

# **Kensington and Chelsea Future High Streets Consultation report**

**Produced by Commonplace for the Royal Borough of  
Kensington and Chelsea**



# Kensington & Chelsea Future High Streets Data Report

Produced by Commonplace for the Royal Borough of Kensington and Chelsea

## Table of Contents

Introduction .....	2
Demographic Analysis.....	8
Section 2: High Street Comparative Overview .....	12
Section 3: Kensington High Street.....	16
Section 4: Notting Hill Gate.....	21
Section 5: Portobello Road / Westbourne Grove .....	25
Section 6: Kings Road / Sloane Street .....	29
Section 7: Brompton Road / Knightsbridge .....	32
Section 8: South Kensington.....	35
Section 9: Fulham Road .....	39
Section 10: Earl’s Court Road.....	42
Appendix A: Social Media Campaign .....	46

# 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.

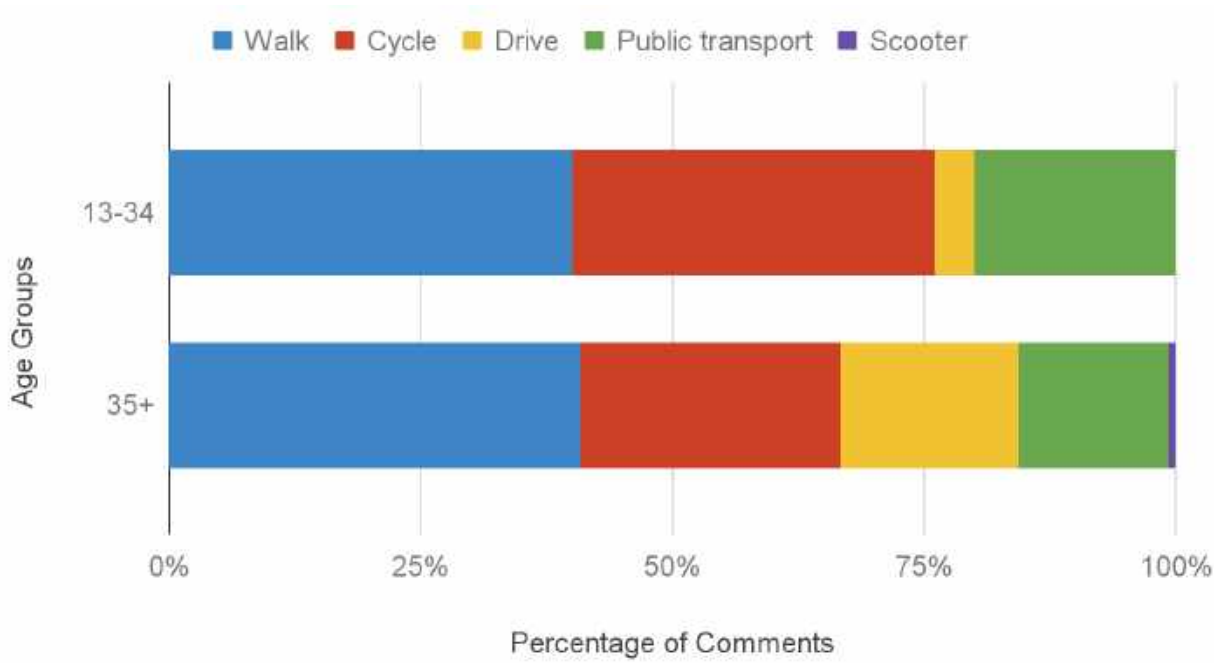
The headline figures for the project websites are shown in the table below.

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



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

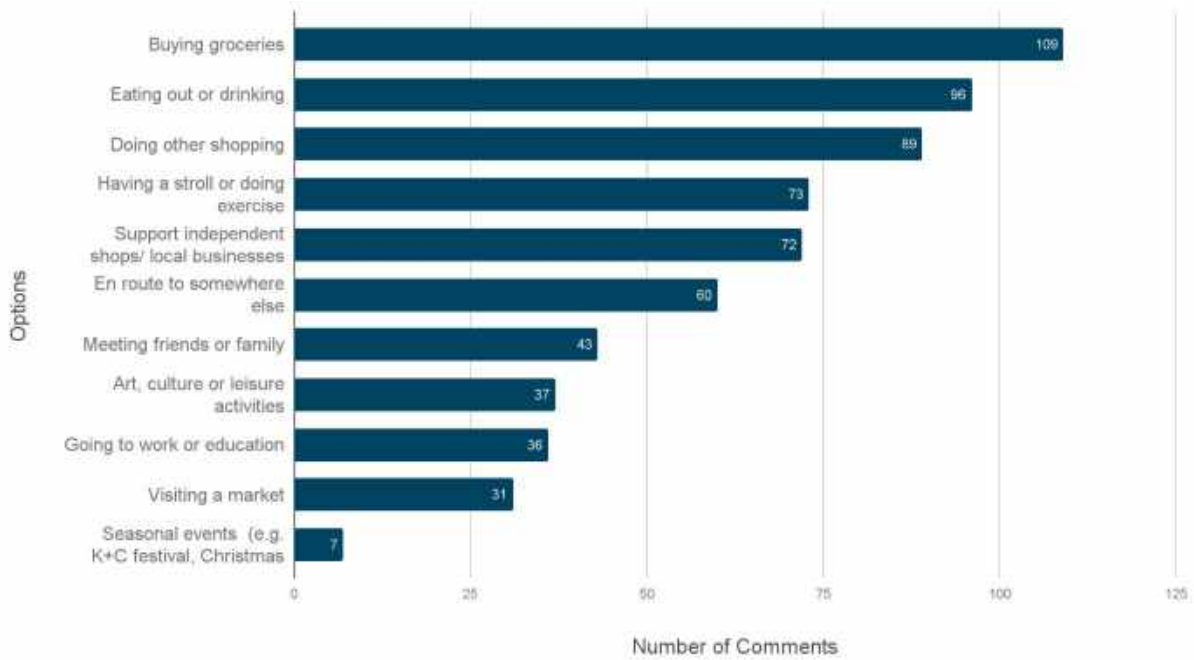
### How do you get to this high street?- Broken down by age



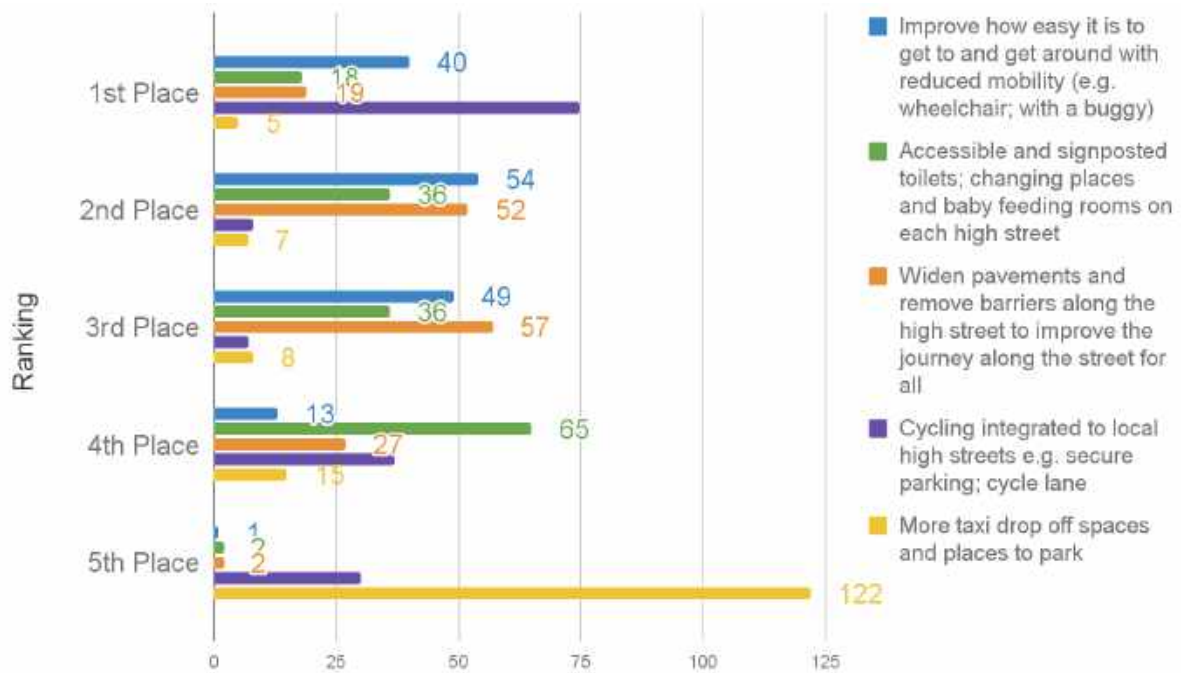
**Above:** Younger people cycle and use public transport more and drive less.



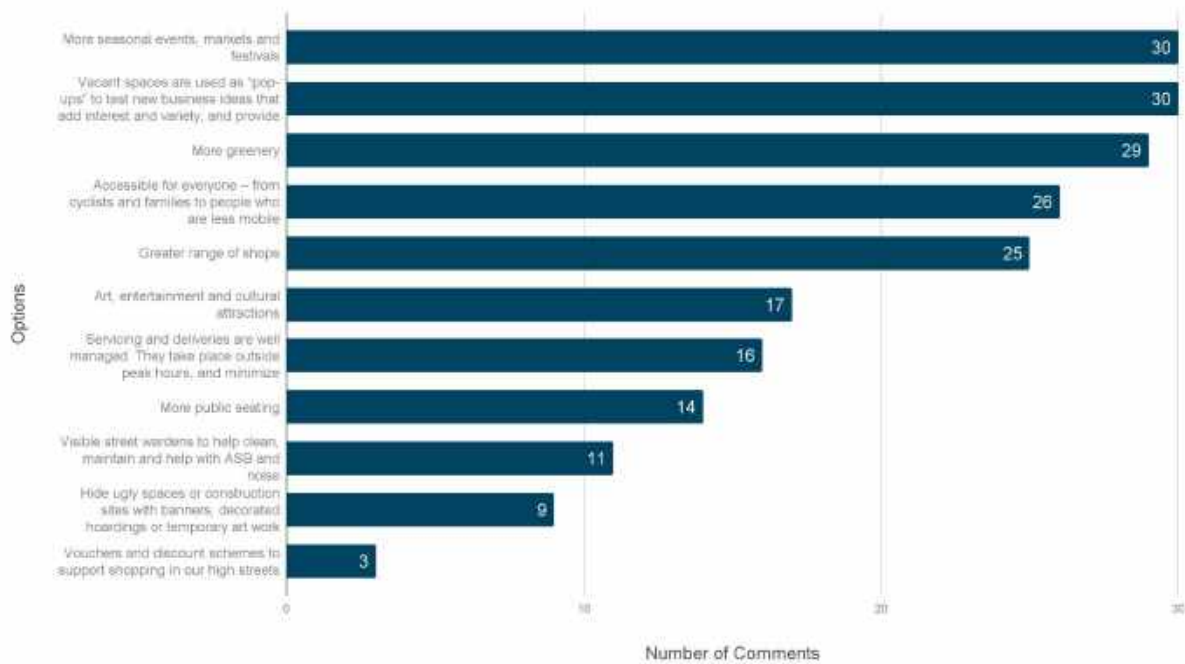
### What are your top 3 reasons for visiting the high street?



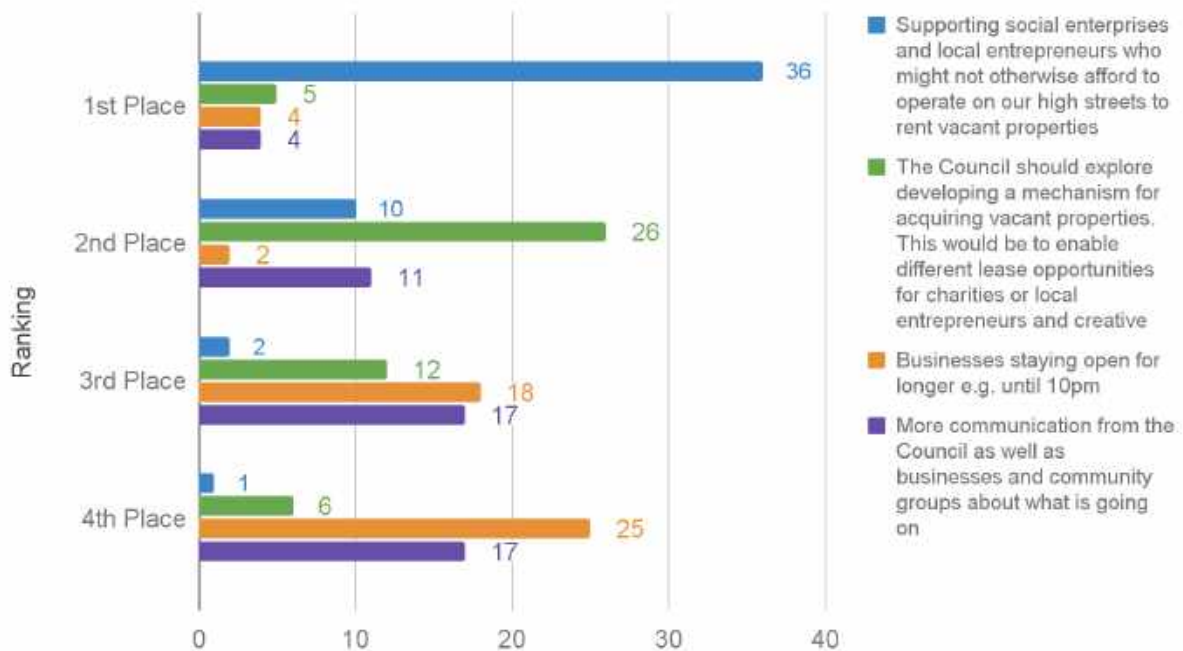
### What changes do you want to see in the future?



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



## Help us support businesses in the future



- 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

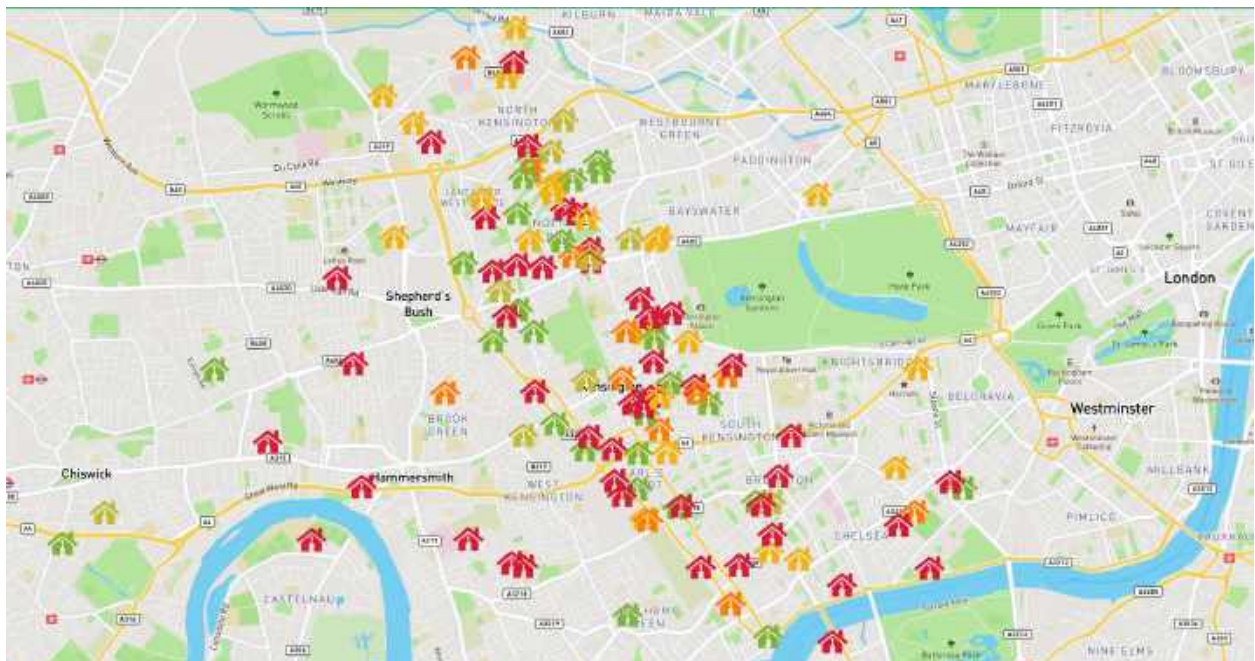


## Demographic Analysis

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.

