

Kensington High Street

Analysis of stakeholder survey

April 2019

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THE ROYAL BOROUGH OF
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Introduction

Introduction

The Council, in partnership with the Kensington Business Forum, is investigating what can be done to revitalise Kensington High Street. The first stage of this process is to understand what people who live and work locally think about the High Street.

Methodology

A short electronic survey was developed and publicised via the Kensington Magazine in March 2019. By the closing date of 7 April, a total of 183 responses were received to the survey.

Report

This report contains an analysis of survey responses. Graphs show percentage figures, where graphs do not total 100 per cent – this will be down to computer rounding, where respondents have chosen not to respond or where respondents have been able to select more than one answer.

Appendices

A separate appendix report accompanies this report. Appendix one contains survey data tables and appendix two contains all survey comments made by respondents.



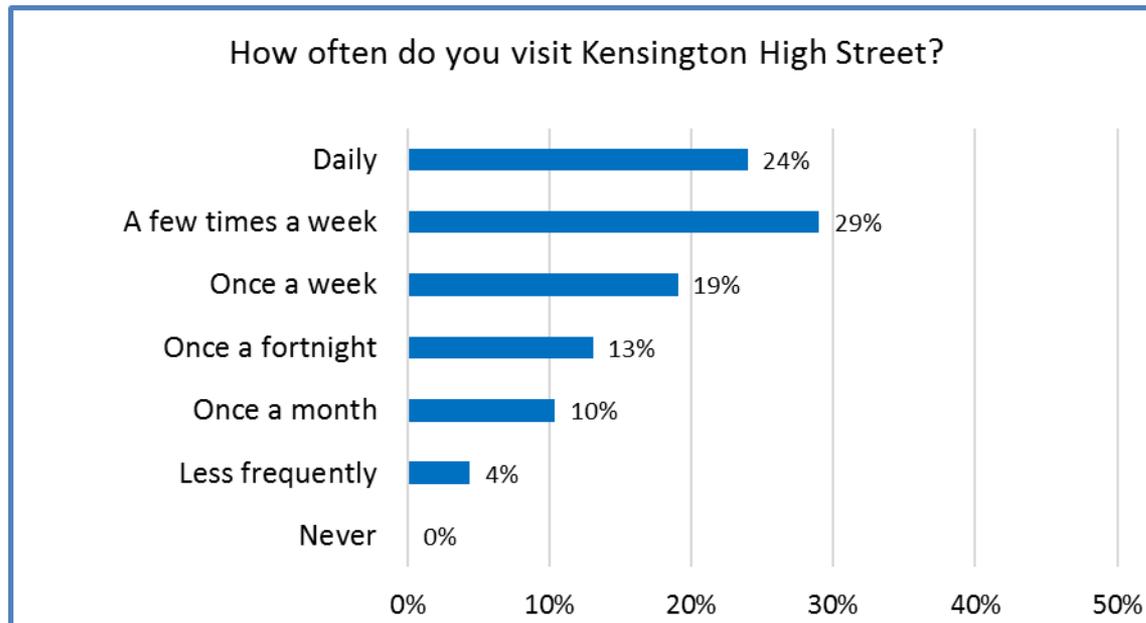
Survey Results: At a glance

- **Frequency of visit:** Almost a quarter (24 per cent) of respondents indicated that they visit Kensington High Street daily, with 29 per cent visiting a few times a week.
- **Use of Kensington High Street:** Four-fifths (80 per cent) of respondents use Kensington High Street for *'food shopping'* and almost three-quarters (73 per cent) use the high street for *'clothes shopping'*. Over half of respondents use Kensington High Street for the following reasons: *'other shops'* (60 per cent), for *'banking/post office'* (58 per cent) and for *'eating and drinking'* (53 per cent).
- **Range and choice of shops and services:** Six in ten (61 per cent) respondents were not satisfied with the range and choice of shops and services on Kensington High Street. The most common reasons for this, as mentioned by respondents, was a lack of independent shops/restaurants.
- **Feelings towards Kensington High Street:** Over a third (38 per cent) of respondents indicated that they feel *'positive'* about Kensington High Street. However, 18 per cent indicated that they feel *'negative'* about Kensington High Street and the highest percentage, 43 per cent, responded neutrally.
- **Like about Kensington High Street:** The most common aspects that respondents commented on liking about the High Street were: particular shops/restaurants, variety and choice/quality of shops and convenience/location.
- **Dislike about Kensington High Street:** The most common aspects that respondents commented on disliking about the High Street were: empty shops/premises, traffic/transport issues and types of shops or particular shops/businesses.



