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1 Introduction

- 1.1.1. This report presents a focused examination of demographic profiles, sentiment analyses, and key insights derived from a subset of data collected as part of the Oxford Street Programme 2023 questionnaire and representing the residents within the Westminster City Council region.
- 1.1.2. As a component of a more extensive dataset this specific 'Westminster Residents' subcategory was defined based on respondents' self-identification in response to the question, 'Which of the following best describes you?'. The distinct groups of 'Westminster resident' and 'Westminster resident and worker' were identified as the subjects of inquiry, constituting the primary scope of analysis within this section.
- 1.1.3. By concentrating on these particular demographics, the ensuing document aims to provide a specific understanding of the perspectives and characteristics unique to individuals directly within with the Westminster residential community, both as residents and as residents who are also employed within the area.
- 1.1.4. Through an analysis of demographic data, this report serves as a resource for understanding the wants and needs within this community (regarding the progression of a design for Oxford Street and the surrounding area), contributing to a more informed and targeted approach to community engagement and design development for the Oxford Street Programme.

2 Residential Analysis

- 2.1.1. This chapter summarises the number of responses received throughout the consultation period between 17 July 2023 – 31 August 2023, from residents of Westminster.
- 2.1.2. This includes respondent demographics as well as the emerging themes for the schemes.

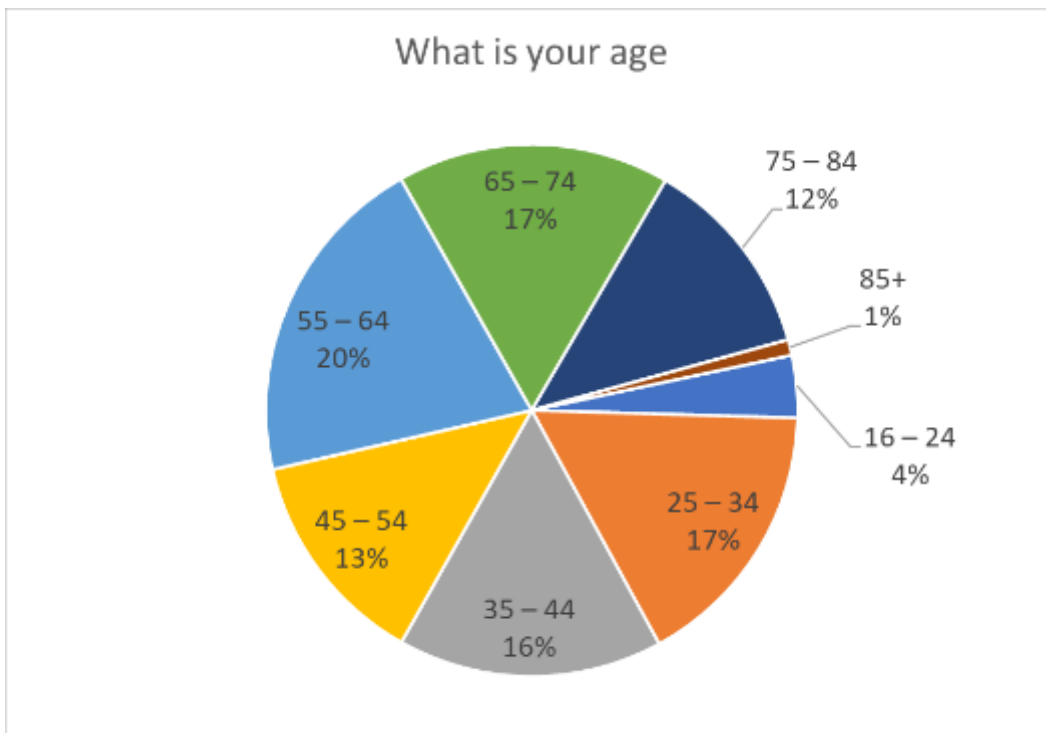
2.2 Level of response

- 2.2.1. A total of 416 residents of Westminster responded to the questionnaire. Of these 311 selected 'Westminster resident' and 105 selected 'Westminster worker and resident'.

2.3 Age profile of respondents

- 2.3.1. The age distribution of respondents garnered a total of 211 responses, which provides valuable insights into the demographics of the sample.
- 2.3.2. As illustrated in Figure 1-1, the best represented group was the 55-64 age range which made up 20% of the total (43 responses).
- 2.3.3. A total of 205 respondents choose to skip this question.

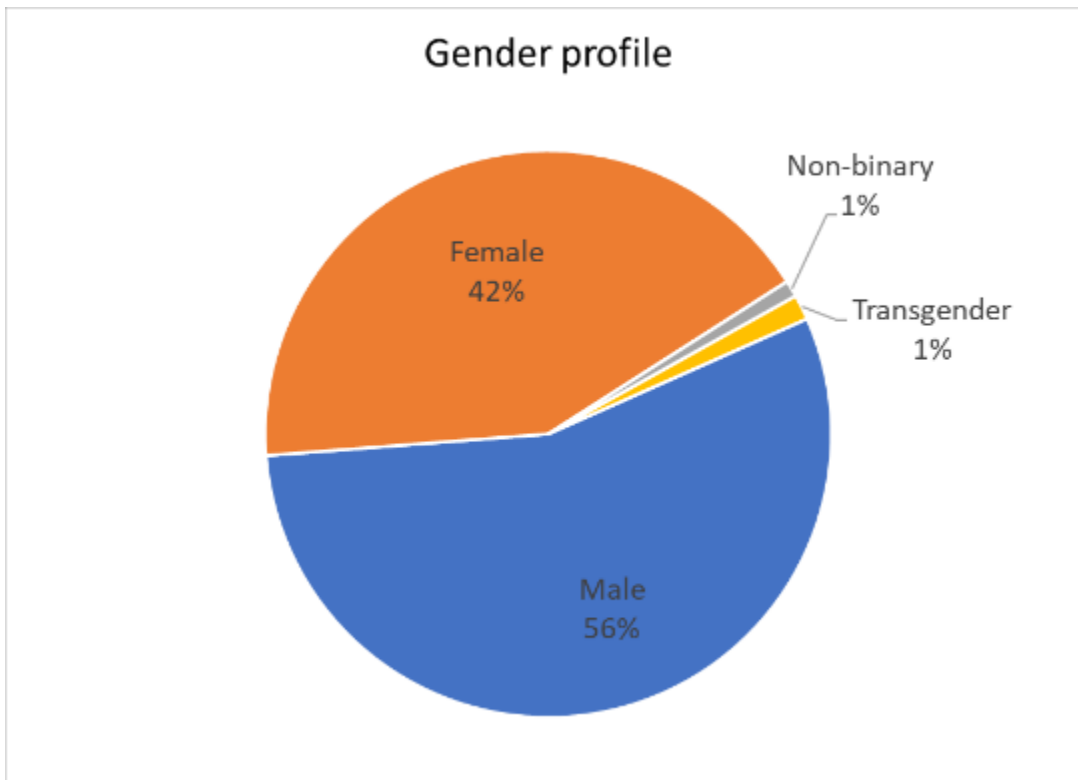
Figure 2-1 - Age Profile of Respondents ('Westminster residents' and 'Westminster worker and resident')



2.4 Gender profile of respondents

- 2.4.1. Participants' gender identities demonstrated a diverse range, with a majority expressing various gender affiliations that reflect a supportive and inclusive perspective. There were 212 responses to this question, and 204 choose to skip this question. As illustrated in Figure 2-2, approximately 55% (117 responses) selected male, 42% (89 responses), 1% selected non-binary (2 responses) and 1% selected transgender (3 responses).
- 2.4.2. Only one respondent (<1%) identified as 'other'. As such, this has not been included in Figure 1-2.

