

**KING'S  
ROAD  
PARTNERSHIP**



**KING'S ROAD BID  
VOLUNTARY  
MEMBERSHIP SCHEME**

**REINVENTING AN ICONIC DESTINATION.**

[KINGSRDPARTNERSHIP.COM](http://KINGSRDPARTNERSHIP.COM)

# KING'S ROAD BID VOLUNTARY MEMBERSHIP SCHEME

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**The King's Road Partnership Business Improvement District (BID) is an independent, business-led, not-for-profit initiative voted for by the businesses of the King's Road in October 2021 for a five-year term. Nationally, there are over 320 BIDs in the UK, including 70 in London, investing over £150 million every year in business-led initiatives.**

The Partnership is focused on lobbying on your behalf, bringing stakeholders together and marketing our unique district; we exist to serve our community representing over 300 businesses. We ensure a world-class experience by taking care of details such as security, clean streets, and public realm enhancements, always with sustainability in mind.

Over the next 5 years the Partnership will invest £4 million in the district. In our first year we have launched the privilege card with 5000 users, launched the street team who are busy reducing crime and saving thousands of pounds in stolen goods from your stores and we keep you updated and connected via our weekly newsletter, business meetings, and networking events.

## HOW DO WE INVEST?

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**1.**

Lobbying

**2.**

Business networking

**3.**

Local events to drive footfall and sales

**4.**

Christmas lights

**5.**

Street Team

**6.**

Cleansing Team

**7.**

Business insights

**8.**

Social channels to drive awareness

**9.**

Training programmes

**10.**

Sustainable initiatives to help businesses

## JOIN US AS A VOLUNTARY MEMBER

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**Enjoy a range of benefits that come with being part of our vibrant business community on the King's Road.**

### BENEFITS

- Exclusive training and business support
- Complimentary space at our training, networking, and business group meetings
- Subscription to our weekly newsletter
- Access to our weekly and monthly performance reports
- Access to our image library
- Access to Business Cost Reduction Scheme

Membership of the King's Road Partnership (BID) is open to businesses and organisations on the King's Road and in Chelsea who wish to support the investment the Partnership makes on the King's Road. Membership is subject to a contribution based on the size of your business.

### PROMOTIONAL OPPORTUNITIES

- Access to the King's Road Privilege Card
- Brand exposure on the BID website and consumer website
- Opportunities for social media promotions and collaborations
- Newsletter feature through a partnership profile
- Involvement in wider marketing campaigns

### HOW MUCH WILL IT COST YOU?

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Voluntary membership rates (annual) are based on 1% calculation of the ratable value (RV) of your property if you are located within the King's Road BID boundary.

A flat rate for any business under £50,000 of £500 + VAT (RV £0-£50,000).

For businesses outside of the BID boundary, a discount will be applied to the above calculation based on the availability of the Partnerships services.

### HOW TO JOIN

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**To register as a member of King's Road Partnership, or for more information, contact [membership@kingsrdpartnership.com](mailto:membership@kingsrdpartnership.com) or call 020 3375 3986.**

\*Businesses in the BID area already contribute to the projects and activities of the BID as outlined in our Business Plan and receive all these benefits.

# TESTIMONIALS

**Jenny Matthews, Director, Love My Human**

“ We really value being a part of the King's Road Partnership as it has the ability to support and include small independent businesses such as ours and help us feel heard and supported by a much bigger business community.”

**Hugh Seaborn, Chief Executive, Cadogan and Chairman, King's Road Partnership**

“ The King's Road Partnership plays a really important role in providing one vision for the King's Road. We can tackle some of the challenges and seize opportunities for the benefit of the businesses, but we can also understand better the resident's concerns and respond to them.”

**Grace Francis, General Manager, Alo Yoga**

“ Creating Community is at the heart of all our decisions. Retailers and restaurants play such a key role in the local neighbourhood for both its residents and those who work here to create memories and experiences. The support and involvement from the King's Road Partnership is integral to this.”

**Emma Saxby, Business Development Manager, Stepevi**

“ The Kings Road Partnership is a wonderful organisation with fabulous events connecting local business owners, councillors, MP's and the community. It offers an insight into the area and how we all work together to build a thriving community. It is key for building relationships and working together to synchronise the area, our lives, friendship, collaboration and habitat.”

**Robert Smael, Head of Operations and Sustainability, Royal Court Theatre**

“ The Royal Court joined the King's Road Partnership as voluntary members in the summer of 2023 as we were excited to further build the relationships with our neighbours. The King's Road Partnership has brought local businesses, residents, and art organisations together and has created new valuable connections. We now enjoy the many opportunities this has created throughout our business to network with others and collaborate. We see the direct positive impact the Partnership has made on our daily work-lives and how it has improved the visitor experience of the area.”

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