



Westminster City Council

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# OXFORD STREET PROGRAMME

Consultation Report 2023





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Consultation Report 2023

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WSP

WSP House  
70 Chancery Lane  
London  
WC2A 1AF

Phone: +44 20 7314 5000

WSP.com

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APPENDIX I

OXFORD STREET PROGRAMME CONSULTATION SUMMARY REPORT FOR  
'WESTMINSTER RESIDENT' AND 'WESTMINSTER RESIDENT AND WORKER' 2023

# 1 INTRODUCTION

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## 1.1 CONTEXT

- 1.1.1. WSP have been commissioned by Westminster City Council (WCC) to develop and implement the consultation strategy for the Oxford Street Programme and provide public consultation support.
- 1.1.2. A six-week consultation period commenced on Monday 17 July, and closed on Thursday 31 August 2023. The consultation was undertaken to provide an update on the proposals and understand views from the local community, wider stakeholders and other interested parties. Particularly in consideration of the substantial Programme changes since the previous pedestrianisation proposal.
- 1.1.3. This report documents the process by which the consultation was completed, and presents the feedback received during the consultation period. The feedback will be used to review and develop the scheme's design and inform WCC's decision on how the schemes should be progressed.

## 1.2 BACKGROUND

### PROGRAMME OBJECTIVES

- 1.2.1. The consultation period aimed to provide all stakeholders the adequate opportunity to properly consider and share their views on the proposals outlined by the Oxford Street Programme.
- 1.2.2. The objectives of stakeholder consultation were to:
  - Clearly articulate the five proposals and the journey of engagement, reflection and analysis that has informed the Programme's schemes;
  - Extend the Programme's reach into the local community and often unheard populations and establish a rapport between the Programme 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.

### OXFORD STREET PROGRAMME'S VISION

- 1.2.3. The Oxford Street Programme's vision is "to ensure that Oxford Street is a great place for shoppers, tourists, workers and local residents through the creation of a dynamic and sustainable environment and an enhanced public realm that strengthens the global status of the street."
- 1.2.4. The consultation comprises five projects which would contribute to realising the vision for Oxford Street and its surrounding area. These include:
  - Oxford Street;

- Oxford Circus;
- Marylebone / Fitzrovia Traffic Scheme;
- Traffic Changes off Oxford Street West; and
- Eastcastle Street junction improvements.

1.2.5. All feedback from stakeholders and the community has been and will continue to be the guiding influence behind the programme's design, execution, and maintenance.

1.2.6. Private sector organisations are critical in delivering a programme that preserves the street's unique identity as the nation's high street.

## PREVIOUS ENGAGEMENT / CONSULTATION

1.2.7. As part of the Fairer Westminster strategy, extensive historic consultation with residents, businesses, and Oxford Street's visitors has been conducted for each proposal. The new administration and program review led to the development of a strong and collaborative governance structure. This structure was created in collaboration with stakeholders, following best practices and lessons from previous Council schemes.

1.2.8. While a budget was allocated to the programme, specific project approvals for design and delivery phases required Key Decision or Cabinet Member endorsement, with some cases necessitating a Cabinet Decision.

1.2.9. A design group of key partners regularly met with the OSP team at the project level to discuss emerging designs and ensure all needs were considered.

1.2.10. An Advisory Board at the executive level, including residents' groups, Ward Councillors, business and landowner reps, TfL, and GLA, provided external input and updates on programme progress. Decisions and actions were recorded to ensure transparency.

1.2.11. The Oxford Street Programme's structure, vision and proposals were not developed in a vacuum and were informed by past Council efforts on and around Oxford Street. Additionally, the Programme's proposals were built upon ongoing engagement with community and stakeholders including the following:

- **2016 – 2022:** Engagement and public consultation for past Oxford Street initiatives including the Oxford Street District Place Strategy and Delivery Plan.
- **October 2022:** Oxford Street Programme engagement with resident/amenity groups, and other institutions to discuss a more streamlined approach to investing in the Oxford Street area.
- **December 2022:**
  - Living Room Sessions were two on-street sessions aimed to re-engage with residents and visitors to Oxford Street to gain an up-to-date understanding of post-pandemic views of user experience of the street. Participants had the option of engaging in person with members of the OSP team in the on-street living room environment, or submit feedback by a physical or virtual questionnaire.
  - The Oxford Street Advisory Board is formed which includes representatives from resident associations, BIDs, Greater London Authority and Councillors.
- **February 2023:** The Walk & Talk Accessibility Event focused on engaging those who are differently abled and could find accessibility issues a reason not to go to Oxford Street. The

session included a walking to several points along the street and a sit-down 1-hour conversation in a local café. The participants were divided into four small focus groups and included people who describe themselves or the person they care for as being differently abled.

- **March – May 2023:** Meetings, presentations and discussions with resident associations including Marylebone Association, Fitzrovia Resident Association, FitzWest Neighbourhood Forum, Mayfair and St. James Association, and the Soho Society.
- **June – early July 2023:**
  - Discussions with the West End Street Trading Association (WESTA)
  - The OSP Team accepted invites to discuss the Programme with Fitzrovia resident associations and the members organisations of the New West End Company (NVEC).



## 1.3 THE SCHEMES

### OXFORD STREET

- 1.3.1. The Programme envisions Oxford Street as a vibrant, high quality public space for all who work, live or visit the street. The proposed design allows for much greater pedestrian space with more greenery, seating, and lighting to increase accessibility and comfort.
- 1.3.2. This scheme proposes the below changes to Oxford Street between Marble Arch and Tottenham Court Road:
- Widen pavements and upgrade pavement materials;
  - Create amenity spaces for rest and play and upgrade existing spaces;
  - Create areas of respite along the street;
  - Plant new trees and other greenery where possible;
  - Upgrade the street lighting;
  - Raise all signalised junctions along Oxford Street to the same level as the footways;
  - Upgrade existing and provide new signalised pedestrian crossings;
  - Remove all central medians and traffic islands along the length of Oxford Street;
  - Create new amenities spaces on Binney Street, James Street, Gilbert Street and Davies Street;
  - Provide north/south cycle connections across Oxford Street;
  - Provision of new loading areas;
  - Remove redundant bus stops and add a bus stop near Bond Street Station;
  - Introduce improved signage throughout and reduce unnecessary road markings; and
  - Install new taxi ranks on side streets and evening taxi ranks on Oxford Street.
- 1.3.3. The street width varies from Marble Arch to Tottenham Court Road. The proposal would remove medians, islands and bus lay-bys, creating a consistent 6.5m carriageway. Oxford Street remains two-way, allocating up to 76% of space to pedestrians.
- 1.3.4. Narrower carriageways would reduce pedestrian crossing lengths. Wider crossings, raised junctions, and improved signals would enhance safety and accessibility.
- 1.3.5. The plan would include 16 amenity spaces with seating and greenery, tailored to land use.
- 1.3.6. Certain streets would become cul-de-sacs:
- Binney Street: Converts a section to two-way, adds a 2.5-tonne weight limit;
  - Gilbert Street: Similar changes, allows two-way cycling;
  - James Street: Closed between Barrett Street and Oxford Street, for public space; and
  - Davies Street: Closed permanently for amenity space, maintaining South Molton Street access via a new road. A separate consultation for these changes is planned for 2024.

## OXFORD CIRCUS

- 1.3.7. As an international destination, prominent gateway and one of the busiest and most important junctions in London, Oxford Circus is a key focus of this strategy. The scheme aims to reduce delays to pedestrians and vehicles and help to improve bus journey times in the Circus and across the area.
- 1.3.8. The Oxford Circus changes would aim to alleviate pedestrian congestion and enhance overall safety. This would involve creating 40% more footway space, particularly around the four underground entrances, achieved by removing traffic islands, central medians, and vehicle turning movements.
- 1.3.9. Cyclists would benefit from safer lanes and reduced risks due to the prohibition of all turns at Oxford Circus. Alternative routes would be available for cyclists needing to make turns.
- 1.3.10. The scheme would also ban all vehicle turning movements at the junction, including cycling. Only straight-ahead travel would be allowed, reducing waiting times, addressing congestion, and improving safety.
- 1.3.11. The following changes are also proposed to Oxford Circus and its immediate vicinity:
- Extend footway space at all four corners of the junction;
  - Improve quality of materials and the public realm of Oxford Circus;
  - Remove all central medians and traffic islands on all arms of the junction;
  - Prohibit all turning movements for vehicles at Oxford Circus;
  - Improve pedestrian safety and security measures;
  - Introduce a more efficient two-stage crossing system and remove the diagonal crossings;
  - Introduce advance stop lines and improve signage for cyclists;
  - Improve pedestrian safety and security measures;
  - Change traffic flow direction on Great Castle Street (between Regent Street and Great Portland Street) to flow eastbound and not westbound;
  - Create a new signalised junction at Regent Street/Great Castle Street; and
  - New signalised pedestrian crossings introduced at the following junctions:
    - Great Castle Street and Regent Street;
    - Great Portland Street and Oxford Street; and
    - John Prince's Street and Oxford Street.

## MARYLEBONE / FITZROVIA TRAFFIC SCHEME

- 1.3.12. This scheme proposes improvements to the area of East Marylebone and West Fitzrovia.
- 1.3.13. The project would aim to deliver a simplified road network with calmer and safer streets, converting several streets in the Marylebone and Fitzrovia area to two-way streets and expanding on the successful public realm improvements made as part of the Wigmore Street Improvement Scheme.

- 1.3.14. This project would aim to rebalance road space, encouraging safer speeds and pedestrian-friendly streets while maintaining traffic capacity. It's part of a broader trend in London where one-way streets are transformed into more community-friendly two-way routes, promoting shorter, direct paths and calmer streets.
- 1.3.15. Regarding Cavendish Square, the proposal simplifies traffic patterns by switching sides to create continuous southbound and northbound routes, improving crossings, and benefiting cyclists. It also builds on the success of the Wigmore Street Improvement Scheme, focusing on inclusivity and creating safer, more accessible spaces for pedestrians, residents, and businesses.
- 1.3.16. Enhancements to Cavendish Square would include wider footways, improved crossings, and extended corners. A separate project by the underground car park developer further enhances the public realm.
- 1.3.17. Additionally, the project would streamline bus operations by reducing turnaround loop lengths and relocating bus stands, ultimately reducing bus circulation in East Marylebone and West Fitzrovia. Bus operations around Cavendish Square would be removed to facilitate a more relaxed traffic network and calmer streets.
- 1.3.18. The following changes are also proposed within the immediate vicinity:
- Convert Wigmore Street/Mortimer Street to accommodate two-way traffic between Wimpole Street in the west and Great Titchfield Street in the east;
  - Convert Henrietta Place/Margaret Street to accommodate two-way traffic between Wimpole Street to John Princes Street and Great Portland Street and Great Titchfield Street;
  - Improvements to pedestrian facilities to make it easier and safer to walk through the area:
  - New and upgraded pedestrian crossings including the introduction of pedestrian countdowns;
  - Provision of advanced stop lines for cyclists;
  - Some footways would be widened in the area (where possible);
  - Cavendish Square corners would be extended allowing for more space for pedestrians;
  - Reverse traffic movement on the east and west sides of Cavendish Square (Cavendish East would become northbound and Cavendish West would become southbound);
  - Permit buses, taxis, cyclists only between Cavendish Square East and John Princes Street;
  - Changes to bus operations and bus stand locations to reduce the length of the turnaround routes in the area;
  - Provide a new north-south cycling connection via Holles Street; and
  - Great Titchfield Street (between Margaret Street and Mortimer Street) would accommodate northbound traffic only.

## **OXFORD STREET WEST**

- 1.3.19. This scheme proposes changes to traffic off Oxford Street West. The changes are as follows:
- Reverse traffic on Park Street (between Upper Brook Street and Oxford Street) and North Audley Street (from Grosvenor Square and Oxford Street);

- Introduce a right hand turn off Orchard Street onto Wigmore Street;
- Introduce a right hand turn off Portman Street onto Wigmore Street; and
- Reverse southbound traffic on Orchard Street for buses, taxis, and cycles only from Portman Mews South to Oxford Street.

1.3.20. The proposed traffic changes aim to enhance capacity and resilience in Marylebone. They include introducing right turns onto Portman Square/Wigmore Street from Portman Street and Orchard Street to provide drivers with more route options. However, southbound traffic on Orchard Street from Portman Mews South would be restricted to buses, taxis, and cycles to minimise bus delays.

1.3.21. In North Mayfair, traffic reversal in North Audley Street and Park Street would lead to a general traffic reduction, diverting through traffic to larger-capacity roads like Park Lane and Edgware Road. This decrease in vehicular traffic would not only improve traffic flow but also allow for longer pedestrian crossing times at Oxford Street junctions, significantly enhancing safety by reducing conflicts between pedestrians and vehicles.

### **EASTCASTLE STREET**

1.3.22. This scheme proposes improvements to Eastcastle Street and the junction (Eastcastle and Wells Street).

1.3.23. The programme includes changes to Eastcastle Street to provide more options and direct routes for drivers within the network. Traffic would be able to turn left off Wells Street eastbound onto Eastcastle Street, therefore allowing two-way traffic between Wells Street and Berners Street.

1.3.24. A summary of the changes are as follows:

- Remove the traffic signals at the Eastcastle Street and Wells Street junction and install a zebra crossing on Wells Street, North of Eastcastle Street;
- Implement two-way traffic on Eastcastle Street between Wells Street and Berner Street only;
- Raise the junction of Eastcastle Street and Wells Street; and
- Move the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street / Berners Street junction.

## 2 CONSULTATION PROCESS

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- 2.1.1. This chapter outlines the process, activities and documentation used to deliver and support the most recent consultation in 2023 for Stage 1 feasibility design, for the Oxford Street Programme consultation.
- 2.1.2. The consultation approach was centred on providing clear and concise information aimed at enabling consultees to form their views, which will then feed into the project designs. This approach involved a mix of face-to-face and online information. Maximising the use of online channels extended the programme's reach, especially to younger audiences who were often under-represented in traditional face-to-face events. These events, along with traditional communication tools (postcards and posters, etc.), were used to ensure that consultation was accessible and inclusive, particularly for members of the community who might not have been IT literate or had reliable access to the internet.

### 2.2 CONSULTATION OBJECTIVES

- 2.2.1. The key objectives for the most recent consultation exercises undertaken for the Oxford Street Programme is outlined below. These priorities were considered in all consultation communications and materials.
- Provide all relevant stakeholders with clear and well-structured details on the programme's vision, objectives, and proposals, as well as being clear about what each project does and does not include;
  - Create opportunities for stakeholders to express their opinions and encourage the opportunity to share their views on the development of the design and any options, freely and openly;
  - Use an appropriate methodology for collecting stakeholder responses and analysing these;
  - Build upon the feedback received during the previous public consultation period;
  - Ensure the benefits and impacts of the project are clearly presented to all stakeholders;
  - Identify advocates for the project;
  - Manage any reputational risks associated with the project;
  - Raise the profile of WCC and its work; and
  - Ensure all consultation and communication is recorded and reported, as necessary.

#### THE GUNNING PRINCIPLES

- 2.2.2. This consultation approach was developed through consideration of the 'Gunning Principles', which are used to assess expectations about what constitutes 'fair' consultation. These principles include:
- 2.2.3. **'Proposals are still at a formative stage'**: Over the latest six-week consultation period during the Stage 1 feasibility design phase, public consultation has contributed to the refinement of the design and the views shared by the public at this consultation will be considered and responded to.
- 2.2.4. **'There is sufficient information to give *intelligent consideration*'**: Comprehensive information regarding the background behind the Oxford Street Programme was made available throughout the

consultation in various ways, including a website, postcards, posters in libraries, multiple scheme boards and a pull-up banner. The events were also at different times of the day to suit different groups of people. The Westminster team also provided information at local markets. These materials and events are described in more detail below.

- 2.2.5. **‘There is adequate time for consideration and response’:** The consultation ran from Monday 17 July to Thursday 31 August 2023, providing a six-week consultation period. The consultation period was also determined in consideration of the school holidays, allowing people a chance to engage in the process before taking leave. Consultation materials were provided both virtually and in-person, therefore the period would be considered appropriate.
- 2.2.6. **‘Conscientious consideration must be given to the consultation responses before a decision is made’:** Before reaching any design decisions, there will be a thorough review of the outcomes from the six-week consultation period, with particular focus towards the consultation report summarising the feedback. During this time, key themes, questions and/or issues that came through the consultation will be identified and responded to either individually or through a published FAQ document published on the website. The outcomes of the consultation will be presented to cabinet members and approval sought to continue to the next stages of design. If approval is given, design updates will be made based on feedback received through the consultation and these changes will be noted in a ‘You said, we did’ document published at the end of the next stage of design and presented to cabinet members for approval.

## 2.3 WHO WAS CONSULTED WITH AND WHEN?

- 2.3.1. Table 2-1 summarises key stakeholders and groups engaged with to date, and when. These have been further detailed in the reflective sections of this report.

**Table 2-1 - Consultation Summary**

<b>Timeline</b>	<b>Group or Organisation / Event</b>	<b>Date</b>
<b>Pre-Public Consultation Engagement</b>	Living Room Sessions	Thursday 8 December 2022, 11am – 4pm
	Walk & Talk Accessibility Event	Monday 27 February 2023, 10am - noon
	Marylebone and Fitzrovia Resident Group presentation	Tuesday 14 March 2023
	Engagement on Stage 1 feasibility of Oxford Circus Scheme with Ward Councillors, and Marylebone, Soho, and Fitzrovia resident groups	Wednesday 29 March 2023
	AGM FitzWest Resident Association	Thursday 18 May 2023
	Stakeholder event with NVEC members	Tuesday 13 June 2023
	Great Titchfield Street discussion with Fitzrovia resident groups	Tuesday 04 July 2023

Timeline	Group or Organisation / Event	Date
	Meeting with West End Street Trading Association (WESTA)	Monday 10 July 2023
	Meeting with London Cycling Campaign (LCC)	Wednesday 23 August 2023
<b>During Public Consultation</b>	In-person event: Salvation Army Regent Hall	Tuesday 18 July 2023, 9am-5pm
	In-person event: Salvation Army Regent Hall	Wednesday 19 July 2023, 2pm-8pm
	In-Person event: Salvation Army Regent Hall	Wednesday 2 August 2023, 9am-5pm
	In-person event: Salvation Army Regent Hall	Wednesday 9 August 2023, 2pm-8pm
	Market event: Tachbrook Street Market	Thursday 17 August 2023, 11am – 2:30pm
	Market event: Church Street Market	Saturday 19 August 2023, 10am – 2pm
	Market event: Berwick Street Market	Monday 21 August 2023, 11am – 2:30pm

## 2.4 CONSULTATION MATERIALS AND PROMOTION

- 2.4.1. Supporting consultation materials were produced to inform and invite feedback on the proposals from key stakeholders and members of the public. Materials included a lamp wraps, postcard, mapping, a questionnaire and banners.
- 2.4.2. The questionnaire, technical drawings, proposal details and CGIs were uploaded to the programme web page online consultation platform along with information about event dates:
- 2.4.3. <https://oxfordstreetprogramme.co.uk>
- 2.4.4. Alternative formats and hard copies of the materials were available upon request, with details provided online, on the postcard, and in-person on how to obtain these. Hard-copy materials and questionnaires were also on offer at the consultation event to ensure accessibility for all, and 4 were posted to those who requested them.
- 2.4.5. In terms of dissemination of consultation materials and promotion of the consultation event dates, the following was undertaken:
- Hard copies of the postcard were hard delivered on 10 July to approximately 12,876 properties in Oxford Street area advertising the consultation and inviting residents to provide feedback on the proposals. A further 3,722 postcards were distributed to additional



properties on Tuesday 8 August 2023, and 500 postcards were available at the in-person events and libraries;

- Lamp post wraps (60 in total) were installed in July 2023 around the Oxford Street area to promote the consultation to passers-by. The wraps included a QR code and URL to direct passer-by to the website;
- Six promotional emails were sent via the project’s Mailchimp over July and August. One promotional email was sent specifically to attendees of the Leader Breakfast who were not already subscribed to the mailing list;
- Social media posts (detailed further in 2.5.1, and Appendix H) and a press release were sent out by WCC to promote the events in the media; and
- Posters in TfL central tube stations, including Bond Street and Tottenham Court Road.

2.4.6. A copy of the promotional postcard, lamp wrap, the questionnaire and a breakdown of the coding framework are provided as Appendices (Appendix A to Appendix D) of this report.

2.4.7. In addition to the comprehensive Equality Impact Assessment (EqIA) conducted for the scheme (15.1.1), the project team actively recognized the diverse needs of the community regarding the consultation events. To ensure inclusivity, in-person sessions were organised where participants were offered assistance in navigating and completing the survey, especially for individuals who may face challenges in doing so independently. This approach aimed to engage with those who may not be capable of navigating the digital survey process on their own. This reinforced the commitment to accessibility and ensured that the voices of all community members, regardless of capability, were recorded.

## 2.5 ONLINE CONSULTATION

### SOCIAL MEDIA

2.5.1. A detailed Social Media overview can be seen in Appendix H, alongside the definitions for the below metrics.

2.5.2. During the engagement period, the campaign employed various strategies on social media platforms. Notably, static images outperformed the video, possibly due to audience fatigue that often accompanies previously used content.

2.5.3. Organic social media efforts exceeded typical metrics (Table 2-2), possibly aided by national press coverage.

**Table 2-2 – Facebook metrics (Organic)**

Impressions	Engagements	Engagement Rate
326,394	26,986	8.30%

2.5.4. As illustrated in Table 2-3 In terms of return on ad spend (ROAS), the campaign excelled with an average cost-per-click (CPC) of 12p. The UK audience yielded the best results, likely due to higher investment, while international markets performed moderately.

**Table 2-3 – Facebook metrics (Paid)**

Spend (£)	Impressions	Engagements	Web Link Clicks
1,140.91	348,110	26,986	9,150

2.5.5. Initially targeting Westminster audiences with interests in Oxford Street for awareness, the campaign later shifted focus to conversions and engaged users who had interacted with previous ads. The campaign transitioned to the video asset to combat fatigue. Internationally, campaigns ran in NYC, LA, Paris, and Munich, catering to those interested in Oxford Street or recent London tourists. Success was attributed to simultaneous PR/media efforts and a targeted paid campaign.

2.5.6. Moderate success on LinkedIn led to a temporary suspension due to cost, but it remained valuable for awareness building. Key sectors and companies interacting with the ad were advertising services/media, real estate, tech, Google, NHS, The Daily Mail/Mail Online, and B&B Italia. A summary of LinkedIn metrics can be seen in Table 2-4.

**Table 2-4 – LinkedIn metrics (Paid)**

Spend (£)	Impressions	Web Link Clicks
115.56	23,132	148

2.5.7. X (formerly Twitter) was utilised primarily for upper-funnel awareness campaigns, considering their strengths and limitations. The metrics for this platform can be seen in Table 2-5.

**Table 2-5 – X (formally Twitter) metrics (Paid)**

Spend (£)	Impressions	Web Link Clicks
59.61	45,812	74

## WEBSITE

2.5.8. A total of 20,755 people visited the Oxford Street Programme homepage during the consultation period. Table 2-6 provides a breakdown of the downloaded figures for the documents on the consultation webpage.

**Table 2-6 – Website Figure Downloads General Documents**

Consultation Tool Name	Visitors
Oxford Street Programme homepage	20,755
Oxford Street webpage	11,273
Oxford Circus webpage	1,454
Marylebone / Fitzrovia webpage	398
Oxford Street West webpage	461

Consultation Tool Name	Visitors
Eastcastle Street webpage	500
Privacy Policy	29
Accessibility	32

## EMAILS / NEWSLETTERS

- 2.5.9. Performance is measured via link clicks on Mailchimp. These metrics can be seen in Table 2-7.
- 2.5.10. The story with information about the consultation was one of the best performing in MyWestminster (100k subscribers and weekly) in 2023.
- 2.5.11. Business newsletter (14k subscribers and fortnightly) saw it as one of the top performing stories of the issues it featured in.

**Table 2-7 – WCC emails / newsletter metrics**

	Link clicks
<b>MyWestminster</b>	
21 July	691
28 July	128
18 August	150
25 August	146
<b>Business</b>	
August 15	140
August 30	242
<b>Environment</b>	
1 August	26

## MEDIA COVERAGE

- 2.5.12. Fitzrovia News 17 July 2023: <https://fitzrovia.com/2023/07/17/westminster-council-seeks-comments-on-oxford-street-programme/>
- 2.5.13. BBC News 17 July 2023: <https://www.bbc.co.uk/news/uk-england-london-66219807>
- 2.5.14. Marble Arch London 11 July 2023: <https://marble-arch.london/news/oxford-street-programme-marble-arch/>
- 2.5.15. West Fitzrovia (The Fitzrovia Partnership) 12 July 2023: <https://westfitzrovia.com/oxford-street-programme-consultation/>

## 3 ANALYSIS AND METHODOLOGY

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3.1.1. This chapter summarises the methodology for data collation and analysis.

### 3.2 DATA COLLATION

3.2.1. The primary means of providing feedback was via the questionnaire, which was hosted online. Hard copies were also made available upon request and at the in-person events.

3.2.2. The questionnaire contained 23 closed project related questions (where respondents select their answers from a defined list), and one open question (where respondents provide a free text answer), which allowed respondents the opportunity to explain the reasons for their choices in more detail. Additionally, 21 sociodemographic questions were asked. Further written responses were also accepted via email and post.

### 3.3 CLOSED QUESTION ANALYSIS

3.3.1. The Oxford Street Programme was divided into five sections as part of the questionnaire. Respondents were able to control which of the five projects they commented on.

3.3.2. Each section was outlined in the questionnaire and the specific proposals for that part of the route explained in detail. Each section had closed questions which asked respondents to rate their support (from strongly support to strongly oppose, and don't know) towards specific features of the section.

3.3.3. Please note that the decimal figures have been rounded to whole numbers and may mean that some percentages may not add up to 100%.

### 3.4 OPEN QUESTION ANALYSIS

3.4.1. Free-text responses provided in response to the open question can be complex to analyse and interpret. However, detailed free text answers provide valuable insight into respondents' opinions. To ensure comprehensive analysis for the open question, the free-text response was 'coded' to identify common themes. These codes were then analysed to identify the most frequently recurring areas commented on.

3.4.2. The following stages were taken to develop a coding framework for analysis of the free text answers:

1. A coding framework was created by reviewing a large sample of the responses and identifying common themes (and location) from the comments;
2. Each common theme was then given a unique reference number;
3. Comments relating to each common theme were then quantified and analysed to provide key headline findings;
4. The coding framework underwent a series of reviews during the analysis period to ensure that any new codes that emerged in the data were incorporated, and that any repetitive comments were allocated to the correct scheme; and
5. The coding of responses was subject to a series of quality assurance checks to ensure consistency and accuracy throughout the process.

- 3.4.3. An analysis of the open / free text question is provided in Section 6.
- 3.4.4. A total of 825 submissions were received to the open question. This question was optional. From these 825 submissions, 1,229 comments were defined. This number is higher than the number of individual submissions as respondents would often include a comment about more than one scheme.
- 3.4.5. These 1,229 comments were then divided into one of five schemes wherever possible. Most comments specified exactly which scheme they were referring to. These comments were grouped into either Oxford Street, Oxford Circus, Marylebone / Fitzrovia, Oxford Street West or Eastcastle Street.
- 3.4.6. The general comments which did not specify the exact scheme were sorted into the scheme which the respondents chose to answer the closed questions on. The assumption was made that the respondent would be providing insights within the context of the schemes they chose to answer closed questions on.
- 3.4.7. Where comments were too general in tone and no specific questionnaire data could give context, comments were sorted into the 'all schemes' category.
- 3.4.8. Of the 825 received, 14 of the comments offered the description 'no further comments' on the proposals, therefore the base has been adjusted to exclude these from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data.

## **3.5 WRITTEN RESPONSES**

- 3.5.1. Other forms of response (e.g. detailed written submissions) were also received. These have been analysed by summarising each of the responses and noting the respondents' overall view of the scheme.

## **3.6 QUALITY ASSURANCE**

### **DATA INTEGRITY**

- 3.6.1. A visual check of the raw data showed there to be no unusual patterns. For example, there were no large blocks of identical answers submitted at a similar time to indicate that any respondents or answers received were not authentic.
- 3.6.2. Date and time stamp of submissions also showed no unusual patterns.

## 4 CONSULTATION RESPONDENTS

4.1.1. This chapter summarises the number of responses received throughout the consultation period, respondent demographics and the capacity in which they responded.

### 4.2 LEVEL OF RESPONSE

4.2.1. A total of 1,612 questionnaire responses were received, to both the online and hard copy versions (1,608 responses via the online questionnaire and 4 hard copy questionnaire responses). Hard copies of the questionnaire were manually inputted into the system by a member of the team and have been included in the analysis below.

4.2.2. Questionnaire responses were received from individuals, representatives of business / groups and elected representatives. Responses comprised of:

- 1,580 individuals (98%); and
- 31 representatives of a business or group (2%).

4.2.3. Table 4-1 below summarises the breakdown by respondent type. This data is drawn from question three where respondents were asked which of the following best describes them. This question was mandatory, and respondents could only select one response.

**Table 4-1 – Respondent Types (1,612 responses)**

Answer Choice	Response Percent	Response Total
Westminster worker	24%	379
Westminster resident	19%	311
Visitor of the area	19%	301
Resident in neighbouring borough	13%	214
Resident and worker in neighbouring borough	9%	141
Westminster resident and worker	7%	105
Worker in neighbouring borough	6%	93
Other	2%	34
Representative of a Westminster business	1%	20
Representative of a Westminster organisation	1%	14

4.2.4. The question gathered a total of 1,612 responses (mandatory question), and categorised respondents into various types based on their connection to Westminster. Responses to the question about the description of participants revealed a diverse range of roles and affiliations.

4.2.5. The largest group consisted of Westminster workers, accounting for 24% of the responses (379 responses).

- 4.2.6. Following closely behind were Westminster residents and visitors of the area, each representing 19% of the respondents (311 and 301 responses, respectively).
- 4.2.7. Residents in neighbouring boroughs made up 13% of the respondents (214 individuals), while those who both resided and worked in neighbouring boroughs constituted 9% (141 responses) of the total.
- 4.2.8. A smaller but notable group included Westminster residents who also worked in the area, comprising 7% (105 responses) of the total. Workers in neighbouring boroughs accounted for 6% (93 responses), and there were also respondents categorised as 'other' at 2% (34 responses).
- 4.2.9. Lastly, the smallest cohort of response types was representatives of Westminster businesses and representatives of Westminster organisations, with 1% each (20 and 14 responses respectively).

### **BUSINESS AND ORGANISATIONS**

- 4.2.10. A total of 29 businesses and organisations responded to the questionnaire. Note that The Fitzrovia Partnership (TFP) and Shaftesbury Capital both provided two online questionnaire responses and so the total number of businesses/organisations (29) is different to the total number of individual representatives (31), mentioned in section 4.2.2. Businesses or organisations that have responded to the questionnaire are included below:

1. Portland Village Association;
2. Heart of London Business Alliance;
3. Bollore Group;
4. Knightsbridge Partnership;
5. The Photographers Gallery;
6. BBH;
7. The Howard de Walden Estate;
8. Paddington Residents' Active Concern on Transport (PRACT);
9. United Cabbies Group;
10. L Saha;
11. The Fitzrovia Partnership (TFP);
12. West End Street Traders Association;
13. Shaftesbury Capital;
14. Chauffeurs;
15. Residents Group 14 John Princes St London W1G0JS;
16. Historic England;
17. Churchill Gardens Neighbourhood Forum (reforming);
18. Westminster Property Association;
19. Metropolitan Police – Designing Out Crime Officer;
20. Park House Oxford Street Ltd;



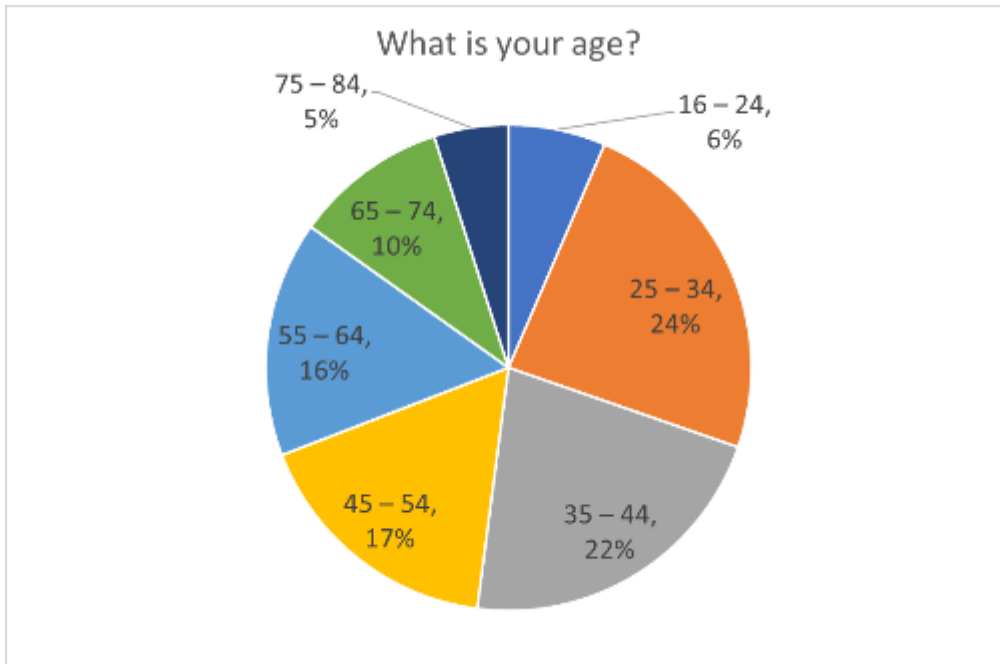
21. Charlotte Street Association (area of interest is Fitzrovia East and part of Fitzrovia West);
22. Westminster Tree Trust;
23. Soho Society;
24. The Portman Estate;
25. Church Commissioners;
26. United Trade Action Group;
27. Westminster Cycling Campaign;
28. Altea Gallery Ltd; and
29. Baker Street Quarter Partnership.

### **4.3 RESPONDENT PROFILE**

- 4.3.1. This section details respondent demographics. Data was collected using the ‘more about you’ questions in the questionnaire. These were optional.
- 4.3.2. Respondents were asked to indicate personal details including age, gender, ethnicity, and disabilities. The results can be seen in Figure 4-1 – Figure 4-4.

#### **AGE PROFILE OF RESPONDENTS**

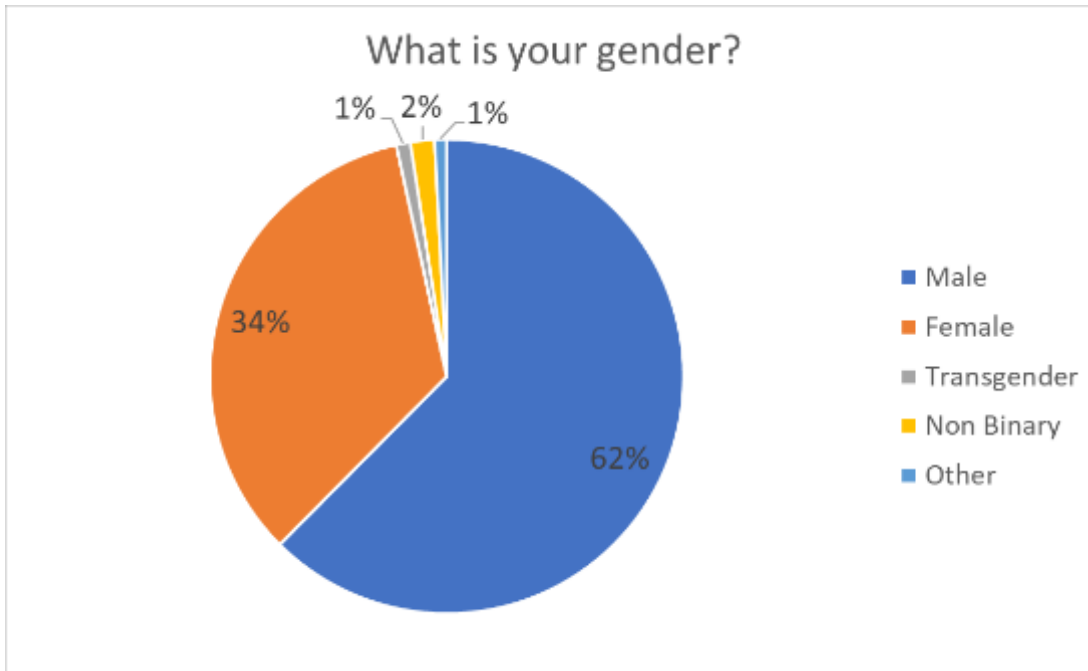
- 4.3.3. The age distribution of respondents to the questionnaire, which garnered a total of 729 responses, provides valuable insights into the demographics of the sample.
- 4.3.4. The best represented group of respondents was the 25 – 44 age range, with 24% (173 responses) belonging to the 25-34 group and 22% (158 responses) falling into the 35-44 category.
- 4.3.5. The 45-54 age bracket also represented a significant portion, comprising 17% (124 responses) of the total.
- 4.3.6. Furthermore, the 55-64 and 65-74 age brackets contributed significantly, with 16% (114 responses) and 10% (74 responses) of respondents, respectively.
- 4.3.7. In contrast, the younger age groups had fewer respondents, with 6% (47 responses) in the 16-24 category. The group 75-84 constituted 5% (36 responses).
- 4.3.8. There was no representation from those under 16 at <1% (0 responses). The oldest age groups, 85+ constituted <1% (3 responses) of the respondents. As such these two options have not been displayed on Figure 4-1.



**Figure 4-1 – Age Profile of Respondents (729 answered)**

## **GENDER PROFILE OF RESPONDENTS**

- 4.3.9. Participants’ gender identities demonstrated a diverse range, with a majority expressing various gender affiliations that reflect a supportive and inclusive perspective. There were 730 responses to this question, and 882 skipped.
- 4.3.10. As illustrated in Figure 4-2, approximately 62% (456 responses) identified as male, while 34% (249 responses) identified as female.
- 4.3.11. Moreover, 1% (7 responses) identified as transgender, and 2% (12 responses) identified as non-binary, highlighting a spectrum of gender identities.
- 4.3.12. Additionally, 1% (6 responses) identified as ‘other,’.
- 4.3.13. No respondents selected ‘Intersex’ as their answer, and so this option has not been displayed.
- 4.3.14. However, it’s important to acknowledge that the data may not accurately represent the cohort of respondents due to the significant number of skipped responses. A total of 882 respondents, making up more than half of the total, chose not to answer the gender question. This suggests that many individuals may not fit neatly into traditional gender categories or may prefer not to disclose their gender identity. Consequently, while the provided data offers valuable insights into gender diversity within the sample, it should be interpreted with caution, recognising the limitations imposed by the high number of skipped responses.

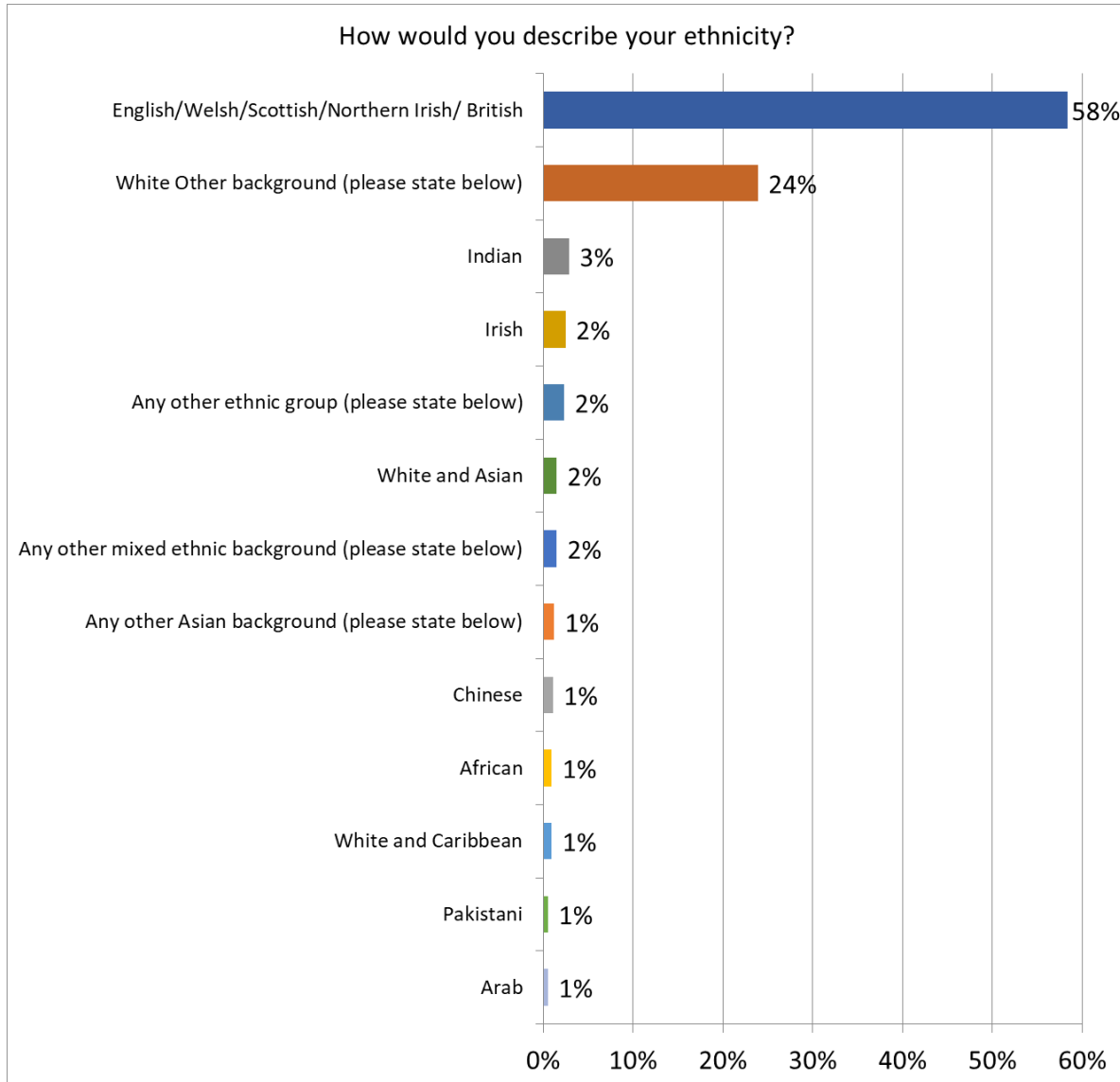


**Figure 4-2 – Gender profile of respondents (730 responses)**

## ETHNICITY OF RESPONDENTS

- 4.3.15. This question, which gathered 727 responses, illustrates a diverse range of ethnic backgrounds among participants who answered this question.
- 4.3.16. As highlighted in Figure 4-3, most respondents who answered this question, 58% (424 responses), identified as English, Welsh, Scottish, Northern Irish, or British.
- 4.3.17. A smaller percentage, 24% (174 responses), indicated a White Other background, with specific details provided.
- 4.3.18. Of the remaining ethnic categories:
- 3% (21 responses) answered 'Indian';
  - 2% (18 responses) answered 'Irish';
  - 2% (17 responses) selected the response 'any other ethnic group';
  - 2% (11 responses) answered 'white and Asian';
  - 2% (11 responses) selected the response 'any other mixed ethnic background';
  - 1% (11 responses) answered 'any other Asian background';
  - 1% (8 responses) answered 'Chinese';
  - 1% (7 responses) answered 'African';
  - 1% (7 responses) answered 'White and Caribbean';
  - 1% (4 responses) answered 'Pakistani'; and
  - 1% (4 responses) answered 'Arab'.

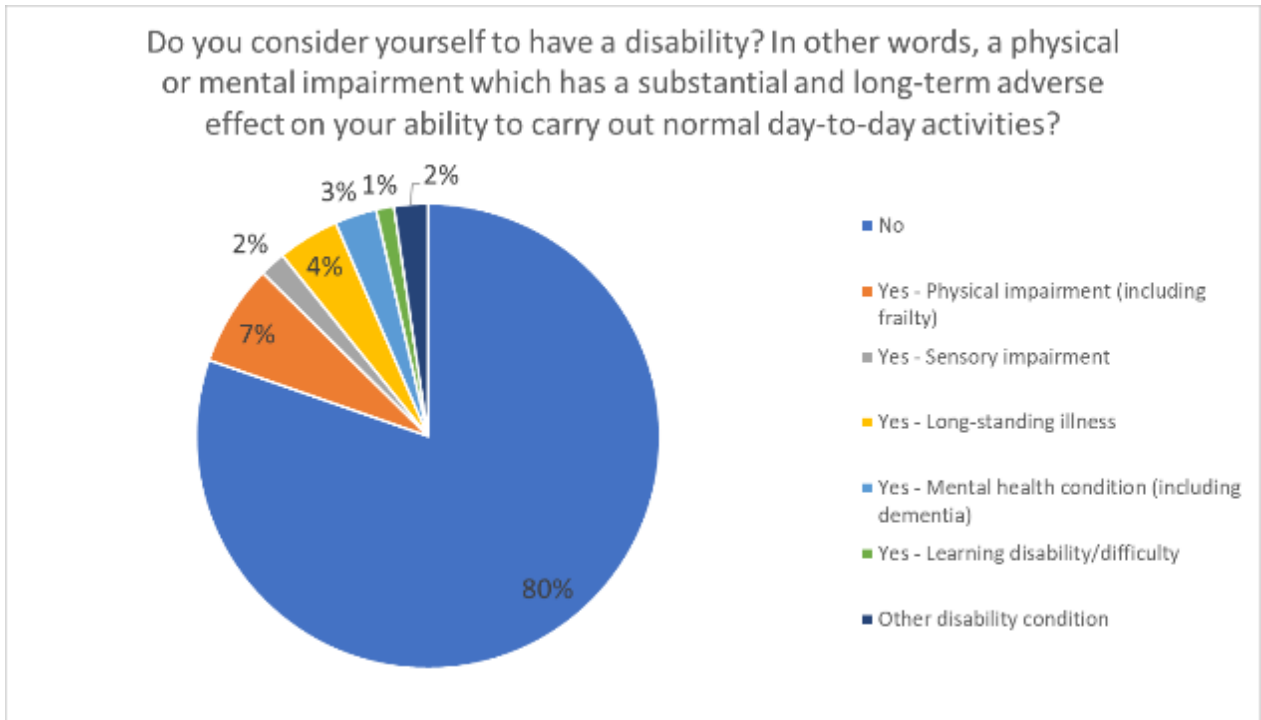
- 4.3.19. Less than 1% answered 'Gypsy or Irish Traveller' (1 response), Bangladeshi (3 responses), Caribbean (2 responses), 'any other Black/African/Caribbean background' (3 responses) and 'white and black African' (3 responses).
- 4.3.20. Notably, some respondents chose to specify their ethnic backgrounds further within the 'any other' categories, contributing to the overall richness and diversity of the data.
- 4.3.21. It's crucial to note that the data may not fully reflect the respondents because a substantial number skipped this question regarding ethnicity. Out of 1,612 respondents exposed to this question, over half (885 respondents) chose not to answer this question.



