

Housing & Regeneration Policy and Scrutiny Committee

Date:	3 March 2024
Classification:	General Release
Title:	Oxford Street Programme (OSP)
Report of:	Bernie Flaherty, Deputy Chief Executive, Executive Director for Adult Social Care and Health Westminster City Council
Cabinet Member Portfolio	Cabinet Member for Planning and Economic Development
Wards Involved:	West End and Marylebone
Policy Context:	<p>Fairer Economy – A reimagined and revived Oxford Street and West End that delivers a world class offer and experience to residents, businesses and visitors supporting a diverse, resilient and successful economy that delivers growth in Westminster.</p> <p>Fairer Environment – Clean and green our streets with action on air quality, and sustainable transport.</p>
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1. Executive Summary

- 1.1 The purpose of this report is to provide an update on the Oxford Street Programme (OSP) as well as the programme outlook for 2024.
- 1.2 The Oxford Street project has been developed to Stage 2 (initial) design which is due to conclude in April 2024. In parallel, the design for the enabling highways schemes to be delivered by the programme have been progressed including for Wigmore and Mortimer Street with construction planned to commence in Spring 2024. To support the realisation of the desired outcomes on Oxford Street and improve traffic movement in the area, a simplification of junction operation is required at Oxford Circus. The scope of these changes are being investigated through the design process and the first stage of design for the Circus is underway.
- 1.3 Primary programme proposals were consulted on with the public in Summer 2023. This consultation was comprehensive and provided the opportunity to garner feedback on all projects planned to be delivered including Oxford Street and Oxford Circus. This input has been used to influence designs and our continued engagement activity will further feed into designs as they develop. The consultation responses have been summarised in a report that is available on the OSP website ([The Oxford Street Programme](#)).

2. Key Matters for the Committee's Consideration

- 2.1 The Committee's input would be beneficial on the following aspects of the OSP:
- 2.2 To consider the progression of the Oxford Street and Oxford Circus projects along with the development of enabling highways and complementary schemes.
- 2.3 To consider the forward plan for spend for 2024/2025 financial year.
- 2.4 The Committee's feedback is valued and any feedback on other aspects of the OSP is welcome.

3. Background

- 3.1 Following the local elections in May 2022 the decision was made by the administration to focus council funding on improvements required for Oxford Street itself, along with selected side streets. This approach is in accordance with The Fairer Westminster manifesto commitment to revive the West End and get Oxford Street back on track as a global destination.

- 3.2 A Cabinet Member Report on 1st November 2022 set out the revised scope of the programme. Approval was given to progress the Oxford Street scheme design and to develop a new business case to reflect the change of programme scope. The full business case for the Oxford Street and Oxford Circus has been prepared demonstrating high value for money for both projects. The business case and a draw-down of funds to progress design for these projects was approved by Cabinet in September 2023.
- 3.3 In December 2023, Cabinet approved the activation of the final area of the OSP and the commencement of design for the three complementary schemes, namely Davies Street, Grosvenor Square and James Street.

4. Programme Outlook for 2024

Oxford Street

- 4.1 The focus for the Oxford Street project in early 2024 has been the development of the Stage 2 (initial) design. This design stage has further elaborated proposals for the street including defining the approach to surfacing, greening, and lighting. Throughout the process, the team has continued to engage stakeholders including resident and amenity groups, the OSP Advisory Board, contributing members of the New West End Company (NVEC), differently abled groups and individuals, young people, and Council officers on key aspects of the design. The current design stage is expected to be completed by April 2024 and preparations are underway to socialise this update with stakeholders as well as members of the public.
- 4.2 The final design stage for Oxford Street will commence following Cabinet approval for Stage 3 – 6 funds which will be sought in May 2024. Key to successfully progressing design and developing an efficient construction programme, given the complexities and interdependencies on the street, is securing the necessary funding with an agreed timeline, and close collaboration with stakeholders including Transport for London (TfL) and utility companies.
- 4.3 A Memorandum of Understanding (MOU) was entered into with the local Business Improvement District (BID) – NVEC in September 2023, which outlines the ambition of both organisations to fund the proposed public realm improvement on Oxford Street. The MOU sets the basis for the development of two s278 agreements, and legal commitment, to be signed with NVEC member businesses and confirms 50% third-party funding for the design and build of the Oxford Street project. The first agreement addresses the Stage 2, which has been signed, and the final agreement refers to the remaining design

and the construction of this scheme. As per 5.2 securing this final legal agreement is a key delivery milestone and will allow the programme to progress as planned.

