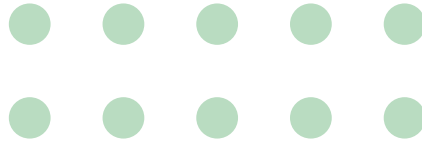




opportunity kensington



Year 5 Business Plan 2026-2027



Vision for High Street Kensington

Bring the fun back!



**Improved
food and
beverage
offer**

- Premium brands
- More late licences



**Diversified
and
experiential
retail**

- New markets
- Supporting independent traders and start-ups



**Transformed
streetscape**

- Wider pavements and reduced traffic
- New greening
- Raising the visibility of our villages



**Active and
exciting
programme
of events**

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

All underpinned by our values of being:

Collaborative • Visionary • Creative • Ethical • Fun

2026

2027

Year 5 Business Plan

We're excited about High Street Kensington's future. Although footfall has declined in line with national trends, sales have remained stable, supported by longer visits and higher spending. Local attractions performed strongly, with standout successes at the Design Museum and Kensington Palace. The BID's new Saturday markets have also boosted vibrancy. As we approach the November renewal ballot, we remain focused on proving our value, supporting local businesses and driving positive change across Kensington.

Looking ahead - Four Pillars for Success 2027-2032:

With our members and our board we've been working hard to shape an ambitious manifesto for our second term.

Retaining our vision to 'Bring the Fun Back', we want High Street Kensington to be transformed into a distinctive, experience-led destination, combining a stronger business mix with a revitalised public realm. By prioritising people, extending activity into the evening and attracting our local 'City Sophisticates', the High Street will shift from convenience to choice—driving footfall, dwell time, spend and long-term value for levy payers.

1. Kensington Signature – Unmistakably Kensington

A bold, cohesive identity will define High Street Kensington, with curated vacant units, coordinated design and iconic installations creating a strong sense of place. Enhanced storytelling and a connected park-to-park journey will establish a memorable, visually striking destination that attracts visitors, supports leasing and encourages longer stays.

2. Diverse, Experiential & Fun! – London comes here to play

Kensington will become a vibrant day-to-night destination, with a stronger mix of operators and a compelling programme of events, markets and activations. A credible evening economy—driven by food, drink and experiences—will attract new audiences, extend trading hours and increase spend across the High Street.

3. Rooted in Kensington – Future-ready. People-first

A greener, more liveable High Street will prioritise people over vehicles, creating spaces designed for staying rather than passing through. Investment in green infrastructure, public realm and sustainability will enhance the visitor experience, support longer dwell times and position Kensington as a future-ready, climate-conscious destination.

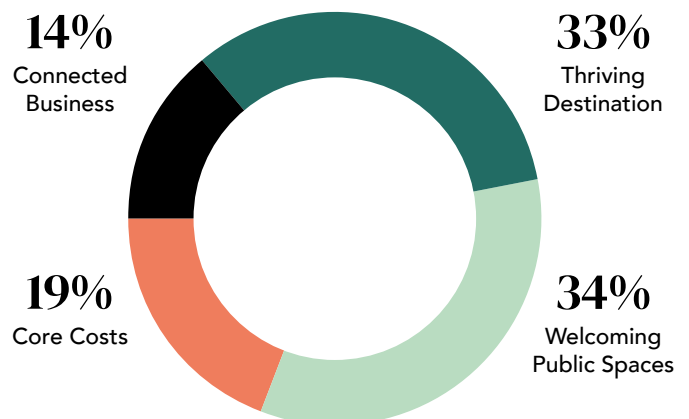
4. Thriving Business – Stronger together. Built to succeed

A collaborative, data-driven business community will underpin Kensington's success. Through shared services, improved insights, training and cost-saving initiatives, businesses will be supported to adapt and grow. Enhanced engagement and innovation will ensure increased footfall and spend translate into measurable commercial performance.

In 2025-26 we:

- Supported businesses by sharing updates on policy changes and advocating on key issues such as business rates.
- Grew the @highstreet_kensington audience to over 24,000 followers.
- Incorporated a suite of new cost-reduction schemes, including energy, cleaning, training and legal services.
- Hosted new monthly vintage markets attracting over 4,000 visitors per event.
- Delivered Kensington's Halloween event, welcoming over 5,000 attendees.
- Hosted the Christmas light switch-on and installed new Christmas trees in previously undecorated areas.
- Implemented a PR plan positioning Kensington as a must-visit destination throughout the year.
- Installed a cutting-edge planting scheme at St Mary Abbots Gardens using the Pollinator Pathmaker algorithm.
- Added new planter sites across the High Street to enhance greening and visitor experience.
- Secured over £100,000 in external funding for Kensington High Street.
- Strengthened the security programme by returning over £160,000 of lost stock to businesses and delivering a week-long series of educational activities.
- Hosted a series of forum events that increased business engagement in the programme.
- Raised the BID's profile and industry influence by hosting City at Eye Level Training with STIPO.
- Implemented the 'Electric Catwalk' in Kensington Court with artwork by June Mineyama-Smithson.
- Launched the BID mobile app to improve engagement with the programme, including Token and member benefits.

