



Global city, strong neighbourhoods, thriving community

# Strand Aldwych Consultation: Consultation Response Report



City of Westminster

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## 1. Introduction

This report summarises the responses to an extensive public consultation on draft concept designs for the Strand Aldwych area.

The ambition of the Strand Aldwych project is to transform this location from a polluted, traffic dominated gyratory to a pedestrian focused destination with strong links to the surrounding districts. The new public realm will balance the needs of the everyday for the local community with a world-class scheme.

The vision is for the area to become a global creative and cultural quarter which will be an international beacon for creativity, enterprise and learning.

### **The project objectives are:**

- Encourage exemplary collaboration within and between a cluster of world-class cultural and educational institutions, SMEs and students enabling high end research, innovation and a public showcase
- Nurture and promote skills, entrepreneurship and economic growth in the knowledge and creative sectors
- Reduce congestion, improve air quality and journey times, with associated positive impacts on health and associated economic benefits
- Create an inspirational, safe and secure destination that offers a meeting place for workers, students, visitors and residents.

### **The objectives of the public consultation were to:**

- Ensure that everyone in the area has the opportunity to review the plans and feedback their comments
- Build awareness and support for the project through a meaningful engagement process
- Seek feedback on the concept design and to highlight any issues to be taken forward into the next design stages.

## 2. Executive Summary

### Overview

The public consultation on Strand Aldwych opened on 30 January 2019 and ran for 6 weeks until 13 March. The council chose a consultation period of 6 weeks to enable a broad range of views to be gathered.

Responses to the consultation have generally been positive, with the majority respondents supporting the overall objectives for the area (73%).

- Levels of overall support and opposition for the objectives are similar across different respondent groups, with the exception of business respondents
- The most common reasons cited for supporting the plans related to the perceived improvements to air quality, support for going further/doing more for cyclists and improvements for pedestrians
- The most common issues raised in opposition to the objectives related to traffic, especially increasing congestion elsewhere, cyclist safety and air pollution/quality.

A broad range of responses were received across different audiences and mainly via the consultation questionnaire – which was hosted online. Paper copies of the questionnaire were also available on request and at the exhibitions.

- There were 1,424 responses to the consultation survey
- The largest proportion of responses to the survey came from regular visitors to the area (796), followed by workers (680), residents (137) and business owners/representatives (45)

As the council has received over 1,400 responses to the consultation questionnaire we are confident the survey has captured all the major issues which need to be considered.

In addition, responses were also received via the following channels:

- Exhibitions: 188 people attended the exhibitions held during the consultation period.
- Face to face distribution: 481 engagements
- Email responses: 118 emails were received to the consultation inbox, from a mixture of audiences including stakeholder, organisations and businesses.

The consultation received high interest from cyclists and cycling lobby groups. From analysing the data, there were some duplicated responses to the consultation which addressed concerns about safety for cyclists regarding potential conflict with pedestrians and vehicles, and the need for segregated cycling space. It is clear from the analysis of open comments below that findings have been influenced by these respondents.

## Consultation Survey Findings

The consultation survey listed the six objectives for the Strand/Aldwych project, of which over seven in ten consultation respondents (73%) are in support of (with 55% expressing strong support), while around a fifth (22%) oppose the objectives (16% strongly oppose).

Levels of overall support and opposition for the objectives are similar across different respondent groups, with the exception of business respondents. Sixty per cent of business respondents support the objectives, while 36% are in opposition; indeed, levels of opposition in this group are significantly higher than those among residents (20%) and visitors (21%)<sup>1</sup>.

The most common topics raised in support for the objectives centre on improvements to air quality (16%), support for going further/doing more for cyclists (14%), and improvements for pedestrians (12%). The most common issues raised in opposition to the objectives concern traffic, especially increasing congestion elsewhere (27%), cyclist safety (14%) and air pollution/quality (12%).

Seven in ten (69%) of those responding to the consultation made comments about how the plans would impact air quality. The largest proportion of people (42%) acknowledge that air quality is poor and improvements are needed, but they are non-committal about the plans.

Just under half (46%) of those responding to the consultation provided a comment in relation to improving spaces and places. While 31% of respondents support the plans, feeling that they will make the area more pleasant/healthier, a similar proportion (29%) raise concerns about mixing cyclists and pedestrians.

A quarter of respondents to the consultation (25%) provided a comment in relation to culture, education and innovation. A third of respondents (34%) feel the plans will generally improve the area in this respect.

A third of respondents to the consultation (34%) provided a comment in relation to the local economy. The comments err towards positive themes, with around a quarter of respondents (23%) expressing general, non-specific support for the plans in terms of the local economy.

The consultation invited respondents to make further suggestions to improve the proposals; around a quarter (23%) chose to answer. The most popular theme relates to cycling, with 41% of those answering suggesting improvements (e.g. to cycle lanes/routes, segregation of cyclists and cycle parking). A fifth (19%) make positive suggestions about the pedestrianisation of the area, while 18% of suggestions relate to the removal of all vehicular traffic/ a ban on through traffic/ allowing no parking in the area.

## Email and Other Responses

54 emails were received via the consultation mailbox from individuals who wished to comment on the draft concepts via this channel. Each were read and have been coded for themes. The most common themes concerned: general including non-specific likes of design/idea, concerns about traffic and concerns that air quality will move to surrounding areas.

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<sup>1</sup> Business responses should be treated with caution due to the low number of responses - 45

62 responses came from those who were responding on behalf of a stakeholder or organisation, these responses came via email or via the survey. The list of these respondents in Alphabetical order can be seen in the table in section 6.

## 3. The Consultation

The consultation communications programme covered online, print and face-to-face channels to encourage maximum participation from different groups.

### 3.1 Communications Programme

In order to widely publicise the consultation, a range of online and offline communications channels were used.

These included:

- Project website
- Consultation leaflet – visual of Strand Aldwych, event locations and dates (A5)
- Brochure – 12-page summary of Strand Aldwych proposal
- Exhibition display boards summarising the proposal (6 different boards at A1 for display and A2 sized for presentation portfolios)
- Direct Mail to 18,497 Council Tax and Business Tax addresses in St James's ward
- Media / press programme
- Promotion and engagement on social media

#### Website

All information about the consultation was hosted on the strandaldwych.org website. All of the above printed material was also made available in libraries, community centres and at the exhibitions.

### 3.2 Consultation Programme

The consultation programme covered both online, printed and face-to-face channels in order to encourage a broad range of responses from different groups including residents, visitors to the area and those who work or have businesses in the area.

#### 3.2.1 Early Engagement

The project has been developed in a very collaborative way with stakeholders and many have been involved in the development of the concept designs. For example, a series of design workshops were held in April/May 2018 to set the design parameters for the new civic space on Strand which were attended by over 70 stakeholders in total. The project has a Joint Project Board comprising representatives from all stakeholders which meets regularly to advise on project progress and issues.

Individual meetings were also held with stakeholders to discuss specific issues prior to the formal consultation, including:

- **TfL** – A number of constructive meetings were held with TfL busses and with TfL taxis through the concept design stage, discussing detailed aspects of the scheme. The Aldwych is part of the Strategic Bus Network and TfL busses were keen to see an overall improvement in bus journey times as a result of the scheme, which has largely been achieved. Representatives from TfL attend the Joint Project Board and have taken the scheme to TfL’s Healthy Streets Board where it was well received.
- **Metropolitan Police** – various meetings have been held with Designing Out Crime officers and officers from the Counter Terrorism Unit to discuss the levels to which the project should address issues such as HVM and will remain involved with the project through detailed design stage.
- **London Cycle Campaign** – a meeting was held with representatives from LCC on 01/11/18 to discuss the concept designs.
- **Theatre Royal, Drury Lane** – a meeting was held on 26/11/18 to discuss issues relevant to the theatre.
- **City of London** – a meeting was held with officers on 29/11/19 to discuss the concept designs .
- **Society of London Theatres (SOLT)** – A meeting was held with SOLT on 11/12/18 to discuss issues around the concept design. Previously, meetings were held with representatives from all the theatres in the immediate vicinity to discuss design development and issues relevant to the theatres.
- **Royal National Institute for the Blind and Transport for All** – a meeting was held on 11/12/18 to discuss the concept proposals. Both organisations welcomed ongoing discussions through the detailed design stage.
- **London Borough of Camden** – a meeting was held on 17/12/18 to discuss the concept proposals.
- **Shafesbury plc** – a meeting was held on 18/12/18 to discuss the concept design.
- **Novello Theatre** – a meeting was held on 17/01/19 to discuss issues relevant to the theatre.
- **One Aldwych Hotel and Waldorf Hilton Hotel** – a meeting was held on 25/01/19 to discuss issues relevant to the hotels.
- **St Clement Dane’s School** – a meeting with the Head Teacher was held on 05/03/19 to highlight the main design elements and discuss issues relevant to the school.
- **Heritage England** – a meeting was held on 11/03/19 to discuss the concept designs.
- **180 Strand/Store Studios** – a meeting was held on 14/03/19 to discuss issues relevant to 180 Strand.

