

King's Road Retail Forum Newsletter

April 2011

Visitors' website

The Council's visitors' website is being finalised. It contains pages for all the borough's major shopping centres and a section on specialist shopping like specialist bookshops, browsing for antiques, foodie shopping etc.

The text for King's Road currently reads:

Best for: fashion (big chains, niche chains and independent boutiques), home furnishings (Heals, Habitat and designer stores), you will also find **cinemas**, pubs, places to eat, the **Royal Court Theatre** and the **Saatchi Gallery**.

The King's Road was the place where the beautiful people used to hang out in the swinging sixties, followed by the punks in the seventies. The road remains fashionable and funky. It has a great variety of shops from the iconic Peter Jones department store and international fashion in the recently built Duke of York's Square all at the Sloane Square end, to more independent shops towards Worlds End. Don't give up where there's a break in the shops – there are many unique retailers in the next section of the street. Overall it's a stress-free place where you can sit in a pavement café, pub or restaurant and absorb the atmosphere as well as shopping.

Specialist shops: Green and Stone for artist's materials, storage specialists the Holding Company, interior designer Tricia Guild's Designer's Guild, Bourbon Hanby antiques centre, Rococo Chocolates for handmade artisan chocolate, Blue Velvet and French Sole for classic pumps, the Blue Bird shop, restaurant and café on the site of the Bluebird Garage that land speed record holder Donald Campbell named his cars after, and Vivienne Westwood's World's End shop with its surreal anticlockwise clock.

People spotting: the hippy chicks,

Farewell from Simon Fowler, Chair of the King's Road Retail Forum



I wanted to let you know that I have been appointed to take over the role of Managing Director of our flagship branch in Oxford Street. I take on this hugely exciting role in March tinged with some regret at leaving a great team at Peter Jones and a Kings Road Retail Forum (KRRF) which is evolving well. I would like to thank all members of the KRRF for their support and friendship over the last two years that I have been at Peter Jones and I wish you all well for a successful 2011. Details of my successor will be discussed the next meeting of the Forum.

As our first chair Simon has been a key driving force in the Retail Forum. His hands on approach, particularly in setting out the vision for the King's Road, will be missed. We wish him every success in his new role, even though Oxford Street is the competition!

punks and mohicans may have gone now but people but people do seem to be more beautiful here and the rich and famous almost go unnoticed. Look out for newly married couples posing for photos on the steps of Chelsea Registry Office, they could well be celebrities.

(cont. overleaf)

Invitation to King's Road Retail Forum Meeting

Please note the next meeting of the retail forum will be held at **10.00am on Friday 8 April** at Peter Jones. All retailers in the King's Road and surrounding side streets are welcome. Please contact Jo Hammond (details below) by 7 April if you would like to attend.

Agenda for the meeting

- Replacement Chair for the Retail Forum
- Business crime update
- Shopwatch scheme update
- RBKC visitors' website update
- AOB

Future dates for your diary

The Retail Forum will also meet this year:
10.00am Tuesday 7 June at Peter Jones
10.00am Monday 12 Sept at Peter Jones
10.00am Tuesday 1 Nov at Peter Jones

This link gives details of the activities of the Kings Road Retail Forum and previous newsletters.

<http://www.rbkc.gov.uk/businessandenterpriseto/towncentres/towncentreinitiatives/kingsroad.aspx>

Shopwatch

The following retailers have signed up for the shopwatch radiolink scheme:

Heals	Ash Ltd
Gap	Waitrose
Peter Jones	Sunglass Hut
The White Company	Anthropologie
Fran & Jane	Warehouse Ltd

If you would like details of the scheme and how to join follow the link below:

<http://www.rbkc.gov.uk/docs/Kings%20Road%20Shoplink%20Application%20Form.doc>

or contact Jo Hammond.

We are experiencing difficulty in finding a suitable site for the aerial needed to make the radio link work, which is delaying implementation, but we hope to have a decision shortly.