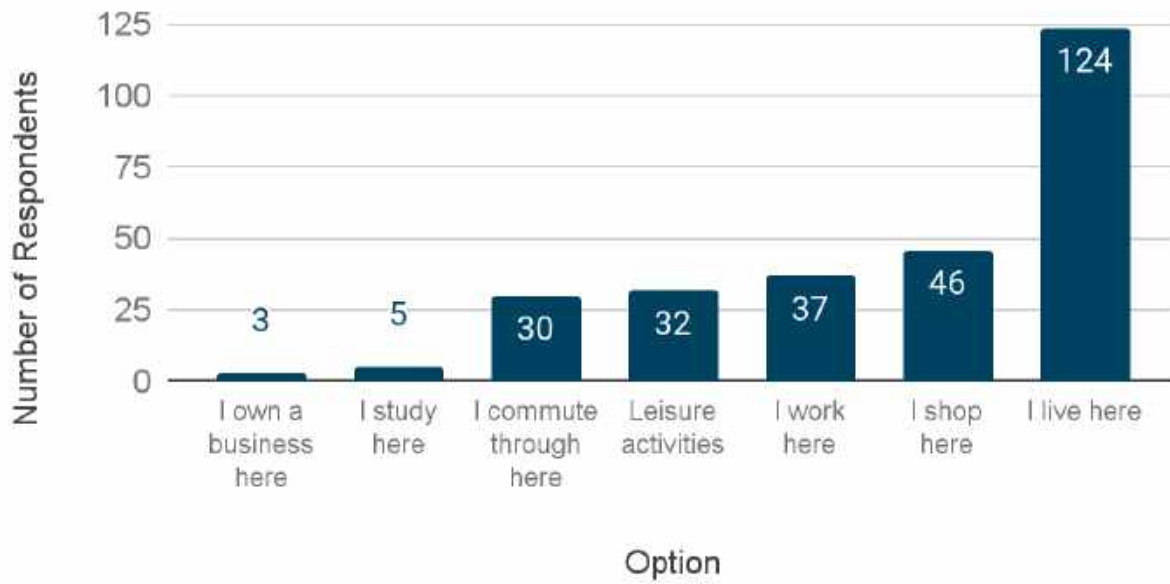
### Postcode Map

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.



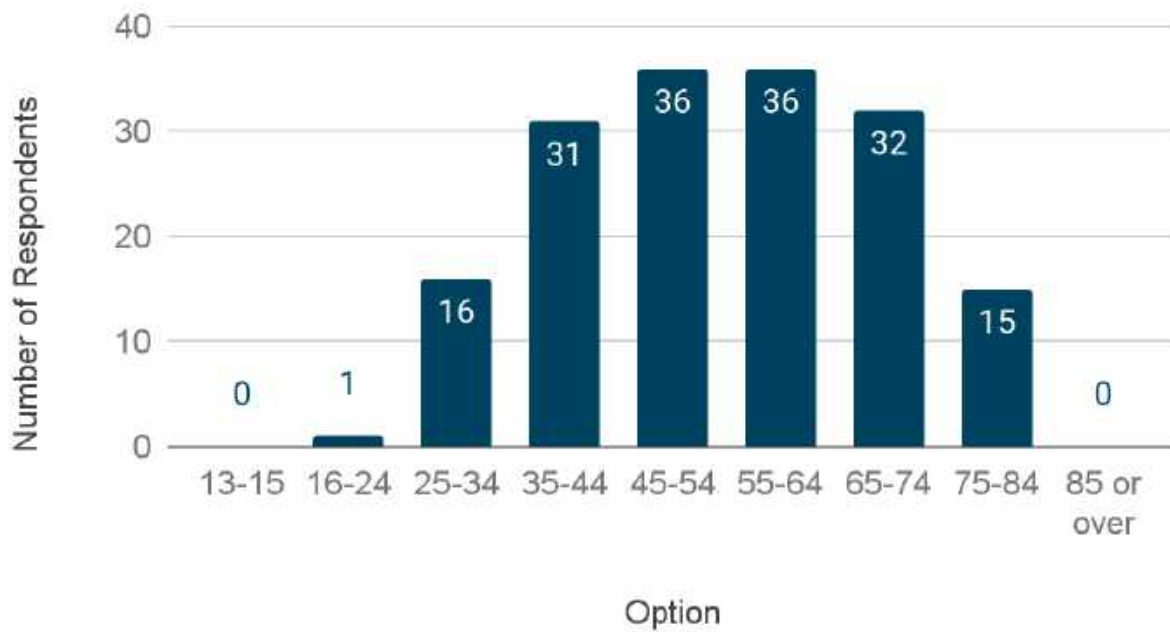
## Connection to the area

What is your connection to the area?



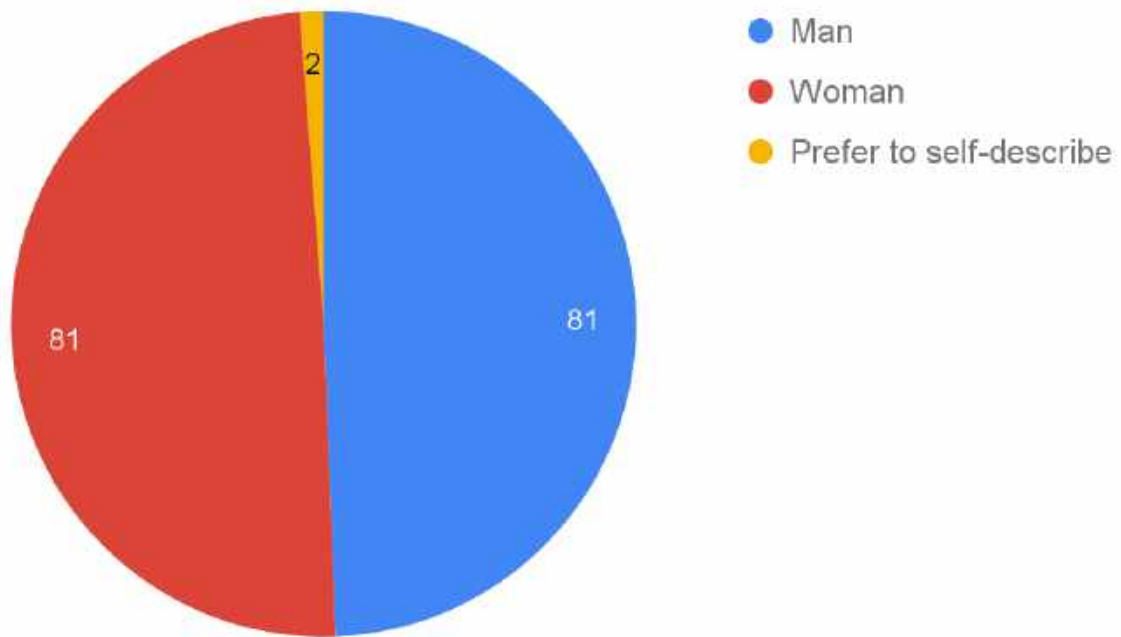
## Age

What is your age group?



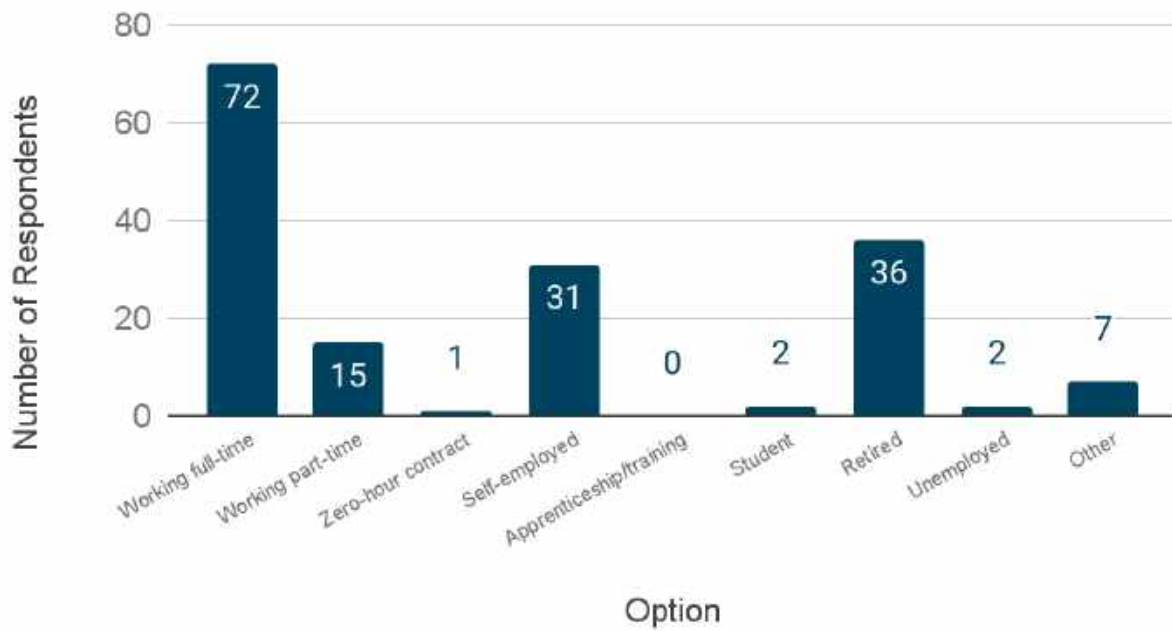
## Gender

What is your gender identity?



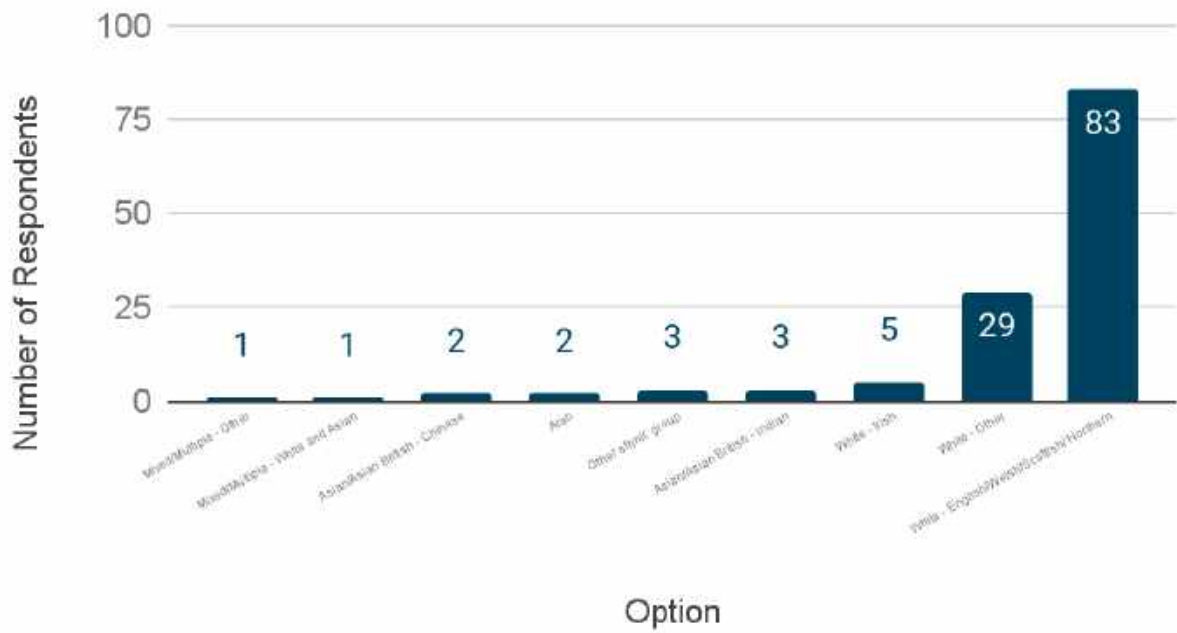
## Employment status

What is your employment status?



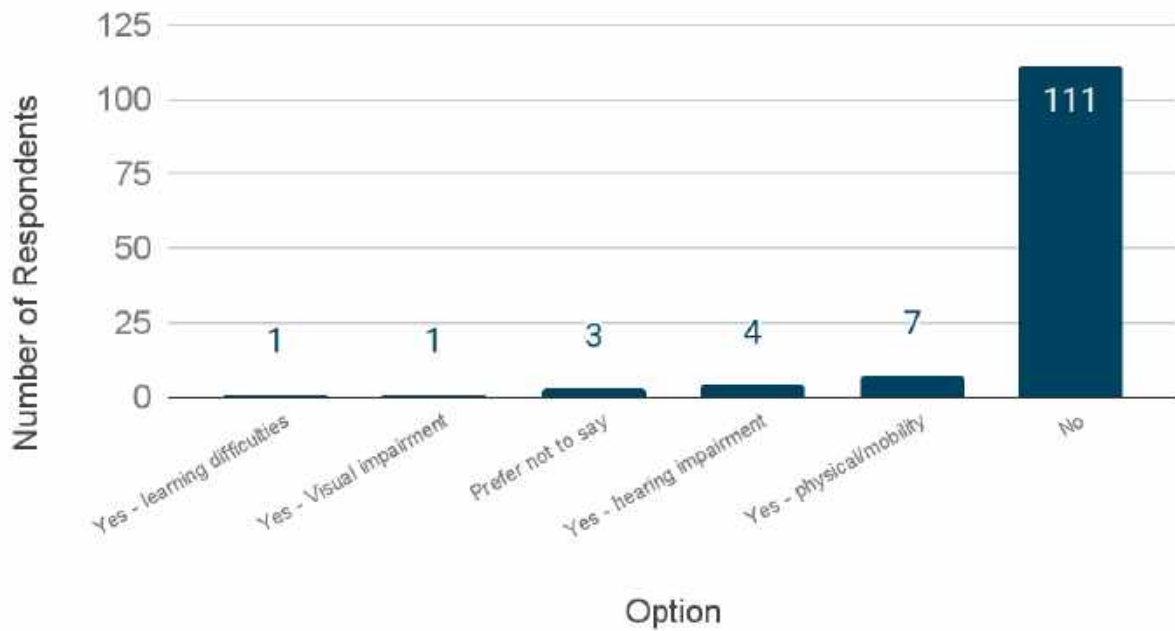
## Ethnicity

What is your ethnicity?



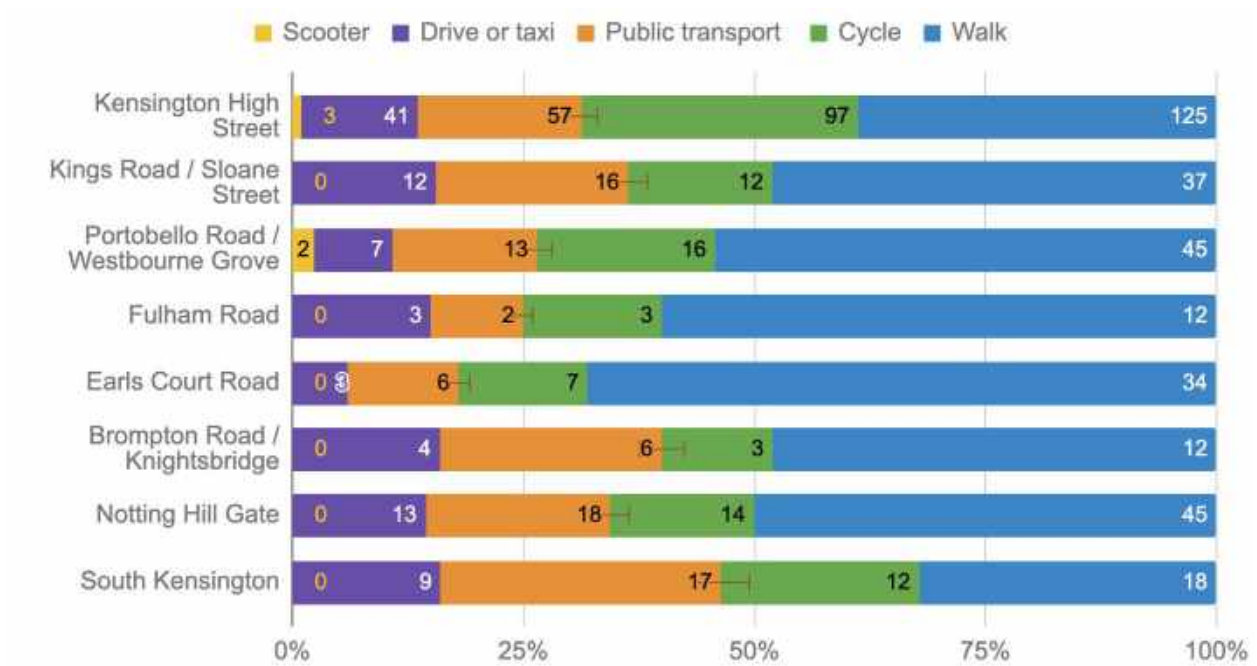
## Disability

Do you consider yourself as having a disability?

