

# **Extending parking controls near Olympia Exhibition Centre**

**Analysis of stakeholder consultation**

**August 2025**

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# Introduction

## Background

The site of Olympia Exhibition Centre has been redeveloped to include new attractions that are planned to open between September 2025 and early 2026. This includes a large music venue, a theatre and several restaurants and bars. These new uses will bring more visitors to the local area, especially in the evenings.

The Council believes that a reduction in on-site parking, and the London Borough of Hammersmith and Fulham's plans to extend controlled parking hours around Olympia, will make resident and visitor (pay-by-phone) parking bays within Kensington and Chelsea attractive to some of Olympia's visitors.

Evidence from similar attractions indicates that drivers seeking on-street parking may walk up to 15-20 minutes. This suggests an area of potential impact from Holland Park Avenue to West Cromwell Road, and as far east as Holland Park and Earl's Court.

## Current parking arrangements

Within this area of potential impact, most streets have controls on residents' bays until 10pm on weekdays, but no weekend controls after 1.30pm on Saturdays. Zone B (Page 3) has longer controls to mitigate impact from shoppers visiting Kensington High Street.

## Possible changes and the implications

The Council believes there is a case for extending parking controls within the area highlighted on the map on page 3.

## Consultation methodology

An online survey was promoted via various avenues, including a direct letter to all residents in the consultation area (8,000 addresses), the Council's Consultation and Engagement Hub, social media, e-newsletters. In total, 201 responded to the survey.

## Appendix

An appendix document is also available on request, containing data tables and all comments made by respondents to the survey.

## Acknowledgements

The Council would like to thank all residents and stakeholders who took the time to provide feedback.



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# Introduction

## Resident Bays

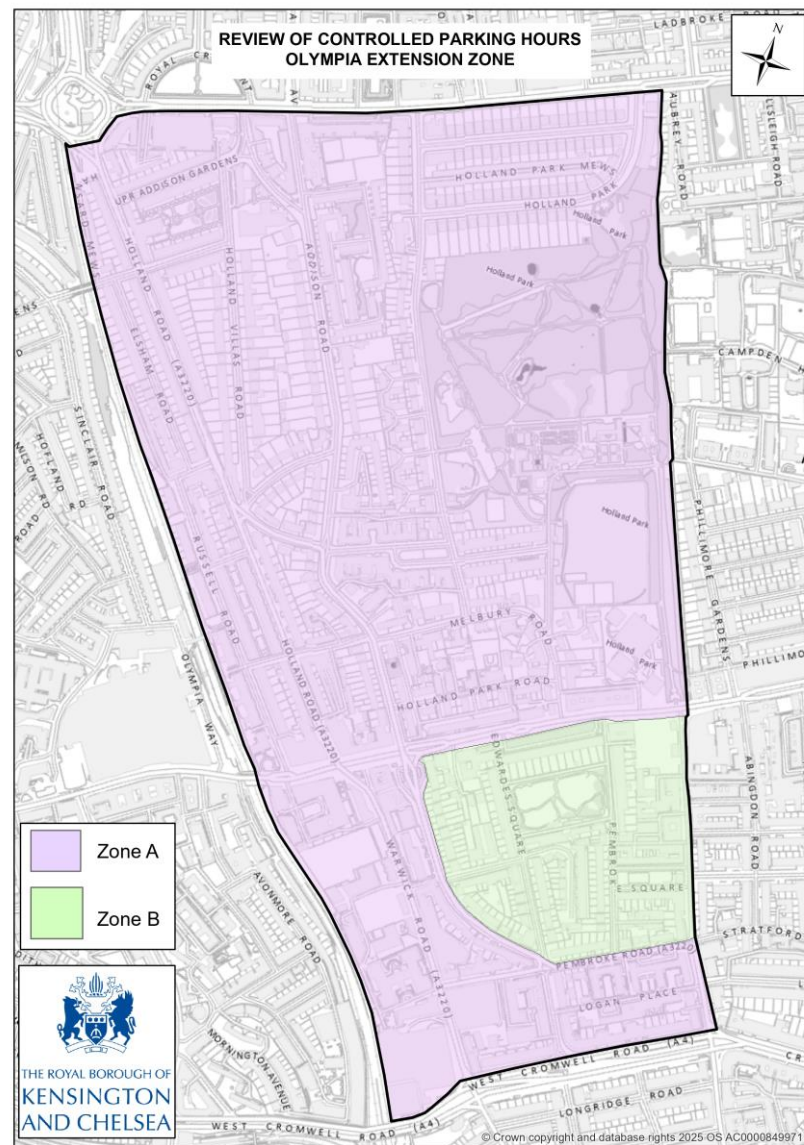
The extension of parking controls in residents' bays on weekend afternoons and evenings would protect these bays for residents' use by preventing visitors without resident permits from parking in them.

Day of week	Zone A		Zone B	
	Existing	Proposed	Existing	Proposed
Mon – Fri	8.30am – 10.00pm	No change	8.30am – 10.00pm	No change
Saturday	8.30am – 1.30pm	8.30am – 10.00pm	8.30am – 6.30pm	8.30am – 10.00pm
Sunday	No controls	4.00pm – 10.00pm	1.00pm – 5.00pm	1.00pm – 10.00pm

## Visitor Bays

The extension of parking controls in visitor (pay-by-phone) bays on weekday evenings, weekend afternoons and evenings would make them less attractive to Olympia visitors, of whom would have to pay to park within them. The cost of an extended stay within a visitor bay would make them less attractive.

Day of week	Zone A		Zone B	
	Existing	Proposed	Existing	Proposed
Mon – Fri	8.30am – 6.30pm	8.30am – 10.00pm	8.30am – 6.30pm	8.30am – 10.00pm
Saturday	8.30am – 1.30pm	8.30am – 10.00pm	8.30am – 6.30pm	8.30am – 10.00pm
Sunday	No controls	4.00pm – 10.00pm	1.00pm – 5.00pm	1.00pm – 10.00pm



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# Results at a glance

## Extending parking controls in residents' bays

- Almost three-quarters (74 per cent) of respondents indicated they support extending parking controls in residents' bays in Zone A to **10pm on Saturdays**; a similar percentage (71 per cent) indicated they support this for Zone B.
- Almost three-quarters (72 per cent) indicated they support introducing parking controls in residents' bays in Zone A **between 4pm and 10pm on Sundays** and slightly fewer (68 per cent) indicated they support extending parking controls in residents' bays in Zone B on Sundays.
- For those who did not support the proposals the most common reason for this was the impact it would have on their driving visitors (41 respondents raised this).