**Figure 4-3 – Ethnicity of respondents (727 responses)**

## HEALTH LIMITATIONS TO TRAVEL

- 4.3.22. Respondents were also asked whether they perceive themselves as having a disability, encompassing any enduring physical or mental impairment significantly hindering their capacity to perform routine daily tasks, with a particular focus on how it impacts their travel experiences. This question was optional.
- 4.3.23. Figure 4-4 reveals that the responses to the question regarding the presence of disabilities among participants varied.
- 4.3.24. The majority, at 80% (579 responses), reported not having any disabilities.
- 4.3.25. For those who did indicate a disability:
- 7% (51 responses) mentioned physical impairments (including frailty);
  - 4% (31 responses) reported long-standing illnesses;
  - 3% (21 responses) mentioned mental health conditions (including dementia);
  - 2% (13 responses) cited sensory impairments; and
  - 1% (9 responses) specified learning disabilities or difficulties.
- 4.3.26. Finally, 2% (17 responses) specified 'other disability conditions' not covered in the predefined categories.
- 4.3.27. Only one respondent (<1%) selected 'substance misuse' as their response. As such, this option has not been displayed on Figure 4-4.
- 4.3.28. These responses offer valuable insights into the range of disabilities within the survey sample.
- 4.3.29. It's worth noting that more than half of the respondents, specifically 890 individuals, chose to skip this question. This suggests that many participants may have opted not to disclose their disability status, which could potentially impact the accuracy and completeness of the data.

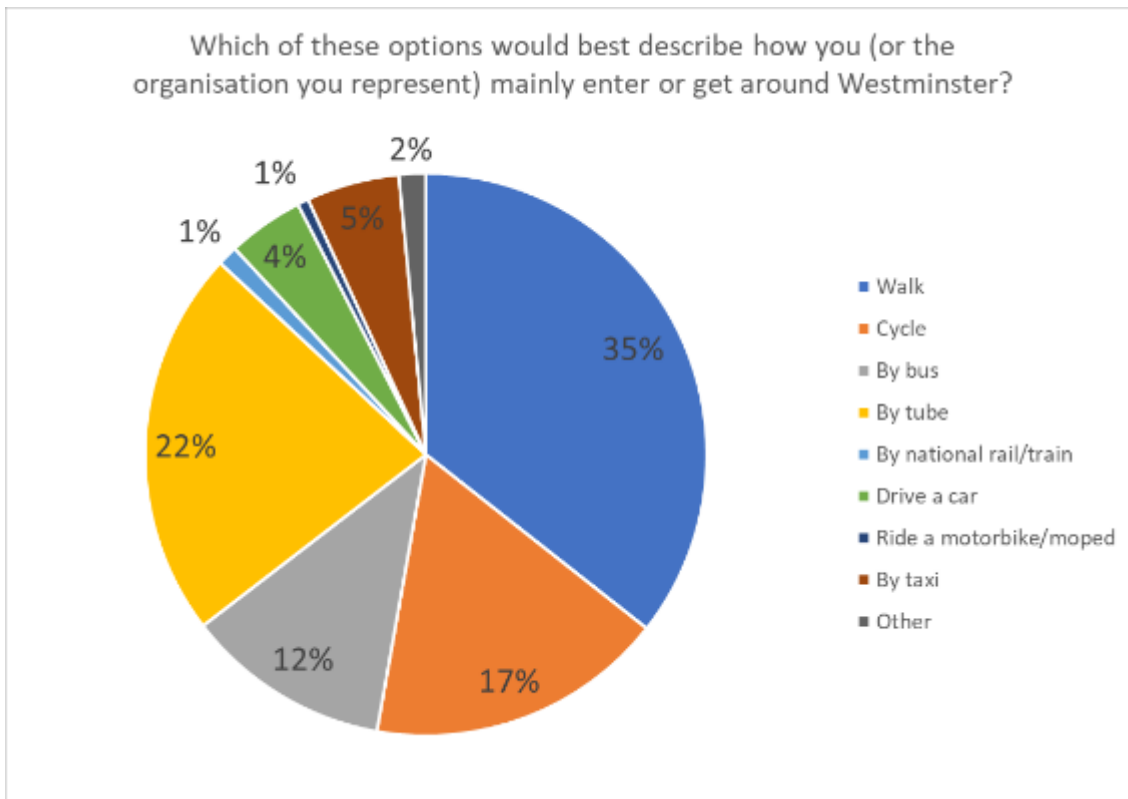


**Figure 4-4 – Health limitations to travel (722 responses)**

## TRAVELING AROUND WESTMINSTER

- 4.3.30. This question inquired about the primary mode of transportation used by individuals or the organisation they represent to access or navigate Westminster. This question was optional, and respondents could only select one answer.
- 4.3.31. As shown in Figure 4-5; responses to the question about the primary mode of transportation used to access or navigate Westminster showcased a variety of options. Participants could select one mode. These responses provide valuable insights into the diverse transportation methods used in and around Westminster.
- 4.3.32. The most common response was walking, making up 35% (553 responses) of the total responses. The second most common response, with 22% (347 responses), reported relying on the tube.
- 4.3.33. Additionally, 17% (267 responses) indicated cycling as their main mode of transportation, and 12% (183 responses) selected buses.
- 4.3.34. A small percentage, 1% (18 responses), used national rail or trains as their primary means of transportation, and 4% (68 responses) drove a car. Only 1% (10 responses) relied on motorbikes or mopeds, and 5% (83 responses) utilised taxis.
- 4.3.35. 2% (24 responses) selected 'other' as their answer.
- 4.3.36. The below categories received responses which constituted a result of <1%. As such, these options have not been displayed on Figure 4-5.
- Wheelchairs or mobility (7 responses);
  - Car passengers (4 responses);

- Private hire vehicles (4 responses); and
- Car club vehicle users (2 responses).

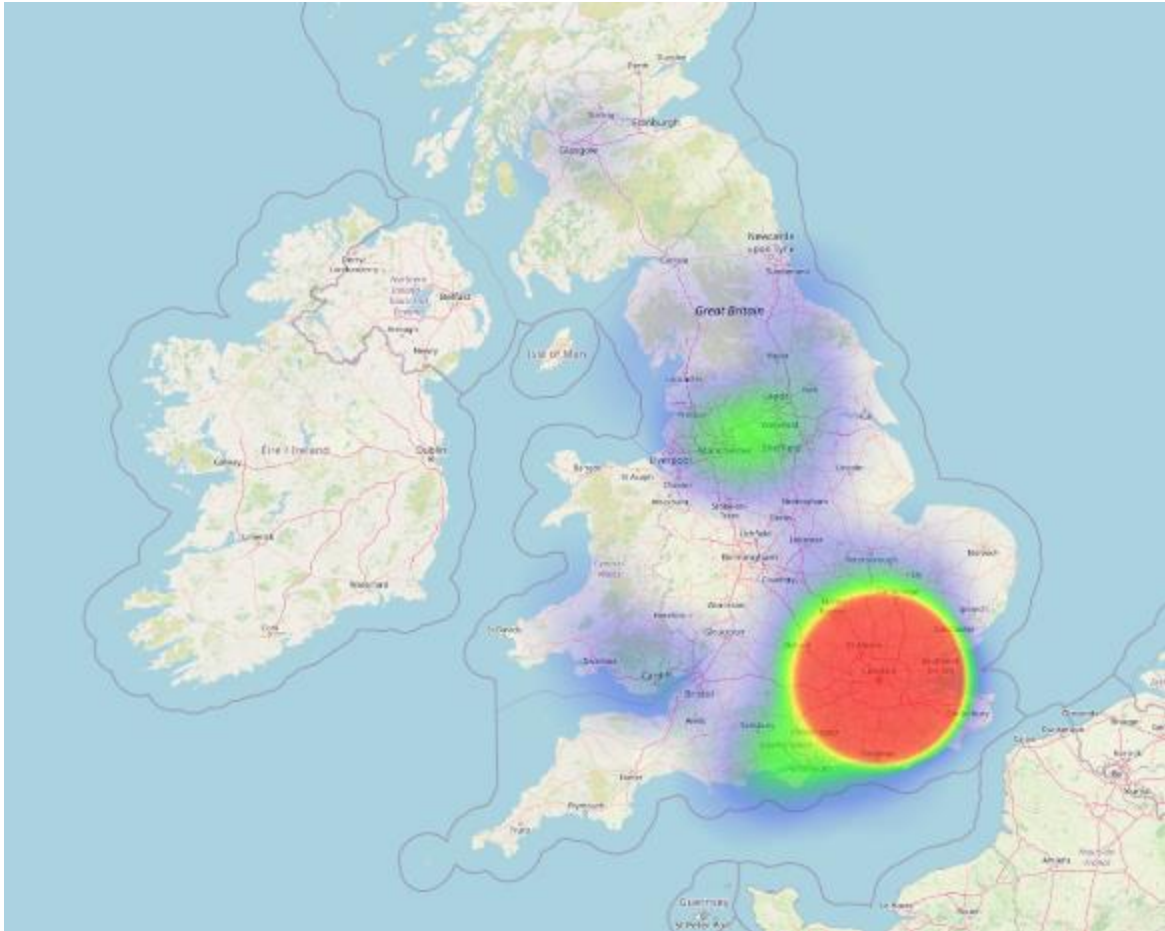


**Figure 4-5 – How respondents get around Westminster (1,570 responses)**

## POSTCODES

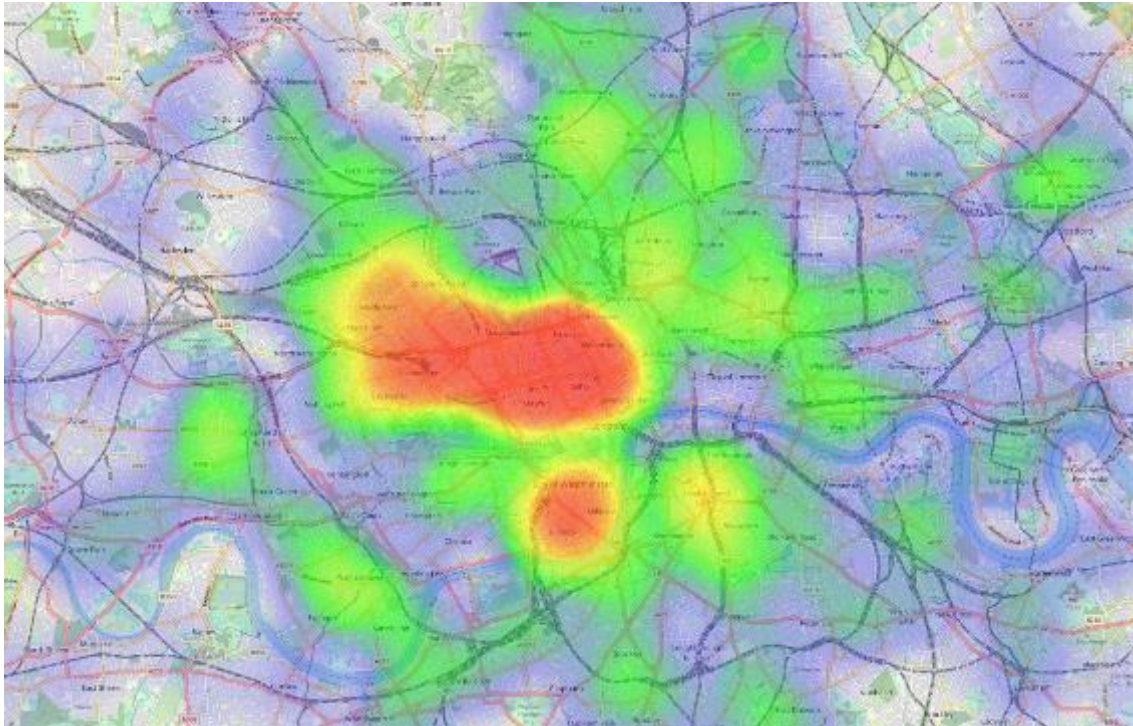
- 4.3.37. Respondents were also asked for their postcode to provide a geographical representation of respondents. This question was optional.
- 4.3.38. In total 1,075 respondents disclosed their postcode. Of these 1,075, there were 290 unique postcodes identified. It is worth noting that this question did not mandate the number of characters which a respondent could submit. As such, there was a difference between the level of detail submitted by respondents as some chose to disclose their full postcode and other chose only to disclose their district or sub district.
- 4.3.39. Of this total, seven postcodes were recognised as belonging to USA addresses, and one postcode from Poland. These have been excluded from the heatmapping below.
- 4.3.40. As shown in Figure 4-6 a heatmap has been developed to illustrate the distribution of respondent’s postcodes across the United Kingdom.





**Figure 4-6 – Postcode areas and frequency (across the United Kingdom)**

- 4.3.41. A second heat map has been developed to illustrate where most responses were concentrated within the City of London. Figure 4-7 highlights this distribution.
- 4.3.42. 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).

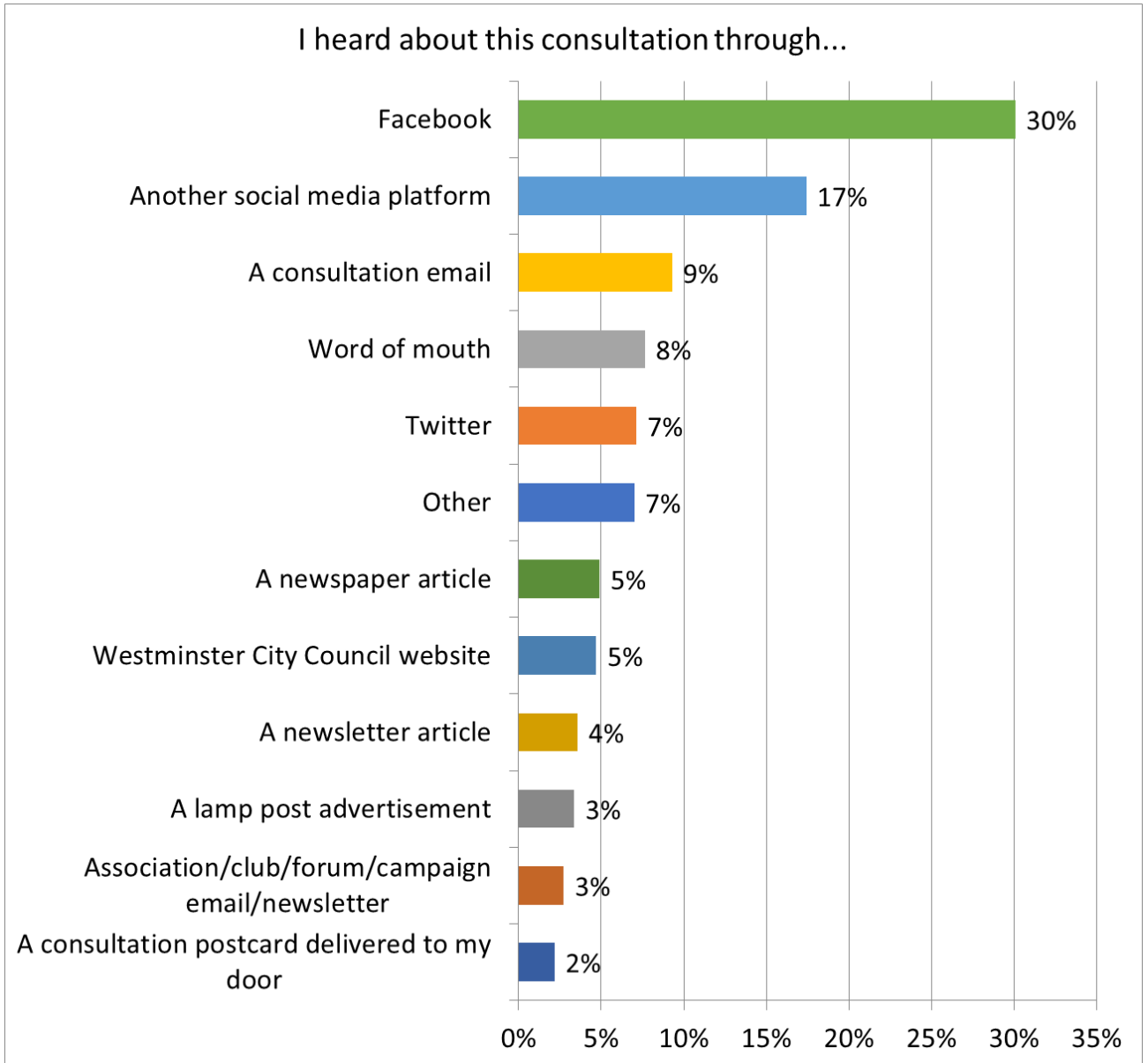


**Figure 4-7 – Postcode areas and frequency (across City of London)**

## HOW RESPONDENTS FOUND OUT ABOUT THE CONSULTATION

- 4.3.43. These responses provide valuable insights into the diverse channels through which individuals became aware of the consultation.
- 4.3.44. Figure 4-8 provides a breakdown of how respondents found out about the consultation. This question received 1,572 responses.
- 4.3.45. The most common source was Facebook, with 30% (473 responses) indicating that they heard about the consultation through this social media platform.
- 4.3.46. ‘Another social media platform’ was also a significant source, with 17% (274 responses) citing it as their source of information.
- 4.3.47. Consultation emails played a notable role, with 9% (146 responses) stating that they learned about it through email notifications.
- 4.3.48. Word of mouth was another substantial source, with 8% (120 responses) hearing about the consultation through personal recommendations.
- 4.3.49. ‘Twitter’ and ‘other sources’ each accounted for 7% (112 and 110 responses respectively). Additionally, 5% (77 responses) mentioned discovering the consultation through newspaper articles or on the Westminster City Council website.
- 4.3.50. Newsletter articles and lamp post advertisements were also mentioned, with 4% (56 responses) and 3% (53 responses).

- 4.3.51. A smaller number, making up 3% (43 responses), mentioned learning about the consultation through an association, club, forum, or campaign emails/newsletters, and consultation postcards delivered to doors made up the remaining 2% (34 responses).
- 4.3.52. These responses provide valuable insights into the diverse channels through which individuals became aware of the consultation.



**Figure 4-8 – How respondents found out about the consultation (1,572 responses)**

## 5 OXFORD STREET PROGRAMME

5.1.1. This chapter summarises the feedback received on the proposals for the Oxford Street Programme within the consultation questionnaire. It should be noted that not all respondents provided feedback on all proposals. Therefore, the number of respondents vary between 473 and 1410 for each section.

- Oxford Street scheme: 1410 respondents;
- Oxford Circus scheme: 1206 respondents;
- Marylebone / Fitzrovia Traffic scheme: 711 respondents;
- Eastcastle Street scheme: 473 respondents; and
- Oxford Street West scheme: 833 respondents.

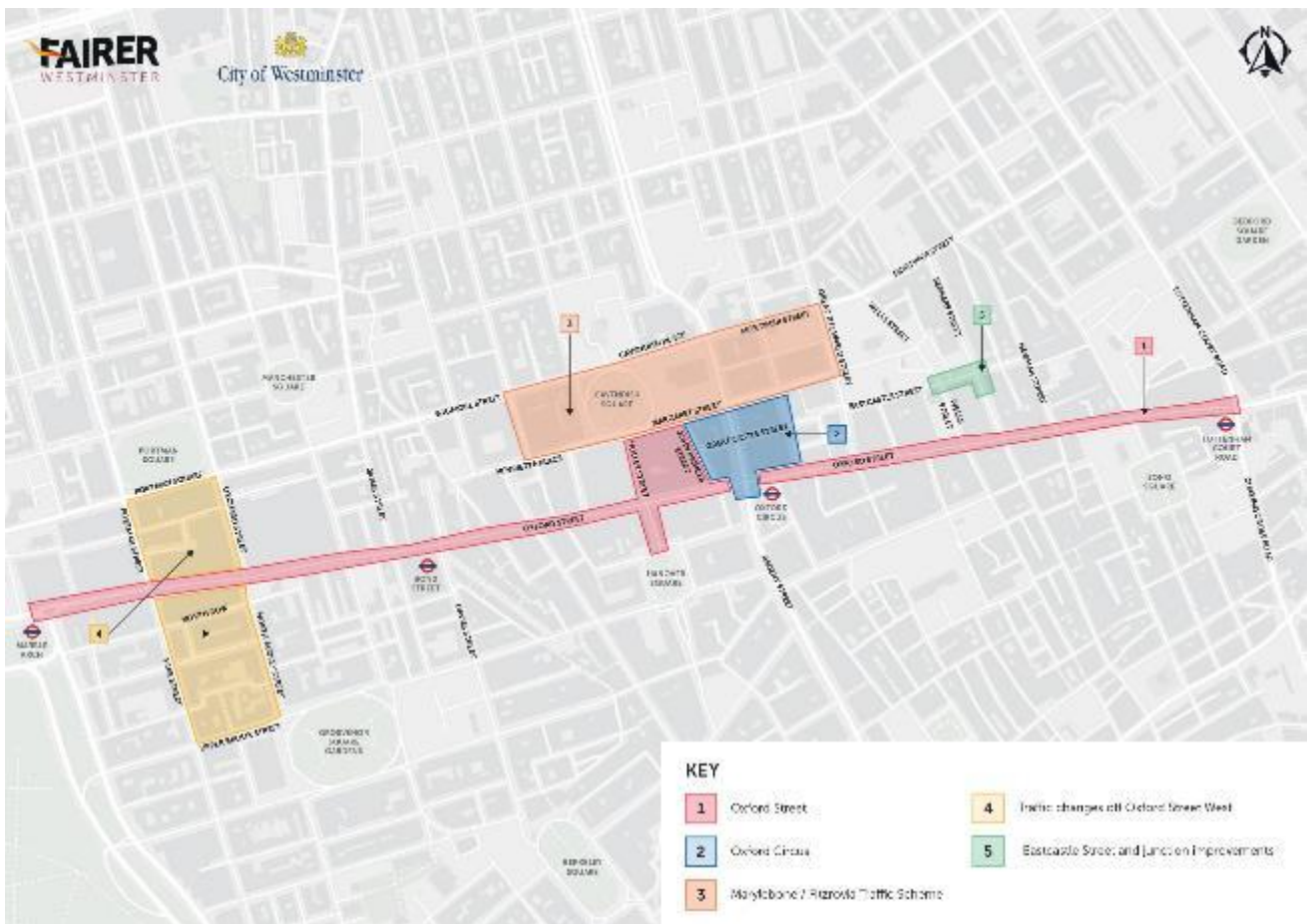
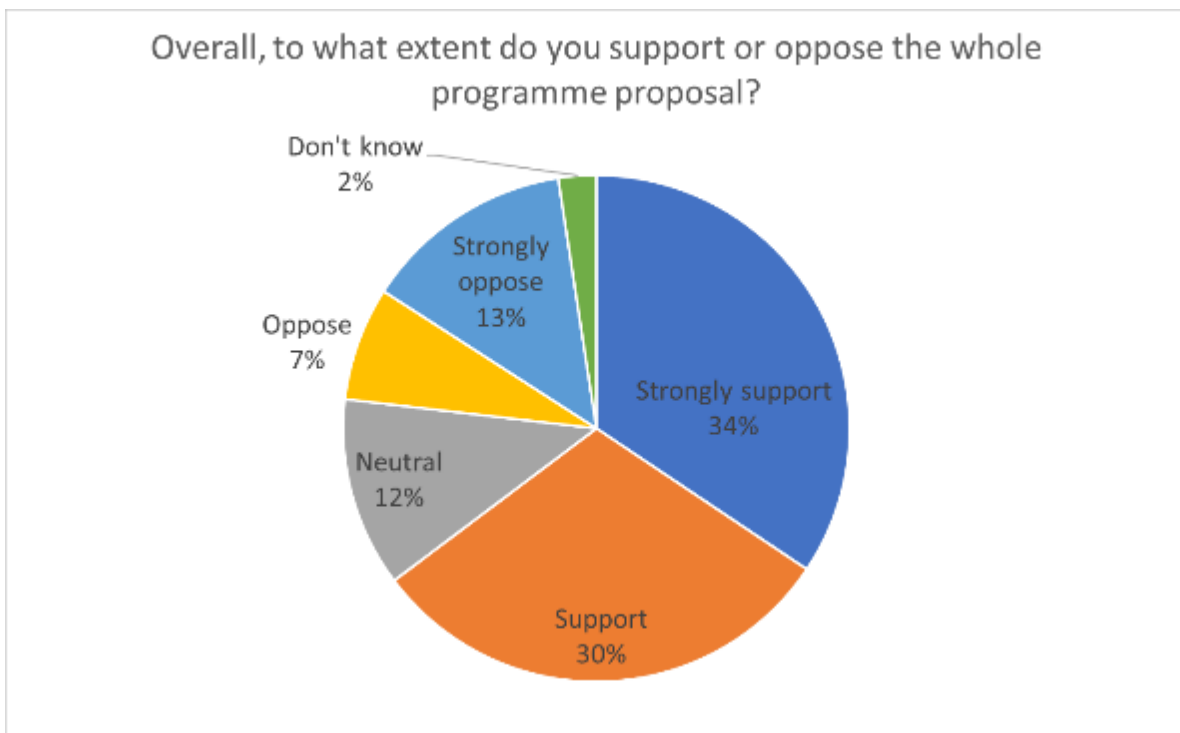


Figure 5-1 – Oxford street programme map



## 5.2 OVERALL PROGRAMME PROPOSALS

- 5.2.1. 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 1,611 responses to the question, respondents could select one answer.
- 5.2.2. Figure 5-2 illustrates that the participants’ opinions on the whole programme proposal showed a significant level of support. 34% (554 responses) expressed strong support for it, while an additional 30% (489 responses) indicated their support. This indicates that most responses, totalling 64%, were in favour of the proposal.
- 5.2.3. Furthermore, 12% (195 responses) remained neutral on the matter, suggesting a balanced perspective.
- 5.2.4. While there were individuals who opposed the proposal, with 7% (117 responses) in opposition and 13% (217 responses) strongly opposing it, their views were outweighed by the considerable support from those in favour.
- 5.2.5. A small 2% (39 responses) stated they didn’t know, but overall, these results highlight a notable level of support for the programme proposal.



**Figure 5-2 – How respondents felt about the whole programme proposal**

## 6 OXFORD STREET SCHEME

- 6.1.1. As shown in Table 6-1, there was a total of 1,420 respondents who wished to answer questions about the proposals for the Oxford Street scheme.
- 6.1.2. 190 respondents did not wish to answer these questions, while two respondents skipped the question all together.

**Table 6-1 – Answering about proposals for oxford street responses**

Would you like to answer questions about the proposals for Oxford Street?		
Answer Choice	Response Percent	Response Total
Yes	88%	1420
No	12%	190
	<i>answered</i>	<b>1610</b>
	<i>skipped</i>	<b>2</b>

- 6.1.3. The Oxford Street Scheme section of the questionnaire included four detailed closed questions, including a mix of ranking-style and multiple-choice questions. They included the questions:
- Overall, to what extent do you support or oppose the proposed Oxford Street scheme?
  - 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.
  - Which features of the proposals for Oxford Street are most important to you? Please tick all that apply.
  - How much do you support/oppose each of the proposals of the Oxford Street scheme? Please tick one box for each row only.
- 6.1.4. All four questions were optional. An analysis of these has been detailed below.

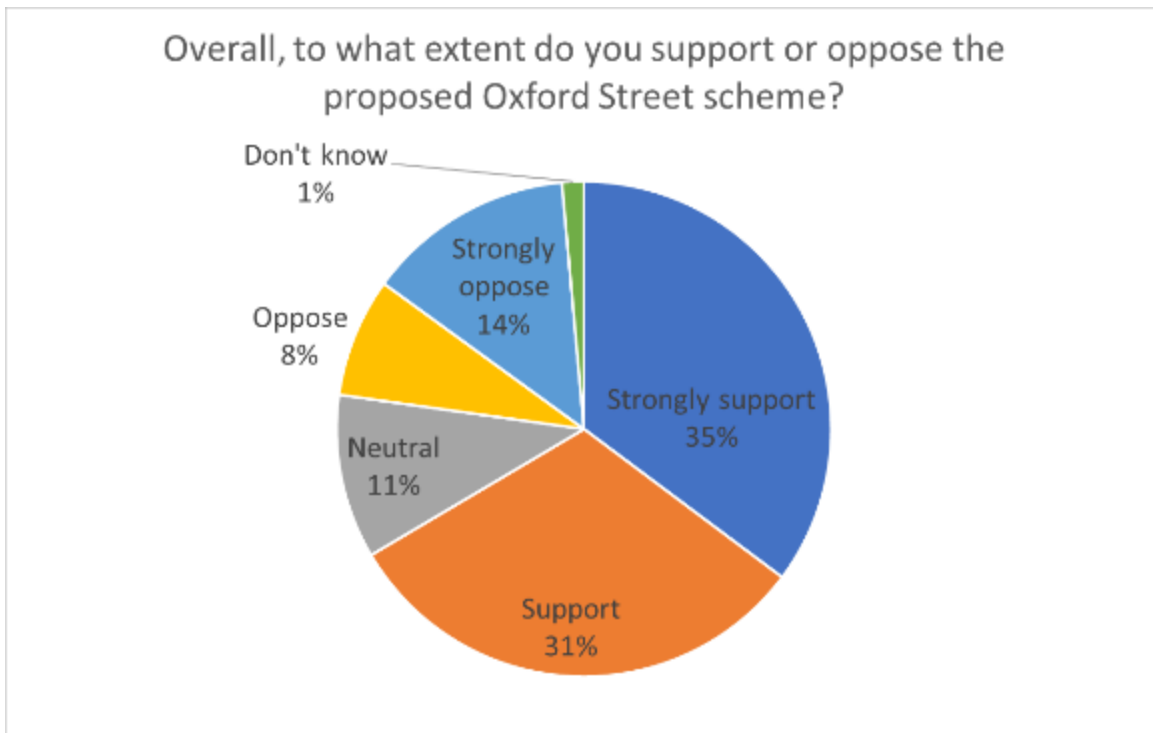
## 6.2 CLOSED QUESTION ANALYSIS FOR OXFORD STREET SCHEME

- 6.2.1. While 1,420 individuals (Table 6-1) expressed their willingness to respond to inquiries regarding the Oxford Street scheme proposals, not all of them opted to answer every question since some questions were optional. As such, there will be varying response rates for each question.

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

- 6.2.2. The first question in this section asked respondents to indicate their level of support or opposition towards the Oxford Street scheme proposals.
- 6.2.3. As illustrated in Figure 6-1, there was a total of 1,400 responses to the question, while 212 chose to skip this question.

- 6.2.4. Notably, 35% of respondents (493 individuals) expressed strong support firmly backing the scheme. Additionally, 31% of respondents (438 individuals), offered their support.
- 6.2.5. 8% of respondents (109 individuals) voiced their opposition to the scheme, while another 14% of respondents (190 individuals) strongly opposed the initiative.
- 6.2.6. A small portion, 11% (150 individuals), selected 'neutral' expressing no strong inclination either way. Only 1% of respondents (20 individuals) selected 'don't know' as their response.



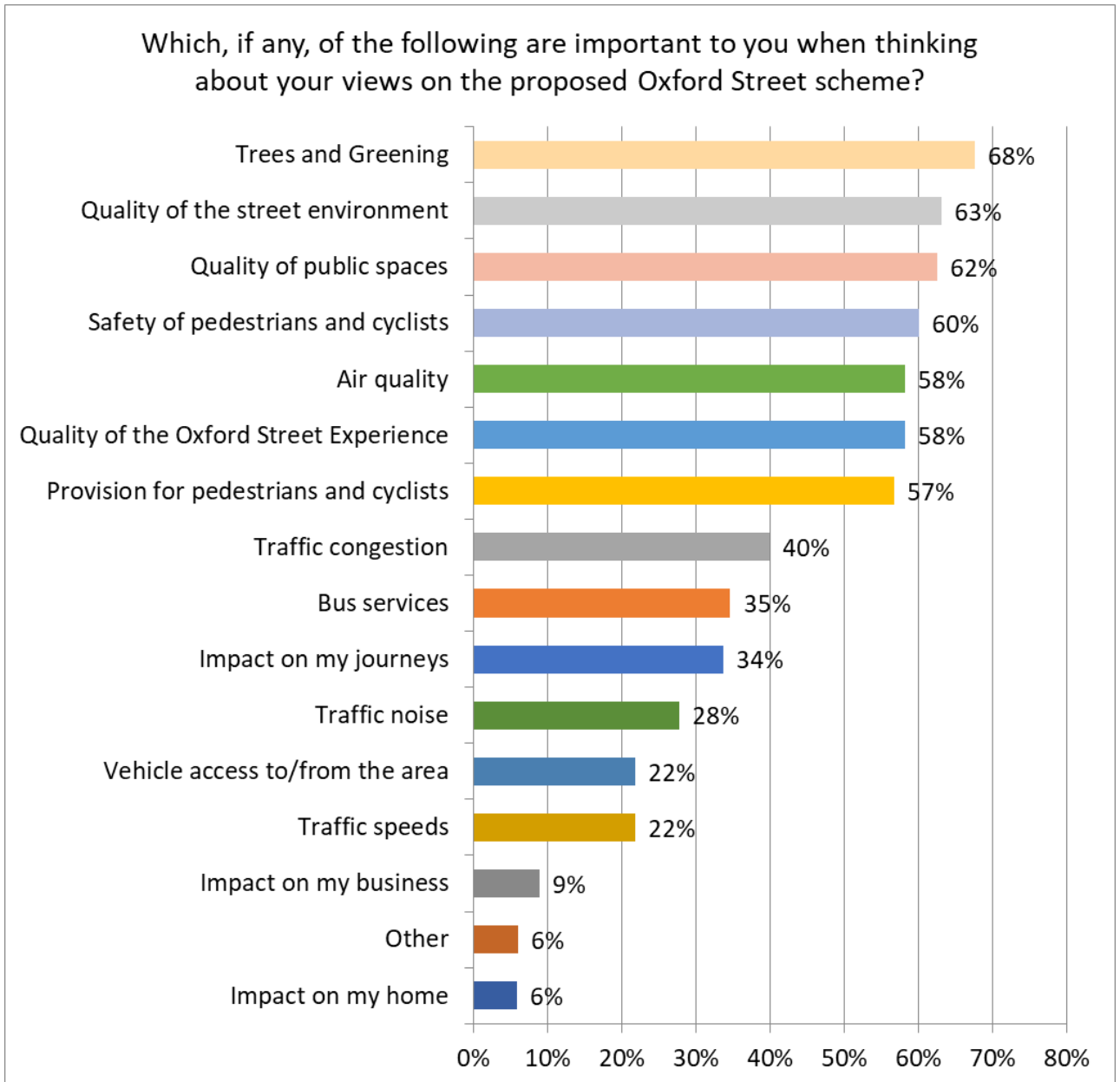
**Figure 6-1 – How respondents felt about the proposed Oxford Street scheme (1,400 responses)**

**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)**

- 6.2.7. There was a total of 1,410 individuals who answered the question asking them to select the items which are important to them when thinking about their views on the proposed Oxford Street scheme. 202 individuals elected to skip this question.
- 6.2.8. It should be noted that the number of responses (8,841) exceed the total number of individual respondents (1,410) because individuals had the option to select multiple answers. It demonstrates that most individuals would have selected more than one response to the question.
- 6.2.9. As illustrated in Figure 6-2, 'trees and greening' emerged as the top priority, making up 68% (953 responses) of the total, and underscores a strong desire for a greener and more environmentally friendly urban space.
- 6.2.10. Following closely behind, 63% (889 responses) stressed the importance of the 'quality of the street environment', highlighting a collective aspiration for an appealing and inviting street atmosphere.

- 6.2.11. 'The quality of public spaces' also featured prominently, with 62% of the total (881 responses) deeming it significant. This indicates a collective desire for well-designed and accessible public areas.
- 6.2.12. 'Safety for pedestrians and cyclists' ranked third, with 60% (847 responses) expressing concern for the well-being of these road users and emphasising the need for a scheme that prioritises their safety. Similarly, the 'quality of the Oxford Street experience' garnered a high response rate, with 58% (821 responses) valuing an improved overall experience for visitors and residents.
- 6.2.13. Furthermore, 57% (800 responses) emphasised the importance of 'provision for pedestrians and cyclists', reflecting a desire for pedestrian-friendly and sustainable transportation options. 'Air quality' was a shared concern among 58% (821 responses), highlighting the significance of reducing pollution and enhancing the environment.
- 6.2.14. While 'traffic congestion' received a slightly lower response rate at 40% (563 responses), it remains a notable consideration. 'Bus services' were of importance to 35% (488 responses), indicating a desire for efficient public transportation options. Additionally, 'traffic speeds' were mentioned by 22% (307 responses), 'traffic noise' by 28% (391 responses), and 'vehicle access to/from the area' by 22% (308 responses).
- 6.2.15. 'Impact on my business' received 9% (126 responses) of the total, and 'impact on my home' received a further 6% (82 responses).
- 6.2.16. Finally, 6% (84 responses) indicated 'other' as an important consideration. This comprehensive range of responses highlights the complexity of public opinion and the diverse factors that will be considered when assessing the proposed scheme.
- 6.2.17. There was minimal representation the answer 'don't know' at <1% (6 responses). As such, these options have not been displayed on Figure 6-2.





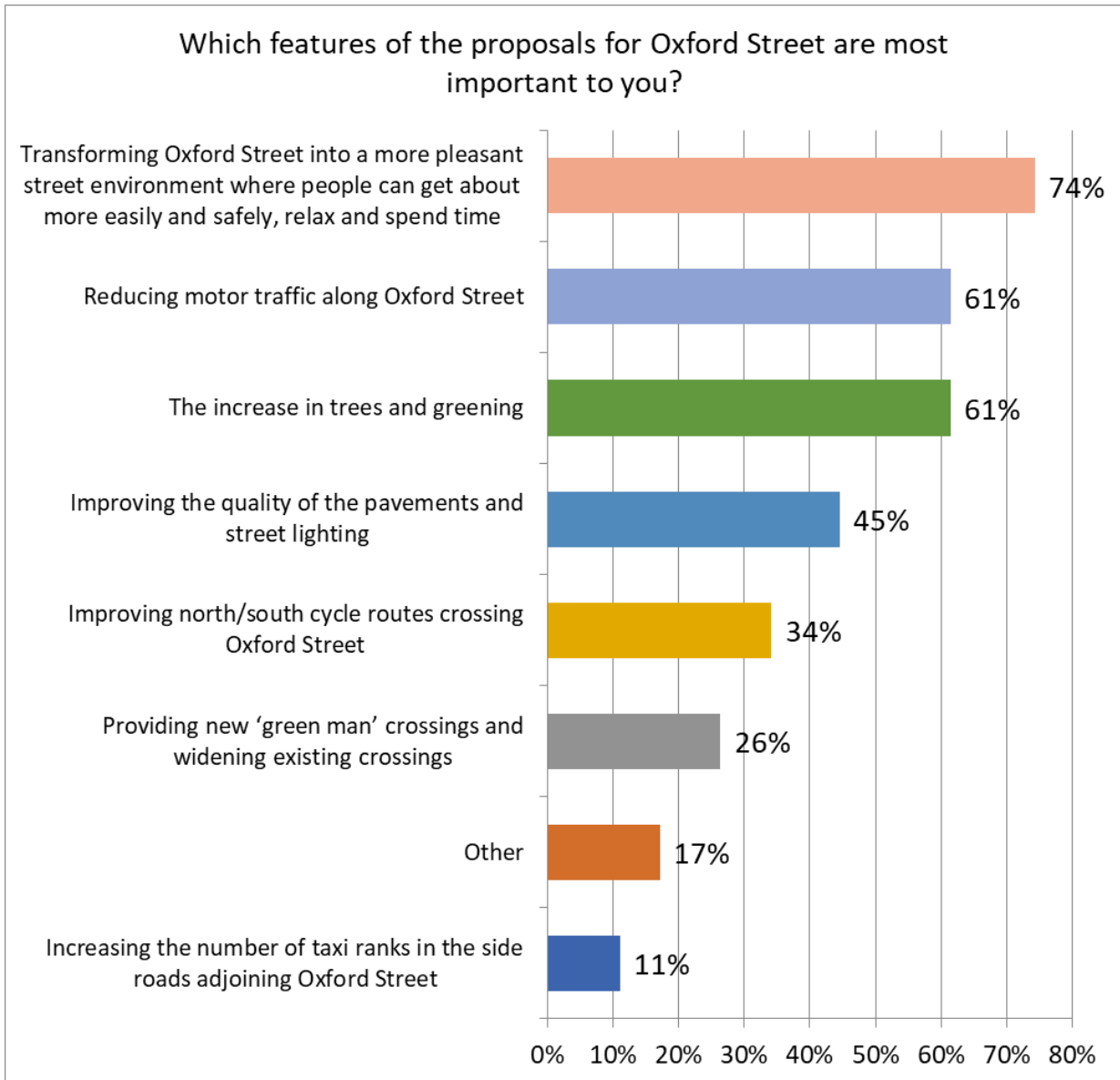
**Figure 6-2 – Features of the proposed oxford street scheme which respondents felt were most important (1410 respondents, 8841 responses)**

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

- 6.2.18. There was a total of 1,379 respondents who chose to answer the question asking them to tick features of the proposals for Oxford Street were most important to them. 233 respondents chose to skip this question.
- 6.2.19. It should be noted that the number of responses (4,557) exceed the total number of individual respondents (1,379) because individuals had the option to select multiple answers (features). The

results demonstrate that most individuals have voted for more than one option as an answer to the question.

- 6.2.20. As demonstrated in Figure 6-3, 'transforming Oxford Street into a more pleasant street environment where people can get about more easily and safely, relax and spend time' emerged as the top priority, making up 74% (1024 responses) of the total, making it a crucial factor in the evaluation of the Oxford Street scheme.
- 6.2.21. 'Reducing motor traffic along Oxford Street' and 'the increase in trees and greening' came in at equal second both making up 61% of the total (848 and 847 responses respectively). Followed closely behind this was 'improving the quality of the pavements and street lighting' which garnered 45% of the total (615 responses). Each of these falls under a similar theme of generally improving the Oxford Street environment for pedestrians and highlights the important of the aesthetic and build environment.
- 6.2.22. Furthermore, 34% (471 responses) requested an improvement to the north/south cycle routes crossing Oxford Street. While 26% (364 responses) wanted new 'green man' crossings and a widening of existing crossings.
- 6.2.23. A small percentage, 11% (152 responses) supported with the idea of increasing the number of taxi ranks in the side roads adjoining Oxford Street. Finally, 17% (236 responses) indicated 'other' as an important consideration.

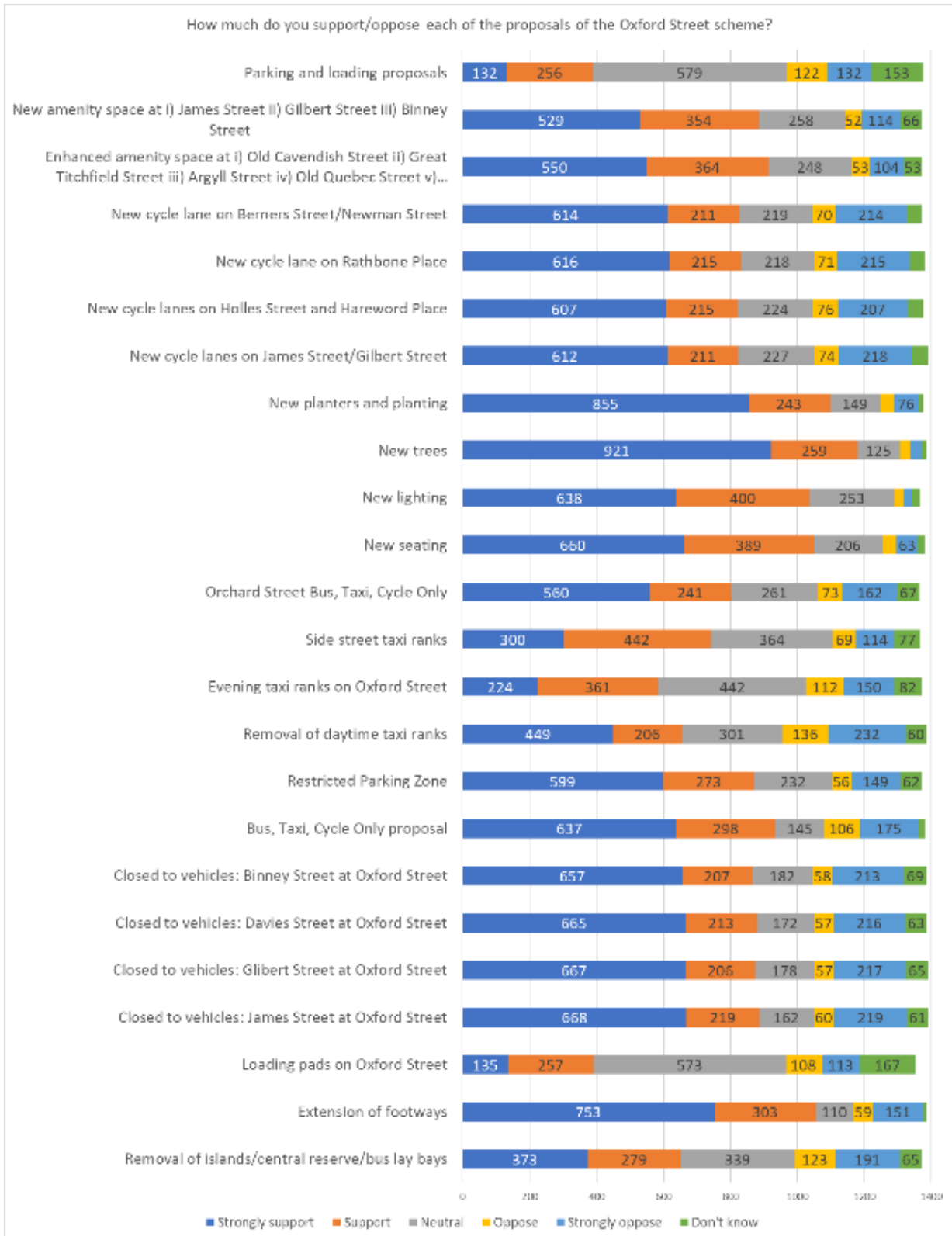


**Figure 6-3 – Features of the oxford street scheme proposals which respondents considered most important (1,379 respondents, 4,557 responses)**

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

- 6.2.24. There was a total of 1,407 responses to the question asking respondents to rank the proposals from Strongly Support to Strongly Oppose and including Don't Know. 205 individuals chose to skip this question.
- 6.2.25. It should be noted that the number of respondents (1,407 individuals) is lower than the total number of responses (33,038) because each respondent was required to rank 24 different elements on the scale of Strongly Support to Strongly Oppose. Additionally, they were not required to rank all the proposals listed in the question.

