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‘You Said, We Did’

Oxford Street Programme – Summer 2023 Consultation

The Oxford Street Programme (OSP) envisions Oxford Street as a vibrant, high quality public space for all who work at, live near, and visit the area. To ensure this, we proposed designs which allow for greater pedestrian space with more greenery, seating, and lighting to increase accessibility and comfort.

In Summer 2023, the Programme consulted on five of its schemes – public realm schemes for Oxford Street and Oxford Circus, along with highway schemes Marylebone / Fitzrovia, Oxford Street West and Eastcastle Street. The consultation aimed to gauge support for scheme proposals and solicit ideas and feedback on design proposals from local community members, wider stakeholders and other interested parties.

Through the six-week consultation period, OSP received 1612 questionnaire responses, 27 direct emails of written feedback, over 180 attendees of in person presentations, over 500 people engaged at three separate markets across the borough, 12,800 postcards delivered to local residences and 20,755 views of the programme website. A full report of the consultation, questionnaire results, and feedback can be found on the [OSP website](#).

All feedback gathered in response from stakeholders and the community has been and will continue to be a guiding influence behind the programme’s design, execution, and maintenance. As part of the Fairer Westminster strategy, the following document shares how the Programme has considered and, in many cases, integrated public input received through consultation, into the latter design stages for the highway schemes and the Oxford Street Stage 2 design process. The Programme anticipates that it will publish a Part 2 to this document following Oxford Street Stage 3 design and additional design stages for Oxford Circus to proceed construction phases for the Oxford Street or Oxford Circus schemes.

We Asked

In Summer 2023, we asked all willing to respond - to what extent do you support or oppose the proposed Oxford Street Programme? The questionnaire proceeded to gauge support for its individual schemes, ask questions about specific aspects of each proposal including ones that aimed to gauge which issues might be more important to respondents and gave



respondents the opportunity to write in any remaining thoughts. Here, we outline some of the elements that you asked for, and how we've updated the Programme in response.

A high-quality public realm

You Said

The OSP team received feedback regarding the design and amenities highlighted the importance of using high-quality materials and incorporating more trees, flowerbeds, benches, and child playgrounds to enhance the area's appeal, particularly for families. Respondents also emphasised the significance of in-the-ground planting for its benefits in flood protection and cost-effectiveness. Some residents asked to limit seating and tall trees for amenity spaces adjacent to residences.

We Did

In response, the OSP team is working to enhance character and improve the look and feel of the street by –

- collaborating across WCC teams to commission culturally and historically relevant public art,
- prioritising the use of high quality, durable pavement, seating, and lighting. As much as possible, the selected design and materials will contribute to WCC's climate targets and help the public realm be resilient to extreme weather events such as flooding and heat,
- increasing planting to enhance character, support biodiversity levels and the Wild West End network, and improve attractiveness, comfort and wellbeing,
- to address residents' concerns regarding excessive shade and anti-social behaviour in the Balderton Street, Binney Street, Gilbert Street, and Lumley Street amenity spaces, the team will limit seating and trees while selectively identify trees with thinner canopies.

Work will continue in all of the above in Stage 3 design.

Prioritising pedestrians and improving accessibility

You Said

Respondents highlighted the importance of the pedestrian experience, noting that wayfinding interventions and improved signage should form an integral part of the public realm strategy to help people orientate themselves and enhance the arrival and departure experience at Oxford Street. Feedback regarding pedestrian crossings and safety was also common, such as suggestions for all crossings to be 'signalised' and to include tactile paving.

We Did

Following consultation in Summer 2023 and focus group sessions in Autumn 2023, the OSP team -



- chose to remove the double kerb line design feature, based on feedback that it would be confusing for the visually impaired and need additional maintenance,
- incorporated tactile paving to the new Westminster Way guidance on all crossings along Oxford Street and in the surrounding areas,
- enhanced signage and wayfinding including etched granite paving to identify side streets.

Work on accessibility and wayfinding will continue in Stage 3 design, including finalising paving materials, designs for rest and dwell spaces and working directly with Legible London and the Licensed Taxi Driver Association to improve wayfinding along and around Oxford Street.

We are working to make Oxford Street more accommodating for all pedestrians (especially those with mobility considerations) due to localised widening, resurfacing, improved crossings and creating more rest and dwell spaces.

Safety

You Said

Some consultation feedback expressed concern for safety along such a well-known, tourist attraction, Oxford Street. Feedback asked us to consider protective street furniture in places where high concentration of pedestrians can be vulnerable to potential attacks via cars or motorcycles/bikes mounting pavements.

We Did

Safety concerns have been addressed through hostile vehicle mitigation measures, additional lighting and improved sightlines of CCTV monitoring.

The changes to CCTV, in particular, will improve security through improved passive surveillance via longer sightlines, positive landscaping, and increased lighting and visibility.

Great Titchfield Street

You Said

At Great Titchfield Street, concerns were raised about the changes to traffic movements. Respondents noted: 'It should be encouraged to turn left or right at Mortimer Street to then use Great Portland Street or Portland Place to go north to leave the area, rather than continue along Great Titchfield Street,' and 'I strongly oppose the plan for a continuous northbound section of Gt Titchfield St between Market Place and New Cavendish St.'

We Did

Although the traffic analysis forecasted a potential minor increase in traffic volumes on Great Titchfield Street north of Mortimer Street, the street is currently a low traffic street so the relative impact might have been more noticeable.

Alongside Fitzwest Neighbourhood Forum, the OSP team proposes:

- installing bollards immediately south of the junction with Foley Street and Langham Street. This will maintain pedestrian and cycle movement while preventing motor traffic to pass through
- converting the section of Great Titchfield Street south of the bollards (between Foley Street and Riding House Street) to 2-way operation to allow for vehicle access to that part of the street.

The low volume of vehicles heading north would instead use a range of other routes, reducing the through traffic on Great Titchfield Street.

This proposal will need a formal consultation (expected in late May/ early June) before finalisation.