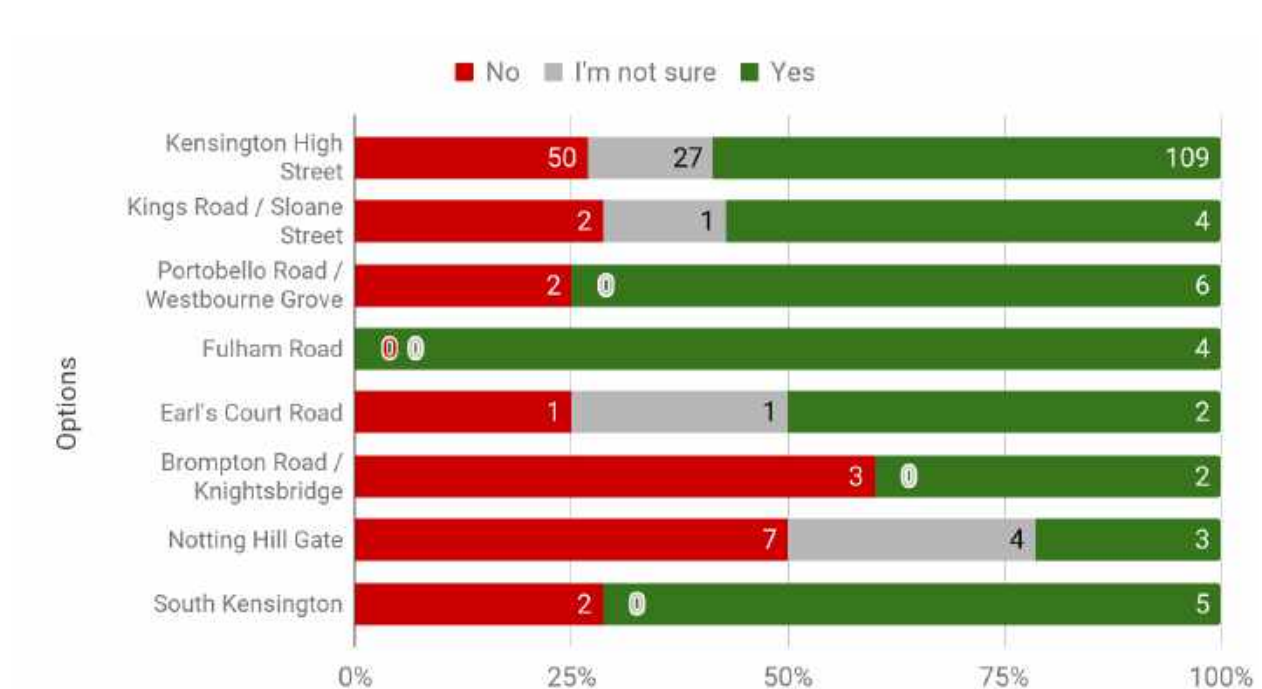


## Section 2: High Street Comparative Overview

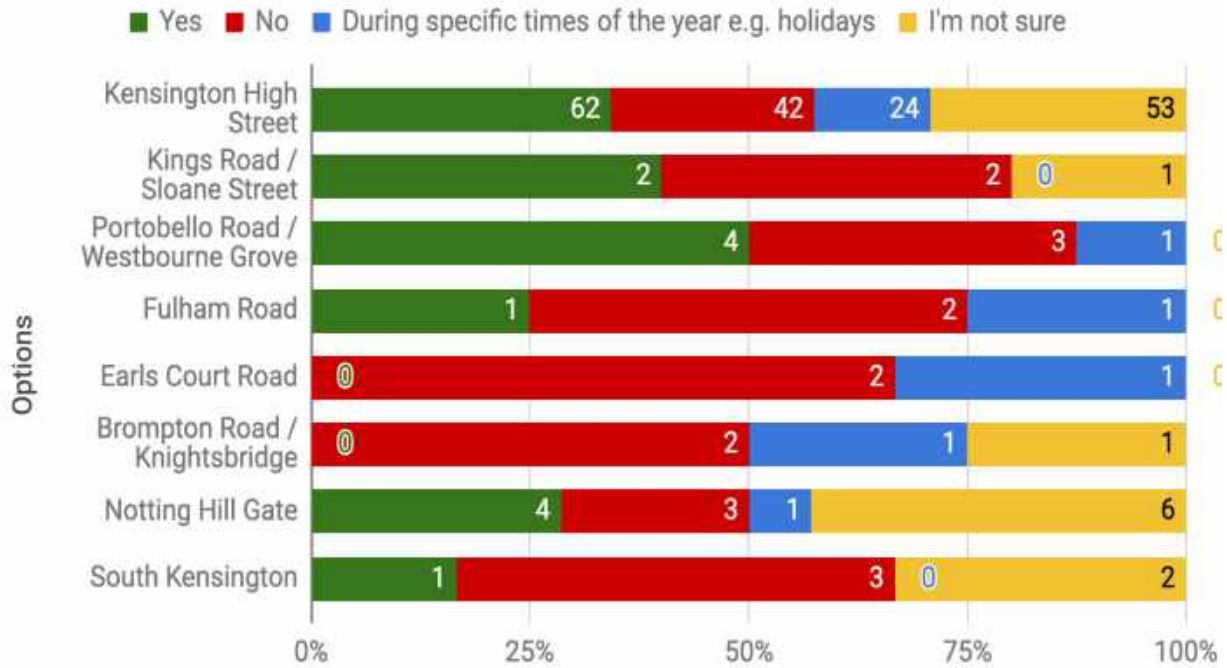
How do you get to this high street? (Combined, 100% stacked)



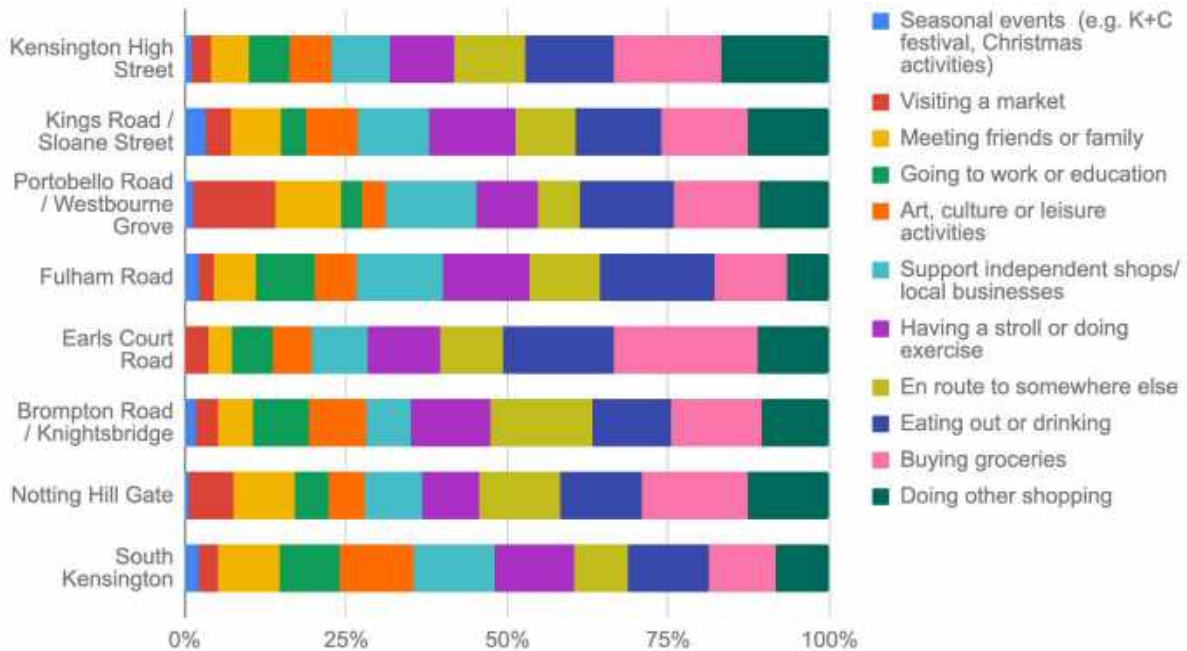
Would this location benefit from being pedestrianised?



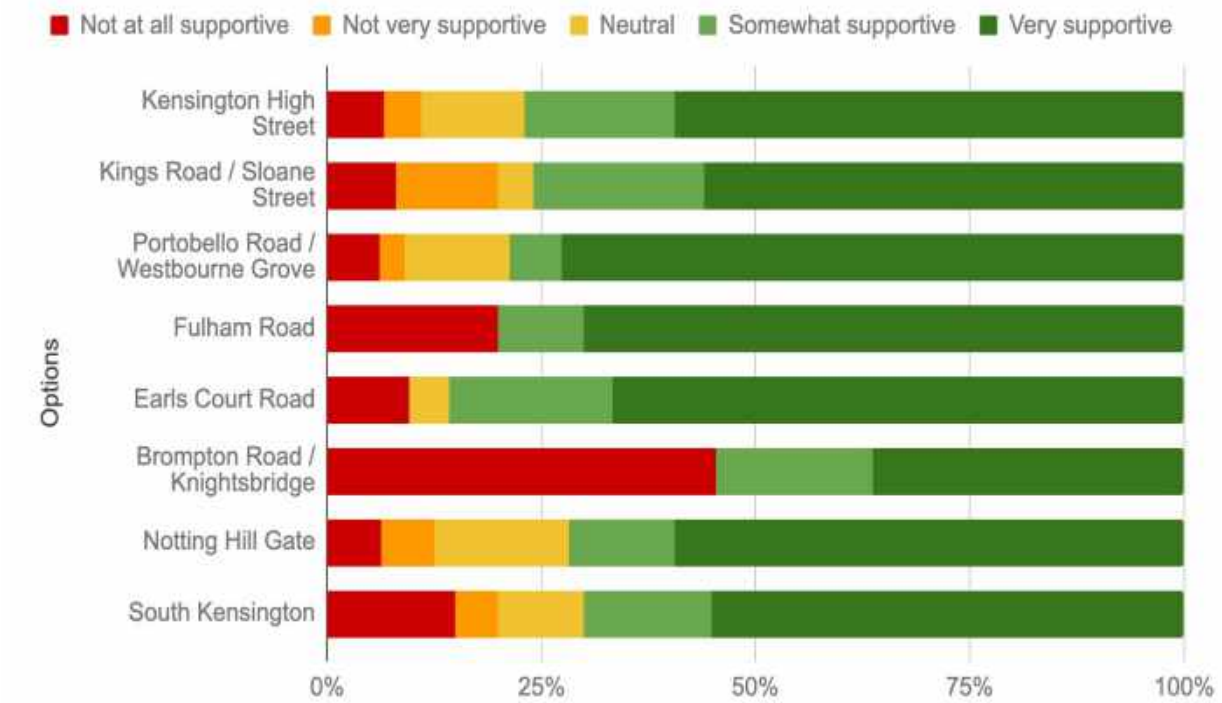
Would this location benefit from later opening hours? e.g. 10 pm



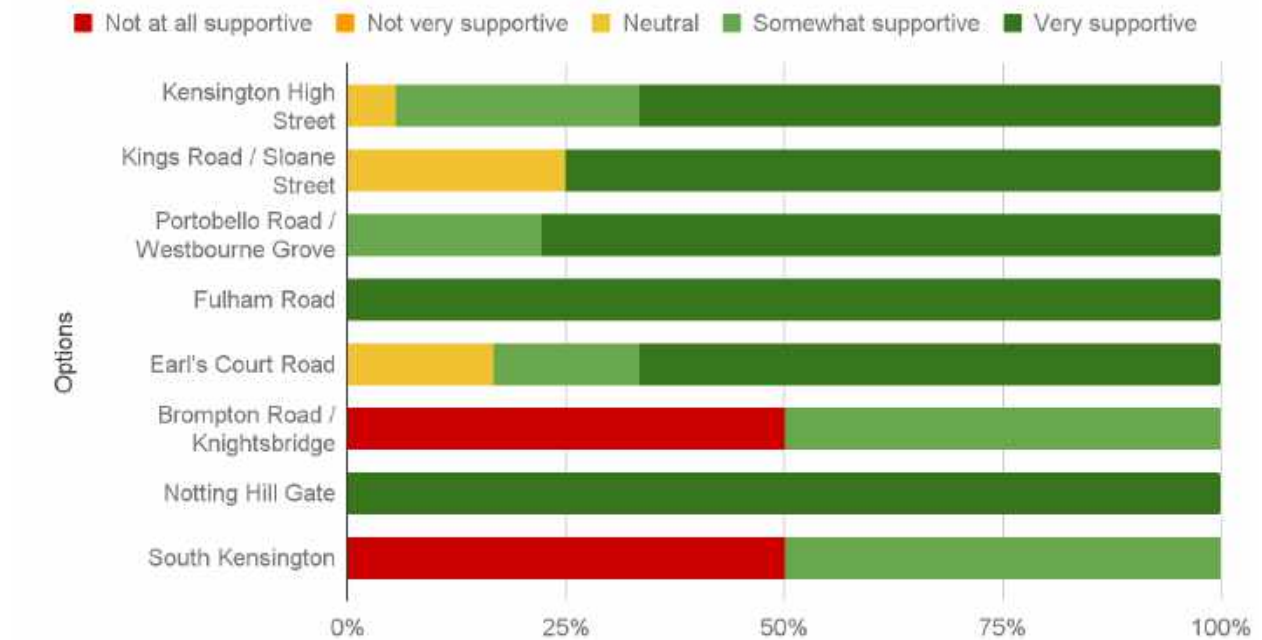
What are your top 3 reasons for visiting this high street? What is most important?



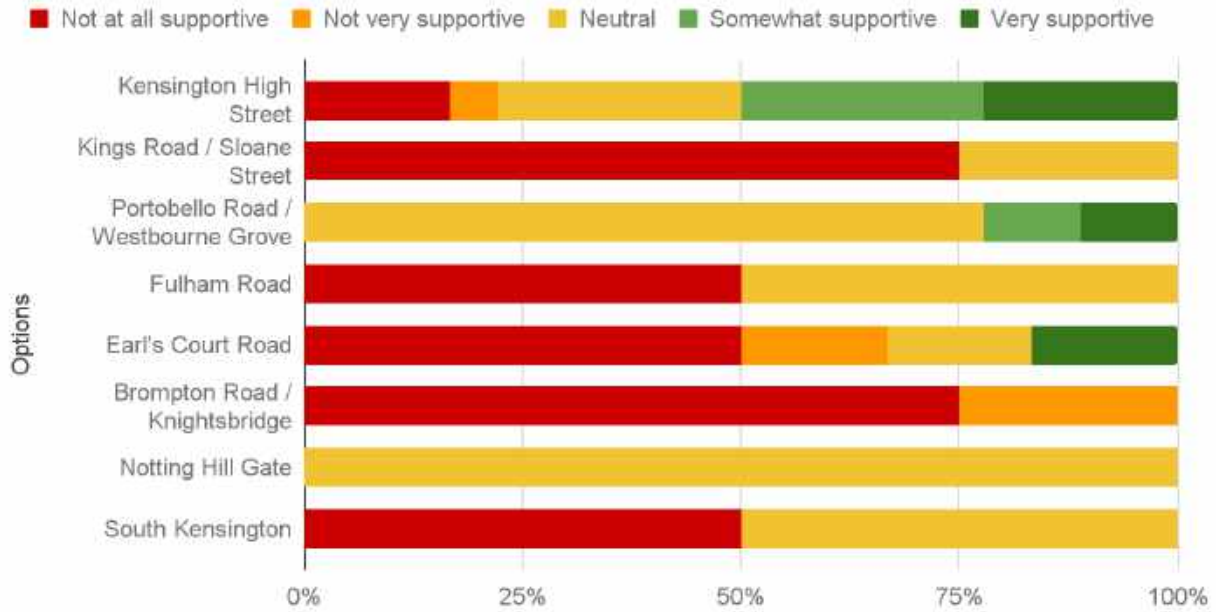
### Would you like to see more al fresco dining in the future?



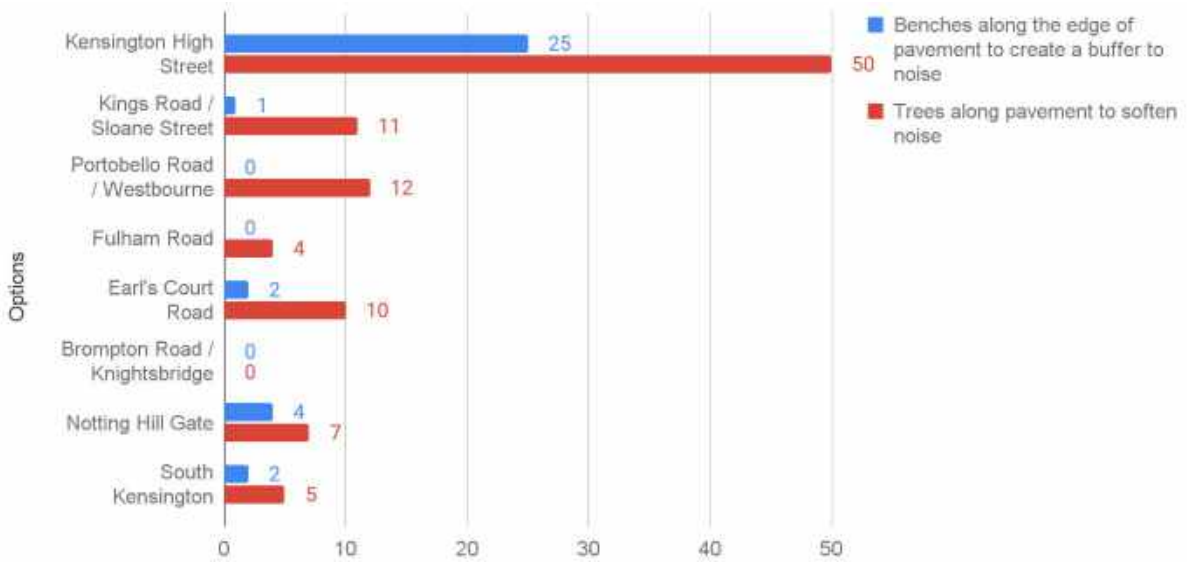
### Do you support the idea of shops that have one use in the day and another in the evening?



