Westminster City Council

NORTHUMBERLAND PLACE PLAY STREET

Consultation Report FINAL

March 2024

Public

Type of document (version) Public

Project no. 70068820

Date: March 2024

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1 INTRODUCTION

1.1 BACKGROUND

1.1.1 In April 2019, Westminster City Council introduced a temporary play street scheme as part of the My Westminster ActiveStreets programme, along Northumberland Place (between Talbot Road and Artesian Road)**.** The aims were to improve air quality and to create an environment for children to play.

1.1.2 As a result of the temporary play street scheme, Westminster City Council proposed to make Northumberland Place a permanent play street in August 2021 which progressed to Traffic Management Order consultation in May-June 2021.

1.1.3 As a high level of objections were received and the scheme was placed on hold. The design proposals have been reviewed and re-developed into two different proposals.

1.2 WHAT IS BEING PROPOSED

1.2.1 Westminster City Council proposed a play street to Northumberland Place (between Talbot Road and Artesian Road). A play street would give pedestrians priority over traffic during the Spring and Summer months each year. Details are shown below:

- Monday to Friday (between April to September) – Play Street in operation between 3pm and sunset except for access.
- Saturdays & Sunday (between April to September) – Play Street in operation between 10am and sunset except for access.
- During these periods, the play street would be restricted to 'through vehicles', except for access to properties within Northumberland Place.
- During the Autumn and Winter, the traffic would have priority.

1.2.2 Westminster City Council would deploy Street Makers to marshal Northumberland Place and its accesses to highlight the newly defined play street and ensure compliance, which would continue to run after the initial activation period and to ensure community ownership of the play street.

1.2.3 The consultation ran from 8 December 2023 to 2 January 2024. Two options were presented during the consultation for the proposed play street on Northumberland Place.

Option 1

- Traffic movement along Northumberland Place to be retained as two-way between Talbot Road and Artesian Road
- Play street signage and road marking to be added on the entry to Northumberland Place
- Electronic variable advance warning signage to be added on approaches to Northumberland Place which will alternate between 'Slow Down' and 'Play Street'.
- Parking will be re-configured (but no loss of parking) at the junction of Northumberland Place and Talbot Road to allow visibility at the entrance.

Option 2:

- Proposed to make Northumberland Place one-way northbound between Talbot Road and Artesian Road, exiting out to Talbot Road to reduce vehicular traffic volumes and speeds removing localised rat-running in the area.
- Play street signage and road markings to be added on the entry to Northumberland Place
- Electronic variable advance warning signage to be added on approaches to Northumberland Place which will alternate between 'Slow Down' and 'Play Street' on Artesian Road
- Minor alterations to the parking layout, which will be reviewed and finalised as part of the final option.
- Raised table junction at the junction of Talbot Road and Northumberland Place
- Footway improvements and kerb build outs along Northumberland Place to improve pedestrian facilities.
- Provision of cycle parking and greenery such as planters along Northumberland Place to reduce vehicle dominance and promote biodiversity along Northumberland Place
- Raised table along Northumberland Place to reduce traffic speeds.
- Raised table entry treatment to slow traffic entering Northumberland Place and to slow down traffic along Artesian Road.

1.3 PREVIOUS ENGAGEMENT

1.3.1 Westminster City Council originally introduced a temporary Play Street on Northumberland Place in 2019.

1.3.2 In April 2019, Westminster City Council introduced a temporary play street scheme, as part of the My Westminster ActiveStreets programme, along Northumberland Place (between Talbot Road and Artesian Road) to:

- Improve air quality, and
- Create an environment for children to play.

1.3.3 As a result of the temporary play street scheme, Westminster City Council proposed to make Northumberland Place a permanent play street in August 2021 which progressed to Traffic Management Orders consultation in May-June 2021.

1.3.4 As a high level of objections were received, the scheme was placed on hold.

1.3.5 A Play Street with signs, line markings, buildouts and electronic VAS signage was taken forward to Stage 3 Detailed Design. This was taken forward to formal TMO Consultation in Summer 2022. A decision was made to hold the scheme pending further discussions. In November 2022, it was discussed that local residents needed to have a greater understanding of the term 'Play Street' and further awareness was required.

1.3.6 It was agreed to re-consult Option 1 (with two-way operation) including producing a consultation drawing for Option 2 and the two options would be put forward to consultation.

It was caveated that the Option 2 would still be subject to full Design. This all fed into the Consultation that took place in December 2023.

2 CONSULTATION APPROACH

2.1 OVERVIEW

2.1.1 The consultation ran from 8 December 2023 to 2 January 2024. The consultation period was extended following requests from stakeholders, the consultation was originally due to close on 22 December 2023. Information on the proposed Play Street was available through the Westminster Commonplace website (Northumberland Place Street Website). Furthermore, an in-person event was held at the All-Saints' Church Notting Hill on 13 December 2023 between 15:00 - 18:30, and specialist personnel were available at the event to answer any questions.

2.1.2 A package of consultation materials was developed in a style that was accessible to stakeholders and conveyed all the technical details on the proposals that were required to make an informed response to the questionnaire.

2.2 PRE-CONSULTATION ENGAGEMENT

2.2.1 One week prior to the formal consultation launch, Ward Councillors, Resident Associations and local active travel, healthy streets groups and educational establishments were engaged by council officers.

2.3 PROMOTIONAL AND CONSULTATION MATERIALS

2.3.1 A range of materials were used to promote the consultation. These are detailed below. All materials were available for the consultation period of 8 December 2023 to 2 January 2024.

Lamp Column Wrap

2.3.2 Two lamppost wraps were produced and located on Northumberland Place and Artesian Road to inform people of the consultation Figure 2-1. These contained the dates of the (original duration for the) consultation, the website address and a QR code. An example of a lamp wrap in situ can be seen in Figure 2-2.

2.3.3 The lamp wraps were erected on 8 December 2023 and were taken down on 2 January 2024.

Figure 2-1 - Location of lamp column wraps along Northumberland Place



Figure 2-2 - Example of lamp column wraps in place.



Postcards

2.3.4 An A5 postcard was designed to promote the consultation and delivered to 129 addresses which fell within the 25m buffer of the scheme (Appendix A.2).

Consultation website (northumberlandplace.commonplace.is/)

2.3.5 A consultation website for the proposed Play Street on Northumberland Place was created. The website was set up to enable public access to information about the consultation at any time and remains live after the consultation close date. The webpage provided links to a range of materials.

2.3.6 The web page contained the following resources:

- Indicative plans and details regarding the proposed design;
- Details regarding the in-person event;
- Questionnaire;
- Frequently asked questions; and

- Contact details / sign-up link to regular updates.

2.3.7 The Commonplace website had 665 visits.

Social media

2.3.8 Overall the campaign generated 437 impressions and 8 link clicks. The Active Westminster website had 43 views. Examples of the posts included in Appendix A.7.

FAQ

2.3.9 FAQs were produced and included on the website to answer frequently asked questions covering details about the proposal.

2.3.10 All these materials were written in plain English to be understandable to someone of reading age nine and in a style intended to enable people to access information at a comfortable, non-technical level. (Appendix A.5)

Questionnaire

2.3.11 A consultation questionnaire was designed to gather views and feedback on the proposed design.

2.3.12 The questionnaire included a total of thirty-two questions. A copy of the questionnaire can be found in Appendix A.6.

2.3.13 The questionnaire was made available online via the Questionnaire tile of the website (Northumberland Place Commonplace website). Hard copies of the questionnaire were available on request. No requests for hard copies were received at the event or via email. (Appendix A.6).

2.3.14 On 12 December, it was noticed that two of the questions (Question 6 and 7) options did not match the draft of the questionnaire. Therefore, the options were changed to add clarity to the data and context to the respondents.

- Question 6 options was changed from “Support” and “Do not support” to “I support a Play Street on Northumberland Place” and “I do not support a Play Street on Northumberland Place”.
- Question 7 options were changed from “Design Option 1 (you can tell us why in question 8)” and Design Option 2 (you can tell us why in question 8) to “Option 1 (you can tell us why in question 8)” and “Option 2 (you can tell us why in question 8)”.

2.4 EVENTS

Consultation Drop-In Event

2.4.1 The in-person consultation event was advertised to give the public an opportunity to view the proposed design, speak with members of the project team and provide feedback on the proposals. Important questions and comments were noted down during the event, which were then shared with the project team. To gather comprehensive feedback, all attendees were encouraged to fill in an online questionnaire, with the option of a paper copy also provided.

2.4.2 The event was carried out as a drop-in session where attendees could turn up at any time between the advertised times. The event was held in All-Saints’ Church Notting Hill 13 December 2023 between 15:00 -18:30. The in-person event was attended by 7 people. Photographs from the public event can be seen in Appendix B.

2.4.3 Four consultation boards were displaying the proposed plans at the consultation event. A handout defining the plans was also available for the public. (Appendix A.4)

2.5 ANALYSIS METHODOLOGY

2.5.1 The questionnaire consisted of open (free text) and closed (tick-box) questions. Raw data from the closed questions was used to create charts that can be observed in the following sections of the report. The open-ended question required further processing to identify common themes emerging from the data. Provisions were also made for e-mail and postal responses.

2.5.2 Open responses and email responses are required to go through a coding process, or thematic 'coding', whereby statements within comment boxes are translated into a series of numeric codes, to identify common themes and enable the categorisation of the comments. These codes were then analysed quantitatively to identify the most frequently recurring areas of comment.

2.5.3 A code frame is a list of the codes which represent the different themes and areas of comment raised by respondents. This is created by reviewing a large sample of the responses and identifying common themes and areas of comment, each of which is given a unique number. The code frame for this consultation underwent a series of reviews during the analysis stage to ensure that any new themes that emerged in the data were incorporated. The coding of responses was subject to a series of quality assurance checks to ensure consistency and accuracy throughout the process, including random sampling of coded responses to check for errors or discrepancies and to ensure that coding rules and guidelines were followed correctly.

2.5.4 The code frame was created with sentiments attached to the codes, as sentiments towards the scheme is reported within the closed questions. The open questions were coded **to add context to the levels of support** that are shown in the answers to the closed questions, and the unlock the reasoning why respondents could/couldn't support the scheme.

2.5.5 Closed questions allowed respondents to choose their preference between multiple choices. These provide quantitative data where the preferences of respondents can easily be compared.

3 RESPONSES TO THE CONSULTATION

3.1 Introduction

3.1.1 Overall, a total of **94** responses were received via the questionnaire located on Commonplace. A total of **3** written responses were also received via email, no responses were received by post.

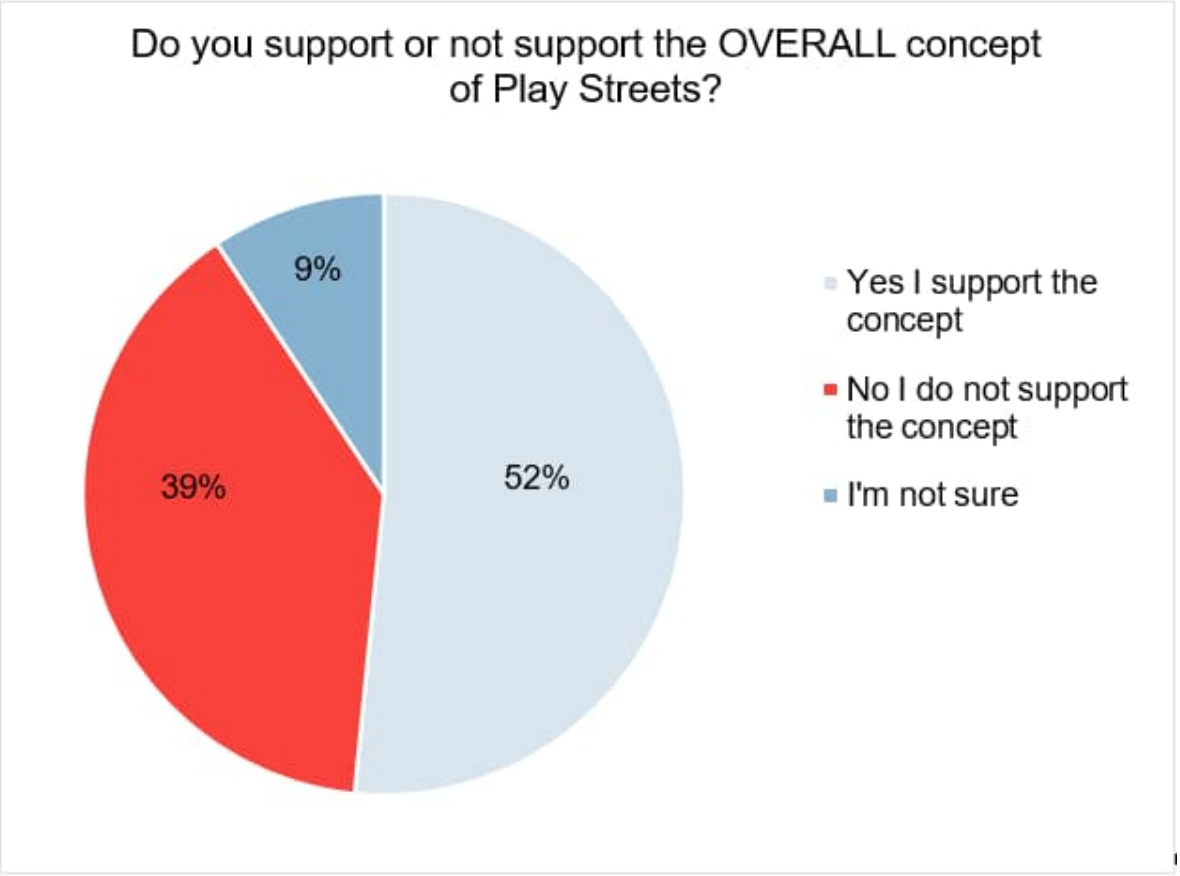
3.2 Closed Question Analysis – Views on the proposal

3.2.1 The first four questions and the last fourteen questions within the questionnaire sought personal information about the respondents.

3.2.2 Question 5 sought to understand if respondents were in favour of Play Streets as a concept.

3.2.3 64 respondents provided an answer to this question, with the highest proportion of respondents stating they do support the overall concept of Play Streets, 52% (33 respondents). 39% (25 respondents) do not support the concept of Play Streets and the 9% of respondents (6 respondents) were unsure if they support the concept. The results can be seen in **Figure 3-1**.

Figure 3-1 – Do you support or not support the overall concept of Play Streets?

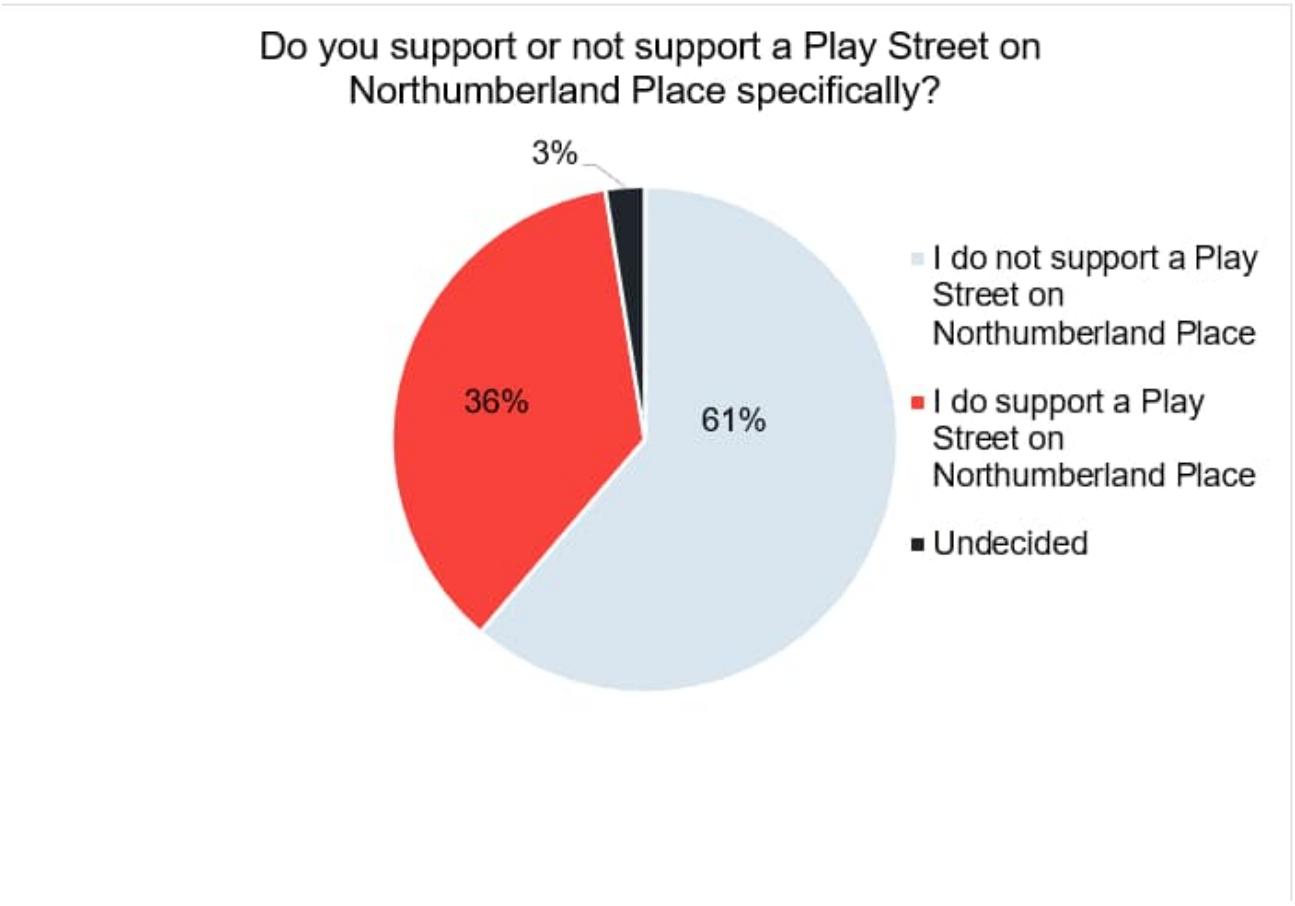


Base: all who provided a response (n:64)

3.2.4 Question 6 asked respondents if they were in favour of a Play Street on Northumberland Place specifically.

3.2.5 A total of 80 respondents choose to answer this question. A total of 61% of respondents (49 respondents) selecting “I do not support a Play Street on Northumberland Place”, 36% of respondents (29 respondents) selecting “I do support a Play Street on Northumberland Place” and 3% (2 respondents) were undecided. As mentioned in section 2.3.14, as the wording for the options was modified slightly whilst the questionnaire was live, the results have been combined to give a clear support/do not support result. The results can be seen in **Figure 3-2**.

