Have your say on the transformation of Oxford Street

Consultation Report
July 2018
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Preface

Although the public consultation on the proposals for Oxford Street West was conducted by Transport for London (TfL) and Westminster City Council (WCC) in partnership, this updated report is published solely by TfL. This is also true of the associated report of Responses to issues raised which comprises responses from TfL alone.

The reason for this is that on 7 June 2018, WCC announced unilaterally that its Leader had ‘taken the pedestrianisation of Oxford Street off the table for good’. WCC has now set out a timescale for bringing forward its own proposals for improving the wider Oxford Street area, and plans to help mitigate safety concerns associated with increased patronage from the new Elizabeth line.

We believe that it is essential that any development of a new scheme recognises and addresses the core challenges, in particular:

- **Visitor experience:** our plans would have revolutionised the experience of visiting the West End and helped ensure its continued attractiveness. The proposals to transform Oxford Street, supported by the business community and Londoners, would have given the retail heart of London a fabulous public realm, full of life and spectacle, to compete with other world cities.
- **Economy:** the West End is home to 100,000 jobs and generates income to the Treasury upwards of £2bn per annum. Through our plans to invest in the West End, we estimated an increase of 20,000 jobs and £4bn in tax receipts over a fifteen year period.
- **Air quality:** Oxford Street has been identified as the world’s most toxic for NO2. We have already reduced the number of buses on the street by 40 per cent and will be introducing the Ultra Low Emission Zone (ULEZ) next year, which will make a significant improvement. However, even after these changes, Oxford Street will still exceed legal pollution limits and needs further action for its air to be safe.
- **Crowding:** people visiting Oxford Street already suffer from a level of crowding that is uncomfortable and deters visitors. This December, Elizabeth line trains will start serving Oxford Street, with stations at Bond Street and Tottenham Court Road. This is a huge opportunity for businesses in the area to grow and create jobs. There will be an immediate increase in visitors and by the time the full service is running in December 2019 Bond Street station alone is expected to see 70,000 more entries and exits each day.
- **Road danger:** sadly, Oxford Street is one of the most dangerous roads in our city. It is unacceptable that on average one person is killed and 60 people are injured in road traffic incidents each year. It is essential that any new scheme for the road recognises and addresses this issue with credible proposals to reduce the number of injuries on the road.
• **Protection of the public**: Our proposals included measures to protect the significant numbers of people using Oxford Street, including from attacks using vehicles.
Executive summary

Transport for London (TfL), Westminster City Council (WCC) and the Mayor, Sadiq Khan had been working closely together to transform Oxford Street and the surrounding district. The plan was to create a better environment, address poor air quality and road safety, support a cultural heartland and the thriving business district and protect and enhance quality of life for residents.

A consultation was held from 6 November 2017 – 3 January 2018 and everyone who visits, works or lives in the area was invited to take part. We reopened our consultation from 20 March – 6 April 2018 to enable anyone who had submitted their response to an incorrect email address we had published on our consultation web page in error to resubmit it to us. This was the second consultation on the proposed transformation of Oxford Street, the first running from April - June 2017 seeking in-principle comments.

Summary of results

There were 22,123 responses in total. Of these:

- 14,429 were submitted through our website or in writing
- 7,062 responses raised identical issues and were generated through a campaign in support of the transformation of Oxford Street West organised by Living Streets
- 632 consultation questionnaire responses were submitted by the Better Oxford Street group

Respondents to the consultation were asked, amongst other matters, whether they supported the proposals for the transformation of Oxford Street West, selecting one of three options which best represented their view. Aside from the responses submitted by Living Streets and Better Oxford Street, of the 14,429 respondents who completed TfL’s online consultation questionnaire or who submitted their views in writing:

- 48 per cent (6,939 respondents) selected the option ‘Yes’
- 16 per cent (2,302 respondents) selected the option ‘Yes, but I have some concerns about certain elements of the proposals’
- 33 per cent (4,739 respondents) selected the option ‘No’
- Three per cent (449 respondents) did not select any option

