

King's Road Partnership

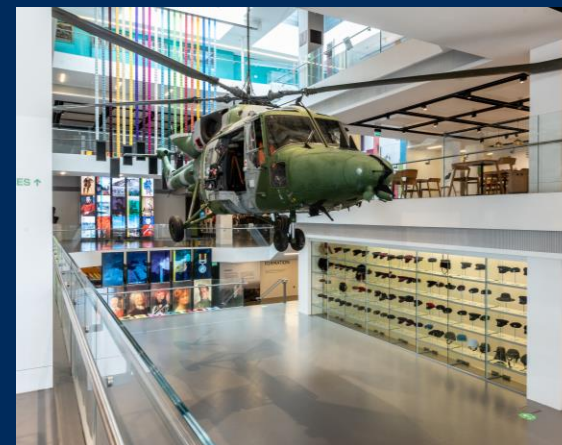
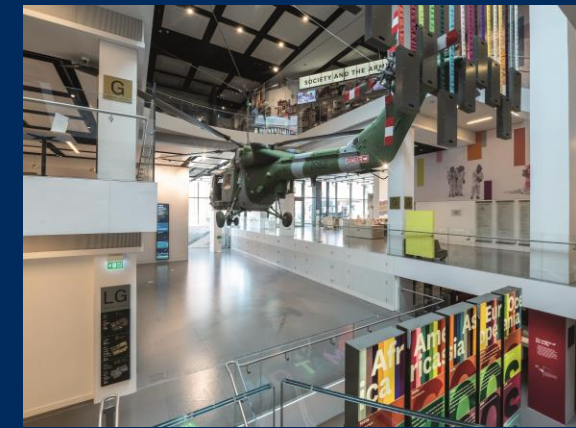
King's Road Partnership Annual Breakfast

September 14th 2023

**KING'S
ROAD**
PARTNERSHIP



Justin Maciejewski Director General, National Army Museum



Hugh Seaborn Chairman King's Road Partnership and CEO, Cadogan Estate



Today's Agenda



Welcome

Justin Maciejewski, National Army Museum
Hugh Seaborn, Chairman

Working together

Councillor Emma Will
Superintendent Owen Renowden

Our business plan and progress

Steven Medway, Chief Executive

Q&A

Networking

Cllr Emma Will Lead Member for Property, Social Investment and Leisure, Kensington & Chelsea Council





THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

Wardens

- Committed to a warden per ward
- Using My Local Bobby
- Relationship focused – not resorting to issuing FPNs in the first instance, but building relationships with the community they serve
- Working directly with BID funded wardens



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

Ward Blitzes

- Launched a £800,000 package of funding for additional street cleaning and warden provision
- Each ward will have a month of this enhanced provision
- On cleaning, this will see graffiti busting and all main roads and most side streets jet washed.
- On community safety, this will see an additional six wardens based in the ward for a month, with a particular focus on nighttime.



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

Ward Blitzes – Results so far

- Brompton and Hans Town was the first ward to benefit from enhanced service in July
- Results are in:
 - Saw a *418%* rise in warden services requests compared to the previous year
 - Saw a *44%* rise in waste and street scene enforcement requests
 - 30m² of graffiti removed
 - 149 stickers and fly-posters removed



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

Ward Blitzes – Next Steps

- Stanley and Chelsea Riverside will be in December
- Royal Hospital in February



CCTV Strategy

- Strategy in place and subject to regular review
- Co-designed with residents and stakeholders through the resident-led and chaired CCTV Advisory Group
- One of the commitments with looking at our model of monitoring cameras



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

CCTV Monitoring

- Currently have over 100 public space cameras and over 500 on our housing estates
- Our public space cameras are monitored via a control room in Hammersmith
- We are looking at bringing this in-house with a dedicated resource for monitoring all cameras in the borough
- Currently consulting with housing tenants and key stakeholders



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

we are
Kensington
and Chelsea

**Introducing Cllr
Sarah Addenbrooke
Lead Member for
Communities and
Community Safety**



Owen Renowden Superintendent for the Metropolitan Police, Kensington and Chelsea







Community Behaviour Order

Aimed at the most serious & persistent offenders

Available on conviction for any offence in any criminal court

Prohibitions to stop the behaviour and may include requirements to address the underlying causes