- 6.2.26. The data set illustrated in Figure 6-4 demonstrates that most individuals would have ranked more than one proposal but not all respondents ranked all the proposals.
- 6.2.27. Excluding neutrality, and those two selected 'don't know', there was overarching support across all the 24 proposals in the Oxford Street scheme. Looking at the results as a whole in Figure 6-4, the proposals with the highest support have been summarised below.
- The concept of introducing new trees received significant support, with 921 responses (67%) in strong favour and 259 responses (19%) in support, making it the most popular proposal among respondents.
  - Similarly, 'New planters and planting' garnered similar support, with 855 responses (62%) illustrating strong support for the proposal, and 243 responses (18%) in support. This makes it the second most supported proposal. These two most supported proposals, reflect the strong preference for enhancing the greenery on Oxford Street.
  - The proposal to extend footways also garnered substantial support, with 753 responses (54%) strongly in favour and 303 responses (22%) in support. Only a small percentage strongly opposed this idea (1%).
  - The idea of introducing new seating along Oxford Street garnered substantial support, with 660 responses (48%) in strong favour and 389 responses (28%) in support. This indicates a desire for more comfortable seating options for pedestrians.
  - The proposal for new lighting along Oxford Street was generally well-received, with 638 responses (47%) in support and 400 votes (29%) strongly in favour. This indicates a strong preference for improved lighting to enhance the overall ambiance and safety of the street.
- 6.2.28. In summary, the data reveals that the extension of footways, the introduction of new trees, and the creation of enhanced amenity spaces are the most popular proposals among respondents.



**Figure 6-4 – Overview of respondents’ opinions towards the collective proposals for the Oxford Street scheme (total respondents 1407, total responses 33,038)**

6.2.29. To accurately analysed and display the data summarised in Figure 6-4, each proposal has been broken down individually and outlined below.

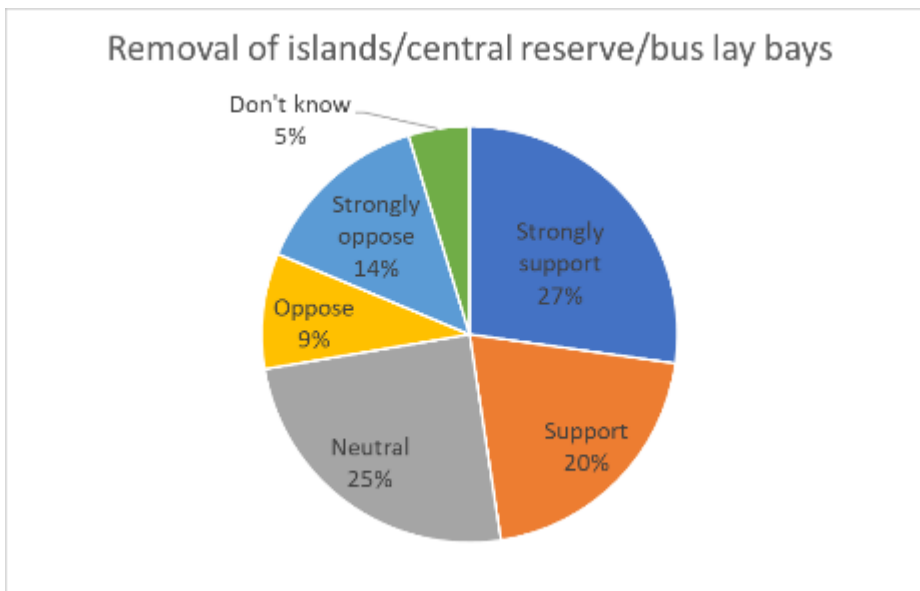
**Proposal one: Removal of islands/central reserve/bus lay-bys**

6.2.30. In response to the first proposal listed in the question, which focuses on the removal of islands/central reserve/bus lay-bys within the Oxford Street scheme, 1,370 total responses were collected.

6.2.31. As seen in Figure 6-5, these findings demonstrate varying degrees of opinions, but this proposal received general support, with 27% (373 responses) strongly supporting it and 20% (279 responses) supported it. 25% (339 responses) remained neutral.

6.2.32. Only 9% (123 responses) opposed it, and 14% (191 responses) strongly opposed it. Lastly, 5% (65 responses), didn't express a clear opinion.

6.2.33. These findings demonstrate varying degrees of opinions, but general support prevails with 47% of collective support compared to 23% collective opposition.



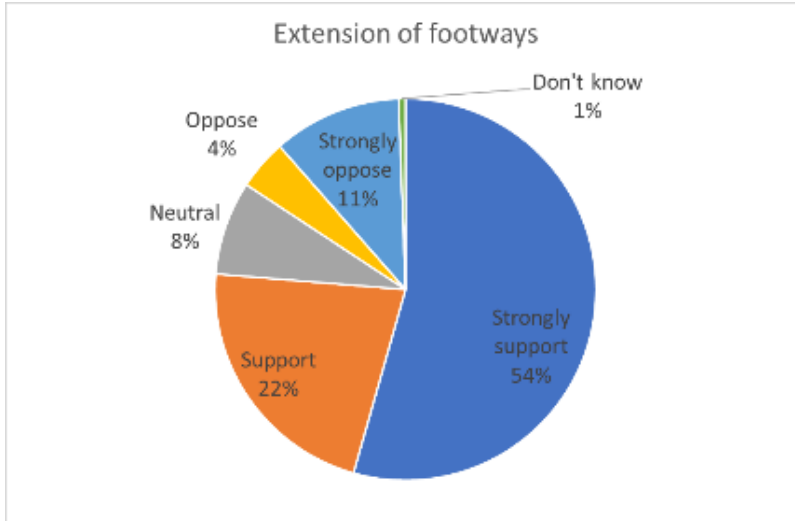
**Figure 6-5 – How respondents felt about the proposal to remove island/central reserve/bus lay-bys (1,370 responses)**

**Proposal two: Extension of footways**

6.2.34. The second proposal listed in the question, which inquired about the proposed extension of footways within the Oxford Street scheme collected 1,384 responses.

6.2.35. As seen in Figure 6-6, the idea of extending footways garnered substantial support, with 54% (753 responses) strongly in favour and 22% (303 responses) supporting it. Only 4% (59 responses) opposed and 11% (151 responses) strongly opposed the proposal. A minority at 8% (110 responses) remained neutral, while only 1% (8 responses) selected 'don't know'.

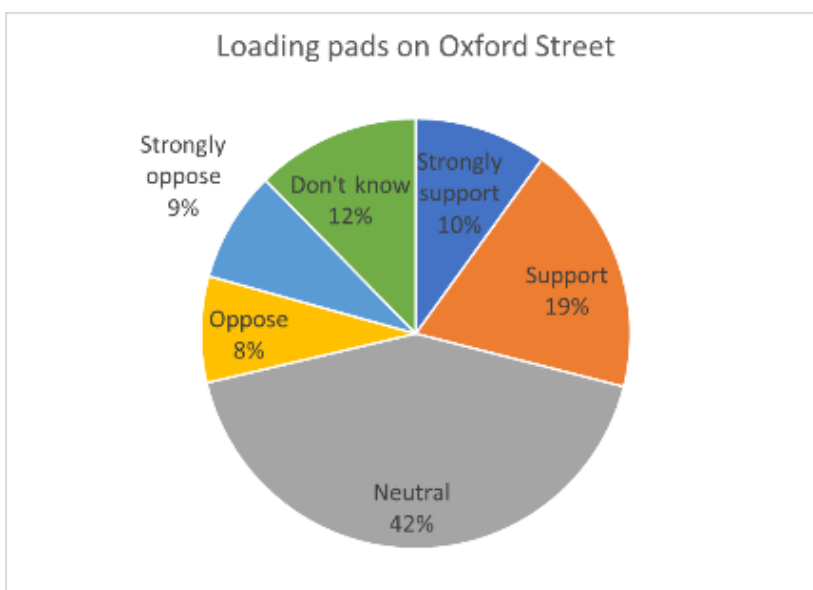
6.2.36. These findings underscore strong overall support for the extension of footways with combined support of 76%, compared to only 15% collective opposition.



**Figure 6-6 – How respondents felt about the proposal to extend footways (1,384 responses)**

**Proposal three: Loading pads on Oxford Street**

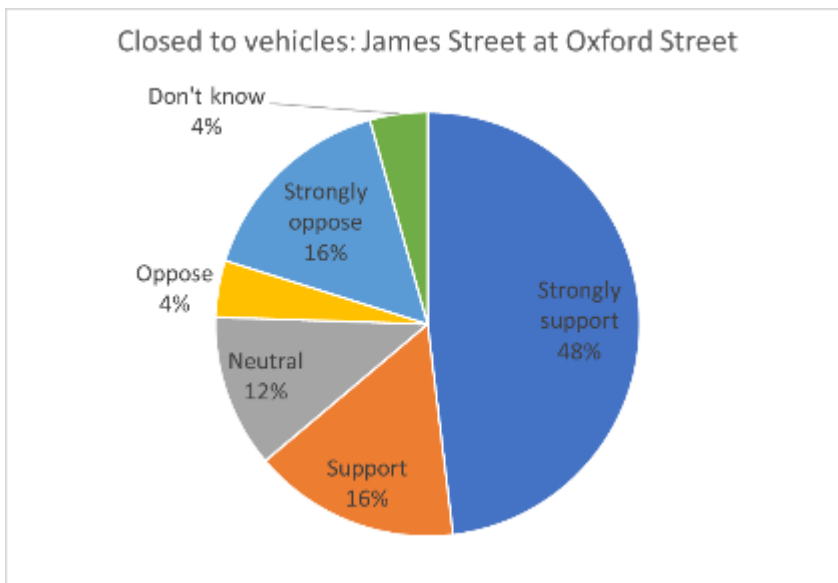
- 6.2.37. In response to the third proposal listed in the question, which focuses on loading pads on Oxford Street as part of the Oxford Street scheme, 1,353 responses were received.
- 6.2.38. As illustrated in Figure 6-7, loading pads saw diverse opinions, with 10% (135 responses) strongly supporting them, and 19% (257 responses) supporting the idea. 8% (108 responses) opposed the proposal, while 9% (113 responses) strongly opposed it.
- 6.2.39. Significantly, 42% (573 responses) remained neutral indicating that the respondents did not have any opinion either way. Finally, 12% (167 responses) didn't express a clear preference and selected 'don't know'.
- 6.2.40. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 42% of the total. Combined support totalled 29% compared to collective opposition totalling 17%.



**Figure 6-7 – How respondents felt about loading pads on Oxford Street (1,353 responses)**

**Proposal four: Closed to vehicles – James Street at Oxford Street**

- 6.2.41. The fourth proposal listed in the question, addressed the proposal to close James Street at Oxford Street to vehicle traffic. This proposal received a total of 1,389 responses.
- 6.2.42. As seen in Figure 6-8, this proposal generated significant support. The majority, at 48% (668 responses) strongly supported it, while a further 16% (219 responses) supported it. Only 4% (60 responses) opposed the idea, while 16% (219 responses) strongly opposed it. 12% (162 responses) remained neutral, and the final 4% (61 responses) selected ‘don’t know’.
- 6.2.43. These findings demonstrate a strong overall support for the proposal with combined support of 64%, compared to only 20% collective opposition.

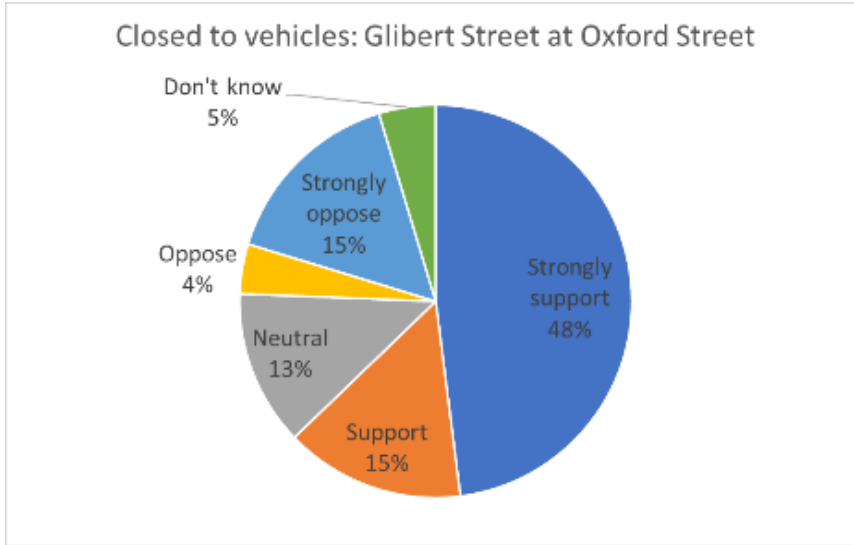


**Figure 6-8 – How respondents felt about the proposal to close James Street at Oxford Street to vehicle traffic (1,389 responses)**

**Proposal five: Closed to vehicles – Gilbert Street at Oxford Street**

- 6.2.44. The fifth proposal listed in the question, focused on the proposal to close Gilbert Street at Oxford Street to vehicle traffic. This proposal received a total of 1,389 responses.
- 6.2.45. As illustrated in Figure 6-9, the proposal has generated significant support with 48% (667 responses) strongly supported it, while 15% (206 responses) supported it. 13% (178 responses) remained neutral.
- 6.2.46. A smaller number, 4% (57 responses) opposed the idea, while 15% (217 responses) strongly opposed it. Approximately 5% (65 responses) didn’t express a clear preference. A total of 1390 responses were collected for this question.
- 6.2.47. These findings demonstrate a strong overall support for the proposal with combined support of 63%, compared to only 19% collective opposition.

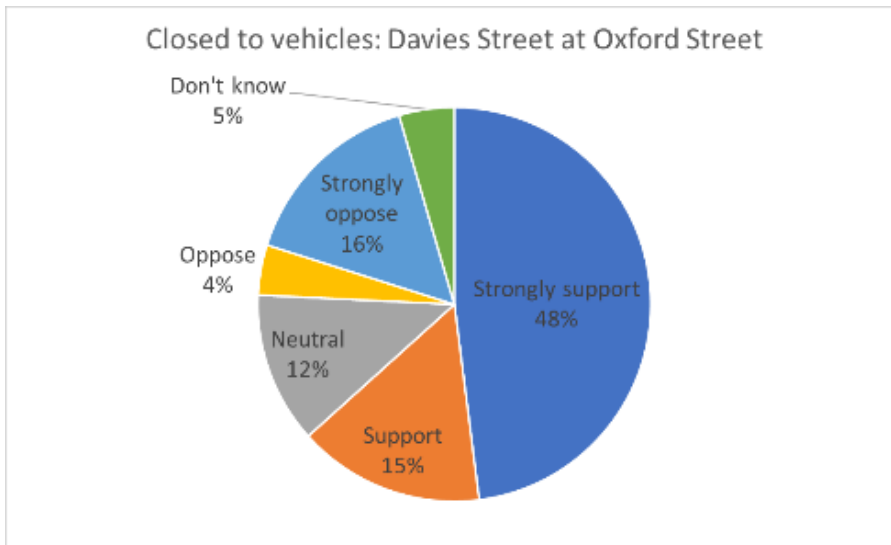




**Figure 6-9 – How respondents felt about the proposal to close Gilbert Street at Oxford Street to vehicle traffic (1,390 responses)**

**Proposal six: Closed to vehicles – Davies Street at Oxford Street**

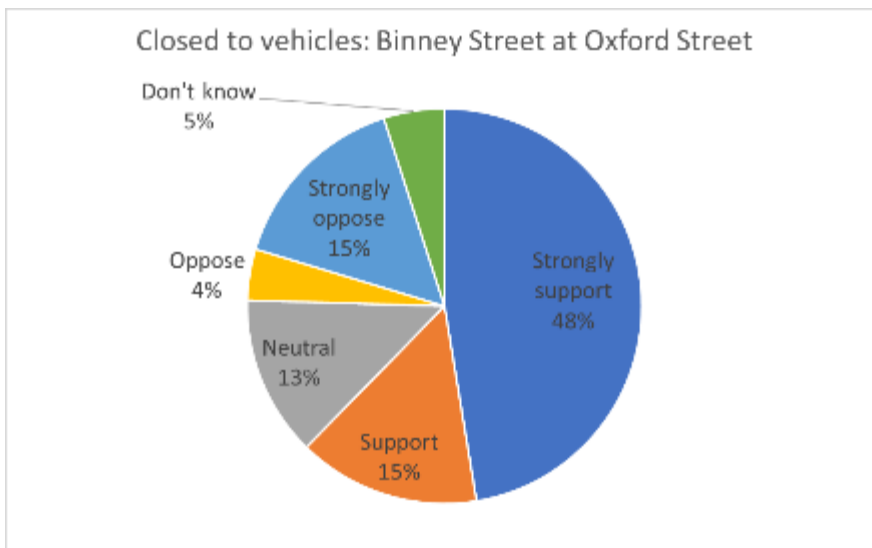
- 6.2.48. In response to the sixth proposal listed in the question, addressing the proposal to close Davies Street at Oxford Street to vehicle traffic, a total of 1,386 responses were received.
- 6.2.49. As illustrated in Figure 6-10, the proposal has generated significant support, with 48% (665 responses) strongly supporting it and 15% (213 responses) supporting it. A smaller number, 12% (172 responses) remained neutral. Smaller again, 4% (57 responses) opposed the idea, while 16% (216 responses) strongly opposed it. Approximately 5% (63 responses) didn't express a clear preference and answered, 'don't know'.
- 6.2.50. These findings demonstrate a strong overall support for the proposal with combined support of 63%, compared to only 20% collective opposition.



**Figure 6-10 – How respondents felt about the proposal to close Davies Street at Oxford Street to vehicle traffic (1,386 responses)**

**Proposal seven: Closed to vehicles – Binney Street at Oxford Street**

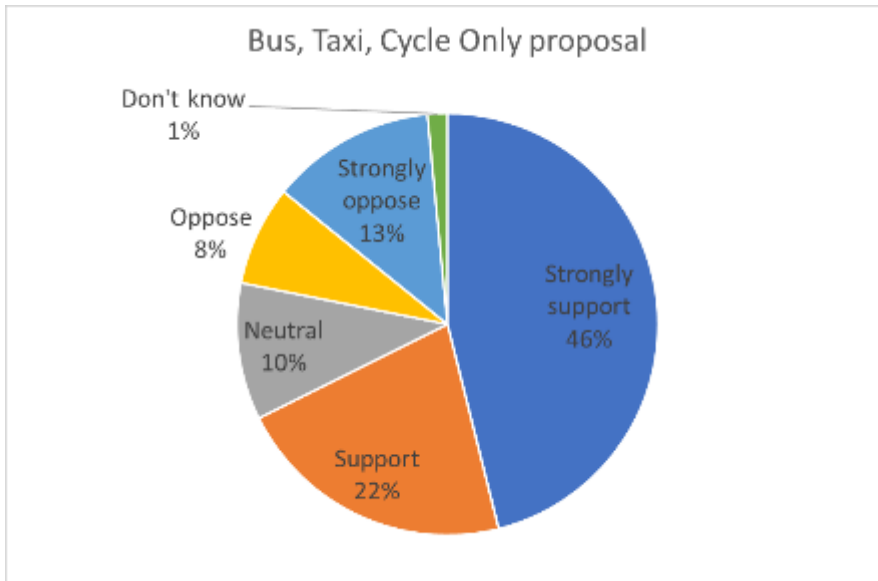
- 6.2.51. In response to the seventh proposal listed in the question, addressing the proposal to close Binney Street at Oxford Street to vehicle traffic, a total of 1,386 responses were received.
- 6.2.52. As illustrated in Figure 6-11, the proposal has generated significant support, with 48% (657 responses) strongly supporting it and 15% (207 responses) supporting it. Additionally, 13% (182 responses) remained neutral. Only 4% (58 responses) opposed the idea, while 15% (213 responses) strongly opposed it. 5% (69 responses) didn't express a clear opinion and answered, 'don't know'.
- 6.2.53. These findings demonstrate a strong overall support for the proposal with combined support of 63%, compared to only 19% collective opposition.



**Figure 6-11 – How respondents felt about the proposal to close Binney Street at Oxford Street to vehicle traffic (1,386 responses)**

**Proposal eight: Bus, Taxi, Cycle Only proposal**

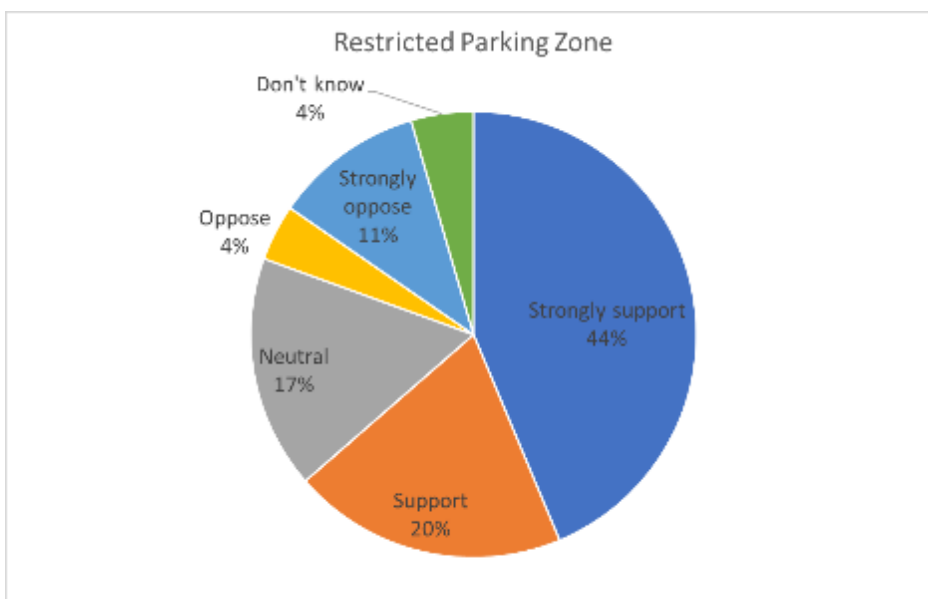
- 6.2.54. The eighth proposal listed in the question focuses on the Bus, Taxi, Cycle Only proposal. This proposal received a total of 1,382 responses.
- 6.2.55. As illustrated in Figure 6-12, the proposal for a Bus, Taxi, Cycle Only scheme gained significant support with 46% (637 responses) strongly supporting it and 22% (298 responses) supporting it. In addition, 10% (145 responses) remained neutral, and 8% (106 responses) opposed the idea, while 13% (175 responses) strongly opposed it. 1% (21 responses) answered 'don't know'.
- 6.2.56. These findings demonstrate a strong overall support for the proposal with combined support of 64%, compared to 21% collective opposition.



**Figure 6-12 – How respondents felt about the Bus, Taxi, Cycle Only proposal**

**Proposal nine: Restricted Parking Zone**

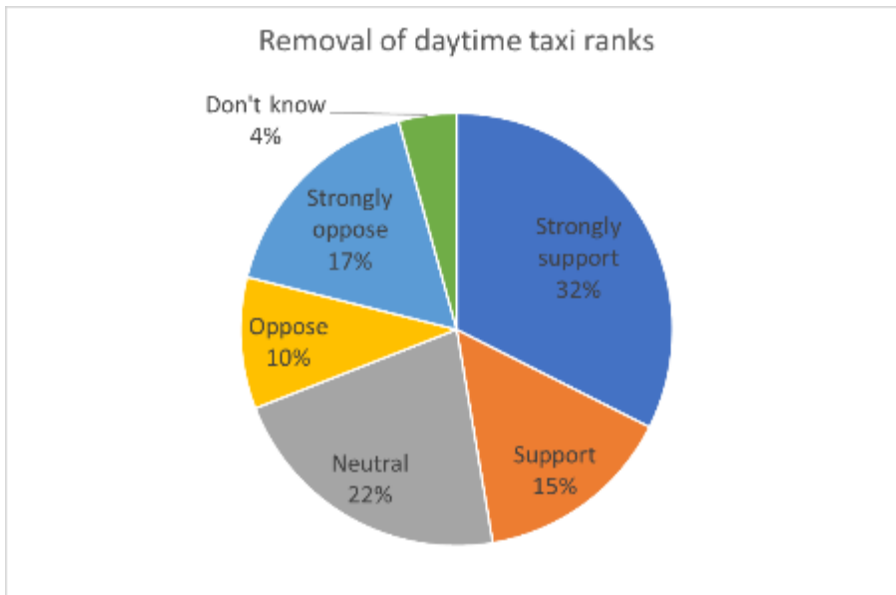
- 6.2.57. The ninth proposal listed in the question addresses the proposal for a restricted parking zone within the Oxford Street scheme. This proposal received a total of 1,371 responses.
- 6.2.58. As illustrated in Figure 6-13, the proposal achieved overall support, with 44% (599 responses) strongly supporting it and 20% (273 responses) supporting it. 17% (232 responses) remained neutral. A smaller amount at 4% (56 responses) opposed the idea, while 11% (149 responses) strongly opposed it. 4% (62 responses) answered 'don't know'.
- 6.2.59. These findings demonstrate a strong overall support for the proposal with combined support of 64%, compared to only 15% collective opposition.



**Figure 6-13 – How respondents felt about the proposal for a restricted parking zone**

**Proposal 10: Removal of daytime taxi ranks**

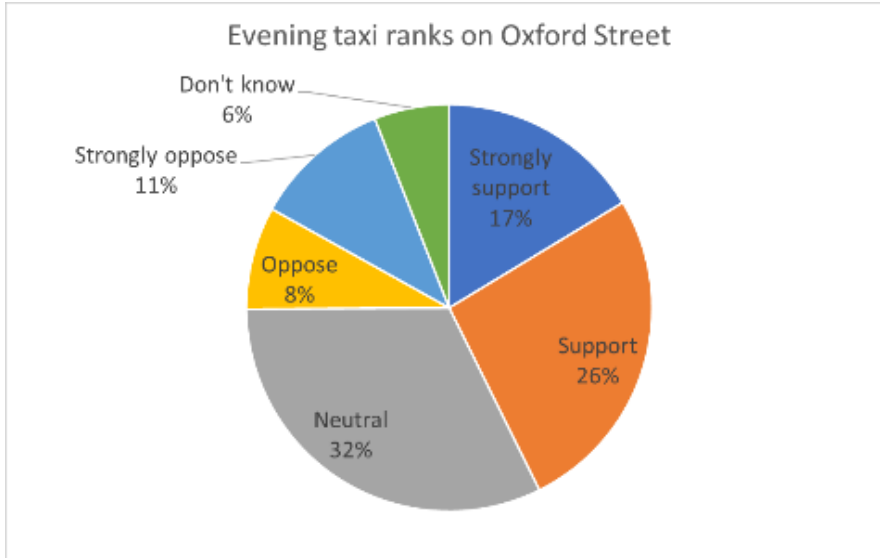
- 6.2.60. In response to the tenth proposal listed in the question, which focuses on the removal of daytime taxi ranks, 1,384 responses were received.
- 6.2.61. As shown in Figure 6-14, the most common response, at 32% (449 responses) strongly supporting it, and 15% (206 responses) supporting it. It is worth noting that this proposal resulted in the highest overall opposition with a total of 27%, with 10% (136 responses) opposed the idea, while 17% (232 responses) strongly opposed it. 22% (301 responses) remained neutral, and the remaining 4% (60 responses) didn't express a clear opinion and selected 'don't know'.
- 6.2.62. These findings demonstrate varying degrees of opinions, with overall support prevailing. The combined support totalled 47% compared to collective opposition totalling 27%.



**Figure 6-14 – How respondents felt about the proposal to remove daytime taxi ranks (1,384 responses)**

**Proposal 11: Evening taxi ranks on Oxford Street**

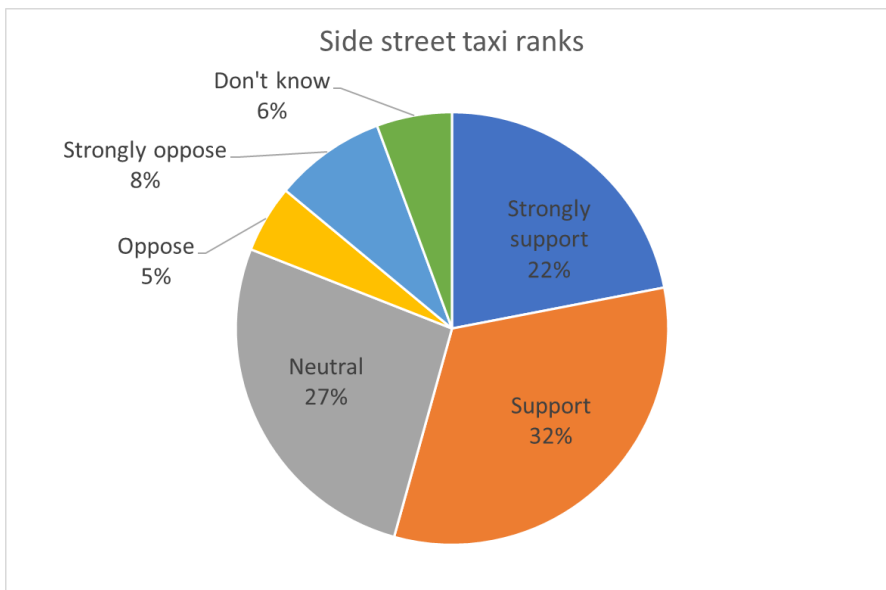
- 6.2.63. In response to the eleventh proposal listed in the question, which focuses on evening taxi ranks on Oxford Street, garnered 1,371 responses.
- 6.2.64. As shown in Figure 6-15, the most popular response at 32% (442 responses) remained neutral, indicating that respondents can't say either way. Additionally, 17% (224 responses) strongly supporting it, and 26% (361 responses) supporting it. Only 8% (112 responses) opposed the idea, while 11% (150 responses) strongly opposed it. Lastly, 6% (82 responses) didn't express a clear preference and selected 'don't know'.
- 6.2.65. These findings demonstrate that the majority response is neutrality at 32% of the total. Combined support totalled 43% compared to collective opposition totalling 19%.



**Figure 6-15 – How respondents felt about the proposal for evening taxi ranks on Oxford Street (1,371 responses)**

**Proposal 12: Side street taxi ranks**

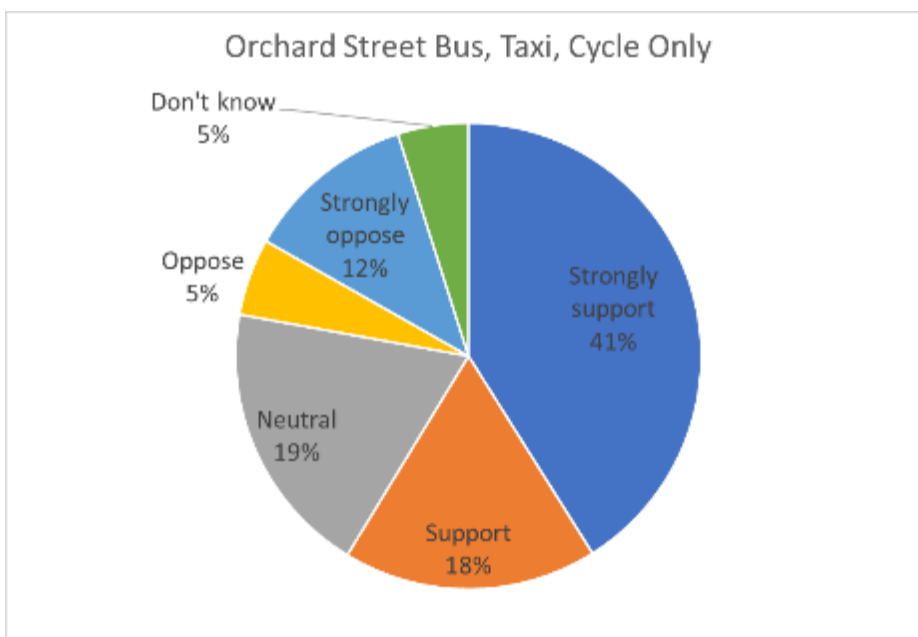
- 6.2.66. The twelfth proposal listed in the question addresses side street taxi ranks within the Oxford Street scheme. This proposal received a total of 1,366 responses.
- 6.2.67. As demonstrated in Figure 6-16, the proposal achieved overall support with 22% (300 responses) strongly supporting it, and 32% (442 responses) supporting it. Additionally, 27% (364 responses) remained neutral. 5% (69 responses) opposed the idea, while 8% (114 responses) strongly opposed it. The final 6% (77 responses) didn't express a clear preference and selected 'don't know'.
- 6.2.68. These findings demonstrate comparative levels of neutrality and support, with overall support prevailing. The combined support totalled 54% compared to collective opposition totalling 13%.



**Figure 6-16 – How respondents felt about the proposal for side street taxi ranks within the Oxford Street scheme (1,366 responses)**

### Proposal 13: Orchard Street Bus, Taxi, Cycle Only

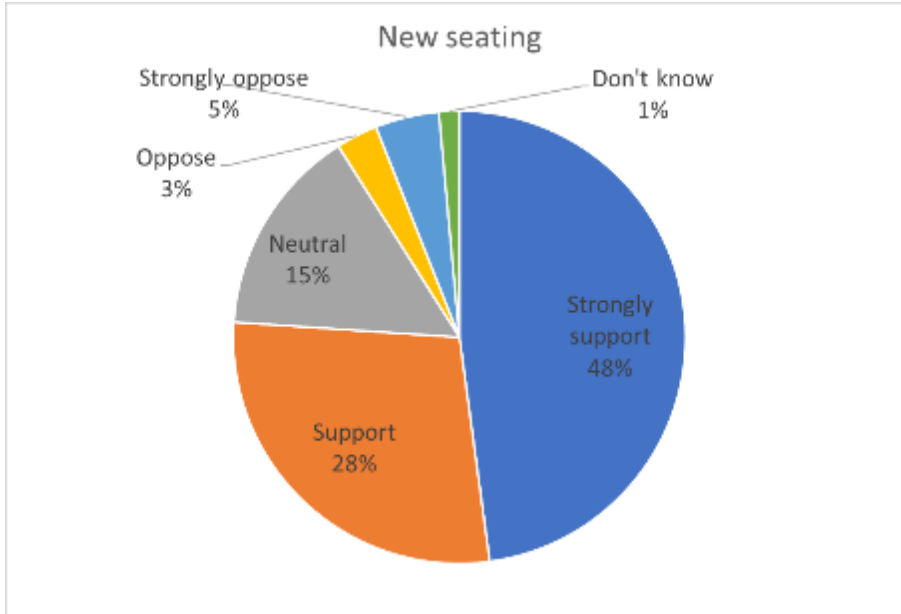
- 6.2.69. The thirteenth proposal listed in the question focuses on Orchard Street Bus, Taxi, Cycle Only. This proposal received a total of 1,364 responses.
- 6.2.70. As shown in These findings demonstrate overall support for the proposal with combined support of 59%, compared to 17% collective opposition.
- 6.2.71. Figure 6-17, the proposal achieved solid support with 41% (560 responses) strongly supporting it and 18% (241 responses) supporting it. 19% (261 responses) remained neutral. 5% (73 responses) opposed the idea, while 12% (162 responses) strongly opposed it. The final 5% (67 responses) didn't express a clear preference.
- 6.2.72. These findings demonstrate overall support for the proposal with combined support of 59%, compared to 17% collective opposition.



**Figure 6-17 – How respondents felt about the Orchard Street Bus, Taxi, Cycle Only proposal (1.364 responses)**

### Proposal 14: New seating

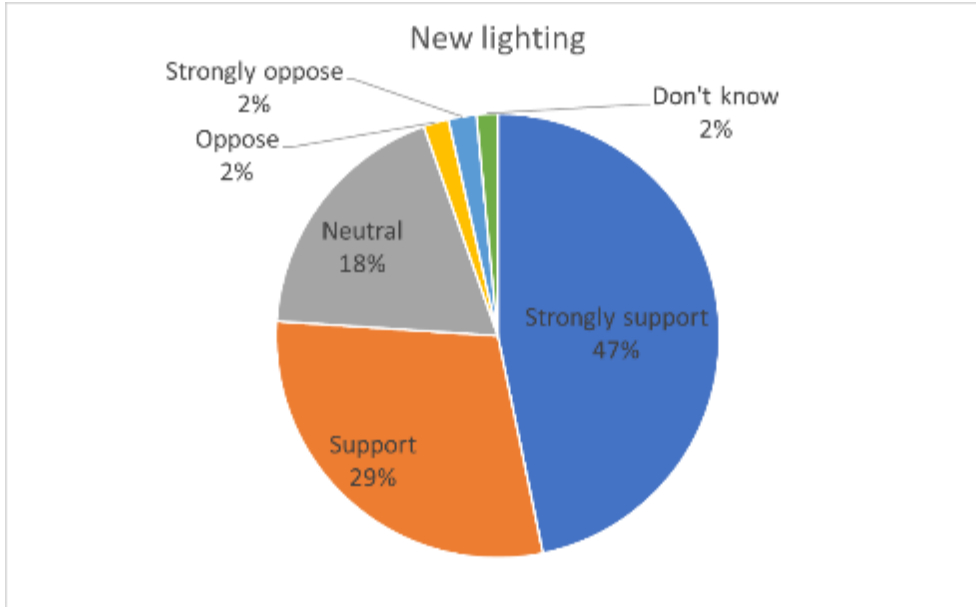
- 6.2.73. The fourteenth proposal listed in the question focuses on new seating within the Oxford Street scheme. This proposal received a total of 1,379 responses.
- 6.2.74. As shown in Figure 6-18, the proposal achieved significant support with 48% (660 responses) strongly supporting it and 28% (389 responses) supporting it. 15% (206 responses) remained neutral. 3% (41 responses) opposed the idea, while 5% (63 responses) strongly opposed it. The final 1% (20 responses) didn't express a clear preference.
- 6.2.75. These findings demonstrate a strong overall support for the proposal with combined support of 76%, compared to a minor 8% collective opposition.



**Figure 6-18 – How respondents felt about the proposal for new seating within the Oxford Street scheme (1,379 responses)**

**Proposal 15: New lighting**

- 6.2.76. The fifteenth proposal listed in the question focuses on new lighting within the Oxford Street scheme. This proposal received a total of 1,365 responses.
- 6.2.77. As shown in Figure 6-19 the proposal achieved significant support with 47% (638 responses) strongly supporting it and 29% (400 responses) supporting it. 18% (253 responses) remained neutral.
- 6.2.78. 2% (25 responses) opposed the idea, while 2% (28 responses) strongly opposed it. The final 2% (21 responses) didn't express a clear preference.
- 6.2.79. These findings demonstrate very strong overall support for the proposal with combined support of 76%, compared to a minor 4% collective opposition.

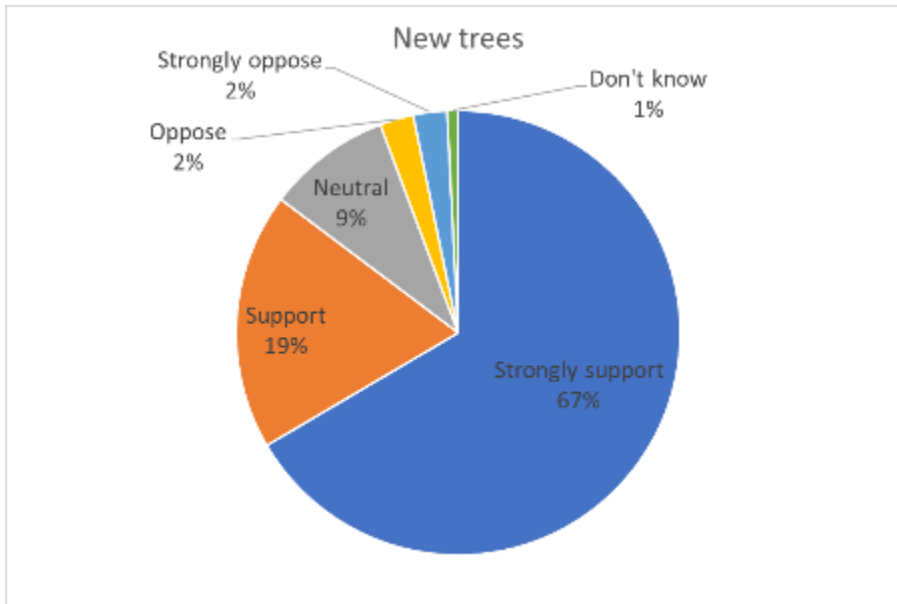


**Figure 6-19 – How respondents felt about the proposal for new lighting within the Oxford Street scheme (1,365 responses)**

**Proposal 16: New trees**

- 6.2.80. The sixteenth proposal listed in the question focuses on new trees within the Oxford Street scheme. This proposal received a total of 1,384 responses.
- 6.2.81. As shown in Figure 6-20, the proposal achieved huge support with 67% (660 responses) strongly supporting it. This makes it the proposal with the highest percentage of strong support. Additionally, 19% (259 responses) supporting it.
- 6.2.82. 2% (34 responses) opposed the idea, while 2% (34 responses) strongly opposed it.
- 6.2.83. 9% (125 responses) remained neutral while the remaining 1% (11 responses) didn't express a clear preference.
- 6.2.84. These findings demonstrate very strong overall support for the proposal with combined support of 86%, compared to a minor 4% collective opposition.

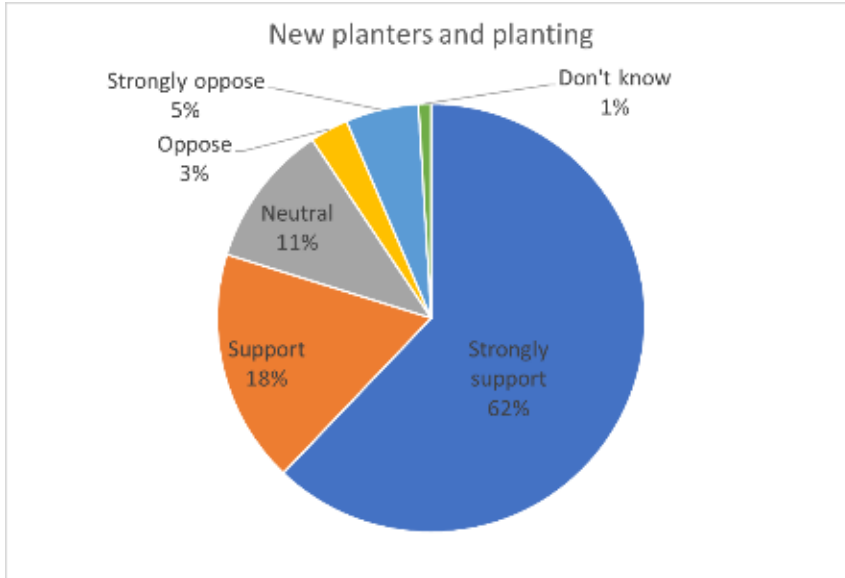




**Figure 6-20 – How respondents felt about the proposal for new trees within the Oxford Street scheme (1,384 responses)**

**Proposal 17: New planters and planting**

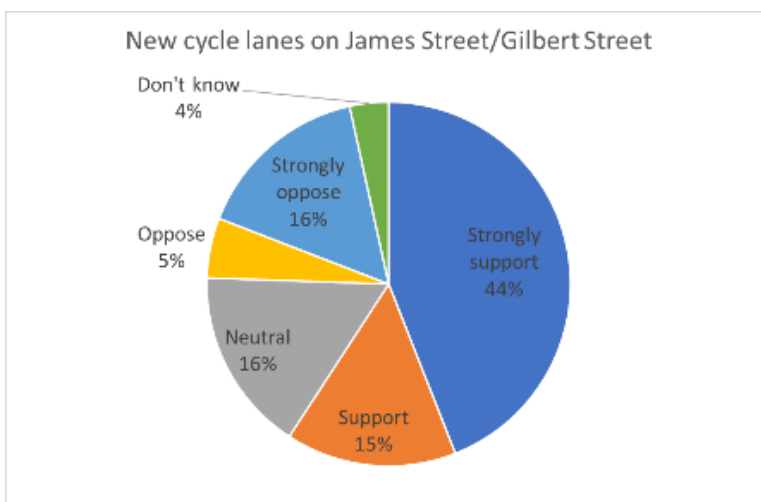
- 6.2.85. The seventeenth proposal listed in the question focuses on new planters and planting within the Oxford Street scheme. This proposal received a total of 1,376 responses.
- 6.2.86. As shown in Figure 6-21, the proposal achieved huge support with 62% (855 responses) strongly supporting it. This makes it the proposal with the second highest percentage of strong support. Similarly, and 18% (243 responses) supporting it. Collectively these two categories make up 80% of the total.
- 6.2.87. 3% (40 responses) opposed the idea, while 5% (76 responses) strongly opposed it. Additionally, 11% (149 responses) remained neutral while the final 1% (13 responses) didn't express a clear preference.
- 6.2.88. These findings demonstrate very strong overall support for the proposal with combined support of 80%, compared to a minor 8% collective opposition.