Summary of issues raised

All of the written responses to the consultation were independently analysed to identify the issues raised by respondents. In total, 778 unique issues were identified. In broad terms, the issues raised by respondents were as follows:
• The impacts of the scheme, including (but not limited to) how the proposals might affect the ease with which people could travel to, from and within the Oxford Street West area and the potential effects of the proposals on traffic flow and the environment

• The proposals for changes to roads in the Oxford Street West district, or for changes to traffic flow arising from the scheme

• The effects of the proposals on the bus and Tube network, cycling and taxi and private hire services

• The future design of Oxford Street West

• Views for and against the principle of transforming Oxford Street

• Other comments, including about the scope of the proposals, the consultation process itself or more general matters
1. About the proposals

1.1 Introduction

The proposal was to transform Oxford Street and its surrounding district into world-class public spaces. A critical part of the transformation of Oxford Street was a reduction of traffic volumes, with associated measures to protect the surrounding area from the effects of displaced traffic. This would have seen improvements to the look and feel of Oxford Street and created a much more pedestrian friendly area. Any work to transform Oxford Street would need to be carried out in phases, so the project was developing proposals for the transformation of the street in stages. This consultation was concerned – in detail – with the section of Oxford Street from Orchard Street to Oxford Circus and the surrounding areas. We called this section ‘Oxford Street West’.

The consultation described how the proposed transformation of Oxford Street West would affect different users, including local residents and businesses. It described the proposals for improvements to the surrounding area and explained what impacts the proposals might have on traffic, the environment, and the accessibility of the Oxford Street West area. It explained that there would be a set of proposals for the transformation of the section of Oxford Street from Oxford Circus to Tottenham Court Road (the consultation described this section as ‘Oxford Street East’) and it described some of the issues raised by respondents to the previous consultation about the principle of the transformation of Oxford Street.

Respondents were asked whether they supported the proposals for the transformation of Oxford Street West and they were invited to comment on any aspect of the proposals. Finally, and in respect of the intention to develop proposals for the transformation of Oxford Street East, respondents were asked whether there were additional issues to consider.

1.2 Purpose

The Oxford Street district is at the heart of the West End, which generates three per cent of the country’s economic output. Oxford Street itself, and the surrounding streets, already face a number of challenges which contribute to a general feeling that these are not as good as they should be as the centre of a World City. If we want the West End to retain its national and international competitiveness, and to continue to contribute so strongly to the nation’s economy, we must improve the experience of using the area for everyone.

Oxford Street is already very busy. Pedestrians can sometimes be forced into the road to continue their journey, or choose to avoid the area entirely. Disabled and older people in particular find Oxford Street very challenging to use.

In late 2018 the Elizabeth line will open, bringing new high-frequency rail services to Bond Street and Tottenham Court Road stations. This will have a significant impact on pedestrian numbers on and around Oxford Street. Future growth in London’s population could further increase the numbers of pedestrians on Oxford Street.
Air quality in the Oxford Street area is a serious and pressing issue. Air pollution limits are regularly exceeded. Road safety is also a significant concern. From May 2012 to May 2016 there were around 60 collisions a year on Oxford Street which resulted in a personal injury.

The opening of the Elizabeth line brings opportunities to invest in improvements in Oxford Street and the surrounding areas to deliver an improved set of public spaces of World City class, and to make it easier and safer to walk and cycle throughout the area. The change in public transport use into and across central London has enabled a reduction in bus numbers that has opened up possibilities for change in Oxford Street.
2. About the consultation

2.1 Purpose

The objectives of the consultation were to:

- Give the public and other stakeholders information so that they can understand the proposed transformation of Oxford Street West in detail and what it would mean for everyone who uses the street or lives nearby
- Enable the project to understand whether or not the public and other stakeholders support the proposals for the transformation of Oxford Street West, and if not, what concerns exist
- Enable the project to identify issues about the transformation of Oxford Street East which should be taken into account when developing proposals for this section