Figure 3-2 - Do you support or not support a Play Street on Northumberland Place specifically?



Base: all those who provided a response (n:80)

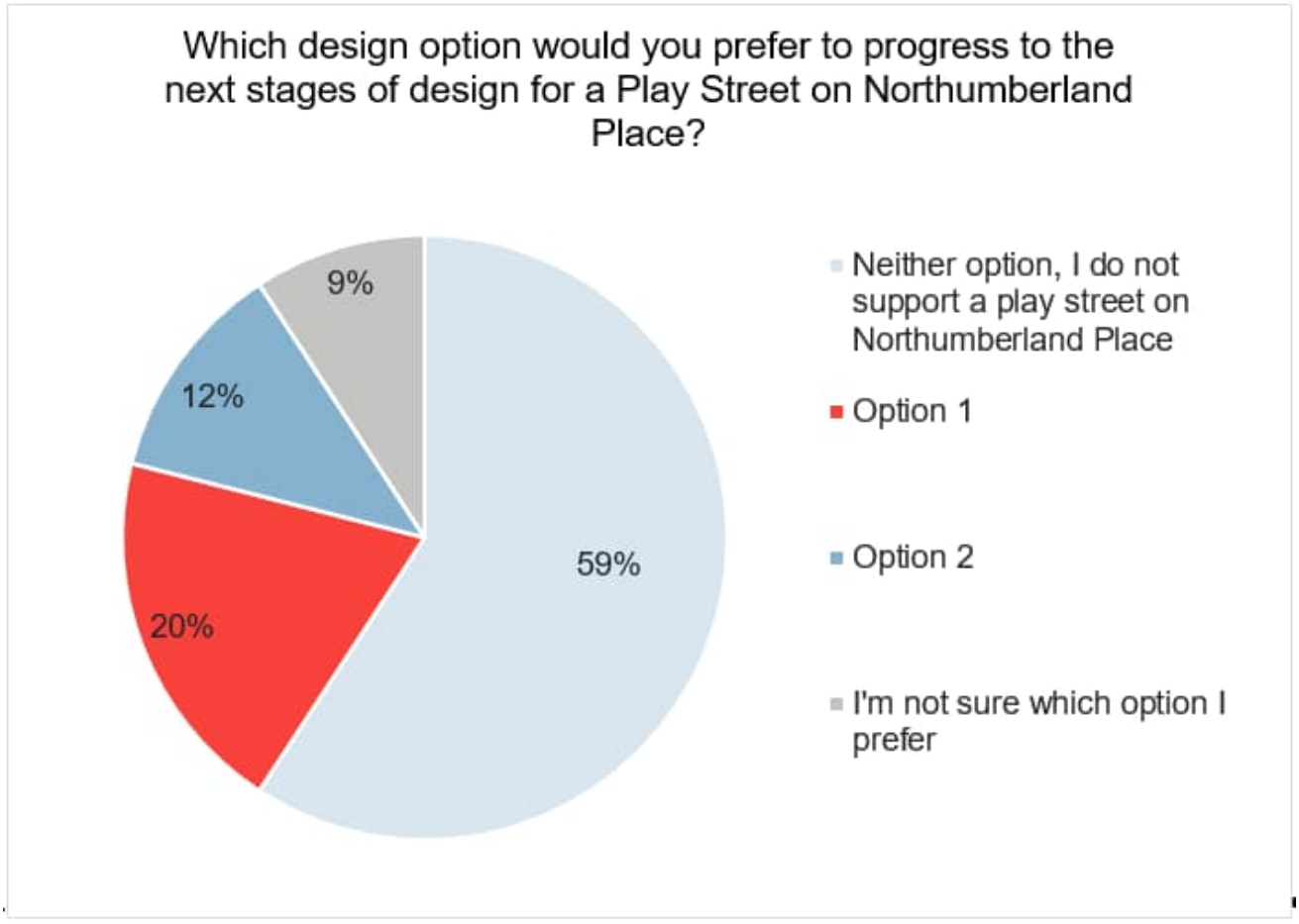
3.2.6 Question 7 invited respondents to state which option they would like to progress to the next stages of design for the Play Street. Respondents had a choice of selecting if they preferred option 1, 2, had no preference for either option or did not have a preference as they do not support a Play Street on Northumberland Place.

3.2.7 A total of 76 respondents chose to answer this question, just over half of respondents (59%, 45 respondents) did not have a preference of design option as they do not support a Play Street in Northumberland Place.

3.2.8 Of the Options available, Option 1 received the most support as 20% of respondents (15 respondents) chose this option. Option 2 was the least supported option as only 12% of respondents (9 respondents) choose this option. A total of 9% of respondents (7 respondents) were unsure which option they preferred.

3.2.9 As mentioned in section 2.3.13, as the wording for the options was modified slightly whilst the questionnaire was live the results have been combined to give a clear support/do not support result. Respondents were able to expand on their answers in question 8. Full results can be seen in **Figure 3-3**.

Figure 3-3 - Which design option would you prefer to progress to the next stages of design for a Play Street on Northumberland Place?



Base: all those who provided a response (n:76)

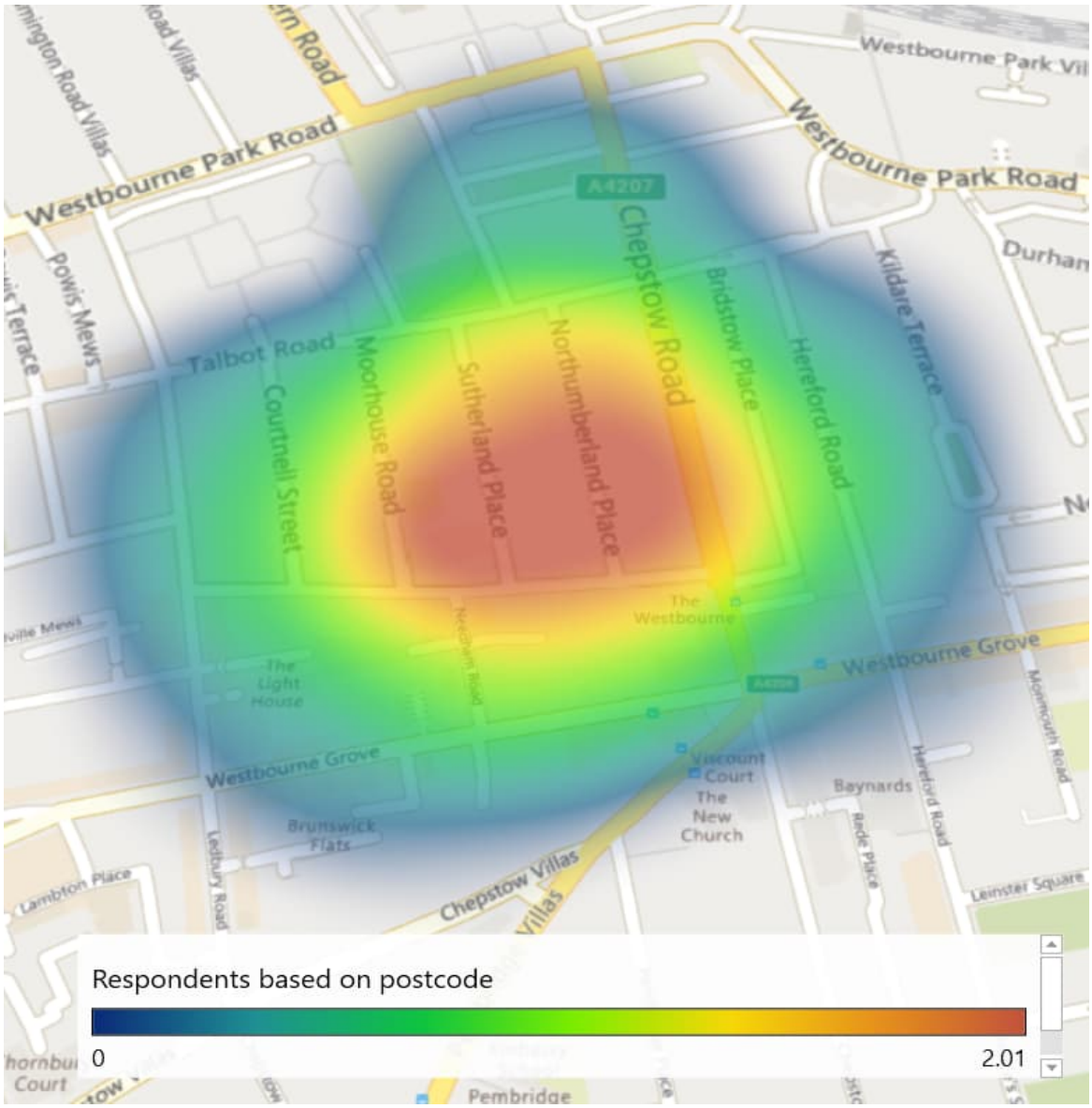
4 ABOUT THE RESPONDENTS

4.1 Demographic Data

4.1.1 Questionnaire respondents were asked to complete a series of demographic related questions. Percentages are rounded to the nearest whole number, and as such totals may not equal 100. Respondents did not have to complete this information.

4.1.2 To enable a geographic analysis of the responses, respondents were asked to provide their postcode in Question 12.3. A total of 45 respondents provided their postcodes. The location of questionnaire respondents mapped by postcodes can be seen in **Figure 4-1**.

Figure 4-1 - Respondents based on postcode

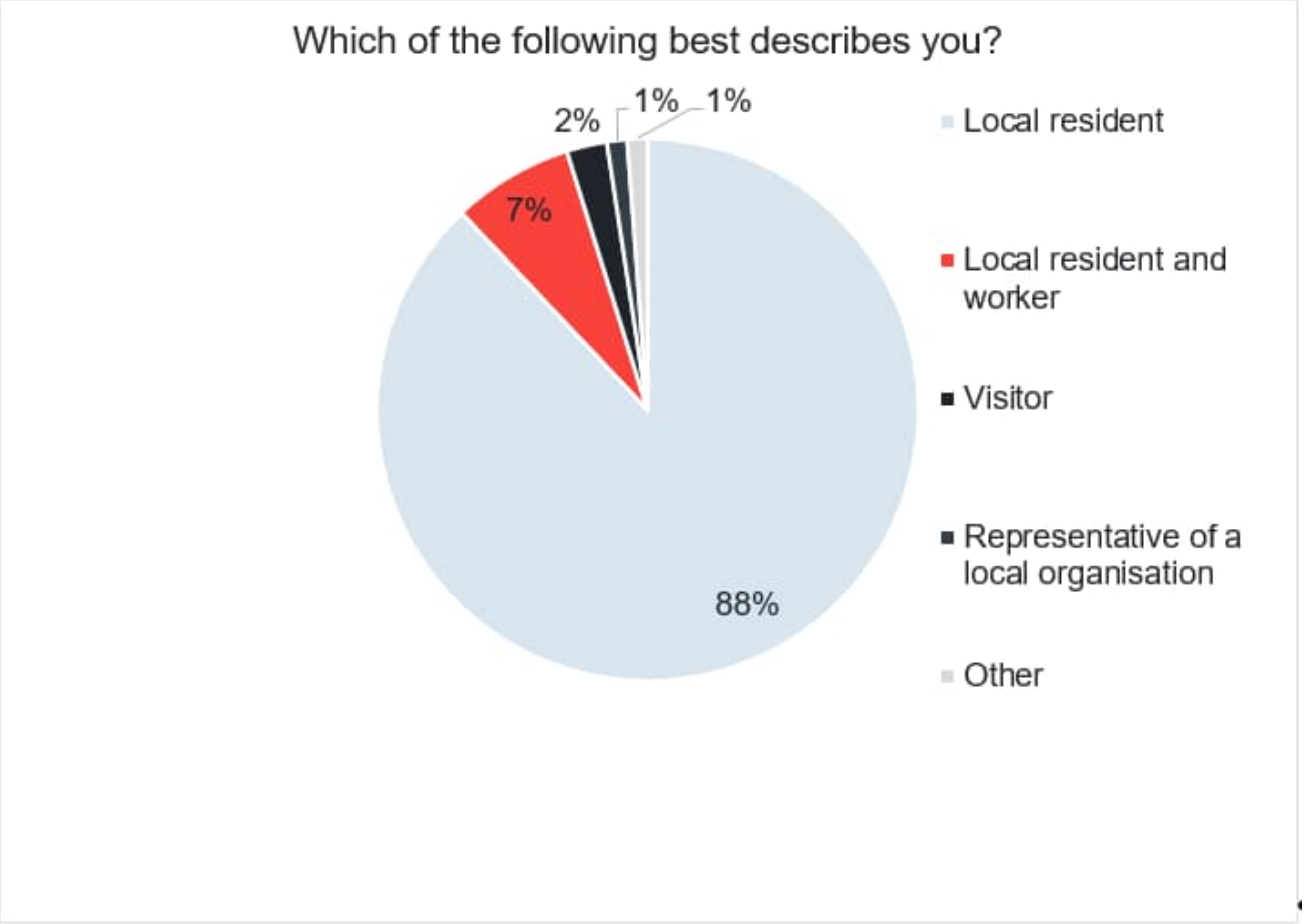


4.1.3 The heat map shows a high concentration of postcodes within close proximity to the proposed Play Street, (shown in red), with a lower concentration towards the outskirts of the Proposed Scheme(yellow/green/blue). As two postcodes received were not within close proximity of the scheme, these are not shown on the heatmap.

4.1.4 Question 2 asked respondents to choose which option best described them. The majority of respondents were local residents at 88% (73 respondents) and local workers at 7% (6 respondents), visitors at 2% and representative of a local organisation at 1%. The respondent who chose “other” told us they were the secretary of a nearby road. Full details can be seen in Figure 4-2.

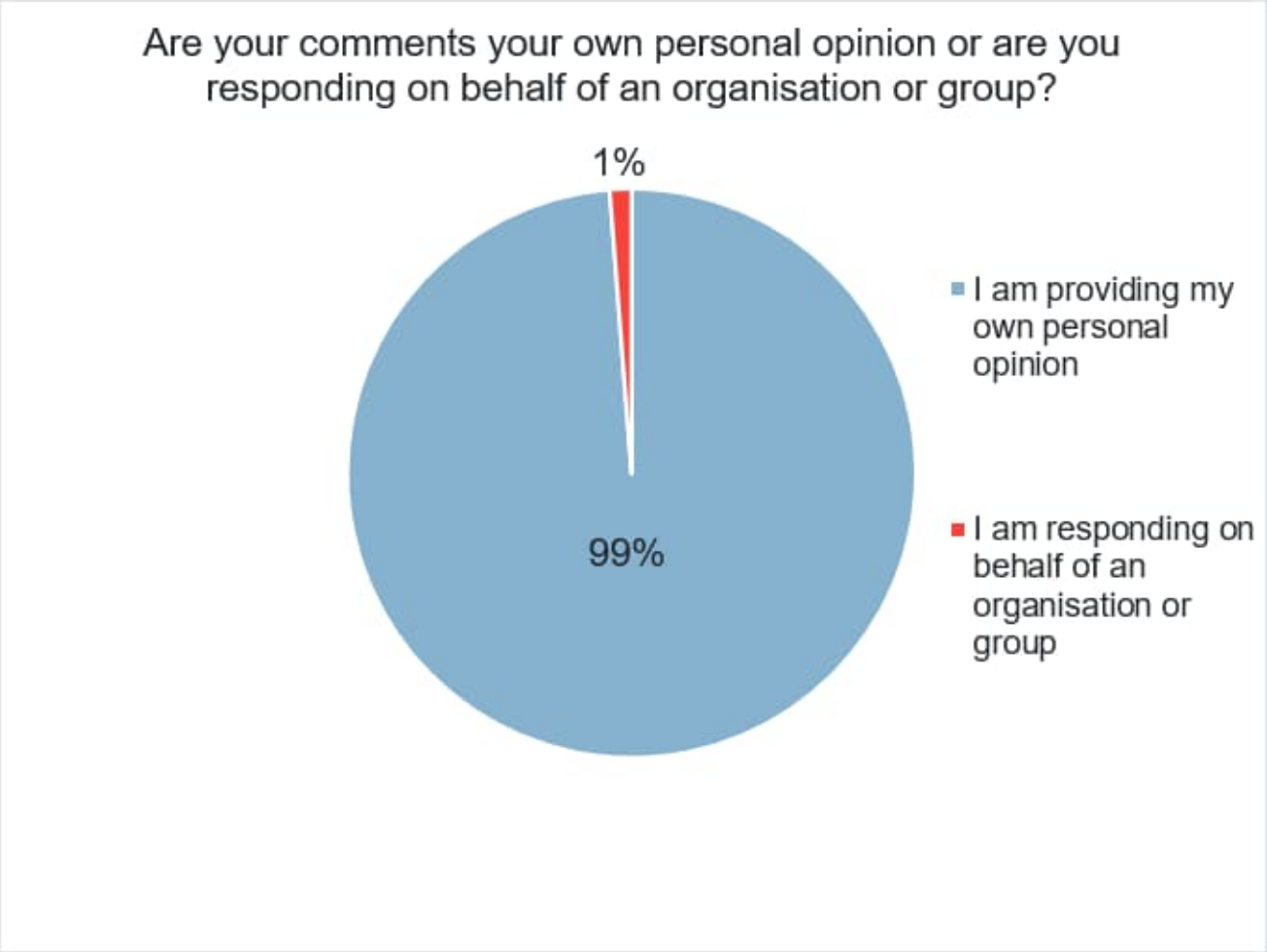
4.1.5 Question 3 asked if comments were their own personal opinion or if they were responding on behalf of an organisation or group. 99% of respondents were providing their own personal opinion (80 respondents), the respondent representing an organisation did not specify the name of the organisation. Full details can be seen in **Figure 4-3.**

Figure 4-2 - Which of the following best describes you?