### 3.2.2 Consultation Questionnaire

The consultation questionnaire consisted of mainly open questions in order for respondents to comment on the various concepts in their own way.

Survey themes included:

- Support for the overall objectives of the project
- Comments on:
  - the overall concept designs
  - air quality

- spaces and places
- culture, education and innovation
- supporting the local economy
- Suggestions which respondents feel would improve the area
- How respondents found out about the consultation

The consultation questionnaire was accessible online via the project website. Additionally, paper copies of the questionnaire were made available at all exhibitions, in libraries and community centres. Completed hard copies could be returned to Westminster City Council via Freepost or could be handed in at one of the exhibitions. The consultation brochure and questionnaire could also be requested in other languages and large print.

The questionnaire link was included on the consultation materials and via online newsletters as well as on social media throughout the consultation.

### 3.2.3 Email

A dedicated email address ([strandaldwych@westminster.gov.uk](mailto:strandaldwych@westminster.gov.uk)) was provided to allow members of the public to request paper copies of the questionnaire, ask questions and put forward their views and comments.

### 3.2.4 Face to face Engagement

#### Exhibitions



Six exhibitions were held throughout the consultation period where members of the project team were available to speak about aspects of the scheme.

1. Thursday 7<sup>th</sup> February – London School of Economics – 12 to 2pm – 14 visitors
2. Saturday 9<sup>th</sup> February – St Mary le Strand church – 11am to 3pm – 41 visitors
3. Tuesday 12<sup>th</sup> February – King's Student Union shop – 12 to 2pm – 26 visitors
4. Monday 18<sup>th</sup> February – London School of Economics – 4 to 8pm – 32 visitors
5. Tuesday 26<sup>th</sup> Feb – King's Student Union shop – 4 to 8pm – 47 visitors
6. Thursday 7<sup>th</sup> March – St Mary le Strand church – 12 to 3pm – 42 visitors

188 people visited the exhibitions between 30<sup>th</sup> January to 13<sup>th</sup> March.

**Distribution engagement**



Two on street engagements were held, the first primarily targeted workers and businesses, and the second event targeted King’s College and LSE students:

**Wednesday 6<sup>th</sup> February – 8 to 9.30am and 12 to 2pm**

Morning locations: Waterloo Bridge, Temple Tube, Somerset House, Kingsway/Holborn Tube.

Afternoon locations: Roaming the ‘D’, into the Royal Courts of Justice, Kingsway into Drury Lane/Royal Opera House, to Long Acre, and Covent Garden to Strand and Victoria Embankment.

Number of leaflets Distributed	Number of leaflets left at local places
3870	1795

**Monday 25<sup>th</sup> February – 8 to 10am and 12 to 2pm**

Morning locations: LSE John Watkins Plaza/Houghton Street, King’s Strand and Bush House buildings

Afternoon locations: LSE New Academic Building/Houghton Street, King’s Strand and Bush House buildings

Number of leaflets Distributed	Number of leaflets left at local places
2640	40

The purpose of using a professional Face-to-Face distribution service was to ensure the workers entered into conversation with the public, businesses and students in the above locations. The distribution company provided a feedback report summarising frequently asked questions, and general comments.

The distribution team visited small business shops to make them aware of how to feedback into the consultation and left them with leaflets for their customers.

### 3.2.5 Window displays



On display at the King's College Student Union shop on the Strand, the whole front window was dedicated to two vinyl banners of the six exhibition boards on display throughout the 6-week consultation period.

### 3.2.6 Libraries

Visitors were able to visit Westminster Reference and Charing Cross libraries and see a dedicated space to take away the summary brochure and paper survey to complete.

### 3.2.7 King's College competition

King's College is one of the top universities in the world<sup>1</sup>, the fourth oldest university in England, research-led and based in the heart of London. King's has over 31,000 students (including more than 12,800 postgraduates) from some 150 countries, and over 8,500 employees.



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<sup>2</sup> Credit for image: David Tett.

<sup>3</sup> QS World University Rankings, 2018/19

Arranged by King's College London, students had a unique opportunity to develop ideas to potentially influence a major new space in the heart of the university's Strand campus during the first phase of the Strand Aldwych consultation. This was intended to raise awareness of the public consultation as well as encouraging students to put forward their ideas.

In the form of a 200-word (or less) competition students were asked; *'What is your vision for the Strand Aldwych area?'* 36 students took part and a selection of their innovative responses included:

- Several clear 'domes' so that people can enjoy being outside and absorb what's going on around them, with different domes for studying with access to laptop charging and seating and other domes for yoga or relaxation; combining the indoors - outside. Lighting used to make the area look magical, fun and safe for the evenings.
- Redefine the Strand Aldwych as an 'academic boulevard'. We could make the most of the proposals by focussing on three elements: nature, human interaction, and public engagement. The absence of cars is a chance to leave behind the noise and pollution of today's traffic and fill the place with natural wonder. The existing trees give the road a clear sense of rhythm. Bushes and shrubbery around St Mary le Strand would embellish the place with an inviting sense of mystery - picture here an English garden!
- Outlandish water fountains for people to drink from and refill bottles could further aid the minimisation of plastic use. The ideal transformation would add, for me, some green spaces, sitting benches or tables, terraces and fountains. The area could adopt a less urban vibe and give pedestrians a refreshing walk through the contrastingly busy Strand of today.
- On the outer rim of the park, the footpaths can be widened to allow for market style food stalls to be set up and a dedicated market day could be introduced. Behind the church to the East, an amphitheatre could be created that would allow for live music, screenings and other cultural activities and performances, taking inspiration from Federation Square in Melbourne. This area could be mosaiced adding to the aesthetic, using coloured bricks. This public square could be used to host exercise classes in the park area to the West of the Church, as well as wellbeing activities, such as lunchtime mindfulness. The focus is on calming the noise of the city, facilitated by the greenery. The amphitheatre is an attempt to foster community participation and designate the area as an events hub.
- Anything that could improve the biodiversity to the area should be considered, e.g. living walls, trees, allotments, bird boxes. Increased green space (including vertical green space) would help improve the climate conditions there, reducing the urban heat island effect. A community garden would be a wonderful way to use the space, either for students and staff and nearby workers and/or for outreach schemes such as the Putting Down Roots project run by St. Mungo's which used horticultural therapy to help homeless people and give them gardening skills.

### 3.2.8 Additional events

An invitation only stakeholder event was hosted by the Northbank BID at Somerset House on Monday 4<sup>th</sup> March from 5.30 to 7.30pm. The project team, and external consultants responded to questions on the designs. Cabinet Member Cllr Richard Beddoe gave a welcoming speech along with Jonathan Reekie, Director, Somerset House. There were 22 stakeholder visitors.

### 3.3 Consultation Response

A broad range of responses were received across different audiences and mainly via the consultation questionnaire – which was hosted online. Paper copies of the questionnaire were also available on request and at the exhibitions.

- There were 1,424 responses to the consultation survey
- The largest proportion of responses to the survey came from regular visitors to the area (796), followed by workers (680), residents (137) and business owners/representatives (45)

As the council has received over 1,400 responses to the consultation questionnaire we are confident the survey has captured all the major issues which need to be considered.

In addition, responses were also received via the following channels:

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#### 3.3.1 Cyclist Responses

The consultation received high interest from cyclists and cycling lobby groups. From analysing the data, there were some duplicated responses to the consultation which addressed concerns about safety for cyclists regarding potential conflict with pedestrians and vehicles, and the need for segregated cycling space. It is clear from the analysis of open comments below that findings have been influenced by these respondents.