Survey Results: Frequency of visit

- Almost a quarter (24 per cent) of respondents indicated that they visit Kensington High Street *'daily'*.
- Slightly more (29 per cent) indicated they visit Kensington High Street *'a few times a week'* and almost a fifth (19 per cent) visit *'once a week'*.
- A total of 13 per cent visit *'once a fortnight'*, 10 per cent visit *'once a month'* and four per cent *'less frequently'*.

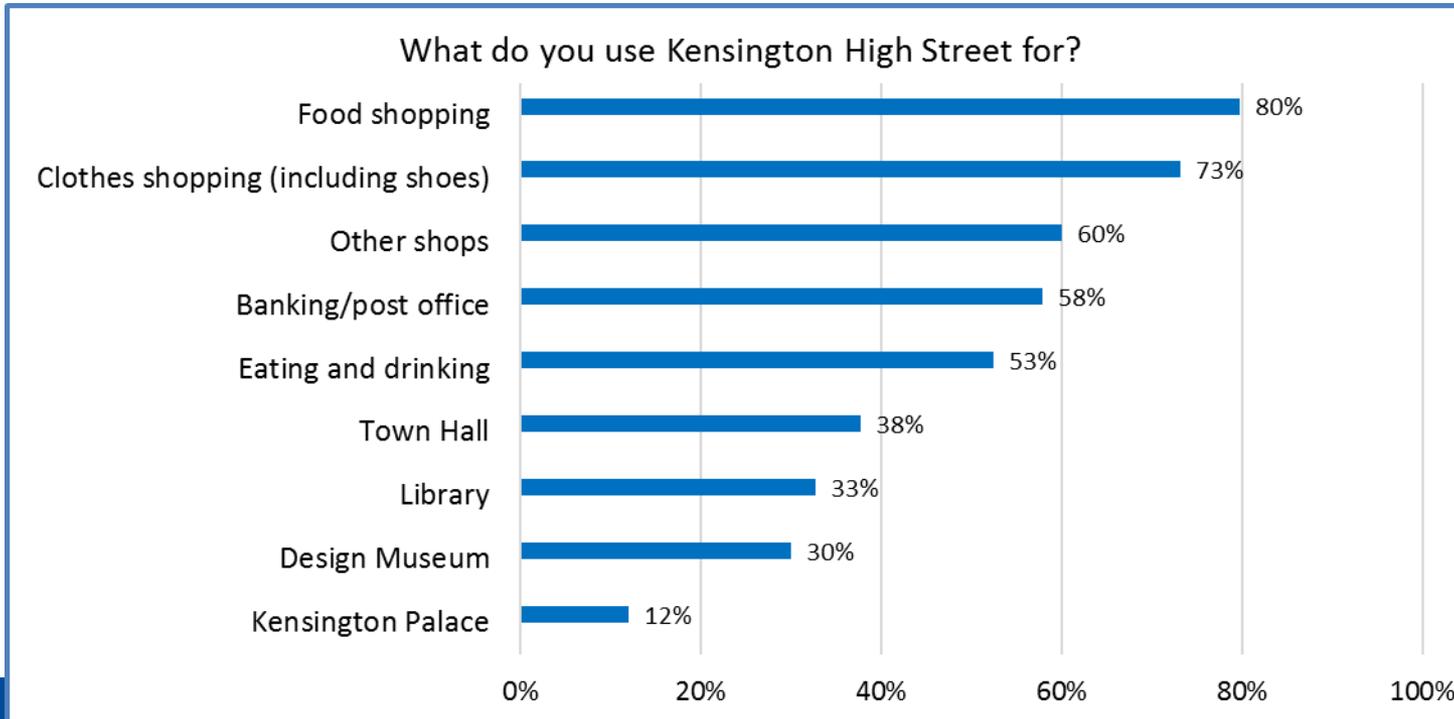


Base: All responses (183)



Survey Results: Use of Kensington High Street

- Four-fifths (80 per cent) use Kensington High Street for *'food shopping'* and almost three-quarters (73 per cent) use the high street for *'clothes shopping'*.
- Over half of respondents use Kensington High Street for the following reasons: *'other shops'* (60 per cent), for *'banking/post office'* (58 per cent) and for *'eating and drinking'* (53 per cent).
- Over a third (38 per cent) use Kensington High Street to visit the *'Town Hall'* and a third (33 per cent) visit for the *'library'*.
- Less visit for the *'Design Museum'* (30 per cent) and *'Kensington Palace'* (12 per cent).