Base: all responses received *(n:83)*

Figure 4-3 - Are your comments your own personal opinion or are you responding on behalf of an organisation or group?



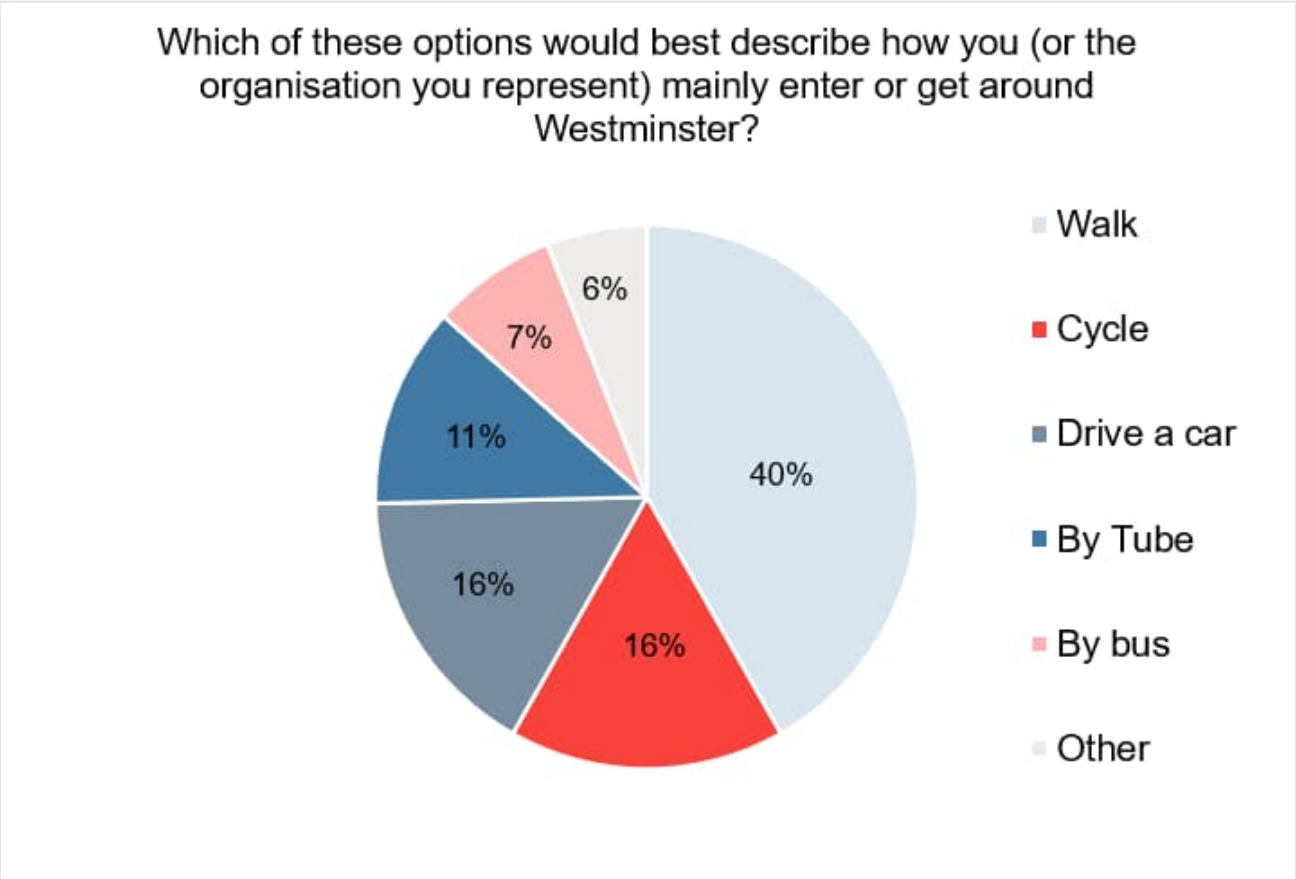
Base: all responses received *(n:81)*

4.1.4 Question 9 asked respondents to best describe how they enter or get around Westminster, respondents were able to tick one answer. The majority of respondents chose the walk option (40%, 28 respondents), with 16% (11 respondents) travelling by cycle, 16% (11 respondents) drive a car, 11% (8 respondents) by tube and 7% (5 respondents) by bus.

4.1.5 A total of 6% of respondents (4 respondents) choose the “other” option choosing to write their answers instead of choosing an option. The answers supplied stated that they used multiple modes of transport and therefore choose to write their answers.

4.1.6 A total of 1% of respondents (1 respondent) stated they travel by taxi, another 1% of respondents (1 respondent) selected the car passenger option and 1% of respondents (1 respondent) choose ride a motorbike/moped. As these percentages are 1%, they have not been shown in **Figure 4-4**, full details of the other options can be found in **Figure 4-4**.

Figure 4-4 – Which of these options would best describe how you (or the organisation you represent) mainly enter or get around Westminster?



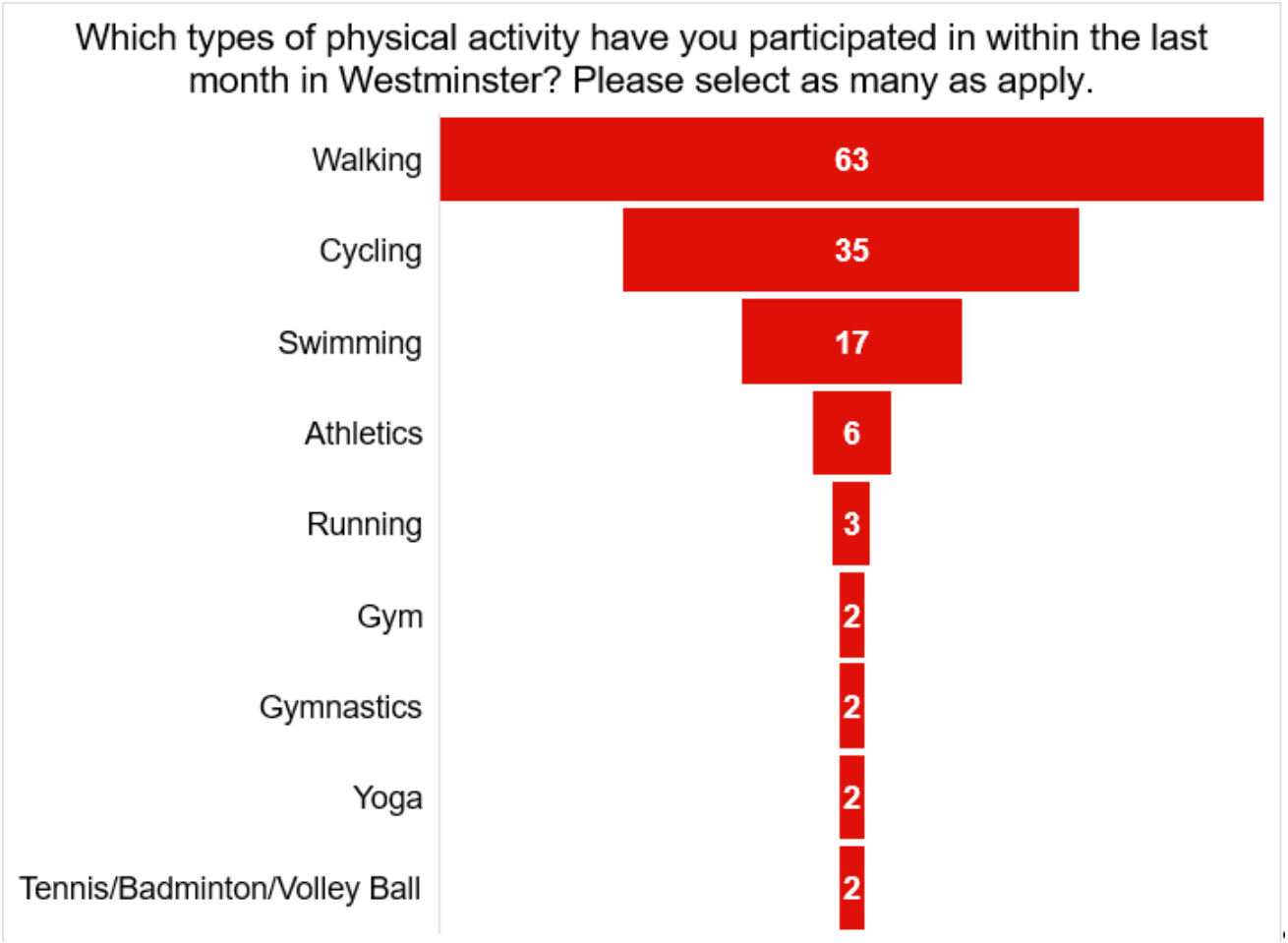
4.1.7 Question 10 asked respondents to answer what types of physical activity they have participated in within Westminster in the last few months. Respondents were able to select all that applied.

4.1.8 A total of 94 respondents choose to answer the question. The majority of respondents selected walking, with 63 respondents choosing this answer. Cycling was chosen by 35 respondents, swimming was selected by 17 respondents, 6 respondents took part in athletics, 2 respondents took part in gymnastics, 2 respondents took part in Tennis/Badminton/Volleyball, 1 respondent took part in netball.

4.1.9 Of those who choose to add something else, 3 respondents took part in running, 2 respondents took part in gym, 2 respondents took part in Yoga, 1 respondent took part in Pilates, 1 respondent took part in Pilates and step class, 1 respondent took part in basketball, 1 respondent took part in dance, 1 respondent took part in dance class, 1 respondent took part in rowing and 1 respondent took part in golf.

4.1.10 Categories with minimal respondents (1 respondents) have not displayed on the graph in **Figure 4-5**.

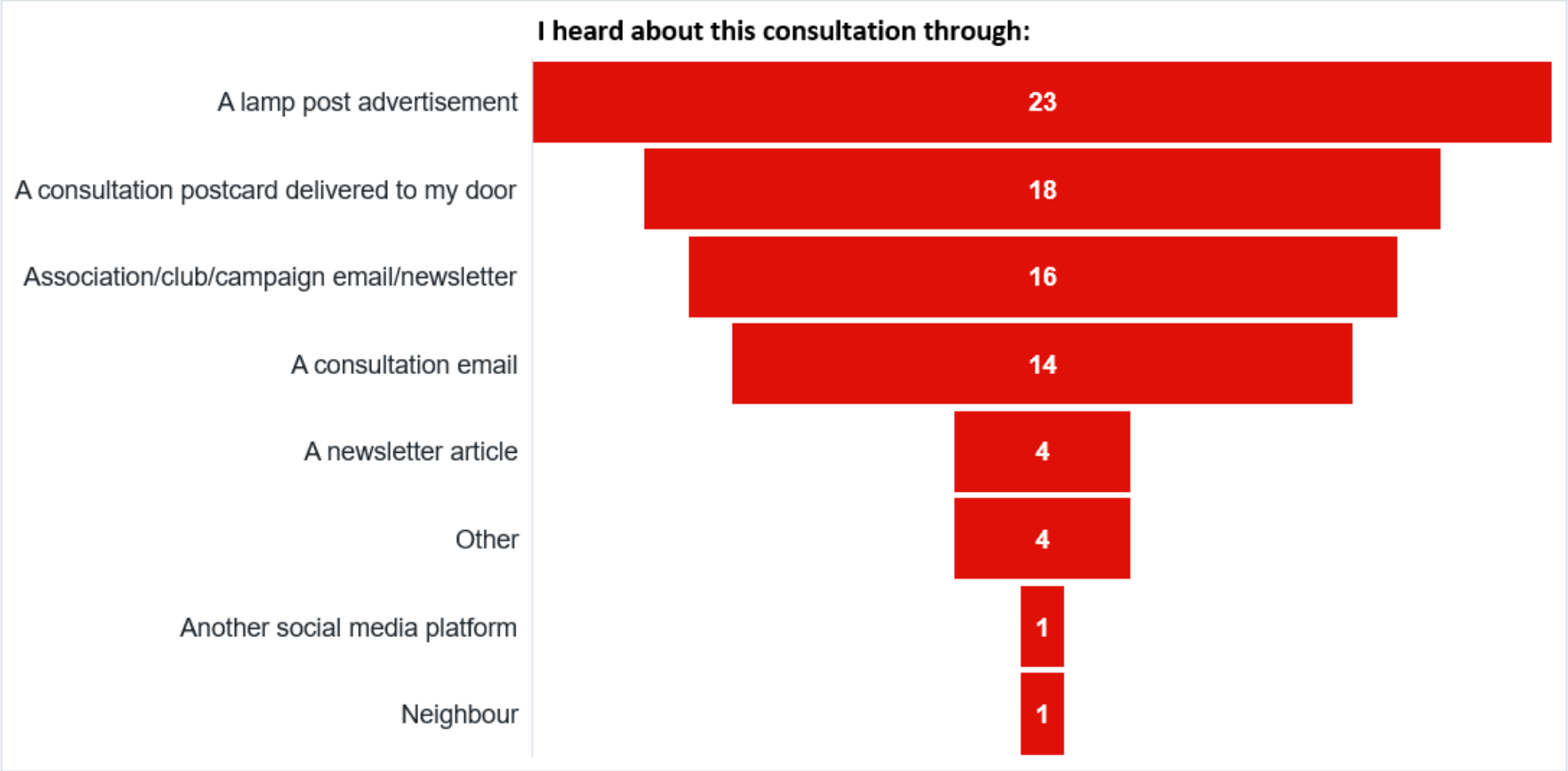
Figure 4-5 - Which types of physical activity have you participated in within the last month in Westminster? Please select as many as apply.



Base: *(n:94)*

4.1.11 Question 11 asked respondents how they heard about the consultation. Respondents were able to select multiple answers to indicate the different ways they found out about the consultation. The highest response from respondents was a lamp post advertisement as 23 respondents indicated that this was how the heard about the consultation. Full details can be seen in **Figure 4-6**.

