



Priority Projects – based on Partnership feedback

Section	Element	No	Activity	Comment
1. Place making	Healthy environment	1.1	Use (temporary) planters to increase green infrastructure and improve air quality.	On public realm, not roads
		1.2	Promote an increase in green spaces through a combination of green roofs, green walls, planters on existing buildings to create valuable habitats for wildlife.	
		1.3	Introducing wellbeing hotspots for residents and employees	
	Area character	1.4	Identify 'gateways' to Brompton Road and improve signage and wayfinding to encourage routes to and from key surrounding assets.	Especially from Hyde Park. Signage is needed and should incorporate Legible London signage for ease of user experience.
		1.5	Develop wayfinding and signage that encourages people to explore the district and its unique offer whilst maintaining residential amenity.	Make the user experiences consistent and use Legible London signage wherever possible.
		1.6	Use street furniture and wayfinding to strengthen the district's identity as a sustainable and attractive destination. To include cycle parking.	
	Community culture	1.7	Embrace digital technologies to bring people closer to businesses and activities happening in the district	Free Wifi? Special App for the area creating digital community . Website development

Section	Element	No	Activity	Comment
1. Place making (cont.)	Connectivity and severance	1.8	Removal of guard railing along sections of the road to gain back more usable footway widths at key pinch points and to mitigate against the funnelling of people towards certain formal crossing points	
		1.9	Make sure that adequate pedestrian crossings support key routes crossing the road to address existing severance.	
		1.10	Promote longer term narrowing of Brompton Road to two carriageways	
2. Street Services		2.1	Introduce enhanced (but friendly) street warden/security patrols to reassure stakeholders and help reduce retail crime and anti-social behaviour.	Ensure additionality to build on services already funded through business rates. Particular focus on anti-social behaviour and begging
		2.2	Street cleaning	Ensure additionality to build on services already funded through business rates. Annual spring cleans to the streets to enhance what the council will do.
3. Advocacy		3.1	Establishing BRP with key stakeholders	
		3.2	Promote and use the International Centre designation	Will help to attract wider choice of retailers. And enhance retail and hospitality consumer promotion
		3.3	Campaigns - Restore Tax Free shopping, Sunday trading	
		3.4	Respond to issues and consultations	
4. Insights		4.1	Weekly Member Coms	Include footfall & retail trends

### Other Issues

- Recognise the importance of car use in a high-end luxury district.
- Cycling – concerns about enhancing cycling use and its relevance to a high-end luxury retail district.
- Align efforts and quality with West End International Centre.
- Mitigate impact of commercial activity on residential areas.
- Align BID activities with Knightsbridge Neighbourhood Plan and Management Plan
- Reconsider name of the BID – Knightsbridge rather than Brompton Road
- More consideration of consumer marketing role