



Brompton Road Businesses vote YES to new Business Improvement District

Brompton Road businesses have voted overwhelmingly to establish a new Business Improvement District (BID). **90%** of businesses who voted supported the BID. Together they represent over **99%** of the total rateable value that voted.

The new BID will result in £6 million of new private sector investment in the district over five years to help recover from the impact of COVID-19, upgrade the public realm, improve traffic management, enhance the local environment and promote the district as one of high-end luxury with good amenities for people who live and work in the area.

The BID will come into operation on October 1st 2021.

Hugh Seaborn, Chief Executive of Cadogan Estate and Chairman of the Brompton Road Partnership said "This is a great result for the Brompton Road. The BID will act as a voice for businesses and a catalyst for much needed improvements which will benefit everyone who lives and works here. The BID will work in partnership with our two local authorities, who have been supportive throughout, the Mayor and local resident and amenity groups to help secure a vibrant, viable and sustainable future for Knightsbridge"

The Brompton Road BID is situated in both Westminster City Council and Kensington and Chelsea. It is the first BID in Kensington and Chelsea.

Welcoming the result, Cllr Rachael Robathan, Leader of Westminster City Council, and a local ward member said "The Knightsbridge International Centre is a major draw for visitors and investors, providing jobs and boosting London's economy. We look forward to working with the new BID to help the area recover from COVID-19 and retain its position as a global destination"

Cllr Elizabeth Campbell, Leader of Royal Borough Kensington and Chelsea, said "As our first Business Improvement District in the borough, the creation of the Brompton Road BID marks a really exciting time of change and growth for our business community. With two other BIDs in the pipeline for Kensington High Street and King's Road, we want to continue supporting the future of our fantastic local high streets."

You can see more about the Brompton Road BID at www.bromptonroadbid.co.uk

Contact :

Caroline Jennings, Head of Marketing and Communication, Cadogan

07930 855 040 caroline.jennings@cadogan.co.uk