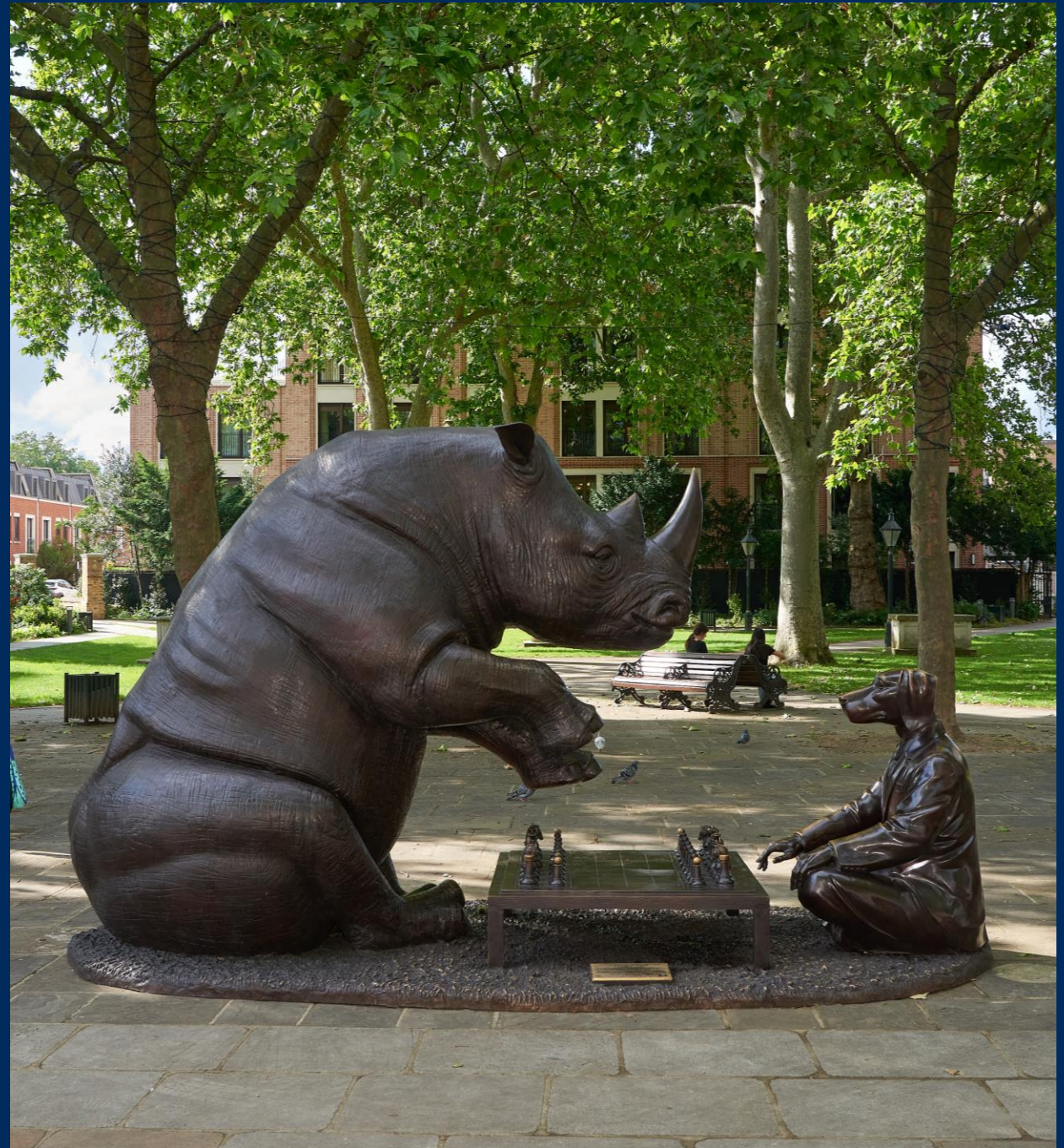


King's Road Partnership

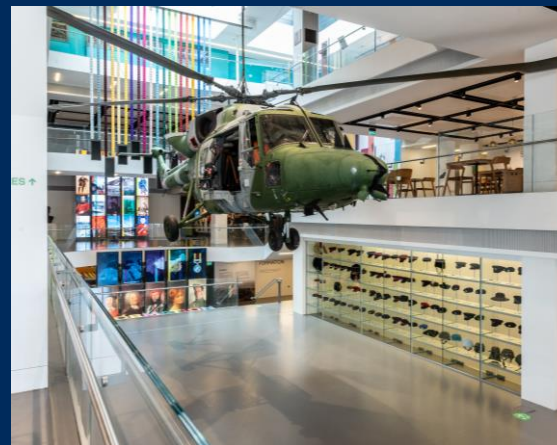
# King's Road Partnership Annual Breakfast