Shopping maps on the website

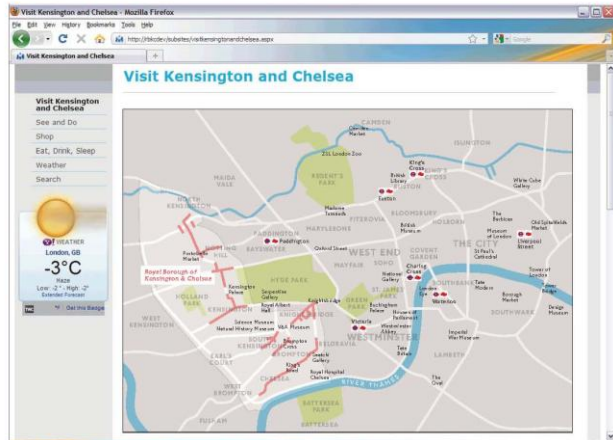
The website will have maps of the major shopping areas. These will be presented at three different scales as these examples based on Kensington High street show:

1. Showing the borough in the context of the landmarks in the rest of central London;
2. The borough showing links between town centres and attractions;
3. Individual town centres. Within the town centre it is possible to zoom down four distinct levels. As you zoom down more shop names appear. At the final level all shops can be seen with a description and a link can be made to the shop's website, where this exists. Shops will be shown in coral red and eating and drinking places in yellow.

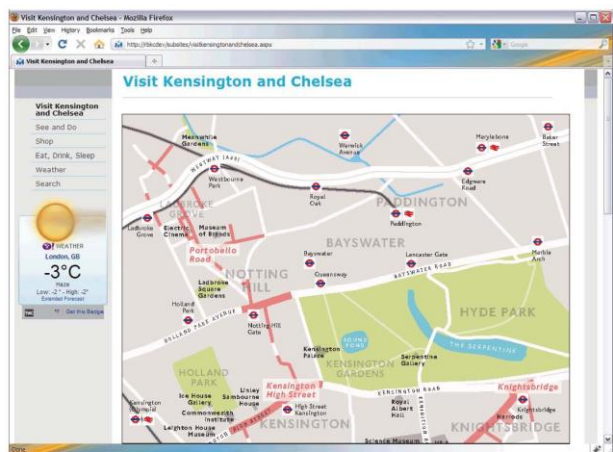
The website is expected to be ready at the end of April and that by the end of May it will be mobile phone friendly - able to send the website in the most appropriate way for display on your mobile. This is a more flexible approach than producing an app. as these only work on specific phones.

The website will be marketed to visitors by making links to other tourist sites and ensuring that it is picked up by internet search engines. Details of the launch plans will be available shortly.

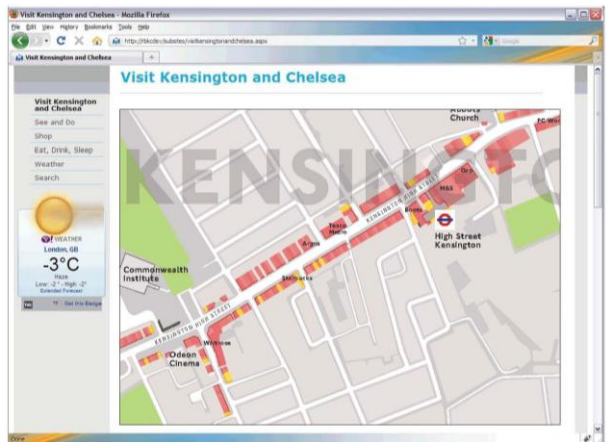
We are looking for good photographs of the King's Road for the website so if you have any photos you would like to share let Jo Hammond know.



1. The borough in the context of tourist landmarks in the rest of central London.



2. The borough showing links between town centres and attractions.



3. Individual shopping centres - shops are shown in coral red, eating and drinking places in yellow.

Zoom levels for the individual shopping centre maps



Landmark scale 1

Landmark scale 2

Landmark scale 3

Shop Finder

As the viewer zooms in to the map through 4 zoom levels more names appear. At the final shop finder level all shop names can be seen and a description and a link can be made to the shop's website, if this exists. NB the order shop names appear on this example is not correct, we are currently checking all the maps for accuracy prior to publication online.