### 3.4 Analysis Methodology

Some of the questions in the consultation questionnaire allowed the respondent to tick multiple answers. Therefore, in some of the analysis the sum of the response to a question may be higher than 100%. In other cases, the total response to a single answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

All the open-ended questions in the consultation questionnaire were coded into themes to allow the responses to be quantified. This encompassed reading every response to these questions and creation of a code frame.

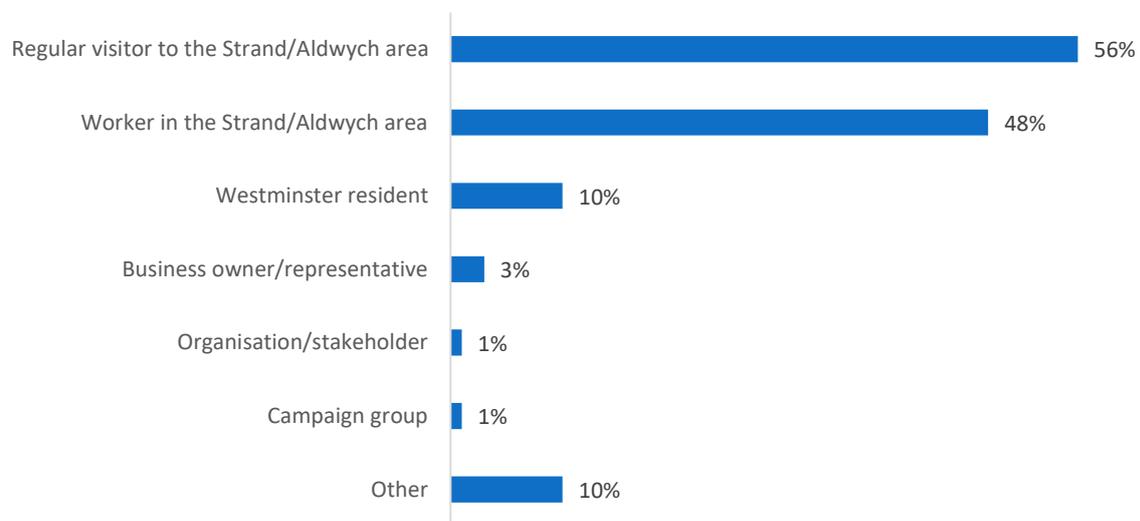
## 4. Questionnaire Response Analysis

This section details the response received to the consultation questionnaire. 1,424 responses were received via this channel.

### 4.1 Respondent Types

Over half of those responding to the consultation questionnaire (56%) identify themselves as a regular visitor to the Strand/Aldwych area, while 48% self-identify as a worker in the area. Ten per cent of respondents are Westminster residents, while 3% are business owner/representatives<sup>4</sup>, 1% are organisation/stakeholder respondents and 1% self-identify as being from a campaign group.

**Q. Are you completing this questionnaire as a...?**



Base: all answering (1,414).

### 4.2 Support for objectives

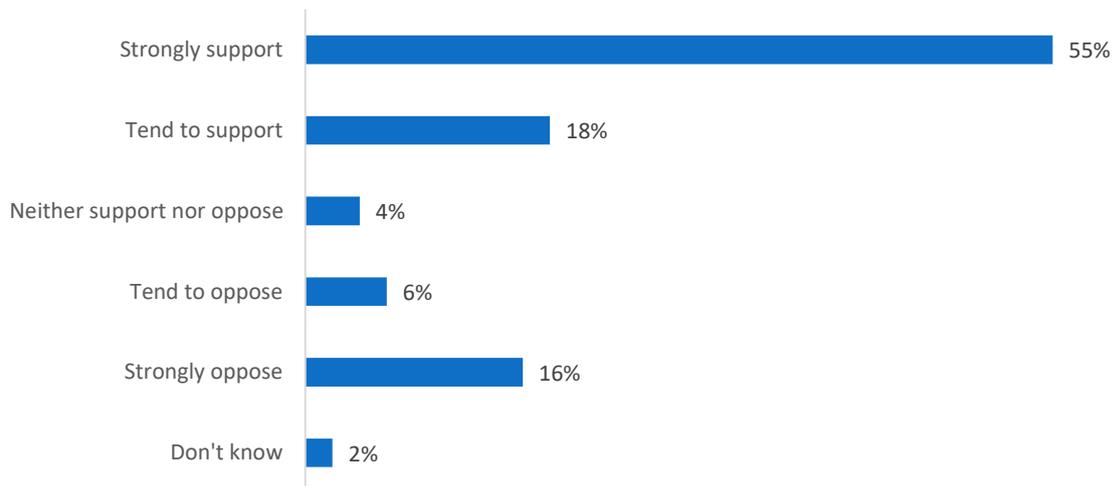
The consultation listed the six objectives for the Strand/Aldwych project, as detailed below:

1. *Better movement of traffic – improved journey times and safety for many routes by removing the gyratory, having two-way traffic in Aldwych and removing it from part of the Strand*
2. *Improve the public realm – creating an attractive public space on the Strand and a better pedestrian experience on Aldwych*
3. *Improve links for walking and cycling – providing better connections to the surrounding area and improving safety for the 14 million people who visit each year*
4. *Improve air quality – addressing air quality across the whole project area, reducing traffic in some areas, mitigating the effects of traffic in other areas and working with partners to influence, lobby and explore opportunities for positive change*
5. *Support culture, education and innovation – creating opportunities to showcase the area’s wealth of cultural and educational talent and encouraging opportunities for collaboration*
6. *Support the area’s economy – enhancing its vibrancy, productivity and creativity by celebrating its unique character*

<sup>4</sup> Analysis throughout this report compares the views of residents, workers, visitors and businesses. The sample of business owners/representatives is small (n=45) so caution should be exercised around the findings for this group.

Over seven in ten consultation respondents (73%) are in support of the objectives (with 55% expressing strong support), while around a fifth (22%) oppose the objectives (16% strongly oppose).

**Q. To what extent do you support the objectives for this project?**



Base: all respondents (1,424).

**Analysis by respondent type**

Levels of overall support and opposition for the objectives are similar across different respondent groups, with the exception of business respondents. Sixty per cent of business respondents support the objectives, while 36% are in opposition; indeed, levels of opposition in this group are significantly higher than those among residents (20%) and visitors (21%).

**Q. To what extent do you support the objectives for this project?**

	Total	Resident	Worker	Visitor	Business
<i>No. of responses</i>	<b>1,424</b>	137	680	796	**45
Strongly support	<b>55%</b>	58%	60%	50%	47%
Tend to support	<b>18%</b>	15%	13%	23%	13%
Neither support nor oppose	<b>4%</b>	4%	3%	4%	2%
Tend to oppose	<b>6%</b>	4%	6%	7%	9%
Strongly oppose	<b>16%</b>	17%	18%	14%	27%
Don't know	<b>2%</b>	2%	1%	1%	2%
NET: support	<b>73%</b>	73%	73%	74%	60%
NET: oppose	<b>22%</b>	20%	24%	21%	36%

\*\* denotes very small sample size (<50 responses)

Respondents were asked if they would like to make any further comments about their support or opposition of the objectives and 50% chose to comment. The most common topics raised in support

centre on improvements to air quality (16%), support for going further/doing more for cyclists (14%), and improvements for pedestrians (12%). The most common issues raised in opposition to the objectives concern traffic, especially increasing congestion elsewhere (27%), cyclist safety (14%) and air pollution/quality (12%).

