Kensington and Chelsea Future High Streets Consultation report

Produced by Commonplace for the Royal Borough of Kensington and Chelsea

Commonplace
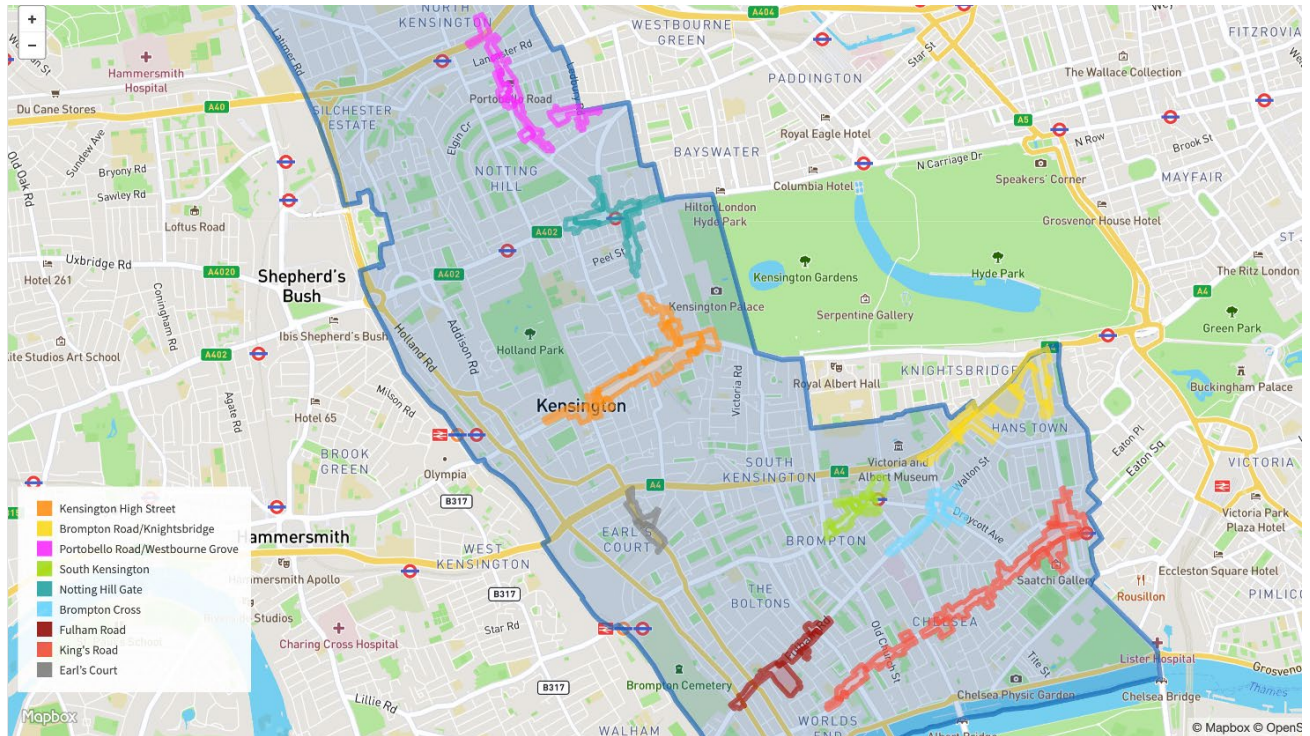
Kensington & Chelsea Future High Streets Data Report

Produced by Commonplace for the Royal Borough of Kensington and Chelsea

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Introduction

Report Summary

This report analyses data from the engagement on Kensington & Chelsea Future High Streets, which ran on the URLs https://kcfuturehighstreets.commonplace.is/ and https://kcfuturehighstreetsmap.commonplace.is/ from 11th August 2021 until 1st October 2021. A full list of questions and image prompts of this consultation can be found in Appendix B.

The headline figures for the project websites are shown in the table below.

	Main Project	Community Heatmap	Total (de-duplicated)
Website visitors	4493	998	5562
Respondents	254	314	526
Comments	585	413	998
Agreements	18	555	573
News Subscribers	276	121	337

Below are diagrams representing the combined answers for the entire consultation for key questions.

How do you get to this high street?- Broken down by age

Above: Younger people cycle and use public transport more and drive less.

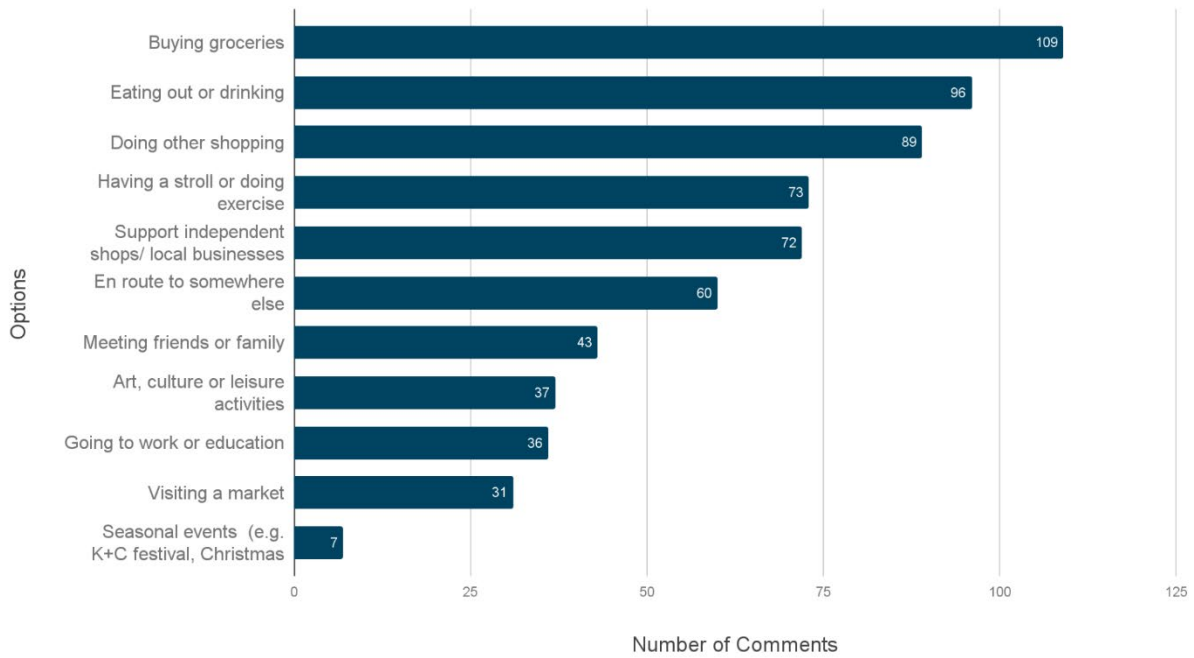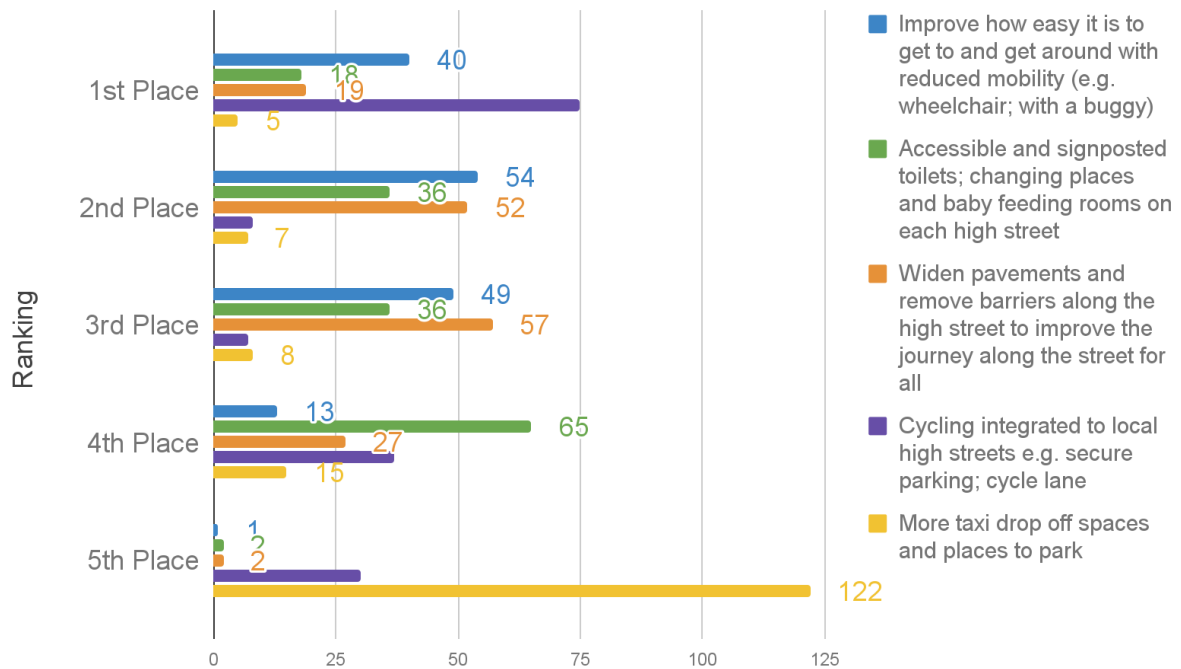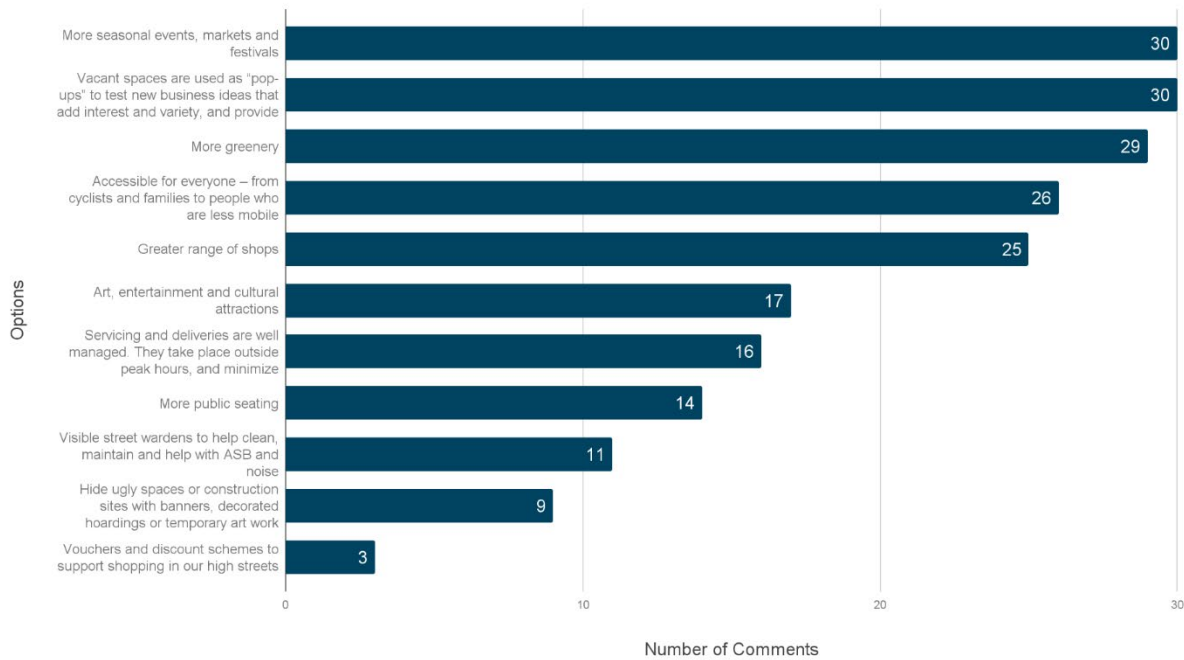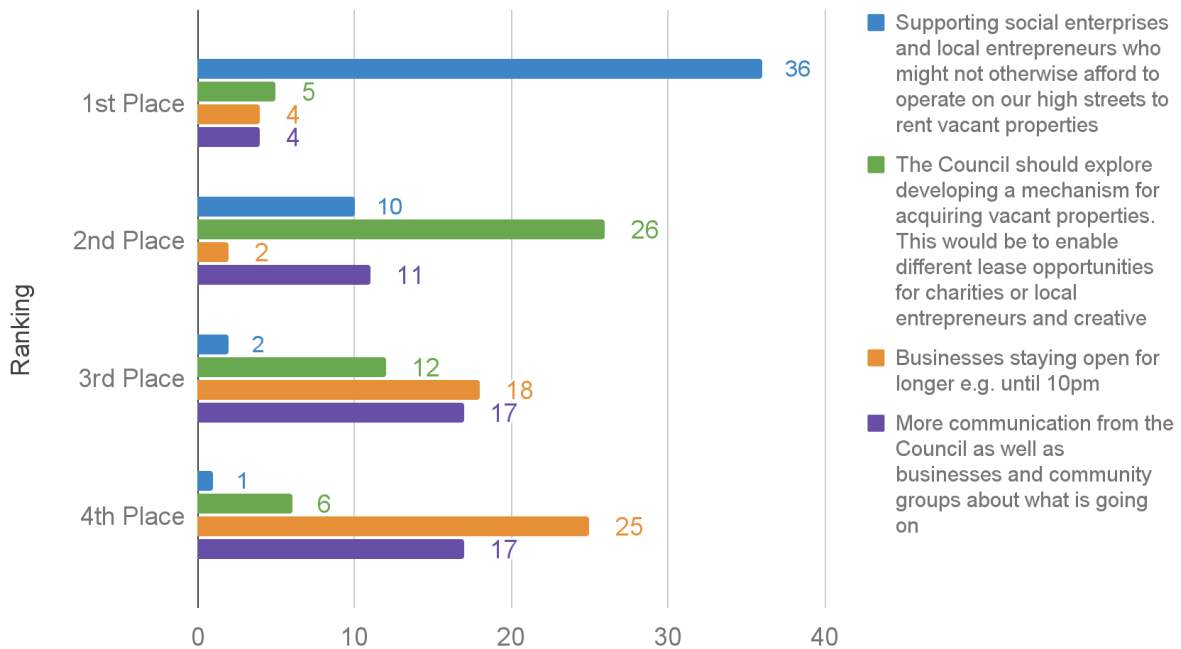## What are your top 3 reasons for visiting the high street?

Bar chart — Number of Comments (x-axis) vs Options (y-axis):

- Buying groceries: 109
- Eating out or drinking: 96
- Doing other shopping: 89
- Having a stroll or doing exercise: 73
- Support independent shops/ local businesses: 72
- En route to somewhere else: 60
- Meeting friends or family: 43
- Art, culture or leisure activities: 37
- Going to work or education: 36
- Visiting a market: 31
- Seasonal events (e.g. K+C festival, Christmas: 7

What changes do you want to see in the future?

Bar chart — Ranking (y-axis) vs value (x-axis):

1st Place
- Improve how easy it is to get to and get around with reduced mobility (e.g. wheelchair; with a buggy): 40
- Accessible and signposted toilets; changing places and baby feeding rooms on each high street: 18
- Widen pavements and remove barriers along the high street to improve the journey along the street for all: 19
- Cycling integrated to local high streets e.g. secure parking; cycle lane: (bar shown ~75)
- More taxi drop off spaces and places to park: 5

2nd Place
- Improve...: 54
- Accessible...: 36
- Widen pavements...: 52
- Cycling...: (small bar)
- More taxi...: 7

3rd Place
- Improve...: 49
- Accessible...: 36
- Widen pavements...: 57
- Cycling...: (small bar)
- More taxi...: 8

4th Place
- Improve...: 13
- Accessible...: 65
- Widen pavements...: 27
- Cycling...: (bar shown)
- More taxi...: 15

5th Place
- Improve...: 1
- Accessible...: 2
- Widen pavements...: 2
- Cycling...: (bar shown ~30)
- More taxi...: 122

Legend:
- Improve how easy it is to get to and get around with reduced mobility (e.g. wheelchair; with a buggy)
- Accessible and signposted toilets; changing places and baby feeding rooms on each high street
- Widen pavements and remove barriers along the high street to improve the journey along the street for all
- Cycling integrated to local high streets e.g. secure parking; cycle lane
- More taxi drop off spaces and places to park

Please select 5 options that you would like to prioritise to improve your high street?

