage participation and strengthen decision-making.

Areas of focus include Hotels, Finance and Governance and the Knightsbridge Place Strategy.



MANAGEMENT BOARD

The Knightsbridge Partnership's Management Board lead and oversee the BID's activities. The Board is comprised of individuals with the appropriate balance of skills, experience, independence, and local knowledge to fulfil their responsibilities effectively. The Board seeks to promote diversity and ensure a representative mix across the business, property, and community sectors.

CHAIR – MICHAEL WARD, HARRODS
HUGH SEABORN, CADOGAN
MIKE SADLER - APML ESTATE
CHRIS BARRASS, THE KNIGHTSBRIDGE
NIGEL BURTON, EMIRATES NBD
STUART CLIFTON, BEAM
JULIAN COOK, HARRODS
STUART GEDDES, THE LANESBOROUGH

HARRY HUNT, PAVILION CLUB
JO UPTON, PEGASI
DANIEL WIGGIN, JLL
PATRICIA BROWN, SOUTH KENSINGTON ESTATES
JULIA GODDARD, HARVEY NICHOLS
KREMI MCCABE, MANDARIN ORIENTAL
ALI LARNER, OLAYAN GROUP
STEVEN MEDWAY, KNIGHTSBRIDGE PARTNERSHIP

The Board of Directors shall be made up of between 12 – 15 directors and will lead and guide the work of the BID. The Directors will be chosen from the businesses which form the constituency and wider stakeholders, allowing for a strategic composition of the needs of the two BID areas. The Board will have the appropriate balance of skills, knowledge, independence and experience in order to form balanced opinions and will seek diversity to ensure a representative mix of its membership.

The Board meets on a quarterly basis to direct the BID's objectives, monitor financial performance, oversee delivery and ensure strong governance.

Observers may also be appointed to the Board, subject to Board approval. These may include representatives from public authorities, the Police, and the residential community.

WESTMINSTER CITY COUNCIL AND ROYAL BOROUGH OF KENSINGTON AND CHELSEA

A strong working relationship will be maintained with both Westminster City Council and the Royal Borough of Kensington and Chelsea, as they are the primary authorities responsible for the streets and properties within the BID area. Two key agreements define this partnership:

- An Operating Agreement setting out how BID levy monies are collected, administered, and transferred to the BID.
- A Baseline Agreement clearly defining the levels of service that can be expected from the Council and the Knightsbridge Partnership.

The Operating and Baseline Agreements can be viewed at www.knightsbridgepartnership.com/ballot from September 2026.

“

The Knightsbridge Partnership provides a strong and effective collective voice for businesses and plays a central role in shaping the future of Knightsbridge. Through the development of the Place and Public Realm Strategy, the Partnership has taken a holistic view of the district, considering how best to enhance the experience for visitors, employees, and residents alike. Their co-design approach brings together businesses, the Council, and all those with a vested interest in Knightsbridge, helping to align partners around a shared vision and common purpose. This collaborative leadership is vital in driving meaningful, long-term improvements to one of the borough's most important destinations.

ELIZABETH CAMPBELL

Leader of the Royal Borough of Kensington and Chelsea Council

“

By coming together, businesses are able to do so much more than they could ever do on their own — there is so much more power through collective spending, collective lobbying and the collective voice that would never be achieved individually. The Partnership brings the voices of businesses together and gives them a voice at the table with Westminster City Council. It's vital that the two organisations continue to come together and work collaboratively. I've already been out to hear about the Knightsbridge Partnership and their public realm plans — they're impressive, and well-liked by both businesses and residents.

PAUL SWADDLE

Leader of Westminster City Council

MEMBERSHIP

The BID will have two categories of membership

BID LEVY PAYERS

Commercial occupiers required to pay the BID levy.

VOLUNTARY MEMBERS

Businesses or organisations not liable for the BID levy but approved by the BID Board

Voluntary membership may be granted where there is an annual financial contribution (either cash or in-kind) or where the organisation's strategic value supports the BID's business objectives. This group will include property owners, smaller businesses below the rateable value threshold, and those located outside the BID's defined boundary.



BID TEAM

The BID's business plan will be delivered by the Chief Executive and their team, accountable to the Chair and Board. Working closely with sub-groups, partners, and specialist service providers, the Chief Executive will ensure effective implementation of the agreed annual action plan.

VOLUNTARY MEMBERS

All businesses, regardless of size, have a role to play in the BID's success.

A voluntary membership scheme will be maintained for businesses below the BID levy threshold or outside the BID's defined area.

This will enable smaller businesses to engage with and benefit from the BID without being subject to the statutory levy.

Businesses with a rateable value under £50,000 may contribute a voluntary levy, helping to strengthen the BID's annual budget and increase the scope of its activities.



RESIDENTIAL COMMUNITY

Knightsbridge and Brompton Road have a strong residential community—one that values the area's heritage and distinct character while sharing an interest in its sustainable future.

