



opportunity  kensington

Annual General Meeting 19 September 2023

Holiday Inn Kensington

Agenda for this AGM

1. Notice of this meeting
2. Review of the year to date
3. Laying of the Accounts for year ended 31st March 2023
4. Appointment of Auditors
5. Appointment of Directors
6. Any other ordinary business

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Notice of this meeting

What our Articles of Association require:

- General meetings shall be called by at least fourteen clear days' notice. The notice must also advise members that they have the right to appoint a proxy of their choice, if required. Furthermore, this notice must be sent to all directors and auditors.

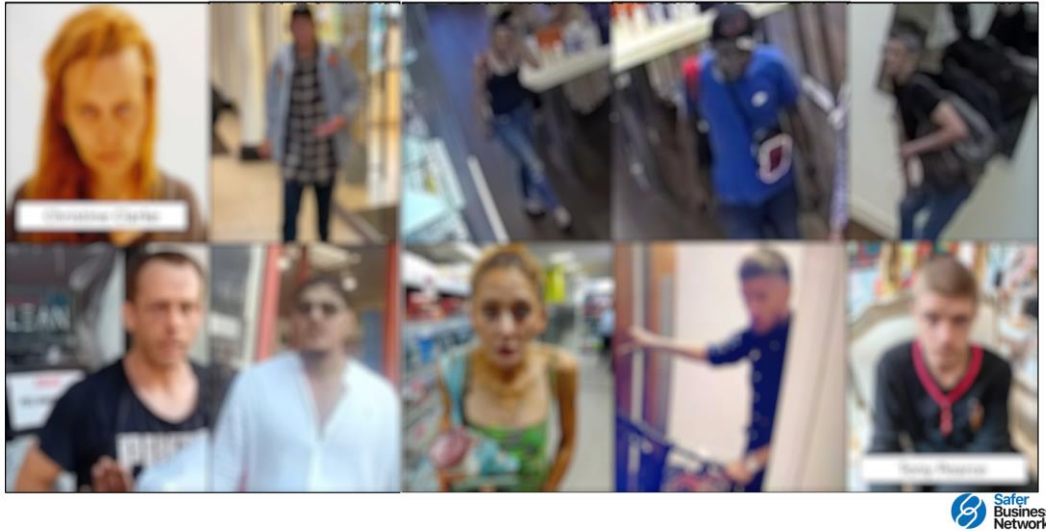
What we did:

- Postal mailing (first class) to members on 29th August 2023

Review of the year

Safety & Security

Top 10 Active Offenders –High Street Kensington



- My Local Bobby patrolling Tues-Sun
- Safer Business building data on key offenders through Shop Safe Alert – 85 registered users (from 79 businesses) to date
- Free radios issued to largest retailers
- Close working with Police & Council
- Over 1000 business visits to date
- 64 incidents & 95 identified offenders
- £18,353 of stolen goods recovered – 65% average recovery rate

Baseline Data



- CACI report commissioned in April
- Launch of key findings at Metro Bank on 8th June
- 70% of shoppers from within our catchment
- 43% of shoppers from RBKC
- 15% of shoppers are Lavish Lifestyles (#1 most affluent)
- 60% of shoppers are City Sophisticates (#3 most affluent)
- Baseline data brochure published today!

Token



- Launched December 2022
- Over 30 offers from member businesses with more being added
- Vast range of offers including up to 25% discounts
- Over 1700 downloads of the digital card to date
- Physical cards available to collect from selected retailers

Events



- Coronation event on 6th June in Holland Park Sports Field
- 500-600 people despite weather
- Listed on 22 websites
- 32% of visitors from 'within walking distance'
- 47% will also visit a shop or restaurant on KHS
- We will use our experience to screen Wimbledon finals weekend in the same location next year

Networking



- Welcomed members to Leighton House for the BID's inaugural event in December
- Hosted a 'Focus on Wellness' event to promote wellbeing in January
- Presented the latest sales and demographic for Kensington at the 'Data and Insights' event at Metro Bank
- Hosted breakfast networking at Dishoom
- Brought members together at Vicarage Garden for the annual Summer Social
- Winter social planned for January 24

Wayfinding



- August 2023 - the BID launched Kensington's latest area map encouraging visitors to explore the high street and beyond
- Focusing on promotion of cultural anchors, hidden neighborhoods, blue plaques and facilities
- Members applauded the map's great design and usability
- Hotels distributed over 200 copies in the first week
- Smaller 'pocket' maps in development

Green Infrastructure Plan



- Audits existing green infrastructure (GI) & associated biodiversity value
- Identifies opportunities to enhance existing GI & to implement new
- Plan & design guide:
 - Rain Gardens
 - Street Trees
 - Tree Pits
 - Planters
 - Biodiverse roofs
- Biodiversity Net Gain (BNG) and Environmental Net Gain (ENG) of all interventions