September 26<sup>th</sup>, 2024

**KING'S  
ROAD**  
PARTNERSHIP



# Justin Maciejewski Director General, National Army Museum



# Today's Agenda



## Welcome

Justin Maciejewski, National Army Museum

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## Working together

Ben Coleman, Member of Parliament for  
Chelsea & Fulham

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## Our business plan and progress

Steven Medway, Chief Executive

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## Consumer behavior and insights

Diane Wehrle, Rendle Intelligence and Insights +  
Helen Powell, Emotional Logic

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## Q&A

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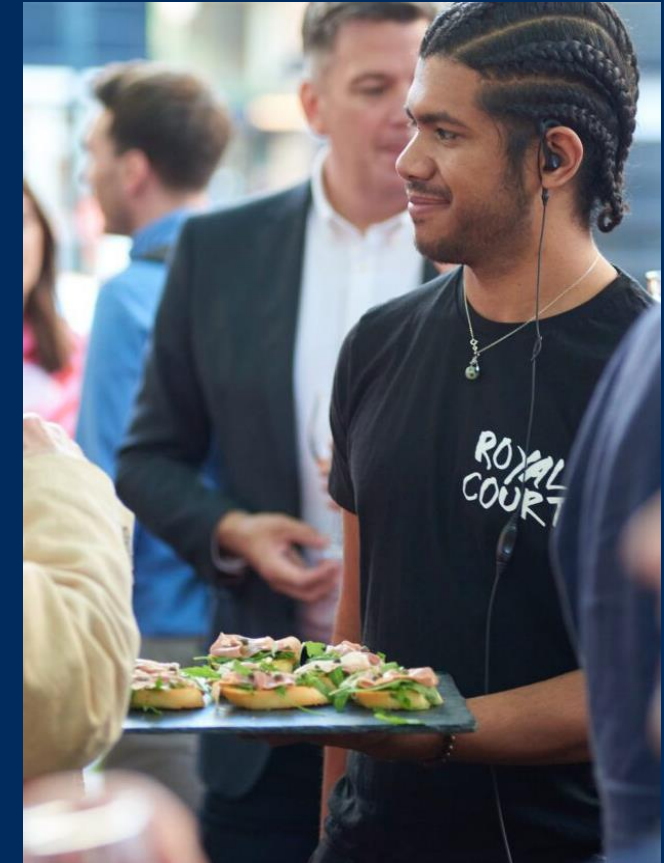
## Networking

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# Ben Coleman Member of Parliament for Chelsea & Fulham