Engagement with residents and those who work in the area will form an integral part of the BID's ongoing work, promoting a stronger sense of place and shared benefit for all.

The BID will maintain open communication with the local community and ensure that diverse views are reflected in its decision-making process.

BID BALLOT

USING YOUR VOTE

From Thursday August 27, 2026, you will have the opportunity to vote on the business proposal for the renewal of the Knightsbridge Partnership Business Improvement District.

To ensure impartiality, the BID ballot will be conducted by the Returning Officers and Electoral Services teams of Westminster City Council and the Royal Borough of Kensington and Chelsea. The ballot will be carried out in accordance with the Business Improvement Districts (England) Regulations 2004, as approved by Parliament.

For the BID to be established, the ballot must meet two statutory tests:

- A majority of those voting must vote in favour.
- The total rateable value of those voting in favour must also represent a majority of the aggregate rateable value of all votes cast.

Only if both tests are satisfied will the BID be formally approved, and the BID levy will then apply to all eligible ratepayers within the defined area.

VOTING PROCEDURES

- Ballot papers will be issued on August 27, 2026.
- Completed postal votes must be returned by 5pm on September 24, 2026.
- The result of the ballot will be announced online on September 25, 2026.

Each eligible business property, known as a hereditament, is entitled to one vote. Businesses occupying more than one hereditament within the BID area will therefore receive multiple ballot papers and be entitled to cast multiple votes.

A full list of businesses eligible to vote can be viewed at www.knightsbridgepartnership.com/ballot (from August 2026).

To discuss the proposal or the ballot process in more detail, please contact: [Steven Medway, Chief Executive](mailto:info@knightsbridgepartnership.com)
info@knightsbridgepartnership.com

Full details of the ballot arrangements are available at www.knightsbridgepartnership.com/ballot

The new 5 year mandate represents a valuable opportunity for you to continue to help shape the future of Brompton Road and Knightsbridge. Your vote will directly influence investment, improvements, and the area's ongoing success.

It's your vote – make sure you use it.

This vital support will only continue if businesses vote YES to the Knightsbridge Partnership continuing for the next five years.



WHAT WOULD A NO VOTE MEAN

A 'no' vote would mean losing the Knightsbridge Partnership, the vital services and support we offer and the projects we manage and deliver on your behalf, which have delivered significant and tangible results over the past five years.

NO STREET TEAM

The Knightsbridge Partnership launched the street teams in 2021 immediately after businesses voted to establish the BID, as this was a key service business wanted us to provide. We have grown this service to encompass evenings and weekends to provide strong cover for the district to deter criminal and anti-social behaviour, recover stock and personal items and provide a rapid response to businesses as instances arise.

A 'no' vote means this service will end, and businesses will no longer be able to have this important protection, which we know staff have become reliant on for day-to-day support, with the district likely to experience a rise in criminal behaviour, eroding the reductions achieved in the past five years.

NO OFFENDER TRACKING

The Knightsbridge Partnership funds the ShopSafe Alert scheme, providing businesses with access to information on over 500 known prolific offenders across the district, enabling staff to have valuable insight to spot individuals of concern and report to secure prosecution.

A 'no' vote means this service and our monthly Business Resilience Forums will end, and levels of criminal activity could rise as prolific offenders are not being actively monitored.

NO AREA MANAGEMENT

The Knightsbridge Partnership funds cleansing, decluttering, accessibility improvements, waste consolidation and other initiatives to enhance standards across the district and provide a quality streetscape to attract businesses, retain staff, appeal to residents and enhance the visitor experience.

A 'no' vote means the district will only receive the baseline services delivered by Westminster City Council and Royal Borough of Kensington and Chelsea. There will be a significant and noticeable difference and decline in the standards.

NO KNIGHTSBRIDGE PLACE AND PUBLIC REALM STRATEGY

The Knightsbridge Partnership has spearheaded a once-in-a-generation project to cement Knightsbridge as one of the world's leading destinations through a major £75m public realm and place improvements strategy. Only through this project can public realm, accessibility and sustainability standards be elevated, and the destination curated to future proof the district.

A 'no' vote means the Knightsbridge Place and Public realm Strategy will stop, and £75m investment will not be delivered into the district.



NO LOBBYING ON YOUR BEHALF

The Knightsbridge Partnership is the only body that represents the entire district, able to champion issues that matter and to enact change, particularly those that pose a threat to trading, from the removal of VAT-Free Shopping to business rates reform.

A 'no' vote means collective representation of the business community will no longer exist, with the area losing its ability to be heard by local and national government.

NO AREA INSIGHTS

The Knightsbridge Partnership funds footfall cameras across the district and invests in spending data businesses rely on to analyse trading conditions and make informed operational decisions.