Base: All responses (183)



Survey Results: Other uses of Kensington High Street

Respondents that indicated they used Kensington High Street for an 'other' purpose were asked to explain further. The comments made have been grouped together by theme. The most common themes are presented in the table below.

All comments can be seen in appendix 2. Some examples of comments made are provided on the following page.

Theme of comment*	Number of comments
Doctor/medical	7
Shops/shopping	5
Gym, leisure activities	4
Parks/gardens	3
Work	3

* Themes shown with three or more comments



Survey Results: 'Other' uses of Kensington High Street

Doctor/medical

NHS Medical practice.

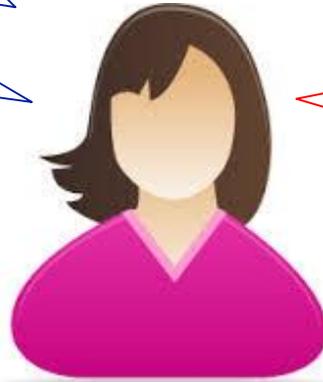
Pharmacy/optician.

Medical services.

Gym/leisure activities

Aqua aerobics at Virgin Active.

Exercise class.



Shops/shopping

Waterstones.

To browse, have a coffee, somewhere to take visitors.

Parks/gardens

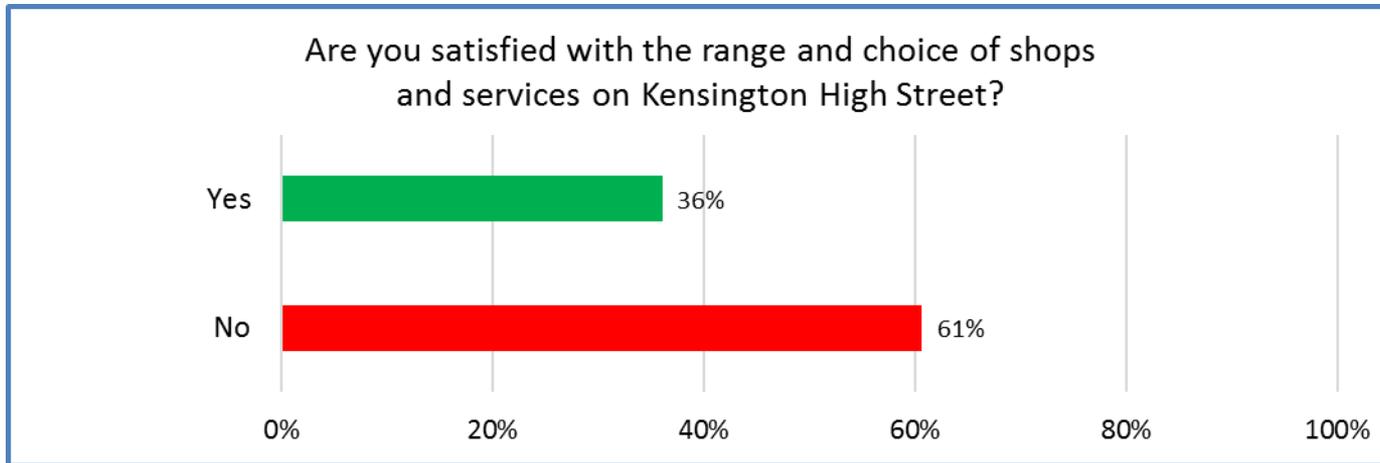
Holland Park.

Visiting Kensington Gardens.



Survey Results: Range and choice of shops and services

- Over a third (36 per cent) of respondents were satisfied with the range and choice of shops and services on Kensington High Street.
- However, six in ten (61 per cent) were not satisfied.