**Should we explore a voluntary contribution from residents that could also provide additional money to be agreed and spent locally by residents?**



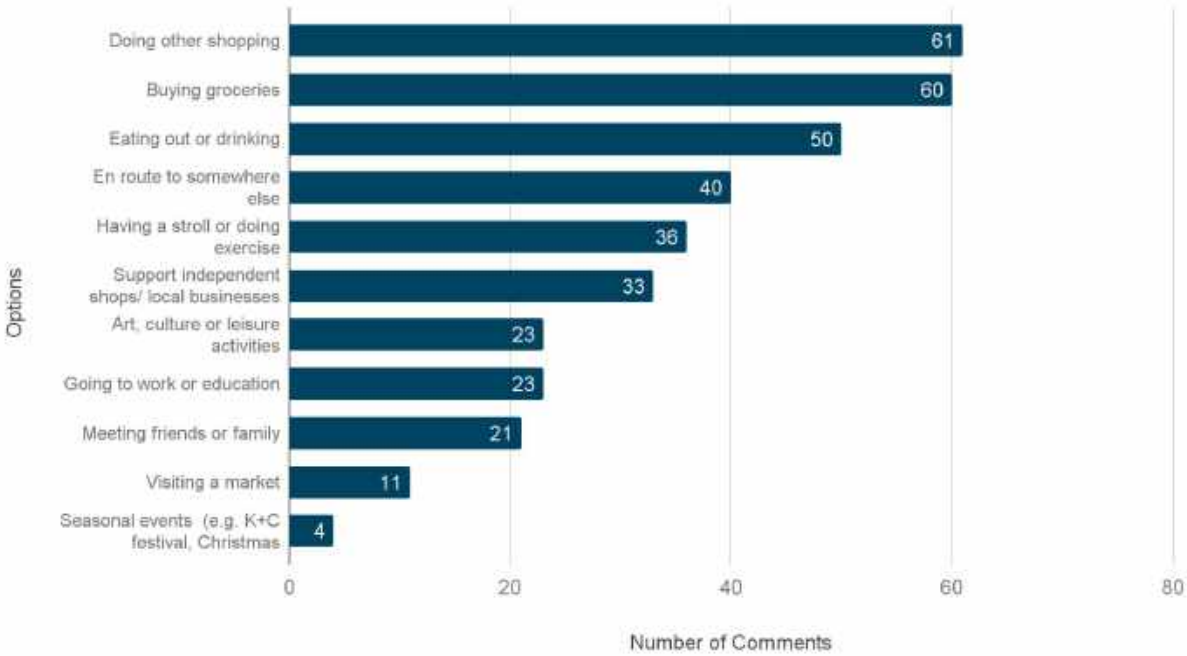
**Would you be in favour of either of these design ideas to help buffer traffic noise?**



# Section 3: Kensington High Street

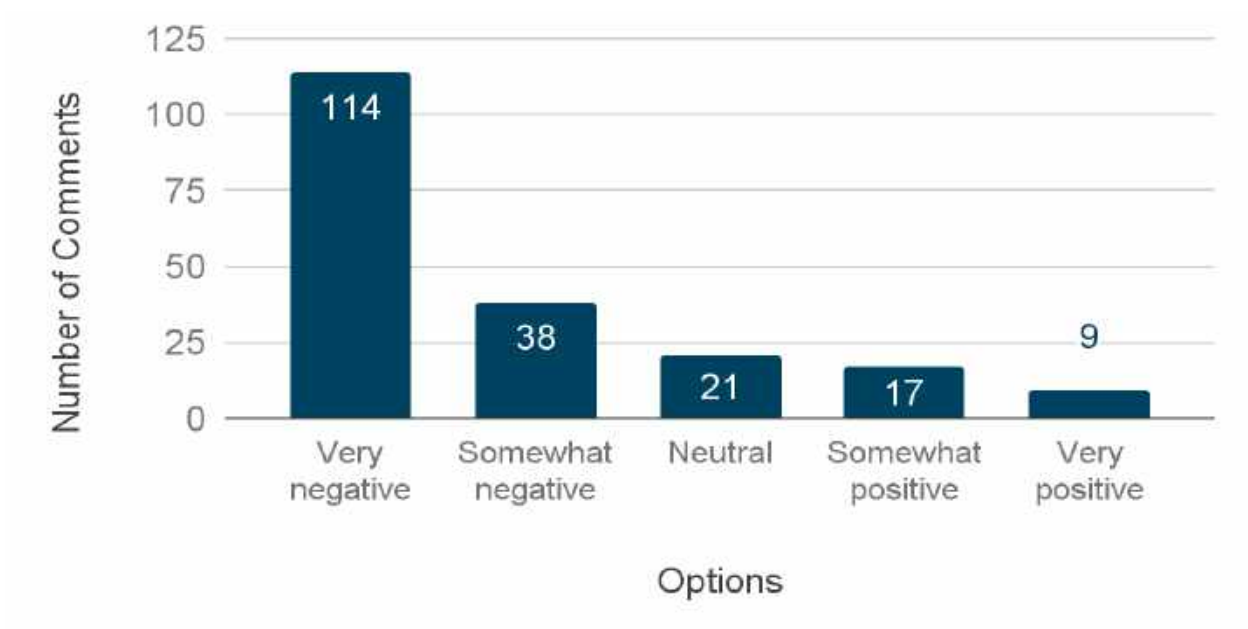
## High Streets Today

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

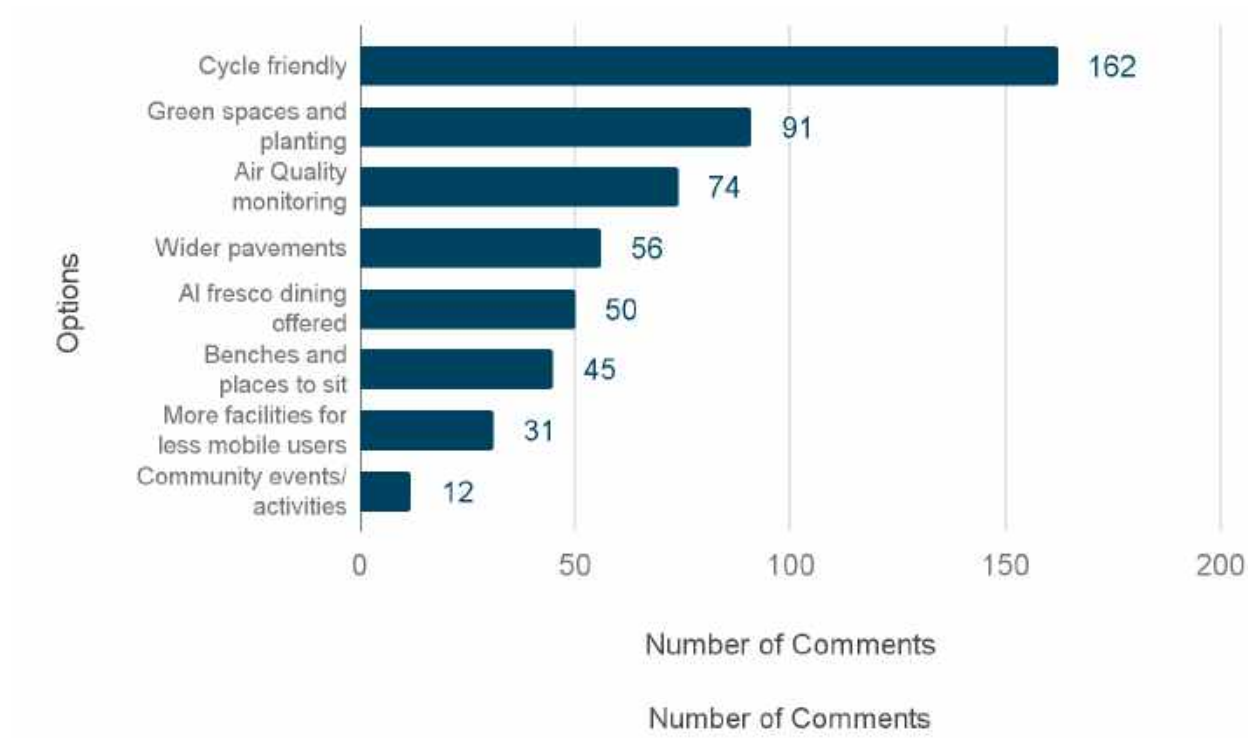


## Community Heatmap

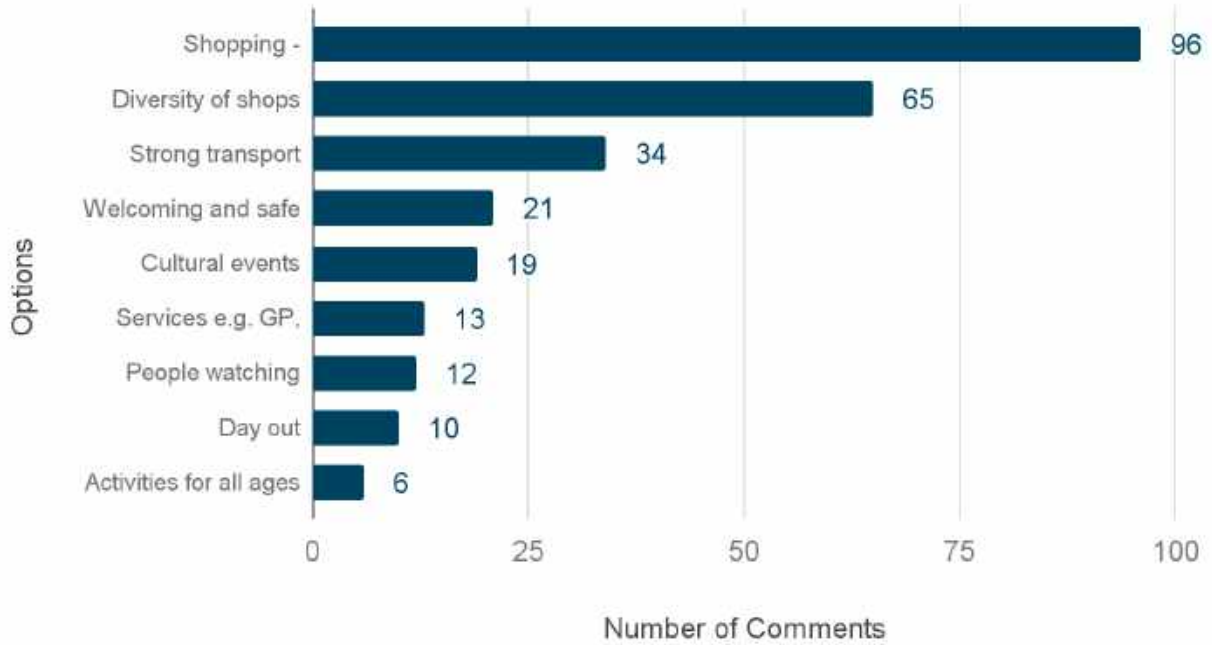
How do you feel about this location?



How could this location be improved?



## What do you like about this location?



## 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
<b>Total</b>	<b>183</b>

### 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.

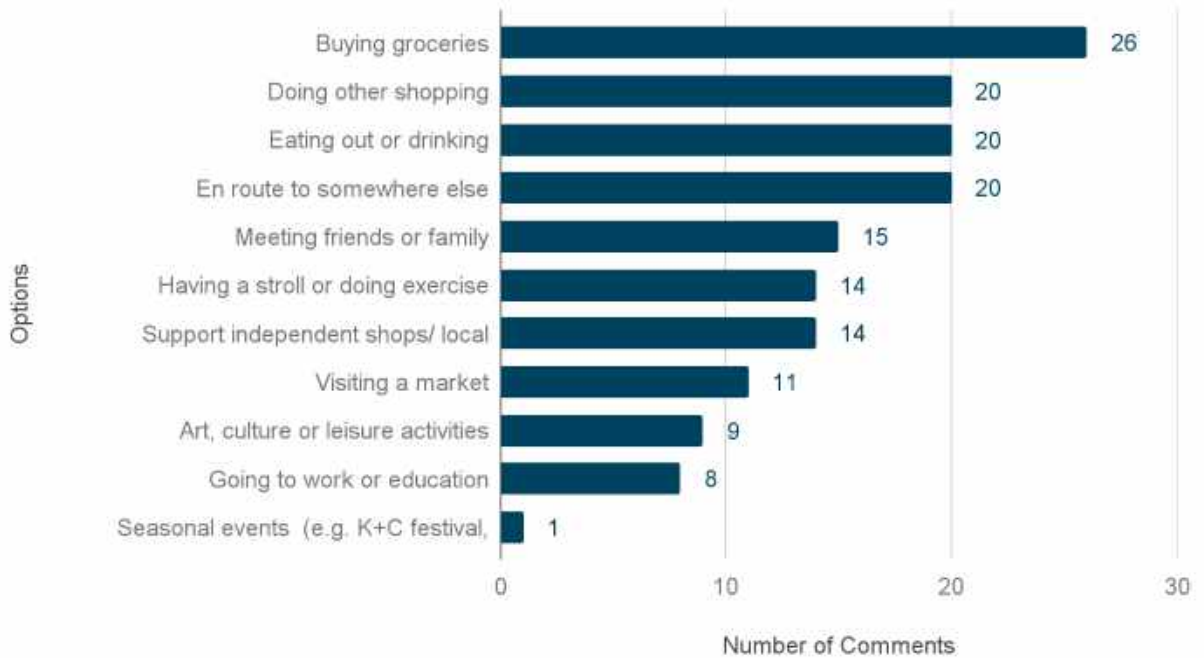
Comments made in this section have been influenced by a polarising issue surrounding a contentious cycling lane on Kensington High Street; comments on this section have therefore skewed a little more negatively than other high streets. This is further signified by the disproportionate mention of terms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



