King's Road Retail Forum Newsletter : October 2010

King's Road Shopwatch Radiolink

At the July Retail Forum meeting the Police gave a presentation on how a shopwatch scheme for the King's Road would work. It was agreed that this was a top priority for the King's Road and if possible the scheme should be up and running for Christmas.

Joining the scheme costs £7.50 per week and all participating retailers need to do is to completed the application form. Jo Hammond is hand delivering forms to businesses, starting at the eastern end of the road, but if retailers want to sign up now the form can be downloaded from the RBKC website http://www.rbkc.gov.uk/businessandenterprise/towncentres/towncentreinitiatives/kingsroad.aspx

As soon as 10 shops have signed up the radiolink suppliers Resound can get the aerial put up and apply for a license. Once these are in place the scheme can start operating. We are hoping to have this in place before Christmas but it is completely dependent on how quickly businesses sign up.

Fraud Prevention Seminar 18th October

The Police will be holding a fraud prevention seminar at Barclays Bank 208 Kensington High Street from 10.00am to 11.30am.

SO15 Counter Terrorism will give a presentation on ID documents and simple ways to identify false documents like passports and utility bills. Graydon UK Limited will talk about corporate ID fraud and company hijacking, giving advice on signs to look for and how to protect your business.

If you would like to attend please email Nicolas.Holmshaw@met.pnn.police.uk

A vision for the Kings Road

Simon Fowler, MD of Peter Jones and Chair of the King's Road Retail Forum set out his vision for how the Kings Road Retail Forum should work together at the July Retail Forum meeting .

1. Setting out a clear plan

We need a plan describing a vision for Sloane Square and the Kings Road that:

- identifies the key priorities;
- has an agreed timeframe with goals which are deliberately stretching so there is something to reach for and something to feel proud about.

2. Working together to bring this shared vision to life

This will involve:

- engaging with everyone who has an interest in the King's Road and Sloane Square
- making the most of the talents we have within the retail forum
- collaborating with key stake-holders
- engaging subject experts

3. Focussing on results

- having a clear plan guided by a clear vision
- having a detailed plan for year 1
- ensuring we have the best people to deliver each part of the plan
- identify key moments to review how we are performing.

At the next meeting we will discuss how we can develop a vision for King's Road and set up a small working group to take this forward.

For information

Fit for Work Pilot

Fit for Work is a new service operating across Kensington and Chelsea for the benefit of employed people who are off sick, and their employers. It offers quick free access to personalised services designed to support employees back to work more quickly, and to support employers in making the return to work as effective as possible. Services include counselling, acupuncture, physiotherapy, osteopathy, clinical exercise, housing support, employment support and training, and debt advice.

To access the service, individuals must live in Kensington and Chelsea, and be employed / self-employed. Clients can self refer, or may be referred via their GP or their employer with the client's consent.

To find out more, or to make a referral:

- website: www.kc-pct.nhs.uk/fitforwork
- telephone : 0208 962 7690 (8:30am – 4:30pm, Monday - Friday)
- Email : FFWSKC@nhs.net

Breastfeeding Welcome Scheme

This scheme is being rolled out across the borough because breast feeding is an important long-term health issue. It accredits businesses and venues that are breastfeeding friendly. Many businesses and other venues have an open attitude to breastfeeding, but women have no way of knowing this. Accredited businesses/venues display the breastfeeding friendly symbol on their premises and will have their details on www.breastfeedingwelcomescheme.org so that mothers are aware of which places are participating.

If you would like details of how to participate please email Vanessa.Christie@kc-pct.nhs.uk

Next Retail Forum Meeting

The next meeting of the Retail Forum will be held at 9.30am on 12th October at Peter Jones. If you would like to attend please contact Jo Hammond (details below) by 8th October.

