

Year 4 Business Plan 2025-26

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

2025
2026

Year 4 Business Plan

Early 2025 has seen a raft of new openings on and around High Street Ken, many of them supporting our vision to 'Bring the Fun Back'. In particular the re-opening of the fabulous Roof Gardens has attracted massive attention and encouraged many of our more affluent local customers to stay here rather than leaving the area.

Alongside our longer-term vision we've set some immediate priorities this year:

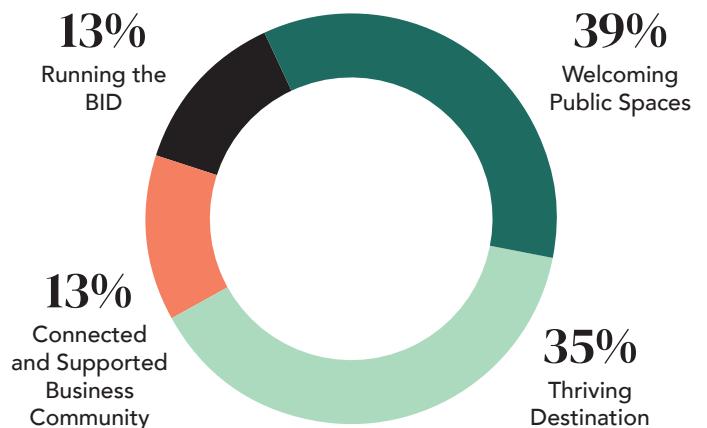
- **Planning for the future** – if we could remove traffic from the street and 'let business breathe' we could attract more of the high-quality food and drink outlets that we need. We have started imagining a future where the streetscape is dramatically transformed.
- **Improving the look and feel of the street** through enhancements such as murals, window vinyls and cross-street wires for seasonal decorations. We're also progressing projects from our Green Infrastructure Strategy, notably our planting scheme and a new rain garden on Kensington Church Street.
- **Promote our 'villages' through dedicated events and marketing** – distinctive places like Kensington Church Walk, Holland Street and Thackeray Street charm locals and visitors alike.

In 2024-25 we:

- Launched our Business Crime Reduction Partnership and delivered training and advice to businesses. Our street wardens recovered £110,000 of stolen stock.
- Launched our cost-saving programme with members able to benefit from discounts on waste collection and our Olio surplus food programme.
- Launched our website: highstreetkensington.co.uk. We also grew our Instagram to 12,500 followers.
- Launched our signature Halloween event with activations at the Sunday Farmers' Market and on All Hallows' Eve.
- Conceived and delivered *A Kensington Christmas Story* with The Queen's Reading Room. This characterful new activation encouraged the donation of more than 1,000 books for the Chelsea and Westminster Hospital.
- Promoted our gyms and lifestyle businesses through our first Wellness Week. 8,000 Wellness Guides were delivered to local addresses.

- Delivered summer and Christmas guides as well as our first four audio tours celebrating Kensington's unique heritage.
- Installed three stunning planter sites on the High Street, with a further four to follow in April. These are maintained by our dedicated Urban Gardener.
- Continued to provide our members with data on footfall and spend.
- Launched our new Kensington High Street Forum. Both this and our residents' event at Japan House were sell-outs.
- Connected our business community through several networking events including our Summer Social at Kensington Palace.
- Expanded our consumer database to 5,000 and promoted over 70 businesses via the successful Token incentive scheme.
- Activated the Arcade and the tube station with Barbie and Tim Burton installations and vinyls.
- Hosted an inaugural Landowner Assembly, sharing our vision for the High Street with some of the area's largest property owners.
- Invited the Exhibition Road Cultural Group (ERCG) to join our Board and explore synergies between our respective programmes.

BID Budget Breakdown 2025-26





Thriving Destination

Our marketing programme aims to raise and reinforce Kensington's profile as a world-class retail and cultural destination in London.

We will do this by:

- Boosting footfall and increasing dwell time and spend through targeted marketing activity.
- Continuing our programme of initiatives and fun activations, reigniting the community spirit and energy of the area.

Projects:

1

Consumer engagement and direct marketing

Objective

- Increase consumer engagement to drive customer interest, sales and loyalty for businesses in the BID area.

Activities

- Implement a CRM system to enhance customer communication and reach.
- Promote our Token incentive programme.



2

Digital marketing

Objective

- Increase online visibility and engagement to drive traffic and sales to businesses.

Activities

- Increase Instagram following to over 25,000.
- Develop a content calendar highlighting specific occasions, such as Easter/Spring, Black Friday and Mother's Day, to drive traffic to local businesses.
- Boost awareness and discoverability of highstreetkensington.co.uk and events through improved Search Engine Optimisation (SEO) and Google Maps visibility.
- Create engaging video content to revive the historic Kensington Market's connection to the area.





3

Events and activations

Objective

- Increase footfall through key events, providing maximum opportunities for businesses to benefit.

Activities

- Key events, including Halloween and Christmas, to drive footfall.
- Collaborate with businesses to deliver pop-up events (including Wellness Week), particularly targeted at our demographic of City Sophisticates.
- Local events fund supporting community engagement.

4

Visitor development

Objective

- Raise awareness of Kensington as a world-class destination to attract more visitors.