## Section 4: Notting Hill Gate

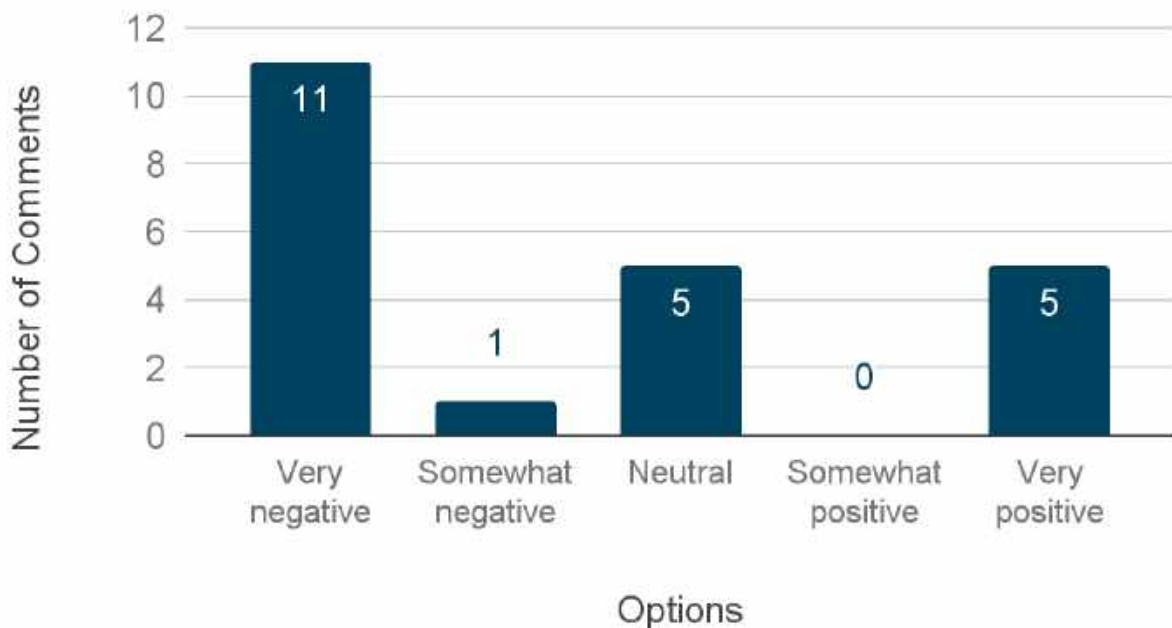
### High Streets Today

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

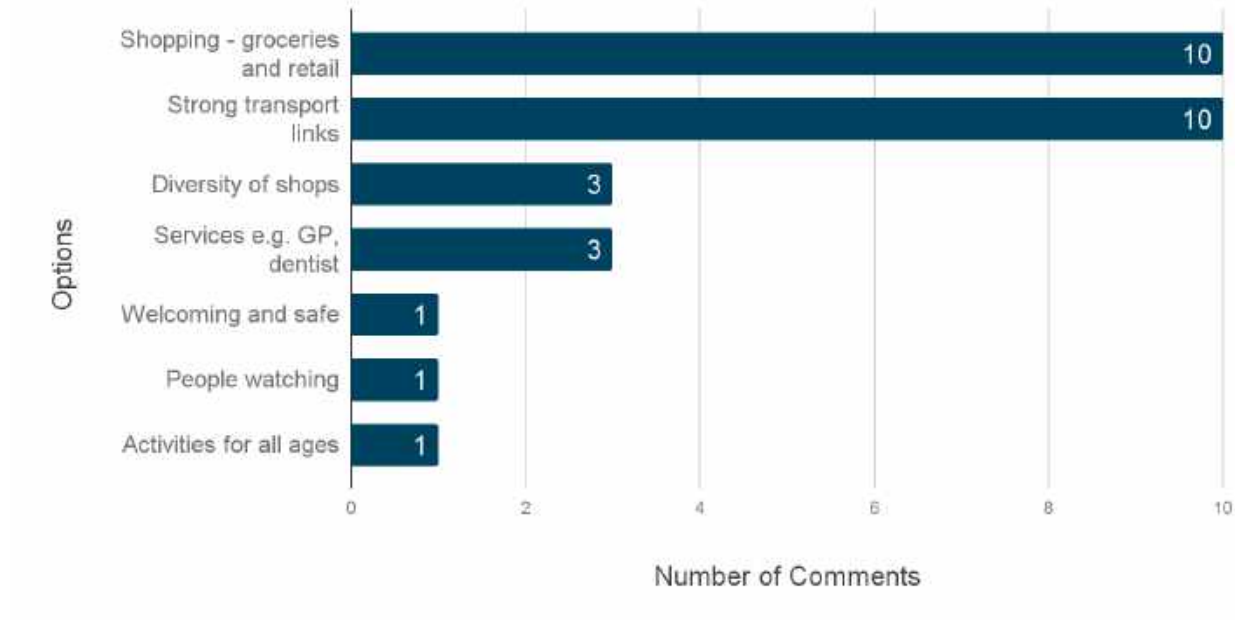


### Community Heatmap

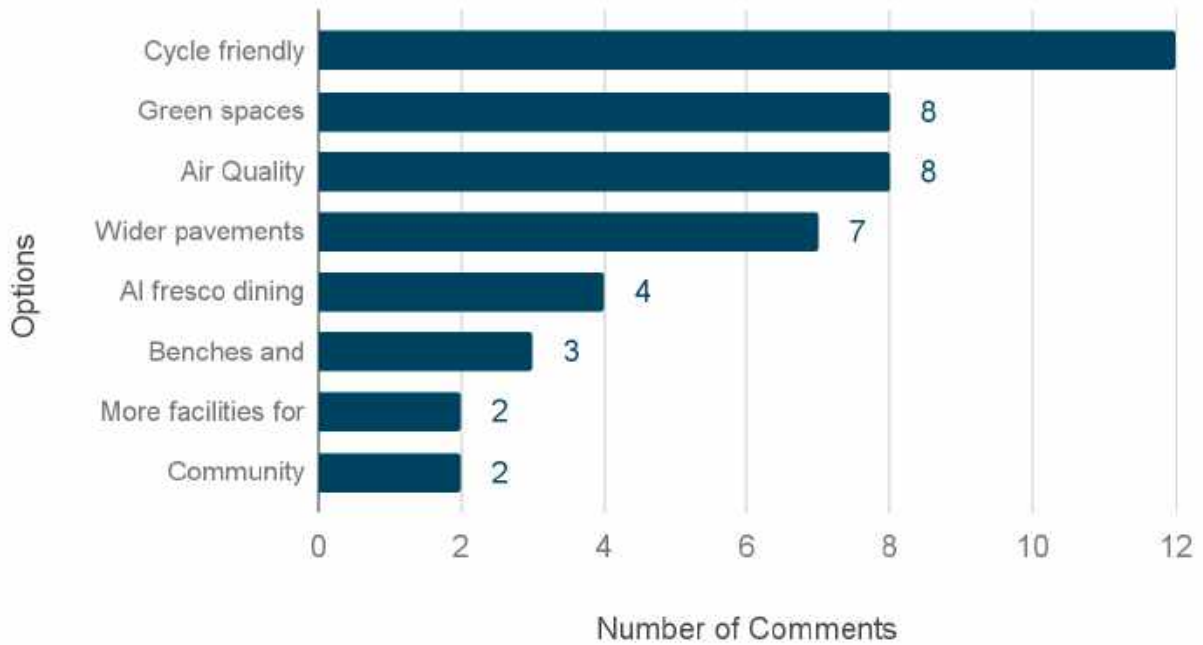
How do you feel about this location?



### What do you like about this location?



### How could this location be improved?



## 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

<p><b>"I would visit more often if the cycle infrastructure was safer and the street less hostile for people walking and cycling."</b></p>	<p><b>"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"</b></p>
<p><b>"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."</b></p>	<p><b>"The tree and benches outside Waterstones are absolutely wonderful. Would love a lot more of that all along the road until Holland Park"</b></p>



## **Narrative**

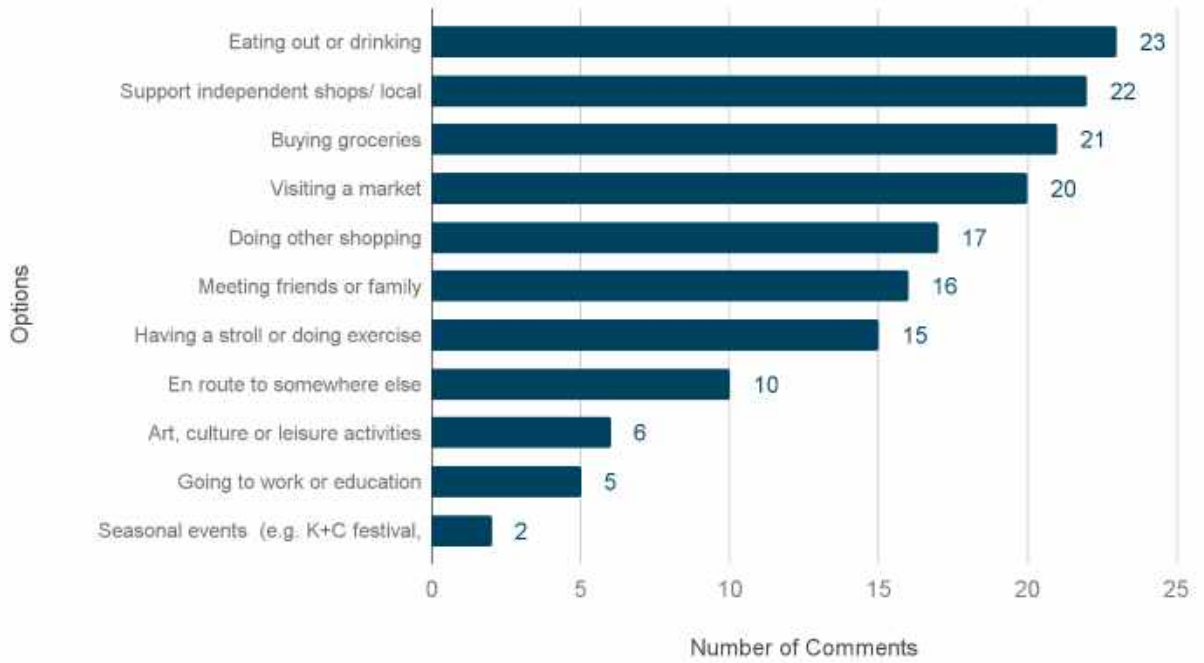
Respondents commenting on Notting Hill Gate tended to visit the high street mostly for buying groceries, doing other shopping, eating/drinking out, and en route to somewhere else. Shopping (both retail and groceries) and strong transport links appear to be the top reasons respondents like this high street, 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

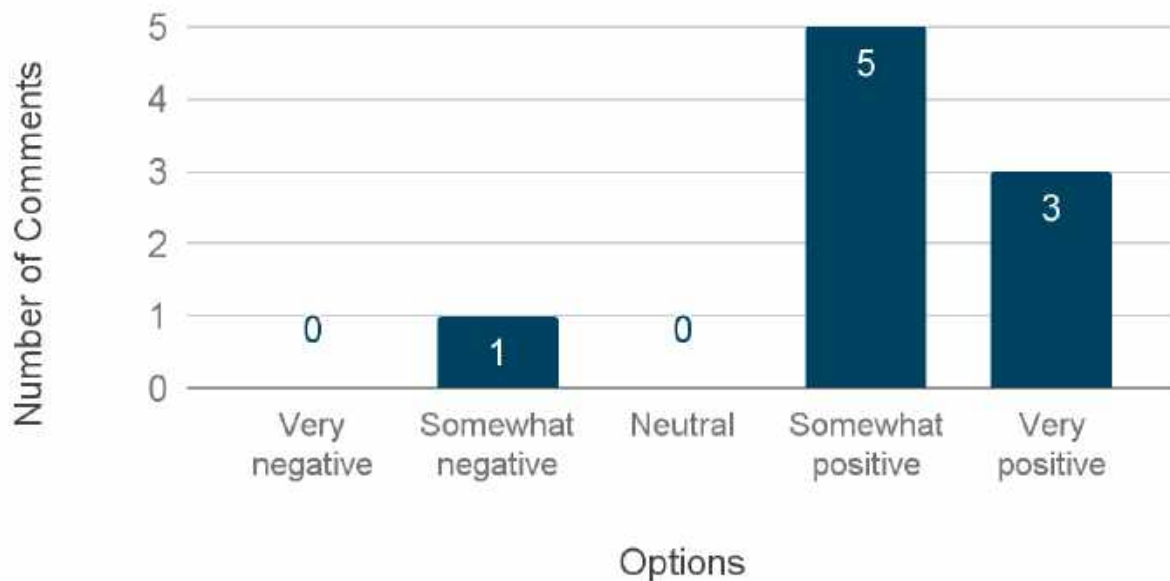
### High Streets Today

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

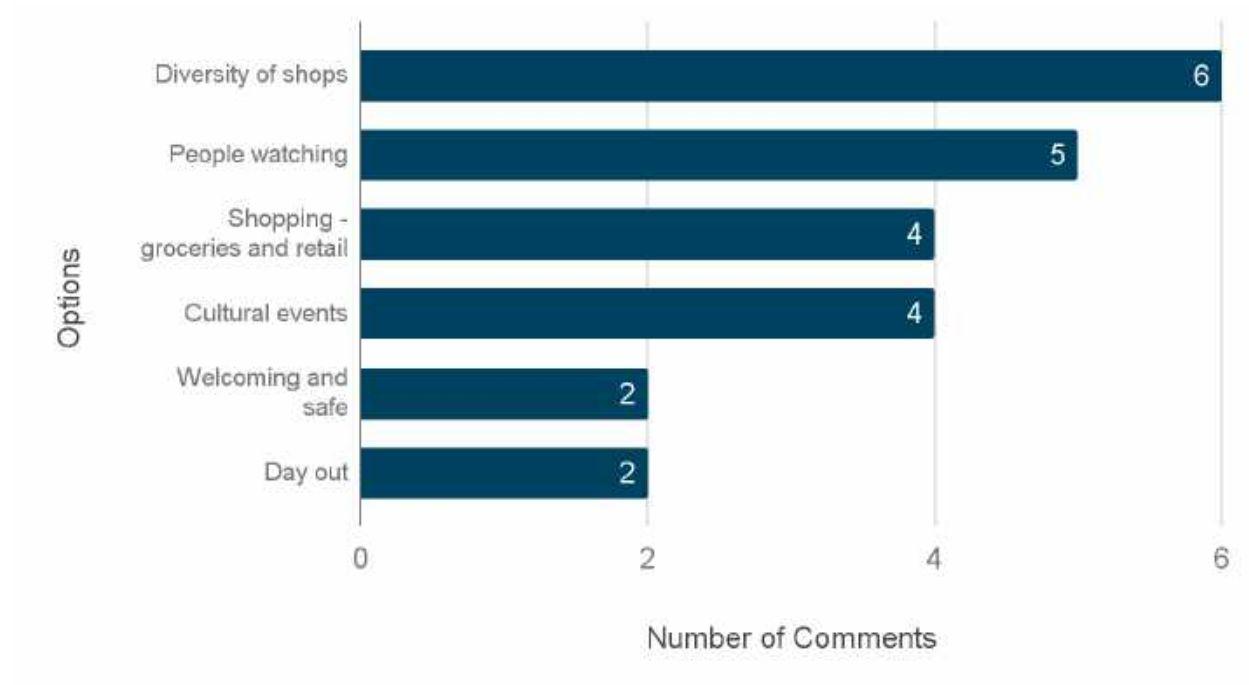


### Community Heatmap

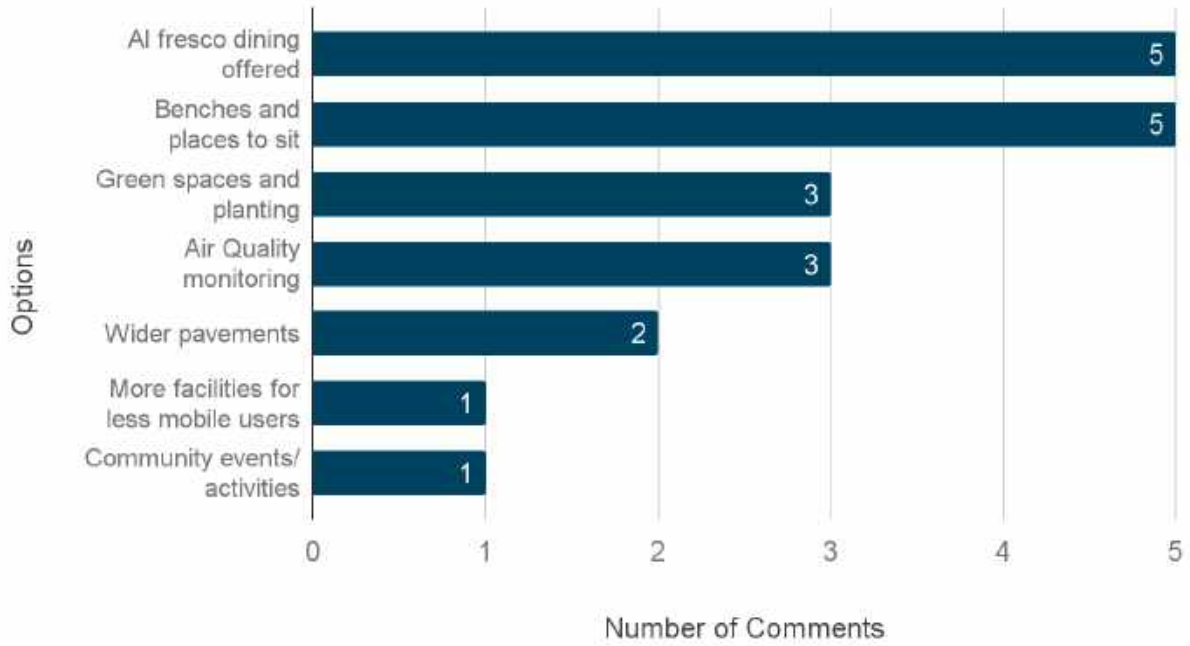
How do you feel about this location?



