

opportunity

2022-2027 **Vote YES** to establish a Business Improvement District centred around Kensington High Street

kensington



Our Kensington

A message from the Opportunity Kensington Steering Group.

Now is the time to act to secure the opportunities that Kensington is uniquely placed to benefit from. A group of local businesses have been working with Kensington and Chelsea Council and local residents to develop a Business Improvement District (BID) centred around Kensington High Street that can promote recovery and embrace change. The programme set out in this Proposal now needs your support.

Kensington High Street has long been a renowned shopping destination in London. Founded in the late 19th century, department stores such as Pontings, Barkers, and Derry and Tom's firmly established its reputation as a desirable retail centre in the city. In its prime, Kensington High Street was home to the largest concentration of department stores outside of Oxford Street. By the late 1960s this reputation

was furthered by the opening of retail phenomenon Biba and the development of Kensington Market.

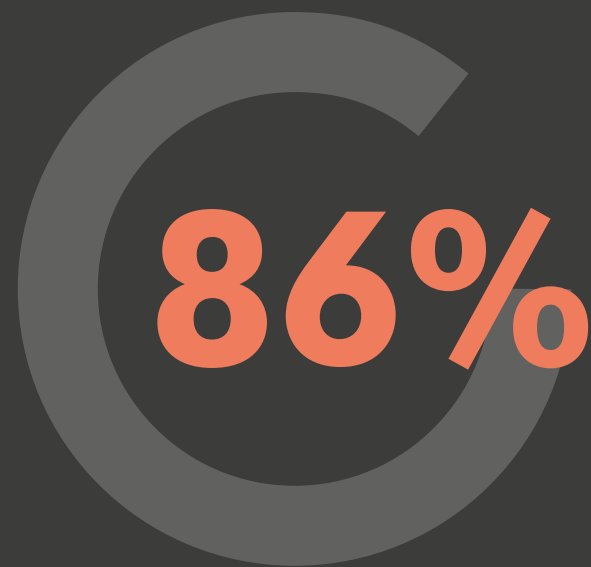
Like all high streets, Kensington faced challenging times. Now the offer in our area is an eclectic mix of family run hospitality businesses, well known restaurant and retail brands, independent cafés and hotels. Over the last five years the cultural offer has been boosted with the opening of the Design Museum and Japan House, just minutes away from Kensington Palace and Leighton House. With its transport connections and central location, it's a great home for the community of office workers and creatives.

The pandemic has brought another period of transition; increasing online shopping, discouraging tourism and offices have adopted new hybrid models of working. With this comes opportunity. The importance of community and interconnections has been highlighted, the value of public space has increased, and people are eager to once again socialise and enjoy culture. We believe that this renewal will be more successful with organisation and planning – and that's why we are asking for your support now.

Five years of opportunity 2022 – 27

This is a Proposal to businesses centred around Kensington High Street to work together to overcome the challenges accelerated by COVID-19 and secure the long term success of the area to benefit the whole community – businesses, employees, visitors, residents and investors.

A BID will secure at least £5 million worth of investment into Kensington High Street and its environs, delivered through a programme of work that will bring improvements and changes prioritised by businesses.



The process so far

In 2019 a Feasibility Study was commissioned to assess the viability of a Business Improvement District for Kensington. The businesses surveyed included the retail, leisure, office and hospitality sectors. The majority (86.11%) were in favour of establishing a Business Improvement District.

Since then, representatives from a variety of sectors and organisations in Kensington, large and small, have been informing the development of this Proposal under the banner of Opportunity Kensington – feeding their insight and ideas into the process to establish core challenges, opportunities and priorities.

What is clear is that businesses and local stakeholders are eager for collaboration and change.

were in favour of establishing a Business Improvement District.

“We are hugely supportive of the BID and feel it will help revitalise a once iconic high street and celebrate the current range of local businesses. We are proud to be a key cultural destination on Kensington High Street and as our high streets change and adapt to new needs and behaviours, Opportunity Kensington will enable us to work together to build a thriving community.”

– Siobhán Tighe, Director of Finance and Operations, Design Museum

“The timing of the BID could not be better for the hotel sector. This is a pivotal moment to come together as a community after a challenging few years. As we look to re-open, Opportunity Kensington gives the area and its stakeholders the platform we need to make 2022 and beyond a success.”

– Gareth Quin, Commercial Director, Royal Garden Hotel



“Opportunity Kensington builds on what the Kensington Business Forum has actively achieved over a number of years. This is a wonderful opportunity to ensure Kensington W8 remains a vibrant place to live, work, invest and visit by cementing partnerships with all of our local stakeholders.”

