

**KING'S
ROAD
PARTNERSHIP**



**EMPOWERING
A THRIVING
BUSINESS
COMMUNITY**

**KING'S ROAD PARTNERSHIP BID RENEWAL
& ALTERATION PROPOSAL 2026 - 2031**

[KINGSRDPARTNERSHIP.COM](https://kingsrdpartnership.com)

A MESSAGE FROM OUR CEO

The King's Road has always been defined by evolution — from its cultural heritage to its modern commercial vitality — and its continued success depends on our ability to anticipate change and act collectively. Over the past year, we have listened carefully to businesses, engaged with our Strategic Board, and reflected on what matters most to you.

The result is a forward-looking proposal that aligns investment with your priorities and ensures that the Partnership continues to deliver tangible value.

This Business Plan for 2026–2031 sets out a clear ambition: to reinforce King's Road as a destination where businesses can operate with confidence, attract customers, and grow sustainably. It is built around three priorities — Protect, Enrich and Thrive — each designed to address the practical realities of trading today while positioning the district for tomorrow's opportunities.

We know that safety and resilience remain fundamental. Our commitment to strengthening security, providing on-street support, improving intelligence sharing, and enhancing the evening economy reflects the clear message from members: confidence in the trading environment underpins commercial success. Continued investment in these services can only be secured through a YES vote.

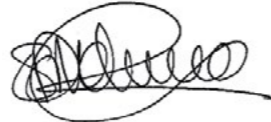
Equally, the quality and character of the public realm are critical to the King's Road's identity and competitiveness. Working in partnership with Royal Borough of Kensington and Chelsea and property owners, we will continue to improve the physical environment, maintain high operational standards, and enhance discovery and accessibility. These efforts protect the street's distinctive appeal — ensuring it remains both welcoming and commercially dynamic.

Finally, our focus on enabling businesses to thrive recognises that success today requires more than

location alone. Strategic insights, cost-saving initiatives, skills development, marketing support and strong advocacy all play a role in supporting performance and resilience. By acting as a collective voice and service platform, the King's Road Partnership delivers benefits that individual organisations would struggle to secure independently.

The decision ahead is therefore about continuity and ambition — maintaining proven support while unlocking further opportunity. A YES vote enables us to build on the progress made together and continue investing in the strength, visibility and future competitiveness of the King's Road.

I encourage you to review the proposal carefully and support the continuation of the King's Road Partnership for the next five years.



Steven Medway
CEO,
King's Road Partnership



A MESSAGE FROM OUR CHAIR

The continued success of the King's Road Partnership is built on collaboration, shared purpose, and a commitment to safeguarding the strength and distinctiveness of one of London's most vibrant destinations. This proposal represents the next step in that journey – an opportunity to build on what we have achieved together and to shape a confident, resilient future for our community.

Over the past five years, the King's Road Partnership has demonstrated tangible value: strengthening safety and security across the area, improving the public realm and representing a collective voice of local business. These achievements have been made possible through effective partnership with stakeholders, including the Royal Borough of Kensington and Chelsea and through the active participation of our members. They are a strong reminder of what can be accomplished when we act with alignment and purpose.

The proposal set out in this document is forward-looking and practical. It focuses on supporting businesses through stronger networks, accessible resources and thoughtful stewardship of the environment. At its heart is a commitment to maintaining the character, vitality, and reputation of the King's Road in an evolving landscape.

Your support is central to this vision. A positive vote will enable the King's Road Partnership to continue delivering measurable improvements, advocating effectively on behalf of businesses and investing in initiatives that drive commercial success. It is an opportunity not only to maintain

momentum, but to strengthen it - ensuring that the King's Road remains a place where businesses thrive, visitors feel welcome, and we all take pride in its future.

I encourage you to review the proposal carefully and to lend your support to the term ahead.

Together, we can maintain continuity, strengthen our shared ambitions and support long-term sustainable growth for the King's Road.