* Needs evidence to be granted *

Community Protection Notice

Designed to stop a person undertaking persistent activity that is:

- *Having a detrimental effect on the quality of life of those who live locally*
- *Persistent*
- *Unreasonable*

Issued by the police or Local Authority

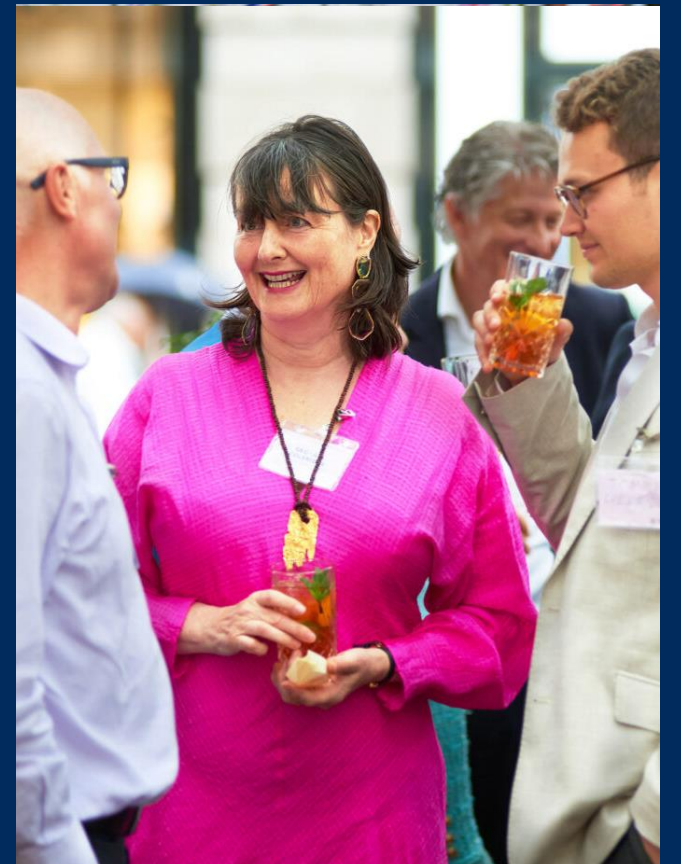
*** Needs evidence to be granted ***

Superintendent Owen Renowden

Owen.J.Renowden@met.police.uk



Steven Medway Chief Executive, King's Road Partnership



*The Royal Borough of Kensington
and Chelsea*
KING'S
ROAD, *S.W.3*

The numbers

300+

businesses represented

85%

of businesses voted in
favour of the BID

£4m

of private investment
proposed to 2027

94%

of the district's rateable value
is represented

5

year term

The BID Area



Our business plan: 5 pillars



**Business
Recovery**



**Destination
Marketing**



**Quality
Environment**



**Business Support
and Insight**



**Collaboration and
Partnership**

Annual Members Survey



Annual Survey Feedback

Results

86%

of members would recommend the partnership to other businesses

85%

noted the partnership delivered a strong return on investment

81%

engaged with the partnership on weekly, monthly or quarterly basis

67%

received a positive sales uplift during Chelsea in Bloom

Top Priorities

INCREASING
SALES

COST OF
LIVING

Highest Valued Services

STREET
TEAM

CRIME
INTELLIGENCE
AND PREVENTION
SERVICE

Quality Environment



King's Road as a safer place



Safety and Security

£44,300 533

Stock and personal items recovered

4%

Theft reduction year on year

Offenders identified

80%

Prosecution rate for prolific offenders

Street Team – 07903 829304

Business Resilience Forum October 14



King's Road as a cleaner and more welcoming place



Street cleaning and waste

£51,800

2

Saved through new waste and recycling preferred supplier scheme

New waste and recycling partners

138

19,528 M²

King's Road Businesses participated in Freight and Logistics Project

Deep cleaned by new Cleansing Team



King's Road as a cleaner, safer and more welcoming place

Public Realm & Local Action Plan

- Working with Kensington and Chelsea Council to develop a Local Action Plan to improve the King's Road's public realm.
- Drop In Session – 20 September at 1pm-5pm in Chelsea Old Town Hall
- Co-design stakeholder group to develop Royal Avenue proposals