- 4.4 Construction is planned to commence on Oxford Street in Q3 2024/25. Initial conversations have commenced with the OSP design and build contractor, Murphy Carey Joint Venture (MCJV), regarding options for delivering works on the street including reference to the types of closures and diversion routes. A detailed construction phase plan will be engaged upon with stakeholders in advance of works commencing on street including the notification of statutory undertakers through a Traffic Management Order (TMO) consultation.
- 4.5 With close consideration to the climate emergency, the commitment made to becoming a carbon neutral council by 2030 and a carbon neutral city by 2040, the OSP is seeking to mitigate its carbon impact through all aspects of the project lifecycle including procurement, design, construction and maintenance. Sustainability is at the core of Oxford Street project including enhanced greening, support for active travel, future proofing of public realm interventions, which is outlined in a STAR (Sustainability Tracking and Assessment Rating System) framework of KPIs. An initial carbon assessment has been undertaken on the project (to be refined as the design progresses), which is being used to determine options for mitigating carbon.
- 4.6 Key to the success of the Oxford Street project is a robust and comprehensive management and maintenance plan that aligns with the planned public realm interventions. The current approach to managing the street is a partnership between the Council and NVEC. This joint management has been in place for several years and is proposed to continue, albeit modified to cover the enhanced public realm proposed for the street, to ensure the refurbished street is maintained to a high standard for residents, businesses and visitors. A revised management plan has been in development alongside the Stage 2 design which outlines baseline services and will be refined as the specification is confirmed.

Oxford Circus

- 4.7 The Stage 1 (feasibility) design for the Oxford Circus project has commenced with proposals dovetailing into Oxford Street and future Regent Street public realm changes proposals. Following completion of the initial design, proposals will be shared with stakeholders and the public in advance of commencing Stage 3 (detailed) design to be progressed from Autumn 2024. This socialisation will build upon the programme wide consultation, which included Oxford Circus that took place in Summer 2023.

- 4.8 In Q3 the programme will seek Cabinet approval to continue developing the design for the Oxford Circus project. This report will outline feasibility design proposals and socialisation feedback. Approval will permit the Programme to draw down funds to support Stage 2 and Stage 3 of Oxford Circus design.

Enabling Highways Schemes

- 4.9 The enabling highway schemes are essential highway improvements/changes that seek to enhance traffic movement and capacity in the wider Oxford Street area and support the delivery of the Oxford Street project. These include Marylebone / Fitzrovia, Eastcastle and Oxford Street West schemes and were consulted upon in the OSP consultation in Summer 2023.
- 4.10 Enabling highway scheme construction is planned to commence in the Marylebone/Fitzrovia project area on Wigmore Street and Mortimer Street in March 2024. Designs are being progressed for the remaining Marylebone/Fitzrovia schemes including Eastcastle Street, Margaret Street and Henrietta Place, and for projects in the Oxford Street West area. The intention is to proactively construct the enabling highways schemes in advance of the works starting on Oxford Street, where possible, to provide for greater traffic capacity in the area.

Complementary Schemes

- 4.11 Three complimentary schemes have been identified to be delivered as part of the OSP, and include Davies Street, Grosvenor Square, and James Street scheme. These schemes support the public realm objectives to be achieved on Oxford Street and are of benefit to pedestrian circulation and safety, cycling access and infrastructure. The proposed designs for the complementary projects will be consulted upon with the public and stakeholders.
- 4.12 The development of the Grosvenor Square and James Street schemes is contingent on 50% third-party funding being secured. Design will be progressed once a MOU is entered into with local stakeholders, which is expected to be arranged in 2024. The Davies Street Scheme will be funded through s106 contributions.

5. Financial Implications

- 5.1 The capital expenditure budget approved by Full Council in March 2023 was £124.4m for 2022/23 onwards. The total budget allocation was £127.592m taking into consideration costs incurred prior to 2022/23 which can be utilised by the new programme. Through the preparation of a Full Business Case for the programme in 2023, a review of project costs were undertaken resulting in

the identification of a proposed budget of £148.625m. This is noted in Table 1 below.

Table 1: Proposed Expenditure Budget by Project and Spend to Date

Oxford Street Programme	Expenditure Budget (£000's)	Spend to 31 December 2023 (£000's)
Oxford Street	89,900	3,037
Oxford Circus	25,311	77
Wigmore Street	16,814	917
Mortimer Street		878
Henrietta Place/Cavendish Square		39
Margaret Street		
Park Street/North Audley Square		
Portman Street/Orchard Street		
Berners Street/East Castle Street		1
Grosvenor Square		
Davies Street	-	
James Street	16,600	-
Total	148,625	4,949

5.2 A summary of the programme expenditure budget (by project area) is outlined in Table 1, which shows project spend until 31 December 2023. The figures have been externally and independently provided by a quantity surveyor and includes a risk and contingency allowance.

5.3 The complementary scheme budget expenditure presented is dependent on 50% external funding being secured. This is specifically for the James Street and Grosvenor Square projects (detailed in 6.5). If this external funding is not secured, the project scope will be reviewed accordingly.

5.4 Table 2 show the programme forecast spend. The historic spend includes costs incurred in 2022/23 and comprises contractor and consultant costs, and salaries.