Options / Number of Comments

- More seasonal events, markets and festivals: 30
- Vacant spaces are used as "pop-ups" to test new business ideas that add interest and variety, and provide: 30
- More greenery: 29
- Accessible for everyone – from cyclists and families to people who are less mobile: 26
- Greater range of shops: 25
- Art, entertainment and cultural attractions: 17
- Servicing and deliveries are well managed. They take place outside peak hours, and minimize: 16
- More public seating: 14
- Visible street wardens to help clean, maintain and help with ASB and noise: 11
- Hide ugly spaces or construction sites with banners, decorated hoardings or temporary art work: 9
- Vouchers and discount schemes to support shopping in our high streets: 3

Help us support businesses in the future

Ranking:

1st Place
- Supporting social enterprises and local entrepreneurs: 36
- The Council should explore developing a mechanism: 5
- Businesses staying open for longer: 4
- More communication from the Council: 4

2nd Place
- Supporting social enterprises and local entrepreneurs: 10
- The Council should explore developing a mechanism: 26
- Businesses staying open for longer: 2
- More communication from the Council: 11

3rd Place
- Supporting social enterprises and local entrepreneurs: 2
- The Council should explore developing a mechanism: 12
- Businesses staying open for longer: 18
- More communication from the Council: 17

4th Place
- Supporting social enterprises and local entrepreneurs: 1
- The Council should explore developing a mechanism: 6
- Businesses staying open for longer: 25
- More communication from the Council: 17

Legend:
- Supporting social enterprises and local entrepreneurs who might not otherwise afford to operate on our high streets to rent vacant properties
- The Council should explore developing a mechanism for acquiring vacant properties. This would be to enable different lease opportunities for charities or local entrepreneurs and creative
- Businesses staying open for longer e.g. until 10pm
- More communication from the Council as well as businesses and community groups about what is going on

Summary of Findings

Respondents to this survey visited the high streets in the Borough of Kensington and Chelsea most commonly for shopping (both grocery and retail), for eating/drinking out, to support small businesses, and for walking/exercise.

Strong transport links, shopping facilities, and diversity of shopping spaces are the primary reasons that lead to respondents enjoying a high street.

Sentiment surrounding the various high streets skewed negative, but there was a small sample size responding to some of the high streets and political disputes which caused bias in the data.

Improving cycling friendliness, greening the space, and improving air quality were the three most common recommendations for improving the high streets.

Methodology

On the Commonplace platform, proposals were split across a number of different 'tiles and a Community Heatmap, each including a comment form.

The comment forms consisted of a combination of 'emoji' sentiment scales, 'option' questions, priority ordering questions, and free text fields - none of the questions were mandatory. Where the term 'comment' is used in this report, it refers to any response made on any of these pages, regardless of whether a free text response was included.

Respondents were able to choose which pages they wanted to comment on and did not have to comment on all pages - they were also able to make multiple comments on one page if they chose to.

All demographic questions were optional.

For free text analysis, categories which were mentioned >5 times were omitted for the sake of brevity.

Comment breakdown

The table below shows the number of comments made on each section, including anonymous and pending comments (i.e., those that did not provide an email address, or did provide one but did not confirm it).

Section	Number of Comments
High Streets Today	217
Businesses and Community	58

Movement and Accessibility	252
Vision	48
Community Heatmap	413
Appendix: High Streets and the New Local Plan	10

Demographic Analysis

The Kensington and Chelsea Future High Streets Design Feedback Commonplace received 605 total contributions, 585 of which were comments. 68% of commenters (400) confirmed their email address. The Kensington and Chelsea Future High Streets Community Heatmap received 968 total contributions, 413 of which were comments. 90% of commenters (373) on this site confirmed their email address. This report utilises the data collected from confirmed respondents from both websites.

Postcode Map

Each house icon represents the postcode of the respondent, and the colour of the icon corresponds to the average sentiment of the respondent in the survey.
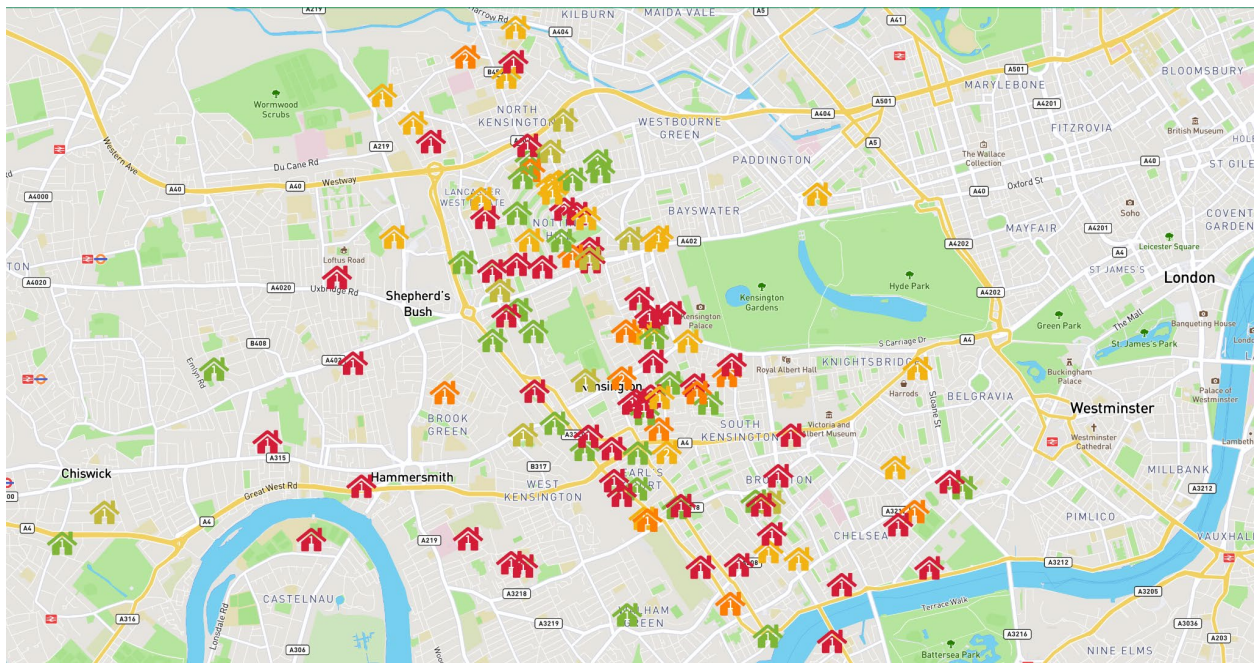
Connection to the area

What is your connection to the area?

Number of Respondents (y-axis, values: 0, 25, 50, 75, 100, 125)

Option	Number of Respondents
I own a business here	3
I study here	5
I commute through here	30
Leisure activities	32
I work here	37
I shop here	46
I live here	124
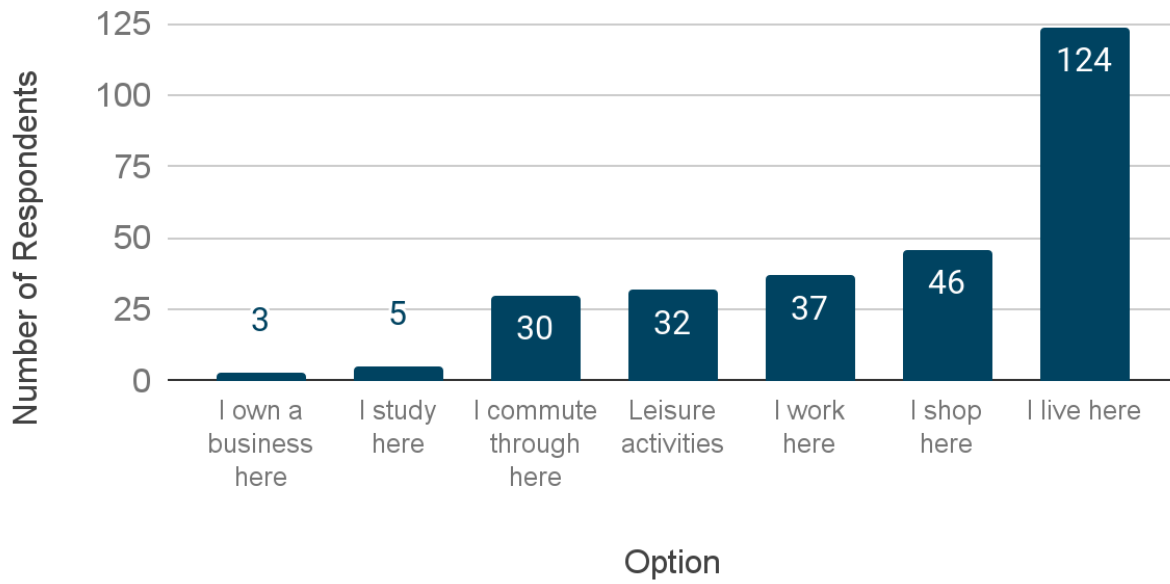
Age

What is your age group?

Number of Respondents (y-axis, values: 0, 10, 20, 30, 40)

Option	Number of Respondents
13-15	0
16-24	1
25-34	16
35-44	31
45-54	36
55-64	36
65-74	32
75-84	15
85 or over	0
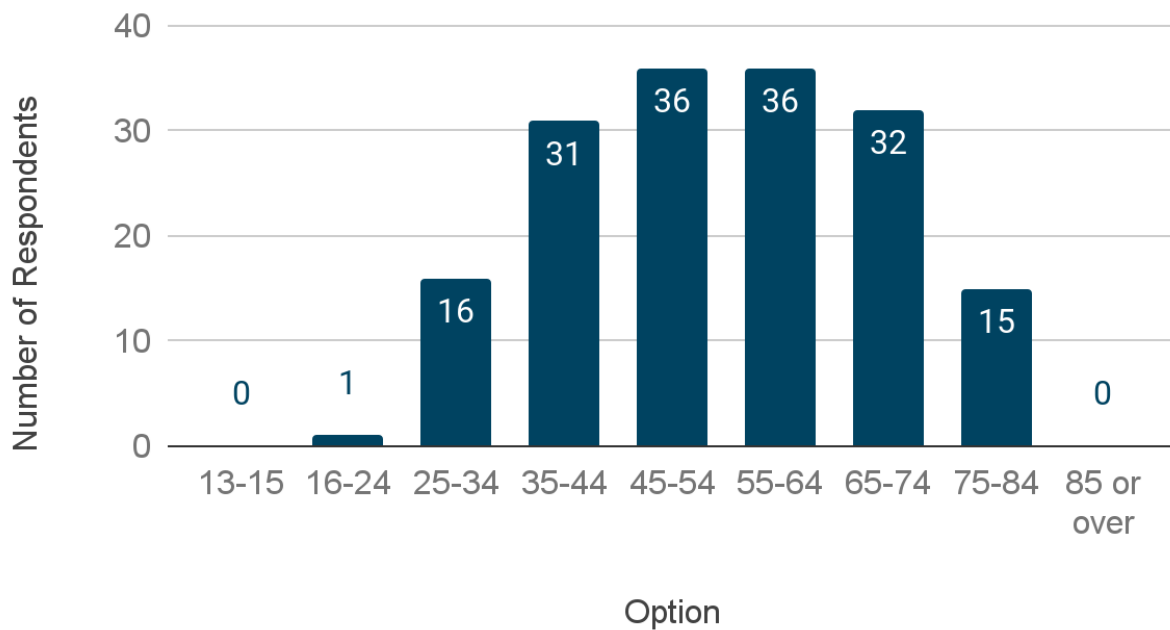
Gender

What is your gender identity?

- Man
- Woman
- Prefer to self-describe
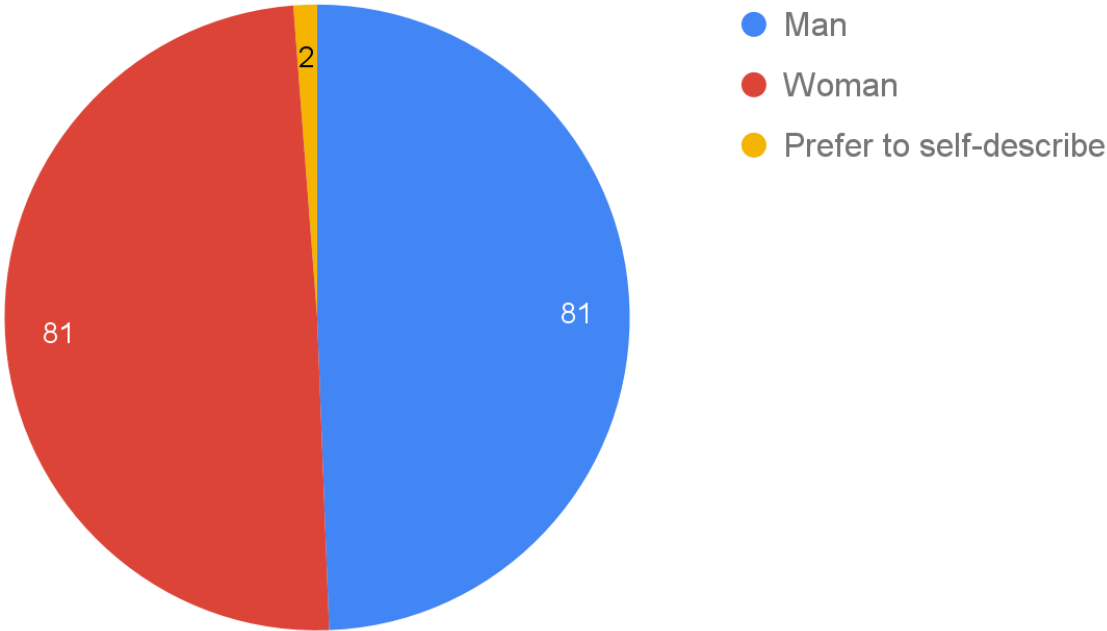
Employment status

What is your employment status?
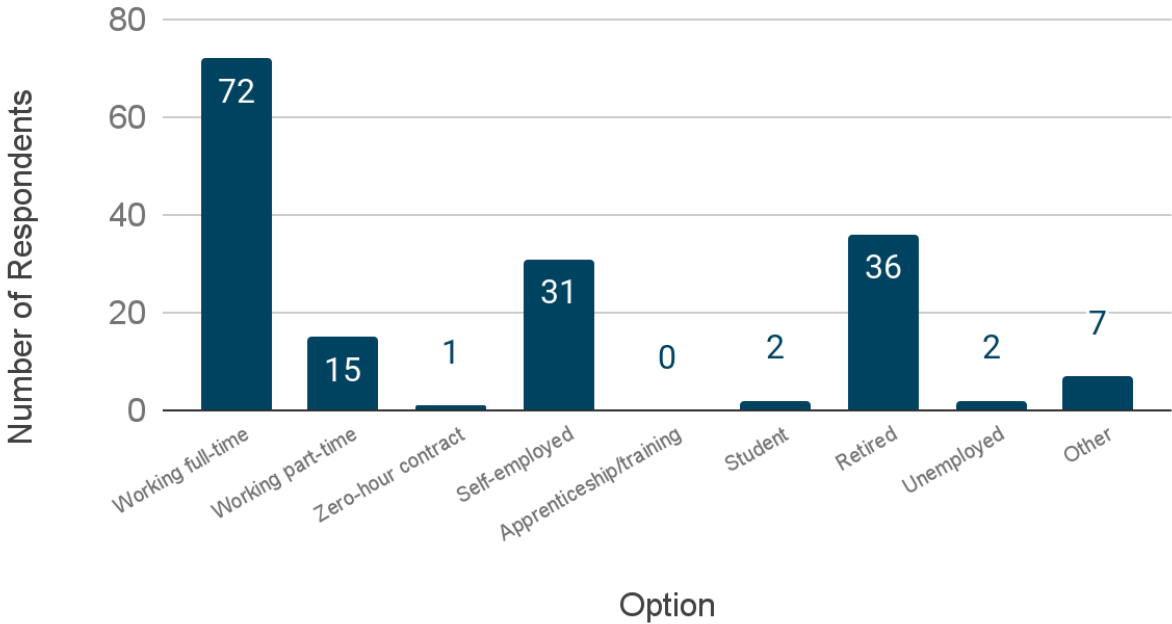
Ethnicity

