



Have your say on the transformation of Oxford Street

Consultation Report
March 2018

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Executive summary

Transport for London (TfL), Westminster City Council (WCC) and the Mayor, Sadiq Khan are working closely together to transform the Oxford Street district and the surrounding streets. The plan is 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. 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 **22,071 responses** in total. Of these:

- 14,377 responded through the website or submitted their views 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, the 14,377 respondents who completed TfL's online consultation questionnaire or who submitted their views in writing¹:

- 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 (397 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, 669 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 is to transform Oxford Street and its surrounding district into a world-class public space. A critical part of the transformation of Oxford Street is a reduction of traffic volumes, with associated measures to protect the surrounding area from the effects of displaced traffic. This would see improvements to the look and feel of Oxford Street and create a much more pedestrian friendly area. Any work to transform Oxford Street would need to be carried out in phases, so the team is 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.

The consultation described how the proposed transformation of Oxford Street West would affect differing users, as well as 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. Issues will be considered in the development of proposals for the transformation of Oxford Street East.

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. 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 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 crowding on and around Oxford Street. Future growth in London's population could further increase crowding 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 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 team 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 team 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 <https://consultations.tfl.gov.uk/roads/oxford-street-phase-1/>

2.3 Who was consulted

The team sought to consult everyone who visits, works or lives in the Oxford Street area and designed a campaign to publicise the consultation that would reach these groups. Further details are in section 2.7. The team 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 team 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 the team 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.

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 team 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.

The consultation booklet is included in Appendix A.

2.7.1 Letters to residents and businesses

At the start of the consultation on 6 November 2017, a letter was sent to 60,000 properties throughout the Oxford Street area (as shown by the area bordered in blue in the map below). The letter, which is included in Appendix A, was intended to promote the start of the consultation and how to take part and additionally to list the roadshow events that had been organised throughout the consultation.

From 15 December 2017, Westminster City Council distributed a leaflet to the vast majority of the same 60,000 properties identified in the map below (excluding those in Camden). The leaflet was intended to further encourage residents and businesses to participate in the consultation and also to promote the extension to the closing date of the consultation. The leaflet included a 'Question and Answer' section which provided Westminster City Council's responses to a number of issues about the proposals. A copy of Westminster City Council's leaflet is included in Appendix A.

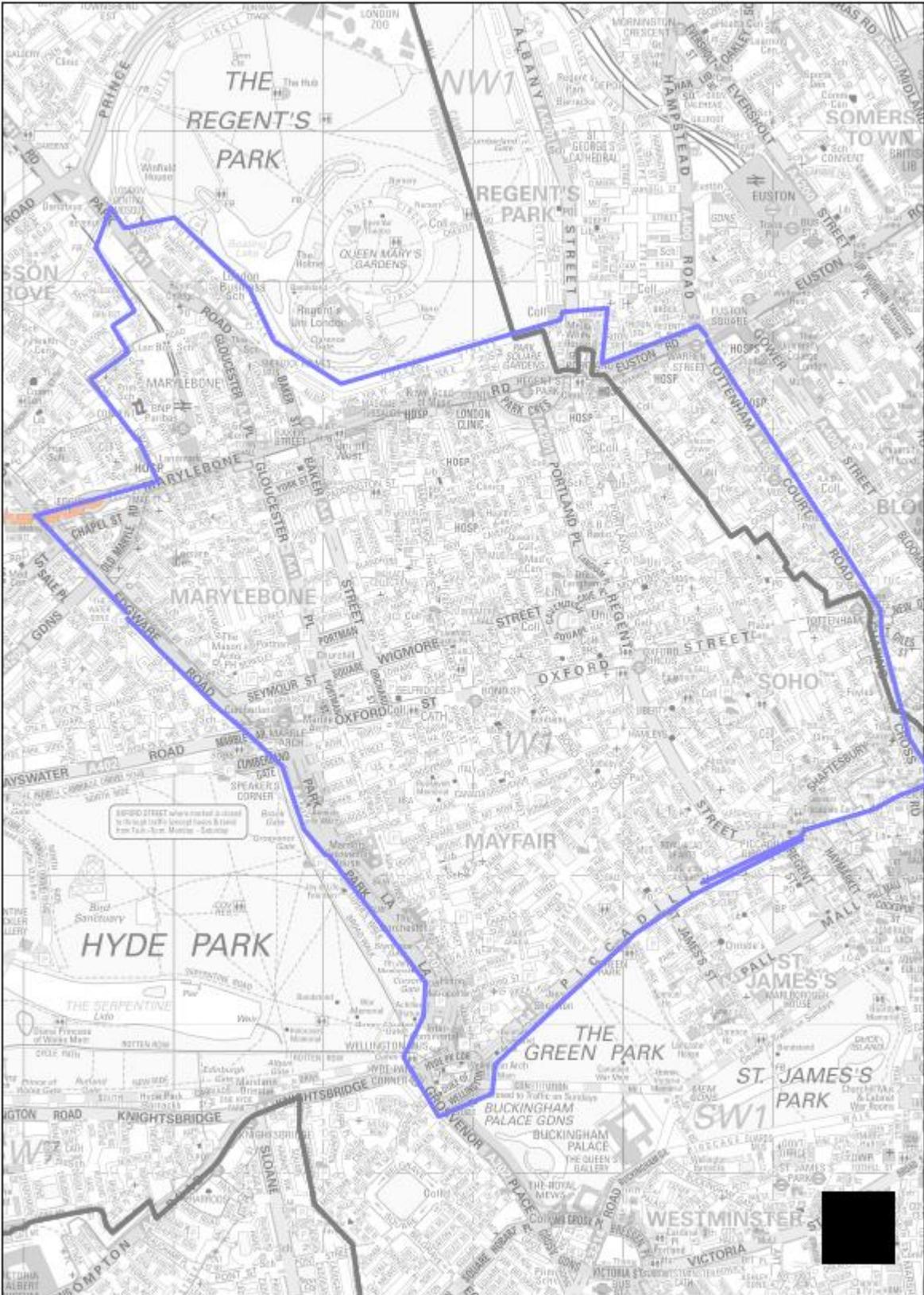


Figure 1 - Area selected for the distribution of letters to promote the consultation

From 18 December 2017, and as part of a number of activities to promote the extension to the consultation, a letter was sent to almost 10,000 additional residents and businesses in the area of London Borough of Camden shaded in blue in the map below. The letter was intended to promote the consultation and make clear that the opportunity to take part had been extended until 3 January 2018. A copy of this letter is included in Appendix A.