# Steven Medway Chief Executive, King's Road Partnership



# Our business plan: 5 pillars



**Business  
Recovery**



**Destination  
Marketing**



**Quality  
Environment**



**Business Support  
and Insight**



**Collaboration and  
Partnership**

King's Road Partnership

# Annual Members Survey

**KING'S  
ROAD**  
PARTNERSHIP



# Annual Survey Feedback 2024

**2023**

86%

of members would recommend the partnership to other businesses

85%

noted the partnership delivered a strong return on investment

81%

engaged with the partnership on weekly, monthly or quarterly basis

80%

would recommend businesses to become voluntary members

**2024**

92%



94%



93%



87%





# Annual Survey Feedback 2024

**2023**

69%

of members rated member networking events as good value for money

72%

of members rated footfall and sales data as good value for money

75%

of members rated the street team as good value for money

73%

of members rated crime intelligence and prevention as good value for money

**2024**

79%

80%

86%

84%



# Annual Survey Feedback 2024

**2023**

67%

received a positive sales uplift  
during Christmas Lights Switch On

65%

received a positive sales uplift  
during Chelsea Dog Day

67%

received a positive sales uplift  
during Chelsea in Bloom

**2024**



80%



71%



86%

## Highest Valued Services

STREET  
TEAM

CRIME  
INTELLIGENCE  
AND PREVENTION  
SERVICE

FOOTFALL, SALES  
AND INSIGHTS

MEMBER  
NETWORKING  
EVENTS

# Quality Environment



# King's Road as a safer place



## Safety and Security

2023

£44,300 Stock and personal items recovered

533 Offenders identified

80% Prosecution rate for prolific offenders

2024

£89,500

1173

84%



Street Team – 07903 829304

Business Resilience Forum October 16th

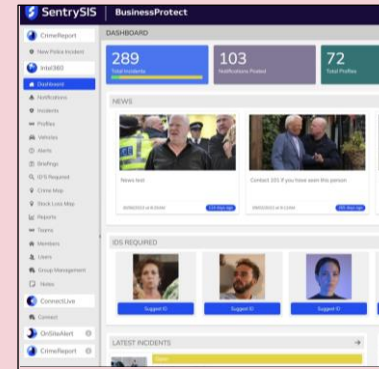
# Education and Skills



## Training and Support

- King's Road Partnership have offered training and support on:

- **Crime Prevention**
- **Counter Terrorism**
- **Conflict Management**
- **Tax Free Shopping**



# King's Road as a cleaner and more welcoming place



## Coming Soon!



### Street cleaning and waste

2023

£51,800

19,528 M<sup>2</sup>

Saved through new waste and recycling preferred supplier scheme

Deep cleaned by new Cleansing Team

2024

£80,800

66,395 M<sup>2</sup>



# King's Road Partnership Sustainability Programme

The King's Road Partnership supports members by offering advice how to be more sustainable and how businesses can reduce carbon emissions.

- Free energy assessments that will help businesses to reduce carbon emissions, reduce bills, improve EPC ratings and become greener and more energy efficient
- Free weekly webinars until December on a range of topics - everything from green finance to social impact to supply chain engagement – to help a business move forward on its path to sustainability
- Support and guidance on policy and funding opportunities to help businesses become more sustainable



King's Road Partnership

# Business Recovery

**KING'S  
ROAD**  
PARTNERSHIP





# Reducing Business Costs

## Business Cost Reduction Scheme



2023

£101,000

Savings identified

£14,428

Average saving per  
business

7

Utility types

2024

£609,000

£29,000

£0

Free impartial service  
available to members

# New Openings

## Currently open

---



CARAVANĒ



L U C A  
F A L O N I



MEJURI

OH MY CREAM!  
LA BEAUTE INITIEE

GRANADO  
RIO DE JANEIRO



NOKWOL

NRBY

VARLEY



AntiqueModern<sup>mix</sup> **BLANK STREET**

T R I N N Y  
L O N D O N



CHINTI & PARKER



## Coming soon

---



Läderach  
chocolatier suisse



CURZON



PIZZA  
PILGRIMS



# Destination Marketing

**KING'S**  
**ROAD**  
PARTNERSHIP



# Christmas Campaign



**100%**  
of businesses who took part  
reported increased footfall  
and/or turnover

**30%**  
Footfall increase for  
Switch-On day



Targeted OOH  
advertising reached  
**147,000**  
(+20% YOY)



# Chelsea in Bloom



# Kensington & Chelsea Art Week



# Summer Campaign

Coverage in 49 publications worth over **£1m AVE**

**+1M**  
OOH advertising reach inc Victoria and Battersea Power Station



The Standard

NEWS SPORT BUSINESS LIFESTYLE CULTURE GOING OUT HOMES & PROPERTY COMMENT



GOING OUT | EVENTS AND THINGS TO DO  
**Wimbledon 2024: London's outdoor screenings and the best places to watch the tennis**  
→  
Can't make it onto Centre Court? Mike Daw has the next best thing

**TWO MILES OF STYLE**

For shopping, for wining, for socialising, for chilling.

**KING'S ROAD**

Only a short walk or bus ride away.  
kingsroad.co.uk @kingsroad.london @kingsroadlondon

Press campaign reached **+163M**

IN PARTNERSHIP WITH **KING'S ROAD**

**WIN £500**  
to spend on the King's Road

Stop scrolling and start strolling down the iconic King's Road on the ultimate shopping spree. Enter the competition today and you could be enjoying £500 on a shopping spree for a day, or to enjoy with your friends and family. If you're hunting for the latest fashion or want to indulge at one of London's hottest shopping destinations, it's the perfect destination for a day out.