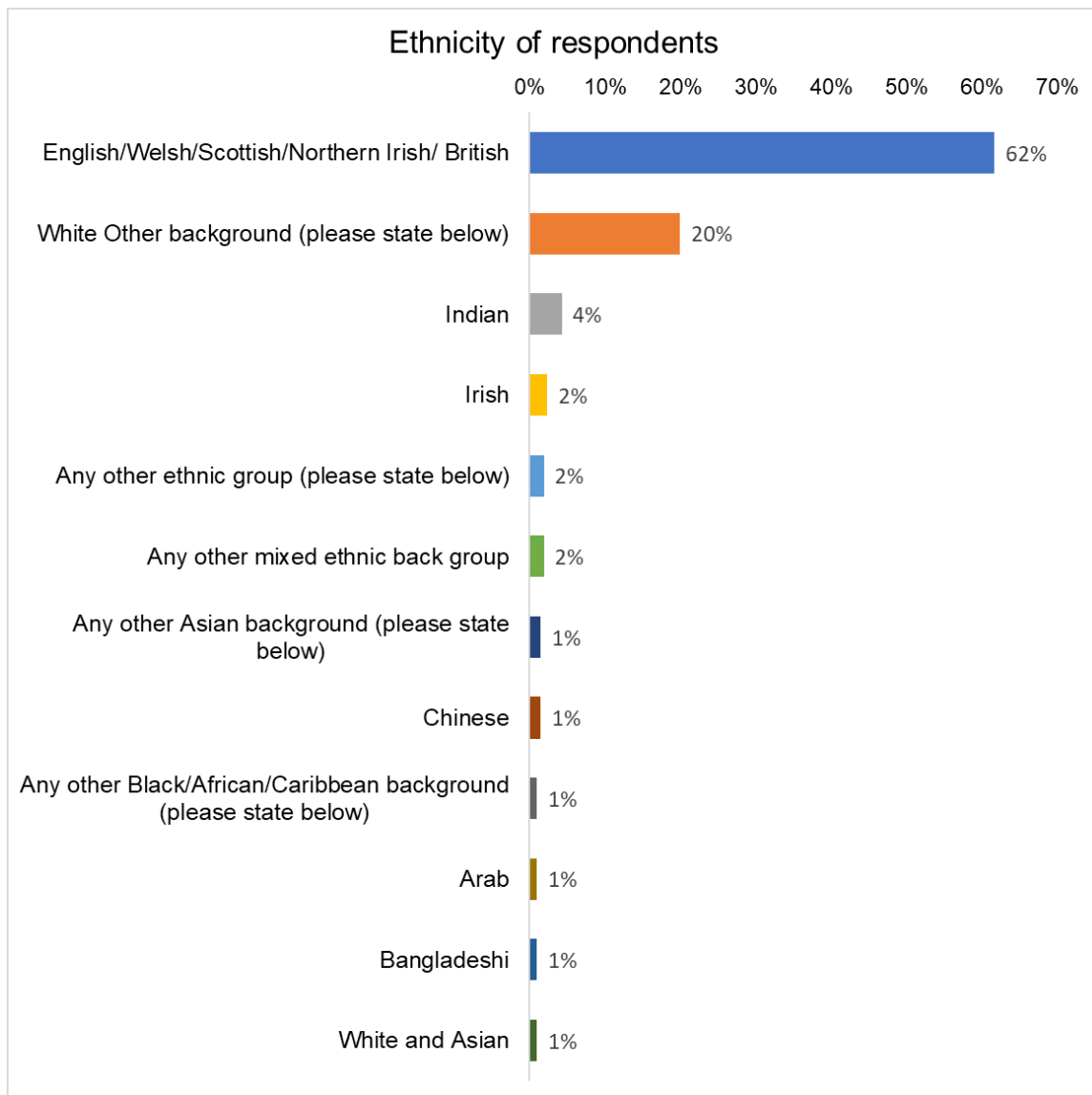
Figure 2-2 - Gender Profile of Respondents ('Westminster residents' and 'Westminster worker and resident')



2.5 Ethnicity of respondents

- 2.5.1. This question received 211 responses, illustrates a diverse range of ethnic backgrounds among the residents who answered this question, 202 choose to skip this question.
- 2.5.2. As shown in Figure 1-3, the majority of respondents who answered this question, 62% (130 responses) were English, Welsh, Scottish, Northern Irish, or British. A small percentage 20% (42 responses) selected White Other background.
- 2.5.3. Only one respondent (<1%) selected 'African', one respondent (<1%) selected 'Caribbean' and one respondent (<1%) selected 'White and Black African'. As such, this has not been included in Figure 1-3.

Figure 2-3 - Ethnicity of Respondents ('Westminster residents' and 'Westminster worker and resident')



2.6 Postcodes

2.6.1. Respondents were also asked for their postcode to provide a geographical representation of respondents. This question was optional. A total of 258 respondents provided their postcode which results in a total of 225 unique postcodes. 158 respondents choose to skip this question. Table 2-1 shows the frequency of postcodes received. W2 was the most frequently noted postcode by the residents completing the questionnaire.

Table 2-1 - Postcode areas and frequency

Postcode	Frequency	Postcode	Frequency
W2	41	W10	2
W1W	26	W1D	2
W9	25	WB1	2
NW8	21	E10	1
SW1V	18	E11	1
W1H	16	EC1	1
W1K	15	NW2	1
SW1P	11	NW6	1
W1G	10	SE12	1
W1U	10	SW16	1
NW1	9	SW1E	1
W1T	9	SW1H	1
WC2	7	SW6	1
W1F	6	SW8	1
SW1	4	W1	1
SW1W	4	W1J	1
W1S	3	W3	1
SW1A	2		
SW7	2		

2.6.2. As shown in Figure 2-4 a heatmap has been developed to illustrate the distribution of respondent's postcodes across Westminster. The heat map shows a high concentration of postcodes in and around the Westminster borough (shown in red), with a lower concentration towards the outskirts of the borough (yellow/green/blue).

