

### **Introduction by Cllr Geoff Barraclough and Bernie Flaherty**

*Oxford Street is recognised around the world as one Europe's leading high streets but was badly hit by the pandemic and changing shopping patterns. That's why it's essential that we deliver practical upgrades and an improved public realm to ensure that London's premier shopping street remains a destination that we can all be proud of - a great place to live, work and visit.*

*We ran a public consultation during July and August 2023. This consultation presented proposals for five different schemes within the area of Oxford Street and provided opportunities for residents, businesses, and visitors to share their expertise, insights, and views on each proposal. We would like to thank the more than 1,600 people who responded to the questionnaire and the nearly 200 people that attended in-person events.*

*It was wonderful to see such positive feedback from the consultation, with over 65% of respondents in support of the proposals. After many different plans over the years, we understand and share the public's desire to get on with delivering improvements to Oxford Street and the wider neighbourhoods.*

*The questions, feedback, and ideas received through the consultation have confirmed our decision to proceed with the Programme and are already shaping the next stages of design. We have replied directly to the many individuals, businesses and residents' groups that have posed details questions about the scheme and will include these in a Frequently Asked Questions document that will be published shortly and note the important contributions to the design in a 'You said, we did' document.*

*With the support of so many who participated in the consultation and our partners and contributors within the private sector, we are committed to continuing our investment in one of London's great icons and economic generators and creating a dynamic and sustainable Oxford Street for all.*



**Councillor Geoff Barraclough**  
Cabinet Member for Planning and Economic  
Development



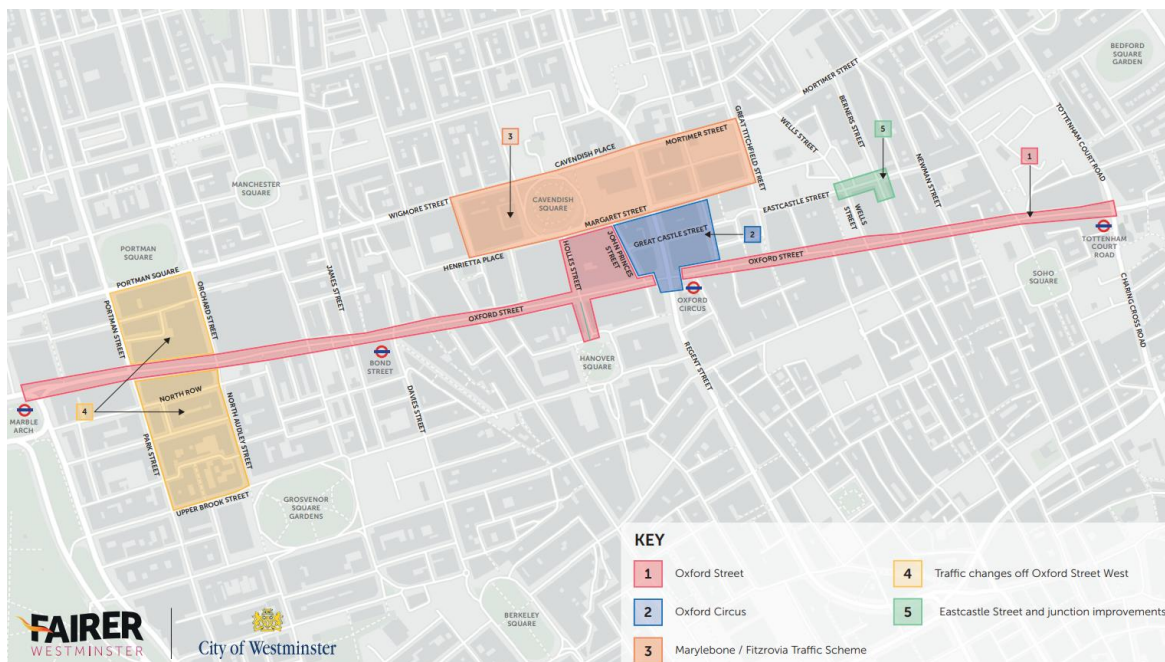
**Bernie Flaherty**  
Deputy Chief Executive Westminster City  
Council, Bi-Borough Executive Director of Adult  
Social Care, and Senior Responsible Officer,  
Oxford Street Programme

**Executive Summary**

The Oxford Street Programme (OSP) envisions Oxford Street as a destination for cultural vibrancy and a great place to live, work and visit. Rooted in Westminster City Council (WCC)'s Fairer Westminster Strategy, the Programme proposes an enhanced and attractive public space with wider footways, better seating and lighting, more trees and other planting, clearer signage, and more direct vehicle routes.