What is your ethnicity?
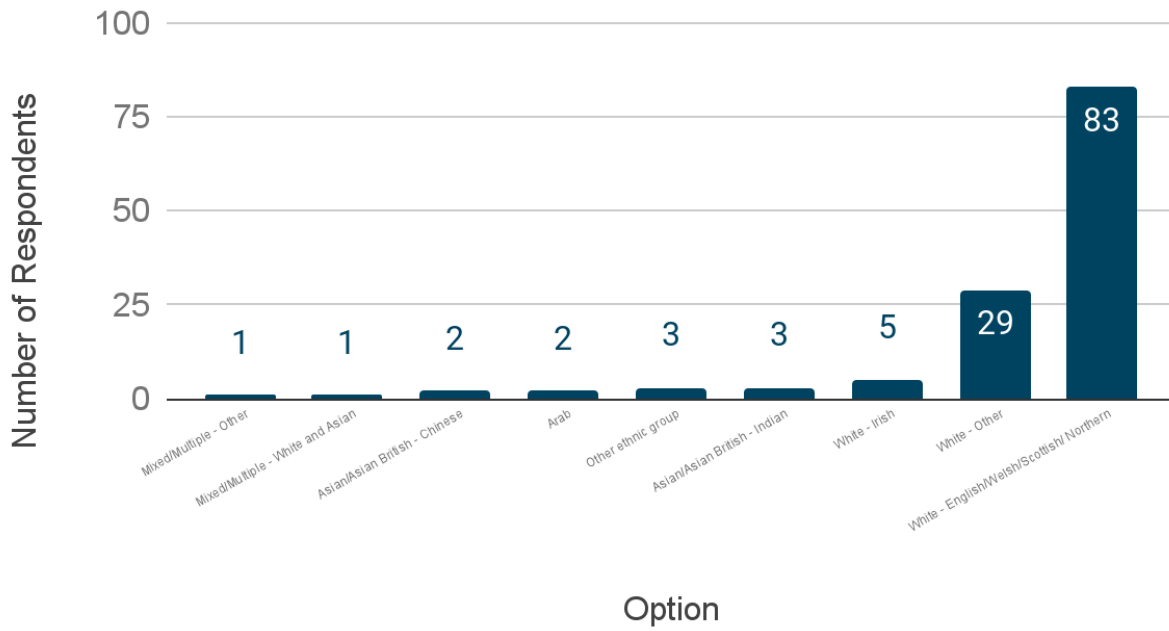
Disability

Do you consider yourself as having a disability?
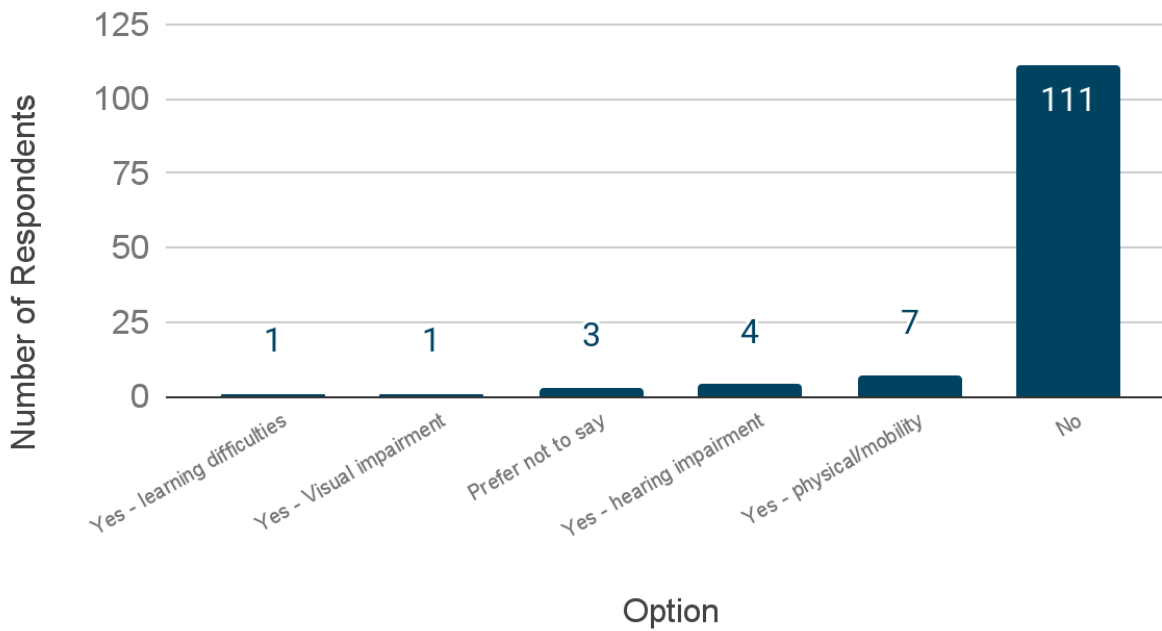
Section 2: High Street Comparative Overview

How do you get to this high street? (Combined, 100% stacked)

Legend: Scooter | Drive or taxi | Public transport | Cycle | Walk

Location	Scooter	Drive or taxi	Public transport	Cycle	Walk
Kensington High Street	3	41	57	97	125
Kings Road / Sloane Street	0	12	16	12	37
Portobello Road / Westbourne Grove	2	7	13	16	45
Fulham Road	0	3	2	3	12
Earls Court Road	0	3	6	7	34
Brompton Road / Knightsbridge	0	4	6	3	12
Notting Hill Gate	0	13	18	14	45
South Kensington	0	9	17	12	18
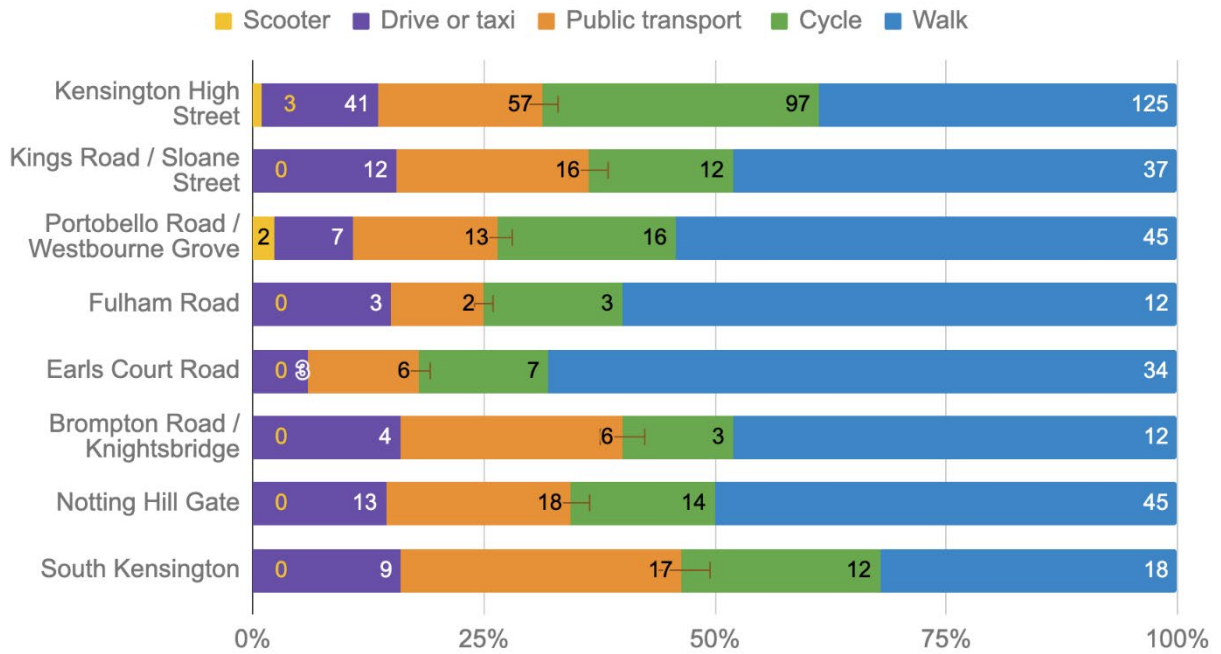
Would this location benefit from being pedestrianised?

Legend: No | I'm not sure | Yes

Options	No	I'm not sure	Yes
Kensington High Street	50	27	109
Kings Road / Sloane Street	2	1	4
Portobello Road / Westbourne Grove	2	0	6
Fulham Road	0	0	4
Earl's Court Road	1	1	2
Brompton Road / Knightsbridge	3	0	2
Notting Hill Gate	7	4	3
South Kensington	2	0	5
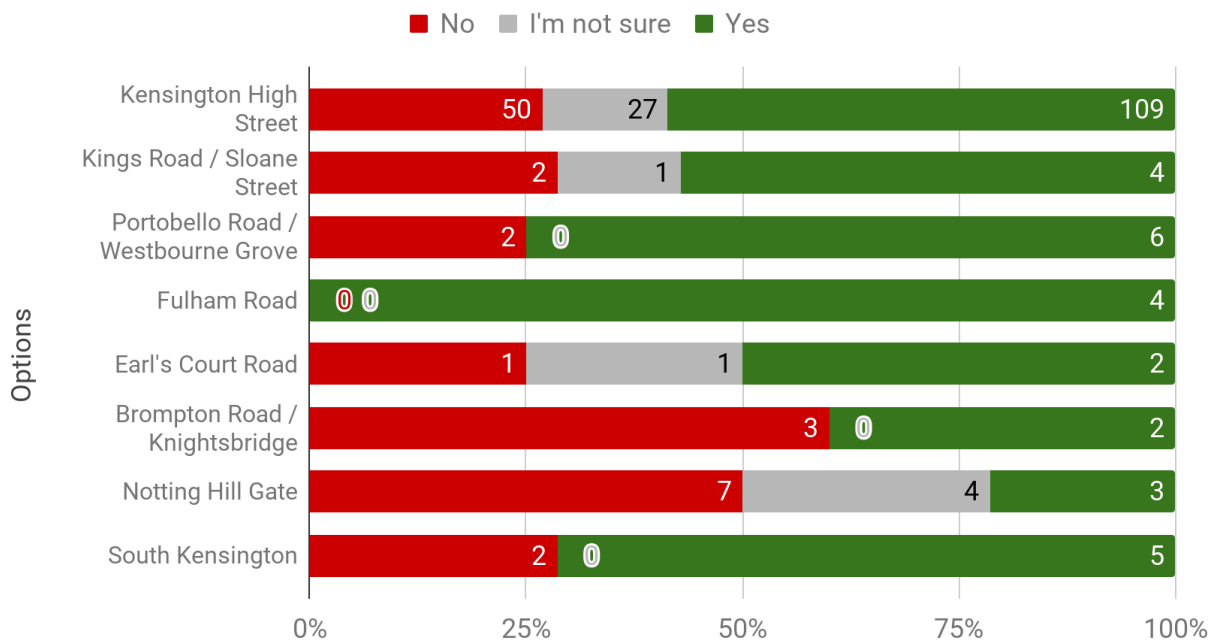
Would this location benefit from later opening hours? e.g. 10 pm

Legend: ■ Yes ■ No ■ During specific times of the year e.g. holidays ■ I'm not sure

Options	Yes	No	During specific times	I'm not sure
Kensington High Street	62	42	24	53
Kings Road / Sloane Street	2	2	0	1
Portobello Road / Westbourne Grove	4	3	1	0
Fulham Road	1	2	1	0
Earls Court Road	0	2	1	0
Brompton Road / Knightsbridge	0	2	1	1
Notting Hill Gate	4	3	1	6
South Kensington	1	3	0	2
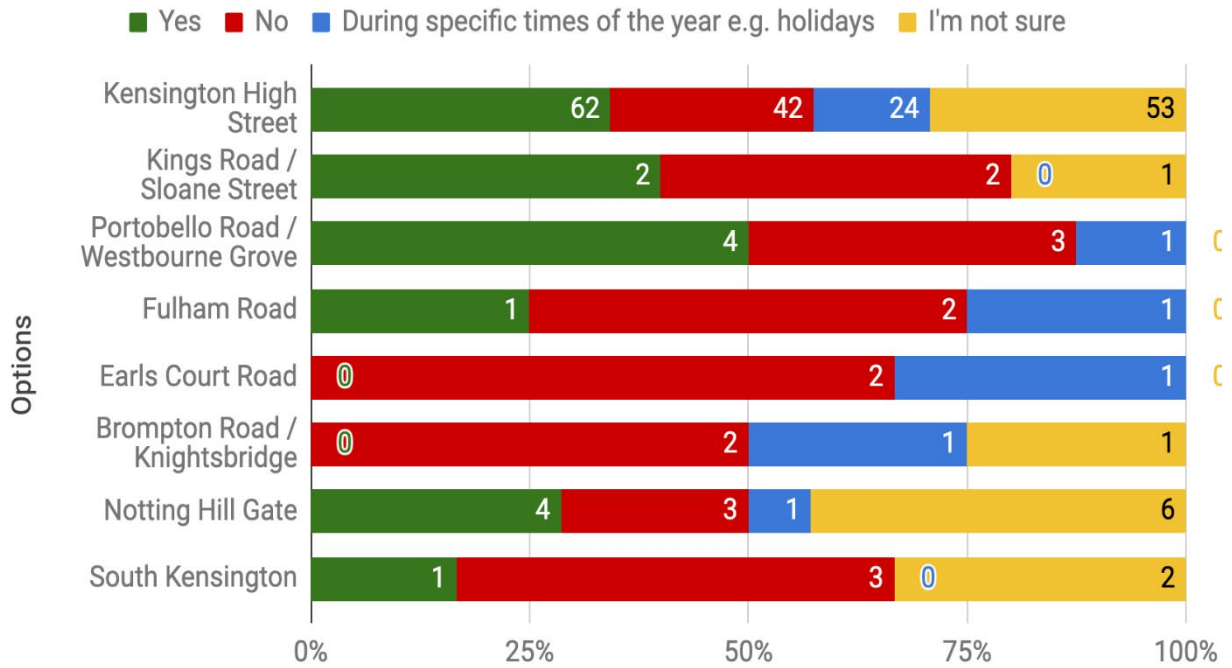
What are your top 3 reasons for visiting this high street? What is most important?

Legend:
- ■ Seasonal events (e.g. K+C festival, Christmas activities)
- ■ Visiting a market
- ■ Meeting friends or family
- ■ Going to work or education
- ■ Art, culture or leisure activities
- ■ Support independent shops/ local businesses
- ■ Having a stroll or doing exercise
- ■ En route to somewhere else
- ■ Eating out or drinking
- ■ Buying groceries
- ■ Doing other shopping
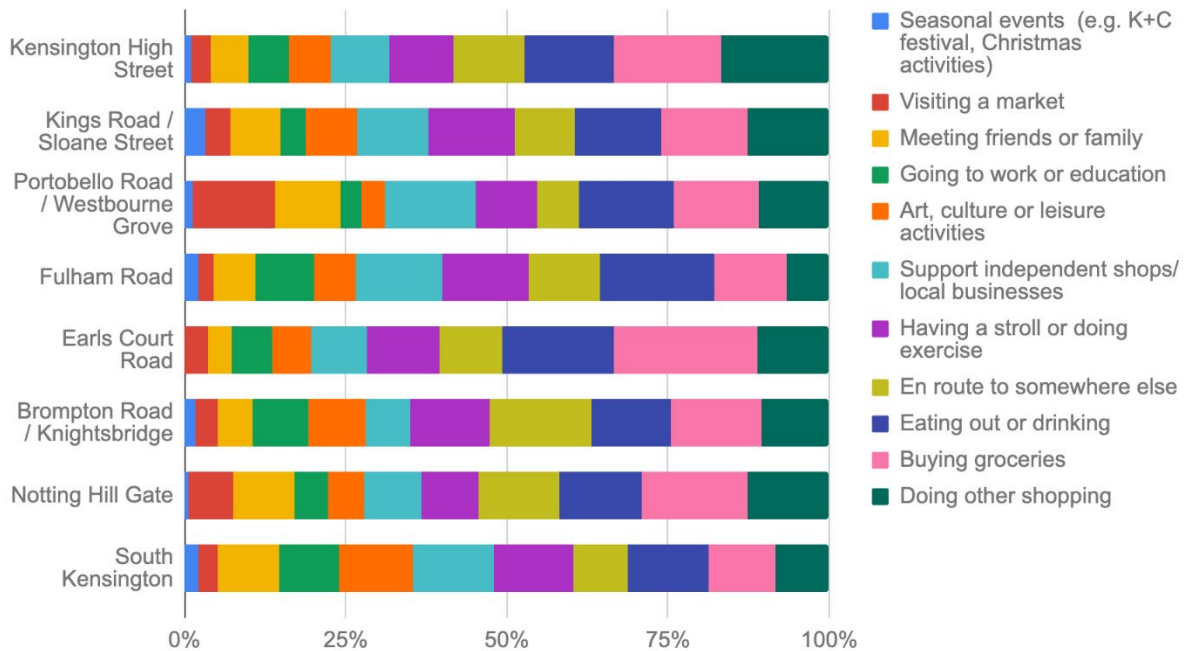
Would you like to see more al fresco dining in the future?