**Q. If you wish to comment on your answer, please do so here.**

Themes of support	%	Themes of concern	%
<i>No. of responses</i>	718	<i>No. of responses</i>	718
Better for air quality	16%	Traffic, especially increasing congestion elsewhere	27%
Could go further, do more for cyclists	14%	Cyclist safety, not good enough/do more	14%
General support, non-specific	13%	Air pollution/ air quality	12%
Better for pedestrians	12%	Pedestrian safety	10%
Support the objectives	11%	Disruption	7%
Better for traffic reduction	9%	Other comments in opposition	5%
Better for cyclists	8%	Managing the project properly	3%
Like the open space/ greener areas	8%	Criticism of the question (multiple objectives)	2%
Could go further, do more for pedestrians	6%	Do not like designs	1%
Other supportive comments	3%		
Like the designs, more attractive areas	1%		
Apply to other areas (Drury Lane, Strand, West End, etc)	1%		

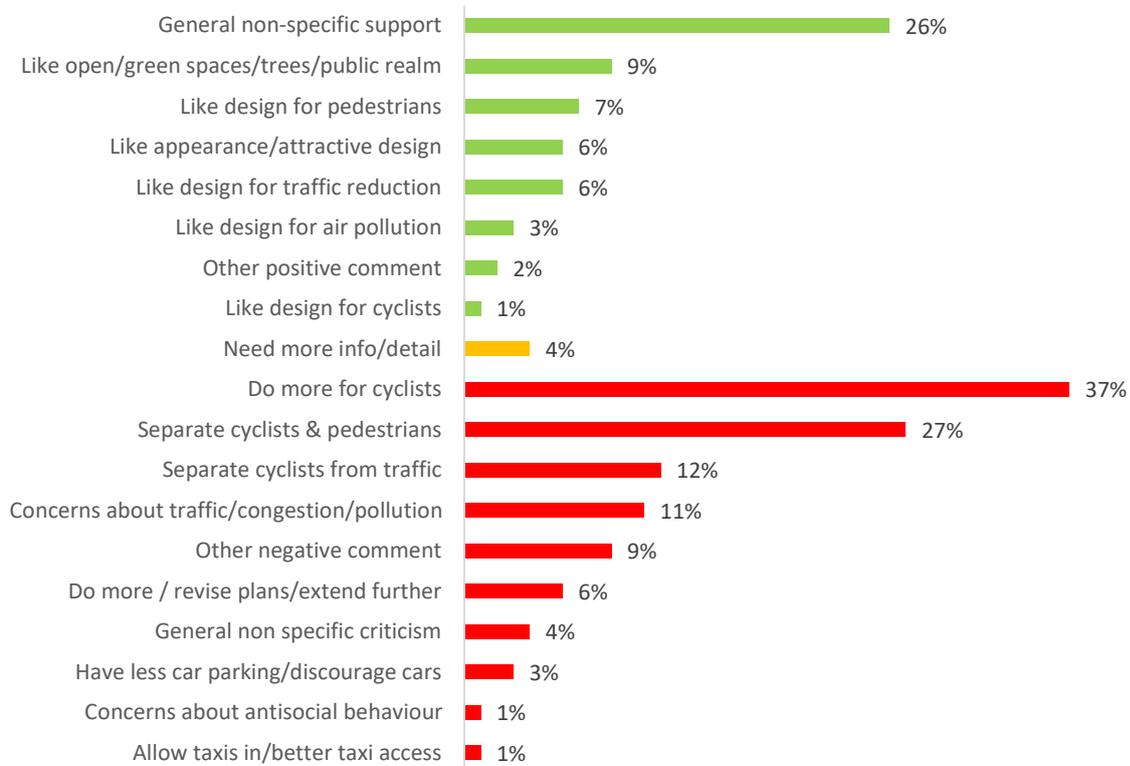
### 4.3 Overall Concept Design

Asked whether they wished to comment on the overall design concept, 71% of respondents chose to do so.

The comments are split into supportive themes, neutral comments and concerns/critical themes, as summarised in the following chart. Around a quarter of respondents (26%) mention general, non-specific support for the overall design concept, with more specific mentions of liking the open/green spaces/trees/pedestrian access/public realm (9%), liking the design for pedestrians (7%), liking the appearance/attractive design (6%) and liking the design for traffic reduction (6%).

There is a clear theme of criticism for the design in relation to cyclists, with 53% of respondents who chose to answer the question mentioning at least one cycling-related issue. More specifically, 37% of respondents wanted to see more done for cyclists in terms of cycle parking, physical separation/protection of cyclists (including mentions of a 'Dutch style' approach), while 27% think cyclists should be separated from pedestrians, and 12% mention separating cyclists from traffic/ having cycle lanes. Other criticisms include concerns about traffic/congestion/pollution in surrounding areas (11%); need to do more/extend plans further (6%); have less parking/discourage cars (4%); concerns about antisocial behaviour/rough sleeping (1%); and better taxi access (1%).

**Q. Do you have any views on the overall concept designs?**



Base: all respondents answering (1,017). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

This analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases.

Some differences in opinion are evident. While residents and workers are more likely than visitors to mention liking the open/green spaces/trees/public realm (16% and 12% versus 6% respectively), they are also more likely to express concerns about traffic/congestion/pollution in surrounding areas (20% and 14% versus 8% respectively).

Concerns about cycling are significantly more prevalent among visitors than other types of respondent: 67% of visitors mention at least one concern relating to cyclists versus 20% of residents and 39% of workers.

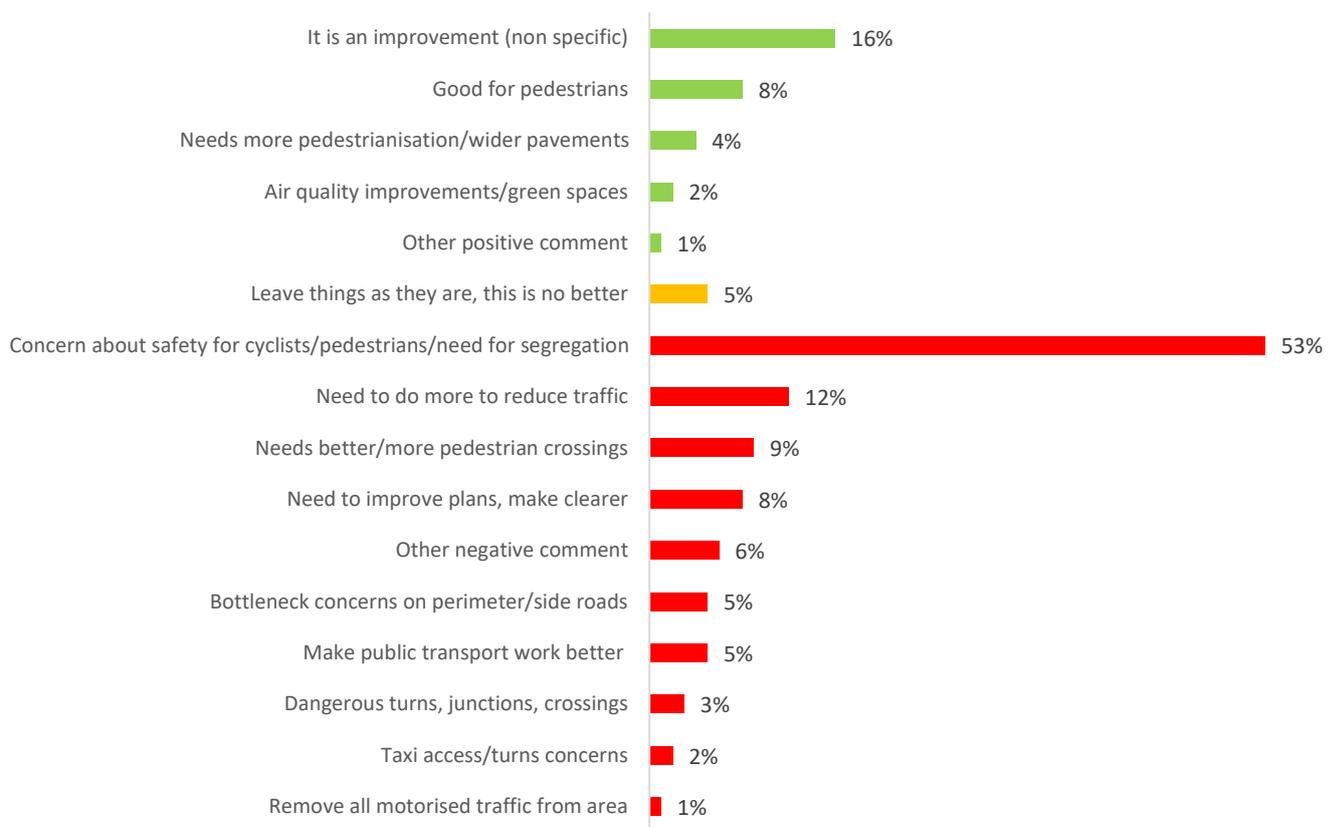
**4.3.1 Getting around the area**

Around two-thirds of respondents (64%) made a comment in relation to how the plans would affect getting around the area, and comments voicing concern outweigh those voicing support. This is due to the large number of comments submitted by cyclists.