**Figure 6-21 – How respondents felt about the proposal for new planters and planting within the Oxford Street scheme (1,376 responses)**

**Proposal 18: New cycle lanes on James Street/Gilbert Street**

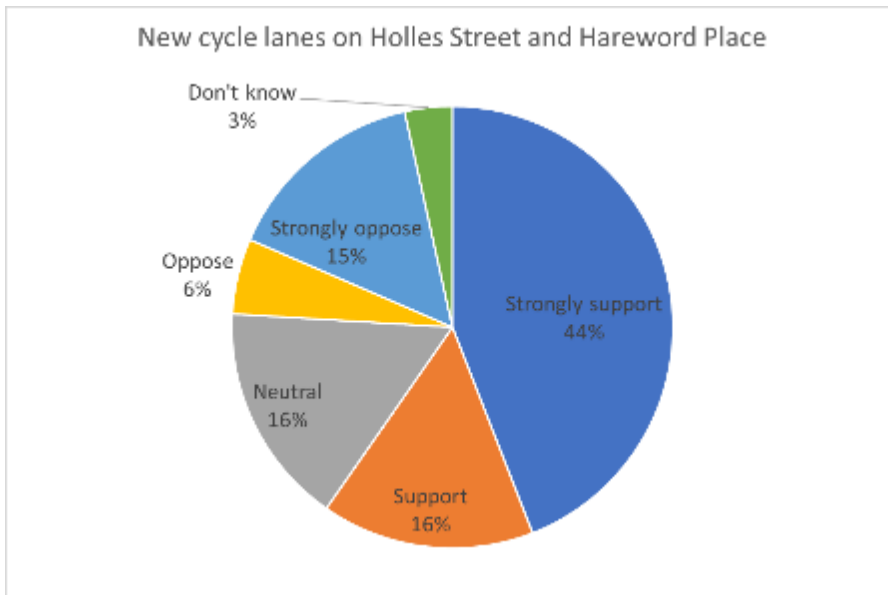
- 6.2.89. The eighteenth proposal listed in the question focuses on the proposal for new cycle lanes on James Street/Gilbert Street. This proposal received a total of 1,390 responses.
- 6.2.90. As shown in Figure 6-22, the proposal achieved significant support with 44% (612 responses) strongly supporting it and 15% (211 responses) supporting it. 16% (227 responses) remained neutral.
- 6.2.91. 5% (74 responses) opposed the idea, while 16% (218 responses) strongly opposed it. The final 4% (48 responses) didn't express a clear preference.
- 6.2.92. These findings demonstrate overall support for the proposal with combined support of 59%, compared to 21% collective opposition.



**Figure 6-22 – How respondents felt about the proposal for new cycle lanes on James Street/Gilbert Street (1,390 responses)**

**Proposal 19: New cycle lanes on Holles Street and Harewood Place**

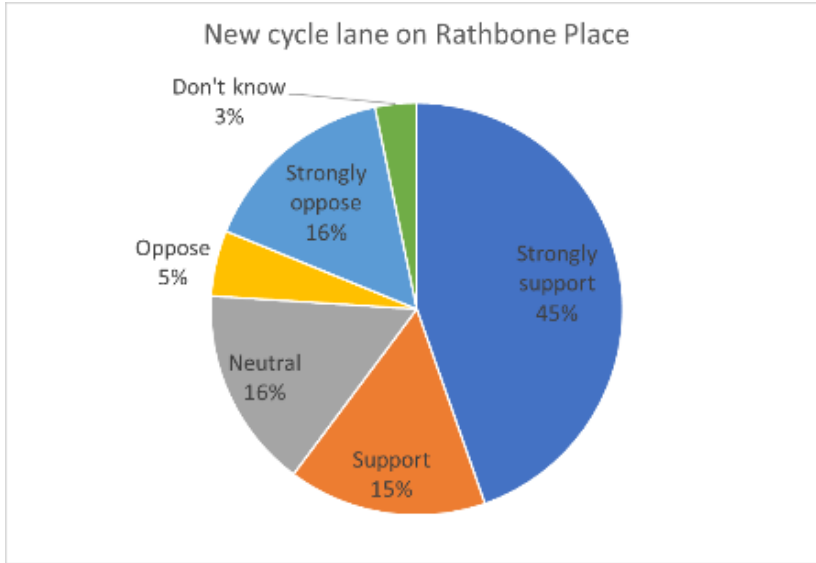
- 6.2.93. The nineteenth proposal listed in the question addresses the proposal for new cycle lanes on Holles Street and Harewood Place. This proposal received a total of 1,366 responses.
- 6.2.94. As shown in Figure 6-23, the proposal achieved significant support with 44% (607 responses) strongly supporting it and 16% (215 responses) supporting it. 16% (224 responses) remained neutral.
- 6.2.95. 6% (76 responses) opposed the idea, while 15% (207 responses) strongly opposed it. The final 3% (48 responses) didn't express a clear preference.
- 6.2.96. These findings demonstrate overall support for the proposal with combined support of 60%, compared to 21% collective opposition.



**Figure 6-23 – How respondents felt about the proposal for new cycle lanes on Holles Street and Harewood Place (1,377 responses)**

**Proposal 20: New cycle lane on Rathbone Place**

- 6.2.97. The twentieth proposal listed in the question focuses on the proposal for new cycle lane on Rathbone Place.
- 6.2.98. As shown in Figure 6-24, the proposal achieved significant support with 45% (616 responses) strongly supporting it and 15% (215 responses) supporting it. 16% (218 responses) remained neutral.
- 6.2.99. 5% (71 responses) opposed the idea, while 16% (215 responses) strongly opposed it. The final 3% (45 responses) didn't express a clear preference.
- 6.2.100. These findings demonstrate overall support for the proposal with combined support of 60%, compared to 21% collective opposition.



**Figure 6-24 – How respondents felt about the proposal for new cycle lanes on Rathbone Place (1,380 responses)**

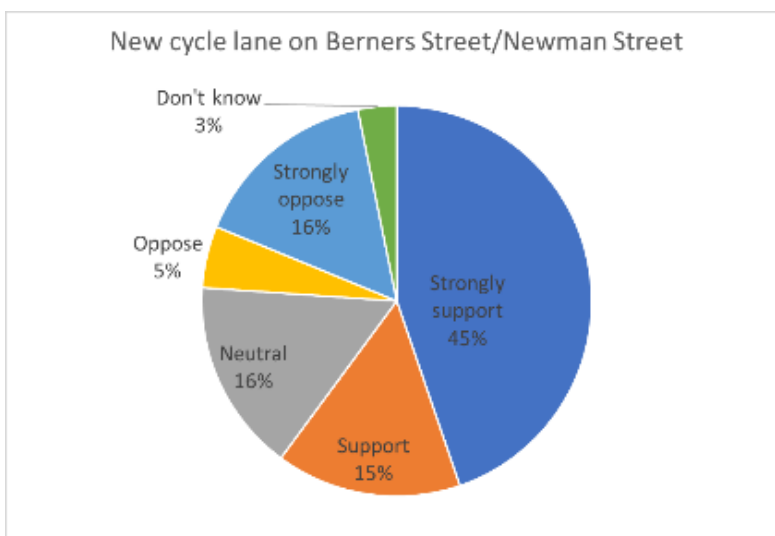
**Proposal 21: New cycle lane on Berners Street/Newman Street**

6.2.101. The twenty-first proposal listed in the question focuses on the proposal for new cycle lane on Berners Street/Newman Street.

6.2.102. As shown in Figure 6-25, this proposal achieved significant support with 45% (614 responses) strongly supporting it and 15% (215 responses) supporting it. 16% (219 responses) remained neutral.

6.2.103. 5% (70 responses) opposed the idea, while 16% (214 responses) strongly opposed it. The final 3% (44 responses) didn't express a clear preference.

6.2.104. These findings demonstrate overall support for the proposal with combined support of 60%, compared to 21% collective opposition.



**Figure 6-25 – How respondents felt about the proposal for new cycle lanes on Berners Street / Newman Street (1,372 responses)**

**Proposal 22: 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**

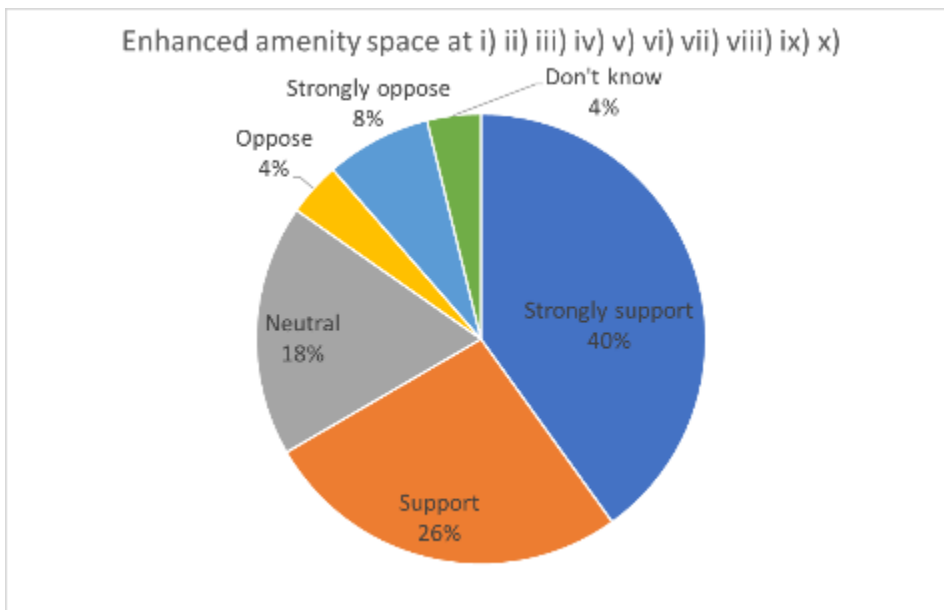
6.2.105. The twenty-second proposal listed in the question, received a total of 1,372 responses. The proposal addresses enhanced amenity space at:

- 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; and
- x) Dering Street.

6.2.106. As shown in Figure 6-26, the proposal achieved support with 40% (550 responses) strongly supporting it and 26% (364 responses) supporting it. 18% (248 responses) remained neutral.

6.2.107. 4% (53 responses) opposed the idea, while 8% (104 responses) strongly opposed it. The final 4% (53 responses) didn't express a clear preference.

6.2.108. These findings demonstrate strong overall support for the proposal with combined support of 66%, compared to 12% collective opposition.



**Figure 6-26 – How respondents felt about enhanced amenity space at i), ii), iii), iv), v), vi), vii), viii), ix), x) (1,372 responses)**

**Proposal 23: New amenity space at i) James Street ii) Gilbert Street iii) Binney Street**

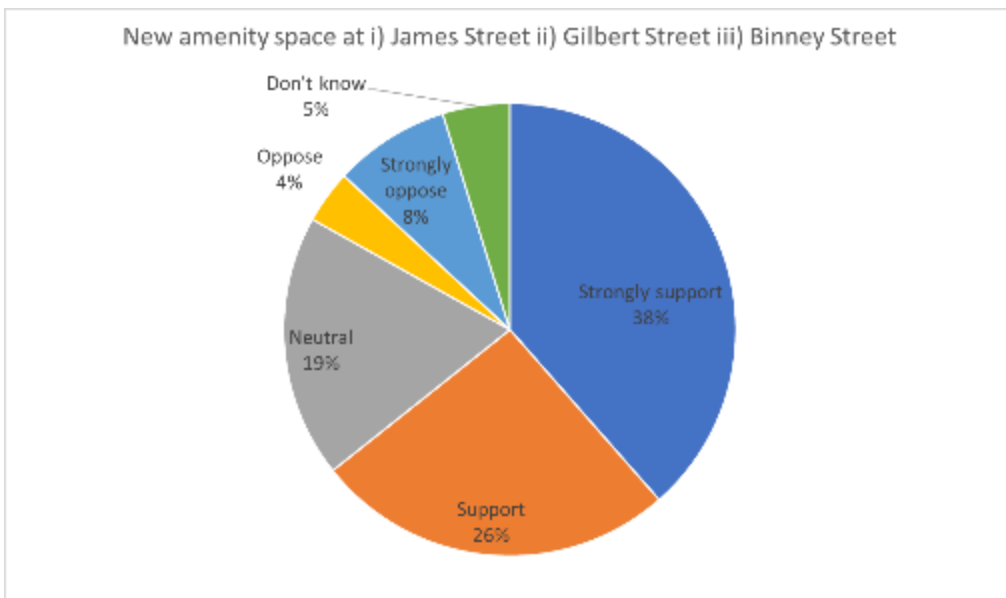
6.2.109. Received a total of 1,373 responses, the twenty-third proposal listed in the question addresses the proposal for new amenity space along the following streets:

- i) James Street;
- ii) Gilbert Street; and
- iii) Binney Street.

6.2.110. As shown in Figure 6-27, the proposal achieved support with 38% (529 responses) strongly supporting it and 26% (354 responses) supporting it. 19% (258 responses) remained neutral.

6.2.111. 4% (52 responses) opposed the idea, while 8% (114 responses) strongly opposed it. The final 5% (66 responses) didn't express a clear preference.

6.2.112. These findings demonstrate strong overall support for the proposal with combined support of 64%, compared to 12% collective opposition.



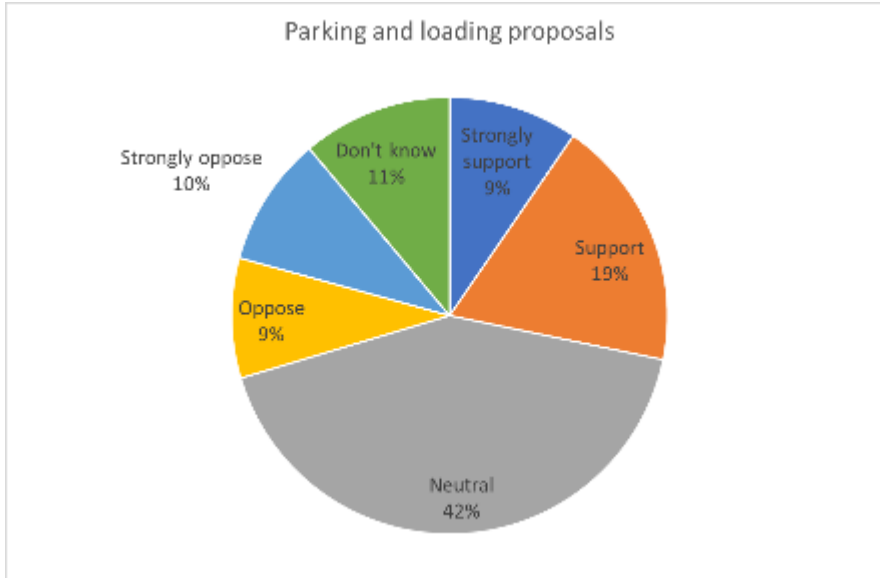
**Figure 6-27 – How respondents felt about a new amenity space at i) James Street ii) Gilbert Street iii) Binney Street (1,373 responses)**

**Proposal 24: Parking and loading proposals**

6.2.113. The twenty-fourth proposal listed in the question addresses the proposal for parking and loading proposals within the Oxford Street Scheme. This proposal received a total of 1,366 responses.

6.2.114. As shown in Figure 6-28, the most common sentiment was neutrality, with 42% (579 responses) of respondents not taking a clear stance on the issue. Following this, 19% (256 responses) expressed support for these proposals, while 9% (132 responses) strongly supported them. On the opposing side, 9% (122 responses) opposed the proposals, and 10% (132 responses), strongly opposed them. 11% (153 responses) of participants did not express an opinion by selecting 'don't know'.

6.2.115. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 42% of the total. Combined support totalled 28% compared to collective opposition totalling 19%.



**Figure 6-28 – How respondents felt about parking and loading proposals within the Oxford Street Scheme**

### 6.3 OPEN QUESTION ANALYSIS FOR THE OXFORD STREET SCHEME

- 6.3.1. 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.
- 6.3.2. A total of 619 respondents provided comments on the Oxford Street scheme itself, which resulted in 2,019 coded comments. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data. Table 6-2 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 6-2 – Top 10 Emerging Themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	Oxford Street should be pedestrianised	178	9%
2	Design suggestions and requests	110	5%
3	Comments on vehicle access	99	5%
4	Comments on variety of shops	90	4%
5	A reduction in motor traffic along Oxford Street is needed	71	4%
6	Comparisons with other locations	69	3%
7	Comments on trees and greening	65	3%
8	Concerns around traffic congestion	58	3%

#	Theme	Number of mentions	% of mentions
9	Proposals don't go far enough	50	2%
10	General Scheme Support/ Overdue/ improvement	49	2%

### Theme 1: Oxford Street should be pedestrianised

6.3.3. Pedestrianisation of Oxford Street was the most frequently recurring code with 9% of coded mentions (178 mentions) commenting that Oxford Street should be a pedestrianised space. Of these, 30 mentions also compared Oxford Street to other areas both national and international with high streets like Reading being mentioned as an example of where pedestrianisation has been successful. Comments included:

***“Oxford Street should be entirely pedestrianised.”***

*“These proposals don't go far enough. There is a global climate crisis and yet you're still pandering to taxis and buses. There's no need for either on Oxford St. It should be fully pedestrianised (along with the majority of the West End!) If you want to make Oxford St into a destination for shopping, then these plans don't go far enough. It's a much nicer experience to shop at Westfield with no traffic or pollution. All the time that traffic is prioritised, then Oxford St will be a 2<sup>nd</sup> rate Street that people would rather avoid.”*

### Theme 2: Design suggestions and requests

6.3.4. A total of 5% of coded mentions (110 mentions) gave design suggestions. In no particular order, these suggestions included:

- More planters and greenery including drainage planters;
- Mini electric vehicles/shuttle buses to help those with accessibility issues go up and down the high street;
- Encouraging cycle hire on Oxford Street;
- A bus stop for Bond Street;
- Add trams;
- Turn the road into pedestrian paving when pedestrianised;
- Continuous footpaths across side streets;
- Further traffic calming measures;
- Set the stop lines back at James/Gilbert Street;
- Move bus stops to smaller side streets;
- More zebra crossing;
- More bicycle stands/parking/ e-bike parking;
- Retain heritage asserts;
- Trees that are evergreens;
- Only electric vehicles allowed along Oxford Street;



- Removing lollipop trees from Oxford Street;
- Hostile Vehicle Mitigations;
- Split Oxford Street into smaller sections;
- Coloured bike lanes;
- Remove freestanding kiosks that block the pavement and access to side streets;
- Better accessibility to underground stations; and
- Improve Marble Arch and Bayswater Crossing.

### **Theme 3: Comments on vehicle access**

- 6.3.5. Vehicle access was the third most recurring theme, with 5% of coded mentions (99 mentions) commenting on vehicle access in some way. Of these, 42 mentions also expressed that they would like to see Oxford Street pedestrianised.
- 6.3.6. Five mentions also commented that they believe the changes to Oxford Street could cause accessibility issues as it could make using a car or public transport more difficult.

### **Theme 4: Comments on variety of shops**

- 6.3.7. A total of 4% of coded mentions (90 mentions) commented on the variety of shops being an issue. The comments pointed to “American candy stores” as being an issue on Oxford Street with many comments suggesting these stores lower the standard of Oxford Street.
- 6.3.8. Comments included that Oxford Street needs a better variety of shops. Restaurants and cafés. Comments included:

*“Get rid of the awful American candy stores which are blighting Oxford Street at the moment”.*

*“I don’t know if this is outside the scope of this project, but my main complaint is those horrendous American Candy stores. Clearly there is something dodgy going on there. Promoting outside dining would be very nice as well.”*

*“I feel that Oxford Street needs these proposals to remain a place that people want to visit. As of now, it has become less welcoming with American sweet shops, traffic congestion and small pavements. It’s just not very nice.”*

### **Theme 5: A reduction in motor traffic along Oxford Street is needed**

- 6.3.9. A total of 5% of coded mentions (71 mentions) commented that a reduction of motor traffic is needed along Oxford Street. Of these, seven mentions also commented that congestion is currently an issue which is why they support a reduction in motorised traffic.
- 6.3.10. A further six mentions also commented that air quality is currently an issue which is why they would support a reduction in motorised traffic.
- 6.3.11. A further 25 also stated that they believed as well as reduction in traffic that Oxford Street should be wholly pedestrianised.

*“Busier streets in central London such as Oxford St and Regent Street, needs to reduce cars/buses and encourage alternative ways of travel such as cycling/walking or e-scooters. This is better for short distance transits in the Oxford Street and adjacent areas as well as keeps the areas free of unnecessary pollution, and chaos.”*



*“Why not increase the bus/taxi/cycle only restrictions on Oxford street to 24/7?”*

*“Please, fewer motor vehicles on Oxford Street, including taxis. Ideally pedestrianise it. And there’s too much traffic on Regent Street. We need cycle lanes running east west urgently.”*

## 7 OXFORD CIRCUS

- 7.1.1. As shown in Table 7-1, there was a total of 1,210 respondents who wished to answer questions about the proposals for the Oxford Circus scheme.
- 7.1.2. 386 respondents did not wish to answer these questions, while 16 respondents skipped the question all together.

**Table 7-1 – Answering about proposals for Oxford Circus responses**

Would you like to answer questions about the proposals for Oxford Circus scheme?		
Answer Choice	Response Percent	Response Total
Yes	76%	1210
No	24%	386
	<i>answered</i>	1596
	<i>skipped</i>	16

- 7.1.3. The Oxford Circus section of the questionnaire included three detailed closed questions, including a mix of ranking-style and multiple-choice questions. They included the questions:
- Overall, to what extent do you support or oppose the proposed Oxford Circus scheme?
  - How much do you support or oppose each of the following elements of the proposed Oxford Circus scheme?
  - Which, if any, of the following are important to you when thinking about the proposed Oxford Circus scheme? Please tick all that apply.
- 7.1.4. All three questions were optional. An analysis of these has been detailed below.

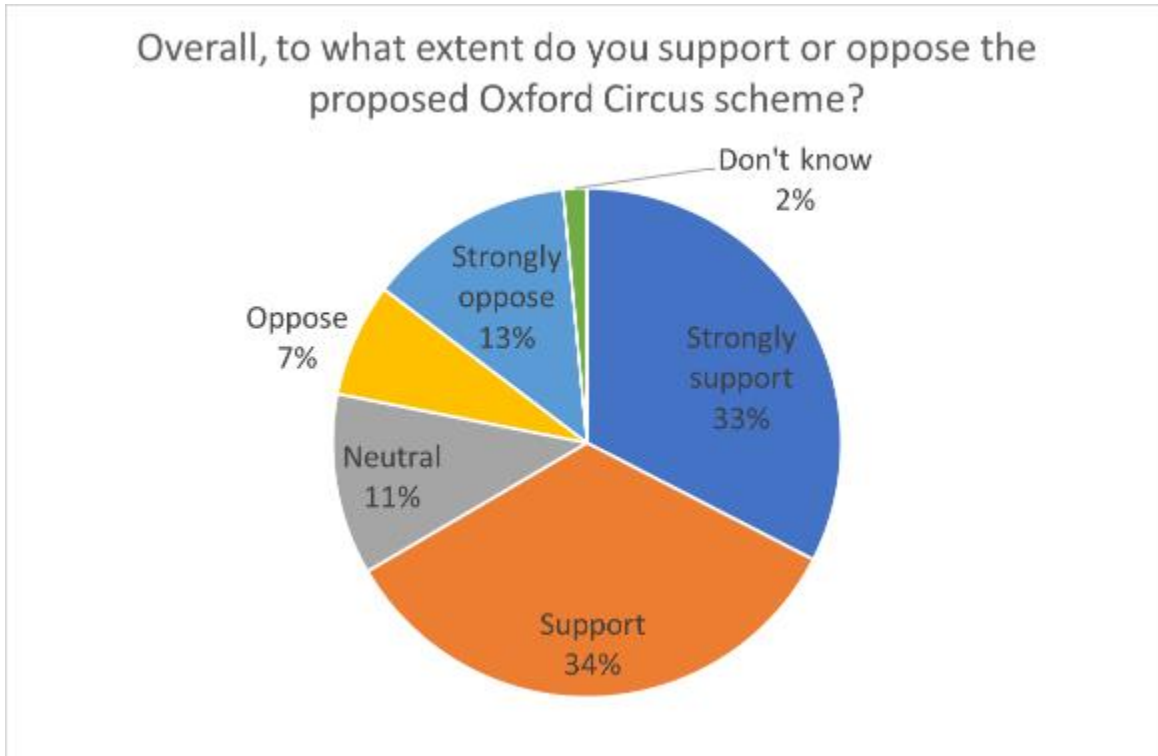
## 7.2 CLOSED QUESTION ANALYSIS FOR OXFORD CIRCUS

- 7.2.1. Although there were 1,210 respondents who wished to answer questions about the proposals for Oxford Circus (Table 7-1), all the question included in this section were optional. As such, there will be a different response rate for each.

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

- 7.2.2. The first question in this section asked respondents to indicate their level of support or opposition towards the Oxford Circus proposals. There was a total of 1,191 responses to the question, 421 respondents chose to skip this question.
- 7.2.3. As illustrated in Figure 7-1, 33% (388 responses) strongly supported the scheme, while 34% (405 responses) expressed support. A smaller portion of respondents, 11% (137 responses), remained neutral on the matter.

- 7.2.4. Those opposed to the scheme constituted 7% (86 responses), with 13% (157 responses) strongly opposing it. A minor percentage, 2% (18 responses), didn't express a clear opinion.
- 7.2.5. These findings demonstrate significant support for the overall scheme, with combined support totalling 67% compared to collective opposition totalling 20%.

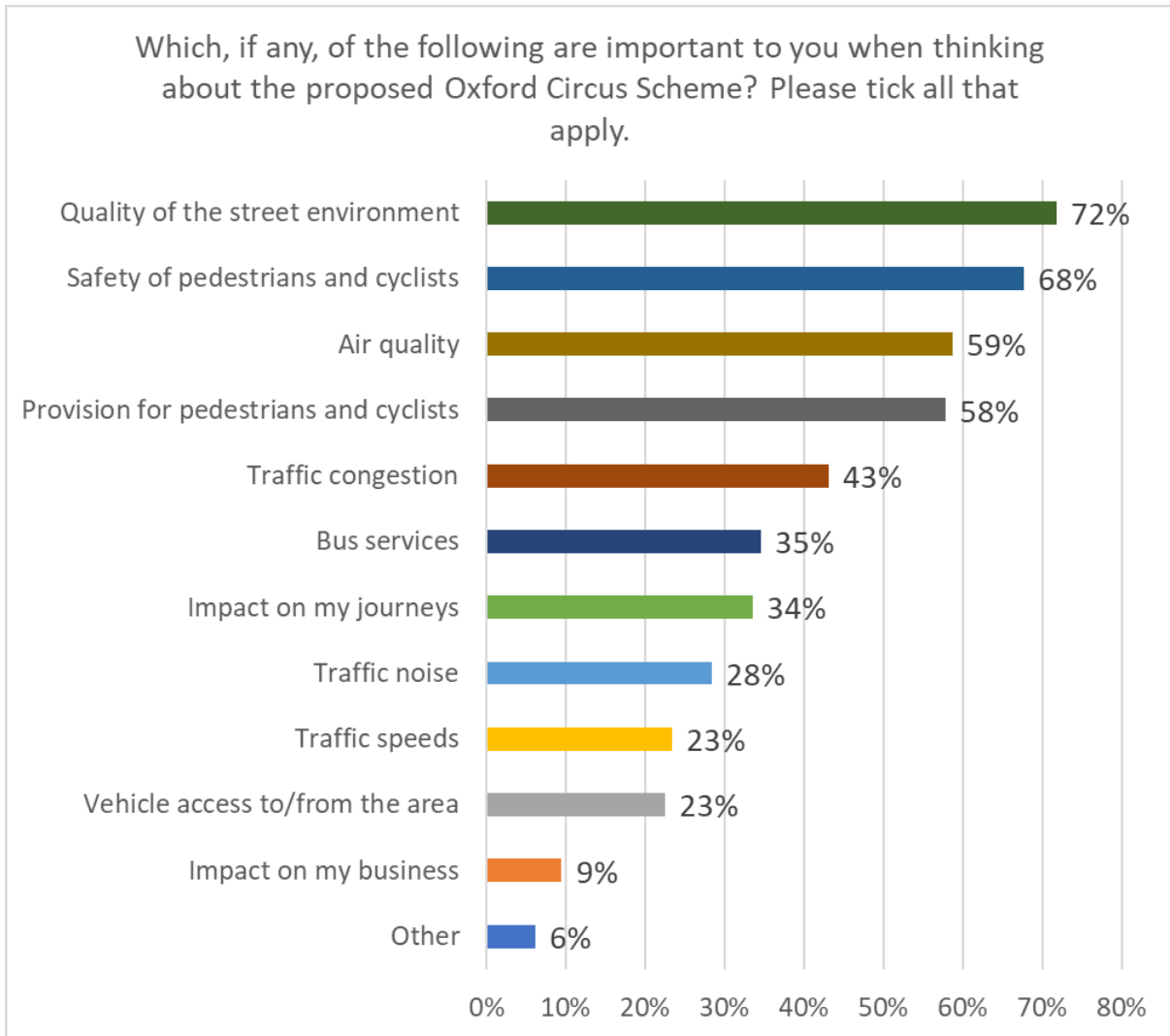


**Figure 7-1 – How respondents felt about the proposed Oxford Circus (1,191 responses)**

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

- 7.2.6. There was a total of 1,200 individuals who answered the question asking them to select the items which are important to them when thinking about their views on the proposed Oxford Circus scheme. 412 individuals elected to skip this question.
- 7.2.7. It should be noted that the number of responses (5,486) exceeded the total number of individual respondents (1,200) because individuals had the option to select multiple answers. It demonstrates that most individuals would have selected more than one response to the question. As illustrated in Figure 7-2, the data reveals a multifaceted range of considerations.
- 7.2.8. When evaluating priorities for the proposed Oxford Circus Scheme, respondents placed the quality of the street environment at the top, with 72% (862 responses) considering it important. Safety for pedestrians and cyclists followed closely, with 68% (811 responses) emphasising its significance. Air quality was also a substantial concern, with 59% (704 responses).
- 7.2.9. Provision for pedestrians and cyclists was a prominent aspect, with 58% (693 responses) recognising its value. Traffic congestion registered as an important factor, with 43% (518 responses) acknowledging its impact. Bus services were significant for 35% (415 responses) of participants.

- 7.2.10. Impact on journeys was a matter of concern for 34% (402 responses), while traffic noise garnered attention from 28% (341 responses). Vehicle access to and from the area and traffic speeds were both crucial for 23% (270 and 281 responses, respectively) of respondents.
- 7.2.11. Impact on business was noted by 9% (113 responses), and a smaller percentage, 6% (74 responses), selected 'other.'
- 7.2.12. <1% (2 responses) indicated 'don't know', and as such this has not been included on Figure 7-2.

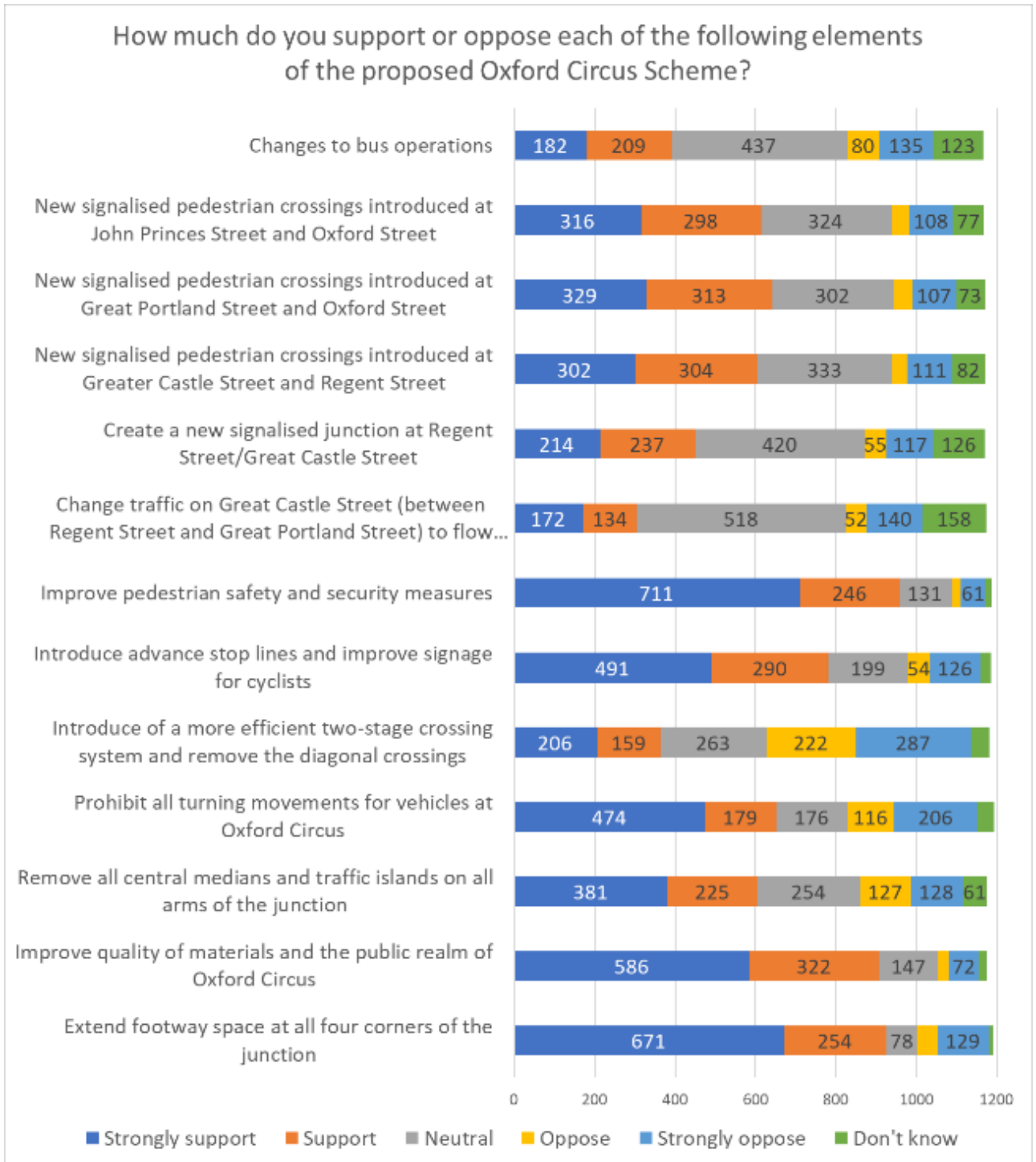


**Figure 7-2 – Features of the proposed Oxford Circus Scheme which respondents felt were most important (1,200 respondents, 5,486 responses)**

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

- 7.2.13. There was a total of 1,206 responses to the question asking respondents to rank the proposals from strongly support to strongly oppose and including don't know. 406 individuals chose to skip this question.

- 7.2.14. It should be noted that the number of respondents (1,206 individuals) is lower than the total number of individual responses (15,311) because each individual was required to rank 12 different elements on the scale of strongly support to strongly oppose. Additionally, they were not required to rank all the proposals listed in the question.
- 7.2.15. The data set illustrated in Figure 7-3 demonstrates that most individuals would have ranked more than one proposal but not all respondents ranked all the proposals.
- 7.2.16. Excluding neutrality, and those two selected 'don't know', there was overarching support across all the 24 proposals in the Oxford Street scheme. Looking at the results as a whole in Figure 7-3 the proposals with the highest support have been summarised below.
- 'Improve pedestrian safety and security measures' received the highest level of support among the proposed elements of the Oxford Circus scheme. A total of 60% (711 of 1,187 respondents) strongly supported this proposal, with an additional 21% (246 of 1,187 responses) expressing support, making it the most popular proposal with a combined total 81%.
  - Following closely, the extension of footway space at all four corners of the junction was also well-received. It received 56% (671 of 1,187 responses) for strong support and 21% (254 of 1,187 responses) supporting it. Cumulatively, both these made up 78% of all responses for this proposal.
  - 'Improve quality of materials and the public realm of Oxford Circus' received 50% (586 of 1,176 responses) strong support, and 27% (322 responses) supportive, making it the third most supported proposal with a combined total of 77%.
- 7.2.17. These three proposals demonstrate that a focus on pedestrian safety and improved infrastructure are the most favoured elements of the Oxford Circus scheme.

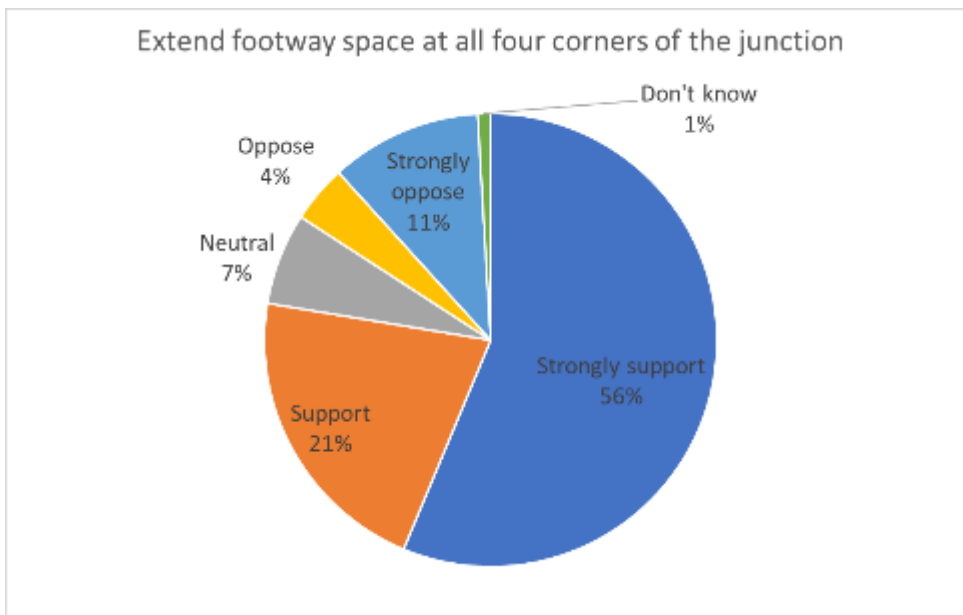


**Figure 7-3 – Overview of respondents’ opinions towards the collective proposals for the Oxford Circus scheme (total respondents 1,206, total responses 15,311)**

7.2.18. To accurately analysed and display the data summarised in Figure 7-3, each proposal has been broken down individually and outlined below.

**Proposal one: Extend footway space at all four corners of the junction.**

- 7.2.19. The first proposal listed in the question focuses on the proposal to extend footway space at all four corners of the junction within the Oxford Circus scheme. This proposal received a total of 1,192 responses.
- 7.2.20. As seen in Figure 7-4, these findings demonstrate overall support with 56% (671 responses) strongly supporting it and 21% (254 responses) supported it. Only 4% (49 responses) opposed it, and 11% (129 responses) strongly opposed it. Lastly, 7% (78 responses) remained neutral, while 1% (11 responses), didn't express a clear opinion.
- 7.2.21. These findings demonstrate large support for the proposal, with 78% of collective support compared to 15% collective opposition.

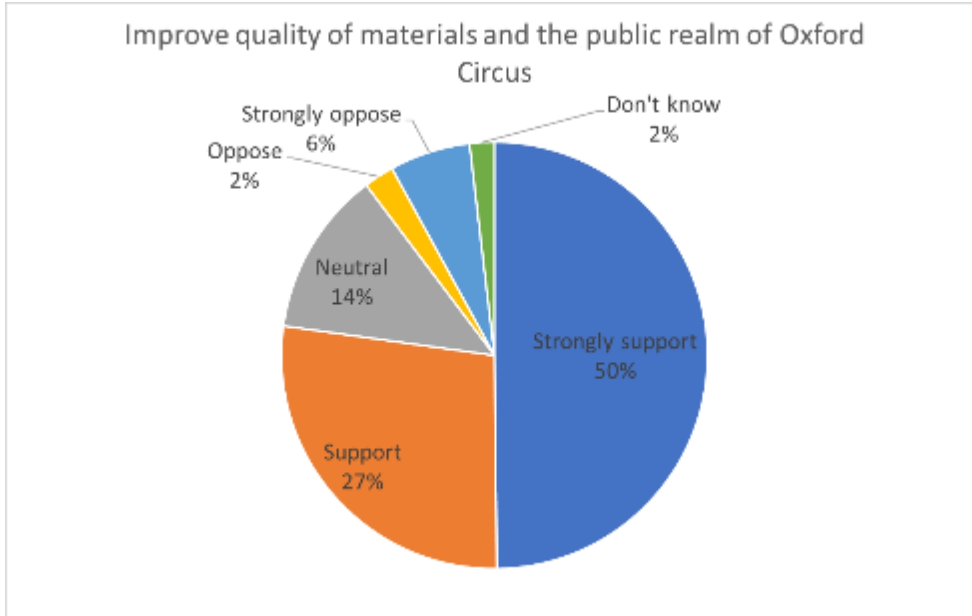


**Figure 7-4 – How respondents felt about extending footway space at all four corners of the junction (Oxford Circus)**

**Proposal two: Improve quality of materials and the public realm of Oxford Circus**

- 7.2.22. The second proposal listed in the question focuses on improving the quality of materials and the public realm of Oxford Circus. This proposal received a total of 1,176 responses.
- 7.2.23. As seen in Figure 7-5, these findings demonstrate overall support with 50% (586 responses) strongly supporting it and 27% (322 responses) supported it. Only 2% (27 responses) opposed it, and 6% (72 responses) strongly opposed it. Lastly, 13% (147 responses) remained neutral, while 2% (22 responses), didn't express a clear opinion.
- 7.2.24. These findings demonstrate large support for the proposal, with 77% of collective support compared to 8% collective opposition.

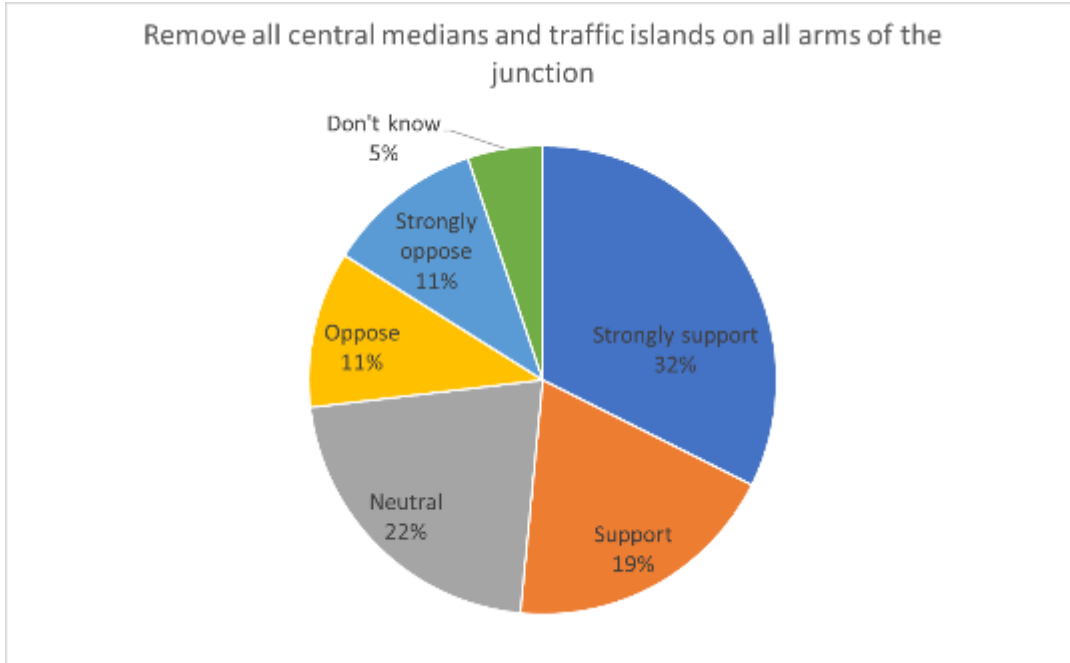




**Figure 7-5 – How respondents felt about the proposal to improve quality of materials and the public realm of Oxford Circus**

**Proposal three: Remove all central medians and traffic islands on all arms of the junction**

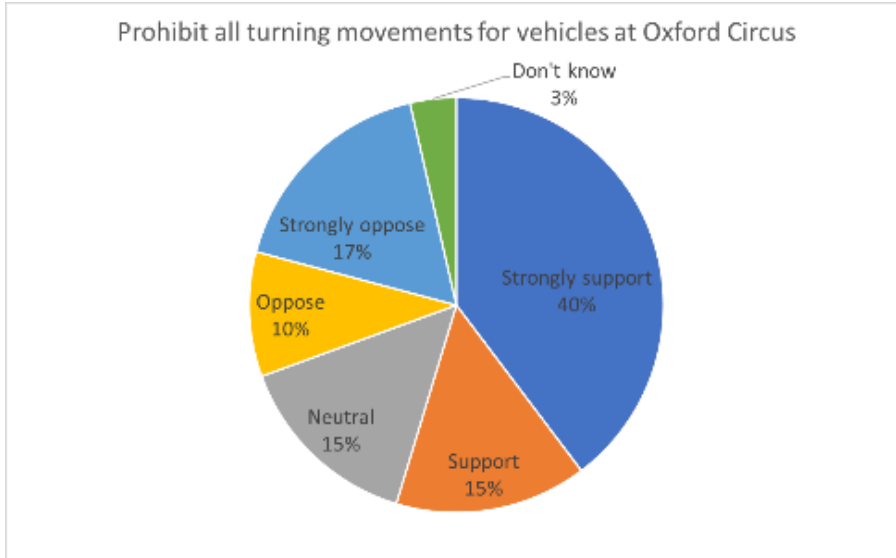
- 7.2.25. The third proposal listed in the question focuses on the removal of all central medians and traffic islands on all arms of the junction. This proposal received a total of 1,176 responses.
- 7.2.26. As seen in Figure 7-6, the most common response, at 32% (381 responses) strongly supporting it, and 19% (225 responses) supporting it. A total of 11% (127 responses) opposed the idea, while 11% (128 responses) strongly opposed it. 22% (254 responses) remained neutral, and the remaining 5% (61 responses) didn't express a clear opinion.
- 7.2.27. These findings demonstrate varying degrees of opinions, with overall support prevailing. The combined support totalled 51% compared to collective opposition totalling 22%.