2.2 Consultation history

An initial consultation was held on the proposed transformation of Oxford Street from April – June 2017. Further information, including the Consultation Report that was subsequently published is available at consultations.tfl.gov.uk/roads/oxford-street-phase-1/

2.3 Who was consulted

The project sought to consult anyone who visits, works or lives in the Oxford Street area and designed a campaign to publicise the consultation that would reach these groups. As Oxford Street is a site of national and international significance, we believe it was important to consult as widely as possible to gather representative views. Further details are in section 2.7. The project took care to ensure that the consultation would be accessible to all, for example by making the material available in alternative formats on reasonable request.

The project also contacted a large range of stakeholder groups to invite them to submit their views. Further details are in section 2.8.3.

2.4 Dates and duration

The consultation was launched on 6 November 2017 and was originally scheduled to run until 17 December 2017. Given the scale of interest in the consultation however, and following requests from local residents groups and other stakeholders, on 7 December 2017 Westminster City Council, TfL and the Mayor’s Office committed to extend the consultation so that the new closing date would be 3 January 2018. This was publicised through a variety of means. Further details are in section 2.7 and Appendix A.

We also held an extension to the consultation from 20 March – 6 April 2018, to enable responses which had been sent to an incorrectly publicised email address to be resubmitted to us. There were 52 responses resubmitted to us. Of these, 16 were from stakeholder organisations and the
remainder were from the public. We have updated our report to include these responses, and we have considered the issues they raised.

2.5 What was asked

Respondents were free either to submit their comments in writing, or to complete the consultation questionnaire. The questionnaire was available on the website tfl.gov.uk/oxford-street and additionally at the ‘Roadshow’ events which ran throughout the consultation.

The questionnaire consisted of a series of two open questions and four closed questions. Respondents were also asked to provide their name, postcode, email address and (where relevant) the name of any stakeholder organisation they were representing.

The two open questions asked respondents:

- For any comments about any aspect of the proposals, or to explain why they had concerns with or were opposed to the proposals
- To explain any additional issues the project felt should be considered when developing proposals for the transformation of Oxford Street East

The four closed questions asked respondents:

- Whether they supported the proposals for the transformation of Oxford Street, choosing from three options: Yes; Yes, but I have some concerns with some aspects (which respondents were asked to explain); No (respondents who selected this option were also asked to explain their answer)
- In what capacity they were responding to the consultation, selecting from six options (or recording free text comments if none of these were applicable)
- How they had heard about the consultation, selecting from five options (or recording free text comments if none of these were applicable)
- What they felt about the quality of the consultation itself, selecting from five options.

The questionnaire is included in Appendix A.

2.6 Methods of responding

Respondents were able to submit their response to the questions through the following channels:

- By completing an online questionnaire available via tfl.gov.uk/oxford-street
- By email to consultations@tfl.gov.uk
- In writing to Freepost TfL Consultations
- By completing a hard-copy of the consultation questionnaire that was available at ‘Roadshow’ events (see paragraph 2.9 for further details)
2.7 Consultation materials and publicity

The consultation materials were available online at tfl.gov.uk/oxford-street and in a printed booklet that was made available at libraries in the City of Westminster and at all of the ‘Roadshow’ events. Respondents could also request a copy of the booklet in Braille, large-text or another language by phone or email.

The consultation was publicised through the distribution of letters and leaflets to 60,000 properties in the surrounding area, an extensive public and stakeholder email campaign, press, radio and digital advertising, the distribution of a consultation ‘flyer’ in and around the Oxford Street area, a press release issued by Westminster City Council at the consultation launch, through independent ‘third party’ publicity by a range of stakeholders and through posters at London Underground stations in the locality.

Appendix A includes a detailed explanation of each of the methods we used, and copies of the various tools themselves.