Table 2: Programme Forecast Spend

5.5

Oxford Street Programme					
Actual (£m's)	Forecast (£m's)				
Historic	23/24	24/25	25/26	26/27	Total
2.308	5.367	38.334	61.599	41.017	148.625

The funding assumptions for the OSP are summarised in Table 3 below. To this end, a MOU has been signed with NVEC for the Oxford Street

scheme and a s278 agreement is to be imminently entered into for the Stage 2 design followed by a final agreement covering the remaining design and the delivery of the works on the street.

Table 3: Summary of OSP Projects and Proposed Funding Strategy

PROJECT	FUNDING STRATEGY
Oxford Street	50% funded by third parties
Oxford Circus	Aspiration to secure third-party funding, currently 100% WCC OSP funded
Enabling Highways Schemes	100% WCC funded
Complementary Schemes - James Street and Grosvenor Square	50% funded by third parties
Complementary Schemes - Davies Street	100% WCC funded (£106 monies secured)

6. Legal and Governance Implications

6.1 The City Council is the highway authority for Oxford Street and the side roads and junctions with it that form part of the revised programme together with Oxford Circus. The Highways Act 1980 provides the Council with the statutory powers to carry out works to improve highways and pedestrian facilities. The Town and Country Planning (General Permitted Development) (England) Order 2015 as amended provides permitted development rights that allow highway authorities to carry out necessary work to maintain or improve roads and pedestrian facilities and undertake necessary or incidental work outside but adjoining road boundaries without the need for planning permission.

7. Carbon Impact

7.1 Westminster City Council declared a Climate Emergency and has committed to becoming a carbon neutral council by 2030 and a carbon neutral city by 2040 and adapting its built environment to be more resilient to climate change. One of the key ways it will deliver this is through the creation of more sustainable streets through the mitigation of carbon impact through design and construction. This includes considering the impact of material selection and sourcing, greening, drainage and providing the conditions to encourage active modes of transport.

- 7.2 Efforts to reduce the carbon impact of all OSP, including complementary, schemes will be considered throughout design including the lifetime carbon footprint of materials. This will also consider where materials are sourced and their transportation, material specification and recycling or reusing existing materials.
- 7.3 MCJV is committed to reducing the carbon impact of their construction activity and propose to use electric tools and vehicles during construction where practicable. Commitments have been made to divert 98% of waste from landfill and reuse 95% of materials.
- 7.4 Greening is proposed as part of the complementary schemes, which will not only allow for the improvement of the streetscape and add to the visual amenity of the streetscape but will be designed to provide shade and respite from heat, helping build resilience to rising temperatures. Enhancement of greening will contribute to the Wild West End network with stepping stones for fauna between green spaces. Sustainable Drainage Systems (SuDS) will be installed as appropriate.
- 7.5 Sustainable travel will be supported through a strategy focussed on enhancing cycle parking including e-scooter and dock less bays that can be used by e-bikes and e-scooters where feasible.

8. Equalities Impact

An Equalities Impact Assessment (EqIA) is being carried out for all projects to be delivered through the OSP. The draft, initial assessment indicates the proposed public realm improvements will have an overall positive impact on multiple protected characteristics. The EqIA has been published on the OSP website and will continue to be enhanced and developed as the projects progresses.

9. Consultation and Engagement

- 9.1 The OSP team delivered an extensive public consultation campaign for over six weeks in Summer 2023 to consult on the Stage 1 proposals for Oxford Street, Oxford Circus, and the Programme's enabling highways schemes - Marylebone Fitzrovia, Oxford Street West, and Eastcastle Street.
- 9.2 The public consultation and engagement activities used various techniques and tools including a dedicated webpage, newsletters, a questionnaire, postcard drops and in-person meetings, presentations and public consultation session, giving residents, business owners and members of the public several opportunities to engage with the consultation over the more than six weeks of open consultation. A summary of the engagement is provided below:

- a. 1612 questionnaire responses were received
- a. 27 direct emails of written feedback
- c. 180+ attendees of in person meetings
- d. 500+ people engaged at three local markets
- e. 12,800 postcards delivered to local residents
- f. 20,755 views of the OSP website

- 9.3 The feedback received through direct letter / emails and the questionnaire found public support for each of the five schemes included in the Programme as well as the Programme as a whole. In response to the questionnaire's required question: 'Overall, to what extent do you support or oppose the whole programme proposal?', 64% of the 1612 responses were supportive of the Oxford Street Programme. Full results of the consultation have been compiled, analysed and published on the OSP website.
- 9.4 Following the public consultation period, the OSP team continued engaging with key stakeholders on specific aspects of the Programme design. The engagement included discussions with accessibility groups, local neighbourhood associations and residents as well as local landowners and businesses.
- 9.5 The consultation results and all engagement feedback received has been carefully analysed and considered by the OSP team across all enabling schemes, Stage 1 design of Oxford Circus and Stage 2 design for Oxford Street. Where applicable, the team has been influenced by and amended the project design. The influence of the stakeholder feedback has been recorded as part of a 'You Said, We Did' document that will be published at the end of Oxford Street Stage 2 design.
- 9.6 Currently, preparations are being made to share the more detailed proposals developed through the Stage 2 design process of the Oxford Street, with members of the public. The OSP team will update the Programme website which will host the updated proposals, get out the message via online platforms and social media and host an all day, in person event for those who wish to learn more about the Programme and most current proposals from the street from the OSP team and its contractors.