## Extending parking controls in visitor bays

- Almost two-thirds (62 per cent) indicated they support extending parking controls in PaybyPhone bays in Zone A to **10pm on weekdays**; a similar percentage (60 per cent) indicated they support this for Zone B.
- More than six in ten respondents (61 per cent) indicated they support extending parking controls in PaybyPhone bays in Zone A to **10pm on Saturdays**, a similar percentage (59 per cent) indicated they support this for Zone B.
- More than six in ten respondents (61 per cent) indicated they support introducing parking controls in PaybyPhone bays in Zone A between **4pm and 10pm on Sundays**, with slightly fewer (57 per cent) indicating they support introducing parking controls in PaybyPhone bays in Zone B between **4pm and 10pm on Sundays**.
- For those who did not support the proposals the most common reason for this was the impact it would have on their driving visitors (43 respondents raised this).

## Demographic and geographic differences

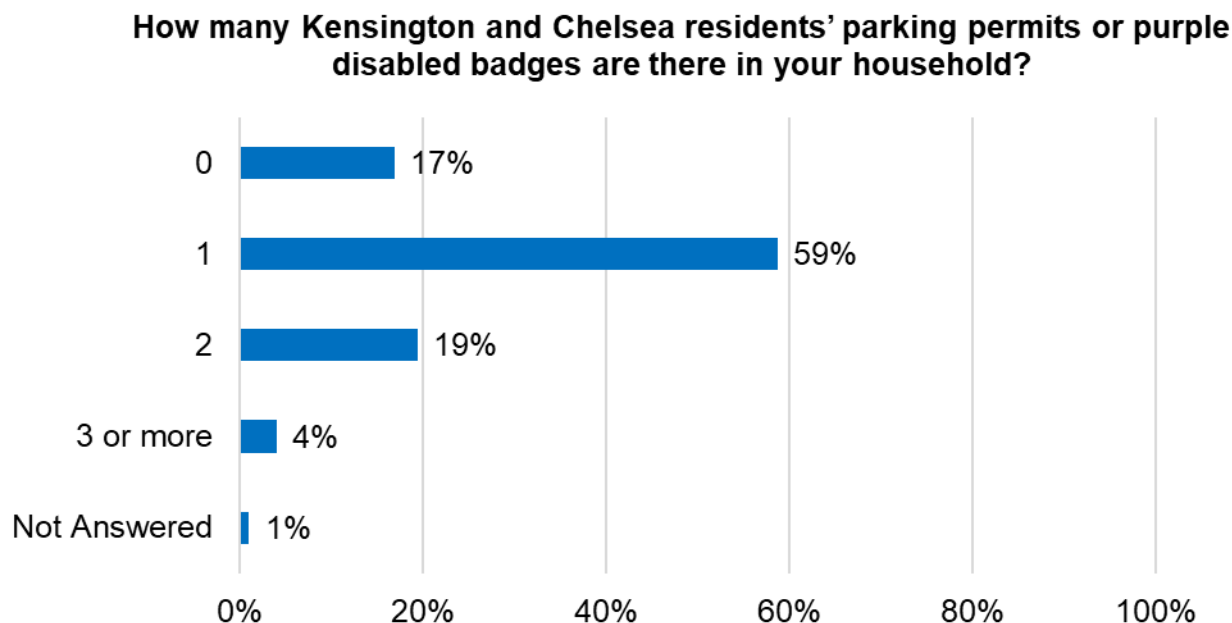
- Generally speaking, respondents where there was at least one parking permit in the household were more likely to support proposals than respondents from households where there was no parking permit within the household.
- There was support for the proposals across the area, with the exception of the roads north of Holland Park.
- Whilst white respondents were more likely than ethnically diverse respondents to support the proposals, this effect is primarily a function of permit ownership. Amongst permit-holders, there was no difference between White and Ethnically diverse respondents, although White respondents were slightly more likely to hold a permit (86 per cent) than Ethnically Diverse respondents (77 per cent).



# Number of parking permits in the household

The large majority (82 per cent) of respondents reported that there was at least one residents' parking permit or purple disabled badge in the household. This should be seen in the context that 65 per cent of households in Holland ward and 60 per cent in Abingdon do not have a car (2021 Census).

The **vast majority** of respondents (98 per cent) were **residents** of the borough.



*Base: All respondents (201)*



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# **Extending parking controls in residents' bays**

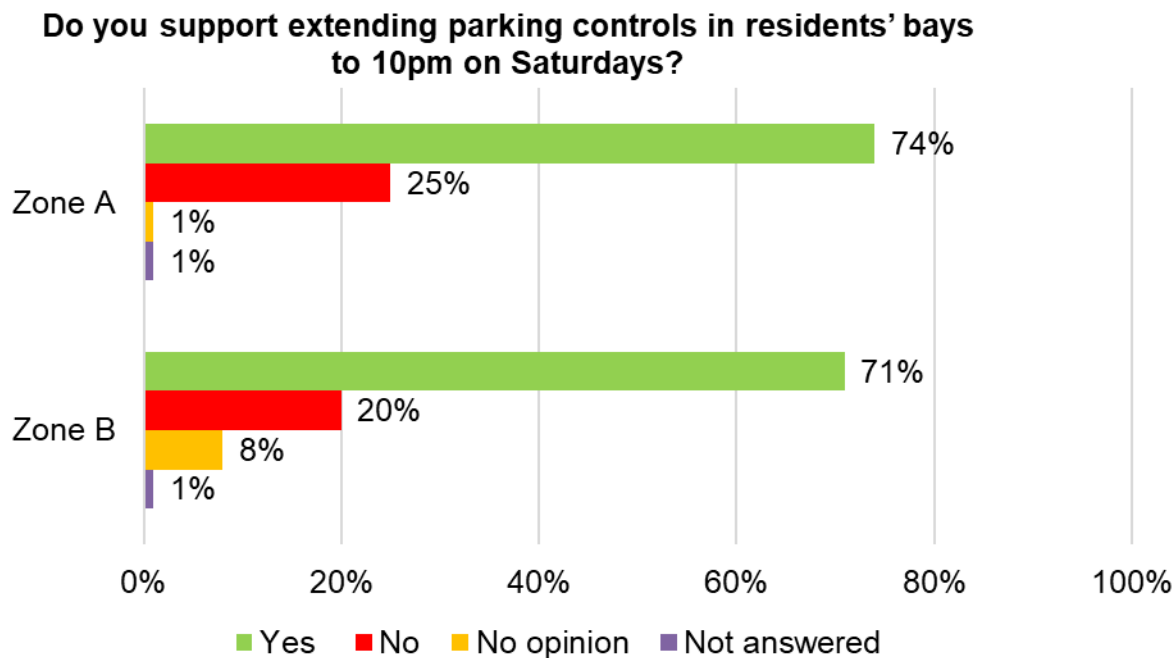


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# Residents' bays in Zone A and Zone B on Saturdays

Respondents were asked if they supported extending parking controls in residents' bays to 10pm on Saturdays.