The overriding issue is concern about safety for cyclists in relation to conflict with pedestrians and motor vehicles – due to a lack of segregated space for road and pavement users (53%). Around one in ten would like more traffic reduction (12%), better/more pedestrian crossings (9%), and improved/clearer plans (8%). Other concerns related to bottlenecks on the perimeter/side roads (5%); a need for public transport to work better (5%); dangerous turns, junctions, crossings (3%); taxi access concerns (2%) and a desire for all motorised traffic to be removed from the area (1%).

In terms of support, 16% of those answering think that the design is an improvement, while 8% think it is good for pedestrians and 4% while supportive wish for more pedestrianisation/wider pavements.

**Q. Do you have any comments on getting around the area?**



*Base: all respondents answering (912). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.*

**Analysis by respondent type**

The analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases and is not displayed in the following table.

In terms of the key concern, namely cyclist safety, visitors to the area and workers are more likely than residents to express this concern, with visitors significantly more likely to do so than the other two groups (65% of visitors and 43% of workers versus 26% of residents).

Residents and workers are more likely than visitors to express concerns about:

- Needing to do more to reduce traffic levels (18% of residents and 14% of workers versus 9% of visitors)
- Needing better/more pedestrian crossings (12% of residents and 14% of workers versus 5% of visitors)
- Bottlenecks on perimeter/side roads (13% and 7% versus 3%)

Residents are significantly more likely than other respondent groups to make other negative comments about getting around the area (17% versus 4% of workers and 6% of visitors).

**Q. Do you have any comments on getting around the area?**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	<b>912</b>	*78	409	556
Concerns about cyclists, need separation, protection, cycle lanes	<b>53%</b>	26%	43%	65%
It is an improvement (non-specific)	<b>16%</b>	12%	17%	17%
Need to do more to reduce traffic level	<b>12%</b>	18%	14%	9%
Needs better/more pedestrian crossings	<b>9%</b>	12%	14%	5%
Good for pedestrians, safer	<b>8%</b>	13%	10%	7%
Need to improve plans, make clearer	<b>8%</b>	6%	6%	8%
Other negative comment (e.g. disabled access not considered)	<b>6%</b>	17%	4%	6%
Bottleneck concerns on perimeter/side roads	<b>5%</b>	13%	7%	3%
Make public transport work better	<b>5%</b>	6%	7%	3%
Leave things as they are, this is no better	<b>5%</b>	10%	7%	4%
Needs more pedestrianisation, wider pavements	<b>4%</b>	3%	5%	2%
Dangerous turns, junctions, crossings	<b>3%</b>	5%	4%	3%
Taxi access/turns concerns	<b>2%</b>	3%	3%	1%
Air quality improvements/green spaces	<b>2%</b>	4%	1%	1%
Remove all motorised traffic from area	<b>1%</b>	1%	2%	1%
Other positive comment	<b>1%</b>	1%	2%	0

\* denotes small sample size (<100 responses)

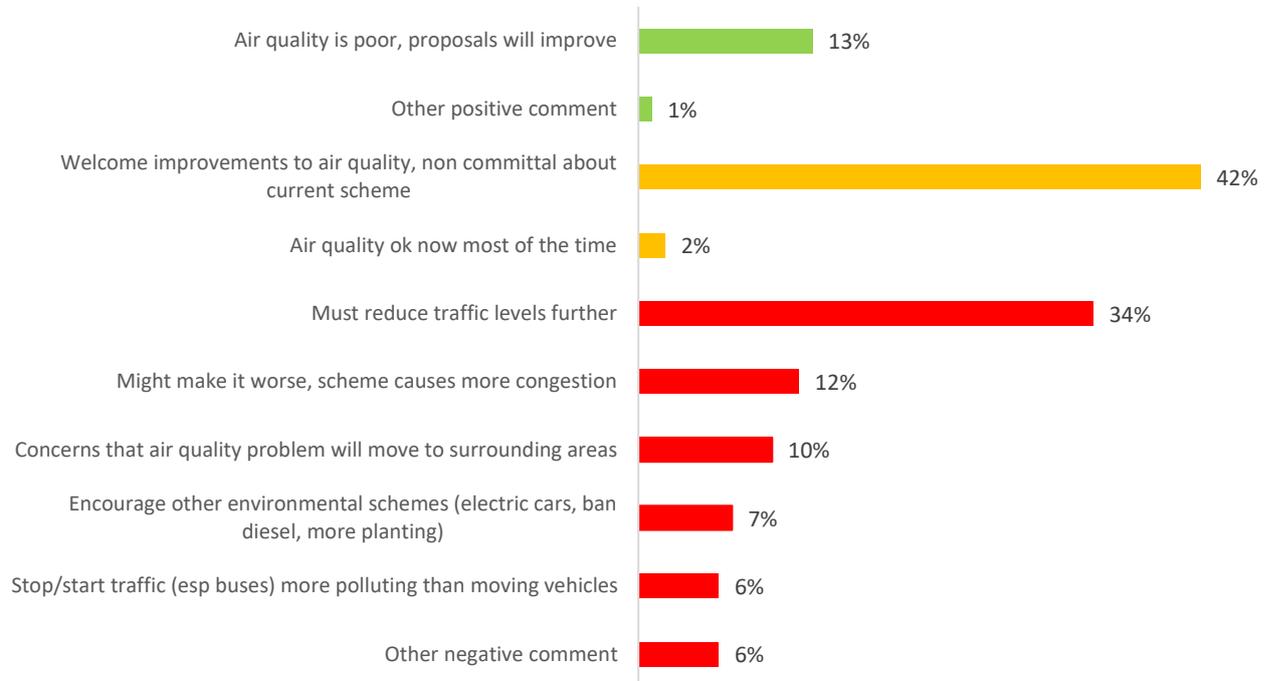
### 4.3.2 Air quality

Seven in ten (69%) of those responding to the consultation made comments about how the plans would impact air quality. The largest proportion of people (42%) acknowledge that air quality is poor and improvements are needed, but they are non-committal about the plans. This is followed by 34% thinking that more is needed in terms of reducing traffic levels by discouraging motor vehicles/limiting parking.

Thirteen per cent of respondents think that air quality is poor and the plans will improve the situation, while a similar proportion (12%) think that the plans will make air quality worse as they will encourage congestion. A tenth (10%) feel that the plans will shift air quality problems to

surrounding areas such as Drury Lane. Other concerns/criticisms relate to the need to encourage other environmental schemes (7%); and stop/start traffic being more polluting than moving vehicles (6%).

**Q. Do you have any comments on air quality?**



Base: all respondents answering (984). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

Views about the impact of the plans on air quality are generally similar when the comments are analysed by respondent type.

However visitors are significantly more likely than resident, worker or business respondents to feel that traffic levels need to be reduced further (43% versus 27%, 24% and 19% respectively). Residents are more likely than workers and visitors to mention a wish to encourage other environmental schemes (19% versus 5% and 8% respectively) and to make any other negative comment (14% versus 5% of both workers and visitors)<sup>5</sup>.

<sup>5</sup> The differences between the views of residents and businesses are not significant at the 95% confidence level on either of these themes.