Legend: Not at all supportive | Not very supportive | Neutral | Somewhat supportive | Very supportive

Options (top to bottom): Kensington High Street, Kings Road / Sloane Street, Portobello Road / Westbourne Grove, Fulham Road, Earls Court Road, Brompton Road / Knightsbridge, Notting Hill Gate, South Kensington

X-axis: 0%, 25%, 50%, 75%, 100%
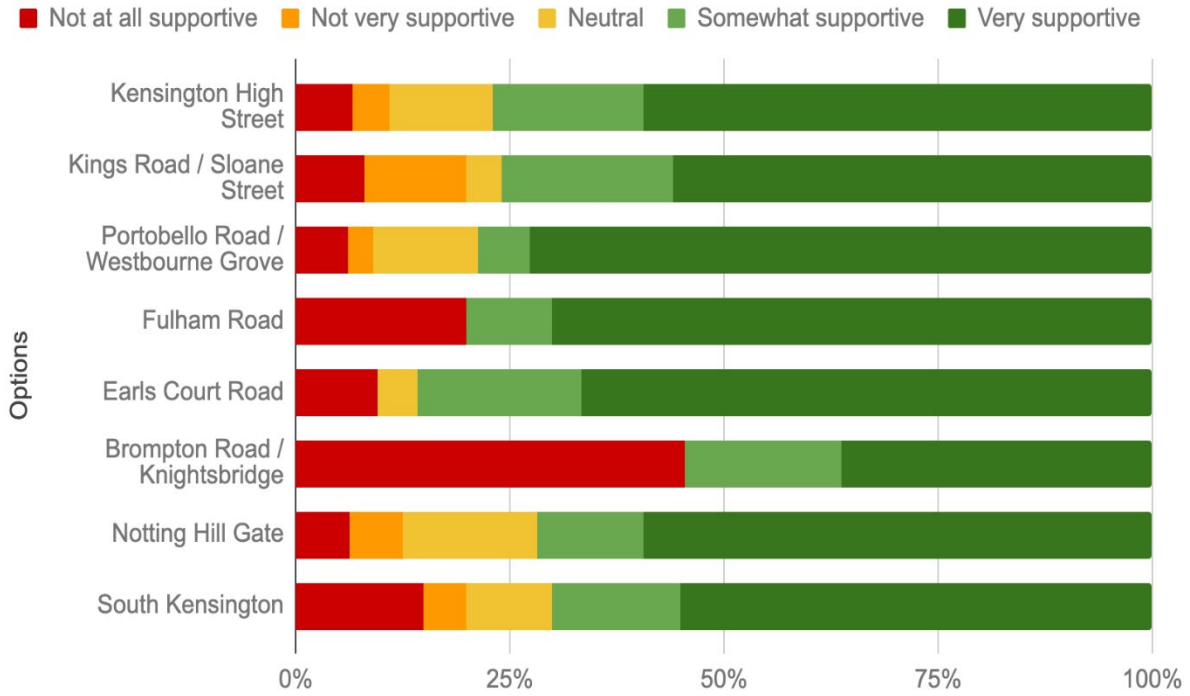
Do you support the idea of shops that have one use in the day and another in the evening?

Legend: Not at all supportive | Not very supportive | Neutral | Somewhat supportive | Very supportive

Options (top to bottom): Kensington High Street, Kings Road / Sloane Street, Portobello Road / Westbourne Grove, Fulham Road, Earl's Court Road, Brompton Road / Knightsbridge, Notting Hill Gate, South Kensington

X-axis: 0%, 25%, 50%, 75%, 100%
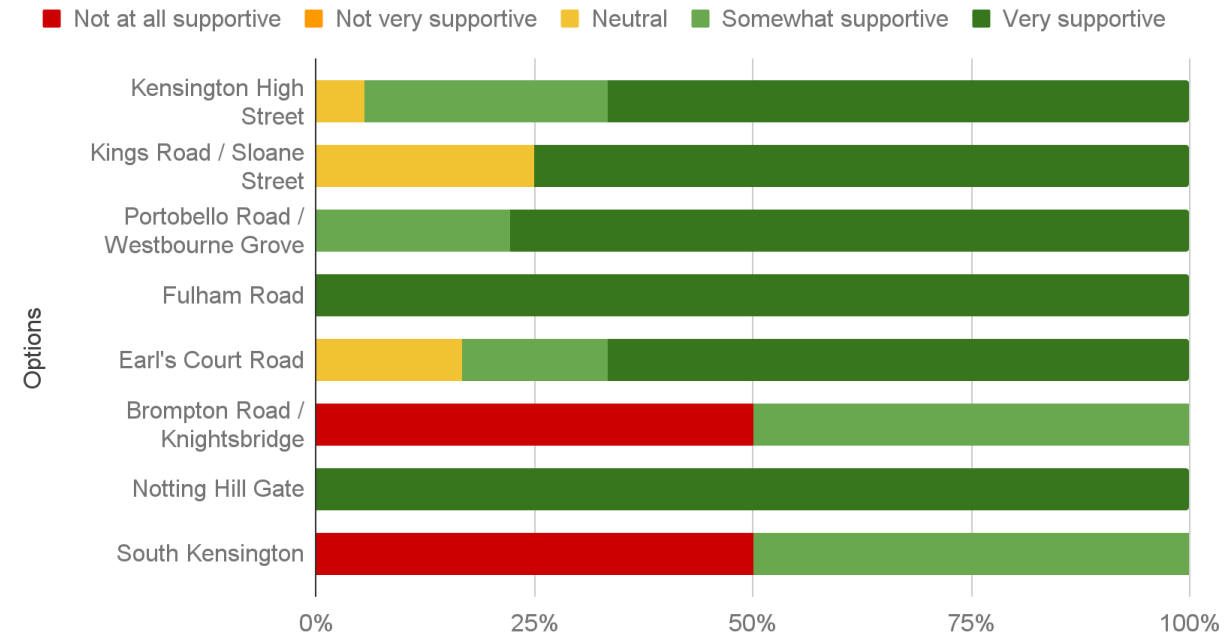
Should we explore a voluntary contribution from residents that could also provide additional money to be agreed and spent locally by residents?

Legend: ■ Not at all supportive ■ Not very supportive ■ Neutral ■ Somewhat supportive ■ Very supportive
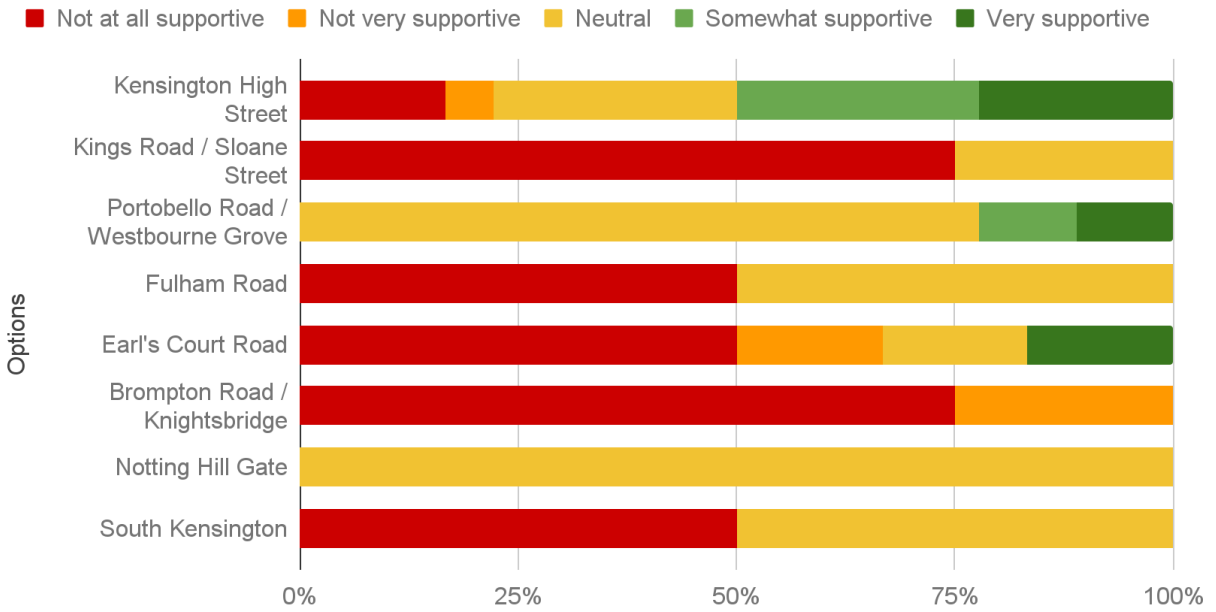
Would you be in favour of either of these design ideas to help buffer traffic noise?
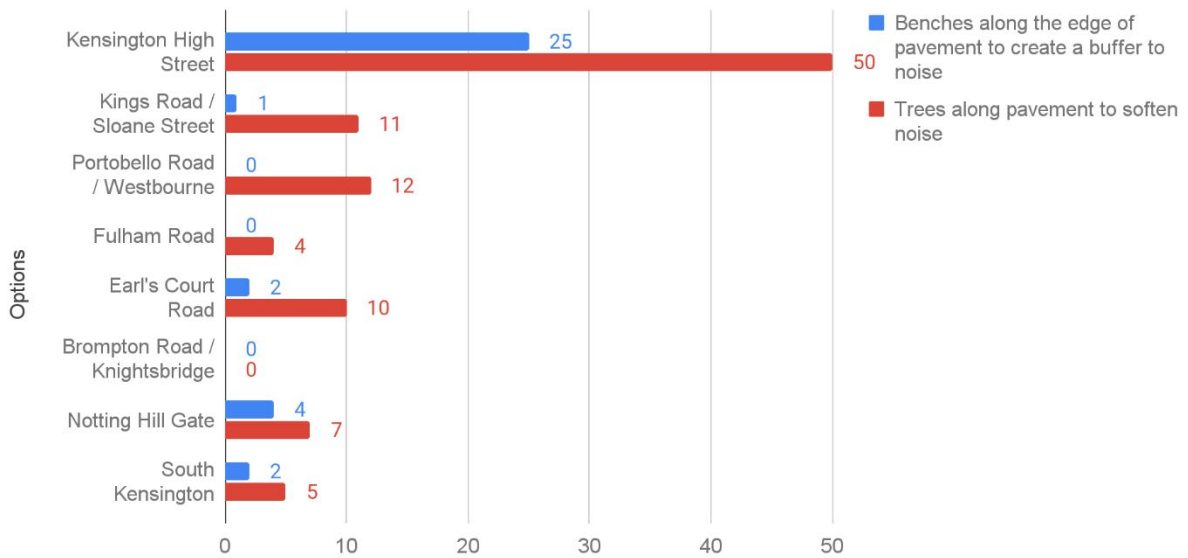
Section 3: Kensington High Street

High Streets Today

What are your top 3 reasons for visiting this high street?

Bar chart titled "Number of Comments" (x-axis) versus "Options" (y-axis):

Option	Number of Comments
Doing other shopping	61
Buying groceries	60
Eating out or drinking	50
En route to somewhere else	40
Having a stroll or doing exercise	36
Support independent shops/ local businesses	33
Art, culture or leisure activities	23
Going to work or education	23
Meeting friends or family	21
Visiting a market	11
Seasonal events (e.g. K+C festival, Christmas	4

Community Heatmap

How do you feel about this location?

How could this location be improved?

Number of Comments

Number of Comments

What do you like about this location?

Bar chart — Options vs Number of Comments

Options	Number of Comments
Shopping -	96
Diversity of shops	65
Strong transport	34
Welcoming and safe	21
Cultural events	19
Services e.g. GP,	13
People watching	12
Day out	10
Activities for all ages	6

Free Text

Category	Mentions
Cycling Safety / Segregated Cycle Lanes	80
Reduce / Discourage Private Car Use	21
Air Pollution / Air Quality	12
Already Use Active Travel	11
Reduce On-Street Parking / Parking Enforcement	9
Things Fine as They Are	9
Cycle Storage / Parking	8

Noise	7
Unsafe Use of Scooters / Bikes (e.g., Riding on Pavement)	6
People Unable to Use Active Travel	5
Wider pavements	5
Trees / Planting / Green Space	5
Creating / Enhancing Public Spaces (e.g., Seating, Decoration)	5
Total	**183**

Sample Comments

"Promoting sustainable travel choices, walking and cycling are paramount. HSK is busy, loud and congested due to motor traffic. Reducing this is key to enticing people to shop, walk, eat and enjoy the area. This will in turn attract more independent businesses to the high street"

"More community friendly police/wardens, somebody people can turn to ask questions and ensure everybody's respect and safety"

"More bins, giving recycling options. Ensure pavements are well maintained and allow smooth running for buggies and wheelchairs"

"Repurpose empty shops as community space and workspace for independent businesses. Provide sheltered seating areas. Create more 'pocket parks' and plant wildflowers. More trees!"

Narrative

Respondents commenting on Kensington High Street tended to visit the high street mostly for eating and drinking, buying groceries, or doing other shopping. Shopping and diversity of shops appears to be the top reasons respondents like this high street. However, there is a heavily negative overall sentiment for the high street, with the top recommendations for improving the high street being improving cycle friendliness, followed by greening the high street and improving the air quality.

Comments made in this section have been influenced by a polarising issue surrounding a contentious cycling lane on Kensington High Street; comments on this section have therefore skewed a little more negatively than other high streets. This is further signified by the disproportionate mention of terms relating to "Cycling Safety / Segregated Cycle Lanes" in the free text questions.

Section 4: Notting Hill Gate

High Streets Today

What are your top 3 reasons for visiting this high street?

Number of Comments (x-axis), Options (y-axis)

- Buying groceries: 26
- Doing other shopping: 20
- Eating out or drinking: 20
- En route to somewhere else: 20
- Meeting friends or family: 15
- Having a stroll or doing exercise: 14
- Support independent shops/ local: 14
- Visiting a market: 11
- Art, culture or leisure activities: 9
- Going to work or education: 8
- Seasonal events (e.g. K+C festival,: 1

Community Heatmap

How do you feel about this location?

Number of Comments (y-axis), Options (x-axis)

- Very negative: 11
- Somewhat negative: 1
- Neutral: 5
- Somewhat positive: 0
- Very positive: 5

What do you like about this location?

Bar chart — Options vs Number of Comments:

- Shopping - groceries and retail: 10
- Strong transport links: 10
- Diversity of shops: 3
- Services e.g. GP, dentist: 3
- Welcoming and safe: 1
- People watching: 1
- Activities for all ages: 1

How could this location be improved?

Bar chart — Options vs Number of Comments:

- Cycle friendly: 12
- Green spaces: 8
- Air Quality: 8
- Wider pavements: 7
- Al fresco dining: 4
- Benches and: 3
- More facilities for: 2
- Community: 2

Free text

Category	Mentions
Cycling Safety / Segregated Cycle Lanes	5
Trees / Planting / Green Space	3
Creating / Enhancing Public Spaces (e.g., Seating, Decoration)	2
Traffic Calming Measures / Speed Limits	2
Total	12

Sample Comments

"I would visit more often if the cycle infrastructure was safer and the street less hostile for people walking and cycling."

"Create more green and enjoyable spaces around Notting Hill Gate. Unfortunately, it's not much more than a busy traffic junction at the moment but could become a pleasant area for locals"

"Notting Hill Gate is a rat run and an especially dreary stretch of road. It needs landscaping and some interesting, unusual shops instead of the usual chains/estate agents etc."

"The tree and benches outside Waterstones are absolutely wonderful. Would love a lot more of that all along the road until Holland Park"

Narrative

Respondents commenting on Notting Hill Gate tended to visit the high street mostly for buying groceries, doing other shopping, eating/drinking out, and en route to somewhere else. Shopping (both retail and groceries) and strong transport links appear to be the top reasons respondents like this high street, and there is an overall negative sentiment for the high street, with the top recommendations for improving the high street being improving cycle friendliness, followed by green spaces and planting, and improving air quality.
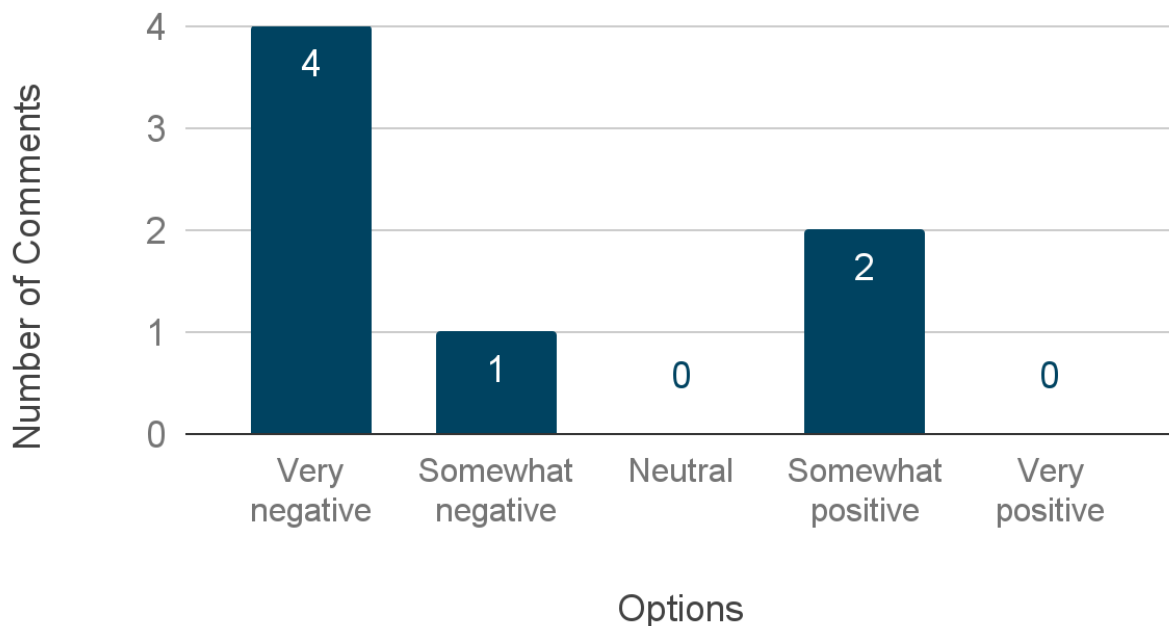
Section 5: Portobello Road / Westbourne Grove

High Streets Today
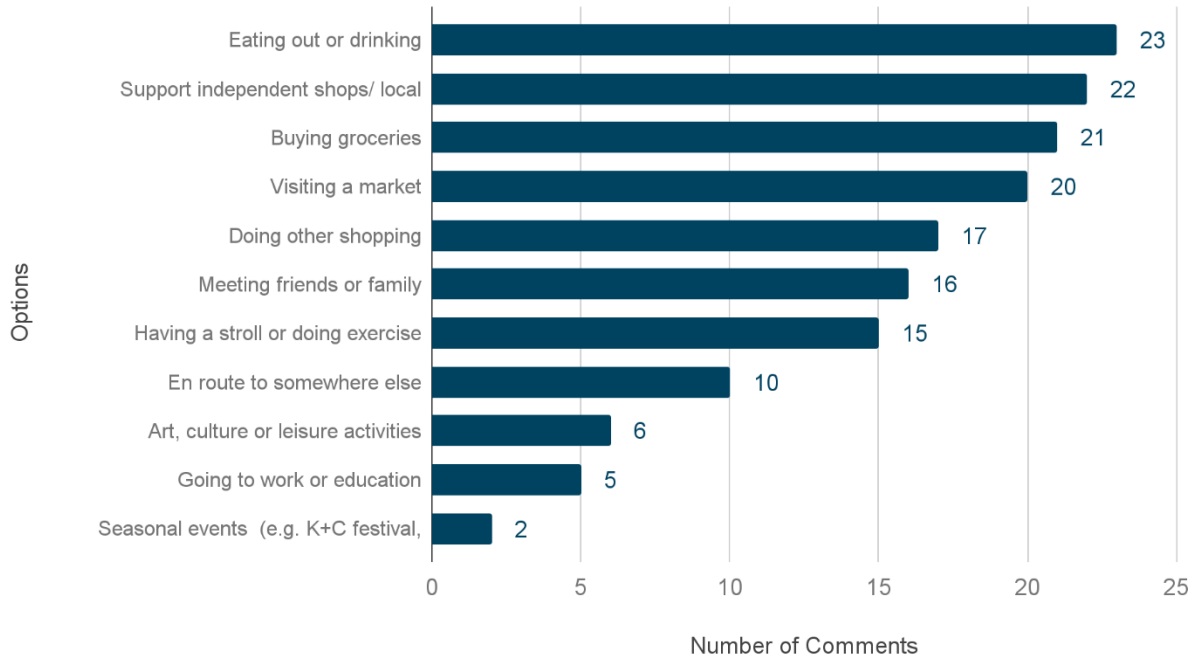
What are your top 3 reasons for visiting this high street?

