

INCOME AND EXPENDITURE 2022/23

Annual Budget	£
INCOME	
BID Levy	515,000
Property Voluntary Contributions	275,000
Project Funding (Target)	75,000
Property Membership Scheme (Target)	42,500
Total Income	907,500
EXPENDITURE	
Supporting COVID-19 Recovery	85,000
Destination Marketing	195,000
Quality Street Environment	125,000
Business Support & Insight	28,000
Collaboration & Partnership	35,000
Administration Expenses	67,300
Management	96,500
10% Contingency	79,000
Total Expenditure	710,800
Surplus (Deficit)	196,700

Budget figures are indicative based on the anticipated levy income using 2017 rateable values. They assume a 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment. Allocations reflect current priorities however these may change causing variances and re-allocations across the five-year term. Any material variations of the budget will be approved by the BID Board. Contingency is based upon 10% of BID levy. Reserves are maintained to manage the BID's cash flow and can be varied by the BID Board if and when required. Management and overhead will be maintained beneath the industry benchmark of 20%. We seek to leverage voluntary income, which will help enable more of the members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.



MOBILISATION BUDGET December 1, 2021 – March 31, 2022

Following the successful ballot of businesses, the King's Road Partnership commenced operations on 1 December and put into place a programme of activities to establish the BID, maintain existing communications and introduce a combination of new services and baseline studies. This ahead of full operations commencing on 1 April 2022.

Operational Services	£37,166
Communications	£8,400
Insights	£43,200
Administration and Professional Services	£27,150
Total	£103,916



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KING'S ROAD

BUSINESS IMPROVEMENT DISTRICT

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

The aim of the King's Road Partnership is to continue to build on the rich history and enviable reputation of King's Road and refresh the unique and compelling appeal for local, as well as national and international visitors who appreciate a destination that is sophisticated, yet avant-garde – epitomising the best of evolving, experiential retail with exciting hospitality, compelling culture, community use and inspiring events.

The King's Road Partnership BID is the vehicle to focus resources and efforts, first on COVID-19 recovery and then on long-term growth. The Delivery Plan's overall objective is to help create, maintain and promote the district so that it attracts the particular groups of visitors identified in the vision, encourages them to stay longer, spend more money and return more often.



The need to ensure that the BID makes a positive contribution to the environmental, social and corporate governance (ESG) will be incorporated into every element of the BID's activities. Working together with our partners and our local communities, we can ensure that the King's Road remains a vibrant, viable and sustainable area which works for businesses and residents and of which everyone can be proud.

Action Plan 2022/23:

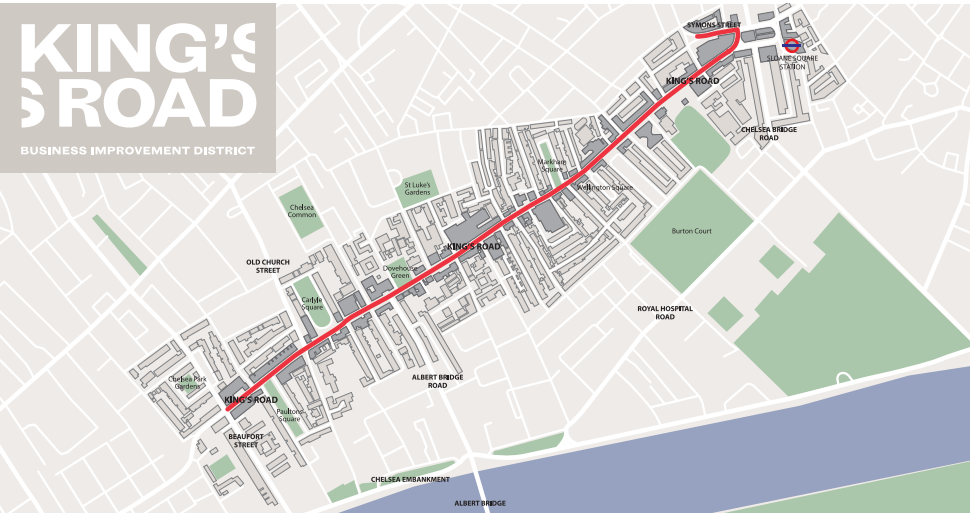
1. Supporting Business Recovery
2. Destination marketing
3. A quality street environment
4. Providing business support and insight
5. Collaboration and Partnership

For further information The King's Road Partnership BID Business Plan <https://kingsroadbidbusinessplan.co.uk>



THE BID AREA

The formal boundaries of the BID are shown in red and grey on the map below. However, the BID can and will engage with its neighbours to support and promote projects outside this area that will benefit the district.



GOVERNANCE

The King's Road BID will provide 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 the King's Road.

The King's Road BID will be a company limited by guarantee and the legal entity that will run the activities of the business improvement district following its establishment. The BID will have two categories of membership:

- BID Levy payers – commercial occupiers liable to pay the BID levy
- Voluntary members – businesses / organisations that are not BID levy payers approved by the BID Board

The nomination of voluntary members will be supported by either an annual financial contribution (cash or in-kind) or their strategic importance to the delivery of the BID's business objectives. Key groups will include property owners, smaller businesses that fall below the threshold of rateable value and businesses outside of the BID's geographic boundary.

The Board will meet quarterly and drive the set aims and objectives of the BID, as well as maintaining good governance, overseeing the budget and monitoring performance. The Board will consist of between 12 -16 non-Executive Directors including the Chair. Directors will be appointed by the Board subject to ratification by the BID members at annual meetings of the company.

Observers can be appointed to the Board subject to ratification by BID members at annual meetings of the company. Key groups may include the public authorities, the Police and the residential community.

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

ROYAL BOROUGH OF KENSINGTON AND CHELSEA

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

- An Operating Agreement which outlines how the BID levy monies are collected, administered and passed over to the BID
- A Baseline Agreement which specifies the level of Council led service provision in the area, ensuring that any services the BID provides are additional

THE BID RULES

Business Improvement Districts are governed by The Business Improvement Districts (England) Regulations 2004. Following a ballot, once a majority vote has been achieved in both individual properties and rateable value, a BID levy becomes mandatory on all eligible occupiers.

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

- The BID term will be a period of five years from December 1, 2021, until November 30, 2026
- The BID levy will be applied to rated properties with a rateable value of £50,000 or more
- The levy will be a fixed rate of 1% rateable value as at April 1, 2021, using the 2017 list for all eligible ratepayers
- A BID levy CAP will be applied to each hereditament of £50,000
- The BID levy will apply to retail, food and beverage, leisure (Hotels) and office hereditaments
- Properties that come into the rating list during the BID term will be subject to the levy from the date that the property is brought into the rating list and the rateable value effective at that time



- Where the rateable value for an individual hereditament changes and results in a lower levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years
- The levy will assume an annual growth rate for inflation of 3% to be applied on April 1 each year
- There will be no VAT charged on the BID levy
- There is no distinction to be made between occupied or unoccupied hereditaments
- The BID levy will not be increased other than as specified in the levy rules
- The BID levy rules, and BID area cannot be altered without an alteration ballot