**Q. Do you have any comments on air quality?**

<b>Theme</b>	<b>Total</b>	Resident	Worker	Visitor	Business
<i>No. of responses</i>	<b>984</b>	*96	473	555	**31
Welcome improvements to air quality, non-committal about current scheme	<b>42%</b>	41%	45%	41%	45%
Must reduce traffic levels further	<b>34%</b>	27%	24%	43%	19%
Air quality is poor, proposals will improve	<b>13%</b>	14%	15%	13%	19%
Might make it worse, scheme causes more congestion	<b>12%</b>	9%	16%	11%	13%
Concerns that air quality problem will move to surrounding areas	<b>10%</b>	11%	14%	7%	10%
Encourage other environmental schemes (electric cars, ban diesel, more planting)	<b>7%</b>	19%	5%	8%	6%
Stop/start traffic (esp. buses) more polluting than moving vehicles	<b>6%</b>	8%	8%	6%	6%
Other negative comment	<b>6%</b>	14%	5%	5%	10%
Air quality ok now most of the time	<b>2%</b>	4%	2%	2%	6%
Other positive comment	<b>1%</b>	0	0	1	0

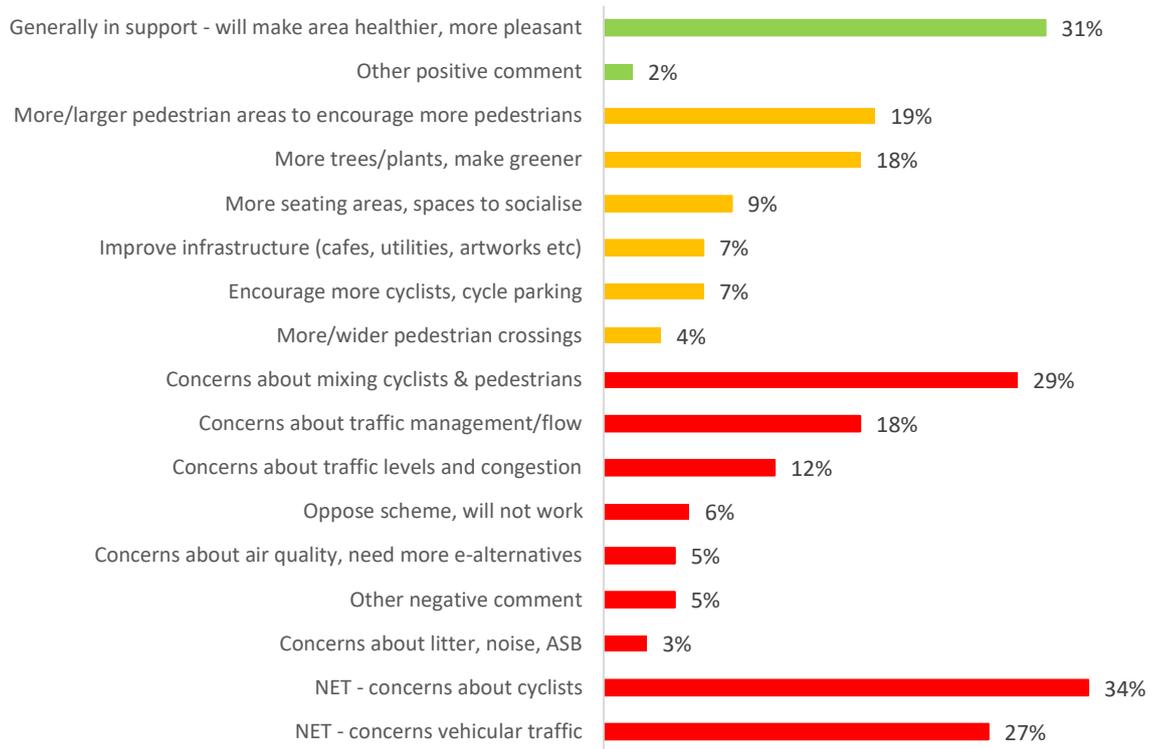
\* denotes small sample size (<100 responses); \*\* very small sample size (<50 responses)

### 4.3.3 Spaces and places

Just under half (46%) of those responding to the consultation provided a comment in relation to improving spaces and places.

While 31% of respondents support the plans, feeling that they will make the area more pleasant/healthier, a similar proportion (29%) raise concerns about mixing cyclists and pedestrians. Indeed, when all mentions are considered, 34% relate to cyclist concerns, while 27% relate to a concern about vehicular traffic.

**Q. Do you have any comments on improving spaces and places?**



Base: all respondents answering (651). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

This analysis compares resident, worker and visitor responses – the sample for business respondents was less than 30 cases.

The analysis shows that similar proportions of respondents in different groups comment on the individual themes, with the exception of cyclist concerns: visitors are significantly more likely than residents or workers to mention these (at an aggregate level, 41% of visitors mention at least one concern about cyclists versus 12% of residents and 28% of workers).

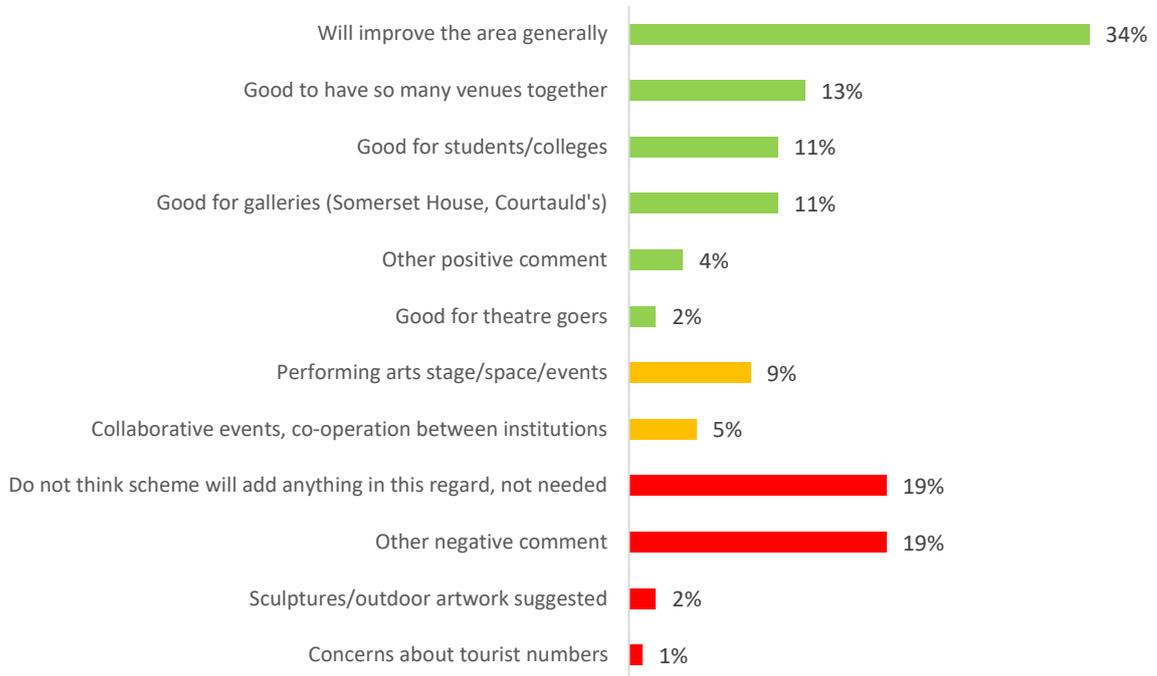
**4.3.4 Culture, education and innovation**

A quarter of respondents to the consultation (25%) provided a comment in relation to culture, education and innovation.

A third of respondents (34%) feel the plans will generally improve the area in this respect. Thirteen per cent feel that it will be good to have many venues in the same area, 11% comment on the plans being good for students/colleges and a further 11% of comments relate to the plans being good for galleries such as Somerset House and the Courtauld Institute.

A fifth of those responding to the question (19%) feel that the plans are not needed and that they will not add anything to the area in terms of culture, education and innovation.

**Q. Do you have any comments on culture, education and innovation?**



Base: all respondents answering (352). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

This analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases.

Similar proportions of respondents in different groups comment on the individual themes, with the exception of feeling that the scheme is not needed and will not add anything in terms of culture, education or innovation to the area: residents are significantly more likely than workers or visitors to express this view (31% versus 17% and 16% respectively).