Community Heatmap

How do you feel about this location?

What do you like about this location?

Chart showing "Number of Comments" (x-axis) by "Options" (y-axis):

- Diversity of shops: 6
- People watching: 5
- Shopping - groceries and retail: 4
- Cultural events: 4
- Welcoming and safe: 2
- Day out: 2
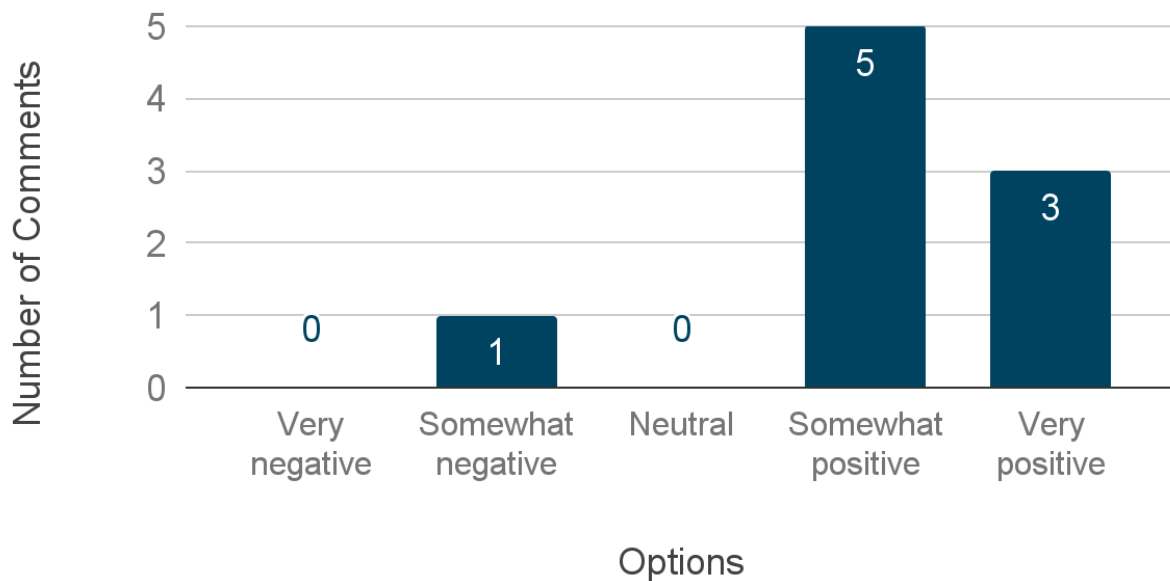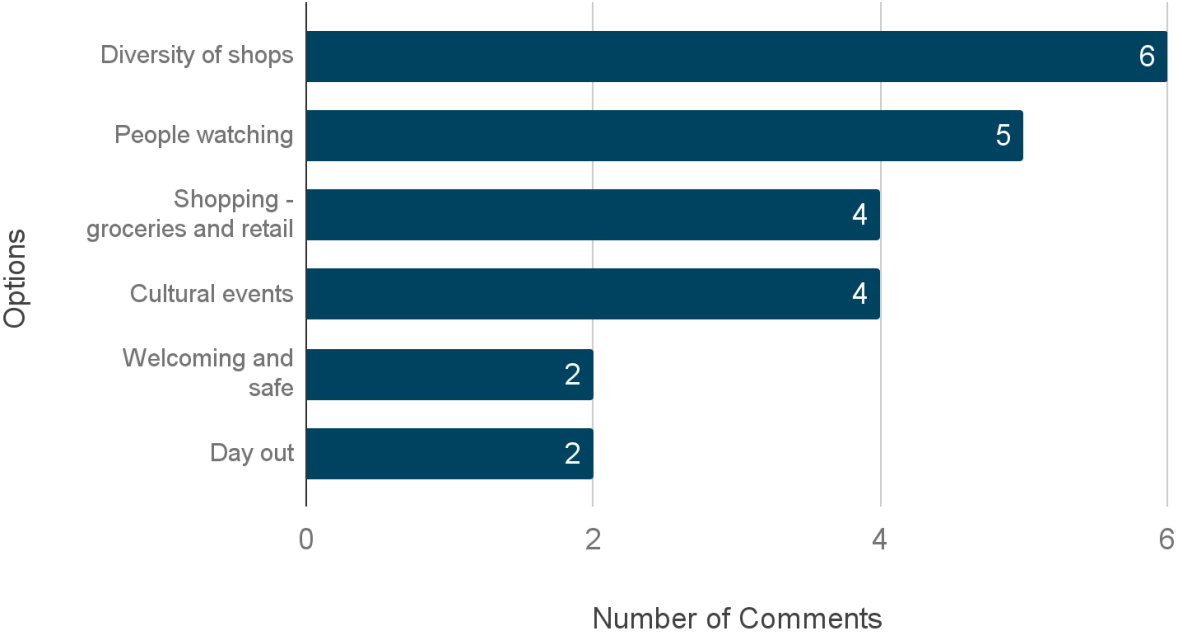
How could this location be improved?
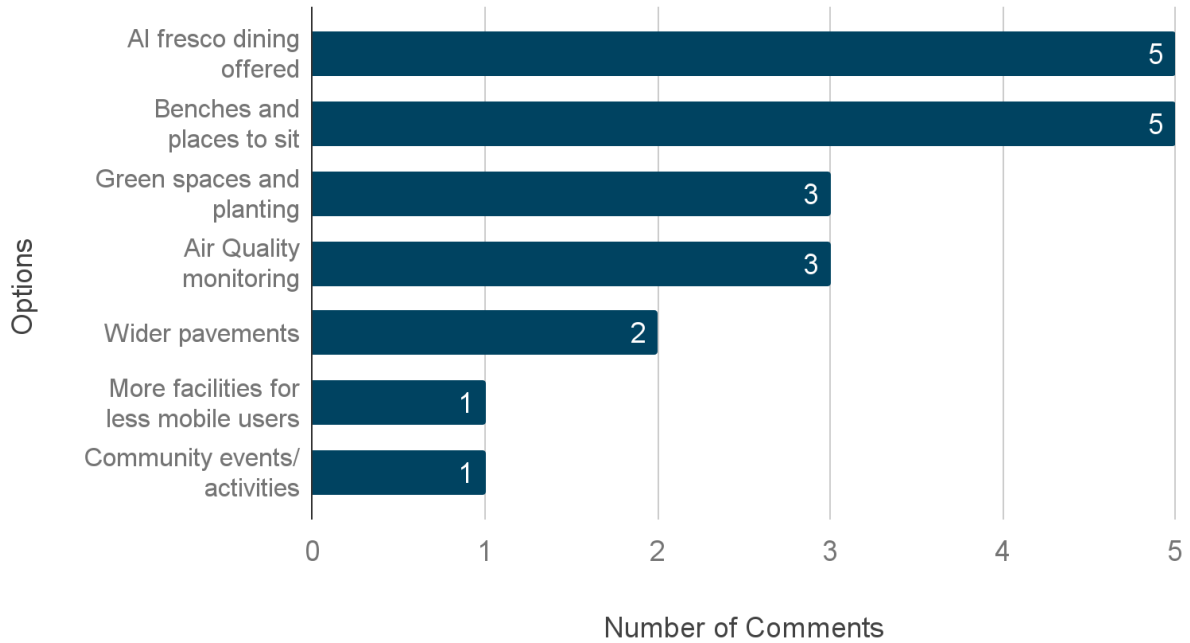
Free text

Category	Mentions
Cycling Safety / Segregated Cycle Lanes	4
Trees / Planting / Green Space	4
Creating / Enhancing Public Spaces (e.g., Seating, Decoration)	4
Total	12

Sample Comments

"More 'shared space' i.e., making street space available for dining, cycling, walking, shopping, and sitting"

"Repurpose empty shops as community space and workspace for independent businesses"

"So many essential services have been lost. I would like to see help to bring back grocers, repair shops, craftspeople, haberdashers, and a wide range of small, independent businesses. We MUST revitalise Portobello and Golborne markets too."

"We love the new outdoor seating from restaurants   it makes the area so much more vibrant"

Narrative

Respondents commenting on Portobello Road/ Westbourne Grove tended to visit the high street(s) mostly for eating/drinking out, buying groceries, supporting independent businesses, and visiting markets. People-watching and diversity of shops appear to be the top reasons respondents like this high street, and there is a mildly positive overall sentiment for the high street, with the top recommendations for improving the high street being Alfresco dining opportunities, followed by benches and places to sit. However, a small number of respondents commented on this high street, resulting in a small sample size and less generalisable results.
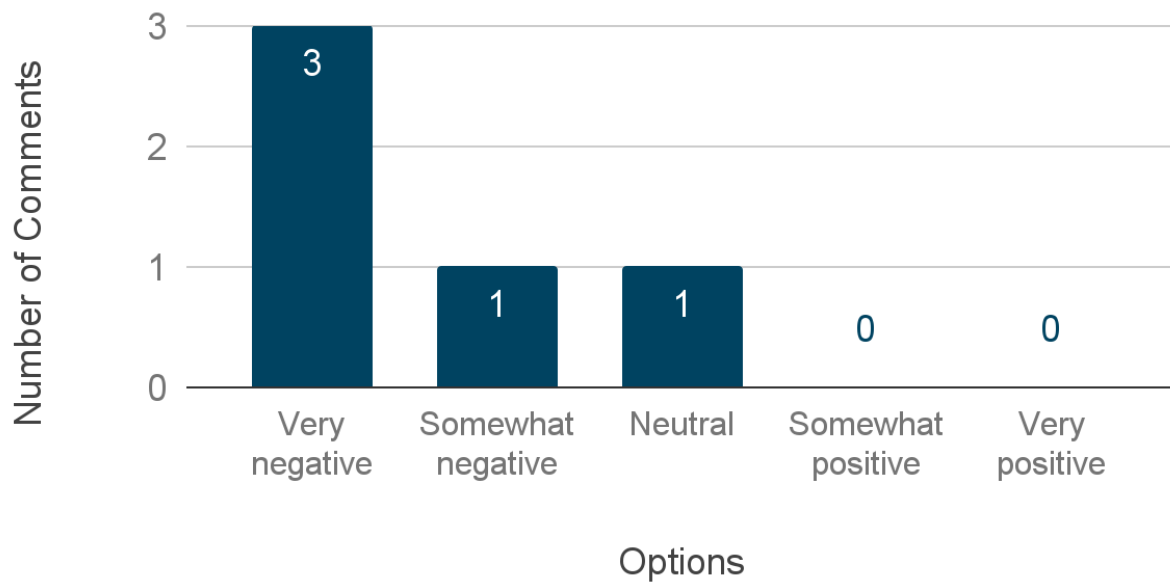
Section 6: Kings Road / Sloane Street

High Streets Today
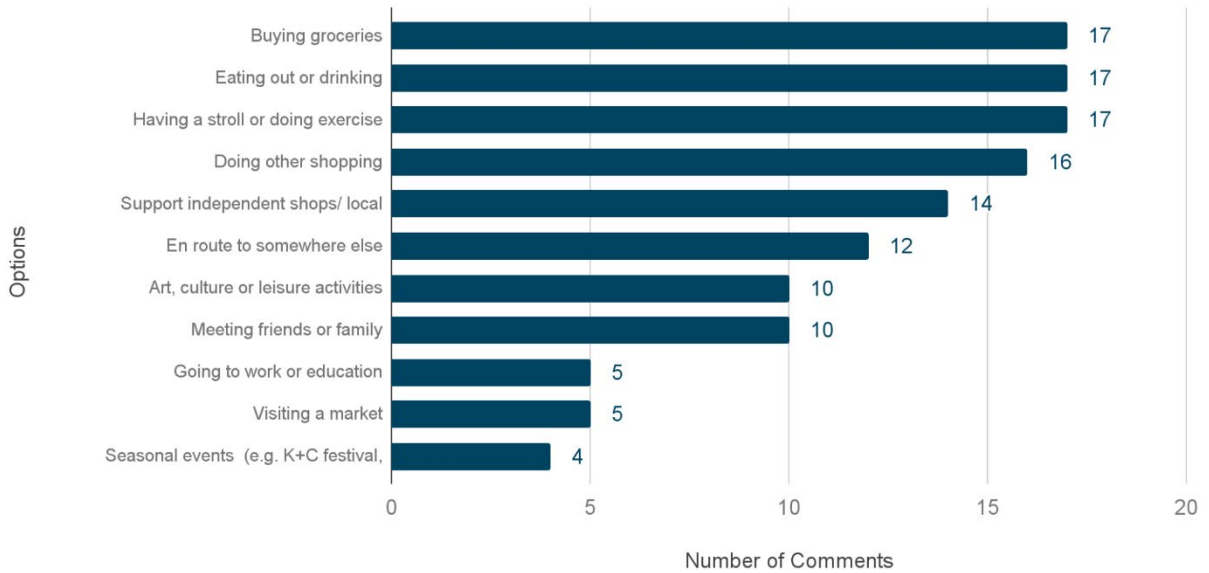
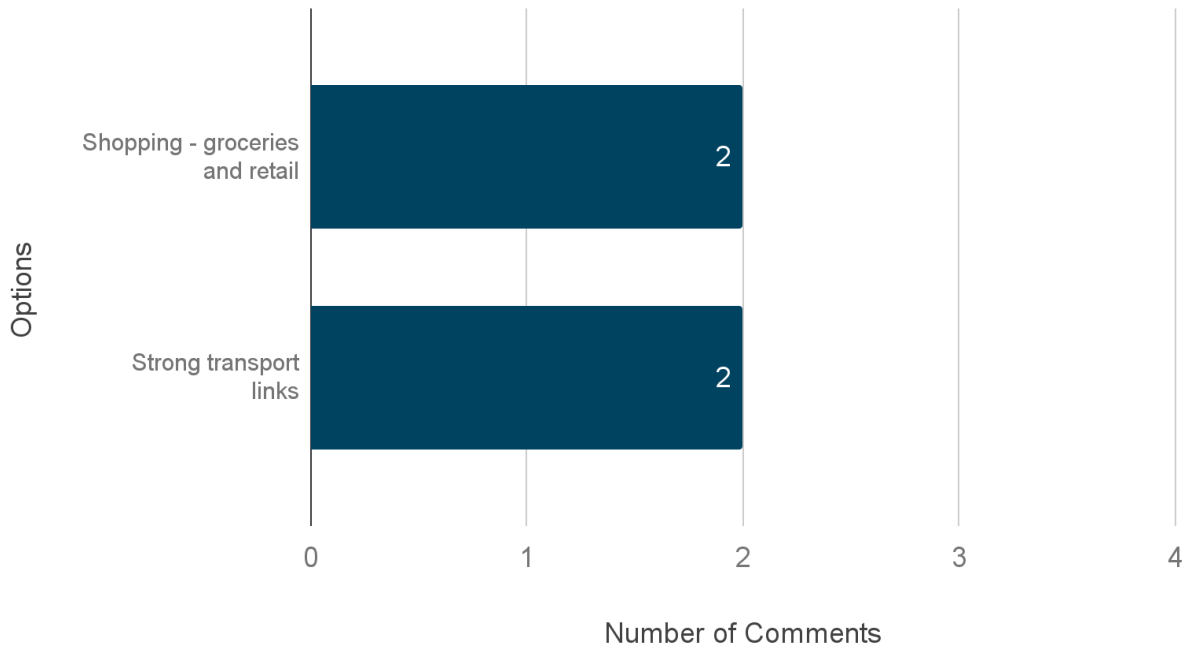**What are your top 3 reasons for visiting this high street?**

Community Heatmap

How do you feel about this location?