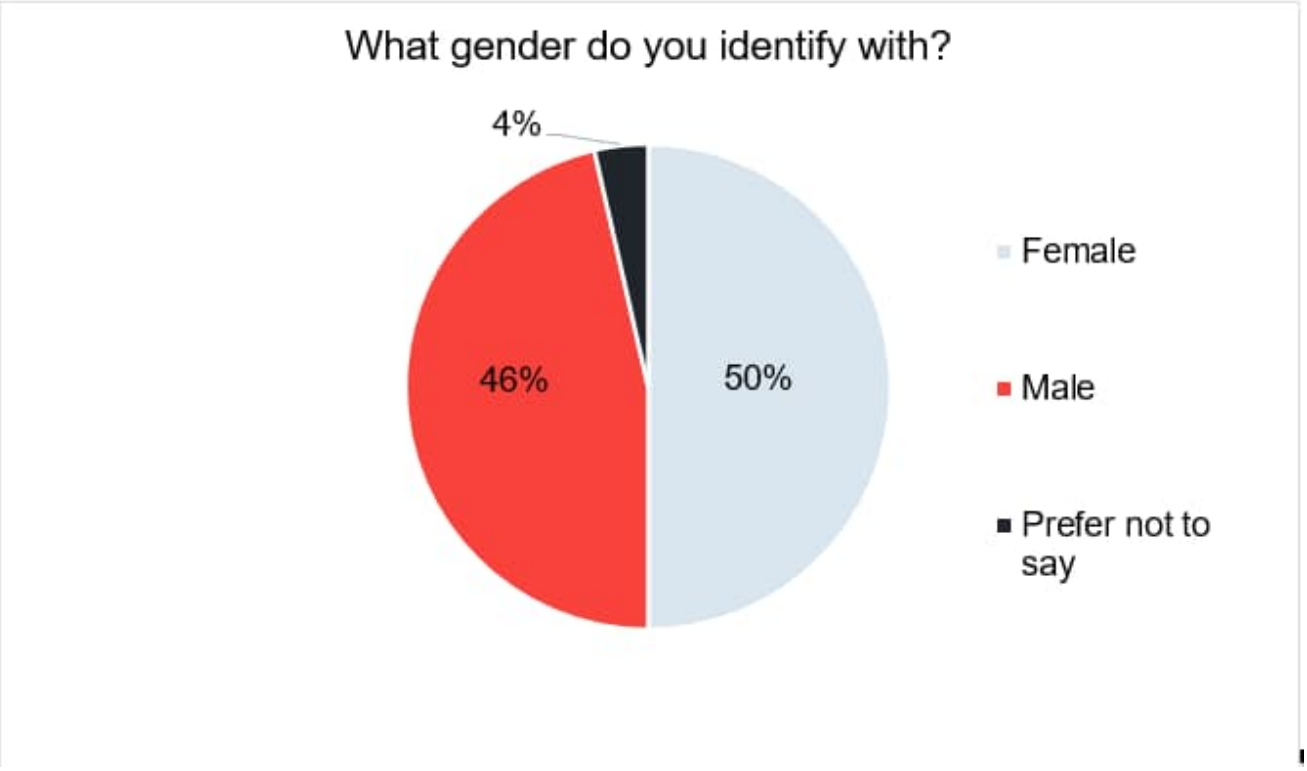
Figure 4-6 – How respondents heard about the consultation.



4.1.12 The second section of the questionnaire (question numbers 12 – 25) was optional and asked questions on respondents protected characteristics (e.g. gender, disability). When prompted if they would continue to these questions, or prefer to finish and exit the questionnaire, 56 respondents opted to progress to this second section of the questionnaire.

4.1.13 Question 13 asked about the respondent's gender. A total of 56 respondents provided an answer. Of these, 50% (28 respondents) identified as female, 46% (26 respondents) identified as male. Full details can be seen in **Figure 4-7** and **Table 4-1**.

Figure 4-7 - What gender do you identify with?



Base: *(n:56)*

Table 4-1 - Gender

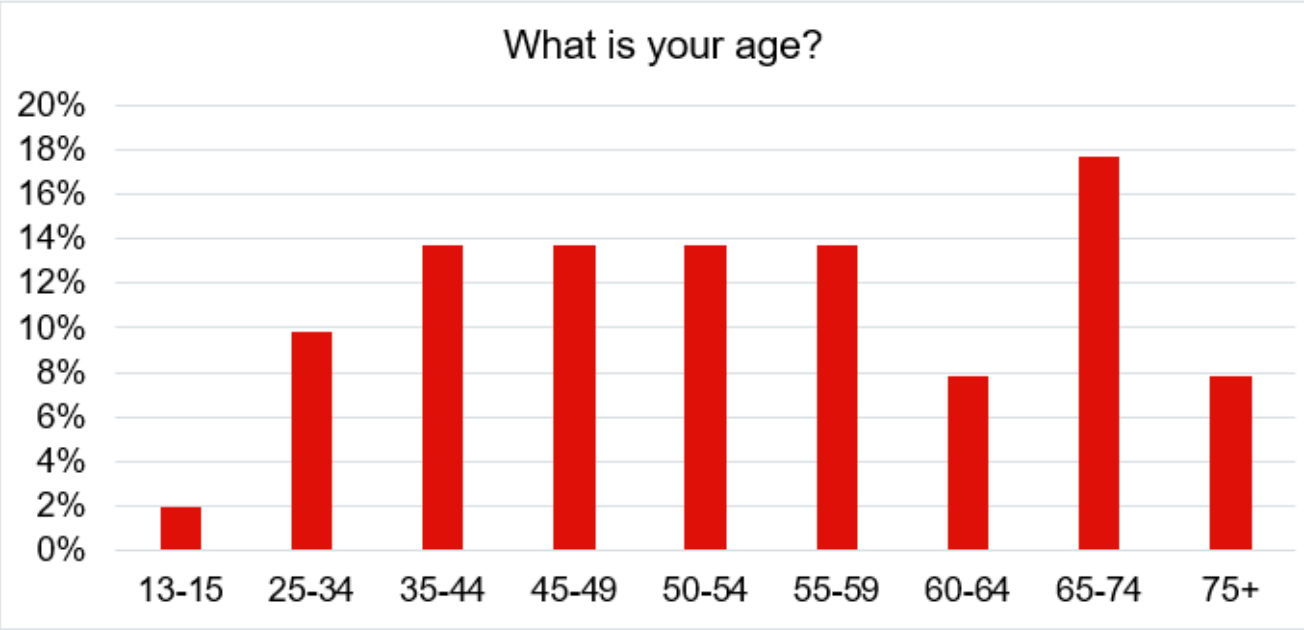
Gender	No. of respondents	% of respondents
Female	28	50%
Male	26	46%
Prefer not to say	2	4%

Base: *(n:56)*

4.1.14 Question 14 asked if respondents' gender identity was different to the sex they were assumed to be at birth. Of the 46 respondents who choose to answer this question, 100% stated they identify with the same gender as assigned at birth.

4.1.15 Question 15 asked respondents to indicate their age range. A total of 51 respondents choose to answer this question. Of these, 18% (9 respondents) were 45 or over. Full details can be seen in **Figure 4-8** and **Table 4-2**.

Figure 4-8 – What is your age?



Base: *(n:51)*

Table 4-2 – Age Group

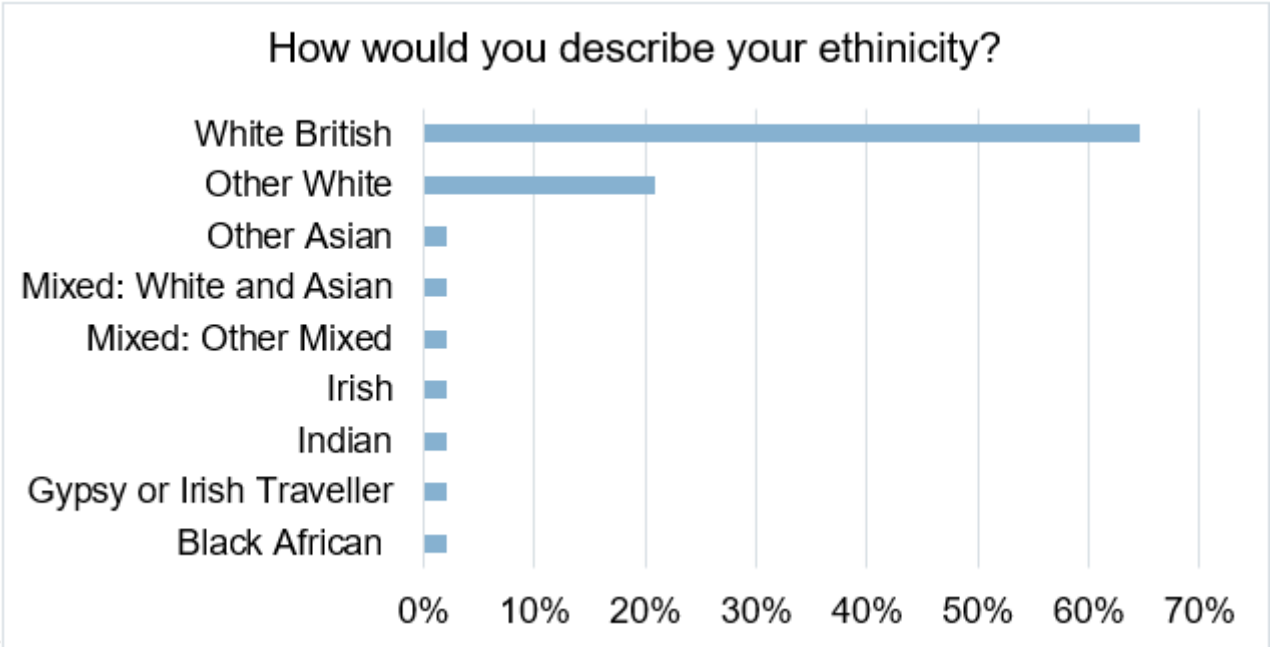
Age Group	No. of respondents	% of respondents
13-15	1	2%
25-34	5	10%
35-44	7	14%
45-49	7	14%
50-54	7	14%

Age Group	No. of respondents	% of respondents
55-59	7	14%
60-64	4	8%
65-74	9	18%
75+	4	8%

Base: *(n:51)*

4.1.16 Question 16 asked respondents to describe their ethnicity. A total of 48 respondents answered the question, of which 65% (31 respondents) describe themselves as White British. Full details can be found in **Figures 4-9** and **Table 4-3**.

Figure 4-9 - How would you describe your ethnicity?



Base: *(n:48)*

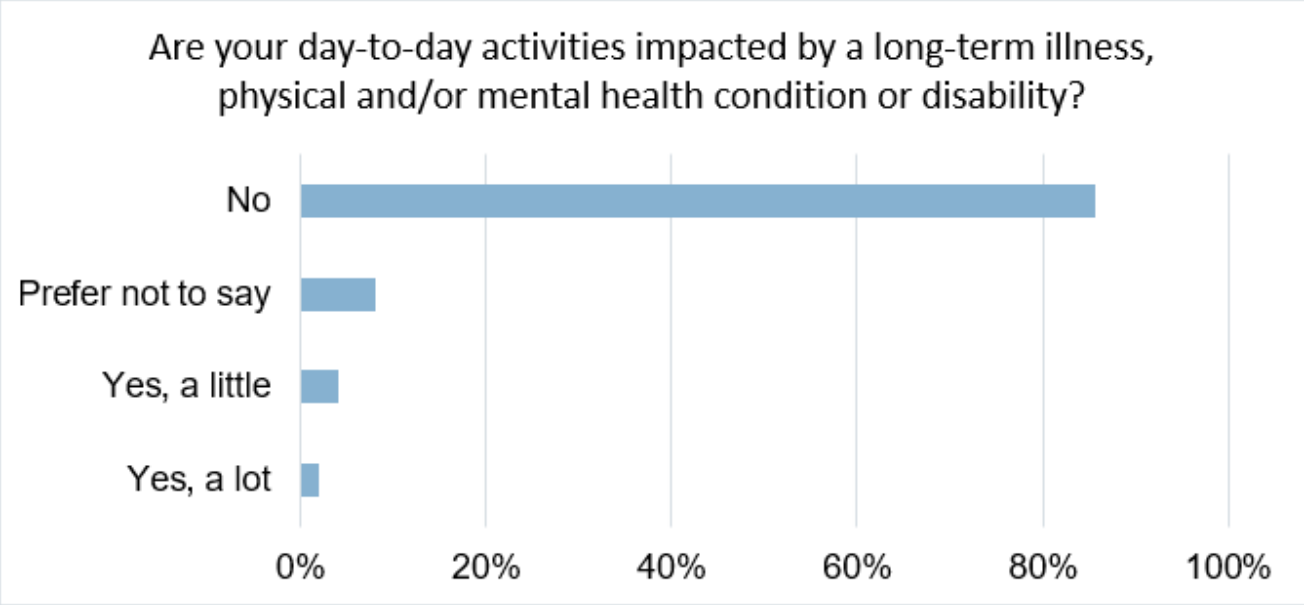
Table 4-3 – Self-described ethnicity of respondents

Self-described ethnicity of respondents	No. of respondents	% of respondents
White British	31	65%
Other White	10	21%
Black African	1	2%
Gypsy or Irish Traveller	1	2%
Indian	1	2%
Irish	1	2%
Mixed: Other Mixed	1	2%
Mixed: White and Asian	1	2%
Other Asian	1	2%

Base: *(n:48)*

4.1.46 Question 17 asked if respondents considered themselves to have a disability. Of the respondents, 49 answered with 86% saying no (42 respondents). Full details can be found in **Figure 4-10** and **Table 4-4**.

Figure 4-10 - Are your day-to-day activities impacted by a long-term illness, physical and/or mental health condition or disability?



Base: *(n:49)*

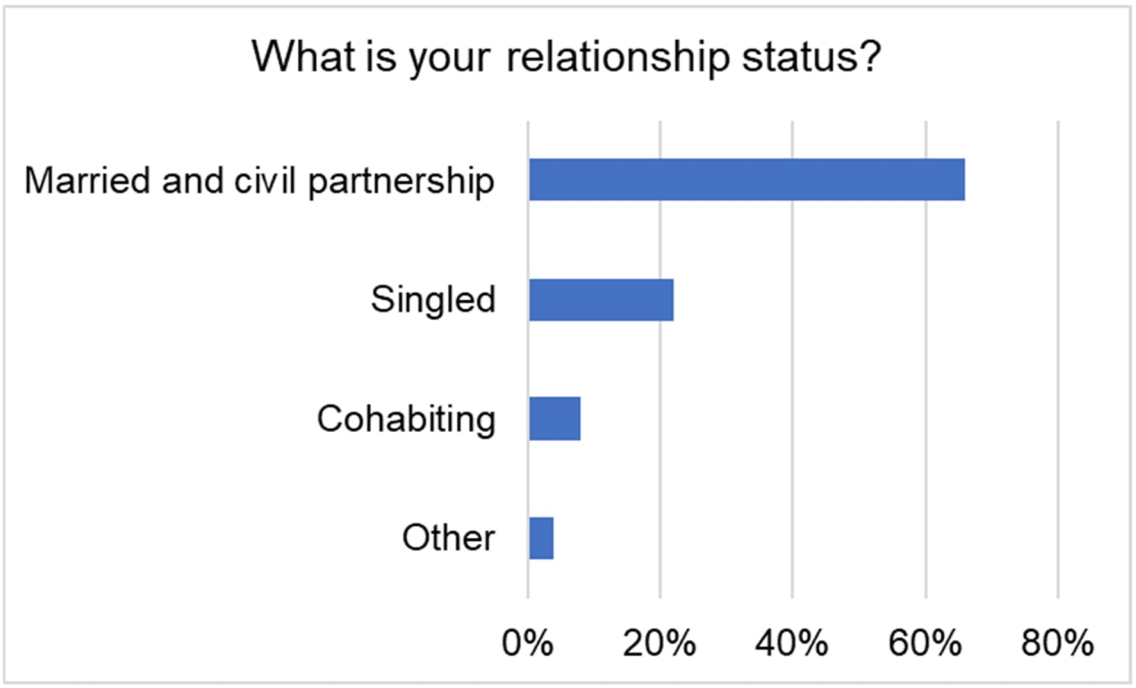
Table 4-4 - Self-described disability among respondents

Do you consider yourself to have a disability?	No. of respondents	% of respondents
No	42	86%
Prefer not to say	4	8%
Yes, a little	2	4%
Yes, a lot	1	2%

Base: *(n:49)*

4.1.51 Question 18 asked respondents what their relationship status was. Overall, 50 answered with 66% (33 respondents) answering they were married and 22% (11 respondents) answering they are singled. Full details can be found in **Figure 4-11** and **Table 4-5**.

Figure 4-11 - What is your relationship status?



Base: *(n:50)*

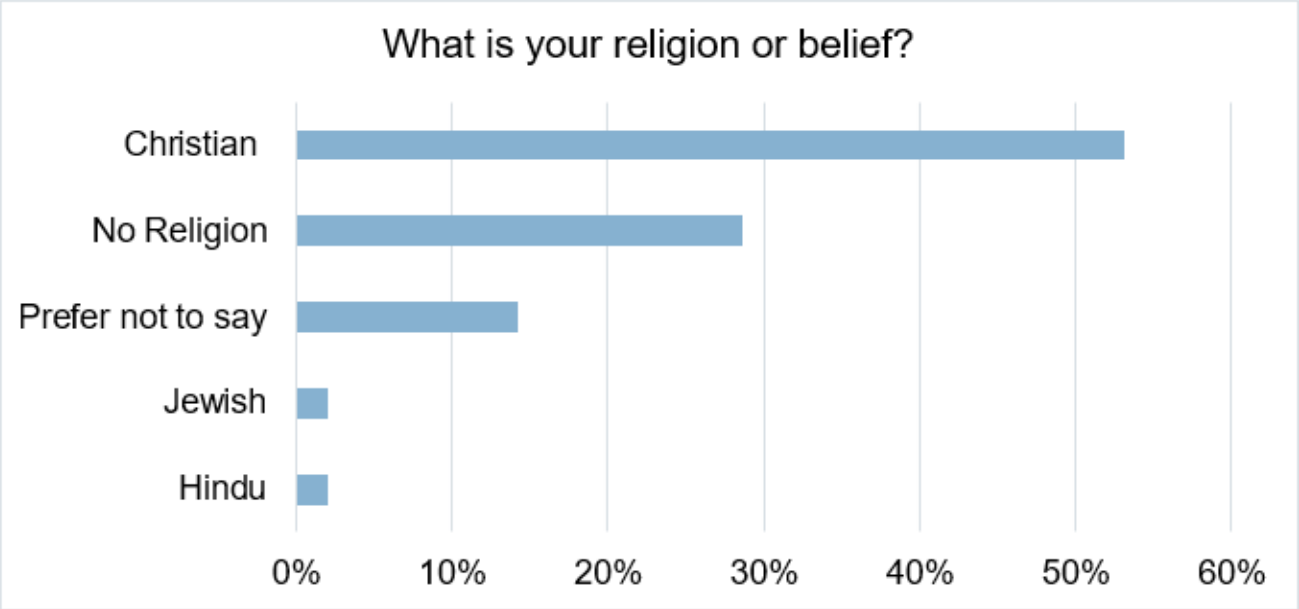
Table 4-5 - Relationship status of respondents

Relationship status of respondents	No. of respondents	% of respondents
Married and civil partnership	33	66%
Singled	11	22%
Cohabiting	4	8%
Other	2	4%

Base: *(n:50)*

4.1.52 Question 19 asked respondents what their religion or belief was. Overall, 49 respondents provided an answer with 53% (26 respondents) of respondents choosing Christian. Full details can be found in **Figure 4-12** and **Table 4-6**.