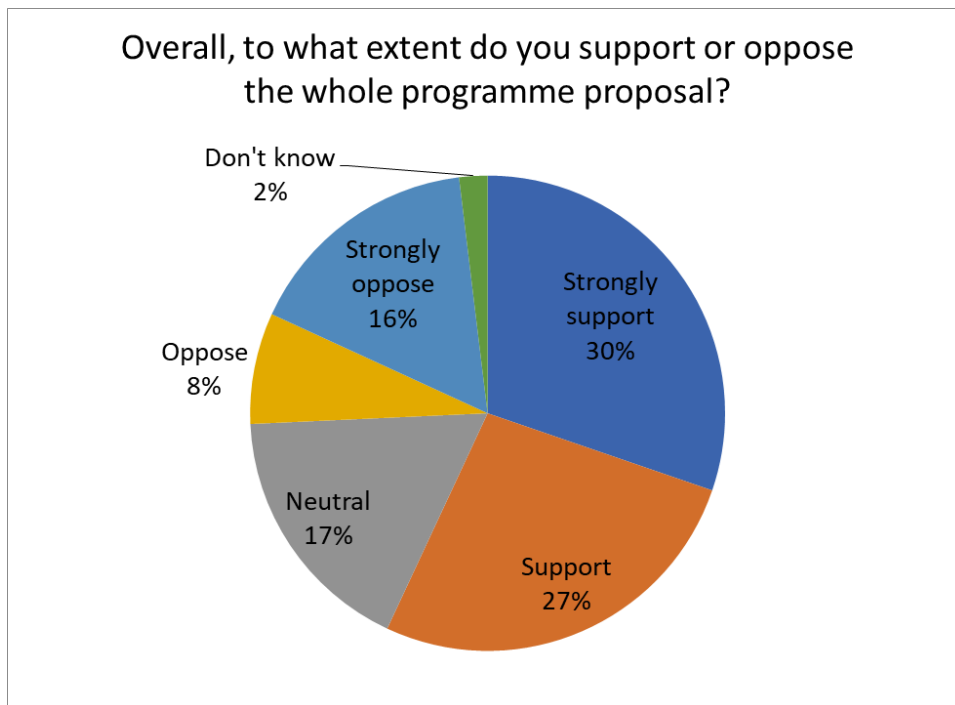
Figure 2-4 - Postcodes of Respondents ('Westminster residents' and 'Westminster worker and resident')



Overall Programme Proposals

- 2.6.3. Before deep diving into the specific projects within the programme, participants were asked to answer the question ‘Overall, to what extent do you support or oppose the whole programme proposal?’. There were 727 responses to the question by ‘Westminster residents’ or ‘Westminster residents and workers’. Respondents could select one answer.
- 2.6.4. Figure 0-1 illustrates that the participants’ opinions on the whole programme proposal showed a significant level of support. 30% (220 responses) expressed strong support for it, while an additional 27% (194 responses) indicated their support. Furthermore, 17% (126 responses) remained neutral on the matter.
- 2.6.5. While there were individuals who opposed the proposal, with 8% (55 responses) in opposition and 16% (118 responses) strongly opposing it, their views were outweighed by the considerable support from those in favour.
- 2.6.6. A small 2% (39 responses) stated they didn’t know, but overall, these results highlight a notable level of support for the programme proposal with combined support of 57% compared to a combined opposition of 24%.

Figure 0-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the whole programme proposal



3 Oxford Street Scheme

- 3.1.1. This section of the report focusses on the ‘Oxford Street’ scheme specifically.
- 3.1.2. There was a total of 632 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents who wished to answer questions about the proposals for the Oxford Street scheme. 93 respondents actively selected ‘no’ and chose not to answer question in this section, while two respondents skipped the question.
- 3.1.3. As each of the close questions in this section were optional, there will be a different number of total responses for each.

3.2 Closed Question Analysis for Oxford Street Scheme

Overall, to what extent do you support or oppose the proposed Oxford Street scheme? (Optional)

- 3.2.1. 628 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 99 chose to skip this question.
- 3.2.2. The results are illustrated below in Table 3-1.

Table 3-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the proposed Oxford Street scheme.

Answer Choice	Response Percent	Response Total
Strongly support	30%	191
Support	27%	169
Neutral	14%	91
Oppose	9%	56
Strongly oppose	18%	111
Don't know	2%	10

Which, if any, of the following are important to you when thinking about your views on the proposed Oxford Street scheme? Please tick all that apply. (Optional)

- 3.2.3. 631 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 36 chose to skip this question.
- 3.2.4. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 3-2.

Table 3-2 - Features of the proposed Oxford Street scheme which respondents ('Westminster residents' or 'Westminster residents and workers') felt were most important.

Answer Choice	Response Percent	Response Total
Quality of the street environment	62%	392
Trees and Greening	61%	384
Quality of public spaces	55%	345
Quality of the Oxford Street Experience	54%	338
Air quality	53%	335
Safety of pedestrians and cyclists	53%	333
Provision for pedestrians and cyclists	50%	318
Bus services	50%	313
Impact on my journeys	42%	267
Traffic congestion	41%	257
Traffic noise	29%	186
Vehicle access to/from the area	29%	180
Traffic speeds	27%	168
Impact on my home	18%	115
Other	9%	54
Impact on my business	6%	35
Don't know	0%	2

Which features of the proposals for Oxford Street are most important to you? Please tick all that apply. (Optional)

- 3.2.5. 613 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 36 chose to skip this question.
- 3.2.6. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 3-3.

Table 3-3 - Features of the Oxford street scheme proposals which respondents ('Westminster residents' or 'Westminster residents and workers') considered most important

Answer Choice	Response Percent	Response Total
Transforming Oxford Street into a more pleasant street environment where people can get about more easily and safely, relax and spend time	69%	420

Answer Choice	Response Percent	Response Total
The increase in trees and greening	56%	345
Reducing motor traffic along Oxford Street	47%	291
Improving the quality of the pavements and street lighting	45%	273
Providing new 'green man' crossings and widening existing crossings	29%	176
Improving north/south cycle routes crossing Oxford Street	29%	175
Other	21%	130
Increasing the number of taxi ranks in the side roads adjoining Oxford Street	12%	72

How much do you support/oppose each of the proposals of the Oxford Street scheme? Please tick one box for each row only. (Optional)

- 3.2.7. 626 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 101 chose to skip this question.
- 3.2.8. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 3-4.

Table 3-4 - Overview of respondents' ('Westminster residents' or 'Westminster residents and workers') opinions towards the collective proposals for the Oxford Street scheme

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Removal of islands/central reserve/bus lay bays	134	115	141	73	118	29	610
Extension of footways	248	158	64	50	89	3	612
Loading pads on Oxford Street	53	126	241	53	57	70	600
Closed to vehicles: James Street at Oxford Street	195	103	104	48	126	38	614
Closed to vehicles: Glibert Street at Oxford Street	187	93	122	44	126	36	608
Closed to vehicles: Davies Street at Oxford Street	190	92	123	42	121	40	608
Closed to vehicles: Binney Street at Oxford Street	183	90	121	42	119	46	601
Bus, Taxi, Cycle Only proposal	224	132	62	59	122	11	610
Restricted Parking Zone	185	127	126	31	100	34	603
Removal of daytime taxi ranks	146	86	148	85	119	28	612

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Evening taxi ranks on Oxford Street	91	173	187	44	69	39	603
Side street taxi ranks	123	174	163	36	77	32	605
Orchard Street Bus, Taxi, Cycle Only	174	99	123	52	113	36	597
New seating	261	169	90	32	43	13	608
New lighting	285	170	101	18	15	13	602
New trees	356	150	59	25	15	7	612
New planters and planting	336	136	65	23	46	5	611
New cycle lanes on James Street/Gilbert Street	194	81	142	58	114	28	617
New cycle lanes on Holles Street and Harewood Place	190	82	148	51	101	28	600
New cycle lane on Rathbone Place	194	84	146	43	114	26	607
New cycle lane on Berners Street/Newman Street	193	85	145	39	116	27	605
Enhanced amenity space at i) Old Cavendish Street ii) Great Titchfield Street iii) Argyll Street iv) Old Quebec Street v) Balderton Street vi) Lumley Street vii) Bird Street viii) Marylebone Lane (east) ix) Woodstock Street x) Dering Street	201	155	130	27	70	29	612
New amenity space at i) James Street ii) Gilbert Street iii) Binney Street	191	148	124	30	80	38	611
Parking and loading proposals	70	95	246	52	82	70	615

3.3 Open Question Analysis for Oxford Street Scheme

- 3.3.1. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, to avoid repetition and possible misrepresentation of the data, these comments have been categorised as described in 3.2.4.
- 3.3.2. Oxford Street: A total of 201 respondents provided comments on the Oxford Street scheme itself, which resulted in 765 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 3.3.3. Table 3-5 shows the top ten themes and their corresponding number of mentions.