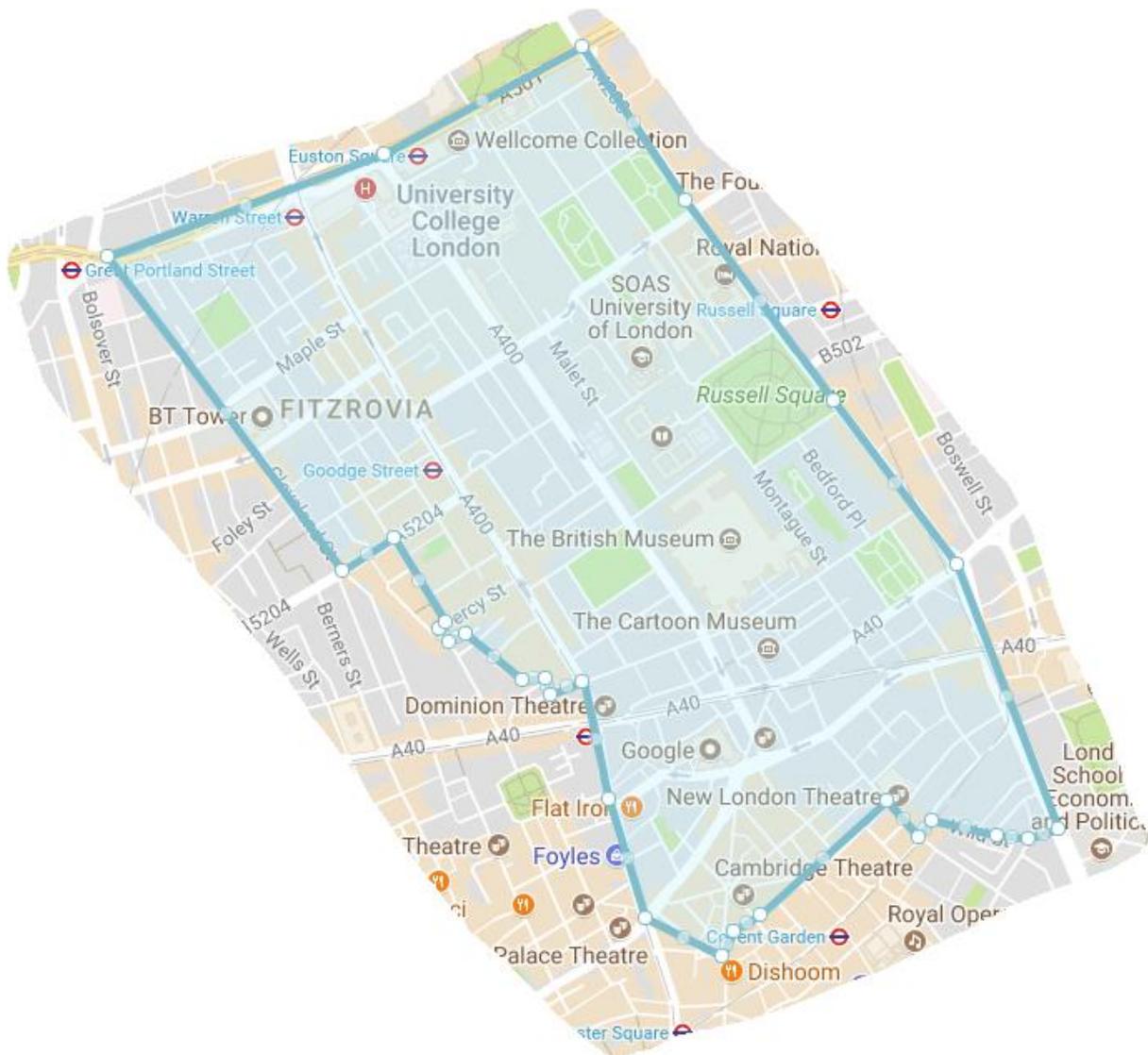


Figure 2 - Area chosen for a further postal mailing to promote the consultation and extension

2.7.2 Email campaign

The team designed a multi-stage email campaign. The purpose of the campaign was to raise awareness of the consultation and the channels through which responses could be made, to maximise participation amongst the public and other stakeholders

Public emails

The team identified members of the public who had registered with TfL to receive information about driving, walking or cycling in London, or who had used the bus routes which then operated along Oxford Street. Also included were people who had registered to pay the Congestion Charge with TfL in the past, or who had used the Santander Cycles hire scheme. Finally, and using postcode data supplied by the recipients themselves, the team identified a sub-set of people who lived specifically in the City of Westminster. There were four separate emails, as follows:

- From the launch of the consultation on **6 November 2017**, 'launch' emails were sent to every person who had been identified, comprising almost 1,000,000 recipients. The email announced the opening of the consultation and provided a link to TfL's online consultation portal, through which responses could be made
- The team tracked whether the 'launch' email had been opened by recipients and found in some cases that it had not. For this reason, on **27 November 2017** another copy of the 'launch' email was sent to all those recipients who had not opened the previous email (numbering around 500,000 in total) as a means to encourage these recipients to respond to the consultation
- On **6 December 2017** the team sent a further email to around 111,000 recipients who had been identified as resident in the City of Westminster, as a means to encourage their participation in the consultation. The email included a link to TfL's online consultation portal
- On **13 December 2018** the team emailed every person they had previously emailed to inform them that the closing date for comments to the consultation had been extended to 3 January 2019. Again, the email included a link to TfL's online consultation portal

Copies of the emails are included in Appendix A.

Stakeholder emails

The team identified over 1,300 stakeholder organisations who they believed would have an interest in the proposals for the transformation of Oxford Street West. These included London boroughs, political representatives, residents groups, businesses and business associations, property and estate owners, hotels and visitor attractions, accessibility groups and the voluntary and community sector, transport groups and the emergency services, amongst others. A list of all those stakeholders who were identified is included in Appendix A.

There were two emails to stakeholders, as follows:

- At the launch of the consultation on **6 November 2017**, the team sent an email to every identified stakeholder to announce that the consultation had opened, and to provide a link to TfL's online consultation portal, through which responses could be made

- On **7 December 2017**, there was a further email to confirm that the closing date for comments to the consultation had been extended to 3 January 2018. Once again, the email included a link to TfL's online consultation portal

Both emails are included in Appendix A.

2.7.3 Radio, press and digital advertising

The team supplemented the letter and email campaigns with an extensive series of advertisements in the press, online and on selected radio stations. The purpose of the advertisements was to raise awareness of the consultation and encourage as many people as possible to take part.

Radio

The team developed a radio advertisement to describe the proposals and their purpose, and thereby encourage the public to take part in the consultation. The advertisement directed potential respondents to TfL's website, via which they could take part. The script of the advertisement is included in Appendix A.

The table below lists the stations which played the advertisement, and the dates during November and December that the advertisement was played (Note: shading indicates that the advertisement was played during the highlighted week)

Media	Nov-18			Dec-17		
	13	20	27	4	11	18
Absolute Radio (London)						
Capital London						
Classic FM (London)						
Heart London						
Jazz FM (London)						
Kiss (London)						
LBC 97.3 (London)						
Magic (London)						
Radio X London (was XFM London)						
Smooth Radio London						
Sunrise Radio London						

Figure 3 - Radio advertisements to promote the consultation

Press

The team developed a press advertisement to describe the proposals for the transformation of Oxford Street, the benefits that the scheme would provide and explain how to take part. A copy of the advertisement is included in Appendix A.

The table below lists the titles which carried the advertisement and the dates it appeared (Note: shading indicates that the advertisement was displayed during the highlighted week)

Media	Nov-17				Dec-17		
	6	13	20	27	4	11	18
Evening Standard							
Metro							
City AM							

Figure 4 - Press advertisements to promote the consultation

Digital

The team designed an animated digital advertisement based on the art work in the press advertisement. The digital advertisement was designed to be visible to people living in or visiting the vicinity of Oxford Street and who were browsing web pages which were relevant to the proposals.

The digital advertisement was intended to encourage viewers to ‘click through’, whereupon they would be directed to TfL’s online consultation portal, where they could reply.

2.7.4 Flyer distribution

The team produced a consultation ‘flyer’ which was intended to raise awareness that the consultation was ongoing, and that a number of roadshow events would be held to enable people to meet staff involved in the development of the vision for Oxford Street. The flyer was distributed in and around the Oxford Street area from 11 November – 9 December 2017, although following a request from a local residents group the team also arranged to distribute copies of the flyer in the West One Shopping Centre on 16 December 2017. In total, the distribution team gave flyers to over 5,000 potential respondents to the consultation.

The flyer is included in Appendix A.

2.7.5 Press

TfL and Westminster City Council issued a joint press release at the start of the consultation on 6 November 2017 as a means to publicise the launch of the consultation. A copy of the press release is included in Appendix A.

2.7.6 ‘Third party’ publicity

In the months prior to the consultation there were meetings with a wide range of stakeholder groups, including local businesses and land owners, residents groups

and others. These meetings were intended to enable discussions about the proposed transformation of Oxford Street West to continue outside of the consultations, but also to maximise awareness of the dates it was intended to hold the consultation. As a result of these meetings, a large number of stakeholders supplemented the efforts to publicise the consultation with their own publicity, mostly through social media.

A number of organisations went further and posted information about the consultation on their website, or printed and distributed materials in the Oxford Street West area to encourage the public to adopt a particular position in their response.

Examples of this ‘third party’ publicity in Appendix A.

2.7.7 Posters

The team designed posters to promote the Roadshow events and to increase awareness that the consultation was ongoing. These posters were displayed at the London Underground stations at Oxford Circus, Marble Arch, Tottenham Court Road and Bond Street initially at the launch of the consultation on 6 November 2017. Additional posters were displayed at these same stations from 27 December 2017 to further encourage participation in the consultation.

The posters themselves are included in Appendix A.

2.7.8 Roadshows

The team 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 team 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.

Venue	Dates
 Regent Hall Salvation Army Church and Community Centre Main Hall 275 Oxford Street London W1C 2DJ Nearest Tube: Oxford Circus.	Tuesday 14 November 2017 12pm – 7pm Saturday 25 November 2017 12pm – 5.30pm

Grosvenor Chapel Garden Room, 24 St Audley Street, London, W1K 2PA	Monday 27 November 2017 12pm – 7pm Saturday 11 November 2017 12pm – 5.30pm
Wigmore Hall Bechstein Room, 36 Wigmore Street, London, W1U 2BP	Friday 8 December 2017 12pm – 5.30pm Saturday 9 December 2017 12pm – 5.30pm

Figure 5 - List of roadshow venues and timings

2.8 Equalities Assessment

The team undertook an Equalities 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 people and other ‘hard to reach’ groups 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 team will continue 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. These implications will be identified and assessed in an updated Equalities Impact Assessment which will be taken into account when decision makers decide on next steps, later in 2018.