What do you like about this location?

Options (y-axis) — Number of Comments (x-axis)

- Diversity of shops: 4
- Shopping - groceries and retail: 4
- People watching: 2
- Strong transport links: 2

How could this location be improved?

Options (y-axis) — Number of Comments (x-axis)

- Green spaces and planting: 6
- Wider pavements: 5
- Cycle friendly: 5
- Air Quality monitoring: 4
- Al fresco dining offered: 2
- Benches and places to sit: 2
- More facilities for less mobile users: 1
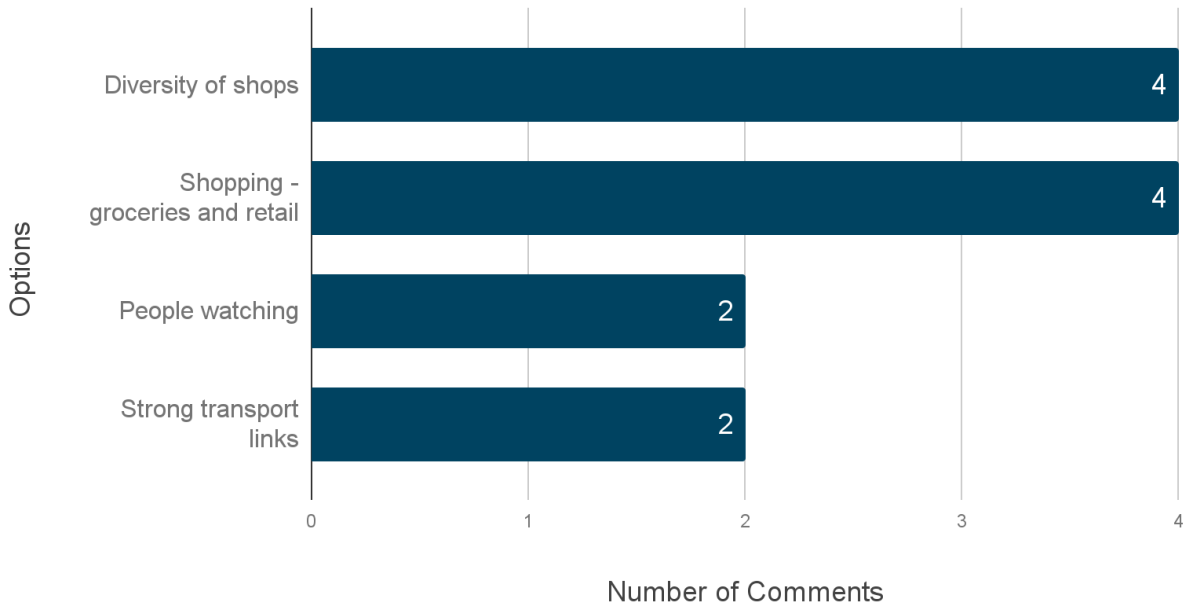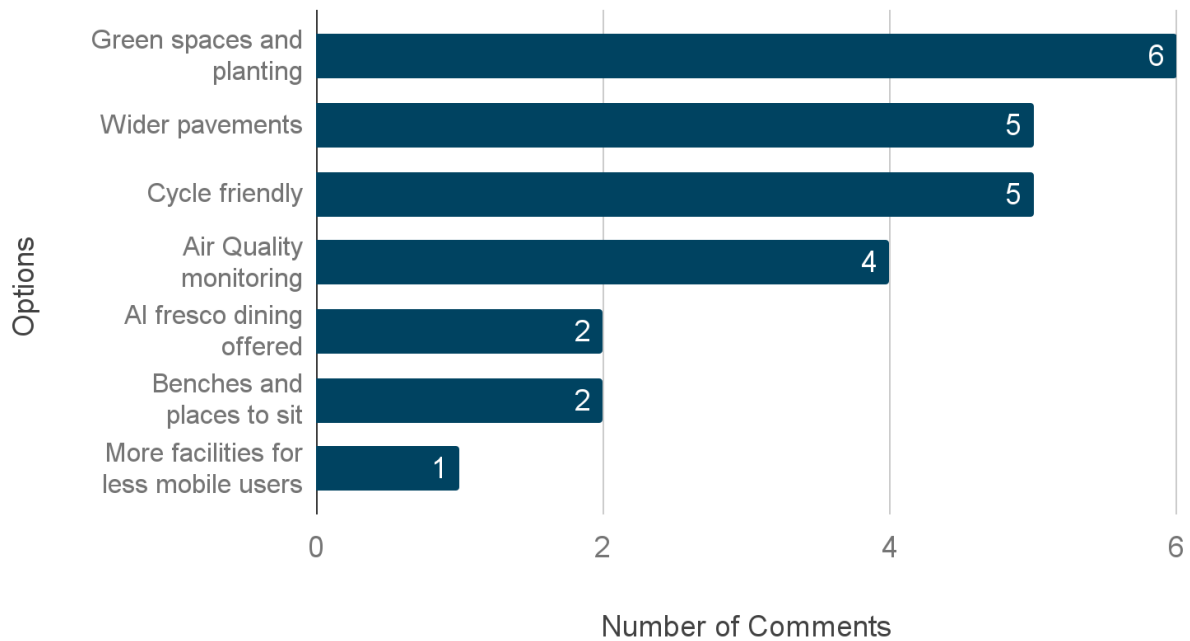
Free text

Category	Mentions

Cycling Safety / Segregated Cycle Lanes	5
Unsafe Use of Scooters / Bikes (e.g., Riding on Pavement)	4
Total	9

Sample Comments

"Outdoor communal seating areas in green spaces   more pop up green spaces with seating"

"Maintain zebra crossings, reduce signal controlled pedestrian crossings"

"You must be very careful with pedestrianised areas or reducing road widths. Pedestrianised areas often become no go areas, as passing traffic is important from the safety point of view as regards to robbers, especially when it is quiet or after dark"

"Affordable dentists. Affordable individual shops as opposed to high street chains. More charity shops the Sloane Square end of the Kings Road"

Narrative

Respondents commenting on Kings Road/ Sloane Street tended to visit the high street(s) mostly for shopping, walking/exercise, and eating/drinking out. Shopping and diversity of shops appears to be the top reasons respondents like this high street, However, there is a mildly negative overall sentiment for the high street, with the top recommendations for improving the high street being green spaces and planting, followed by wider pavements and cycle friendliness. However, a small number of respondents commented on this high street, resulting in a small sample size and less generalisable results.

Section 7: Brompton Road / Knightsbridge

High Streets Today
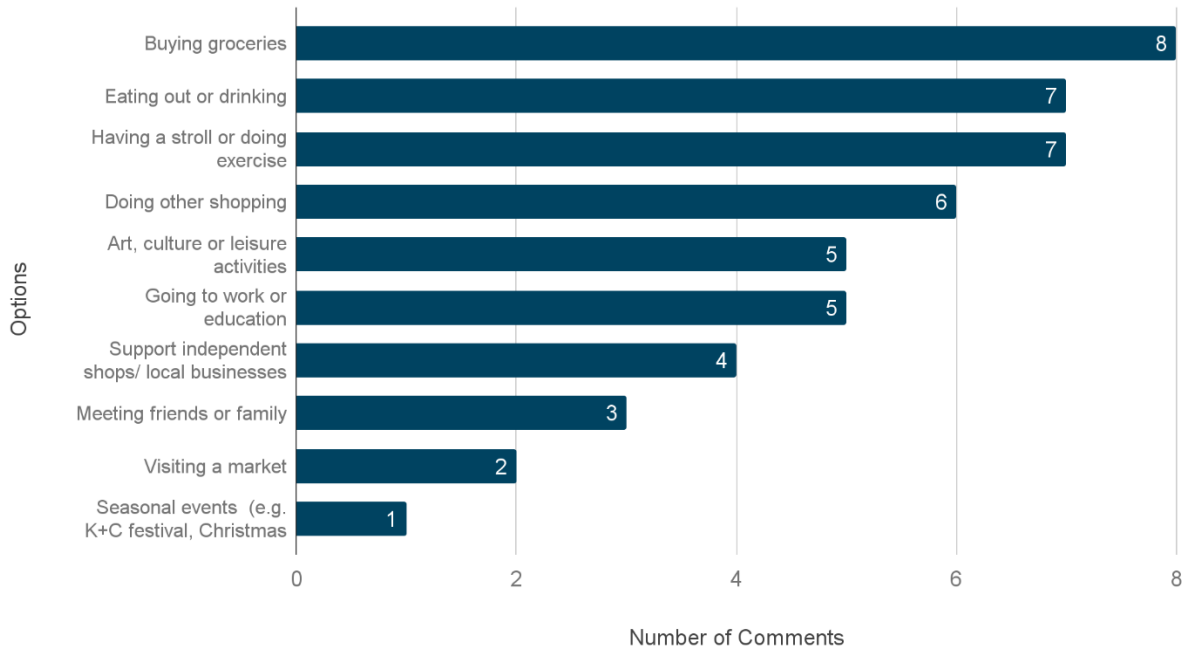
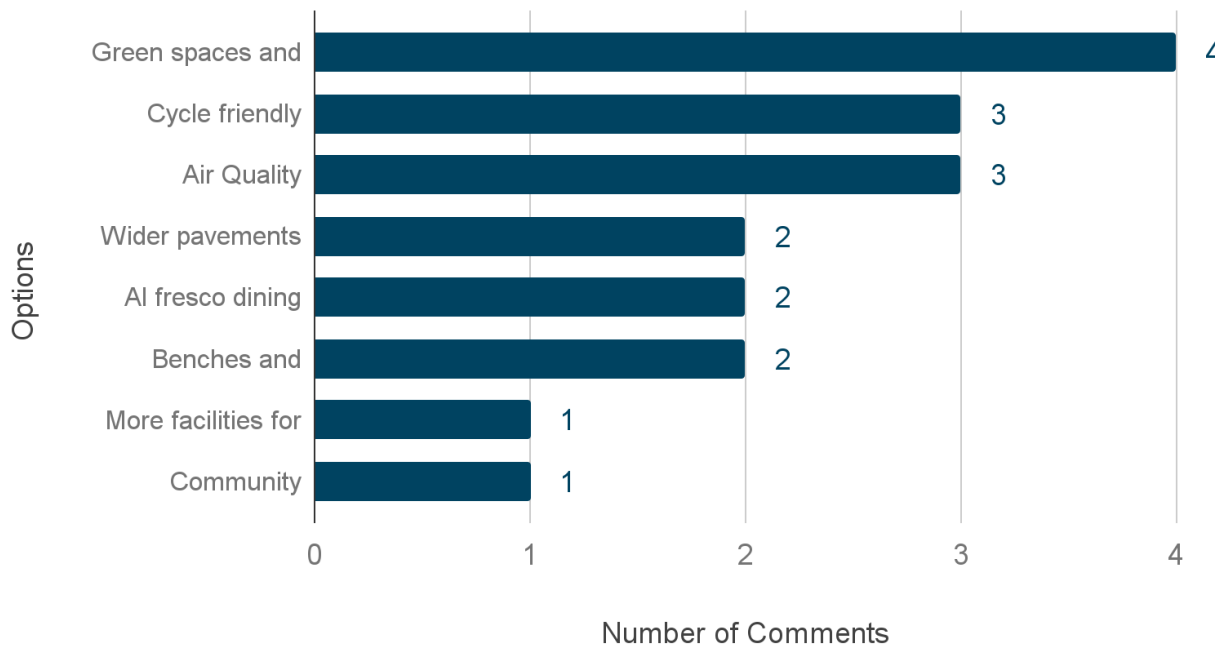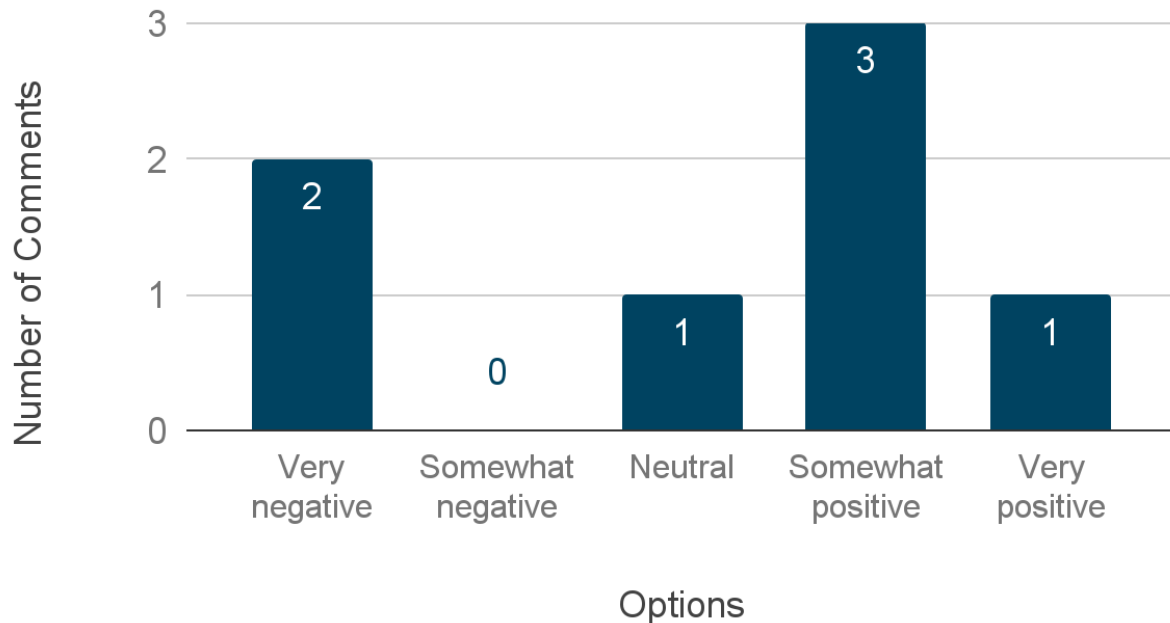**What are your top 3 reasons for visiting this high street?**

Chart: Number of Comments (x-axis) vs Options (y-axis)
- Buying groceries: 8
- Eating out or drinking: 7
- Having a stroll or doing exercise: 7
- Doing other shopping: 6
- Art, culture or leisure activities: 5
- Going to work or education: 5
- Support independent shops/ local businesses: 4
- Meeting friends or family: 3
- Visiting a market: 2
- Seasonal events (e.g. K+C festival, Christmas: 1

Community Heatmap

How do you feel about this location?

Chart: Number of Comments (y-axis) vs Options (x-axis)
- Very negative: 3
- Somewhat negative: 1
- Neutral: 1
- Somewhat positive: 0
- Very positive: 0

What do you like about this location?

How could this location be improved?

Free text

Variety Of Shops	3
Overprovision Of Some Kinds of Businesses	2
Shops, Cafés and Restaurants	1
Total	6

Sample comments

"Residents need retail shops that sell the practical products of everyday life residents need to buy e.g., groceries, homewares, electrical goods, hardware et cetera"

"We need a decent sized supermarket and a reduction in the vast numbers of cafes and restaurants which offer little to residents"

"Bring back shops useful for local residents"

"In Knightsbridge, Harrods should give back the public highway it has taken from the residents"

Narrative

Respondents commenting on Brompton Road/Knightsbridge tended to visit the high street mostly for buying groceries, eating/drinking out, and walking/exercise. Shopping (both retail and groceries) and strong transport links appear to be the top reasons respondents like this high street, and there is an overall neutral sentiment for the high street, with the top recommendations for improving the high street being green spaces and planting, followed by improving cycle friendliness and air quality. However, a moderate number of respondents commented on this high street, resulting in a small sample size and less generalisable results.