— Tom Frost, Chair,
Kensington Business Forum

“Kensington High Street needs both a clear vision and active management to steer it through to a new future, for its businesses and for its customers, especially its local community. I support the proposed new Business Improvement District – Opportunity Kensington – to provide the impetus needed to steer it to a new, more inclusive future.”

— Michael Bach, Chairman,
Victoria Road Area Residents’ Association

“Following the establishment of BIDs in Brompton Road and Kings Road, I am excited by the prospect of a third in the borough. The Council is proud to support, and be a prospective member of, Opportunity Kensington. As the business ambassador for Kensington and Chelsea Council, I passionately believe in the impact such a partnership can achieve in the area.”

— Cllr Catherine Faulks, RBKC, Lead Member for Economy,
Employment and Innovation



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Our Purpose

A thriving destination

Our purpose is to create a shared vision for Kensington that celebrates, connects and supports its businesses, its people, its places.

Opportunity Kensington will focus around three strategic pillars that support this common objective:

A connected and supported business community

Welcoming public spaces



Sam Owen
Head of Kensington Palace



Gordon French & Sandra French,
Owners, Gallery19

The opportunity

To raise and reinforce Kensington's profile as a world class retail and cultural destination in London where visitors want to spend time, where employees want to work, where businesses want to locate and where land and property owners look to invest.

Kensington is both an international high street and a series of local villages. It boasts grand architecture, cultural institutions such as the Design Museum, Kensington Palace and Japan House, and high-profile offices and retail. Simultaneously it offers independent shopping and cafes, and side streets with a village-feel.

Businesses tell us that the area lacks a coherent identity.



A thriving destination

Welcoming public spaces

The opportunity

To create green and attractive public spaces that increase dwell time and innovatively tackle issues such as congestion and air quality, improving our environment for all.

The pandemic has amplified the importance of public spaces.

An abundance of retail and leisure attract footfall to the High Street; it is bustling but often congested. Step just one or two streets back and the quiet side streets and "villages" with characterful cafes and small shops feel like a world apart.

Opportunity Kensington will:

- Create a shared vision and narrative with local stakeholders to capture and define the identity of Kensington High Street and its surrounds.
- Deliver marketing campaigns, digital platforms and programming to drive footfall, build back visitors to support the local economy, and engage new audiences.
- Enrich experiences by driving exploration through and beyond the High Street, extending the economic benefits of footfall.
- Celebrate Kensington's cultural organisations through events and projects that promote their offer and encourage collaboration in the sector.
- Enhance Kensington's reputation as a retail and cultural destination of choice in London – for visitors, business owners, employees and investors.

“We are encouraged about the proposed BID's ambition to tackle issues such as air quality and congestion in the area, and are excited to learn more about how we can work together to make this happen.”

— Andrew Hatch, Community Partnerships Specialist (West), Transport for London

Opportunity Kensington will:

- Create a greener and more attractive public realm that improves wellbeing and increases dwell time in the area.
- Deliver a better high street experience.
- Ensure Kensington High Street is safe, secure and welcoming, using measures to tackle crime and social issues such as homelessness.
- Test innovative solutions to improve air quality and reduce congestion.
- Identify and advocate for additional investment in streets and spaces through partnership with organisations such as the GLA and TfL.

A connected and supported business community

The opportunity

To provide businesses with a platform where they are supported by BID services and benefit from connectivity with neighbouring businesses and the local community.

The BID area centred around Kensington High Street includes a wide variety of businesses: retailers, restaurants, hotels, pubs, museums, attractions and offices. All of them play an important role in Kensington's economy and the BID programme will seek to provide value to them all.

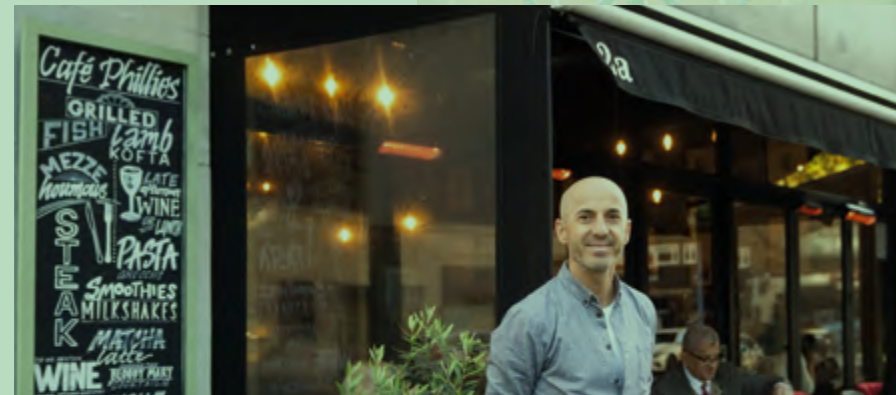
To achieve a truly collaborative framework that benefits the whole area, a business network must be grounded in the local community.

