Public

Westminster City Council
Queensway North Scheme

Consultation Report

November 2025

UK-70094049

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Executive summary

This report summarises the recent consultation for the Queensway North Scheme. The consultation sought to gather feedback, identify concerns and inform the next phase of decision-making for the Traffic Management Order. This report outlines the project background, the approach to consultation, the key themes received via stakeholder feedback and the next steps for the project.

Westminster City Council is progressing plans to improve the public space along Queensway North, between Porchester Gardens and Bishops Bridge Road. This proposal aims to revitalise the northern section of the Queensway corridor by enhancing safety and accessibility and supporting active travel. The proposed design focuses on narrowing the existing carriageway, which is intended to discourage double parking and address longstanding issues related to indiscriminate loading and kerbside activity. The design aims to improve pedestrian convenience and accessibility by widening the footpath, facilitating safe and structured active travel spaces for pedestrians and road users, while also enhancing the visual appeal and ecological benefits of the streetscape.

The consultation took place between 12 August and 21 September 2025, with information about the proposals available online and through promotional materials. An online questionnaire asked the public to provide feedback on the proposed design and answer optional demographic questions.

A total of 85 respondents completed the online questionnaire, and an additional six respondents submitted queries to the consultation team via email. In summary:

- 38% strongly agree with the Queensway North Scheme
- 32% agree with the Queensway North Scheme
- 13% neither agree nor disagree with the Queensway North Scheme
- 9% disagree with the Queensway North Scheme
- 8% strongly disagree with the Queensway North Scheme

Most questionnaire feedback was positive, noting potential benefits like wider footpaths and more greenery. However, some respondents expressed concerns about insufficient cycling infrastructure, such as the need for more cycle lanes, and provided negative views of current storefronts.

The project team has reviewed the feedback from the consultation and will use it to refine the scheme design in detail, addressing concerns and guiding the planning of the decision making process as the scheme progresses.

1. Introduction

1.2 Purpose of this report

1.2.1 Westminster City Council conducted a public consultation on proposals to continue regenerating Queensway through improvements to the public realm between 12 August and 21 September 2025. In addition to documenting the process, this report presents the results of the analysis of feedback received in response to the consultation.

1.3 Background

1.3.1 Westminster City Council is progressing proposals to improve the public realm along Queensway North, between Porchester Gardens and Bishops Bridge Road. This initiative forms part of the Council's wider commitment to delivering a Fairer Westminster, an inclusive, sustainable and people-focused city.

1.3.2 Westminster City Council defines public realm as “all the physically and visually public, accessible space which forms the setting for human interaction, such as streets, pavements, forecourts, squares, parks, open spaces and building façades.” In this context, the Queensway scheme aims to enhance the quality and functionality of these spaces by providing a safer, greener, and more welcoming environment.

1.3.3 This scheme builds on the earlier stages of public realm improvements, which focused on the middle and southern sections of Queensway between Porchester Gardens and Bayswater Road in January 2020 and May 2021, as further explained in Section 1.4 of this report.

1.4 About the proposals

1.4.1 Westminster City Council is proposing a series of public realm improvements along Queensway, extending from Porchester Gardens to Bishops Bridge Road. These proposals form Phase 2 of the Queensway North Scheme and build upon the benefits delivered during Phase 1 (2020-2021), which focused on the section between Bayswater Road and Porchester Gardens.

1.4.2 The proposals aim to revitalise the northern section of the Queensway corridor by enhancing safety, accessibility, and supporting active travel. The proposed design focuses on enhancing pedestrian comfort, facilitating smooth movement between shared spaces, and ensuring safety, while also enhancing the visual appeal and ecological benefits of the streetscape. These plans aim to establish a cohesive, high-quality public space that reflects local character, fosters inclusive community cohesion and supports sustainable transportation.

1.4.3 The current proposals for Queensway North can be seen in Figure 1.1 and include:

Key elements of the scheme:

- **Carriageway Reduction:** The existing carriageway, which currently varies in width up to 12 metres, would be narrowed to a consistent width of 4.8 metres between Redan Place and Porchester Gardens. This intervention is intended to discourage double parking and address longstanding issues related to indiscriminate loading and kerbside activity.
- **Footway Widening:** Pavements would be widened to align with the improvements delivered in Phase 1, supporting increased pedestrian capacity and comfort.
- **Greening and Cycle Infrastructure:** New trees and cycle racks would be introduced throughout the corridor. The number of trees shown in the design represents a minimum commitment; additional planting would be pursued where below-ground conditions permit.
- **Kerbside Management:** Loading, parking and taxi bays would be relocated to improve operational efficiency and reduce vehicle dominance. All bays would be designed flush with the footway to ensure accessibility. When not in use, loading bays would function as part of the pedestrian space.

Junction-specific improvements:

Queensway and Redan Place Junction

- Enhanced pedestrian crossing points and expanded pedestrian areas
- New cycle parking and tree planting
- Removal of the two-lane southbound merge to improve road safety