Section 8: South Kensington

High Streets Today
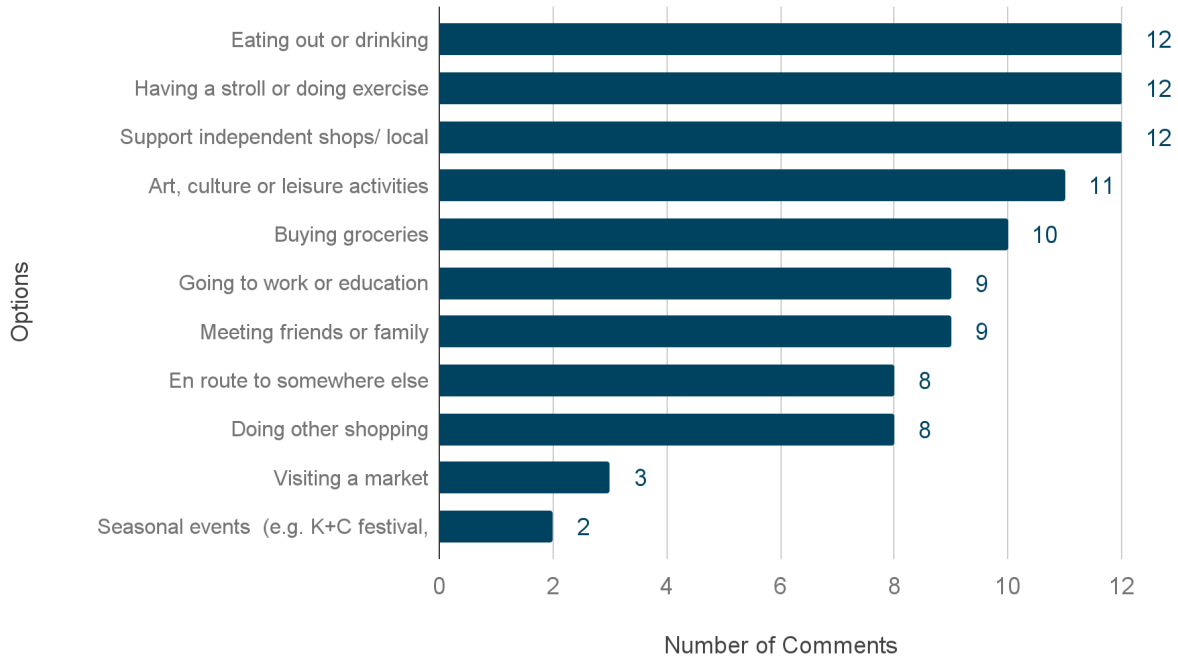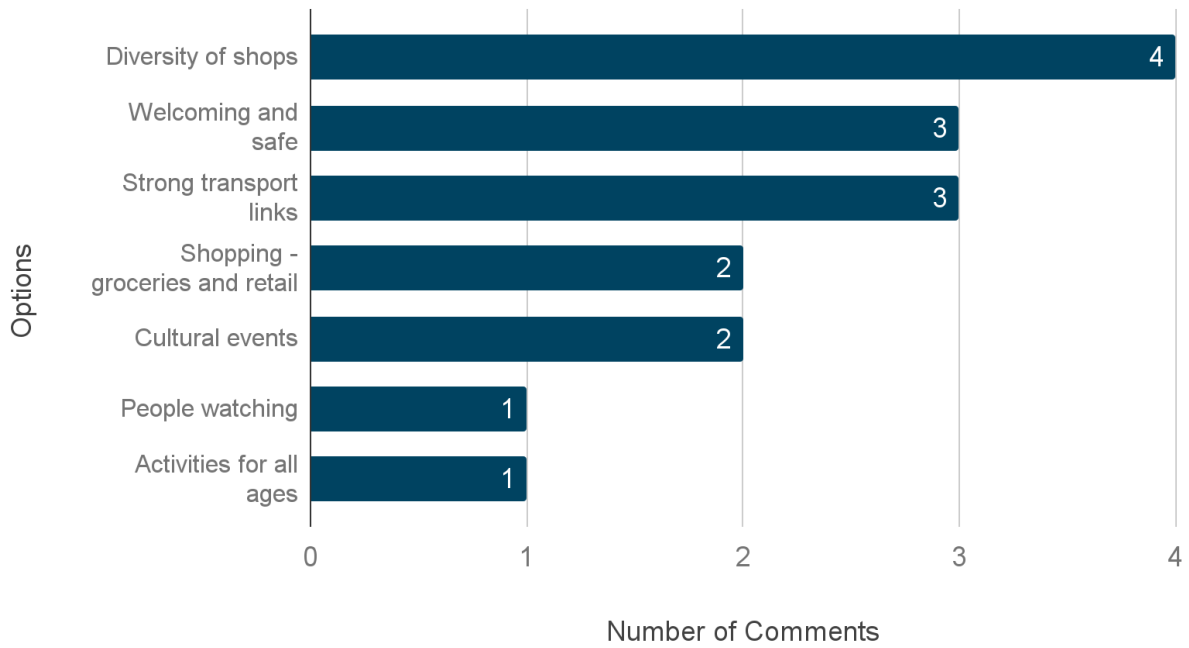
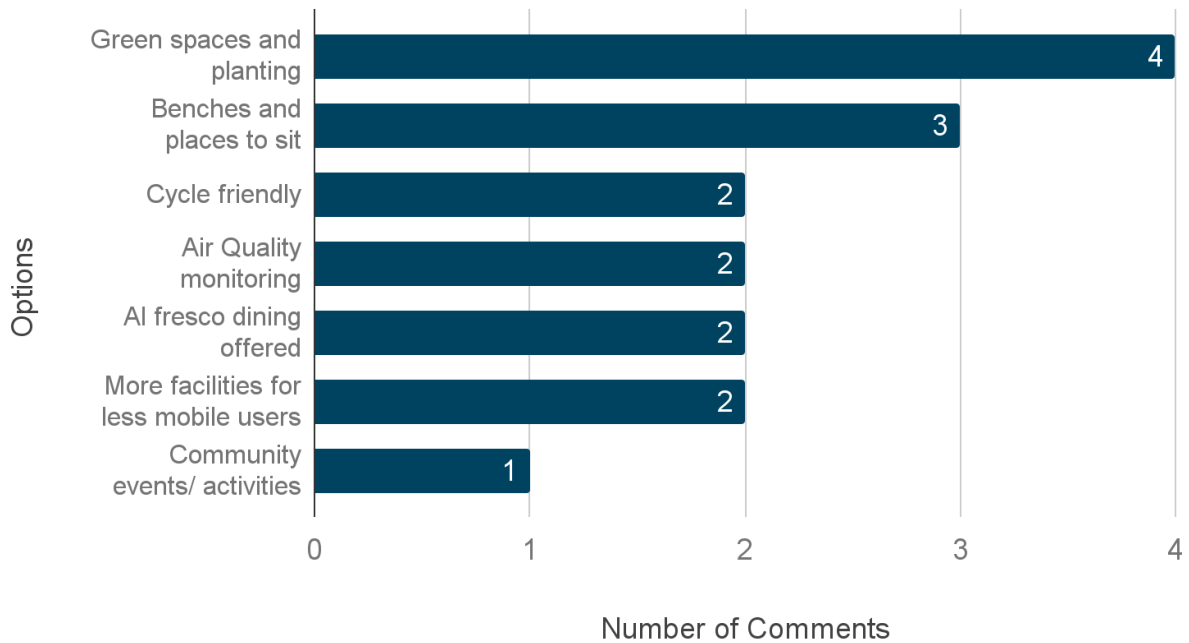**What are your top 3 reasons for visiting this high street?**

Community Heatmap

How do you feel about this location?

What do you like about this location?

Bar chart — Options (y-axis) vs Number of Comments (x-axis)

- Diversity of shops: 4
- Welcoming and safe: 3
- Strong transport links: 3
- Shopping - groceries and retail: 2
- Cultural events: 2
- People watching: 1
- Activities for all ages: 1

How could this location be improved?

Bar chart — Options (y-axis) vs Number of Comments (x-axis)

- Green spaces and planting: 4
- Benches and places to sit: 3
- Cycle friendly: 2
- Air Quality monitoring: 2
- Al fresco dining offered: 2
- More facilities for less mobile users: 2
- Community events/ activities: 1

Free text

Category	Mentions
Cycling Safety / Segregated Cycle Lanes	4
Variety Of Shops	3
Overprovision Of Some Kinds of Businesses	3
Total	10

Sample Comments

"Cycling in the area isn't great. Bike storage is an issue as there isn't that much of it and the area is a busy one. And cycle lanes are not always easy to find or use. Improvements here would be appreciated"

"Please stop pedestrianising roads and adding more and more tables and chairs to the pavement and street. Tables and chairs never stay where they are supposed to be put and they make it incredibly difficult for pedestrians to use the pavement"

"Possibly more orientation so that those visiting the area understand where they can find cafes and shops, it's not always clear which direction to go in from the museums"

"Yes   the dominance of cafes and restaurants is overwhelming to the point where it is virtually impossible to buy the basic necessities e.g., milk, bread, stationery"

Narrative

Respondents commenting on South Kensington tended to visit the high street mostly for eating/drinking out, supporting local businesses, and walking/exercise. Diversity of shops appears to be the top reason respondents like this high street, and there is an overall neutral sentiment for the

high street polarised between very negative and somewhat positive, with the top recommendations for improving the high street being green spaces and planting, followed by benches and places to sit. However, a moderate number of respondents commented on this high street, resulting in a small sample size and less generalisable results.
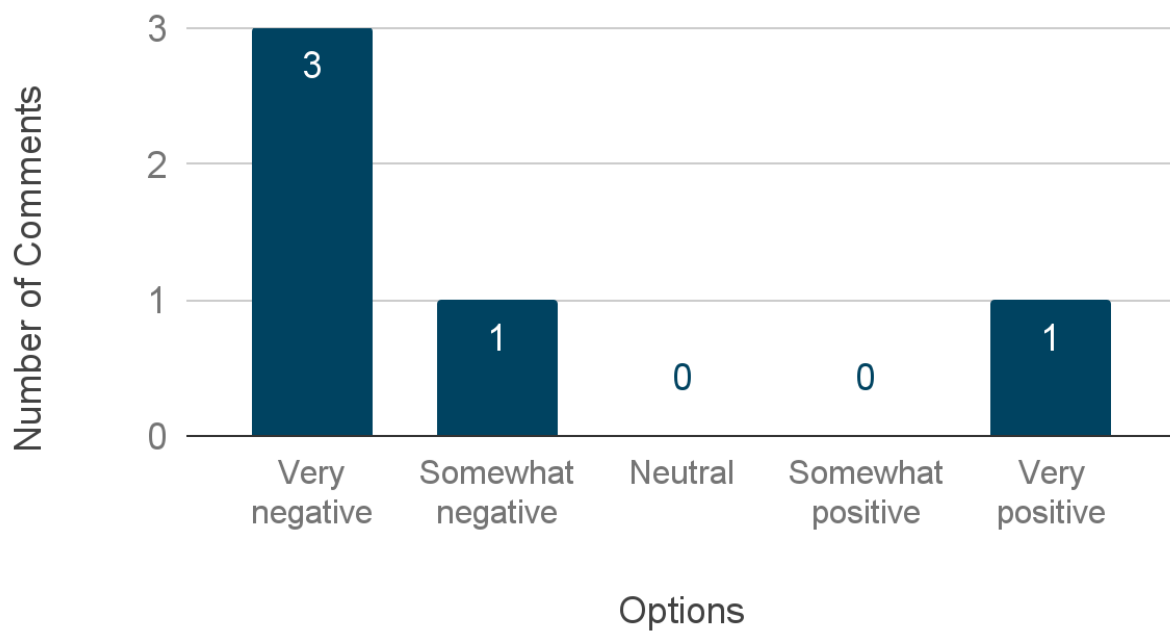
Section 9: Fulham Road

High Streets Today

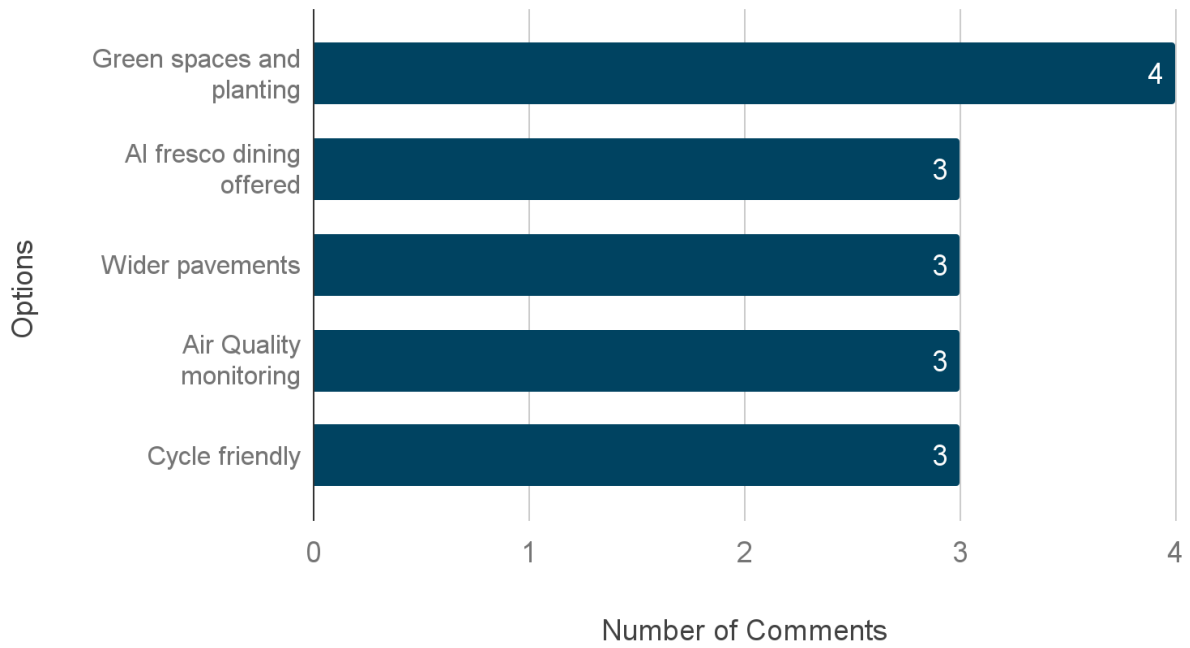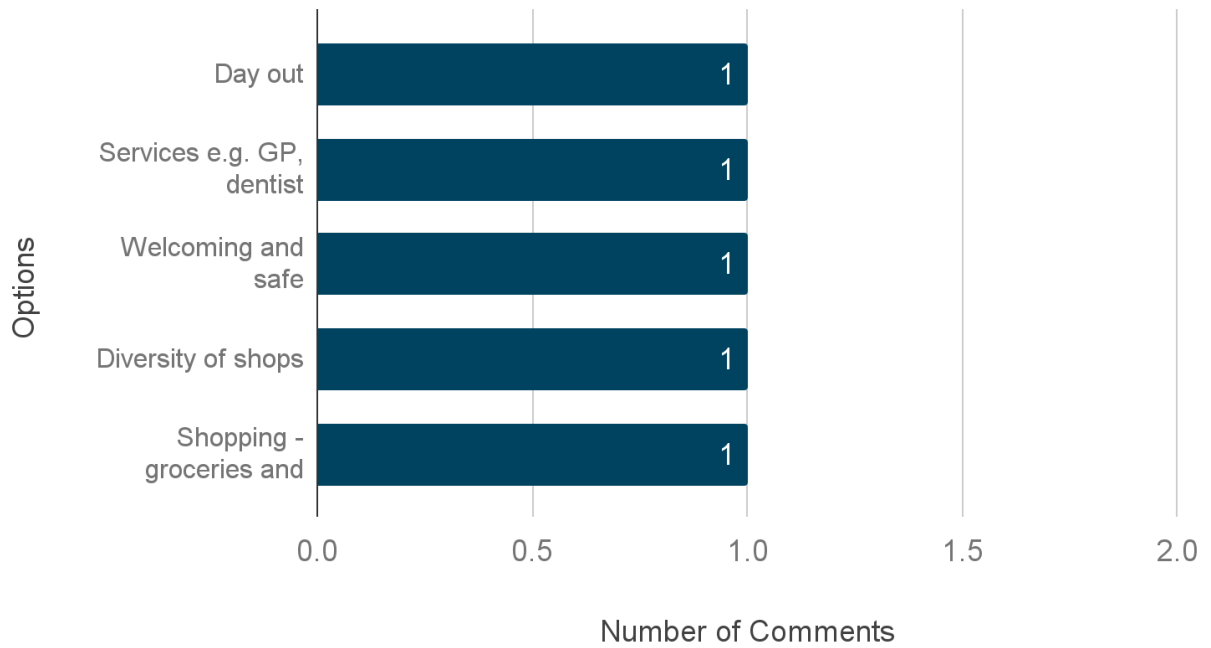**What are your top 3 reasons for visiting this high street?**
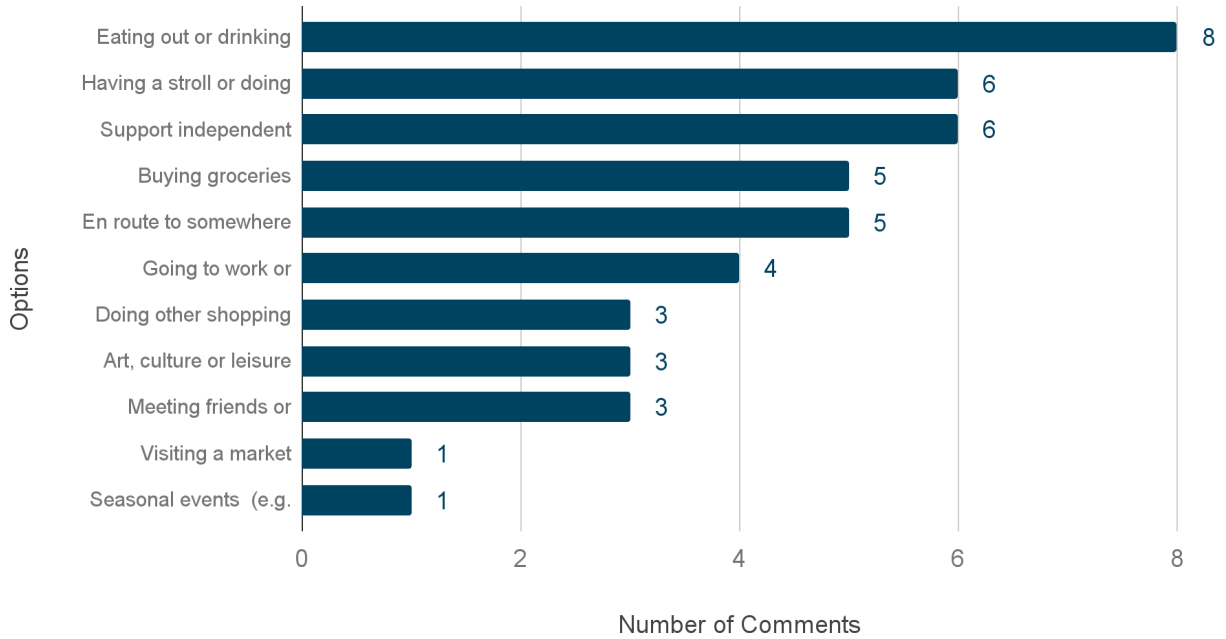
Community Heatmap

How do you feel about this location?