Opportunity Kensington will:

- Deliver services and perks for business owners and employees that support the attraction and retention of talent, cultivate a pride of place, and build business resilience.
- Represent a collective voice on behalf of businesses and local stakeholders.
- Nurture a collaborative and connected business community that shares experience, expertise, data and insight.
- Offer opportunities for businesses to reduce costs through collective purchasing.
- Encourage positive business impact by delivering and supporting initiatives with charities and social enterprises that bring community benefits.

“Opportunity Kensington will celebrate what’s special about Kensington High Street and its surrounding spaces and will be a reminder to us all to work together towards creating a happy place for visitors and residents to enjoy!”

– Ilir Havolli, Owner,
Café Phillies



Ilir Havolli
Owner, Café Phillies



Ffiona Owen
Owner, Ffiona's



Gareth Quin
Commercial Director, Royal Garden Hotel

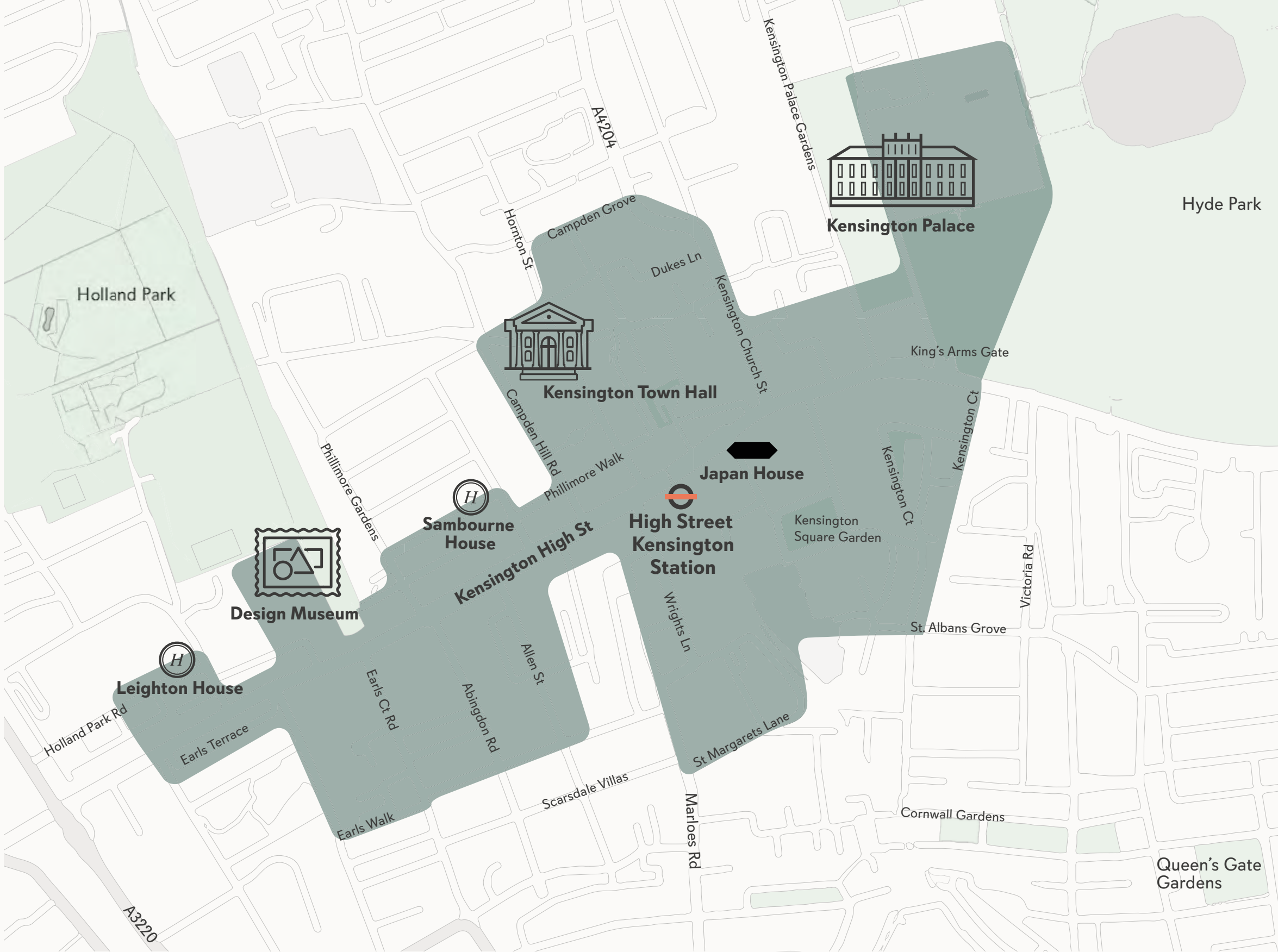


James Weston
Store Manager Kensington, Marks & Spencer

What area is encompassed?