2.9 Analysis of consultation responses

The team commissioned Steer Davies Gleave to undertake statistical and ‘thematic’² 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’³, 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 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 ad-hoc 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

² ‘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.

³ A ‘code frame’ is a standard analytical tool used to list the issues identified during analysis of responses to a consultation.

entirely blank save for name, postcode and/or email contact details⁴. The ‘Open Oxford Street’ (http://www.openoxfordstreet.com/what_is_your_campaign_about) 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, based on the postcode data. Further information is in chapter 3.

⁴ 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'⁵ and through campaigns.

Respondents	Total	%
Public responses	14,302	65
Stakeholder responses	75	0.3
Living Streets campaign	7,062	32
Better Oxford Street campaign	632	3
Total	22,071	-

Figure 6 - Number of respondents

3.2 Type of respondent

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

⁵ The team 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, etc.

Respondent type	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 7 - Number of respondents by type

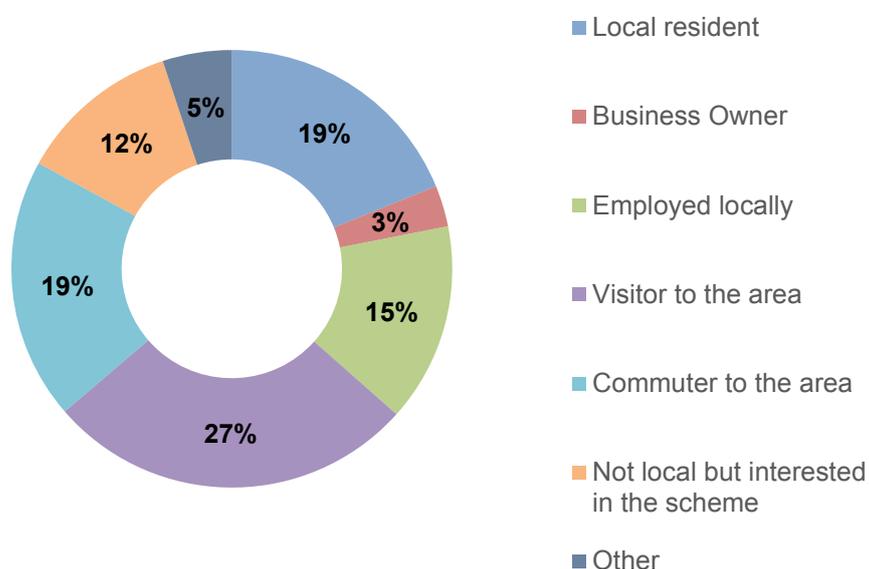


Figure 8 - Chart of respondent types

3.3 How respondents heard about the consultation

The team 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.

HOW DID YOU FIND OUT ABOUT THIS CONSULTATION? (BY TYPE OF RESPONDENT)

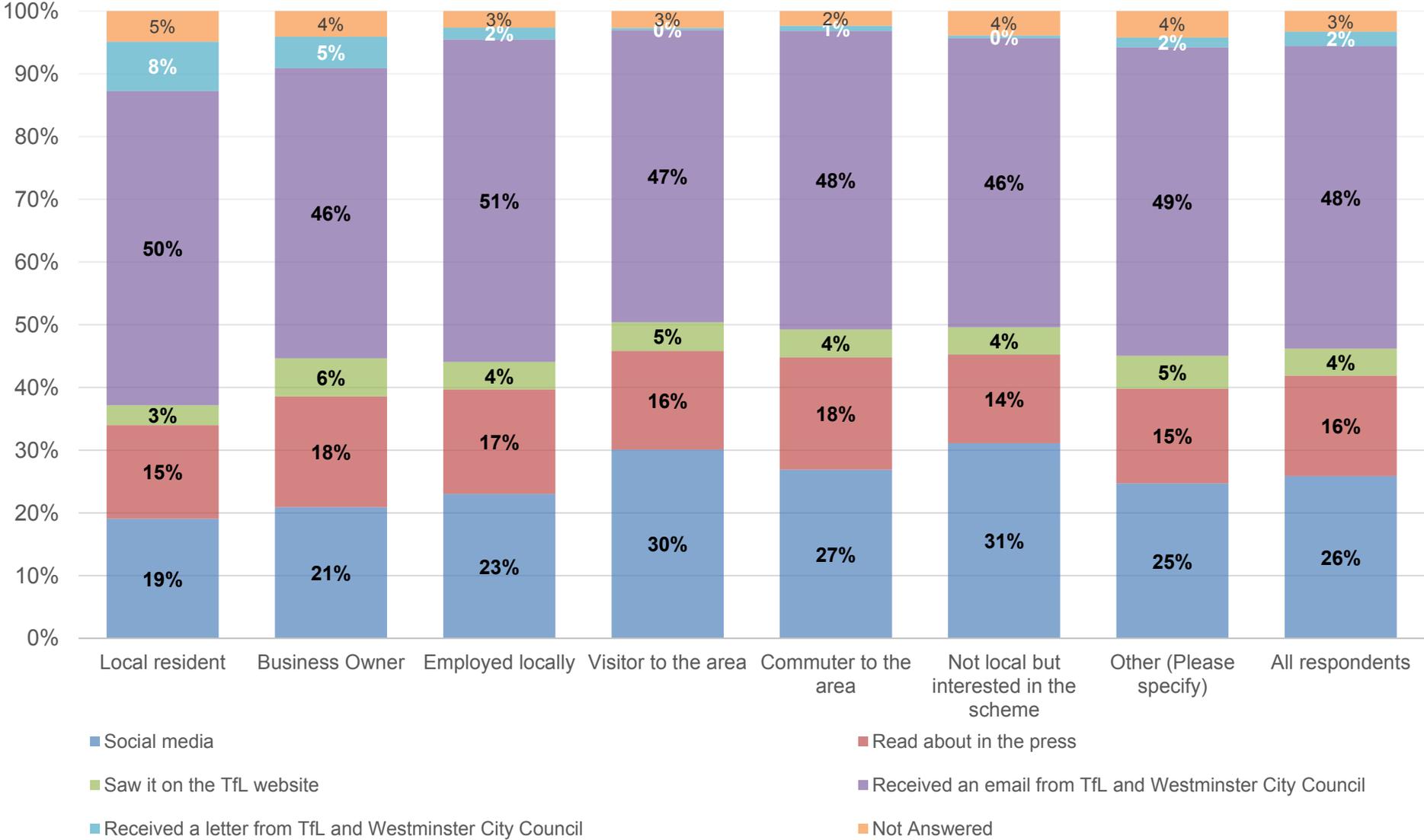


Figure 9 - How respondents heard about the consultation

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.

Postcode	Total	%
Westminster	2,329	16.2
Camden	632	4.4
Islington	466	3.2
Lambeth	427	3.0
Kensington and Chelsea	419	2.9
Southwark	401	2.8
Tower Hamlets	379	2.6
Hammersmith and Fulham	367	2.5
Hackney	326	2.3
Wandsworth	305	2.1
No or invalid postcode provided	2,964	20.1

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

3.5 Distribution of respondents across Greater London

The team 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.

