

Exhibition Road Cultural Group (ERCG) Invitation to tender for Brand and Identity Project

**Tender return date:
Noon GMT on
31st March 2025**

1.0 About the Organisation

- 1.1 The Exhibition Road Cultural Group (ERCG) is a partnership of 22 leading cultural and educational organisations working together to celebrate, develop and promote South Kensington as a world-class centre of learning, innovation and inspiration in the arts and science. Created from the legacy of the Great Exhibition of 1851, this is the world's first planned cultural quarter, where art meets science, music meets technology, and design meets engineering. Where cutting-edge research is done in Victorian-era buildings, and where millions of tourists come to be inspired and entertained every year. South Kensington is one of the most visited cultural destinations in the world and home to an extraordinary cluster of world-leading organisations.

[Discover South Kensington](#) is our external facing name for joint promotion and public activity.

Our Members include:

[Design Museum](#)
[Goethe-Institut London](#)
[Imperial](#)
[Institute français](#)
[Japan House London](#)
[Kensington Palace, Historic Royal Palaces](#)
[Natural History Museum](#)
[Royal Albert Hall](#)
[Royal Borough of Kensington and Chelsea](#)
[Royal Brompton Hospital](#)
[Royal College of Art](#)
[Royal College of Music](#)
[Royal Commission for the Exhibition of 1851](#)
[Royal Geographical Society \(with IBG\)](#)
[Royal Society of Sculptors](#)
[Science Museum](#)
[The Serpentine Galleries](#)
[South Kensington Estates](#)
[The Ismaili Centre](#)
[The Royal Parks](#)
[V&A South Kensington](#)
[Westminster City Council](#)

1.2 Our Invitation to You

ERCG is inviting tenders for a brand refresh, identity review and wayfinding project for Discover South Kensington.

ERCG invites bidders to submit tenders for this project by noon GMT on 31st March. This briefing document sets out the details of this process for bidders.

2.0 Brief/Specification

2.1 Purpose and Background

This document invites organisations to bid for work to conduct a brand and identity refresh of Discover South Kensington which can translate into impactful placemaking and wayfinding interventions in the public realm.

To promote the cultural district and as part of our work with partners to ensure the cultural district is a thriving, welcoming and enjoyable for all who visit, work, live and study here, we developed and built an online destination marketing brand, Discover South Kensington ten years ago. Engagement and awareness has steadily increased across our channels due to collaborations with members and successful marketing initiatives delivered through campaigns, events, newsletters, social media and our website, www.discoversouthken.com. Discover South Kensington has benefited from the close partnership with its members, although there is scope to explore amplifying visibility of our brand on their channels. We have also built relationships with local hotels and restaurants which has enabled us to cross promote the district.

Without a physical presence in the public realm however, the engagement online can be limited and in turn, this limits the awareness of the destination marketing brand, the district as a whole and its diversity of offers – particularly for visitors on arrival to the district. Before we can develop a presence in the public realm, we have identified several existing issues with our current brand that need to be addressed. A brand refresh will give us the opportunity to explore and address these issues and support the development of an identity for the cultural district in the public realm.

It is also the 175th anniversary of the Great Exhibition of 1851 in 2026 (the precursor for the creation of the cultural district). This provides us with a unique opportunity to review our 'identity' and present a refreshed version in celebration of this moment.

At present the ERCG Mission and Vision is as follows:

VISION: Acknowledging the strength and collaboration enabled by co-location, the Exhibition Road Cultural Group uses its combined creativity and expertise in science and arts to inspire new audiences, to innovate and achieve positive change, ensuring South Kensington is a thriving, welcoming and enjoyable place for all who visit, work, live and study.

MISSION: To address shared challenges and achieve positive change for London's original cultural quarter, providing a strong, unified voice for the district on a global stage.

Our strategic objectives for 2024-26 are:

1. Accelerate South Kensington as an exemplar zero emission, nature positive urban neighbourhood. Playing our role in tackling the planetary emergency and using our collective voice and reach to inspire change far beyond South Kensington.

2. Create a welcoming, vibrant destination, providing an excellent experience for people who visit, work, study and live here. Improving welcome, ease of visit and access to great amenities, pleasant surrounds and safe environments. Establish financially and environmentally sustainable activities to bring science and arts out into Exhibition Road, with Great Exhibition Road Festival as the flagship collaborative event.

3. Promote this cultural district to diverse audiences and build local engagement. Using our combined reach and profile to promote what's on offer here. Developing

destination identity that resonates with target audiences online and in the public realm.
Creating new opportunities for local stakeholders.

What are we trying to solve through our marketing

1. The people who visit, and work in, the institutions of Discover South Kensington do not reflect the diversity of London's population. We want to attract new and more diverse audiences.
Research shows some people are put off by perceptions of grand institutions and wealthy residents in South Kensington – this includes some people who live close to the area.
2. Low awareness of smaller institutions and many people only visit South Kensington once a year for a cultural experience. We want to encourage repeat visits to the area during their visit and raise awareness of the breadth and variety of the cultural offer
3. The district as a whole currently does not have its own presence. We want to provide a sense of welcome to the cultural district – London's home of arts and science.

Issues with current 'identity'

- Lack of clarity of what we call ourselves – historically we were known as the Exhibition Road Cultural Group and the name is still used by members and sometimes externally. For all marketing and comms activity, we use Discover South Kensington but this is not necessarily used by our members. The lack of a brand family also means that our projects can be confusing in terms of ownership e.g. [South Ken ZEN+](#) which is a neighbourhood collaboration responding to the planet's climate and biodiversity crisis.
- Inconsistent description and references to the cultural district across our member's channels, e.g. South Kensington, Albertopolis, Kensington. Members are also not widely linking to or referencing Discover South Kensington on their websites.
- We have a destination brand but some consider this is not suitable for the public realm.
- The Discover South Kensington membership has changed both in terms of the numbers of partners but also geographically. Since we launched our destination brand, we have been joined by Leighton House & Sambourne House, Design Museum and Japan House London which has stretched the geographical boundary further west. Having 'South Kensington' in our name for members in High Street Kensington and north of our district together with new BIDs in the area is now more challenging. However at a recent workshop, our senior marketing colleagues considered the connection between the area name and the name of the tube station a significant factor. The global recognition of the cultural and educational institutions will always be linked to 'South Kensington' but how do we connect the rest of the cultural district?
- Previous research by *Morris Hargreaves McIntyre in 2019* shows challenges with perceptions of South Kensington including the identity, which are highlighted in the attached report.
- It has been nearly 10 years since Discover South Kensington was launched so it is time to refresh our brand identity and reconsider how we describe this area – when we launched, we described this area as 'London's home of arts, science and inspiration' but with our expanded membership base, this needs to be reviewed as well. The current branding could benefit from a more contemporary and relevant identity (which was also highlighted in the *Morris Hargreaves McIntyre* research in 2019) which might also encourage members to support and use our logo.

- The logo meaning is not clear, and words are not visible when displayed alongside other, clearer logos.
- Uniqueness and history not currently visible with our logo. Is it too difficult to do this whilst ensuring it is relevant and contemporary, one of our primary objectives?

2.2 Past identity developments

Before Discover South Kensington, the Exhibition Road Cultural Group had a limited online presence with a logo in the shape of a pink 'X' – the X reflected the design of the road and at the time reflected the key objectives of ERCG – to explore, exchange and experience. The 'X' subsequently had negative connotations as a 'no entry' or 'close down' symbol.

In 2015, as a group, we decided to position ourselves externally as a peerless cultural destination in a way that resonates with our visitors and is embraced by all members. Our objective was to make it easier to find out what you can do here and to understand the value of this group of organisations by describing and promoting what this area has to offer.

Having conducted research in the area, it was clear that 'Exhibition Road' does not have high public recognition and 'Albertopolis' even less so. The Communications Group and the ERCG Board unanimously agreed to 'Discover South Kensington'.

Discovery is the purpose of the research and learning which lies at the core of South Kensington. It is also a call to action which works for visitors, residents, staff and students who would like to explore the area more extensively. Our boiler plate describes it as:

Discover South Kensington brings together the leading cultural and educational organisations to promote innovation and learning. South Kensington is the home of science, arts and inspiration. Discovery is at the core of what happens here and there is so much to explore every day. www.discoversouthken.com

In the past our personality has been positioned as 'serious fun' which combines the thoughtful, intelligent way we communicate with a light touch. The balance of the two words allows us to talk about serious issues without being too dry and focus on enjoyment without being too frivolous.

Our brand values have not been reviewed since before the 2015 Discover South Kensington launch. They are as follows:

- World class – we aim for the highest quality in everything and we take a global view of what we do
- Inspirational – we want to influence future thinking by encouraging innovation and creativity
- Involving – everything we do encourages the participation of the public and the collaboration of our partners
- Democratic – being true to our historic origins means we welcome everyone, whatever their background
- Contemporary – we look at the world through contemporary eyes, linking past and present, shaping the future

2.3 Brand audit requirements

The project needs to be highly collaborative, engaging members and key stakeholders at all levels. Successful harnessing of multiple viewpoints will ultimately give strength and integrity to success of the project. We will discuss the steps to engage with our members and key stakeholders and timelines at the next stage.

We are looking for some fresh, holistic and sensitive thinking to ensure our brand identity reflects the district as a whole and works for all of our 22 cultural and educational members, many of whom have existing strong brand recognition.

Aim

To develop a refreshed, contemporary and relevant brand and identity fit for the world's first cultural district and London's home of arts and science, that can support different programmes and contribute to placemaking that our member's will be proud to endorse.

Objectives

- To review and refresh our brand and identity, ensuring it is relevant and contemporary with clarity on use of South Kensington and our name to reinforce the sense of place.
- To develop an identity that delivers impactful placemaking and wayfinding, changing visitor experiences in the public realm as well as online.
- To agree on our tone of voice and strapline.
- To ensure that members and stakeholders are consulted and engaged throughout, resulting in endorsement and support.

What does success look like for the 'brand':

To note: these are our wide reaching success measures but we understand it may be difficult to achieve and measure so we want to review and streamline.

- Visitors are more aware of the relevance, breadth and variety of the cultural offer.
- By highlighting many of the fun, free things to do in the area, visitors who wouldn't normally come to South Kensington make a visit, attracting new/more diverse audiences to more venues.
- Visitors come to more than one venue during their visit.
- Visitors plan a repeat visit or express an intention to return to South Kensington during their visit, due to the diverse cultural offer in the area.
- South Kensington and the cultural district is seen as relevant and for everyone.
- Increase in engagement across digital channels.
- Increase member's engagement with Discover South Kensington on their digital channels.

Target Audiences for brand

Our members have a wide range of audiences they are targeting. Many of our members are focusing on younger and more diverse audiences which supports the ambition to change perceptions of South Kensington being seen by some audiences as 'rich, posh, expensive' and possibly not relevant. Many venues are diversifying their programming to attract new audiences.

Last summer we trialled working with influencers to bring younger audiences to the neighbourhood to experience cultural venues they may not have been to before – targeting younger and diverse audiences, we were able to boost engagement on our member's social channels, deliver engaging content across 11 members which was highly valued by the comms teams. We will be looking to run a similar campaign this summer.

As a result, our target audiences will be:

- Younger, more diverse (to be outlined further)
- Our local community (people who live, study and work in South Kensington)

Deliverables

- Clarity on the use of South Kensington and our name to reinforce the sense of place.
- Proposals for an approach to impactful wayfinding.

- Consideration of existing brand assets – including the name, logo, strapline and marketing collateral whilst developing refreshed identity.
- Structured, facilitated engagement and consultation with members and stakeholders throughout the process.
- Development and delivery of below outputs.

Outputs

- **Creation of new visual identity including impactful wayfinding outputs to enhance the visitor experience** – a new logo, branded assets and templates e.g. PowerPoint presentation, newsletter template, example website pages, a branded landscape and portrait advert and other templates. Examples of how the brand would work on Exhibition Road and South Kensington tube station.
- **Brand Strategy** – with refreshed name and boiler plate. How might we make visitors feel more welcome when they arrive in South Kensington; make it easier for them to understand what's on offer across the district, how to find out what's on and encourage return visits by being more aware of the cultural programme and offer in South Kensington.
- **Brand guidelines**, tone of voice and framework for new programmes (brand family), recommended fonts, colour palette.
- Marketing suggestions with metrics, measurable KPIs that relate to what success looks like for our brand e.g. physical presence in district and in advertising across London, member acknowledgement online

2.4 Indicative Timeline

31st March	Deadline for Tender responses
7th – 11th April	Review applications
w/c 14th April	Potential interviews to shortlisted agencies and appointment
April-August	Review, Consultations and asset development
August	Brand Asset development
September	Socialise new brand
October	Implement new brand and physical presence

2.5 Fee Budget

The fee budget is capped at £35,000. This needs to cover all deliverables, disbursements and expenses. In your tender response, please provide break down of your fixed price across the resource schedule. Any tender with a proposed fee that exceeds our budget limit will be disqualified.

2.6 Appendices

- Appendix A ERCG Strategy 2024-26
- Appendix B Current brand assets
- Appendix C Morris Hargreaves McIntyre Perception Study in 2019
- Appendix D Kallaway Summer Influencer Campaign 2024

3.0 Instructions to Bidders

3.1 About these Instructions

These instructions are designed to ensure that all bidders are given equal and fair treatment in this process. It is important therefore that you provide all the information that has been asked for and in the format specified.

3.2 Timetable and Administration Arrangements

Project Stage	Date
Issue of Invitation to Tender	13 th February 2025
Time and date of tender submissions (bids must be sent before this deadline)	31 st March 2025
Shortlisted bidder interviews*	w/c 14 th April 2025
Contract Award and agree deliverables	w/c 21 st April 2025

All dates in the above timetable are subject to variation.

*Up to four bidders (number at the ERCG's discretion) will be shortlisted for the interview stage. Shortlisted bidders will be invited to interview to talk through their proposals, and skills and experience as an agency in delivering this type of project. Key personnel who will work on the project should attend. Format is likely to be presentation (30 minutes) and Q&A (30 mins).

3.3 Alterations

You may not alter any of the documents.

3.4 Submission of Bids

All information and documents for this tender will be accessible at the following webpage <https://www.discoversouthken.com/discover-south-kensington-is-looking-for-a-new-look/>

Please ensure that your bid is submitted before noon on 31st March, bids should be submitted to Sarah Berresford, Head of Marketing and Communications, 020 387 0300, sarahb@exhibitionroad.com.

ERCG has a strong commitment to sustainability and through our South Ken ZEN+ programme, we have developed a [Supply Chain Charter](#). We encourage applicants to acknowledge the Charter and respond to the expectations outlined.

3.5 Return of electronic tender documents

Tenders returned will be accepted in:

All Microsoft Office file formats (or equivalent, though must be capable of being read by MS Office programs)
PDF files

JPEG images
ZIP files containing the above

No other file types will be accepted unless specified in the tender.

Bids not returned as described above may not be considered.

3.6 Facsimiles, post & e-mail

Bids that are faxed, posted or e-mailed to the ERCG shall not be considered.

Please provide all information and declarations, which have been requested in these documents. Bids may be rejected if the complete information called for is not given at the time of submitting your bid.

3.7 Acceptance of the Bid

ERCG does not undertake to accept the lowest or any bid and reserves the right to accept the whole or any part of any bid, unless the bidder expressly stipulates otherwise.

ERCG reserves the right to shortlist bids and to invite those bidders selected to site for a clarification interview to assist the evaluation process.

ERCG will notify the bidders in writing of the outcome of their submissions at the earliest possible time.

Following the award of contract, feedback will be available to bidders on request.

3.8 Period for which bids shall remain valid

Unless otherwise stated, bids shall remain valid for 60 days from the closing date for receipt of bids and thereafter until withdrawn by formal notice in writing.

3.9 Inducements

Offering an inducement of any kind in relation to obtaining this or any other contract with ERCG will disqualify your tender from being considered and may constitute a criminal offence.

3.10 Collusion

Please note the following requirements, any breach of which will invalidate your tender:

- i) You must not tell anyone else, even approximately, what your bid price is or will be, before the contract is awarded;
- ii) You must not try to obtain any information about anyone else's bid or proposed bid before the contract is awarded; and
- iii) You must not discuss with anyone else whether or not they should submit a bid, about their or your bid price, except for the express purpose of forming a consortium to bid for this work.

3.11 Costs and Expenses

You will not be entitled to claim from ERCG any costs or expenses, which you may incur in preparing your bid whether or not your bid is successful.

3.12 Evaluation

The process will be conducted to ensure that bids are evaluated to ascertain the most economically advantageous tender, assessed against the following criteria.

Criterion	Weighting (%)
Quality: Understanding of the Brief <ul style="list-style-type: none">Demonstrated a clear understanding of the aims, objectives and main requirements of the brief.Demonstrated a good understanding of ERCG/DSK today, articulating where we sit in the sector.Demonstrated an understanding and response to the South Ken ZEN+ Supply Chain Charter.	30%
Quality: Methodology <ul style="list-style-type: none">Outline the proposed research and evaluation methods appropriate and meet the aims and objectives of the project.A resource schedule, showing how you propose to allocate fees and other costs at each stage of the project. How you will work with ERCG and members what resource you will require from us.	40%
Quality: Evidence of Successful Projects <ul style="list-style-type: none">CVs of the proposed team demonstrating evidence of work on successful and relevant projects.Three case studies showing past projects that demonstrable your experience of delivering relevant projects.	20%
Price <ul style="list-style-type: none">Provide your proposed fees (including expenses) for delivery of the contract.The day rates of each nominated staff member.All costs are to be stated exclusive of VAT, and confirmation if VAT is applicable.	10%
Timetable <ul style="list-style-type: none">A project timetable that confirms your ability to complete the work within the given timeframe and completed by the end of April 2025.	Pass/Fail
Total	100%

Scoring:

Tender Response	Score
The response raises major concerns about understanding or approach which are potentially highly detrimental to satisfactory service delivery or contract performance.	0-2
The response demonstrates an understanding of the groups requirements which is deemed average/acceptable. Often referred to as a 'standard' response with little or no thinking outside of the box.	3-5
An above average response. A score at this level demonstrates a thorough understanding of the requirements with clear and demonstrable thinking and evidence.	6-8
An exceptional response that exceeds expectations and demonstrates an innovative approach to the requirements.	9-10

3.13 Alternative Bids

Subject to the submission of a compliant bid you may also submit an alternative price and method for carrying out the work that ERCG, at its sole discretion, may or may not pursue.

3.14 Queries Arising

Any questions that the bidders may wish to put to ERCG must be sent to Sarah Berresford, Head of Marketing and Communications, 020 387 0300, sarahb@exhibitionroad.com (after Monday 24th February).

3.15 Sub-contractors

ERCG has no objections in principle to part of the work being sub-contracted. However, the bidder should disclose as part of his bid his intention to do so.

3.16 Status of Signatories

The person submitting the bid must state his capacity and official position in the company and state that he is a person duly authorised to complete bids for and on behalf of the bidding company.

3.17 Confidentiality

All information supplied by ERCG to you should be treated as commercial in confidence and not disclosed to third parties except insofar as this is necessary to obtain sureties or quotations for the purpose of submitting the bid. All information supplied by you to ERCG will similarly be treated as commercial in confidence except that references may be sought from banks, existing or past clients or other referees submitted by the bidders, and subject to the provisions of the Freedom of Information Act 2000.

4.0 Draft Form of Contract

This Agreement is made the day of2025 between the Exhibition Road Cultural Group (“**ERCG**”) and the Consultant named below in this Part 1 upon the ERCG’s standard conditions attached at Part 2 (“**the Conditions**”).

PART 1: COMMERCIAL DETAILS

1.	The Consultant:	Name:	
		Address:	
		Registered Company Number (if applicable):	
2.	ERCG’s Authorised Representative:		
3.	The Services:	Title of Project:	
		Consultant’s Role and Particulars:	<i>[insert description and deliverables]</i>
4.	Commencement Date:	<i>[insert date]</i>	
5.	Term:	<i>[From Commencement Date [for a period of [insert period]] / [until [insert date]] [As further described in the Schedule]</i>	
6.	The Price (exclusive of VAT but inclusive of all other charges):	<i>[[insert fixed fee] [As further described in the Schedule]</i>	
7.	Invoice Frequency:	Invoices should be submitted for attention of the ERCG’s Authorised Representative Invoices should be submitted <i>[on a [monthly] basis]</i> <i>[within one month of completion of each relevant phase of work]</i>	
8.	Expenses	Included in the price.	
9.	Tender:	<i>[Yes] / [No] [If there is a tender document, please annex to this Agreement]</i>	
10.	Special Conditions:	<i>[please insert on a case by case basis]</i>	

This Agreement is subject to the Conditions which are attached at Part 2. Where there is any inconsistency between the terms set out in this Part 1 and the Conditions in Part 2, the terms in Part 1 shall to the extent of such inconsistency prevail.

By signing below the parties hereby accept and agree the Conditions.

SIGNED: _____ PRINT NAME: _____
duly authorised to sign for and on behalf of **the Exhibition Road Cultural Group**

SIGNED: _____ PRINT NAME: _____
duly authorised to sign for and on behalf of **The Consultant**

PART 2: THE CONDITIONS

1. DEFINITIONS

In these terms and conditions and contract as a whole the definitions set out at Condition 24 and in the Special Definitions section of the Particulars shall apply.

2. PERFORMANCE – THE SERVICE

2.1 Without limitation to any applicable legislation the PROVIDER shall provide the SERVICE to ERCG in accordance with the terms of the contract. The SERVICE shall: (a) be carried out with the highest degree of care, skill and diligence in accordance with best practice in the PROVIDER's industry, profession or trade; (b) be carried out within a reasonable time and delivered in accordance with any timescales/delivery dates specified on the PARTICULARS and/or Project Plan, in respect of which time is of the essence; and (c) comply with all statutory/local authority/site and other regulations applicable to the SERVICE.

