

Appendix F – Oxford Street Programme Coding Framework Overview – General Scheme

No.	Emerging themes	No. of mentions
1	General opposition/not needed	25
2	Comments on vehicle access	22
3	General Support/Needed improvements	20
4	General design suggestions	20
5	Comment on trees and greening	19
6	More sustainable transport options/active travel provisions	18
7	A reduction of cars is needed	17
8	Comments on congestion	17
9	Pedestrianisation should be considered	14
10	Opposed to the proposed carriageway changes	12
11	Segregated cycle lanes should be considered	11
12	Comments on accessibility	10
13	Comparisons with other locations	9
14	Comments on pollution e.g. noise pollution/air quality	9
15	More public realm facilities are needed e.g. toilets/water fountain/seating	9
16	Proposals make air quality worse	8
17	More enforcement and security	8
18	Proposals discriminate against drivers	7
19	Waste of money/resources/money should be spent elsewhere	7
20	Cycle misuse/speeding	7
21	Concerns for pedestrian safety	7
22	Concerns for cyclist safety	6
23	Comments on public transport integration	5
24	Comments about the impact on businesses	5
25	Comments on maintenance/waste disposal	4
26	Do not group cycling and walking together	4
27	Proposals should consider all levels of mobility	4
28	General WCC Criticism	4
29	Wider footpaths are not needed	3
30	Proposals do not go far enough	3
31	Comments on sustainability	3
32	Comments on shop variety	3
33	Comments on the public environment e.g. materials	3
34	Vehicle misuse/speeding	3
35	Opposed to pedestrian proposals e.g. crossings	2
36	Historical characteristics should be preserved in the proposals	2
37	More taxi ranks and bus stops are needed	2
38	Comments on previous schemes	2
39	Criticism of consultation e.g. consultation feedback won't be listened to	2

40	Support for the accessible provisions in the proposals	1
41	Support for the bus proposals	1
42	Support for pedestrian proposals eg crossings	1
43	Comments on rough sleeping	1
44	Engagement material	1

Appendix F - Oxford Street Programme Coding Framework Overview – Oxford Street

No.	Emerging themes	No. of mentions
1	Oxford Street should be pedestrianised	178
2	Design suggestions and requests	110
3	Comments on vehicle access	99
4	Comments on variety of shops	90
5	A reduction in motor traffic along Oxford Street is needed	71
6	Comparisons with other locations	69
7	Comments on trees and greening	65
8	Concerns around traffic congestion	58
9	Proposals don't go far enough	50
10	General Scheme Support/ Overdue/ improvement	49
11	Comments on general enforcement and security	47
12	Cyclists should have more dedicated/segregated lanes	46
13	Comments on tourism and attractiveness	45
14	Comments on noise pollution	38
15	General Scheme opposition/Not needed	37
16	Comments on public transport integration	36
17	Safety is currently a concern	35
18	Changes to bus operations and bus stands is not needed and will have a negative impact	33
19	Comments on previous or other proposals	33
20	Air quality is currently an issue	31
21	Comments on pedicabs	31
22	Comments on the enhanced amenity space / street environment / aesthetic	30
23	Cycling misuse/speeding	29
24	Comments / concerns of anti-social behaviour	28
25	Accessibility issues with the proposals	28
26	Value for money	27
27	Footways should be widened	27
28	Comments on traffic/parking/loading restrictions	24
29	Comments supporting the new cycle lanes	22
30	Comments on impact on quality of life	22
31	Comments on the impact to local business	19
32	Comments on rough sleeping	19
33	Concerns that proposals are not safe	19
34	Concern over the carriageway width and its impact on congestion	18
35	Comments on environmental sustainability	17
36	Comments on tube stations	17
37	Criticism of consultation materials (e.g. website	17
38	Islands/central reservations/bus laybys should be retained	16
39	Comments on busking	16
40	General criticism of WCC	16
41	New seating is needed	15