The Opportunity Kensington Business Improvement District will be centred around Kensington High Street. It stretches east to Kensington Palace and the junction with Kensington Court and west to Edwardes Square. To the north it encompasses a portion of Kensington Church Street, up to the junction with Campden Grove, and to the south it reaches Earls Walk, Scarsdale Place and Kensington Court Place.

Being part of Opportunity Kensington



 Opportunity Kensington area

Vote YES to establish a Business Improvement District centred around Kensington High Street

2022 — 2027

What businesses would be members

All businesses within this defined area with a rateable value of £30,000 and above will be eligible to vote in a ballot in January 2022 to secure a new Business Improvement District for Kensington, for five years from April 2022.

Opportunity Kensington will work with local businesses and other key stakeholders to deliver a programme that responds to the priorities of the area. In 2027, as is the case with all BIDs, businesses will again have the opportunity to vote to secure a next five year term, at which stage a revised boundary can be proposed with any considered extensions.



What financial contribution will members make

All businesses within the defined area around Kensington High Street, with a rateable value on their premises of £30,000 and above, will contribute an annual levy which is calculated at 1% of their RV.

A cap of £50k has been applied for larger businesses, and where a business occupies multiple hereditaments (business rate paying premises) in the defined area. Registered charities will receive 80% relief on their levy payments.

Over the next five years, Opportunity Kensington will secure at least £5 million of investment into the local area through this levy. It will act as a catalyst for further investment by leveraging extra funding through partnerships and grants, furthering the impact of the levy.



James Chivarini
Director, Il Portico

Our values of inclusivity, sustainability, and resilience

As a long term resident and business owner in Kensington I am delighted to be part of the BID proposal. This is a long over-due opportunity to fulfil the potential of Kensington High Street and to bring together businesses and residents to create a thriving community.”

— Katie Bulatovic, Owner, Pomegranate

Kensington is characterised by the diverse range of interests within its community, and making the most of this mix is integral to the success, character and narrative of the area.

Opportunity Kensington is determined to reflect this through a culture of **inclusivity**. Our aim is to ensure that:

- The relationship between businesses and the host community is further strengthened.
- All businesses are supported and represented regardless of size.

Smaller businesses that are not eligible for automatic membership of the BID – whether due to their geographical location or that they fall beneath the £30,000 RV threshold – will be actively encouraged to join, share insight and participate in the BID’s governance and programming.

These businesses can do so by making a voluntary contribution annually based on the same calculation applied to levy paying members: 1% of the rateable value of their premises.

Opportunity Kensington will be governed by a Board made up of levy paying businesses along with other key stakeholders. Opportunity Kensington will work to ensure the Board is balanced and representative of Kensington’s business sectors and with representation drawn from the wider community.

Opportunity Kensington’s programming will also be underpinned by values of **environmental sustainability**. As we work with businesses to deliver new projects and improve experiences for all, we will look to tackle issues such as air quality, single use plastics, food waste and energy consumption – using our collective strength.

The pandemic has highlighted the value of **resilience**. Successful businesses and places exhibit flexibility to adapt and respond to change. Our systems, our planning and programming will respond to new challenges and opportunities as they arise, and support others to do so.



How your contribution will be invested

The Opportunity Kensington business plan will be developed in conjunction with local businesses through a governance structure that encourages participation and collaboration. Representatives from businesses will be invited to join thematic groups to set strategic priorities, which not only ensures our programme is co-designed with the local community, but also creates a culture of transparency and accountability.

All levy income will be invested into the defined geographical area. Opportunity Kensington will supplement levy payments by identifying and generating extra income through external funding opportunities and partnerships.

“As a shop owner on Kensington High Street, I believe the establishment of a BID is a great idea to get the heart of Kensington beating again – for its local residents, shops, museums and eateries. There is so much to explore in one of London’s best tourist destinations.”