2.2 In providing the SERVICE, the PROVIDER shall:

- (a) co-operate with ERCG in all matters relating to the SERVICE, and comply with all instructions of ERCG;
- (b) use personnel who are suitably skilled and experienced to perform tasks assigned to them, and in sufficient number to ensure that the PROVIDER's obligations are fulfilled in accordance with the contract;
- (c) ensure that the SERVICE and Deliverables will conform with all descriptions, standards and specifications set out in the PARTICULARS and Project Plan, and that the Deliverables shall be fit for any purpose that ERCG expressly or impliedly makes known to the PROVIDER;
- (d) provide all equipment, tools and vehicles and such other items as are required to provide the SERVICE;
- (e) use the best quality goods, materials, standards and techniques, and ensure that the Deliverables, and all goods and materials supplied and used in the SERVICE or transferred to ERCG, will be free from defects in workmanship, installation and design;
- (f) obtain and at all times maintain all licences and consents which may be required for the provision of the SERVICE;
- (g) comply with all applicable laws, regulations, regulatory policies, guidelines or industry codes which may apply from time to time to the provision of the SERVICE, and with any policies of ERCG that ERCG may provide to the PROVIDER;
- (h) observe all health and safety rules and regulations and any other security requirements that apply at any location of the Services or any of ERCG's premises;
- (i) hold all materials, equipment and tools, drawings, specifications and data supplied by ERCG to the PROVIDER (**ERCG Materials**) in safe custody at its own risk, maintain the ERCG Materials in good condition until returned to ERCG, and not dispose or use the ERCG Materials other than in accordance with ERCG's written instructions or authorisation;
- (j) not do or omit to do anything which may cause ERCG to lose any licence, authority, consent or permission on which it relies for the purposes of conducting its business, and the PROVIDER acknowledges that ERCG may rely or act on the SERVICE; and
- (k) not make any press announcements or publicise this contract in any way without the ERCG prior written consent and shall not act in a manner which may, or is likely to, damage the reputation of the ERCG and/or its members or bring the ERCG and/or its members into disrepute.

2.3 The SERVICE shall be considered complete when the ERCG is satisfied that the SERVICE has been completed in accordance with the contract.

3. FEES AND EXPENSES

The fees payable by the ERCG to the PROVIDER in respect of the SERVICE are exclusive of VAT, which where applicable shall be payable in addition. Unless otherwise specified in the PARTICULARS, the amount of fees is a fixed lump sum fee inclusive of expenses, disbursements and all other costs. Where reasonable expenses for specific costs are expressly claimable under the PARTICULARS all claims must be supported by original relevant receipts.

4. INDEPENDENT CONTRACTOR

The PROVIDER is an independent contractor and shall (and its personnel/staff shall) at no time become an employee of the ERCG and accordingly shall be responsible for making its own arrangements for the payment of Income Tax, National Insurance and any other contributions and shall indemnify the ERCG in respect of any liability for Income Tax, National Insurance and any other contributions.

5. PAYMENT

5.1 The PROVIDER shall return a signed copy of the PARTICULARS before the start of the SERVICE to Freya Stannard, Director of the ERCG. This evidences agreement to the terms of this contract.

5.2 The PROVIDER shall submit separate invoices for work completed to the satisfaction of the ERCG in accordance with the contract. Invoices shall quote VAT separately where applicable, quote the relevant PARTICULARS number overleaf and be sent to either the Lead contact stipulated in this letter or: Director, Exhibition Road Cultural Group, Natural History Museum (Room EG281), Cromwell Road, London SW7 5BD freva@exhibitionroad.com

5.3 Subject, in ERCG's opinion, to satisfactory performance by the PROVIDER of its relevant obligations under this contract, payment shall be made by the ERCG within 30 days of receipt of the correct invoice.

6. PERFORMANCE MANAGEMENT

6.1 The PROVIDER shall provide all reasonable cooperation, access and assistance to the ERCG for the purpose of the ERCG carrying out performance management and reviews of the PROVIDER's supply of the SERVICE in PARTICULARS to ensure successful delivery in accordance with the contract, which shall include any specific requirements set out in the PARTICULARS and/or Project Plan and (without limitation):

- (a) attending such regular meetings with the ERCG and/or other Project partners; and
- (b) providing such specific information or progress reports, as the ERCG may require from time to time further to consultation with the PROVIDER.

6.2 The PROVIDER shall report to such representative(s) of the ERCG as directed from time to time by the ERCG.

7. NO REPRESENTATION

The PROVIDER does not have authority to enter into contracts or agreements on behalf of the ERCG, including verbal contracts and email contracts. The PROVIDER will not purport to represent the ERCG in any way, other than, with the prior written approval of the ERCG in each case, in direct connection with provision of the SERVICE.

8. NO RIGHTS INFRINGEMENT

It shall be a condition of the contract that, except to the extent that any Deliverable is made up in accordance with designs furnished by the ERCG, none of the SERVICE (including the Deliverables), and no use of the IPRs licensed under Condition 9.2, will infringe any patent, trade mark, registered design, copyright, moral right or other right in the nature of intellectual property, or any other rights, of any third party.

9. INTELLECTUAL PROPERTY RIGHTS

9.1 Nothing in this Agreement shall affect the ownership of Background Intellectual Property.

9.2 Where the PROVIDER's Background Intellectual Property forms part of any Deliverables supplied to ERCG in the course of providing the Services the PROVIDER will be deemed to have granted ERCG a non-exclusive, perpetual, irrevocable royalty-free licence to use such Background Intellectual Property as part of such Deliverables and for such purposes as are necessary to allow the use and exploitation of the Deliverables (or any part of them) by ERCG, its licensees, successors and assigns.

9.3 Subject to clause 0, the Deliverables, the Intellectual Property Rights therein and any other Intellectual Property Rights created, generated or developed by or on behalf of the PROVIDER in the provision of the Services shall be owned by ERCG and, accordingly, the PROVIDER hereby assigns to ERCG absolutely and with full title guarantee (by way of present and future assignment) any and all such Intellectual Property Rights.

9.4 The PROVIDER warrants that all Deliverables and other materials produced as a result of providing the Services will be original to it and will not infringe the rights of any third party.

9.5 The PROVIDER agrees that on request by ERCG (or on its behalf) at ERCG's reasonable expense it shall execute and sign such documents and do such things as may be required by ERCG to give effect to the assignment of rights under clause 9.3 and ensure that the rights licensed or assigned to ERCG under this clause 9.5 can be exercised, sub-licensed or otherwise used freely by ERCG in accordance with the terms of this Agreement.

9.6 The PROVIDER irrevocably and unconditionally waives any and all moral rights or any rights of a similar nature as it may have or acquired in the Deliverables in perpetuity, and warrants and undertakes to procure that all persons engaged in the creation or production or other use of the Deliverables have waived any and all moral rights on the same terms.

9.7 The PROVIDER warrants that:

9.7.1.1 the PROVIDER has not, and shall not, grant or assign any rights of any nature in part or all of any Deliverable produced as part of the Services to any third party whatsoever in any part of the world;

9.7.1.2 subject to the provisions of clause 0, all Deliverables will be original to the PROVIDER and ERCG is or shall be the sole and unencumbered owner of all IPR in the Deliverables and that nothing in the Deliverables (or any exploitation thereof by ERCG) will infringe any right whatsoever of any third party; and

9.7.1.3 the PROVIDER has all the applicable permissions and licenses and has fulfilled any other relevant requirements necessary to copy and provide to ERCG any third party material in whatever format ("**Third Party Material**") provided as part of the Deliverables and that any Third Party Material shall be appropriately flagged as such where not immediately identifiable.

10. HEALTH, SAFETY AND SECURITY

10.1 The PROVIDER represents and warrants to the ERCG that the PROVIDER has satisfied itself that all necessary tests and examinations have been made or will be made before delivery of the SERVICE to ensure that the SERVICE is designed and constructed so as to be safe and without risk to the health or safety of persons using the same, and that it has made available to the ERCG adequate information about the use for which the SERVICE has been designed and has been tested. The PROVIDER shall comply with the requirements of the Health and Safety at Work Act 1974 and any other Acts, PARTICULARS, regulations and Codes of Practice relating to health and safety, to the extent that it applies to the PROVIDER's performance of the contract.

10.2 Whilst on ERCG premises the PROVIDER shall comply with Health, Safety and Security regulations of the ERCG including any regulations as the ERCG shall notify to the PROVIDER from time to time in writing.

11. LIABILITY AND INDEMNITY

11.1 The PROVIDER shall be liable for, indemnify and hold harmless the ERCG from and against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs and all other reasonable professional costs and expenses) suffered or incurred by the ERCG arising out of or in connection with:

(a) any claim brought against the ERCG for actual or alleged infringement of a third party's intellectual property rights arising out of, or in connection with, the receipt, use or supply of the SERVICE (excluding the ERCG Materials) or enjoyment of the licences under Condition 9.2, and/or

(b) any claim made against the ERCG by a third party arising out of, or in connection with, the supply of the SERVICE, except to the extent directly caused by the negligence of the ERCG.

11.2 The ERCG's total liability to the PROVIDER, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with the contract shall be limited to the total fees paid by the ERCG under this contract.

11.3 This Condition 11 shall survive termination of the contract for any reason.

12. INSURANCE

The PROVIDER shall effect and maintain, with a reputable insurance company, adequate general third party public liability and professional indemnity insurance to cover all the liabilities that may arise under or in connection with the contract (including to the level set out in the PARTICULARS). The PROVIDER shall provide evidence and details of such cover if requested, including evidence that the current year's premium is paid.

13. CONFIDENTIALITY/DATA PROTECTION/FREEDOM OF INFORMATION

13.1 The PROVIDER shall keep confidential and not disclose to any person any information concerning the business, affairs, customers, clients or suppliers of the ERCG, except to such of its employees, officers, representatives, contractors, subcontractors or advisers who need to know such information for the purposes of carrying out the PROVIDER's obligations under the contract. The PROVIDER shall not use the ERCG's confidential information for any purpose other than to perform its obligations under the contract.

13.2 The PROVIDER shall not advertise or make any statement relating to the existence or performance of the contract without the ERCG's prior written consent.

13.3 The PROVIDER shall conform fully with requirements of the UK General Data Protection Regulation to the extent that it applies to the PROVIDER's performance of the contract, and shall comply with ERCG's reasonable requests to enter into any data sharing or processing agreement.

13.4 The PROVIDER acknowledges that the ERCG and/or its members are subject to the requirements of the Code of Practice on Access to Government Information and the Freedom of Information Act and shall fully cooperate with the ERCG to enable the ERCG to comply with these information disclosure requirements.

14. TERMINATION

14.1 Either party shall have the right to cancel the PARTICULARS/contract before the commencement of the SERVICE by written notice to the other party in which case neither party shall make any payment to the other and neither party shall be liable to the other for any loss of profits, loss of contracts, loss of markets or loss of opportunity that may be suffered by the other party as a result of such termination.

14.2 Without limiting or affecting any other right or remedy available to it, ERCG may terminate the contract:

(a) with immediate effect by giving written notice to the PROVIDER if:

- i) there is a change of control of the PROVIDER; or
- ii) the PROVIDER's financial position deteriorates to such an extent that in the ERCG's opinion the PROVIDER's capability to adequately fulfil its obligations under the contract has been placed in jeopardy; or
- iii) the PROVIDER commits a breach of Condition 2.2

(b) by giving the PROVIDER one month's written notice.

14.3 Without prejudice to either party's other rights and remedies under the contract or at law, either party may terminate the contract with immediate effect by giving written notice to the other party if:

- (a) the other party commits a material breach of any term of the contract which breach is irremediable or (if such breach is remediable) fails to remedy that breach within a period of 14 days after being notified in writing to do so;
- (b) the other party takes any step or action in connection with its entering administration, provisional liquidation or any composition or arrangement with its creditors (other than in relation to a solvent restructuring), applying to court for or obtaining a moratorium under Part A1 of the Insolvency Act 1986, being wound up (whether voluntarily or by PARTICULARS of the court, unless for the purpose of a solvent restructuring), having a receiver appointed to any of its assets or ceasing to carry on business or, if the step or action is taken in another jurisdiction, in connection with any analogous procedure in the relevant jurisdiction; or
- (c) the other party suspends, or threatens to suspend, or ceases or threatens to cease to carry on all or a substantial part of its business.

14.4 In the event of termination by the ERCG under Condition 14.2, the ERCG may retain out of any amount due to the PROVIDER under the contract an amount equal to any bona fide claim the ERCG may have against the PROVIDER arising out of such breach.

15. CONSEQUENCES OF TERMINATION

15.1 On termination of the contract, the PROVIDER shall immediately deliver to ERCG all Deliverables whether or not then complete, and return all ERCG Materials. If the PROVIDER fails to do so, then ERCG may enter the PROVIDER's premises and take possession of them. Until they have been returned or delivered, the PROVIDER shall be solely responsible for their safe keeping and will not use them for any purpose not connected with the contract.

15.2 On termination of the contract due to the PROVIDER's default before completion of delivery of the SERVICE and Deliverables in accordance with the contract, the PROVIDER shall, if so requested by the ERCG, provide all assistance reasonably required by the ERCG to facilitate the smooth transition of the SERVICE to any replacement PROVIDER appointed with the minimum possible disruption and with a view to minimising any detrimental consequences to the Project. Such co-operation and assistance shall be provided at no cost to the ERCG.

15.3 Termination of the contract shall not affect any of the rights, remedies, obligations or liabilities of the parties that have accrued up to the date of termination or expiry, including the right to claim damages in respect of any breach of the contract which existed at or before the date of termination or expiry. Any provision of the contract that expressly or by implication is intended to come into or continue in force on or after termination or expiry of the contract shall remain in full force and effect.

16. USE OF EMAIL, LOGO AND EQUIPMENT

16.1 ERCG may provide an email address, logo, stationery and office equipment for use by the PROVIDER to enable work to complete the provision of SERVICE. Any email, logo, stationery or equipment is provided on the basis that it is solely for work related to the SERVICE. All email users should assume that email messages may be read by others and should not include anything which could offend or embarrass any reader, user or ERCG if it found its way into the public domain. Email messages may be disclosed in legal proceedings in the same way as paper documents. By using ERCG and equipment, the PROVIDER agrees to

use it responsibly. The email account remains the property of ERCG and the PROVIDER's access to this account will be terminated on termination of the contract.

16.2 The PROVIDER warrants to ERCG that any computer equipment and associated software which it uses for the purpose of providing the SERVICE contains anti-virus protection with the latest released upgrade from time to time.

17. ENTIRETY

The contract (including without limitation the PARTICULARS, these terms and conditions and any attachments or documents referred to therein) shall constitute the entire agreement between the ERCG and the PROVIDER and no other terms and conditions shall apply.

18. ASSIGNMENT & SUBCONTRACTING

The PROVIDER shall not, without the prior written consent of the ERCG assign the benefit or burden of the contract or any part thereof. No subcontracting by the PROVIDER shall in any way relieve the PROVIDER of any of its responsibilities under the PARTICULARS/contract.

19. THIRD PARTY RIGHTS

Except as expressly stated otherwise in the PARTICULARS, neither the ERCG nor the PROVIDER confers or purports to confer on any third party any benefit or any right to enforce any term of the contract under the Contracts (Rights of Third Parties) Act 1999.

20. FAILURE OR FORBEARANCE

Failure or forbearance by the ERCG to assert its rights under the contract shall not be deemed a waiver of such rights.

21. FORCE MAJEURE

Neither party shall be in breach of the contract nor liable for delay in performing, or failure to perform, any of its obligations under the contract if such delay or failure result from events, circumstances or causes beyond its reasonable control. If the period of delay or non-performance continues for one month, the party not affected may terminate the contract by giving 30 days' written notice to the affected party.

22. VARIATION

No variation of the contract shall be effective unless it is agreed in writing and signed by the parties or their authorised representatives

23. GOVERNING LAW AND JURISDICTION

The contract shall be governed by and construed in accordance with the laws of England and subject to the jurisdiction of the English courts.

24. DEFINITIONS

The following definitions shall apply in these terms and conditions and the contract as a whole:

- (a) 'the contract' means the contract for services for the SERVICE (which includes, without limitation, the terms of the PARTICULARS and these terms and conditions);
- (b) 'the Deliverables' means all documents, products, physical constructs, creative outputs, and materials developed by the PROVIDER or its agents, contractors and employees as part of or in relation to the SERVICE in any form or media, including drawings, installations, maps, plans, diagrams, designs, pictures, computer programs, data, specifications and reports (including drafts), including (without limitation) any documents, products and materials set out in the PARTICULARS and/or Project Plan;
- (c) 'the ERCG' means the Exhibition Road Cultural Group (Company Number:05983125, Charity Number:1123758);
- (d) 'ERCG Materials' means all equipment and tools, instructions, plans, drawings, patterns, models, designs, specifications, data and any other materials furnished to or made available by the ERCG to the PROVIDER in connection with the contract;
- (e) 'the PARTICULARS' means the Contract for Services PARTICULARS executed by the parties which sets out the key roles and responsibilities and other terms in relation to the provision of the SERVICE;
- (f) 'the Project Plan' means, collectively, the complete set of documents agreed between ERCG and the PROVIDER, which sets out the scope and detail of SERVICE and its delivery, including (but not limited to) the PARTICULARS, the agreed description or specification for the SERVICE and the Deliverables (as set out in the PARTICULARS or otherwise), the agreed delivery timetable/dates/milestones for the SERVICE and the agreed payment terms, as developed and from time to time updated/amended during the course of this contract by ERCG and the PROVIDER by agreement in writing;
- (g) 'the PROVIDER' means the appointee named in the PARTICULARS to provide the SERVICE;
- (h) 'the SERVICE' means the services, including any Deliverables, to be supplied to the ERCG by the PROVIDER pursuant to the PARTICULARS/contract, as set out in the PARTICULARS and/or Project Plan;
- (i) 'TUPE' means the Transfer of Undertakings (Protection of Employment) Regulations 2006 (SI 2006/246) (as amended).

Exhibition Road Cultural Group (ERCG) Invitation to tender for Brand and Identity Project

Appendix

Appendix A ERCG Strategy 2024-26

Appendix B Current brand assets

Appendix C Morris Hargreaves McIntyre Perception Study in 2019

Appendix D Kallaway Summer Influencer Campaign 2024

Appendix A: ERCG Strategy 2024-26



2024-26 STRATEGY

The Exhibition Road Cultural Group (ERCG) is a partnership of 22 leading cultural and educational organisations working together to celebrate, develop and promote South Kensington as a world-class centre of learning, innovation and inspiration in the arts and science.

VISION: Acknowledging the strength and collaboration enabled by co-location, the Exhibition Road Cultural Group uses its combined creativity and expertise in science and arts to inspire new audiences, to innovate and achieve positive change, ensuring South Kensington is a thriving, welcoming and enjoyable place for all who visit, work, live and study.

MISSION: To address shared challenges and achieve positive change for London's original cultural quarter, providing a strong, unified voice for the district on a global stage.

THE PRINCIPLES OF OUR STRATEGY

Reflecting the **co-located** position of our members, we **work together** where the power of the partnership can achieve change, awareness, and inspiration that individual members cannot or should not, **adding value**. We are good neighbours. A lot of collaboration that happens between our member organisations is not managed by ERCG. Each organisation brings a **different perspective and expertise and networks**. Not all ERCG members will want to or need to be involved in all events, projects, or programmes, but all should be aware of them. **All opportunities to include the widest number of partners should be explored.**

WHO WE DO IT FOR: People who visit, work in South Kensington, study or live in South Kensington.

HOW WE HOLD OURSELVES ACCOUNTABLE

- ERCG team will report against KPIs quarterly at Board meetings and every 6 months at members meetings and AGMs. Annual Reports, produced at the end of the financial year, will measure success against agreed KPIs. We will build in regular opportunities to review successes and challenges.
- ERCG team will facilitate, and project manage, act as spokesperson and advocate, and fundraise where appropriate.
- ERCG Board of Trustees and Member Reps will take responsibility for endorsing and enabling success in their individual member organisation through communicating the shared vision and objectives, signposting and encouraging collaboration.