Base: All responses (183)



Survey Results: Range and choice of shops and services

Respondents that indicated that they were not satisfied with the range and choice of shops and services were asked what they would like to see. The comments made have been grouped together by theme. The most common themes are presented in the table below.

All comments can be seen in appendix 2. Some examples of comments made are provided on the following page.

Theme of comment*	Number of comments
Independent shops/restaurants	41
Clothes/shoe shops	21
Restaurants/coffee shops	20
Supermarket	12
Food/delicatessen	11
More variety/choice	11
Shops closing/looks empty	10
Department store	7
High end shops	7

* Themes shown with seven or more comments



Survey Results: Range and choice of shops and services

Independent shops/restaurants

A quality fish shop (as replacement for Kensington Place which has just sadly closed). More small specialist (non-chain) outlets.

Less chains and more independent shops and cafes.

Less high street, more local businesses, local food shops as well as cafes.

Restaurants/coffee shops

More restaurants and food shops.

More good restaurants.

Food/delicatessen

Food stores in the eastern part of Kensington High Street, i.e. between the Design Museum and Kensington High Street tube station.

Clothes/shoe shops

Shoe shops - sad to see Russel and Bromley go.

I would like to go to a clothes shop that sells more appropriate sizes and styles for my age group. Comfortable styles.

Supermarket

A food supermarket (other than M&S and Waitrose).

At least one other Supermarket, since Tesco closed down there is only Waitrose an expensive food shop for the rich people!

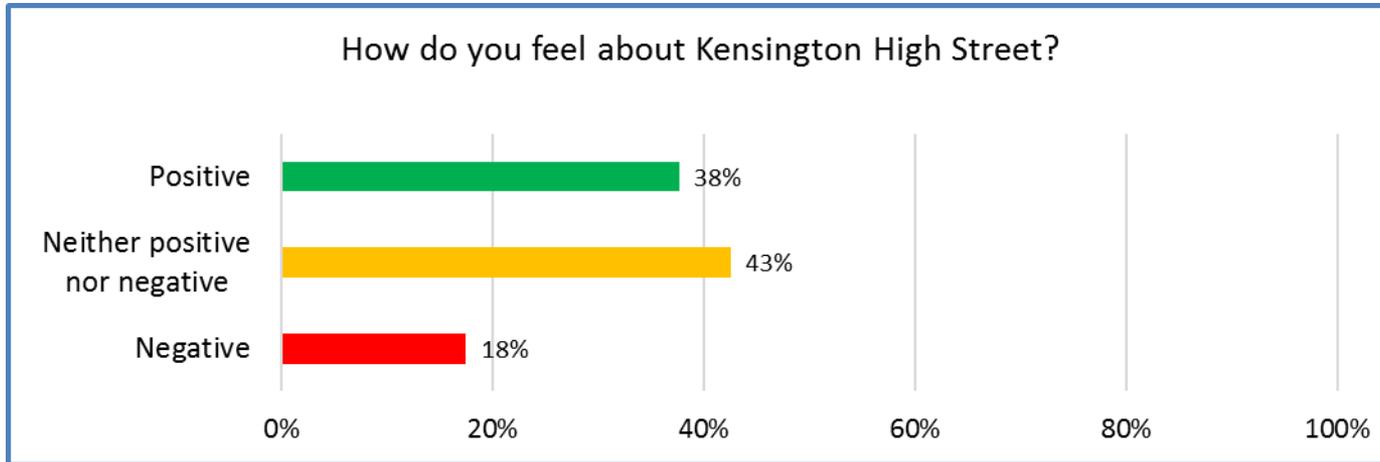
Variety/choice

Better range of shops. More places to eat and drink.



Survey Results: Feelings towards Kensington High Street

- Over a third (38 per cent) of respondents indicated that they feel *'positive'* about Kensington High Street.
- However, 18 per cent indicated that they feel *'negative'* about Kensington High Street and the highest percentage, 43 per cent, responded neutrally.



Base: All responses (183)



Survey Results: Like about Kensington High Street

Respondents were asked what they particularly liked about Kensington High Street. The comments made have been grouped together by theme. The most common themes are presented in the table below.

All comments can be seen in appendix 2. Some examples of comments made are provided on the following page.

