

Scrutiny- Empty Shops

Learning from other
Market Towns in London



Kingston Market

(Kingston First and Kingston Council)



- The **Ancient Market** trading since 1170.
- **BID Kingston First 2005**, not-for-profit company, limited by guarantee and funded by a levy
- Refurbished in 2014 by Kingston Council partially with the Mayor of London's High Street Fund.
Kingston Ancient Market, Landscape and Public Realm, 2014, Tonkin Liu, £2.5m
- Round One+Two Mayor's **Outer London Fund** £2.6m
- Kingston First **Business Renewal Proposal 2015–2019**
- Annual Report **2017-2018**/ May 2017 Keep It Kingston Card/ Annual events in Kingston

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Key objectives:

- Kingston's vision as a **leading destination-tourism**
- **Celebrate distinctiveness**, including retailers, market and public spaces
- **Media: website, social media, online promo**
- **Night market/ Specialist market**
- Meet and greet service/ **Discover Kingston**
- **Information** kiosk, signposting and volunteer
- E-commerce, 121, **business** briefings, forums and town centre performance reports
- Facilitate trade and **networking** for business

Animating Places- **All Saints Church** as a heritage destination with **Social Enterprise café** that runs training and volunteering sessions

Hosting Events: culture, sports, community, arts, music, youth etc

Public Space- refurbishment of Kingston Market

Supporting Business: Creative Youth- art, business and mentoring support- young people into new market stalls

Local University and Colleges to create courses for aspiring market traders and run students market showcase

Kingston First- support evidence

Supporting Kingston -help save time/money

- free recycling/ discounted trade waste
- dedicated cost-saving scheme,
- free workshops and seminars
- Keep It Kingston Card/ webpage
- Town Centre Insight

Enhancing Kingston- Clean, vibrant streets

- look and feel of the town
- attractive and welcoming
- work to de-clutter/twice yearly deep clean

Marketing Kingston 'In Kingston' brand

- marketing and PR retail, leisure,
- events and cultural offer



209

BUSINESSES SAVED MONEY
USING OUR INITIATIVES



COORDINATED
4 days

OF CLEANING PROJECTS WITH
VOLUNTEERS TO REMOVE WASTE,
PERFORM WEEDING AND OTHER
GENERAL MAINTENANCE TASKS



10,000

INCIDENTS DEALT WITH BY OUR
RANGERS FROM JAN 2017-MAR 2018



6,116

TREES SAVED THROUGH OUR
FREE RECYCLING SCHEME



MORE THAN
260

FLORAL DISPLAYS AND HANGING
BASKETS WERE INSTALLED
IN THE TOWN



1,111,895kg

WASTE RECYCLED



98,000

SQUARE METRES PAVEMENT
DEEP CLEANED



704

PIECES OF GRAFFITI
REMOVED



2,495

POSTERS & FLYERS
REMOVED



135%

INCREASE ON VISIT KINGSTON
WEBSITE TRAFFIC OVER SUMMER
(YEAR ON YEAR)



99%

INCREASE ON SOCIAL
MEDIA REACH OVER SUMMER
(YEAR ON YEAR)

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9,280
CARDS DISTRIBUTED ACROSS
403 BUSINESSES



160
BUSINESSES HAVE
PLACED AN OFFER

“Frangos has been part of the Keep It Kingston scheme since its start and it has proven to be a great success for us. Our lunchtime and weekday sales have had a considerable increase and this has also helped to promote awareness of our brand and image within the local community and beyond. We look forward to being a part of the scheme and hope it grows to make it successful for all businesses in these challenging times for the retailers.”

Puja Chadha, Frangos

“Thumbs Up It’s Thursday was just great. We had loads of kids with parents come to dine with us, pushing up both our lunch and dinner sales. We will continue to participate on Thumbs Up activities in the future.”

Roland Fazekas, Las Iguanas

“Cappadocia uses the Kingston First recycling service and I highly recommend it to other BID Members; it has great benefits for businesses. The service is free, easy to use, it saves us money and operates 7 days a week, but most importantly, it helps to protect our environment.”