BID Budget Breakdown 2026-27



Our key achievements

'22

Kensington's first Business Improvement District (BID), Opportunity Kensington, is launched.

opportunitykensington



OK socials and newsletters launched



The Token offers scheme introduced

token



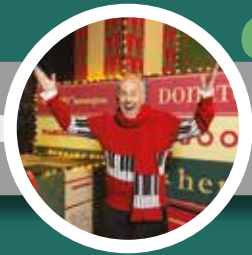
First members' event is hosted at Leighton House Museum



Kensington's Halloween Carnival event is hosted on Church Walk



Monthly markets are introduced attracting over 4k visitors a time



A vision for Kensington is launched to 'Bring the fun back!'

Consumer brand 'High Street Ken' launched and website developed



New planter scheme introduced



A Kensington Christmas Story in collaboration with The Queen's Reading Room is installed



Business costs savings programme introduced saving members £70k on waste collections alone

OK hosts its first Landowner Assembly and shares its vision for the high street



OK secures funding for the high street totalling over £100k



@highstreet_Kensington Instagram account reaches 23k followers



Token hits 8000 digital wallet downloads and moves to the new High Street Ken app

High Street Ken app is launched – the local guide for everything Kensington



Highlights from past to present

→
'23

Kensington consumer demographic report commissioned

Footfall sensors installed

Monthly spend data obtained

Security programme established

←
'24

High street wardens return over 60k of stolen stock



New-design Christmas lights installed

Place narrative commissioned to help identify Kensington's unique character



Street wardens begin patrol

→
'25

@highstreet_Kensington Instagram account reaches 15k followers



Pollinator Pathmaker brightens up St Mary Abbots Garden

Festoon lights on Church Walk installed

New Christmas trees for Church Street and Kensington Court installed

←
'26



Holland Park hosts Kensington's Halloween Week of Curious Fun attracting over 5k visitors





A Connected & Supported Business Community '26-'27

1

Business Networking & Community Building

Objective

Foster a strong, connected business ecosystem with meaningful collaboration.

Activities

- 1 Host business networking events, High Street Forum sessions and sector roundtables.
- 2 Continue to connect members with the Chamber of Commerce and wider London business networks.



2

Employee Engagement, Benefits & Wellbeing

Objective

Improve employee satisfaction, resilience and loyalty by supporting local workers.

Activities

- 1 Expand Wellness Week into a year-round wellbeing programme.
- 2 Deliver wellness workshops and launch local community wellness initiatives (e.g. run club).

3

Business Services, Advocacy & Cost Savings

Objective

Use collective influence to reduce business costs and support economic resilience.

Activities

- 1 Grow the Business Cost Reduction scheme targeting £100k savings.
- 2 Provide guidance on policy changes and business rates; coordinate appeals advocacy.
- 3 Support local recruitment via new App-led recruitment connections.

4

Data, Insights & Member Intelligence

Objective

Provide evidence-led insights to guide BID and business decision-making.

Activities

- 1 Provide footfall/spend data and economic insights.
- 2 Explore enhanced data procurement and deliver annual member surveys.





5

Landowner Engagement & Investment Strategy

Objective

Strengthen relationships with landowners to encourage investment and curated commercial mix.

Activities

- 1 Participate in landowner meetings; promote BID strategic priorities.
- 2 Commission commercial mix studies to identify and attract aligned food and beverage, retail and leisure brands.



7

Communications & Member Engagement

Objective

Ensure members are informed, engaged and aware of BID value.

Activities

- 1 Optimise website and app; strengthen newsletters and statutory comms.
- 2 Grow LinkedIn reach and app sign ups; explore feasibility of digital screens.
- 3 Deliver ballot communications for a successful 2026 renewal.

6

Corporate Responsibility & Local Partnerships

Objective

Support members in enhancing ESG and community impact.

Activities

- 1 Connect members to volunteering and CSR programmes with local partners.





Welcoming Public Spaces '26-'27

1

Local Action Plan to Improve Public Realm

Objective

Align BID priorities with Council plans and secure funding for long-term improvements.

Activities

- 1 Complete Local Action Plan and share with members.
- 2 Develop funding discussions with RBKC and external partners.
- 3 Host promotional events highlighting second-term public space projects.

2

Safety, Security & Cleanliness

Objective

Ensure members, employees and visitors feel safe, supported and welcome.