**4.3.5 Local economy**

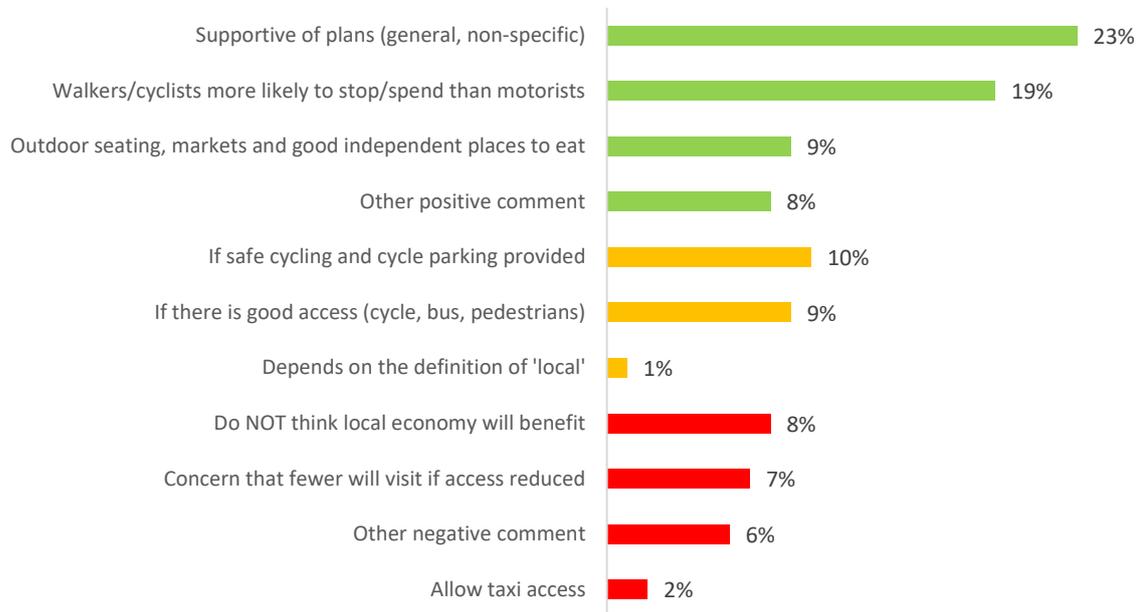
A third of respondents to the consultation (34%) provided a comment in relation to the local economy.

The comments err towards positive themes, with around a quarter of respondents (23%) expressing general, non-specific support for the plans in terms of the local economy, and 19% feeling that walkers/cyclists are more likely to stop than motorists and this spending power will be positive. A further 9% of comments refer to outdoor seating/markets/independent places to eat as positives for the local economy.

Some respondents are conditionally supportive: 10% feel the plans support the local economy if safe cycling and cycle parking is provided, while 9% feel the plans support the local economy if there is good access to the area (for cycles/buses/pedestrians).

In terms of critical views, 8% do not feel that the plans will benefit the local economy, while 7% raise concerns that fewer people will visit if access is reduced.

**Q. Do you have any comments on supporting the local economy?**



Base: all respondents answering (487). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

The analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases and is not displayed in the following table.

Similar proportions of respondents in different groups commented on the individual themes, with the exception of:

- If safe cycling and cycle parking provided: significantly more likely to be mentioned by visitors (14%) than residents (2%) or workers (7%)
- Other positive comment: significantly more likely to be mentioned by residents (21%) than workers (8%) or visitors (5%)

**Q. Do you have any comments on supporting the local economy?**

	Total	Resident	Worker	Visitor
<i>No. of responses</i>	<b>487</b>	*52	224	301
More pleasant place to visit with no vehicles/less pollution so more people spend money	<b>28%</b>	29%	26%	29%
Supportive of plans (general, non-specific)	<b>23%</b>	25%	25%	23%
Walkers/cyclists more likely to stop/spend than motorists	<b>19%</b>	12%	15%	23%
If safe cycling and cycle parking provided	<b>10%</b>	2%	7%	14%
Outdoor seating, markets and good independent places to eat	<b>9%</b>	10%	11%	6%
If there is good access (cycle, bus, pedestrians)	<b>9%</b>	12%	11%	8%
Other positive comment	<b>8%</b>	21%	8%	5%
Do NOT think local economy will benefit	<b>8%</b>	4%	8%	7%
Concern that fewer will visit if access reduced	<b>7%</b>	12%	10%	6%
Other negative comment	<b>6%</b>	12%	8%	7%
Allow taxi access	<b>2%</b>	2%	3%	1%
Depends on the definition of 'local'	<b>1%</b>	0	1%	1%

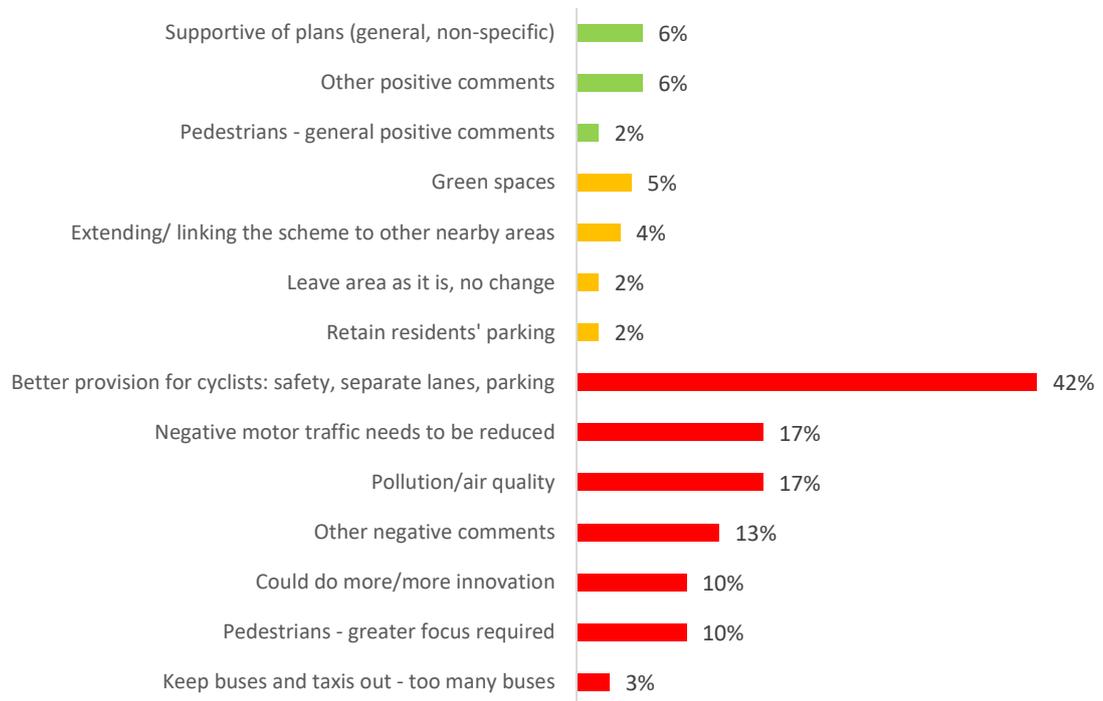
\* denotes small sample size (<100 responses);

#### 4.3.6 Further comments

When asked if they would like to make further comments on any of the previous themes, 17% of respondents did so.

There is a widespread desire for better provision for cyclists: 42% of those responding express wishes to do with cyclist safety, separate cycle lanes and cycle parking. Other themes, mentioned by 10% or more of those responding, include criticism of the plans and the need to further reduce motor traffic (17%); pollution/air quality (17%); a general desire for the plans to do more/ include more innovation (10%); and more focus on pedestrians (10%).

**Q. Are there any themes you would like to comment upon?**



Base: all respondents answering (242). Note: green bars show support, amber bars show neutral comment, red bars show concern/criticism.

**Analysis by respondent type**

The analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases and is not displayed in the following table.

Similar proportions of respondents in different groups commented on the individual themes, with the exception of:

- Better provision for cyclists: 52% of visitors responding to the question mention this theme, and this proportion is significantly higher than that in the resident group (13%) or worker group (38%).
- Retain residents' parking: 8% of residents who responded mention this, compared with 1% of workers and 1% of visitors.
- Other negative comment: these are significantly more likely to be made by residents (26%) compared with workers (12%) or visitors (13%).