THE OBJECTIVES OF OUR STRATEGY AND WHAT WE WILL DO TO ACHIEVE THEM

We have three objectives, each with a plan to achieve them. Over the next two years we will:

	<u>Objective</u>	<u>Plan to achieve it</u>	<u>KPI – by 2026</u>
1.	<p><u>FOSTER SUSTAINABILITY:</u> Accelerate South Kensington as an exemplar zero emission, nature positive urban neighbourhood. Via our South Ken ZEN+ programme, which establishes our priorities as zero emissions, nature positive, circular economy, and sustainable transport, we will deliver:</p>	<ul style="list-style-type: none"> ➤ The ZEN+ Toolkit: We are creating a data collection and reporting framework to empower and enable all ERCG member organisations to robustly account for their emissions and demonstrate a downward trajectory towards net-zero over time. ➤ A charter for sustainable procurement: We are developing a shared approach to procurement across ERCG member organisations to accelerate emissions reductions in our supply chains. ➤ A Knowledge Network: This cultural district is already home to world-leading specialists in the climate and ecological emergency. We are leveraging this knowledge to build a forum for continuous learning and discussion to deploy rigorous, practical solutions and accelerate progress towards our goals. We will build and deliver an online and in-person programme of events, learning & networking. ➤ Planning for a greener neighbourhood: We are looking beyond our individual organisations to identify and foster transformational greening improvements, including in sustainable travel, across the neighbourhood. A genuinely collaborative endeavour, we are creating a vision which addresses challenges brought by climate change and biodiversity depletion that is shared by the local community, councils, and institutions (<i>with a view to implementing projects from early 26, if not before</i>). <p>These four workstreams will help us meet our 7 stretching South Ken ZEN+ goals [baselines to be established in Autumn 24].</p>	<ul style="list-style-type: none"> ➤ Establish baselines for our 7 SKZ+ goals by Autumn 2024 ➤ On track to meet or exceed our SKZ+ goals by their established dates (or clearly explained why not) ➤ 2 annual reports, 1 procurement charter and a carbon toolkit published ➤ Demonstrable downward trajectory of carbon emissions across member organisations ➤ Shared sustainable procurement practises and cost-saving measures through economies of scale established ➤ Demonstrable decrease in carbon emissions across supply chains ➤ Network of ERCG colleagues who are carbon literate sharing knowledge & best practise ➤ Greening, adaptation, and mitigation projects in South Kensington identified, with ground broken (funding dependent)
2.	<p><u>RETAIN OUR EDGE:</u> Create a welcoming, accessible, and vibrant destination, providing an excellent wraparound experience for all who visit, work, live and study in South Kensington.</p>	<ul style="list-style-type: none"> ➤ Support the annual delivery of the Great Exhibition Road Festival, encouraging cross-organisational collaboration and audience development to reach, particularly, Londoners with low cultural and science capital. Encourage returning audiences. Work with Imperial College and Festival partners to ensure GERF remains a jewel in the crown of South Kensington’s summer events calendar. ➤ We will advocate for a safe and accessible neighbourhood, working alongside TFL we will continue to advocate for improvement to South Kensington Station: Explore opportunities and collaborate with stakeholders to make the station more welcoming and accessible as it is redeveloped. This includes signage, and collaborating on initiatives to animate the subway tunnel. ➤ Devise and implement a wayfinding project: Using our position as key contacts for external stakeholders e.g., GLA, TfL, Mayor’s Office, Government, London & Partners, Business Improvement Districts (Opportunity Kensington, Knightsbridge Partnership) and Discover South Kensington as the central point of destination marketing for the area via Discover South Kensington, we want to work with our members and their archives to creatively explore better signage, storytelling and positioning to unpack the story of the 	<ul style="list-style-type: none"> ➤ South Ken Station redevelopment ground broken ➤ ERCG members represented creatively on signage and placemaking interpretation ➤ Great Exhibition Road Festival delivered annually with increased audiences ➤ Meaningful engagement with local stakeholders and young people with low cultural capital ➤ Exhibition Road event strategy agreed, written, and adopted; events which enhance the neighbourhood take place

		<p>neighbourhood, its ongoing relevance and counter negative perceptions.</p> <ul style="list-style-type: none"> ➤ Commence work to establish a model for self-sustaining programme of engagement activity in Exhibition Road, run a feasibility study, establishing appetite for frequency and content, and support our members to deliver events with focus on responses to the planetary emergency. 	
3.	<p><u>DEVELOP AUDIENCES AND TELL OUR STORY:</u> Maximise our destination marketing brand, Discover South Kensington, and the reputation and profile of ERCG member organisations to promote this cultural district to new and diverse audiences. Increasing meaningful collaboration with local stakeholders using our combined reach and profile, we will:</p>	<ul style="list-style-type: none"> ➤ Facilitate joined up audience development activity for the cultural district: We will collaborate with our members to support their audience development ambitions, and particularly work to reach students and young people through pilot projects such as Tik-Tok, influencer campaigns and student partnerships. ➤ Run a programme of quarterly stakeholder and colleague events, in partnership with our members. Dovetailing with the community engagement required for success in our placemaking and South Ken ZEN+ programmes. ➤ Conduct a review of the Discover South Kensington digital channels. Consulting with partners, stakeholders, and consumers we will undertake a DSK website and other channels content review; what works well and identifying opportunities to grow and develop our content, voice and brand, to ensure our website and social media channels best support the overall ambition of ERCG and allows us to retain our edge, telling the compelling story of the neighbourhood effectively with impact. ➤ Advocate for the neighbourhood on a global stage. Seek out and maximise opportunities to share the collaborative work of ERCG and the extraordinary talent and innovation it contains nationally and internationally utilising platforms such as Global Cultural Districts Network, London and Partners, ALVA and connection to GLA, Mayor's Office, local and national government (DCMS). 	<ul style="list-style-type: none"> ➤ Regular cross-organisational audience development group established ➤ Target audiences established, pilot projects increase awareness (the industry average for engagement is 3%, aiming to exceed this number. Future campaigns would use the results of this campaign as a baseline ➤ Visible rise in target audience attendance at more than one ERCG member org ➤ Local stakeholders support and endorse ERCG activity ➤ Newsletter subscribers and visitor numbers increase by [xx] % ➤ Website SEO performs well, site numbers increase by [xx]% ➤ All ERCG member organisations link to DSK website from their own ➤ Increased awareness of ERCG and member organisations nationally and internationally <p><i>[square brackets reviewed with Head of Comms on completion of initial audit/review by consultant]</i></p>

WHAT DOES SUCCESS LOOK LIKE

South Kensington is a neighbourhood which is accessible, welcoming, and easy to navigate. It is as exciting on the street as it is inside our member organisations. Discover South Kensington is a trusted source of information about the neighbourhood. Positive views of the area are expressed by visitors and media. They do not see South Kensington as 'posh' or 'old fashioned.' They understand it to be at the cutting edge of science and culture. The Great Exhibition Road Festival is an established and anticipated yearly event with growing visitor numbers; an embodiment of the membership working together to promote and celebrate London's home of arts and sciences. Visitors to the cultural quarter leave inspired by both the historical and current significance of the neighbourhood. South Kensington is known as a green and sustainable neighbourhood leading the way as an example of collective efforts to tackle the climate and biodiversity crisis. Residents enjoy living alongside the ERCG member organisations and advocate for them; talented students want to study here; employees enjoy working here; visitor numbers increase, and domestic tourists are excited to travel to and spend time in South Kensington.

Appendix B Curent brand assets

Discover South Kensington Website – home page :

The screenshot shows the home page of the Discover South Kensington website. At the top, there is a navigation bar with links for 'about us', 'our members', 'get in touch', 'my favourites', and social media icons for Instagram, Twitter, Facebook, and LinkedIn. A 'Sign Up' button is also present. Below the navigation bar is a main menu with 'home', 'places to go', 'whats on', 'discover more', 'trails', and 'places to eat'. The main header features the tagline 'the home of science, arts and inspiration' and a search bar. A large banner image displays various exhibits and events, with a blue overlay at the bottom stating 'Discover amazing exhibitions, inspiring events and great places to eat'. Below the banner is a 'TOP PICKS' section with four featured items: 'Wildlife Photographer of the Year', 'February Family Festival', 'Japan House London Family Workshops', and 'Barbie The Movie: In Concert'. Each item includes a brief description, location, dates, and a 'VISIT WEBSITE' button. At the bottom, an 'EXPLORE WHAT'S HERE' section with a 'SEE ALL' link features four more categories: 'Great Exhibitions', 'February Half Term in South Kensington', 'Free Events in South Kensington', and 'Fun for the Kids', each with a representative image and a short description.

about us our members get in touch my favourites

home places to go whats on discover more trails places to eat

the home of science, arts and inspiration

Discover amazing exhibitions, inspiring events and great places to eat

TOP PICKS

Wildlife Photographer of the Year
Experience the wonder of life on Earth through the world's best wildlife photography. The exhibition is back for its sixtieth year to reveal more of nature's stories.
Natural History Museum
12th Oct - 19th June 2025
10am - 5.50pm
[VISIT WEBSITE](#)

February Family Festival
This February half-term, enjoy the Museums exciting activities celebrating the natural world, from LEGO builds to shows with lifelike dinosaurs.
Natural History Museum
15th - 19th February
Various times
[VISIT WEBSITE](#)

Japan House London Family Workshops
Explore the cultures of Japan this half term with a series of free family-friendly activity workshops at Japan House London.
Japan House London
19th - 19th Feb
Various times
[VISIT WEBSITE](#)

Barbie The Movie: In Concert
Hey Barbie! Dance the night away with Barbie The Movie: In Concert as part of the Royal Albert Hall's Films In Concert series.
Royal Albert Hall
5th March 2025
7.30pm
[VISIT WEBSITE](#)

EXPLORE WHAT'S HERE [SEE ALL](#)

Great Exhibitions
See an exhibition in our cultural & educational venues covering art, photography, design, music, history, science and so much more.

February Half Term in South Kensington
Head to South Ken during half-term for a fun-filled week of events, workshops, drop-in sessions, trails, exhibitions, films and more.

Free Events in South Kensington
From guided tours through the galleries, self-led walks, free displays and galleries covering art, science, design and more.

Fun for the Kids
Enjoy activities for all the family from music, science, arts, performance, film, parks, playgrounds, interactive galleries & so much more.

Things to do/event listings :

DISCOVER SOUTH KENSINGTON

about us our members get in touch my favourites

Sign Up

home places to go whats on discover more trails places to eat


the home of science, arts and inspiration


Search...

Things To Do In South Kensington

What's on in London - here are some themed suggestions of things to do in South Kensington with ideas of what to do with the kids, great photography exhibitions, where to go in the evening, suggestions for grabbing a bite to eat or a drink after work, a list of some of the great exhibitions on in the area or maybe you would like to try something different?


[SEE ALL](#)






Free Events in South Kensington

From guided tours through the galleries, self-led walks, free displays and galleries covering art, science, design and more.




Great Exhibitions

See an exhibition in our cultural & educational venues covering art, photography, design, music, history, science and so much more.




Fun for the Kids

Enjoy activities for all the family from music, science, arts, performance, film, parks, playgrounds, interactive galleries & so much more.




Out & About in South Kensington

There's lots to do outside from boating on the Serpentine, walking tours, the Princess Diana Memorial Fountain, ice cream in Kensington Gardens & more...




Hidden Treasures

Whether visiting for the first time, or multiple times, here are some of the best, but least well-known, exhibits, galleries, & places.




A night out in London

From DJs, films, late night exhibitions, concerts, inspiring talks, immersive performances, sleepovers, Lates, lectures - there is plenty to do here in the evening.



Try something different

Discover jewellery, earthquake simulators, journey to space, fashion, and lots more different events to experience in your visit.



South Kensington in a lunchtime

Looking for an interesting, informative or inspiring lunch hour? Have a look at this selection of quick events and exhibitions to liven up your day!

Competition Pages :

DISCOVER SOUTH KENSINGTON

[about us](#) [our members](#) [get in touch](#) [my favourites](#)

[Sign Up](#)

[home](#) [places to go](#) [whats on](#) [discover more](#) [trails](#) [places to eat](#)

the home of science, arts and inspiration

WIN A NIGHT AT THE MARRIOTT KENSINGTON AND A VISIT TO THE SCIENCE MUSEUM'S VERSAILLES EXHIBITION

We have partnered with the [London Marriott Hotel Kensington](#) and the [Science Museum](#) to bring you the ultimate South Kensington experience! Enter for a chance to win an overnight stay for two at the stylish London Marriott Hotel Kensington complete with breakfast, plus two tickets to [Versailles: Science and Splendour](#) at the Science Museum.

The [London Marriott Hotel Kensington](#) is one of the area's premium hotels and is ideally located near iconic landmarks like Kensington Palace, the Royal Albert Hall, Hyde Park, and the Science Museum. Relax in their spacious, modern refurbished rooms and suites, featuring pillowtop bedding, flat-screen TVs, ample desks, Wi-Fi, and plenty of natural light. Each room and suite features a contemporary design inspired by the Natural History Museum, effortlessly incorporating elements of nature into the décor. Conveniently situated outside the congestion zone and offering on-site parking, it's the perfect base for guests exploring London. As part of our South Kensington experience, you'll also enjoy a delicious breakfast to start your day.


The fantastic prize includes two tickets to the [Science Museum's](#) blockbuster exhibition [Versailles: Science and Splendour](#). Discover this *'satisfying feast of an exhibition'* (Time Out) exploring how the Palace of Versailles used spectacular science to project power and prestige in the 17th and 18th centuries. From iconic royal residence of the past, to Olympic and Paralympic venue today, the Palace of Versailles is famous worldwide for its opulent architecture and rich history.

Described as a *'masterclass in brilliant storytelling'* by the Telegraph and *'a beautiful show'* by the London Standard, visitors are transported back to the French royal court through stunning objects – including a world-famous watch made for Marie Antoinette – and intriguing human stories.


For a chance to win, simply enter below. The lucky winner will be notified by email shortly after the competition's end date, **28th February 2025**. Good luck!

T&CS


- The prize will not be transferable to another person.
- No part of the prize is exchangeable for cash or any other prize.
- Travel costs to the event are not included in the prize.
- The prize is an overnight stay for two at the London Marriott Hotel Kensington and two tickets to Versailles: Science and Splendour at the Science Museum on your chosen date (subject to availability). Breakfast at the London Marriott Hotel Kensington is included up to the value of £50.
- The tickets for Versailles: Science and Splendour must be claimed before the exhibition's



[London Marriott Hotel Kensington](#)



[London Marriott Hotel Kensington](#)



[Versailles: Science and Splendour at the Science Museum](#)

Blog Pages :

DISCOVER SOUTH KENSINGTON

[about us](#) [our members](#) [get in touch](#) [my favourites](#)

[Sign Up](#)

[home](#) [places to go](#) [whats on](#) [discover more](#) [trails](#) [places to eat](#)

the home of science, arts and inspiration

VALENTINE'S DAY IN SOUTH KENSINGTON: THE PERFECT DAY OUT FOR LOVEBIRDS

South Kensington, London's cultural heart, is the ultimate destination for a romantic Valentine's Day. Whether you're planning a first date, a special evening, or a Valentine's outing, here's how you can make the day unforgettable.


1. Romantic Exhibitions to Stroll Through

Take your date on a cultural journey with South Kensington's [great exhibitions](#). From awe-inspiring art to captivating science and history, there's something for every pair to enjoy together.


2. A Cosy Coffee or Sweet Treat Break

South Kensington is brimming with charming cafés and patisseries. Stop by:

- The V&A South Kensington Café:** Sip coffee surrounded by stunning architecture, with elegant cakes and pastries to share.
- The Natural History Museum's Garden Kitchen:** Boasting natural daylight and a clean aesthetic, this romantic spot brings the outdoors inside—perfect for a Valentine's Day coffee break.
- The Institut français' Gazette Brasserie:** A relaxed spot for coffee and conversation at London's most authentic French Brasserie, perfect for unwinding between exhibitions.



[The V&A South Kensington Cafe. The first museum cafe in the world!](#)



[Kensington Gardens](#)

What's On Page with filters :

the home of science, arts and inspiration

Search...

WHAT'S ON

HIDE FILTERS ▲

Date: Please select ▾

Venue:

Audiences:

- Adults
- Family
- Young People
- Schools

Seasonal:

- Christmas
- School holidays

Event types:

- Workshops & Courses
- Exhibition
- Trails & Tours
- Film
- Food & Drink
- Collections & Displays
- Accessible
- Music & Performance
- Nightlife
- Talk
- Other


Misc:

- Last Chance
- Free
- Shopping

Location types:

- In Person
- Online
- Outdoors
- Make at Home

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£1 tickets for a day visit to Kensington Palace


Kensington Palace

1 tickets for a day visit to Kensington Palace are available to anyone in receipt of specific financial support. You can claim £1 tickets for up to six people per household.

Map

[VISIT WEBSITE](#)

♥



A Beautiful Planet 3D (U)

Dates & Times vary


Science Museum

Experience Earth like never before in a breath-taking portrait of the planet captured from the International Space Station on the biggest screen in Europe. See fantastic images of the Earth from the Space Station and gain a new understanding of how wonderful and unique our planet is.

Map

[VISIT WEBSITE](#)

♥



A Musical Journey through Maqam

27th Feb

7pm - 8:30pm

Leighton House and Sambourne House Museum

Join this special musical journey with master of the oud Ahmed Mukhtar and the Taqasim Music School and Foundation. Explore the distinct sound, mood, feeling and energy of Arabic music,

Map

[VISIT WEBSITE](#)

♥

South Kensington Trails :

Routes for exploring South Kensington

Home / Routes

Museums in a Day

Description: Explore some of the highlights from the galleries and displays covering art, design, science and the natural world in South Kensington's extraordinary museums.

[View route](#)

Kids: Sunshine in South Kensington

Description: There are lots of great parks, playgrounds, gardens, trails and activities in South Ken to enjoy outdoors.

[View route](#)

Hidden Treasures

Description: Visit some of the hidden treasures around South Kensington - from galleries across the museums, installations in the Royal Parks, to the RCM's stunning museum of music.

[View route](#)

South Kensington for the art lover

Description: Our museums and galleries have a wealth of art and design to discover - from the collections and temporary exhibitions to the stunning architecture of the buildings themselves.

[View route](#)

Walking the Parks

Description: Kensington Gardens and Hyde Park cover 615 acres of beautiful gardens and parkland, the Serpentine Lido, the Serpentine Galleries, Kensington Palace, the Albert Memorial and many iconic memorials and fountains.

[View route](#)

Science and Technology in South Kensington

Description: South Kensington is London's home of arts and science with world-leading gallery spaces, collections and research centres with so much in a day.

[View route](#)

Routes for exploring South Kensington

Home / Routes / Museums in a Day

A

Natural History Museum

The **Museum** is home to the nation's finest collection of natural history specimens including 80 million specimens spanning 4.5 billion years, from the formation of the solar system to the present day.

Cromwell Road, London SW7 5BD

B

V&A South Kensington

The **V&A** is the world's leading museum of art and design, housing a permanent collection of over 4.5 million objects that span 5,000 years of human creativity.

Cromwell Road, South Ken, London SW7 2RL

C

Science Museum

The **Science Museum** is world renowned for its remarkable galleries and inspirational exhibitions with around 25,000 objects on display including the original Apollo 10 command module and Stephenson's Rocket.

Exhibition Road, South Ken, London SW7 2DD

D

Design Museum

The **Design Museum**'s move to Kensington creates the world's leading museum devoted to architecture and design, encompassing all elements of design including fashion, product and graphic design.

Kensington High Street, London W8 5HQ

Discover South Kensington Advert :



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Your local guide of amazing exhibitions, inspiring events and the innovation happening in the area.

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DISCOVER SOUTH KENSINGTON The home of science, arts and inspiration

WHAT'S ON PLACE & TO EAT TAKE A TOUR

Your Festive Season Starts Here: Christmas in South Kensington!

Get into the winter spirit this festive season in South Kensington! Experience the excitement of [Hyde Park Winter Wonderland](#) with its thrilling rides and giant ice rink, enjoy a cosy evening at the Royal Albert Hall with a [spectacular line-up of music and films](#), or admire the V&A South Kensington's enchanting [Christmas Tree Installation](#), beautifully illuminating the Dome.

Dive into our guide to Christmas in South Kensington! Discover where to find fantastic stocking fillers, enter our competition to win a pair of tickets to the premiere of Cirque du Soleil's jaw-dropping new show, CORTEO, and enjoy fun festive events. Why not make your gifts this year truly memorable with a [membership to one of South Kensington's remarkable cultural institutions?](#)

Discover more

Christmas Shopping in South Kensington

This festive season, make your Christmas shopping an experience to remember! South Kensington's iconic museums and galleries are brimming with one-of-a-kind treasures. Gifting a museum membership is a thoughtful way to share access to world-class exhibitions, exclusive events, and year-round inspiration.

[read more](#)

South Kensington's Christmas Highlights

Whether you're after a cosy concert, a family-friendly event, or a chance to try your hand at festive crafts, South Kensington has plenty to offer this Christmas. Plan your visits and make the most of the season's magic!

[read more](#)

Competitions

Win 2x tickets for the premiere of Cirque du Soleil's CORTEO

Royal Albert Hall

To celebrate 40 years of dreaming the impossible, Cirque du Soleil returns to London's Royal Albert Hall in January 2025, with one of their most joyous and jubilant shows, CORTEO and we are giving away a pair of tickets to the premiere.

[read more](#)

Poetry After Kafka

Goethe-Institut
3rd Dec 7pm - 9:30pm

Hear three contemporary poets – Francesca Beard, Gale Burns and David Constantine – present their own work, read excerpts from Kafka and discuss his influence on writing and poetry. With an introduction by and the participation of Professor Carolin Dittlinger.

[read more](#)

Family Fun: Phantasmagorical Christmas Cards

Legation House and Sainsbury House Museum
14th Dec 11am-12:30pm & 2:30pm-4pm

Did you know that the first Christmas card in England was sent in 1843? Create your own unique collaged and decorated Christmas cards, inspired by the weird and wonderful designs of this very Victorian tradition.

[read more](#)

SOUTH KEN ZEN+ Let's make South Kensington greener and better prepared for climate change

Give us your thoughts!

South Ken ZEN+ Stakeholder Engagement Webinar

Online
10th Dec 4pm - 5pm

As part of our ambitions to help South Kensington to become a Zero Emissions, Nature Positive neighbourhood, over summer 2024 we carried out a range of online and in-person activities to gather views of people locally on how climate change is affecting the neighbourhood.

The findings provide a valuable foundation for exploring collaborative neighbourhood projects in the future. Explore the results and insights in the [Stakeholder Engagement Report](#) or join our [webinar on 10th December at 4 pm](#).

[read more](#)

Discover South Kensington is an initiative of the Exhibition Road Cultural Group, a partnership of the cultural and educational organisations in and around Exhibition Road, South Kensington.

Our partners include:

The Design Museum	Royal Borough of Kensington and Chelsea
Goethe-Institut	Royal Brompton Hospital
Imperial College London	Royal College of Music
Institut français	Royal Commission for the Exhibition of 1851
The Ismail Centre	Royal Geographical Society (with IBG)
Kensington Palace	The Royal Parks
Natural History Museum	Serpentine Galleries
Royal Albert Hall	The Science Museum
South Kensington Estates	V&A South Kensington
Royal College of Art	The Royal Society of Sculptors
Cromwell Place	Japan House
	Westminster City Council

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Discover South Kensington Business Card

Sarah Berresford

HEAD OF MARKETING AND COMMUNICATIONS

Exhibition Road Cultural Group
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EG281 (Earth Galleries Bridge Room)
Cromwell Road
London, SW7 5BD
020 3837 0300
sarahb@exhibitionroad.com

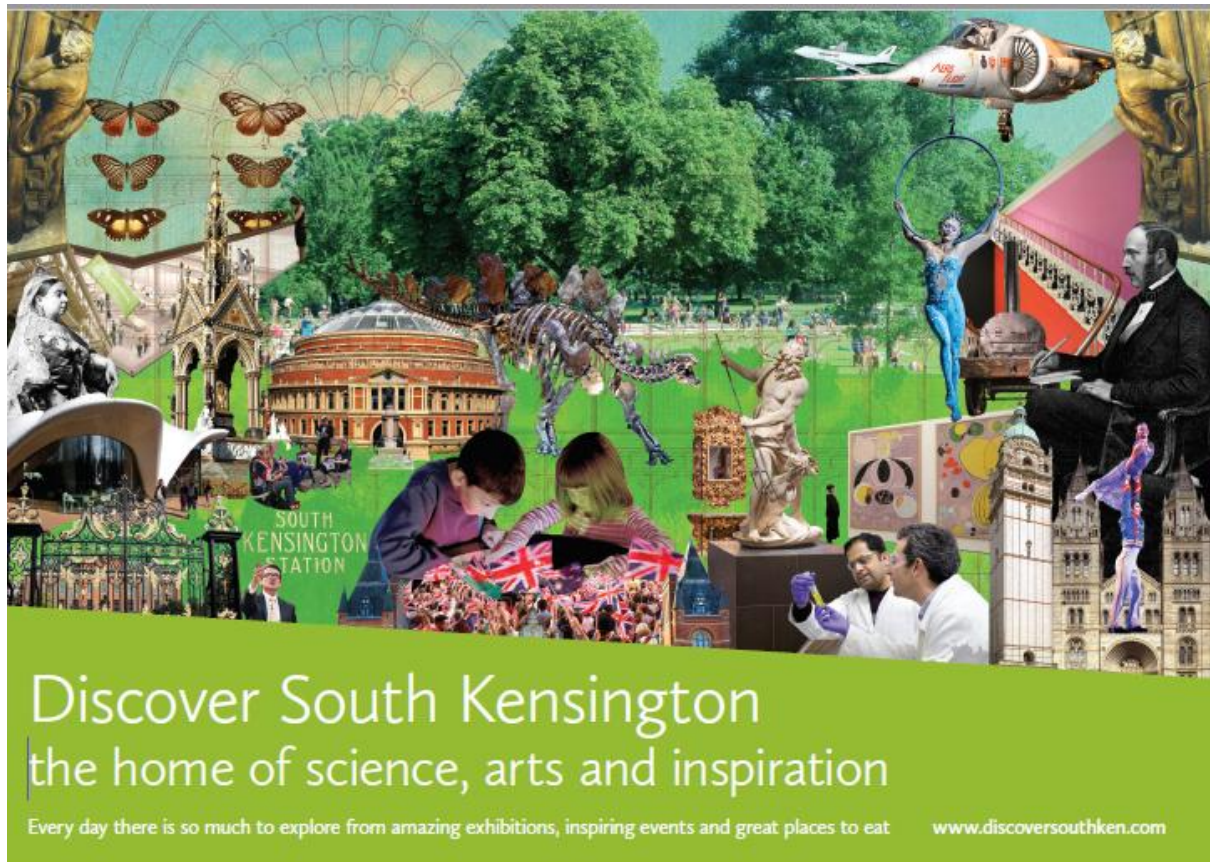
discoversouthken.com
southkenzen.org



**SOUTH
KEN
ZEN+**

initiatives of the Exhibition Road Cultural Group

Discover South Kensington Poster :



Discover South Kensington Map (handed out at Imperial's Student Welcome Events) :
(Not used very much, particularly as the design feels very dated)





Exhibition Road Research

Report v3

October 2019

▶ morris
▶ hargreaves
▶ mcintyre

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Summary of key findings

Already a very well-visited area

Claimed attendance to the Exhibition Road area, including parks, shops and amenities, is high. 69% of Londoners claim to have visited in some capacity in the past year or so. But we must be cautious of ‘overclaim’. Excluding parks, shops and amenities, 61% of Londoners claim to have visited.