**Figure 7-6 – How respondents felt about the removal of all central medians and traffic islands on all arms of the junction**

**Proposal four: Prohibit all turning movements for vehicles at Oxford Circus**

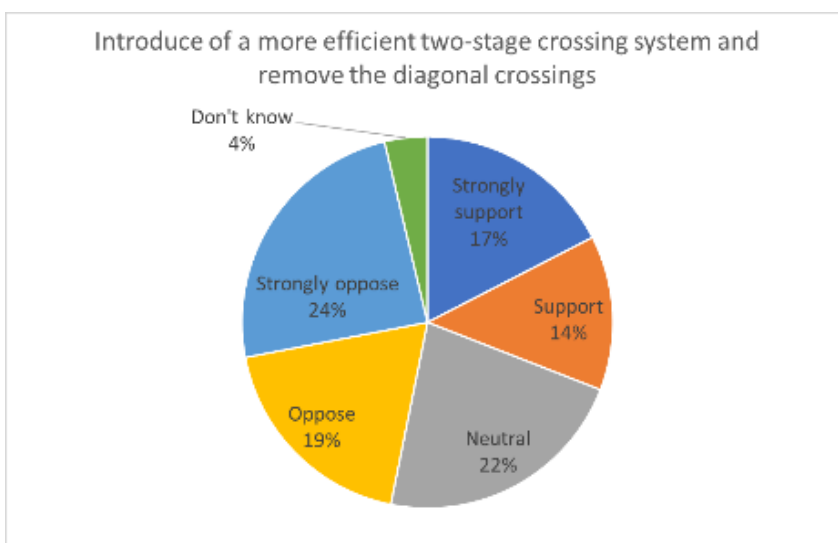
- 7.2.28. The fourth proposal listed in the question focuses on prohibiting all turning movements for vehicles at Oxford Circus. This proposal received a total of 1,194 responses.
- 7.2.29. As seen in Figure 7-7, the most common response, at 40% (474 responses) strongly supporting it, and 15% (179 responses) supporting it. A total of 10% (116 responses) opposed the idea, while 17% (206 responses) strongly opposed it. 15% (176 responses) remained neutral, and the remaining 3% (43 responses) didn't express a clear opinion.
- 7.2.30. These findings demonstrate varying degrees of opinions, with overall support prevailing. The combined support totalled 55% compared to collective opposition totalling 27%.



**Figure 7-7 – How respondents felt about prohibiting all turning movements for vehicles at Oxford Circus**

**Proposal five: Prohibit all turning movements for vehicles at Oxford Circus**

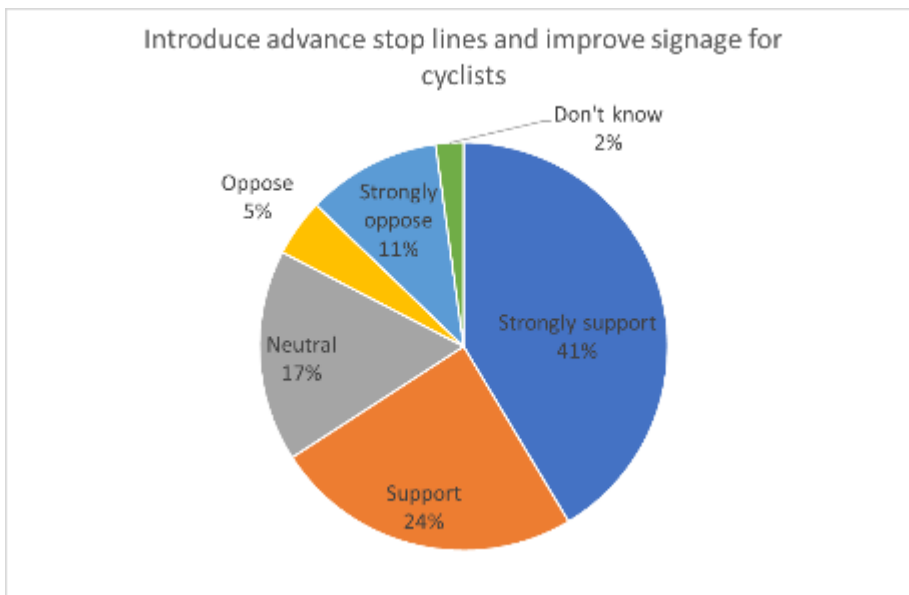
- 7.2.31. The fifth proposal listed in the question focuses on the introduction of a more efficient two-stage crossing system and remove the diagonal crossings. This proposal received a total of 1,181 responses.
- 7.2.32. As seen in Figure 7-8, the most common response, at 24% (287 responses) strongly opposed it, and 19% (222 responses) opposed it. A total of 17% (206 responses) strongly supported the idea, while 14% (159 responses) supported it. A large proportion, 22% (263 responses) remained neutral, and the remaining 4% (44 responses) didn't express a clear opinion by selecting 'don't know'.
- 7.2.33. These findings demonstrate varying degrees of opinions, with overall opposition prevailing. The combined opposition totalled 43% compared to collective support totalling 31%.



**Figure 7-8 – How respondents felt about the introduction of a more efficient two-stage crossing system and remove the diagonal crossings within the Oxford Circus Scheme**

**Proposal six: Introduce advance stop lines and improve signage for cyclists**

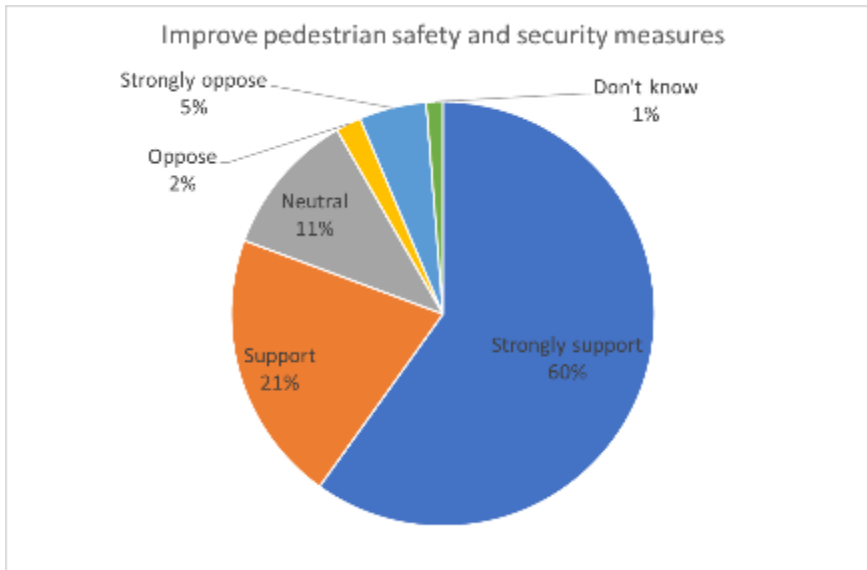
- 7.2.34. The sixth proposal listed in the question focuses on the introduction of advance stop lines and improve signage for cyclists. This proposal received a total of 1,186 responses.
- 7.2.35. As seen in Figure 7-9, these findings demonstrate overall support with 41% (491 responses) strongly supporting it and 24% (290 responses) supported it. Only 5% (54 responses) opposed it, and 11% (126 responses) strongly opposed it. A large portion at 17% (199 responses) remained neutral, while only 2% (26 responses) didn't express a clear opinion.
- 7.2.36. These findings demonstrate large support for the proposal, with 65% of collective support compared to 16% collective opposition.



**Figure 7-9 – How respondents felt about the introduction of advance stop lines and improve signage for cyclists**

**Proposal seven: Improve pedestrian safety and security measures**

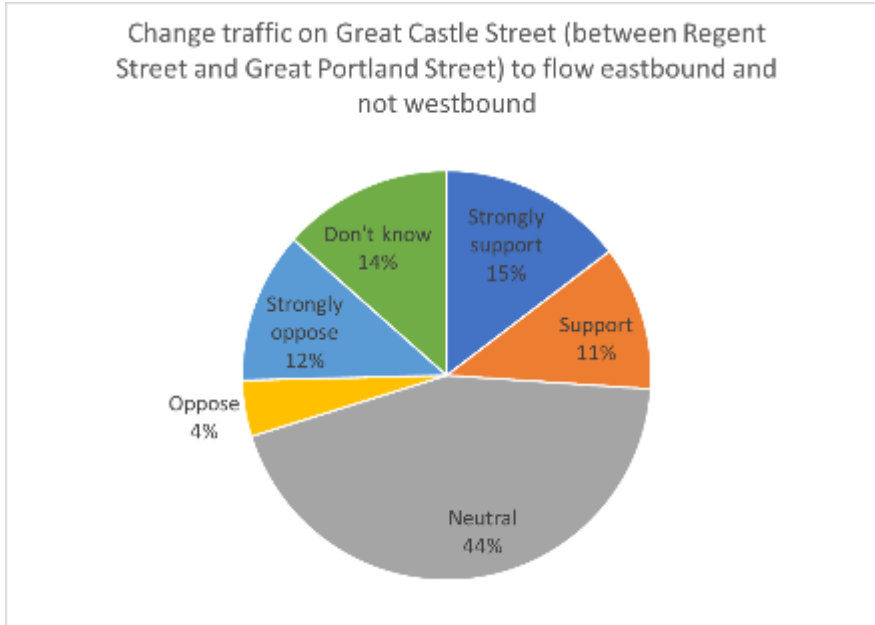
- 7.2.37. The seventh proposal listed in the question focuses on improving pedestrian safety and security measures. This proposal received a total of 1,187 responses.
- 7.2.38. As seen in Figure 7-10, these findings demonstrate significant support with 60% (711 responses) strongly supporting it and 21% (246 responses) supported it. Only 2% (23 responses) opposed it, and 5% (61 responses) strongly opposed it. Lastly, 11% (131 responses) remained neutral, while 1% (15 responses), didn't express a clear opinion.
- 7.2.39. These findings demonstrate significant support for the proposal, with 81% of collective support compared to 7% collective opposition.



**Figure 7-10 – How respondents felt about the proposal to improve pedestrian safety and security measures**

**Proposal eight: Change traffic on Great Castle Street (between Regent Street and Great Portland Street) to flow eastbound and not westbound**

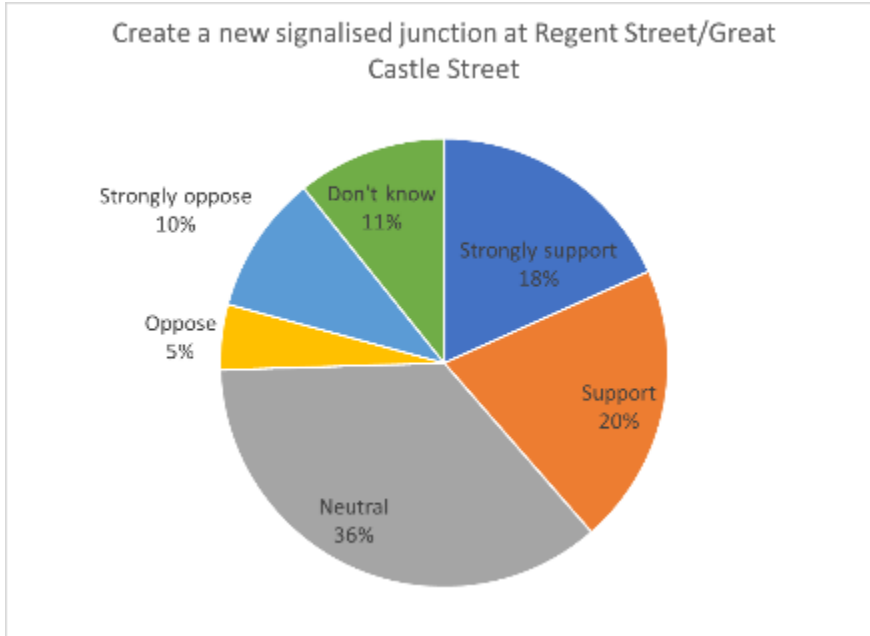
- 7.2.40. The eighth proposal listed in the question focuses on the changes to traffic on Great Castle Street. This proposal received a total of 1,174 responses.
- 7.2.41. As shown in Figure 7-11, the most common response was neutrality, with 44% (518 responses) of respondents not taking a clear stance on the issue.
- 7.2.42. Following this, 15% (172 responses) expressed strong support for the proposal, while 11% (134 responses) supported it. On the opposing side, only 4% (52 responses) opposed the proposals, and 12% (140 responses) strongly opposed it. 14% (158 responses) of participants did not express an opinion by selecting 'don't know'.
- 7.2.43. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 44% of the total. Combined support totalled 26% compared to collective opposition totalling 16%.



**Figure 7-11 – How respondents felt about a change traffic on Great Castle Street**

**Proposal nine: Create a new signalised junction at Regent Street/Great Castle Street**

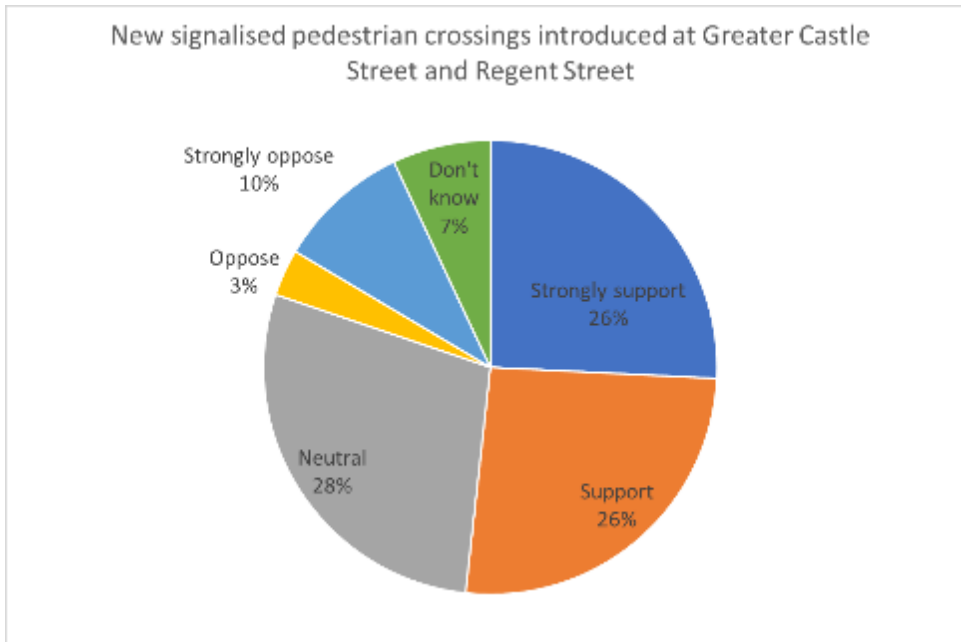
- 7.2.44. The ninth proposal listed in the question focuses on the introduction of a new signalised junction at Regent Street/Great Castle Street. This proposal received a total of 1,169 responses.
- 7.2.45. Figure 7-12 illustrates the most common response was neutrality, with 36% (420 responses) of respondents not taking a clear stance on the issue.
- 7.2.46. Following this, 18% (214 responses) expressed strong support for the proposal, while 20% (237 responses) supported it. On the opposing side, only 5% (55 responses) opposed the proposals, and 10% (117 responses) strongly opposed it. 11% (126 responses) of participants did not express an opinion by selecting 'don't know'.
- 7.2.47. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 36% of the total. Combined support totalled 38% compared to collective opposition totalling 15%.



**Figure 7-12 – How respondents felt about a new signalised junction at Regent Street/Great Castle Street**

**Proposal 10: New signalised pedestrian crossings introduced at Greater Castle Street and Regent Street**

- 7.2.48. The tenth proposal listed in the question focuses on the introduction of a new signalised junction at Greater Castle Street and Regent Street. This proposal received a total of 1,171 responses.
- 7.2.49. Figure 7-13 demonstrates overall support with 26% (302 responses) strongly supporting it and 26% (304 responses) supporting it. On the opposing side, only 3% (39 responses) opposed the proposals, and 10% (111 responses) strongly opposed it.
- 7.2.50. 28% (333 responses) selected 'neutral', and 7% (82 responses) of participants did not express an opinion by selecting 'don't know'.
- 7.2.51. These findings demonstrate large support for the proposal, with 52% of collective support compared to 13% collective opposition.

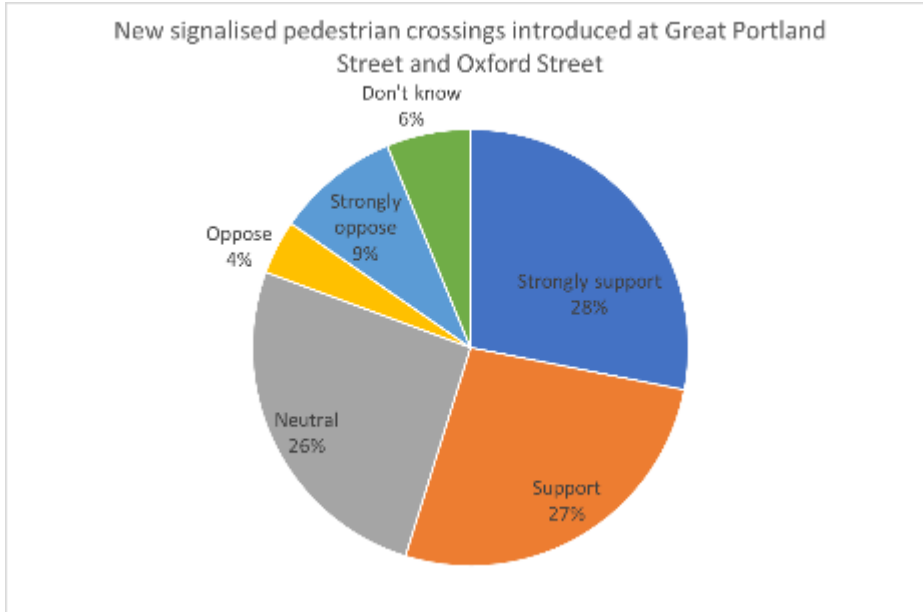


**Figure 7-13 – How respondents felt about a new signalised pedestrian crossings introduced at Greater Castle Street and Regent Street**

**Proposal 11: New signalised pedestrian crossings introduced at Great Portland Street and Oxford Street**

- 7.2.52. The eleventh proposal listed in the question focuses on the introduction of a new signalised pedestrian crossings introduced at Great Portland Street and Oxford Street. This proposal received a total of 1,171 responses.
- 7.2.53. Figure 7-14 demonstrates overall support with 28% (329 responses) strongly supporting it and 27% (313 responses) supporting it. On the opposing side, only 4% (47 responses) opposed the proposals, and 9% (107 responses) strongly opposed it. Additionally, 26% (302 responses) remained neutral about the proposal, while the remaining 6% (73 responses) of participants selected 'don't know'.
- 7.2.54. These findings demonstrate large support for the proposal, with 55% of collective support compared to 13% collective opposition.

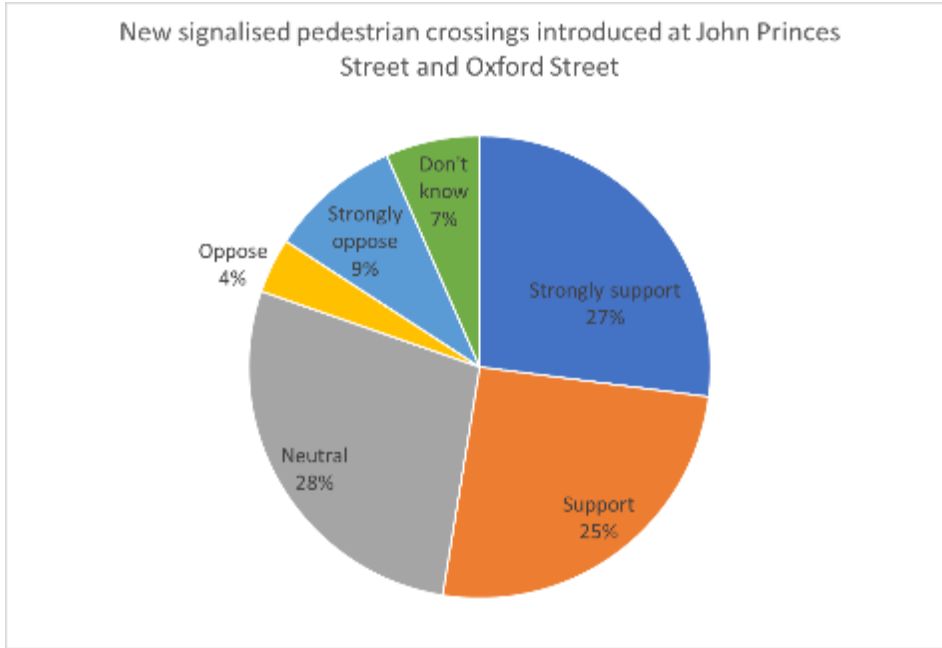




**Figure 7-14 – How respondents felt about a new signalised pedestrian crossings introduced at Great Portland Street and Oxford Street**

**Proposal 12: New signalised pedestrian crossings introduced at John Princes Street and Oxford Street**

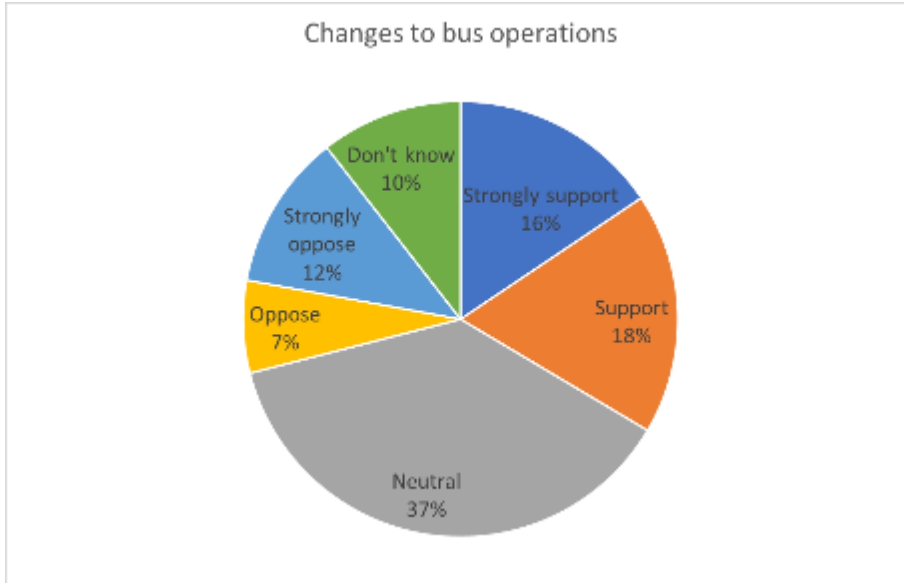
- 7.2.55. The twelfth proposal listed in the question focuses on the introduction of a new signalised pedestrian crossings introduced at John Princes Street and Oxford Street. This proposal received a total of 1,168 responses.
- 7.2.56. Figure 7-15 demonstrates overall support with 27% (316 responses) strongly supporting it and 25% (298 responses) supported it. On the opposing side, only 4% (45 responses) opposed the proposals, and 9% (108 responses) strongly opposed it.
- 7.2.57. The largest proportion of respondents 28% (324 responses) remained neutral about the proposal, while the remaining 7% (77 responses) of participants did not know.
- 7.2.58. These findings demonstrate large support for the proposal, with 52% of collective support compared to 13% collective opposition.



**Figure 7-15 – How respondents felt about a new signalised pedestrian crossings introduced at John Princes Street and Oxford Street**

**Proposal 13: Changes to bus operations**

- 7.2.59. The thirteenth proposal listed in the question focuses on the changes to bus operations within the Oxford Circus Scheme. This proposal received a total of 1,166 responses. Figure 7-16 illustrates that the most common sentiment was neutrality, with 37% (437 responses) of respondents not taking a clear stance on the issue.
- 7.2.60. Following this, 16% (182 responses) expressed strong support for the proposal, while 18% (209 responses) supported it. On the opposing side, only 7% (80 responses) opposed the proposals, and 12% (135 responses) strongly opposed it. 10% (123 responses) of participants did not express an opinion by selecting 'don't know'.
- 7.2.61. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 37% of the total. Combined support totalled 34% compared to collective opposition totalling 19%.



**Figure 7-16 – How respondents felt about changes to bus operations within the Oxford Street Scheme**

### 7.3 OPEN QUESTION ANALYSIS FOR THE OXFORD CIRCUS SCHEME

- 7.3.1. 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.
- 7.3.2. A total of 194 respondents provided comments which resulted in 459 coded comments. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data. Table 7-2 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 7-2 – Top 10 Emerging Themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	Vehicle access	41	9%
2	Design suggestions	35	8%
3	Oxford Circus should be pedestrianised	33	7%
4	Comments about traffic congestion/displacement	20	4%
5	Comments opposing the prohibition of all tuning movements for vehicles at Oxford Circus	17	4%
6	Comments about landscaping	14	3%

#	Theme	Number of mentions	% of mentions
7	Comments on variety of shops	14	3%
8	Value for money	12	3%
9	Comments around proposed bus route adjustments	12	3%
10	Cycling misuse/speeding	12	3%

### Theme 1: Vehicle Access

- 7.3.3. Comments about vehicle access was the most recurring theme with 9% of coded mentions (41 mentions) commenting on vehicle access in some way. Of those 41 mentions, 16 mentions also suggested that Oxford Circus should be pedestrianised, leading to more restrictions on motorised traffic.
- 7.3.4. Five comments suggested rickshaw (pedicabs) should be banned entirely from the area, with almost all comments citing loud music as a contributing factor to wanting them banned.

### Theme 2: Design suggestions

- 7.3.5. Design suggestions remains a popular theme with 8% of coded mentions (35 mentions), design suggestions included:
- More benches;
  - More planters;
  - Signage which tells cyclists they can't cycle on the pavement;
  - Prevent taxis from dropping passenger off in the cycle lane;
  - Banning cyclists and e-scooters from the area;
  - Trees that won't impact on health;
  - Cyclists and buses should be allowed to turn at Oxford Circus;
  - High quality street furniture;
  - Trams to replace buses;
  - More playgrounds;
  - Open roads that have been closed previously;
  - Cleaner public transport such as electric buses;
  - In-ground planters;
  - EV charging bays;
  - Making Oxford Circus one-way with a two-way segregated cycle lane;
  - All crossings should be pelican;
  - Should include tactile paving everywhere;

- More cycle parking and Sheffield style bike stands;
- Cycle pumps and tools;
- Improvement to waste bins;
- More toilets;
- Shelters from the rain and sun;
- Water fountains;
- Re-phase the lights at Oxford Circus;
- Unique street furniture;
- Hostile Vehicle Mitigation; and
- Changing the colour of the road.

### **Theme 3: Oxford Circus should be pedestrianised**

- 7.3.6. A total of 7% of coded mentions (33 mentions) expressed that they would want to see Oxford Circus pedestrianised.
- 7.3.7. One comment suggested that Oxford Circus be pedestrianised but still allow buses and taxis. They also suggested cyclists be banned if it the area was pedestrianised.
- 7.3.8. A main theme of wanting the area pedestrianised is to enhance the pedestrian and cyclist experience as there would be lower levels of pollution from motorised vehicles.

### **Theme 4: Comments about traffic congestion/displacement**

- 7.3.9. Concerns around congestion and traffic displacement is a recurring theme with 4% of coded mentions (20 mentions) talking about congestion and displacement.
- 7.3.10. One comment suggested that congestion is already an issue, and the scheme would help to alleviate that.
- 7.3.11. All other comments were concerned that scheme could displace the traffic to quieter residential roads and potentially cause more congestion.

### **Theme 5: Comments opposing the prohibition of all turning movements for vehicles at Oxford Circus**

- 7.3.12. A total of 4% of coded mentions (17 mentions) oppose banning vehicles from being able to turn at Oxford Circus. Of these, four mentions raised concerns about cyclists being included in the ban of turning vehicles, there was suggestions that cyclists should still be allowed to turn.
- 7.3.13. One mention was concerned about the disruption to the buses that a turning ban would cause, and the restriction would mean the buses would terminate before Oxford Circus.
- 7.3.14. One mention was concerned that if the ban were to come into place, that cyclists would not adhere to this and would continue to use the turning.

## 8 MARYLEBONE / FITZROVIA TRAFFIC SCHEME

- 8.1.1. As shown in Table 8-1, there was a total of 711 respondents who wished to answer questions about the proposals for Marylebone / Fitzrovia Traffic Scheme.
- 8.1.2. 881 respondents did not wish to answer these questions, while 20 respondents skipped the question all together.

**Table 8-1 – Answering about proposals for Marylebone / Fitzrovia traffic scheme responses**

<b>Would you like to answer questions about the proposals for the Marylebone Fitzrovia Traffic Scheme?</b>		
<b>Answer Choice</b>	<b>Response Percent</b>	<b>Response Total</b>
Yes	45%	711
No	55%	881
	<i>answered</i>	1592
	<i>skipped</i>	20

- 8.1.3. The Marylebone / Fitzrovia Traffic Scheme section of the questionnaire included four detailed closed questions, including a mix of ranking-style and multiple-choice questions. They included the questions:
- To what extent do you support / oppose the Marylebone Fitzrovia traffic scheme? (Optional)
  - Which, if any, of the following are important to you when thinking about the proposed scheme? Please tick all that apply. (Optional)
  - Which features of the proposals are important to you? Please tick all that apply. (Optional)
  - How much do you support or oppose each of the following elements of the proposed Marylebone Fitzrovia Traffic Scheme? (Optional)
- 8.1.4. All four questions were optional. An analysis of these has been detailed below.

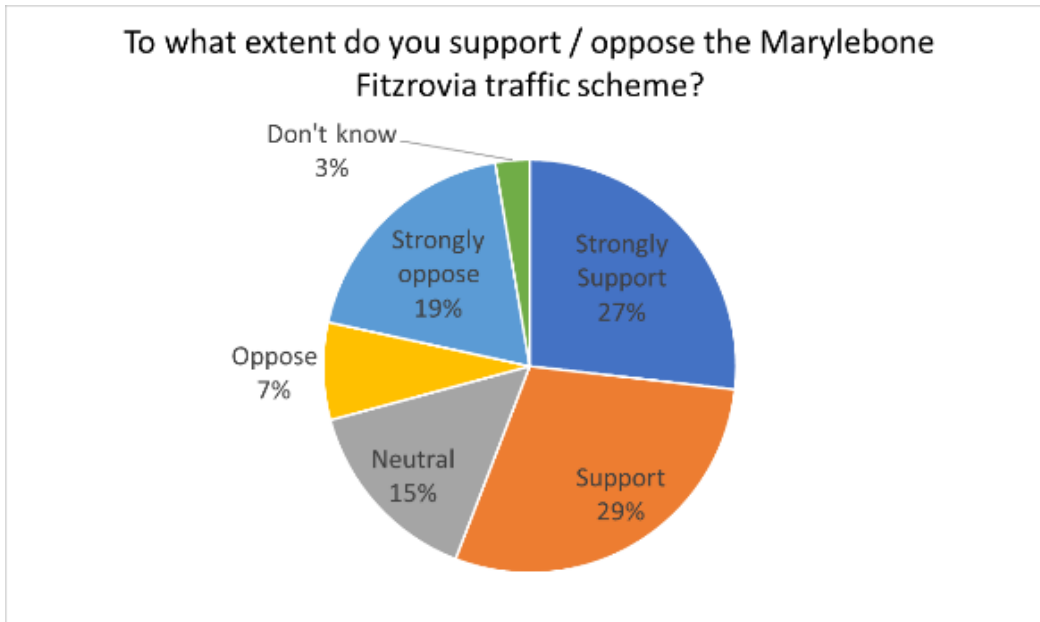
## 8.2 CLOSED QUESTION ANALYSIS FOR MARYLEBONE / FITZROVIA TRAFFIC SCHEME

- 8.2.1. Although there were 711 respondents who wished to answer questions about the proposals for the Marylebone / Fitzrovia Traffic Scheme (Table 8-1), all the question included in this section were optional. As such there will be a different response rate for each.

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

- 8.2.2. The first question in this section asked respondents to indicate their level of support or opposition towards the Marylebone / Fitzrovia Traffic Scheme.

- 8.2.3. As illustrated in Figure 8-1, there was a total of 709 responses to the question. 903 respondents chose to skip this question. The results reveal a range of perspectives within the community.
- 8.2.4. A large portion, comprising 29% of respondents (206 individuals), expressed their support for the scheme and 27% (190 individuals) indicated that they strongly support it.
- 8.2.5. Contrastingly, there were 7% (54 individuals) who opposed the scheme and 19% (134 individuals) who strongly opposed it.
- 8.2.6. Furthermore, 15% (106 individuals) adopted a neutral stance. A small percentage, 3% (19 individuals), stated that they didn't have an opinion.

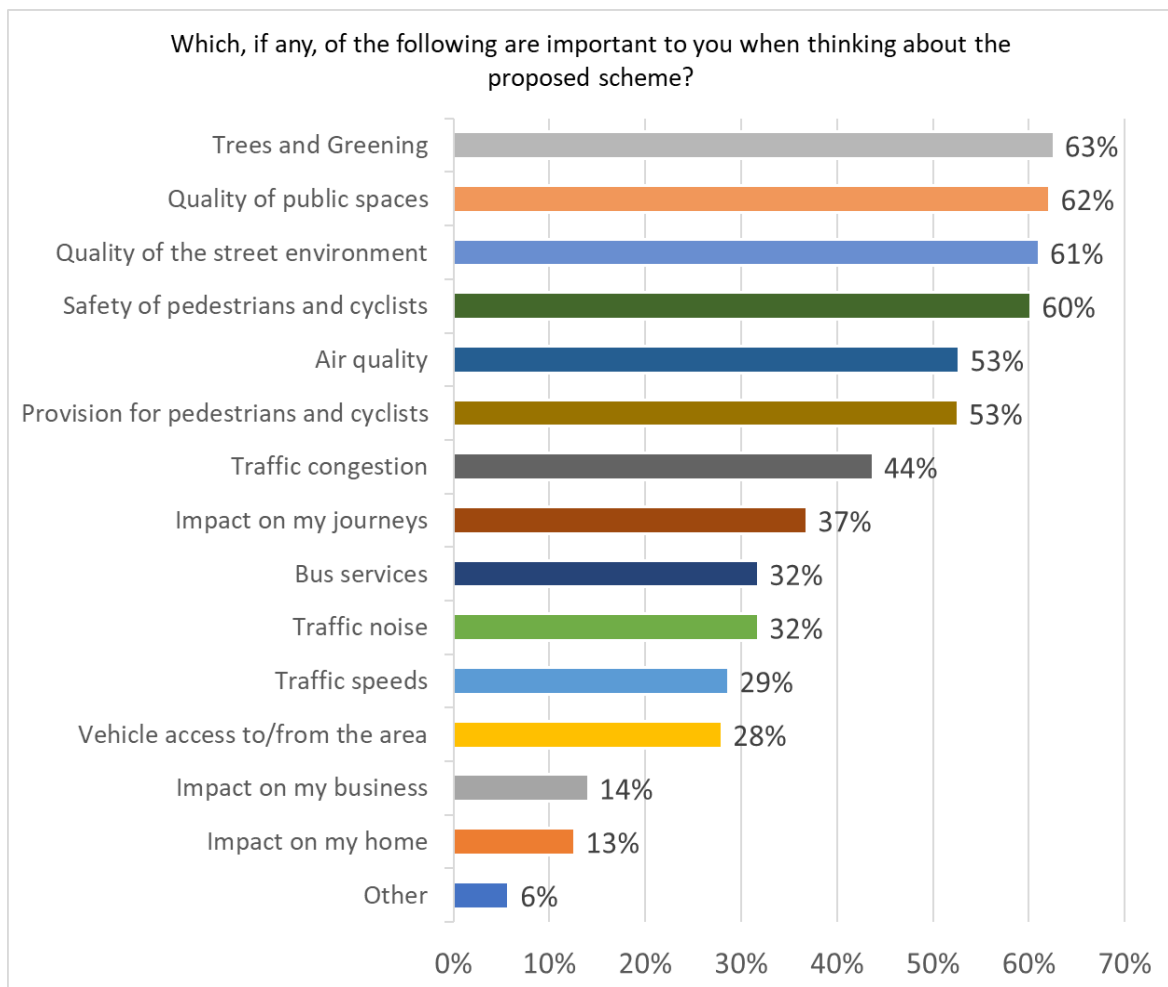


**Figure 8-1 – How respondents felt about the proposed Marylebone / Fitzrovia Traffic Scheme (709 responses)**

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

- 8.2.7. In a questionnaire that gathered 711 responses, participants were asked to identify the aspects they considered important when contemplating the proposed scheme. 901 respondents chose to skip this question.
- 8.2.8. It should be noted that the number of respondents (711 individuals) is lower than the total number of individual responses (4,157) because each individual had the option to select multiple answers. These numbers demonstrate that most individuals would have selected more than one response to the question.
- 8.2.9. As shown in Figure 8-2, the findings indicate a range of priorities among the respondents. A significant percentage, 63% (445 responses), placed great emphasis on 'trees and greening,' highlighting the importance of green spaces in their decision-making. Similarly, 'quality of public spaces' and 'quality of the street environment' were highly valued, with 62% (442 responses) and 61% (434 responses) respectively, indicating the importance of both features.

- 8.2.10. 'Safety of pedestrians and cyclists' emerged as a prominent concern, with 60% (428 responses) of respondents recognising its significance. Additionally, 'provision for pedestrians and cyclists' garnered attention from 53% (374 responses) of those surveyed, emphasising the need for infrastructure catering to non-motorised transportation.
- 8.2.11. Issues related to traffic also featured prominently. While 44% (311 responses) expressed concerns about 'traffic congestion,' 29% (204 responses) were focused on 'traffic speeds.' 'Traffic noise' and 'vehicle access to/from the area' were considerations for 32% (226 responses) and 28% (199 responses), respectively.
- 8.2.12. In terms of other factors, 'air quality' was a critical aspect for 53% (375 responses), reflecting the concerns about environmental impacts. Only a small percentage, 6% (41 responses), indicated 'other' factors that were important.
- 8.2.13. 'Don't know' received no responses, indicating that the participants in this questionnaire generally had clear opinions or priorities when evaluating the proposed scheme. As such this has not been displayed on Figure 8-2.
- 8.2.14. These findings highlight the diverse range of considerations that individuals take into account when thinking about the Marylebone Fitzrovia traffic scheme.

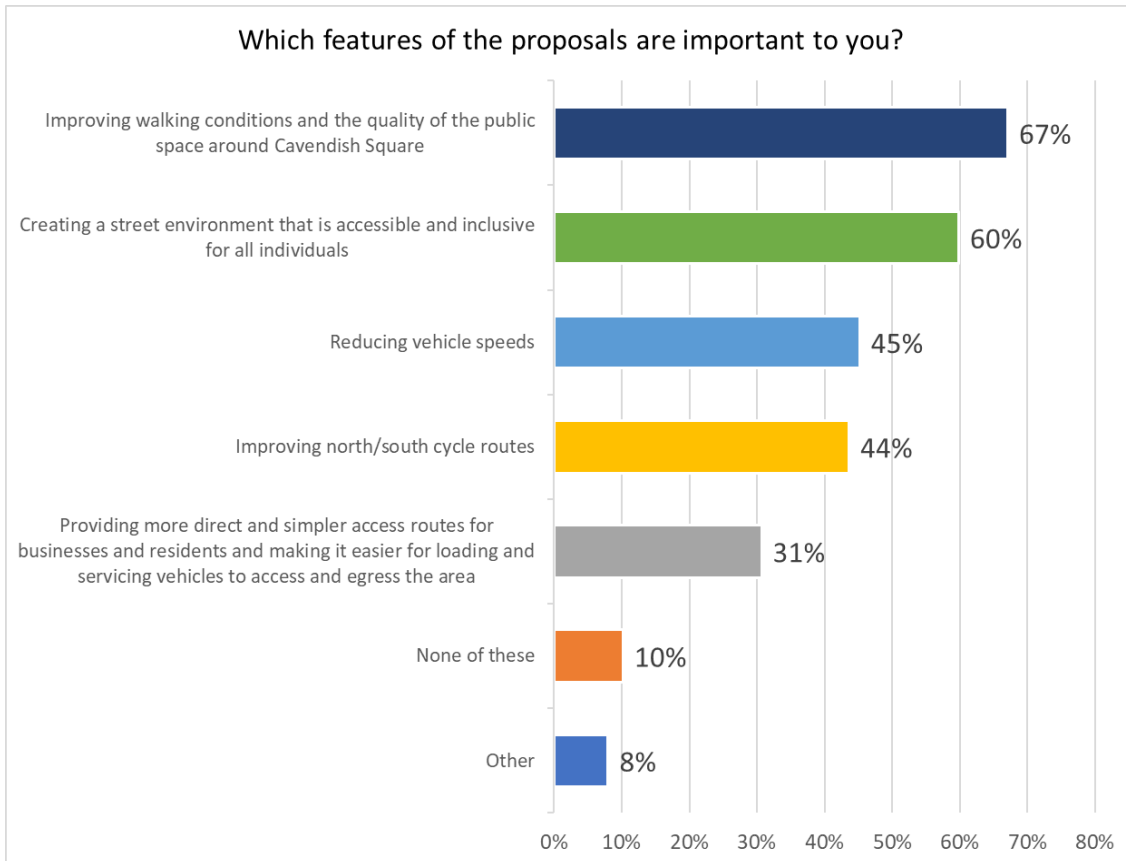


**Figure 8-2 – Features of the proposed scheme which respondents felt were most important (711 respondents, 4157 responses)**



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

- 8.2.15. There was a total of 703 respondents to the question asking respondents to tick the features of the proposals for the Marylebone Fitzrovia traffic scheme which were most important to them. 909 respondents chose to skip the question.
- 8.2.16. It should be noted that the number of respondents (703 individuals) is lower than the total number of responses (1,862) because each respondent had the option to select multiple answers. These numbers demonstrate that most individuals would have selected more than one response to the question.
- 8.2.17. As seen in Figure 8-3, in the evaluation of the proposed features, respondents have clearly expressed their preferences, with a significant 67% (472 responses) of them prioritising the improvement of walking conditions and the quality of the public space around Cavendish Square.
- 8.2.18. The next critical feature, according to respondents, is the creation of a street environment that is accessible and inclusive for all individuals, with a substantial 60% expressing their preference (421 responses).
- 8.2.19. Respondents also showed a considerable interest in reducing vehicle speeds, with 45% of them indicating support for this measure (318 responses). Improving north/south cycle routes follows closely behind, with 44% in favour (307 responses).
- 8.2.20. Providing more direct and simpler access routes for businesses and residents, along with facilitating easier access and egress for loading and servicing vehicles, received support from 31% of respondents (216 responses).
- 8.2.21. As for alternative suggestions, 8% of respondents opted for 'other' options (56 responses), while 10% chose 'none of these' (72 responses), indicating the lowest level of priority among the provided features.

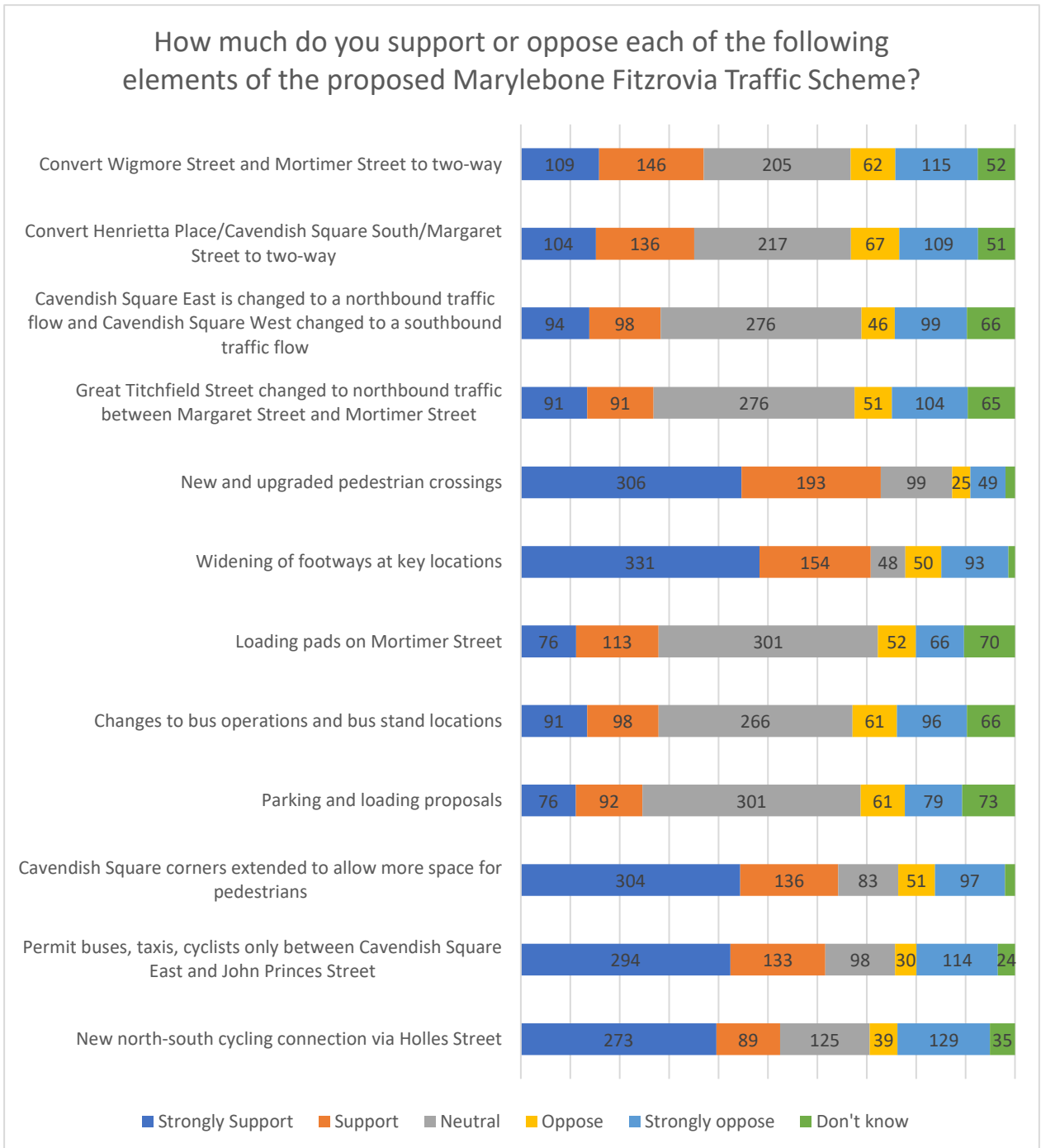


**Figure 8-3 – Features of the proposals which respondents considered most important (703 respondents, 1862 responses)**

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

- 8.2.22. There was a total of 705 responses to the question asking respondents to rank the proposals from strongly support to strongly oppose and including don't know. 907 chose to skip this question.
- 8.2.23. It should be noted that the number of respondents (705 individuals) is lower than the total number of responses (8,206) because each respondent was required to rank 12 different elements on the scale of strongly support to strongly oppose. Additionally, they were not required to rank all of the proposals listed in the question. The data set illustrated in Figure 8-4 demonstrates that most individuals would have ranked more than one proposal but not all respondents ranked all the proposals.
- 8.2.24. Looking at the results as a whole in Figure 8-4, some key observations include:
  - Widening of footways at key locations received strong support from 331 responses (out of 685);
  - New and upgraded pedestrian crossings garnered strong support with 306 responses (out of 685);
  - Cavendish Square corners extended to allow more space for pedestrians had strong support from 304 responses (out of 685);

- Permitting buses, taxis, and cyclists only between Cavendish Square East and John Princes Street received strong support from 294 responses (out of 693); and
- New north-south cycling connection via Holles Street had strong support from 273 responses (out of 690).

