

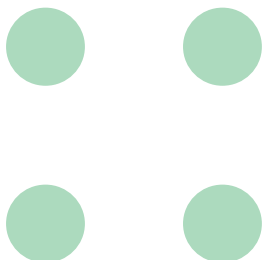


This is
what we've
achieved.

This is
what's
next...



OUR VISION FOR
HIGH STREET KENSINGTON
2027-2032



opportunity  kensington



“Imagine High Street Kensington, six years from now: a sought-after destination with a thriving visitor economy, curated dining and retail mix that attracts people from across the city and beyond.”

Justine Locker

High Street Kensington is at a pivotal moment. We have a once-in-a-generation opportunity to redefine its identity, set it apart from the rest of London and see it thrive.

In Opportunity Kensington’s first term, we successfully took care of the basics, positioning our area for growth. In our second term, we will begin the transformation of High Street Kensington – the experience it offers, the feelings it evokes and the perceptions it inspires at home and abroad. In the words of our 2032 vision statement, we will ‘Bring the Fun Back’.

Now, our focus is on what you can’t buy online: abundant nature and greening, al fresco dining, atmospheric ‘villages’ and their pubs, the constant buzz of culture, events and creative activity. You are invited to stay, not simply pass through.

Fantastic places are made by fantastic people like you. And we need even more: innovative and exciting business owners, ambitious landlords, artists and creatives, cultural leaders and active residents. If you can help us, Opportunity Kensington will help you and together we will deliver a world-leading destination.

I urge you to vote ‘yes’ in our November 2026 Renewal Ballot and be part of an exciting future.

Justine Locker

Chair of Opportunity Kensington
Head of Palaces, Historic Royal Palaces

Scan the QR code to hear more from Justine



A Vision for Kensington

Distinctive. Social. Culturally magnetic. A future with higher footfall, longer dwell times, greater spend and a stronger, more resilient business environment. This is our ambition.

The pages that follow set out the four pillars of our 2027–32 programme:

1. Signature

We will strengthen Kensington's distinctive identity, bringing its culture and history vividly to life.

2. Spark

We will make High Street Kensington lively, social and enjoyable from morning into evening.

3. Oasis

Putting people before cars, we will continue transforming High Street Kensington into a greener, more welcoming and climate-resilient place.

4. Edge

We will help businesses increase sales, reduce costs and build lasting commercial partnerships.



"Opportunity Kensington provides fantastic platforms for promoting our business locally, while its security programme is of vital importance to the High Street."

Jackie Aoudia, Leonidas



"We love the Christmas lights – they make a huge difference to how visitors experience Kensington during the festive season, and the app makes it easy for us to connect with local consumers."

Eugenia Lucaci, Paris Baguette



"The street wardens come in on a regular basis allowing us to feel more comfortable, and we know that it makes a difference to our customers."

Jatender Chaggar, Altimus



"We've loved working with the BID – they have proactively supported us on our local marketing strategy by connecting us with their popular Instagram and app platforms."

Sofia Botta, The Milestone Hotel & Residences



"We've saved over £9,000 through OK's security programme and business costs savings scheme – this is the real power of working together."

Maya Noor, Trotters



"This community brings so much to the area – great events, useful updates through their accessible app, and a responsive security team. It's great to see the area we work in being so well looked after and supported."

Andreea Talpes, Läderach

1. Signature



Under this pillar, Opportunity Kensington will strengthen Kensington's distinctive identity and character, bringing its culture and history to life. From the moment people arrive, we want them to see an area that is visually striking, easy to navigate and full of stories.

We are world famous – why hide the fact?

A stronger High Street identity

- Transform vacant units with high-impact visuals showcasing emerging brands, concepts and experiences.
- Ensure a coordinated approach to street dressing, expressing our visual identity through lighting, banners, flags and seasonal features.
- Improve wayfinding throughout the area, highlighting our key attractions and revealing our hidden gems. We will give particular attention to our 'village' areas, notably Kensington Church Street, Kensington Church Walk, Holland Street, Kensington Court and Thackeray Street.

Bringing Kensington's history and culture to life

- Create a series of photo-worthy installations that become synonymous with Kensington – from Elton John's platform shoes (first made at Kensington Market) to an oversized model of our High Street Ken brand.
- Develop a network of storytelling touchpoints and heritage plaques, linking to our audio and app tours and walking routes.