2.7.1 Roadshows

The project organised a series of ‘Roadshow’ events during the consultation. These were intended to enable the public and other stakeholders to discuss the proposals directly with those TfL and WCC staff who are involved in the project. The project publicised the events through a variety of means, including a letter to residents and businesses in the surrounding area, by distributing a flyer in and around the Oxford Street area and additionally on the website tfl.gov.uk/oxford-street. The dates, times and venues of each of the Roadshow events are listed in the table below.

<table>
<thead>
<tr>
<th>Venue</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Hall</strong></td>
<td>Tuesday 14 November 2017 12pm – 7pm</td>
</tr>
<tr>
<td>275 Oxford Street</td>
<td></td>
</tr>
<tr>
<td>London</td>
<td>Saturday 25 November 2017 12pm – 5.30pm</td>
</tr>
<tr>
<td>W1C 2DJ</td>
<td></td>
</tr>
<tr>
<td>Nearest Tube: Oxford Circus.</td>
<td></td>
</tr>
<tr>
<td><strong>Grosvenor Chapel</strong></td>
<td>Monday 27 November 2017 12pm – 7pm</td>
</tr>
<tr>
<td>Garden Room, 24 St Audley Street, London, W1K 2PA</td>
<td></td>
</tr>
<tr>
<td><strong>Wigmore Hall</strong></td>
<td>Friday 8 December 2017 12pm – 5.30pm</td>
</tr>
<tr>
<td>Bechstein Room, 36 Wigmore Street, London, W1U 2BP</td>
<td></td>
</tr>
<tr>
<td><strong>Dates</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Tuesday 14 November 2017</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday 25 November 2017</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Monday 27 November 2017</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday 11 November 2017</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Friday 8 December 2017</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday 9 December 2017</strong></td>
<td></td>
</tr>
</tbody>
</table>
2.8 Equalities Impact Assessment

The project undertook an Equalities Impact Assessment of the consultation in advance of its launch to ensure that it would be participative as possible. The following actions were taken to ensure that everyone who had a view could submit it:

- Provided the consultation materials both on-line (at tfl.gov.uk/oxford-street) and in a printed booklet. Copies of the booklet were distributed to libraries throughout City of Westminster and copies were made available in Braille, large-print or another language on reasonable request.
- Arranged a series of Roadshow events at accessible venues, at which staff would be available to answer questions and provide any assistance as might have been necessary to enable all members of the community to participate in the consultation.
- Included stakeholder groups representing disabled and older people within the stakeholder email campaign.
- Publicised the launch of the consultation in a variety of ways, including through a letter-drop in the local area, the distribution of a consultation flyer and an extensive email campaign.

Accessibility was one of the most frequently raised issues in the responses to consultation. As part of the analysis of all the feedback received, the project would have continued to have due regard to the implications of the proposals for those with protected characteristics in accordance with the Public Sector Equality Duty set out in the Equality Act 2010. This would have involved an updated Equalities Impact Assessment.

2.9 Analysis of consultation responses

The project commissioned Steer Davies Gleave to undertake statistical and ‘thematic’ analysis of the responses to the consultation. Steer Davies Gleave produced a series of charts and maps which showed the findings and these are shown in the following chapter. Steer Davies Gleave also produced two ‘code frames’, one for each of the open questions in the consultation questionnaire. Each code frame is simply a list of the issues raised during the consultation; together with the frequency each was raised. The issues identified have been arranged thematically in the two code frames for ease of reading, and the themes have been grouped into broad topics as a means to summarise the range of issues raised. The code frames were provided iteratively and from an early stage in the consultation, enabling the consideration of the issues raised to commence a short time after responses to the consultation were first received.