Table 3-5: Top ten themes and their corresponding number of mentions for the Oxford Street Scheme ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	% of mentions
1	Design suggestions and requests	36	5%
2	Comments on variety of shops	34	4%
3	Comments on general enforcement and security	28	4%
4	Concerns around traffic congestion	27	4%
5	Comments on vehicle access	25	3%
6	Changes to bus operations and bus stands is not needed and will have a negative impact	23	3%
7	Comments on noise pollution	22	3%
8	Comments on trees and greening	22	3%
9	Oxford Street should be pedestrianised	20	3%
10	Comments on pedicabs	19	2%

Theme 1: Design suggestions and requests

- 3.3.4. Many of these design suggestions are details in section 6.3.5 of the main report, some notable suggestions include:
 - Holles Street as the start/termination for buses;
 - Planting evergreen trees that don't drop leaves to reduce maintenance;

- Adding an air bus route;
- Provide cycle parking for residents as well as a collaborative to fix bikes and pursue arts; and
- Avoiding grey paving.

Theme 2: Comments on variety of shops

- 3.3.5. Comments regarding the variety of shops available along Oxford Street was a strong focus for residents with 4% of coded mentions (34 mentions). Comments included:
- 3.3.6. *“Please get rid of the cheap , loud shops selling sweets or similar rubbish. they are not adding any value to London. Some of these shops cannot be traced back to any one person I'm told... We need higher standards for tenants.”*
- 3.3.7. *“Leave the street alone and let NWECC sort out the shops. The issue is not the street it the shops!”*

Theme 3: Comments on general enforcement and security

- 3.3.8. Enforcement and security is another concern for residents with 4% of coded mentions (30 mentions) commenting on enforcement or security in some way. Comments included:
- 3.3.9. *“Prevention of crime in Oxford Street and Surrounding Streets have not been mentioned. This is a priority.”*
- 3.3.10. *“Why on earth is the council not enforcing the busses taxis and cycle access to Oxford Street. I see 100s of cars using Oxford st[sic] !!!”*

Theme 4: Concerns around traffic congestion

- 3.3.11. Traffic congestion is a concern for Westminster residents with 4% of coded mentions (25 mentions) mentioning traffic congestion in some way. Comments included:
- 3.3.12. *“Concerned that public money should not be spent on something with doubtful public value, risk of traffic displacement into neighbouring residential districts, increased congestion due to loss of bus bays.”*
- 3.3.13. *“Reducing traffic speeds: local residents have huge problems[sic] getting service providers (eg plumbers, home help) to visit the area due to lack of on street parking, traffic restrictions and congestion and general frustration. Slowing speeds, reducing on-street parking all negatively affect residents' quality of life.” (Extract of comment)*

Theme 5: Comments on vehicle access

- 3.3.14. Vehicle access is also another concern of residents with 3% of coded mentions (25 mentions) speaking about vehicle access. Some the comments suggested that if Oxford Street is pedestrianised that only buses and taxis should be allowed through. Whilst other comments suggested if Oxford Street is not pedestrianised that taxis should not be allowed to go through Oxford Street. Comments included:

- 3.3.15. *“Taxi traffic should be reduced or eliminated, as taxis are horribly polluting and inefficient vehicles.” (Extract of comment)*
- 3.3.16. *“Bus and cycle only traffic should be along all of the Oxford street taxi should be limited to black cabs”*

4 Oxford Circus Scheme

- 4.1.1. This section of the report focusses on the ‘Oxford Circus’ scheme specifically.
- 4.1.2. There was a total of 538 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents who wished to answer questions about the proposals for the Oxford Circus scheme. 172 respondents actively selected ‘no’ and chose not to answer question in this section, while 17 respondents skipped the question.
- 4.1.3. As each of the close questions in this section were optional, there will be a different number of total responses for each.

4.2 Closed Question Analysis for Oxford Circus Scheme

Overall, to what extent do you support or oppose the proposed Oxford Circus scheme? (Optional)

- 4.2.1. 539 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 188 chose to skip this question.
- 4.2.2. The results are illustrated below in Table 4-1.

Table 4-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the proposed Oxford Circus scheme.

Answer Choice	Response Percent	Response Total
Strongly support	27%	145
Support	32%	174
Neutral	18%	95
Oppose	7%	38
Strongly oppose	16%	85
Don't know	0%	2

How much do you support or oppose each of the following elements of the proposed Oxford Circus Scheme? (Optional)

- 4.2.3. 543 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 184 chose to skip this question.
- 4.2.4. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 4-2.

Table 4-2 - Overview of respondents' ('Westminster residents' or 'Westminster residents and workers') opinions towards the collective proposals for the Oxford Circus scheme

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Extend footway space at all four corners of the junction	257	122	59	27	62	6	533
Improve quality of materials and the public realm of Oxford Circus	236	152	77	10	40	17	532
Remove all central medians and traffic islands on all arms of the junction	151	103	102	80	69	28	533
Prohibit all turning movements for vehicles at Oxford Circus	176	87	88	75	96	21	543
Introduce of a more efficient two-stage crossing system and remove the diagonal crossings	90	77	104	114	136	16	537
Introduce advance stop lines and improve signage for cyclists	189	134	108	28	58	14	531
Improve pedestrian safety and security measures	298	105	77	6	36	10	532
Change traffic on Great Castle Street (between Regent Street and Great Portland Street) to flow eastbound and not westbound	68	56	240	25	72	65	526
Create a new signalised junction at Regent Street/Great Castle Street	87	106	209	22	64	42	530
New signalised pedestrian crossings introduced at Greater Castle Street and Regent Street	119	130	169	22	65	27	532
New signalised pedestrian crossings introduced at Great Portland Street and Oxford Street	134	136	151	24	61	26	532
New signalised pedestrian crossings introduced at John Princes Street and Oxford Street	127	120	170	24	62	26	529
Changes to bus operations	72	83	183	53	95	48	534

Which, if any, of the following are important to you when thinking about the proposed Oxford Circus Scheme? Please tick all that apply. (Optional)

- 4.2.5. 541 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 186 chose to skip this question.
- 4.2.6. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 4-3.

Table 4-3 - Features of the proposed Oxford Circus scheme which respondents ('Westminster residents' or 'Westminster residents and workers') felt were most important

Answer Choice	Response Percent	Response Total
Quality of the street environment	71%	385
Safety of pedestrians and cyclists	61%	330
Provision for pedestrians and cyclists	51%	275
Air quality	51%	275
Bus services	48%	262
Traffic congestion	47%	254
Impact on my journeys	42%	229
Traffic noise	28%	152
Traffic speeds	28%	151
Vehicle access to/from the area	27%	145
Impact on my business	6%	35
Other	6%	34
Don't know	0%	1

4.3 Open Question Analysis for Oxford Circus Scheme

- 4.3.1. This section of the report focusses on the ‘Oxford Circus’ scheme specifically.
- 4.3.2. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, to avoid repetition and possible misrepresentation of the data, these comments have been categorised as described in 3.2.4.
- 4.3.3. Oxford Circus: A total of 62 respondents provided comments which resulted in 171 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 4.3.4. Table 4-4 shows the top 10 emerging themes and their corresponding number of mentions.