- **Almost three-quarters** (74 per cent) indicated they **support** extending parking controls in residents' bays in Zone A to 10pm on Saturdays.
- **Almost three-quarters** (71 per cent) indicated they **support** extending parking controls in residents' bays in Zone B to 10pm on Saturdays.



*Base: All respondents (201)*

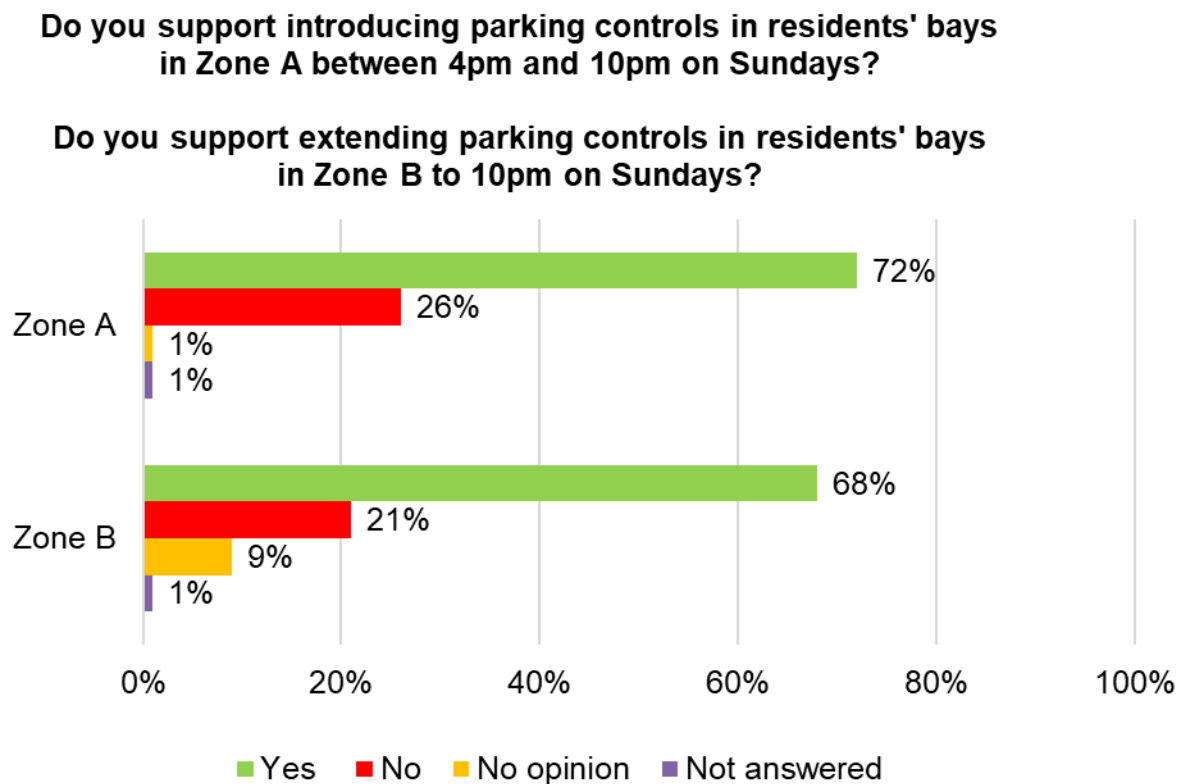


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# Residents' bays in Zone A and Zone B on Sundays

Respondents were asked if they supported introducing parking controls in residents' bays in Zone A between 4pm and 10pm on Sundays and whether they supported extending parking controls in Zone B to 10pm on Sundays.

- **Almost three-quarters** (72 per cent) indicated they **support** introducing parking controls in residents' bays in Zone A between 4pm and 10pm on Sundays.
- **Over two-thirds** (68 per cent) indicated they support extending parking controls in residents' bays in Zone B on Sundays.



Base: All respondents (201)



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# Reasons for not supporting the proposals

Respondents that did not support the extension, or introduction, of parking controls in residents' parking bays on some (or all) of these days/times or locations were asked to indicate why. Comments made have been themed and themes with three or more comments are summarised in the table below. Respondents were able to give more than one reason.

The most common reason was that **it will impact on their driving visitors** (41 comments).

Examples of comments can be seen on the next page, with the full list of themes and comments found in the appendices.

Theme	Count
It will impact my driving visitors	41
Wait until the development is operational to understand impact	13
Visitor permits requested	8
Zone is too large in scale (i.e. I'm too far from Olympia)	6
CPZ Timings are too short in length	6
Unnecessary cost to residents/revenue generating exercise	6
The redevelopment will not impact parking as expected	5
CPZ Timings are too long in length	3
It will impact my Resident Permit holder use of visitor bays	3



# Reasons for not supporting the proposals

*“This ruling would significantly impact the ability for residents to have visitors over the weekend. I do not believe parking is an issue in Holland Park area and there is ample space to park. It is currently difficult enough to have my family and friends visit because I haven’t got any visitors permits. The only way this would benefit residents is if you also gave out visitors permits either for free (20 per year for example) or you were able to buy them at a significantly discounted rate. It cost my family £25 to park last Saturday and this is not sustainable or fair. Please think about our ability to have guests.”*

It will impact my driving visitors

*“Would make visiting me unaffordable for family members.”*

It will impact my driving visitors

*“I think RBKC needs to seriously consider the introduction of visitor parking passes for residents like Hammersmith and Fulham has. This works very well when visiting friends in that borough and if resident hours are extended here on weekends, we need a way to ensure residents without off-street parking can have guests visit them.”*

Visitors permits requested



*“I do not feel strongly (as yet) as I do not yet feel that we shall be unduly inundated by parking for Olympia events. If your predictions do come about then residents may require further controls. Of course the immediate streets adjacent to Olympia rail station need such help but I would hope that Abbotsbury Road can cope - as we do for events in Holland Park.”*

The redevelopment will not impact parking as expected

*“The size of Zone B is disproportionate to the issue of parking associated with Olympia. The roads north of Russell Gardens (including Lower Addison Gardens and Holland Park) are not affected by parking associated with events and freedom of weekend parking nearby is an important factor for visitors to our home from outside of London.”*