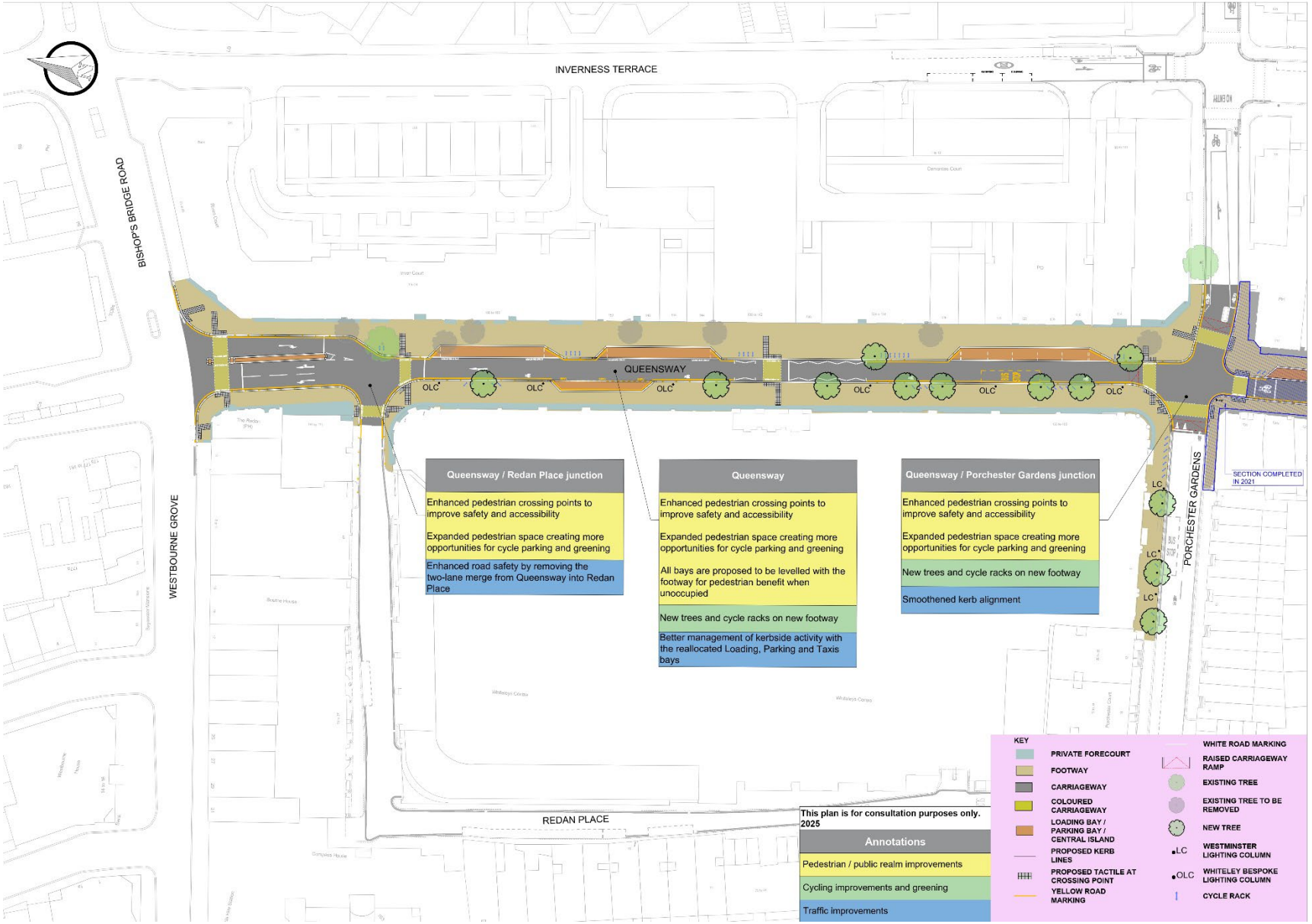
Queensway (mid-section)

- Improved pedestrian crossing and expanded footways
- New cycle parking and tree planting, with flexibility for additional trees subject to underground conditions
- Reallocation of kerbside uses to better manage loading and parking
- Level design of bays to support pedestrian access and multifunctional use

Queensway and Porchester Gardens Junction

- Enhanced pedestrian crossings and expanded pedestrian areas
- New cycle parking and tree planting
- Consistent kerb alignment in line with Phase 1 improvement

Figure 1.1 Queensway proposal drawing



1.5 Previous engagement and local context

1.5.1 Westminster City Council first carried out public realm improvements along the middle and southern sections of Queensway, from Porchester Gardens to Bayswater Road, between January 2020 and May 2021.

1.5.2 This initial phase enhanced pedestrian safety, accessibility and overall street quality. Key interventions included narrowing the carriageway to discourage double parking, widening footways to support pedestrian movement and upgrading crossing points to reduce conflict between road users.

1.5.3 However, after completing the initial phase of the public realm improvements (Phase 1), work was temporarily paused. This pause was necessary to facilitate the redevelopment process of the nearby Whiteley Shopping Centre, a significant and large-scale project in the area, which is scheduled for completion between 2023 and 2026.

1.5.4 Given the scale and importance of this redevelopment, Westminster City Council recognised the necessity of coordinating improvements to the public spaces around the area with the ongoing construction activities.

1.5.5 Before launching the Phase 2 consultation, Westminster City Council carried out public engagement and preparatory activities to inform the proposals and maintain consistency with earlier stages of the Queensway North Scheme.

1.5.6 Phase 2 of the scheme is designed to build upon the efforts initiated in Phase 1, with a focus on the ongoing regeneration of Queensway. Building on the scope of works that took place in Phase 1, this next phase aims to further enhance the area's infrastructure, aesthetics, and public spaces, aligning with the overall vision for the development. The continuation of the project reflects a commitment to revitalising Queensway, making it a more vibrant, accessible, and attractive destination for residents and visitors alike.

2. Consultation approach

2.1 Consultation period

2.1.1 The consultation ran from 9:00am on 12 August to 11:59pm on 21 September 2025.

2.1.2 The consultation ran for more than five weeks, which is longer than the usual consultation duration for schemes of this type, in recognition of the school summer holiday period and to ensure that everyone who wanted to participate had the opportunity to do so.

2.2 Consultation purpose

2.2.1 The purpose of the consultation is to enable an informed decision-making process for the revitalisation of the northern section of the Queensway corridor.

2.2.2 The consultation aimed to engage a wide and diverse audience across the Queensway area of Westminster. The consultation sought feedback on respondents' general agreement with the proposals and more detailed input to help refine the design.

2.2.3 Efforts were made to ensure accessibility for people of all ages and abilities. This included promoting the consultation through various channels and formats, such as social media platforms and printed materials.

2.2.4 To guide outreach and ensure relevance, a defined consultation zone was established based on a 50m radius surrounding the entire length of Queensway. The consultation zone informed the distribution of consultation postcards to local addresses and acknowledged that people passing through the area would have opportunities to participate.

2.2.5 This boundary encompassed properties, businesses, and local community spaces most likely to be directly affected by the proposed scheme, helping to focus engagement on those with a clear geographic and functional connection to the Queensway area, as shown in Figure 2.1 below.

Figure 2.1 – Queensway Consultation Distribution Zone



2.3 Consultation materials and promotional channels

2.3.1 A range of materials were produced for the consultation to help prospective respondents understand the proposals and submit informed comments. The materials were promoted via several communication channels to raise awareness and encourage participation. These are detailed below and in Appendix A.

Consultation website (https://queenswaynorthpublicconsultation.commonplace.is/)

A dedicated consultation website was created for the purpose of consultation. The website was launched to the public at 9:00am Tuesday 12 August 2025. The consultation website contained four pages (or "tiles") that visitors could click through: FAQs, timeline, questionnaire, and Queensway proposals. A summary of the statistics of engagement from the consultation website can be seen in Figure 2.2. Appendix B includes full details of the website content.

Online questionnaire: A consultation questionnaire, hosted on the Commonplace website, was designed to gather views and feedback on the proposed design. This included a total of ten questions, six of which related directly to the proposals.