6 organisations dominate associations

% associated with the area:

- Natural History Museum (59%)
- Science Museum (57%)
- Royal Albert Hall (57%)
- Kensington Palace (56%)
- Royal Parks (55%)
- V&A (50%)

Cultural, but not scientific associations

Whilst the Science Museum is in the ‘big 6’ organisations associated with the area, overall, the area is considered to be cultural. Associations with science and education are less prevalent.

A stimulating asset to London

There are strong positive associations with the area. It is seen as an asset to London, particularly providing intellectual stimulation for families, in an attractive location. The road itself is considered aesthetically appealing, with recent capital developments adding to the appeal.



Summary of key findings

Some barriers prevent further uptake

There is a common set of barriers at play:

- Tourist destinations means overcrowding
- Particularly busy tube station
- Wrap around food and drink offer limited
- Some concerns around road safety
- Some perceptions of 'elitism'

Not a fully coherent destination

Whilst the area is considered to comprise some of the world's greatest museums and galleries (less associated with scientific and educational orgs as described) it isn't generally considered as a coherent, joined up and animated destination for Londoners. The venues drive visits, not the area as a whole.



Events have strong potential

Free events, such as the Great Exhibition Road Festival had strong appeal. They are a demonstration of the type of joined up activity required for the area to be seen as more of a destination. But this could be made more permanent, with food, drinks and craft markets, and coordinated cross-organisation programming.

A cooler brand required for Londoners

Whilst the area is extremely well visited, the seeming lack of coherence as a destination is reflected in perceptions of the brand. Audiences want a more memorable brand name – such as 'South Ken.' 'Discover South Ken' also has potential and a corresponding visual identity and design that is more contemporary and relevant; reflecting the significance of the area.

Summary of key findings

Families over-index at certain venues

Four in ten (44%) Exhibition Road Users have made a visit to the area with children under the age of 16. Families are more likely to live in the area, and are more likely to visit one of the museums and cultural venues and stay there for the whole visit. Families over-index in claimed attendance at particular venues including:

- Natural History Museum (+28%)
- Science Museum (+31%)
- Free outdoor events on Exhibition Road (+15%)

A pedestrian friendly environment is key

Family Users have strong social motivations to visit the Exhibition Road area – it is an attractive location with a lot to offer, however this group also value the intellectual stimulation the area has to offer, and associate the area with culture.

A pedestrian friendly environment is paramount for family Users. Families felt overcrowding is a key concern when visiting with children. Allaying safety concerns will be paramount in order to attract and retain family groups.



Introduction

This report presents data from an online population survey of 999 adults (aged 16 years or over) in Greater London. The data is weighted to ensure it is representative of the region by key demographics. Throughout, findings are compared against an equivalent study undertaken in 2006. However, the improvement in research methodology from 2006 (telephone survey of 450) means these comparisons are made with caution. Two focus groups were also undertaken and contribute to findings.

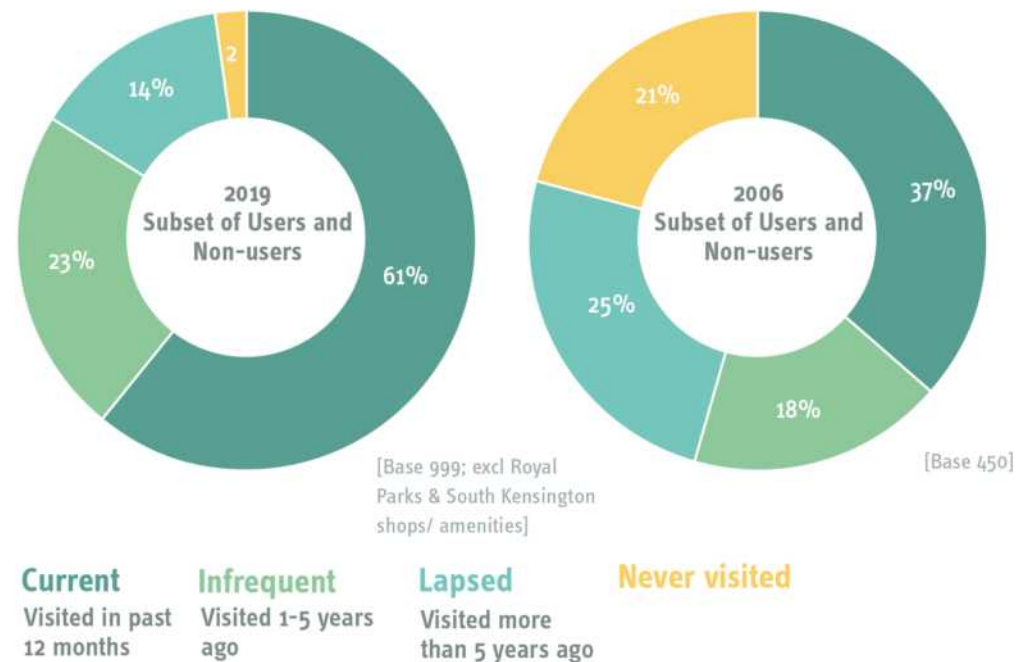
Key terminology	
Users	Adults (aged 16 years or over) in Greater London who have visited venues (inc. parks, shops and amenities) in the Exhibition Road area within the past 5 years.
Current visitor	Users who last visited venues in the Exhibition Road area within the past 12 months.
Infrequent visitor	Users who last visited venues in the Exhibition Road area between 1 and 5 years ago.
Non-users	Adults (aged 16 years or over) in Greater London who have either never visited any venues (inc. parks, shops and amenities) in the Exhibition Road area, or last visited more than 5 years ago.
Lapsed visitor	Non-users who have visited venues the Exhibition Road area, but last did so more than 5 years ago.
Never visited	Non-users who have never visited any venues in the Exhibition Road area.

Already a well-visited area

61% of Londoners claim to have visited in a year

- **84%** of the Greater London adult population claim to be **Users** of the Exhibition Road area, having visited venues in the area within the past 5 years. This compares with **54%** in the 2006 study.
- **61% claim to be current visitors**, having visited venues in Exhibition Road within the past 12 months.
- There is likely to be a high level of **‘overclaim’** to consider. We have removed respondents who have only visited parks and shops in the area as a filter for the high overclaim, arriving at a more realistic figure. The unadjusted claimed attendance is larger at 69%.

Subset of Users and Non-users of Exhibition road area



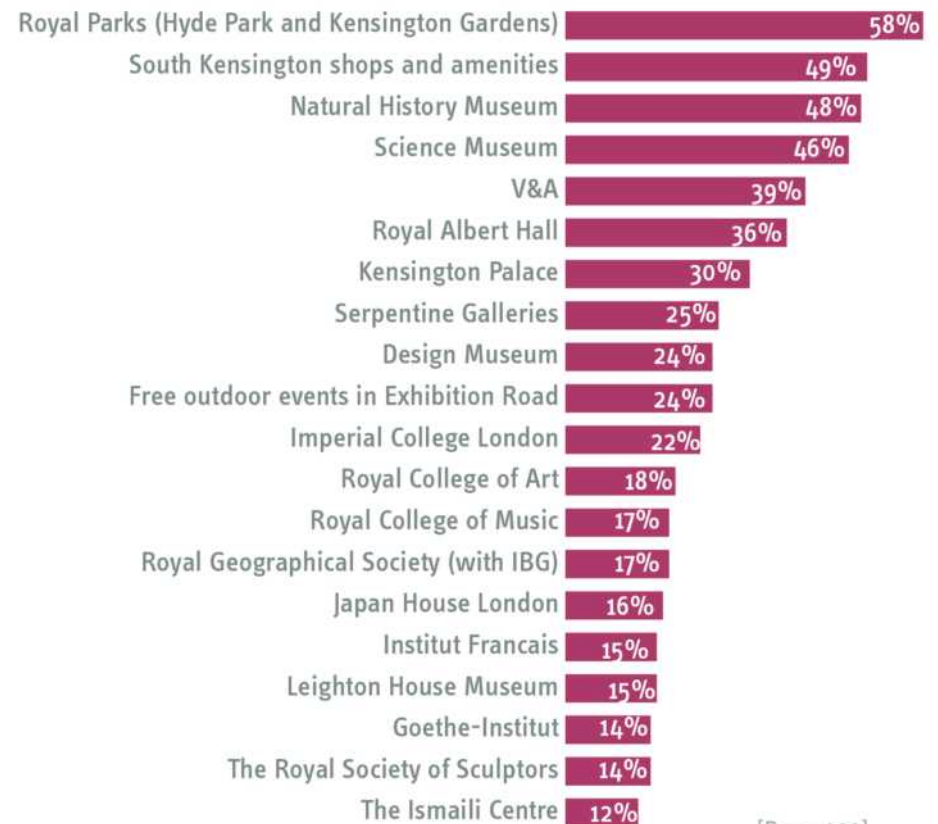
Note: In 2006 respondents were given a description of the Exhibition Road area and were then asked if they had visited. In 2019, respondents selected which of the Exhibition Road venues they had visited. The adjacent model illustrates 2019 data, excluding parks, shops and amenities in order to filter out the level of overclaim. In order to compare to the 2006 study, hereon in, references to User/Non-users include parks, shops and amenities.

Highest attendance at the parks

- Respondents were asked if they attended any of the venues in the Exhibition Road area.
- Highest claimed attendance was at Royal Parks, followed by the surrounding shops and amenities in the area. Then follow the largest museums.
- It is important to note that this is ‘**claimed**’ attendance at these venues. It is common for respondents to believe they have visited more recently than they have in reality.

A high proportion of visits to venues also include the parks and amenities. Respondents were able to select more than one option, therefore rather than being evidence of overclaiming attendance, the high levels of claimed attendance at the Royal Parks and South Kensington shops and amenities reflects the fact these are an adjunct to many venue visits, hence their incidence levels increase.

Claimed attendance at Exhibition Road venues within the past 2 years

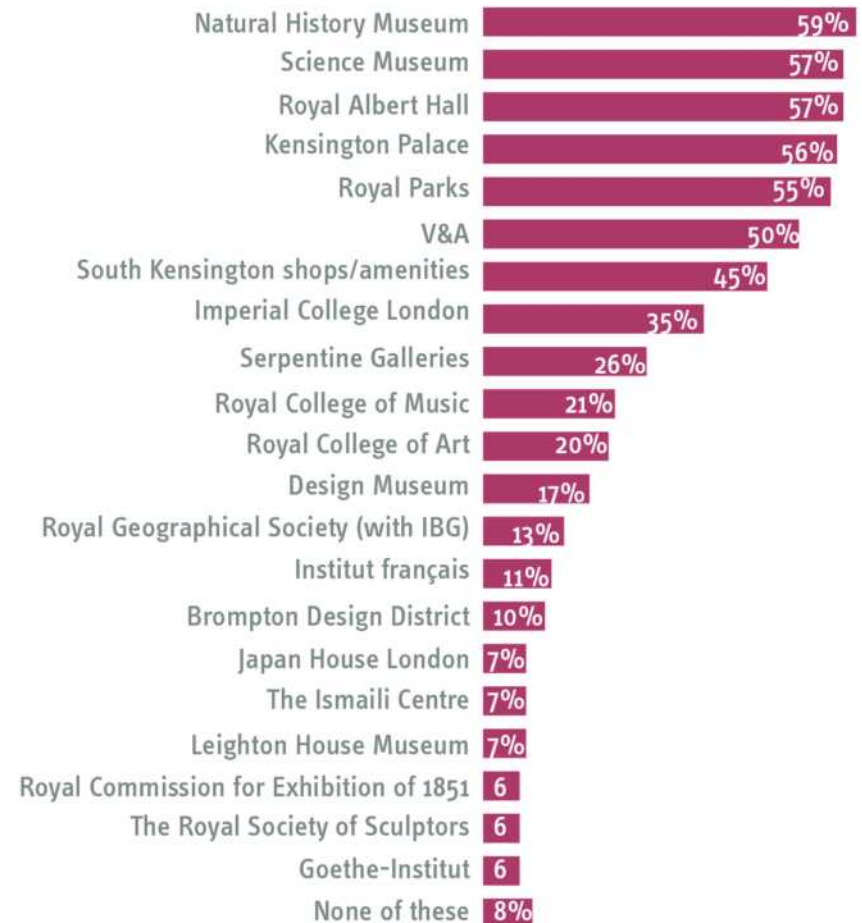


[Base: 999]

Venues situated on the Road itself boast highest brand association

- Respondents to the population survey were asked which organisations they associated with this area of London.
- Six institutions dominated perceptions.
- Kensington Palace is more associated with the area than is actually visited. This reflected focus group findings, whereby people described visiting several years ago but lacked an incentive to return.
- Non-family Users were significantly more likely to associate the area with the Royal Albert Hall (67%), and the V&A (61%).
- Users who have visited the Exhibition Road area with children were significantly more likely to associate the Design Museum (24%) with the area, however under-indexed on their association of the V&A (42%).
- Family users over-index* in claimed attendance (visited several times or once in the past 12 months) at expected venues, notably NHM, Science Museum and Kensington Palace.

Association of venues with Exhibition Road area



[Base: 999]



*Over-index: Data point is significantly higher than overall proportion of adults in Greater London.

Growth at venues reflects population estimates

- Whilst the data demonstrates a common level of overclaim in attendance, by triangulating this data with known visit figure data to museums on Exhibition Road, we can estimate that the level of overall growth cited from 2006 to 2019 is broadly inline with growth at three of the area’s biggest museums.
- Science Museum (+57%), NHM (+67%) and V&A (+103%) have all reported massive growth in the past 15 years. In combination, they received 5.26m more visits in 2018/19 compared with 2005/06.
- Using visitor survey data gathered at these venues, we can estimate that between 20% and 30% of all of these visits are made by Londoners. Therefore, we can estimate that there were around 1.25m more visits from Londoners to just these three venues in 2018/19 compared with 2005/06.

Source: MHM visitor survey conducted at the three venues cited.

Visits (total)	2005/06	2018/19	+/-	
Science Museum Group	2,019,931	3,167,930	1,967,437	+57%
Natural History Museum	3,200,645	5,349,428	2,148,783	+67%
V&A	1,902,587	3,870,024	1,147,999	+103%
Total	7,123,163	12,387,382	5,264,219	+74%

Source: DCMS published visit figures

- Whilst comparisons between the 2006 market data and the 2019 market data are made with caution, in light of the +74% growth in visits to three of the major venues in this time, the increased proportion of Londoners claiming to have visit the area overall in this period isn’t unrealistic.

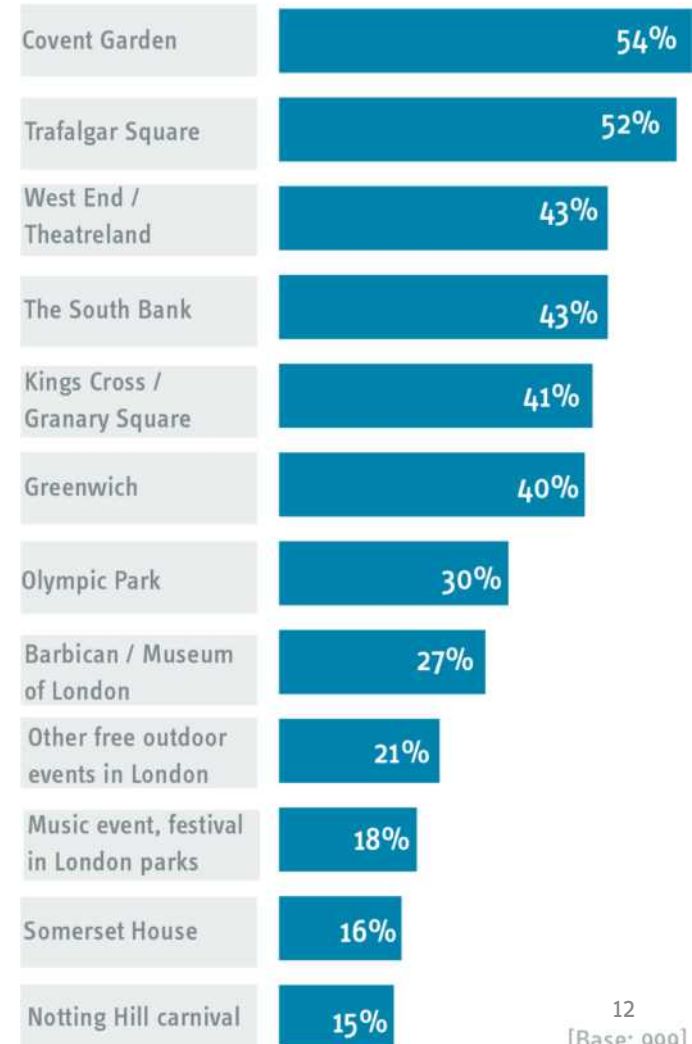


Comparable visits with other areas

Respondents in the population survey were asked which other areas of London they have visited in the past 2 years. This direct approach requires the respondent to be aware of what is considered to be in the area of 'Greenwich', for example. This question approach is different to that used to estimate attendance at Exhibition Road displayed on page 8. In that case, respondents were asked to name which specific venues in the area they had attended. From these claimed attendances at specific venues, we could then derive overall attendance to Exhibition Road. As described on page 8, it is likely that this has resulted in a level of overclaim in attendance, more so than the data displayed on this page. The difference in question approach means we have made limited and indicative only comparisons between the two data points.

- With the above caveat in mind, indicatively this data suggests that visits to the Exhibition Road area are broadly comparable with these other destinations. Indeed data suggests that visits to Exhibition Road may be on a par with or exceed the South Bank.
- The highest attendance was at Covent Garden (54%), followed closely by Trafalgar Square (52%).
- Families were significantly more likely to have visited Greenwich (49%) and Olympic Park (39%) in the past 2 years. Trafalgar Square (55%), Covent Garden (54%), Kings Cross/Granary Square (44%) and the South Bank (42%) were also among the top places visited. This compares with four in ten (44%) Exhibition Road Users who had made a visit to the Exhibition Road area with children.
- South Bank and Westminster boast close proximity to the waterside where children can play and provide relaxing experiences for adults and families alike.
- Non-families were significantly more likely to have visited West End / Theatreland (57%), Covent Garden (69%) and South Bank (51%).

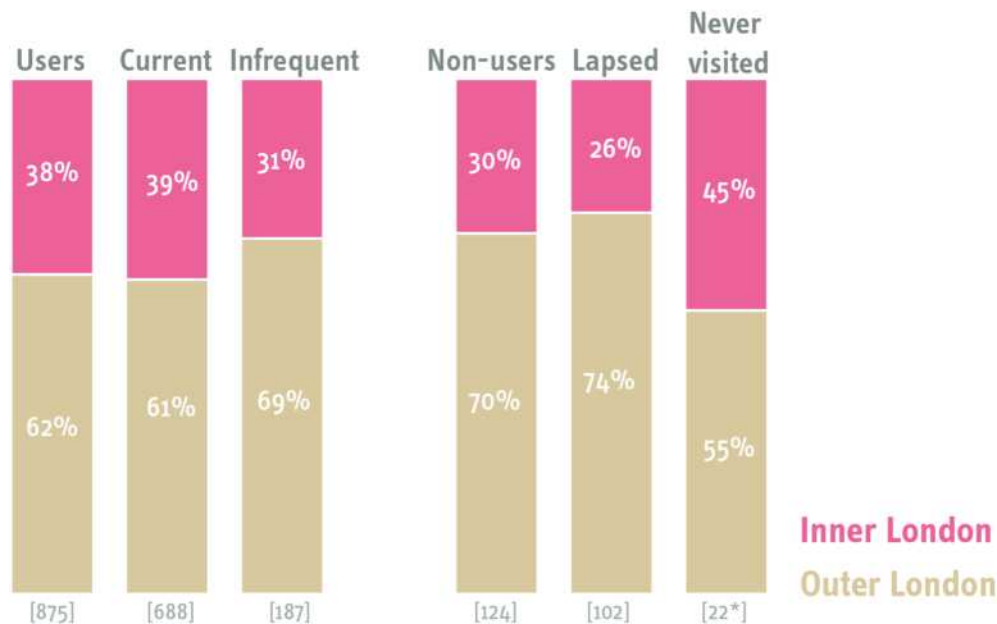
Places or events visited in past 2 years



Who visits Exhibition Road?

38% of users originate from Inner London

Inner/Outer London breakdown 2019



*Due to sample size (below 100) these proportions are indicative only.