Communications



- Regular newsletters keep members informed of BID and local-area activity
- Printed materials for distribution within businesses to promote BID activity/offers to employees
- Printed business plans for 22-23
- Printed spend/demographic baseline data informing members of how to target the 'Kensington consumer'
- LinkedIn and Instagram channels launched to share BID activity and promote destination respectively
- Appointment of new staff to the BID will support the strategic development of our social media channels

Partnerships



- May visit to Berlin (with most participants paying their own costs)
- Ku'Damm BID is on a very similar retail street and has had a BID for five years
- Key learnings include planting, on-street activations & branding, events, security/ambassadors, area masterplanning
- The BID subscribed to the Kensington, Chelsea & Westminster Chamber of Commerce allowing all members of OK to connect with a much wider business network

Looking forward

A Vision for KHS



- Sales down 12% since 2019 and customers down by 16%
- We need to decide 'what we want' for the street
- How do we bring the personality back?
- Possibilities include:
 - London's Green Street
 - 'Bring the Fun Back'
 - London's Health & Wellbeing Hub
- Our programme will flow out of this vision

Landowner strategy



- New working group including landowners
- Research into owners of BID properties
- Focus on:
 - Communicating activities & aspirations of BID
 - Improving management of assets on KHS
 - Working with owners & agents to improve tenant mix
 - Considering possible property owner BID

Data gathering & dissemination



- Partnering with Imperial College to deliver annual surveys – business members, employees, visitors
- Monthly data reporting to members – footfall & spend:
 - Installation of 4 footfall sensors underway - providing regular insights on footfall, dwell time and footfall heatmaps
 - Beauclair providing monthly spend insights both locally and nationally
 - We are aiming to create a dashboard accessible only by members

Safety & Security



- Cross-borough & cross-BID working through a Business Crime Reduction Partnership
- Improved co-working with the Police
- Monthly crime intelligence briefings for our members
- WAVE, Ask for Angela, ACT & SCAN and other training for members

Waste Strategy



- Systematic reporting of issues with waste on KHS to RBKC
- Audit existing waste providers
- Negotiate discounts & appoint preferred suppliers
- Work with RBKC on time-banded collections & fiercer enforcement

Christmas



- Christmas Lights – existing lights on lamp posts plus new decorations by MK Illuminations in 26 trees
- Switch-on event for members
- Christmas marketing campaign & events
- PR campaign focused on hotels

Placemaking



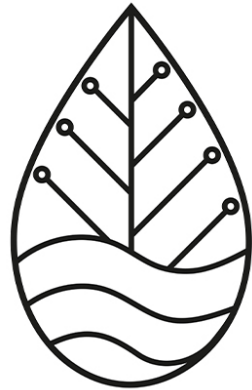
- Karl Ove artwork outside Design Museum
- Planting refresh / reorganisation
- Refurbishment of existing benches
- Vinyls in vacant units

Gateways



- St Mary Abbots frontage – remove police vehicles, clean up and begin to activate
- Kensington Arcade – install Christmas Tree and artworks, talk to owner about further upgrades, consider moving BID into first-floor office
- Kensington Gardens – work with others to widen and improve entrance point by Royal Garden Hotel. Create Instagram ‘moment’ from Red Phone Box.
- Design Museum – working with landowner and residents, activate the Piazza on KHS

Place Narrative



H A M P S H I R E

- Thinking Place appointed to lead process
- Multi-stakeholder steering group
- Two workshops
- 30 face-to-face interviews
- Output will be a creative brief
- Our existing creative agency Chalk to produce assets to be used by our member businesses

Markets Strategy



- Likely start by upgrading Sunday Farmers Market – signage, furniture, cleaning, variety of offer
- Pilot offering further markets in the area – both inside and outside
- Consider building on heritage for offering new fashion (Kensington Market, BIBA etc)
- Explore synergies/contrasts with Portobello Road

How to get involved

Place Management Groups



- Members are welcome to join the BID's place management groups convening every 6 weeks
- Each place management has a specific focus ranging from business networking and events to destination marketing
- To date, the BID has held 43 meetings with members to determine business plans and projects and to track progress
- If you'd like to join one of these groups, please email:
info@opportunitykensington.co.uk

Laying of accounts 22-23

Turnover	£	797,808
Cost of sales	£	146,782
Gross surplus	£	651,026
Administrative expenses (including bad debt provision)	£	207,046
Surplus	£	443,980
(Debtors	£	265,198)

Appointment of auditors

Appointment of directors

Any other ordinary business