The first six questions asked for information about the respondents, such as whether they were local residents or workers, how often they spent time in the area, and sought feedback on the proposed scheme. The last four were optional questions, designed to understand the demographics of those responding. This questionnaire was hosted on the consultation website, and a hard copy was made available on request.

Emails issued: To promote the consultation to stakeholders, an email was sent from the project email address to the Section 6 consultation stakeholder list on Tuesday, 12 August 2025, reaching 191 email addresses. The Section 6 list, provided by Westminster City Council, includes contacts for councillors, resident associations, statutory bodies, and adjoining boroughs.

The email notified stakeholders that the consultation had launched, inviting them to review proposals on the website and answer the questionnaire.

A second email was issued halfway through the consultation period, on Wednesday, 3 September 2025, to 186 email addresses. This follow-up email served as a reminder to encourage participation and to highlight that the consultation period was nearing its end. The slight reduction in the number of recipients was due to email addresses that had either unsubscribed or bounced following the initial distribution.

Emails received: A designated project email address was set up for the consultation period. This was used across promotional materials to encourage people to contact the project team if they needed further information or had questions.

Throughout the consultation period, a total of four emails were received requesting further information about the proposals at the project email address. Additionally, two emails were sent to the Westminster City Council projects team.

Lamppost wraps: Lamppost wraps were produced to promote the consultation. These triangular wraps featured images of the proposed scheme, QR codes, and URLs for the consultation website, along with dates for the consultation and contact details. The wraps were installed on 16 lampposts surrounding Queensway, including on Redan Place, Porchester Gardens and Westbourne Grove. Examples of the lamppost wraps, and their locations, are shown in Appendix A.

Postcards: To promote the consultation, postcards were delivered to 775 addresses in the local area. A distribution boundary of 50m around the proposed Queensway scheme was agreed upon in advance, as seen in Figure 2.1. The postcards served as a call to action, encouraging people to share their thoughts on the project by scanning a QR code that directed them to the consultation website. A copy of the postcard is provided in Appendix A.

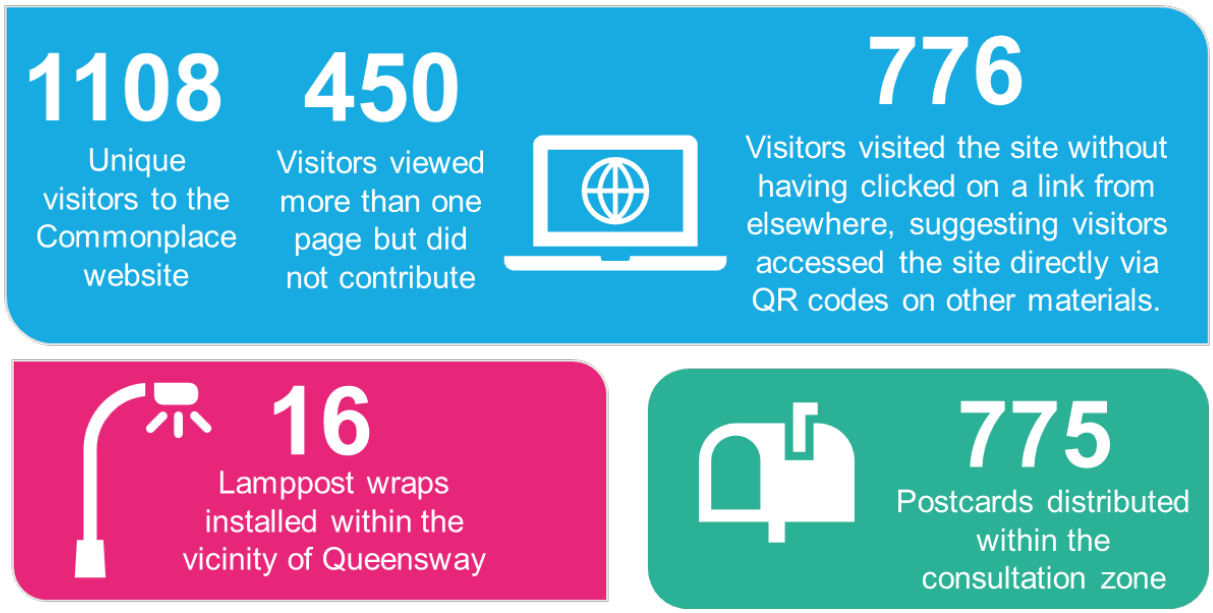
Poster: A promotional poster was displayed on the TV screens at the Paddington Library. The poster contained a summary of the project scheme, highlighting key features of the proposal, and invited people to find out more information by visiting the website. The poster contained information on the consultation timings and included a QR code that directed users to the consultation page. A copy of the poster is shown in Appendix A.

Stakeholder Meetings: Westminster City Council and the developers of Whiteleys held an on-site meeting on Wednesday, 10 September 2025 to review aspects of the proposals outside of their frontage. Westminster City Council was invited to a meeting with the Chair of a local residents' association on Wednesday, 8 October 2025, organised by a local Councillor to discuss the proposals. Further details on both meetings are provided in Section 3.6 of this report.

2.3.2 All promotional materials were created in a style intended to enable people to access information at a comfortable, non-technical level.

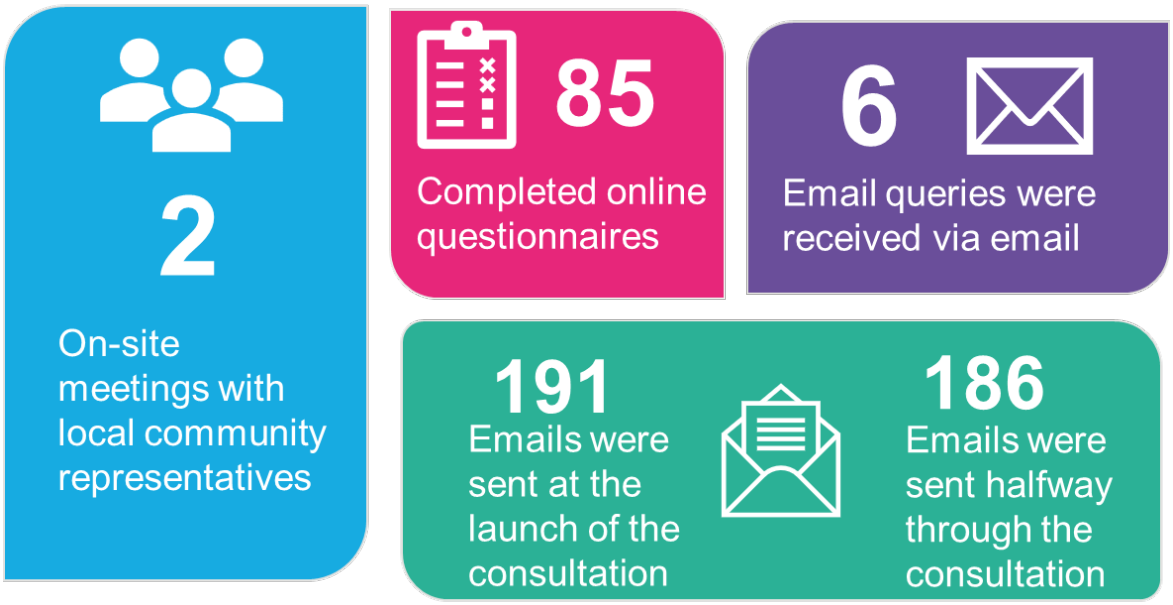
2.3.3 A summary of the communication outcomes can be seen below in Figure 2.2.