### What do you like about this location?



### 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
<b>Total</b>	<b>12</b>



## 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

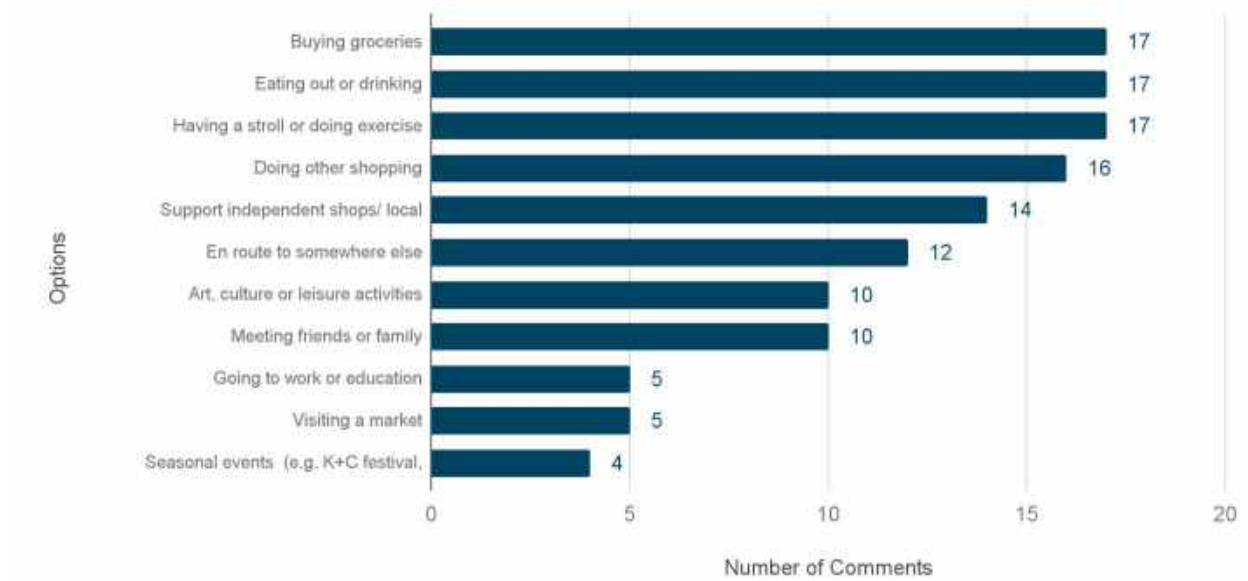
Respondents commenting on Portobello Road/ Westbourne Grove tended to visit the high street(s) mostly for eating/drinking out, buying groceries, supporting independent businesses, and visiting markets. People-watching and diversity of shops appear to be the top reasons respondents like this high street, 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

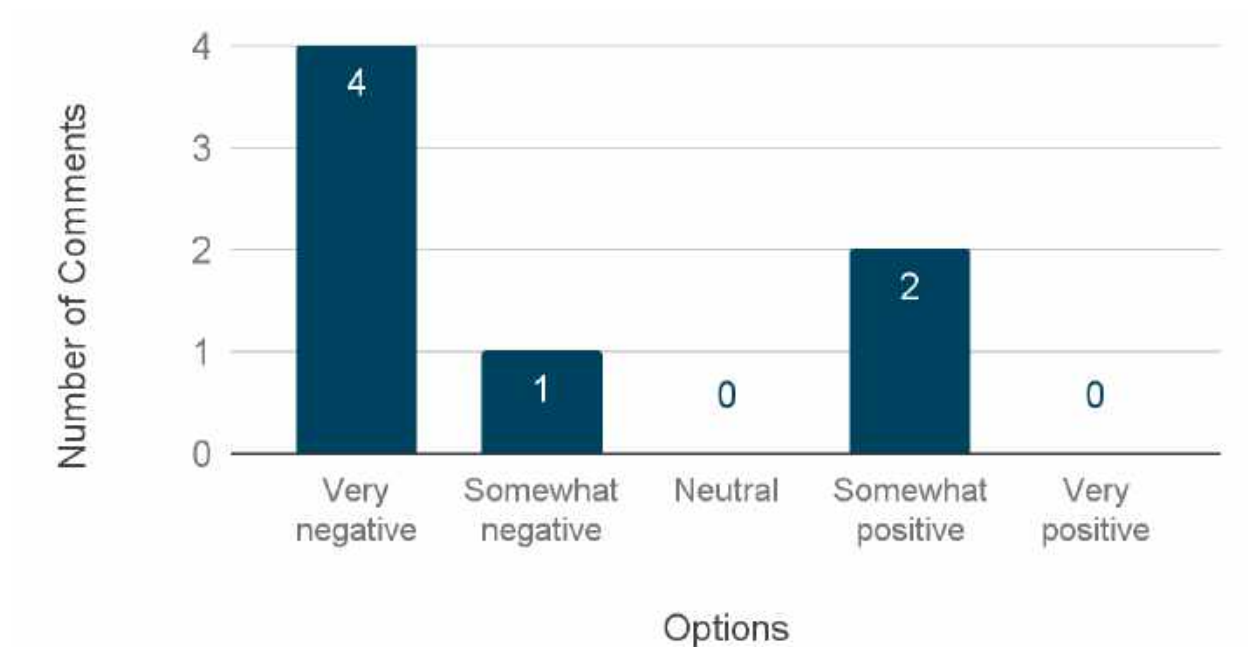
### High Streets Today

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

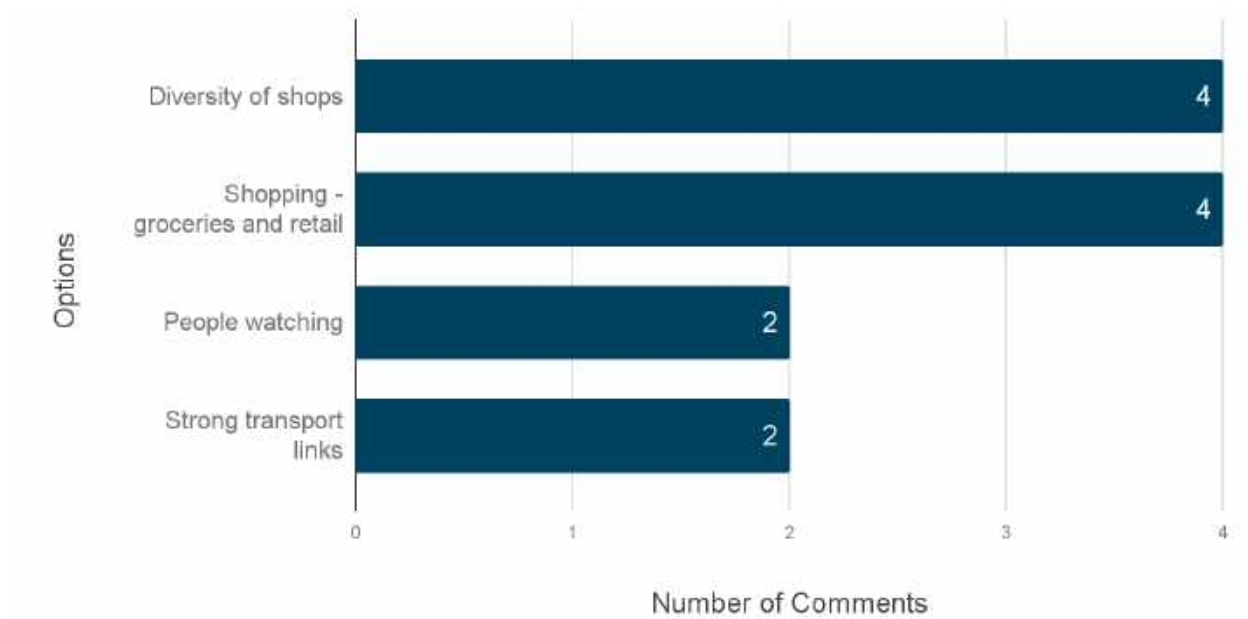


### Community Heatmap

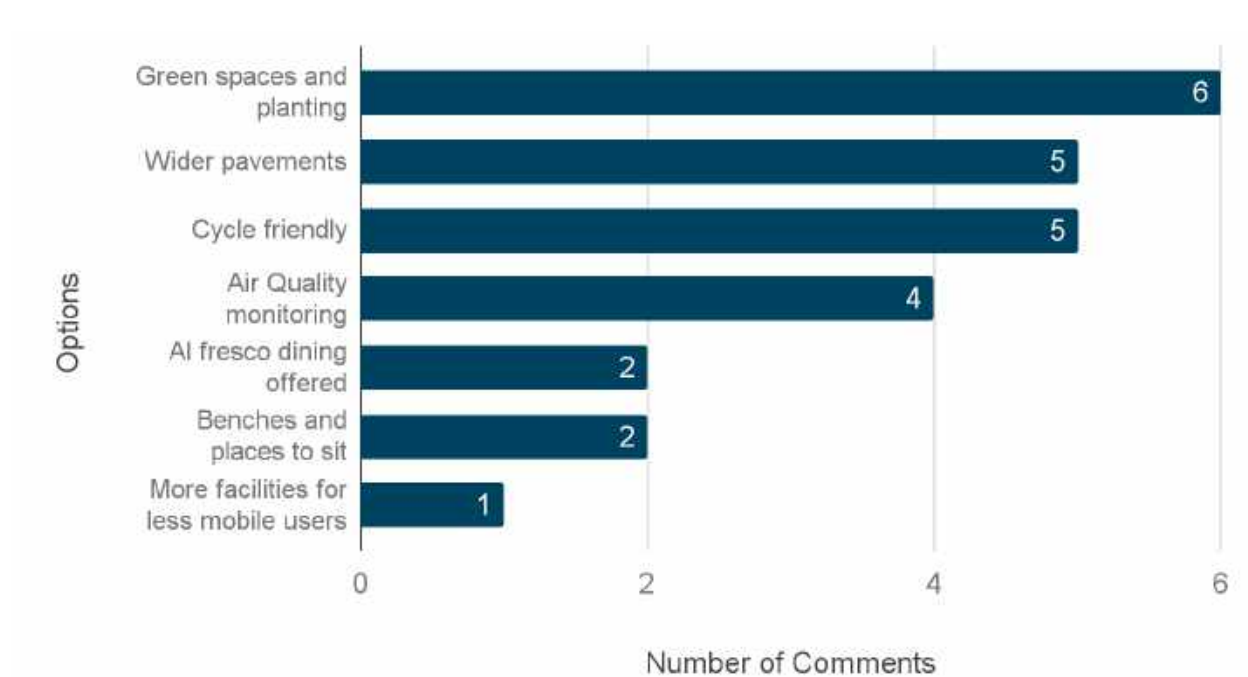
How do you feel about this location?



### What do you like about this location?



### How could this location be improved?



### 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

<b>"Outdoor communal seating areas in green spaces more pop up green spaces with seating"</b>	<b>"Maintain zebra crossings, reduce signal controlled pedestrian crossings"</b>
<b>"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"</b>	<b>"Affordable dentists. Affordable individual shops as opposed to high street chains. More charity shops the Sloane Square end of the Kings Road"</b>

## Narrative

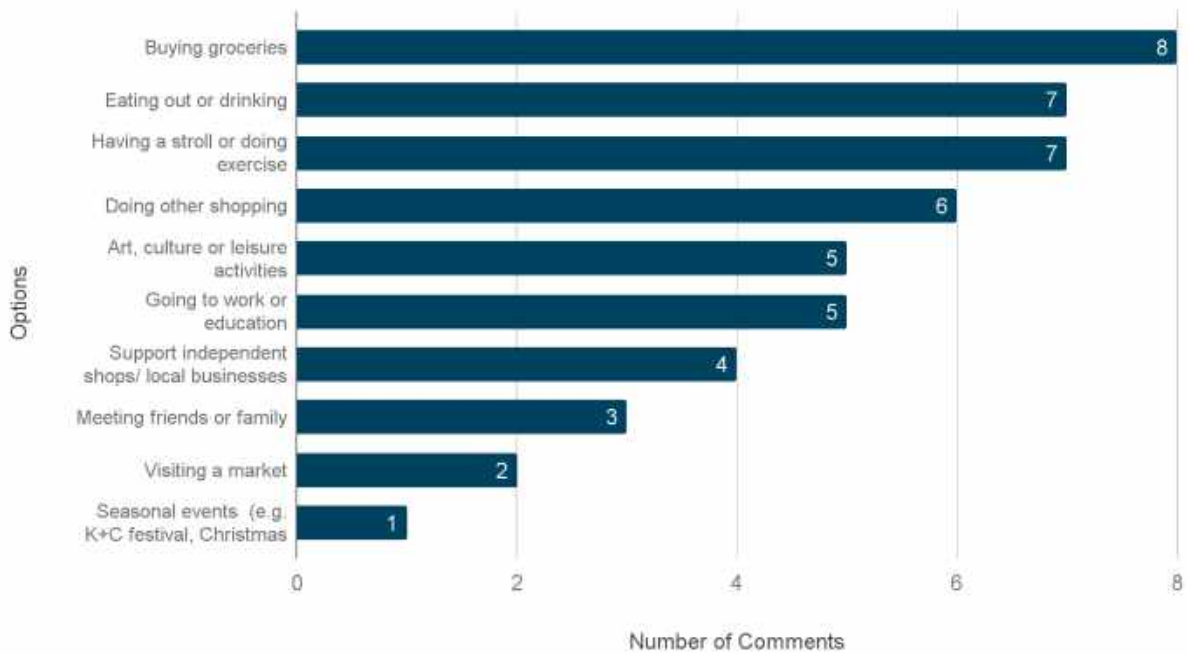
Respondents commenting on Kings Road/ Sloane Street tended to visit the high street(s) mostly for shopping, walking/exercise, and eating/drinking out. Shopping and diversity of shops appears to be the top reasons respondents like this high street, However, there is a mildly negative overall sentiment 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

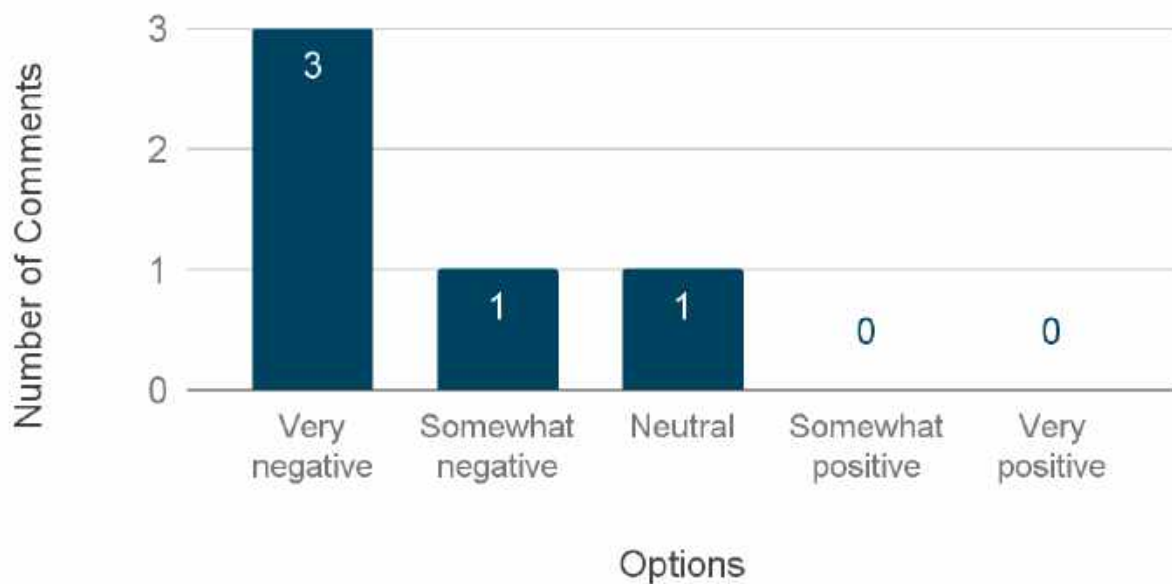
### High Streets Today

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

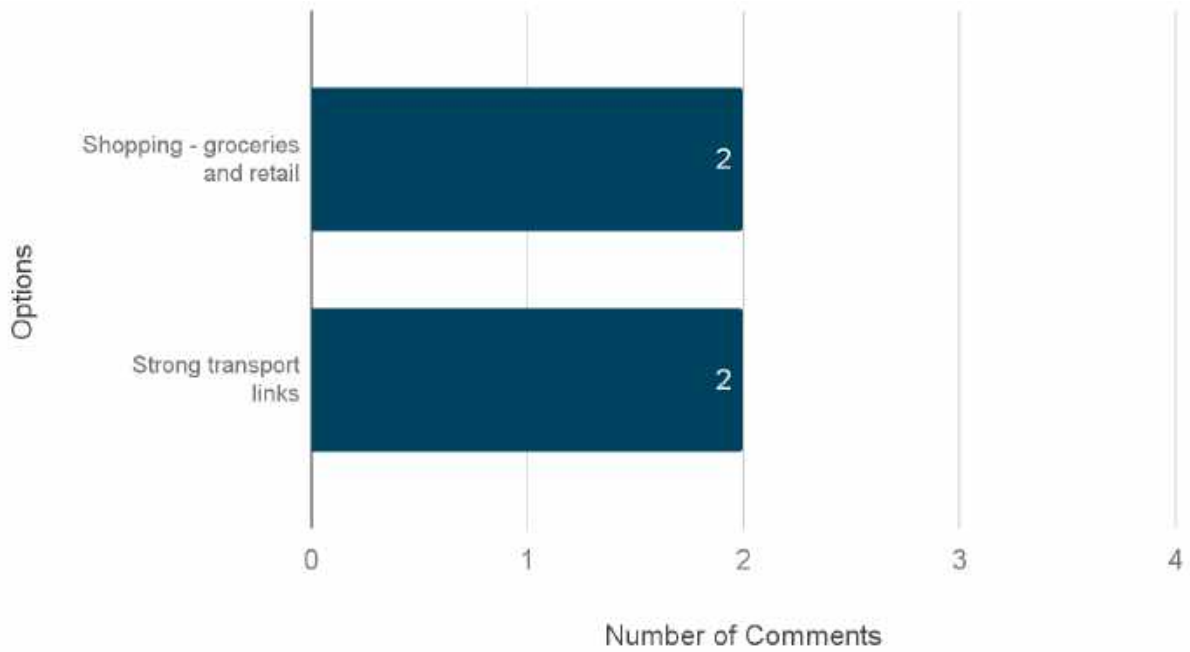


### Community Heatmap

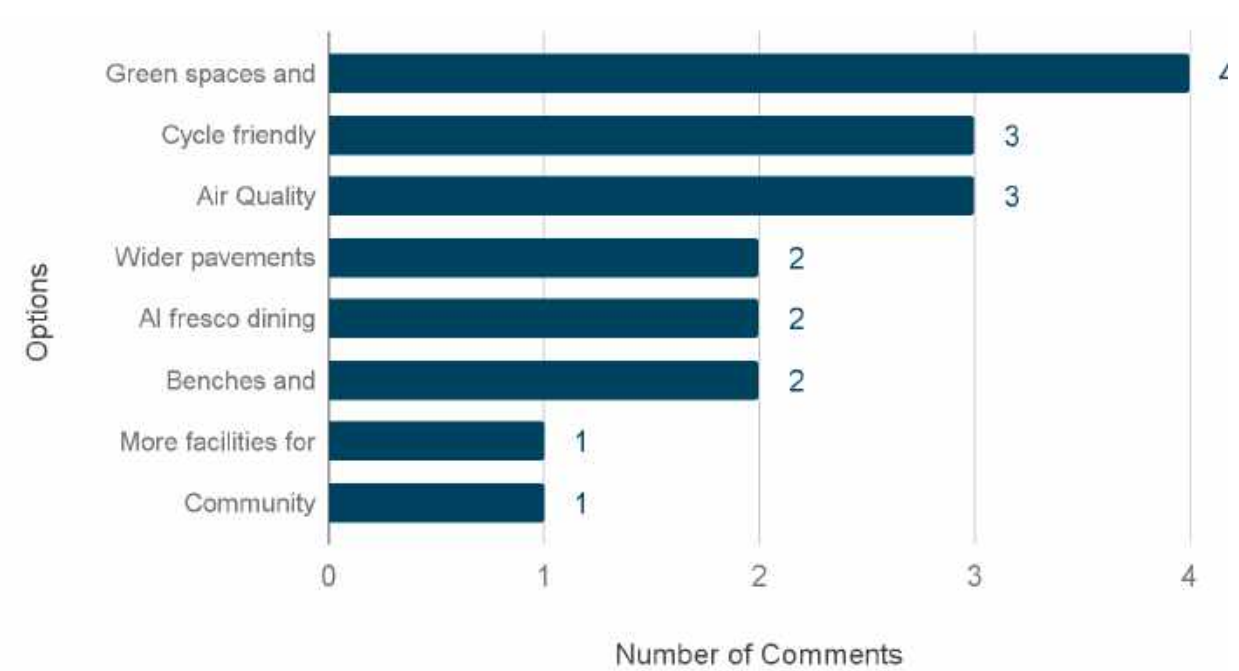
How do you feel about this location?