Zone is too large in scale



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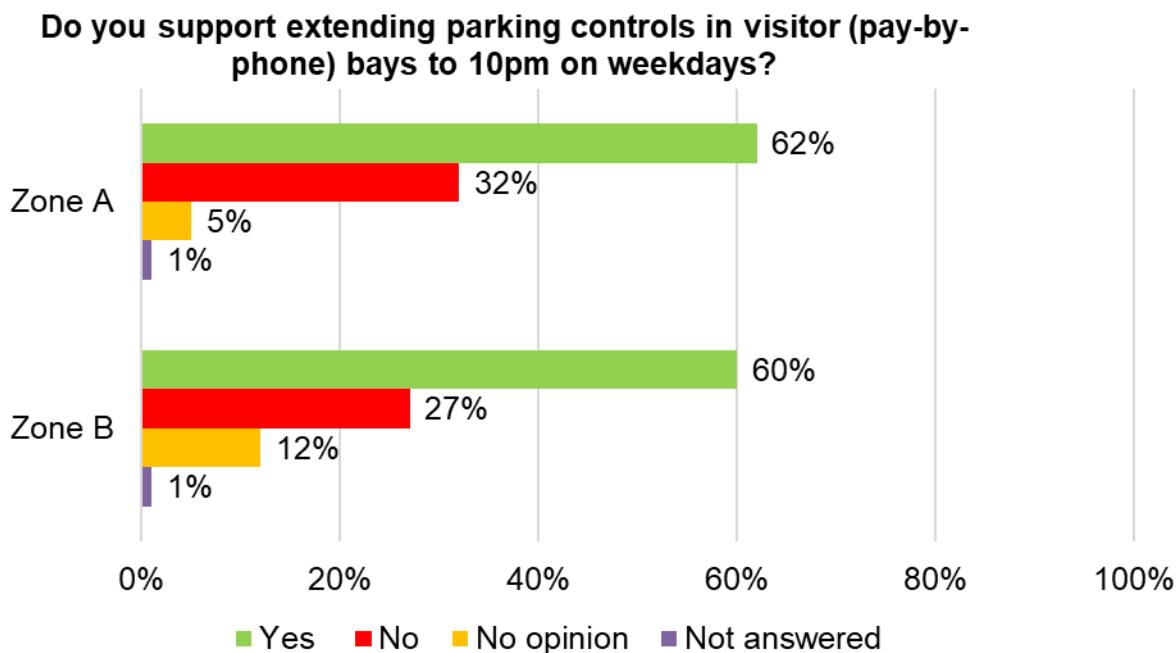
# **Extending parking controls in visitor (pay by phone) bays**



# Visitor bays in Zone A and Zone B on weekday evenings

Respondents were asked if they supported extending parking controls in visitor bays to 10pm on weekdays.

- **Almost two-thirds** (62 per cent) indicated they **support** extending parking controls in visitor bays in Zone A to 10pm on weekdays.
- Six in ten respondents (60 per cent) indicated they support extending parking controls in visitor bays in Zone B to 10pm on weekdays.



*Base: All respondents (201)*

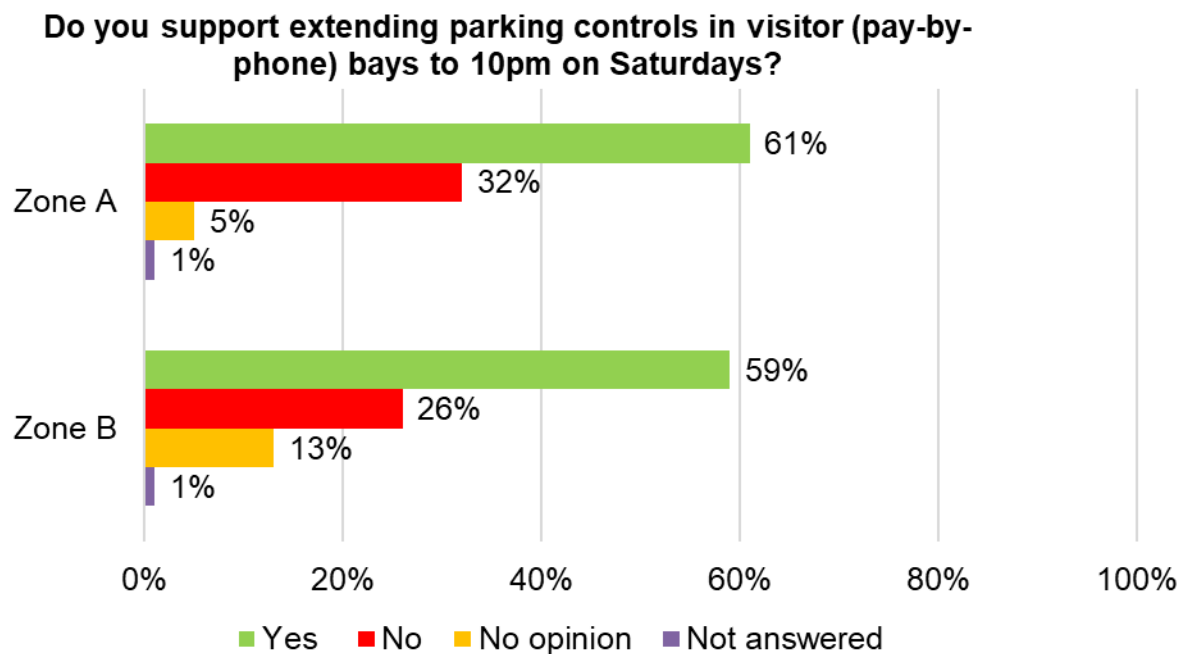


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# Visitor bays in Zone A and Zone B on Saturdays

Respondents were asked if they supported extending parking controls in visitor bays to 10pm on Saturdays.

- **More than six in ten respondents** (61 per cent) indicated they **support** extending parking controls in visitor bays in Zone A to 10pm on Saturdays.
- **Almost six in ten respondents** (59 per cent) indicated they support extending parking controls in visitor bays in Zone B to 10pm on Saturdays.