Hugh Seaborn,
CEO,
Cadogan



WHAT WE HAVE DELIVERED FOR YOU OVER THE PAST 5 YEARS

1,500+

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

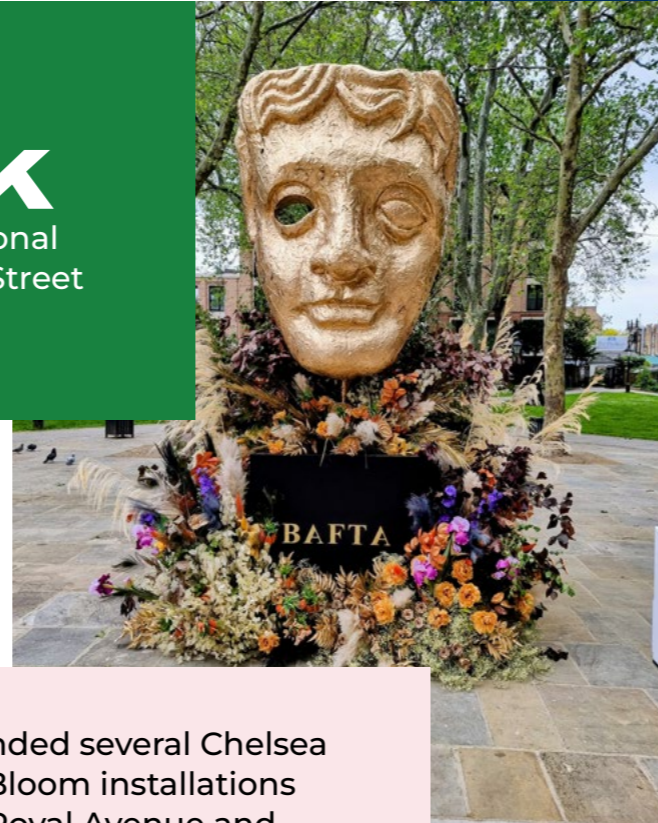
Created a global spotlight for the King's Coronation on the King's Road through a co-funded street party with Cadogan

£4.5m

investment delivered into King's Road since 2021

£270k

worth of stock and personal items recovered by the Street Team



70m+

steps walked by the Street Team patrolling the King's Road

Attracted the Kids Go Wild public art trail to the King's Road featuring nine astonishing bronze sculptures created by British and Australian artists, Gillie and Marc



10%

decrease in theft since the King's Road Partnership launched

Secured the introduction of eight CCTV cameras for the King's Road, monitored by the Royal Borough of Kensington and Chelsea

Funded several Chelsea in Bloom installations at Royal Avenue and Dovehouse Green in 2023

26%

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



90%

prosecution rate for top 100 prolific offenders



Supported the Christmas Light Switch On event with Cadogan (2021-2023)

£1.4m

savings for businesses through our Business Cost Reduction Scheme

£245k

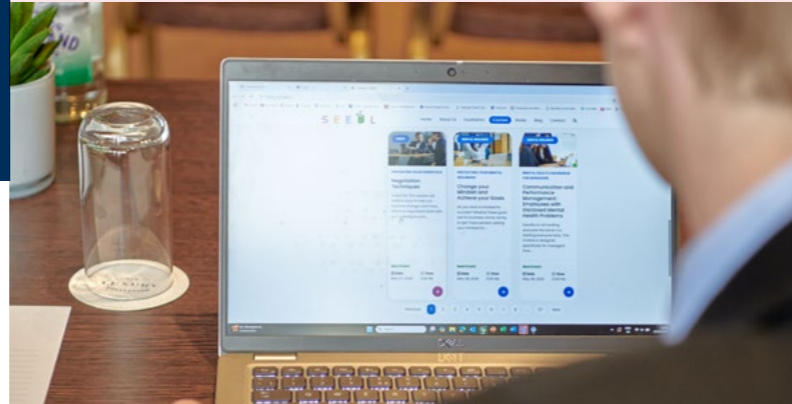
savings secured for businesses on waste and recycling