King's Road Retail Forum, c/o Jo Hammond, Town Centre Initiatives Manager, The Town Hall, Hornton Street, W8 7NX tel: 020 7361 2061 email: joanna.hammond@rbkc.gov.uk

Visitors' views of the King's Road

In 2006 Visit London conducted research interviewing visitors to London that identified there are some places in the capital which are very strong place brands. These are places that are recognised across the world and people know what to expect when they go there.
Chelsea and Fulham was identified as one of these place brands, although the research found Chelsea and Fulham are very different. Chelsea has good positive associations and imagery but Fulham much less so. Chelsea is a place brand - Fulham is not.

The positive associations for Chelsea were:

- The King's Road
- Fashion Shops [boutiques]
- Restaurants
- Football [but this is polarising for men and women - and even between men]
- Wealthy
- Clean
- Expensive
- Safe
- The river
- The embankment
- The flower show
- The Hospital.

The negative associations were

- Snobby
- Posy [although this can be positive if you're doing the posing]
- 4x4s
- Parking and access (no tubes).

The brand personality for Chelsea was identified as **Chic, Sexy, Fashionable, Fun, Famous.**

The research showed Chelsea has a very rich set of brand imagery - so much so - that it really feels like a separate piece of London. Some people found it hard to define exactly where Chelsea started and stopped - but the heart seems to be the Kings Road. Whilst Chelsea is essentially 'commercial' (shops and restaurants) - it punches above it's weight in terms of brand appeal. It's appeal only seems to diminish for those with very young families.

Research comments about Chelsea

"I think Chelsea is wonderful. A great set of shops and there's a pub or bar every few hundred yards to pop into."

"There's nothing quite like this here" [Birmingham].

"A great place to cruise…"

"Where Punk Rock started. It's where the modern history of London started."

"The sixties, fashion - the mini - all part of London."

"It's good day or night. "

What do you think about the King's Road brand?

This research was conducted a few years ago but it is a good starting point to think about what the vision for King's Road should be.

- Do you agree with this analysis?
- What do you think are the strengths of Kings Road? Is it really about fashion and posing or are food, pubs and nightlife important too?
- What do you think the King's Road means to people now?
- How important is the heritage from the sixties and punk?
- How interlinked are Chelsea and the Kings Road? Should we be thinking about King's Road on its own or King's Road, Chelsea? How does Sloane Square fit into this?
- What do you think the Retail Forum should do to promote the King's Road?

If you have any views you want to share come to the next Retail Forum meeting or email joanna.hammond@rbkc.gov.uk

Kings Road Walk

As part of the new RBKC visitor website currently under development, and due to launch in December 2010, we are developing a series of walks across the borough that will appeal to visitors. So far we have identified the following points of interest along King's Road.

- **Royal Court Theatre, Sloane Square** where kitchen-sink drama started.
- **Sloane Square** – Sir Hans Sloane and the Venus Fountain
- **Duke of York Square** - the map of the King's private toll road
- **The Saatchi Gallery**
- **49 Kings Road, formerly The Chelsea Drugstore (now McDonalds)**
- **Kings Road Café Picasso** one of the famous King's Road Coffee Shops
- **Chelsea Registry Office** where many famous people have married.
- **138 King's Road, Markham House** – site of Mary Quant's Bazaar.
- **213 King's Road –** home of producer/director Carol Reid
- **215 King's Road** – home of Thomas Arne who composed Rule Britannia here
- **430 King's Road** Vivienne Westwood's **World's End**
- **King's Road Sophisticat** – the furniture shop home of Christian the Lion star of one of the most downloaded You Tube clips of all time.
- **488 Formerly King's Road Granny Takes a Trip** – famous for its window designs that included the front end of a 1947 Dodge
- **The Pheasantry** originally a hunting lodge and subsequently home to a Russian ballet school, Eric Clapton's studio and where Germaine Greer wrote the Female Eunuch.
- **Chelsea Potter** – a classic King's Road pub, once a haunt of Jim Morrison.

Are there any other interesting or quirky stories that would have broad appeal to visitors to the King's Road? Please email joanna.hammond@rbkc.gov.uk