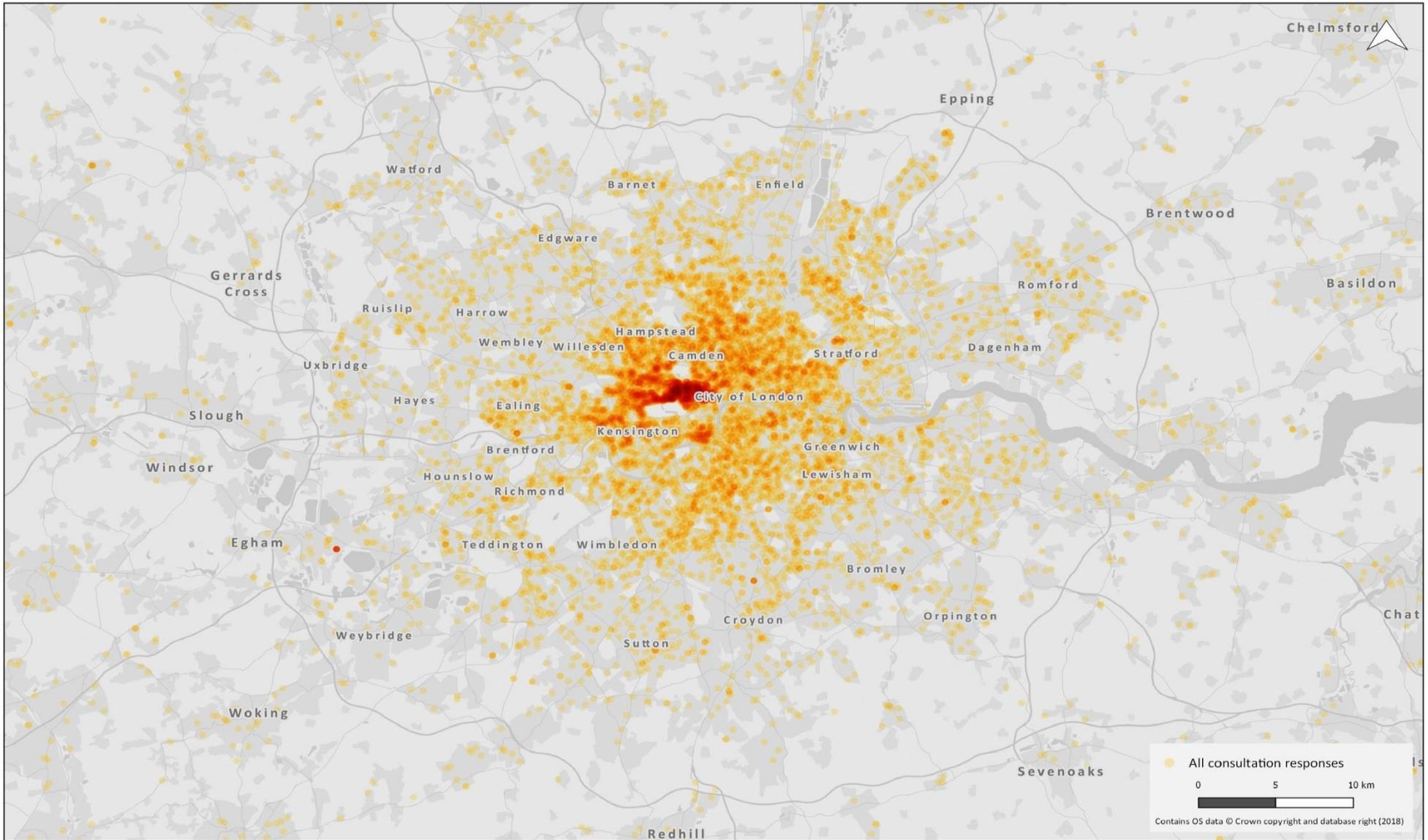


Figure 11 - Location of respondents to the consultation across the London area

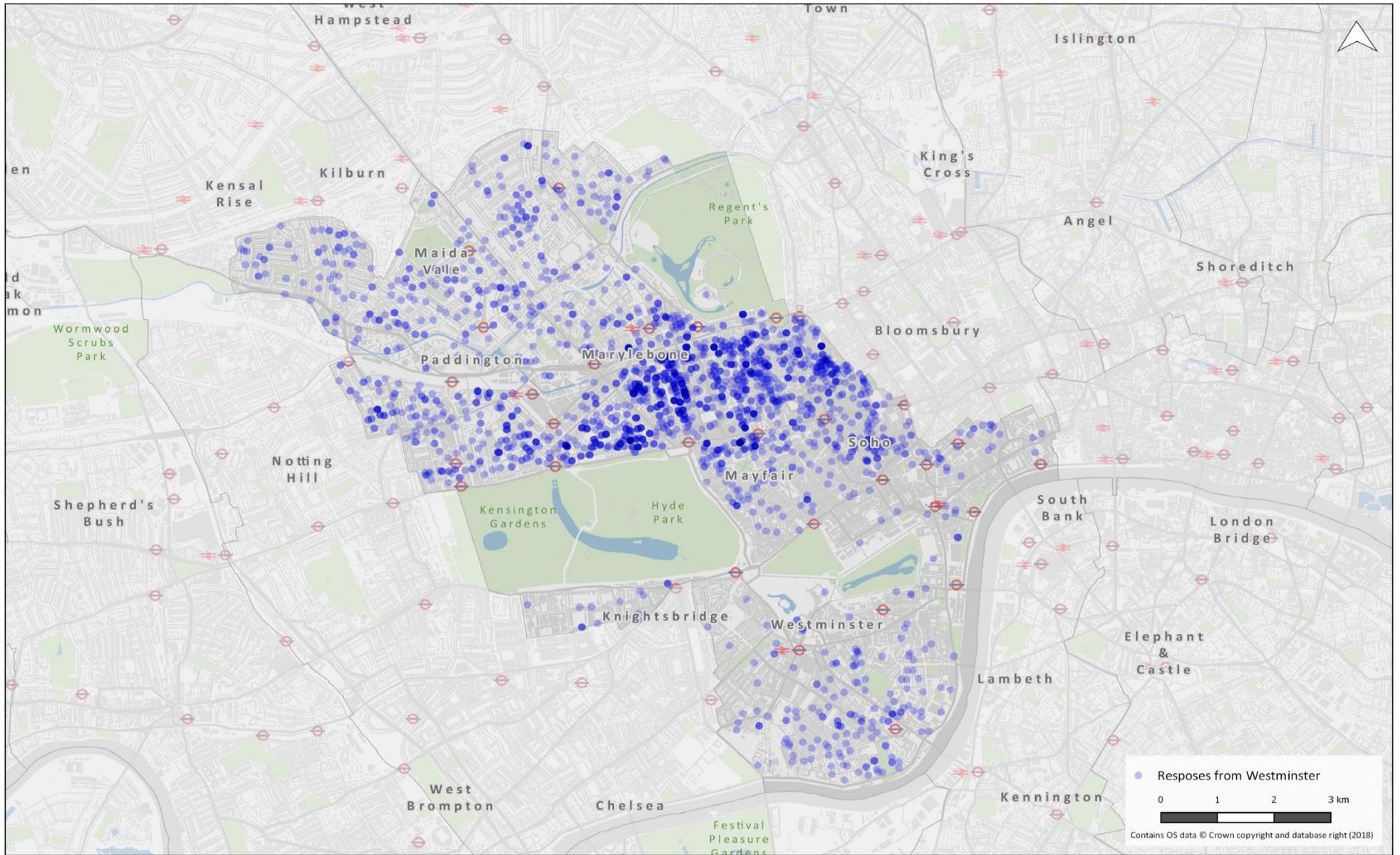


Figure 12 - Location of respondents to the consultation within City of Westminster