WHAT WE HAVE DELIVERED FOR YOU OVER THE PAST 5 YEARS

25m

visitors and workers a year to the district

Businesses accessed over 250 free courses to aid business training



Launched the first Halloween Dog Parade along the King's Road, a new annual fixture for the district



Launched the co-created King's Road Action Plan adopted by the Royal Borough of Kensington and Chelsea



Delivered over 120 events and networking opportunities, bringing our community together for personal and professional benefit



82%

noted the King's Road Partnership delivered a strong return on investment

88%

of members would recommend the King's Road Partnership to other businesses



£36m

average Monthly Sales on the King's Road from International and Domestic Customers



Grew the digital presence for the King's Road with over 124,000 followers across TikTok and Instagram



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

Launched and grew the King's Road Privilege Card with Cadogan used by over 18,000 locals and 135 businesses



YOUR VISION FOR THE KING'S ROAD

WHERE BUSINESSES COME TO GROW — AND STAY TO SUCCEED.

OUR MISSION:

We exist to help businesses within the King's Road district grow and ensure the area continues to thrive as a premier retail, hospitality, and commercially vibrant destination that is clean, safe, and welcoming to all.

UNDERSTANDING YOUR PRIORITIES

Over the past year, we have engaged closely with member businesses and our Strategic Management 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 Business Proposal sets out a bold, ambitious plan to support the long-term success of businesses along the King's Road. It details how we will protect and strengthen the trading environment, elevate the public realm, and enhance the overall experience for visitors, workers, businesses and residents ensuring the King's Road remains a vibrant, distinctive, and memorable destination for all.

OUR BUSINESS PLAN FOR 2026-2031

Three core areas of focus:

1 PROTECT
A safe and secure King's Road



2 ENRICH
Improving the Public Realm

3 THRIVE
Empowering businesses to succeed



PROTECT



A SAFE AND SECURE KING'S ROAD

Our most recent member survey confirms that safety and security are your top priority. That's why we invest significantly in strategy, dedicated personnel and new initiatives to strengthen both the reality and perception of safety—ensuring businesses, workers, visitors and residents across the district continue to feel confident and protected.

We provide what businesses cannot achieve on their own – effective relationships with the Metropolitan Police, Safer Business Network, the Council'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 King's Road Partnership continuing for the next five years.



STREET TEAM

PROTECT 

WHAT WE DELIVER

Security across the district, 7 days a week (14 hours a day 4 days a week and 10 hours a day 3 days a week).



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



Tactical security for significant events, such as Chelsea in Bloom.



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.



“The King’s Road security street team have been highly professional and proactive providing a level of service that makes our business feel secure. Working closely with local police, they provide a visible daily presence on the high street, helping to deter anti-social behaviour and crime. I would like to praise them for their excellent communication, quick response when called and reliability in providing reports and bringing awareness to us and other stores if a potential situation is imminent. They are also a friendly face of safety, handling tough situations and overall brilliant to work with.”

Snezana Dardova Ivanov
Store Manager, Penhaligon’s

STRENGTHEN OUR BUSINESS CRIME REDUCTION UNIT

PROTECT 

WHAT WE DELIVER

Funding of the ShopSafe Alert Crime Intelligence platform delivered in partnership with Safer Business Network with over 1,000 offenders.

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.



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



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 King's Road 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 London Resilience, and the Local Authority Business Resilience unit, the Partnership to ensure we strengthen business resilience, and implement a coordinated, district-wide strategy to respond effectively to live incidents.

“

The King's Road 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 King's 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.”

Alexandra McDonagh
Superintendent for Kensington and Chelsea, Metropolitan Police

KEEPING BUSINESSES INFORMED & CONNECTED

PROTECT 

WHAT WE DELIVER

Prolific Offender case file building including victim impact statements.



