

City of Westminster

Westminster After Dark

On Street Research Summary Report

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Key findings

This report contains findings from the Westminster After Dark research conducted by Walnut Unlimited on behalf of Westminster City Council in September 2024.

Use of Westminster after dark

1. The research found that Westminster after 6pm was a vibrant place, well used by residents, workers and visitors, both domestic and international.
2. Most people who were in Westminster between 6pm and 6am did so frequently, at least once or twice a month. More than half of residents were out after 6pm almost every day, and more than half of workers were out in the area at least four days a week. Visitors visited less frequently, but most had been to Westminster before and used it after 6pm at least once a month.
3. Westminster was used for many reasons and occasions in the evenings and night-time. The most common activity among visitors was eating out in a restaurant or café. Workers were typically travelling to or from work, or using the dining and drinking options in the area, and residents were shopping for groceries, eating out, or travelling home. By area, users in the West End had a wider range of reasons to be out, while those in Edgware Road and Victoria were more typically travelling to/from work or grocery shopping.
4. Most users were out in Westminster with others (usually friends or family), especially visitors where almost three quarters were in a group. Most residents and workers interviewed were out in the area alone, though others were with friends and family.

Satisfaction and experience of Westminster after dark

5. Many services available in Westminster after 6pm were highly rated, particularly the restaurants and cafes, public transport services and shopping opportunities. For local residents, the public transport services were the top rated aspect. By area, aspects of the West End including the restaurants, cafés, bars and cultural opportunities were rated more highly than in other areas. Edgware Road was rated higher than other areas for groceries and local services while Victoria was rated the highest for amenities. Overall, amenities including public seating and toilets were the lowest rated aspect of Westminster after 6pm.
6. Overall, users had a positive experience of Westminster between 6pm and 6am – one in five rated their experience as nine or ten out of ten. Positivity was driven by visitors and users of the West End.
7. The most popular aspects of Westminster in the evenings and nighttime were the vibrant atmosphere, range of activities available, and the buzz of having people around. Those in the West End selected more attributes that they liked compared to other areas, while in Victoria, users were more likely to say they liked the feeling of safety and security, accessibility, and cleanliness of this area.
8. Positively, users of Westminster between 6pm and 6am said they liked more than they disliked. Overall, the biggest issue for users was that the Westminster was seen as busy,

expensive and there were some safety/security concerns. Visitors were the most positive users – one quarter said there was nothing they disliked. While those in the West End selected more attributes they liked, they also selected more that they disliked compared to other areas – typically how busy and expensive the area was.

9. Users were asked whether they thought there were too many, too few, or just the right amount of different services and activities in Westminster between 6pm and 6am. When users had a view about different services, they felt that there was about the right level of provision in Westminster. The biggest need for all users was for more amenities (half of users said there were not enough, reflecting the poor rating given) and green and open spaces in Westminster (specifically the West End).

Priorities and needs for Westminster after dark

10. Half of Westminster users said that feeling safe is a priority when out in the area – this was the top priority for all users. Users in the West End typically selected more priorities, reflecting the diverse needs of users in this area, whereas in Victoria, accessibility and amenities were more important.

11. When asked what users would like to change or improve about Westminster between 6pm and 6am, at the total level, the most common answer was nothing. Beyond this, spontaneous answers were coded into six key themes, with the top issue suggesting improvements to safety and security in the area. This was mentioned more by workers and those in Edgware Road.

12. When focussing in on safety in more detail, most users felt safe between 6pm and 9pm and half felt safe between 9pm and midnight. Later into the evening and night, more users felt unsafe, particularly after midnight. Excluding those who were not usually out in the area at certain times of night, one in ten report feeling unsafe from 6pm to 9pm, rising to nearly two in five from 3am to 6am.

13. Feeling unsafe was prevalent in Edgware Road at all times of the night. While there were little differences from 6pm to midnight, women were more likely to report feeling unsafe from midnight to 6am compared to men. Women were also more likely to say feeling safe was a priority for them.

Introduction

The City of Westminster in the heart of London is world famous, attracting millions of visitors each year from the UK and across the globe. It plays a leading role in the capital's cultural, entertainment, leisure and hospitality sectors ranging from well-known tourist attractions during the day to night-time entertainment in the evenings and after dark. Alongside this, it is also a thriving centre of employment for both residents and commuters, and is home to more than 250,000 people.

To enhance the borough's appeal, Westminster City Council (WCC) has launched a new evening and night-time strategy, *Westminster After Dark*. This aims to ensure the borough is safe, sustainable, inclusive, and accessible. To inform the development of strategy, WCC has sought the views of a wide range of stakeholders through multiple channels including discussion groups, pop-up events and a stakeholder assembly.

To supplement this knowledge and gain direct input from people out and about in Westminster in the evenings and after dark, WCC commissioned Walnut Unlimited to carry out a face-to-face, on-street survey of people during the target hours. Results from this survey are found in this report, which will be used alongside other sources to inform the strategy.

Approach

This research focused on three areas where there was known to be heavy footfall: the West End, Edgware Road and Victoria. Walnut Unlimited conducted face-to-face intercept interviews across these three key locations in Westminster to capture the views of residents, workers, and visitors to the area. A total of 771 interviews were completed, with interviews lasting eight minutes on average.

Fieldwork

Fieldwork took place between 12th and 29th August 2024, with interviewer shifts scheduled on different days including weekdays and weekends to capture the views of a range of individuals. All people out in the locations were eligible to take part in the survey, classified into three main groups:

- Residents (who lived in the local area where they were interviewed)
- Workers (who worked in the area but lived outside of Westminster)
- Visitors (who neither worked nor lived in the area but were visiting for another purpose)

In line with best practice for evening face-to-face fieldwork, interviewers worked in pairs between the hours of 6pm and 10pm. This approach ensured the interviewer safety, maximised the efficiency of the research (as footfall declines after 10pm), and offered a cost-effective approach without the need to make arrangements for safe interviewing late into the night.

Sampling and sample profile

The research aimed to capture a representative sample of 'users' across the three locations, targeting residents, visitors (both domestic and international) and workers. Footfall data for Westminster borough provided by the City Council was used to inform proxy quota targets. However, as this would have delivered only a small number of workers and residents, targets were adjusted to achieve a minimum number of interviews in each of the key audience groups to provide a robust sample for analysis. This is shown in table 1.1 below.

Figure 1.1: Target sample

Target sample with by user type					
Area	**Residents**	**Workers**	**Visitors**	**Total**	**Total (%)**
West End	75	75	225	375	50%
Victoria	55	55	78	188	25%
Edgware Rd	78	55	55	188	25%
Total	**208**	**185**	**358**	**751**	**100%**

The targets were set on a 'best efforts' basis, recognising that interviews with these groups are more difficult to achieve. Ultimately, the final sample composition reflects the natural fallout of users in each of the three targets areas during the fieldwork period. The total number of interviews achieved for each group is shown in table 1.2 below.

Figure 1.2: Achieved sample

Achieved sample by user type					
Area	**Residents**	**Workers**	**Visitors**	**Total**	**Total (%)**
West End	42	109	244	395	51%
Victoria	52	41	88	181	23%
Edgware Rd	46	49	100	195	25%
Total	**140**	**199**	**432**	**771**	**100%**

A full breakdown of the demographics of respondents is found in the appendix of this report.

Note on reporting

Throughout this report, findings are shown at a total level (all user types across all locations), and broken down where appropriate by user type, location and other demographic factors. The report is accompanied by a full set of data tables for further analysis, available from the WCC insight team. Significant differences between subgroups are highlighted in the tables – these indicate where the subgroup is higher (green) or lower (orange) than all other subgroups at a 95% confidence level.

Main findings

Westminster area use

Typically, users were out in Westminster between 6pm and 6am relatively frequently, with 71% of the sample using the area during these times at least one to two days per month. Frequent use of the area in the evenings and after dark was driven by residents and workers, who used the area at these times most days of the week. For 15% of visitors, it was their first time in Westminster – significantly higher for international visitors (35%) than domestic visitors (5%). Two thirds (67%) of domestic visitors visited Westminster frequently after 6pm, travelling from across London and the UK to visit the area.

Men (75%) were significantly more likely to be out in Westminster area between 6pm and 6am frequently than women (68%).