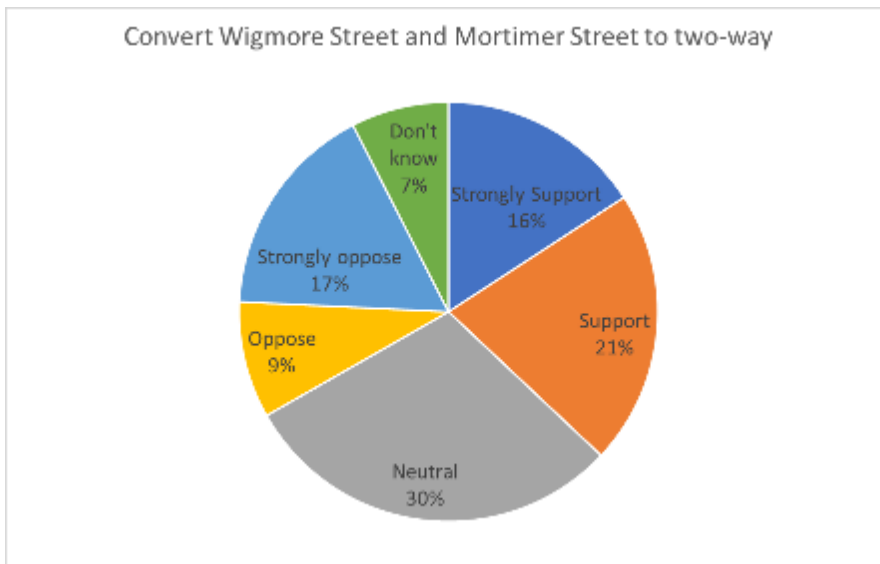


**Figure 8-4 – Overview of respondents’ opinions towards the collective proposals for Marylebone Fitzrovia Traffic Scheme (total respondents 705, total responses 8,206)**

8.2.25. To accurately analysed and display the data summarized in Figure 8-4, each proposal has been broken down individually and outlined below.

**Proposal one: Convert Wigmore Street and Mortimer Street to two-way**

- 8.2.26. The first proposal listed in the question, which concerns the conversion of Wigmore Street and Mortimer Street into two-way roads, acquired a total of 689 responses overall.
- 8.2.27. As displayed in Figure 8-5, the highest percentage of respondents selected the ‘neutral’ option making up 30% (205 responses) of the total, followed by ‘support’ at 21% (146 responses) and ‘strongly support’ at 16% (109 responses).
- 8.2.28. ‘Strongly oppose’ made up 17% (115 responses) of the total, and ‘oppose’ made up 9% (62 responses). Finally, ‘don’t know’ made up the remaining 7% (52 responses).
- 8.2.29. These responses highlight the varying degrees of opinions regarding this aspect of the proposed traffic scheme, with 37% of collective support and 26% of collective opposition.

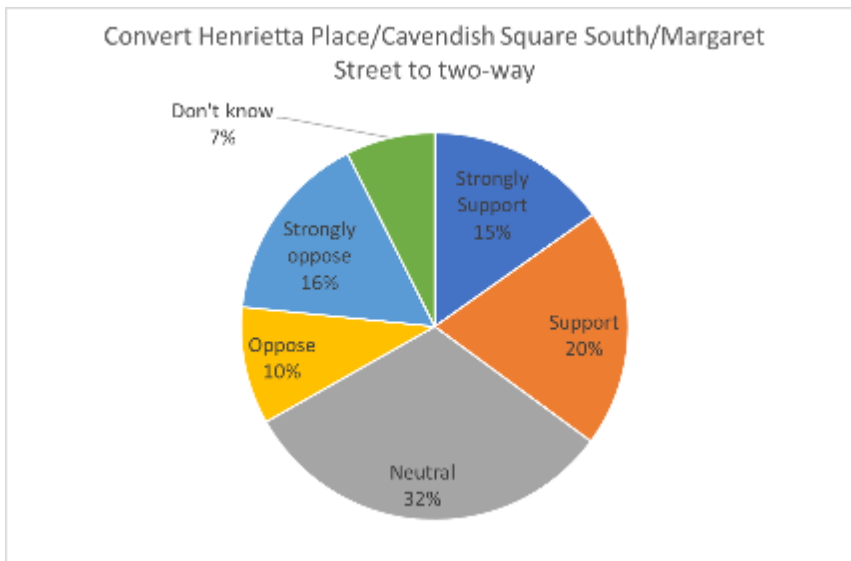


**Figure 8-5 – How respondents felt about the proposal to Convert Wigmore Street and Mortimer Street to two-way (total responses 689)**

**Proposal Two: Convert Henrietta Place/Cavendish Square South/Margaret Street to two-way**

- 8.2.30. In response to the second proposal listed in the question, which focuses on the conversion of Henrietta Place/Cavendish Square South/Margaret Street into two-way thoroughfares, a total of 684 respondents shared their perspectives.
- 8.2.31. As shown in Figure 8-6, the highest number of respondents, making up 32% (217 responses), remained neutral about the proposal.
- 8.2.32. On the supportive side, ‘support’ made up 20% of the total (136 responses), and ‘strongly support’ at 15% (104 responses).
- 8.2.33. Additionally, ‘strongly oppose’ made up 16% of the total (109 responses), while ‘oppose’ made up 10% (67 responses). ‘Don’t know’ made up the remaining 7% (51 responses).

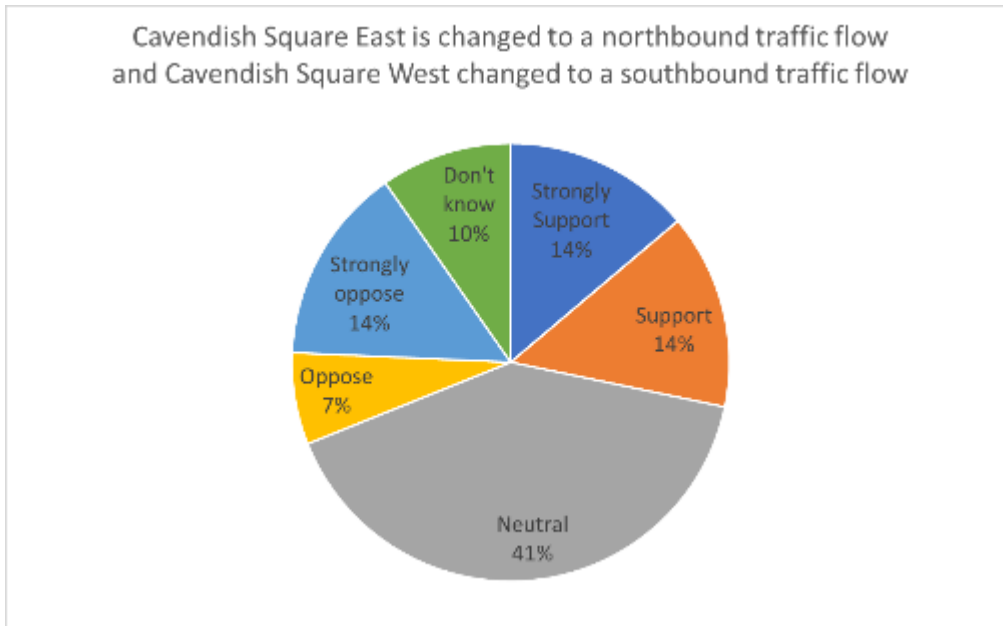
8.2.34. These responses highlight the varying degrees of opinions regarding this aspect of the proposed traffic scheme, with 35% of collective support and 26% of collective opposition.



**Figure 8-6 – How respondents felt about converting Henrietta Place / Cavendish Square South / Margaret Street into two-way (684 responses)**

**Proposal Three: Cavendish Square East is changed to a northbound traffic flow and Cavendish Square West changed to a southbound traffic flow.**

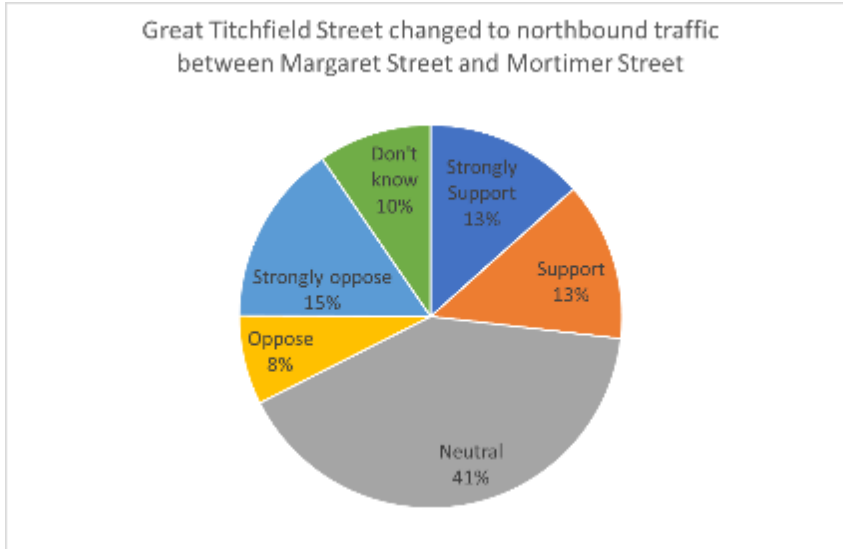
- 8.2.35. The data presented in These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 41% of the total. Combined support totalled 28% compared to collective opposition totalling 21%.
- 8.2.36. Figure 8-7 illustrates the outcomes of the third proposal listed in the question, which revolves around changing Cavendish Square East to a northbound traffic flow and Cavendish Square West to a southbound traffic flow. A total of 679 responses were collected.
- 8.2.37. Among these responses, the largest group, consisting of 41% (276 respondents), adopted a neutral stance.
- 8.2.38. 'Strongly support' and 'support' both received 14% of the total (94 and 98 responses respectively)
- 8.2.39. Additionally, 14% (99 responses) strongly opposed the change, and 7% (46 responses) opposed it. Moreover, 10% (66 respondents) remained uncertain, providing a 'don't know' response.
- 8.2.40. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 41% of the total. Combined support totalled 28% compared to collective opposition totalling 21%.



**Figure 8-7 – How respondents felt about changing Cavendish Square East to a northbound traffic flow and Cavendish Square West to a southbound traffic flow**

**Proposal Four: Great Titchfield Street changed to northbound traffic between Margaret Street and Mortimer Street**

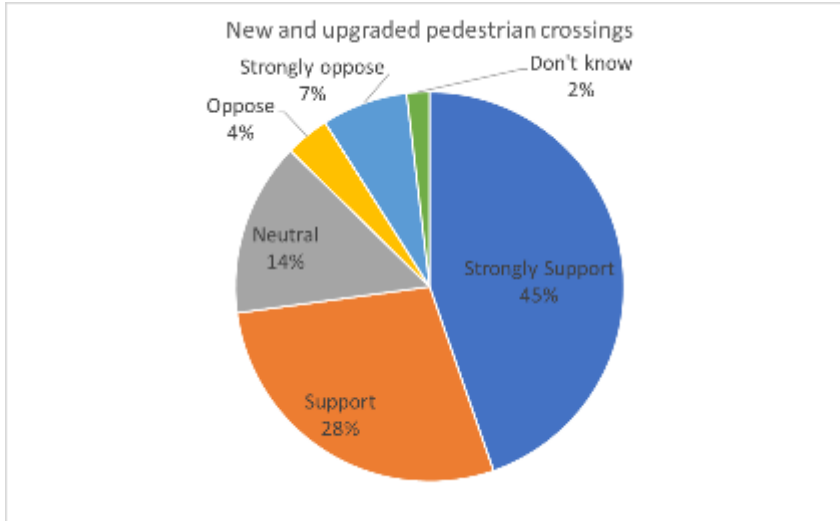
- 8.2.41. The data presented in Figure 8-8 illustrates the outcomes of the fourth proposal listed in the question, concerns the proposal to change Great Titchfield Street to northbound traffic between Margaret Street and Mortimer Street.
- 8.2.42. Among the 678 total responses received, the most prevalent viewpoint was neutrality, making up 41% (276 respondents) of the total.
- 8.2.43. Additionally, 15% (104 respondents) strongly opposed the idea, making it the second most popular response. Simultaneously, both ‘strongly support’ and ‘support’ both made up 13% (91 respondents each), ranking them the joint third most common response.
- 8.2.44. 10% (65 respondents) were uncertain, selecting the ‘don’t know’ option, and 8% (51 respondents) held an opposing stance.
- 8.2.45. This data showcases the varying degrees of opinions within the surveyed population regarding this particular aspect of the traffic scheme, with neutrality as the prevailing sentiment, followed by 26% of collective support and 23% of collective opposition.



**Figure 8-8 – How respondents felt about Great Titchfield Street changed to northbound traffic between Margaret Street and Mortimer Street**

**Proposal Five: New and upgraded pedestrian crossings**

- 8.2.46. The data presented in Figure 8-9 illustrates the outcomes of the fifth proposal listed in the question, which inquired about the proposed new and upgraded pedestrian crossings within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.47. Out of the 685 total responses collected, the most prevalent viewpoint was strong support, with a substantial 45% (306 respondents) of the total. Following closely, 28% (193 respondents) offered support for the proposal, making it the second most popular response.
- 8.2.48. Meanwhile, 7% (49 respondents) strongly opposed the idea, while 4% (25 respondents) expressed opposition.
- 8.2.49. Lastly, 2% (13 respondents) were unsure, selecting the ‘don’t know’ option. A total of 14% (99 respondents) remained neutral.
- 8.2.50. These responses underscore a strong overall support for the new pedestrian crossings with 73% of collective support, and only 11% of collective opposition.

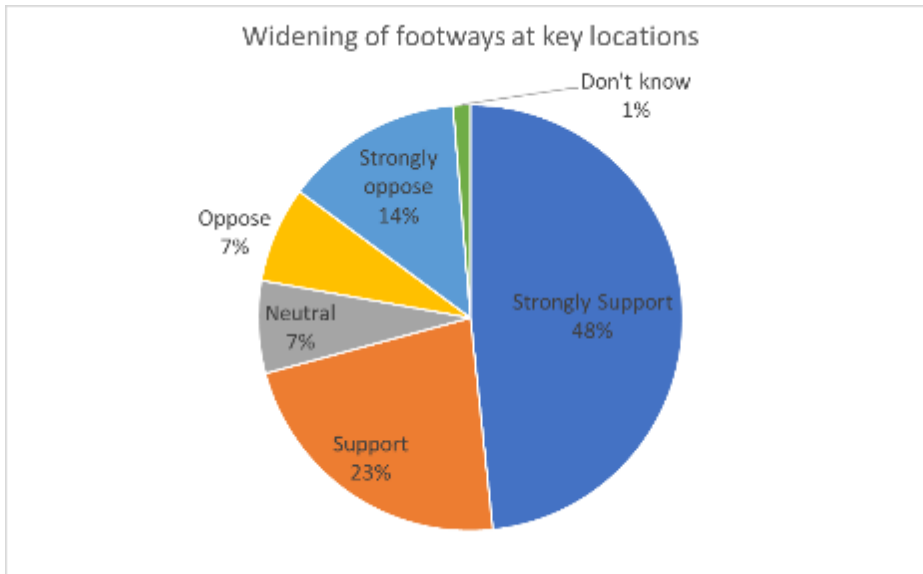


**Figure 8-9 – How respondents felt about new and upgraded pedestrian crossings**

**Proposal six: Widening of footways at key locations**

- 8.2.51. The data presented in Figure 8-10 illustrates the outcomes of the sixth proposal listed in the question, focusing on the proposed widening of footways at key locations within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.52. Among the 685 total responses collected, the most prominent sentiment was strong support, with a significant 48% (331 respondents) expressing strong support for the proposal. Following closely, 23% (154 respondents) offered support, making it the second most popular response.
- 8.2.53. A total of 14% (93 respondents) expressed strong opposition, while 7% (50 respondents) opposed the proposal.
- 8.2.54. Another 7% (48 respondents) remained neutral. Lastly, 1% (9 respondents) indicated uncertainty with a 'don't know' response.
- 8.2.55. These findings underscore a substantial overall support for the widening of footways at key locations, with 71% of collective support, and only 21% of collective opposition.

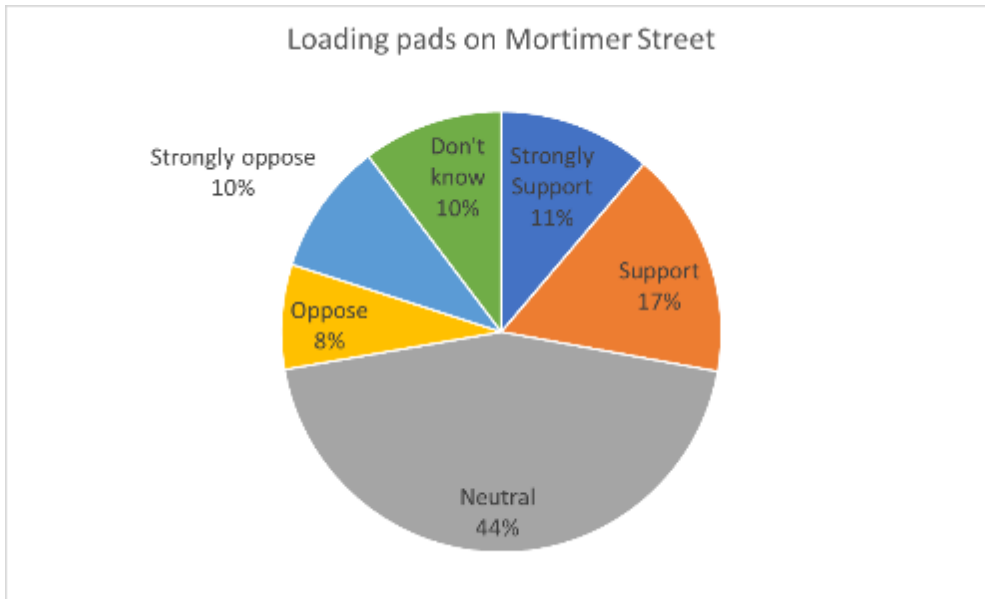




**Figure 8-10 – How respondents felt about widening of footways at key locations**

**Proposal seven: Loading pads on Mortimer Street**

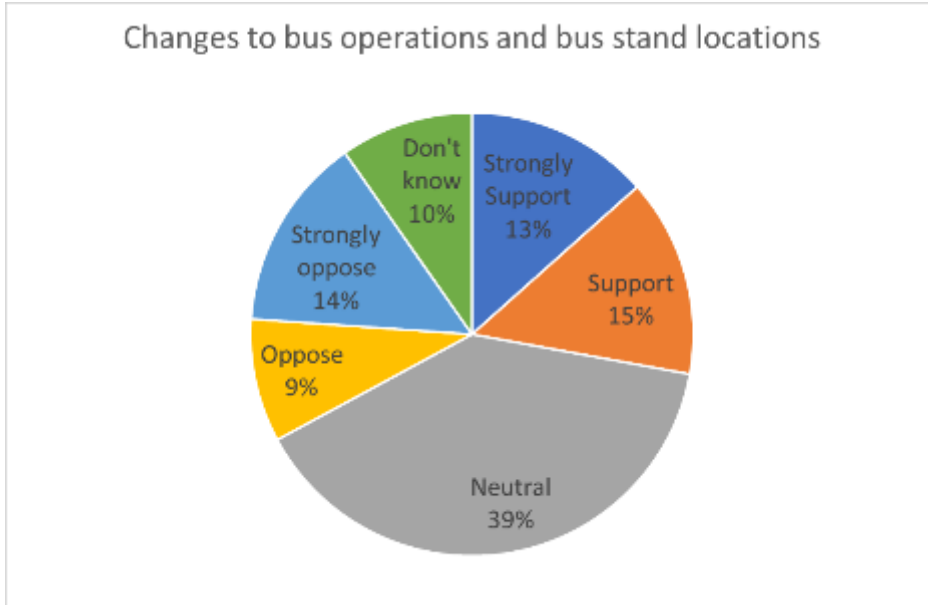
- 8.2.56. The data presented in Figure 8-11 illustrates the outcomes of the seventh proposal listed in the question, focusing on the proposal for loading pads on Mortimer Street within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.57. Among the 678 total responses received, the most prevalent viewpoint was neutrality, with a substantial 44% (301 respondents) remaining neutral on the idea of loading pads.
- 8.2.58. Following this, 17% (113 respondents) expressed support for the proposal, and an additional 11% (76 respondents) strongly supported the idea. In contrast, 10% (66 respondents) strongly opposed the loading pads, while 8% (52 responses) opposed them.
- 8.2.59. 10% (70 respondents) indicated uncertainty with a 'don't know' response. Lastly, 8% (52 respondents) expressed opposition to the proposal.
- 8.2.60. These findings illustrate the diverse range of opinions within the surveyed population regarding the implementation of loading pads on Mortimer Street, with neutrality as the most prevalent sentiment at 44%, followed by 28% of collective support and 18% of collective opposition.



**Figure 8-11 – How respondents felt about loading pads on Mortimer Street**

**Proposal eight: Changes to bus operations and bus stand locations**

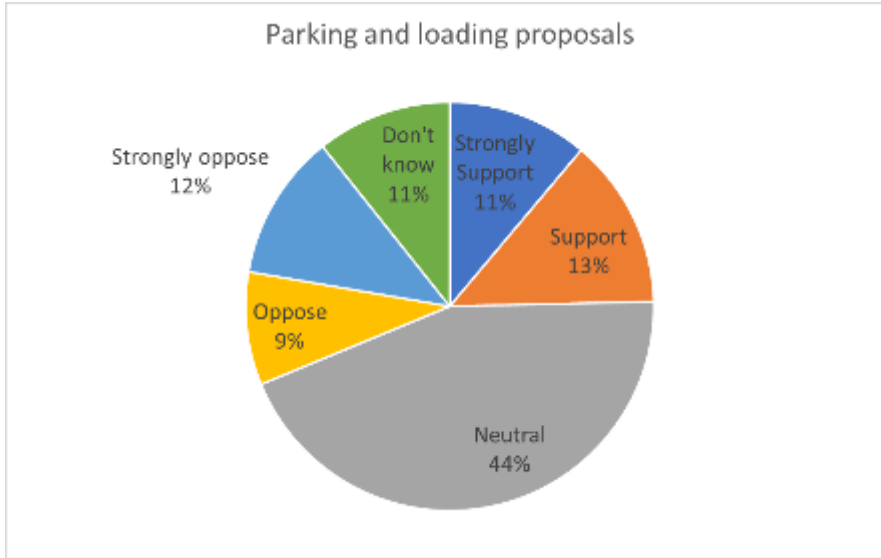
- 8.2.61. The data presented in Figure 8-12 illustrates the outcomes of the eighth proposal listed in the question, focusing on the proposal to changes to bus operations and bus stand locations within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.62. Among the 678 total responses received, the most prevalent viewpoint was 'neutral', with a large 39% (301 respondents) expressing a neutral perspective on proposal.
- 8.2.63. Following this, 13% (91 respondents) expressed strong support for the proposal, while an additional 15% (98 respondents) supported the idea. Additionally, 14% (96 respondents) strongly opposed the proposal, and 9% (61 responses) opposed it.
- 8.2.64. Lastly, 10% (66 respondents) were uncertain, selecting the 'don't know' option.
- 8.2.65. These findings highlight the diversity of opinions within the surveyed population regarding alterations to bus operations and bus stand locations, with neutrality as the most prevalent sentiment at 39%, followed by 27% of collective support and 23% of collective opposition.



**Figure 8-12 – How respondents felt about changes to bus operations and bus stand locations**

**Proposal nine: Parking and loading proposals**

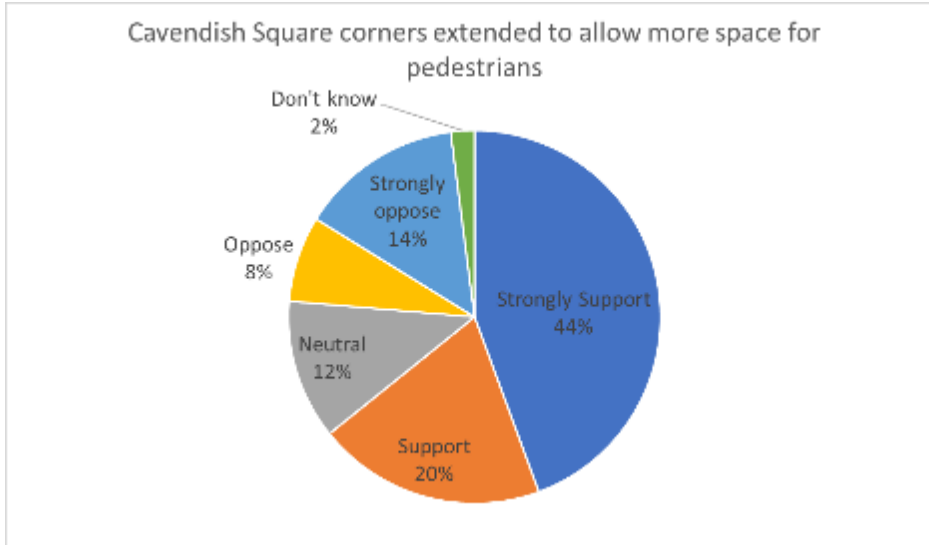
- 8.2.66. The data presented in Figure 8-13 illustrates the outcomes of the ninth proposal listed in the question, which addressed the proposed parking and loading proposals within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.67. Among the 682 total responses received, the most prevalent viewpoint was neutrality, with a significant 44% (301 respondents) remaining neutral regarding the parking and loading proposals.
- 8.2.68. Following this, 11% (76 respondents) expressed strong support for the proposal, while an additional 13% (79 respondents) supported the idea. In contrast, 12% (76 respondents) strongly opposed the proposal, and 9% (61 responses) opposed it.
- 8.2.69. An additional 11% (73 respondents) indicated uncertainty with a 'don't know' response.
- 8.2.70. These findings emphasise the varying degrees of opinions within the surveyed population regarding these specific proposals, with neutrality as the most common sentiment, followed by 24% of collective support and 21% of collective opposition.



**Figure 8-13 – How respondents felt about parking and loading proposals**

**Proposal 10: Cavendish Square corners extended to allow more space for pedestrians**

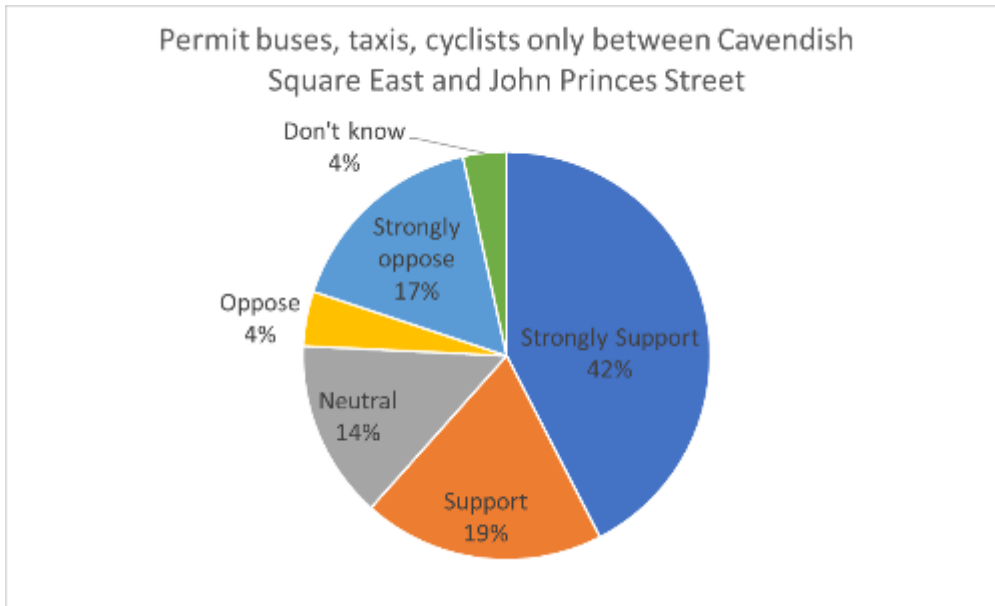
- 8.2.71. The data presented in Figure 8-14 illustrates the outcomes of the tenth proposal listed in the question, which addressed the proposed extension of Cavendish Square corners to allow for more pedestrian space.
- 8.2.72. Among the 685 total responses collected, the most prevalent viewpoint was strong support, with a significant 44% (304 respondents) expressing strong support for extending the corners. Following closely, 20% (136 respondents) offered support for the proposal.
- 8.2.73. A total of 14% (97 respondents) expressed strong opposition, while 8% (51 respondents) expressed opposition.
- 8.2.74. Additionally, 12% (83 respondents) remained neutral on the proposal. Lastly, 2% (14 respondents) indicated uncertainty with a 'don't know' response.
- 8.2.75. These findings underscore strong overall support for extending Cavendish Square corners to create more pedestrian space with 64% of collective support and 22% of collective opposition.



**Figure 8-14 – How respondents felt about extending Cavendish Square corners to allow more space for pedestrians**

**Proposal 11: Permit buses, taxis, cyclists only between Cavendish Square East and John Princes Street**

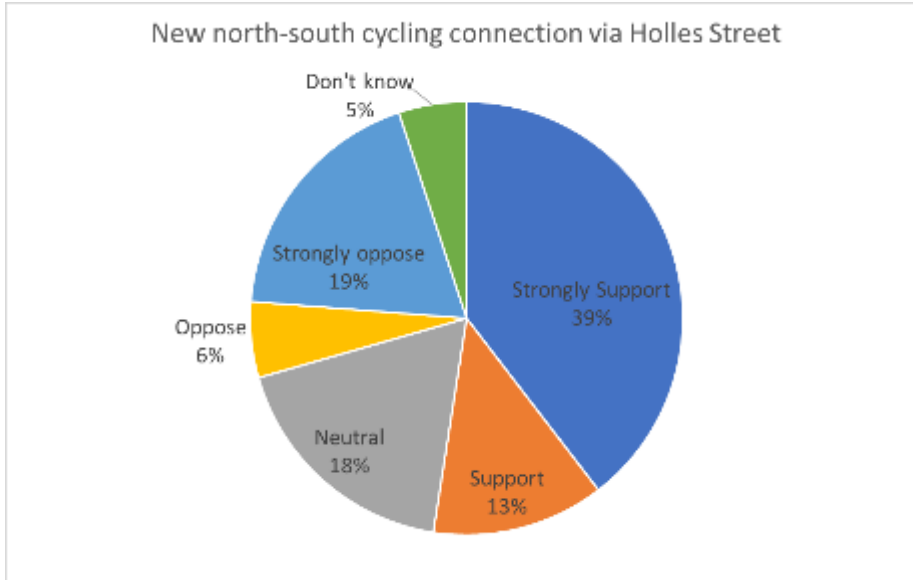
- 8.2.76. The data presented in Figure 8-15 demonstrates the outcomes of the eleventh proposal listed in the question, which addressed the proposal to permit only buses, taxis, and cyclists between Cavendish Square East and John Princes Street within the Marylebone Fitzrovia Traffic Scheme.
- 8.2.77. Out of the 693 total responses collected, the most prominent viewpoint was strong support, with a substantial 42% (294 respondents) expressing strong support for the proposal. Following closely, 19% (133 respondents) offered support for the proposal.
- 8.2.78. A total of 17% (114 respondents) expressed strong opposition, while 4% (30 respondents) opposed the proposal.
- 8.2.79. Furthermore, 14% (98 respondents) remained neutral on the matter, and 4% (24 respondents) indicated uncertainty with a 'don't know' response.
- 8.2.80. These findings underscore strong overall support for permitting only buses, taxis, and cyclists between Cavendish Square East and John Princes Street with 64% of collective support and 22% of collective opposition.



**Figure 8-15 – How respondents felt about permitting only buses, taxis, and cyclists between Cavendish Square East and John Princes Street.**

**Proposal 12: New north-south cycling connection via Holles Street**

- 8.2.81. The data presented in Figure 8-16 shows the outcomes of the twelfth proposal listed in the question, which focuses on the proposed new north-south cycling connection via Holles Street.
- 8.2.82. Among the 690 total responses received, the most common viewpoint was strong support, with a significant 39% (273 respondents) expressing strong support for the cycling connection. Following this strong support, 13% (89 respondents) expressed support for the idea, making it the second most popular response.
- 8.2.83. A total of 19% (129 respondents) expressed strong opposition, ranking as the third most common response, while 6% (39 respondents) opposed the proposal.
- 8.2.84. Additionally, 18% (125 respondents) remained neutral on the matter, and 5% (35 respondents) indicated uncertainty with a ‘don’t know’ response.
- 8.2.85. These findings underscore strong overall support towards a new north-south cycling connection via Holles Street with 52% of collective support and 24% of collective opposition.



**Figure 8-16 – How respondents felt about a new north-south cycling connection via Holles Street**

### 8.3 OPEN QUESTION ANALYSIS FOR THE MARYLEBONE FITZROVIA TRAFFIC SCHEME

- 8.3.1. 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.
- 8.3.2. A total of 74 respondents provided comments which resulted in 222 coded mentions. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data. Table 8-2 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 8-2 – Top 10 Emerging Themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	Concerns around traffic congestion/misplacement	23	10%
2	Design suggestions and requests	18	8%
3	Comments on impact on quality of life	10	5%
4	Great Titchfield Street should not have northbound traffic only	9	4%
5	Comments on parking and vehicle access	8	4%
6	Air quality will get worse	7	3%

#	Theme	Number of mentions	% of mentions
7	Comments on the impact to local business	6	3%
8	Cyclists should have more dedicated/segregated lanes	6	3%
9	Comments on noise pollution	5	2%
10	Comments on trees and greening	5	2%

Base: 222 mentions

### Theme 1: Concerns around traffic congestion/misplacement

8.3.3. A total of 10% of coded mentions (23 mentions) for this section included comments around congestion and traffic misplacement. The majority of the comments were concerned that the proposed road changes could bring the area to a standstill.

*“Traffic has to flow in this area don’t bring this area to gridlock traffic”*

*“When you change roads that work, and they do, it courses more traffic and pollution”*

### Theme 2: Design suggestions and requests

8.3.4. A total of 8% of coded mentions (18 mentions) for this section put forward additional design concepts that they would like to see. These design suggestions included:

- avoiding using planters;
- adding an east to west cycle path;
- cycle parking;
- preventing taxi’s from dropping off passengers in existing cycle lanes;
- banning HGVS’s from Great Titchfield Street after 7pm everyday and all day at weekends;
- force cars to either turn left or right from Mortimer;
- making Great Portland Street two-way;
- extending the crossing time at the crossing behind John Lewis and adding zebra crossings;
- Creating a shopping area in Wigmore Street; and
- Holles Street should be a bus termination/ start point.

### Theme 3: Comments on impact on quality of life

8.3.5. A total of 5% of coded mentions (10 mentions) referenced impacts being made on residents’ quality of life. Of these, eight also mentions concerns around traffic congestion, of those four believed air quality would worsen. Traffic congestion and worsening air quality were the main factors in a decrease of quality life. Below is an extract from one of the comments:

*“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.”*



#### **Theme 4: Great Titchfield Street should not have northbound traffic only**

- 8.3.6. A total of 4% of coded mentions (9 mentions) stated they do not want Great Titchfield Street to have northbound traffic only. Of these nine mentions, seven also stated they believe this change will increase traffic congestion in the area.

*“Changes to Great Portland 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 ??? strongly oppose changes to great Titchfield but nobody will come back me with reasons , so not sure why you are asking me to make comment if you are not goin[sic] to address them , regards”*

#### **Theme 5: Comments on parking and vehicle access**

- 8.3.7. A total of 4% of coded mentions (8 mentions) for this section commented on parking and vehicle access. There was concern that the removal of the underground car park could create parking issues for local residents. There was also a comment asking for taxis to be restricted from waiting in parking bays as this also reduces the number of spaces available.

## 9 OXFORD STREET WEST SCHEME

- 9.1.1. As shown in Table 9-1, there was a total of 842 respondents who wished to answer questions about the proposals for Oxford Street West scheme.
- 9.1.2. 748 respondents did not wish to answer these questions, while 22 respondents skipped the question all together.

**Table 9-1 – Answering about proposals for Oxford Street West scheme responses**

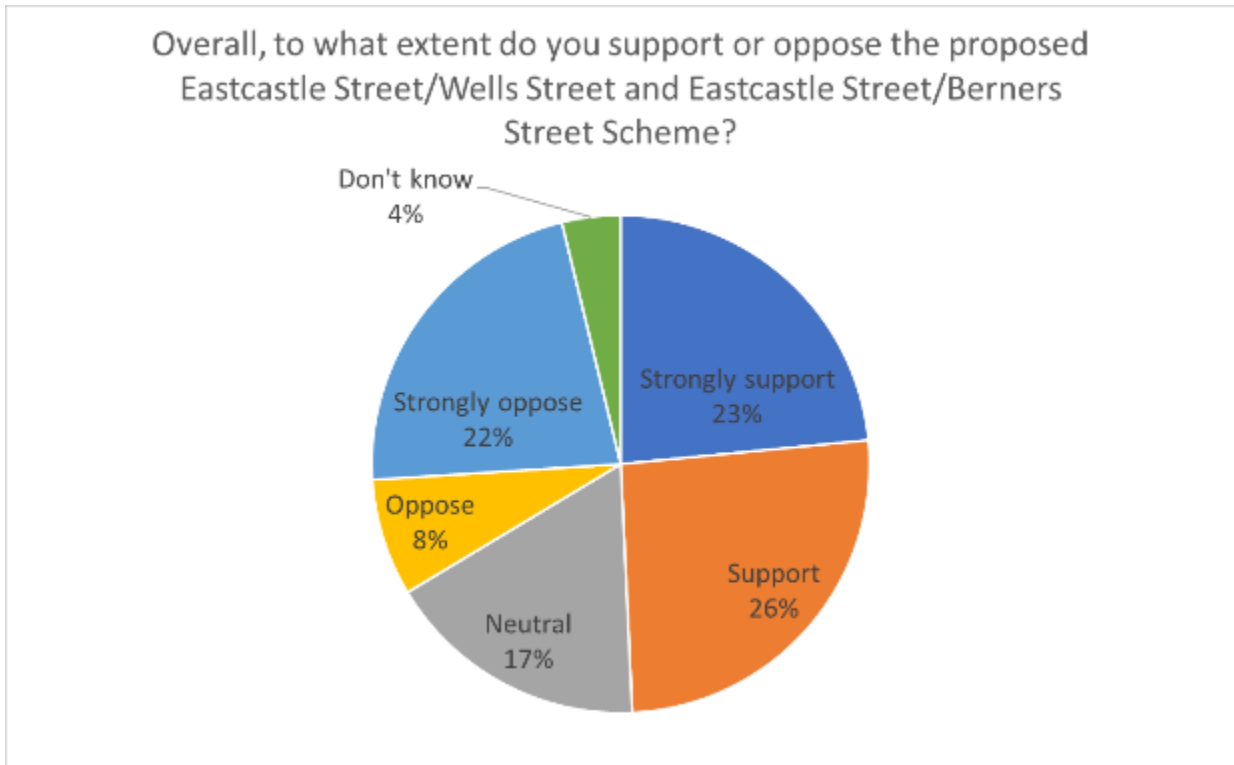
Would you like to answer questions about the proposals for the Oxford Street West Scheme?		
Answer Choice	Response Percent	Response Total
Yes	53%	842
No	47%	748
	<i>answered</i>	<b>1590</b>
	<i>skipped</i>	<b>22</b>

- 9.1.3. The Oxford Street West section of the questionnaire included three detailed closed questions, including a mix of ranking-style and multiple-choice questions. They included the questions:
- Overall, to what extent do you support or oppose the proposed Oxford Street West scheme?
  - Which, if any, of the following are important to you when thinking about the proposed Oxford Street West Scheme? Please tick all that apply.
  - How much do you support or oppose each of the following elements of the proposed Oxford Street West Scheme?
- 9.1.4. All three questions were optional. An analysis of these has been detailed below.

## 9.2 CLOSED QUESTION ANALYSIS FOR OXFORD STREET WEST SCHEME

- 9.2.1. Although there were 842 respondents who wished to answer questions about the proposals for Oxford Street West (Table 9-1), all the question included in this section were optional. As such, there will be a different response rate for each.
- 9.2.2. Overall, to what extent do you support or oppose the proposed Oxford Street West scheme?
- 9.2.3. The first question in this section asked respondents to indicate their level of support or opposition towards the Oxford Street West proposals.
- 9.2.4. There was a total of 824 responses to the question, while 788 chose to skip this question.
- 9.2.5. As illustrated in Figure 9-1, 23% (237 responses) strongly supported the scheme, while 26% (243 responses) expressed support. 17% (127 responses), remained neutral on the matter.
- 9.2.6. 8% (62 responses) opposed the scheme, while 22% (131 responses) strongly opposed it. A minor percentage, 4% (24 responses), didn't express a clear opinion.

9.2.7. These findings demonstrate overall support for the scheme, with combined support totalling 58% compared to collective opposition totalling 24%.

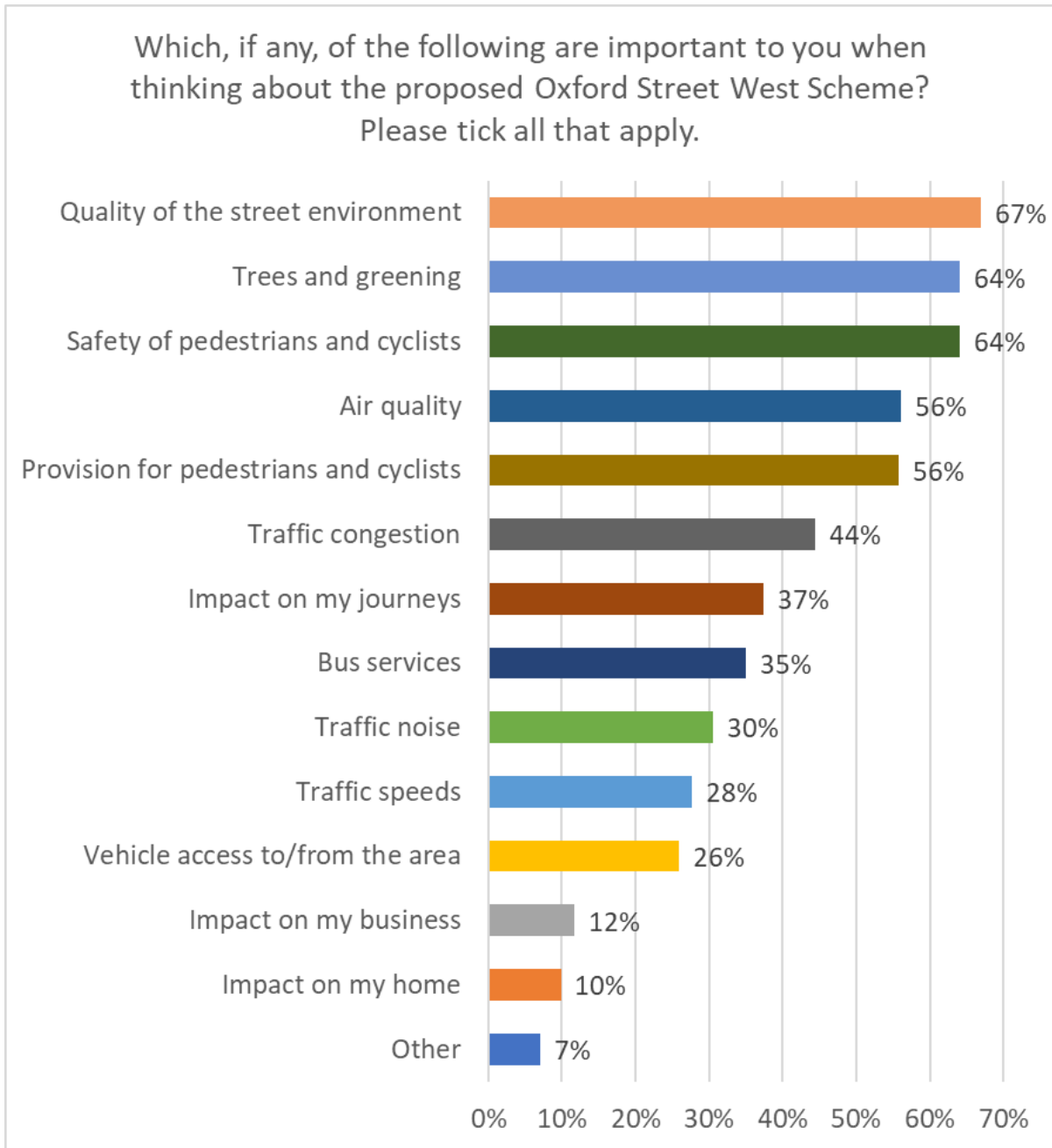


**Figure 9-1 – How respondents felt about the proposed Oxford Street West (824 responses)**

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

- 9.2.8. There was a total of 833 respondents who answered the question asking them to select the items which are important to them when thinking about their views on the proposed Oxford Street West scheme. 779 individuals elected to skip this question.
- 9.2.9. It should be noted that the number of responses (4,471) exceed the total number of individual respondents (833) because individuals had the option to select multiple answers. It demonstrates that most individuals would have selected more than one response to the question.
- 9.2.10. The results displayed in Figure 9-2 reveals the preferences of respondents regarding the proposed Oxford Street West scheme, with a range of factors being considered.
- 9.2.11. The most popular answer, with 67% (557 responses), is the 'quality of the street environment.' This indicates that a significant majority of respondents prioritise the overall ambiance and aesthetics of the street.
- 9.2.12. Following closely behind, at 64% each, are 'trees and greening' (534 responses) and 'safety of pedestrians and cyclists' (533 responses), highlighting the significance of green spaces and safety measures within the scheme.

- 9.2.13. Additionally, 'Provision for pedestrians and cyclists' and 'Air quality' both garnered 56% (465 and 467 responses, respectively), demonstrating the community's emphasis on creating a pedestrian-friendly and environmentally sustainable space.
- 9.2.14. 'Traffic congestion' was also a top priority for 44% of respondents (370 responses). 'Traffic noise' was also important to 30% (254 responses), indicating sensitivity to noise pollution. Furthermore, 'impact on my journeys' garnered significant attention, with 37% (312 responses).
- 9.2.15. In addition to these, 'bus services' were a concern for 35% (291 responses), indicating a strong interest in maintaining reliable public transportation options. "Vehicle access to/from the area' was a consideration for 26% (216 responses), reflecting worries about accessibility.
- 9.2.16. Finally, 12% (97 responses) were concerned about the 'impact on my business', and 10% (82 responses) were concerned about the 'impact on my home.'
- 9.2.17. Conversely, 'other' received the least attention, with only 7% (59 responses), while <1% (4 responses) indicated 'don't know', and as such this has not been included on Figure 9-2. This suggests that most respondents had clear preferences and concerns regarding the proposed scheme.
- 9.2.18. These findings highlight a range of important factors that respondents are weighing when evaluating the Oxford Street West scheme.

