



# Year 3 Business Plan

2024-25



opportunity kensington

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OUR VISION FOR HIGH STREET KENSINGTON

## HIGH STREET KENSINGTON

BRING THE FUN BACK

IMPROVED  
FOOD &  
BEVERAGE  
OFFER

- Premium brands
- More late licences

DIVERSIFIED &  
EXPERIENTIAL  
RETAIL

- New markets
- Support of independent traders and start-ups

TRANSFORMED  
STREETSCAPE

- Wider pavements & reduced traffic
- New greening
- Promotion of villages

ACTIVE &  
EXCITING  
SCHEDULE  
OF EVENTS

- Promotion of health & wellbeing
- Centre for world-class culture

ALL UNDERPINNED BY OUR VALUES OF BEING  
SPIRITED AND CREATIVE • ACTIVE AND ENERGETIC • PLEASANT AND  
SAFE TO BE IN • SUSTAINABLE, ETHICAL AND COMMUNITY FOCUSED

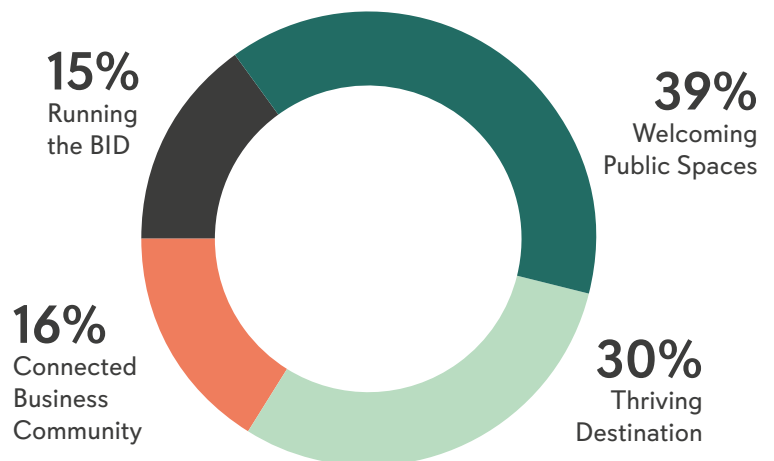
# Welcome to the Business Plan for 2024/5 for Opportunity Kensington, the Business Improvement District (BID) representing over 400 businesses located on and around Kensington High Street.

With a five-year investment of £5 million, we are delivering improvements to help secure the long-term success of the area for businesses, employees, visitors, residents and investors.

Opportunity Kensington is led and funded by local businesses. The Board of Directors represents a cross-section of businesses and 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 2024 – March 2025).

## BID Budget 2024/5 Breakdown



### 2024/5 Forecast Income and Expenditure

Income from BID levy:  
**£880,639**

Expenditure\*:  
**£1,037,127**

\*(includes previous years' income carried forward.)

## In 2023/4 we:

- Funded a comprehensive security programme to support retailers in addressing shoplifting and antisocial behaviour.
- Completed Phase One of the Green Infrastructure plan with RBKC and Greengage to identify the short, medium and long-term opportunities to make Kensington BID area one of the country's greenest and most welcoming high streets.
- Undertook a 'deep dive' into consumer spend in the area to identify opportunities to increase footfall, spend and dwell time.
- Installed sensors across the BID area to monitor footfall and provide key metrics to our businesses.
- Completed the Place Narrative for Kensington to raise and reinforce Kensington's profile as a world class retail and cultural destination in London.
- Launched and grew our consumer facing Instagram account (@highstreet\_kensington) to over 2,500 followers in just 6 months.
- Completed two activations: the Coronation live screening and Christmas lights switch-on.
- Delivered a PR campaign to promote Kensington as a place to visit at Christmas.
- Produced the markets strategy to enhance the current offering and encourage new visitors.
- Created a map of Kensington to highlight key attractions and encourage visitors to spend longer in the area.
- Initiated business, employee, resident and visitor attitudinal surveys.
- Provided businesses with access to data on footfall, local spend and demographics to help with business planning.
- Organised events for businesses to network, collaborate and hear about BID initiatives.

# 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:

- Focusing on consumer marketing to raise the profile of Kensington as a world class retail and cultural destination in London.
- Delivering activities and activations that 'bring the fun back'.