Figure 2.1: Users out in the interview area after 6pm (frequency)

Frequency	Total	Residents	Workers	Visitors
6-7 days per week	16%	54%	13%	6%
4-5 days per week	19%	19%	40%	9%
1-3 days per week	23%	23%	32%	18%
1-2 days per month	14%	4%	10%	19%
NET: More frequent	**71%**	**99%**	**95%**	**52%**
3-4 times a year	5%	0%	2%	9%
1-2 times a year	7%	0%	0%	12%
Less often	7%	1%	3%	11%
This is my first time here	9%	0%	1%	15%
NET: Less frequent	**28%**	**1%**	**5%**	**47%**
Not sure	1%	0%	1%	1%

Q1. How often are you out in this area the West End/Edgware Road/Victoria Road in between 6pm and 6am, in the evening and night-time? Base: all users (n=771), residents (n=140), workers (n=199), visitors (n=432)

Over half of those using the Westminster area between 6pm and 6am were doing so as part of a group, as per table 2.2. However, this varied depending on user type. Residents and workers were typically out in Westminster after 6pm on their own. Visitors were more commonly with others (71% were in a group, mostly either with friends or family). Of those who were in the area with others, most commonly this was with friends.

Men (52%) were significantly more likely to be out in Westminster area between 6pm and 6am on their own compare to women (38%).

Figure 2.2: Who users were out with in Westminster

Frequency	Total	Residents	Workers	Visitors
I'm on my own	45%	68%	66%	28%
My friends	31%	19%	22%	39%
My family (all over 18 years old)	9%	4%	2%	14%
My partner, husband, wife etc.	9%	7%	5%	11%
My family (including under 18s)	6%	2%	0%	10%
With work colleagues	3%	2%	5%	2%
With work	2%	1%	5%	1%
NET: with others	**54%**	**32%**	**34%**	**71%**

Q2. Who are you out with this evening? Base: all users (n=771), residents (n=140), workers (n=199), visitors (n=432)

The most common reasons for being out in Westminster between 6pm and 6am were to eat in a restaurant or café, travel to or from work, go to a bar or pub, or for shopping (either general or grocery shopping). These are outlined in table 2.3.

By user type, residents were typically out in the Westminster area between 6pm and 6am to do grocery shopping (50%), eat at a restaurant or café (30%), or to travel to/from work (26%). Residents were the user type most likely to grocery shop and exercise in the Westminster area between 6pm and 6am.

Most workers were typically travelling to/from work (67%), eating in a restaurant or café (26%) or going to a pub or bar (26%) – very few were using the shops in the area (8%).

Visitors were typically in the area to eat in a restaurant or a café (50%), doing general sightseeing (24%), or going to a pub or bar (20%). International visitors were significantly more likely than domestic visitors to be eating in a restaurant or café (58% versus 46%) or doing general sightseeing in the area (48% versus 12%).

Figure 2.3: Reason for using the area by user type

Reason	Total	Residents	Workers	Visitors
Eating in a restaurant or cafe	40%	30%	26%	50%
Travelling to/from work	28%	26%	67%	10%
Going to a pub or bar	21%	19%	26%	20%
Shopping (non-groceries)	16%	16%	8%	19%
Grocery shopping	15%	50%	5%	8%
General sightseeing	15%	4%	2%	24%
Going to theatre, cinema etc.	14%	8%	15%	16%
Passing through the area	8%	11%	5%	8%
To use transport links	7%	9%	6%	7%
Visiting a gallery, museum etc.	6%	2%	3%	9%
Going to a live music venue	5%	2%	8%	4%
For exercise	4%	12%	4%	2%
Going to a late-night venue	4%	2%	5%	3%
Attending a religious venue	1%	2%	0%	0%
Other	9%	16%	6%	8%

Combined results. Q3a. What are you doing out in this area this evening? Base: Those who visit less frequently (n=220). Q3b. Thinking about when you're usually out in the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time, what do you typically do? Please think about the types of things you do. Base: Those who visit more frequently (n=551). Base: all users (n=771), residents (n=140), workers (n=199), visitors (n=432)

Clear differences between locations were also seen:

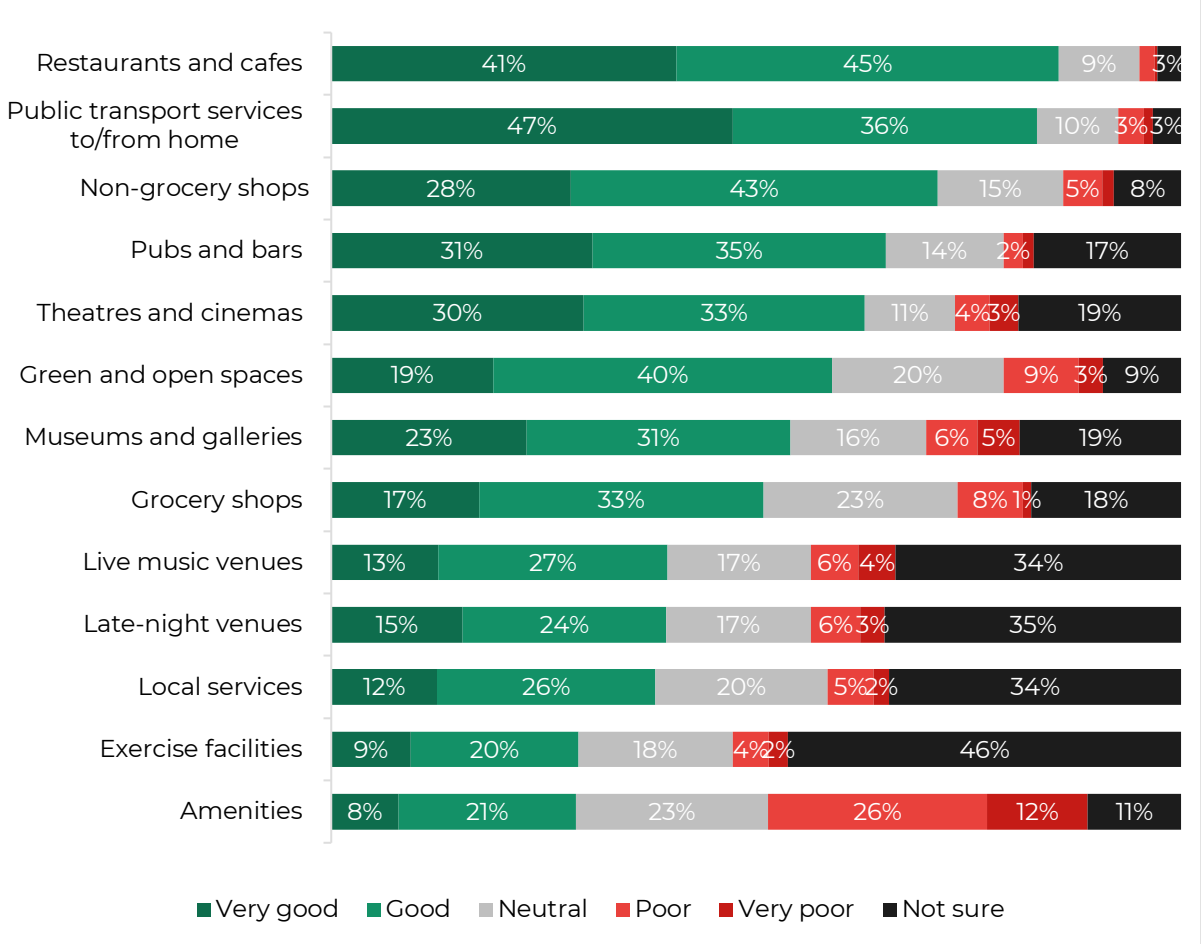
- People out in the West End after 6pm were significantly more likely than those in other areas to be eating out, going to a pub or bar, going to the theatre or cinema, visiting a gallery or museum, live music venue or a late-night venue, reflecting the greater options available in this location.
- Those in Edgware Road were more likely to be travelling to/from work. Other common reasons to be out in Edgware Road were eating out and grocery shopping.
- The most common reasons for being out in Victoria after 6pm were eating out, travelling to/from work, and grocery shopping.

Satisfaction with Westminster after dark

Eating at a restaurant or café was the most common reason to use Westminster after 6pm, and it was also the highest rated aspect of the area at this time: 86% rated the restaurants and cafés as good or very good. Aspects that were also rated highly included public transport services (83%), shops (71%), pubs and bars (65%) and theatres and cinemas (63%).

At the other end, 38% of users rated the amenities in Westminster between 6pm and 6am as poor. No other aspect had a poor rating exceeding 12% (green and open spaces).

Figure 3.1: User satisfaction with aspects of Westminster after dark – total level[1].



Q4. How would you rate each of the following aspects of the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time? Please tell us on a scale of 1 to 5 where 1 is very poor and 5 is very good. Base: all users (n=771), local residents (n=140), workers (n=199), visitors (n=432). 2% and 1% not shown for clarity of graph.

[1] 'Local services' were described as 'libraries, hairdressers, pharmacies, launderettes etc.'. 'Amenities' were described as 'toilets, signs, places to sit etc.'.