Figure 4-12 – What is your religion or belief?



Base: *(n:49)*

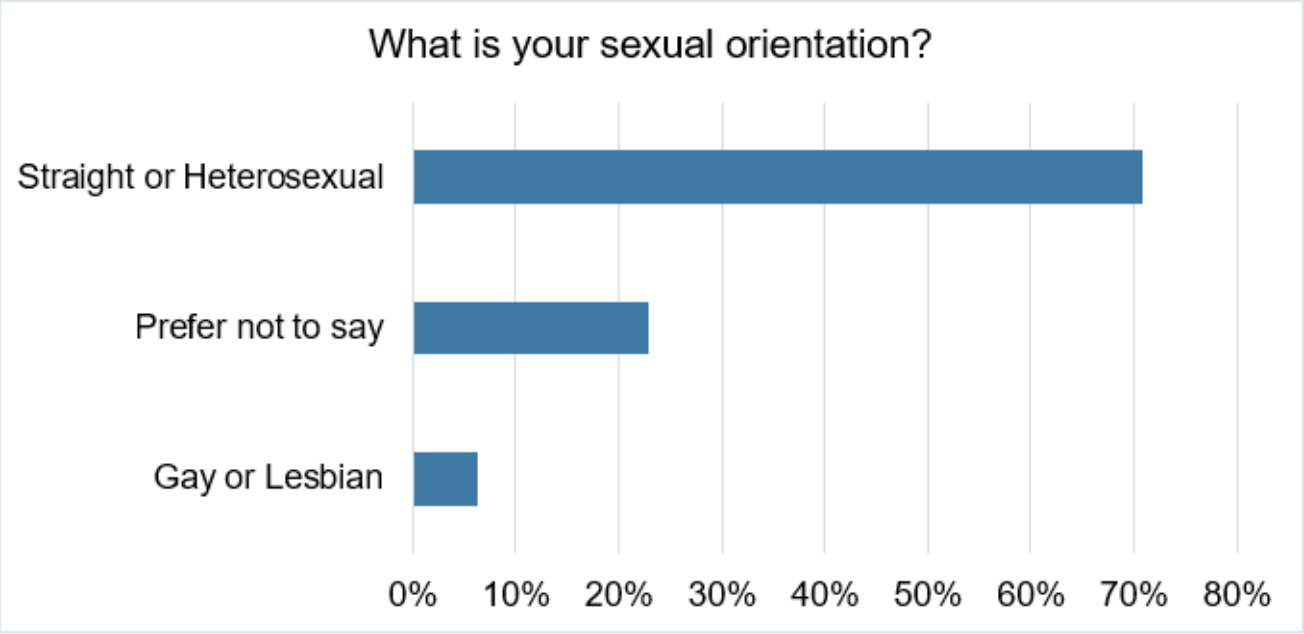
Table 4-6 – Religion or belief of respondents

Religion or belief	No. of respondents	% of respondents
Christian	26	53%
No Religion	14	29%
Prefer not to say	7	14%
Hindu	1	2%
Jewish	1	2%

Base: *(n:49)*

Question 20 asked respondents to describe their sexual orientation.48 respondents answered with the majority 71% choosing Heterosexual or straight (34 respondents). Full details can be found in **Figure 4-13** and **Table 4-7**.

Figure 4-13 - How would you describe your sexual orientation?



Base: *(n:48)*

Table 4-7 – Sexual Orientation of Respondents

Sexual Orientation	No. of respondents	% of respondents
Straight or Heterosexual	34	71%
Prefer not to say	11	23%
Gay or Lesbian	3	6%

5 Open Question Analysis

5.1.1 Question 8 provided an opportunity for respondents to express their comments concerning the proposed development. The received comments and emails have been sent to both Westminster City Council and the project technical team for consideration. In total, 54 respondents offered their comments either via the questionnaire or email. Of these, 51 of responses were received through the questionnaire and three of the responses were received via email, resulting in 177 coded mentions.

5.1.2 A repetition of answers was noticed amongst the open comments. Four of the 54 comments received were submitted by the same one user identifier (IP address). These four responses covered the same points and as such have been merged to form two responses (rather than four), to avoid duplication of the same comments 4 times.

5.1.3 The term “number of mentions” in this context refers to the frequency with which specific themes were referenced in the received comments. It represents how many times a particular theme or topic appeared in the responses. For instance, if the theme “waste of money, should be invested elsewhere” had 12 mentions, it means that 12 respondents addressed concerns related to the potential impact of the scheme on traffic.

5.1.4 **Table 5-1** presents the top 10 emerging themes identified from the coded responses, along with the respective number of mentions for each theme. These themes provide valuable insights into the most commonly raised issues or opinions among the respondents regarding the proposed play street.

Table 5-1 – Emerging (top 10) themes relating to Northumberland Place Play Street

	Emerging theme	No. of mentions	% of mentions
1	Traffic will be displaced to neighbouring streets whilst Play Street is in use (Option 1 & 2)	22	12%
2	There are enough places for children to play already (Option 1 & 2)	19	11%
3	Northumberland Place should not receive favourable treatment/perceived divide in the community (Option 1 & 2)	18	10%
4	Parking/traffic is currently an issue (including disabled parking and inconsiderate parking) (Option 1 & 2)	14	8%

	Emerging theme	No. of mentions	% of mentions
5	Should not lose any parking spaces (Option 1 & 2)	11	6%
6	Safety concern as motorists don't/won't understand Play Street signage (Option 1 & 2)	10	6%
7	Parking will be made worse (Option 1 and 2)	10	6%
8	Motorised vehicle misuse (Option 1 & 2)	9	5%
9	Other streets are more suitable to being a Play Street (Option 1 & 2)	6	3%
10	Planters/bike racks/other aesthetics will negatively impact the street (Option 2)	6	3%

Base*: (n:177)*

Theme 1: Traffic will be displaced to neighbouring streets whilst Play Street is in use (Option 1 & 2)

5.1.5 As seen in table 5-1, traffic being displaced to neighbouring streets whilst the Play Street is in use was the top concern for respondents with 12% of all mentions (22 respondents) pertaining to traffic displacement in their comments. In total, 39% of respondents mentioned traffic displacement in their comments.

5.1.6 These comments stated that with the closure of Northumberland Place, traffic will have to seek alternative routes creating congestion and traffic displacement in nearby areas. Examples of the comments received can be seen below:

"I am a resident of Courtnell Street. This proposal quietens one street by making neighbouring streets like mine busier as traffic is diverted and cars prowl for spaces. Why should the children, and other residents, of neighbourhood streets suffer on behalf of the children of Northumberland. Please come back with a holistic plan for traffic calming and parking for the grid of streets not a single one."

"Worried about impact on surrounding streets. More traffic and parking will be affected."

Theme 2: There is enough places for children to play already (Option 1 & 2)

5.1.7 The second most recurring theme was "There is enough places for children to play already", with 11% of all mentions pertaining to this issue. A total of 33% respondents mentioned that there are enough places to play in their comments.

5.1.8 Many comments referenced the close proximity to Westminster parks as well as children in Northumberland Place having access to both front and back gardens which gives children multiple safe spaces to play. Examples of the comments received can be seen below:

"There is a park only a few hundred yards away and a fully ""furnished"" play area just further along across from the Tabernacle. How many play areas do a few children need?"

The comment below is an extract of a comment received:

“I attended the public consultation and met the project team and was able to direct questions and seek answers. This was a most helpful consultation. However, it confirmed my objection to the scheme on a range of issues.

1. Overall, I cannot see the need to use the street as a play area. This may be relevant in areas where there is limited facilities for children to play. This is certainly NOT the case in the local east Nottinghill [sic] area which is well provided by WCC with public parks.

2. There is a public park diagonally across from Northumberland Place-on Talbot Road. This is grossly underutilised and with simple investment in the infrastructure, would provide a more satisfactory and safe play area.”

Theme 3: Northumberland Place should not receive favourable treatment/perceived divide in the community

5.1.9 The third most recurring theme was “Northumberland Place should not receive favourable treatment/ perceived divide in the community”, with 11% of all mentions featuring this in their comments. A total of 32% of respondents mentioned this in their comments.

5.1.10 Comments suggesting that Northumberland Place would have favourable treatment if the scheme were to go ahead. A total of 32% of respondents mentioned this in their comments.

5.1.11 From the comments, it was clear that there is contention in the community and that there is a feeling the proposed scheme could widen the feeling of divide in the community. It was mentioned that during the times Northumberland Place closes for a street party, that neighbouring streets are not invited leading respondents to believing children from neighbouring streets would not be welcome to play in a future Play Street either. Examples of the comments received can be seen below:

“I object to Northumberland Place being picked out for special treatment when all the local streets need to be more protected from traffic, possibly as a “Low Traffic Neighbourhood”.

In the many years I’ve lived here, Northumberland Place has always been the “best” street and its residents have put themselves forward as representatives of the whole area in the local associations and the forum. Improvements to the area should not favour just one street.”

“The reduction in access to residents only means reduction in access to parking spaces on that street. It almost feels the reason behind the active streets is being implemented is to provide residents of streets preferential access to these parking spaces as opposed to a genuine active street.”

Below is an extract of a comment:

“(1) this is the opposite of a community project. If adopted the effect will be to divide not unite. For example once a year every year for the last 20 years Northumberland Road has been closed for a residents' party. That road closure has not been used to bring in the neighbouring residents, children and families. On the contrary the road is closed for benefit of the residents of Northumberland Road, and residents in neighbouring streets are simply asked to move their cars from parking bays. That's completely fine once a year but the reality is that the closure of the road is not used to bring the broader community together. In fact it is used to exclude the broader community and cement links in Northumberland Avenue. This proposal would also in practice exclude the broader community and is simply wrong;

(2) if this is really about inviting other parts of the community to come and play in Northumberland Rd what evidence is there of that?”

5.2 Questionnaire analysis – Respondents identified in the immediate vicinity of the proposal

5.2.1 As part of the questionnaire analysis, those respondents who responded in the immediate vicinity of the proposal (postcodes located immediately along Northumberland Place and at either end of the street) were identified to determine the opinions and common issues of immediate residents. This analysis area captures all addresses in receipt of a consultation postcard to make them aware of proposals.

5.2.2 A total of 13 respondents were identified within the immediate vicinity of the proposed scheme. The table below shows the distribution of the postcodes. Full details can be seen in **Table 5-2.**

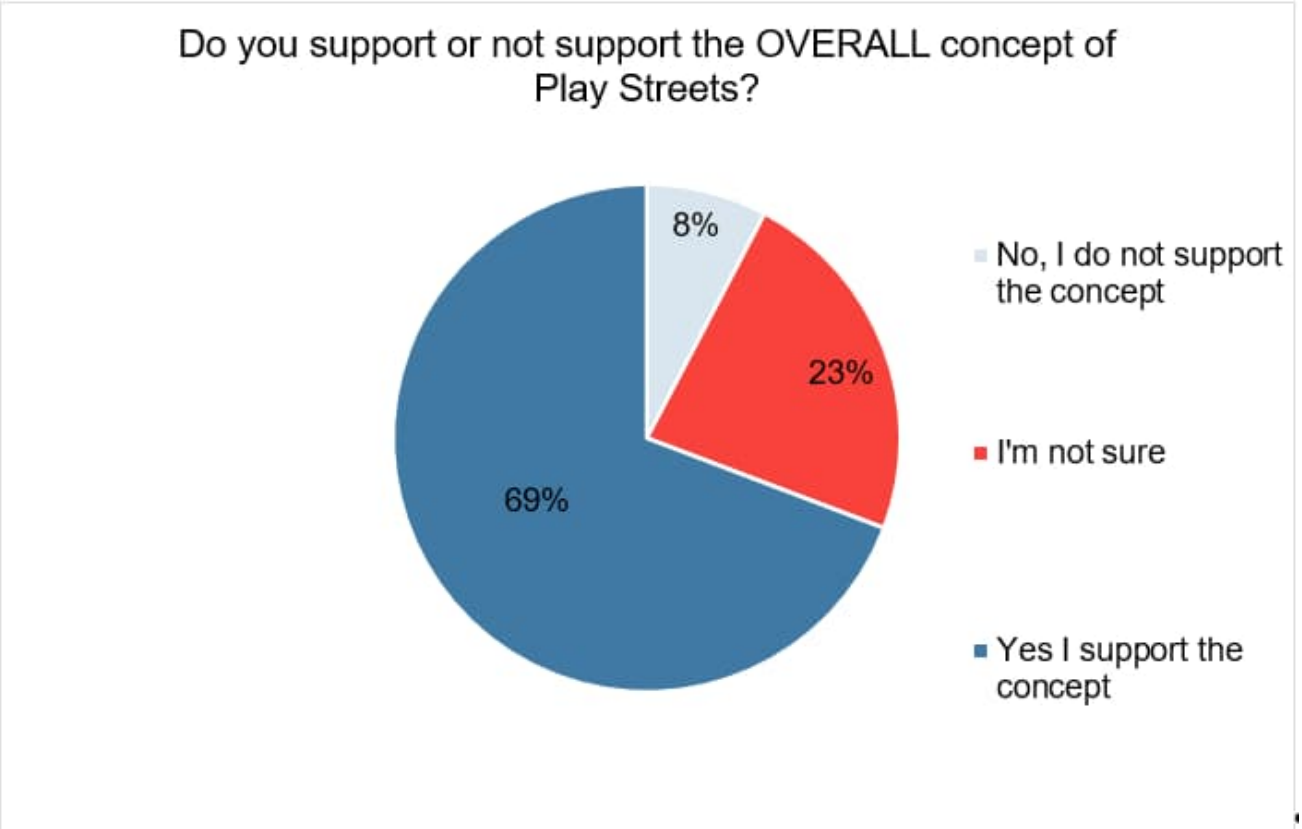
Table 5-2 – Distrubition of respondents according to postcode.

Postcode within proximity	No. of respondents
W2 5AS	5
W2 5AP	3
W2 5BS	3
W2 5AR	2

Base: *(n:13)*

5.2.3 Of those identified, 69% (9 respondents) support the concept of Play Streets, 23% (3 respondents) do not support the concept of Play Streets and 8% (1 respondent) was unsure. Full details can be seen in **Figure 5-1**.

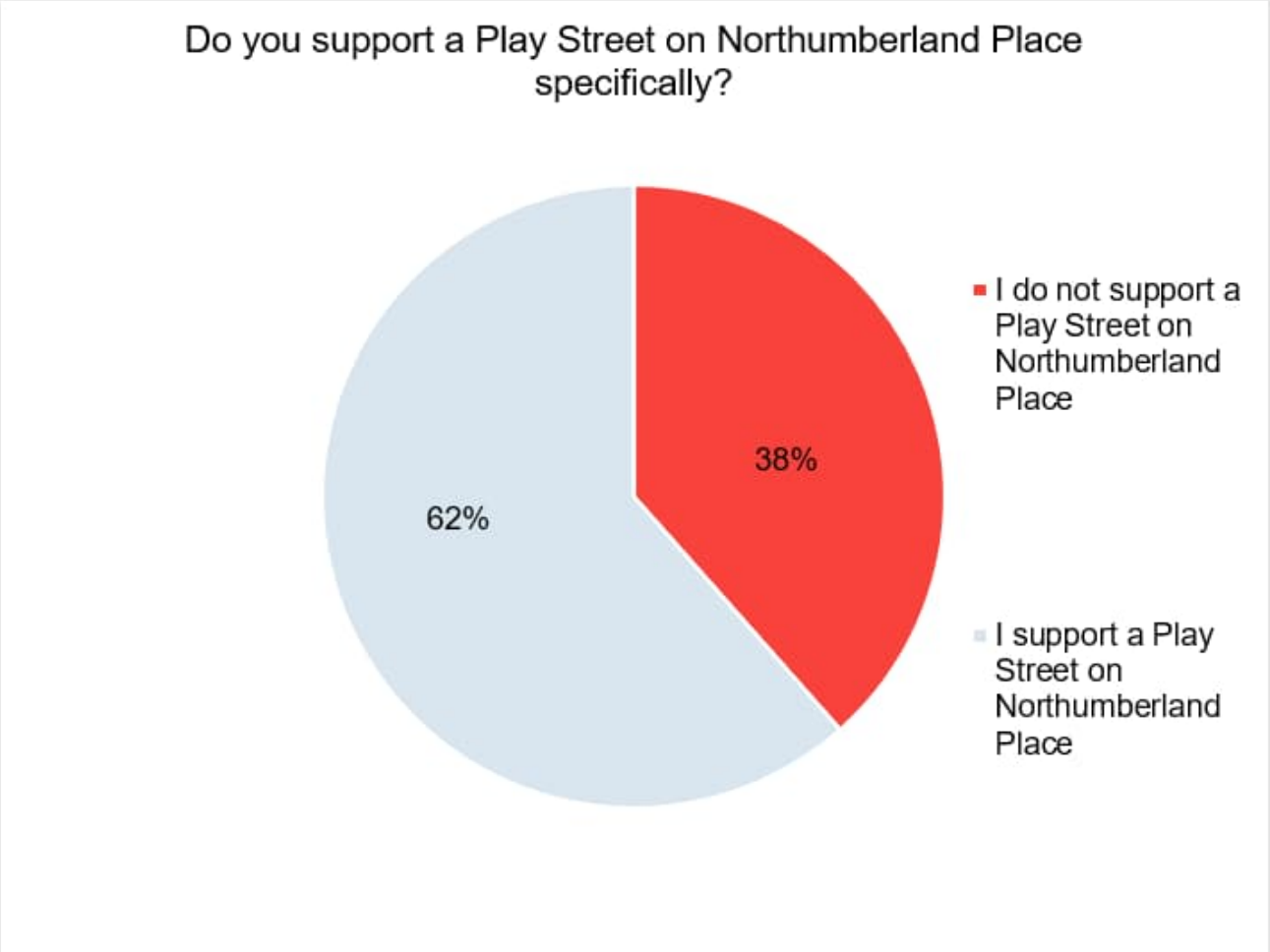
Figure 5-1 – Level of support from those in the immediate area



Base: *(n:67)*

5.2.4 Of those identified, 62% of respondents in the immediate vicinity (8 respondents) would support a Play Street in Northumberland Place, whilst 38% (5 respondents) would not support a Play Street in Northumberland Place specifically.