Thematic analysis

All responses to the consultation were read by a member of Steer Davies Gleave staff. There was no use of software to read or analyse responses. A Steer Davies Gleave Project Manager

1 ‘Thematic’ analysis refers to the categorisation of statements within consultation responses into distinct issues (or ‘codes’) and the further categorisation of these codes into descriptive ‘themes’. This is carried out through the development of a ‘code frame’ for each open question.
2 A ‘code frame’ is a standard analytical tool used to list the issues identified during analysis of responses to a consultation.
developed the initial code frames based on a detailed review of a sample of 100-200 responses to each of the two open questions, and checked the emerging code frames for quality and consistency. The Project Manager also adjusted the code frames by splitting or merging codes as appropriate, to avoid unnecessary repetition or undue simplicity in the description of the issues raised by respondents. The code frames were expanded upon as necessary as further responses to the consultation were read and any new issues raised were included.

**Quality Assurance**

A sample of around a quarter of each Steer Davies Gleave analyst's completed coding was peer reviewed, and there was further checking by the Steer Davies Gleave Project Manager.

**Analysis of ‘campaign’ responses**

There were 7,062 email responses to the consultation which raised identical issues in support of the transformation of Oxford Street, which were generated through a campaign organised by Living Streets. There were 632 paper responses in opposition to the proposals, generated through a campaign organised by Better Oxford Street. Of these, 625 questionnaires opposed the proposed transformation of Oxford Street West and, in some cases, included name, post code and/or email contact details, but were otherwise blank. The seven remaining questionnaires were entirely blank save for name, postcode and/or email contact details. The ‘Open Oxford Street’ campaign was set up on behalf of the Licensed Taxi Drivers’ Association ‘to ensure that residents, businesses, trade associations and other important stakeholders have a say in the plans’, although it is not possible to determine how many responses were received as a result of the campaign.

The issues raised through these ‘campaign’ responses were analysed in the same way as all other responses to the consultation, in that the comment was read and ‘coded’ accordingly, although Steer Davies Gleave undertook some additional analysis to enable us to understand the geographical scope of these campaigns in more detail. Steer Davies Gleave also produced maps to show the location of every respondent who provided a valid postcode. Further information is in chapter 3.

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3 10 additional consultation questionnaires submitted by Better Oxford Street included written comments. These comments were considered in the normal way, as described in section 2.9
3. About the respondents

This section explains who replied to the consultation, what methods they choose to submit their views and how they heard about the consultation.

3.1 Number of respondents

The following table shows the number of responses received from the public, from ‘stakeholders’ and through campaigns.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public responses</td>
<td>14,330</td>
<td>65</td>
</tr>
<tr>
<td>Stakeholder responses</td>
<td>99</td>
<td>0.4</td>
</tr>
<tr>
<td>Living Streets campaign</td>
<td>7,062</td>
<td>32</td>
</tr>
<tr>
<td>Better Oxford Street campaign</td>
<td>632</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>22,123</td>
<td></td>
</tr>
</tbody>
</table>

Figure 2 - Number of respondents

3.2 Type of respondent

Respondents were asked to identify in what capacity they were responding to the consultation, and they were free to choose as many options as they felt applied to them from a list. The table and chart below shows how respondents identified themselves.

The table and chart below do not account for individual responses to the consultation, but instead for the frequency with which each identifying option was selected. Some respondents selected multiple options.

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4 The project identified as a 'stakeholder' those respondents we judged notable and reasonably well known amongst the public. This includes London’s local authorities, major transport groups, Trades Unions, local neighbourhood or residents associations, major charities, businesses and business groups and industry associations etc.
Respondent type (self selected by respondents) | Total | %
---|---|---
Local Resident | 3,923 | 19
Business owner | 633 | 3
Employed locally | 3,059 | 15
Visitor to the area | 5,643 | 27
Commuter | 4,023 | 19
Not local, but interested in the scheme | 2,481 | 12
Other (specified by the respondent in free text) | 1,056 | 5

Figure 3 - Number of respondents by type

![Circle chart showing percentages of respondent types]

Figure 4 - Chart of respondent types

3.3 How respondents heard about the consultation

The project asked respondents how they had heard that the consultation was taking place, and asked that they choose the single most relevant option from a list.