King's Road Partnership

Business Recovery

**KING'S
ROAD**
PARTNERSHIP



Reducing Business Costs

Business Cost Reduction Scheme

£101,000

Savings identified

7

Utility types



£14,428

Average saving per business

£0

Free impartial service available to members



New Openings

Currently open

BIRDIE FORTESCUE

bloobloom

IZIPIZI[®]
PARIS

OH MY CREAM!
LA BEAUTÉ INITIÉE

One Sloane

Reformation

TOWNHOUSE

V A R L E Y

WYSE
× LONDON ×

R I X O

self-portrait

 **JEROBOAMS**

Coming soon

alo

IXGHEL

Läderach
chocolatier suisse

 **MC2**[®]
SAINT BARTH

MEJURI

NOKWOL

SPACENK

PAIGE[®]

LE DELI
ROBUCHON
JR

Destination Marketing

**KING'S
ROAD**
PARTNERSHIP



Christmas Campaign



Over 40 pieces
of coverage reached
600 Million



Targeted OOH
advertising reached
123,000



King's Coronation Party



Global press coverage reached
1.3 Billion



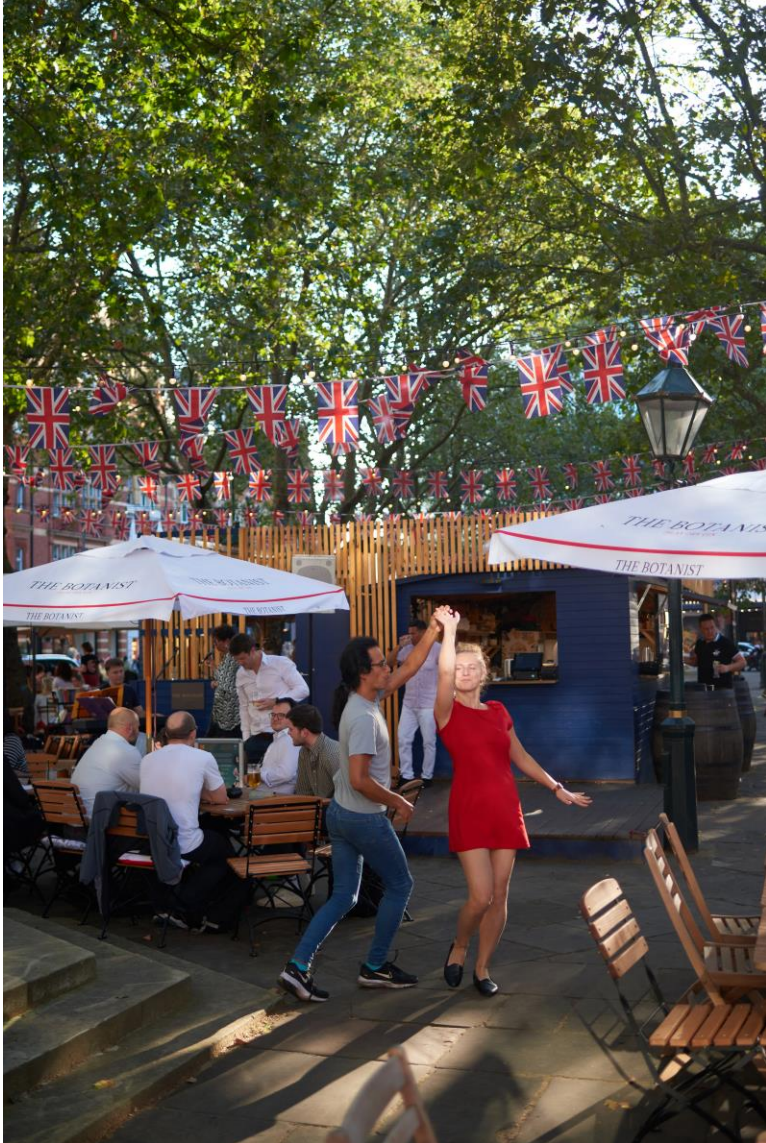
Chelsea in Bloom

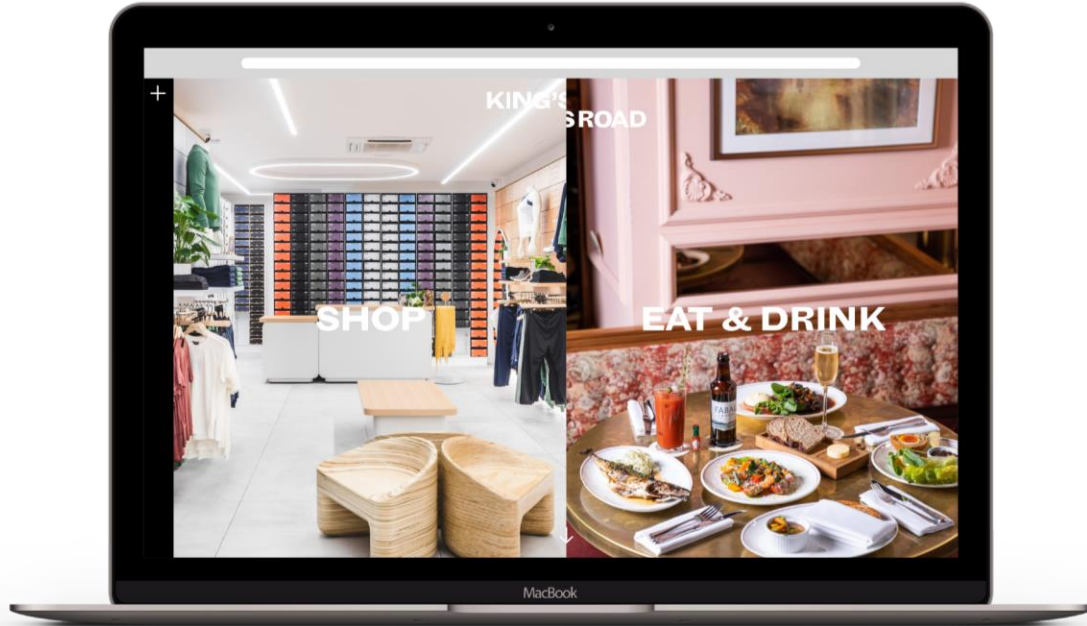


Press coverage reached
4 Million



Kensington & Chelsea Festival and Art Trail





62%
open rate

104
brands

7,406
subscribers

45 new participating brands since Sept 2022

179,042

site visitors
Sep-Aug

50,200

Instagram
followers

allbirds

J I G S A W
LONDON

LAVENDER GREEN
— FLOWERS —

STRATHBERRY


PEGGY PORSCHEN®
LONDON

**LOVE MY
HUMAN**

PINKO


TIMOTHY OULTON

King's Road Partnership

Business Support and Insight

**KING'S
ROAD**
PARTNERSHIP



Data and Insights