The population survey found that 38% of Users of Exhibition Road were from the Inner London boroughs, with the remaining 62% being from the Outer London boroughs. The actual population split of Greater London is 40% Inner London, 60% Outer London.

This indicates Inner Londoners are just as likely to attend than those originating from Outer London, highlighting proximity is not a factor.

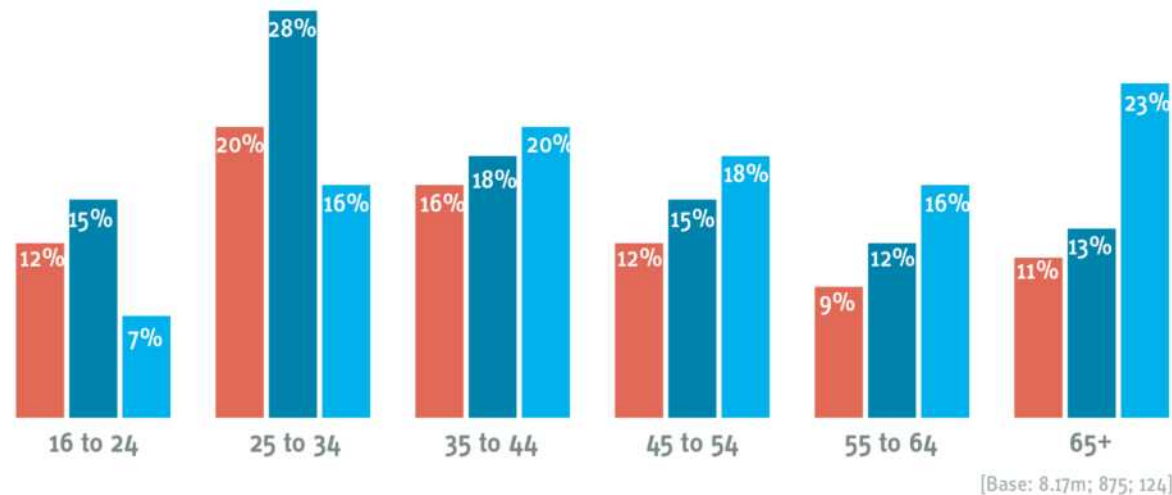
A significantly higher proportion of respondents aged 25 to 34 originated from Inner London (45%).



A younger age profile amongst Users

Proportional comparison of age

Greater London population
Users
Non-users

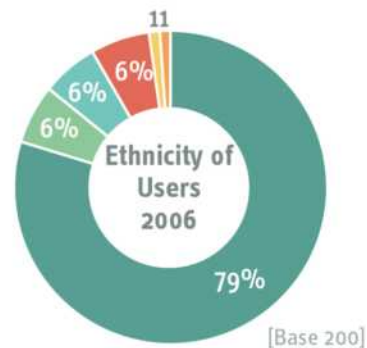
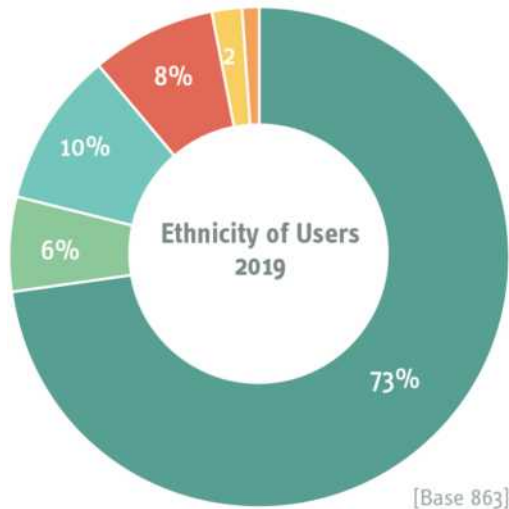


The population survey found an over-representation of adults aged 25-34 years amongst Users (28%), as compared to their relative proportions in the Greater London population (20%). Non-users were significantly more likely to be aged 65+ (23%).



A quarter of Users identify as BAME

Ethnicity of Exhibition Road Users



White
Mixed
Asian
Black
Chinese
Other

Census figures show that 40% of the population of Greater London identify as BAME.

The population survey found that 27% Exhibition Road Users identify as BAME.

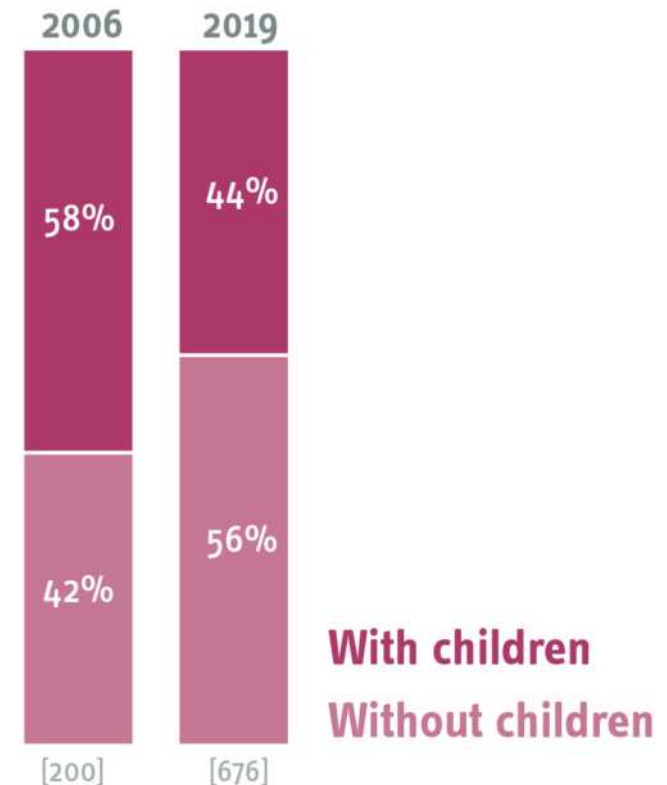


44% of Exhibition Road Users made a visit with children

The population survey found that 44% of Greater London adults who had visited venues in Exhibition Road in the past 12 months had visited with children under 16 years of age. This compares to 58% of Exhibition Road Users in 2006.

London National museums and galleries saw non-family visits remain consistent in 2018/19. IWM North and the V&A saw significant increases in independent adult visits. Venues overall experienced a marginal increase in family visits.

Exhibition Road Users - visited with children aged 16 or under



Exhibition Road museums attract high proportions of children in family groups

Figures published by DCMS indicate there were 47.3m visits to DCMS-sponsored museums and galleries in 2017/18. Of these visits, 17% were made by children under the age of 16. A third (34%) of all visits made to the Natural History Museum and Science Museum, and 7% of all visits to the V&A were made by children. This compares with 11% of visits to the British Museum, 9% of visits to the Tate Gallery sites, 6% of visits to the National Gallery and only 2% of visits to the National Portrait Gallery in 2017/18.

DCMS Under 16 visitor figures	2015/16	2016/17	2017/18
Science Museum Group	1.75m	1.60m	1.63m
Natural History Museum	1.33m	1.10m	1.20m
V&A	550k	487k	584k

British Museum	1.03m	797k	888k
Tate Gallery Group	443k	591k	699k
National Gallery	391k	400k	500k
National Portrait Gallery	153k	156k	146k

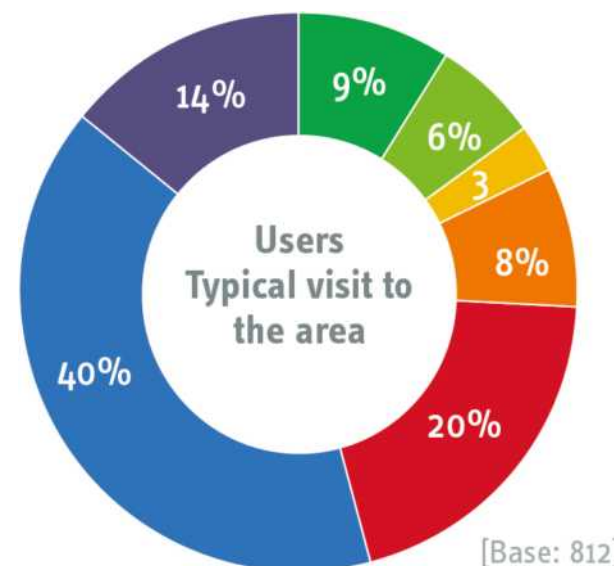
Source: <https://www.gov.uk/government/statistics/sponsored-museums-and-galleries-annual-performance-indicators-201718>



**One venue + park/amenities most common
user journey**

Nearly half of users typically combine a visit to an attraction with the park or local amenities

- The population survey asked users to state what a typical visit to the Exhibition Road area generally comprised for them.
- For the highest proportion of users, a visit to the area comprises either a visit to one venue only (20% compared to 22% in 2006) or to one venue and the park or local amenities (40% compared to 45% in 2006).
- Family users are more likely to live in the area (15% versus 7%), and are more likely to visit one of the museums and cultural venues and stay there for the whole visit (20% versus 14%).



One venue per visit

One venue and amenities/park

Two or more venues per visit



‘Popping down’ to the area not common behaviour

- Focus group respondents said they come for a targeted visit; a specific event or exhibition.
- Users try to ‘pick their moments’ – this is often planned around social activities, meeting friends.
- This reflects how busy central London is. Visiting in midweek requires orchestration around peak travel times, and the busyness of travelling back in on weekends is a deterrent.

‘If galleries and museums are close to each other I try to pick a date that I can see all the exhibitions in one.’ User

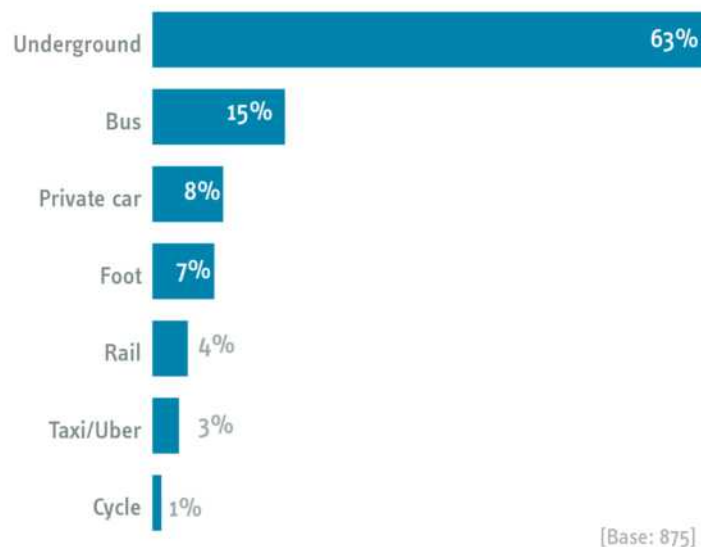
‘If I’m planning a visit to here I try to choose a late night event because it’s time to have less people and I would say more...less people!’ User

‘If we haven’t planned and we are in the city we go for a walk, but if there’s a thing...a museum or something, it is usually planned.’ User

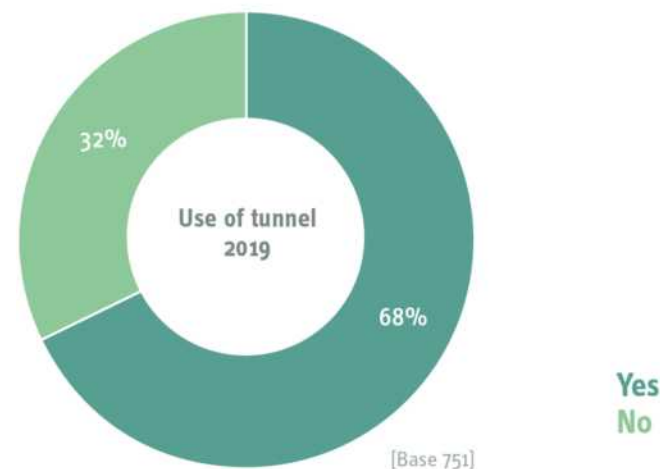


Underground is the most common mode of transport

How Users travel to Exhibition Road area



Exhibition Road Users - Use of pedestrian tunnel



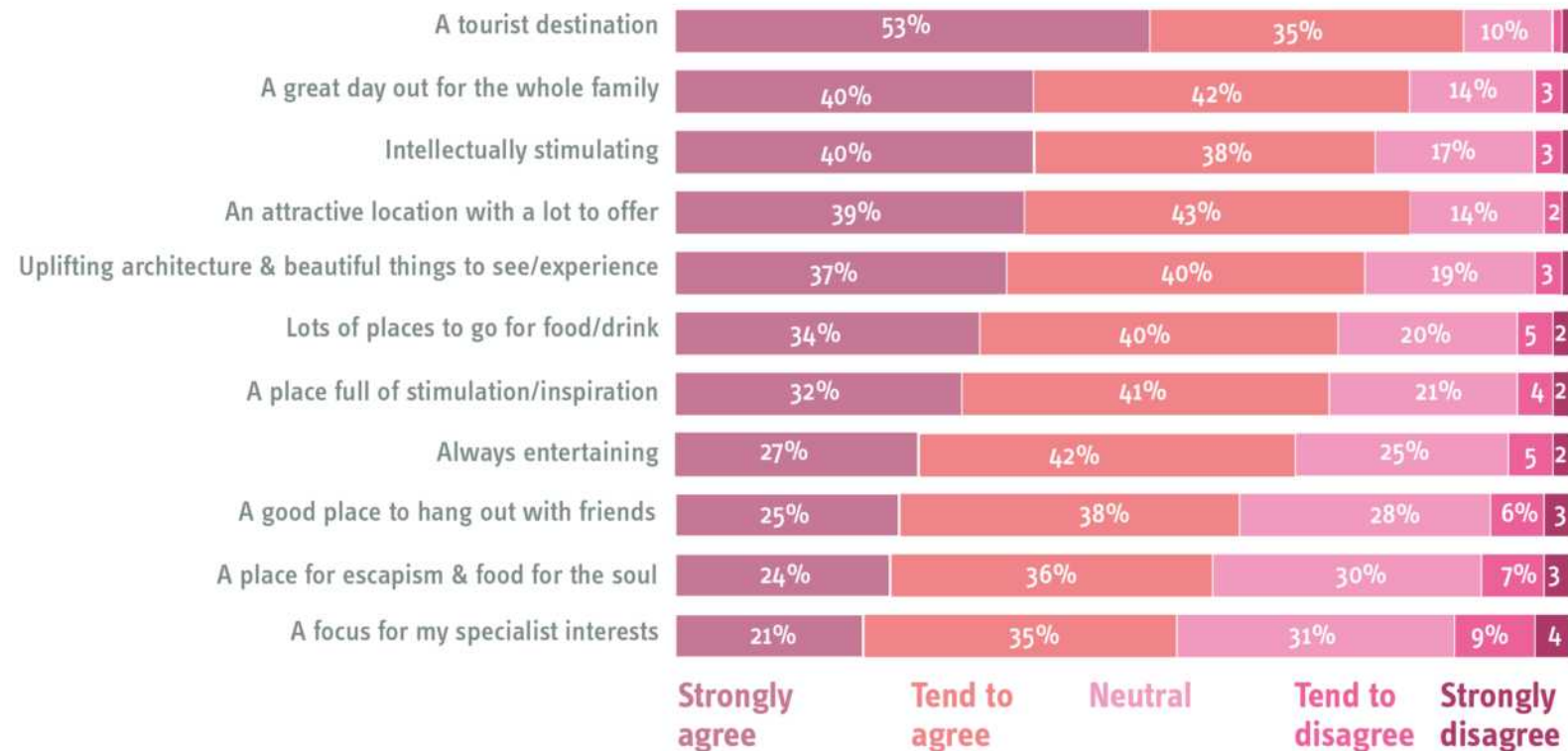
Respondents were asked 'Do you ever use the pedestrian tunnel linking South Kensington Underground station to some of the attractions in the area?' The model above applies to visitors to Exhibition Road venues. 68% of Exhibition Road Users said they do use the tunnel. Over three quarters (78%) of Exhibition Road Users with children under 16 said they use the tunnel. The most common mode of transport for families was the Underground (54%), followed by private car (16%).



Not necessarily seen as a destination

Predominantly positive brand associations

Please indicate the extent to which you would agree/disagree with the following descriptions of the area...

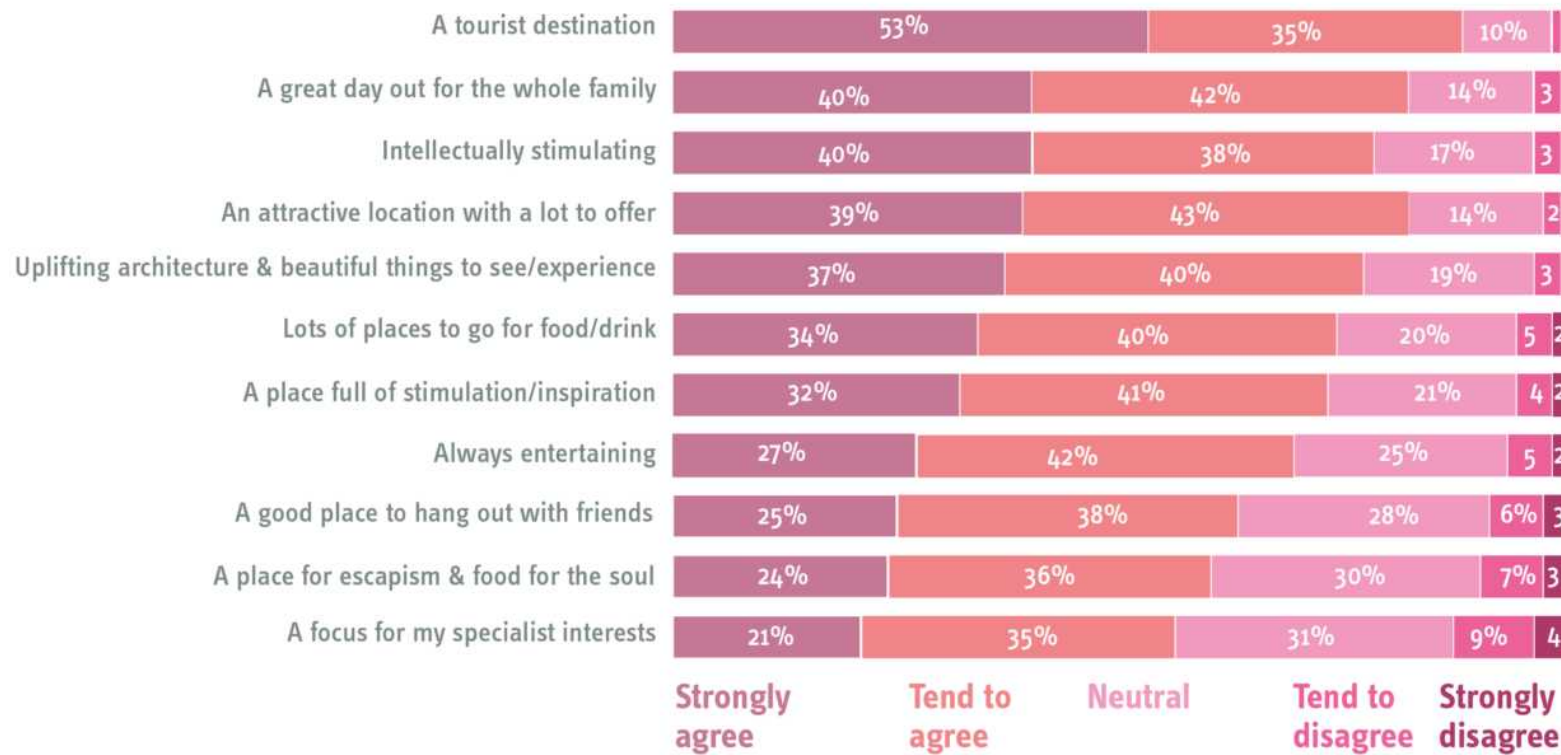


[Base 979; 978; 976; 978; 980; 966; 980; 972; 970; 962; 967]

Respondents were given the following introduction and question: ‘The cultural and educational organisations in and around this area of South Kensington and Exhibition Road, (listed above) work together to improve and promote the area. Please indicate the extent to which you would agree/ disagree with the following descriptions of the area...’ The model above represents the overall response for Londoners.

Exhibition Road destination appeals to social and emotional motivations

Please indicate the extent to which you would agree/disagree with the following descriptions of the area...



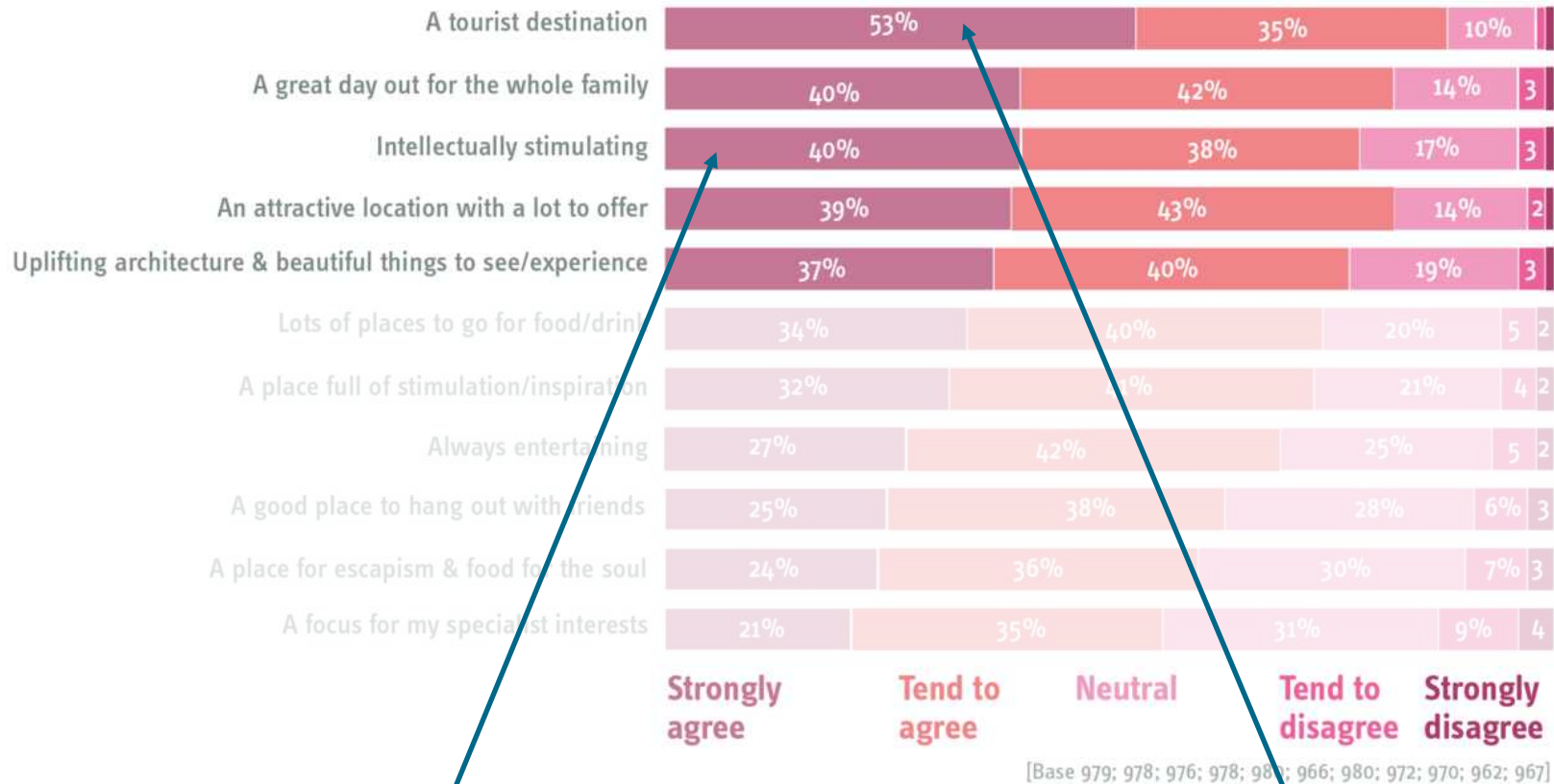
[Base 979; 978; 976; 978; 980; 966; 980; 972; 970; 962; 967]

The association of the area as a tourist destination, a great day out and attractive location with a lot to offer highlight prominent **social motivations** among Users and non-Users alike.