Figure 2.2 – Communications summary



2.3.4 All feedback received, via all methods, was sent to Westminster City Council and the project technical team for consideration. A summary of consultation outcomes can be seen below in Figure 2.3.

Figure 2.3 – Consultation outcomes summary



2.4 Analysis methodology

2.4.1 The questionnaire consisted of one open (free text) and nine closed questions, where respondents could choose from a pre-populated set of options. A copy of the questionnaire is available in Appendix B.

2.4.2 The analysis of responses was subject to a series of quality assurance checks to ensure consistency and accuracy throughout the process. All responses across all feedback methods were checked for duplicate submissions to ensure they were considered as one response.

2.4.3 Three submissions were identified as potential duplicates during the consultation, by identification code (automatically assigned via IP address upon completion of the online questionnaire). One submission was excluded from the dataset due to identical wording across both entries. The remaining two were kept because their responses varied in content, and so could have been from different respondents sharing the same IP address.

Closed questions

2.4.4 There were five closed questions on the proposals and four optional demographic survey questions, which allowed respondents to choose their preferences from pre-populated choices. These questions provided quantitative data that allowed preferences to be easily compared. The results of the questionnaire's closed questions are presented in Section 3.2, and the demographic survey results are provided in Section 4.

Open question (free-text)

2.4.5 The questionnaire included one open question, asking respondents if they had further suggestions or comments for the proposed Queensway North Scheme.

2.4.6 Open question responses were analysed to identify community perception from the data. To ensure a consistent and structured approach to interpreting qualitative feedback, all open responses were subject to a thematic coding process. This involved translating free-text comments into a series of numeric codes, each representing a distinct theme or area of comment. The coding enabled categorisation of responses and allowed for quantitative analysis of recurring topics.

2.4.7 A code frame was developed by reviewing a large sample of responses and identifying common themes. Each theme was assigned a unique code, and the frame was refined through iterative reviews to incorporate any new topics that emerged during the coding process. To maintain consistency and accuracy, the coding was subject to quality assurance checks, including random sampling of coded responses to verify adherence to coding rules and identify any discrepancies.

2.4.8 A detailed analysis of the results from the open-text questions is available in Section 3.4. The six emails that were received during the consultation have also been analysed and summarised separately within Section 3.

3. Responses to the consultation

3.1 Introduction

3.1.1 There were 85 responses to the consultation via the questionnaire on the Commonplace website. However, one response was identified as a duplicate and was removed, bringing the total number of responses received via the website to 84.

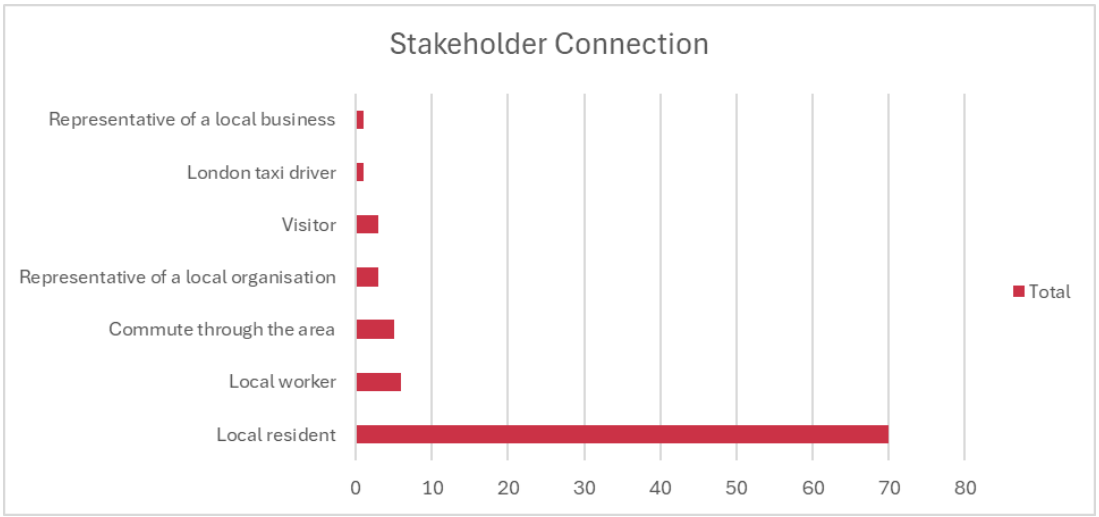
3.2 Closed question analysis

3.2.1 Questions one to four and question six in the questionnaire were closed questions, and the results are analysed below. The closed questions were mandatory, with some requiring multiple answers to be selected; therefore, the response rate for each question may vary. Percentages are rounded to the nearest whole number; as a result, totals may not equal 100. The questionnaire contained four optional demographic questions, which allowed participants to provide additional information about themselves. The responses to the closed questions are discussed in detail within this section.

Respondent connection to Westminster

3.2.2 Question one asked respondents to describe their connection to Westminster, allowing multiple responses to be selected if applicable. There were 89 selections across all categories presented from the 84 respondents. Full details can be seen in Figure 3.1.

Figure 3.1 – Question 1: Which of the following best describes you?



Base: (n:89)

3.2.3 Most respondents identified as local residents (70 selections, 83% of the 84 respondents), with a smaller number indicating they were local workers (six selections, 7%).