## Projects

### 1 Consumer-facing Identity

#### Objective

- Develop a consumer-facing identity to promote the area and businesses located here to residents and visitors.

#### Activities

- Develop a transitional 'High Street Kensington' brand to promote the area.
- Create a consumer-facing microsite.



## 2

### Digital Marketing

#### Objective

- Increase social media following to over 15,000 on Instagram and increase engagement for the area and local businesses through social media and the microsite.

#### Activities

- Develop a content calendar to grow following and drive traffic to local businesses.
- Work with influencers, develop competitions and promotions to grow following.
- Review other social media channels to reach target audience (eg Facebook and Tik Tok).
- Optimise microsite and other BID assets for search engines and Google.

# 3

## Customer Engagement & Direct Marketing

### Objective

- Develop and communicate appropriate offers to our target market (identified by CACI in 2023).

### Activities

- Run focus groups with key CACI customer groups (City Sophisticates and Lavish Lifestyles) and develop bespoke offers.
- Implement new Customer Relationship Management (CRM) system for consumer direct marketing.



# 5

## Visitor Development

### Objective

- Promote the BID activities that enhance the visitor experience.

### Activities

- Develop and promote a variety of audio trails.
- Support the wayfinding and signage projects.
- Promote Kensington's venues available for private hire.

# 4

## Events & Activations

### Objective

- Establish and support events that drive footfall and promote Kensington as a fun place to be and visit.

### Activities

- Establish Halloween as Kensington's flagship event.
- Deliver Christmas lights event and activation.
- Launch a local events fund to support activity in village areas.
- Provide marketing and activations to support improvements to the weekly Farmer's Market.
- Explore the possibility of offering further markets in the area.
- Develop pop-up events such as a Kensington Market traders/young designers market and a health & fitness event.

# 6

## Data and Insights Research

### Objective

- Provide businesses with information that helps with their business planning.

### Activities

- Communicate the results of data monitoring to members.

# Welcoming Public Spaces

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

We will do this by:

- Ensuring that our streets are safe and clean and that crime and fear of crime is reduced.
- Enlivening the physical space through art and activations, bringing excitement and interest back to the streets.



## Projects

### 1 Green Infrastructure Strategy

#### Objective

- Agree locations to improve the green infrastructure in the area, deliver 'quick win' installations and identify relevant funding opportunities.

#### Activities

- Deliver next phase of the Green Infrastructure plan including identifying locations for green infrastructure (eg trees, rain gardens), undertaking survey identifying funding sources and developing 'style guide' for street vision.
  - Deliver additional planters and wider planting scheme (subject to funding) and ensure ongoing maintenance with urban gardener and RBKC.
  - Start a Future Observatory project to research climate adaptation on partnership with the Design Museum.