Intellectual stimulation is key, closely followed by **emotional** motivations, such as uplifting architecture and beautiful things to experience.



Please indicate the extent to which you would agree/disagree with the following descriptions of the area...

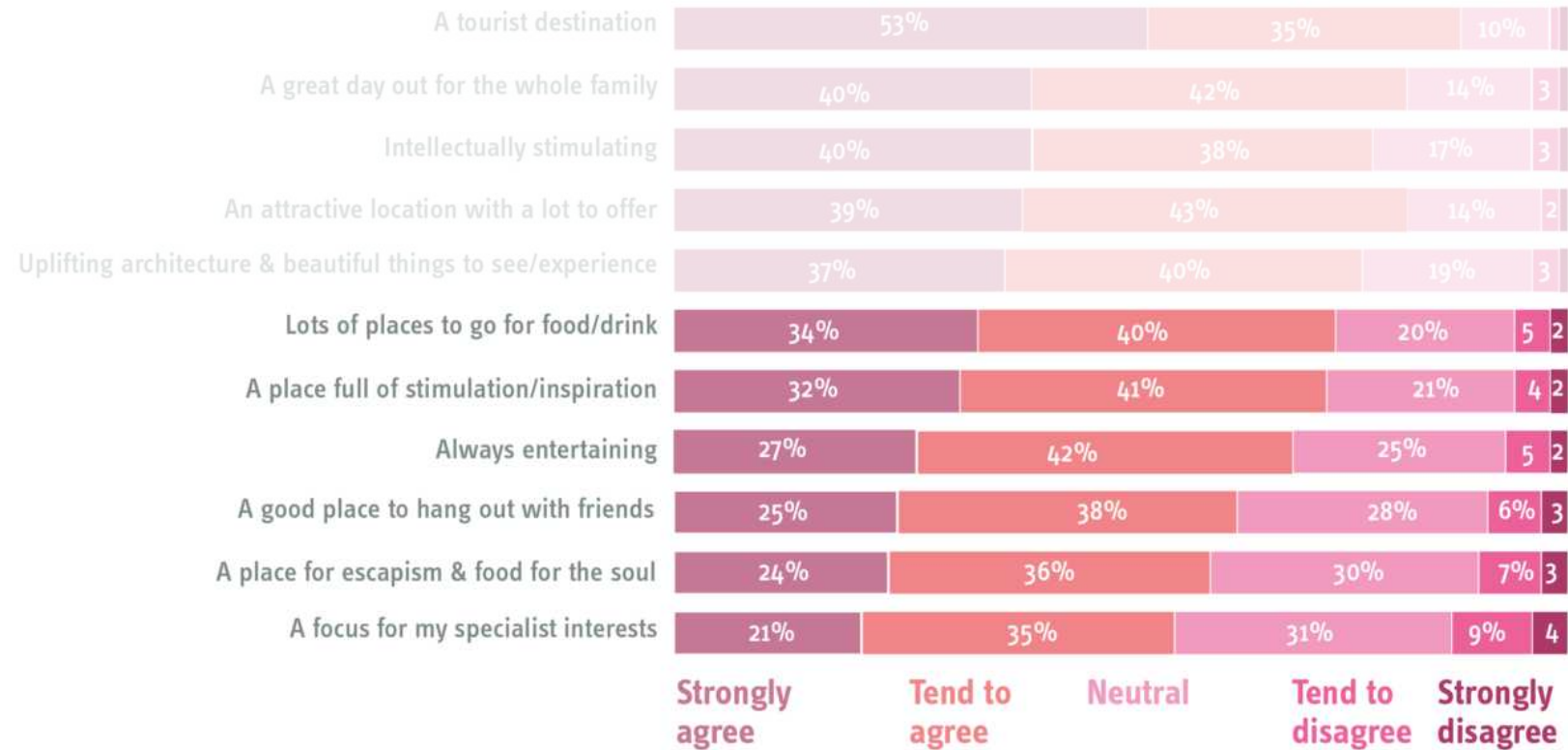


These are positive brand associations. **Variety, family** offer and **intellectual** stimulation are all consistently articulated by users.

The high score for 'a tourist destination' could be interpreted as both positive and negative. In focus groups, this was largely construed negatively, as it brought **overcrowding**.



Please indicate the extent to which you would agree/disagree with the following descriptions of the area...

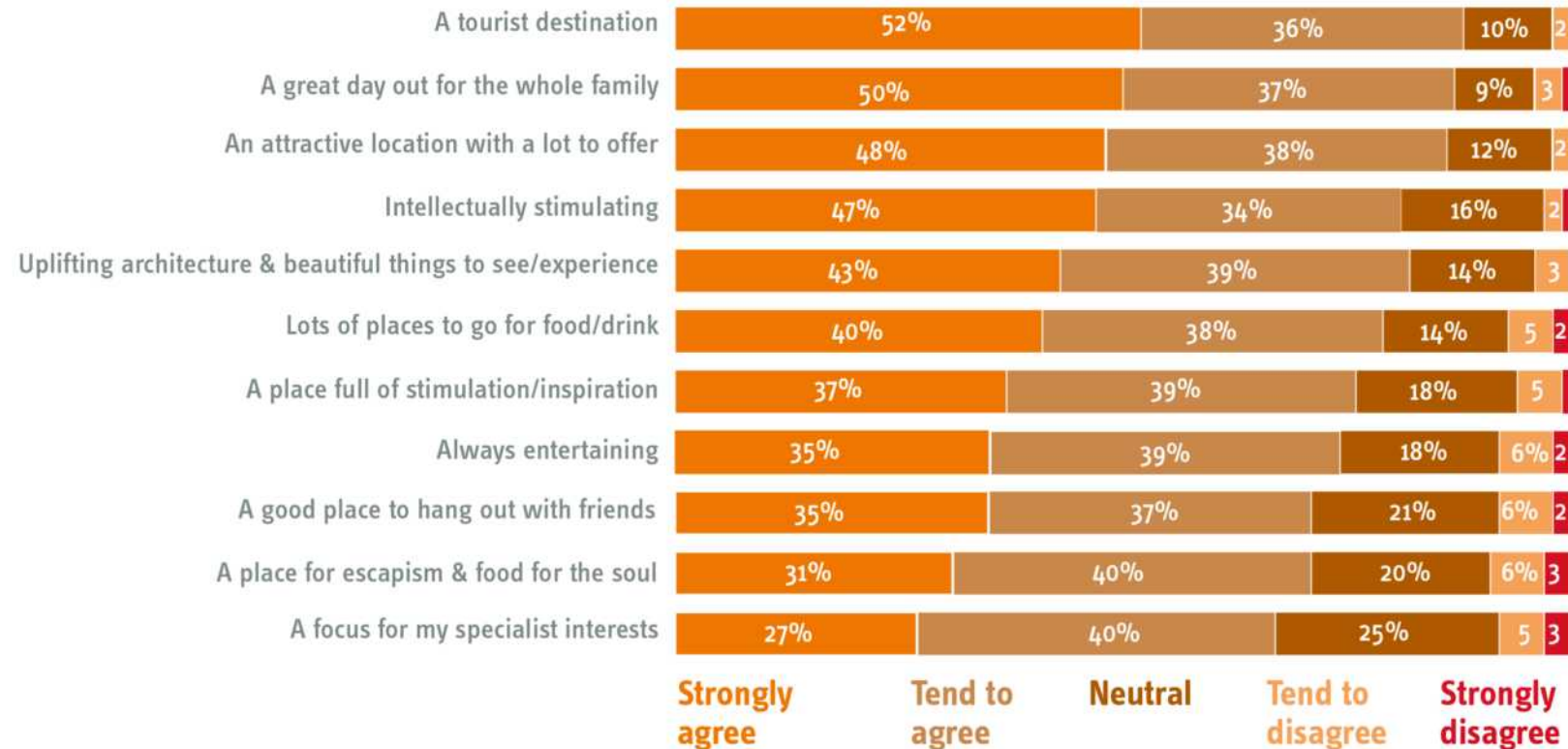


[Base 979; 978; 976; 978; 980; 966; 980; 972; 970; 962; 967]

The positive associations within this list start to **drop away**. Some of the lower scoring factors in here were repeated in the focus groups, and explored more as we go through.



Family Users - Please indicate the extent to which you would agree/disagree with the following descriptions of the area...



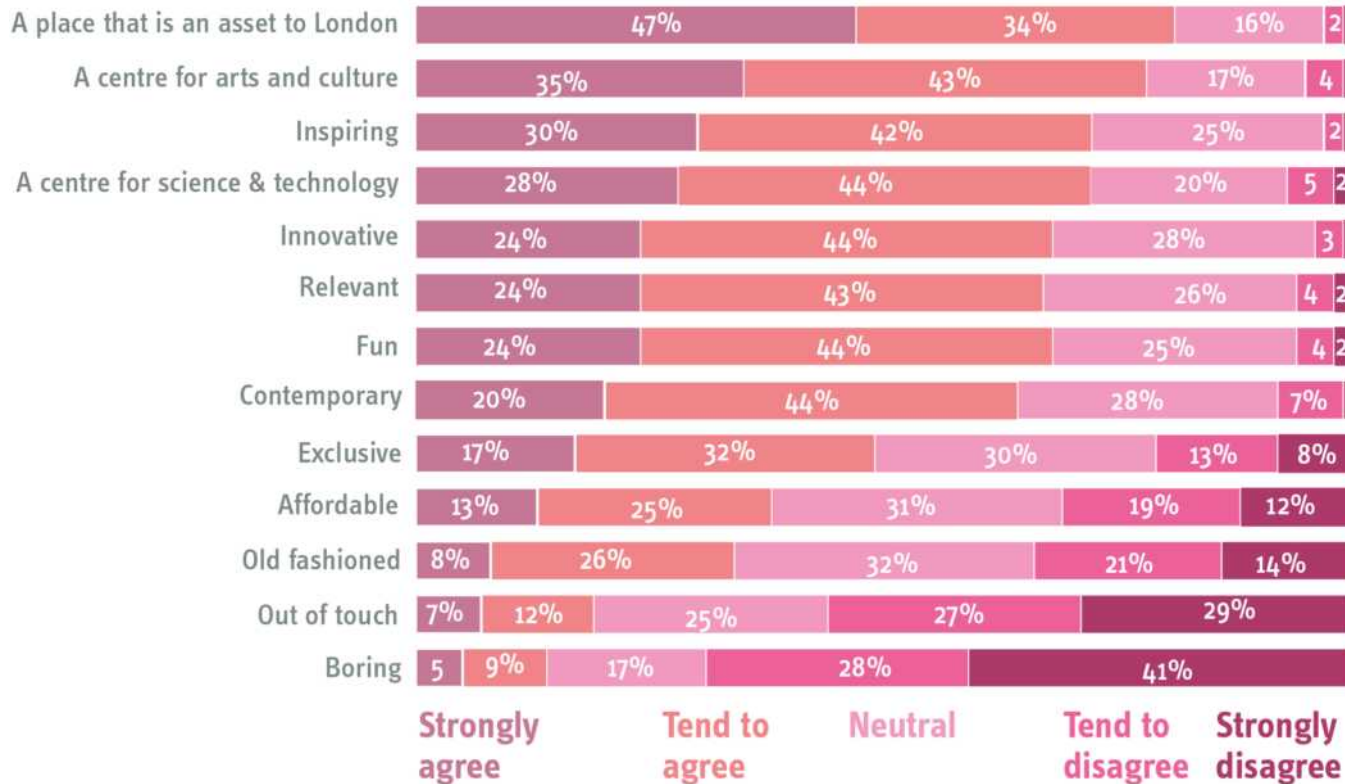
[Base 297; 299; 299; 300; 298; 293; 299; 299; 298; 296; 294]

This shows the response of **Family Users**. Family Users were significantly more likely to agree the area is a **great day out for the family** and is an attractive location with a **lot to offer**. Family Users over-index on agreement that the area is always **entertaining** and **intellectually stimulating**. However, fewer feel there are lots of places for **food/drink**, which was reflected in the focus groups generally.

Responses among non-family Users were broadly on a par with the overall proportion of Londoners. 43% strongly agree the area is an attractive location with a lot to offer and 44% strongly agree the area is intellectually stimulating.

Over three quarters agree the area is an asset to London

Please indicate the extent to which you would agree/disagree with the following descriptions of the area as a whole...

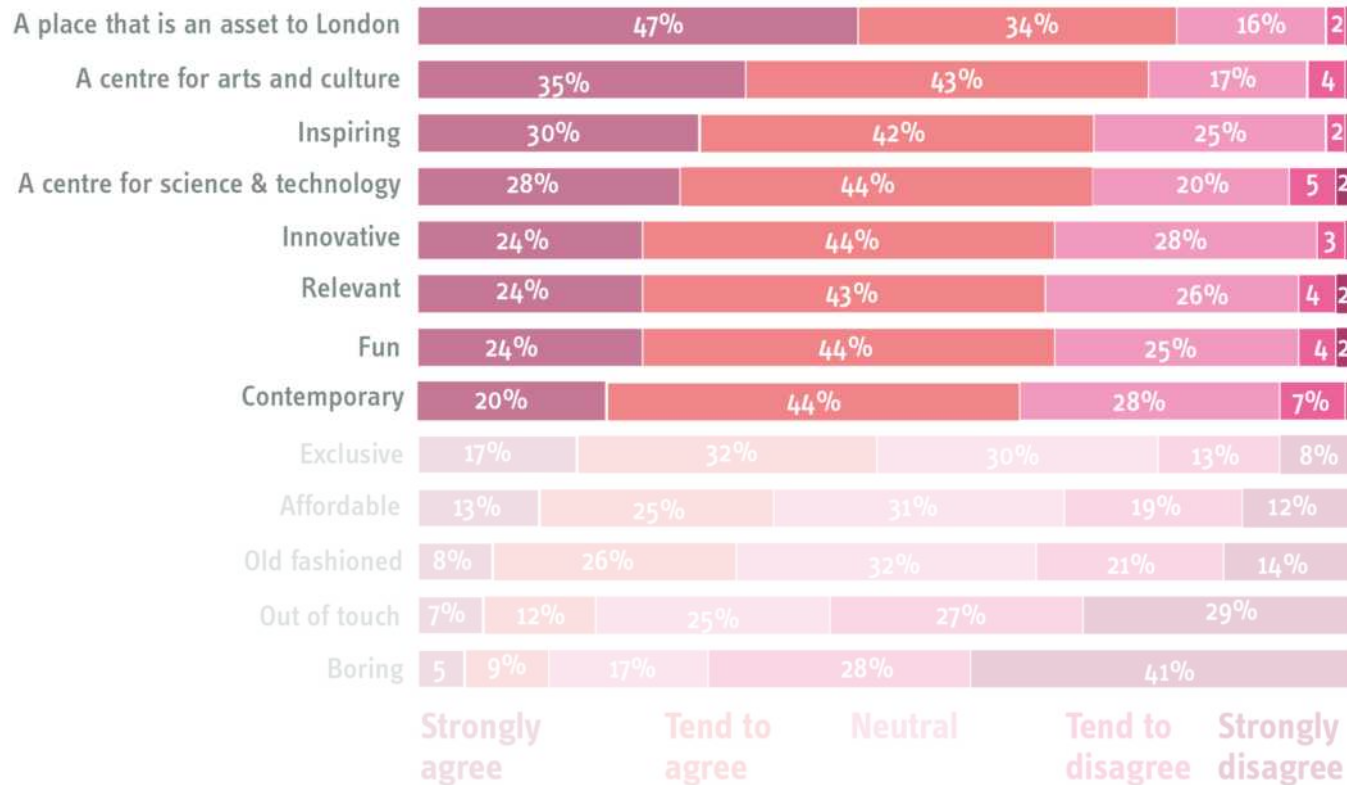


[Base 975; 960; 973; 961; 956; 975; 972; 964; 971; 974; 966; 957; 967]

Respondents were given the following introduction and question: ‘The cultural and educational organisations in and around this area of South Kensington and Exhibition Road, (listed above) work together to promote the area. Please indicate the extent to which you would agree/ disagree with the following descriptions of the area as a whole...’ The adjacent model represents the overall response for Londoners.



Please indicate the extent to which you would agree/disagree with the following descriptions of the area as a whole...

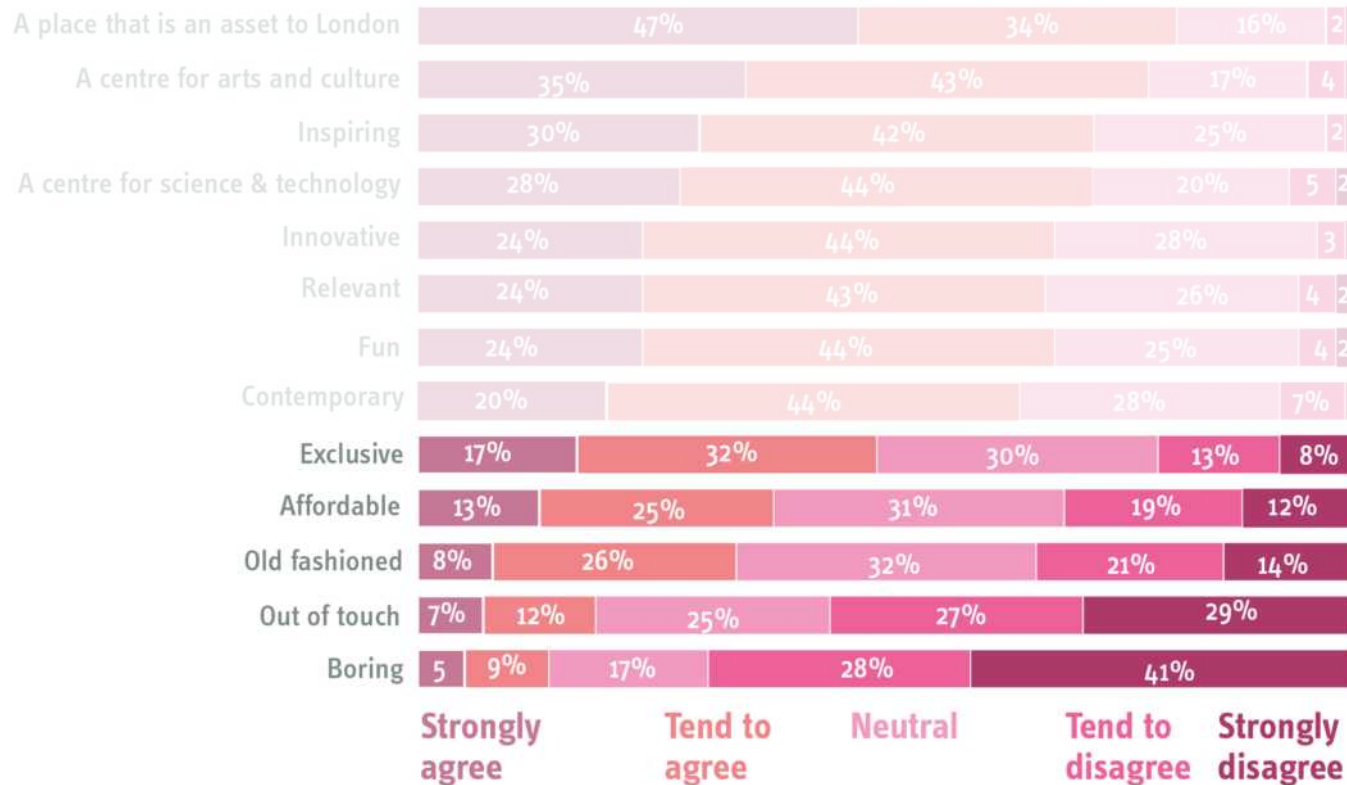


Overall perceptions of the Exhibition Road area are positive. The area is perceived to be **inspiring, innovative** and **relevant**.

[Base 975; 960; 973; 961; 956; 975; 972; 964; 971; 974; 966; 957; 967]



Please indicate the extent to which you would agree/disagree with the following descriptions of the area as a whole...