Figure 5-2 – Do you support Play Street on Northumberland Place specifically – immediate vicinity.



5.2.5 Question 8 allowed respondents to share any comments they might have regarding the proposed Play Street scheme. Nine respondents from the immediate area answered this question which resulted in 31 coded mentions. The emerging themes and their corresponding numbers of mentions can be seen in **Table 5-3**.

Table 5-3 – Themes from response to Question 8 from those in the immediate vicinity.

	Theme	No. of mentions	% of mentions
1	There are enough places for children to play already (Option 1 & 2)	3	10%
2	Waste of money, should be invested elsewhere (Option 1 & 2)	2	6%
3	Motorised Vehicle Misuse (Option 1 & 2)	2	6%
4	Safety concern as motorists don't/won't understand Play Street signage (Option 1 & 2)	2	6%
5	Like the proposed wider pavements, signage and any other aesthetics of the street (Option 2)	2	6%
6	Praise consultation event (Option 1 & 2)	2	6%
7	Parking/traffic is currently an issue (including disabled parking and inconsiderate parking) (Option 1 and 2)	2	6%
8	Parking will be made worse (Option 1 and 2)	2	6%
9	Traffic will be displaced to neighbouring streets whilst Play Street is in use (Option 1 & 2)	2	6%
10	Option 2 will cause traffic displacement/speeding due to the proposed one-way	2	6%

Base: (n31)

5.2.6 As many of the top themes reflect the same sentiments of all respondents in section 5.1.4, only the top two themes have been reported on in this section.

Theme 1: There are enough places for children to play already (Option 1 &2)

5.2.7 As seen in Table 5-3 the top emerging theme amongst those within close proximity to the proposed scheme was “there are enough places for children to play already”. This demonstrates that residents also feel there is sufficient space for children to play safely, which does not give justification for the scheme being placed in Northumberland Place. An extract of a comments received can be found below:

“Whilst the concept of “Play Streets” are a good idea in deprived areas. This particular one on our doorstep, is ill conceived. There may be requirements for Play Areas in certain parts of Westminster but there certainly is no need in this part of Notting Hill which is well served by local parks. Indeed, the area is particularly privileged by having front and rear gardens to facilitate their use by the families who live in the street.

It is not clear whether a census has been undertaken of the children that would benefit from the proposals compared to better use of the park at Talbot Road.”

Theme 2: Waste of money/should be invested elsewhere

5.2.8 Waste of money/should be invested elsewhere was the second most recurring theme, this theme did not appear in the top ten themes for all responses. Of the comments that mentioned this in their responses, both respondents felt that the funds for the proposed scheme would be better being invested elsewhere.

5.2.9 Both comments mentioned upgrading a nearby park instead, to give children a safe area to play.

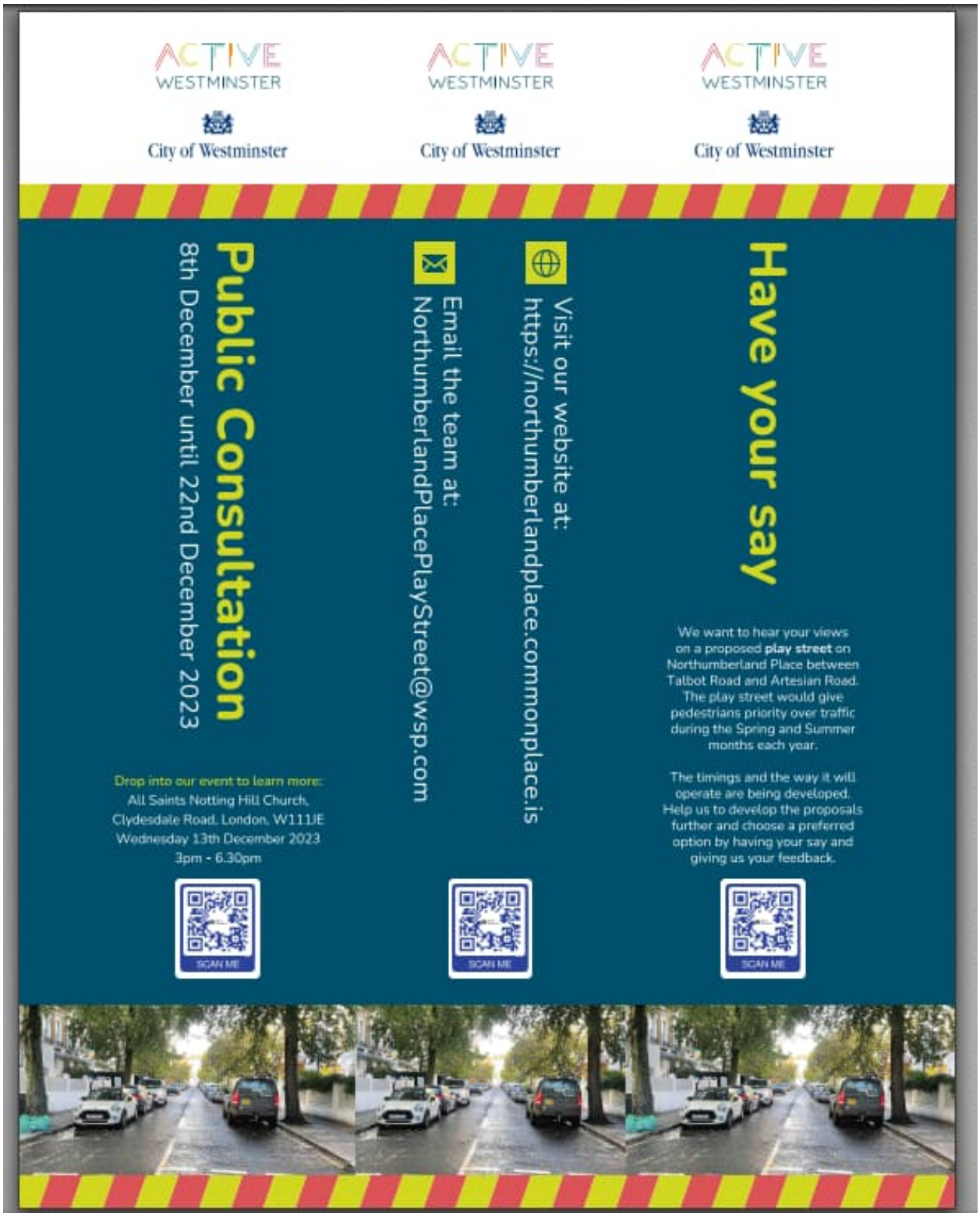
Appendix A

CONSULTATION MATERIALS

Appendix A.1

LAMP Column WRAPS

Public


ACTIVE WESTMINSTER
City of Westminster
Public Consultation
8th December until 22nd December 2023
Drop into our event to learn more:
All Saints Notting Hill Church,
Clydesdale Road, London, W111JE
Wednesday 13th December 2023
3pm - 6.30pm
SCAN ME
Email the team at:
NorthumberlandPlacePlayStreet@wsp.com
SCAN ME
Visit our website at:
https://northumberlandplace.commonplace.is
SCAN ME
Have your say
We want to hear your views on a proposed play street on Northumberland Place between Talbot Road and Artesian Road. The play street would give pedestrians priority over traffic during the Spring and Summer months each year.
The timings and the way it will operate are being developed. Help us to develop the proposals further and choose a preferred option by having your say and giving us your feedback.
SCAN ME

Appendix A.2

POSTCARD

Public


We want to hear your views
The play street would give pedestrians priority over traffic during the Spring and Summer months each year. During the Autumn and Winter, the traffic would have priority.
The timings and the way it will operate are being developed. Help us to develop the proposals further and choose a preferred option by having your say and giving us your feedback.
Drop into our event to learn more and ask questions about Northumberland Place Play Street
All Saints Notting Hill Church, Clydesdale Road, London, W11 1JE
Wednesday 13th December 2023 3pm - 6.30pm
Dear Resident/Occupier
41 Northumberland Place
London
W2 5AS
Have your say on Northumberland Place Play Street
We want to hear your views on a proposed play street on Northumberland Place between Talbot Road and Artesian Road. The play street would give pedestrians priority over traffic during the Spring and Summer months each year.
The impact of opening up streets for children to play and for the community to get together has been shown to build a higher sense of trust and belonging, allowing people of all ages and walks of life to connect with each other and lead active, healthy and happy lives.
Public Consultation
8th December 2023 until 22nd December 2023
For more information visit https://northumberlandplace.commonplace.is
ACTIVE WESTMINSTER
City of Westminster

Appendix A.3

POSTER

Public

Have your say on Northumberland Place Play Street



We want to hear your views on a proposed **play street** on Northumberland Place between Talbot Road and Artesian Road. The play street would give pedestrians priority over traffic during the Spring and Summer months each year.

The impact of opening up streets for children to play and for the community to get together has been shown to build a higher sense of trust and belonging, allowing people of all ages and walks of life to connect with each other and lead active, healthy and happy lives.

The play street would give pedestrians priority over traffic during the Spring and Summer months each year. During the Autumn and Winter, the traffic would have priority.

The timings and the way it will operate are being developed. Help us to develop the proposals further and choose a preferred option by having your say and giving us your feedback.

We want to hear your views

Drop into our event to learn more and ask questions about Northumberland Place Play Street.

All Saints Notting Hill Church, Clydesdale Road, London, W11 1JE

Wednesday 13th December 2023 3pm - 6.30pm

Scan the QR code or type in the website address to find out more, and give us your views from Friday 8th December 2023 until 23.59 on 22nd December 2023.

SCAN ME

https://northumberlandplace.commonplace.is

In order to request hard copies of the materials and questionnaire, please contact: NorthumberlandPlacePlayStreet@wsp.com

Public Consultation:
8th December 2023 until 22nd December 2023

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Appendix A.4

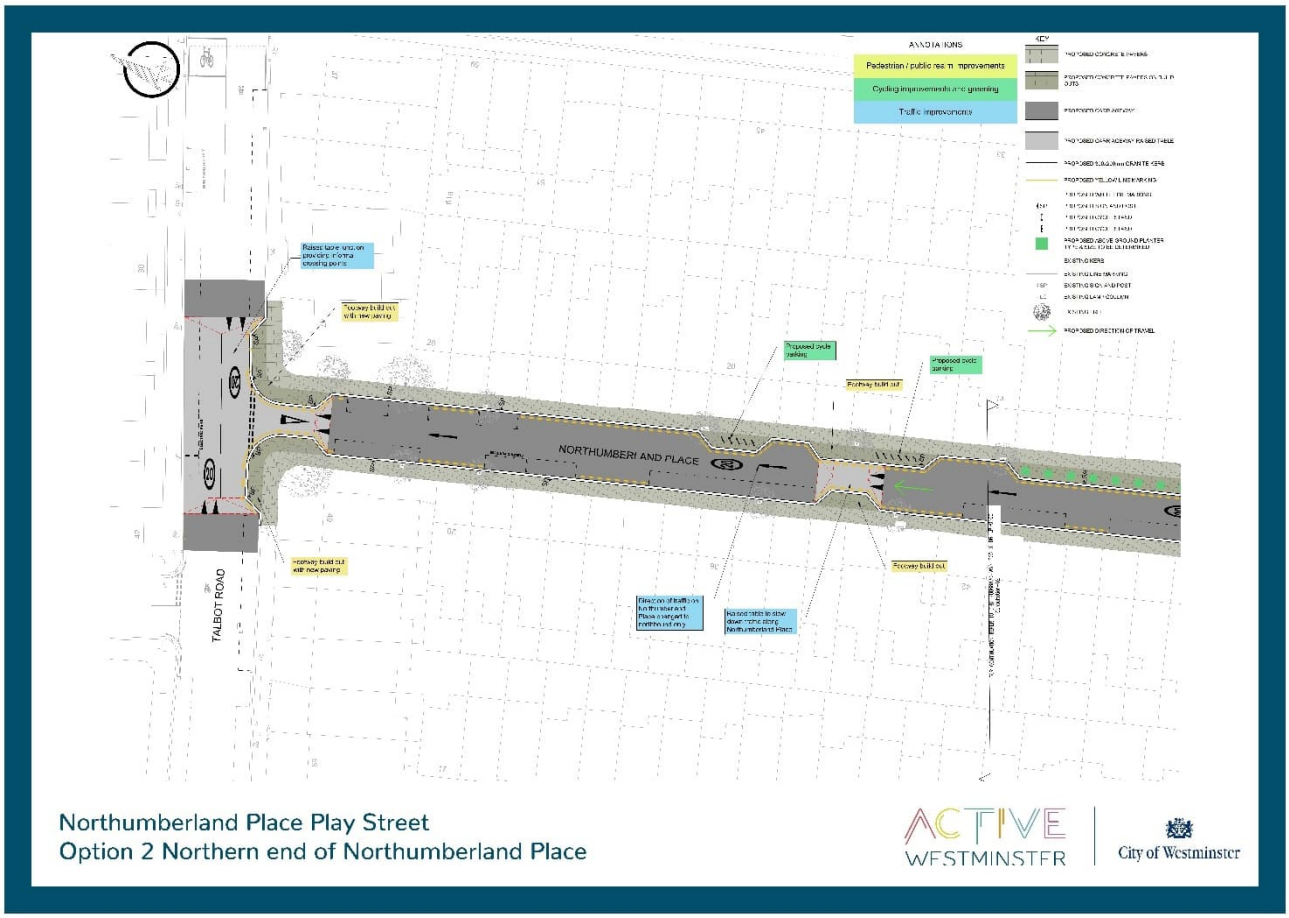
CONSULTATION BOARDS And Hand Out

Public

Consultation Foamex Boards (at the event)




ANNOTATIONS
Pedestrian / public realm improvements
Cycling improvements and greening
Traffic improvements
KEY
SLOW DOWN
PLAY STREET
NORTHUMBERLAND PLACE
PLAY STREET
ARTESIAN ROAD
SLOW DOWN
PLAY STREET
Play Street
Mon - Fri
2 pm to sunset
Sat & Sun
10 am to sunset
1 Apr - 30 Sept
except for
access
Northumberland Place Play Street
Option 1 Southern end of Northumberland Place
ACTIVE WESTMINSTER
City of Westminster


ANNOTATIONS
Pedestrian / public realm improvements
Cycling improvements and greening
Traffic improvements
NORTHUMBERLAND PLACE
TALBOT ROAD
Northumberland Place Play Street
Option 2 Northern end of Northumberland Place
ACTIVE WESTMINSTER
City of Westminster

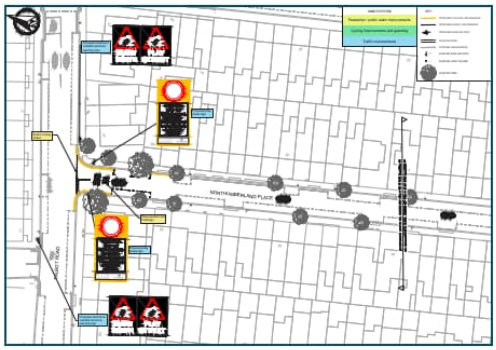

ANNOTATIONS
KEY
Pedestrian / public realm improvements
Cycling improvements and greening
Traffic improvements
SLOW DOWN
PLAY STREET
NORTHUMBERLAND PLACE
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SLOW DOWN
PLAY STREET
Play Street
Mon - Fri
9 am to sunset
Sat & Sun
10 am to sunset
1 Apr - 30 Sept
except for access
Northumberland Place Play Street
Option 2 Southern end of Northumberland Place
ACTIVE WESTMINSTER
City of Westminster

Handouts

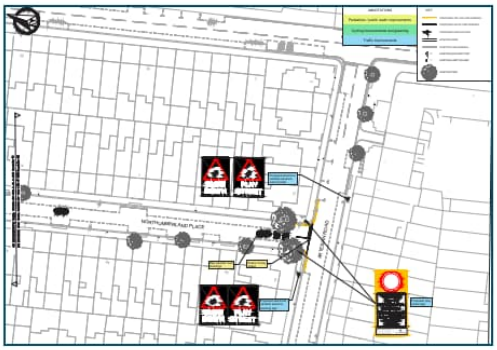
Northumberland Place Play Street - Option 1

ACTIVE WESTMINSTER | City of Westminster

Northern End



Southern End



Main features:

- Traffic movement along Northumberland Place to be retained as two-way between Talbot Road and Artesian Road.
- Electronic variable advance warning signage to be added on approaches to Northumberland Place which will alternate between 'Slow Down' and 'Play Street'.
- Play street signage and road marking to be added on the entry to Northumberland Place.
- Parking will be re-configured (but no loss of parking) at the junction of Northumberland Place and Talbot Road to allow visibility at the entrance.