Activities

- Promote audio trails to encourage visitor exploration to local businesses. Introduce new trails.
- Use PR and influencers to position Kensington as a must-visit destination.
- Work closely with hotels and attractions to develop campaigns to attract more visitors.
- Deliver a summer campaign to attract visitors and boost footfall.
- Support Welcoming Public Spaces to enhance the visitor experience through signage and wayfinding.

5

Markets strategy

Objective

- Enhance the local market experience to encourage higher dwell time and footfall.

Activities

- Deliver activations at the Farmers' Market on key occasions, partnering with local organisations.
- Launch and develop a specialist market or extend the Sunday market.
- Collaborate on wayfinding to support the Farmers' Market.





Welcoming Public Spaces

Through our public realm programme, we want to make High Street Kensington a greener, more sustainable and more welcoming destination.

We will do this by:

- Ensuring the streets are safe and clean, and that crime and fear of crime is reduced.
- Enlivening physical space through art and activations.
- Forging strategic partnerships to deliver collective action.

Projects:

1

Environmental strategy

Objective

- Enhance air quality, sun-sheltered spaces and the visual appeal of the street.

Activities

- Secure funding for, and start building, Kensington Church Street's Rain Garden.
- Install and maintain additional planters to enhance our surroundings for visitors and locals.
- Explore opportunities with the Green Dense Project and the Future Observatory climate adaptation project.
- Produce an area trail map of green spaces and ecological sites.





2

Spatial strategy

Objective

- To improve connectivity and legibility/navigation of the BID area.

Activities

- Complete an impact assessment to understand better street users' concerns related to equality of access to our streets and public spaces.
- Publish the Streetscape Action Plan detailing our vision to transform the street for local people, visitors and businesses.
- Produce the Shopfront Strategy and Street Style Guide, working with businesses and RBKC.
- Implement a wayfinding strategy in three pilot locations and install new banners.

3

Engagement strategy

Objective

- Deliver new and engaging pop-ups and projects.

Activities

- Install fixings for cross-street wires to allow the mounting of seasonal decorations.
- Install murals, explore funding for an artist in residence and produce an area map of murals and artwork.
- Commission community events for Phillimore Walk and Holland Park.

4

Area management

Objective

- To feel safe and secure on the street from crime, harassment, discrimination and marginalisation.

Activities

- Implement safe havens.
- Assess feasibility of CCTV monitoring.
- Continue ShopSafe engagement, deliver two training sessions for members and distribute educational materials to businesses.
- Identify a new portal for local businesses to report street management/cleaning issues.





Connected and Supported Business Community

Through our business support programme, we'll equip businesses with the opportunities and insights to help them thrive.

We will do this by:

- Providing opportunities for businesses to develop valuable connections.
- Providing a collective voice to effect change.
- Communicating the latest research to help businesses prosper.

Projects:

1

Business events

Objective

- Foster connections within the local business community.

Activities

- Host networking events for BID members.
- Encourage local businesses to get involved in Chamber of Commerce events.
- Deliver High Street Forum events.
- Deliver 'City at Eye Level' placemaking training.



2

Employee benefits and wellbeing

Objective

- Encourage local workers to support local businesses and wellness initiatives.

Activities

- Increase engagement with Token by developing a mobile app.
- Host a Wellness Week to boost the visibility of local health and wellbeing businesses and gyms.

3

Business services

Objective

- Leverage the BID's collective power to help businesses reduce costs, streamline operations and respond better to market changes.

Activities

- Expand the Business Cost Reduction scheme.
- Advocate for businesses and share information about policy changes that impact them.





4

Data and insights

Objective

- Provide BID members with data to help with business planning.

Activities

- Explore the feasibility of gathering data on spend by overseas visitors in the area.
- Undertake annual business, visitor and employee surveys.

5

Landowner Strategy

Objective

- Engage with landowners to encourage investment in and engagement with BID activities.

Activities

- Convene a landowner steering group to align objectives for the future of our high street.
- Create a formal route to connect businesses looking for premises with local landlords.



6

Corporate responsibility programme

Objective

- Support businesses to meet their corporate responsibility obligations.

Activities

- Expand Olio, our surplus food collection programme.
- Undertake a survey to better understand businesses' views on local recruitment.

7

Corporate communication

Objective

- Encourage business engagement through regular communication of BID activities.

Activities

- Encourage two-way communication through face-to-face meetings, LinkedIn, the website, email and through our Engagement Officer.
- Regular meetings with largest businesses.
- Recruit an additional engagement officer to support businesses.
- Work collaboratively with businesses to develop the Business Plan for the next five years.



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.

Next 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.

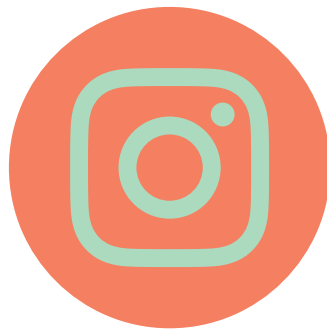
Get Involved



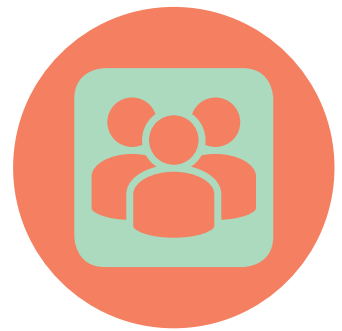
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Follow us on Instagram and share our posts
[@highstreet_kensington](https://www.instagram.com/highstreet_kensington)



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