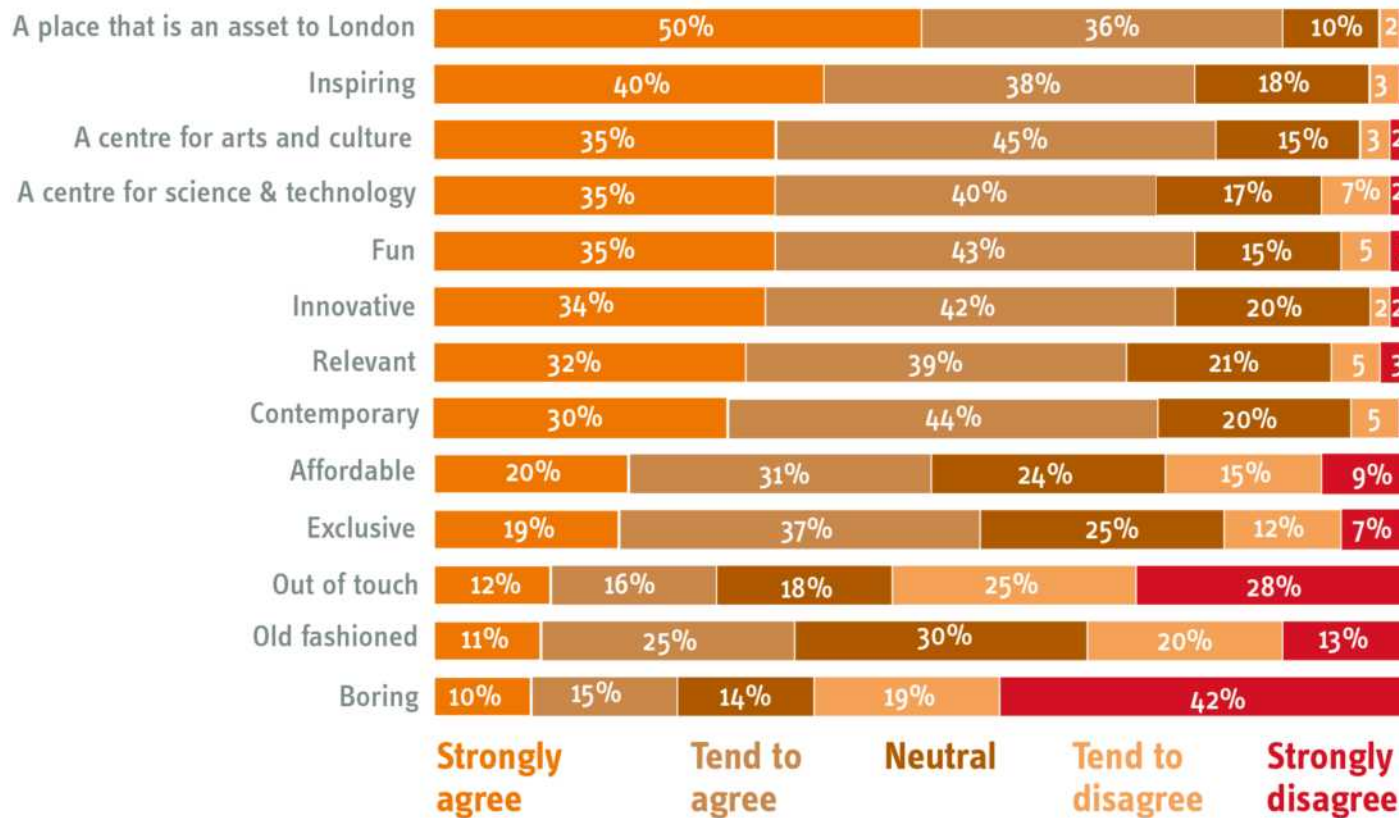


[Base 975; 960; 973; 961; 956; 975; 972; 964; 971; 974; 966; 957; 967]

Fewer respondents described the area as **affordable***, however most disagreed the area was old fashioned or out of touch.

*We appreciate the term 'affordable' is open to interpretation - it can be viewed as affordable in terms of property prices in the area, or in terms of venue prices.

Family Users - Please indicate the extent to which you would agree/disagree with the following descriptions of the area as a whole...



[Base 297; 298; 292; 294; 297; 298; 299; 297; 297; 293; 294; 288; 293]

Three quarters of family Users agree the area as a whole is **'fun'** (77%) and **'inspiring'** (78%). Whilst still in the minority, this group over-index on agreement (strongly agree and tend to agree combined) that the area as a whole is **'boring'** (25%) and **'out of touch'** (28%).

Non-family Users were most likely to strongly agree the area as a whole is **'a centre for arts and culture'** (39%) and **'inspiring'** (28%). In contrast to family Users, non-families were more likely to disagree the area is out of touch (58%).



Some negative connotations of elitism associated with South Kensington emerged in focus groups

‘South Kensington to me is a very busy Tube station with very expensive housing around it.’ User

‘South Bank does what it says on the tin, and it’s very lucky to be on the South Bank and have the river next to it. But the whole area is interesting that they’ve managed to create such a cache on that front, I said to someone yesterday ‘I’ll meet you on the South Bank’ and they know that that means. They’ve really nailed that.’ User

These associations of the South Kensington area are most prevalent amongst non-users:

‘Historic, busy, touristy.’ Non-user

‘Spacious, expensive, interesting.’ Non-user

‘Touristy and upmarket.’ Non-user



Focus group respondents were shown this map of the area



Perceptions of elitism and associations with expense are apparent among Non-users



- **Non-users** were more likely to perceive the area as being 'posh' or 'expensive.'
- Perceptions of the area being 'cool' or 'trendy' were lower down the list.



Scope to feel more welcoming?

To what extent do you feel Exhibition Road itself is...



A fifth (21%) of respondents strongly agreed Exhibition Road is somewhere they feel welcome, indicating there is scope to make the area feel more welcoming and inviting.

A third (31%) of respondents overall strongly agree Exhibition Road itself is a safe place to visit, however there are lower proportions that strongly agreed it is an easy place to cross the road or pedestrian friendly, which is reflected in the focus group findings.

Respondents were given the following introduction and question: 'Exhibition Road runs through the South Kensington area connecting many of the cultural venues. It was redesigned in 2011 to increase the space for pedestrians and now has cafés and bars near South Kensington Station. To what extent do you feel Exhibition Road itself is...'

A pedestrian friendly environment is paramount for family Users

Family Users - To what extent do you feel Exhibition Road itself is...



[Base 295; 296; 293; 293; 292; 291; 293; 290; 289]

The lower scoring factors indicate Exhibition Road is not currently perceived to be pedestrian friendly or easy to cross the road, which is imperative for those visiting with children under the age of 16.

Non-family Users were also less likely to agree Exhibition Road is 'pedestrian friendly' (18% strongly agreed) or 'an easy place to cross the road' (19% strongly agreed).



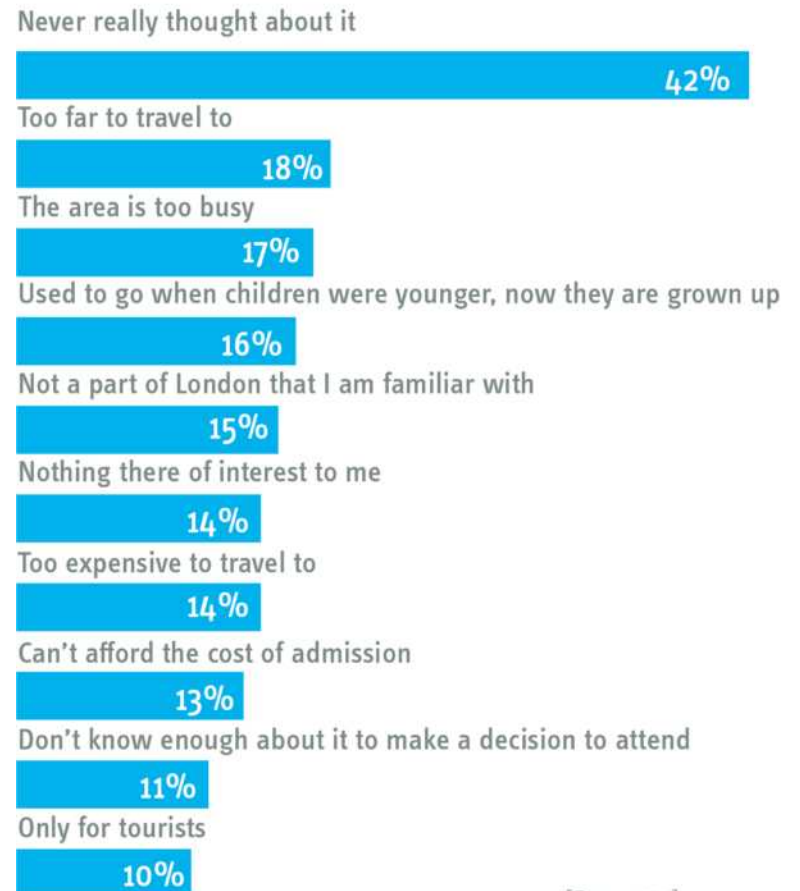
What puts people off visiting?

Distance, crowding, cost cap off the barrier ‘mix’

- There is a mix of associations that lead Non-users to ‘never really think about’ going.
- Among less culturally engaged audiences, there is a lack of familiarity, and a lack of awareness of the variety of benefits available to them in the area.
- Functional factors like distance, travel cost, admission cost and crowding are the factors that prevent visits. Travel cost was particularly prevalent among families: 16% over-index citing South Kensington is ‘too expensive to travel to.’
- A fifth (19%) of those who visit with children felt that the area is too busy. Open ended responses in the population survey indicate those who visit with children are primarily concerned by overcrowding.

‘Great for days out with my grandchildren but a nightmare to visit in school holidays. So much to do in the area but can get too busy.’ Visit with children, current User

Non-users barriers for visiting South Kensington area (top 10)



[Base: 124]

The Road itself is now aesthetically pleasing, however there are some road safety concerns

- The Road itself is more aesthetically pleasing since development.
- And whilst 31% of respondents strongly agree that they feel safe in general in the area, people are slightly anxious about whether they're on the pavement or the road, particularly for those with children.
- Non-users weren't sure whether the Road was completely pedestrianised also.
- Although they recognise it's reportedly reduced road traffic accidents.
- They'd like to experience it without any traffic – road closures one weekend a month would be a draw.

'Outside the Tube Station, South Ken, all the paved areas... that's a nice area. Just walking up today I just thought 'That's a beautiful building.'" User

'You're not quite sure if you're on the pavement or on the road. You freeze with anxiety! But I think it's much more visually appealing now.' User

'With kids they can't distinguish which is the pavement and which is the road.' Family user

'I want to experience how it is without any cars, just to freely flow the street would be good. For me personally, that would be more of a draw to come up here.' User



Allay minor safety concerns of Non-users

Non-users - To what extent do you feel Exhibition Road itself is...



The response of Non-users indicates Exhibition Road area is not perceived to be completely safe or pedestrian friendly. Allay concerns of Non-users with ample information on promotion materials and signage in the area.

[Base 105; 106; 103; 99; 104; 95; 102; 101; 101]

Respondents were given the following introduction and question: 'Exhibition Road runs through the South Kensington area connecting many of the cultural venues. It was redesigned in 2011 to increase the space for pedestrians and now has cafés and bars near South Kensington Station. To what extent do you feel Exhibition Road itself is...'



The crowding concerns are in and out of venues

- For some there is a perceived lack of seating surrounding museums in the area, and as already mentioned, this is exacerbated by the concerns around road traffic.
- Improved access (or the communication of what already exists) for adults/children with disabilities would help, along with more outdoor seating for elderly visitors.

‘The area surrounding the museums has no space to sit and eat i.e. and the road is dangerous.’ Visit with children, current User

‘It’s always busy & crowded which puts me off. Inside the museums it’s hard to find empty seats in the cafes & restaurants.’ Visit with children, current User

‘Really great for art and science, would be even better if I could take my disabled son on the tube rather than rely on finding a disabled bay near by.’ Visit with children, current User

‘More outdoor seating areas for disabled persons to rest both in attractions and outside.’ Visit with children, current User



Tourist overcrowding concerns are long embedded in non-users

- Non-users were likely to cite not visiting since they were at school. And these experiences, associated with tourists and crowds, persist. They haven't found a reason to return.
- However, there is a latent appreciation of the beauty of the area that could be tapped into to trigger revisits.

'I haven't been since school and I want to go back but yes, the crowds kind of put me off a bit.' Non-user

'I think most of us would potentially consider ourselves as Londoners, so come the weekend you'd want to avoid your massive tourist traps.' Non-user

'I've got to admit the beauty of the Natural History Museum and last time we came mid-week for opera recitals they put on there and I felt more and more part of myself investigating little corners of it, the extraordinary tiling and extravagant Victorian competence.' Non-user



**What could drive up further usage of
Exhibition Road as destination?**

Families seek full day out value and ease

- Comments left in the population survey corroborate qualitative research frequently carried out with families in the London: the cost and challenge of a day out.
- Whilst lots of the offer in the area is ‘free to visit’, families tend not to see it in these terms. The cost of travel and food and drink is especially of concern.
- There are then practical eating and drinking concerns, including the likelihood of getting tables and chairs in busy eateries.
- There seems a perception that the area is too highbrow and expensive to cater for these concerns.
- There is a need for more affordable catering options or spaces for picnics.

‘Make it pedestrian friendly with affordable places.’ Visit with children, current User

‘There is lots of arts museums but it is not affordable to get there. Tickets should be made cheaper so people can travel easier via transports (train/underground).’ Visit with children, current User

‘I like the green and cleanliness of it but I dislike the prices and transportation.’ Visit with children, current User

‘Good access to all the entertainment and quality museum but the area needs more places to sit for a packed lunches.’ Visit with children, current User



Adding to the improved café / restaurant offer could add coherence to the whole area

- There is an acknowledgment that there are more places to eat and drink in the area than in the past.
- And that capital development contributes to the area now feeling like a good place to meet friends.
- But there is also a sense that there could be more cafes to improve the area – currently they are a bit congested.
- As such, the area doesn't feel totally 'coherent'; there are great museums and cultural institutions, but not connected by wrap around offers (Museum Quarter in Vienna cited as a comparison).
- More cafés going up Exhibition Road would provide an incentive to visit.

'There are actually places to eat and drink here now. It used to be a wasteland... It's a good meeting point.' User

'It's more likely to bring tourists in like friends that are visiting. It's a bit more aesthetically pleasing to just potter through.' User

'Whereas many years ago it was just the V&A and then this one over here, and this one over here, and it is now the Albertopolis.' User



Creating a stronger sense of a ‘destination’

- At the extreme, non-users see the area as more private societies than public space. And at the other extreme there are culture vulture types using it but under sufferance.
- As such, the area isn't seen as a 'destination' beyond a collection of museums.
- Consider ways to provide the glue that brings the venues together in the form of on-street pop ups, craft markets and food markets in particular. Christmas at South Ken especially would appeal.
- Provide experiences to browse before or after museum.

‘I think most of the real estate is devoted to these learned societies or professional societies which to my mind, I wouldn't feel were very accessible to the public, unless I was actually a member of these societies or I had an interest in these specific issues that these are involved with.’ Non-user

‘Exhibition Road events or stalls would be an idea in winter. You can walk around and do something meaningful as you walk. You could have a Christmas market or a really good French market every so often.’ User



More 'animation' is required

- Food markets are a particularly good way to make the area feel more animated.
- They are an opportunity to attract diverse audiences with world foods.
- Consider a night food market – reaching audiences through social media.
- Consider carnivals or processions.
- Consider more night time projections, and events such as the Lumiere Festival.

'You could have maybe a food market or something, people would come to that and then see the area and go oh there's all these things and I might go in there.' Non-user

'A bit of food as well... it might even encourage you to go to another museum after. If you had somewhere to pause and have a break, you'd be more likely to stay in the area and perhaps like go and look somewhere else .' Non-user

'Exhibition Road is massive. I was thinking maybe a carnival or a procession. I think that would get people out into the street. Notting Hill Carnival is a big event, very well known throughout the world. Trying to have that level of promotion would be good for all the venues.' Non-user



Museum lates hold appeal for non-users; the opportunity to avoid crowds and relax

- Late events are appealing even to the current non-attenders. They enable audiences to avoid crowds and kids.
- They provide an opportunity to relax mid-week and have a leisurely walk around the museums.
- The already successful late events make the area feel more relevant to Londoners. It makes a touristy area feel more 'authentically London'.
- This is a sensation that needs to feel more present beyond events.

'I think museum late openings open up to a different demographic because people would go straight after work when it's closed to other people and all the kids have gone home. You can go into the museum and walk around and it's a bit quieter it's a bit more relaxed. You can go to the science museum and play in the stuff that the kids would play with, without any kids.' Non-user

'I think us being in London, the obvious you overlook sometimes. You take it for granted. I went to Krakow recently... it's a really great place... they've got lots of exhibitions and museums that are really condensed in a certain area which I thought was great. Obviously, I was a tourist in Krakow, but we've got this as well here!' Non-user



Incorporating a visit after work could provide the opportunity to relax, without impacting on weekend

- Making even more of the late night event calendar would play well to the less arts driven non-users in London.
- They are professionals working in London; weekdays after work are the prime time to attract them.
- They can incorporate visits into their week without dedicating time at the weekend. It lowers the sense of risk.
- However, outside of specific events, currently they get the sense everywhere in the area closes down after six, with the lack of pubs nearby!

‘I think the professionals working in London... this would be more appealing to as a ‘let’s swing by on the route home’ if it’s open half five to nine. Some of them potentially sound quite interesting or you could look in on an exhibition that’s on your way back.’ Non-user

‘Everywhere else in London, you go and there’s something that happens in the day and something that happens in the night. I’ve got the feeling that this place closes down after six.’ Non-user

‘My friend would prefer to go to a bar rather than an historic site or [museum]. If there was a nightlife here, I could easily quell that conflict by coming to this area - we both get what we want. It would bring people here who traditionally wouldn’t come to this area.’ Non-user



Collaborations between venues could be a draw

- To create a more coherent destination, increased collaboration between venues could be considered.
- This means increasing the amount of cross-selling programmes and themes.
- For example, coordinating food and drink markets around a selection of Proms performances at the RAH.

‘Maybe if they were more collaborative with things. They’re showing Star Wars with live music at the Royal Albert Hall. I wonder whether it be the Science museum, or another venue could collaborate with that theme.’
Non-user

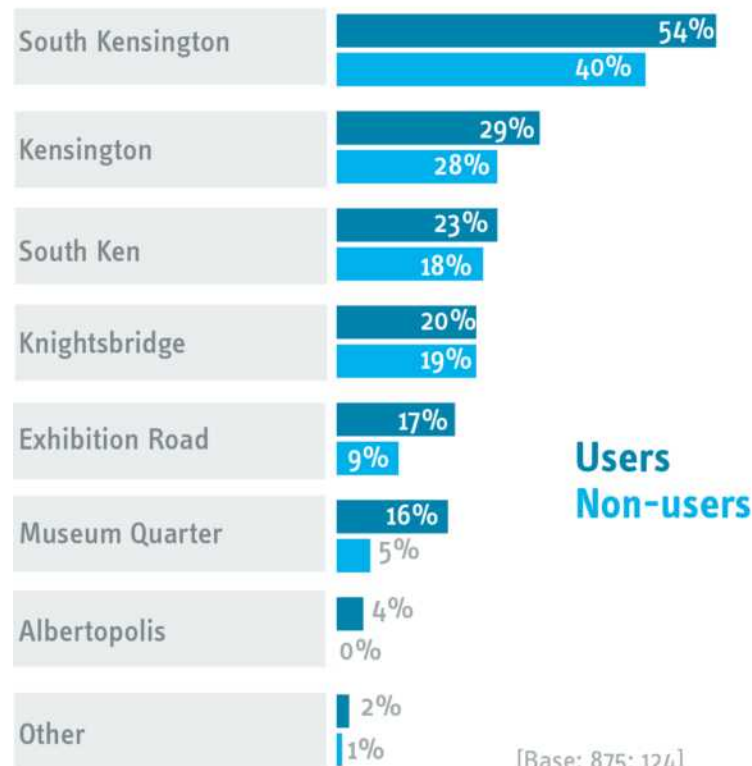
‘Just working together to understand the clear vision of what each place is actually looking to deliver.’ User



‘Exhibition Road’ name isn’t used by the market

When describing, people say 'South Kensington'

Exhibition Road area descriptions



[Base: 875; 124]

- When describing the area to a friend, 'South Kensington' was the most common choice.
- 'Exhibition Road' ranked amongst the latter half of options (17% users, 9% non-users). That said, focus group Non-users felt that 'Exhibition Road' was a well-suited 'summary' name for the area in accordance with the association with museums and exhibitions.
'Exhibition Road... got a ring to it. It's a great summary for the area... exhibitions.' Non-user
- 'South Ken' was a popular suggestion for focus group users, but currently this isn't how the majority of the market describe the area.
- Those visiting with children were significantly more likely to refer to the area as 'Albertopolis' (8%) or 'Museum Quarter' (21%).



Exhibition Road area perceived to be a cultural area, but not necessarily scientific

- Whilst people tend to be aware of the Science Museum being in the area, they don't necessarily associate the area as being scientific. Population survey data indicated 35% of respondents strongly agreed the area is 'a centre for arts and culture,' compared to 28% that strongly agreed it is 'a centre for science and technology.'
- The brand 'Exhibition Road' therefore perpetuates the associations of the area with culture.
- A dialing up of the science offer is required if to broaden access.
- Importantly, this shouldn't just be geared towards families.

'I think scientific organisations, this is what is not registered in my perception of this area.' User

'I do recognise that there are Royal Societies; College of Art, Geographical Society, Royal Society of Sculptures which I wasn't aware of, but it's more cultural than scientific.' User

'It could be their issue, in terms of what they're promoting... The Wellcome Collection is absolutely fascinating. Exhibitions are a mix of real styles and social awareness. They could dial up the science... what you're seeing is quite family based. I don't have kids.' User



'South Ken' could give the area more character

- Using 'South Ken' as brand name struck a chord in the focus groups. It was considered modern, punchy and contemporary.
- The cool cache attached to this name could be off putting for some families, but parents are the gatekeepers and are perceived to make the decisions, therefore the name needs to appeal to them.

'I refer to South Ken museums quite often. The museums at South Ken.' User

'When people mention South Ken, especially if you're from London or you've lived in London, you've got a very good idea of what you're going to get.' Non-user

'I'm always a bit nervous if someone says the 'Something Quarter' because it just feels engineered. The Exhibition Quarter... It hasn't come about organically.' User



'Discover South Ken' brand has potential to be cool

- Focus group participants felt 'Discover South Kensington' as an organisation is good for the area.
- But as a brand, Discover South Kensington isn't as cool as other areas, especially South Bank.
- For some focus group Users, they felt they wouldn't necessarily use the term 'discover' as they've already explored the area. The term 'discover' needs to be more about how to communicate a cooler brand in order to help people explore the area, through maps, suggestions on trails, what to do in an afternoon, how to find the highlights and hidden gems.
- Shortening the name to 'Discover South Ken' made it feel more familiar, cooler and contemporary.
- Take inspiration from the South Bank; adopt an arresting and distinctive colour scheme and identity.



- Armed with a cooler brand, sharper presence on Instagram and other platforms will be required.