A proportion of users did not express an opinion or did not know how to rate some aspects of Westminster after 6pm, with at least one third being unsure about, live music venues, late-night venues, local services and exercise facilities. Such aspects were specific to the user type, with residents being more likely to express an opinion on the exercise facilities and local services, and residents and workers more likely to rate the late-night and live music venues, compared to visitors. Therefore, it is helpful to analyse some of the aspects of Westminster by user type to better understand how the area is serving different groups.

Looking at residents, public transport services (89%) and restaurants/cafés (82%) were highly rated, and more than half of residents gave 'good' ratings to almost all aspects. However, only a minority rated the live music venues (31%) late-night venues (31%) and amenities (19%) as good or very good. Around a quarter rated live music venues and late-night venues as poor or very poor (26% and 22% respectively), while just over half rated amenities as poor (52%).

Figure 3.2: User satisfaction with aspects of Westminster after dark – residents.

Aspect	NET Good	Neutral	NET Poor	Not sure
Public transport services	89%	4%	4%	4%
Restaurants and cafes	82%	10%	4%	4%
Grocery shops	69%	21%	8%	2%
Local services	64%	21%	11%	4%
Pubs and bars	63%	14%	9%	14%
Non-grocery shops	61%	19%	15%	5%
Green and open spaces	61%	21%	16%	3%
Theatres and cinemas	57%	11%	21%	11%
Exercise facilities	51%	20%	13%	16%
Museums and galleries	49%	15%	27%	9%
Live music venues	31%	17%	26%	25%
Late-night venues	31%	23%	22%	24%
Amenities	19%	19%	52%	11%

Q4. How would you rate each of the following aspects of the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time? Please tell us on a scale of 1 to 5 where 1 is very poor and 5 is very good. Base: residents (n=140).

Workers highly rated the restaurants and cafés (83%), public transport (78%), pubs and bars (71%) and shops (71%), outlined in table 3.3. As with residents, many aspects of Westminster after 6pm received positive ratings from more than half of workers. Similarly, workers were most likely to rate amenities as poor or very poor (44%).

Figure 3.3: User satisfaction with aspects of Westminster after dark – workers.

Aspect	NET Good	Neutral	NET Poor	Not sure
Restaurants and cafes	83%	11%	3%	3%
Public transport services	78%	13%	6%	3%
Pubs and bars	71%	15%	2%	12%
Non-grocery shops	71%	19%	5%	6%
Theatres and cinemas	70%	13%	4%	14%
Green and open spaces	54%	23%	15%	8%
Late-night venues	52%	20%	6%	23%
Museums and galleries	51%	24%	6%	20%
Live music venues	48%	20%	8%	24%
Grocery shops	46%	28%	17%	9%
Local services	39%	27%	10%	24%
Exercise facilities	31%	26%	8%	35%
Amenities	26%	22%	44%	9%

Q4. How would you rate each of the following aspects of the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time? Please tell us on a scale of 1 to 5 where 1 is very poor and 5 is very good. Base: workers (n=199).

While visitors were the most positive group when rating different aspects of Westminster after 6pm, they were also the most likely to say they do not know how to rate some aspects. As with other groups of users, restaurants and cafés, public transport services, and pubs and bars were highly rated by visitors, while amenities attracted the lowest ratings (30% poor or very poor).

Unsurprisingly given their lower frequency of use of Westminster after 6pm, many visitors were unable to rate the live music venues, late-night venues, local services or exercise facilities, though there were few 'poor' ratings from those who could.

Figure 3.4: User satisfaction with aspects of Westminster after dark – visitors.

Aspect	NET Good	Neutral	NET Poor	Not sure
Restaurants and cafes	88%	9%	1%	3%
Public transport services	83%	10%	3%	4%
Non-grocery shops	75%	12%	3%	10%
Pubs and bars	63%	13%	3%	21%
Theatres and cinemas	61%	10%	5%	24%
Green and open spaces	61%	19%	9%	12%
Museums and galleries	58%	12%	8%	22%
Grocery shops	47%	21%	5%	27%
Live music venues	38%	15%	6%	41%
Late-night venues	37%	14%	6%	44%
Amenities	33%	24%	30%	12%
Local services	29%	17%	5%	49%
Exercise facilities	21%	14%	4%	61%

Q4. How would you rate each of the following aspects of the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time? Please tell us on a scale of 1 to 5 where 1 is very poor and 5 is very good. Base: visitors (n=432).

By area, aspects of the West End rated more highly than other areas included pubs and bars, theatres and cinemas, museums and galleries, late-night venues and live music venues, reflecting the touristic nature of the location.

Victoria was rated higher on amenities, perhaps due to the facilities available at the train station, but fewer users in this area said the non-grocery shops or live music venues were good.

Edgware Road was more likely to be rated as good or very good for grocery shops and local services, reflecting the higher proportion of residential properties and related services in the area. Those in Edgware Road were less likely to rate the pubs and bars or theatres and cinemas as good.

Figure 3.5: User satisfaction with aspects of Westminster after dark – by area.

Aspect	West End		Edgware Road		Victoria	
	NET Good	NET Poor	**NET Good**	NET Poor	**NET Good**	NET Poor
Restaurants / cafes	**92%**	1%	**78%**	3%	**81%**	4%
Public transport	**81%**	5%	**83%**	2%	**87%**	6%
Non-grocery shops	**80%**	3%	**69%**	9%	**54%**	9%
Theatres / cinemas	**79%**	2%	**35%**	20%	**57%**	5%
Pubs and bars	**75%**	2%	**44%**	8%	**66%**	3%
Museums / galleries	**68%**	3%	**37%**	24%	**44%**	13%
Green / open spaces	**55%**	11%	**67%**	12%	**58%**	12%
Live music venues	**51%**	3%	**33%**	20%	**21%**	14%
Late-night venues	**48%**	4%	**36%**	15%	**24%**	12%
Grocery shops	**36%**	12%	**74%**	5%	**57%**	6%
Local services	**30%**	7%	**55%**	7%	**38%**	8%
Exercise facilities	**26%**	5%	**37%**	10%	**28%**	6%
Amenities	**24%**	38%	**27%**	41%	**42%**	32%

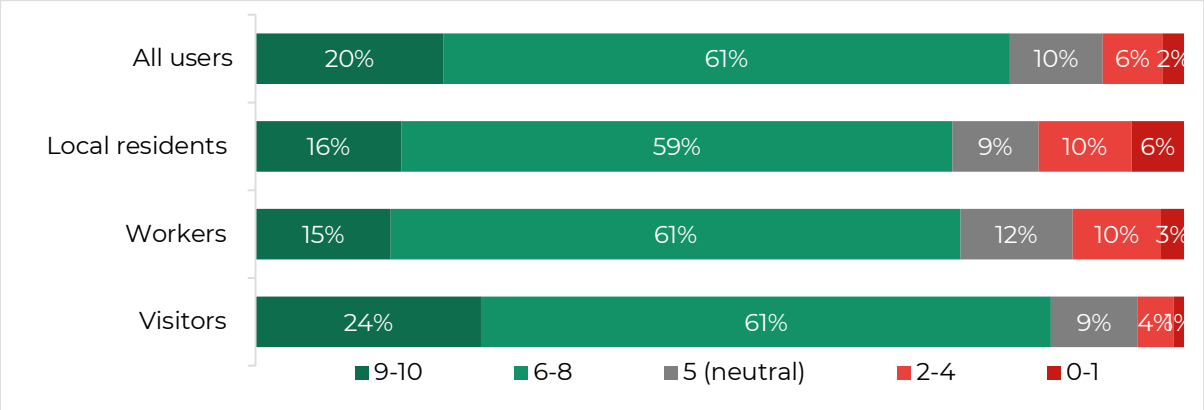
Q4. How would you rate each of the following aspects of the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time? Please tell us on a scale of 1 to 5 where 1 is very poor and 5 is very good. Base: West End (n=395); Edgware Road (n=195); Victoria (n=181).

Experience of Westminster after dark

Overall, Westminster users had a positive experience when using the area between 6pm and 6am: 20% rated their experience as nine or ten out of ten, while a further 61% gave a positive rating of six, seven or eight out of ten. Positivity was driven by visitors; among this group a quarter scored Westminster 9 or 10. Breaking this down further, 39% of international visitors rated their experience as extremely positive – highlighting how tourists visiting from overseas were satisfied with their experience of the area.

Just 9% of users rated their experience as poor (four out of ten or lower). However, this was higher among residents (16%) and workers (12%).