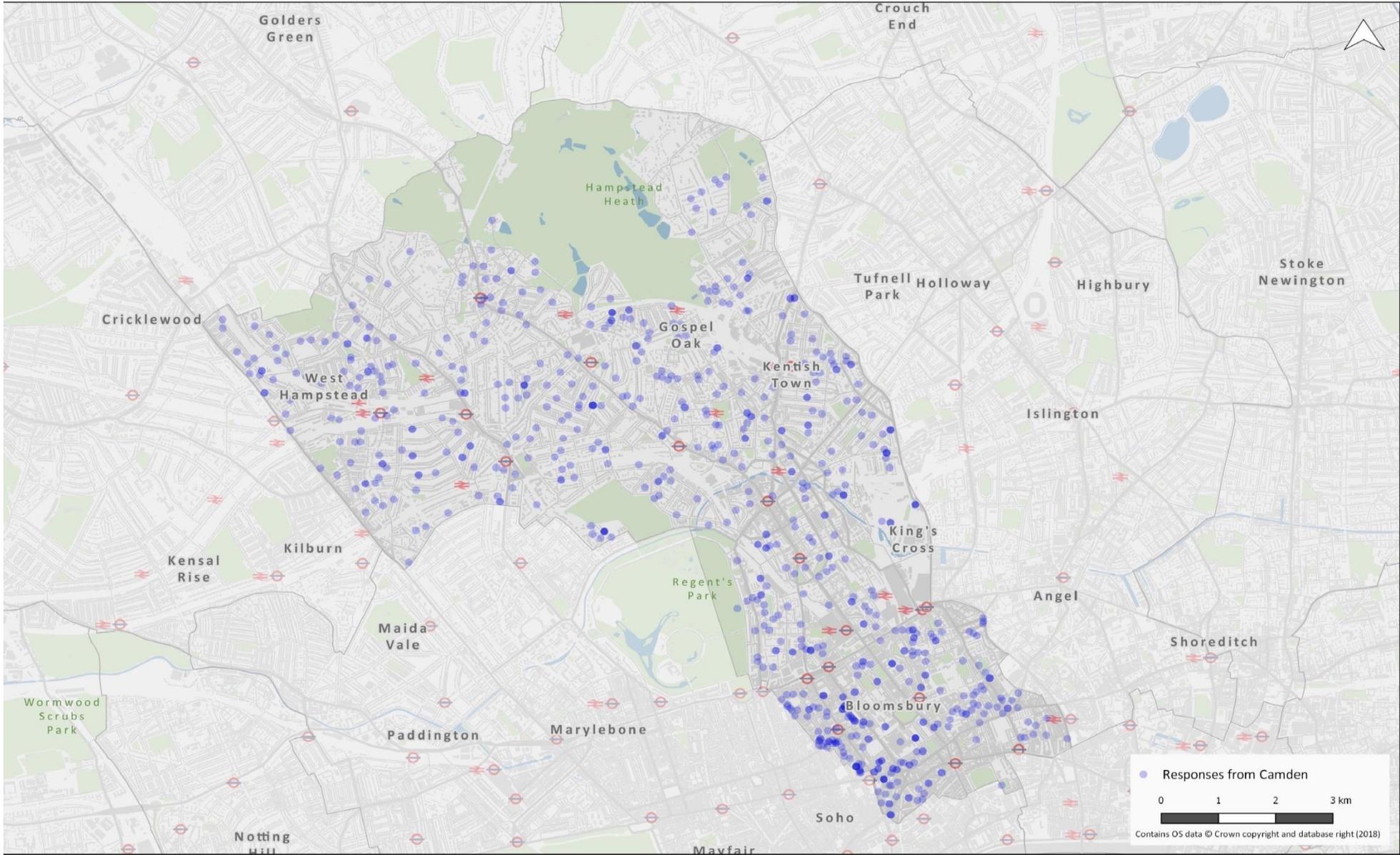


Figure 13 - Location of respondents to the consultation within London Borough of Camden

3.6 Responses from stakeholders

There were 81 responses from organisations who had been identified as 'stakeholders', as follows. Summaries of the responses from each are included in Appendix B.

Age UK London	London Cycling Campaign
Automobile Association	London Fire Brigade
Baker Street Quarter	London First
Berners Allsopp Estate	London Forum of Amenities & Civic Societies
Better Oxford Street	London TravelWatch
Bloomsbury Association	Marble Arch BID Partnership
BMO Real Estate Partners	Marylebone Community First
Caroline Pidgeon AM	Marylebone Forum
Charlotte Street Association	Mayfair Residents Group
Church Commissioners for England	Midtown
Clarence Gate Gardens Residents Committee	Montagu Square Garden Trust
Cllr Stephen Knight	National Association of Taxi Users
Cross River Partnership	New West End Company
Cycling UK	Northumberland Park Residents Association
Edwardian Hotels London	Notting Hill East Neighbourhood Forum
Federation of Small Businesses	Paddington Residents Active Concern on Transport
Fitzrovia Neighbourhood Association	Queens College London
Freight Transport Association	Royal Borough of Kensington & Chelsea
Friends of the Earth	Save the Buses
Future High Streets	South East Bayswater Residents Association (SEBRA)
G4S	Shaftesbury
Gett UK	St Johns Wood Society
GLA Transport Committee	St Marylebone Society
GMB Drivers Union	Stop Killing Cyclists
Gordon Mansion Residents Association	Sustrans
Grosvenor Britain & Ireland	The Body Shop
Grosvenor Chapel	The Crown Estate
Grosvenor Mayfair Residents Association	The Fitzrovia Partnership
Historic England	The Joint Committee on Mobility for Disabled People
Howard de Walden Estates Ltd	The Licensed Private Hire Car Association
Hyde Park Estate Association	The Meard and Dean Street Residents Association
Institution of Civil Engineers	The Portman Estate
Jennette Arnold AM	The Private Hire Board
John Lewis Partnership	The Soho Society
London Taxi Drivers Association	Try Market Halls
Lindsay House Residents Association	West End Community Network
Living Streets	West End Street Traders
London Borough of Camden	
London Borough of Ealing	
London Borough of Hackney	
London Borough of Islington	
London Chamber of Commerce and Industry	

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 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 14,377 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 (397 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?

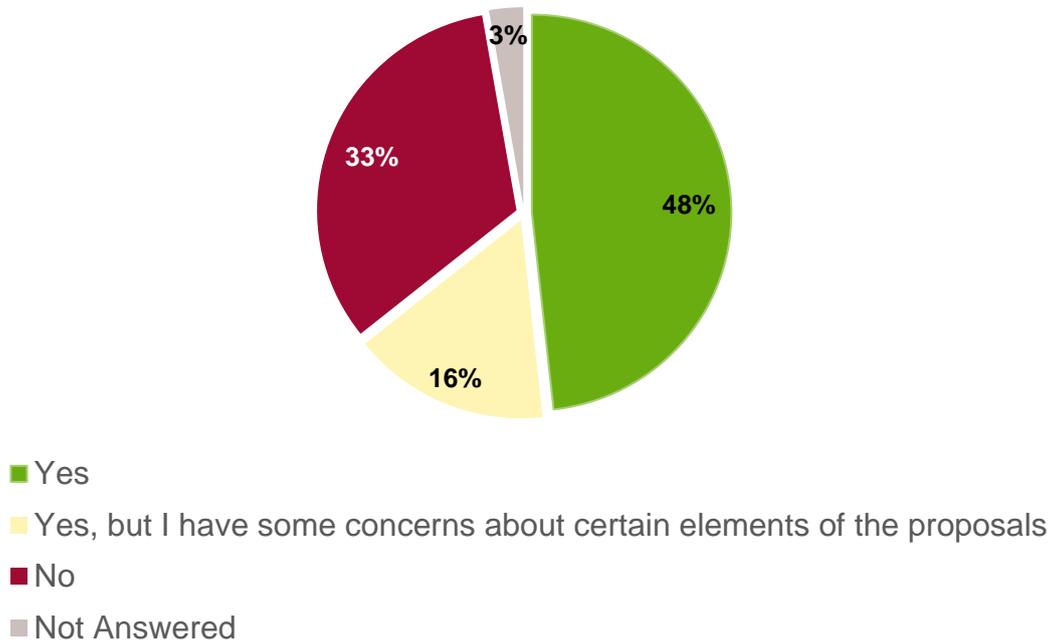


Figure 14 - Support for and opposition to the transformation of Oxford Street West

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.