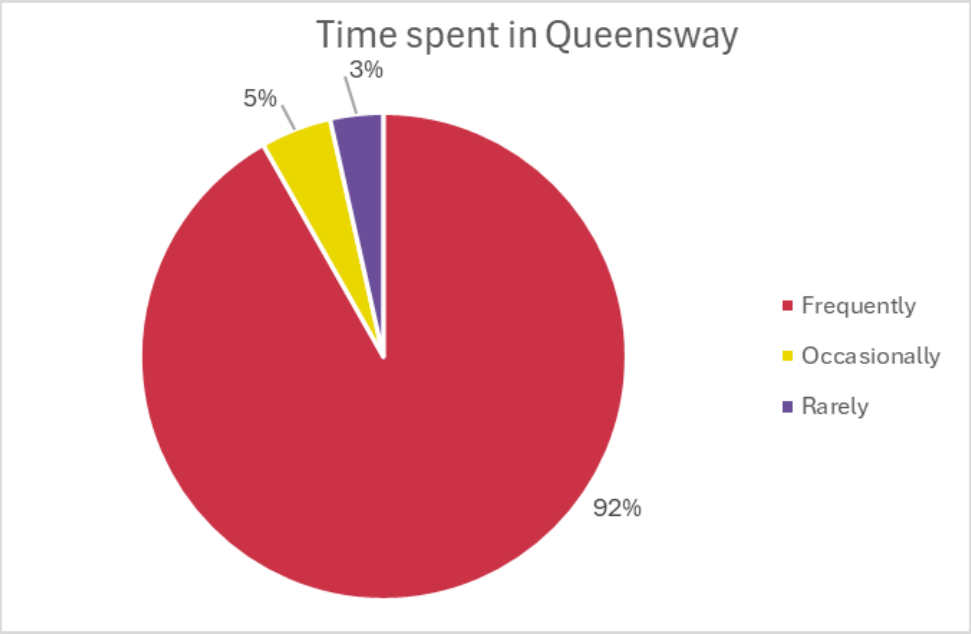
3.2.4 5 selected (6%), they commute through the area, and there were three representatives of a local organisation (3%). Three selected visitors to the area (3%) One respondent (1%) identified their connection to the area as a representative of a local business, and one respondent (1%) selected 'add something else' and described their connection to the area as a London taxi driver.

Time spent in Queensway

3.2.5 Question two asked respondents whether they currently walk through or spend time in the area. This question was included to understand how many people actively use the Queensway area and, by extension, how many may benefit from the proposed public realm improvements.

3.2.6 A total of 84 people provided a response to question two, as seen in Figure 3.2.

Figure 3.2 – Question 2: Do you currently walk through or spend time in this area?



Base: (n:85)

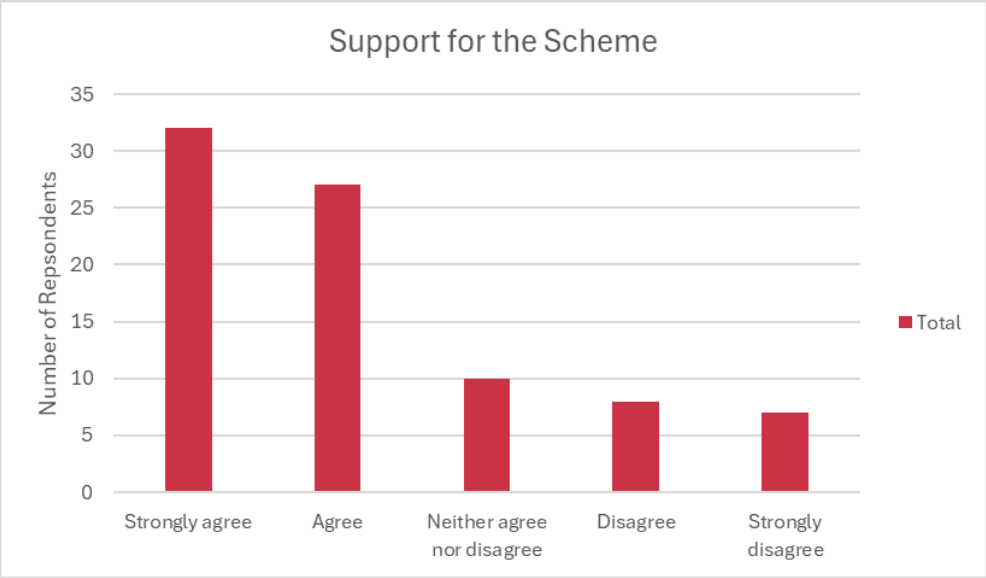
3.2.7 The majority of respondents - 78 respondents (92%) - indicated that they frequently walk through or spend time in the area. A small number of four respondents (5%) stated they visited occasionally, and three respondents (3%) indicated they visited rarely.

Support for the scheme

3.2.8 Question three asked respondents how they felt about the proposals for the Queensway North Scheme. This question was intended to gauge overall sentiment towards the proposed changes and to identify the level of support or opposition.

3.2.9 A total of 84 people provided a response to question three, as seen in Figure 3.3.

Figure 3.3 – Question 3: How do you feel about the proposals for the Queensway North Scheme?



Base: (n:84)

3.2.10 A combined total of 59 respondents (70%) expressed support for the proposed changes to some extent, with 32 respondents (38%) strongly agreeing with the proposals and 27 respondents (32%) agreeing.

3.2.11 10 respondents (12%) were neutral, selecting 'neither agree nor disagree'.

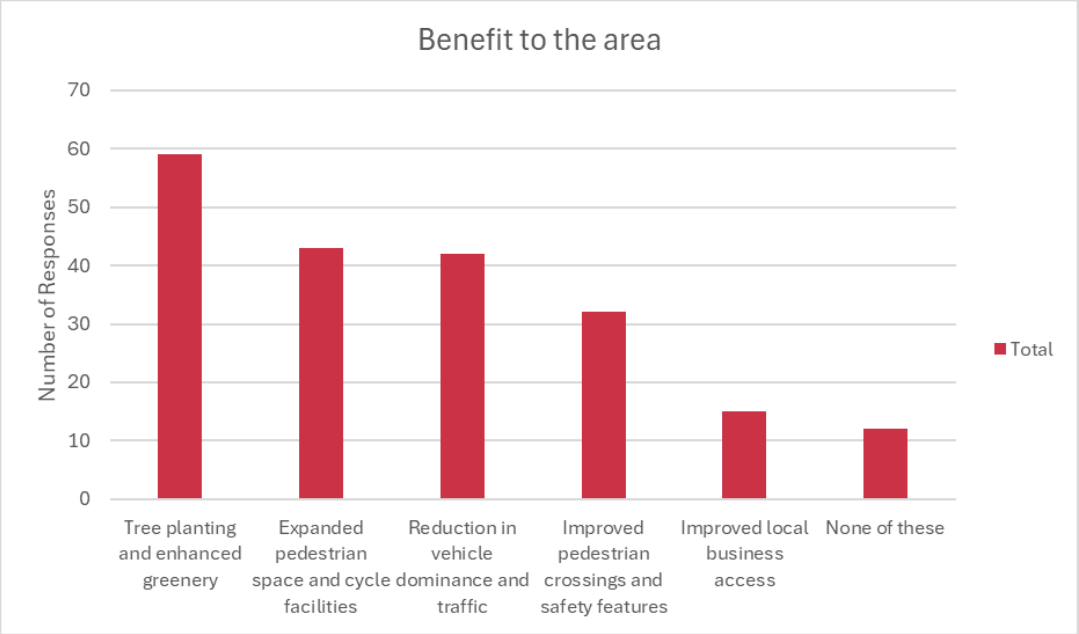
3.2.12 A combined total of 15 respondents (18%) expressed opposition to the proposed changes, with eight respondents (9%) disagreeing and seven respondents (8%) strongly disagreeing with the proposals.