- 9.7 Additional engagement is planned for each scheme within the Programme including the following:
- a. Continued quarterly engagement with the Oxford Street Programme Advisory Board, a group of senior representatives of key stakeholders in the Oxford Street area.
 - b. Engaging Westminster and other local young people to better understand what young people want from Oxford Street (Spring and Summer 2024)
 - c. Conducting a public consultation on two proposals within the Oxford Street scheme area – Balderton Street and Hanway Street / Rathbone Place. (Spring and Summer 2024)
 - d. Conducting a public consultation on amendments to the Marylebone Fitzrovia scheme. These amendments are the result of resident and stakeholder feedback received through the Summer 2023 consultation (Spring and Summer 2024)
 - e. Socialising Stage 2 designs for Oxford Circus (Summer 2024)
 - f. Publicly consulting on each of the complementary scheme at the end of Stage 2 design (TBC).
- 9.8 All OSP engagement is intended for two-way dialogue between the OSP team and stakeholders. The team is also committed to sharing information and updates through a regular newsletter and updates to the Programme’s website (www.oxfordstreetprogramme.co.uk). The Programme will continue to receive questions, comments, and concerns through the OSP email address (oxfordst@westminster.gov.uk).

10. Next Steps

- 10.1 The next steps for the OSP programme include the continuation of the Oxford Street Stage 2 (initial) design and the socialisation of public realm proposals for the street with stakeholders and the public before the commencement of the final stage of design.
- 10.2 A report summarising the results of the programme public consultation in Summer 2023 is available on the OSP website. This will be supplemented by an updated FAQ and ‘You said, we did’ document at the end of Stage 2.

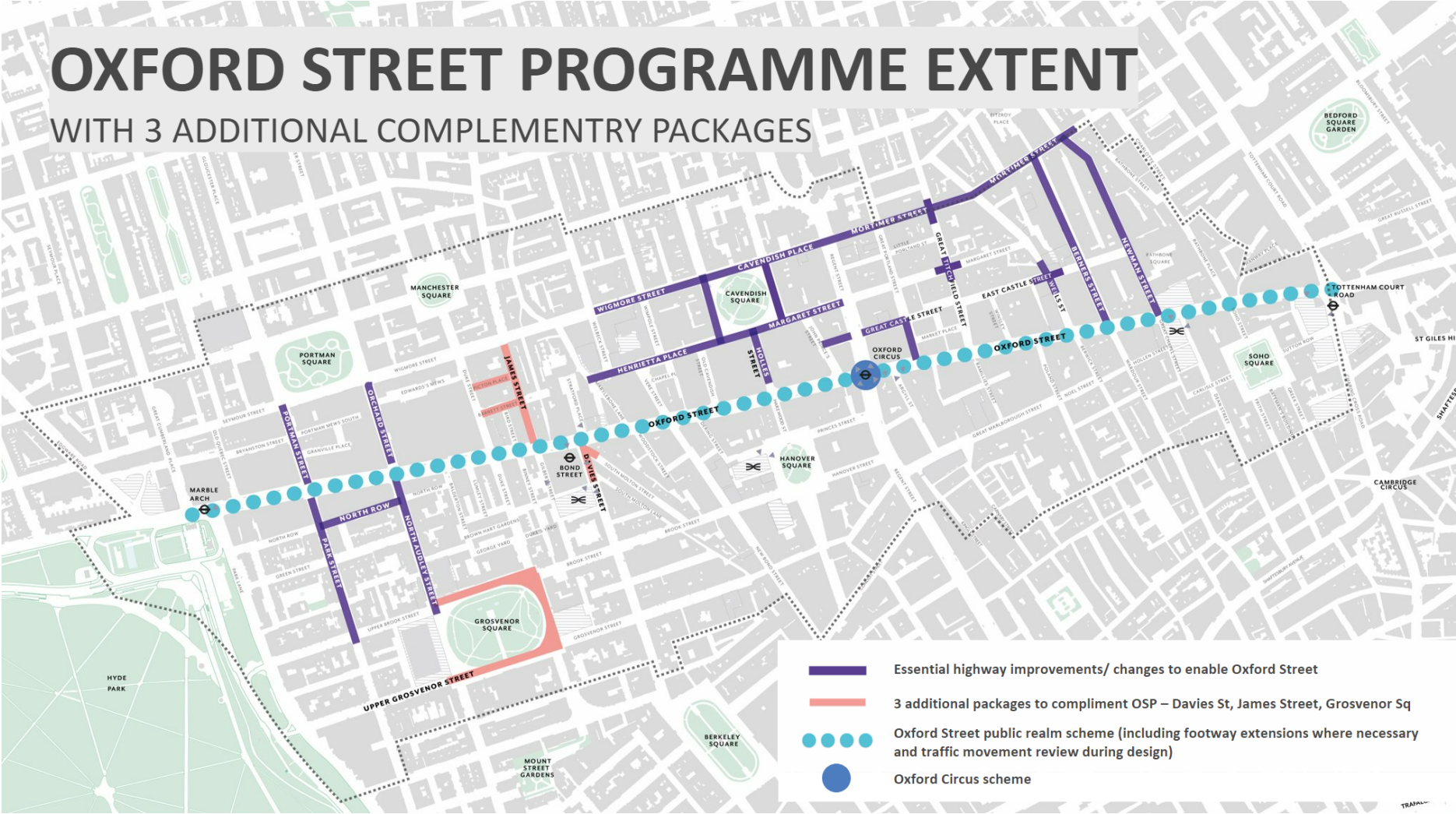
- 10.3 The Stage 1 (feasibility) design is being progressed for Oxford Circus and is planned to commence for the complementary schemes – James Street, Davies Street and Grosvenor Square by Summer 2024.
- 10.4 There are ongoing discussions with delivery partners regarding the securing of funding for the Oxford Street, Oxford Circus, Grosvenor Square and James Street in line with the agreed programme funding strategy.