**Q. Are there any themes you would like to comment upon?**

	<b>Total</b>	Resident	Worker	Visitor
<i>No. of responses</i>	<b>242</b>	<b>**38</b>	106	143
Better provision for cyclists: safety, separate lanes, parking	<b>42%</b>	13%	38%	52%
Pollution/air quality	<b>17%</b>	16%	17%	15%
Motor traffic needs to be reduced	<b>17%</b>	21%	14%	17%
Other negative comments	<b>13%</b>	26%	12%	13%
Pedestrians - greater focus required	<b>10%</b>	8%	9%	11%
Could do more/more innovation	<b>10%</b>	13%	12%	5%
Other positive comments	<b>6%</b>	5%	6%	6%
Supportive of plans (general, non-specific)	<b>6%</b>	5%	5%	7%
Green spaces	<b>5%</b>	8%	4%	3%
Extending/ linking the scheme to other nearby areas	<b>4%</b>	5%	4%	3%
Keep buses and taxis out - too many buses	<b>3%</b>	3%	4%	3%
Retain residents' parking	<b>2%</b>	8%	1%	1%
Leave area as it is, no change	<b>2%</b>	3%	4%	2%
Pedestrians - general positive comments	<b>2%</b>	0	3%	2%

\*\* denotes very small sample size (<50 responses)

#### 4.4 Suggestions for Improvements

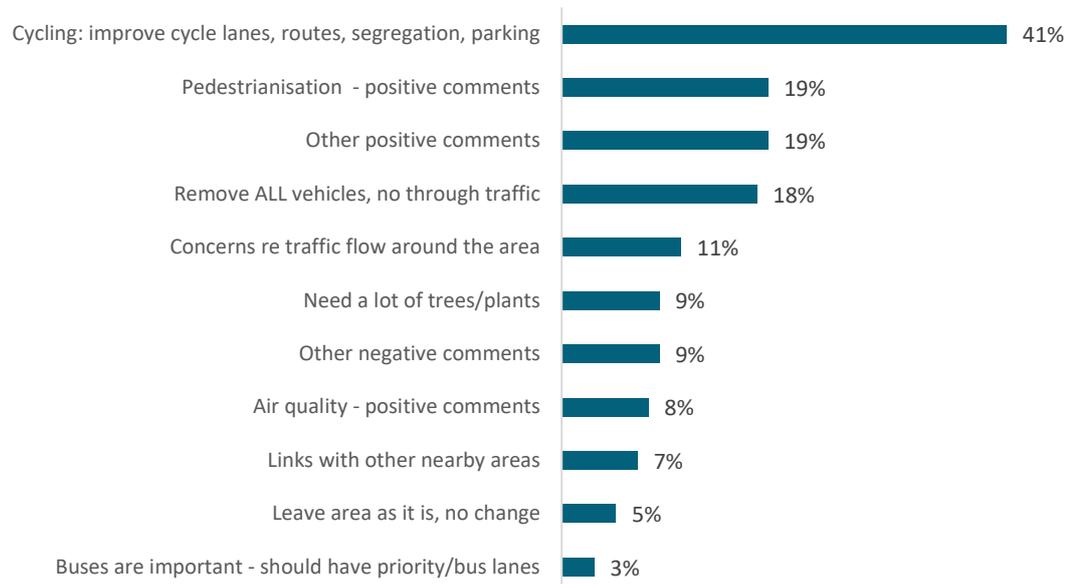
The consultation invited respondents to make further suggestions to improve the proposals; around a quarter (23%) chose to answer.

The most popular theme relates to cycling, with 41% of those answering suggesting improvements (e.g. to cycle lanes/routes, segregation of cyclists and cycle parking). A fifth (19%) make positive suggestions about the pedestrianisation of the area, while 18% of suggestions relate to the removal of all vehicular traffic/ a ban on through traffic/ allowing no parking in the area.

Other suggestions relate to concerns about traffic flow in the area (11%); the need for substantial investment in trees/plants (9%); positive suggestions around air quality (8%); making links with other nearby areas (7%); and the importance of buses to the area (3%).

As seen at other points in the consultation response, a small minority of respondents (5%) suggest that the area should be left as it is.

**Q. If you have any suggestions on the themes listed above, which you feel would improve the Strand Aldwych area, please write them in here**



Base: all respondents answering (332).

**Analysis by respondent type**

This analysis compares resident, worker and visitor responses to the question – the sample for business respondents was less than 30 cases.

Similar proportions of respondents make the various suggestions for improvements. The exception is in relation cycling: again, visitors are significantly more likely than residents or workers to mention suggestions for improving cycling provision (49% of visitors mention at least one suggestion versus 15% of residents and 34% of workers).

**4.5 Communications Channels**

The top sources of communication about the consultation were word of mouth (26%), social media (20%) and community forum/group (18%).

**Q. How did you find out about this consultation?**

Channel	%
Base (all answering)	1,059
Word of mouth	26%
Social media	20%
Community forum/group	18%
Leaflet	10%
E-newsletter	8%
strandaldwych.org website	8%
WCC website	5%
Letter from the council	4%
Newspaper	4%
Open Forum website	1%
Other	17%

## 5. Email responses

In addition to feedback through the online and paper questionnaires, respondents were able to respond to the consultation via letter or email to Westminster City Council and via [strandaldwych@westminster.gov.uk](mailto:strandaldwych@westminster.gov.uk).

54 emails were received via the consultation mailbox from individuals who wished to comment on the draft concepts via this channel. Each were read and have been coded for themes. The most common themes concerned: general including non-specific likes of design/idea, concerns about traffic and concerns that air quality will move to surrounding areas.

### Positive Comments

The most common positive themes supporting the scheme include general, non-specific likes of the design/idea, traffic reduction in the area and better provision for cyclists and pedestrians.

### Negative Comments

The most common negative comments centred on opposition regarding perceived increased congestion, air quality issues moving to the surrounding areas and concerns about pedestrian safety.

Theme	% of mentions
General, non-specific likes of design/idea	39%
Concerns about traffic, especially increasing congestion	35%
Concerns that air quality problem will move to surrounding areas	22%
Concerns about pedestrian safety	15%
Like for traffic reduction in the area	15%
Better for cyclists	11%
Better for pedestrians	11%
Concerns about disruption	9%
Like the green and open spaces/pedestrian areas	7%
More can be done for cyclists: improve cycle lanes, routes, segregation, more parking	7%
Negative – general, non-specific	6%
Would like further information on plans	6%
Suggestions	6%
Concerns about the concept/objectives	4%
Concerns about cyclist safety, not good enough, do more	4%
Retain resident's parking	4%
Better for air quality	2%
Keep buses and taxis out, too many buses	2%
Should do more/revisions-general	2%

## 6. Stakeholder Responses

62 responses came from those who were responding on behalf of a stakeholder or organisation, these responses came via email or via the survey. A list of these respondents in Alphabetical order can be seen in the table below.

1	Australian High Commission	32	London Living Streets
2	20's Plenty for Us	33	LSE & Political Science
3	BDO Remit Bank	34	LSE Cities
4	Campaign for Better Transport London	35	LSE Directorate
5	Capco (Capital and Counties)	36	LSE Student's Union
6	City of London	37	LW Theatres
7	Confederation of Passenger Transport UK	38	National Federation for the Blind UK
8	Covent Garden Area Trust	39	North and East London General Branch of Equity
9	Covent Garden Community Association	40	Northbank BID
10	The Delaunay Restaurant	41	Peter Stewart Consultancy
11	Delfont Mackintosh Theatres	42	Phipps PR
12	DRIVE	43	Ramblers Inner London Area
13	Duchy of Lancaster	44	Rowan Asset Management
14	Farebrother	45	Royal National Institute of Blind People
15	Heneli Minerals Ltd	46	Shaftesbury Estates
16	Historic England	47	Society of London Theatres
17	Illuminated River Foundation	48	Somerset House Trust
18	Kerman & Co LLP	49	St Clement Dane Church
19	King's College London Estates & Facilities	50	St Mary le Strand
20	King's College London Student's Union	51	Strandlines
21	L'Avenue Int'l Holdings Ltd	52	Theatres Trust
22	Lewisham Living Streets	53	Transport for All
23	Licensed Taxi and Driver's Association	54	Transport for London
24	London Ambulance Service	55	Transport for London Taxi Private Hire
25	London Anglican	56	The Vinyl Factory – 180 Strand
26	London Borough of Camden	57	Vision Zero London
27	London Cab Drivers Club	58	Waldorf Hilton
28	London Cycling Campaign	59	Westminster BIDS
29	London Farmers Market Ltd	60	Westminster Cycling Campaign
30	London Fire Brigade	61	Wheels for Wellbeing
31	London First	62	Whittard Trading Ltd