Table 4-4 - Top ten themes and their corresponding number of mentions for the Oxford Circus Scheme ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	% of mentions
1	Design suggestions	12	7%
2	Comments about traffic congestion/displacement	11	6%
3	Vehicle access	9	5%
4	Value for money	8	5%
5	Comments around proposed bus route adjustments	7	4%
6	Oxford Circus should be pedestrianised	6	4%
7	General criticism of WCC	6	4%
8	Air quality is currently an issue	5	3%
9	Comments opposing the prohibition of all turning movements for vehicles at Oxford Circus	5	3%
10	Cycling misuse/speeding	5	3%

Theme 1: Design suggestions

- 4.3.5. Much like the Oxford Street section, design suggestions remain a top theme within the comments made by residents. A total of 7% of coded mentions (12 mentions) put forward design suggestions. A full list of suggestions can be found in section 7.3.5. Some notable suggestions made by residents include:
 - Open roads that have been closed previously to elevate traffic;
 - Improve waste bins; and

- Create a “no right-turn” into Binney Street from Brook Street.

Theme 2: Comments about traffic/congestion displacement

- 4.3.6. Comments about traffic/congestion received 6% of coded mentions (11 mentions). An example of the type of comments received is:
- 4.3.7. *“We must deal with the issue that the Lane reductions on Regent Street are causing as part of this work. Regent Street is acting as a throttle on traffic leaving Soho. Via Great Marlborough St and Beak Street, causing huge traffic build ups and pollution. Reintroducing the 2nd lane in each direction will alleviate this. Otherwise we need to take measures to reduce non essential traffic in Soho now!”*

Theme 3: Vehicle access

- 4.3.8. Comments about vehicle access received 5% of coded mentions (9 mentions). Comments from residents included:
- 4.3.9. *“Less cars - the tube and black cabs are more than enough.”*
- 4.3.10. *“When I say oppose it is because I believe that all traffic should be removed altogether.”*

Theme 4: Value for money

- 4.3.11. Comments about value for money received 5% of coded mentions (8 mentions). An example of the type of comments received is:
- 4.3.12. *“Unnecessary spending of public money. Not required in this area. Spending public for the sake of public money. Would be better used elsewhere: - repairing damaged roads/cycle lanes and footpaths - reopening closed public conveniences (toilets) - allow all traffic (foot and road) to move freely and legally”.*

Theme 5: Comments around proposed bus route adjustments

- 4.3.13. Comments around proposed bus route adjustments received 4% of coded mentions (7 mentions). Comments from residents included:
- 4.3.14. *“OUR GROUP VERY VERY STRONGLY = OPPOSE THE PLACING OF BUS STOPS + BUS STANDS ON THE SOUTH SIDE OF MARGARET STREET = BETWEEN REGENT STREET & JOHN PRINCES STREET.” (Extract of comment)*
- 4.3.15. *“Bus services have been cut to the bone. We all want better air quality but the bus routes have been compromised beyond the point of usability. As a disabled user of buses there is a paucity of stops on the eastern end of oxford street (bring back the berners street stop). I used to work in Whitechapel and used to travel everyday on the 25 - to do the exact same journey today would require three buses, this is totally unacceptable. Please remember residents require travel options too”*

5 Marylebone / Fitzrovia Traffic Scheme

- 5.1.1. This section of the report focusses on the ‘Marylebone / Fitzrovia Traffic’ scheme specifically.
- 5.1.2. There was a total of 373 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents who wished to answer questions about the proposals for Marylebone / Fitzrovia Traffic scheme. 336 respondents actively selected ‘no’ and chose not to answer question in this section, while 18 respondents skipped the question.
- 5.1.3. As each of the close questions in this section were optional, there will be a different number of total responses for each.

5.2 Closed Question Analysis for Marylebone / Fitzrovia Traffic Scheme

To what extent do you support / oppose the Marylebone Fitzrovia traffic scheme? (Optional)

- 5.2.1. A total of 380 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 347 chose to skip this question.
- 5.2.2. The results are illustrated below in Table 5-1.

Table 5-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the proposed Marylebone / Fitzrovia Traffic Scheme

Answer Choice	Response Percent	Response Total
Strongly support	23%	87
Support	26%	97
Neutral	16%	61
Oppose	12%	47
Strongly oppose	20%	76
Don't know	3%	12

Which, if any, of the following are important to you when thinking about the proposed scheme? Please tick all that apply. (Optional)

- 5.2.3. A total of 378 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 349 chose to skip this question.
- 5.2.4. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 5-2.

Table 5-2 - Features of the proposed scheme which respondents ('Westminster residents' or 'Westminster residents and workers') felt were most important

Answer Choice	Response Percent	Response Total
Quality of the street environment	65%	245
Quality of public spaces	63%	240
Trees and Greening	62%	234
Safety of pedestrians and cyclists	56%	211
Air quality	49%	185
Provision for pedestrians and cyclists	47%	179
Traffic congestion	46%	174
Bus services	43%	163
Impact on my journeys	40%	153
Traffic noise	35%	134
Vehicle access to/from the area	33%	123
Traffic speeds	32%	122
Impact on my home	32%	120
Impact on my business	6%	23
Other	6%	21
Don't know	0%	0

Which features of the proposals are important to you? Please tick all that apply. (Optional)

- 5.2.5. A total of 373 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 354 chose to skip this question.
- 5.2.6. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 5-3.

Table 5-3 - Features of the proposals which respondents ('Westminster residents' or 'Westminster residents and workers') considered most important

Answer Choice	Response Percent	Response Total
Improving walking conditions and the quality of the public space around Cavendish Square	65%	243
Creating a street environment that is accessible and inclusive for all individuals	57%	212
Reducing vehicle speeds	42%	155
Improving north/south cycle routes	38%	141

Answer Choice	Response Percent	Response Total
Providing more direct and simpler access routes for businesses and residents and making it easier for loading and servicing vehicles to access and egress the area	34%	127
None of these	12%	43
Other	10%	39

How much do you support or oppose each of the following elements of the proposed Marylebone Fitzrovia Traffic Scheme? (Optional)

- 5.2.7. A total of 381 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 346 chose to skip this question.
- 5.2.8. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 5-4.