Jimmy Gzili, Cappadocia



Children’s Literary Festival & Halloween Comes to Kingston

In 2018, we will build on the success of our Children’s Literary Festival, with an even bigger and better festival to take place in the October half term. In addition to this, we will introduce Halloween activity to Kingston’s town centre capturing the already anticipated holiday session.



OVER 60

PIECES OF EDITORIAL MEDIA COVERAGE SECURED FOR KINGSTON (including the Evening Standard, Time and Leisure and Visit London)



ADVERTISING VALUE EQUIVALENT OF OVER

£200,000

The Visit London Subscription has already delivered:



REGULAR TWEETS PROMOTING THE TOWN AND EVENTS



2,500

NEW EMAIL SUBSCRIBERS



LISTED AS ONE OF LONDON’S

TOP 7

CHRISTMAS MARKETS IN LONDON ON VISITLONDON.COM





Kingston annual events- Spring/Summer

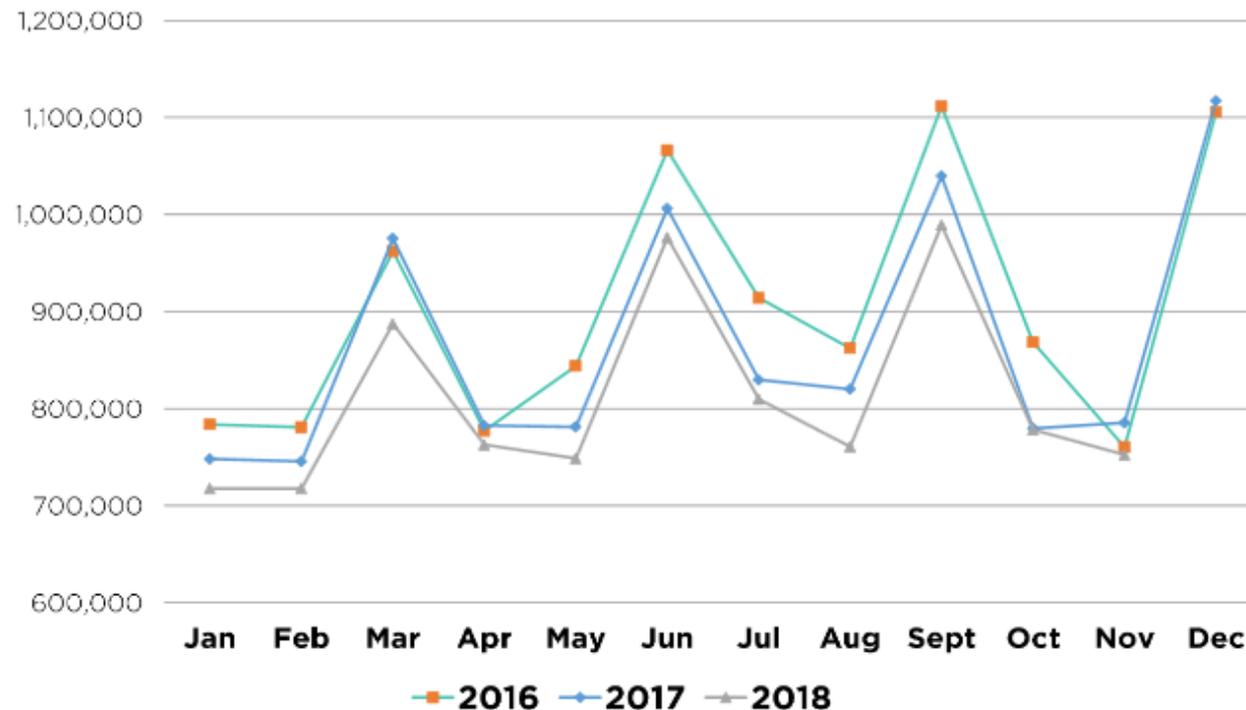
- **The Kingston Half Marathon** (April)- Thames Tow Path
- **Kingston University final year shows** (May to June)
- **Create in Kingston** (May)-in partnership with Kingstonfirst
- **Whole Foods Market Breakfast Run** (March) 8.2 or 16.2 miles
- **Ignition Dance Festival** (June) local dance organisations
- **Dragon Boat Challenge** (July)organised by Kingston Rotary Club
- **Kingston Korean Festival**
- **International Youth Arts Festival (IYAF)** (July)
- **Malden Fortnight** (July) fun/cultural events organised by the local community.