*Base: All respondents (201)*

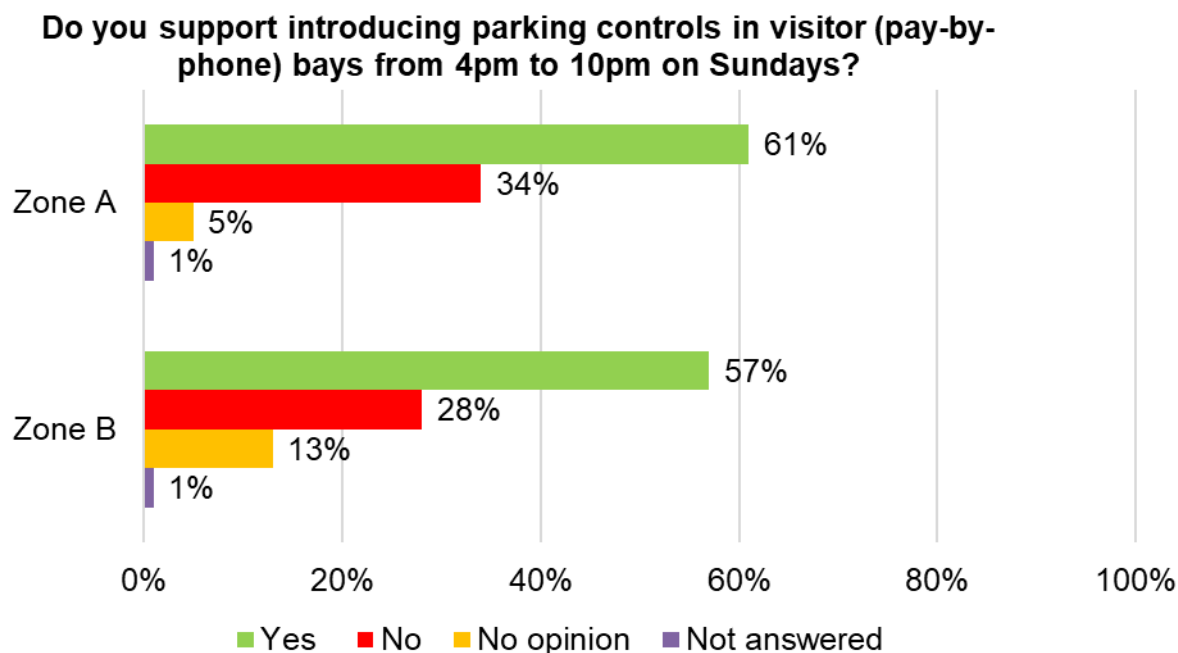


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# Visitor bays in Zone A and Zone B on Sundays

Respondents were asked if they supported introducing parking controls in visitor bays between 4pm and 10pm on Sundays.

- **More than six in ten respondents** (61 per cent) indicated they **support** introducing parking controls in visitor bays in Zone A between 4pm and 10pm on Sundays.
- **More than half** of respondents (57 per cent) indicated they support introducing parking controls in visitor bays in Zone B between 4pm and 10pm on Sundays.



*Base: All respondents (201)*



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# Reasons for not supporting the proposals

Respondents that did not support the extension, or introduction, of parking controls in visitors' parking bays on some (or all) of these days/times or locations were asked to indicate why. Comments made have been themed and themes with four or more comments are summarised in the table below.

The most common reason cited by respondents was that **it will impact on their driving visitors** (43 comments).

Examples of comments can be seen on the next page, with the full list of themes and comments found in the appendices.

Theme	Count
It will impact my driving visitors	43
Wait until the development is operational	12
Visitor permits requested	8
Zone is too large in scale (i.e. I'm too far from Olympia)	6
It will impact my Resident Permit holder's use of visitor bays	6
Misunderstanding on proposals	6
Unnecessary cost to residents/revenue generating exercise	6
The redevelopment will not impact parking as expected	5
CPZ Timings are too short in length	4



# Reasons for not supporting the proposals

*“Again, I need tradesmen to be able to park and friends to be able to visit me. I am 74 and my friends often rely on cars to get to me and therefore usually come on weekends. Again, a scheme that allowed residents to issue friends and tradesmen with visitors parking permits would solve the problem.”*

It will impact my driving visitors

*“Family and friends visit on Sundays.”*

It will impact my driving visitors

*“We also have visitors! This would make living in Holland Park even more lonely!”*

It will impact my driving visitors

*“We would like to be able to welcome family and visitors without paying the high parking costs. If pay by phone parking hours are increased, this will be a deterrent for our family/friends. Could we introduce a visitor’s daily/hourly parking permit which we can distribute at our discretion. This works successfully in other boroughs.”*

Visitors permits requested



*“No case for extending the existing restrictions in anticipation of a problem that may never exist. Represents an unnecessary incursion on residents ability of have visitors when this is already severely restricted by the existing arrangements.”*

The redevelopment will not impact parking as expected

*“Because our street is miles away from Olympia and I doubt will be affected by the new venues. Because I need my friends and family to be able to visit me at least at the current times without incurring extra costs. That includes parking in residents' bays for the extra hours 8:30 - 9:30 am and 5:30 - 6:30 pm.”*

Zone is too large in scale



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# Demographic and permit ownership differences



# Demographic and permit ownership differences

The results of each question, in each zone, have been broken down by whether respondents have at least one permit within the household and a range of demographic factors (sex, age, ethnicity and whether the respondent has a physical or mental health condition or illness lasting or expected to last 12 months or more). Caution should be applied when interpreting these results as the number of responses per area varies and in some cases is fairly low. Nevertheless, this helps to understand the strength of feeling of respondents with different characteristics.

Commentary is only included below where there is a difference of support of at least five per cent between characteristics.

## In all questions across both zones

- In each question respondents where there was **at least one resident parking permit in the household** were more likely to **support introducing or extending parking controls** compared to respondents where there is no permit in the household.
- In each question **White respondents** were more likely to **support introducing or extending parking controls** compared to Ethnically Diverse respondents. Whilst White respondents were more likely than Ethnically Diverse respondents to support the proposals, this effect is primarily a function of permit ownership. Amongst permit-holders, there was no difference between White and Ethnically Diverse respondents, although White respondents were slightly more likely to hold a permit (86 per cent) than Ethnically Diverse respondents (77 per cent).
- In each question respondents **without a physical or mental health condition or illness** were more likely to **support introducing or extending parking controls** compared to those with a physical or mental health condition or illness.

## In some questions or in some zones

- In some questions **male respondents** were more likely to **support introducing or extending parking controls** compared to female respondents. This was the case for residents' bays on Sundays in Zone B, for visitor bays on weekdays in both zones, for visitor bays on Saturdays in both zones and for visitor bays on Sundays in zone B.
- In some questions **respondents aged under 55** were more likely to **support introducing or extending parking controls** compared to respondents aged 55 or older. This was the case in residents' bays on Sundays in both zones.

