

# opportunity kensington



## Business Improvement District Year 2 Business Plan





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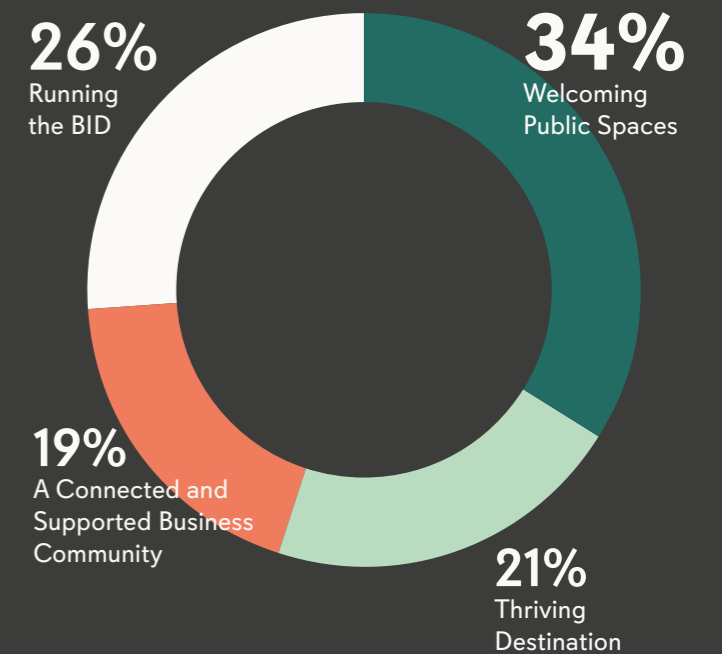
The Business Improvement District (BID) representing over 400 businesses located on and around Kensington High Street.

Opportunity Kensington is run by business for business and has secured a five-year investment of £5 million. This investment is being used to deliver improvements to help secure the long term success of the area to benefit the whole community – businesses, employees, visitors, residents and investors.

Opportunity Kensington is led by a Board of Directors representing a cross-section of businesses that sets the strategic direction of BID activity. The Board is supported by three theme groups that are responsible for projects, activities and managing the budget for each of their areas.

This document details our plans across our three key theme areas for Year 2 of the BID (April 2023 – March 2024).

## BID Budget 2023/4 Breakdown







# Our top 10 priorities for 2023 - 2024

1. Support retailers to address shoplifting, antisocial behaviour and safety and security issues they face.
2. Identify 'quick win' projects and installations that can be delivered to improve the immediate environment.
3. Develop a communications and events programme for businesses to make them aware of BID activity and provide opportunities for businesses to network and collaborate.
4. Support businesses to save costs, reduce their environmental impact and meet CSR obligations.
5. Understand current consumer activity in the area and opportunities to increase footfall, spend and dwell time.
6. Develop a place narrative and marketing plan to raise and reinforce Kensington's profile as a world class retail and cultural destination in London.
7. Deliver two events to draw visitors to Kensington.
8. Identify the short, medium and long-term opportunities to support our aim of Kensington BID area becoming one of the greenest and most welcoming high streets.
9. Develop an annual business survey to understand awareness and impact of BID projects and business priorities for BID activity.
10. Develop a dashboard for businesses so that they can access BID reports (footfall, spend data by sector).





# Welcoming public spaces

Our aim is for Kensington High Street to become one of London’s greenest and most welcoming high streets.

**We will do this by:**

- Exploring solutions to improve air quality, reduce congestion and enhance the public realm.
- Introducing measures to ensure visitors get the most out of their time in the area and to ensure Kensington remains a safe and clean place to visit, work, dine and shop.

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**“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

## Projects

### 1. Public Realm

**Objective**

- Identify the short, medium and long term opportunities to support our aim of Kensington BID area becoming one of the greenest and most welcoming high streets.

**Activities**

- Holland Gate Square: develop feasibility study to strengthen connectivity across the street, linking the Design Museum with the new mixed-use Lodha development through a new crossing.
- Working with RBKC and Greengage, deliver a Green Infrastructure Plan to make the area more appealing for visitors, increase biodiversity and reduce flood risk.
- Deliver one pilot initiative from the Green Infrastructure Plan.
- Kensington Gateways (Welcome): undertake a feasibility study on enhancing the entrance points to the BID area.

### 2. Installations

**Objective**

- Identify projects and installations that can be delivered quickly.

**Activities**

- Creative Installations: commission a pilot creative project to animate shop windows/ streetscape within the BID area.
- Kensington Pocket Gardens: re-use/re-purpose the planters on Kensington High Street (where space allows) to create stronger visual impact and provide resting spaces for users.

### 3. Safety and Security

**Objective**

- Ensure visitors get the most out of their time in the area and that Kensington remains a safe and clean place to visit, work, dine and shop.

**Activities**

- Pilot the delivery of Kensington security team to support retailers, particularly with shoplifting, antisocial behaviour and safety and security issues they face.
- Provide safety and security advice to businesses.
- Provide feedback to businesses on the impact wardens have had.

### 4. Management and Measurement

**Objectives**

- Ensure the resources are in place to manage this theme and that baseline information is in place to measure the impact of BID activity.
- Obtain feedback from businesses to understand their priorities for project delivery.

**Activities**

- Appoint an Operations Manager to manage the Welcoming Public Spaces programme.
- Recruit an urban gardener to maintain green assets delivered by the BID and partners and provide an engaging community gardening programme.
- Undertake a visitor/employee/resident/ perception survey (with other Place Management Groups).