A warm welcome from the moment visitors arrive

- Create a stronger sense of arrival at points of entry including our tube station and Arcade. We will ensure our visitors enjoy a sense of welcome and are equipped with the information they need.
- Introduce a dedicated 'Welcome to Kensington' stall at the heart of the area, providing a focal point for information on local activities, events and places to visit.
- Create a seamless route between Kensington's two famous parks through planting, wayfinding, mapping, interpretation and curated points of interest.
- Build a network of trained local volunteers to welcome visitors and offer information at the tube station, on the High Street and in local hotels.



“The BID has really supported the Milestone Hotel. It has provided a great platform for bringing together local businesses and building partnerships.”

Andrew Pike, The Milestone Hotel & Residences





“OK has put a lot of effort into ensuring our team and customers feel safe and secure on the High Street. The Halloween and Christmas campaigns are highlights that the BID has made possible, helping to drive footfall.”

Stephan Stegen, Läderach

opportunity kensington

2. Spark

Under this pillar, Opportunity Kensington will shape a High Street that is lively, social and enjoyable throughout the day and into the evening. We will work with local partners to bring a broader mix of businesses to the area and use events and creative marketing campaigns to promote High Street Kensington as a must-visit destination.

More reasons to visit, day and night

- Launch a flagship 'Alive After 5/Stay & Play' programme, extending trading hours and encouraging people to stay and socialise into the evening.
- Deliver a year-round programme of markets, trails and themed experiences, including Wellness Week activities and the soon-to-be legendary Kensington Crawl.
- Expand our flagship Halloween event to become one of London's leading free seasonal celebrations.

A constantly changing visitor experience

- Deliver a rolling programme of pop-ups, street activations and seasonal events to attract visitors and give them reasons to return.
- Bring more artists, musicians and performers onto the High Street, adding renewed energy, creativity and entertainment to the area.
- Give our most committed local customers exclusive VIP access to venues, exhibitions and events.

Culture at every turn

- Expand the High Street Kensington app to provide instant personalised recommendations and notifications about local events, activities and venues.
- Activate Kensington's civic and public spaces – including Jubilee Square and the Design Museum Piazza – as places to work, rest and play.

Bring a richer mix of businesses to the area

- Work with landowners and agents to attract innovative and exciting retail and leisure operators, including independents, concept stores and interactive attractions.
- Market Kensington's increasingly diverse mix of food, drink and social venues, some of them open until the early hours.

Position Kensington as a must-visit destination

- Build on the success of our social media campaigns to increase our followers to 100k through engaging content, competitions and influencer partnerships, which will promote our members.
- Attract more tourists, highlighting the breadth of Kensington's visitor offer and the high quality of its visitor experience.



3. Oasis

Under this pillar, Opportunity Kensington will focus less on the convenience of cars and more on the experience of people. High Street Kensington will be resilient in the face of climate change with shelter from extreme heat, a reduced risk of flooding and improved air quality.

The High Street will be an abundantly-planted link between our two famous parks and beyond, with new and enhanced green spaces for our customers and residents to relax and socialise.

Bringing more greenery to High Street Kensington

- Introduce more greenery through rain gardens, pocket parks and vertical planting, supported by grants and partnerships, including with Japan House.
- Create a green corridor linking major destinations and enhancing biodiversity in our local environment.



A street designed around people

- Transform key spaces into social hubs where visitors can relax and unwind. These will include Phillimore Walk, St Mary Abbots Gardens, Kensington Court and the Design Museum Piazza.
- Expand and promote al fresco dining, both on the pavements and on newly installed 'streateries'.
- Implement improvements proposed in the new High Street Kensington Local Action Plan – a partnership project with the Royal Borough of Kensington & Chelsea.
- Campaign to make High Street Kensington more convenient and accessible for everyone, in line with the Council's Fairer Action Plan.

Leading the way on sustainability

- Position High Street Kensington as a world leader in urban sustainability and innovation.
- Deliver a borough-leading carbon literacy programme that helps businesses understand and reduce their impact.
- Work with European partners on a dedicated project to make high streets more climate-friendly.

Reimagining High Street Kensington

- Explore a generational project that reimagines High Street Kensington as a best-in-class 'people first, vehicles second' location.

“OK’s Kensington Tourism Conference provided crucial insights for our business - an excellent example of how OK can connect the business community in a way not possible before.”

Maya Noor, Trotters





“Opportunity Kensington is amazing. Because of the BID’s connections, we were able to lead a fantastic run around Hyde Park in partnership with another local business.”

Jatender Chaggar, Altimus

opportunity kensington

4. Edge

Under this pillar, Opportunity Kensington will focus on projects and initiatives that save businesses money and increase sales. We will continue to improve street safety and cleanliness, reduce utility costs, build new connections and partnerships, and campaign to government for less burdensome taxes and regulations.