42	The removal of daytime taxi ranks will have a negative impact	15
43	More public realm facilities should be considered eg water fountains	15
44	Comments against the closure of streets in the area	14
45	Comments opposing the new cycle lanes / not needed	14
46	Comments regarding current maintenance	14
47	Footways should not be widened	13
48	Comments around toilets	13
49	Vehicles speeding/misuse	13
50	Proposals shouldn't treat pedestrians and cyclists as the same	12
51	Extend improvements to other areas	11
52	Air quality will get worse	11
53	Comments regarding future maintenance	11
54	Comments supporting the closure of streets in the area	9
55	Comments for further information/modelling data	9
56	Comments about wayfinding and signage	8
57	No specific comments made about proposal	8
58	The removal of daytime taxi ranks will have a positive impact	7
59	A reduction in motor traffic along Oxford Street is not needed	7
60	Comments on impact to local homes	7
61	Comments referring to the council's procedures/engagement/consultation process	7
62	Criticism of consultation (e.g. will not be listened to / wont make a difference)	7
63	Proposed new lighting is needed	6
64	Existing accessibility problems	6
65	Comments/concerns around amount of parking – Scheme specific	6
66	General criticism of past Oxford Street proposals	6
67	Proposals discriminate against drivers	5
68	New green man crossings are needed	5
69	Improvements to pavement quality is needed	5
70	Advanced stop lines are needed for cyclists	5
71	Concerns around traffic speeds / speed limits	5
72	Safety will be improved for pedestrians	5
73	Support for the narrower carriageway	4
74	Parking restrictions are needed (including restricted parking zones)	4
75	Changes to bus operations and bus stands is needed and will have a positive impact	4
76	Loading pads on Oxford Street are needed	4
77	New seating is not needed / unsuitable	4
78	Comments on impact to bus journeys	4
79	Proposed new lighting is not needed	3
80	Comments on loading proposals	3

81	Safety will be improved for cyclists	3
82	Not sure / do not know / confused by proposals	3
83	Pedestrian misuse	3
84	Comments/concerns around amount of parking in general	2
85	New green man crossings are not needed	2
86	Parking restrictions are not needed (including restricted parking zones)	2
87	Advanced stop lines are not needed for cyclists	2
88	Loading pads on Oxford Street are not needed	2
89	Support changes to crossings	2
90	Scheme discriminates against disabilities	2
91	Request for contact / conversation regarding proposals	2
92	General design suggestions	1
93	Air quality will get better	1
94	Increasing the number of taxi ranks on side roads will have a positive impact	1
95	Improvements to pavement quality is not needed	1
96	Increasing the number of taxi ranks on side roads will have a negative impact	1
97	Oppose changes to crossings	1
98	Timing of the consultation	1
99	General praise of consultation	1

Appendix F – Oxford Street Programme Coding Framework Overview – Oxford Circus

No.	Emerging themes	No. of mentions
1	Vehicle Access	41
2	Design suggestions	35
3	Oxford Circus should be pedestrianised	33
4	Comments about traffic congestion/displacement	20
5	Comments opposing the prohibition of all turning movements for vehicles at Oxford Circus	17
6	Comments about landscaping	14
7	Comments on variety of shops	14
8	Value for money	12
9	Comments around proposed bus route adjustments	12
10	Cycling misuse/speeding	12
11	Should not remove diagonal crossing	11
12	Accessibility issues with the proposals	11
13	Air quality is currently an issue	10
14	General criticism of WCC	10
15	Criticism of consultation materials (e.g. website)	10
16	Comparison to other areas	10
17	Cyclists should have more dedicated/segregated lanes	9
18	Comments on the enhanced amenity space / street environment / aesthetic	8
19	Noise Pollution	8
20	Comment on security/safety	7
21	Comments on previous or other proposals	7
22	Comments on public transport	6
23	Comments/concerns around amount of parking - Scheme	5
24	General Support	5
25	Footways should be widened	5
26	Cycle connections are needed	5
27	Safety is currently a concern	5
28	Concerns that proposals are not safe	5
29	No specific comments made about proposal	5
30	Comments on impact to quality of life	5
31	Extend improvements to other areas	4
32	Planting is needed	4
33	General opposition	4
34	Footways shouldn't be widened	4
35	Comments on the Oxford Circus station	4
36	Comments on Regent Street	4
37	Vehicles speeding/misuse	4
38	Proposals shouldn't treat pedestrians and cyclists as the same	4
39	Comments regarding current maintenance	4
40	General criticism of past Oxford Street proposals	4
41	Comments on impact to local businesses	4