Theme of comment*	Number of comments
Particular shops/restaurants	56
Variety and choice/quality of shops	50
Convenience/location	40
Layout/prefer high street to shopping centres	30
Atmosphere/friendly	13
Transport/transport links	12
Cleanliness	5
Views/beauty/buildings	5

* Themes shown with five or more comments



Survey Results: Like about Kensington High Street

Particular shops/restaurants

Boots. It's all I use it for.

I like the ease of parking with my permit to access stores like M&S and Whole Foods. Has a good selection of banks as well.

It's near Holland Park. It has Wholefoods which is a good shop for health foods.

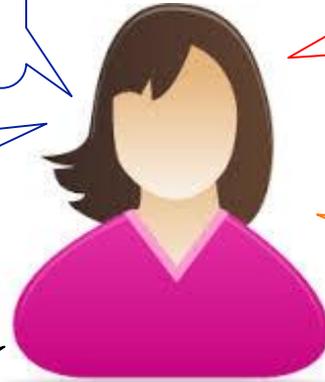
Convenience/location

Everything reasonably concentrated. Good access to all shops.

I like the convenience, the improving variety, the actual experience.

Atmosphere/friendly

I like the atmosphere and the mix of shops.



Variety and choice/quality of shops

The selection of stores.

Relatively wide range of shops, including a great Waitrose and Boots.

Layout/prefer high streets

Nice range of shops, I like being outdoors rather than in a soulless mall.

Think it is a lovely wide gracious road, easily accessible by bus. Gates to Holland Park at the west end.

Transport/transport links

It is local, airy and with wide pavements, plenty of transport.



Survey Results: Dislike about Kensington High Street

Respondents were asked what they dislike about Kensington High Street. The comments made have been grouped together by theme. The most common themes are presented in the table below.

All comments can be seen in appendix 2. Some examples of comments made are provided on the following page.

Theme of comment*	Number of comments
Empty shops/premises/loss of certain shops	38
Traffic/transport issues/parking	38
Types of shops or particular shops/businesses	33
Chain stores/lack of independent stores/boring high street	22
Scruffy/untidy/cleanliness/pollution	22
Lack of variety/choice	11
Cheap shops/restaurants	7
Do not dislike anything	6

* Themes shown with six or more comments



Survey Results: Dislike about Kensington High Street

Empty shops/loss of certain shops

Empty or cheap temporary shops are an eyesore.

It looks messy because shops have closed. We used to have a cinema but now don't. The tube station is a disgrace as there are no escalators or lifts therefore people who are less mobile or who have pushchairs find it impossible to get to the platforms easily.

Types of shops or particular shops

Betting shops and endless new banks.

Shops selling similar or identical items bunched together.

Scruffy/untidy/cleanliness/pollution

It is dirty, has too many homeless people, too many people begging or pretending to play an instrument and has become invaded by mopeds picking up for Deliveroo.



Traffic/transport issues/parking

Traffic. Difficult to find parking.

Traffic congestion and pollution, in the High Street and also Kensington Church Street. The architecture of, and road layout around, the Town Hall.

Chain stores/lack of independent shops

Doesn't seem cared for; too many chains.

Lack of independent or unusual shops.

Lack of variety/choice

Boring repetition of brands who deliver smaller range in Kensington High Street than elsewhere e.g. Westfield and west end.



Survey Results: Like to see changed or improved

Respondents were asked what they would like to see changed or improved. The comments made have been grouped together by theme. The most common themes are presented in the table below.

All comments can be seen in appendix 2. Some examples of comments made are provided on the following page.

Theme of comment*	Number of comments
Request for particular shops/restaurants or types of shops	36
Independent shops/pop up shops	34
Traffic issues	15
Variety/choice	15
Pedestrian congestion (reduce)/crossing the road issues	12
Quality of shops/restaurants	12
Stop closing of shops/re-open empty shops	10
Cinema	7
Greenery	7
Cleaner/less pollution	6

* Themes shown with six or more comments



Survey Results: Like to see changed or improved

Request for particular shops/restaurants or types of shops

A smaller Liddle or Aldi.

I'd like a newsagent.

Improve the clothes shopping experience, beyond athletic/workout wear, to make it feel more like Marylebone High Street or South Molton Street.