### 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

<b>"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"</b>	<b>"We need a decent sized supermarket and a reduction in the vast numbers of cafes and restaurants which offer little to residents"</b>
<b>"Bring back shops useful for local residents"</b>	<b>"In Knightsbridge, Harrods should give back the public highway it has taken from the residents"</b>

## Narrative

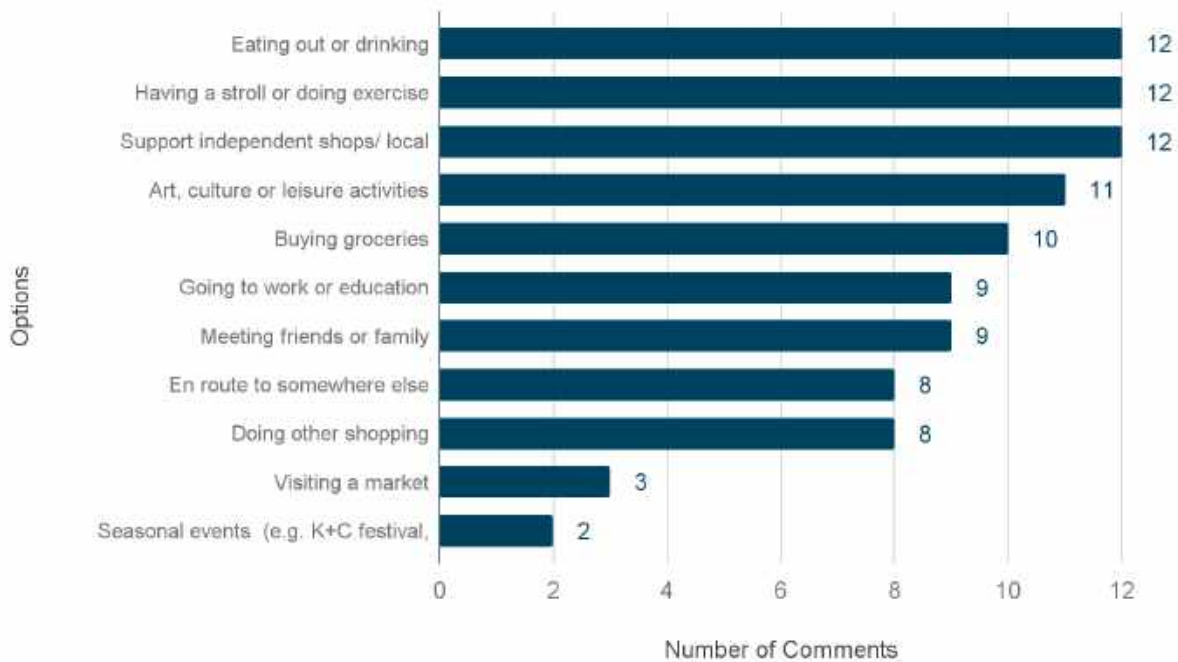
Respondents commenting on Brompton Road/Knightsbridge tended to visit the high street mostly for buying groceries, eating/drinking out, and walking/exercise. Shopping (both retail and groceries) and strong transport links appear to be the top reasons respondents like this high street, and there is an 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

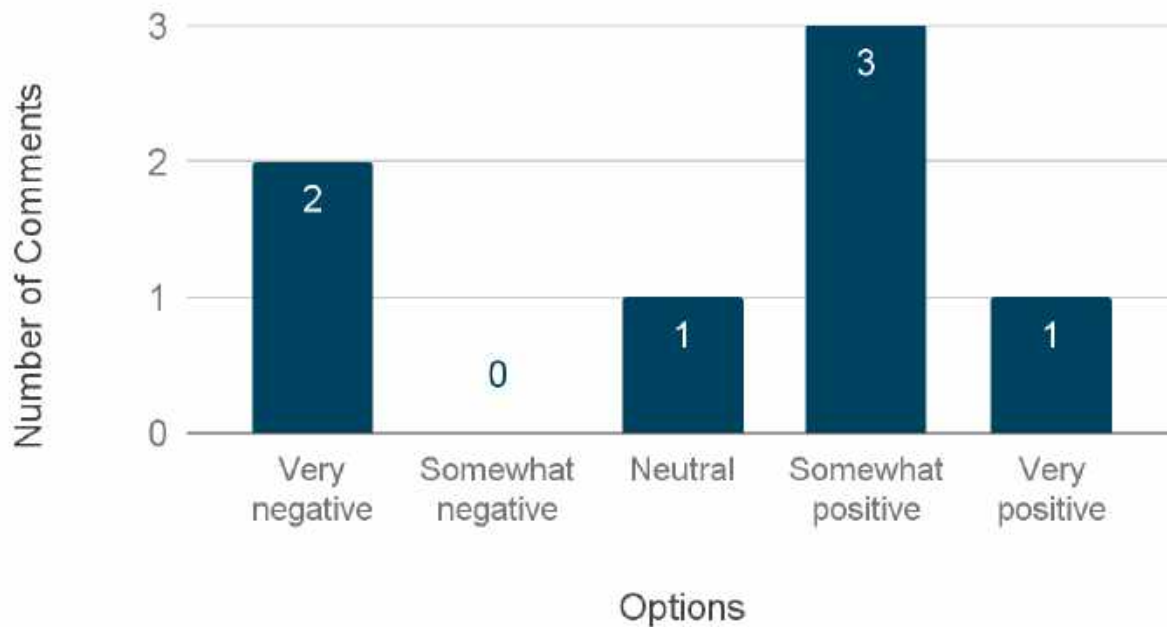
### High Streets Today

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

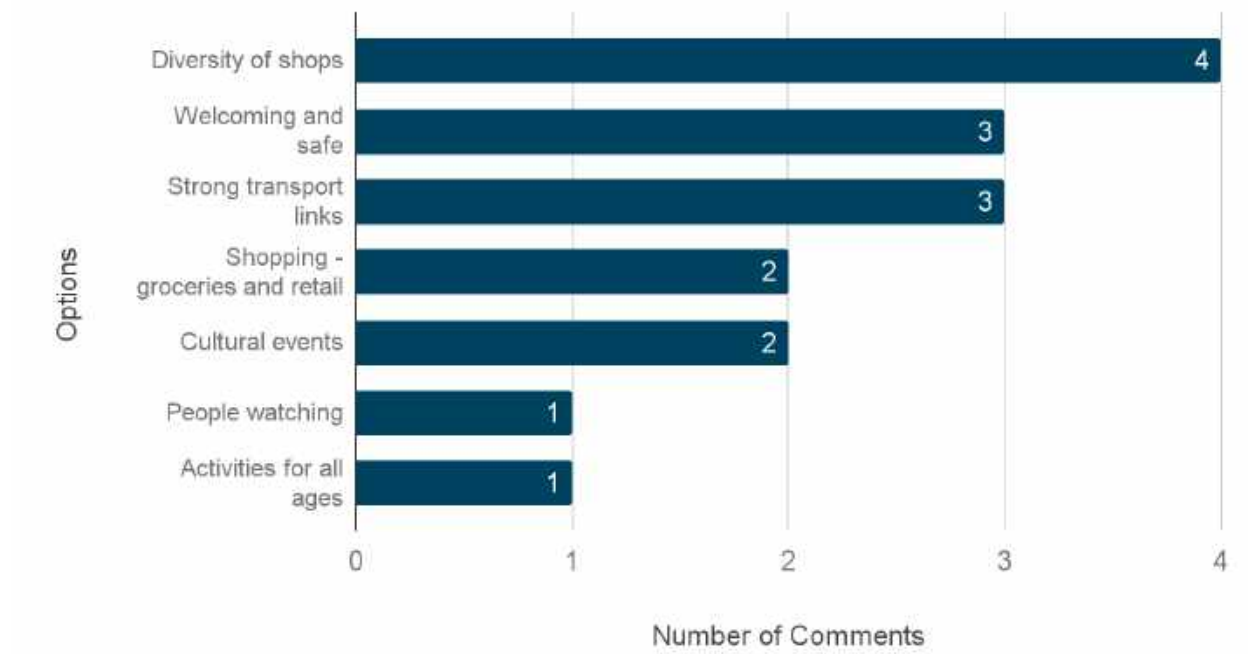


### Community Heatmap

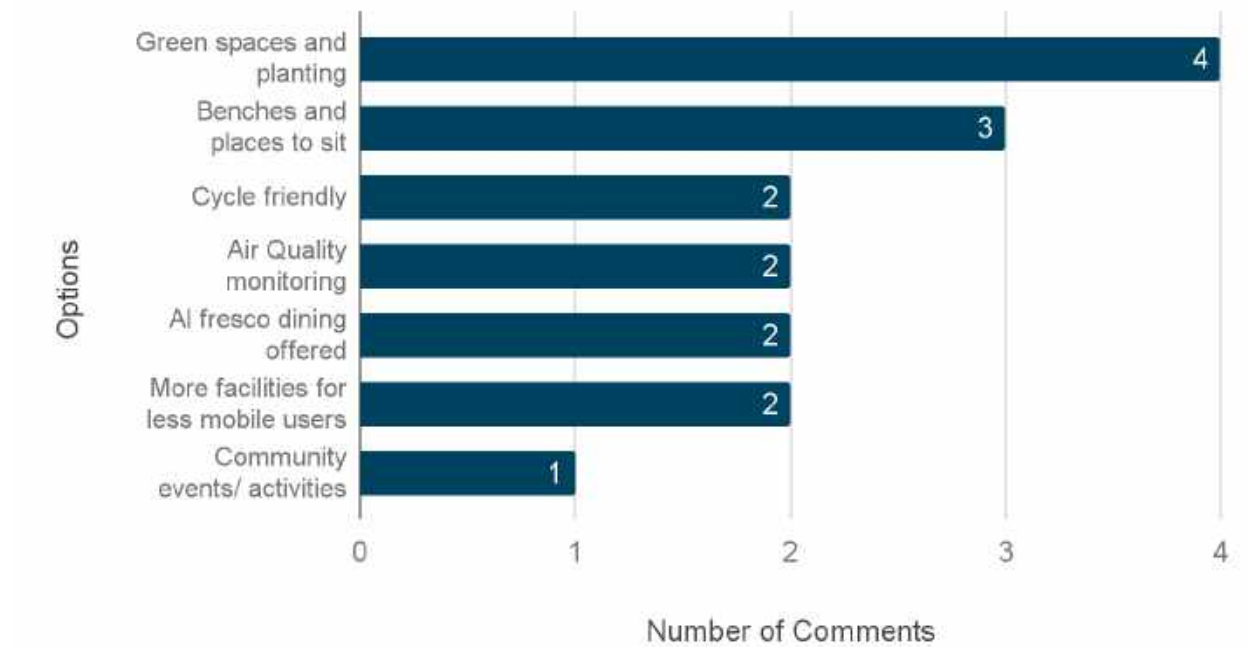
How do you feel about this location?



### What do you like about this location?



### How could this location be improved?



## 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



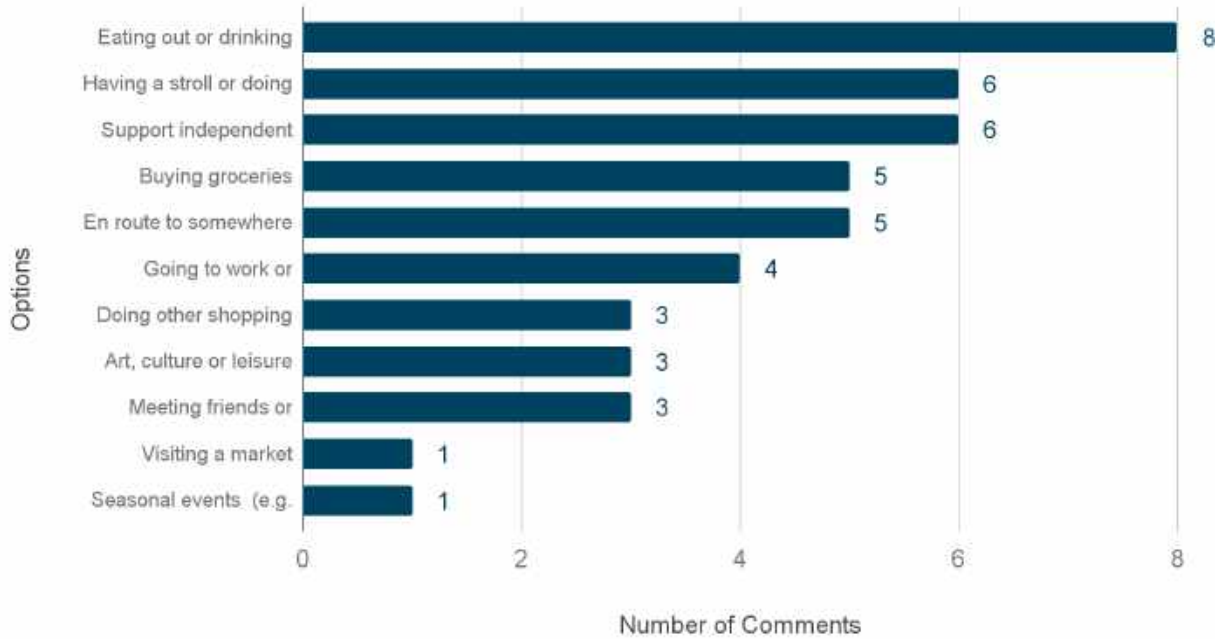
high street polarised between very negative and somewhat positive, with the top recommendations for improving the high street being green spaces and planting, followed by benches and places to sit. However, a moderate number of respondents commented on this high street, resulting in a small sample size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