**ENTER THE competition** →

# Newsletter, website and socials

2023

179,042

Site visitors  
Sep-Aug

50,200

Instagram  
followers

380,919

Page views

2024

244,000

Site visitors  
Sep-Aug

77,394

Instagram  
followers

561,000

Page views



945,959

TikTok  
views



# Privilege card

2023

104

Participating brands

7,406

Subscribers

2024

124

Participating brands

11,500

Subscribers



## Latest participating brands:

CHINTI & PARKER

CARAVANE

NU



JEROBOAMS



# Collaboration and Partnership



# Corporate Events



# Get involved



**Saturday 14th - Sunday 22nd September**  
– **London Design Festival**

**Tuesday 8<sup>th</sup> October**  
– **Marketing Group (3rd of the year)**

**Saturday 5th October**  
– **Chelsea Dog Day**

**Monday 16th October**  
– **Business Resilience Forum**

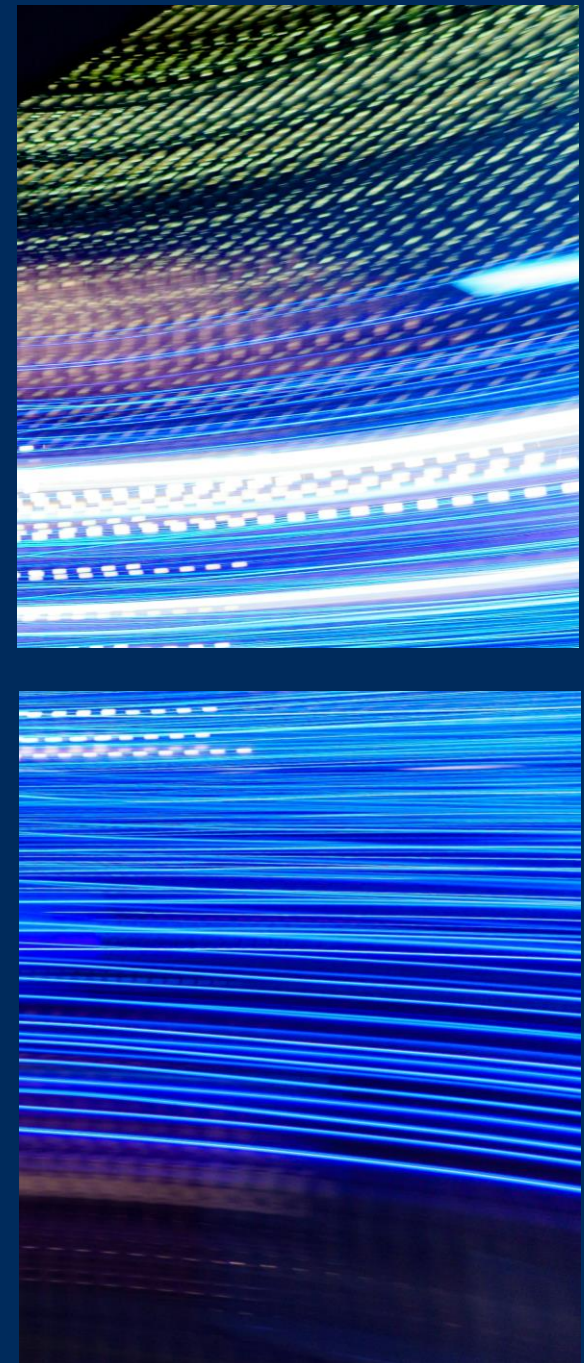
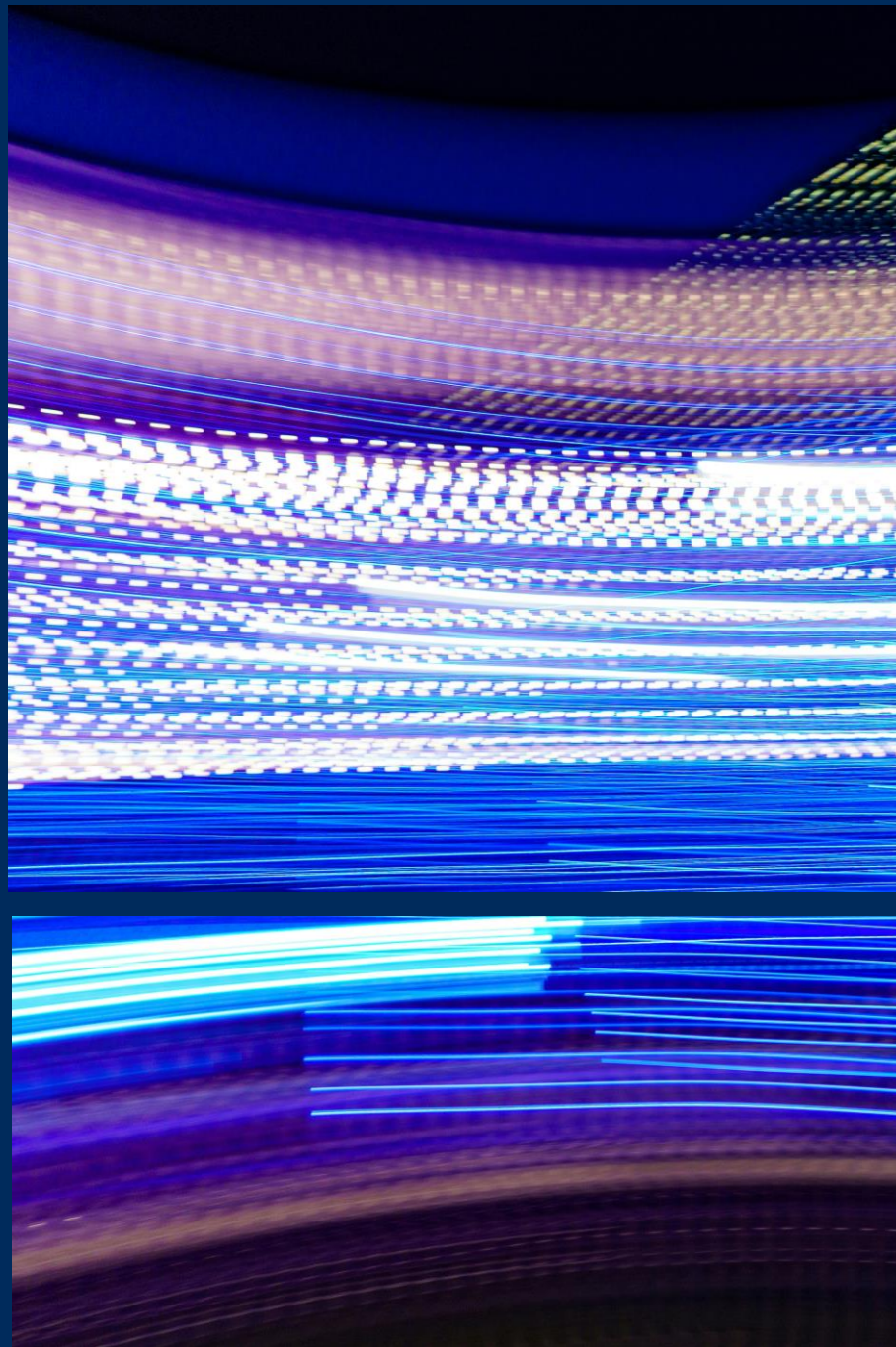
**Wednesday 20th November**  
– **Business Resilience Forum**