If you have any queries about this report or wish to inspect any of the background papers, please contact the report author
mpatel@westminster.gov.uk

APPENDICES:

Appendix A – Geographical Extent of the Revised Oxford Street Programme
Appendix B – Oxford Street Programme Consultation 2023 Introduction and Executive Summary

Appendix A – Geographical Extent of the Revised Oxford Street



Appendix B - Oxford Street Programme Consultation 2023 Introduction and Executive Summary

Introduction by Cllr Geoff Barraclough and Bernie Flaherty

Oxford Street is recognised around the world as one Europe’s leading high streets but was badly hit by the pandemic and changing shopping patterns. That’s why it’s essential that we deliver practical upgrades and an improved public realm to ensure that London’s premier shopping street remains a destination that we can all be proud of - a great place to live, work and visit.

We ran a public consultation during July and August 2023. This consultation presented proposals for five different schemes within the area of Oxford Street and provided opportunities for residents, businesses, and visitors to share their expertise, insights, and views on each proposal. We would like to thank the more than 1,600 people who responded to the questionnaire and the nearly 200 people that attended in-person events.

It was wonderful to see such positive feedback from the consultation, with over 65% of respondents in support of the proposals. After many different plans over the years, we understand and share the public’s desire to get on with delivering improvements to Oxford Street and the wider neighbourhoods.

The questions, feedback, and ideas received through the consultation have confirmed our decision to proceed with the Programme and are already shaping the next stages of design. We have replied directly to the many individuals, businesses and residents’ groups that have posed details questions about the scheme and will include these in a Frequently Asked Questions document that will be published shortly and note the important contributions to the design in a ‘You said, we did’ document.

With the support of so many who participated in the consultation and our partners and contributors within the private sector, we are committed to continuing our investment in one of London’s great icons and economic generators and creating a dynamic and sustainable Oxford Street for all.



Councillor Geoff Barraclough
Cabinet Member for Planning and Economic Development



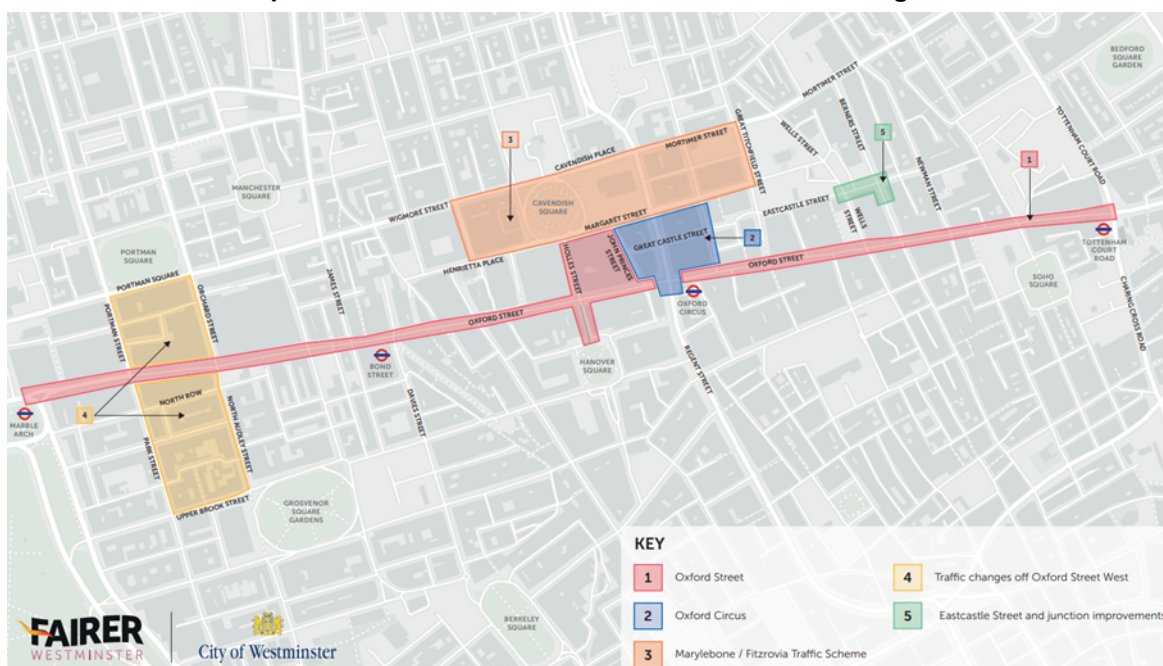
Bernie Flaherty
Deputy Chief Executive Westminster City Council,
Bi-Borough Executive Director of Adult Social Care, and Senior Responsible Officer, Oxford Street Programme