Table 5-4 - Overview of respondents' ('Westminster residents' or 'Westminster residents and workers') opinions towards the collective proposals for Marylebone Fitzrovia Traffic Scheme

Answer Choice	Strongly Support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Convert Wigmore Street and Mortimer Street to two-way	61	80	108	32	65	23	369
Convert Henrietta Place/Cavendish Square South/Margaret Street to two-way	61	76	111	35	58	22	363
Cavendish Square East is changed to a northbound traffic flow and Cavendish Square West changed to a southbound traffic flow	50	53	146	27	48	39	363
Great Titchfield Street changed to northbound traffic between Margaret Street and Mortimer Street	49	42	142	35	63	36	367
New and upgraded pedestrian crossings	147	123	58	16	17	6	367
Widening of footways at key locations	152	90	41	34	37	5	359
Loading pads on Mortimer Street	30	74	166	24	29	38	361
Changes to bus operations and bus stand locations	45	46	124	50	59	37	361
Parking and loading proposals	42	48	155	35	43	43	366

Answer Choice	Strongly Support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Cavendish Square corners extended to allow more space for pedestrians	140	81	53	26	55	8	363
Permit buses, taxis, cyclists only between Cavendish Square East and John Princes Street	119	70	61	19	83	21	373
New north-south cycling connection via Holles Street	119	50	85	28	60	21	363

5.3 Open Question Analysis for Marylebone / Fitzrovia Traffic Scheme

- 5.3.1. This section of the report focusses on The 'Marylebone/Fitzrovia Traffic Scheme' specifically.
- 5.3.2. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, to avoid repetition and possible misrepresentation of the data, these comments have been categorised as described in 3.2.4.
- 5.3.3. Marylebone/Fitzrovia: A total of 37 respondents provided comments which resulted in 133 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 5.3.4. Table 5-5 shows the top 10 emerging themes and their corresponding number of mentions.

Table 5-5 - Top ten themes and their corresponding number of mentions for the Marylebone/Fitzrovia Traffic Scheme ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	% of mentions
1	Concerns around traffic congestion/displacement	18	14%
2	Design suggestions and requests	9	7%
3	Comments on impact on quality of life	8	6%
4	Air quality will get worse	7	5%
5	Great Titchfield Street should not have northbound traffic only	6	5%
6	Concerns that proposals are not safe	5	4%

#	Theme	Number of mentions	% of mentions
7	Comments for further information/modelling data	5	4%
8	Comments on parking and vehicle access	4	3%
9	Comments on noise pollution	4	3%
10	General criticism of WCC	4	3%

Theme 1: Concerns around traffic congestion/displacement

- 5.3.5. Concerns around traffic congestion/displacement remains the top theme for residents, with 14% of coded mentions (18 mentions) mentioning this in some way. Comments included:
- 5.3.6. *“I am concerned by measures that will cause more traffic and congestion onto Wigmore St as this will cause noise, pollution, and congestion around my living environment (my home). We already notice when buses are on diversion it causes tremendous congestion and noise at lights and streets right by our home which is on a corner of Wigmore St.”*
- 5.3.7. *“I don't understand why there has to be extra traffic taken down Great Titchfield street from Margaret street making ieven[sic] more of a rat run area, cars already speed up great Titchfield street from Mortimer street why encourage more?” (Extract of comment)*

Theme 2: Design suggestions and requests

- 5.3.8. A total of 7% of coded mentions (9 mentions) for the Marylebone and Fitzrovia Traffic Scheme put forward additional design suggestions. The full list of design suggestions is included in section 8.3.4, some of the resident suggestions include:
- 5.3.9. *“Changes to great titchfield street two way system? why , this will just simply increase the amount to traffic going north , why not change to great portland street make it two way ???” (Extract of comment)*
- 5.3.10. *“Wigmore street is a missed opportunity[sic] overall. I welcome the proposed changes, but think that in the long run, wig more street should be cultivated to be another shopping street, and enhanced appropriately.”*

Theme 3: Comments on impact on quality of life

- 5.3.11. Comments on the impact of quality of life is still a strong focus with 6% of coded mentions (8 mentions) Comments included:
- 5.3.12. *“impact the roadworks will have on this will be huge. My daughter has a disability, our own car or a taxi is essential to maintain the quality of life” (Extract of comment)*
- 5.3.13. *“The proposed Fitzrovia scheme would enable vehicles to travel from Wardour Street, Berners Street, then turn into Eastcastle St and then into Great Titchfield Street, then*

straight up to New Cavendish Street, plus new turnings into Great Titchfield Street from Eastcastle Street and Margaret Street. This route would appear on GPS. And be a rat run for heavy traffic through probably the most densely residential street in central London.”
(Extract of comment)

Theme 4: Air quality will get worse

5.3.14. The theme that air quality will get worse is a focus for residents. A total of 5% of mentions (7 mentions), comments included:

5.3.15. *“As a resident you are building up traffic outside my flat which is within the heart of these proposals. You are removing my ability to park and travel in a car which is a huge lifeline for me. I have an electric car to minimise my impact on the environment but you are going to building up traffic so I am breathing terrible quality air.”* (Extract of comment)

5.3.16. *“Please do not do this. It’s dangerous for pedestrians and cyclists and will also increase the pollution because of increased congestion”.* (Extract of comment)

Theme 5: Great Titchfield Street should not have northbound traffic only

5.3.17. A total of 5% of coded mentions (6 mentions) stated Great Titchfield Street should not have northbound traffic only, these comments included:

5.3.18. *“Allowing northbound traffic up Great Titchfield Street all the way from Eastcastle Street to New Cavendish Street will greatly increase the amount of traffic on Great Titchfield Street. In particular the traffic turning left at the junction of New Cavendish Street will build up as it can only just cope with the amount of traffic now.”* (Extract of comment)

5.3.19. *“I wish to comment on the change of direction of traffic on lower Great Titchfield Street from south to north - from Mortimer St. It will allow for a straight run up GTS from Eastcastle Street to New Cavendish St. I don’t believe the stretch of GTS from Mortimer St to Foley St can take any further traffic. It is narrow - always congested with parking both sides and many delivery vans through the day - all of which are necessary to serve the many wonderful independent shops/businesses.”* (Extract of comment)

6 Oxford Street West Scheme

- 6.1.1. This section of the report focusses on the ‘Oxford Street West’ scheme specifically.
- 6.1.2. There was a total of 418 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents who wished to answer questions about the proposals for the Oxford Street West scheme. 297 respondents actively selected ‘no’ and chose not to answer question in this section, while 12 respondents skipped the question.
- 6.1.3. As each of the close questions in this section were optional, there will be a different number of total responses for each.

6.2 Closed Question Analysis for the Oxford Street West Scheme

Overall, to what extent do you support or oppose the proposed Oxford Street West scheme? (Optional)

- 6.2.1. A total of 408 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 319 chose to skip this question.
- 6.2.2. The results are illustrated below in Table 6-1.

Table 6-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the proposed Oxford Street West Scheme

Answer Choice	Response Percent	Response Total
Strongly support	23%	95
Support	25%	103
Neutral	20%	82
Oppose	13%	53
Strongly oppose	17%	70
Don't know	1%	5

Which, if any, of the following are important to you when thinking about the proposed Oxford Street West Scheme? Please tick all that apply. (Optional)

- 6.2.3. A total of 410 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 317 chose to skip this question.
- 6.2.4. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 6-2.

Table 6-2 - Features of the proposed Oxford Street West scheme which respondents ('Westminster residents' or 'Westminster residents and workers') felt were most important

Answer Choice	Response Percent	Response Total
Quality of the street environment	66%	269
Trees and greening	61%	250
Impact on my home	26%	107
Impact on my business	6%	24
Impact on my journeys	44%	179
Safety of pedestrians and cyclists	59%	240
Provision for pedestrians and cyclists	50%	206
Traffic congestion	46%	188
Traffic speeds	33%	134
Traffic noise	31%	128
Vehicle access to/from the area	29%	117
Bus services	48%	195
Air quality	48%	198
Don't know	0%	2
Other	8%	31

How much do you support or oppose each of the following elements of the proposed Oxford Street West Scheme? (Optional)

- 6.2.5. A total of 406 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 321 chose to skip this question.
- 6.2.6. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 6-3.