BY VOTING YES, WE WILL:

KEEP BUSINESSES INFORMED AND CONNECTED

- 1 By voting YES, we will fund a new CCTV operator in partnership with Royal Borough of Kensington and Chelsea within the Council Control Room responsible for utilising footage increasing the detection of crime, the evidence to support successful prosecutions, and overall surveillance.
- 2 We will continue to run monthly Business Resilience Forums and fund the ShopSafe Alert platforms and our new radio scheme, which launched in April.
- 3 Our work in this area, broader security measures, and community safety initiatives are part of our coordinated approach to safety and resilience across the district.



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

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



“

The Street Team provides a visible, on the ground presence and is responsive in supporting our employees, helping to create a reassuring sense of safety across the area. Through the Business Resilience Forum, King's Road Partnership brings businesses together to share intelligence and build a collective understanding of emerging risks. The ability to collate and combine criminal intelligence in this way is invaluable, creating an environment that actively deters criminal activity. This collaborative approach has helped achieve a 90% prosecution rate for prolific offenders. Peter Jones supports King's Road Partnership's role in protecting the district by excluding prolific offenders from the area.”

Dominic Joyce,
Store Manager, Peter Jones

STRENGTHENING THE EVENING ECONOMY

PROTECT 

BY VOTING YES, WE WILL

1 As the King's Road offering continues to expand into the evening, so too does our support for businesses to ensure they remain resilient and supported for any challenges they may face during this trading period.



2 By voting YES, we will introduce a first-of-its-kind radio scheme for the King's Road, connecting businesses directly with the Metropolitan Police, CCTV control room, our Street Team and neighbouring businesses, enabling a faster response to incidents.

3 We will provide hospitality businesses with specific training for issues linked to the nighttime trading period and launch a Pub Watch scheme to further promote safety and reduce crime and anti-social disorder.



“

“A strong and vibrant evening trading environment is a core part of our business. The King's Road Partnership not only makes our customers feel safe and welcome through the Street Team, but also provides opportunities to work collectively on valuable initiatives including training, knowledge sharing and crime prevention.”

Dom Jacobs
The Cadogan Arms

ENRICH

ENHANCING THE PUBLIC REALM



The King's Road's prestige, heritage and global reputation continue to attract businesses to the area. More than just a postcode, it gives businesses a place within one of London's most iconic destinations, with a unique appeal to local visitors and international audiences alike. It is why names such as Peter Jones, Bluebird and Auerbach & Steele have remained here for decades.

Shaping an exceptional destination demands strong collaboration with the Royal Borough of Kensington and Chelsea and leading property owners including Cadogan, Martin's Properties, Sloane Stanley, Crosstree and HALJ Group. Together, we are raising the bar for the King's Road—protecting its unique character and securing its legacy for generations to come.



This vital support will only continue if businesses vote YES to the King's Road Partnership continuing for the next five years.



KING'S ROAD ACTION PLAN

We will implement the King's Road Action Plan, which sets out a coherent and integrated programme of projects that will ensure that the area continues to thrive as an economically and culturally vibrant place into the future.



Our delivery approach will reflect the Council's considered approach to enhancing the Borough through their Amazing Places programme to ensure the King's Road is not only a place to enjoy but also offers important services and experiences that showcase Chelsea's rich heritage, uniqueness and culture.

We will work with the Royal Borough of Kensington and Chelsea and property owners along the King's Road to identify opportunities to improve the pedestrian experience by maintaining, improving and removing street furniture and improving traffic junctions.



BY VOTING YES, WE WILL ALSO DELIVER:

A WELCOMING DESTINATION

- 1 By voting YES, you will retain the standards of excellence in waste management achieved over the past five years, provided by the King's Road Partnership.
- 2 We will deliver street cleansing and effective waste management, essential for maintaining the King's Road as a high-quality, attractive destination that supports strong footfall and commercial performance.
- 3 We will ensure businesses can access discounted rates for waste collection, a service that helps improve air quality across the district by consolidating waste collection and reducing vehicular congestion.

DRIVING DISCOVERY

- 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 Vote YES, and we will spearhead an innovative and flexible wayfinding strategy with 'evergreen' attributes and the ability to promote upcoming events, further strengthening the area's place identity and ensuring a cohesive customer experience.