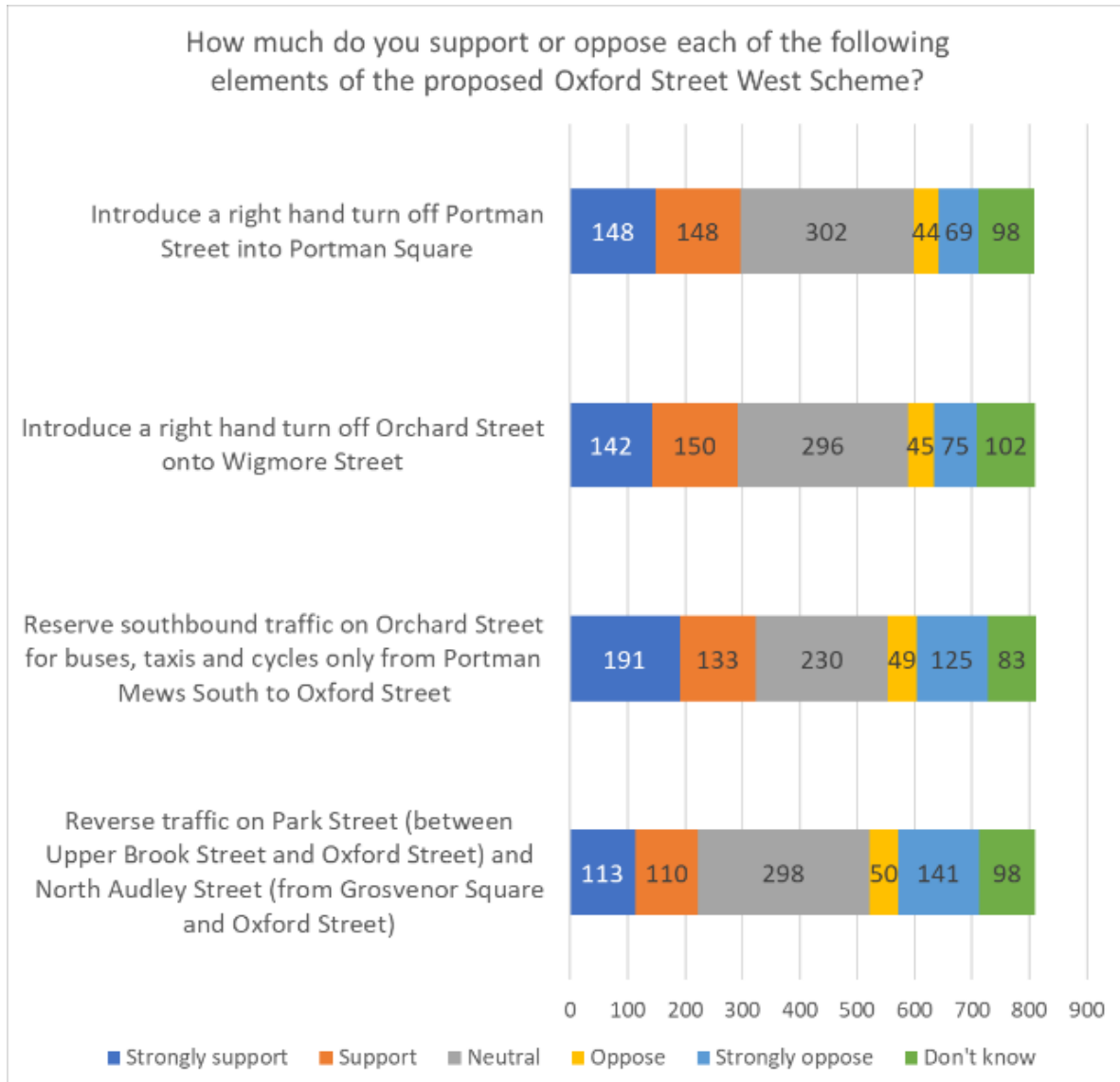


**Figure 9-2 – Features of the proposed Oxford Street West scheme which respondents felt were most important (833 respondents, 4,471 responses)**

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

9.2.19. There was a total of 820 responses to the question asking respondents to rank the proposals from strongly support to strongly oppose and including don't know. 792 individuals chose to skip this question.

- 9.2.20. It should be noted that the number of respondents (820 individuals) is lower than the total number of responses (3,240) because each respondent was required to rank four specific proposals on the scale of strongly support to strongly oppose. Additionally, they were not required to rank all the proposals listed in the question. The data set illustrated in Figure 9-3 demonstrates that most individuals would have ranked more than one proposal but not all respondents ranked all the proposals.
- 9.2.21. Across all four proposals, there was overarching neutrality. Looking at the results as a whole in Figure 9-3, a summary of the results has been detailed below.
- The most significant support is for reserving southbound traffic on Orchard Street for buses, taxis, and cycles, with a combined total of 40% support;
  - The reversal of traffic on Park Street and North Audley Street has 37% of respondents demonstrating neutrality, but with a supportive leaning with a combined total of 40% compared to a combined opposition of 21%;
  - The introduction of right-hand turns off Orchard Street onto Wigmore Street received mixed opinions, with 37% respondents being neutral. The proposal received a combined supportive total of 36% compared to a combined opposition of 15%; and
  - The introduction of right-hand turns off Portman Street into Portman Square also received mixed opinions, with 37% respondents being neutral. The proposal received a combined supportive total of 37% compared to a combined opposition of 14%.



**Figure 9-3 – Overview of respondents’ opinions towards the collective proposals for the Oxford Street West scheme (total respondents 820, total responses 3,240)**

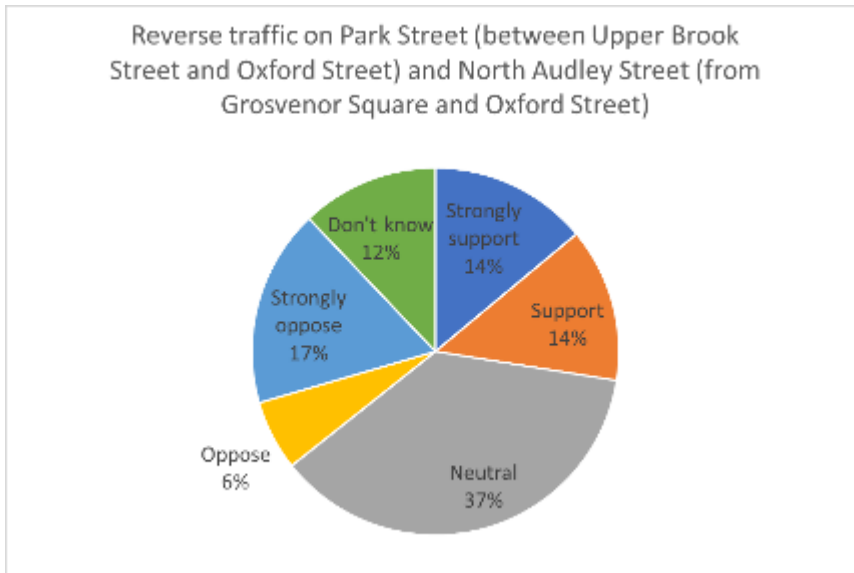
9.2.22. To accurately analysed and display the data summarised in Figure 9-3, each proposal has been broken down individually and outlined below.

**Proposal one: Reverse traffic on Park Street (between Upper Brook Street and Oxford Street) and North Audley Street (from Grosvenor Square and Oxford Street)**

9.2.23. The first proposal listed in the question focuses on reversing traffic on Park Street (between Upper Brook Street and Oxford Street) and North Audley Street (from Grosvenor Square and Oxford Street). This proposal received a total of 810 responses.

9.2.24. Figure 9-4 shows that the most common sentiment was neutrality, with 37% (298 responses) not taking a clear stance on the issue.

- 9.2.25. Following this, 17% (141 responses) expressed strong opposition for the proposal, while an additional 6% (50 responses) opposed it. On the supportive side, strongly support and support both achieved 14% each (113 responses and 110 responses, respectively). 12% (98 responses) of participants did not express an opinion by selecting 'don't know'.
- 9.2.26. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 37% of the total. Combined support totalled 28% compared to collective opposition totalling 23%.

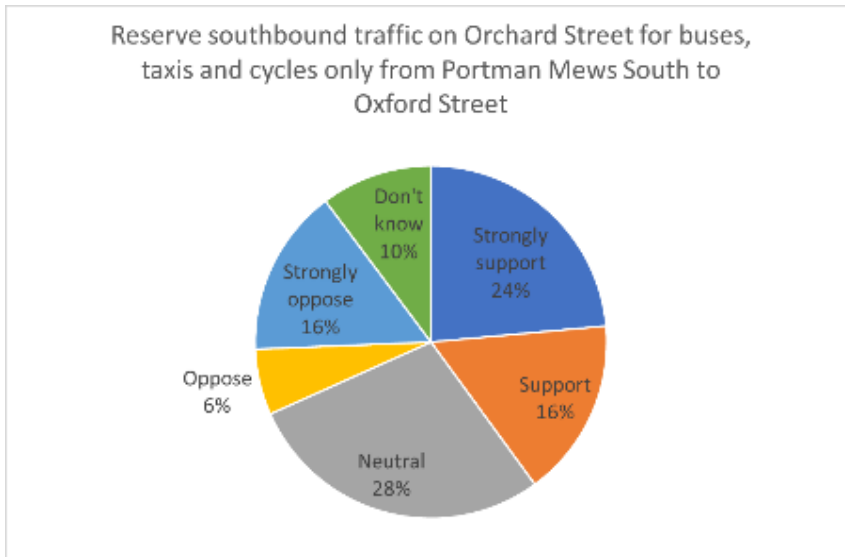


**Figure 9-4 – How respondents felt about the proposal to reverse traffic on Park Street**

**Proposal two: Reverse southbound traffic on Orchard Street for buses, taxis and cycles only from Portman Mews South to Oxford Street**

- 9.2.27. The second proposal listed in the question focuses on reversing southbound traffic on Orchard Street for buses, taxis, and cycles only from Portman Mews South to Oxford Street. This proposal received a total of 811 responses.
- 9.2.28. Figure 9-5 illustrates that the most common sentiment was neutrality, with 28% (230 responses) not taking a clear stance on the issue. Following this, 24% (191 responses) expressed strong support for the proposal, while 16% (133 responses) supported it. On the opposing side, only 6% (49 responses) opposed the proposals, and 16% (125 responses) strongly opposed it. 10% (123 responses) of participants did not express an opinion by selecting 'don't know'.
- 9.2.29. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 28% of the total. Combined support totalled 40% compared to collective opposition totalling 21%.

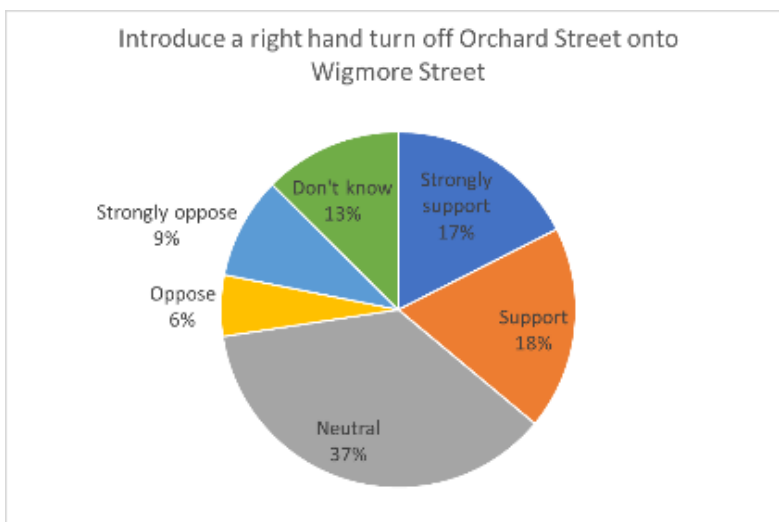




**Figure 9-5 – How respondents felt about reversing southbound traffic on Orchard Street for buses, taxis and cycles only from Portman Mews South to Oxford Street**

**Proposal three: Introduce a right hand turn off Orchard Street onto Wigmore Street**

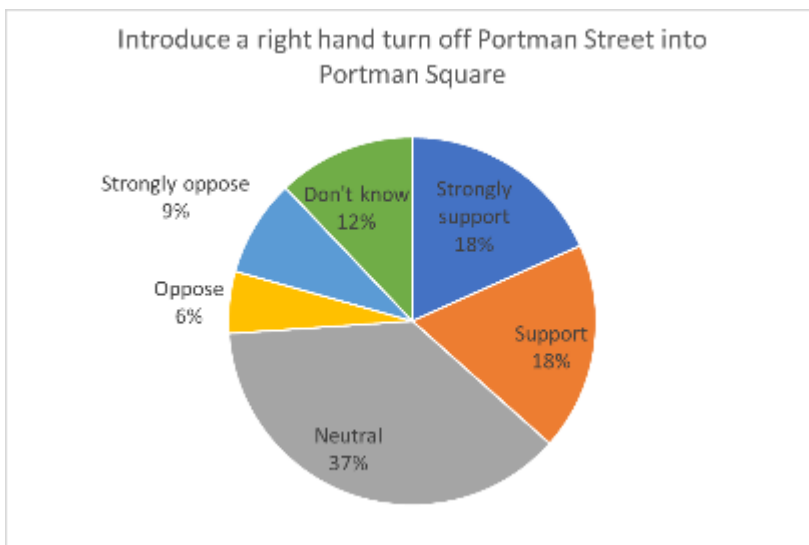
- 9.2.30. The third proposal listed in the question focuses on the proposal to introduce a right hand turn off Orchard Street onto Wigmore Street. This proposal received a total of 810 responses. Figure 9-6 illustrates that the most common sentiment was neutrality, with 37% (296 responses) not taking a clear stance on the issue.
- 9.2.31. Following this, 17% (142 responses) expressed strong support for the proposal, while 18% (150 responses) supported it. On the opposing side, only 6% (45 responses) opposed the proposals, and 9% (75 responses) strongly opposed it. 13% (102 responses) of participants did not express an opinion by selecting 'don't know'.
- 9.2.32. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 37% of the total. Combined support totalled 35% compared to collective opposition totalling 15%.



**Figure 9-6 – How respondents felt about the proposal to introduce a right hand turn off Orchard Street onto Wigmore Street**

**Proposal four: Introduce a right hand turn off Portman Street into Portman Square**

- 9.2.33. The third proposal listed in the question focuses on the proposal to introduce a right hand turn off Orchard Street onto Wigmore Street. This proposal received a total of 810 responses. Figure 9-7 illustrates that the most common sentiment was neutrality, with 37% (302 responses) not taking a clear stance on the issue.
- 9.2.34. Following this, 18% (148 responses) expressed strong support for the proposal, while 18% (148 responses) supported it. On the opposing side, only 6% (44 responses) opposed the proposals, and 9% (69 responses) strongly opposed it. 12% (98 responses) of participants did not express an opinion by selecting 'don't know'.
- 9.2.35. These findings demonstrate varying degrees of opinions, with the majority demonstrating neutrality at 36% of the total. Combined support totalled 35% compared to collective opposition totalling 15%.



**Figure 9-7 – How respondents felt about the proposal to introduce a right hand turn off Portman Street into Portman Square**

**9.3 OPEN QUESTION ANALYSIS FOR THE OXFORD STREET WEST SCHEME**

- 9.3.1. 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.
- 9.3.2. A total of 82 respondents provided comments which resulted in 189 coded comments. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data. Table 9-2 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 9-2 – Top 10 Emerging Themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	Design suggestions	21	11%
2	Vehicle Access	20	11%
3	Oxford Street West should be pedestrianised	9	5%
4	Security/Enforcement concerns	8	4%
5	Accessibility issues with the proposals	8	4%
6	Congestion/displacement	7	4%
7	Cycling misuse/speeding	6	3%
8	Value for money	5	3%
9	General opposition	5	3%
10	Comments on impact on quality of life	5	3%

### Theme 1: Design suggestions

9.3.3. A total of 11% of coded mentions (21 mentions) for this section gave design suggestions. The suggestions included:

- Signage to tell cyclists not to cycle on the path;
- More bike lanes;
- More trees/different types of trees;
- More greenery including in-ground planting for flood protection;
- Improvement to the current waste bins;
- Using high quality materials;
- Cycle parking which also has tools and pumps;
- Water fountains;
- Contraflows; and
- More diagonal crossings on Portman Street.

### Theme 2: Vehicle access

9.3.4. Vehicle access was the second most recurring theme, with a total of 11% of coded mentions (20 mentions) for this section mentioning vehicle access in some way. The general sentiments were that all traffic should be banned from this area, comments also extended this to bicycles, rickshaws (pedicabs) and e-scooters. There was also emphasis on keeping access for taxis.

### **Theme 3: Oxford Street West should be pedestrianised**

- 9.3.5. Pedestrianisation was a key theme here, with 5% of coded mentions (9 mentions) suggesting Oxford Street West should be pedestrianised. Comments included:

*“I would like to see an end to all diesel-powered vehicles in the area, especially taxis and buses. I would like to see pedestrian-only streets without bicycles.”*

*“The air quality is dreadful. We need to be like Paris and New York and extend the pedestrian and cycle space and limit cars. I’ve noticed the cats[sic] mostly tend to have just one person in them. We can find better ways of moving individuals around our city”.*

### **Theme 4: Security/Enforcement concerns**

- 9.3.6. A total of 4% of coded mentions (8 mentions) for this section of the scheme. All comments felt there needed to be a higher police/security presence as it currently feels unsafe at night. Whilst comments mentioned that there are patrols already during the day, there was a clear feeling that patrols should be extended to unsociable hours. Comments included:

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

### **Theme 5: Accessibility issues with the proposals**

- 9.3.7. Accessibility issues with the proposals was raised as a concern, with a total of 4% of coded mentions (8 mentions) talking about accessibility in some way. These comments all raised different points; one comment suggested that parents with children need cars to move around so there shouldn’t be a push on walking. Other comments suggested that the elderly or disabled also need cars or emergency services and the proposed road changes could negatively affect them.

## 10 EASTCASTLE STREET SCHEME

- 10.1.1. As shown in Table 10-1, there was a total of 476 respondents who wished to answer questions about the proposals for the Eastcastle Street scheme.
- 10.1.2. 1,118 respondents did not wish to answer these questions, while 18 respondents skipped the question all together.

**Table 10-1 – Answering about proposals for Eastcastle Street scheme responses**

Would you like to answer questions about the proposals for Eastcastle Street/Wells Street and Eastcastle Street/Berners Street Scheme?		
Answer Choice	Response Percent	Response Total
Yes	30%	476
No	70%	1118
	<i>answered</i>	<b>1594</b>
	<i>skipped</i>	<b>18</b>

- 10.1.3. The Eastcastle Street scheme section of the questionnaire included three detailed closed questions, including a mix of ranking-style and multiple-choice questions. They included the questions:
- Overall, to what extent do you support or oppose the proposed Eastcastle Street/Wells Street and Eastcastle Street/Berners Street Scheme?
- 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?
- 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.
- 10.1.4. All three questions were optional. An analysis of these has been detailed below.

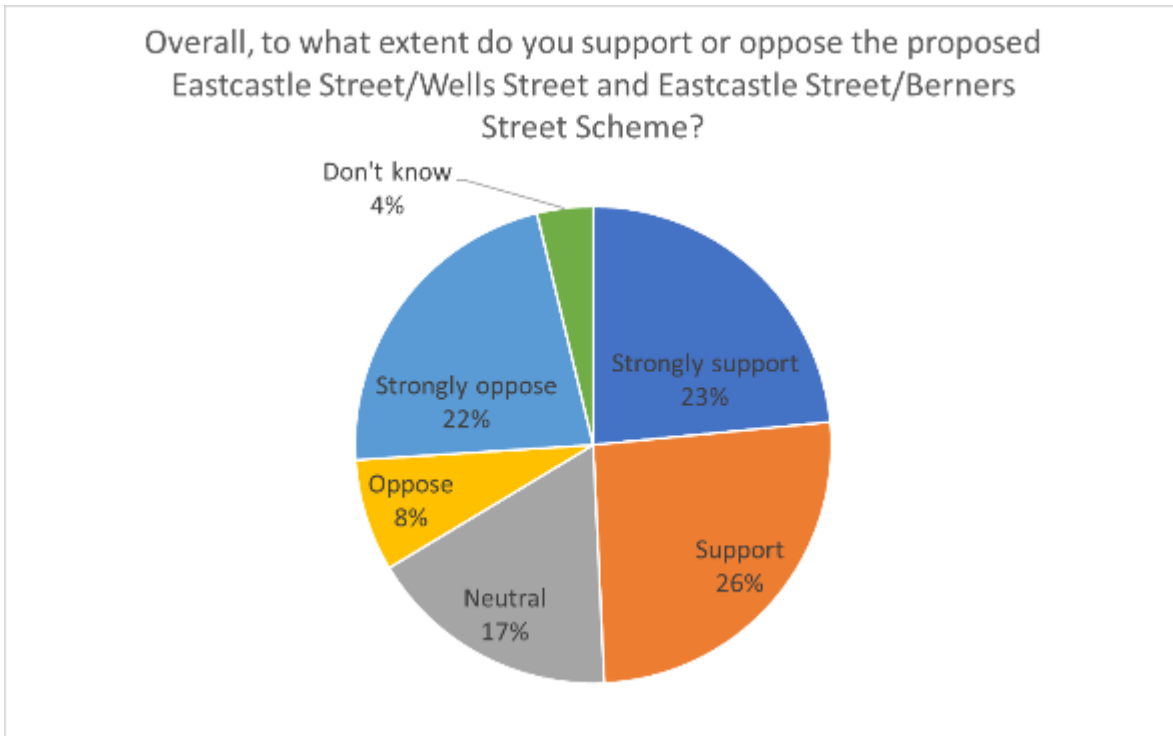
## 10.2 CLOSED QUESTION ANALYSIS FOR EASTCASTLE STREET SCHEME

- 10.2.1. Although there were 476 respondents who wished to answer questions about the proposals for the Eastcastle Street scheme (Table 10-1), all the question included in this section were optional. As such, there will be a different response rate for each.

### **Overall, to what extent do you support or oppose the proposed Eastcastle Street/Wells Street and Eastcastle Street/Berners Street Scheme? (Optional)**

- 10.2.2. The first question in this section asked respondents to indicate their level of support or opposition towards the Eastcastle Street proposals.
- 10.2.3. There was a total of 473 responses to the question, while 1,139 chose to skip this question.

- 10.2.4. As illustrated in Figure 10-1, 23% (111 responses) strongly supported the scheme, while 26% (122 responses) expressed support. 17% (81 responses), remained neutral on the matter.
- 10.2.5. 8% (36 responses) opposed the scheme, while 22% (105 responses) strongly opposed it. A minor percentage, 4% (18 responses), didn't express a clear opinion by answering 'don't know'.
- 10.2.6. These findings demonstrate overall support for the scheme, with combined support totalling 49% compared to collective opposition totalling 30%.

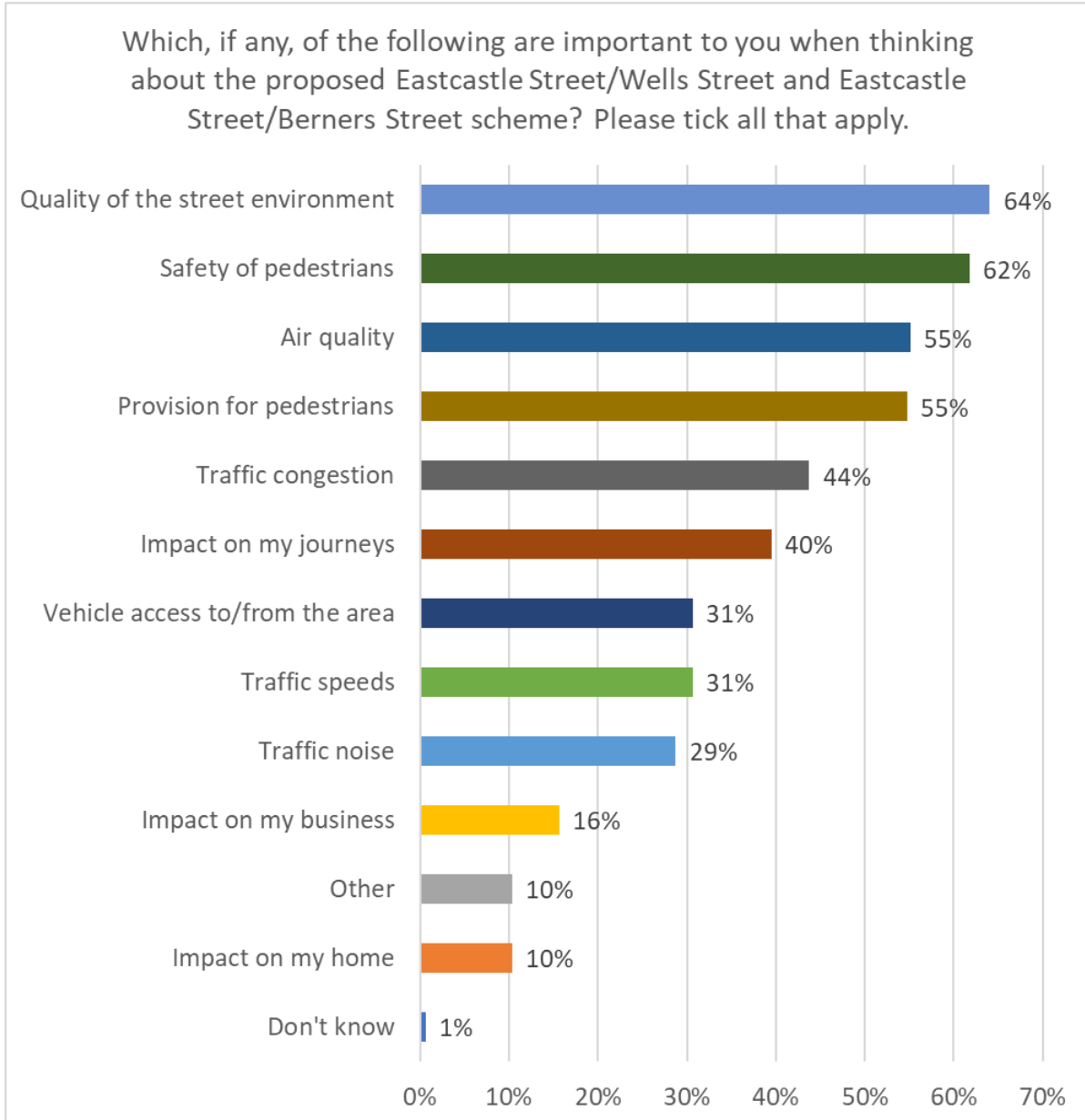


**Figure 10-1 – How respondents felt about the proposed Eastcastle Street scheme (473 responses)**

**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.**

- 10.2.7. There was a total of 473 individuals who answered the question asking them to select the items which are important to them when thinking about their views on the proposed Eastcastle Street scheme. 1,139 individuals elected to skip this question.
- 10.2.8. It should be noted that the number of responses (2,110) exceed the total number of individual respondents (473) because individuals had the option to select multiple answers. It demonstrates that most individuals would have selected more than one response to the question.
- 10.2.9. The results displayed in Figure 10-2 reveals the preferences of respondents regarding the proposed Eastcastle Street scheme, with a range of factors being considered.
- 10.2.10. The most popular answer, with 64% (303 responses), is the 'quality of the street environment.' This indicates that a significant majority of respondents prioritise the overall ambiance and aesthetics of the streets in the scheme.

- 10.2.11. The second most common responses, at 62% (292 responses) was 'safety for pedestrians' highlighting the significance of safety measures within the scheme.
- 10.2.12. Following closely behind, at 55% each, are 'air quality' (261 responses) and 'provision for pedestrians' (259 responses), highlighting the significance of green spaces and safety measures within the scheme.
- 10.2.13. 'Traffic congestion' was also a top priority for 44% of respondents (207 responses). 'Impact on my journey' was also important to 40% (187 responses).
- 10.2.14. Furthermore, 'vehicle access to/from the area' and 'traffic speeds' garnered attention, both receiving 31% (145 responses each). 'Traffic noise' was a concern for 29% (136 responses).
- 10.2.15. In addition to these, 'impact on my business' were a concern for 16% (74 responses). Towards the lower end, at 10% each, are 'other' and 'impact on my home' (49 responses each). Finally, 'other' received the least attention, with only 1% (3 responses).
- 10.2.16. These findings highlight a range of important factors that respondents are weighing when evaluating the Eastcastle Street scheme.



**Figure 10-2 – Features of the proposed Eastcastle Street Scheme which respondents felt were most important (473 respondents, 2,110 responses)**

**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?**

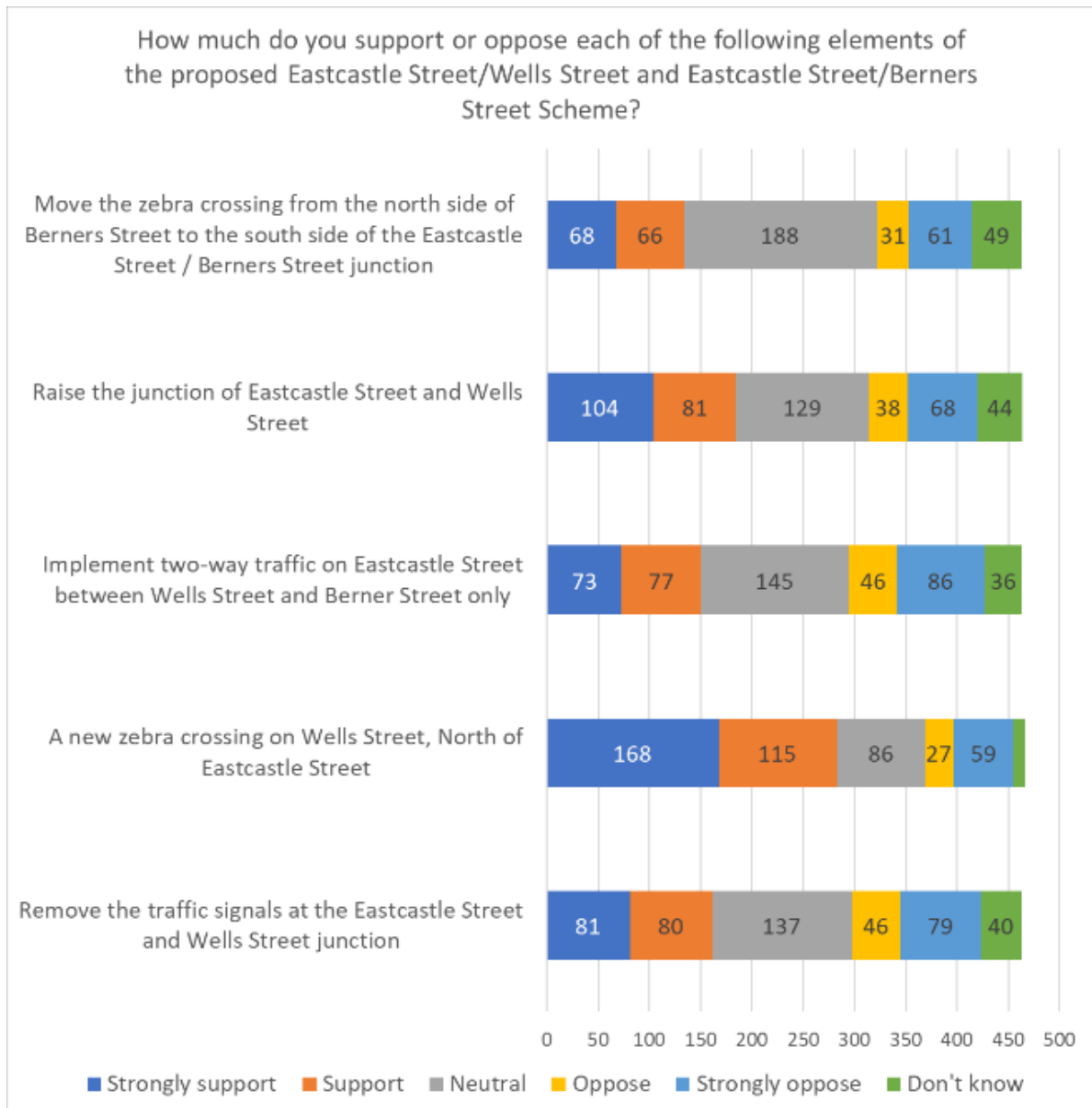
- 10.2.17. The second question in this section asked respondents to indicate their level of support or opposition towards the Eastcastle Street proposals.
- 10.2.18. There was a total of 468 individuals who answered the question asking them to select the items which are important to them when thinking about their views on the proposed Oxford Street West scheme. 1,144 individuals elected to skip this question.
- 10.2.19. It should be noted that the number of respondents (468 individuals) is lower than the total number of responses (2,319) because each respondent was required to rank four specific proposals on the



scale of strongly support to strongly oppose. Additionally, they were not required to rank all the proposals listed in the question. The data set illustrated in Figure 10-3 demonstrates that most individuals would have ranked more than one proposal but not all respondents ranked all the proposals.

10.2.20. Excluding neutrality, and those two selected 'don't know', there was overarching support across all the five proposals in the Eastcastle Street scheme. Looking at the results as a whole in Figure 10-3 the proposals with the highest support have been summarised below.

- The proposal for a new zebra crossing on Wells Street, North of Eastcastle Street received a total combined support of 61% (283 responses), making it the most supported element. This proposal also received the least collective opposition at 18% (19 responses);
- The proposal to raise the junction of Eastcastle Street and Wells Street received a total of 40% (185 responses), support making it the second most supported element; and
- The removal of the traffic signals at the Eastcastle Street and Wells Street junction received a total of 35% collective support (161 responses), making it the third most supported element.



**Figure 10-3 – Overview of respondents’ opinions towards the collective proposals for the Eastcastle Street scheme (total respondents 468, total responses 1,144)**

10.2.21. To accurately analyse and display the data summarised in Figure 10-3, each proposal has been broken down individually and outlined below.

**Proposal one: Remove the traffic signals at the Eastcastle Street and Wells Street junction**

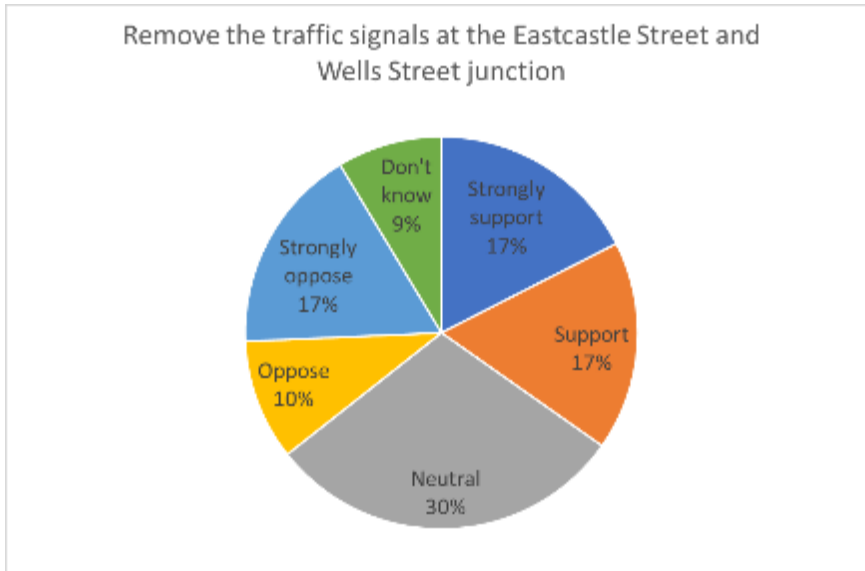
10.2.22. The first proposal listed in the question focuses on the removal of the traffic signals at the Eastcastle Street and Wells Street junction. This proposal received a total of 463 responses.

10.2.23. Figure 10-4 illustrates that the most common sentiment was neutrality, with 30% (137 responses) not taking a clear stance on the issue.

10.2.24. Following this, 17% (81 responses) expressed strong support for the proposal, while an additional 17% (80 responses) supported it. On the opposing side, 10% (46 responses) opposed, while a

further 17% (79 responses) strongly opposed the proposal. The remaining 9% (40 responses) did not express an opinion by selecting 'don't know'.

10.2.25. These findings demonstrate varying degrees of opinions, with the majority selecting neutrality at 30% of the total. Combined support totalled 34% compared to collective opposition totalling 27%.



**Figure 10-4 – How respondents felt about the proposal to remove the traffic signals at the Eastcastle Street and Wells Street junction**

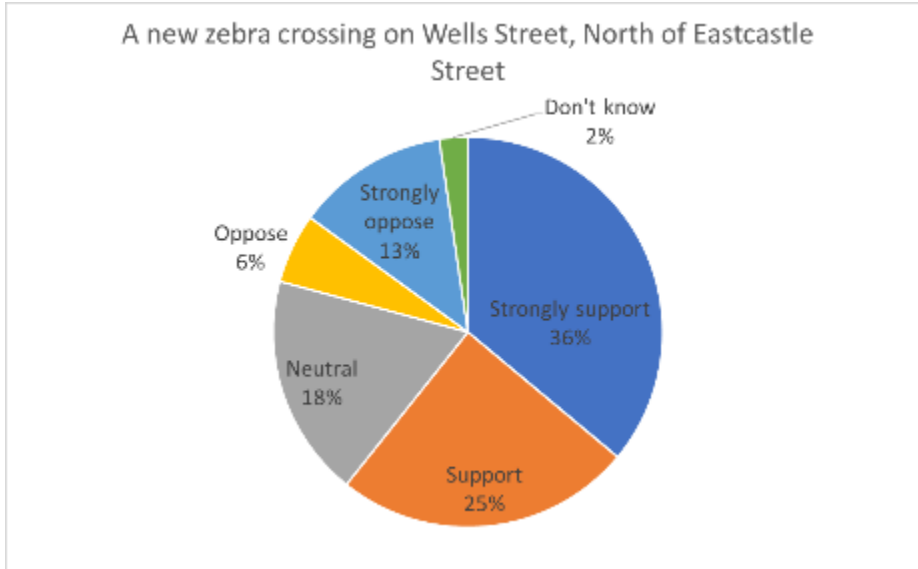
**Proposal two: A new zebra crossing on Wells Street, North of Eastcastle Street**

10.2.26. The second proposal listed in the question focuses on a new zebra crossing on Wells Street, North of Eastcastle Street. This proposal received a total of 466 responses.

10.2.27. As seen in Figure 10-5, these findings demonstrate overall support with 36% (168 responses) strongly supporting it and 25% (115 responses) supported it.

10.2.28. Only 6% (27 responses) opposed it, and 13% (59 responses) strongly opposed it. Lastly, 18% (86 responses) remained neutral, while 2% (11 responses), didn't express a clear opinion by selecting 'don't know'.

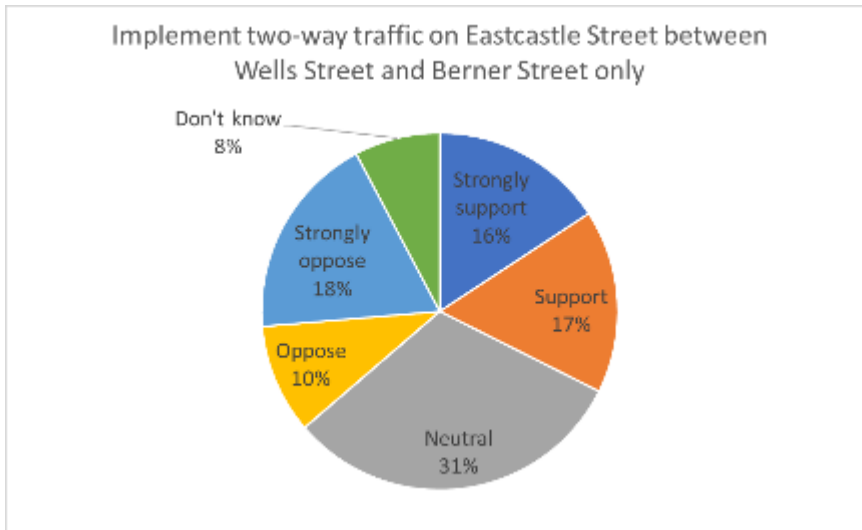
10.2.29. These findings demonstrate a large amount of support for the proposal, with 61% of collective support compared to 19% collective opposition.



**Figure 10-5 – How respondents felt about a new zebra crossing on Wells Street, North of Eastcastle Street**

**Proposal three: Implement two-way traffic on Eastcastle Street between Wells Street and Berner Street only**

- 10.2.30. The third proposal listed in the question speaks to the implementation of two-way traffic on Eastcastle Street between Wells Street and Berner Street only. This proposal received a total of 463 responses.
- 10.2.31. Figure 10-6 shows that the most common sentiment was neutrality, with 31% (145 responses) not taking a clear stance on the issue.
- 10.2.32. Following this, 16% (73 responses) expressed strong support for the proposal, while an additional 17% (77 responses) supported it. On the opposing side, 10% (46 responses) opposed, while a further 18% (86 responses) strongly opposed the proposal. The remaining 8% (36 responses) did not express an opinion by selecting 'don't know'.
- 10.2.33. These findings demonstrate varying degrees of opinions, with the majority selecting neutrality at 31% of the total. Combined support totalled 33% compared to collective opposition totalling 28%.



**Figure 10-6 – How respondents felt about the proposal to implement two-way traffic on Eastcastle Street between Wells Street and Berner Street only**

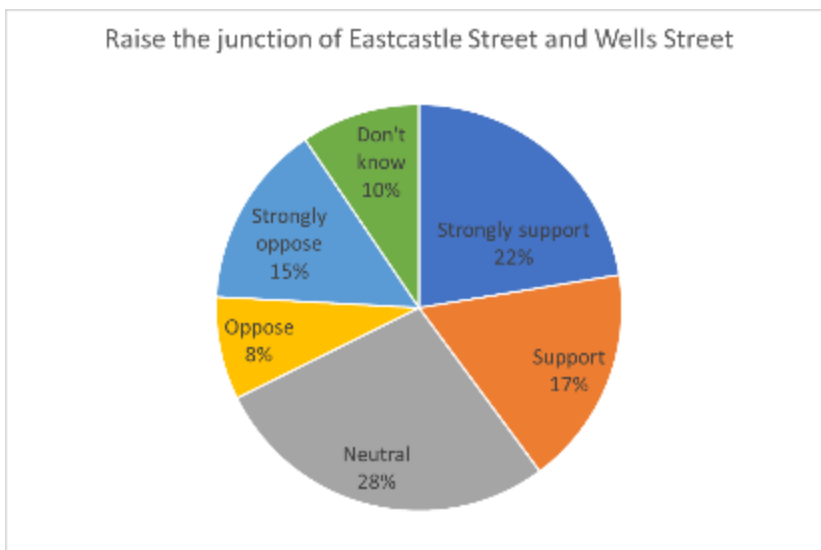
**Proposal four: Raise the junction of Eastcastle Street and Wells Street**

10.2.34. The fourth proposal listed in the question focuses on raising the junction of Eastcastle Street and Wells Street. This proposal received a total of 464 responses.

10.2.35. As seen in Figure 10-7, these findings demonstrate that the most common sentiment was neutrality, with 28% (129 responses). However, there is still overall support with 22% (168 responses) strongly supporting it and 17% (81 responses) supported it.

10.2.36. 8% (38 responses) opposed it, and 15% (68 responses) strongly opposed it. Lastly, 10% (44 responses), didn't express a clear opinion by selecting 'don't know'.

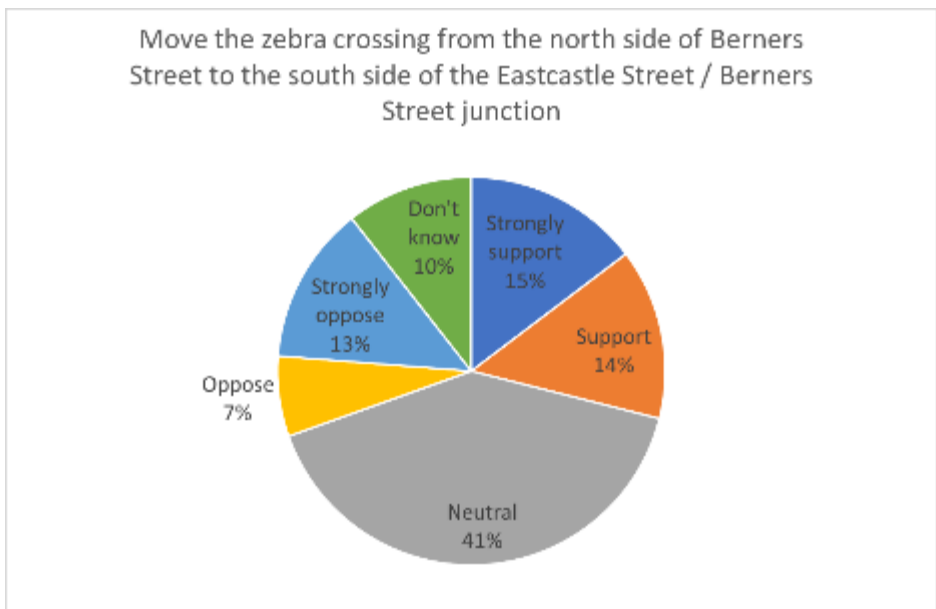
10.2.37. These findings demonstrate a large amount of support for the proposal, with 39% of collective support compared to 23% collective opposition.



**Figure 10-7 – How respondents felt about the proposal to raise the junction of Eastcastle Street and Wells Street**

**Proposal five: Move the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street / Berners Street junction**

- 10.2.38. The fifth proposal listed in the question focuses on moving the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street / Berners Street junction. This proposal received a total of 463 responses.
- 10.2.39. Figure 10-8 illustrates that the most common sentiment was neutrality, with 41% (188 responses) not taking a clear stance on the issue.
- 10.2.40. Following this, 15% (68 responses) expressed strong support for the proposal, while an additional 14% (66 responses) supported it. On the opposing side, 7% (31 responses) opposed, while a further 13% (61 responses) strongly opposed the proposal. The remaining 10% (49 responses) did not express an opinion by selecting 'don't know'.
- 10.2.41. These findings demonstrate varying degrees of opinions, with the majority selecting neutrality at 41% of the total. Combined support totalled 29% compared to collective opposition totalling 20%.