How could this location be improved?

What do you like about this location?

Free text

Cycle Storage / Parking	1
Shops, Cafés and Restaurants	1
Services (e.g., Bank, Post Office)	1
Unsafe Use of Scooters / Bikes (e.g., Riding on Pavement)	1
Reduce On-Street Parking / Parking Enforcement	1
Total	5

Sample Comments

"Please bring in great adherence for e scooters and cyclists on pavements and at traffic lights"

"Enforce illegal parking by delivery vans"

Narrative

Respondents commenting on Fulham Road tended to visit the high street mostly for eating/drinking out, walking/exercise, and supporting independent businesses. There is a mildly negative overall sentiment for the high street, with the top recommendation for improving the high street being green spaces and planting. However, a small number of respondents commented on this high street, resulting in a small sample size and less generalisable results.
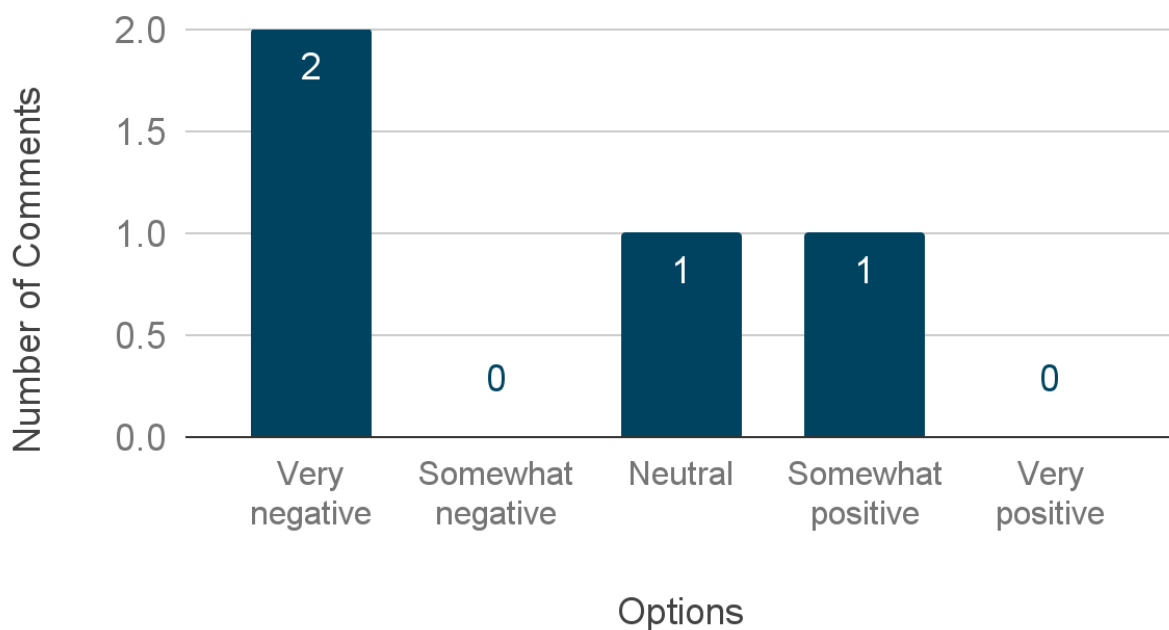
Section 10: Earl's Court Road

High Streets Today
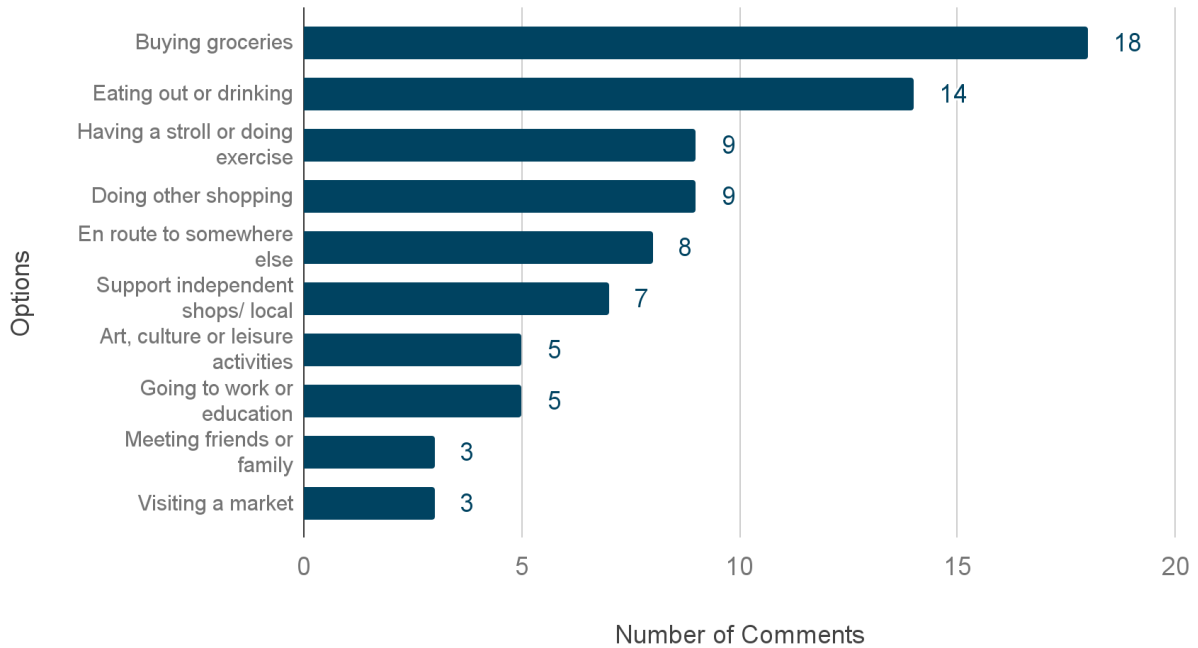
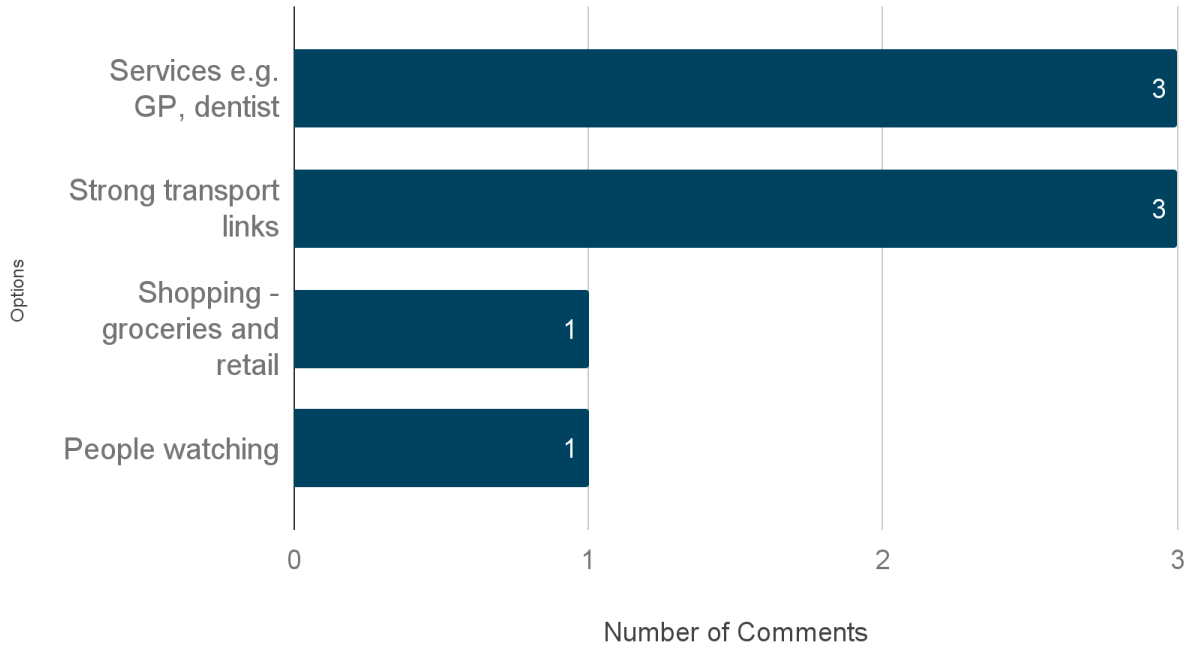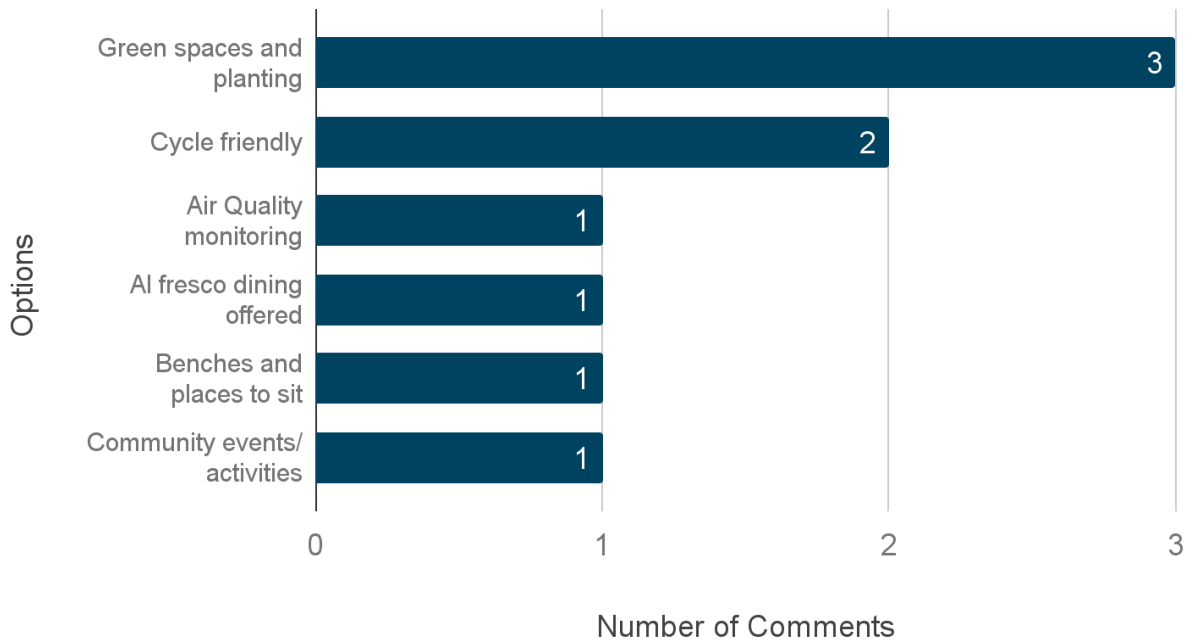**What are your top 3 reasons for visiting this high street?**

Community Heatmap

How do you feel about this location?

What do you like about this location?

Options (y-axis):
- Services e.g. GP, dentist: 3
- Strong transport links: 3
- Shopping - groceries and retail: 1
- People watching: 1

Number of Comments (x-axis)

How could this location be improved?

Options (y-axis):
- Green spaces and planting: 3
- Cycle friendly: 2
- Air Quality monitoring: 1
- Al fresco dining offered: 1
- Benches and places to sit: 1
- Community events/ activities: 1

Number of Comments (x-axis)

Free text

Cycling Safety / Segregated Cycle Lanes	6
Reduce / Discourage Private Car Use	3
Scooters - Rental and Legality	3
Total	12

Sample Comments

"I would love to have some scooters to rent around my area!"	
"Provision of multiple cycle parking spaces to which bicycles can be securely locked"	

Narrative

Respondents commenting on Earl's Court Road tended to visit the high street mostly for buying groceries, eating/drinking out, and walking/exercise. Availability of services (like dentists and GPs) and strong transport links appear to be the top reasons respondents like this high street, and there is an overall neutral sentiment for the high street, with the top recommendations for improving the high

street being green spaces and planting, followed by improving cycle friendliness. However, a small number of respondents commented on this high street, resulting in a small sample size and less generalisable results.

Appendix A: Social Media Campaign

RBKC - Kensington & Chelsea Future High Streets social media Paid Campaigns Final Report

Campaigns overview

The social media paid campaigns picked up on elements of the Royal Borough of Kensington and Chelsea vision that resonated with residents and visitors of Kensington and Chelsea and asked them to engage with the Commonplace platform to create a more inclusive and effective public consultation. The campaigns ran for 30 days on the Facebook and Instagram Commonplace accounts, from the 17th of August until the 17th of September.

Generally speaking, the average conversion rate for the campaigns was 8%, in line with the average on Facebook and Instagram across all industries. Since the campaigns targeted a younger audience in the last week and specific demographics, the result can be considered satisfying, with room for improvement for future campaigns. It is worth noticing that the campaigns show an outstanding unique click-through rate of **4.49%** (the average is usually 0.90%). That means people clicked on showing interest in the topic. When coupled with the data from those who are **aware** (784 people) counting for 20% of the website traffic and those who are **informed** (229 people), which counts for 6% of the website visitors, one can note that data as confirming there is a general positive interest in the project with people preferring to read and know more about it rather than engage (which usually happens where there are negative sentiments towards a topic).

The campaigns generated **148 contributions** and brought **3,512 visitors** to the websites, with an **8% conversion rate**. The majority of contributions were made on the *High Street Today* and *Green and Movement and Accessibility* tiles, showing that people are particularly interested in hearing more about such topics. It might be worth moving those tiles to the beginning of your page to increase people's curiosity about the project and get them to spend more time on the page and navigate the site to read more about the consultation.

The majority of the website visitors are residents of the area. In terms of gender, **48%** of the people reached are **female**, **43.9% male** and **8.1% unknown (other values)**. Visitors mostly used their mobile phones to access the website. Specifically, via the iOS Device OS, followed by Android and others (Windows, Linux, Mac OS).

We also found that the campaigns increased the number of organic visitors on the website. The paid social media campaigns were the primary source of visitors and contributions for your Commonplace website.

Campaign analytics

Audience	Clicks	Actions
Reach: **90,869 people**	Unique link-clicks: **4,076**	Visitors: **3,512**
Impressions: **365,206**	Unique click-through-rate: **4.49%**	Contributions from ads: **148**
	Cost-per-unique-click: **£0.38**	Cost-per-contribution: **£13.5**
	Campaign conversion rate: **8%**	Cost-per-visitor: **£0.64**

More info on the key metrics:

Reach: the number of users who have come across and see the ads on Facebook and Instagram.

Impressions: the number of times your content is displayed, whether it was clicked or not.

Unique link clicks: the number of people who performed a link click.

Unique click-through rate: the percentage of people who saw an ad and performed a link click.

Cost-per-unique-click: the average amount of money spent for each unique click on links in advertisements.

Campaign conversion rate: the percentage of visitors coming from the ads that added either a comment or an agreement on Commonplace

Visitors: the number of people who visited the website from the ads.

Contributions from ads: the number of comments and agreements made on Commonplace by users who saw and engaged with the ads

Cost-per-contribution: the average amount of money spent for each contribution.

Cost-per-visitor: the average amount of money spent for each visitor.