*Number of respondents per characteristic: Permit in household (165) no permit in household (34); Male (93), Female (80); under 55 (64), 55 or older (111); White background (106), Ethnically Diverse background (43); no physical or mental health condition (146), physical or mental health condition (18)*



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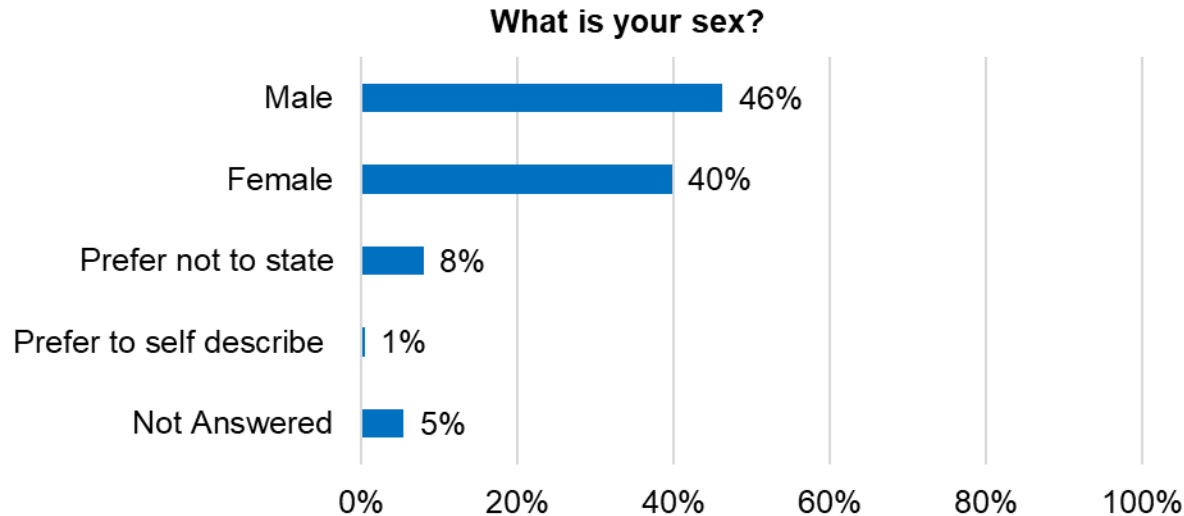
# Profile of respondents



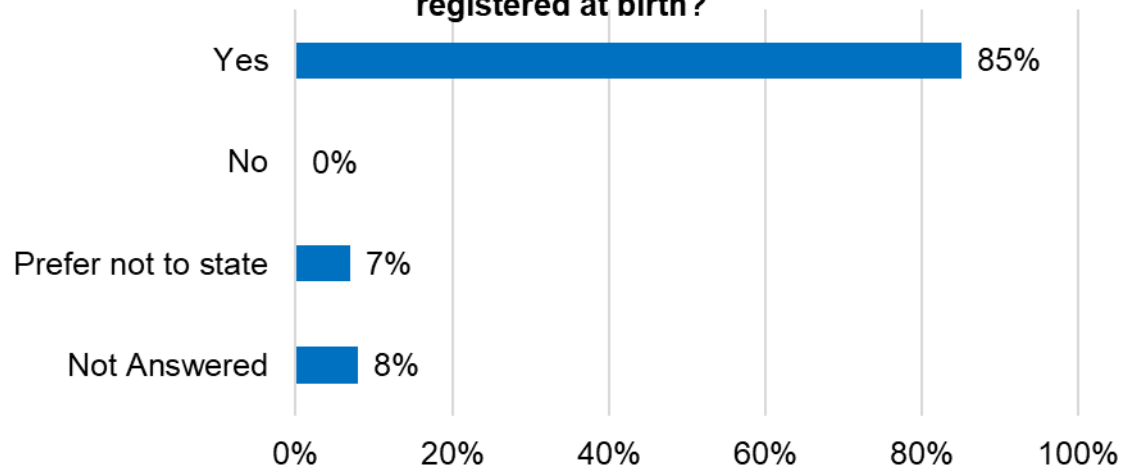
# Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

- These statistics are to be considered in line with the wider borough statistics from the 2021 Census. Currently 53 per cent of borough residents are female and 47 per cent male. Around half a per cent have a gender identity different from their birth.



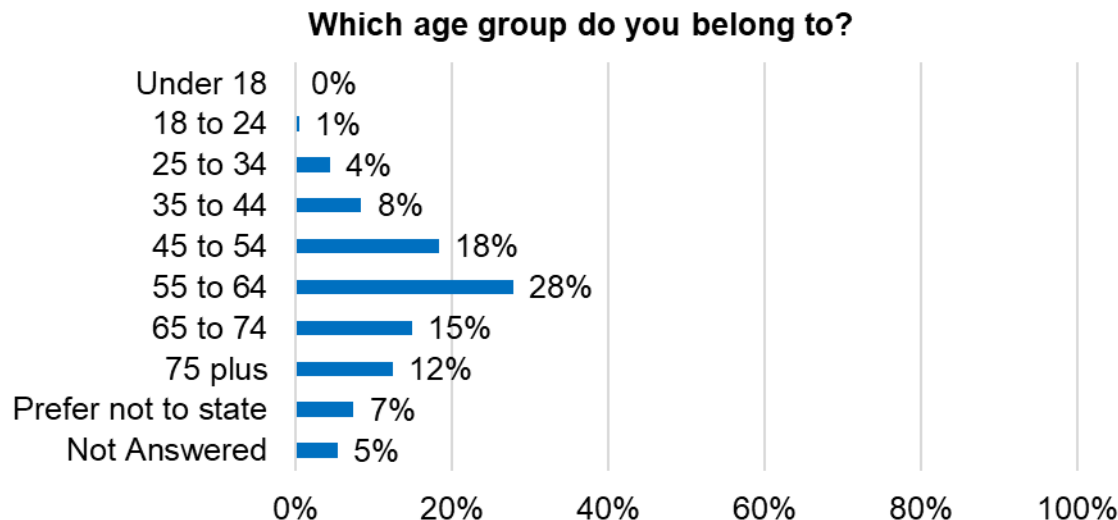
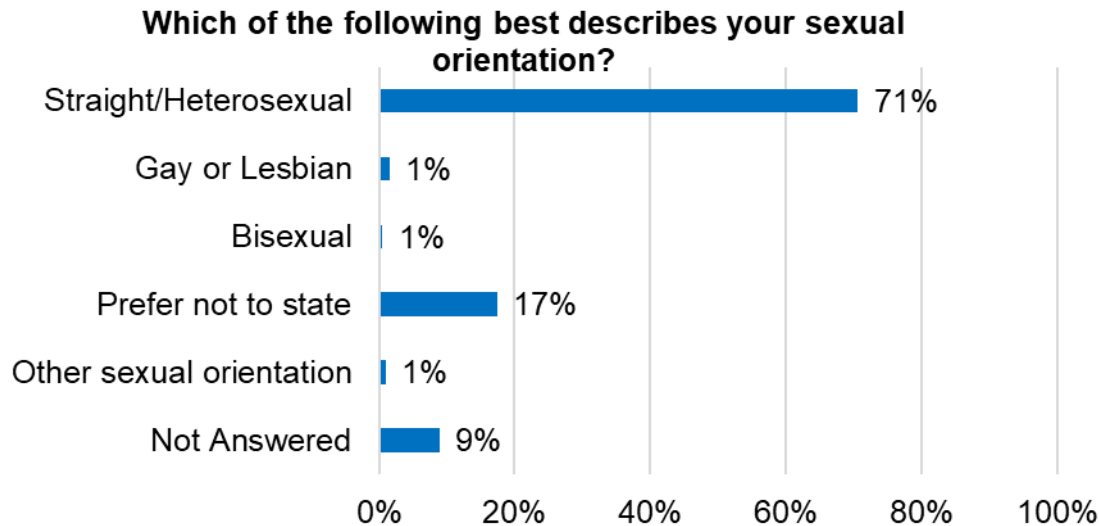
**Is the gender you identify with the same as your sex registered at birth?**