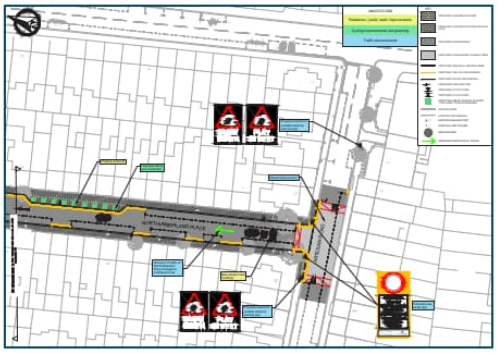
Northumberland Place Play Street - Option 2

ACTIVE WESTMINSTER | City of Westminster

Northern End



Southern End



Main features:

- Proposed to make Northumberland Place one-way northbound between Talbot Road and Artesian Road, exiting out to Talbot Road to reduce vehicular traffic volumes and speeds removing localised rat-running in the area
- Play street signage and road markings to be added on the entry to Northumberland Place
- Electronic variable advance warning signage to be added on approaches to Northumberland Place which will alternate between 'Slow Down' and 'Play Street' on Artesian Road
- Minor alterations to the parking layout, which will be reviewed and finalised as part of the final option.
- Raised table junction at the junction of Talbot Road and Northumberland Place.
- Footway improvements and kerb build outs along Northumberland Place to improve pedestrian facilities.
- Provision of cycle parking and greenery such as planters along Northumberland Place to reduce vehicle dominance and promote biodiversity along Northumberland Place
- Raised table along Northumberland Place to reduce traffic speeds and at the entry of Northumberland Place to slow traffic along Aertian Road

Appendix A.5

FAQS

Public

FAQs

What are ‘play streets’?

The term ‘play street’ originally referred to inner-city streets, which, from the 1930s onwards, were designated by the authorities to serve as informal playgrounds during certain hours. See London Play website for more history on free play on streets and what they are doing now to redevelop play streets in the capital.

Westminster are re-introducing play streets which designates a street as a playground during certain times of the day from April to September every year.

Why was Northumberland Place chosen as a Play Street?

This location was selected as a result of a resident submitting a request to the City Council to pilot the location as a play street. This request was also supported by one of the then elected Ward Councillors for Bayswater, along with the then Head of Sports, Leisure & Active Communities, Eugene Minogue, the latter of who completed the pre and post Covid-19 engagement of the play street.

In response to the 2020 Covid-19 pandemic, the Department for Transport (DfT) amended statutory legislation allowing local authorities to implement temporary social distancing and pedestrian friendly measures under a simplified Traffic Order process. The City Council utilised this legislation to quickly roll out a number of play streets and school streets to support residents during the pandemic.

Consultation was subsequently instigated by the Westminster City Council Highways Team taking the form initially of a pre-consultation exercise which was then followed by the statutory Traffic Order consultation.

The location is also near two local primary schools and supports a continuation of access to public space in line with Westminster’s ActiveWestminster Strategy, in addition to the Open Spaces and Biodiversity Strategy.

What are the proposed restrictions in place?

The play street scheme proposes to prohibit through vehicles from Northumberland Place between 3.00pm and sunset Monday to Friday and between 10.00am and sunset on Saturdays and Sundays.

This would apply between April and September, except for access. During the Autumn and Winter, the traffic would have priority.

Access to properties, off-street parking and any available parking bay on Northumberland Place would be retained for all road users, regardless of residency. The play street restricts through-traffic during its restricted hours.

Will vehicles be able to leave the street during the restricted hours?

Yes, however, all vehicles will need to observe the speed limit and drive with care and attention as there may be children playing in the area.

Why is Northumberland Place suggested as a one-way in the second proposal?

The resulting reduction in traffic would make the play street safer for children and families. The City Council would monitor the scheme once implemented and may consider further traffic calming measures if required.

How will the one-way be enforced?

Residents can report illegal driving, such as driving the wrong way down a one-way street, by using the following form on the City Council's website: https://www.westminster.gov.uk/trafficcontraventions-and-illegal-driving.

How will speeding be enforced?

At present, the police are the only body which has powers to enforce speeding. This can be reported by following this link: https://www.met.police.uk/ro/report/rti/rti-beta-2.1/report-a-road-trafficincident/

Will this increase traffic in surrounding roads?

The City Council considers the number of vehicles displaced into neighbouring roads during the hours of operation would be relatively small. The City Council would continue to monitor the area. Can neighbouring streets use the play street?

Yes, the play street will be accessible for all families and children who wish to benefit from an environment in which facilitates free play.

Is it safe for children to be playing in the street?

Any children should be accompanied and supervised by an adult whilst on the public highway.

Can loading and unloading take place during controlled hours?

Drivers can wait in any pay-by-phone, residents' or shared-use parking place (including an electric vehicle residents' parking place) without the requirement to display a permit, pay the parking charge or be connected to a charging facility for up to 20 minutes. This is allowed for the purposes of loading and unloading goods or items to / from a property adjacent to that parking bay, provided the goods are too heavy or bulky to be carried from a parking bay for which the driver has a valid permit or has paid the relevant charge.

Vehicles are also permitted to load and unload on both single and double yellow lines during their controlled hours for up to 20 minutes during the controlled hours (40 minutes for HGVs) and for an unlimited duration outside of those times, provided that there are no additional kerb markings and sign plates in place (where relevant) indicating that loading restrictions also apply. In all cases the loading / unloading activity should be apparent.

If there is no suitable kerbside space for a tradesperson to park, such as in a pay-by-phone bay during controlled hours or in a residents' parking place outside of its controlled hours, they are also permitted to stop to load and unload in any pay-by-phone, residents' or shared-use parking place (including an electric vehicle residents' parking place) or on yellow lines. After unloading, they would then be required to move their vehicle to the nearest appropriate available parking place.

In addition, tradespeople can also purchase a trade parking permit. This permit allows the tradesperson to park in a residents' parking place between 8.00am and 5.30pm or in a pay-by-phone parking place or shared-use parking place between 8.30am and 6.30pm anywhere in the Controlled Parking Zone. Further details are available on the City Council's website at:

https://www.westminster.gov.uk/trade-parking-permits.

Are cyclists allowed in the play street during its restricted hours?

The proposed restrictions are to prohibit all through vehicles, including bicycles, from Northumberland Place between 3.00pm and sunset on Mondays to Fridays and between 10.00am and sunset on Saturdays and Sundays, between April and September, except for access. During the Autumn and Winter, the traffic would have priority.

Access to properties, off-street parking and any available parking bay on Northumberland Place is still retained for all road users, regardless of residency. The restriction of bicycles is to keep all access to a minimum to make it safer for children and families to play.

What if I need to use my car?

It is only 'through traffic' which is banned. Residents or visitors can drive in or out of the street during the sessions – provided they drive at walking pace. Residents can leave their cars parked outside their properties during the sessions, if they choose.

Will it be noisy?

Play streets are not the same as a street party and do not normally entail amplified noise. The sound of cars will be replaced by the music of laughter and chattering. Most people will find this a pleasant change. But if they don't, you could gently remind them that it is only for a few hours and again, it is children making the compromises in favour of the traffic for the rest of the time.

How do I know when 'sunset' is?

Sunset is defined as when the sun has disappeared over the horizon and relies on residents to use their judgement.

I live here and I am disabled, will there be an exception?

Access to properties, off-street parking and any available parking bay on Northumberland Place is still retained for all road users, during the hours of operation. The road is only closed to 'through traffic'.

What are Street Makers?

Street Makers are initially deployed by Westminster City Council to marshal the play street activities as well as highlight the newly defined play street and continued compliance, This is so the community can continue to run sessions and have ownership of the play street after the initial activation period.

How do I find out more about Westminster City Council ActiveStreets Programme?

The Active Streets Programme is a key strategy commitment of our ActiveWestminster strategy – "Activate Your City, Lives and Neighbourhoods".

This strategy is in addition to our Open Spaces and Biodiversity strategy and consists of three types of Active Street which as a Westminster resident or local school, you can apply to host.

The programme is designed to open up residential streets across Westminster for play, creating space for physical activity right on your doorstep and increasing the number of people who know their neighbours. Play Streets, regular Street Play and School Streets sessions enable active travel and improve air quality. Further details can be found in:
https://active.westminster.gov.uk/activestreets/

I want to nominate a street for a play street, how do I do that?

Please submit your expression of interest to nominate a street via https://active.westminster.gov.uk/activestreets/ and find out more about what the process and consultation involves

Appendix A.6

QUESTIONNAIRE

Public

Questionnaire

The project and associated consultation is led by Westminster City Council.

In April 2019, Westminster City Council introduced a temporary Play Street scheme, as part of the **My Westminster ActiveStreets** programme, in Northumberland Place (between Talbot Road and Artesian Road) to:

- improve air quality; and
- create an environment for children to play.

As a result of the temporary Play Street scheme, Westminster City Council proposed to make Northumberland Place a permanent Play Street in August 2021. After previous consultations with stakeholders (May – June 2021), there are now two design options proposed that require your feedback. Full details can be found at https://northumberlandplace.commonplace.is/

We want to hear your views on a proposed play street on Northumberland Place between Talbot Road and Artesian Road. The play street would give pedestrians priority over traffic during

the Spring and Summer months each year. The impact of opening up streets for children to

play and for the community to get together has been shown to build a higher sense of trust and

belonging, allowing people of all ages and walks of life to connect with each other and lead active, healthy and happy lives.

The play street would give pedestrians priority over traffic during the Spring and Summer

months each year. During the Autumn and Winter, the traffic would have priority. The timings and the way it will operate are being developed. Help us to develop the proposals further and choose a preferred option by having your say and giving us your feedback.

During these periods, the Play Street would be restricted to through vehicles, except for access to properties within the location.

Questionnaire

1. Before continuing with this questionnaire, please select the relevant box below to confirm whether or not you are over 18. If you are under 18 an adult must agree to you filling in this questionnaire.

Select one option

- I am 18 or over
- I am under 18 (and have permission to complete this questionnaire from a parent or guardian)

2. Which of the following best describes you?

Select one option

- Local resident
- Local worker
- Local resident and worker
- Local student
- Representative of a local business
- Representative of a local organisation
- Visitor

Add something else

3. Are your comments your own personal opinion or are you responding on behalf of an organisation or group?

Select one option

- I am providing my own personal opinion (go to question 5)
- I am responding on behalf of an organisation or group (go to question 4)

Add something else

4. If you are responding on behalf of an organisation or group, do you have authority to speak on behalf of the organisation?

Select one option

- Yes
- No (If no, please return to question 3 and respond as an individual to give your own personal opinion.)

5. Do you support or not support the OVERALL concept of Play Streets? (Please note this scheme is part of the ActiveStreets Programme – a Fairer Westminster strategic objective to increase residents' access to public space) ?

Select one option

- Yes I support the concept
- No, I do not support the concept
- I'm not sure

Please note that your responses to the following questions, comments and drop-in session are subject to review and the final design will be chosen by Westminster City Council's Sport, Leisure and Active Communities Team and will be subject to Cabinet Member approval. Please refer to Milestones for further details.

6. Do you support or not support a Play Street on Northumberland Place specifically?

Select one option

- I support a Play Street on Northumberland Place
- I do not support a Play Street on Northumberland Place
- Undecided

7. Which design option would you prefer to progress to the next stages of design for a Play Street on Northumberland Place?

Select one option

- Option 1 (you can tell us why in question 8)
- Option 2 (you can tell us why in question 8)
- I'm not sure which option I prefer (you can tell us why in question 8)
- Neither option, I do not support a play street on Northumberland Place (you can tell us why in question 8)



8. Do you have any comments about the facilities we are proposing or any design features you think should be considered to be changed or added? (Please note the scheme is not "pre-approved", we are seeking your feedback to create a design that works for the community. We welcome all comments and all comments will be read by the whole project team)

9. Which of these options would best describe how you (or the organisation you represent) mainly enter or get around Westminster?

Select one option

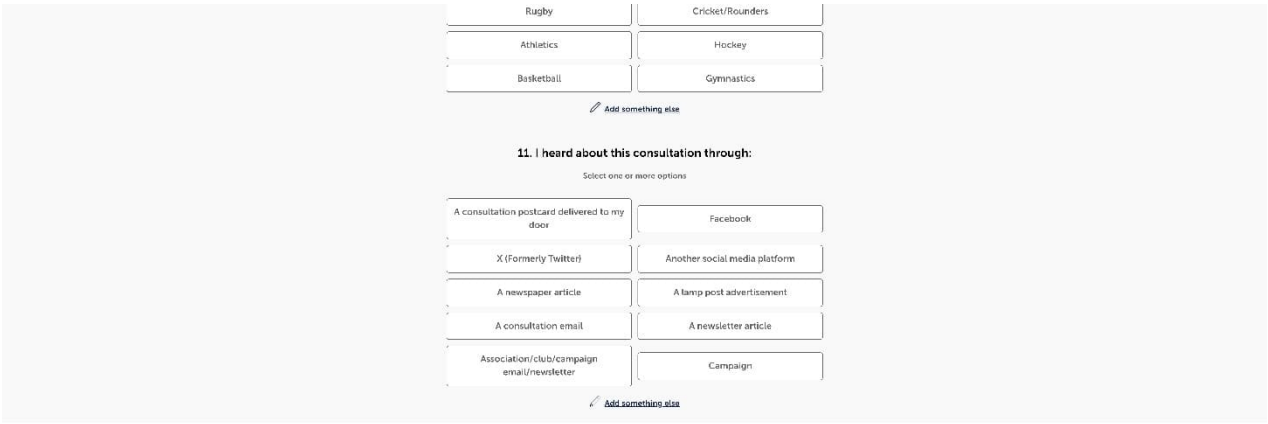
Walk	Cycle
By bus	By tube
By national rail / train	Drive a car
Car passenger	Car club vehicle
Ride a motorbike/moped	By taxi
By private hire vehicle	By wheelchair/mobility aid

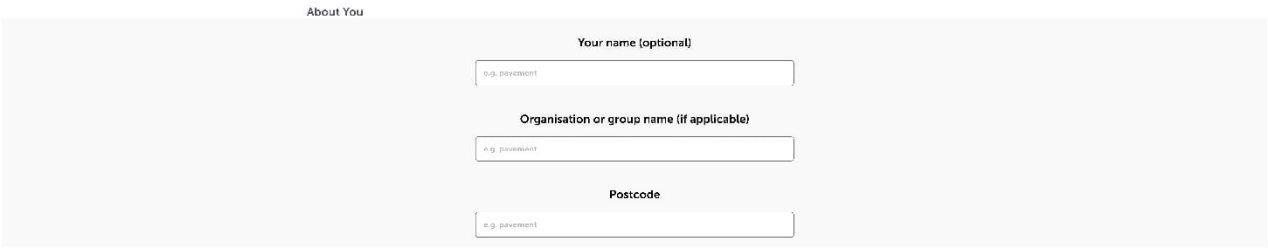
Add something else

10. Which types of physical activity have you participated in within the last month in Westminster? Please select as many as apply.