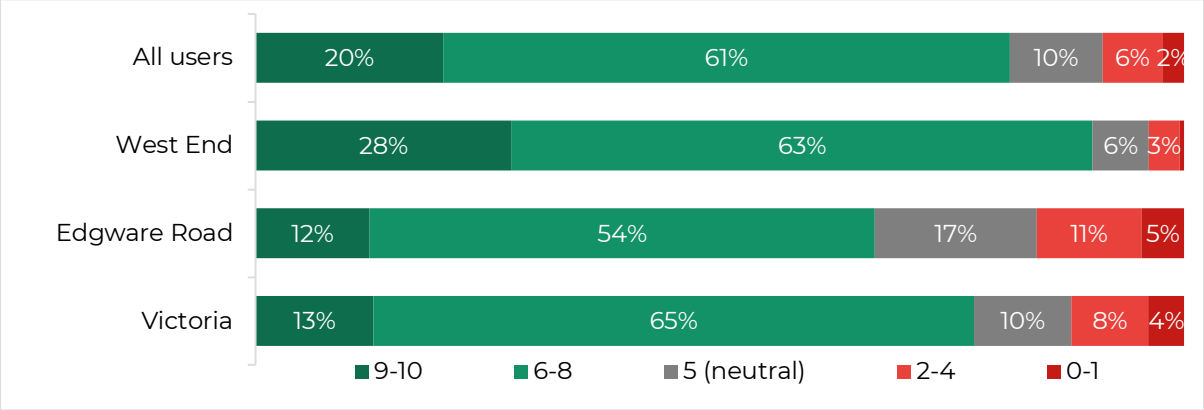
Figure 4.1: Overall rating of experience in Westminster between 6pm and 6am by user



Q5. How would you rate your overall experience of the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Please tell us on a scale of 0 to 10 where 0 is extremely negative, 5 is neither positive nor negative, and 10 is extremely positive. Base: all users (n=771), local residents (n=140), workers (n=199), visitors (n=432)

Reflecting the views of user types and use of the different areas of Westminster, ratings for the West End were higher than other areas. However, in each area, most users gave positive ratings for their experience using the area between 6pm and 6am although 16% of people in Edgware Road have a poor overall experience

Figure 4.2: Overall rating of experience in Westminster between 6pm and 6am by location



Q5. How would you rate your overall experience of the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Please tell us on a scale of 0 to 10 where 0 is extremely negative, 5 is neither positive nor negative, and 10 is extremely positive. Base: all users (n=771), West End (n=395), Edgware Road (n=195), Victoria (n=181)). 1% for '0-1' for West End.

When asked what they liked about the area after dark, nearly half of users cited the vibrant atmosphere, while there were also strong mentions for the variety of things or activities to do in the area, and that there were lots of people around. Visitors liked the vibrant atmosphere and the fact that Westminster is a tourist destination, while fewer residents noted these aspects. The convenience of the location, the diversity of the area, and the self-contained nature of Westminster are also highly regarded.

Figure 5.1: What respondents liked about Westminster by user type.

Aspect	Total	Residents	Workers	Visitors
Vibrant atmosphere	48%	32%	43%	55%
Lots of things/activities to do	32%	27%	33%	34%
Lots of people around	27%	20%	26%	30%
Convenient location	19%	24%	22%	15%
Diversity of the area	17%	19%	15%	18%
Has everything I need	16%	19%	14%	16%
Feels safe/secure	14%	16%	12%	15%
It's a tourist destination	13%	8%	8%	18%
Feels welcoming	13%	11%	9%	16%
Accessibility	12%	18%	9%	12%
Architectural beauty	12%	10%	10%	13%
Community feel	8%	8%	7%	9%
Cleanliness of the area	6%	3%	3%	9%
Range of work opportunities	5%	6%	9%	3%
Range of local services	2%	5%	1%	1%
Other	13%	19%	9%	13%
Not sure	1%	0%	1%	2%
Nothing	3%	7%	6%	1%

Q6. What, if anything, do you like about the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Base: all users (n=771), local residents (n=140), workers (n=199), visitors (n=432)

By area, users in the West End liked the vibrant atmosphere, range of activities, diversity, that the area offered everything they need, the architectural beauty and community feel. Overall, users in the West End selected more attributes that they liked compared to other locations – reflecting the higher overall experience rating of users in this area (figure 4.2).

In Victoria, users were more likely to say they liked the feeling of safety and security, accessibility, and cleanliness of this area, compared to the other areas in Westminster between 6pm and 6am.

At Edgware Road, fewer attributes were selected overall and significantly more users gave another answer. These included the easy transport links, the culture of the area – hosting international cuisines and cafes, the proximity of green spaces, and the provision of late or '24/7' services. 12% of users at Edgware Road said they liked that it feels welcoming, which sits in the top three liked aspects for this area.

Figure 5.2: What respondents liked about Westminster by area.

Aspect	West End	Edgware Road	Victoria
Vibrant atmosphere	60%	34%	35%
Lots of things/activities to do	43%	12%	30%
Lots of people around	33%	28%	12%
Convenient location	22%	10%	21%
Diversity of the area	23%	8%	15%
Has everything I need	25%	6%	7%
Feels safe/secure	12%	9%	24%
It's a tourist destination	17%	6%	13%
Feels welcoming	15%	12%	10%
Accessibility	12%	8%	18%
Architectural beauty	18%	5%	4%
Community feel	12%	5%	3%
Cleanliness of the area	4%	4%	13%
Range of work opportunities	6%	2%	7%
Range of local services	1%	3%	1%
Other	5%	30%	12%
Not sure	1%	3%	1%
Nothing	1%	5%	7%

Q6. What, if anything, do you like about the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Base: West End (n=395); Edgware Road (n=195); Victoria (n=181).

Positively, users of Westminster between 6pm and 6am said they liked more than they disliked. Overall, the biggest issue for users was that the Westminster is busy, expensive and there are some safety/security concerns. Again, visitors were the more positive than residents or workers, as one quarter of visitors (24%) said there was nothing they disliked.

For local residents, the cleanliness and security of the area were top concerns and the cost of the area was less of an issue, while residents were more likely to say that there were other issues they disliked. These included specific safety concerns around pick pockets, antisocial behaviour and lack of police presence, and reported rubbish and smelly pavements. They also mentioned issues with homelessness increasing in the area at this time.

Figure 6.1: What respondents disliked about Westminster by user type.

Aspect	Total	Residents	Workers	Visitors
Too crowded/too busy	23%	6%	27%	27%
Safety/security concerns	17%	18%	17%	17%
General cost/too expensive	17%	9%	20%	18%
Dirty/unclean streets	15%	19%	18%	12%
Street urination / no toilets	11%	10%	10%	12%
Too much traffic	10%	9%	13%	9%
Noise (traffic)	8%	12%	8%	7%
Noise (people / venues)	6%	11%	4%	5%
Too touristy	5%	2%	8%	6%
Pollution/poor air quality	5%	4%	5%	6%
Lack of community feel	4%	4%	6%	3%
Limited things/activities to do	3%	3%	3%	4%
Early closing (licensed)	3%	4%	5%	3%
Pedicabs	3%	6%	3%	2%
Lack of vibrant atmosphere	3%	4%	6%	2%
Lack of late-night transport	3%	0%	3%	4%
Doesn't feel welcoming	3%	1%	4%	3%
Too many chain stores	2%	2%	4%	2%
Lack of accessibility	1%	0%	2%	1%
Lack of diversity of the area	1%	0%	1%	1%
Lack of local services	1%	1%	1%	1%
Lack of work opportunities	1%	0%	0%	1%
Other	17%	29%	19%	13%
Not sure	6%	10%	4%	6%
Nothing	18%	13%	9%	24%

Q7. What, if anything, do you like about the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Base: all users (n=771), local residents (n=140), workers (n=199), visitors (n=432)

There are more reported downsides to Westminster after 6pm in the West End than the other two areas. More users in the West End mentioned not liking how busy, touristy and expensive the area was, the cleanliness and lack of toilets, as well as the traffic and use of pedicabs.

In Victoria, users were more likely to offer further comments, notably an alleged increase in homelessness and rough sleeping in the area after dark, and a perceived lack of action to address the issue.

Figure 6.2: What respondents disliked about Westminster by area.