“

The King's Road Action Plan embodies partnership and collaboration that creates a shared vision for longer term improvements to the district. The King's Road Partnership is a force for positive change by bringing together all the key stakeholders on the King's Road including property owners, business, resident group and Royal Borough of Kensington and Chelsea Council. With the support and direction from the King's Road Partnership, the King's Road continues to be an exemplar of vibrancy, diversity and continues to be a key attraction for residents and visitors alike as a thriving, iconic destination.”

Richard Bourne
CEO, Martin's Properties

MAINTAINING HIGH STANDARDS

WHAT WE DELIVER

Ensuring the King's Road is well-maintained 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-cleansing pavements and rapid response with the Royal Borough of Kensington and Chelsea to discounted waste services that cut clutter, traffic and emissions, we are committed to maintaining the exceptional standards the King's Road demands.



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



BY VOTING YES, 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, ultimately enhancing the overall perception and performance of the King's Road. 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.

“

The King's Road Partnership makes a tangible difference to our business. Their responsiveness to ad hoc cleaning requests helps us maintain a clean and attractive outdoor dining space, while their regular district-wide deep cleans contribute to a consistently high-quality visitor experience across King's Road. Their proactive approach and ongoing support provide real added value for businesses like ours and help strengthen the appeal of the area as a whole.

Agathe Site
Store Manager, Joe & The Juice

WHAT WE DELIVER

Funding and delivery of the Chelsea in Bloom Grant scheme for independent businesses.



Funding of the Christmas Lights Scheme for the entire King's Road.



Funding and delivery of the King's Road Halloween Dog Parade, creating a new annual spotlight for the district.



BY VOTING YES, WE WILL:

- 1 Champion and celebrate the ongoing cultural outputs and talent across the local area.
- 2 Curate placemaking projects that activate the public realm complementing the strong brand identity of the district.
- 3 Continue funding the Christmas Lights Scheme with a refreshed look.
- 4 Continue funding the Chelsea in Bloom Grant enabling independent businesses to take part.
- 5 Explore partnership opportunities with neighbouring festivals and events such as Chelsea History Festival and Chelsea Arts Festival.
- 6 Lead activations that create a focal point for the King's Road, such as the Kings Road Halloween Dog Parade.

“

“The King's Road Partnership has been a hugely supportive marketing partner to our independent small business, Love My Human, championing our interests, helping launch the first King's Road Halloween Dog Parade. To shine a spotlight on the district being one of the most dog friendly in London to drive footfall and spend.”

Jenny Matthews
Founder, Love My Human

THRIVE



EMPOWERING BUSINESSES TO SUCCEED

Businesses rely on the King's Road Partnership as a central hub of expertise and coordination, providing tailored support, training and marketing opportunities that empower businesses of all sizes to thrive.

Enabling businesses to thrive extends to being the collective voice for the district, championing the issues that matter most to improve trading conditions, from business rates, employment law, to VAT free shopping, ensuring our local MPs represent your priorities to influence London and national policy.



This vital support will only continue if businesses vote YES to the King's Road Partnership continuing for the next five years.



ECONOMICALLY RESILIENT DISTRICT

THRIVE 

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.



Footfall cameras installed along the King's Road recording 25 million visits per annum.

Monthly domestic and international spend data with an insight report.



Quarterly networking events for businesses and local stakeholders.



BY VOTING YES, WE WILL ALSO DELIVER:

COST SAVING INITIATIVES

- 1 We will continue to offer the highly successful Business Cost Reduction Scheme, making significant savings on electricity, commercial waste, gas, water, telecoms, plus many more.
- 2 We will also continue to fund THRIVE, providing businesses with free unlimited access to hundreds of live and on-demand business courses. This free service provides significant cost savings on professional development across health and safety, leadership, customer excellence and compliance.

STRATEGIC INSIGHTS TO DRIVE BUSINESS DECISIONS

- 1 By voting YES, we will invest in a new insights programme that provides 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 expand our existing events programme and launch a bespoke member 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. This will also include a range of partnership and networking events, which create opportunities for businesses to exchange ideas and insights to drive their growth and staff engagement.
- 3 Our website will serve as a one-stop shop for both our member services and those offered by the Council, driving awareness and uptake.