Table 6-3 - Overview of respondents' ('Westminster residents' or 'Westminster residents and workers') opinions towards the collective proposals for the Oxford Street West scheme

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Reverse traffic on Park Street (between Upper Brook Street and Oxford Street) and North Audley Street (from Grosvenor	51	52	148	34	78	39	402

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Square and Oxford Street)							
Reserve southbound traffic on Orchard Street for buses, taxis and cycles only from Portman Mews South to Oxford Street	68	75	114	36	77	32	402
Introduce a right hand turn off Orchard Street onto Wigmore Street	62	85	136	28	45	40	396
Introduce a right hand turn off Portman Street into Portman Square	63	95	137	26	41	39	401

6.3 Open Question Analysis for the Oxford Street West Scheme

- 6.3.1. This section of the report focusses on the ‘Oxford Street West’ scheme specifically.
- 6.3.2. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, to avoid repetition and possible misrepresentation of the data, these comments have been categorised as described in 3.2.4.
- 6.3.3. Oxford Street West: A total of 37 respondents provided comments which resulted in 102 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 6.3.4. Table 6-4 shows the top 10 emerging themes and their corresponding number of mentions.

Table 6-4 - Top ten themes and their corresponding number of mentions for the Oxford Street West Scheme ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	% of mentions
1	Design suggestions	10	10%
2	Security/Enforcement concerns	5	5%
3	General criticism of WCC	5	5%
4	Vehicle Access	5	5%
5	Congestion/displacement	5	5%

#	Theme	Number of mentions	% of mentions
6	Value for money	4	4%
7	General opposition	4	4%
8	Comments on impact on quality of life	4	4%
9	Comments on previous or other proposals	4	4%
10	Anti-social behaviour	4	4%

Theme 1: Design suggestions

6.3.5. A total of 10% of coded mentions (10 mentions) for this section put forward additional design suggestions. The full list of design suggestions is included in section 9.3.3, some of the resident suggestions include:

- more cycle provision;
- more contraflows; and
- open the roads that have been closed previously.

Theme 2: Security/Enforcement concerns

6.3.6. Security/enforcement concerns received 5% of coded mentions (5 mentions) reference security and enforcement, comments included:

6.3.7. *“More police presence. Reduce night crime, rough sleepers, drugs and alcohol use.”*

6.3.8. *“More police and council enforce t instead please!” (Extract of comment)*

Theme 3: General criticism of WCC

6.3.9. General criticism of WCC received 5% of coded mentions (5 mentions). Comments included:

6.3.10. *“This is a complete waste of money and totally unnecessary leave it as it is and stop wasting our money, please spend it on thing residents need we vote for you!!” (Extract of comment)*

Theme 4: Vehicle Access

6.3.11. Vehicle access received 5% of coded mentions (5 mentions) as residents referenced vehicle access in some way. Comments included:

6.3.12. *“The air quality is dreadful. We need to be like Paris and New York and extend the pedestrian and cycle space and limit cars.” (Extract of comment)*

6.3.13. *“In relation to Oxford Street East and West and Oxford Circus traffic would flow better and pedestrians would be safer if all pedal powered rickshaws were banned and all scooters and bicycles banned.” (Extract of comment)*

Theme 5: Congestion/displacement

6.3.14. Congestion/displacement is also a familiar theme with 5% of coded mentions (5 mentions) comments included:

6.3.15. *“Having queuing traffic on North Audley Street will impact the restaurants seating areas. and the already busy street full of pedestrians will be more dangerous. The air quality will be worse and the current level of disruption to the flow of traffic from deliveries will be unsustainable. The plans dont show how the access from Grosvenor Square will change but additionanly[sic], traffic[sic] could queue here affecting[sic] the tranquility[sic] of the square.”*

7 Eastcastle Street Scheme

- 7.1.1. This section of the report focusses on the ‘Eastcastle Street’ scheme specifically.
- 7.1.2. There was a total of 229 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents who wished to answer questions about the proposals for the Eastcastle Street scheme. 482 respondents actively selected ‘no’ and chose not to answer question in this section, while 16 respondents skipped the question.
- 7.1.3. As each of the close questions in this section were optional, there will be a different number of total responses for each.

7.2 Closed Question Analysis for the Eastcastle Street Scheme

- 7.2.1. A total of 230 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 497 chose to skip this question.
- 7.2.2. The results are illustrated below in Table 7-1Table 6-1.

Table 7-1 - How respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt about the proposed Eastcastle Street Scheme

Answer Choice	Response Percent	Response Total
Strongly support	20%	45
Support	27%	62
Neutral	21%	48
Oppose	8%	18
Strongly oppose	22%	50
Don't know	3%	7

Which, if any, of the following are important to you when thinking about the proposed Eastcastle Street/Wells Street and Eastcastle Street/Berners Street scheme? Please tick all that apply. (Optional)

- 7.2.3. A total of 226 (‘Westminster residents’ or ‘Westminster residents and workers’) respondents chose to answer this question, while 501 chose to skip this question.
- 7.2.4. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 7-2.

Table 7-2 - Features of the proposed Eastcastle Street Scheme which respondents (‘Westminster residents’ or ‘Westminster residents and workers’) felt were most important

Answer Choice	Response Percent	Response Total
Quality of the street environment	72%	162
Safety of pedestrians	64%	144
Air quality	58%	130
Provision for pedestrians	55%	125
Traffic congestion	46%	104
Impact on my journeys	42%	94
Traffic speeds	36%	81
Vehicle access to/from the area	32%	73
Traffic noise	31%	69
Impact on my home	26%	58
Other	12%	26
Impact on my business	9%	20
Don't know	1%	2

How much do you support or oppose each of the following elements of the proposed Eastcastle Street/Wells Street and Eastcastle Street/Berners Street Scheme? (Optional)

- 7.2.5. A total of 226 ('Westminster residents' or 'Westminster residents and workers') respondents chose to answer this question, while 501 chose to skip this question.
- 7.2.6. This question was multiple choice, and thus the total number of responses exceeds the total number of responders. The results are illustrated below in Table 7-3.

Table 7-3 - Overview of respondents' ('Westminster residents' or 'Westminster residents and workers') opinions towards the collective proposals for the Eastcastle Street scheme

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Remove the traffic signals at the Eastcastle Street and Wells Street junction	44	35	67	26	33	17	222
A new zebra crossing on Wells Street, North of Eastcastle Street	72	77	39	8	25	3	224
Implement two-way traffic on Eastcastle Street between Wells	45	42	67	20	37	14	225

Answer Choice	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't know	Response Total
Street and Berner Street only							
Raise the junction of Eastcastle Street and Wells Street	40	58	59	16	31	20	224
Move the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street / Berners Street junction	35	37	91	9	27	25	224

7.3 Open Question Analysis for the Eastcastle Street Scheme

- 7.3.1. This section of the report focusses on The 'Eastcastle Street' scheme specifically.
- 7.3.2. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, to avoid repetition and possible misrepresentation of the data, these comments have been categorised as described in 3.2.4.
- 7.3.3. Eastcastle Street: A total of 13 respondents provided comments which resulted in 53 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 7.3.4. Table 7-4 shows the top 10 emerging themes and their corresponding number of mentions.