The Programme includes five key projects: Oxford Street (by far the largest), Oxford Circus, Marylebone/Fitzrovia, Oxford Street West, and Eastcastle Street junction improvements. These five proposed schemes will work together to help create an attractive public realm that strengthens the global status of the street and ensures the economic future of Oxford Street.

**Map of all five schemes within the Oxford Street Programme**



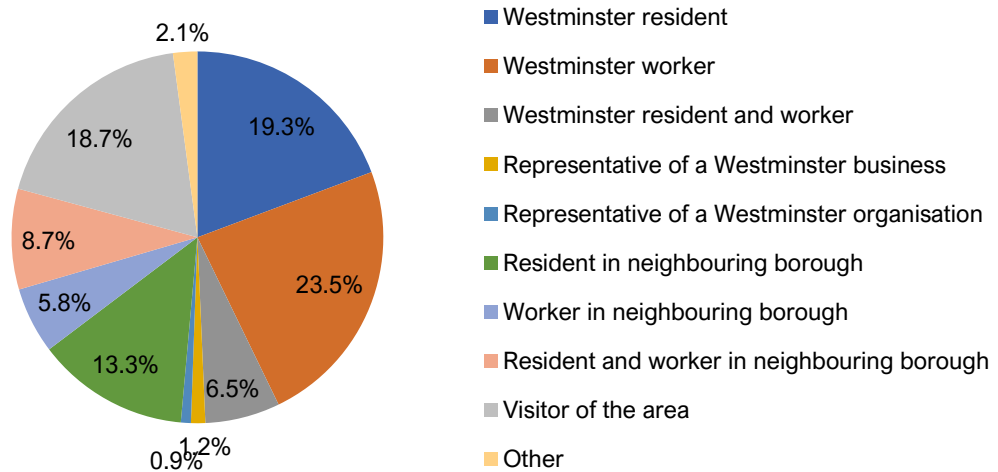
Key to the Fairer Westminster strategy is WCC's commitment to creating a more inclusive Westminster, where our residents are supported, celebrated and at the heart of our decision-making. The Oxford Street Programme itself was developed with stakeholder engagement and collaboration at its core. The Programme team designed the consultation to –

- Clearly articulate the five proposals,
- Extend the Programme's reach into the local community and often unheard populations and begin a conversation between the Programme team and local community members and other key stakeholders,
- Generate interest in the programme and projects aimed to reinvigorate the iconic street,

- Ensure all stakeholders have the opportunity to learn more about the Programme and have their say on the early stages of design,
- Identify, understand, and address key concerns from community members and other stakeholders raised during the process,
- And lastly, if the Programme is determined to continue, build ideas and feedback gathered during consultation into the future stages of design.

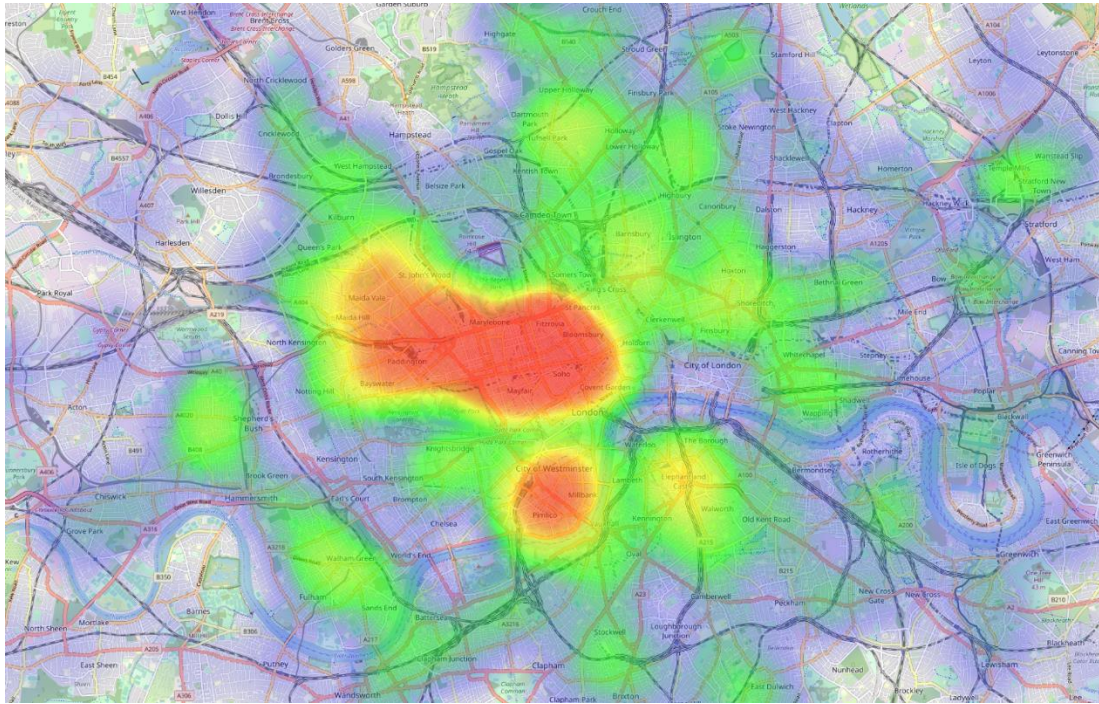
The consultation garnered 1612 questionnaire responses, 27 direct emails, over 180 attendees at in-person events on Oxford Street, engagement with over 500 people at Westminster’s street markets, and extensive online interaction with over 20,700 website views during the six-week consultation in summer 2023. 26% or 416 respondents to the questionnaire were Westminster residents, 30% or 484 respondents work within the City, 19% of respondents (301 people) described themselves as visitors to the area.