Executive Summary

The Oxford Street Programme (OSP) envisions Oxford Street as a destination for cultural vibrancy and a great place to live, work and visit. Rooted in Westminster City Council (WCC)'s Fairer Westminster Strategy, the Programme proposes an enhanced and attractive public space with wider footways, better seating and lighting, more trees and other planting, clearer signage, and more direct vehicle routes.

The Programme includes five key projects: Oxford Street (by far the largest), Oxford Circus, Marylebone/Fitzrovia, Oxford Street West, and Eastcastle Street junction improvements. These five proposed schemes will work together to help create an attractive public realm that strengthens the global status of the street and ensures the economic future of Oxford Street.

Map of all five schemes within the Oxford Street Programme



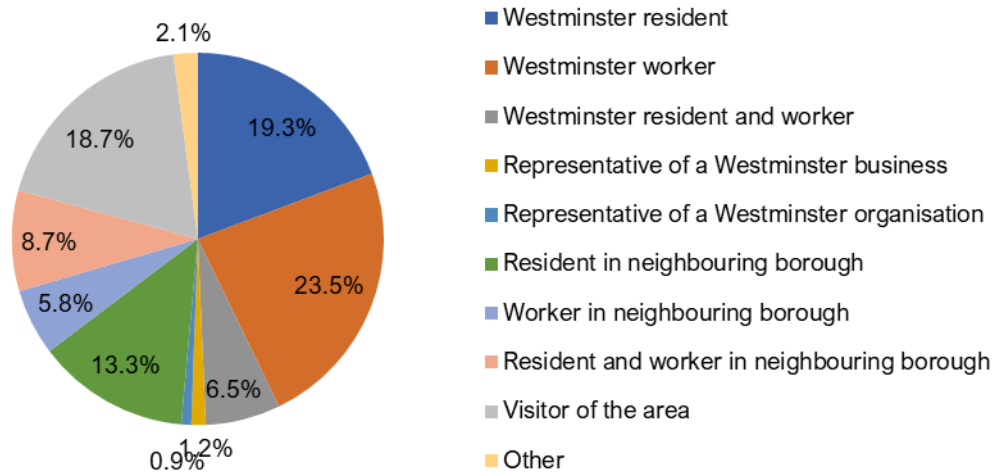
Key to the Fairer Westminster strategy is WCC's commitment to creating a more inclusive Westminster, where our residents are supported, celebrated and at the heart of our decision-making. The Oxford Street Programme itself was developed with stakeholder engagement and collaboration at its core. The Programme team designed the consultation to –

- Clearly articulate the five proposals,
- Extend the Programme's reach into the local community and often unheard populations and begin a conversation between the Programme team and local community members and other key stakeholders,
- Generate interest in the programme and projects aimed to reinvigorate the iconic street,
- Ensure all stakeholders have the opportunity to learn more about the Programme and have their say on the early stages of design,
- Identify, understand, and address key concerns from community members and other stakeholders raised during the process,

- And lastly, if the Programme is determined to continue, build ideas and feedback gathered during consultation into the future stages of design.