Aspect	West End	Edgware Road	Victoria
Too crowded/too busy	30%	21%	11%
Safety/security concerns	21%	18%	7%
General cost/too expensive	27%	6%	7%
Dirty/unclean streets	20%	10%	9%
Street urination / no toilets	17%	3%	7%
Too much traffic	13%	6%	8%
Noise (traffic)	7%	9%	10%
Noise (people / venues)	6%	6%	4%
Too touristy	9%	2%	2%
Pollution/poor air quality	7%	4%	3%
Lack of community feel	4%	5%	3%
Limited things/activities to do	4%	3%	2%
Early closing (licensed)	5%	0%	4%
Pedicabs	6%	1%	0%
Lack of vibrant atmosphere	1%	6%	3%
Lack of late-night transport	5%	1%	1%
Doesn't feel welcoming	3%	5%	1%
Too many chain stores	3%	1%	2%
Lack of accessibility	2%	1%	1%
Lack of diversity of the area	1%	2%	1%
Lack of local services	1%	1%	2%
Lack of work opportunities	1%	0%	1%
Other	10%	20%	30%
Not sure	2%	10%	11%
Nothing	19%	13%	20%

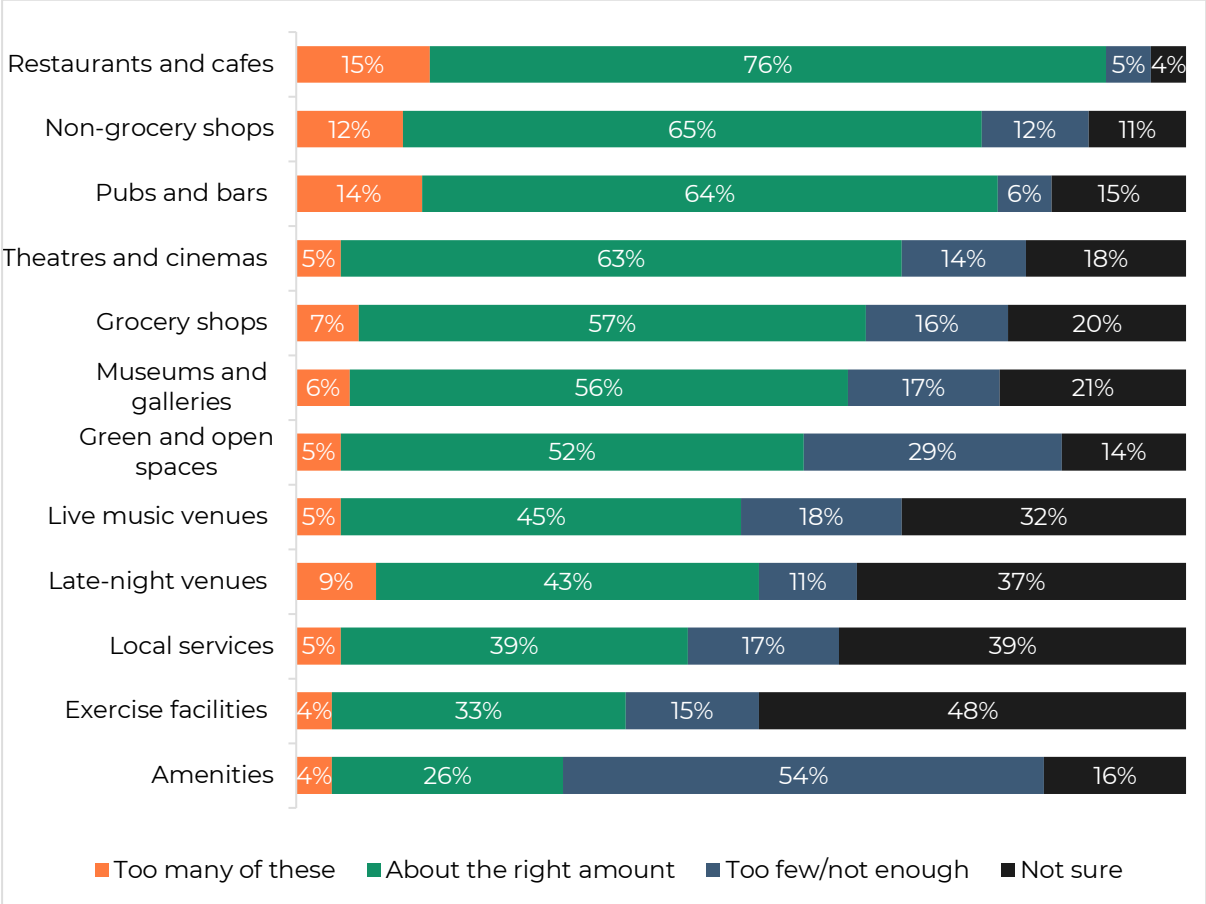
Q7. What, if anything, do you like about the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time? Base: West End (n=395); Edgware Road (n=195); Victoria (n=181).

Availability of facilities

Users of Westminster were asked if they thought there are too many, too few or about the right level of services and activities available in the evening and night-time. Generally, when users had a view about different services, they felt that there was about the right level of provision in Westminster, as shown in figure 7.1 below. Three quarters of users reported that there was about the right number of restaurants and cafés, and around two thirds felt the same about the number of non-grocery shops, pubs and bars, and theatres and cinemas.

For some services, users were unsure whether there was the right amount of supply, especially visitors who may not need certain services. However, significant proportions of users felt that there were insufficient green and open spaces (29%) or amenities (54%). The latter finding is in keeping with the 38% of users rating amenities in Westminster as poor or very poor (see figure 3.1).

Figure 7.1: Proportion of users who think there are too many, too few or about the right amount of services/activities in the evening/night-time



Q9. Thinking about each these services and activities in the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time do you think there are too many, too few, or about the right amount? (n=771)

Among residents, the majority agreed that there was the right level of provision for most services in the evenings and after dark. Where there was felt to be the wrong level of supply, residents tended to want more services rather than thinking there were too many. The exception to this is with restaurants and cafés, where 16% of residents felt there were too many compared with 9% too few. This was driven by residents in Edgware Road, where 26% felt there were too many compared with 7% too few.

In most cases, residents wanted more services in their local area. For example:

- Amenities (67%), high across locations
- Live music venues (39%, rising to 48% in Edgware Road)
- Museums and galleries (36%), again strongly driven by Edgware Road (57% too few) and Victoria (44% too few)
- Theatres and cinemas (34%), strongly driven by those in Edgware Road (61% too few) and Victoria (33% too few)
- Grocery shops (22%), driven by West End residents (36% said there were too few).

Figure 7.2: Availability of services in Westminster after dark – residents

Aspect	Too many	About right	Not enough	Not sure
Restaurants and cafes	16%	74%	9%	2%
Grocery shops	7%	67%	22%	4%
Non-grocery shops	9%	66%	22%	4%
Pubs and bars	11%	63%	11%	14%
Green and open spaces	2%	59%	34%	5%
Local services	4%	56%	26%	14%
Theatres and cinemas	3%	54%	34%	9%
Museums and galleries	4%	50%	36%	9%
Exercise facilities	6%	46%	30%	18%
Late-night venues	6%	37%	25%	32%
Live music venues	2%	34%	39%	26%
Amenities	1%	22%	67%	9%

Q9. Thinking about each these services and activities in the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time do you think there are too many, too few, or about the right amount? Base: residents (n=140)

Among workers, again most felt there was the right level of provision of services in Westminster after dark and, where was a desire for change, workers tended to want more rather than less services. While three quarters of workers agreed that there were about the right number of restaurants and cafés in the area, 18% felt there were too many compared with 7% too few, with similar findings across all locations. Some 17% felt there were too many pubs and bars, again consistent across all three areas.

Where workers wanted more services:

- Half (51%) felt there were not enough amenities, highest in the West End (62% too few)
- 32% said there were not enough green and open spaces, driven by workers in the West End (43% too few)
- A quarter (25%) wanted more grocery shops (33% in the West End).

Figure 7.3: Availability of services in Westminster after dark – workers

Aspect	Too many	About right	Not enough	Not sure
Restaurants and cafes	18%	72%	7%	3%
Pubs and bars	17%	69%	6%	9%
Theatres and cinemas	8%	69%	10%	13%
Non-grocery shops	13%	68%	11%	9%
Museums and galleries	7%	60%	14%	19%
Late-night venues	12%	58%	11%	19%
Live music venues	7%	56%	19%	18%
Grocery shops	9%	57%	25%	10%
Green and open spaces	6%	51%	32%	12%
Local services	6%	45%	22%	28%
Exercise facilities	6%	42%	14%	38%
Amenities	7%	28%	51%	15%

Q9. Thinking about each these services and activities in the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time do you think there are too many, too few, or about the right amount? Base: workers (n=199)

Among visitors, there was a higher proportion of respondents who were not sure about the level of services in the area, reflecting their lower use of Westminster after 6pm. However, as with the other user groups, visitors were generally satisfied with the levels of service provision in most aspects.

In line with residents and workers, many visitors (26%) felt there were not enough open spaces in Westminster, and half said there were not enough amenities (51%).