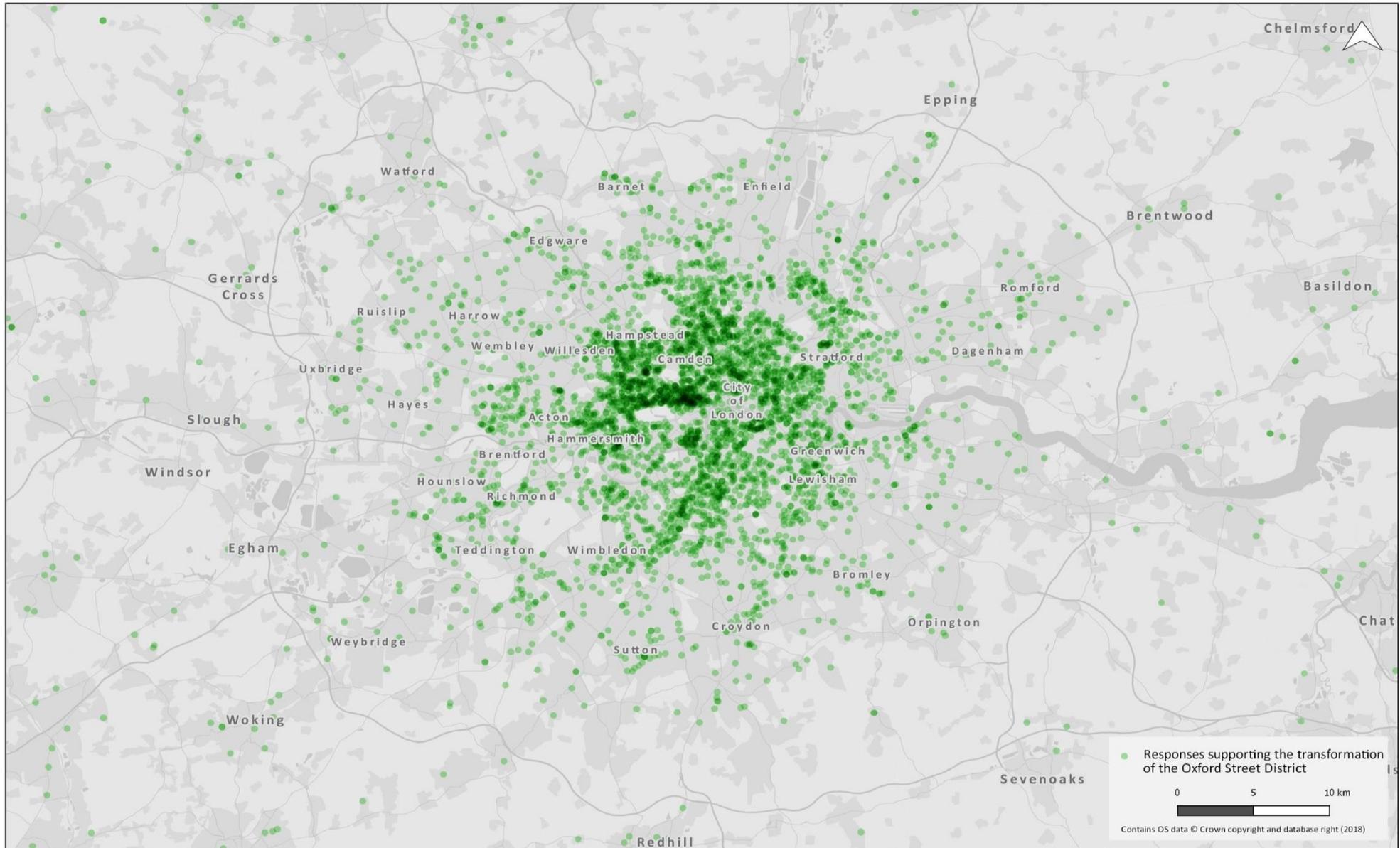


Figure 15 – The location of respondents who selected the option ‘Yes’

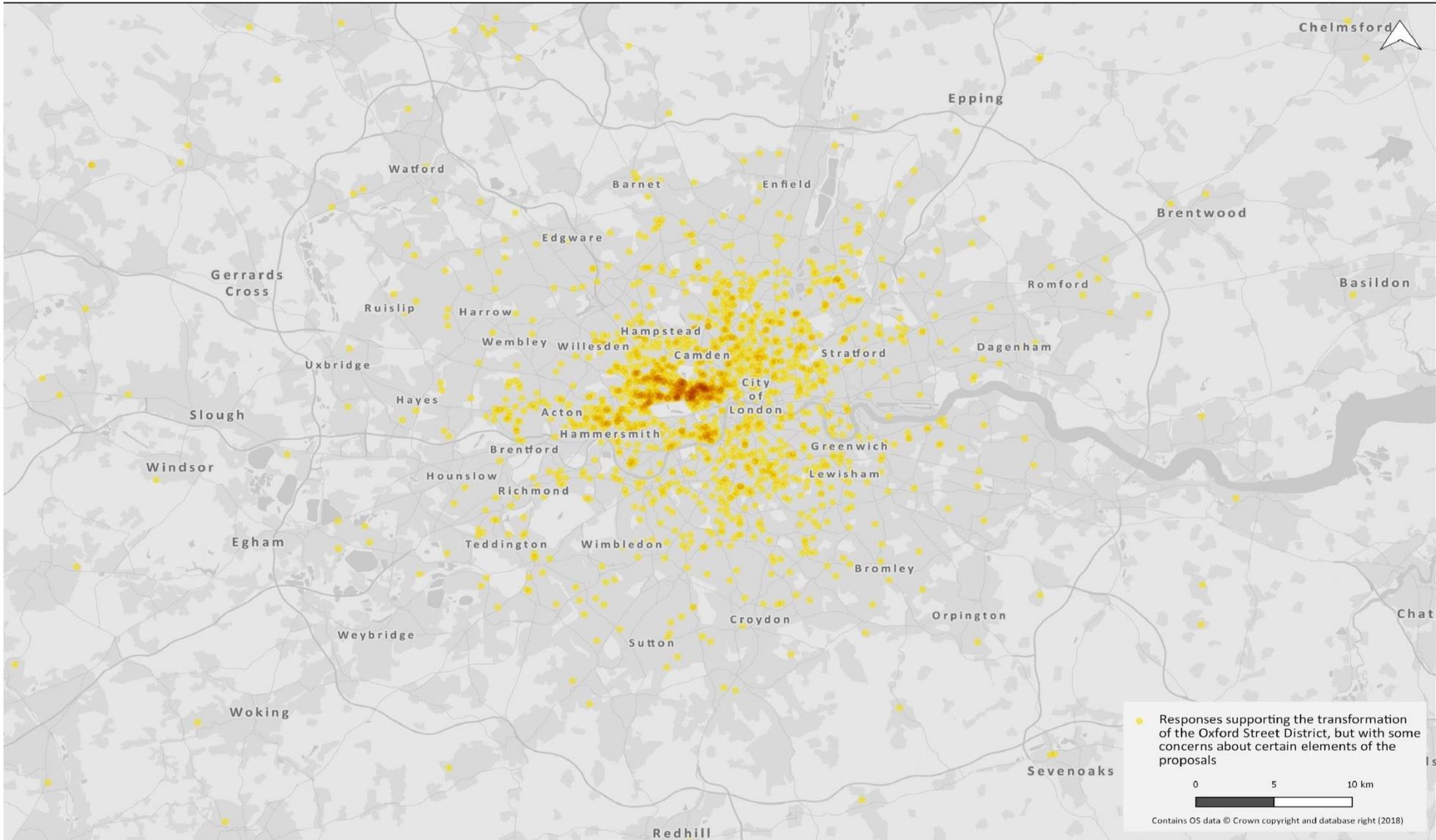


Figure 16 - The location of respondents who selected the option 'Yes, but I have concerns about the changes that would be necessary'

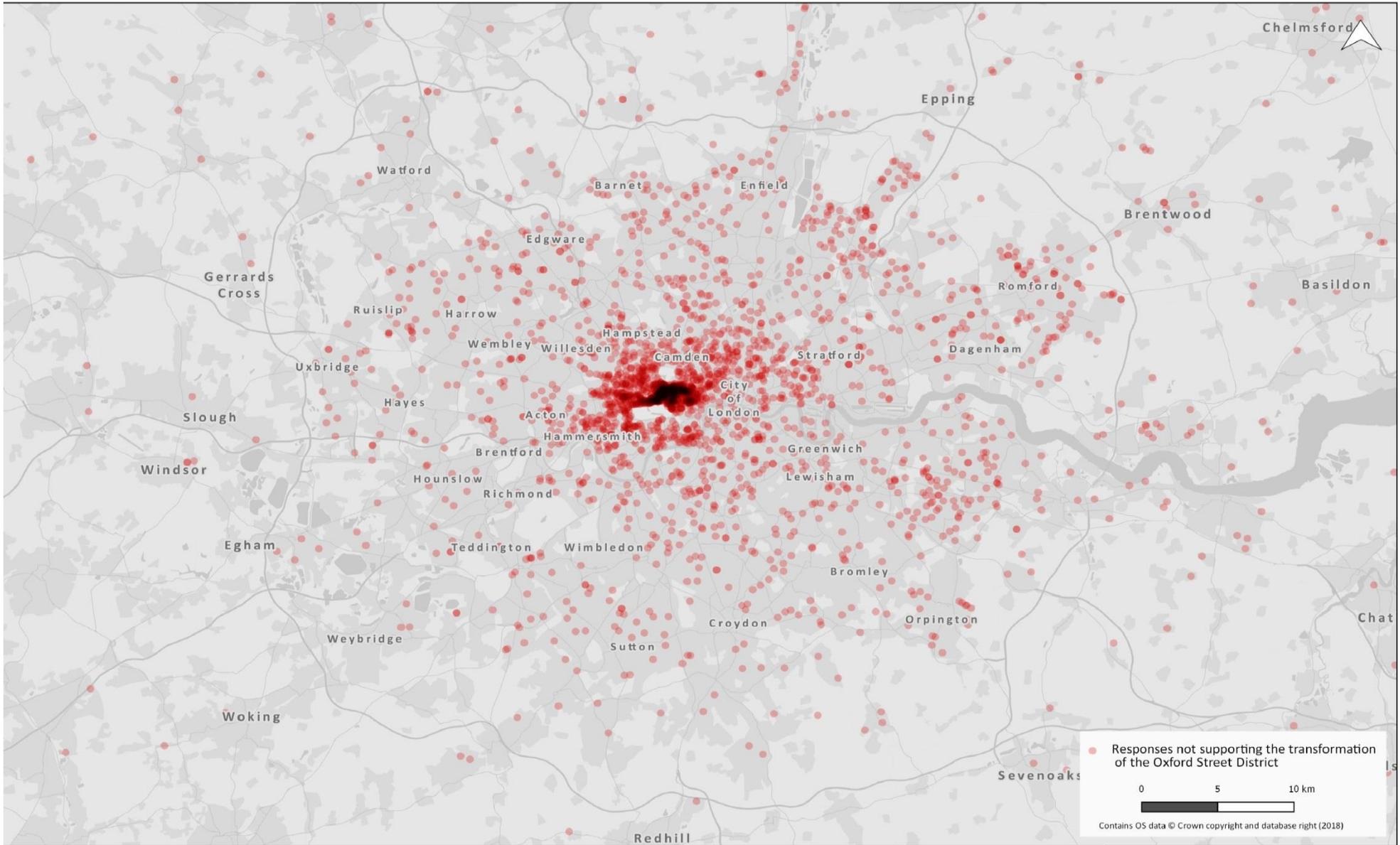


Figure 17 - The location of respondents who selected the option 'No'