Footfall

1.1%

Decrease in footfall year on year

35.5%

Increase in footfall for Christmas Lights Switch On Year on Year

55.7%

Uplift on average week due to Chelsea in Bloom

1.3 M

Attended Chelsea in Bloom across wider Chelsea District

Spend

0.2%

Decrease in area sales year on year

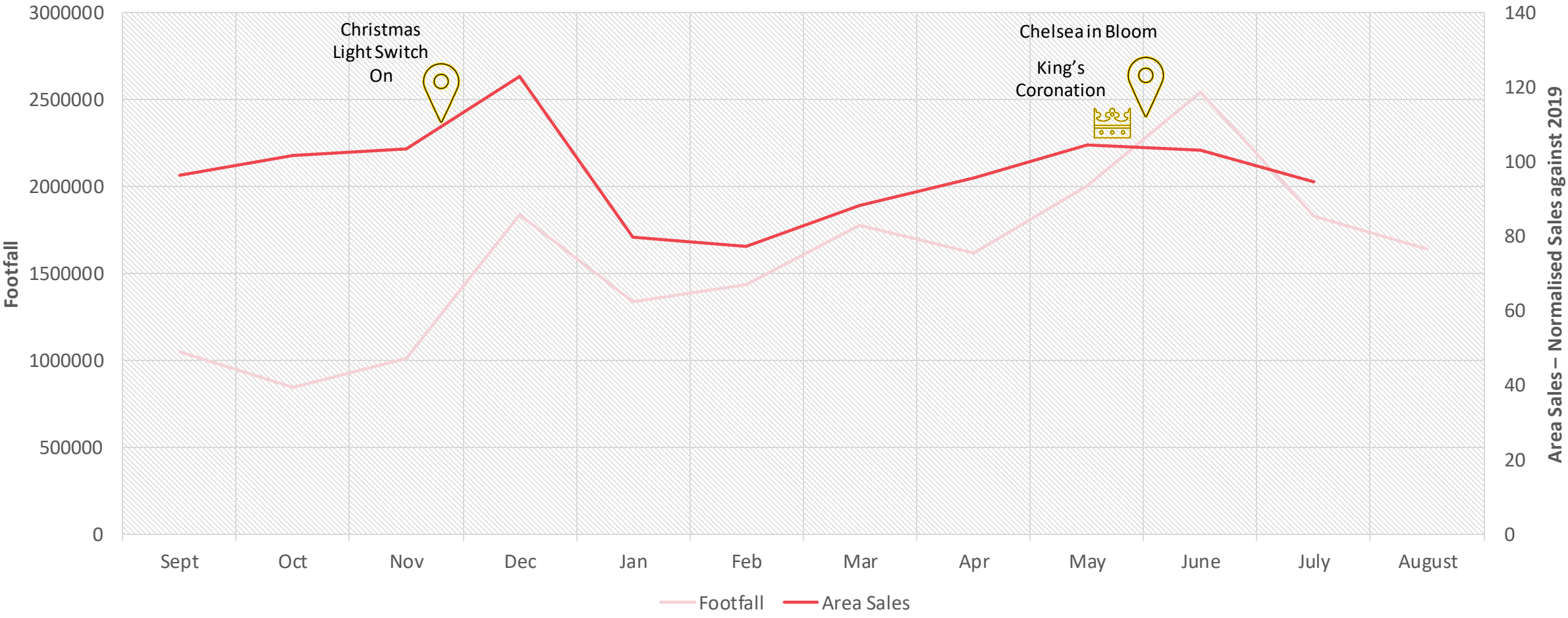
2%

More affluent customers visiting the district

8.7%

Increase in Average Transaction Value compared to 2019

Footfall and Spend

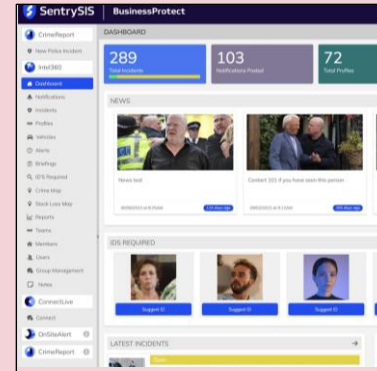


Education and Skills

Training and Support

- King's Road Partnership have offered training and support on:

- **Crime Prevention**
- **Counter Terrorism**
- **Conflict Management**
- **Tax Free Shopping**