The chart below shows how respondents replied, broken down by differing respondent type.
Figure 5 - How respondents heard about the consultation
3.4 Postcodes of respondents

In every case where a respondent provided a valid postcode with their reply, they were 'plotted' to an originating borough or district. The table below shows the top ten most represented Local Authorities, as well as the number of respondents either who did not provide a postcode, or who provided an invalid postcode. Appendix B includes the complete table, accounting for all respondents to the consultation.

<table>
<thead>
<tr>
<th>Postcode</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westminster</td>
<td>2,334</td>
<td>16.2</td>
</tr>
<tr>
<td>Camden</td>
<td>632</td>
<td>4.4</td>
</tr>
<tr>
<td>Islington</td>
<td>466</td>
<td>3.2</td>
</tr>
<tr>
<td>Lambeth</td>
<td>427</td>
<td>3.0</td>
</tr>
<tr>
<td>Kensington and Chelsea</td>
<td>419</td>
<td>2.9</td>
</tr>
<tr>
<td>Southwark</td>
<td>401</td>
<td>2.8</td>
</tr>
<tr>
<td>Tower Hamlets</td>
<td>379</td>
<td>2.6</td>
</tr>
<tr>
<td>Hammersmith and Fulham</td>
<td>367</td>
<td>2.5</td>
</tr>
<tr>
<td>Hackney</td>
<td>326</td>
<td>2.3</td>
</tr>
<tr>
<td>Wandsworth</td>
<td>305</td>
<td>2.1</td>
</tr>
<tr>
<td>No or invalid postcode provided</td>
<td>2,964</td>
<td>20.1</td>
</tr>
<tr>
<td>Total from London respondents</td>
<td>9,713</td>
<td>43.9</td>
</tr>
</tbody>
</table>

Figure 6 - Number of respondents by Borough (Top 10)

3.5 Distribution of respondents across Greater London

The project has prepared a series of maps which plot the location of every respondent to the consultation who provided a valid postcode. These include:

- All respondents to the consultation across the London area
- Respondents to the consultation ‘mapped’ to City of Westminster
- Respondents to the consultation 'mapped' to the London Borough of Camden
Additional maps are available in Appendix B, including maps to show the location of respondents who submitted a reply through the Living Streets and Better Oxford Street campaigns.

The distribution of responses shows clearly that Oxford Street is of value and of interest to London as a whole, and indeed to visitors from beyond London. We consider it important that both of the consultations to date sought to reach those who live in, work or visit the Oxford Street area, and that any future consultation should do the same.
Figure 7 - Location of respondents to the consultation across the London area
Figure 8 - Location of respondents to the consultation within City of Westminster
Figure 9 - Location of respondents to the consultation within London Borough of Camden
3.6 Responses from stakeholders

There were 99 responses from organisations and individuals who had been identified as 'stakeholders', as follows. Summaries of the responses from each are included in Appendix B.

Age UK London
Automobile Association
Baker Street Quarter
Berners Allsopp Estate
Better Oxford Street
Bloomsbury Association
Bloomsbury Residents Action Group
BMO Real Estate Partners
Body Shop, The
Brent Cyclists
Campaign for Better Transport
Caroline Pidgeon AM
Charlotte Street Association
Church Commissioners for England
Clarence Gate Gardens Residents Committee
Cllr Stephen Knight
Cross River Partnership
Crown Estate, The
Cycling UK
Edwardian Hotels London
Federation of Small Businesses
Fitzrovia Neighbourhood Association
Fitzrovia Partnership, The
FitzWest Neighbourhood Forum
Freight Transport Association
Friends of the Earth
Future High Streets
G4S
Gett UK
GLA Transport Committee
GMB Drivers Union
Gordon Mansion Residents Association
Grosvenor Britain & Ireland
Grosvenor Chapel
Grosvenor Mayfair Residents Association
Guide Dogs for the Blind
Harrowby & District Residents Association
Heart of London Business Alliance