“

As an independently owned business, the Business Cost Reduction Scheme has helped us enormously. We've already saved thousands on our energy costs and I'm sure that going forward we will continue to utilise this service, and it will continue to save us quite a lot of money.”

Gail Steele
Owner, Auerbach & Steele

DRIVING FOOTFALL & SPEND

THRIVE 

WHAT WE DELIVER

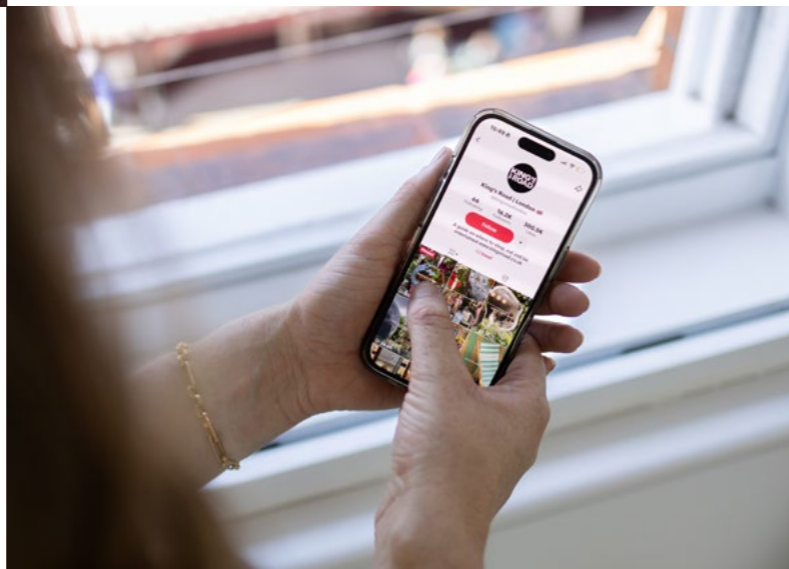
Fund the e-learning platform THRIVE offering free training on health and safety, compliance, customer service, retail and hospitality management.



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

Provide a complimentary photography service for businesses, equipping them with high-quality visual assets while helping to reduce overall marketing costs.

Over the last five years the King's Road Partnership has co-funded the destination marketing channels led by Cadogan, to raise the profile of the district and our member businesses.



BY VOTING YES, WE WILL ALSO DELIVER:

IMPACTFUL MARKETING SUPPORT

- 1 By voting YES, we will deliver initiatives that not only drive local procurement opportunities across the district but also raise visibility with broader audiences, increasing visits to the area.
- 2 We will focus on projects that provide cost relief to businesses, such as free 1:1 marketing consultancy or photography, through to seasonal-themed campaigns and guides, including a B2B Business Directory and a Wedding Guide.
- 3 Our approach will help BID members, and businesses across the Borough to work towards a socially responsible procurement strategy, with the additional benefit of supporting the Council's vision of an inclusive and sustainable local economy.
- 4 We will help the district maximise the presence of high-spending film production companies by producing a guide to drive local spend across restaurants and retail, helping the district benefit from filming throughout the year.

DESTINATION MARKETING

- 1 Through our partnership way of working, members of the King's Road Partnership will continue to benefit from marketing initiatives created, managed and funded by our partner, Cadogan.
- 2 This includes the successful Privilege Card scheme, high-profile seasonal events such as Chelsea in Bloom and Chelsea Arts Festival, and helping businesses increase visibility and reach new audiences through digital marketing across the consumer website and social media channels.

AN AI READY DESTINATION

- 1 The rise of Artificial Intelligence has permanently changed the way visitors research and plan trips, with ChatGPT and Google AI Overview becoming trusted, accessible and fast sources of inspiration and itinerary planning.
- 2 By voting YES, we will explore ways to further increase the visibility of businesses across the King's Road to ensure our digital presence is elevated where audiences are seeking information.