Education and Skills

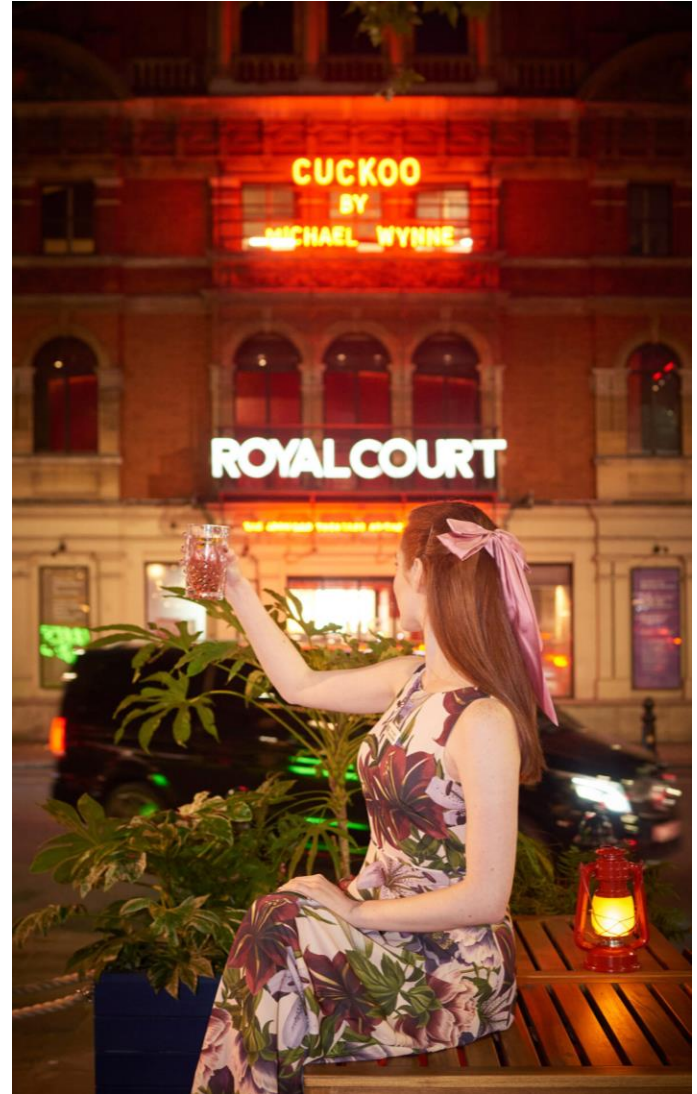
“Thank you so much for coming in to sit with the team. It was really helpful for them to have an understanding of the external security challenges and how this can be applicable to us as a business. And it helped to focus us on these risks. Thank you again, for going over and above and you can really see that you care about the work that you deliver which is admirable.”

Representative from Kiki McDonough

Collaboration and Partnership



Corporate Events



Advocacy

Tourist tax 'is behind fall in foreign visitors'

By Harriet Line
Deputy Political Editor

RETAILERS have been under pressure to bring back tax-free shopping for holiday-makers last night as new data showed tourism has still not recovered to pre-pandemic levels.

Official statistics revealed that inbound visits to the UK were down 7 per cent in October to December last year, compared with the same period in 2019.

Industry experts said the Office for National Statistics data was concerning and warned that the removal of tax-free shopping was likely to be a major factor.

The Daily Mail's campaign to scrap the tourist tax has highlighted concerns that Britain's economy is being held back by the

Government's refusal to reinstate the benefit.

More than 200 leading business chiefs from across the retail, hospitality and tourism sectors, and dozens of senior MPs - including two former chancellors - have voiced their support.

The data showed the UK welcomed 21.2 million visits in 2022 - down 24 per cent compared to 2019. Visitor spending was also down 5 per cent to £26.8 billion.

Inflation is taken into account, visitor spend was 12 per cent below 2019 levels.

Separate data published earlier this year showed that spending levels in France and Spain were more than three times higher than pre-Covid, while spending was

Daily Mail

Camilla inviting her ex to the Coronation shows you CAN have a good divorce
NADINE DORRIS

Retail leaders confront PM as support surges for Mail campaign

BUSINESS BLASTS RISHI'S 'OWN GOAL' OVER TOURIST TAX

UK's failure to recover is concerning when compared to the uplift being seen elsewhere in Europe. The only factor that can explain a difference in growth is the removal of tax-free shopping, which puts us at a 26 per cent price disadvantage. Our fear is

Farewell to Len, the Strictly perfect 10

Troops fly out to rescue Sudan Britons

Tax-free shopping plea as tour group ban lifted

By Harriet Line
Deputy Political Editor

RETAILERS last night renewed their plea to the Government to bring back tax-free shopping after China lifted a ban on group tours to countries including the UK.

Before the pandemic, Chinese tourists spent more than any other country when abroad - clocking up around £200 billion in 2019, around 60 per cent of which came from groups.

In the UK, Chinese tourists spent around £1.71 billion that year, according to

certificates from the Chinese government.