42	Comments about anti-social behaviour/homelessness	4
43	Comments around pedicabs	4
44	Proposals don't go far enough	3
45	Should keep traffic islands	3
46	Cycle connections not needed	3
47	Pedestrian misuse	3
48	Comments regarding future maintenance	3
49	Comments for further information/modelling data	3
50	Criticism of consultation (e.g. will not be listened to / won't make a difference)	3
51	Comments on enforcement/security	3
52	Proposals discriminate against drivers	2
53	Air quality will get better	2
54	Should remove diagonal crossing	2
55	Comments/concerns around amount of parking - Accessibility	2
56	Request for contact / conversation regarding proposals	2
57	General praise of consultation	2
58	General opposition/not needed	1
59	Security concerns	1
60	Air quality will get worse	1
61	New controlled crossings are needed	1
62	Comments supporting the prohibition of all turning movements for vehicles at Oxford Circus	1
63	New controlled crossings aren't needed	1
64	Taxi rank isn't needed	1
65	Comments opposing the change of traffic flow direction	1
66	Safety will be improved for pedestrians	1
67	Safety will be improved for cyclists	1
68	General praise of WCC	1
69	Comments about loading	1
70	Comments about environmental sustainability	1
71	Comments around busking	1

Appendix F – Oxford Street Programme Coding Framework Overview – Marylebone and Fitzrovia

No.	Emerging Theme	No. of mentions
1	Concerns around traffic congestion/displacement	23
2	Design suggestions and requests	18
3	Comments on impact on quality of life	10
4	Great Titchfield Street should not have northbound traffic only	9
5	Comments on parking and vehicle access	8
6	Air quality will get worse	7
7	Comments on the impact to local business	6
8	Cyclists should have more dedicated/segregated lanes	6
9	Comments on noise pollution	5
10	Comments on trees and greening	5
11	Concerns that proposals are not safe	5
12	Comments on previous or other proposals	5
13	Comments for further information/modelling data	5
14	Comments referring to the council's procedures/engagement/consultation process	5
15	General criticism of WCC	5
16	Cycle connections are needed	4
17	General Scheme opposition	4
18	Wigmore Street and Mortimer Street should not be changed to two-way traffic	4
19	Henrietta Place/Cavendish Square South/Margaret Street should not be changed to two-way traffic	4
20	Footways shouldn't be widened	4
21	Changes to bus operations and bus stands is not needed will have negative impact	4
22	Cycling misuse/speeding	4
23	Accessibility issues with the proposals	4
24	Security concerns	3
25	Proposals discriminate against drivers	3
26	Proposals don't go far enough	3
27	Air quality is currently an issue	3
28	General Scheme Support	3
29	Restrictions on access between Cavendish Square East and John Princes Street is not needed	3
30	Marylebone and West Fitzrovia should be pedestrianised	3
31	Comments/concerns around amount of parking	3
32	Safety will be improved for pedestrians	3
33	Proposals shouldn't treat pedestrians and cyclists as the same	3
34	Value for money	2
35	Wigmore Street and Mortimer Street should be changed to two-way traffic	2
36	Henrietta Place/Cavendish Square South/Margaret Street should be changed to two-way traffic	2
37	Footways should be widened	2

38	Traffic flow on Cavendish Square East/West should not be reversed	2
39	Cycle connections not needed	2
40	Comments on tourism and attractiveness	2
41	Comments on public transport integration	2
42	Comments on loading proposals	2
43	Safety is currently a concern	2
44	Criticism of consultation (e.g. will not be listened to / won't make a difference)	2
45	Criticism of consultation materials (e.g. website)	2
46	Extend improvements to other areas	1
47	Air quality will get better	1
48	Loading pads on Mortimer Street are needed	1
49	Comparisons with other locations	1
50	Comments on the street environment	1
51	Safety will be improved for cyclists	1
52	Vehicles speeding/misuse	1
53	Existing accessibility problems	1
54	Scheme discriminates against disabilities	1
55	Comments/concerns around amount of parking - Accessibility	1
56	Comments regarding current maintenance	1
57	Comments regarding future maintenance	1
58	Not sure / do not know / confused by proposals	1
59	General praise of consultation	1