Historic England
Howard de Walden Estates Ltd
Hyde Park Estate Association
Inlink UK
Institution of Civil Engineers
Jennette Arnold AM
John Lewis Partnership
Joint Committee on Mobility for Disabled People, The
Licensed Private Hire Car Association, The
Lindsay House Residents Association
Living Streets
London Living Streets
London Borough of Camden
London Borough of Ealing
London Borough of Hackney
London Borough of Islington
London Chamber of Commerce and Industry
London Cycling Campaign
London Fire Brigade
London First
London Forum of Amenities & Civic Societies
Licensed Taxi Drivers Association
London TravelWatch
Marble Arch BID Partnership
Marylebone Association
Marylebone Community First
Marylebone Forum
Marylebone Low Emission Neighbourhood
Mayfair Residents Group
Mead and Dean Street Residents Association, The
Midtown
Montagu Square Garden Trust
National Association of Taxi Users
New West End Company
Northumberland Park Residents Association
A joint response from Portman Estate, Selfridges, Marks & Spencer, Real Estate Management UK Ltd, London & Regional Properties, GLH Hotels Management, Grosvenor, Marble Arch London BID, Great Portland Estates and Almacantar.
4. Summary of all consultation responses

This chapter describes the outcomes of the consultation, including what issues were raised. It follows the structure of the consultation questionnaire, which is included in full in Appendix A.

4.1 Support and opposition to the transformation of Oxford Street West

Respondents were asked whether they supported the proposals for the transformation of Oxford Street West, and asked that they select one of the following options:

- Yes
- Yes but with some concerns about certain elements of the proposals (which respondents were asked to explain)
- No (which respondents were asked to explain)

Some respondents chose not to select any option. Responses submitted by post or were included in the total who did not select any option.

Of those 14,429 respondents who completed the online consultation questionnaire or who submitted their views in writing:

- 48 per cent (6,939 respondents) selected the option ‘Yes’
- 16 per cent (2,302 respondents) selected the option ‘Yes, but I have some concerns about certain elements of the proposals’
- 33 per cent (4,739 respondents) selected the option ‘No’
- Three per cent (449 respondents) did not select any option

This is detailed in the chart below.
DO YOU SUPPORT OUR PROPOSALS FOR THE TRANSFORMATION OF THE OXFORD STREET DISTRICT?

- Yes: 48%
- Yes, but I have some concerns about certain elements of the proposals: 33%
- No: 16%
- Not Answered: 3%

**Figure 10 - Support for and opposition to the transformation of Oxford Street West**

**4.1.1 Location of respondents by position**

This section includes a series of maps which plot the location of all those respondents who provided a valid postcode with their response, according to the option they selected in question 1. These are shown over the following pages.
Figure 11 – The location of respondents who selected the option ‘Yes’
Figure 12 - The location of respondents who selected the option ‘Yes, but I have concerns about the changes that would be necessary’
Figure 13 - The location of respondents who selected the option ‘No’
4.1.2 Most frequently raised issues

The project asked respondents to explain their response to question 1, or to provide any other comments about any aspect of the proposals. Of the 14,429 respondents who completed the online questionnaire or who submitted their thoughts by email or in writing; 3,841 respondents (26 per cent of all respondents) provided comments in answer to question 1 only. 3,201 respondents (22 per cent of all respondents) provided comments in answer to both question 1 and question 2. The table below lists the 10 most frequently raised issues by respondents to question 1. Appendix C includes the complete ‘code frame’, which lists every issue raised. The project is considering every issue raised by respondents and will respond to every one of these later in the year.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Frequency raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concern that proposed scheme will increase traffic congestion in surrounding areas</td>
<td>1818</td>
</tr>
<tr>
<td>Concern regarding loss of access and connectivity by bus (journey time, cost, interchange convenience etc.)</td>
<td>966</td>
</tr>
<tr>
<td>Concern about access for older people and those less able to walk longer distances or take the underground</td>
<td>949</td>
</tr>
<tr>
<td>Concern about access for disabled people to Oxford Street</td>
<td>920</td>
</tr>
<tr>
<td>Support scheme (general)</td>
<td>898</td>
</tr>
<tr>
<td>Concern about air quality impacts on surrounding areas</td>
<td>855</td>
</tr>
<tr>
<td>Oppose scheme (general)</td>
<td>809</td>
</tr>
<tr>
<td>Suggest cycles should be permitted / allow access for cyclists</td>
<td>680</td>
</tr>
<tr>
<td>Support improved cycle infrastructure on Oxford Street</td>
<td>557</td>
</tr>
<tr>
<td>Concern about proposals’ lack of detail on cycling provision</td>
<td>482</td>
</tr>
</tbody>
</table>