# 2

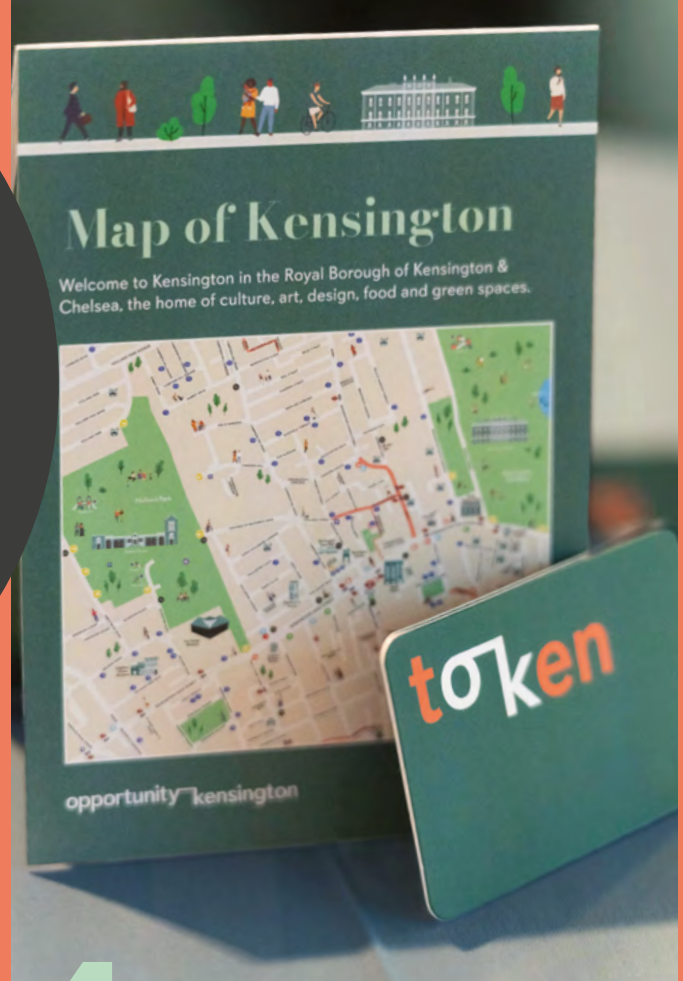
## Public Realm

### Objective

- Identify 10 key public realm projects to transform the BID area.

### Activities

- In consultation with businesses and the local community, identify projects and funding opportunities and deliver at least two projects.



# 4

## Area Management

### Objective

- Ensure that the streets are safe and clean and that crime and fear of crime is reduced.

### Activities

- Launch joint Business Crime Reduction Partnership, deliver high profile retail awareness campaigns (eg ShopKind), implement monthly safety briefings for businesses and increase ShopSafe alert engagement to over 65%.
- Deliver bespoke training sessions for members eg Conflict Management.
- Host and promote Women's Night Safety Charter in Kensington.
- Explore bag hooks and table stickers for night-time economy businesses.
- Implement monitoring & action framework for all street-related issues.
- Assess feasibility of increasing and/or improving public restroom provision in the BID area.

# 3

## Visual Identity, Wayfinding & Activation

### Objective

- Deliver events and activations in available high street spaces.

### Activities

- Deliver window vinyls or installations in two vacant units and complete the 'Civet Cat' derelict building activation.
- Install new visual identity and wayfinding strategy for Farmers' Market.
- Deliver two visual campaigns with the Design Museum.
- Install high street banners and explore cross wires over Kensington High Street.

# A connected and supported business community

Our aim is to provide businesses with a platform that fosters valuable connections and provides support and insight to help businesses thrive.

## We will do this by:

- Providing opportunities for businesses to connect and collaborate.
- Ensuring businesses are aware of, and have access to, beneficial BID services.
- Communicating and sharing the latest research and insights.



## Projects

### 1

#### Business Events

##### Objective

- Host at least 6 BID events throughout the year and encourage attendance at other events.

##### Activities

- Host networking events for BID members
  - Encourage attendance at Chamber of Commerce events.



## 2 Employee Benefits and Wellbeing

### Objective

- Achieve 5,000 sign ups to Token with 75 offers and encourage new employees in the area to engage with 'Welcome to Wellness' sessions.

### Activities

- Support businesses to promote Token offers to staff.
- Develop Token to allow time-limited offers and promote offers from a wider range of businesses.
- Establish area familiarisation walking tour programme and 'Welcome to Wellness' sessions for new employees.

## 3 Business Services

### Objective

- Establish a cost saving scheme for businesses and support businesses to recruit staff.

### Activities

- Begin to develop a collective purchasing programme and launch at least two cost saving initiatives for businesses with preferred suppliers.
- Work with RBKC to establish a recruitment support programme 'routes to recruitment in Kensington'.

## 4 Data and Insights

### Objective

- Ensure BID members can access data and insights to help with business planning.

### Activities

- Develop and launch data and insights portal available only to BID members.
- Publish business, employee and visitor attitudinal survey results.

## 5 Landowner Strategy

### Objective

- Engage with landowners to share BID insights and identify opportunities to work together towards common goals.

### Activities

- Identify landowners and host two events for them.

## 6 Corporate Responsibility Programming

### Objective

- Support business to reduce environmental impact.

### Activities

- Increase sign ups to Olio to expand the distribution of unsold food.
- Host an event to help BID members reduce their carbon footprint and use of natural resources.

## 7 Corporate Communication

### Objective

- Improve communications through refining member database and growing LinkedIn following.

### Activities

- Improve member database to enable communication by sector and areas of interest.
- Create benefits brochure for BID members.
- Increase use of LinkedIn for corporate communications.

# Contact Us



**There are four ways to keep updated with BID activity and to be 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 have any questions or want to be more involved in BID activity, please contact us by email at [info@opportunitykensington.co.uk](mailto:info@opportunitykensington.co.uk).



**@highstreet\_kensington**

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