Figure 7.4: Availability of services in Westminster after dark – visitors

Aspect	Too many	About right	Not enough	Not sure
Restaurants and cafes	14%	78%	3%	6%
Non-grocery shops	12%	64%	9%	15%
Theatres and cinemas	4%	64%	9%	23%
Pubs and bars	14%	63%	4%	19%
Museums and galleries	6%	56%	12%	26%
Grocery shops	6%	53%	11%	31%
Green and open spaces	5%	51%	26%	18%
Live music venues	6%	44%	10%	41%
Late-night venues	8%	38%	7%	47%
Local services	5%	31%	11%	52%
Amenities	3%	27%	51%	19%
Exercise facilities	3%	24%	10%	63%

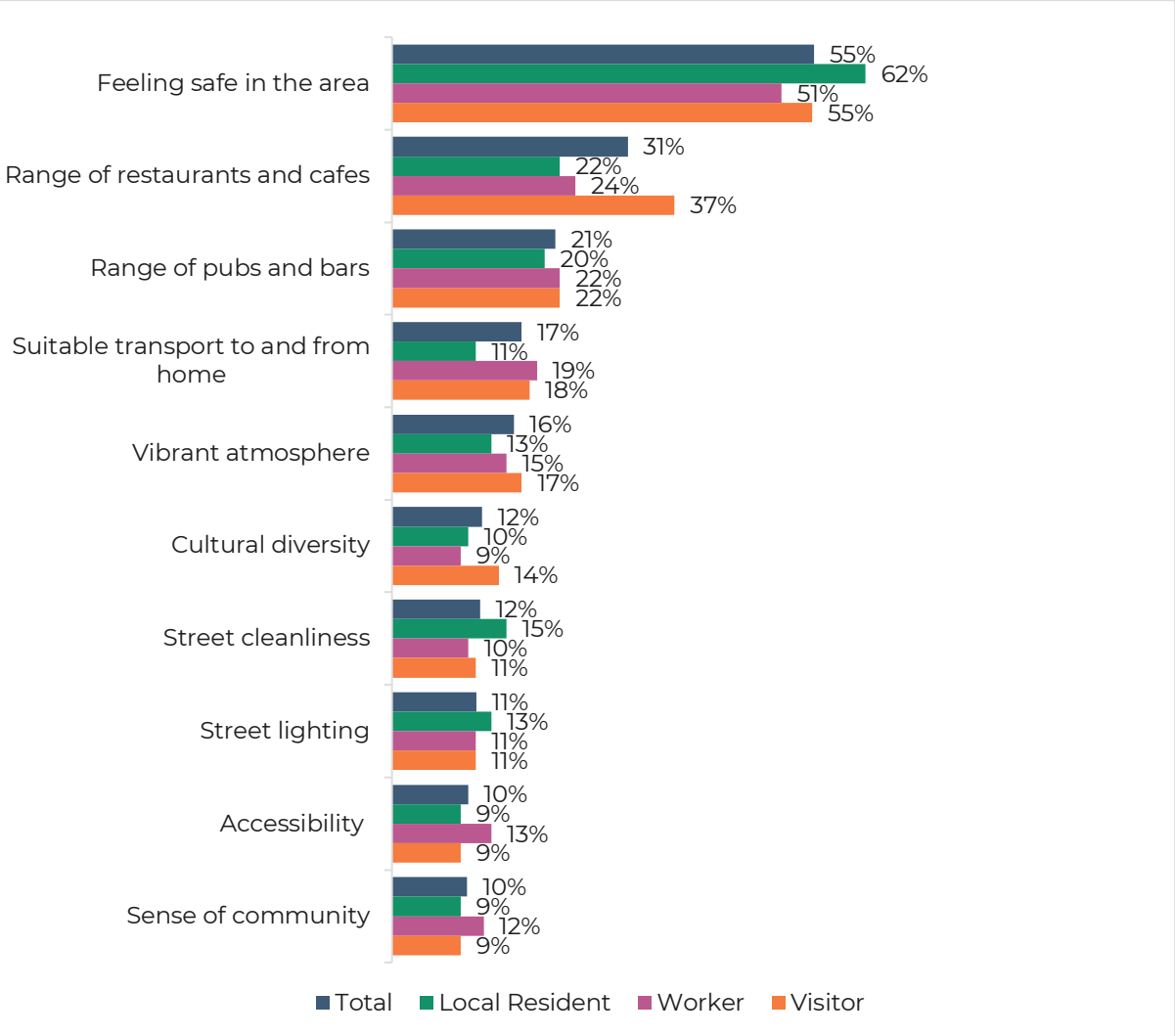
Q9. Thinking about each these services and activities in the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time do you think there are too many, too few, or about the right amount? Base: visitors (n=432)

User priorities

Users were asked to say what was most important to them when using Westminster between 6pm and 6am. The most important aspect was feeling safe in the area (55%), followed by the range of restaurants and cafes (31%), range of pubs and bars (21%) and then suitable transport to and from home (17%).

Different user groups had similar priorities, although visitors placed slightly more emphasis on the range of dining opportunities in the area. Notably, 14% of residents said that having a range of grocery shops was important to them, higher than for other groups.

Figure 8.1: Top 10 most important aspects of Westminster in the evening and night-time for different user types



Q10. Thinking about what you do in the West End/Edgware Road/Victoria Road between 6pm and 6am, in the evening and night-time, what is most important to you? Base: All respondents (n=751); Residents (n=140), Workers (n=199), Visitors (n=432). All above 10% shown.

Priorities differ by area, users in the West End selected more priorities overall – reflecting the diverse needs of users in this area. In Victoria, accessibility (22%) and amenities (12%) were a of a higher priority compared to the West End and Edgware Road. At Edgware Road, users were more likely to report another priority for the area (18% selected other). This was most commonly on issues of accessibility and making the area more pedestrian-friendly and having a range of shops (e.g. local market).

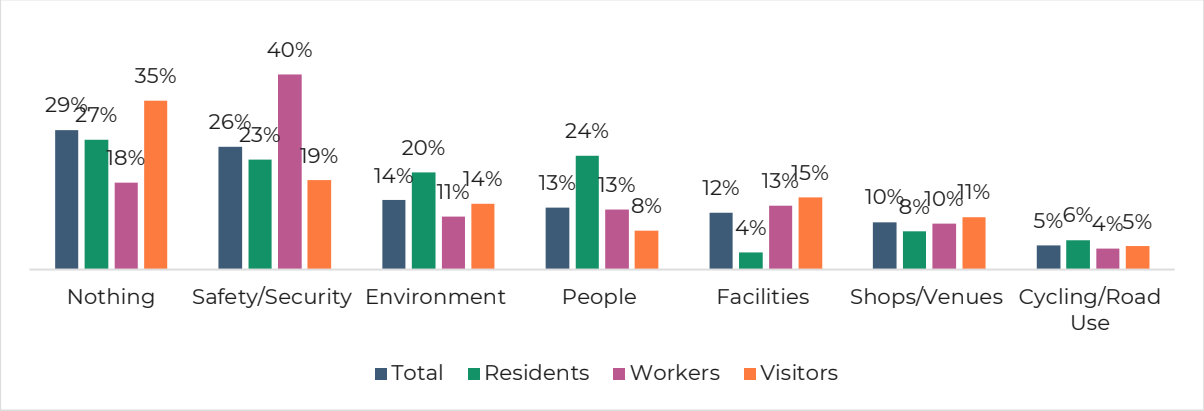
Areas for improvement or change

Users were also asked what they would change or improve about the area in the evenings and after dark. Spontaneous responses were recorded on a pre-coded list with an 'other' option which could be specified. In analysis, these responses have been grouped into six themes:

- Safety and security (including mentions of safety, CCTV, crime, policing etc.).
- Environment (including lighting, noise, signage, cleaning, green spaces etc.).
- People (including references to crowding, anti-social behaviour, drug use, homelessness and street begging).
- Facilities (including transport, seating, toilet facilities).
- Shops and venues (including references to prices, opening hours, availability of different types of shops or venues etc.).
- Cycling and road use (including cycle lanes, infringements of road rules, pedestrianisation etc.).

The most common answer was that users would not change or improve anything about Westminster after dark, cited by 29% of respondents. Following this, safety and security aspects was the most common mention among all user groups, aligning with the earlier finding that feeling safe is the most important aspect when out in Westminster after 6pm. Workers were more likely to mention changes relating to safety and security, while residents were more likely to mention issues relating to people.

Figure 9.1: Aspects that respondents would like to change/improve by user type



Q12. Thinking about the West End/Edgware Road/Victoria Road between 6pm and 6am in the evening and night-time what if anything would you like to change or improve? Base: All respondents (n=751); Residents (n=140), Workers (n=199), Visitors (n=432).