Select one or more options

Walking	Cycling
Swimming	Tennis/Badminton/Volleyball
Football	Netball


Rugby
Cricket/Rounders
Athletics
Hockey
Basketball
Gymnastics
Add something else
11. I heard about this consultation through:
Select one or more options
A consultation postcard delivered to my door
Facebook
X (Formerly Twitter)
Another social media platform
A newspaper article
A lamp post advertisement
A consultation email
A newsletter article
Association/club/campaign email/newsletter
Campaign
Add something else


About You
Your name (optional)
e.g. pavement
Organisation or group name (if applicable)
e.g. pavement
Postcode
e.g. pavement

Appendix A.7

SOCIAL MEDIA POSTS

Public

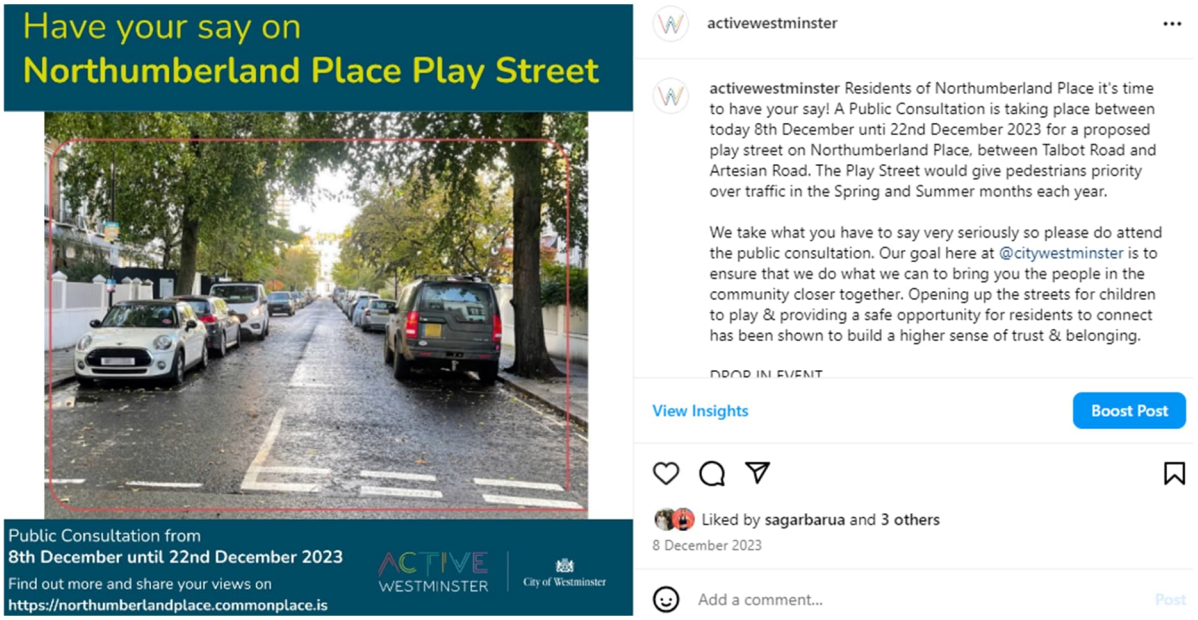
Social Media Statistics by Post

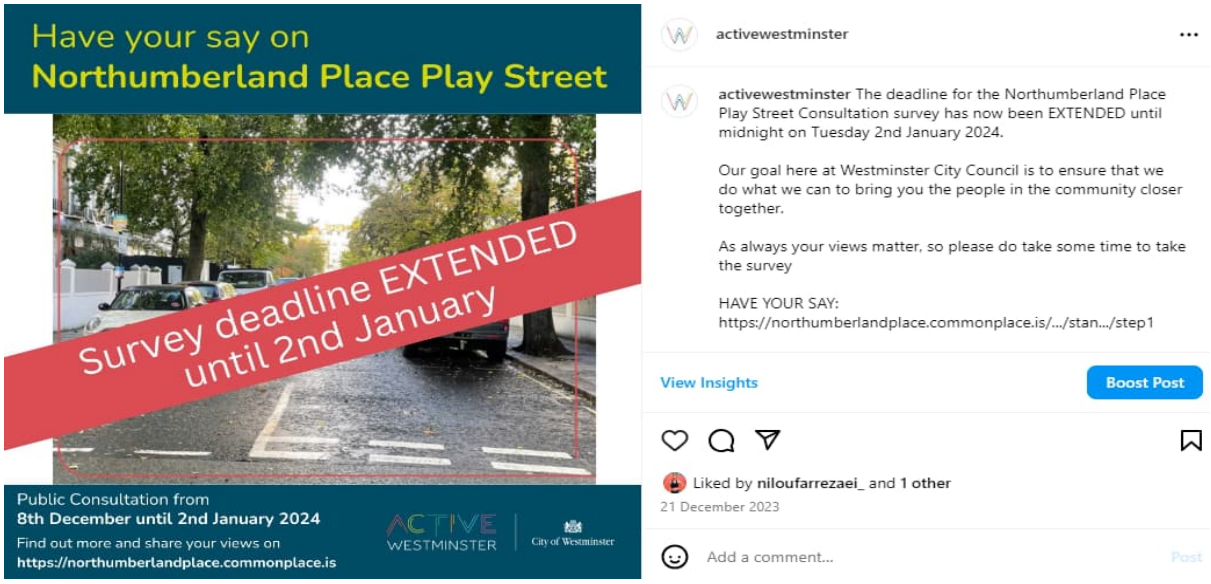
Post 1: Campaign Launch - 08/12/23			
	Impressions	**Likes**	**Clicks**
Instagram	108	4	0
Twitter	88	2	2
Facebook	56	2	0
Post 2: Survey Extension - 21/12/23			
	Impressions	**Likes**	**Clicks**
Instagram	88	2	0
Twitter	52	0	4
Facebook	45	0	2

Totals	**Impressions**	**Likes**	**Clicks**
Instagram	196	6	0
Twitter	140	2	6
Facebook	101	2	2

Creative by Platform

Instagram



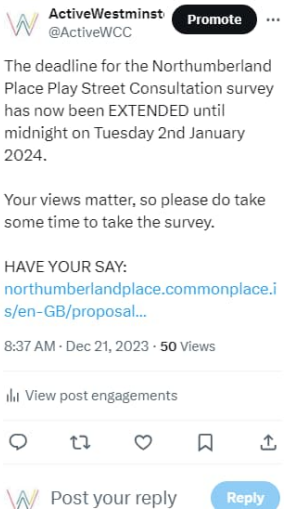


Twitter

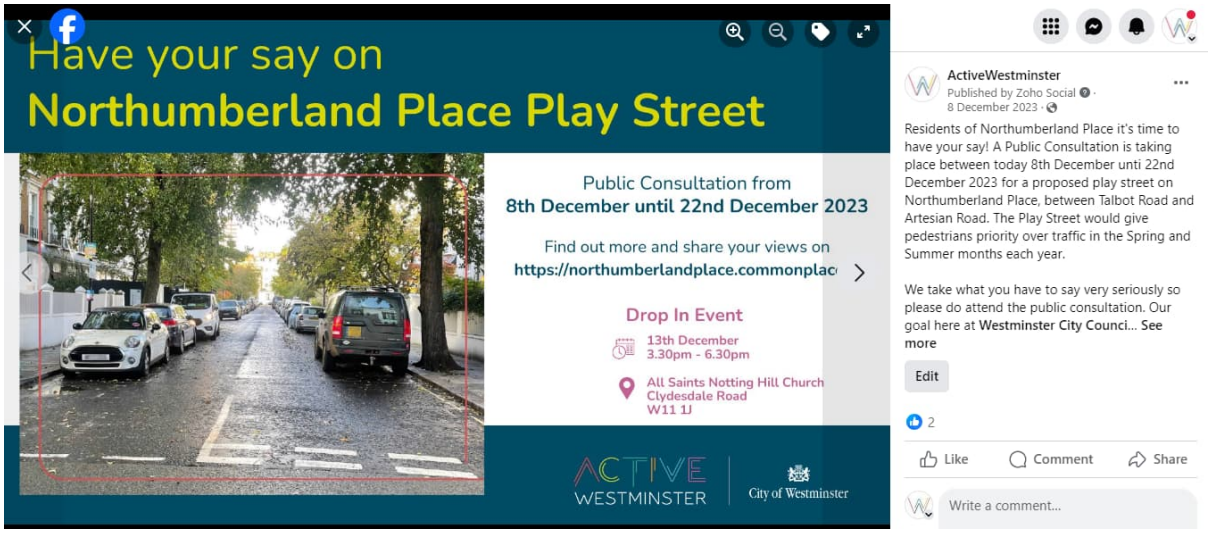

Have your say on
Northumberland Place Play Street
Public Consultation from
8th December until 22nd December 2023
Find out more and share your views on
https://northumberlandplace.commonplace.is
Drop In Event
13th December
3.30pm - 6.30pm
All Saints Notting Hill Church
Clydesdale Road
W11 1J
ACTIVE WESTMINSTER
City of Westminster


ActiveWestminst
@ActiveWCC
Promote
The Public Consultation for a proposed play street on Northumberland Place is on from 8th til 22nd Dec.
Read more and have your say on northumberlandplace.commonplace.is or drop in to our info session on Wed 13 Dec (3-6pm) at the All Saints Notting Hill Church, Clydesdale Rd, W11 1EJ
3:07 PM · Dec 8, 2023 · 86 Views
View post engagements
Post your reply
Reply


Have your say on
Northumberland Place Play Street
Survey deadline EXTENDED until 2nd January
Public Consultation from
8th December 2023 until 2nd January 2024
Find out more and share your views on
https://northumberlandplace.commonplace.is
ACTIVE WESTMINSTER
City of Westminster


ActiveWestminst
@ActiveWCC
Promote
The deadline for the Northumberland Place Play Street Consultation survey has now been EXTENDED until midnight on Tuesday 2nd January 2024.
Your views matter, so please do take some time to take the survey.
HAVE YOUR SAY:
northumberlandplace.commonplace.is/en-GB/proposal...
8:37 AM · Dec 21, 2023 · 50 Views
View post engagements
Post your reply
Reply

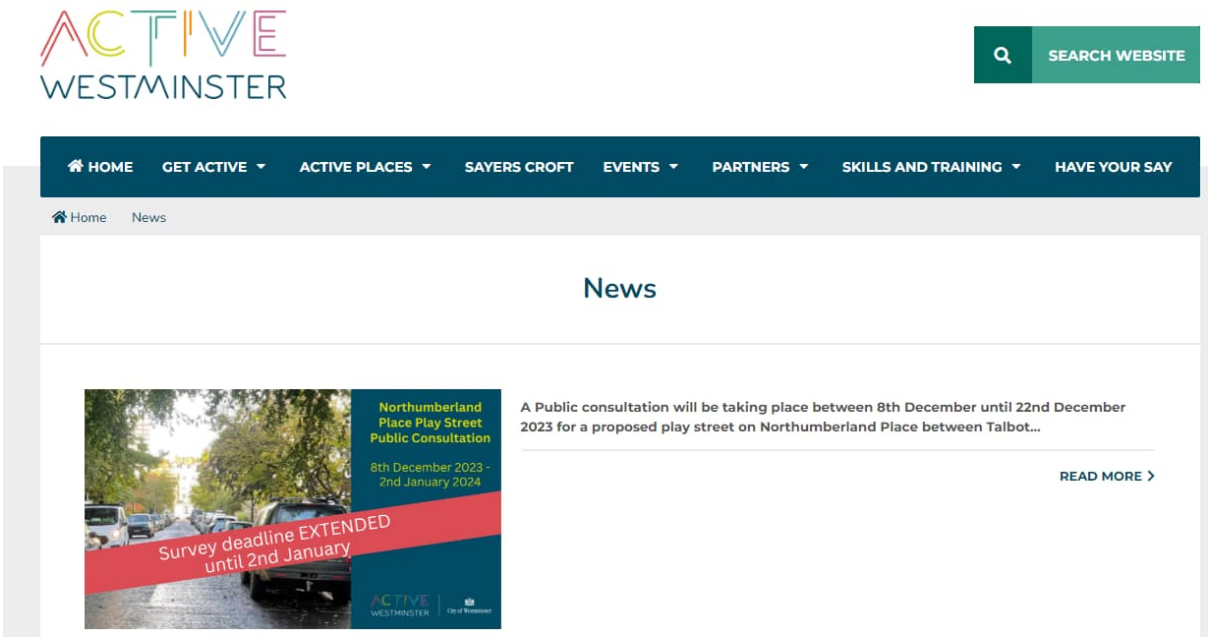
Facebook

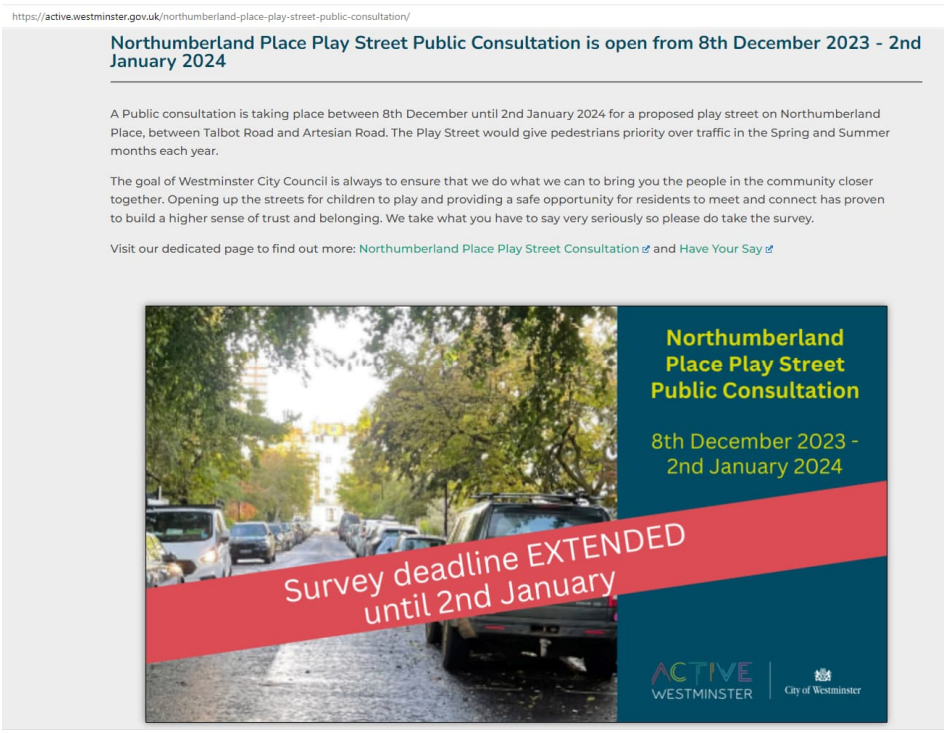

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Clydesdale Road
W11 1J
ACTIVE WESTMINSTER
City of Westminster
ActiveWestminster
Published by Zoho Social
8 December 2023
Residents of Northumberland Place it's time to have your say! A Public Consultation is taking place between today 8th December unti 22nd December 2023 for a proposed play street on Northumberland Place, between Talbot Road and Artesian Road. The Play Street would give pedestrians priority over traffic in the Spring and Summer months each year.
We take what you have to say very seriously so please do attend the public consultation. Our goal here at Westminster City Counci... See more
Edit
2
Like
Comment
Share
Write a comment...


Have your say on
Northumberland Place Play Street
Survey deadline EXTENDED until 2nd January
Public Consultation from
8th December 2023 until 2nd January 2024
Find out more and share your views on
https://northumberlandplace.commonplace.is
ACTIVE WESTMINSTER
City of Westminster
ActiveWestminster
Published by Zoho Social
21 December 2023
The deadline for the Northumberland Place Play Street Consultation survey has now been EXTENDED until midnight on Tuesday 2nd January 2024.
Our goal here at Westminster City Council is to ensure that we do what we can to bring you the people in the community closer together. As always your views matter, so please do take some time to take the survey
HAVE YOUR SAY:
https://northumberlandplace.commonplace.is/.../stan.../step1
FOR MORE INFORMATION VISIT... See more
Edit
Like
Comment
Share

ActiveWestminster Website News Post Stats

Views	43
Link Clicks	0
Conversions	0





Appendix B

CONSULTATION EVENT

Public





Appendix C

CODING

Public

Appendix C.1

OVERALL CODING RESULTS

Theme	Number of mentions	% of mention
Traffic will be displaced to neighbouring streets whilst Play Street is in use (Option 1 and 2)	22	12%
There are enough places for children to play already (Option 1 & 2)	19	11%
Northumberland should not receive favourable treatment/ perceived divide in the community (Option 1 & 2)	18	10%
Parking/traffic is currently an issue (including disabled parking and inconsiderate parking) (Option 1 and 2)	14	8%
Should not lose any parking spaces (Option 1 & 2)	11	6%
Safety concern as motorists don't/won't understand Play Street signage (Option 1 & 2)	10	6%
Parking will be made worse (Option 1 and 2)	10	6%
Motorised Vehicle Misuse (Option 1 & 2)	9	5%
Other streets are more suitable to being a Play Street (Option 1 & 2)	6	3%
Planters/bike racks/other aesthetics will negatively impact the street (Option 2)	6	3%
Option 2 will cause traffic displacement/speeding due to the proposed one-way	6	3%
Waste of money, should be invested elsewhere (Option 1 & 2)	5	3%
Other streets should be Play Streets/ LTNs as well as Northumberland (Option 1 & 2)	5	3%
Other design suggestions	5	3%
Would like to see more data/reasoning/reports for the scheme (Option 1 & 2)	5	3%
Scheme will improve safety (Option 1 & 2)	4	2%

Theme	Number of mentions	% of mention
Like the proposed wider pavements, signage and any other aesthetics of the street (Option 2)	4	2%
Play Street will create a sense of community/improve wellbeing	3	2%
Scheme will increase noise pollution/air pollution (Option 1 and 2)	3	2%
Comments on previous consultations/ previous play street (big lunch)	3	2%
Comments regarding the consultation length, timing, area, venue (Option 1 & 2)	2	1%
Praise consultation including event (Option 1 & 2)	2	1%
Should introduce a trial period to carry out traffic surveys (Option 1 & 2)	1	1%
Option 2 will take too long to implement	1	1%
Scheme will decrease noise pollution (Option 1 and 2)	1	1%
Consideration of the Notting Hill Carnival in plans	1	1%
Yellow lines will restrict deliveries (Option 2)	1	1%

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London
WC2A 1AF

wsp.com

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