**All respondents' response to 'Which of the following best describes you?'**



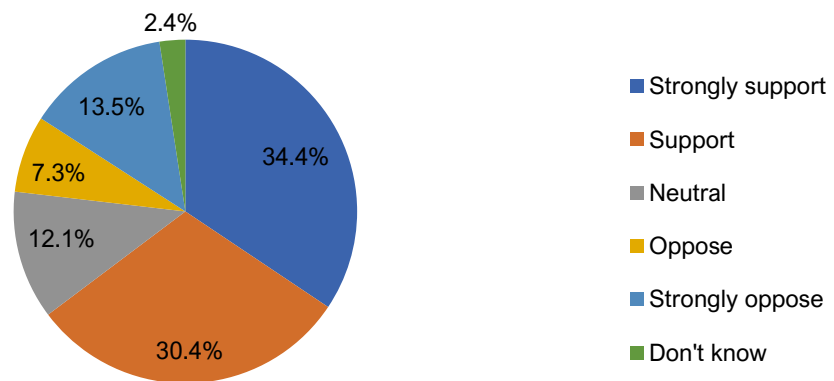
Although the Programme was of clear interest to residents close to Oxford Street and throughout the Westminster borough, the heat map below shows significant participation from across Greater London, another mark of the Street’s importance to the nation’s capital.

**Heat location map of respondent's post code (if applicable)**



Responses indicate substantial support for the overall proposals, with 64% expressing support, 12% remaining neutral, and 20% in opposition.

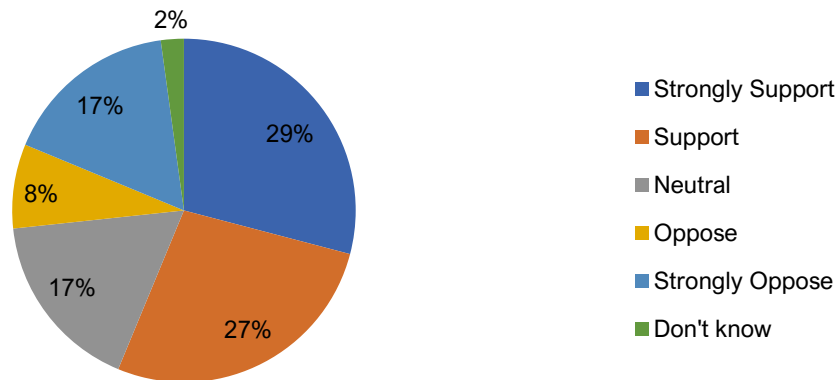
**All questionnaire respondents' response to 'Overall, to what extent do you support or oppose the whole programme proposal?'**



Westminster residents showed significant support for the programme with 57% expressing support for the overall Oxford Street Programme. 24% of residents opposed the proposals overall opposition and 14% of residents responded that they are neutral or did not know their feelings for the Programme.



### Westminster residents' response to 'Overall, to what extent do you support or oppose the whole programme proposal?'



Individual project feedback demonstrates support for all five schemes included in this consultation - Oxford Street, Oxford Circus, Marylebone/Fitzrovia, Oxford Street West, and Eastcastle Street.