**Saturday 16th November**  
– **Christmas lights switch-on**

**Wednesday 11th December**  
– **Business Resilience Forum**

**Tuesday 10<sup>th</sup> December**  
– **Christmas Celebration**

**Diane Wehrle,**  
CEO, Rendle  
Intelligence and  
Insights  
&  
**Helen Powell,**  
Co-Founder,  
Emotional Logic



# What's the story for footfall and spend on the King's Road so far this year?

- Footfall up from last year– beating benchmark for West End by between 5x and 11x
- A varied customer base – residents, visitors to the area and workers
- But proportion of visitors from outside the immediate catchment lower than last year
- Sales have also increased from last year, but
- By more than twice as much at the weekend than during the week
- Fashion sales down (reflects wider national trend)
- Two best performing sectors are Grocery and Health & Beauty
- Sales driven by more transactions and higher spend per customer (drop in customers purchasing)
- Clear shift away from repeating patterns of behaviour and transition to new
- Choice and travel are back as we explore more
- Online penetration remains low and store sales including 'click and collect' resilient
- Shift towards value of footfall vs volume of footfall

# How are consumers making decisions on where they go, shop and choose to spend time in destinations?

- Shopping/visiting destinations reflect personal circumstances and current psyche
- Key driver of sales is self-care (products but also gyms, spas etc)
- Holidays are key for consumers – a byproduct of Covid which led to a demand for experience over “stuff”
- Fewer trips but higher spend and with more purpose, including hospitality
- Our values and experience dictates who and when we shop – extending into a four-day weekend
- Persuading someone to shop is hard, encouraging a shopper to spend is easier and more effective
- Understand who your audience is, why they are coming and what they are coming for

# What have been the key retail trends this year, and how have they impact on consumer behaviour?

- Domestic spending is lower
- Savings have increased to replenish funds from period of high inflation
- Hybrid working exacerbates long term footfall decline (many workers are in the office 2/3 days pw vs 5 days pre Covid)
- Ending of fixed rate mortgages (with more to come)
- VAT on school fees
- WFH wardrobe is out which should boost demand
- Health, beauty and wellness defined
- Late night is becoming more important
- Convenience and Experience matters – busy / customer service
- Create a Community – a place to commune /socialise
- Navigate the TikTok factor – speed of transition and the latest fad
- Extending to the four-day weekend



# What is the outlook for Christmas trading, for the UK and for the King's Road?

- Christmas last year was poor – sales and footfall down from 2022 – so expecting a bounce back but cautious
- Christmas falls on Wed this year, so there is a full trading week in the lead up to Christmas Day which is good for trading
- Black Friday signals the start of Christmas shopping for consumers
- Opportunity for Kings Road to strengthen sales on weekdays
- Positive – footfall and spend should be strong and offer significant growth opportunities
- Minutes Matter – increased importance of late-night shopping and extending the weekend
- Inspiring and expanding spend – ‘in the moment’ messaging e.g. hyperlocal geotargeting, printed collateral in-store promoting the destination

# What are key takeaways retailers can adopt to help drive shoppers and spend in the coming months?

- With fewer customers buying, upsell to existing customers as they are purchasing more products
- Promote “most comfortable times to shop” to customers, e.g. weekdays/evenings
- Engage and “know” your customers – customer service/personalisation/relationships
- Gain Insight– your postcode or date of birth are not the core driver on how consumers make decisions
- Influence – humans can be influenced without noticing it. Faster music makes people complete their shop quicker, slower music makes people feel calmer
- Stimulate – people buy more when they senses are stimulated e.g. colours, smells, textures and sound
- Disrupt – pattern interrupts such as breaks in fixtures, empty space and displaying colour in rainbow help draw attention from shoppers
- Evolve – all other things remain equal. View change as an opportunity for growth and look for how you can capitalise on it.



***Aoccdrnig to a rscheearch[er] at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.***

# Q&A

# Meet your team



**Steven Medway**

Chief Executive

[steven@kingsrdpartnership.com](mailto:steven@kingsrdpartnership.com)



**Rebecca Handley**

Director of Place and Environment

[rebecca@kingsrdpartnership.com](mailto:rebecca@kingsrdpartnership.com)



**Katie Blake**

Director of Marketing and Communications

[katie@kingsrdpartnership.com](mailto:katie@kingsrdpartnership.com)



**Charlotte Griffiths**

Executive Assistant

[charlotte@kingsrdpartnership.com](mailto:charlotte@kingsrdpartnership.com)



**Alasdair Hawthorne**

Business Engagement Executive

[alasdair@kingsrdpartnership.com](mailto:alasdair@kingsrdpartnership.com)



**Dan Johnson**

Public Realm Projects

[place@kingsrdpartnership.com](mailto:place@kingsrdpartnership.com)



**Miranda Kimball**

Sustainability Projects

[place@kingsrdpartnership.com](mailto:place@kingsrdpartnership.com)



**Mark Attridge**

Business Crime Reduction Officer

[mark.attridge@saferbusiness.org.uk](mailto:mark.attridge@saferbusiness.org.uk)



**Rishi Sood**

Savings Consultant

[savings@kingsrdpartnership.com](mailto:savings@kingsrdpartnership.com)



**Street Team**

**07903 829304**



**Cleansing Team**

**THANK YOU**

**PLEASE STAY AND  
ENJOY THE  
BREAKFAST**