“We are absolutely delighted with the professional images recently captured at our flagship store. The King's Road Partnership team perfectly translated the vision of our brand into beautiful, high-quality photography that truly showcases our space. These assets are invaluable to us, and we are incredibly grateful for the support and partnership. Thank you for helping us highlight the very best of our store.”

Lucy Macnamara
Founder, Aspiga

DRIVING BUSINESS FORWARD THROUGH TRUSTED REPRESENTATION

THRIVE 

WHAT WE DELIVER

Drive national and local advocacy on key issues to support trading including VAT Free Shopping and Business Rates.



Participated in Council run jobs fairs, showcasing live roles from over 40 member businesses.



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



BY VOTING YES, WE WILL ALSO DELIVER:

OPPORTUNITY FOR THE LOCAL ECONOMY

- 1 We will work closely with Royal Borough Kensington and Chelsea to support the successful delivery of their Economic Growth Strategy.
- 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 the Royal Borough of Kensington and Chelsea 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 Council's efforts to help young people and residents succeed in the Borough.

“

The King's Road Partnership provided invaluable support in the lead-up to our store opening and played a key role in the success of our launch campaign. The team worked closely with us to build awareness and excitement, helping to introduce Whole Foods Market to both new and existing customers on the King's Road.

They ensured we were fully aware of the promotional support available, including launching an offer on the King's Road Privilege Card to drive footfall, build loyalty, and encourage repeat local spend. Combined with support for local leafleting, this helped deliver a strong and successful opening campaign.”

Bianca Rojas
Store Manager, Whole Foods Market

WHO WE ARE

In 2021, businesses across the King's Road voted 'YES' to establish the King's Road Partnership, the Business Improvement District for the King's Road.

We are a not-for-profit organisation funded by businesses on the King's Road, representing over 300 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.



WHAT WE DO

Our role is to help businesses thrive and grow on the King's Road and to curate a destination that attracts inward investment, creating a vibrant place for professionals working in the area, residents, and visitors alike.

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

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 King's Road Partnership was founded in 2021 and, together with the Knightsbridge Partnership, represent the Royal Borough of Kensington and Chelsea's first BIDs and has since been joined by the Opportunity Kensington BID.

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 KING'S ROAD PARTNERSHIP BID AREA

King's Road
Symons Street

NEW STREETS TO BE INCORPORATED INTO THE BID DISTRICT

Burnalls Street
Chelsea Manor Street
Jubilee Place

Mallord Street
Markham Street
Old Church Street

Sydney Street
Tryon Street



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 be a period of five years from October 1, 2026, until September 30, 2031
- 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 1.6% rateable value, based on the 2023 rating list as at March 31, 2026.
- 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 RPI as published in January of each year, 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

BUDGET

INCOME AND EXPENDITURE AND 5 YEAR CASH FLOW

	2026/27	2027/28	2028/29	2029/30	2030/31
Income					
BID Levy	747,888	770,325	793,434	817,237	841,755
Voluntary Contributions	250,000	257,500	265,225	273,182	281,377
Project Funding	20,000	20,600	21,218	21,855	22,510
Street Team Funding	70,000	72,100	74,263	76,491	78,786
Total Income	1,087,888	1,120,525	1,154,140	1,188,765	1,224,428
Expenditure					
Protect	387,000	398,610	410,568	422,885	435,572
Enrich	283,750	292,263	301,030	310,061	319,363
Thrive	156,500	161,195	166,031	171,012	176,142
Administration	107,200	110,416	113,728	117,140	120,655
Management	101,000	104,030	107,151	110,365	113,676
Total Expenditure	1,035,450	1,066,514	1,098,509	1,131,464	1,165,408
Surplus/Deficit	52,438	54,011	55,631	57,300	59,019
Contingency	32,462	33,436	34,439	35,472	36,536
Contribution to Reserves	20,000	20,600	21,218	21,855	22,510
* 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 an 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.

GOVERNANCE

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

The West Central BID's 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 (CHAIR, 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.