#### Oxford Street

The scheme for Oxford Street proposes removing central medians and traffic islands, while maintaining two lanes of traffic from Marble Arch to Tottenham Court Road. The scheme aims to improve accessibility throughout the street by creating 17 new pedestrian crossings and widening the existing ones, along with wider pavements, upgraded pavement materials, improved street lighting, street furniture and areas for pedestrian respite. 1400 people responded to the detailed questionnaire for this scheme. Of those contributors, 66% expressed 'support' or 'strong support' for the scheme, 11% were neutral or did not know and 21% 'opposed' or 'strongly opposed' the scheme. The aspects of the proposals that received the most support are new trees, planting, and the extension of footways.

#### Oxford Circus

The Programme's proposed scheme for Oxford Circus will expand and upgrade pavements at all four corners of the junction. Several traffic changes – such as restricting turning movements in the Circus, changing traffic flow directions and creating new signalised junctions - are proposed to improve efficiency of vehicle and pedestrian circulation and improve safety within the Circus. The Oxford Circus scheme section of the consultation received 1191 responses, and the greatest percentage of support at 67%. 12% of respondents were 'neutral' or 'didn't know' and 20% of respondents opposed the scheme presented during consultation. In response to questions on specific details of the proposal, respondents were clear – at 79% - that improving pedestrian safety and security measures within the Circus is a top priority.

#### Marylebone and Fitzrovia

The Programme's Marylebone and Fitzrovia scheme puts forward a plan to convert specific streets in the Marylebone and Fitzrovia neighbourhoods – specifically parts of Wigmore Street, Mortimer Street,

Henrietta Place and Margaret Street – to two-way streets to provide more direct routes for vehicles in the area. The scheme proposes a few other changes to traffic, bus routes and cycle infrastructure as well as notable improvements to pedestrian facilities to support safer and more efficient circulation in these neighbourhoods. 56% of the 709 questionnaire responses for this scheme shared their ‘support’ or ‘strong support’ for the scheme, while 15% were neutral and 27% opposed the scheme. Additional questionnaire feedback noted significant support for public realm improvements, greening and planting and pedestrian safety.

### **Oxford Street West**

In areas north and south of Oxford Street, in the neighbourhoods of Southwest Marylebone and North Mayfair, the Programme proposes key traffic changes that aim to reduce traffic in these areas. The proposals include reversing traffic on Park Street, North Audley Street, and a small section on the south side of Orchard Street (which will be limited to buses, taxis, and cycles only). This scheme received 824 responses within the questionnaire. 59% of the respondents noted their support for the scheme, 15% were neutral and 23% opposed the scheme. As for the most significant proposal included in the scheme, 27% of respondents were in support or strong support of the traffic reversal on Park and North Audley Streets while 23% opposed the proposal and 37% noted their neutrality for the proposal to reverse traffic on those two streets.

### **Eastcastle Street**

Eastcastle Street sits just north of and runs parallel to Oxford Street and this scheme relates only to area of the street between Wells Street and Berners Street. The scheme offers more options and direct routes to drivers as well as one new and another repositioned zebra crossing for safer pedestrian crossing. These proposals received 50% support from 473 submissions. 30% of respondents opposed the changes to Eastcastle Street and 17% were neutral or did not know their position on the scheme. The most popular element of the scheme is the new zebra crossing on Wells Street, just north of Eastcastle Street, which received 60% support.

### **Written feedback**

Beyond the quantitative data, a total of 126 respondents (35 Westminster residents) provided comments or written feedback which resulted in 341 coded comments. Some consistent themes were identified as recurring across the feedback and the report provides ten themes specific to each project. In summary, the themes revolved around the following key areas:

- **Pedestrianisation:** Respondents frequently voiced opinions regarding Programme considerations for pedestrianisation of Oxford Street and some surrounding areas.
- **Congestion and Displacement:** Respondents expressed apprehension about the potential for increased congestion and displacement of traffic resulting from the proposed changes.
- **Vehicle Access:** Vehicle access was another prominent theme, with respondents expressing a range of opinions regarding how vehicle access should be managed in the Oxford Street area.

Resident's written feedback did not differ much from the written themes received from all groups combined, still, they provided additional emphasis on key areas such as traffic congestion and displacement as well as security and enforcement.

### **Conclusion and what's next**

The consultation process successfully engaged a broad range of stakeholders, demonstrating overwhelming support for the Oxford Street Programme and providing us with meaningful insights from organisations, residents, and the public.

The detailed and nuanced feedback received during the consultation process, and collected in this report, has, and will continue to be critical in refining and progressing each scheme design, transforming the Programme's proposals into inclusive and responsive plans for Oxford Street and its surrounding areas.

The following report outlines the methodology and engagement tools and details the response and feedback of the hundreds engaged through the process.