— Matthew Bartell, Owner, Threads&Co

Budget Breakdown

2022

- Public realm
- Destination marketing
- Business services
- Core costs, including contingency and collection

42%

Public realm

2027

18%

Business services

15%

Core costs

25%

Destination marketing

“As a long-established, privately owned business in the Royal Borough, I am delighted to endorse the proposal for a Business Improvement District in Kensington. There is a huge opportunity for businesses and local residents to collaborate and support each other at this time more than any other. I believe that there is also a strong desire for some positivity and a sense that we are moving forward once again.”

— Andrew Pike, General Manager, The Milestone Hotel

Please note, these allocations are indicative of current priorities but a degree of flexibility is required to ensure Opportunity Kensington can respond to new challenges and opportunities as required across the five year term.

To see further documents relating to the BID arrangements, please go to: visitkensington.co.uk/opportunitykensingtonbid

What is a Business Improvement District (BID)?

Business Improvement Districts are not-for-profit partnerships in which local businesses have chosen to invest together to improve the environment of their local area. There are now around 60 in London and over 300 across the UK. A BID is established through a democratic ballot process in which businesses in the defined geographic area vote in response to a proposal. All services provided by a BID are additional to those delivered by the statutory authorities.

If a ballot is successful, it is then managed and operated by a BID Company – a non-profit business run by and for its members – and is funded through the BID levy, which is a small percentage of a business' rateable value.



How does the BID ballot work?

A BID can only be established after a successful ballot vote of eligible businesses. In January 2022 all eligible businesses within the BID boundary, with a rateable value of £30,000 and above, will receive a ballot paper in the post. Ballot papers must be returned within a month, by Thursday 10 February 2022.

The ballot must pass on two counts: a simple majority of those voting must be in favour and their votes must represent more than 50% of the total rateable value of the properties that vote. The BID ballot is administered by the Council Returning Officer and their electoral services staff. It is arranged in line with rules set out in the BID regulations (2004) as approved by Parliament.

How will Opportunity Kensington be funded? And where is it spent?

Businesses with a rateable value of £30,000 and above within the BID boundary contribute 1% of this amount through an annual levy. Over the next five years this will see at least £5 million invested into Kensington High Street and its environs. This income will be bolstered by additional funding secured by the BID through partnerships and grants, which helps make the levy go further.

The BID's services are above and beyond what the local authority currently provide. To ensure that the services the BID provides are additional to what's already delivered, the BID has a Baseline Agreement with Kensington and Chelsea Council which details the services they currently deliver. A breakdown of spend can be seen in this Proposal.

Registered charities will receive an 80% reduction on their levy payments. A cap of £50k has been applied so that no one business will contribute more than this.

How is the BID levy collected?

The BID levy is collected on an annual basis. BIDs commission the local authority to collect the levy on their behalf as a separate bill. The levy is amended on an annual basis in line with inflation.

How is the BID governed?

A Board of Directors who represent a cross-section of businesses will be established and convened regularly. Thematic groups will be formed which invite businesses to come together and share ideas and help frame programming for the years ahead. Responsibility for assigned budgets will be delegated to these groups to allocate where spend is most beneficial.

Those businesses exempt from paying the levy, whether beneath the £30,000 threshold or just outside the boundary of the area, will be encouraged to contribute voluntarily.

How long does the BID last?

The BID will run for a five year term until 2027. BID legislation requires all BIDs to return to their electorate for renewal every five years. The more established BIDs in London are in their fourth term.

Your questions answered

What happens next?

The team at Opportunity Kensington will be speaking to all businesses before the ballot in January to tell them more about the Proposal.

All ballot communication is issued via Kensington and Chelsea Council. You should have already received a letter to confirm who is eligible to vote at your premises (usually the ratepayer). If you haven't received this, there is still time to nominate a voting representative.



Key dates for your diary

Thursday 16 December 2021

Notice of ballot. You'll receive information about the upcoming ballot and the Opportunity Kensington Proposal.

Tuesday 11 January 2022

Ballot opens. Please look out for your ballot paper in the mail. The legislation does not allow for e-mailing, all voting must be carried out via post.

17:00 | Thursday 10 February 2022

Ballot closes. Please make sure you have posted your vote before then!

Friday 11 February 2022

Result announced.

April 2022

The BID begins its first term if a majority yes vote is achieved.



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

The campaign to establish Opportunity Kensington BID has been supported by Kensington and Chelsea Council through funding, and delivered working alongside the local businesses and stakeholders who have played an important part in this development stage.

2022-2027 **Vote YES** to establish a
Business Improvement
District centred around
Kensington High Street

If you have any questions or would like to arrange a meeting, please contact kate.poulter@themeans.co.uk or call 07701 289576.

The Proposal and other related documents can be found online at visitkensington.co.uk/opportunitykensingtonbid

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**connecting
kensington.**