

## **Appendix E: Place Strategy and Delivery Plan - Consultation Overview**

- 1.1 Since July 2018, the Council has held over 100 meetings with a wide spectrum of local resident groups, businesses and interested organisations, including: Ward Councillors, resident associations, neighbourhood forums, interest groups, the London Borough of Camden, the Greater London Authority and Transport for London. The Council is therefore confident that the views captured during this stage of the project provided a broad representation of views and this dialogue directly informed the development of the draft Oxford Street District Place Strategy and Delivery Plan.
- 1.2 Following approval by Cabinet on 25<sup>th</sup> October 2018, the formal consultation on the draft Place Strategy and Delivery Plan took place from 6<sup>th</sup> November to 16<sup>th</sup> December 2018 (inclusive).
- 1.3 The purpose of the public consultation was to set out the over-arching strategy for the Oxford Street District and the associated deliverables. The primary objective of the consultation was to:
  - a) Ensure that people were fully informed about the consultation and understood how they can access information about the draft Place Strategy and Delivery Plan and feedback their views;
  - b) Make sure that all those with an interest in the Oxford Street District feel engaged in the consultation, can easily make use of feedback channels and, feel that their views will be taken into consideration; and,
  - c) Demonstrate how the rich insight from the consultation will help to shape the future designs and solutions for the Oxford Street District.
- 1.4 During the consultation, the following materials were available to allow respondents to actively engage and understand the proposals:
  - Dedicated consultation and project website;
  - Hard copies of the Oxford Street District – Draft Place Strategy and Delivery Plan in numerous local locations;
  - Online consultation survey asking stakeholders to answer specific questions;
  - Hard copy consultation survey for those who prefer that method of sharing their views;
  - Ability to provide more detailed responses to the proposals via the Oxford Street inbox.
- 1.5 A broad range of communication activities were used to raise awareness of the public consultation events and encourage stakeholders to meet the team, these included:

- Media coverage that resulted in repeated stories about the consultation in the national, regional, trade and local media;
- Direct posted mail to 32,000 households in the four wards affected by the proposals: Bryanston and Dorset Square; Hyde Park; Marylebone High Street, and West End;
- Daily social media activity and posting across all WCC channels;
- Working with local and community organisations to promote the consultation through their channels and newsletters;
- A dedicated website ([www.osd.london](http://www.osd.london));
- Information about the consultation included in other council publications, such as the My Westminster newsletter;
- Regular e-newsletter updates;
- Ten face-2-face sessions across the district involving leaflet distribution and direct engagement with public/small businesses to promote the consultation;
- Dedicated permanent displays at libraries and leisure centres during the consultation period comprising the full Draft Place Strategy, summary brochure and paper survey to complete. The dedicated spaces included:
  - Libraries: Mayfair, Marylebone, and Westminster Reference;
  - Leisure Centres: Seymour Leisure Centre and Marshall Street Leisure Centre.

1.6 The consultation survey sought views from respondents regarding:

- Their level of support for the proposed overarching principles for the district;
- Their views on whether the elements of the strategy would improve the district;
- Their views on the projects proposed in the delivery plan;
- Any other comments they were keen to share with the Council.

1.7 Consultation events took place at a variety of locations across the Oxford Street District during the consultation period. All of the venues were accessible and the events were arranged for various times of day / evenings and weekends. A summary of the events and the number of attendees is as follows:

| <b>Event Date</b>                  | <b>Event Type</b> | <b>Location</b>           | <b>Attendees</b> |
|------------------------------------|-------------------|---------------------------|------------------|
| Wednesday 7 <sup>th</sup> November | Exhibition        | Salvation Army Hall       | 63               |
| Saturday 17 <sup>th</sup> November | Exhibition        | Salvation Army Hall       | 62               |
| Monday 26 <sup>th</sup> November   | Exhibition        | Salvation Army Hall       | 101              |
| Tuesday 4 <sup>th</sup> December   | Exhibition        | University of Westminster | 50               |

|  |             |                            |    |
|--|-------------|----------------------------|----|
| Saturday 8 <sup>th</sup> December            | Exhibition  | Fitzrovia Community Centre | 49 |
| Wednesday 12 <sup>th</sup> December          | Exhibition  | Wigmore Hall               | 90 |
| 8 <sup>th</sup> to 10 <sup>th</sup> November | Pop-up shop | Seymour Place              | 65 |
| 5 <sup>th</sup> to 7 <sup>th</sup> December  | Pop-up shop | Seymour Place              | 71 |

- 1.8 The project team also presented the content of the Draft Place Strategy and Delivery Plan at the following public speaking opportunities.

| <b>Event Date</b>                   | <b>Event</b>                                     | <b>Attendees</b> |
|-------------------------------------|--|------------------|
| Monday 5 <sup>th</sup> November     | Stakeholder pre-consultation launch event        | 60               |
| Wednesday 21 <sup>st</sup> November | West End Property Association / NWEA joint event | 150              |
| Wednesday 12 <sup>th</sup> December | New London Architecture Breakfast event          | 158              |

- 1.9 In addition to the public consultation events, between 6<sup>th</sup> November and 16<sup>th</sup> December 2018 the project team held over 40 meetings with resident groups, businesses and interest groups to respond to their questions and take on board their feedback.
- 1.10 The feedback received has informed the revised strategy that will be considered by Cabinet on 18th February 2019.