STRATEGIC MANAGEMENT BOARD

The King's Road Partnership's Strategic 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.

Andrew Wass (Peter Jones)

Baz Naik (Waitrose)

Bianca Rojas (Whole Foods)

Bruce Langlands (Trotters)

Dom Jacobs (Cadogan Arms)

Hugh Seaborn (Chair, Cadogan)

Grace Francis (ME + EM)

Georgina Walker (White Company)

Jenny Matthews (Love My Human)

Mark Homewood (Designers Guild)

Matt Mason (Crosstree)

Mizanur Rahman (M&S)

Mohamed Nadar (Halj Group)

Richard Bourne (Martin's Properties)

Steven Medway (King's Road Partnership)

Thom Elliot (Pizza Pilgrims)

OBSERVERS

Sir Paul Lever (The Chelsea Society)

Moira Ugoji (RBKC)

Cllr Sarah Addenbrooke (RBKC)

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 the Finance and Governance Group.

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 quarterly 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.



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.



ROYAL BOROUGH OF KENSINGTON AND CHELSEA

A strong working relationship will be maintained with the Royal Borough of Kensington and Chelsea, as they are the primary authority 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 on our website www.kingsrdpartnership.com/ballot in August 2026.

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.



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The King's Road Partnership provides a strong and effective collective voice for businesses and plays a central role in shaping the future of the King's Road. Through the development of the King's Road Action Plan, the Partnership has taken a holistic view of the street, 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 the King's Road, 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.

Councillor Elizabeth Campbell
Leader, Royal Borough of Kensington and Chelsea

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

King's Road has 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.



PROPERTY OWNERS

Property owners in the area are encouraged to join the BID on a voluntary basis and help inform the longer-term objectives of the organisation.

As set out in the membership criteria, membership will be on the basis of a financial contribution towards the overall management of the BID or towards specific projects the BID seeks to advance.



OPERATING AGREEMENT

Through an Operating Agreement with 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 King's Road Partnership BID and Council will form a Monitoring Group. The 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.



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 King's Road Partnership Business Improvement District.

To ensure impartiality, the BID ballot will be conducted by the Returning Officers and Electoral Services teams of 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.kingsrdpartnership.com/ballot in August 2026.

To discuss the proposal or the ballot process in more detail, please contact:

Steven Medway, Chief Executive
info@kingsrdpartnership.com

Full details of the ballot arrangements are available at www.kingsrdpartnership.com/ballot in August 2026.

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

IT'S YOUR VOTE – MAKE SURE YOU USE IT.



LEVERAGING ADDITIONAL NON-BID LEVY FUNDING

The King's Road 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 outside of the BID rules, commercial stakeholders and corporate partners to contribute to the BID's ongoing initiatives.

WHAT WOULD A NO VOTE MEAN

A no vote means the King's Road management team will cease to exist together with their work in driving the wellbeing of the King's Road and its business community, and lose the investment of £5m over a 5-year period.

A 'no' vote would mean losing the King's Road 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 King's Road 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 over the past five years.

NO OFFENDER TRACKING

The King's Road Partnership funds the ShopSafe alert scheme, providing businesses with access to information on over 1,000 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 King's Road 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 Royal Borough of Kensington and Chelsea, there will be a significant and noticeable difference and decline in standards.

NO CHRISTMAS LIGHTS

The King's Road 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, impacting footfall and the overall enlivenment of the district during a crucial trading period.

NO LOBBYING ON YOUR BEHALF

The King's Road Partnership is the only body that represents the entire district, able to champion issues that matter 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, and the area will lose its ability to be heard by local and national government.

NO AREA INSIGHTS

The King's Road 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 King's Road 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 that are unable to afford to fund marketing on their own.

If King's Road Partnership is not successful in the ballot, all current activities and services will cease from 30th September 2026 as there is no other organisation to deliver these services and benefits on your behalf.



USING YOUR VOTE

VOTING PROCEDURES

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



Steven Medway
Chief Executive

GET IN TOUCH

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