# A connected and supported business community

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

## We will do this by:

- Providing opportunities for businesses to network and collaborate.
- Developing a communications programme for businesses and employees to make them aware of BID activity.
- Building on the success of the employee/resident discount scheme, Token.
- Exploring cost-saving initiatives to benefit our members.

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**As a long term resident and business owner in Kensington I am delighted to be part of the BID. This is a long overdue 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

## Projects

### 1. Business Communication

#### Objective

- Ensure that communication is timely, relevant, easily accessible and that businesses have the opportunity to provide feedback.

#### Activities

- Develop a welcome pack for new businesses/employees to Kensington that explains the BID and outlines the benefits package (e.g. loyalty scheme, Dr Bike).
- Develop an annual business survey to understand awareness and impact of BID projects and business priorities for BID activity.
- Develop a dashboard for businesses so that they can access BID reports (footfall, spend data by sector and demographics, security information) to help them in their business.
- Implement a CRM system to improve communication (by segmenting businesses by sector, location, size etc) and measure business engagement.
- Explore ways that large employers can ensure employees are aware of OK activities, (e.g. pop-up stands in communal spaces, internal newsletters, staff briefings).
- Establish a route through which voluntary members (those under £30,000 rateable value/outside of BID boundary) can contribute financially to benefit from BID support and services.

### 2. Business Services

#### Objective

- Support businesses to reduce costs.
- Support businesses to reduce their environmental impact.

#### Activities

- Assess current waste management practices within the area.
- Research a waste management contract on an area-wide basis to provide a cost saving to levy payers.
- Explore Fire Marshall / First Aid Training.
- Map what businesses are currently doing to reduce their environmental impact.
- Pilot an initiative with one sector.

### 3. Employee Benefits and Wellbeing

#### Objective

- Support staff recruitment and retention in the BID area.

#### Activities

- Promote a programme of varied walking tours throughout the year for businesses to explore the culture and history of the area.
- Develop familiarisation tours for new members/residents to the area.
- Assess the feasibility of allowing businesses to upload B2C and B2B offers and events through the Token platform.
- Through business survey, understand the barriers to achieving positive employee wellbeing and identify opportunities for OK to address these.



## 4. Corporate and Social Responsibility (CSR) programming

### Objective

- Support businesses to meet their CSR objectives.

### Activities

- Identify and promote existing programmes that will support local recruitment for local businesses, particularly to local schools/ colleges.
- Liaise with local charities, social enterprises, educational organisations and RBKC to identify key issues in the borough and opportunities for collaborative working.
- Deliver a pilot initiative which encourages businesses to support the homeless and the vulnerable housed in the local area.

## 6. Inward Investment

### Objective

- Ensure that landlords, agents and businesses see Kensington BID area as an attractive place for business.

### Activities

- Keep local businesses updated with information on upcoming developments in the area.
- Meet with developers, landowners and agents to understand how OK can help and to provide information on local demographics, footfall etc.

## 5. Business Events

### Objective

- Provide opportunities for businesses to connect with neighbouring businesses and the local community.

### Activities

- Host two large networking events.
- Organise three or four smaller business events (including two sector-specific events).
- Promote existing recruitment initiatives and assess the feasibility of developing new programmes to support local business recruitment and retention.
- Explore feasibility of hosting an annual tradeshow or awards-style event.
- Develop feedback mechanisms after events to monitor success.



**“We are encouraged about the 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





# A thriving destination

Our aim is 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.

## We will do this by:

- Ensuring that we understand current activity in the area and opportunities to increase footfall, spend and dwell time.
- Delivering targeted marketing, events and activities to raise and reinforce Kensington's profile as a world class retail and cultural destination in London.

## Projects

### 1. Neighbourhood Data and Insight

#### Objective

- Complete data analysis to understand current visitors, baseline spend trends and opportunities.

#### Activities

- Gather demographic and location metrics to define Kensington's existing and potential target market(s).

### 2. Place Narrative and Visitor Development

#### Objective

- Develop the place narrative by working with a specialist agency.

#### Activities

- Develop the place narrative for Kensington. This will involve market research and engagement with key stakeholders to identify why Kensington is different from the other places where our customers may choose to spend their time and money.
- Assess the feasibility of piloting a welcome/information desk in Kensington Arcade during a large event.
- Produce a visitor map that showcases what is available to increase dwell time in the neighbourhood.

### 3. Development of the Marketing Plan

#### Objective

- Develop a costed Marketing Plan and annual activity plan focused on key target market(s) with the aim of increasing footfall, spend and dwell time.

#### Activities

- Interim activity will take place while the plan is being developed including social media marketing, website activity and developing a library of photos of the area.

### 4. Cultural Programming and Events

#### Objective

- Identify, deliver and/or support two activations/events to draw visitors to Kensington.

#### Activities

- Deliver live screening of the Coronation in Holland Park.
- Deliver (with the Welcoming Public Spaces group) high quality, high impact installations at Christmas.
- Identify collaborative opportunities for events, festivals and the animation of spaces working with cultural institutions
- Promote Kensington's venues available for private hire.

### 5. Monitoring and Evaluation

#### Objective

- Measure footfall, spend and dwell time and make data available to businesses.

#### Activities

- Develop reporting dashboard that can be shared with Board and businesses.
- Implement annual business survey.

# Keeping you updated



## There are four ways to keep updated with BID activity and get involved:

- Sign up for email updates (see the link on our website)
- Follow the Opportunity Kensington page on LinkedIn
- Follow us on Instagram and share our posts
- Get involved - join a theme group

### Got any queries?

If you've got any questions or want to get more involved in BID activity get in touch by email at [info@opportunitykensington.co.uk](mailto:info@opportunitykensington.co.uk).

[www.opportunitykensington.co.uk](http://www.opportunitykensington.co.uk)