'I think there is potential for 'Discover South Kensington' with a different name, shorter - to replace the idea of South Ken, because when I think of South Ken I think of maybe half a mile, a mile radius.' User

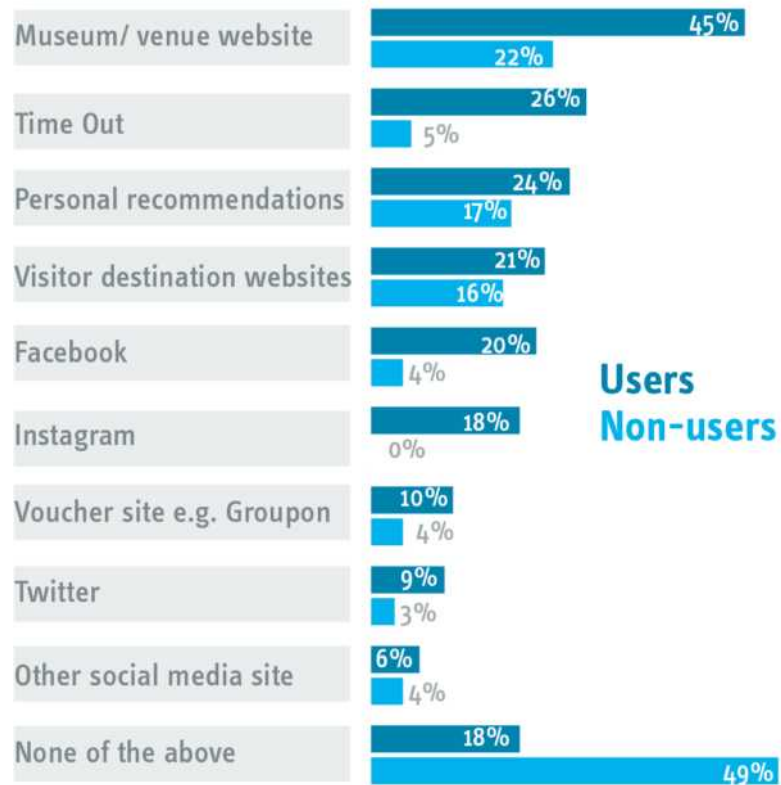
'I think South Bank is really dextrous, even though their website hasn't been great. Their visuals leap out... it's given me that sense of brand identity. The branding has to be strong and the link between places has to be really clear.' User

'I wouldn't say 'I'm going to go and discover South Kensington.' Londoners probably like to consider that they've already discovered it.' User

Interest in events and publicity materials

Raising awareness of Discover South Kensington website has potential to convert non-users

Source of information

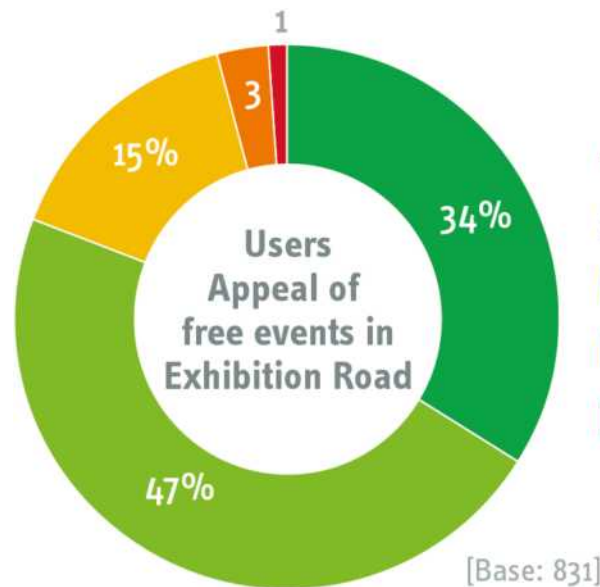


[Base: 875; 102]

- Nearly half of Users go to a museum/other venue's website before a visit (45%). They are also referring to Time Out (26%) as a source and visitor destination websites (21%).
- Nearly a fifth (16%) of Non-users refer to visitor destination websites e.g. Discover South Kensington, Visit South Bank. Raising awareness of Discover South Kensington's website could convert a high proportion of non-users to visit the area.
- Families over-index on most sources of information: 51% refer to museum/other venue's websites; 32% Time Out, 31% Facebook, 26% visitor destination websites, and 15% Groupon or other voucher sites.

Half of non-users find free events appealing

Free events on Exhibition Road appeal to 82% of Users, compared to 55% of non-users. Not surprising, nine in ten (90%) Users that had visited with children find free events on Exhibition Road appealing.



Very appealing
Somewhat appealing
Neither
Not that appealing
Not at all appealing



Low awareness of Great Exhibition Road Festival

- None of the focus groups attendees had heard of the Great Exhibition Road Festival and did not recollect seeing advertisements.
- They mentioned how the weekend clashed with Glastonbury this year and it would be better suited to shoulder seasons such as the first weekend of October, when there's not much else on.
- There were concerns about the heat in the height of summer, especially for families.

'The Barbican did this nice event a couple of months ago, maybe in May. It was a music event like a music festival. In the area, not just in the Barbican but in churches and also some stages. It was incredible. I learned so much just, you know, browsing around and I had this map and I think this is the kind of festival I like.'

User

'I noticed when it was and it's one of those weekends in summer where there is so much on. I'm not surprised that that weekend we all missed it. It's when Glastonbury is on as well. So you're losing 2000 straightaway!'

User



Map postcard split reviews

- The map postcard was received well by some but not by others.
- It made the area feel more coherent, but still lacked the cool factor.



Print does not do the area justice

- Overall, there was consensus in the focus groups that the print does not do justice to the area. It lacks punch.
- This reflects the overall brand challenge: there are several big brands that need to be brought together in harmony under one umbrella.
- A brand and identity needs to draw out the qualities everyone has in common. This might be the grandeur of buildings, and the sense of nostalgia they imbue.
- Ultimately, designs need to be sophisticated, with brand guidelines that complement those of the partner organisations.

‘It doesn’t do it justice to how cool it is.’ User

‘I think [the area is] a bit cool. I think the openness of the road systems and this café culture has helped, but it’s definitely...without a brand that’s coherent and asserts coolness. They need a brand that’s cool. V&A is cool... The way they do the exhibition branding and concepts, cohesion and fashion.’ User



Research parameters

This study was carried out for Discover South Kensington by Morris Hargreaves McIntyre. It was commissioned in July 2019.

For details of research objectives, please see the Project Initiation Document.

Sampling method Population survey: respondents aged 16 years+ from Greater London

Sample size 999

Date of fieldwork 20 September – 7 October 2019

Weighting procedures The data was weighted to be representative in terms of age, gender and qualifying Greater London catchment area

Reliability of findings At a 95% confidence level, the maximum confidence interval or margin of error is 3.1%. So at 50% the actual figure could range from 46.9% to 53.1%

Sampling method Focus groups x2

Sample size 14

Date of fieldwork 10 September 2019

Fieldwork method Moderated discussions

Target group for the research Demographic / family mix of participants; resident within the catchment area (Greater London); mixture of culturally active participants that had visited one or more venues in the

Exhibition Road area in the past 12 months (group 1), or had visited more than 12 months ago/never visited (group 2)

Type of Incentive £40 each



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Discover South Kensington

Influencer engagement campaign – final report

July 2024



Campaign objectives and approach

Objectives

You asked us to run your first influencer marketing campaign in Spring 2024.

Our goal was to secure **two** paid influencers and then between **8 – 10** organic influencers that would help reach your 'Visual Vanguard' and 'Museum Mentors' segments, with the overall objective to deliver content that would, help you:

1. Reach new audiences for Discover South Kensington
2. Help raise awareness of the area's cultural offering and add value to your members.
3. Boost traffic and engagement to DSK's social channels and website.

The campaign was also an opportunity for DSK to 'test and learn' influencer marketing and build on this campaign for future success.

Approach

We carefully researched a targeted list and secured a total of **18 influencers** (16 organic in addition and two paid) that would help DSK reach its target audience segments.

The influencers were selected because they share relevant, lifestyle, and cultural content that secures good engagement levels. (Most social media marketing experts agree that a good engagement rate is between 1% to 5% (**Hootsuite**)).

We worked closely with the DSK team and its members to deliver the campaign, putting in place itineraries that would secure highly positive content that would reach new audiences, boost Discover South Kensington's digital presence across TikTok and Instagram and secure good engagement levels to deliver the campaign objectives.

Campaign impact (so far)

The **18** influencers we secured had a total possible reach of **1.59m** people. The campaign:

- Produced **over 80** pieces of content about their visit to South Kensington.
- This content had a view rate of 39% meaning that it had the potential to be seen by **618,000** people which directly helps DSK reach **new audiences** and **drive awareness** of South Kensington's cultural offering and a place to visit.
- Across all 17 influencers and their posted content – the average engagement rate was **1.84%**, well within industry standards.

The campaign generated highly visual and compelling, positive content that positioned South Kensington as an exciting place to visit with a broad cultural offering. The content secured goodwill and positive sentiment online (see examples on pages 14 and 17).

Content and audience reaction such as this makes influencer marketing particularly powerful as it's communicating positive content about DSK to the audiences you need to reach from influencers they respect and follow.

As a direct result of the campaign:

- The number of visitors aged between 18 – 24 years old to the DSK website **more than doubled** during June.
- DSK organic social media visits increased from 102 in May to 158 in June. An uplift of 54%.
- DSK reports highly positive feedback from its members about the campaign!
- Leighton House Museum has reported an **increase in followers**
- The Serpentine Gallery is **engaging** one of the influencers we secured about using their content and work to promote the Pavilion.

The campaign has been an excellent first step for DSK and can be built on for future success, boosting awareness and footfall to the area.



Insights and recommendations

- Influencer feedback was exceedingly positive with DSK key messaging coming across strongly in all content.
- All of the content included and tagged @discoversouthkensington and the relevant venues.
- All the influencers who RSVP'd visited and posted with no drop-outs or cancellations – this highlights the strength of DSK's offer and flexible timings.
- The organic collaborations tended to lean more toward Kensington Palace and The Orangery as it's so aesthetic and released around Bridgerton's new season release (which influencers jumped on as a trend) so future campaigns could push further for a broader range of South Kensington highlights **OR** lean into wider cultural trends like this.
- While engagement rates were not as high as we would have liked, they still rank well within the industry average with our fresh, high-quality content reaching new audiences and strengthening Discover South Kensington's digital prominence.
- Allowing content creation in Kensington Palace (which is usually not allowed) worked well as it made the offer feel more exclusive and could be amplified in the future.
- Future campaigns can build on the success of this activity to deliver stronger engagement rates and success.



Specific insights for influencer trips

Based on our activity with you so far we recommend you:

- Continue to provide a range of experience offers, changing up the itinerary to suit the seasons/member offers and the audiences you want to engage.
- Continue to provide complimentary refreshments. Influencers mentioned how they appreciated these. They not only went down well but also meant they created content for the café. Excellent for helping drive footfall and revenue!
- Consider having a guided tour for particularly key messaging, exhibitions, and experiences – these go down well and add a more personal experience.



Recommendations for future campaigns

Influencer marketing is most effective for a destination when it takes place regularly across the year, so you have a consistent drumbeat of positive and appealing content reaching the audiences you need to influence, increasing your prominence online and via social searching.

Do this by:

- Plan organic activity to help drive footfall during holiday and off-peak seasons. For example:
 - **Plan to optimise holiday periods:** E.g. Target family influencers during August and the Summer holidays, and think ahead to the Festive Season to reach parents with children and drive increased footfall over the summer holidays.
 - **Optimise off-peak periods:** Continue with organic activity to increase digital prominence and brand awareness to maintain footfall during periods where partner activity is low (in-between exhibitions) or tricky in-between timings/low footfall days or months to the area. Do this by telling new (or hidden stories) about the area – or working with members to provide 'behind the scenes' or sneak peeks that keep brand awareness high and footfall strong.
 - **Develop specific audience-focused campaigns to target special interest, growth or hard-to-reach audiences** e.g.:
 - Target influencers who are tapped into niche communities that enable you to speak to new audiences (e.g. consider influencers reaching Arab communities in London (or visitors from the Gulf region London) about the strong cultural offer in South Kensington for those interested in Arab culture
 - Work with micro-influencers that help you tap into audiences that may not consider South Kensington is for them.
 - Consider how you dial different DSK offers for different audiences and interest groups that may want to visit for reasons other than culture being the primary goal. E.g. consider a food-focused campaign to support DSKs F&B offer.

For best impact:

Run a quarterly campaign that works on a rolling three-month basis, so you're planning and delivering influencer marketing that keeps awareness high and drives footfall over the year. This approach will optimise peak holiday seasons, overcome the shoulder season and build strong connections with your key audiences. We have a very strong roster of influencers across a wide range of audiences and can work with you to help you reach new audiences and deliver content throughout the year.

THE CAMPAIGN: PAID

Paid Influencer Overview

2 CREATORS

6

PIECES OF CONTENT

185k

OVERALL REACH

1.06k

CONTENT
INTERACTIONS
[NOT INCLUDING
STORIES]

20k+

VIEWS

0.8%

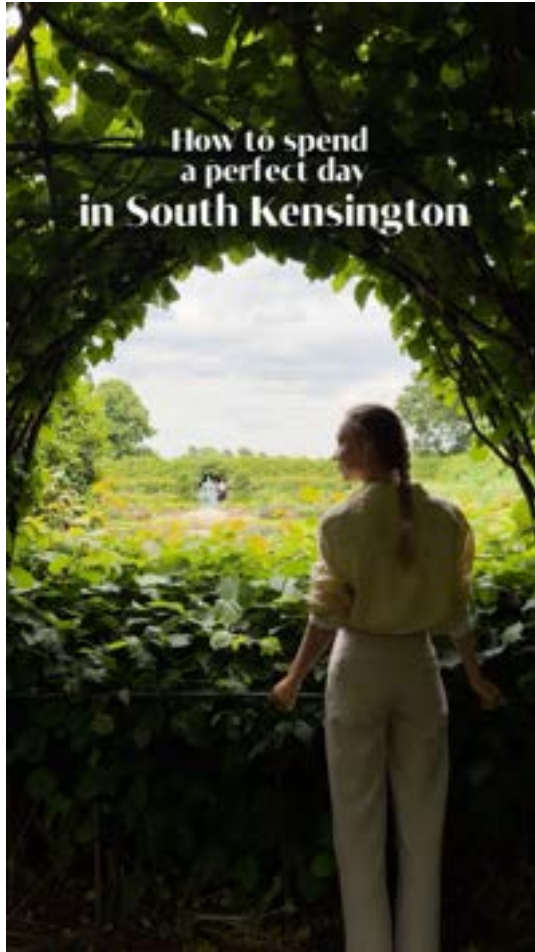
AVERAGE
ENGAGEMENT RATE

(as there were only two
influencers here, one with
huge followers, this number is
lower than usual)

100%

POSITIVE SENTIMENT

Paid Activity: @the.wanderlust.blonde



@the.wanderlust.blonde (151k followers) is a London-based content creator who posts content around unique travel and hotel experiences. Jenny has an average engagement rate of 2.5%

- Views: 14,300
- Likes: 345
- Comments: 39
- Saves: 212
- Engagement Rate: 0.42%
- Link to content:

<https://www.instagram.com/p/C8HtgBnl2EP/>

Paid Activity: @the.wanderlust.blonde



Alongside a permanent reel @the.wanderlust.blonde (151k followers) posted 3 pieces of story content which had 4.5k total audience views

Paid Activity: @overpackedsuitcase




@overpackedsuitcase (30k followers) posts informative travel guides about things to do around London and the UK. Raphie has an average engagement rate of 1% which was exceeded in this post.


- Likes: 219
- Comments: 117
- Saves: 43
- Engagement Rate: 1.2%
- Link to content:

https://www.instagram.com/p/C8H2lCKIMXy/?img_index=1


Authentic Engagements on Paid Activity

 **elena.ulybinaa** ✓ Looks great 😍
23 h Reply


 **myprettycitylife** ✓ This looks like such a lovely day out in London, I need to go to Kensington palace 😍😍
2 d 1 like Reply

 **nospaceinmypassport** I love South Ken! Beautiful pics 😍
20 h 1 like Reply

 **girlandwander** 1 w
How beautiful 😍 I can't wait to see myself ❤️


 **nataliaandkarolina** It really looks like a perfect day! We would love to explore South Kensington more. 😍
12 m 1 like Reply


 **hellosashadoherty** What a perfect itinerary 😍 definitely one of my favourite areas in London ❤️
21 h Reply

 **narutainlondon** Looks like a perfect day in South Kensington 😍😍
10 m Reply


 **shweta.wanders** Love this guide 😍
2 d 1 like Reply


 **style.me.uk** Cool itinerary idea 🔥
13 h Reply

 **aytanabbasli** ✓ So many things to do 😍😍
15 m 1 like Reply


 **heykeyt** ✓ Would love to check it out 😍
18 h Reply

 **absolutelylucy** ✓ This is so helpful! I'm going soon 😍
1d Reply

 **nicolehui** Love these shots girl 😍😍 making me want to visit asap!!
11 h Reply

 **miss_traveltheworld** I could spend hours exploring Victoria and Albert Museum! 😍 It's time to spend another lovely summer day in South Kensington (and try the tasty Bridgerton themed afternoon tea at The Orangery 😊) 🇬🇧 ☀️

 **girlwiththeredbob** Awww love!!! Great itinerary!!! ❤️❤️
15 h Reply

 **journeywithkari** Love this such a nice itinerary too 😍
23 h Reply

ORGANIC INFLUENCER ACTIVITY

Organic Influencer Overview

79

PIECES OF CONTENT
SECURED ACROSS
TIKTOK AND INSTAGRAM

1.4m

OVERALL REACH

30k

TOTAL
INTERACTIONS
(NOT INCLUDING STORIES)

270k⁺

VIEWS
(NOT INCLUDING STORIES)

35.4%

AVERAGE VIEW RATE

1.53%

AVERAGE
ENGAGEMENT RATE

Organic Content Snapshot



elensham
219k



zoemarch_
117k



george_in_London
59.1k



lisogora
61k



heyreiko
10.3k



ticija
105k



historyoflondon
139.1k



aleks_London_diary
81k



alittlepakistani
45.3k



gujansood
7k

Highlight Organic Content



historywithmegs [Follow](#) [Message](#) ...

668 posts 46.3K followers 871 following

History with Megs

[@historywithmegs](#)

Heritage Worker
Women's history
British & European history, late medieval & early modern

[@insta.es.historywithmegs](#)



historywithmegs [Follow](#) ...

[@jelsonweber](#) + [Magie des fleurs](#)

historywithmegs Come with me to explore the historic gem that is Kensington Palace! A huge thank you to [@historicroyalpalaces](#) [@kallawaylive](#) and [@discover.south.kensington](#) for having me!

Although perhaps best known for its association with Queen Victoria and the modern day royals, Kensington actually has a history that stretches back to the 17th century!

Originally a suburban villa built in around 1605, it was purchased by joint monarchs William and Mary (who were also the first royal inhabitants) in 1689. Christopher Wren was hired to expand the property into a palace in an ambitious (and rushed!) project. By Christmas 1689 the court had been installed - from here on in Kensington witnessed drama aplenty.

Kensington has actually been the scene of much royal death: it was here that Mary died of smallpox in 1694, and William also passed away here after a riding accident in 1702. Queen Anne's consort, Prince George of Denmark, died here in 1708, with the Stuart Queen herself dying here some years later in 1714.

Liked by [kallawaylive](#) and 325 others

20 June

5,110 views
326 likes
15 comments



explorethepretty [Follow](#) [Message](#) ...

2,457 posts 114K followers 1,001 following

CAROLINE | LONDON

[@explorethepretty](#)

Digital creator
LUXURY - LIFESTYLE - TRAVEL - HOTELS - FOOD
And all things pretty in London and other cities

[explorethepretty@gmail.com](#)



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[jan_yuh](#) - Original audio

explorethepretty 2 w

South Kensington has a wonderful collection of museums, most of which are free to visit but free online booking is recommended as they do give priority to ticket holders 🇬🇧

The following are right next to each other

[@natural_history_museum](#) (free but book online for a faster entry as there were queues first thing in the morning)

[@sciencemuseum](#) (tends to be less crowded, no queues in the morning - free entry)

[@vamuseum](#) (free entry no queues in the morning)

Then head into Kensington Gardens

Liked by [kallawaylive](#) and others

28 June

4,532 views
23 comments

Highlight Organic Content



100% of organic content mentioned Discover South Kensington and all content was 100% positive in sentiment showcasing a broad offer – all key focuses for this campaign.

Authentic Engagements on Organic Activity

p.au.lien 1 w
I visited last weekend too! Very beautiful and interesting ❤️
1 like Reply

nataliaandkarolina 43 m
This looks like a lovely tour! So many wonderful places. We would love to explore South Kensington more! 🤩 ✨

live.enjoylondon 3 m
What a great reel ❤️ ❤️ ❤️ love the ideas!

allegrainmadrid 1 w
I love Kensington Palace! So many cute things to see.
1 like Reply ...

wandering_sophia 52 m
What an amazing walk!! ❤️ ❤️
❤️ And so much history
1 like Reply

anicamarica_ 19 h
These activities are on my list for my next trip to London! Everything looks so beautiful 🤩

nospaceinmypassport 2 w
What a beautiful setting 🤩
1 like Reply

anya.g.rowe 1 w
Looks like good days out

itsgenadia 28 m
Wow so beautiful and peaceful 🤩
28 m Reply

dreamawake3 1 w
So much history and beauty! ❤️
Reply

pinned.destinations 1 w
Stunning palace! Would love to see it one day!! 🤩
1 like Reply

dr_richard__ Amazing area! ✨
1 h Reply

davinaelizabeth6 1 w
Thank you for sharing this. I've never heard of this museum but one I aim to visit.
2 likes Reply

freya_adventureawaits 1 m
So many wonderful things to see and do 🤩

clayts_wkc 1 w
Love the detailed history about the monarchs who lived in the palace before. A must visit for royalists 🤩
3 likes Reply

artfcll 19 h
South Kensington is one of my favourite areas in London so pretty ❤️
Reply

Milli
I actually haven't I'm making it my mission this year to get out more. 🤩 So this tour around Kensington may be my weekend visit ilon Saturday it's definitely my aesthetic.
1h ago Reply

Venue ratios in coverage

- Kensington Palace x 15
- Leighton House x11
- Serpentine x4
- Natural History Museum x 6
- V&A x 5
- Royal Albert Hall x3
- Design Museum x4



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