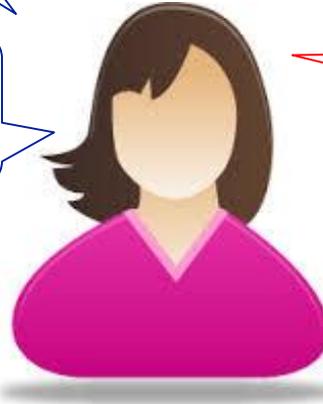
Traffic issues

Easy flowing traffic and more useful shops.

Take private vehicles off the road and leave it to busses and bicycles.

Pedestrian congestion/crossing the road

Removal of anything that impedes the flow of foot traffic, especially around the tube station. Restaurants and stores should not place placards stands on the pavement that cause bottlenecks for pedestrians.



Independent shops/pop up shops

More independent shops, more variety, less cheap tourist shops. Stopping beggars outside Ivy and Whole Foods. Stopping musicians/buskers.

More locally owned stores. A great gift shop.

Variety/choice

Better variety of shops, not all huge brands.

Shops that work for a variety of people.

Quality of shops/restaurants

More luxury stores. A department store again. More homewares stores.

Upscale the goods for sale. Why can't this be more like Marylebone High Street.

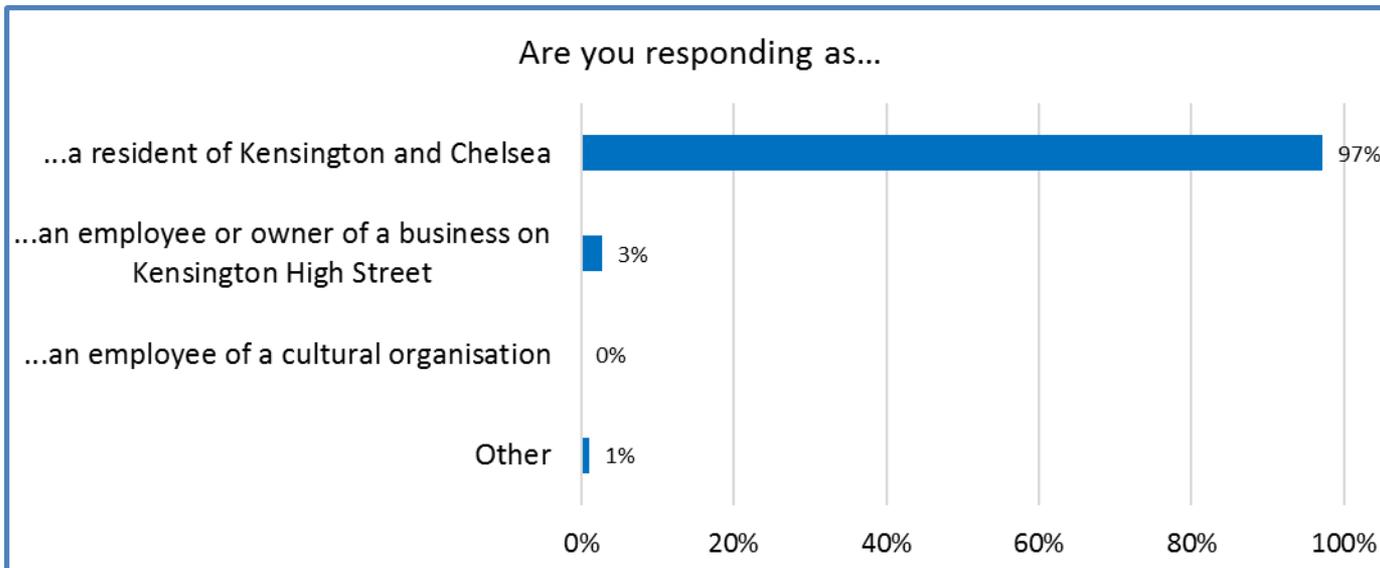


Survey Results: Respondents

- The vast majority (97 per cent) of respondents indicated that they were *'residents'*.
- A total of three per cent of respondents indicated that they were *'an employee or owner of a business on Kensington High Street'*.

Three respondents indicated that they were responding in another capacity. These responses can be seen below:

- *"Employee at school, local primary school."*
- *"Visitor from Brent."*
- *"An RBKC employee."*



Base: All responses (183)