Some other notable demographic and location-based difference were also seen in the data:

- Users in Edgware Road were significantly more likely to cite safety / security issues (40%) than those in the West End (23%) and Victoria (12%).
- Those aged 18-34 (29%) and 35-49 (26%) were significantly more likely to cite safety / security issues than those aged 50 and over (12%).

Safety

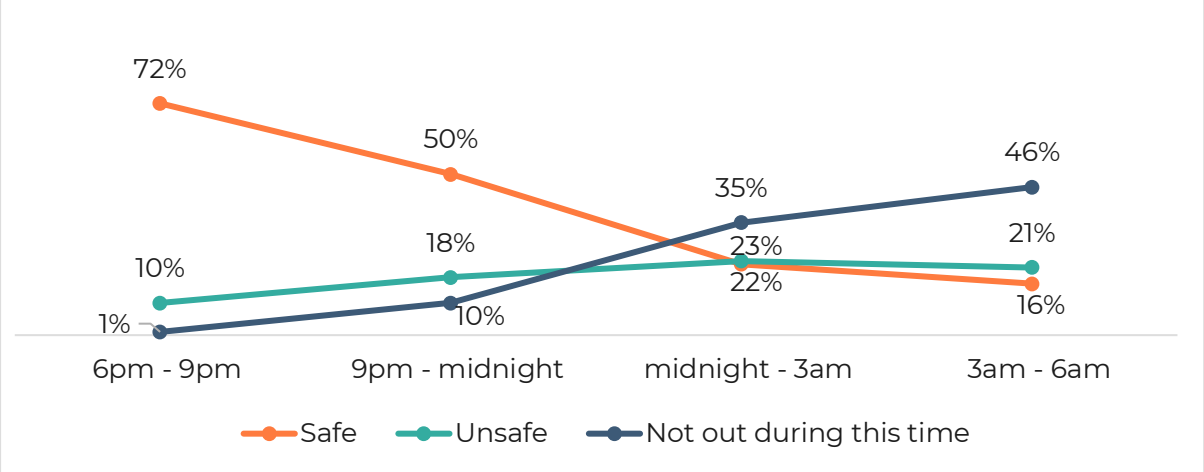
Feeling safe in Westminster between 6pm and 6am was a top priority for all users. Between 6pm and 9pm, almost three quarters of users felt very or fairly safe (72%), with 10% feeling not very or not at all safe. The proportion of users feeling safe declined later into the evening and night: between midnight and 3am only 22% of users felt safe, and only 16% between 3am and 6am.

Figure 10.1: Feelings of safety throughout the evening and night-time, total sample

Time	NET: Safe	Somewhat safe	NET: Unsafe	Not out in the area
6pm - 9pm	72%	16%	10%	1%
9pm - midnight	50%	20%	18%	10%
Midnight - 3am	22%	15%	23%	35%
3am - 6am	16%	11%	21%	46%

Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? (n=771)

Figure 10.2: Users feeling of safety in Westminster from 6pm to 6am.



Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? (n=771)

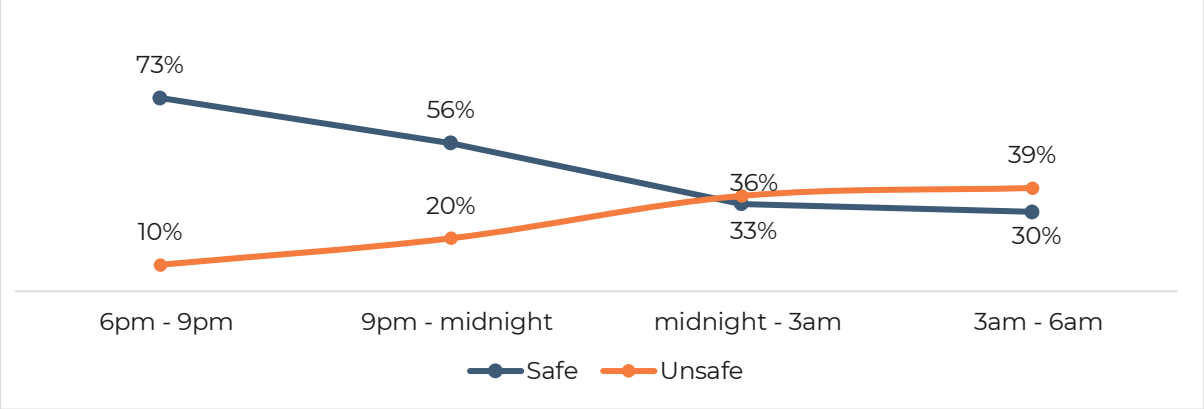
However, during the period after midnight, many users were not out in the area. When those not using the area at specific times were removed, there was a clear picture of declining feelings of safety among those using the area later into the night. After midnight, more than a third of users felt unsafe, and more than half felt only somewhat safe at best.

Figure 10.3: Feelings of safety, among those using the area at specific times

Time	NET: Safe	Somewhat safe	NET: Unsafe	Not sure
6pm - 9pm	73%	16%	10%	1%
9pm - midnight	56%	22%	20%	2%
Midnight - 3am	33%	24%	36%	7%
3am - 6am	30%	20%	39%	11%

Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? Base: those who are out in the area at the given time; 6pm-9pm (n=761), 9pm-midnight (n=695), midnight-3am (n=501), 3am-6am (n=417)

Figure 10.4: Feelings of safety, among those using the area at specific times

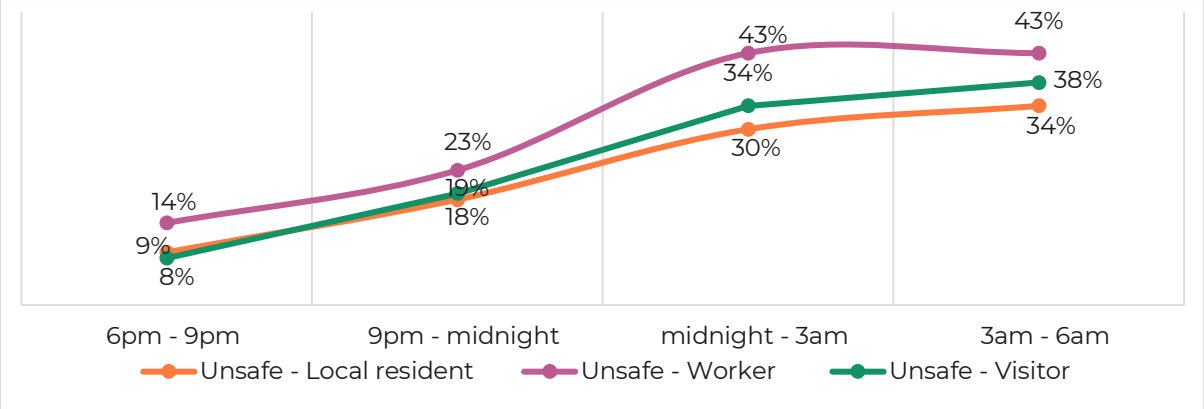


Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? Base: those who are out in the area at the given time; 6pm-9pm (n=761), 9pm-midnight (n=695), midnight-3am (n=501), 3am-6am (n=417)

Feeling unsafe in the borough was likely driven by the perceived presence of crime, rough sleepers and pickpockets, aspects already identified by users as those most disliked in Westminster between 6pm and 6am. To improve this, users suggested increased policing and CCTV of the area.

By user type, a similar trend emerged, with higher proportions of users feeling unsafe later into the evening and night. Residents were directionally (though not significantly) less likely to report feeling unsafe than other users, possibly due to their knowledge and frequent use of the area at different times of night. Workers were more likely to report feeling unsafe from midnight to 3am compared to visitors – possible an indication of whether they are in the area alone or with others.

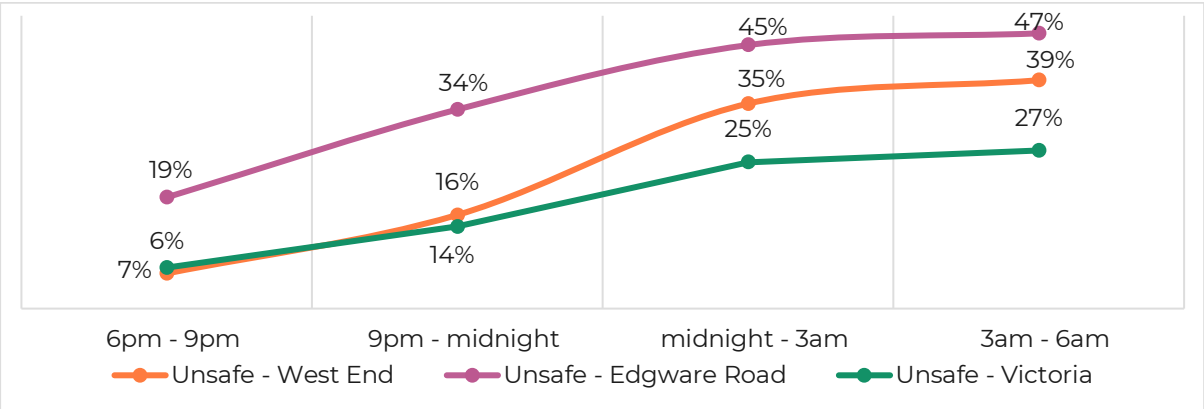
Figure 10.5: Levels of not feeling safe, among those using the area at specific times by user.



Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? Base: those who are out in the area at the given time; 6pm-9pm (resident n=140; worker n=196; visitor n=425), 9pm-midnight (resident n=136; worker n=190; visitor n=369), midnight-3am (resident n=111; worker n=156; visitor n=234), 3am-6am (resident n=92; worker n=135; visitor n=190)

By area, more users report feeling unsafe later into the evening and night, but users in Edgware Road were more likely to feel unsafe than those in other areas in Westminster. Nearly one in five users of Edgware Road reported feeling unsafe between 6pm and 9pm, compared with 7% and 6% in Victoria and the West End respectively. From midnight onwards, half of users in Edgware Road reported feeling unsafe. Significantly more users felt unsafe in Edgware Road at all times of the night compared to those in Victoria. In the West End, feelings of not being safe were relatively low from 6pm to midnight, following the same pattern as Victoria, however between midnight and 6am this increased to around one third.

Figure 10.6: Levels of not feeling safe, among those using the area at specific times by area.

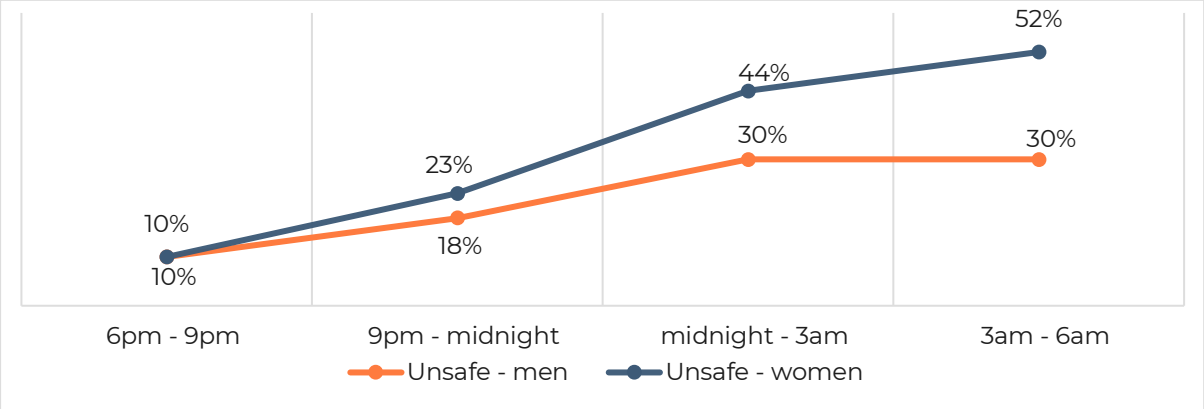


Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? Base: those who are out in the area at the given time; 6pm-9pm (West End n=391; Edgware Road n=191; Victoria n=179), 9pm-midnight (West End n=363; Edgware Road n=180; Victoria n=152), midnight-3am (West End n=265; Edgware Road n=136; Victoria n=100), 3am-6am (West End n=204; Edgware Road n=118; Victoria n=95)

There were clear differences in feelings of safety between men and women in Westminster between 6pm and 6am. Of those who were out in the area at the time, there was no difference between 6pm and 9pm (when footfall is highest), but the gap grows with time with women more

likely than men to report feeling unsafe between midnight and 6am. Over half of women reported feeling unsafe from 3am to 6am. Where users were asked what they dislike about Westminster between 6pm and 6am, women (21%) were significantly more likely than men (13%) to say they had safety or security concerns.

Figure 10.7: Levels of not feeling safe, excluding those not using the area at specific times by gender



Q8. How safe, if at all, do you feel when out in the West End/Edgware Road/Victoria Road during each the following times in the evening and night-time? Base: those who are out in the area at the given time; 6pm-9pm (men n=410; women n=344), 9pm-midnight (men n=384; women n=304), midnight-3am (men n=291; women n=204), 3am-6am (men n=249; women n=163)

Survey data showed that men (75%) were more likely to frequently be out in Westminster between 6pm and 6am compared to women (68%); and men were more likely to be out alone (52%) compared to women (38%). While safety was the top priority for all users, significantly more women (63%) said safety was the most important factor to them when thinking about what they did while out in Westminster between 6pm and 6am (compared to 49% of men). It is therefore likely that women's use of the Westminster area is limited by feelings of safety and security.

Conclusions and recommendations

Overall, the findings indicated that users of Westminster between 6pm and 6am were happy with what the borough, reporting a positive experience and satisfaction. Westminster after dark offered a variety of provision to different user types, whether they were local residents, workers or visitors across the three fieldwork areas (the West End, Edgware Road and Victoria). While findings indicated a largely positive picture with no major issues, there were areas of focus for improvement identified within the data.

Areas for improvement or change in Westminster after dark

The provision of amenities was identified as an area for improvement. Across Westminster, amenities were the lowest rated aspect of the area, with 38% of all users rating the amenities as poor or very poor. While amenities were rated poorly by all users, this was particularly evident among residents, half (52%) of whom rated them as poor. Further, more than half of users (54%) said that there were too few amenities in the local area (67% of residents), so improving both the quantity and quality of provision should be prioritised.

Green and open spaces were also highlighted as an offer that Westminster does not have enough of – with 29% saying there were too few spaces to use between 6pm to 6am, higher among workers in the West End. This survey was conducted in the summer months, when green spaces can be used more frequently in the evenings.

Priorities and needs of Westminster after dark users

A key priority for users when using Westminster after dark was their safety. The data showed how users in Westminster felt progressively less safe later in the evening and night. While relatively few felt unsafe from 6pm to midnight, this increased from 9pm to midnight and into the early morning.

Users in Edgware Road were more likely to report feeling unsafe than those in the West End and Victoria at all times from 6pm to 6am – highlighting a key area of focus. Women and workers were more likely than other user groups to report feeling unsafe from midnight onwards.

Feeling safe was the top priority for users of Westminster – over half of people said this was important to them when in the borough between 6pm and 6am. More women considered feeling safe as a priority than men.

When asked how the area could be improved, safety and security including CCTV, policing and crime was the top answer , Feelings of safety in Westminster after dark could therefore be improved, specifically addressing Edgware Road and the feeling of safety and security among workers and women.

Appendix

Figure 11.1: Demographic breakdown of sample

	%	Total	Residents	Workers	Visitors
Total	**100%**	**771**	**140**	**199**	**432**
Gender					
Male	**54%**	**417**	57%	62%	50%
Female	**45%**	**347**	42%	37%	50%
Age					
18-24	**21%**	**164**	11%	18%	26%
25-29	**23%**	**179**	25%	31%	19%
30-34	**15%**	**117**	16%	23%	12%
35-39	**9%**	**70**	12%	7%	9%
40-44	**8%**	**59**	6%	8%	8%
45-49	**7%**	**51**	9%	6%	6%
50-54	**6%**	**44**	6%	3%	7%
54-59	**4%**	**34**	4%	3%	5%
60-64	**3%**	**25**	5%	2%	3%
65-69	**2%**	**15**	1%	1%	3%
70-74	**1%**	**7**	2%	1%	1%
75 and over	**1%**	**6**	2%	1%	0%
NET: 18-34	**60%**	**460**	52%	71%	57%
NET: 35-49	**23%**	**180**	27%	20%	24%
NET: 50+	**17%**	**131**	21%	9%	19%
Ethnicity (excluding international visitors)					
White	**50%**	**311**	56%	48%	48%
Mixed or multiple	**6%**	**37**	6%	7%	6%
Asian	**20%**	**124**	14%	20%	22%
Black	**15%**	**92**	9%	20%	14%
Other	**10%**	**60**	15%	5%	10%
Disability					
No	**94%**	**724**	93%	95%	94%
Prefer not to say	**2%**	**13**	2%	2%	2%
NET: Yes	**4%**	**34**	5%	4%	5%

Demographic Questions. Base: all users (n=771) local residents (n=140), workers (n=199), visitors (n=432)