Activities

- 1 Deliver cyber security and bystander training.
- 2 Support Safe Havens and distribute personal alarms for lone workers.
- 3 Coordinate offender briefings and address issues such as street fundraisers

3

Greening & Sustainability Initiatives

Objective

Enhance the neighbourhood's green infrastructure and environmental resilience.

Activities

- 1 Deliver rain gardens, new planters, pocket parks and greening pilots.
- 2 Collaborate with Historic Royal Palaces and apply for Green Roots funding for a Kensington Green Corridor.
- 3 Activate phone-box installation as a public-facing green asset.

4

Built Environment Quality & Enhancements

Objective

Improve the visual appeal and consistency of the BID's built environment.

Activities

- 1 Shopfront pilot to uplift facades.
- 2 Facilitate Civet Cat discussions and next steps.





5

Wayfinding & Navigation

Objective

Make the area more legible and intuitive for visitors.

Activities

- 1 Install directional and temporary signage in key locations.
- 2 Use signage to highlight hidden or nearby green spaces

6

Public Realm Activations

Objective

Create moments of delight, identity and vibrancy in public spaces.

Activities

- 1 Gateway installations and crossing wires.
- 2 Street art, murals and empty-unit vinyls (with June Mineyama Smithson).
- 3 Innovative upgrades at Phillimore Walk for London Festival of Architecture.

7

Accessibility Improvements

Objective

Ensure the area is welcoming and navigable for all.

Activities

- 1 Work with PINC College to audit needs.
- 2 Scope accessibility-focused projects (e.g., neurodiverse mapping).



8

Thought Leadership & Innovation

Objective

Position Kensington as a leader in creative, sustainable and people centred urban design.

Activities

- 1 Explore Horizon 2020 bid feasibility.
- 2 Deliver an Urban Lecture Series aligned with London Festival of Architecture.





A Thriving Destination '26-'27

1

Customer Engagement & CRM

Objective

Drive footfall, loyalty and spend through targeted marketing and data-led engagement.

Activities

1. Build customer database via app, website, activations and newsletters.
2. Use the new High Street Ken app and newsletter for segmentation, push notifications and offer promotion.
3. Promote Token and business-led content using local advocates/vox pops.

2

Visitor Development & Partnerships

Objective

Boost local and international visitation and promote the district's cultural/retail assets.

Activities

- 1 Seasonal PR campaigns leveraging press, influencers and media visits.
- 2 Collaborate with Visit London, hotels and cultural venues on itineraries and campaigns.
- 3 Deliver a Kensington Tourism Conference.
- 4 Deliver restaurant PR, media visits and winter dining campaign.
- 5 Summer campaign with Discover South Kensington, Opera Holland Park and local partners.
- 6 Support signage and wayfinding improvements with WPS.

3

Events & Activations

Objective

Deliver signature annual events that attract visitors, drive sales and build identity.

Activities

- 1 **Halloween:** Grow mass-participation programme to cement Kensington as 'London's Home of Halloween.'
- 2 **Black Friday:** App led campaign with retailer in-store activations.
- 3 **Christmas:** Deliver lights, advent activation, Christmas pop-ups and market if viable.
- 4 **Wellness Week:** Strengthen health & wellbeing business visibility.
- 5 **Pop-ups:** Sports events (e.g., World Cup 2026); neighbourhood pop-ups; London Festival of Architecture partnerships.
- 6 **Markets:** Expand specialist markets on Phillimore Walk and explore new locations.
- 7 **Local Events Fund:** Support community-led initiatives.
- 8 **Audio Trails:** Promote trails with videos/tours; launch architecture trail.

4

Digital Marketing & Online Visibility

Objective:

Grow digital presence to increase business visibility and area promotion.

Activities:

- 1 Grow Instagram audience; run influencer collaborations and online competitions.
- 2 Create annual content calendar and produce a High Street Ken 'sizzle reel'.
- 3 Improve SEO and Google Maps search visibility for High Street Ken brand.



We need your help

This business plan is part of our wider five-year plan for High Street Kensington and the surrounding area.

We've made great progress. But there's much more work to be done.

Later this year, you'll be asked whether you want the BID to continue for a second term (2027-2032).

We need your vote to help us deliver our long-term vision and ensure that our area continues to thrive in the years to come.

Look out for further information on the ballot and how to get involved.

Ballot timeline



About Opportunity Kensington

Opportunity Kensington is 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're delivering improvements to help secure the long-term success of the area to benefit the whole community – businesses, employees, visitors, residents and investors.

Get Involved



Sign up for email updates



Follow the Opportunity Kensington page on LinkedIn



Follow us on Instagram and share our posts @highstreet_kensington



Get involved - Attend our AGM on 10 September and stand for our Board

Have any queries?

If you have any questions or you'd like to get involved in BID activities, please email us at: info@opportunitykensington.co.uk

www.opportunitykensington.co.uk