4.1.2 Most frequently raised issues

The team asked respondents to explain their response to question 1, or to provide any other comments about any aspect of the proposals. Of the 14,377 respondents who completed the online questionnaire or who submitted their thoughts by email or in writing; 3,789 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 team is considering every issue raised by respondents and will respond to every one of these later in the year.

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

Figure 18 - Top 10 most frequently raised issues in response to question 1

4.1.3 Responses in City of Westminster

The team has produced a map which shows how respondents who live in the City of Westminster responded to question one. This is shown below.

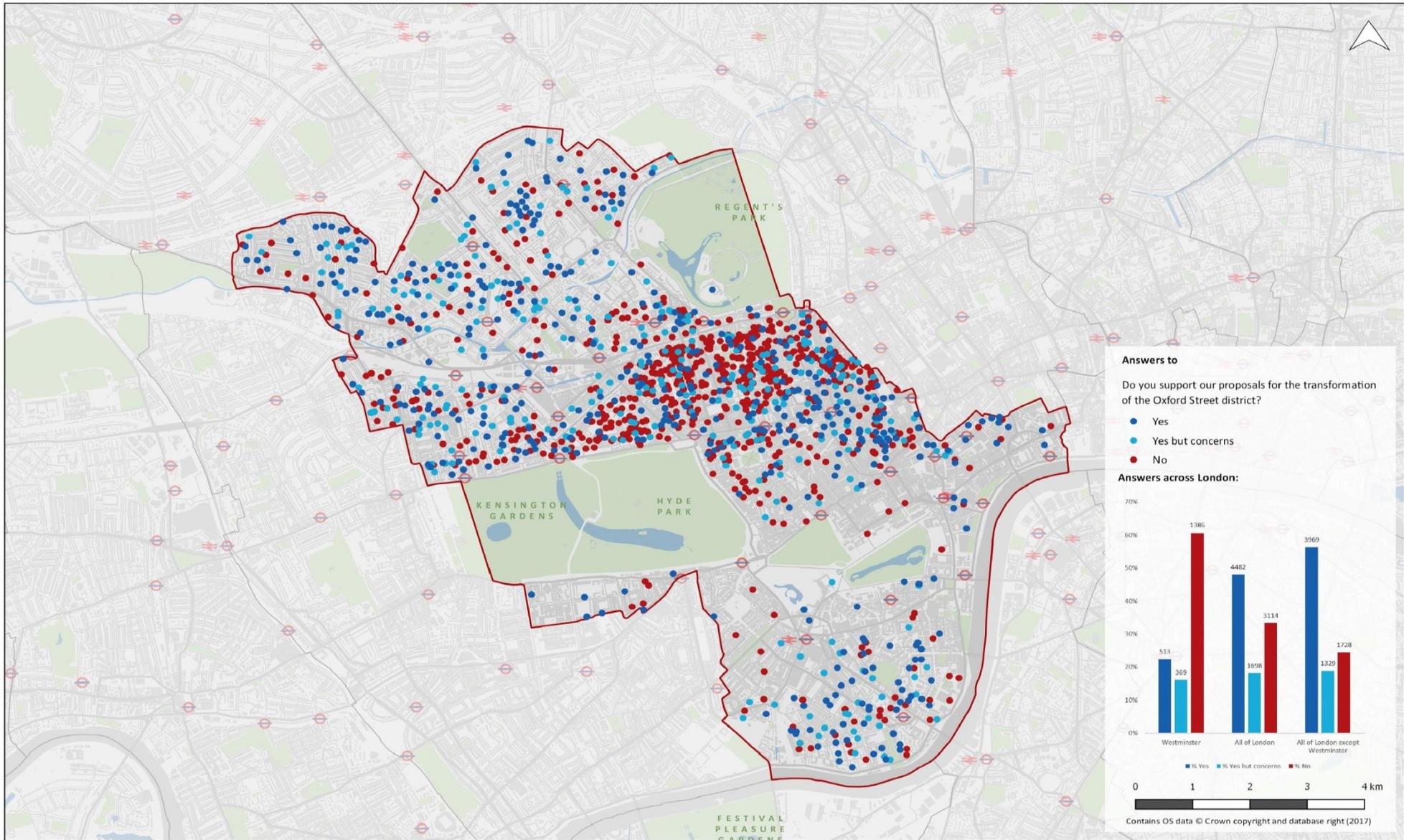


Figure 19 - Support and opposition to the scheme amongst City of Westminster respondents

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 team 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. A number of major employers in the Oxford Street area support the proposals (for details please see the summaries of stakeholder replies in Appendix B). The team remain happy to discuss the project with any business in the Oxford Street area, or any other stakeholder.

SUPPORT FOR SCHEME (BY TYPE OF RESPONDENT)