A better-run High Street

- Take targeted action to tackle waste issues and street cleanliness, always keeping the area welcoming and looking its best.
- Expand our successful safety programme by increasing intelligence sharing between businesses.
- Launch a partnership with the Council to improve business resilience through counter-terrorism awareness and emergency planning.

Driving value and visibility

- Identify and promote relevant awards and opportunities to help local businesses raise their profile and gain wider recognition for their success.
- Enhance our Token/App platform with new features to increase spending among our member businesses.
- Help our members cut costs on energy, water, insurance and other essential services, as well as appealing their business rates valuations.

Building a connected business community

- Develop our programme of training, networking, forums and roundtables, creating more opportunities for businesses to engage, collaborate and share ideas.
- Strengthen our partnerships with the Chamber of Commerce and other business-led organisations.
- Connect our members with local talent, partnering with the Council to identify skills gaps and create opportunities for training and apprenticeships.
- Build stronger partnerships with attractions and agencies across the wider area, including Olympia and South Ken Culture Quarter.
- Be a powerful voice for local businesses, working with the Council and other partners to influence local decisions, shape policies and champion our members’ interests.

Supporting a changing economy

- Offer practical support on implementing Environmental, Social and Governance (ESG) and regulatory requirements, including carbon literacy.
- Deliver training for BID members in collaboration with the Council.
- Provide guidance on navigating national and local licensing requirements.

Helping businesses stay competitive

- Provide customer insights and intelligence on changing consumer behaviour to help businesses spot new opportunities and respond to emerging trends.
- Provide simple tools to help businesses understand how they are performing and how they can remain competitive.



The Power of Collective Investment

Opportunity Kensington has transformed levy payer contributions into real results for our member businesses and the wider community. The achievements highlighted below would not have happened without the BID and, without your support, cannot be guaranteed in the future.

Vote 'yes' to help us continue building on this success.

 339 Designed and installed 339 new Christmas decorations.	 21 Installed 21 new planters across High Street Kensington.
 £200k+ Over £200,000 of additional sponsorship and grants secured for local projects.	 10k+ Connected businesses with more than 10,000 consumers through our app and rewards scheme.
 13.8% Crime fell 13.8%*, more than double the borough average.	 £174k+ Over £174,000 of stolen stock returned by our wardens.

Opportunity Kensington's cost savings initiatives have benefited members to the tune of more than £320,000

 28k 28,000 followers reached through our @highstreet_kensington Instagram account.	 40k+ Welcomed 40,000+ visitors to our Saturday markets.
 6000+ Welcomed 6,000+ visitors to the 2026 Halloween festival.	 7% High Street Kensington footfall increased 7% Q2 2026 vs Q2 2025 compared to 4% increase in London and 2% decrease nationally.
 1.9pp High Street Kensington led King's Road, Richmond and the GB Benchmark by 1.9pp (percentage points) in sales growth since 2022.	 £145k+ BID members saved over £145,000 through our waste and recycling scheme.

*12 months ending May 2026 vs previous 12 months ending May 2025. Crime fell 13.8% across the four High Street Kensington wards compared with 6.6% borough-wide.

Our Journey: 2022-2026

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'22

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



Kensington's Halloween Carnival event is hosted on Church Walk



New planter scheme introduced

OK socials and newsletters launched



Monthly markets are introduced attracting over 4k visitors a time



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

The Token offers scheme introduced

token



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

First members' event is hosted at Leighton House Museum



Consumer brand 'High Street Ken' launched and website developed



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



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

'23

Kensington consumer demographic report commissioned

Footfall sensors installed



New-design Christmas lights installed



Pollinator Pathmaker brightens up St Mary Abbots Garden

Monthly spend data obtained



Place narrative commissioned to help identify Kensington's unique character

Security programme established



Street wardens begin patrol



'24

High street wardens return over 60k of stolen stock

'25

@highstreet_Kensington Instagram account reaches 15k followers

'26

OK secures funding for the High Street totalling over £200k

@highstreet_Kensington Instagram account reaches 28k followers

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

Festoon lights on Church Walk installed

New Christmas trees for Church Street and Kensington Court installed



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

The BID Area



BID Rules

Opportunity Kensington's second BID Term will run from **1 April 2027 to 31 March 2032**.

Hereditaments (rateable commercial properties) in the BID area with a current rateable value of £40,000 and over will be eligible to pay the BID levy. (There are some exceptions which are listed below.)

The BID levy for the 2027-32 Term will be 1.19% of rateable value based upon the 2026 rating list. (At the end of the 2022-27 BID Term the levy rate was 1.195% of rateable value based upon the 2017 rating list.) The BID levy will increase on an annual basis at the rate of CPI in September of the preceding year.