Benefit to the area

3.2.13 Question four asked respondents which proposed improvements they felt would benefit the area the most. This question aimed to identify which elements of the scheme were considered most valuable to improving the public realm.

3.2.14 Respondents were able to select more than one option, resulting in a total of 203 selections across all categories presented. Full details can be seen in Figure 3.4.

Figure 3.4 – Question 4: Which proposed improvements do you feel will benefit the area most?



Base: (n:203)

3.2.15 The most frequently selected improvement was tree planting and enhanced greenery, chosen 59 times (70%). This reflects strong support for improving the public realm's environmental and aesthetic aspects.

3.2.16 Expanded pedestrian space and cycle facilities were selected 43 times (51%) by respondents, while 42 selections (50%) supported a reduction in vehicle dominance and traffic in the area. These responses suggest a public preference for safer, more accessible streets.

3.2.17 Improved pedestrian crossing and safety features received 32 selections (38%) by respondents, indicating continued interest in walkability and safety. Improved local business access was selected 15 times (18%) by respondents.

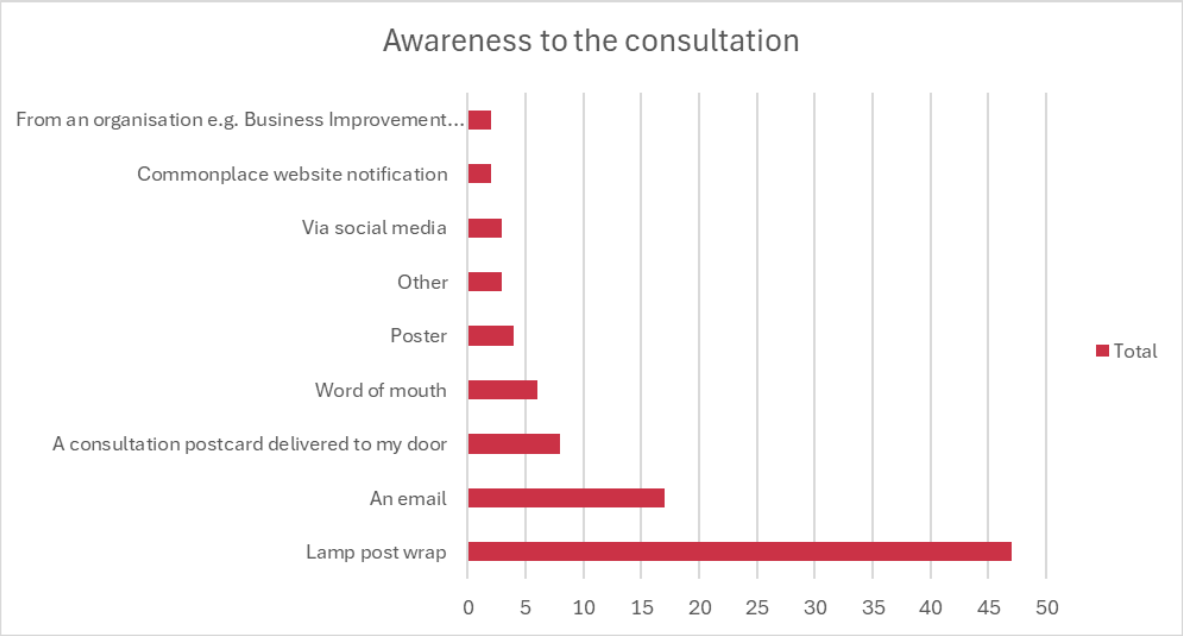
3.2.18 A small number of respondents selected ‘none of these’ (12 selections), indicating that 14% of responses had limited support for any of the proposed improvements presented.

Awareness of the consultation

3.2.19 Question six asked people how they heard about the consultation, to assess the reach and effectiveness of the promotional channels used. Respondents were asked to select one or more from the eight options provided.

3.2.20 Resulting in a total of 92 recorded responses and seen in Figure 3.5.

Figure 3.5 – Question 6: How did you hear about this consultation?



Base: (n:92)

3.2.21 The most common source of awareness was the lamppost wrap, selected by 47 respondents (56%). Email notifications followed, selected by 17 respondents (20%).

3.2.22 Other methods included consultation postcards delivered to homes (eight respondents, 10%), word of mouth (six respondents, 7%), and posters (four respondents, 5%).

3.2.23 Social media and the 'other' category were each selected by three respondents (4%), while the Commonplace notification and communications from organisations such as local businesses or community groups were each selected by two respondents (2%).

3.3 Open question analysis

3.3.1 Question five asked respondents if they had any further suggestions or comments for the Queensway North scheme.

3.3.2 In total, 56 comments were received.

3.3.3 To support a structured analysis of the open-text responses, each comment was categorised according to the recurring themes presented. This thematic coding process revealed several areas of focus among the 56 comments.

3.3.4 The five most frequently coded themes are explored in greater detail in Section 3.4, which provides supporting commentary and illustrative examples from the responses.

3.3.5 The most commonly raised topics included alternative design suggestions (12 comments) and negative perceptions of existing or vacant shopfronts (12 comments).

3.3.6 These were closely followed by requests for more refined or detailed designs to be presented (10 comments), as well as alternative ideas concerning pedestrian and cycle infrastructure (10 comments).