A 'no' vote means footfall cameras will be turned off, footfall will no longer be measured, and an accurate picture of spend across the district and shopper behaviour will no longer be available to businesses.

NO FOOTFALL AND SALES DRIVING SUPPORT

The Knightsbridge Partnership offers a variety of services to help businesses maximise footfall and spend from seasonal campaigns, 1:1 marketing consultancy and free photography.

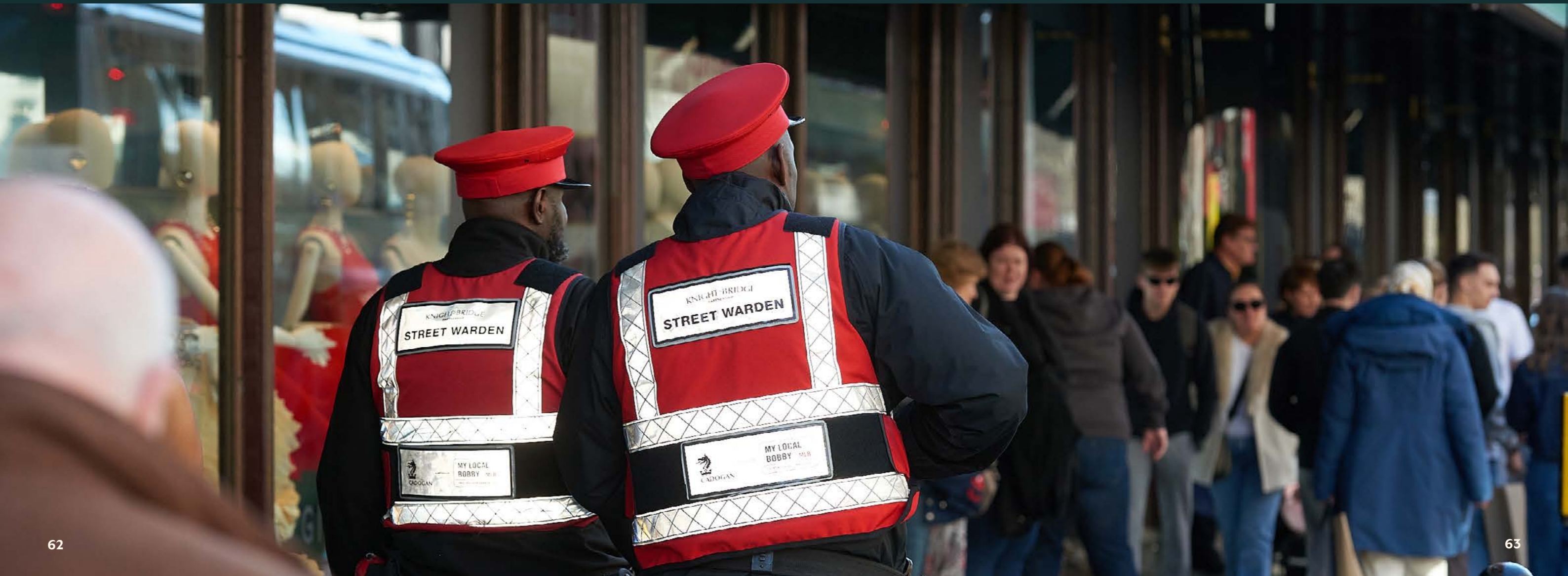
A 'no' vote means these services will end, many of which provide a substantial cost relief to businesses who are unable to afford to fund marketing on their own.

NO CHRISTMAS LIGHTS

The Knightsbridge Partnership funds the only Christmas lights scheme in the district's history, providing a spectacle for millions of visitors every year.

A 'no' vote means the Christmas lights will cease to animate the area, and there will be no new scheme in 2026, impacting on footfall and the overall enlivenment of the district during a crucial trading period.

IF THE KNIGHTSBRIDGE PARTNERSHIP IS NOT SUCCESSFUL IN THE BALLOT, ALL CURRENT ACTIVITIES AND SERVICES WILL CEASE AS THERE IS NO OTHER ORGANISATION TO DELIVER THESE SERVICES AND BENEFITS ON YOUR BEHALF.



USING YOUR VOTE

VOTING PROCEDURES

- Ballot papers will be issued on August 27, 2026.
- Completed postal votes must be returned by 5pm on September 24, 2026.
- The result of the ballot will be announced online on September 25, 2026.

Each eligible business property, known as a hereditament, is entitled to one vote. Businesses occupying more than one hereditament within the BID area will therefore receive multiple ballot papers and be entitled to cast multiple votes.

A full list of businesses eligible to vote can be viewed at www.knightsbridgepartnership.com/ballot from August 2026.

It's your vote – make sure you use it.

The new 5 year mandate represents a valuable opportunity for you to continue to help shape the future of Brompton Road and Knightsbridge. Your vote will directly influence investment, improvements, and the area's ongoing success.



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