## Section 9: Fulham Road

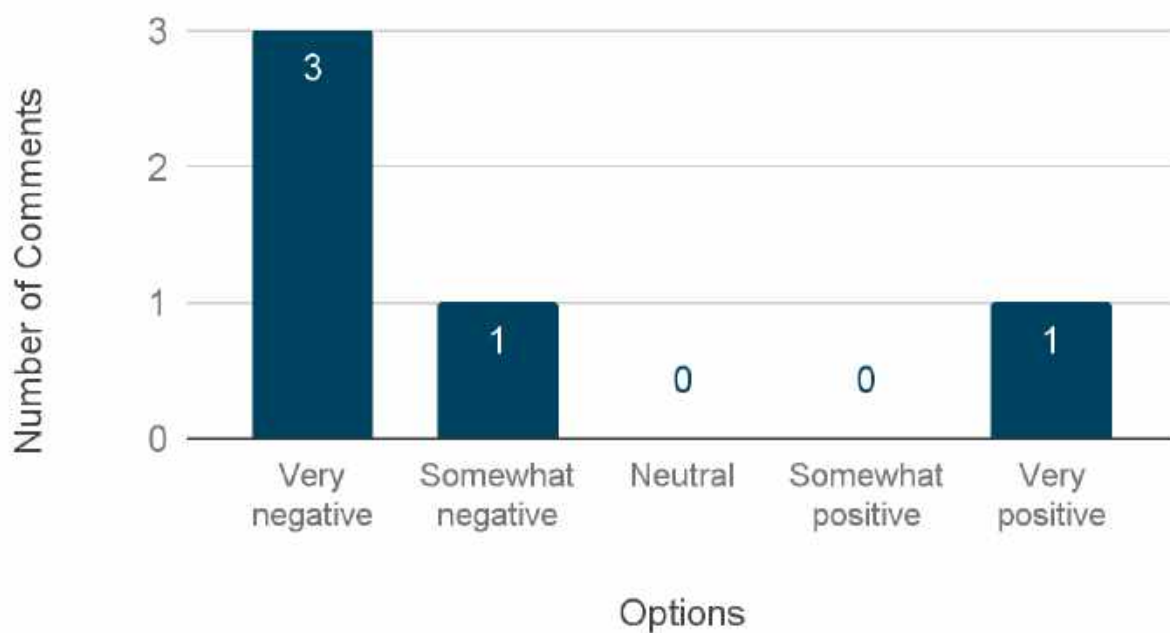
### High Streets Today

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

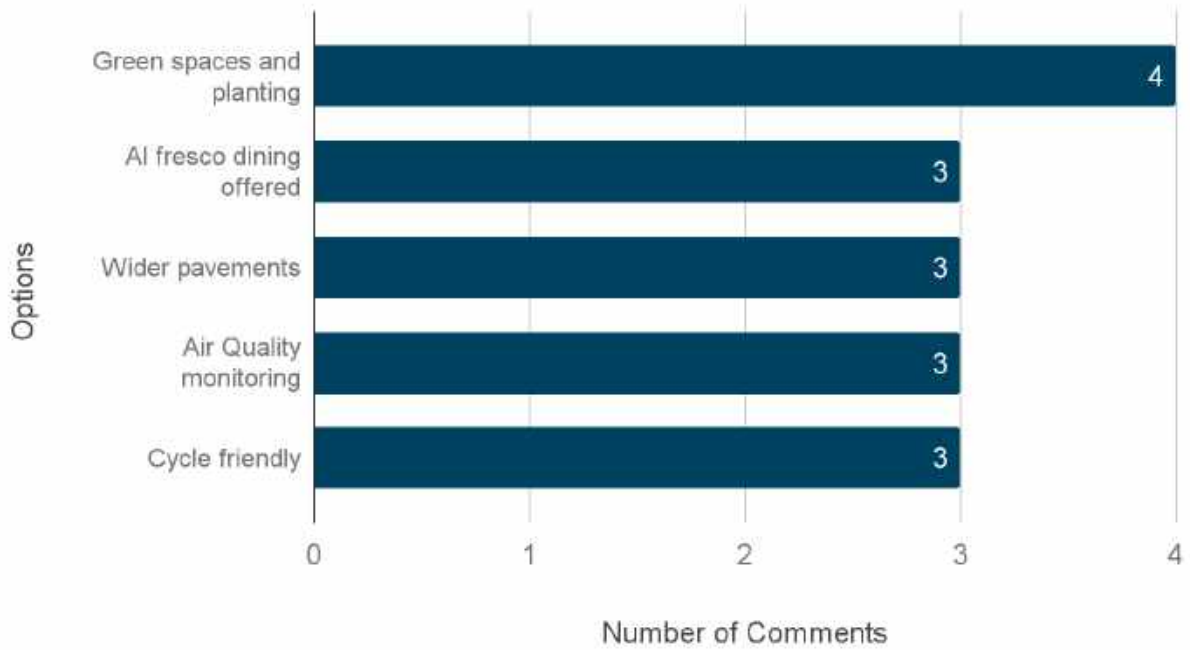


### Community Heatmap

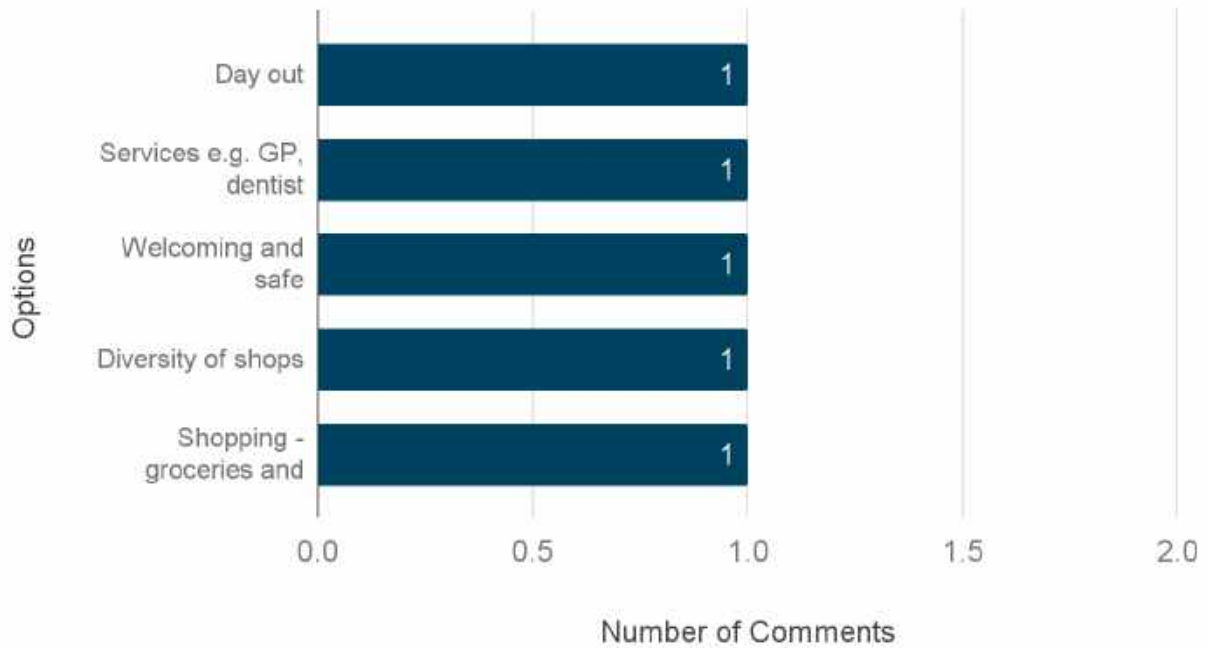
How do you feel about this location?



### 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

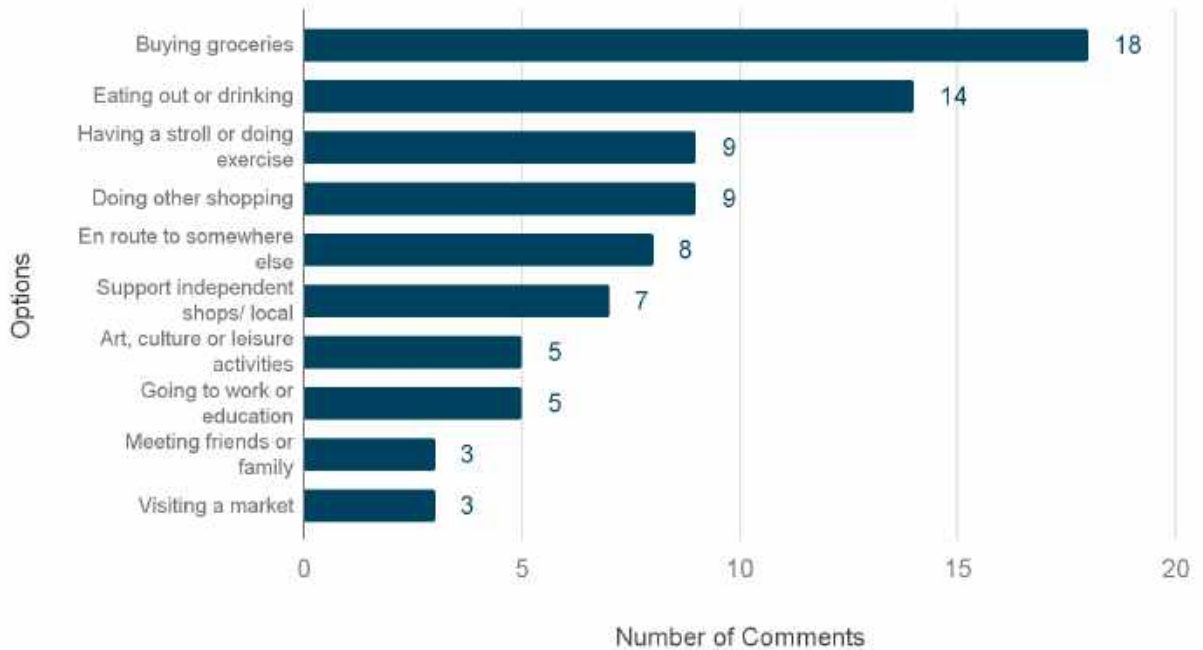
Respondents commenting on Fulham Road tended to visit the high street mostly for eating/drinking out, walking/exercise, and supporting independent businesses. There is a mildly negative overall sentiment for the high street, with the top recommendation for improving the high street being green spaces 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

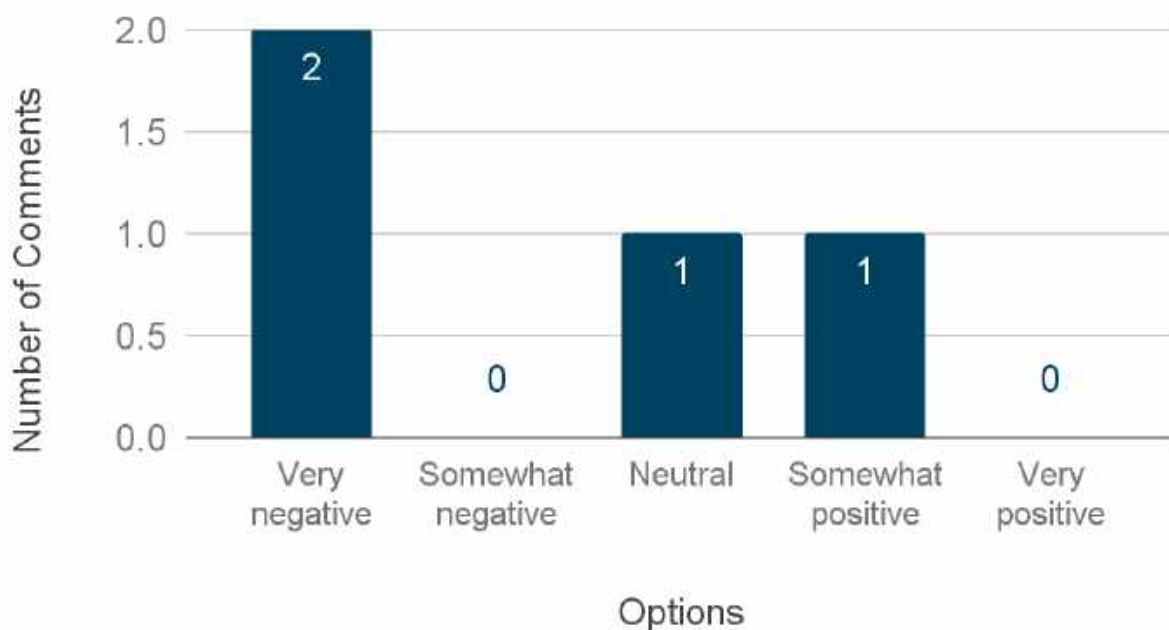
### High Streets Today

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

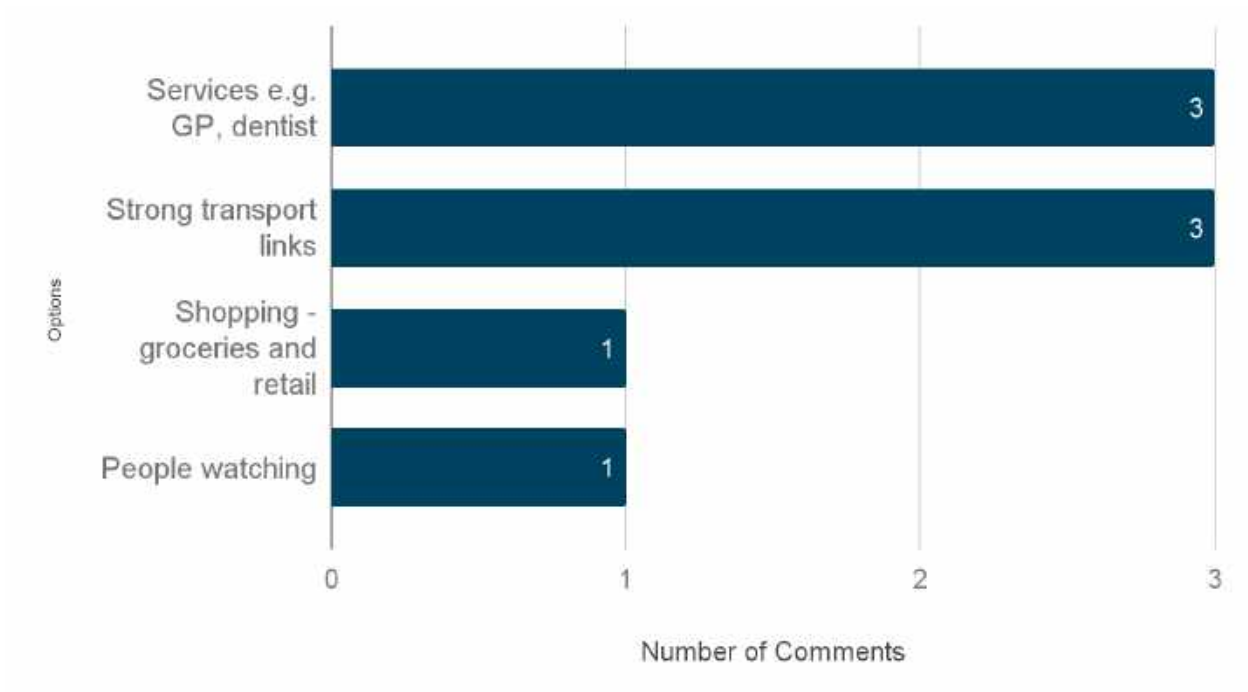


### Community Heatmap

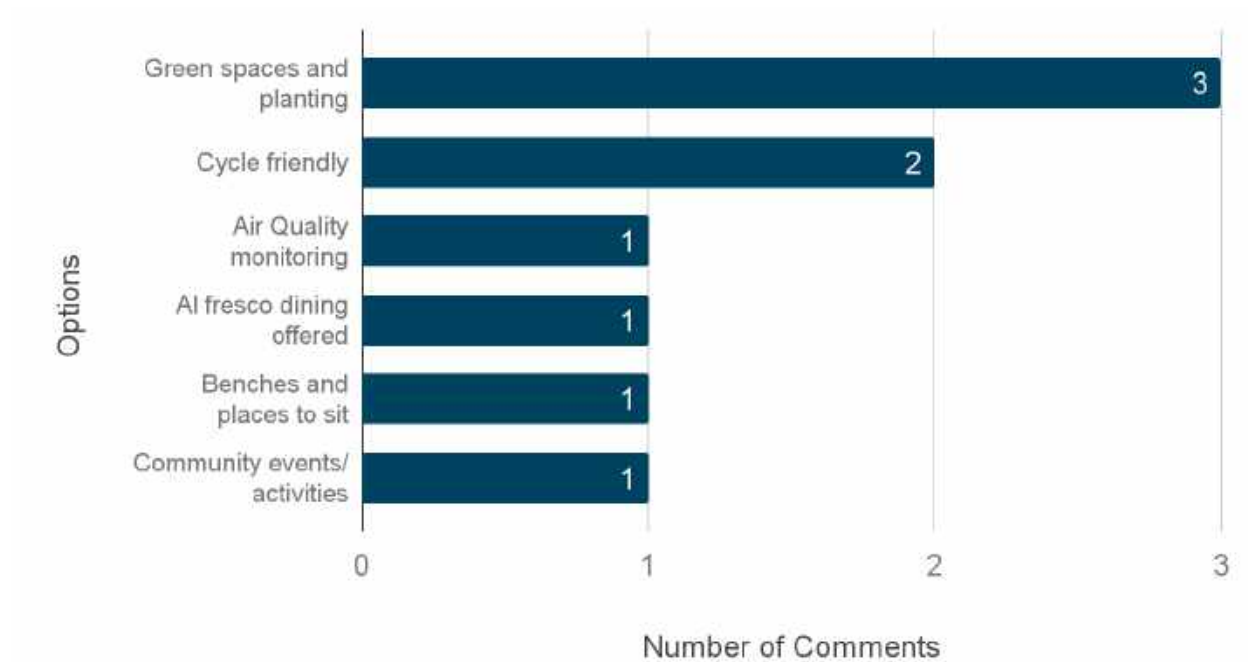
How do you feel about this location?



### What do you like about this location?



### How could this location be improved?



## Free text

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

## Sample Comments

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

## 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: <b>90,869 people</b>	Unique link-clicks: <b>4,076</b>	Visitors: <b>3,512</b>
Impressions: <b>365,206</b>	Unique click-through-rate: <b>4.49%</b>	Contributions from ads: <b>148</b>
	Cost-per-unique-click: <b>£0.38</b>	Cost-per-contribution: <b>£13.5</b>
	Campaign conversion rate: <b>8%</b>	Cost-per-visitor: <b>£0.64</b>

### 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.