**Figure 10-8 – How respondents felt about the proposal to move the zebra crossing from the north side of Berners Street to the south side of the Eastcastle Street / Berners Street junction**

**10.3 OPEN QUESTION ANALYSIS FOR EASTCASTLE STREET SCHEME**

- 10.3.1. 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.
- 10.3.2. A total of 20 respondents provided comments which resulted in 85 coded comments. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive

representation and a precise identification of key themes within the data. Table 10-2 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 10-2 – Top 10 emerging themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	Comments on vehicle access	11	13%
2	Design suggestions	7	8%
3	Comments on congestion	5	6%
4	Wells street and Berner Street should not become two-way	4	5%
5	Accessibility issues with the proposals	4	5%
6	Comments/concerns around amount of parking	3	4%
7	Air quality will get worse	3	4%
8	Comments on impact on quality of life	3	4%
9	Comments on general enforcement and security	3	4%
10	Air quality is currently an issue	2	2%

**Theme 1: Comments on vehicle access**

- 10.3.3. Comments on vehicle access was the most recurring code with 13% of mentions (11 mentions) commenting on vehicle access in some way. Five of the comments mentioned they would like to see less cars in the area rather than more and felt the proposed changes on Wells Street would introduce more cars leading to worsening in air quality.
- 10.3.4. One comment mentioned that they rely on their car to get to hospital appointments and the roadworks needed for the scheme could cause issues in reaching these appointments.
- 10.3.5. One comment expressed that they would like to see taxi and HGV access restricted further.

**Theme 2: Design suggestions**

- 10.3.6. A total of 8% of coded mentions (7 mentions) for this section gave design suggestions, these included the following:  
 Widen footpath from Wells Mews to Berners Street;  
 Bike racks/parking;  
 Maintaining taxi access;  
 New cycle lanes along Berners Street/Newman Street; and  
 A crossing is needed to the Sanderson Hotel.

### **Theme 3: Comments on congestion**

- 10.3.7. Congestion remains a concern here, with 6% of mentions (5 mentions) indicating congestion is either currently an issue or could be worsened. Comments were concerned that the narrow streets in this part of London cannot accommodate extra traffic that could be displaced here. Below are extracts of the comments received:

*“Do not create 2 way traffic down East Castle Street. This is a residential area. Car traffic, congestion and pollution is killing us.”*

*“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”*

### **Theme 4: Wells Street and Berner Street should not become two-way**

- 10.3.8. A total of 5% of coded mentions (4 mentions) expressed not wanting Wells Street and Berner Street to become two-way as it would bring more traffic to the area. Comments mentioned that it is a residential area and should not have traffic diverted through it.

### **Theme 5: Accessibility issues with the proposals**

- 10.3.9. A total of 5% of coded mentions (4 mentions) for this section echo previous accessibility concerns in which respondents were concerned about access for taxis, emergency vehicles and private cars.



## 11 OPEN QUESTION ANALYSIS FOR ALL SCHEMES

- 11.1.1. Question 30 was a free text question as described in 3.2.2. Several comments did not specify which scheme their comments related to, so to avoid repetition and possible misrepresentation of the data, these comments have been categorised into 'all schemes' as described in 3.2.4.
- 11.1.2. A total of 126 respondents provided comments which resulted in 341 coded comments. The below percentages are based on the total number of coded comments (mentions), however 14 of the comments received offered no further comments on the proposals, therefore the base has been adjusted to exclude this from the total number of mentions. This is to ensure a comprehensive representation and a precise identification of key themes within the data. Table 11-1 shows the top 10 emerging themes and their corresponding number of mentions.

**Table 11-1 – Top 10 emerging themes and their corresponding number of mentions**

#	Theme	Number of mentions	% of mentions
1	General opposition/not needed	25	7%
2	Comments on vehicle access	22	6%
3	General Support/Needed improvements	20	6%
4	General design suggestions	20	6%
5	Comment on trees and greening	19	6%
6	More sustainable transport options/active travel provisions	18	5%
7	A reduction of cars is needed	17	5%
8	Comments on congestion	17	5%
9	Pedestrianisation should be considered	14	4%
10	Opposed to the proposed carriageway changes	12	4%

### Theme 1: General opposition/not needed

- 11.1.3. A total of 7% of coded mentions (25 mentions) generally opposed the programme. Of these, five believed the money could be used elsewhere or shouldn't be used due to the economic situation. Comments also suggested that the roads work as they are and should not be changed.

### Theme 2: Comments on vehicle access

- 11.1.4. Vehicle access is another recurring theme with 6% of coded mentions (22 mentions) speaking about vehicle access in some way. Of these comments, five believe that vehicle access should be reduced, with varying ideas as to how restricted access should be.
- 11.1.5. One comment suggested that cyclists and scooters should in fact be banned.

- 11.1.6. Many of the other comments were concerned about cars losing road access generally and in turn, this would create an unpleasant driving experiencing.

### **Theme 3: General support/needed improvements**

- 11.1.7. Whilst general opposition is the top theme, general support is the third with 6% of coded mentions (20 mentions) supporting the programme. The majority of comments did not offer further information as to why they supported the scheme. Comments included:

*“Terrific work in claiming back a horrible congested part of town in favour of kids, cyclists and pedestrians”*

*“Excellent schemes, long needed.”*

### **Theme 4: General design suggestions**

- 11.1.8. A total of 6% of coded mentions (20 mentions) gave design suggestions, these include:

- Make the roads bigger, not smaller;
- Creating safer cycle lanes/cycling provision;
- Improving the shopping experience;
- Enhancing the pedestrian experience;
- Reflect British heritage in the design rather than modern design;
- High quality paving that will not crack;
- Planting shouldn't be in front of shops;
- Street marshals to assist traffic;
- Move cars underground and create green spaces on top;
- Works should be delayed until after Christmas;
- More parking and taxi ranks;
- All junctions to have cycle lights;
- HGV loading times to not clash with the morning commute;
- Create cycle lanes wide enough for tricycles and cargo bikes; and
- Create planting with raised borders as seating.

### **Theme 5: Comment on trees and greening**

- 11.1.9. A total of 6% of coded mentions (20 mentions) made comments on trees and greening. All comments agreed that there should be more trees and greening in the area. Of these, 5 mentions also stated that a reduction in traffic is needed in the area. Comments included:

*“Need plenty of tress and pollinating plants to helps insects and wildlife. Make it greener.”*

*“The climate and the environment should be top of the list. The more greenery and less cars involved the more sustainable and ultimately more attractive the street will be, a modern and ecofriendly future facing high street that would be setting an example for other cities. London should be a trailblazer in upgrading its streets to be more eco-friendly and less car dependent”*



- 11.1.10. One comment mentioned that in a climate emergency there should be more emphasis on adding more greenery to cool the city.
- 11.1.11. One comment was concerned that trees and planting that are planted in shady areas may not survive, so they should not be planted in shady areas.

## 12 ANALYSIS OF 'WESTMINSTER RESIDENTS' AND 'WESTMINSTER RESIDENTS AND WORKERS'

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- 12.1.1. For the full report outlining the analysis of responders who identified as a 'Westminster resident' or 'Westminster resident and worker' please see Appendix I: *Oxford Street Programme Consultation Summary Report for 'Westminster resident' and 'Westminster resident and worker' 2023*.

## 13 WRITTEN FEEDBACK

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13.1.1. Respondents were able to provide additional feedback via email or letter or attend an event online or in-person to ask questions and give their views. Feedback received has been summarised in the following sections.

### 13.2 EMAILS

13.2.1. A total of 25 other written responses were received by either post or email. 4 of the responses received were from individuals and the remaining 21 were from organisations.

#### RESPONSES FROM INDIVIDUALS

##### Individual response 1

13.2.2. This individual voiced concern about the promotion of the consultation and explained how residents of his building received no information about the proposals.

13.2.3. The individual elaborated on their questionnaire response with the following points:

- Bird Street is overlooked by 64 apartments, and this should be considered in the proposals to make it an enhanced amenity space;
- There is no mention of public toilets in the proposal which is a mistake;
- Enforcement of existing rules excluding private cars from Oxford Street would yield a large improvement;
- The taxi rank proposals would have a positive impact, but something should be done to reduce the amount of empty black cabs travelling down Oxford Street;
- Pedestrians and Cyclists should be considered as separate entities. There is not enough space on Oxford Street for cyclists; and
- The loading proposals should avoid residential streets.

##### Individual response 2

13.2.4. This individual expressed disappointment in the proposals and hoped they considered the variety of shops and places to eat on Oxford Street.

13.2.5. The individual requested that more buses operate along the full length of Oxford Street, with alternative routes to the 390 and 98 buses.

13.2.6. The individual explained cyclists should be diverted away from Oxford Street and Regent Street to the parallel side roads, with the aim to improve cyclist safety.

13.2.7. The individual encouraged WCC to undertake an additional consultation about Oxford Street, to focus on the shopping and entertainment offerings.

##### Individual response 3

13.2.8. This individual strongly opposes the proposals to put a bus stand on Margaret Street because of the proximity to their residential building.

13.2.9. The individual asked for direct correspondence with WCC so that their residential building can provide feedback.

#### **Individual response 4**

13.2.10. This individual voiced opposition to the proposals for the following reasons:

- Concerned about the vehicle access proposals, particularly about the impact of increased deliveries/servicing vehicles/other traffic into residential streets off Oxford Street;
- Suggested that the amenity spaces at the ends of the residential streets could be designed as green screens to deflect shoppers away from the residential areas;
- The scheme proposes traffic flow reversal but fails to introduce measures to stop the current “rat-running” in the residential roads;
- There was not enough data provided in the consultation materials to support the traffic reversals. The individual requested a copy of the traffic data sets;
- The proposal didn’t seem to include information about management, particularly about the monitoring of buskers, pedicabs and noise pollutants;
- Concerned about the consultation timings and its limited leaflet distribution (particularly about the area south of Oxford Street West);
- Voiced disappointment that the questionnaire asked leading questions and sometimes additional response options were not available;
- Concerned about the reduced bus services and emphasised its importance for residents; and
- Concerned about the shift of taxi ranks to side streets due to the risk of air pollution, noise and safety. Also opposed the removal of daytime taxi ranks from Oxford Street due to their importance for those less abled.

### **RESPONSES FROM ORGANISATIONS**

#### **Licensed Taxi Driver Association (LTDA)**

13.2.11. The LTDA acknowledged the significance of Oxford Street for the taxi trade and supported the projects aim to be “a more inclusive, prosperous and sustainable high street for everyone”. The organisation outlined the importance of balance when considering the needs of all road users and emphasised the importance of keeping Oxford Street accessible and appealing.

13.2.12. Please see below for a summary of their key comments:

- The LTDA believes that the new proposals seem to benefit all road users and people in general;
- Their primary concerns are about ensuring proper access for licensed taxis and maintaining sufficient rank space;
- They welcome measures that give taxis the same access as buses and cyclists between Cavendish Square East and John Princes Street;
- They express concerns about the reversal of Rathbone Place, which could create congestion in Fitzrovia;
- The LTDA recommends working with Camden to optimise road space and infrastructure;

- They appreciate the emphasis on increasing taxi ranks inside roads off Oxford Street, but have concerns about their accessibility and visibility for passengers (e.g. lack of footfall);
- They suggest allowing taxis to make specific turns to improve traffic flow and shorten journeys;
- Address limited southbound routes to improve traffic flows and serve passengers coming off the Elizabeth Line;
- Retain and potentially expand the Selfridges rank to meet the high demand in the area;
- The LTDA recommends against nighttime-only ranks and suggests permanent ranks for steady demand during the day; and
- They offer to work with WCC and The Crown Estate to address problems and improve signage and wayfinding for taxi access.

### **London Borough of Camden**

13.2.13. London Borough of Camden (LBC) submitted a response on behalf of Camden Council.

13.2.14. They welcomed several of the key proposals of the Oxford Street Programme, particularly those which aim to provide enhanced public spaces.

13.2.15. However, the group provided comments/observations about the eastern extent of the Oxford Street proposal, given their proximity to the Camden boundary. These are listed below:

- Restrictions to general motor vehicles on Oxford Street East could benefit their proposed Holborn Liveable Neighbourhood (LN) scheme. Camden have requested the modelling outputs to show the potential impact of the proposed changes in this area;
- They express concern that the restrictions to general motor vehicles on Oxford Street East only begin at Hanway Street. They are concerned that the traffic avoiding Oxford Street will travel down Hanway Street and then onto Great Russell Street in an eastbound direction. As an alternative, the group propose the southernmost part of Hanway Street be made into a cycle and pedestrian zone that matches the times of the Oxford Street restrictions;
- They expressed concerns about the proposed reversal of traffic direction on Rathbone Place due to Oxford Street changes, aimed at providing an exit route for some vehicles during restriction periods. Concerns are related to potential impacts on Camden's streets north and east of Rathbone Place, including Stephen Street, Gresse Street, Charlotte Street, and Percy Street;
- While acknowledging benefits for Charlotte Street, the group highlights potential risks, including increased rat running;
- The group suggests reducing space for general motor vehicle parking in favour of providing more dedicated dockless bike hire/e-scooter bays, especially to address capacity issues in the Seven Dials area;
- Concerns are raised about carriageway widths in some parts of the proposals being around 3.25m, which may encourage motor vehicles to pass cyclists unsafely;
- They suggest collaboration between Westminster, Camden, and the Fitzrovia Partnership to address traffic and improve Charlotte Street;

- They ask that London Borough of Camden be considered as a key stakeholder with further dedicated workshops as a part of the second stage of consultation;
- They request that a detailed monitoring plan, including how the scheme is proposed to be monitored on Camden's streets, be shared with London Borough of Camden in advance of any decision being made; and
- The group urge all opportunities for improved cycle permeability and a reduction of through traffic be made throughout the scheme area.

### **London Cycling Campaign**

- 13.2.16. London Cycling Campaign supports many of the proposed measures, including restrictions on general motor traffic, improved pedestrian provisions, and contraflow cycling on certain streets.
- 13.2.17. However, especially given the high cost of the scheme and potential for disruption during construction, they feel the plans do not go far enough to improve the pedestrian/shopping experience.
- 13.2.18. Their key concerns include banned turns at Oxford Circus hindering cyclists, a design approach that seems unfriendly to cyclists, and a lack of ambition to reduce traffic in adjacent neighbourhoods.
- 13.2.19. Specific comments address concerns about unsafe overtaking between drivers and cyclists due to narrow traffic lanes, the need for cycle signals at junctions, and the necessity for more cycle parking facilities.
- 13.2.20. Additional points relate to the inadequacy of Advanced Stop Line boxes, objections to banned turns for cyclists at Oxford Circus, and the need for better connections to the wider cycling network, as well as the importance of traffic reduction in the broader area.

### **Marylebone Association**

- 13.2.21. Marylebone Association welcomed the organic approach of the proposals and supported many of the key ideas. These include the strategic shift from traffic displacement to traffic reduction and the recognition that the street without traffic could easily become an unpatrolled space.
- 13.2.22. On the other hand, Marylebone Association made the following comments about the proposals:
- The removal of bus laybys is unsuitable and means the buses will need to stop in the middle of the street to take passengers on. Therefore, the group are concerned about an increase of stopping and its impact on traffic behind (including delays etc). It is encouraged that the scheme allows for the restoration of all bus laybys in areas where there are to be bus stops;
  - It is recognised that the changes to Mortimer Street will make traffic routes more organised, especially around Cavendish Square. However, they feel it will also serve as an alternative route for non-bus traffic from Oxford Street. If this route gets congested, it could cause issues;
  - While the group understand the need to ease traffic at Oxford Circus by banning some turns, they feel it is unclear how this will impact bus routes. Buses that used to turn left will now go through John Princes Street/Holles Street which may be problematic because of how busy the turning point at Oxford Circus gets;



- Marylebone Association are concerned about the impact of side street modifications on traffic restrictions in Marylebone. For example, If Duke Street is to be narrowed to one lane, it is likely to provoke further congestion into Marylebone;
- The group requested further consideration be given to the greening proposals on Oxford Street and requested that side streets be provided the opportunity to receive greening initiatives if it is determined unsuitable on Oxford Street; and
- The consultation questionnaire does not meet the stated aspirations from Westminster City Council. They feel it is lengthy and somewhat confusing, which might be due to the numerous schemes included in the OS program.

### **Berners-Allsop Estate**

13.2.23. Berners-Allsop Estate welcome almost all the proposals, particularly the pedestrian improvements and the proposals to provide more dedicated areas for e scooter/e bike parking.

13.2.24. The Estate commented on the management of Oxford Street and are keen to find out more once the information is available.

13.2.25. The Estate oppose the proposals making Eastcastle Street two-way between Wells Street and Berners Street. Their reasons are included below:

- Pedestrian use of this section has increased dramatically following the opening of the Elizabeth Line entrance on Dean Street. Many more pedestrians use this route to access the North of Fitzrovia;
- The only traffic that would use the new two-way system would be coming from the west. There are very few vehicles that would actually use this route, so the proposals seem 'over engineered' for little benefit;
- If the parking spaces on this section of Eastcastle Street are proposed to be re-located, could pavement widths be instead increased so they could hold additional tree planting? This would benefit the increasing numbers of pedestrians and general environment, rather than prioritising the few vehicles that would use this route; and
- While the raised junctions and pedestrian crossings are acknowledged between Wells Street and Berners Street, there are no North/South pedestrian crossings in the proposals.

### **British Land PLC**

13.2.26. British Land PLC welcome and fully support the transformation of the public realm along Oxford Street and are encouraged to see the proposals progressing. They noted their particular interest in the areas around West One Shopping Centre and 75 Davies Street as British Land retains overall responsibility for their asset management, property management and development management.

13.2.27. British Land PLC provided comments on the key proposals which are summarised below:

- Bond Street underground station and the Elizabeth Line are key arrival points for the Western End of Oxford Street. Therefore, transformation of the public realm in these locations is pivotal for the street's overall improvement, and more information should be provided on how this will be considered in the proposals;
- The changes in street width and crossing improvements are positive and will greatly improve the connectivity in the area (particularly between Gilbert Street and Davies Street);

- The cycle provisions and decluttering of Oxford Street are also positive, but the group requested that more information about the cycle parking strategy on Davies Street;
- British Land PLC noted the importance of monitoring and enforcement, particularly in amenity space;
- Access for taxis and private hire on Oxford Street in the evening is supported but it is not clear from the proposals how the taxi rank will be demarcated, operated, or managed;
- The use of dockless e scooters and e bikes along Oxford Street can cause conflict with pedestrians and restrict movement. The strategy for addressing dockless e scooters and e bikes in relation to movement and parking zones is important;
- The new cul-de-sac on the northern end of Gilbert Street is supported;
- The group recommended a carbon review of the current materials proposed, noting that European granite has a high carbon footprint;
- The proposed street trees on Oxford Street between Gilbert Street and Davies Street are supported but it was emphasised the trees should be pollution/disease/drought/climate change tolerant. It was suggested that the use of high clear stemmed, semi mature trees will enhance sight lines for pedestrians;
- While urban greening is supported, there are some areas where small scale garden beds are proposed which could be vulnerable to drying out with limited growing medium to flourish. Consideration should be given to increasing the size of planting beds and ongoing maintenance through a management plan;
- The distribution of street furniture along the length of Oxford Street is supported, and seating with back support is encouraged;
- More information is requested about the aspirations for the kiosks around South Molton Street and Oxford Street;
- Clear wayfinding directing visitors to both Bond Street underground station and the Elizabeth Line is essential; and
- More information is requested about the Public Art offerings, particularly if the proposed lighting and flags are to be suspended from West One or 75 Davies Street.

### **Church Commissioners for England**

- 13.2.28. Whilst the Church Commissioners are supportive of plans to transform Oxford Street, they remain concerned that the programme does not go far enough in terms of its ambition.
- 13.2.29. Whilst the Church Commissioners recognise the proposals include plans to widen the footways around Marble Arch and welcome the pavement works up to the corner of Great Cumberland Street, the Church Commissioners remain concerned that the proposals do not seek to address the Edgware Road.
- 13.2.30. The Church Commissioners would request further evidence on the impact of the transformation of Oxford Street on Edgware Road and the Hyde Park Estate is provided as this is a significant concern for residents.

### **Fitzwest Neighbourhood Forum and Fitzrovia Neighbourhood Association**

13.2.31. The response provided was on behalf of FitzWest Neighbourhood Forum and the Fitzrovia Neighbourhood Association (FNA).

13.2.32. The key comments raised were:

- The groups oppose the proposals to make Great Titchfield Street into a thoroughfare road and ask that restrictions be placed on this road for lorries north of Mortimer Street after 7pm and at weekends;
- The groups question Westminster City Council's previous claim that traffic levels would not increase in Fitzrovia in the future;
- Residents of Percy/Windmill/Store Street fear the consequences of the larger anticipated volumes of traffic diverted onto their residential streets from Oxford Street;
- The groups are concerned about increased traffic and air pollution associated with the proposed axis between Wigmore/Mortimer/Goodge Street;
- Concerns about increased traffic due to the diversion from Oxford Street and Oxford Circus;
- Concerns about increased traffic due to the diversion from Oxford Street and Oxford Circus, and the need to monitor traffic levels and traffic light sequencing in the area;
- Support for pedestrian improvements at Margaret Street/Great Titchfield Street and Mortimer/Great Titchfield Street junctions, with a request for pedestrian flow measurement and the maximisation of pedestrian space;
- Concerns about reduced bus stands for routes 55 & 73, the potential impact of reversing traffic in Great Castle Street on IKEA's loading bay, and the removal of bus stop laybys because of potential traffic congestion;
- Emphasis on the importance of greenery in the area, with a request for tree planting during the current Oxford Street scheme and coordination with the Market Place Steering Group;
- Support for measures to increase pavement area and minimise clutter;
- Support for refreshing the design of Oxford Street between Oxford Circus and Tottenham Court Road, along with concerns about the lack of public toilet facilities; and
- Concerns about expanded road areas and reduced cycling space in Fitzrovia due to traffic flow changes.

### **Great Portland Estates**

13.2.33. Momentum Transport provided a response on behalf of Great Portland Estates.

13.2.34. Great Portland Estate notes their holdings on Oxford Street: Mount Royal, 1 Newman Street/70-88 Oxford Street and 29-43 Oxford Street. They are broadly supportive of the changes being proposed.

13.2.35. Please see below a summary of Great Portland Estates comments:

- Pedestrian and public realm improvements are supported, including the widening of the footway along Oxford Street and the removal of central medians;
- The group expressed concerns regarding the proposed traffic restrictions on Oxford Street and the restricted turning options on Oxford Circus as they fear these measures may

negatively affect vehicle routing. Their specific worry centres on the potential diversion of traffic onto smaller side streets ill-equipped to handle significant traffic volumes. Therefore, the group is requesting access to the traffic modelling data and a concise overview of its findings to better understand the situation;

- The proposed loading pads along Oxford Street and several side streets are supported;
- Further information on the proposed evening taxi ranks would be useful, particularly as the surrounding area is largely commercial/retail and so evening taxi use is expected to tail off at around 22:00-22:30;
- Noting the funding will be split between Westminster City Council and the private sector, it is important that the private sector funding contribution is calculated on a fair and reasonable basis;
- Due to the phased nature of the works, the group feel that some businesses will suffer from the disruption caused by the implementation works more than others. Further information is required to understand how the funding is anticipated to be generated and how these align with the phasing programme; and
- Concerns have been raised about conducting the public consultation during school holidays when key stakeholders are typically unavailable to review and comment on the proposals. This timing may have hindered capturing a wide range of opinions needed to ensure the proposals align with the diverse needs of Oxford Street's users.

### **Grosvenor Property**

13.2.36. Grosvenor Property strongly supports both the investment and the overall aims of the project and wishes to be involved as a key stakeholder through the next project stages.

13.2.37. Please see below a summary of Grosvenor Property's comments noting that a more detailed table is included in their response:

- Support for the traffic direction reversal on Park Street and North Audley Street to reduce traffic in Mayfair, with a request for post-implementation monitoring;
- Support for the closure of Davies Street's northern end and a desire to integrate design with neighbouring improvements;
- Suggestion to include Davies Street North's public space in the Oxford Street Programme;
- Support for the widening of the crossing at Duke Street but noted that the clash between the kiosks and crossing needs to be considered;
- Acknowledgment that the Oxford Circus changes indirectly benefit the Grosvenor Estate and encourage a high level of ambition for creating an iconic gateway to the West End;
- Oppose the relocation of several telephone boxes in favour of a total removal to reduce street clutter; and
- The removal of Pay by Phone car parking will adversely affect retail customers.

### **Historic England**

13.2.38. Please see below a summary of Historic England's comments on the Oxford Street Programme proposals:

- The proposals should enhance the setting and appreciation of not only designated heritage assets but should draw upon the rich heritage of Oxford Street;
- Historic England requests more details on the proposals consideration of heritage assets and recommends the project team work closely with heritage specialists to integrate them into the revised design;
- One aspect of the proposals which raises concern is the widening of pavements around Oxford Circus. The group notes the historic significance of this area and strongly recommends that greater consideration is given to how the original design concept can be better reflected in the revised proposals; and
- The consultation lacked information about street furniture and further detail is requested. The group note the importance of quality, particularly because of Oxford Streets international profile.

13.2.39. Comments were also made about the Regent Street consultation, but these have been omitted from this summary.

#### **Howard De Walden Estate LTD**

13.2.40. The Howard De Walden Estate is strongly supportive of the proposals and would like to be included in future discourse with the project team, as the proposals develop.

#### **Ingka Investment LTD**

13.2.41. Icen Projects provided a response on behalf of Inka Investment LTD.

13.2.42. Ingka Investments LTD strongly supports the overarching principle of creating a dynamic and sustainable environment along Oxford Street and enhancing the public realm that strengthens its global status.

13.2.43. However, they object to the proposal for a new bus stand on Great Portland Street, which would be situated directly outside of the new office entrance that they are currently in the process of implementing. Ingka Investment LTD request that an alternative, more appropriate bus stand is considered, which they are happy to discuss with the team.

13.2.44. They also seek further clarification on how servicing would occur if the bus stand were implemented, in addition to further detail regarding the proposed trees along Oxford Street.

13.2.45. The current layout restricts vehicles turning from Great Castle Street onto Regent Street. While the proposed scheme appears to be an improvement, it's crucial to ensure that service vehicles can still exit from Great Castle Street at the new Great Castle Street / Regent Street junction.

13.2.46. Ingka Investment LTD are supportive of the intentions to increase tree planting, greening, and the overall public realm enhancement along Oxford Street. However, Ingka Investment LTD want to ensure that none of the trees proposed along their Oxford Street frontage interfere with retail entrances- noting the City Plan Policy 14, which they request further clarification on.

#### **Metropolitan Police**

13.2.47. Please see below a summary of the Metropolitan Police's comments:

- Tactile paving should follow the Department for Transport's national guidance with tails fitted at the formal crossing points;

- Where the carriageway on Oxford Street is raised to footway level, there should be a form of tapping rail or tactile paving for visually impaired pedestrians;
- Where mandatory cycle lanes are shown in Regent Street, the remaining carriageway width should be large enough to avoid vehicles over running and potentially colliding with cyclists;
- They requested further information on the changes to Soho Street, particularly the lack of vehicle stop lines in the materials;
- Signage and give way markings are vital on Eastcastle Street to avoid head on collisions with traffic; and
- “Look both ways” markings are not permitted for use unless authorised by the Department for Transport. Noted their inclusion on the Cavendish Place/Cavendish Square/Wigmore Street diagrams.

### **Real Estate Management Limited (REM Limited)**

13.2.48. Caneparo Associates provided a response on behalf of Real Estate Management Limited.

13.2.49. REM Limited, asset manager of the Park House site (referred to as Site), fully support the need for improvements to Oxford Street, however has comments regarding some of the proposals:

- The changes to pedestrian and cyclist movement are largely welcomed but further clarification is requested regarding the introduction of diagonal crossing. It is a concern that this orientation will serve to encourage eastbound pedestrians on Oxford Street away from the Site, which will reduce footfall for retailers;
- The proposed traffic changes may lead to longer routes for accessing the site, potentially increasing traffic on nearby streets and causing inconvenience for local residents and delivery vehicles;
- The proposals to changes the hours of operation of on-street servicing bays is supported and will deliver benefits to the overall environment on Oxford Street;
- Proposed on-street parking changes on North Row should be reconsidered to prevent potential speed increases and safety concerns for pedestrians and residents; and
- There are concerns about extending the Oxford Street taxi rank near the Site, which could lead to increased noise, anti-social behaviour, and potential crime, negatively affecting residents in the eastern part of the Site.

### **Paddington Residents’ Active Concern on Transport (PRACT)**

13.2.50. PRACT’s direct interest is in bus services between Paddington/Bayswater/Hyde Park Estate areas and central London. A summary of their key comments is below:

- The group welcome the proposed retention of five bus routes along Oxford Street;
- PRACT are extremely concerned about prospective delays to the buses as an impact of the proposed removal of laybys. The group outlined the importance of laybys, particularly when buses need to use their disabled ramps;
- The group suggests laybys be provided at principal bus stops in the section, and that this could be done with little detriment to the beneficial impact of the scheme;



- The buses which are impacted by the Oxford Circus turn movement restrictions will experience a lengthy diversion. The group regard these delays for the impacted routes as regrettable, but acceptable because of other more general benefits;
- The group are concerned about the consequent delays to buses and other traffic in Oxford Street West and likely spillover effects to nearby streets; and
- If Transport for London revert to their earlier proposal to curtail route 94 at Marble Arch, it would be necessary to find a location for a bus stand situated to the east of Marble Arch, so that there would be ease of passenger transfer.

### **The Resident Society of Mayfair and St James (RSMSJ)**

13.2.51. RSMSJ understand the overarching rationale of the proposals in Mayfair but are concerned about their negative impact on residents. For instance, the proposed reversal of traffic flow in Park Street and the creation of cul-de-sacs will cause disturbances and overall inconveniences.

13.2.52. Please see below a summary of RSMSJ's comments, noting that they cannot fairly represent the overall views of their members:

- Oxford Street requires intervention to regain its former reputation;
- The group do not see the need to widen pavements if they are going to be taken over by anti-social behaviour;
- RSMSJ encourage the introduction of a management plan to fix the current problems in the area. The group noted a previous plan for busking but explained its lack of enforcement recently; and
- The group are concerned about the impact of narrow roads and do not support the proposals to remove laybys for both buses and delivery vehicles. If traffic is reduced to a single lane, the risk of congestion each time a bus stops is high, which could lead to an increase in emissions.

### **Save our Buses (SOB)**

13.2.53. Save our Buses broadly support the plans, with one reservation and suggestions for restoring Oxford Street bus links.

13.2.54. SOB support the vehicle movements/bus stand proposals on Oxford Circus but ask that plans for route 22 terminus be reconsidered. In order to improve bus/ traffic flow further, it would be preferable for all buses serving Oxford Circus to have terminating points away from the junction.

13.2.55. SOB welcomes the Westminster City Councils decision to retain bus provision on Oxford Street. They suggest making modest route revisions to restore lost links and recover patronage in the local area. These route amendments re included below:

- Route 22 – Divert to Piccadilly Circus & Covent Garden Station via Shaftesbury Ave & Holborn.
- Route 25 – Extend from City Thameslink to Oxford Circus via New Oxford Street & Tottenham Court Road Stn.
- Route 73 – Extend to Victoria via Bond St Station, Mayfair, Green Park Station & Hyde Park Corner.

- Route 390 – Divert at Hyde Park Corner to Knightsbridge, Royal Albert Hall, Kensington & Hammersmith.
- Route 15 and 2 – TfL should consider linking the 15 & 23, removing the overlap, creating new links & reducing the number of buses terminating at Aldwych & Trafalgar Square.

### **The Fitzrovia Partnership**

- 13.2.56. The Fitzrovia Partnership welcome the proposals for the scheme and support the completion of proposed works by Spring 2026.
- 13.2.57. The Fitzrovia Partnership support the conversion of Mortimer Street to two-way traffic, welcoming an ease of traffic around the Westminster/Camden boundary.
- 13.2.58. The group also welcome the new crossing at the Oxford Street junction with Great Titchfield Street and hope the lower end of Great Titchfield Street be renewed as a “green oasis”.
- 13.2.59. The Fitzrovia Partnership emphasise the need for consulting businesses on any proposal to make Great Titchfield Street one-way southbound.
- 13.2.60. The group have the following concerns:
- A general concern of The Fitzrovia Partnership is the proposals parking provisions (cycle and cycle hire), particularly that they don’t seem to differentiate between the two. The Fitzrovia Partnership suggest an increase in both types of parking be implemented to reduce the amount of abandonment currently seen in the area.
  - The group also have concerns about changing the one-way direction on Great Titchfield Street, as it contradicts its role as a local shopping and residential street in Fitzrovia. Suggestion that traffic using the new two-way Margaret Street should be encouraged to turn left or right at Mortimer Street to leave the area instead of continuing along Great Titchfield Street.
  - Concerns about changes to Eastcastle Street, particularly the placement of zebra crossings and the removal of the zebra crossing across Berners Street.
  - The group are concerned about pedestrian access to the Sanderson Hotel and the downgrading of pedestrian crossing facilities at the Wells Street junction. They note the increase of pedestrian foot traffic in this area because of the new Elizabeth Line entrances and suggest against narrowing the footpath to make Eastcastle Street two-way.

### **Westminster Cycling Campaign**

- 13.2.61. Westminster Cycling Campaign support many of the key proposals, including the various restrictions for general motor traffic, the improved pedestrian provisions and the introduction of contraflow cycling on several north-south streets. Additionally, the group welcome the intention to reduce taxis circulating without passengers but feel this will not be achieved by introducing new taxi ranks.
- 13.2.62. However, please see below Westminster Cycling Campaign key concerns:
- The banned turns on Oxford Circus create an unacceptable obstacle for people cycling;
  - The design which they feel is reminiscent of the previous administrations approach to cycling (cyclists are viewed as a nuisance and not enabled); and



- There seems to be no general ambition in this scheme to reduce traffic in neighbourhoods adjoining Oxford Street. They urge the council to consider area-wide traffic reduction schemes, like those in Covent Garden and Seven Dials.

13.2.63. The group also made the following, more specific comments about the proposals:

- The proposed traffic lanes of 3.25 meters each border on the width range (3.25 to 4m) where unsafe overtaking between drivers and cyclists could occur. This may make it challenging for buses and bikes to safely pass each other without adequate room or suitable gaps in oncoming traffic;
- Without planned cycle tracks, it's essential to implement cycle signals at junctions, not just advanced stop lines "where possible"; and
- To make Oxford Street more appealing and address current difficulties with cycle parking, a significant increase in cycle parking facilities is required. Recent improvements in Hanover Square serve as a positive example of what could be achieved.

#### **Westminster Property Association (WPA)**

13.2.64. The WPA strongly supports Westminster City Council's Oxford Street Programme.

13.2.65. Oxford Street is a crucial leisure and retail destination, but it has suffered from underinvestment, a challenging retail environment, and the impact of the pandemic.

13.2.66. WPA members have invested in the area and believe that bold action, including public realm enhancements, increased greenery, and congestion reduction, is necessary.

13.2.67. They urge the City Council to prioritise and promptly deliver these proposals to secure the future success of Oxford Street.

### **13.3 LETTERS**

13.3.1. No letters were received for the consultation.

## 14 EVENTS

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### 14.1 IN-PERSON EVENTS

14.1.1. As part of the consultation process, four in-person events were held to provide an opportunity for stakeholders, residents and the wider public to hear more about the proposals, meet the project team and ask any questions. The details of the in person and online events are outlined below, summarising the feedback received.

14.1.2. Four in-person events in central London on the dates below:

- Tuesday 18 July at Salvation Army Regent Hall 9am-5pm (c23 attendees);
- Wednesday 19 July at Salvation Army Regent Hall 2pm-8pm (c26 attendees);
- Wednesday 2 August at Salvation Army Regent Hall 9am-5pm (c70 attendees); and
- Wednesday 9 August at Salvation Army Regent Hall 2pm-8pm (c65 attendees).

#### IN-PERSON EVENT FEEDBACK

14.1.3. Whilst the proposals were generally well received by the general public, a summary of the key concerns and comments from the four in-person events has been outlined below:

14.1.4. **Transportation and Traffic Management:** Members of the public expressed concerns about the proposed carriageway width in relation to the potential for disruptions caused by broken-down vehicles, especially buses, and carriageway works. They also raised questions about whether lane width reductions would lead to further congestion and if the emergency services would be able to get through.

14.1.5. **Public Transport Services:** Bus services were a focal point, with requests for extra stops, increased bus service provision in the West End, and concerns about connecting routes and interchanges. Questions were also asked about the change to services, and whether the schemes would result in fewer bus services. The management of taxis, including pedicabs and Uber, and issues related to emergency vehicle access, cycling infrastructure, and traffic changes were also discussed.

14.1.6. **Servicing and Freight Management:** Members of the public enquired about the management of servicing on Oxford Street, especially addressing large vehicles operating at anti-social times and preventing service vehicles from damaging trees. Coordination of wider freight management was another concern raised.

14.1.7. **Pedestrianisation:** Members of the public expressed interest and raised questions about the potential pedestrianisation of Oxford Street. They wanted to understand if this was being considered and, if so, the impact it would have on traffic and accessibility, businesses, and the overall urban environment of Oxford Street.

14.1.8. **Paving and Wayfinding:** Questions centred on the design's consideration of wider footways and how to encourage their use, as well as the implementation of effective wayfinding and design to guide people to use the space as it has been designed.

14.1.9. **Cycling:** Members of the community voiced concerns about the lack of cycle lanes, cyclists using footways, the need for a broader cycling network, and worries about cyclist safety when passing

buses. Additionally, questions were raised about a cycle route on Oxford Street in consideration of TfL's Cycling Action Plan. Other queries that were raised included the availability of cycle stands on Oxford Street, potential congestion in side streets due to taxis and cycle stands, and the impact of wider pavements on pedi-cabs and e-bikes. Visitors also suggested signposting for cycle parking and had queries regarding cycle routes.

- 14.1.10. **Amenity Spaces and Greening:** Concerns were expressed about rough sleeping and anti-social behaviour near residential areas, leading to suggestions to avoid seating close to residential areas. Members of the public wanted consideration for the integration of works to Oxford Market and addressing issues like pigeons. They questioned the intended use of amenity spaces and called for more excitement in the design. There was strong support for trees and green infrastructure, with queries about tree species selection and whether there would be greening of buildings.
- 14.1.11. **Anti-Social Behaviour (ASB):** Members of the public suggested using existing CCTV cameras for various forms of enforcement, such as busking and theft prevention. Questions were asked about any proposals for urinals, the tenants of kiosks and their use (cooking smells), vagrancy, pedicabs, and discarded bikes, prompting calls for increased police and Westminster City Council presence.
- 14.1.12. **Planning and Community Initiatives:** Members of the public wanted greater visibility of other Westminster City Council (WCC) initiatives and encouraged mixed land uses and community assets. There were questions about managing undesirable stores, meeting residents' needs, supporting community-focused spaces, resident community centres, diverse shopping options, and the impact of the night-time economy on residents. Concerns were expressed about modern-day slavery in retail, the decision-making process, potential rent changes, and the effects of licensing on essential shopping for residents.
- 14.1.13. **Public Amenities:** Members of the public highlighted the need for public toilets with inclusive facilities and access for children. There was also a demand for drinking water. Questions arose about the maintenance of public amenities, including green areas, paving, and waste collection. Management of bins and their aesthetics were also mentioned.
- 14.1.14. **Programme and Maintenance:** Members of the public expressed interest in the programme delivery schedule and raised questions about maintenance for green areas, paving, and waste collection. Concerns were voiced about the accumulation of waste from businesses and the importance of leaf collection. The management of bins and potential improvements to their aesthetics were discussed.
- 14.1.15. **Wayfinding and Design:** Members of the public wanted to know more details about new wayfinding elements.
- 14.1.16. **Consultation Process:** Concerns were raised about the timing and advertising of the consultation, with calls for more consultation with residents and greater clarity about the stage of the design process that the project was in (and therefore the amount of influence on it).
- 14.1.17. **General Questions and Concerns:** Various general questions and concerns were raised, including inquiries about Oxford Street's decline, the inclusion of Marble Arch in redevelopment plans, traffic datasets used in the design, changes to traffic off Oxford Street, potential changes to driving routes, proposed bus service changes, issues with dockless bike parking on footways, plans for specific streets like Binney Street and Gilbert Street, pigeons in Old Cavendish Street, and the future management of pedicabs.

## 14.2 MARKETS

- 14.2.1. To enhance the awareness of the consultation period, the project team attended multiple local markets to hand out postcards and encourage the general public to complete the questionnaire. Although the aim of these markets was more focused on promotion, members from the technical team and communication team were present to have a conversation and answer any questions the public may have.
- 14.2.2. Three markets were attended in central London on the dates below:
- **Tachbrook Street Market:** Thursday 17 August at 11am-2:30pm
  - **Church Street Market:** Saturday 19 August at 10am-2pm
  - **Berwick Street Market:** Monday 21<sup>st</sup> August at 11am-2:30pm

### Market event feedback

- 14.2.3. The questions and feedback received via the market engagement were very similar to the questions and feedback raised during the in-person sessions at Regents Hall.
- 14.2.4. The OSP team received questions regarding maintenance and management of the street, candy stores, pedestrianisation, and bust stops. A few residents requested more information as to the value for money of such a Programme and concern for other ongoing projects/initiatives of the Council.
- 14.2.5. Still, the majority of those engaged in these sessions expressed a desire to see changes on Oxford Street including an improved public realm, better offer of stores and services such as F&B and more job opportunities, particularly for young people.

## 15 EQUALITY IMPACT ASSESSMENT (EQIA)

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- 15.1.1. An Equality Impact Assessment (EqIA) was undertaken as part of the Programme. The EqIA is a process designed to ensure that a policy, project, or scheme does not unlawfully discriminate against any protected characteristic as defined by the Equality Act 2010.
- 15.1.2. The EqIA is considered as a 'live' document, meaning that it has been updated at different stages of the scheme lifecycle. The most recent update incorporated feedback received during the public consultation phase as well as targeted engagement.
- 15.1.3. The EqIA identified that overall, the scheme was likely to have a net-positive impact. The widened footways, improved crossing points, new greenery, reduced street furniture, revised bus/taxi operations, and improved public realm are expected to benefit older people, disabled people and pregnant women in particular.
- 15.1.4. Three potential negative impacts were also identified which require additional consideration or mitigation. These relate to the changes to motor vehicle access, alterations to Blue Badge parking, and changes to footway level loading bays. It was considered that these changes may result in negative impacts for people with mobility impairments, including some disabled people, older people and pregnant women.

## 16 CONCLUSIONS AND NEXT STEPS

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### 16.1 CONSULTATION SUMMARY

- 16.1.1. WSP, on behalf of Westminster City Council (WCC), conducted a comprehensive six-week consultation for the Oxford Street Programme, encompassing five key projects. The consultation period ran from July 17 to August 31, 2023. Its primary objectives were to update stakeholders on the proposals and gather input from the local community and interested parties. The collected feedback will play a pivotal role in guiding the decision-making process and shaping the development of the Oxford Street Programme.
- 16.1.2. The outreach effort for the consultation was comprehensive, including the distribution of hard copies of postcards to approximately 12,876 Oxford Street area properties in July and an additional 3,722 properties in August. To enhance visibility, lamp post wraps with QR codes and website URLs were installed at 60 locations around Oxford Street. Promotional emails were dispatched via Mailchimp throughout July and August, while WCC leveraged social media posts and a press release to raise awareness of consultation events. Posters were strategically placed in TfL central tube stations, including Bond Street and Tottenham Court Road.
- 16.1.3. In total, 1,612 questionnaire responses were received from engaged participants. The feedback received demonstrated significant support for the Oxford Street Programme, with a combined 64% expressing support, 12% remaining neutral, and 20% in opposition. While there was opposition, it was outweighed by substantial support.
- 16.1.4. When examining individual project feedback, the results indicate overall levels of support, with the **Oxford Street Scheme** with combined support totalling 66%, while the **Oxford Circus Scheme** project received notable support at 67%. **The Marylebone / Fitzrovia Traffic Scheme** garnered a combined support of 56%, **Oxford Street West scheme** received 58% combined support and **Eastcastle Street scheme** secured 49% combined support.
- 16.1.5. Beyond the quantitative data, some consistent themes are identified that recurred across projects and featured prominently in the top 10 themes captured in each project's coding. These common themes revolved around the following key areas:
- Pedestrianisation:** Respondents frequently voiced opinions regarding the pedestrianisation efforts proposed across projects, highlighting the importance of enhancing the pedestrian experience along Oxford Street and other surrounding schemes.
- Congestion and Displacement:** Concerns related to congestion and displacement emerged as recurrent themes. 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.
- 16.1.6. The consultation process successfully engaged a broad range of stakeholders. The overwhelming support for the Oxford Street Programme and meaningful insights submitted by organisations and the general public highlight the widespread enthusiasm towards the programme. This input will be critical in shaping the future of Oxford Street and its surrounding area. The insights collected will be essential in refining scheme designs and influencing design decisions within these schemes.

# Appendix A

## **OXFORD STREET PROGRAMME CONSULTATION LAMP WRAP**



# Appendix B

## **OXFORD STREET PROGRAMME CONSULTATION POSTCARD**





# Appendix C

## **OXFORD STREET PROGRAMME CONSULTATION POSTER**



# Appendix D

## **OXFORD STREET PROGRAMME CONSULTATION PROMOTIONAL EMAIL (FIRST AND LAST)**



# Appendix E

## **OXFORD STREET PROGRAMME CONSULTATION QUESTIONNAIRE**



# Appendix F

## **OXFORD STREET PROGRAMME CONSULTATION WEBSITE**



# Appendix G

## **OXFORD STREET PROGRAMME CODING FRAMEWORK OVERVIEW**



# Appendix H

## **OXFORD STREET PROGRAMME WCC POST-CAMPAIGN ANALYSIS (SOCIAL MEDIA)**



# Appendix I

**OXFORD STREET PROGRAMME CONSULTATION  
SUMMARY REPORT FOR 'WESTMINSTER  
RESIDENT' AND 'WESTMINSTER RESIDENT AND  
WORKER' 2023**





WSP House  
70 Chancery Lane  
London  
WC2A 1AF

[wsp.com](http://wsp.com)

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