

The means: to change places for the better.

EARLS COURT BUSINESS FORUM

Briefing for RBKC Councillors - 20 November 2020

Agenda

1. Projects and business engagement update
2. Broadening forum participation and engagement
3. Key priorities and forward planning
4. Collaboration with other Borough initiatives
5. AOB

ECBF Business Plan: themes

100 business surveys undertaken, 2020 event held.

Priority themes identified by businesses:

1. Attractive and safe physical environment
2. Build on Earls Court's identity to attract footfall
3. Provide a supportive business environment



Business Engagement - reporting

- Mailchimp newsletter
 - 120+ subscribers
 - Bulletin sent every other week
 - 40-50% open rate
- Face to face visits
- Forum meetings - 8 regular businesses in attendance
- Working groups for specific themes e.g. marketing
- ECBF website - to be developed further

Projects: Delivered



- 10 businesses participated October & November
- 4,000 flyers distributed to local residents
- Free advert in *The Court* magazine
- 2.1K impressions on Twitter
- 1,330+ people reached through Instagram
- 3,776 people reached through facebook
- Inaugural event with limited time and resource - scope for growth in 2021



Projects: Upcoming

- Festive campaign
 - Lights switch on (funded externally)
 - Window display competition
 - Promo of local eateries in *The Court* magazine
 - Shared procurement
 - Waste and recycling being explored – reduce freight vans
 - Additional Street cleansing
 - Developing a brand for Earl's Court
 - Further details in ECBF business plan
- } Awaiting results of 2020 funding application to augment impact

Aspirations and actions

- Increase business participation and ownership of forum
 - Appoint a chair and co-chair
 - Recruiting new members
- Online events such with relevant speaker e.g. update from ECDC (Delancey)
- Publish resources such as minutes and funding info on ECBF website – potential to establish a LinkedIn group
- Work with RBKC on a 'welcome/info' pack for businesses
- Deliver more tangible support for businesses e.g. connect with funding sources and expert advice on HR, marketing etc.