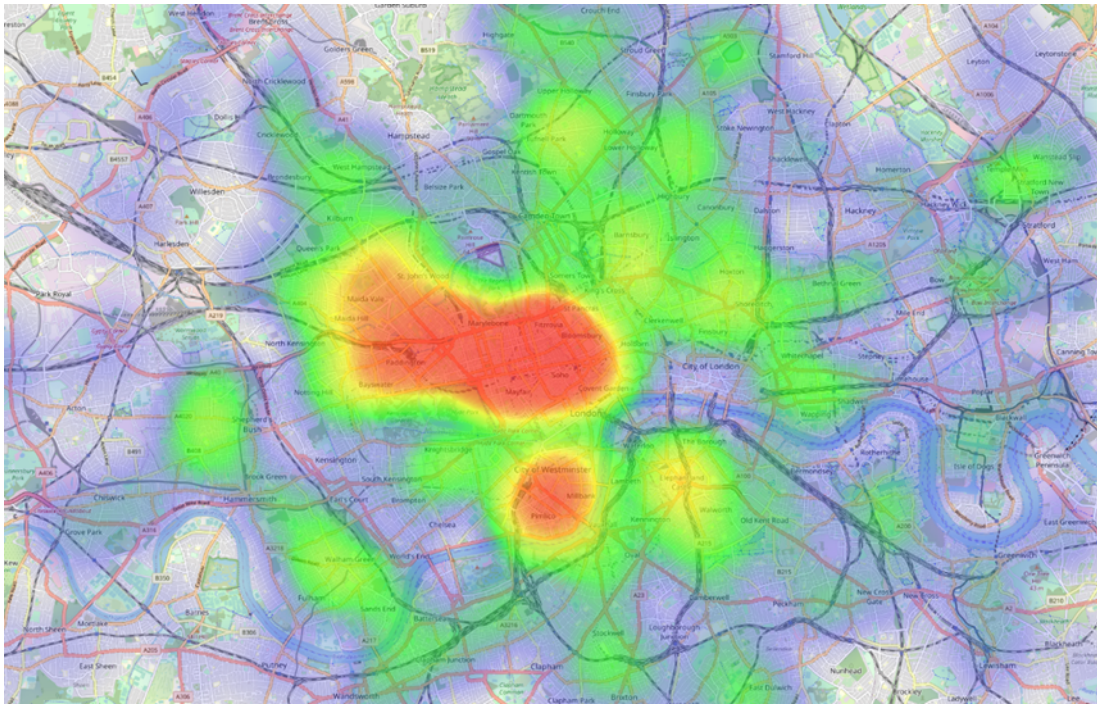
The consultation garnered 1612 questionnaire responses, 27 direct emails, over 180 attendees at in-person events on Oxford Street, engagement with over 500 people at Westminster’s street markets, and extensive online interaction with over 20,700 website views during the six-week consultation in summer 2023. 26% or 416 respondents to the questionnaire were Westminster residents, 30% or 484 respondents work within the City, 19% of respondents (301 people) described themselves as visitors to the area.

All respondents' response to 'Which of the following best describes you?'



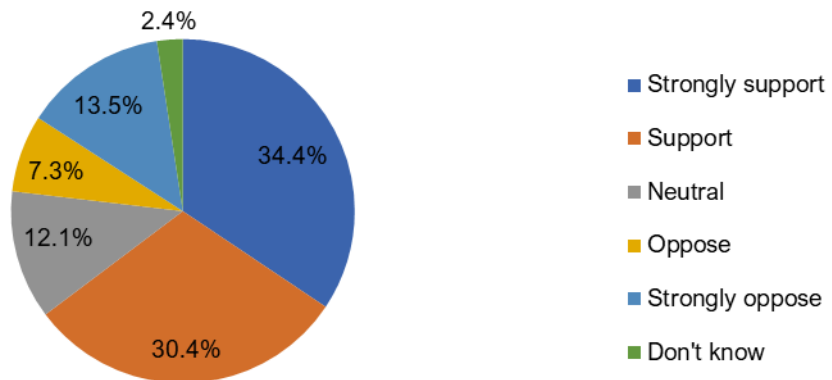
Although the Programme was of clear interest to residents close to Oxford Street and throughout the Westminster borough, the heat map below shows significant participation from across Greater London, another mark of the Street’s importance to the nation’s capital.

Heat location map of respondent’s post code (if applicable)



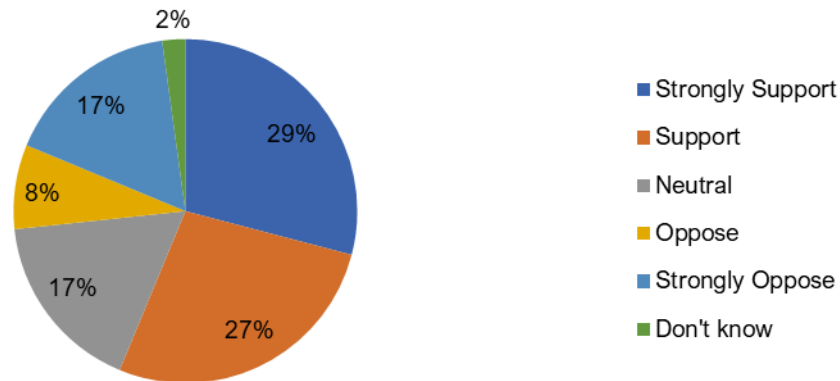
Responses indicate substantial support for the overall proposals, with 64% expressing support, 12% remaining neutral, and 20% in opposition.

All questionnaire respondents' response to 'Overall, to what extent do you support or oppose the whole programme proposal?'



Westminster residents showed significant support for the programme with 57% expressing support for the overall Oxford Street Programme. 24% of residents opposed the proposals overall opposition and 14% of residents responded that they are neutral or did not know their feelings for the Programme.