3.3.7 Other frequently mentioned themes included requests for improved cycle provisions (nine comments), additional greenery or shrubbery (nine comments), and comments that were outside the scheme's scope (seven comments). Several respondents expressed a desire for higher-quality retail offerings (seven comments), raised concerns about funding priorities (six comments) or asked for greater clarity in the consultation materials (five comments).

3.3.8 Operational and street-level issues were also identified, such as traffic enforcement (five comments), provision for loading, parking and taxi bays (five comments), bike clutter (five comments), and safety concerns regarding electric bikes and scooters (five comments). A small number of respondents called for full pedestrianisation of Queensway (five comments). Others mentioned antisocial behaviour (four comments), commercial waste and littering (four comments), and expressed support for the proposed design (four comments).

3.3.9 Less frequently mentioned but still relevant themes included opposition to the scheme (one comment), suggestions to expand its scope (one comment), maintenance of greenery (one comment), and concerns regarding accessibility and safety for pedestrians and cyclists (one comment each).

3.3.10 To see the complete list of themes, refer to Appendix C.

3.4 Open question feedback

3.4.1 The five most frequently coded themes are explored in greater detail below, which provides supporting commentary and illustrative examples from the responses.

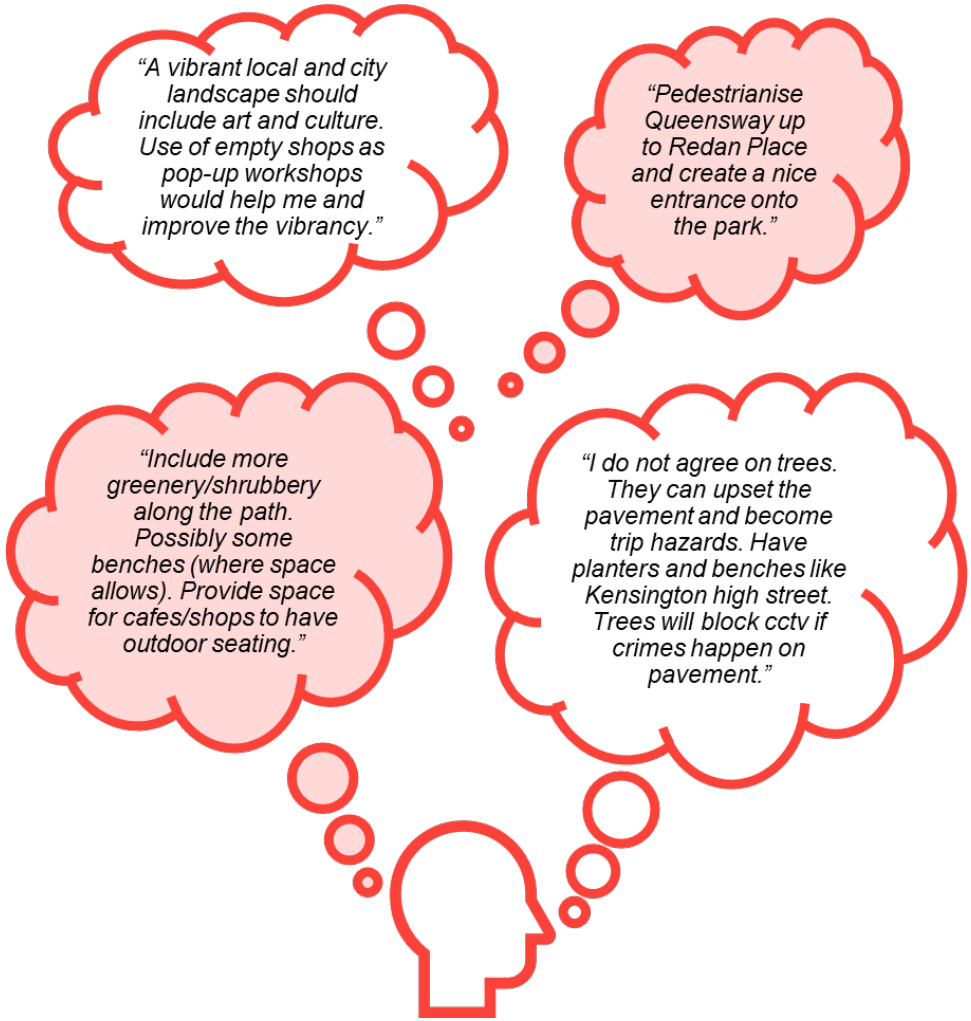
Top themes

Alternative design suggestions

3.4.2 Twelve respondents used the open-text question to propose alternative design ideas that suggested making Queensway more inclusive, distinctive, and functional.

3.4.3 Suggestions ranged from reinstating public seating to incorporating cultural elements such as public art and creative pop-ups in empty shopfronts.

3.4.4 While some praised the addition of greenery and planters, others raised concerns about tree placement, citing safety and maintenance issues that should be considered in the design.



Negative perceptions of existing shopfronts

3.4.5 Twelve respondents expressed dissatisfaction with the current retail environment along Queensway, particularly regarding the empty units. This reflects a broader concern that extends beyond the scheme's scope, and respondents expressed concern that the success of public realm improvements would be closely linked to the quality and character of the surrounding businesses.

3.4.6 Comments described the existing retail stores as “dodgy” and “uninviting”. Others lamented the loss of familiar high street services, such as the Post Office and Boots, and criticised the rise of “tourist shops” that feel disconnected from local needs.

3.4.7 While some feedback focused on the types of business, others felt the aesthetic remained uninspiring, suggesting that revitalising the retail mix and visual identity of Queensway is essential to complement public realm improvements.



Further refined and detailed designs needed

3.4.8 Ten respondents highlighted a need for greater clarity on specific design elements, such as the location of the taxi rank and its relationship to other street features, such as dockless e-bikes or scooter bays.

3.4.9 Others requested more comprehensive drawings that included signage, road markings, and street furniture, noting that these details are essential for understanding how the scheme will function in practice.