Table 7-4 - Top ten themes and their corresponding number of mentions for the Eastcastle Street Scheme ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	% of mentions
1	Comments on vehicle access	8	15%
2	Comments/concerns around amount of parking	5	9%
3	Design suggestions	4	8%
4	Comments on congestion	4	8%
5	Wells street and Berner Street should not become two-way	3	6%
6	Comments on impact on quality of life	3	6%

#	Theme	Number of mentions	% of mentions
7	Air quality is currently an issue	2	4%
8	Air quality will get worse	2	4%
9	Should move the existing zebra from Berners Street to Eastcastle Street	2	4%
10	Cyclists should have more dedicated/segregated lanes	2	4%

Theme 1: Comments on vehicle access

7.3.5. Comments on vehicle access is the top theme for this section is 15% of coded mentions (8 mentions) mentioning vehicle access in their comments. An example of these comments is:

7.3.6. *“Improve cycle lanes and create an inclusive cycle environment like other European cities. This is key to public health and healthy population. BAN CARS!!!!” (Extract of comment)*

Theme 2: Comments/concerns around amount of parking

7.3.7. Comments/concerns around amount of parking is one of the top concerns for residents with 9% of coded mentions (5 mentions) mentioning parking is some way. An example of these comments is:

7.3.8. *“We need more resident parking and for a 24 hour parking zone. This needs to be enforced. Taxis need to be fined for taking and waiting in our spaces with their engines running. Westminster would do well to focus on these sorts of things if they want to improve the area. Grand schemes are ok. But little things make life for residents much better.”*

Theme 3: Design suggestions

7.3.9. Design suggestions remain a top theme for this section with 8% of coded mentions (4 mentions) putting forward design suggestions. A full list of suggestions can be found in section 10.3.6, comments from residents include:

- Improve cycle lanes;
- wholesale pedestrianisation;
- reclaim space from cars for cycle and pedestrians; and
- move the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street/Berners Street Junction.

Theme 4: Comments on congestion

7.3.10. Comments about congestion is one of the top themes for the Eastcastle Street scheme, with 8% of coded mentions (4 mentions) commenting on congestion in some way. These comments included:

7.3.11. *“Do not create 2 way traffic down East Castle Street. This is a residential area. Car traffic, congestion and pollution is killing us. Ban all cars and taxis in central London.” (Extract of comment)*

Theme 5: Wells street and Berner Street should not become two-way

7.3.12. Comments that Wells Street and Berner Street should not become two-way accounted for 6% of coded mentions (3 mentions). Comments included:

7.3.13. *“I welcome the removal of the totally unnecessary traffic signals at this junction that were installed around 15-20 years ago. However, the introduction of a left (east) turn for Wells Street traffic into Eastcastle street would be a disaster, as this is narrower than the right (west) turn, which has large vehicles getting stuck, unable to make the turn almost every day. (Not helped by the parking spaces adjacent to the westbound turn in Eastcastle Street). These should have been removed years ago.” (Extract of comment)*

8 Open Question Analysis for all Schemes

- 8.1.1. This sections reviews comments that related to all five schemes together, and/or the programme as a whole.
- 8.1.2. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, so to avoid repetition and possible misrepresentation of the data, these comments have been categorised into 'all schemes' as described in 3.2.4.
- 8.1.3. A total of 35 respondents provided comments which resulted in 99 coded comments. The below percentages are based on the total number of coded comments (mentions).
- 8.1.4. Table 8-1 shows the top 10 emerging themes and their corresponding number of mentions.

Table 8-1 - Top ten themes and their corresponding number of mentions for all schemes ('Westminster residents' and 'Westminster worker and resident')

#	Theme	Number of mentions	& of mentions
1	Comments on trees and greening	9	9%
2	General Support/improvement is needed	7	7%
3	More enforcement and security	6	6%
4	General design suggestions	6	6%
5	General opposition/scheme is not needed	5	5%
6	A reduction of cars is needed	4	4%
7	Comments on vehicle access	4	4%
8	Comparisons with other locations	4	4%
9	Cycle misuse/speeding	4	4%
10	Comments on congestion	3	3%

Theme 1: Comments on trees and greening

- 8.1.5. Comments on trees and greening is a popular theme among the general comments from residents. A total of 9% of mentions (9 mentions) commented on this. These comments included:
 - 8.1.6. *“Ensure that new trees are considered as part of every change you plan to make - its our last opportunity”.*
 - 8.1.7. *“This entire area needs more tree, less traffic, less buses.”*

Theme 2: General Support/improvement is needed

8.1.8. General support/improvement is needed makes up a total of 7% of coded mention (7 mentions). These comments included:

8.1.9. *“I love your plans”*

8.1.10. *“The entire scheme is long overdue and very welcomed if Oxford Street is to thrive and become a more pleasant place to visit.”*

Theme 3: More enforcement and security

8.1.11. More enforcement and security is another popular theme with 6% of coded mentions (6 mentions) speaking about this in some way.

8.1.12. *“Need proper policing to feel safe”*

8.1.13. *“All schemes - there needs to be greater focus on enhancing pedestrian experience. Cars / taxis / buses are required in the area but speeds need to be monitored because the 20mph limit is not being adhered currently.”*

Theme 4: General design suggestions

8.1.14. General design suggestions makes up 6% of coded mentions (6 mentions), a full list of design suggestions can be found in section 11.1.8. Some of the design suggestions from residents included:

- Keep planting to the edge of roads and use shop fronts for window boxes and greening;
- add more cycle parking; and
- enhancing the pedestrian experience.

Theme 5: General opposition/scheme is not needed

8.1.15. General opposition/scheme is not needed accounts for 5% of coded mentions (5 mentions). Comments included:

8.1.16. *“This scheme is a bad idea, in particular for the less able to walk (yet not disable)”*

8.1.17. *“Keep everything as it is or revert it back to how it was prior to covid, this whole area is a headache to drive it and constant traffic,” (Extract of comment)*

9 Summary

- 9.1.1. This section compiles the thought and feelings of the residents towards all five schemes, as reflected in the main report many of the top five themes remained the same however all schemes new themes within the top ten emerged.
- 9.1.2. A few examples of these themes are included below.
- 9.1.3. For the Oxford Street Scheme:
- Changes to bus operations and bus stands is not needed and will have a negative impact.
- 9.1.4. For the Oxford Circus Scheme:
- Air quality is currently an issue.
- 9.1.5. For the Oxford West Scheme:
- Anti-social behaviour; and
 - comments on previous or other proposals
- 9.1.6. For the Marylebone and Fitzrovia Traffic Scheme:
- Comments for further information/modelling data
- 9.1.7. For the Eastcastle Street Scheme:
- Should move the existing zebra crossing from Berners Street to Eastcastle Street
- 9.1.8. For the general scheme comments:
- More enforcement and security
- 9.1.9. This highlights the top concerns for residents are not always the same as those outside of the borough. Some recurring top themes for residents include air quality currently being an issue, air quality will be worse, enforcement and security concerns and bus route concerns. Noise pollution was a concern for residents in relation to the Oxford Street Scheme and the Marylebone Fitzrovia Traffic Scheme and within the Oxford Street Scheme there were comments on pedicabs being a source of such pollution.