*Base: All respondents (201)*

# Profile of respondents

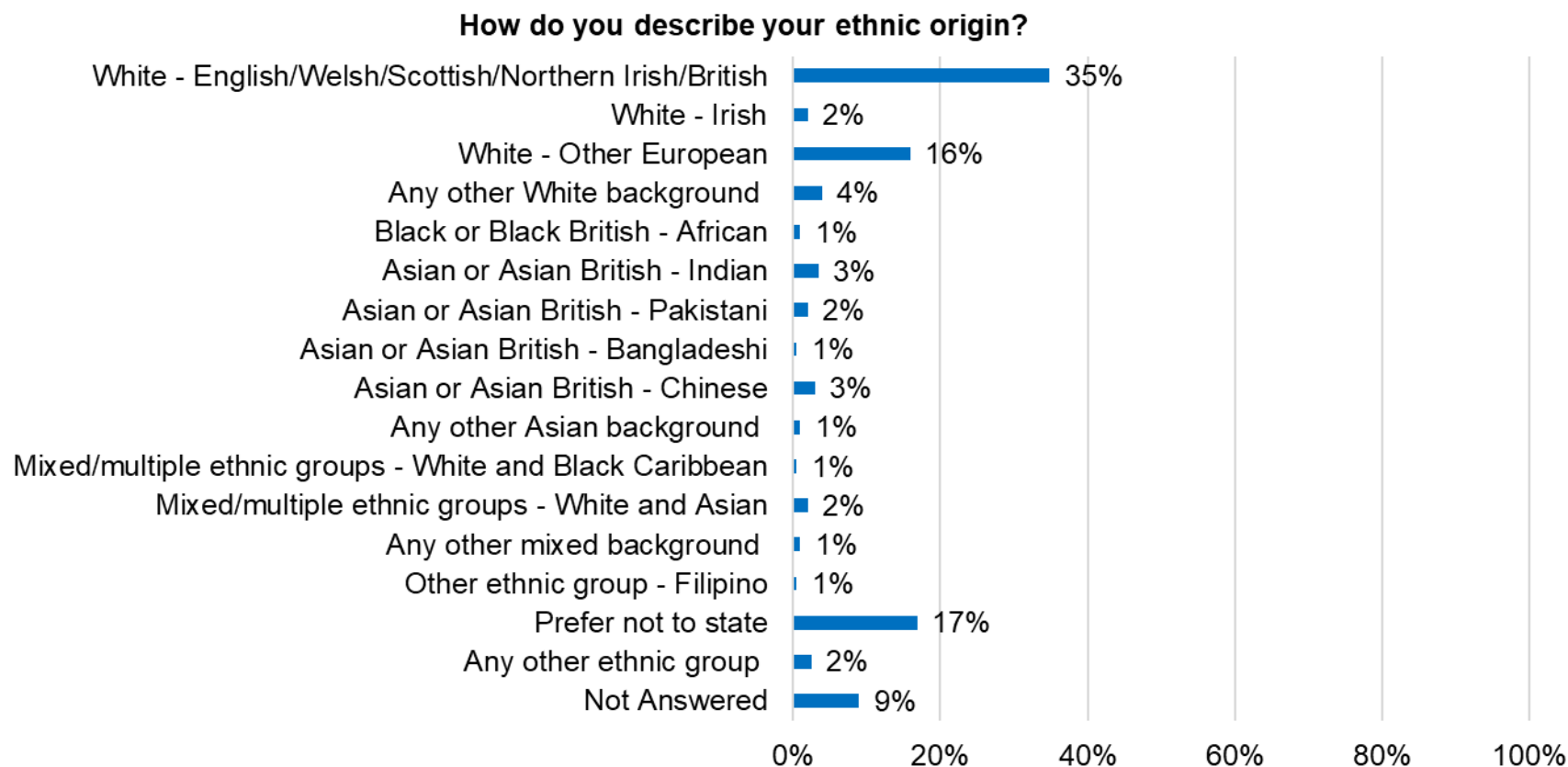
- On sexual orientation, these statistics are to be considered in line with the wider borough statistics from the 2021 Census. Currently 1 in 25 people in the borough identify as being LGBTQ+.
- On age, the respondents' profile skews older than the 2021 Census figures for borough residents (15%) are aged 65+).



*Base: All respondents (201)*

# Profile of respondents

- On ethnic origin comparison of the respondent profile with the 2021 Census is made difficult by the high proportions of respondents who did not provide their ethnic origin.