Appendix F – Oxford Street Programme Coding Framework Overview – Oxford Street West

No.	Emerging theme	No. of mentions
1	Design suggestions	21
2	Vehicle Access	20
3	Oxford Street West should be pedestrianised	9
4	Security/Enforcement concerns	8
5	Accessibility issues with the proposals	8
6	Congestion/displacement	7
7	Cycling misuse/speeding	6
8	Value for money	5
9	General opposition	5
10	Comments on impact on quality of life	5
11	Concerns that proposals are not safe	5
12	Comments on previous or other proposals	5
13	General criticism of WCC	5
14	Anti-social behaviour	5
15	Comments around landscaping	5
16	Air quality will get worse	4
17	Comments on impact to bus journeys	4
18	Criticism of consultation materials (e.g. website	4
19	Comments about pedicabs	4
20	General Support	3
21	Traffic should not be reversed on Park Street and North Audley Street	3
22	Traffic should not be reversed on Orchard Street	3
23	Comments on the impact to local business	3
24	Comments on noise pollution	3
25	Cyclists should have more dedicated/segregated lanes	3
26	Comments for further information/modelling data	3
27	Comparison to other areas	3
28	Proposals don't go far enough	2
29	Air quality is currently an issue	2
30	Comments on environmental sustainability.	2
31	Comments/concerns around amount of parking - Accessibility	2
32	Pedestrian misuse	2
33	Comments regarding future maintenance	2
34	No specific comments made about proposal	2
35	Criticism of consultation (e.g. will not be listened to / won't make a difference)	2
36	Proposals discriminate against drivers	1
37	Traffic should be reversed on Park Street and North Audley Street	1
38	Should introduce right hand turn off Portman Stret	1
39	Comments on impact to local homes	1
40	Safety is currently a concern	1
41	Safety will be improved for pedestrians	1

42	Safety will be improved for cyclists	1
43	Proposals shouldn't treat pedestrians and cyclists as the same	1
44	Comments/concerns around amount of parking - Scheme	1
45	Comments regarding current maintenance	1
46	Timing of the consultation	1
47	Request for contact / conversation regarding proposals	1
48	Criticism of consultation accessibility (e.g. lack of access for those without internet)	1
49	General criticism of past Oxford Street proposals	1

Appendix F – Oxford Street Programme Coding Framework Overview – Eastcastle Street

No.	Emerging theme	No. of mentions
1	Comments on vehicle access	11
2	Design suggestions	7
3	Comments on congestion	5
4	Wells street and Berner Street should not become two-way	4
5	Accessibility issues with the proposals	4
6	Comments/concerns around amount of parking	3
7	Air quality will get worse	3
8	Comments on impact on quality of life	3
9	Comments on general enforcement and security	3
10	Air quality is currently an issue	2
11	General Support	2
12	Should move the existing zebra from Berners Street to Eastcastle Street	2
13	General opposition	2
14	Eastcastle Street should be pedestrianised	2
15	Comments/concerns around amount of parking 2	2
16	Comments on the impact to local business	2
17	Safety is currently a concern	2
18	Cyclists should have more dedicated/segregated lanes	2
19	Comments referring to the council's procedures/engagement/consultation process	2
20	Request for contact / conversation regarding proposals	2
21	Value for money	1
22	Extend improvements to other areas	1
23	Proposals don't go far enough	1
24	Should remove traffic signals	1
25	Should install Zebra crossings	1
26	Should raise the junction	1
27	Should not install Zebra crossings	1
28	Should not move the existing zebra from Berners Street to Eastcastle Street	1
29	Comparisons with other locations	1
30	Comments on noise pollution	1
31	Comments on trees and greening	1
32	Concerns that proposals are not safe	1
33	Vehicles speeding/misuse	1
34	Oppose changes to crossings	1
35	Existing accessibility problems	1
36	Comments/concerns around amount of parking – Accessibility	1
37	Comments regarding current maintenance	1
38	General criticism of WCC	1
39	Criticism of consultation	1
40	Criticism of consultation materials	1