Figure 14 - Top 10 most frequently raised issues in response to question 1

4.1.3 Responses in City of Westminster

The project has produced a map which shows how respondents who live in the City of Westminster responded to question one. This is shown below.
Figure 15 - Support and opposition to the scheme amongst City of Westminster respondents
4.1.4 Support and opposition by respondent type

The following chart shows the level of support and opposition for the proposals amongst differing respondent types.

The project has undertaken additional analysis of those respondents who identified themselves as a ‘Business Owner’, so that they could understand any concerns they might have about the proposals in more detail. The majority of respondents who selected this option did not provide a business name however and just under half of these respondents provided a postcode which was not local to the Oxford Street area. A number of major employers, landowners and business representative groups in the Oxford Street area support the proposals, and we know that the New West End Company carried out extensive engagement with its members (for details please see the summaries of stakeholder replies in Appendix B). The project remains happy to discuss the project with any business in the Oxford Street area, or any other stakeholder.
Figure 16 - Support and opposition by respondent type
4.2 Thoughts about the development of proposals for the transformation of Oxford Street East

The consultation also asked respondents to give their views on the development of proposals for the section of Oxford Street from Oxford Circus to Tottenham Court Road (defined as ‘Oxford Street East’). The consultation listed a series of issues which, following the previous consultation on the transformation of Oxford Street, were identified as important to local residents, businesses and others. The consultation explained that the project would consider these issues as they developed any future proposals for the transformation of Oxford Street East, and respondents were asked whether they believed there were any additional issues they felt should be considered.

Of the 14,429 respondents who completed the online questionnaire or who submitted their thoughts in writing, 832 respondents provided comments in response to question 2 only.

4.2.1 Most frequently raised issues

The table below lists the 10 most frequently raised issues by respondents to question 2. Appendix C includes the complete ‘code frame’, which lists every issue raised by respondents.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Frequency raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concern that proposed scheme will increase traffic congestion in surrounding areas (e.g. Marylebone)</td>
<td>451</td>
</tr>
<tr>
<td>Support scheme (general)</td>
<td>291</td>
</tr>
<tr>
<td>Suggest improved cycling infrastructure on Oxford Street</td>
<td>283</td>
</tr>
<tr>
<td>Oppose scheme (general)</td>
<td>276</td>
</tr>
<tr>
<td>Concern about air quality impacts on surrounding areas</td>
<td>274</td>
</tr>
<tr>
<td>Concern about access for disabled people to Oxford Street</td>
<td>266</td>
</tr>
<tr>
<td>Concern regarding loss of access and connectivity by bus (e.g. journey time, cost, interchange, convenience etc.)</td>
<td>244</td>
</tr>
<tr>
<td>Concern about access for older people and those less able to walk longer distances or take the underground</td>
<td>213</td>
</tr>
<tr>
<td>Suggest cycles should be permitted</td>
<td>201</td>
</tr>
</tbody>
</table>
Suggest providing improved and safe cycle tracks on routes surrounding Oxford Street  |  133

Figure 17 - Top 10 most frequently raised issues in response to question 2

4.3 The quality of the consultation

Respondents were asked what they thought about the quality of the consultation, and they were provided five options to select from (Very good, good, acceptable, poor or very poor).

The findings are set out in the chart below.
Figure 18 - Thoughts about the quality of the consultation by respondent type