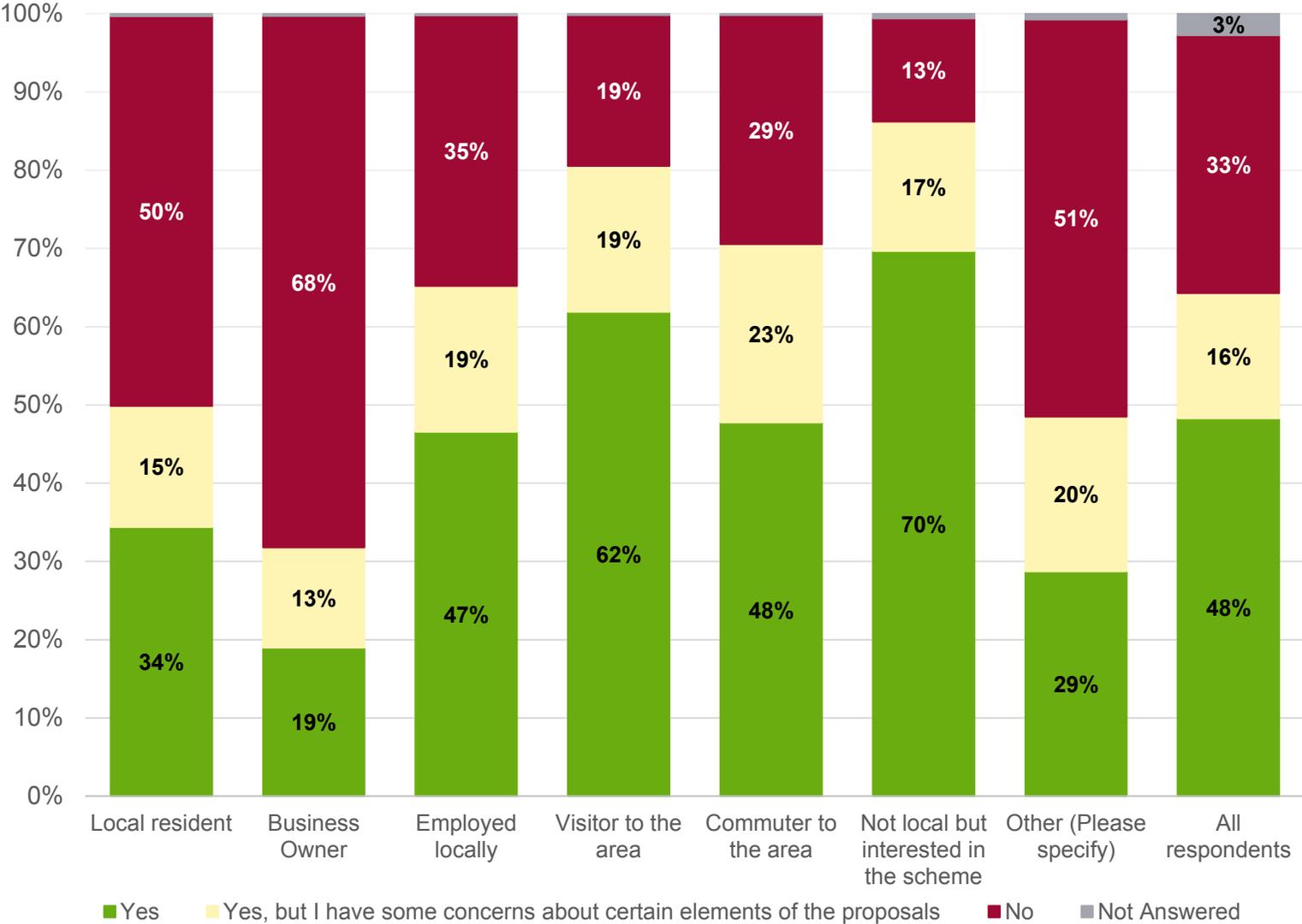


Figure 20 - Support and opposition by respondent type

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 team 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 14,377 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 team found that the majority of respondents who submitted comments in response to question 2 did not raise issues about the development of proposals for the transformation of Oxford Street East, and instead reiterated or provided new comments about the transformation of Oxford Street West. Nevertheless, the team is considering every issue raised and will respond to each later in the year.

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.

Issue	Frequency raised
Concern that proposed scheme will increase traffic congestion in surrounding areas (e.g. Marylebone)	451
Support scheme (general)	291
Suggest improved cycling infrastructure on Oxford Street	283
Oppose scheme (general)	276
Concern about air quality impacts on surrounding areas	274
Concern about access for disabled people to Oxford Street	266

Concern regarding loss of access and connectivity by bus (e.g. journey time, cost, interchange, convenience etc.)	244
Concern about access for older people and those less able to walk longer distances or take the underground	213
Suggest cycles should be permitted	201
Suggest providing improved and safe cycle tracks on routes surrounding Oxford Street	133

Figure 21 - 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.

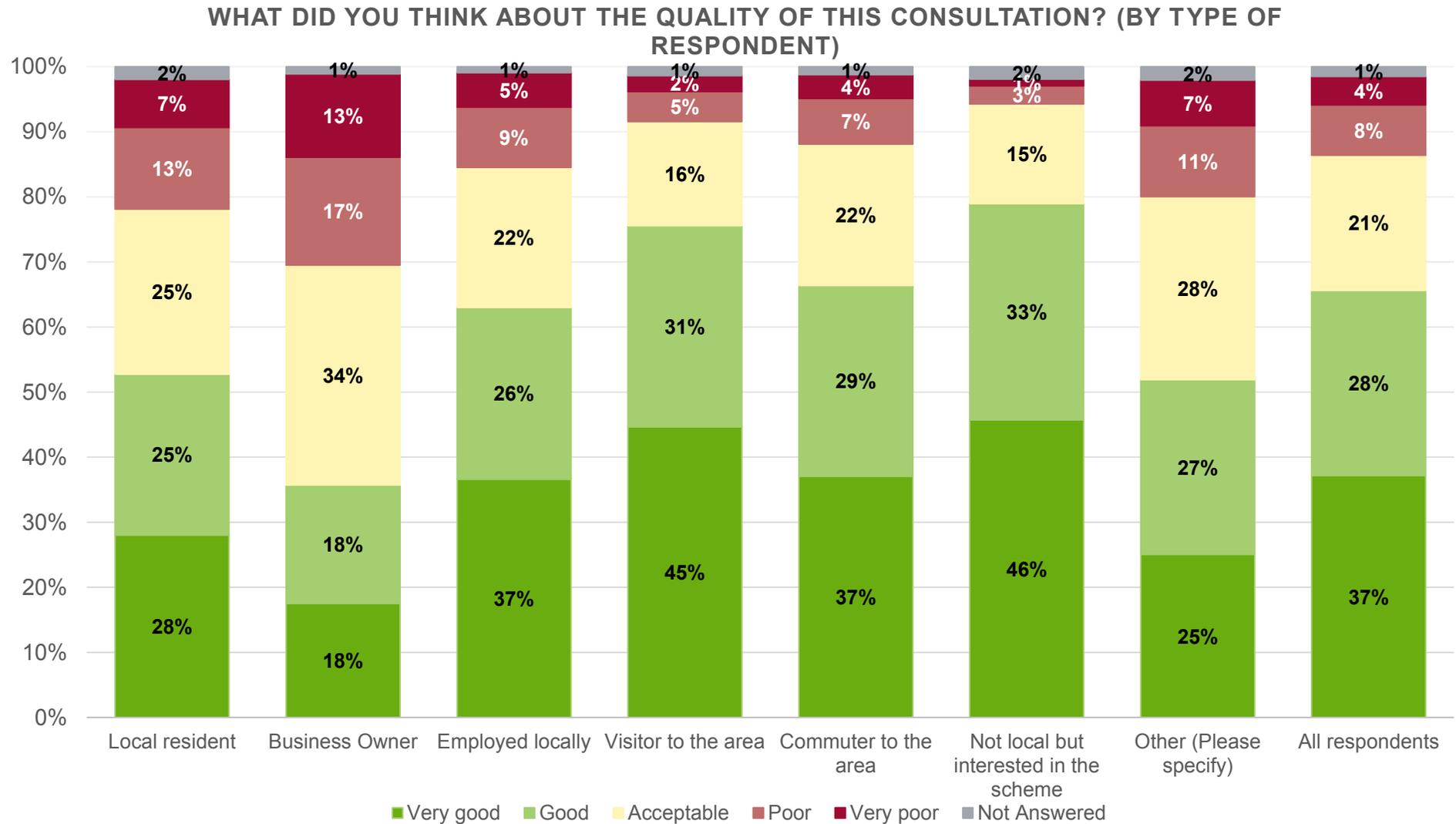


Figure 22 - Thoughts about the quality of the consultation by respondent type

5. Next steps

Decision makers are now considering every one of the issues raised by respondents to the consultation. In doing so, they will consider whether or not to proceed with the transformation of Oxford Street West either in the form proposed in the consultation, or with changes based on comments made by respondents. Due to the huge response to the consultation and the many issues raised, further time is required to take on board all of the comments made before setting out next steps.

As decision makers review these responses and look at potential changes, they have a number of key objectives and areas of focus, including:

Traffic management

The proposals have been designed to ensure that the road networks around Oxford Street would continue to function and that traffic would not run down narrow residential roads. This remains a priority for the scheme and the team will continue to check and model any potential changes to the proposals to ensure the road network would work for those who need to use it and for those who live and work in the area. The team is doing everything possible to protect resident parking bays.

Air quality

The proposals are intended to help pollution levels reduce across the district. This is expected to happen to an extent with the recently-introduced T-Charge and forthcoming Ultra Low Emission Zone, but the Oxford Street Transformation project could bring a further benefit to air quality across the district. The proposals that were consulted on were expected to achieve this and the project will ensure that this benefit is protected and further enhanced wherever possible.

Access to and around the area for older and disabled people

The intention is that the transformed Oxford Street district would be a much more inclusive environment than it currently is. This would complement the recent installation of step-free access at Tottenham Court Road and Bond Street Tube stations and the forthcoming fully accessible Elizabeth line stations.

The aim is to ensure that the bus routes to and from the area would continue to provide good connections and get passengers as close to the new public spaces as possible. Work is in progress on plans for a local mobility service within the district to further support people. The proposals also included numerous improvements including wider pavements, new pedestrian crossings and places to sit and rest throughout the district, which would make it easier to get around. It is the intention to continue to plan accessibility improvements as the consultation responses are reviewed.

Cycling routes and infrastructure

The proposals included a number of changes for cyclists and team is reviewing consultation responses related to these. However, in addition, and as was outlined in the consultation, the team is working to bring forward a high-quality east-west cycle route to the north of Oxford Street for consultation later this year. This would complement other planned new facilities coming to the area.

Managing the area

The future management of the Oxford Street district is critical to the success of this project. As was outlined in the consultation documents, work is underway to ensure that the space is well managed and that unlicensed or anti-social activity, both day and night is tackled and prevented.

In addition there is a developing Freight Plan for the area to ensure deliveries would be properly controlled and not cause greater local inconvenience. There were many comments in the consultation responses about loading and servicing arrangements and these are being reviewed to ensure that the proposals will work for both residents and businesses. The team is working closely with businesses to ensure all of their deliveries can be made during the day.