*Base: All respondents (201)*

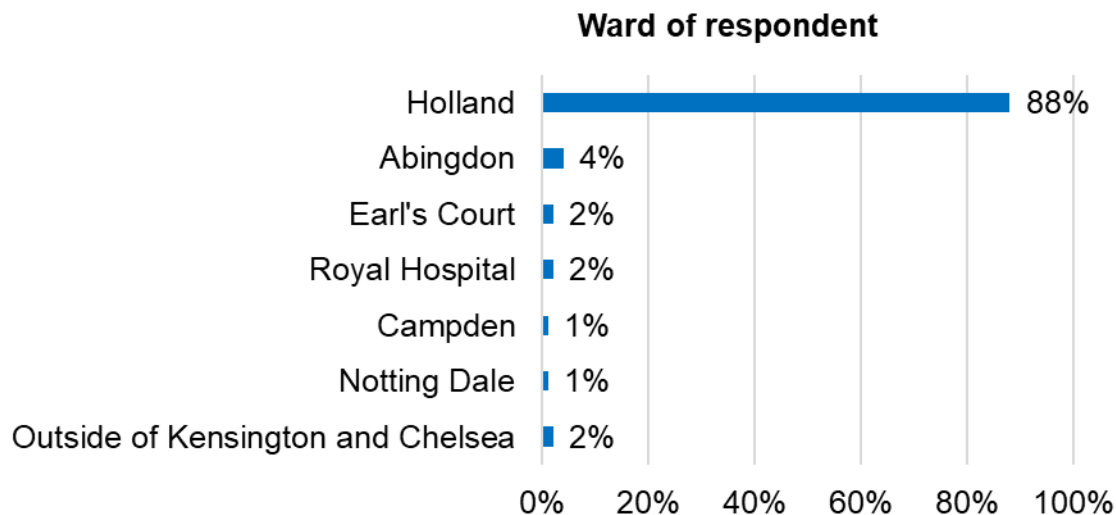
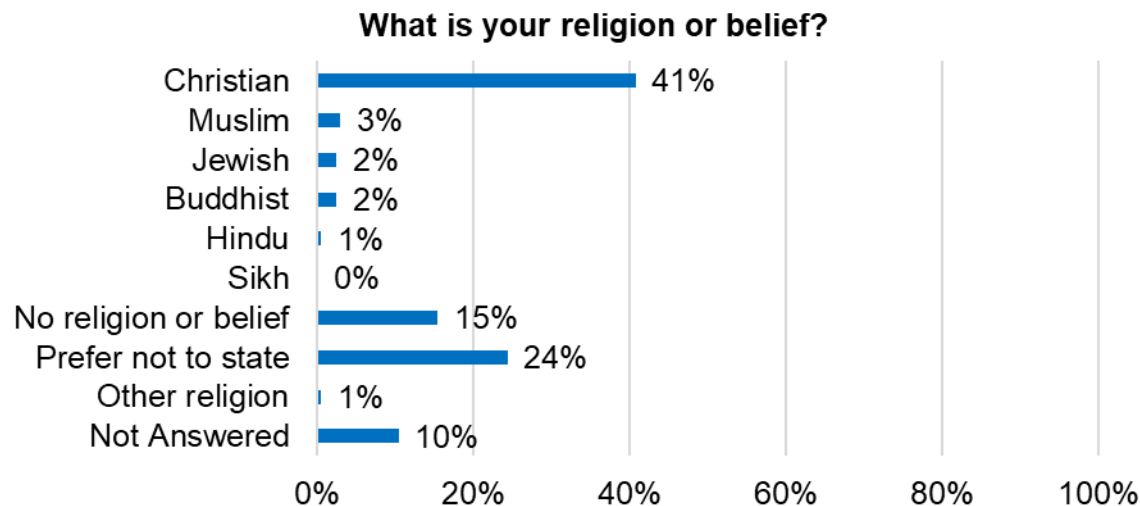
*Only ethnicities listed in graph where a response was received*



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# Profile of respondents

- On religious belief comparison of the respondent profile with the 2021 Census is made difficult by the high proportions of respondents who did not provide their religious belief.



Base: All respondents (201)

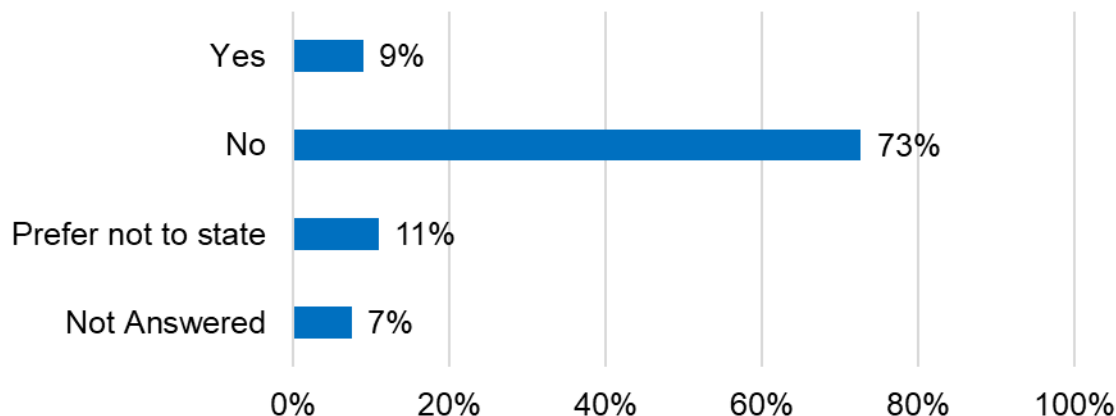


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# Profile of respondents

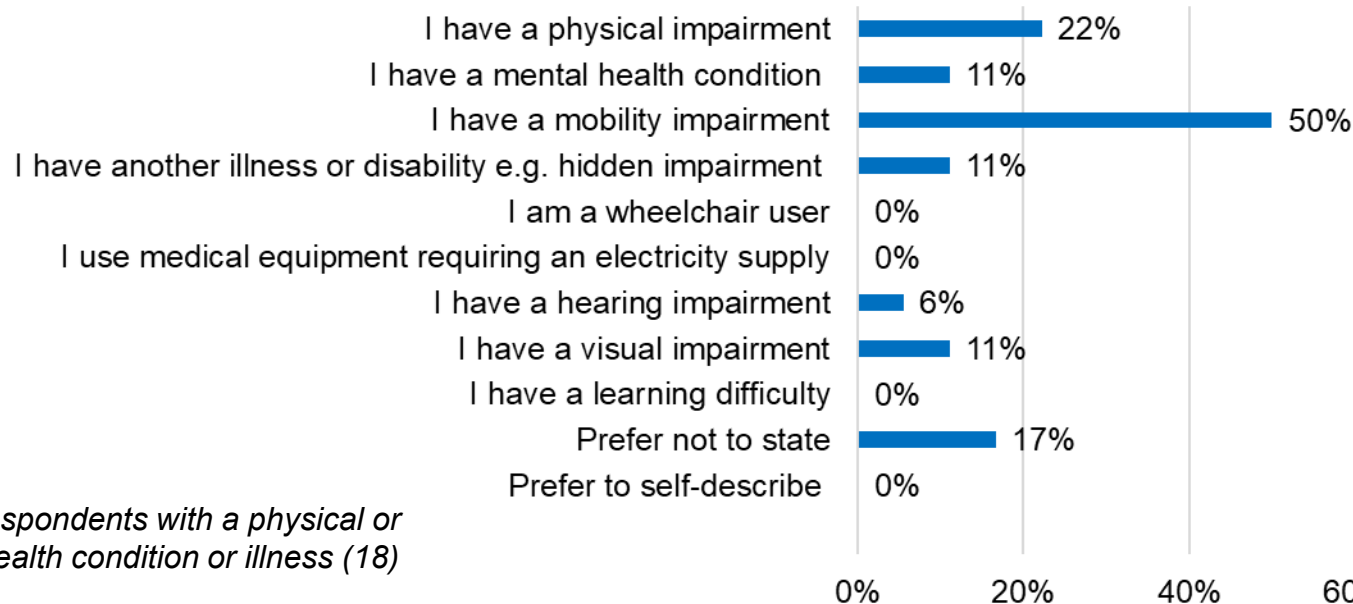
- According to the 2021 Census, 13 per cent of residents have a long-term health condition or disability.

## Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?



Base: All respondents (201)

## If yes, what is the nature of your physical or mental health condition or illness?



Base: Respondents with a physical or mental health condition or illness (18)