The levy will be capped at £60,000 for any individual business. The cap will increase on an annual basis by the same rate as the BID levy.

The BID levy for a chargeable period will be payable in advance upon the service of a demand notice.

The following property types are not eligible for the BID levy: telephone/communication masts, telephone kiosks, ATMs, advertising rights, kiosks, 'Central List' properties that are not contained in the local rating list (which include British Telecom and gas and electricity supply networks), state schools and Places of Worship.

Those businesses receiving mandatory rate relief will receive the same discount on the BID levy.

If a hereditament (rateable property) is unoccupied, the liability for the BID levy falls on the organisation/person entitled to possession of the hereditament on the relevant day (usually the owner).

A BID levy payer will not receive an allowance towards the BID levy in relation to an unoccupied hereditament.

If the rateable value of an individual hereditament decreases and results in a lower levy, the change will take effect from the start of the financial year after the adjustment is made. No backdated refunds will be issued.

The BID levy rules and the defined BID area cannot be altered without an alteration ballot.

The BID has agreed an Operating Agreement with Royal Borough of Kensington & Chelsea, which includes the Council's baseline statements setting out the services it will deliver. A copy can be viewed at: www.opportunitykensington.co.uk/ballot

The BID Ballot 2026

An existing BID that is reaching the end of its first five-year term – as is the case with Opportunity Kensington – can only be renewed for a further five-year term by a successful ballot of eligible businesses.*

In **October 2026** all eligible businesses will receive a ballot paper in the post.

Ballot papers must be received by 5pm on **Thursday 19 November 2026**. 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.

Key dates

- ☒ **19 October**
voting papers are issued
- ☒ **19 November**
5pm voting closes

Baseline Services

The BID’s services are above and beyond what the local authority currently provides. To ensure this the BID has a Baseline Agreement with Royal Borough of Kensington & Chelsea which details the services the Council currently delivers.

28%
Edge – Help Kensington businesses thrive

36%
Spark – Deliver a vibrant, diverse high street experience



Your investment

Opportunity Kensington will invest the **£5.65m BID levy** and funds from other sources to raise the quality of the High Street and create new commercial opportunities for our members.

12%
Oasis – Shape a greener, more people-focused high street

6%
Signature – Create a Kensington people remember

£5.65m
over five years

* (Eligibility for the ballot is outlined in 'BID Rules'.)

Your Team



From left to right:
Alex Wintur, Mandy Lee, Balazs Csanadi, Carole Powell, Maya Mroue, Giles Semper, Amani Qureashi, Sue Harris

Your Opportunity Kensington team is here to represent your interests, advocate on your behalf, influence key local decisions, and deliver a transformative programme of benefits designed to help your business thrive.

Your Board

Justine Locker, Historic Royal Palaces
Christopher Fordham, Daily Mail and General Trust
Giles Semper, Opportunity Kensington
Katie Bulatovic, Pomegranate Jewellery
Catherine Faulks, RBKC
Sue Walter, The Roof Gardens
Daisy York, Lodha
Freya Stannard, South Ken Culture Quarter

David Ramsey, Bancone
Richard Tufnell, Ilchester Estates
Rahul Mehra, VICKISARGE
Moira Ugoji, RBKC
Lycia Lobo, the Design Museum
Arpita Patel, Bromptons Opticians
Esther Idoko, Resident
Silvia Amoros, Resident

How to vote

If you're a business ratepayer in the BID area, please vote for Opportunity Kensington to be re-elected in the upcoming ballot.

Your vote will ensure that we continue the vital work of supporting your business community for a second term (2027-2032).

The postal ballot will take place from 19 October to 19 November 2026.

- 1 Receive your ballot paper(s) in the post week commencing 19 October. Email us if you don't receive this: info@opportunitykensington.co.uk
- 2 Complete one ballot paper for each property/ hereditament you are responsible for.
- 3 Put a cross (X) beside your choice on the ballot paper.
- 4 Write your name in capitals, your business role and sign the form.
- 5 Each ballot paper should be returned in a separate envelope.
- 6 Please return your completed ballot paper(s) in the pre-paid envelope(s), allowing sufficient time for delivery to ensure they are received by Civica **no later than 5.00pm on 19 November.**

For further details go to:
www.opportunitykensington.co.uk/ballot

Scan the QR code to hear more from Justine





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Instagram: @highstreet_kensington
BID website: opportunitykensington.co.uk
Email: info@opportunitykensington.co.uk
LinkedIn: Opportunity Kensington
HSK Website: highstreetkensington.co.uk

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**What is Opportunity
Kensington BID?**