"The live retail carry and poll data shows that as the Chinese market opens up, it will be a massive boost for the UK economy," said a spokesman for the King's Road Partnership.

He added that the lifting of the ban on group tours was a significant step towards normalising international travel and would be a boon for the UK's tourism industry.

Daily Mail CAMPAIGN
SCRAP THE TOURIST TAX

ing to VisitBritain data, the second largest market by value.

Being announced yesterday that Covid-era restrictions on group travel to key markets including the US, Japan, Australia and the UK would be lifted.

Steven Medway of the King's Road and Knightbridge Partnerships, said: "This is welcome news and

By Steven Medway

TRAVELLERS from the United States, China or the Middle East once followed a reassuringly familiar itinerary when they visited Britain: a few days' sight-seeing in London followed by trips to tourist towns such as Oxford, York and Edinburgh.

Now, thanks to the Government's disgraceful decision to end tax-free shopping for foreign visitors, those trips are being cut short - if they happen at all.

The tourist tax, reintroduced by Rishi Sunak in 2019, imposes the same 20 per cent VAT levy on overseas shoppers that British residents pay.

Since the tax returned, our country has become an entirely unattractive destination for shoppers, while turning Europe into a far more appealing prospect.

As CEO of the Knightbridge Partnership, I am responsible for ensuring a thriving business and residential community in one of London's most revered shopping districts. The businesses we represent, including five-star hotels, Michelin-starred restaurants and world-famous department stores such as Harrod's and Harvey Nichols have done remarkably well to come back from the pandemic's economic choke.

But the tourist tax is detrimental to the prospects of the entire country.

When shops close or businesses go under in London's glitziest districts, factories shut, supply chains collapse and countless jobs are lost elsewhere.

These are the unforeseen and unfortunate consequences of this short-sighted policy: one that ministers might assume will have limited impact, affecting only

Scrapping this tax would be a boon to regions across UK

rich visitors to London - but that actually has ramifications across the land. Consider the consequences. Yes, people come to Knightbridge to shop. But they often, very often, explore further afield.

A Beatles fan - or a devotee of Eurovision - might travel to Liverpool to visit the homeland of the Fab Four. A history buff might go to Windsor - especially during the Coronation - to immerse themselves in this cultural jewel.

Those who have admired from afar the wonders of the Lake District might fancy seeing what got Wordsworth so excited all those years ago.

If they change their minds about those trips here, it hurts, all the B&Bs, pubs, hotels, restaurants and shops they would have patronised suffer as a result.

So much for the Government's pledge to 'level up' opportunities and protect jobs across the country.

Reinstating tax-free shopping would not only beckon back Chinese, American and Middle Eastern shoppers. It would also - thanks to Brexit - give 60 million Europeans access to tax-free shopping across the UK, including in cities served

Campaigning

Relationship building

Responding to consultations

Election year 2024

Get involved

Saturday 16th - Sunday 24th September
– London Design Festival

Tuesday 26th September
– Marketing and Operations Forum

Saturday 30th September
– Strutz on Dovehouse Green

Monday 2nd October
– Business Resilience Forum

Wednesday 8th November
– Business Resilience Forum

Saturday 18th November
– Christmas lights switch-on

Wednesday 13th December
– Business Resilience Forum

Date 13th December
– Christmas Celebration

 Consumer
 Corporate

Our partners



MAYOR OF LONDON



SLOANE
STANLEY



KNIGHTSBRIDGE
PARTNERSHIP

opportunity_kensington



Meet your team



Steven Medway

Chief Executive

steven@kingsrdpartnership.com



Rebecca Handley

Head of Place

rebecca@kingsrdpartnership.com



Saskia Jiggins

Communications and
Partnerships Manager

saskia@kingsrdpartnership.com



Charlotte Griffiths

Executive Assistant to
Steven Medway

charlotte@kingsrdpartnership.com



Mark Attridge

Business Crime
Reduction Officer



Rishi Sood

Savings Consultant



Street Team



Cleansing Team

Q&A

King's Road Partnership

THANK YOU

**KING'S
ROAD**
PARTNERSHIP

**Scan here for
feedback form**