Westminster residents' response to 'Overall, to what extent do you support or oppose the whole programme proposal?'



Individual project feedback demonstrates support for all five schemes included in this consultation - Oxford Street, Oxford Circus, Marylebone/Fitzrovia, Oxford Street West, and Eastcastle Street.

Oxford Street

The scheme for Oxford Street proposes removing central medians and traffic islands, while maintaining two lanes of traffic from Marble Arch to Tottenham Court Road. The scheme aims to improve accessibility throughout the street by creating 17 new pedestrian crossings and widening the existing ones, along with wider pavements, upgraded pavement materials, improved street lighting, street furniture and areas for pedestrian respite. 1400 people responded to the detailed questionnaire for this scheme. Of those contributors, 66% expressed 'support' or 'strong support' for the scheme, 11% were neutral or did not know and 21% 'opposed' or 'strongly opposed' the scheme. The aspects of the proposals that received the most support are new trees, planting, and the extension of footways.

Oxford Circus

The Programme's proposed scheme for Oxford Circus will expand and upgrade pavements at all four corners of the junction. Several traffic changes – such as restricting turning movements in the Circus, changing traffic flow directions and creating new signalised junctions - are proposed to improve efficiency of vehicle and pedestrian circulation and improve safety within the Circus. The Oxford Circus scheme section of the consultation received 1191 responses, and the greatest percentage of support at 67%. 12% of respondents were 'neutral' or 'didn't know' and 20% of respondents opposed the scheme presented during consultation. In response to questions on specific details of the proposal, respondents were clear – at 79% - that improving pedestrian safety and security measures within the Circus is a top priority.

Marylebone and Fitzrovia

The Programme's Marylebone and Fitzrovia scheme puts forward a plan to convert specific streets in the Marylebone and Fitzrovia neighbourhoods – specifically parts of Wigmore Street, Mortimer Street, Henrietta Place and Margaret Street – to two-way streets to provide more direct routes for vehicles in the area. The scheme proposes a few other changes to traffic, bus routes and cycle infrastructure as well as notable improvements to pedestrian facilities to support safer and more efficient circulation in these neighbourhoods. 56% of the 709 questionnaire responses for this scheme shared their 'support' or 'strong support' for the scheme, while 15% were neutral and 27% opposed the scheme. Additional questionnaire feedback noted significant support for public realm improvements, greening and planting and pedestrian safety.

Oxford Street West

In areas north and south of Oxford Street, in the neighbourhoods of Southwest Marylebone and North Mayfair, the Programme proposes key traffic changes that aim to reduce traffic in these areas. The proposals include reversing traffic on Park Street, North Audley Street, and a small section on the south side of Orchard Street (which will be limited to buses, taxis, and cycles only). This scheme received 824 responses within the questionnaire. 59% of the respondents noted their support for the scheme, 15% were neutral and 23% opposed the scheme. As for the most significant proposal included in the scheme, 27% of respondents were in support or strong support of the traffic reversal on Park and North Audley Streets while 23% opposed the proposal and 37% noted their neutrality for the proposal to reverse traffic on those two streets.

Eastcastle Street

Eastcastle Street sits just north of and runs parallel to Oxford Street and this scheme relates only to area of the street between Wells Street and Berners Street. The scheme offers more options and direct routes to drivers as well as one new and another repositioned zebra crossing for safer pedestrian crossing. These proposals received 50% support from 473 submissions. 30% of respondents opposed the changes to Eastcastle Street and 17% were neutral or did not know their position on the scheme. The most popular element of the scheme is the new zebra crossing on Wells Street, just north of Eastcastle Street, which received 60% support.

Written feedback

Beyond the quantitative data, a total of 126 respondents (35 Westminster residents) provided comments or written feedback which resulted in 341 coded comments. Some consistent themes were identified as recurring across the feedback and the report provides ten themes specific to each project. In summary, the themes revolved around the following key areas:

- **Pedestrianisation:** Respondents frequently voiced opinions regarding Programme considerations for pedestrianisation of Oxford Street and some surrounding areas.
- **Congestion and Displacement:** Respondents expressed apprehension about the potential for increased congestion and displacement of traffic resulting from the proposed changes.

- **Vehicle Access:** Vehicle access was another prominent theme, with respondents expressing a range of opinions regarding how vehicle access should be managed in the Oxford Street area.

Resident's written feedback did not differ much from the written themes received from all groups combined, still, they provided additional emphasis on key areas such as traffic congestion and displacement as well as security and enforcement.

Conclusion and what's next

The consultation process successfully engaged a broad range of stakeholders, demonstrating overwhelming support for the Oxford Street Programme and providing us with meaningful insights from organisations, residents, and the public.

The detailed and nuanced feedback received during the consultation process, and collected in this report, has, and will continue to be critical in refining and progressing each scheme design, transforming the Programme's proposals into inclusive and responsive plans for Oxford Street and its surrounding areas.

The following report outlines the methodology and engagement tools and details the response and feedback of the hundreds engaged through the process.