Kingston annual events- Summer/Autumn/Winter

- **Regatta and River Festival** (July)-maritime heritage event
- **Kingston Food Festival** (August)- Organised by Kingtsonfirst.
- **RideLondon** (August) Organised by the Mayor of London. As a host borough, Kingston is playing its part to help to make the event a success.
- **Carnival** (September)- organised by Kingston Race and Equalities Council.
- **Comedy Festival** in venues across Kingston
- **Garmin Kingston Run Challenge** (October)- Kingston centre is closed to traffic
- **Remembrance Day** (November)- Chessington, Kingston, New Malden and Surbiton.
- **Surbiton Festival** (September)- local traders, community groups and residents
- **Christmas lights switch-on** (December)

Kingston annual events- Footfall evidence 2016-2018

KINGSTON FOOTFALL 2018 V'S 2017



The graph above provides details of footfall taken from the Springboard Camera on Clarence Street.

Brixton Market MasterPlan

(Brixton Market Traders Federation and Lambeth Council)

- **Gateway-** signage, accessible to all, promote market experience, footfall, light and orientation, accessible pavements, enhances shops entrances, flow of traffic
- **Shopping Experience-** Pedestrian Flow, places to rest
- **Trader Experience-** Loading, Vehicle Access, Shop trading out zone
- **Waste Management-** waste collection and compactor site
- **High Quality Spaces-** Increased Greenery, Robust materials



Brixton Market MasterPlan

(Brixton Market Traders Federation and Lambeth Council)



- **Future management-** steering group, funding bids, day-to-day issues- partner management,
- The **council should continue to operate and manage the market**
- **Brixton Market Traders Federation** manages the market, review existing partnership/licensing agreements in the borough
- Market traders/shop owners work together to develop a ‘traders’ charter’ or ‘good conduct agreement’

Southwark Council – High Street Challenge

High street challenge for local organisations and creative sector and small business networks to apply for funding under four new themes; **Supporting diverse independent food business, healthy high street, digital high streets and cultural and community events.**

First introduced in 2014- funded 50 projects, Second Rounds concluded in Nov 2018, supported the following events:

- Southwark **Scandinavian market** – Albion street steering group – project funded 3 Scandinavian themed markets to draw attention to street and help community integration and cohesion to celebrate cultural heritage
- Better Bankside organisation – **transformed public realm and historic yards** of borough high streets, expansions to other inn/yards
- Bermondsey Community Kitchen – funded for developing – running project **to help young people run food stalls within the market**
- Camberwell (Camberwell Arts) Festival – **made art installations for shop fronts**
- Creation Trust – In-stall project **recruiting participants who will introduce new product**
- Latin Elephant – **Supporting migrant and ethnic businesses** through workshops and internal training
- Rerezent – **Pop-up FM radio station** which will serve as informal bus improvement network whilst training local people to make radio programmes

Camden

- Camden's successful [Collective](#) scheme, offering businesses retail and office space, and **bringing empty shop units into creative use.**
- Camden Council is working with [Camden Town Unlimited](#) **BID to find empty spaces on long-term leases for the Hub, or short-term leases for pop-ups**
- **Series of events** has been taking place in [Collective](#)'s pop-up shops and workspace hubs in Camden. E.g. 'Sew Over It', 'Hello My Name is Moorbi', 'Freelancers' Thursday', 'Finance Friday' and special social networking events.
- [Conran Design Group](#) have produced **guidelines for a light touch approach** using paint and bold vinyl graphics to give shop fronts a fresh makeover.
- The **first Hub designed** by [Dexter Moren Associates](#) **occupies an old bakery**, fitted with moveable walls so that it **can become an office**, smaller rooms, a studio **or an event space**. A **second Hub** is in a previously **empty office building**, refurbished with an open-plan layout and fast wireless technology. ***In return for use of the Hub, members give two hours a week to other community projects.***
- The [Collective Fellowship](#) programme also **supports local young people** through career advice, work placements and training – working towards ***improving their job prospects.***