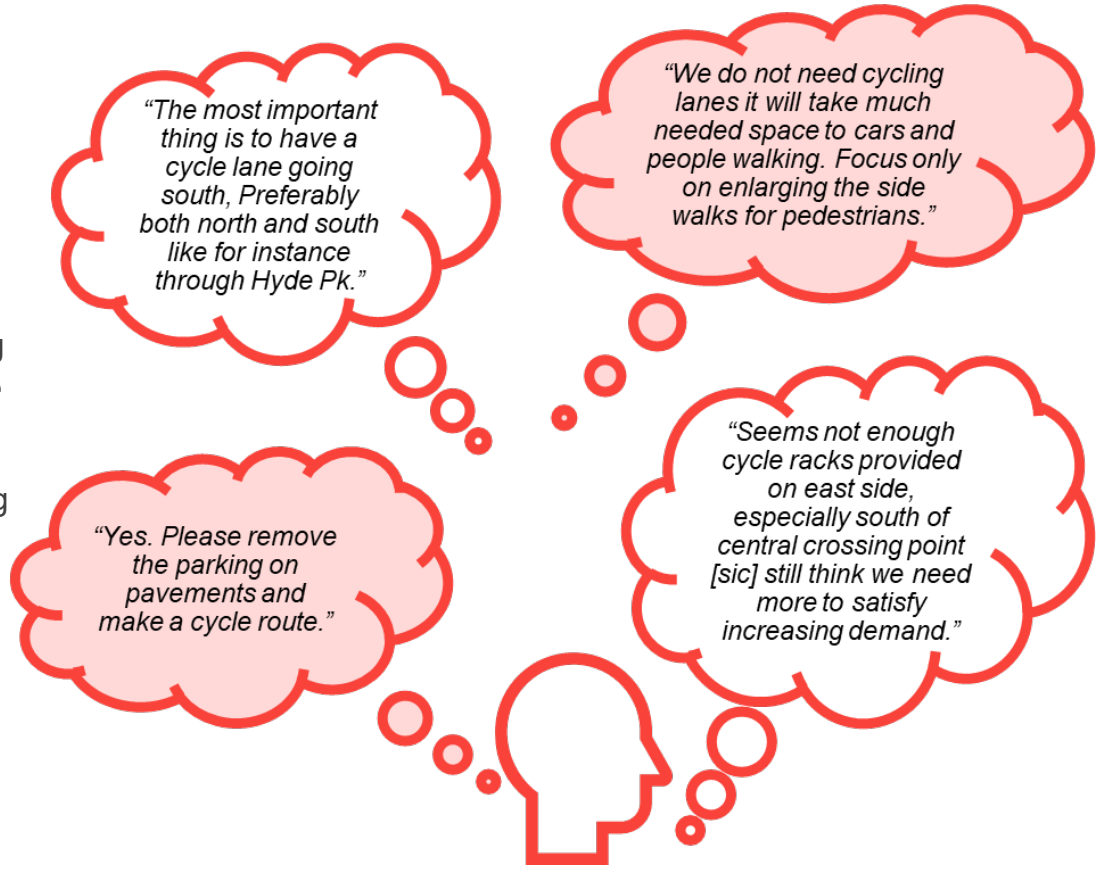
Alternative suggestions for pedestrian and cycle infrastructure

3.4.10 Ten respondents offered alternative suggestions focused on improving pedestrian access and cycle infrastructure, highlighting both enthusiasm and concern around how these elements are integrated into the scheme.

3.4.11 Some advocated for dedicated cycle lanes running both north and south, drawing comparisons to routes through Hyde Park. Others emphasised the need to remove pavement parking and create safer, more coherent cycling routes, noting that "*having bike parking and no cycle route is not much of an improvement.*"

3.4.12 However, not all feedback supported the expanded cycling provision, with one respondent arguing that cycle lanes would take up space needed for pedestrians and vehicles and preferred a focus on wider footways.

3.4.13 The feedback indicates a desire for clearer prioritisation between pedestrian and cycling movements, particularly concerning the arrangement and signage of footways, crossings, and cycle parking within the overall design.



Further design refinement for cycle infrastructure

3.4.14 Nine respondents raised concerns about the lack of dedicated cycling infrastructure in the proposed scheme, particularly on the south side of Queensway, highlighting the growing use of dockless e-bikes and the need for clearly designated parking areas to prevent street clutter and obstruction.

3.4.15 One respondent noted that without proper spacing or infrastructure, *"dockless e-bikes will just be left everywhere".*

3.4.16 Others questioned whether the scheme included cycling routes at all. Suggesting that current plans may not reflect the increasing demand from cyclists, including delivery riders and visitors to nearby destinations.

3.4.17 The feedback points to a need for more considered integration of cycling facilities to ensure safe, organised and future-proofed use of the street.



3.5 Email analysis

3.5.1 A total of six emails were submitted during the formal consultation period. Of these, four were sent directly to the consultation inbox, and two were received via the Westminster City Council project team inbox. Additionally, a further email was submitted shortly after the consultation deadline (2 October 2025). Although this late submission was not included in the formal analysis, it contained summary notes from an on-site meeting and provided relevant feedback on the proposals. This content is referenced separately further below.

3.5.2 Of the six emails included in the analysis, four requested further information regarding the detailed design proposals, including clarification on specific elements such as taxi rank locations, cycle infrastructure and street furniture.

3.5.3 The remaining two emails formed part of ongoing correspondence with a local community group and included broader commentary on the scheme's objectives, implementation and potential impact on the surrounding area.

3.5.4 The emails are summarised in Table 3.1 below.

Table 3.1 - Summary of feedback received by email

Response	Feedback
Queensway inbox 22/09/2025	Transport for London: Raised concern that the consultation materials did not reference the agreed reinstatement of the three-space taxi rank outside Whiteleys, which was removed in 2019 on the condition that it would be returned post-construction.
Queensway inbox 11/09/2025	Transport for London: Requested design drawings with dimensions, provided by the project team on 24 September, to enable meaningful comment. Highlighted poor wayfinding at the Porchester and Queensway junction, noting that signage is currently inadequate and may have been removed, and recommended new signs and markings regardless of whether the wider scheme proceeds.
Queensway inbox 01/09/2025	Metropolitan Police: Confirmed no objection to the proposal based on the reviewed drawings, but requested more detailed design information, including signage and road markings. Asked whether Stage 1 or 2 Road Safety Audits had been completed and, if so, requested access to the relevant documentation.

Response	Feedback
Queensway inbox 29/08/2025	Local Resident: Requested access to detailed information about the scheme and clarification on where feedback could be submitted. Indicating interest in engaging with the consultation, however, requires further guidance on how to do so.
Westminster City Council inbox 04/08/2025	Local Councillor: Expressed support for the progression of the scheme and requested clarification on how the current proposals differ from those discussed in 2022, as well as the anticipated timeline for implementation. Welcoming the increase in cycle stands, although raising concerns about the adequacy of dockless e-bike provision, particularly for visitors to Whiteleys. Highlighted the need to address Deliveroo and delivery bike congestion as app-based services expand. Sought confirmation regarding the number of trees proposed, noting disappointment if limited to three, but acknowledged practical constraints.
Westminster City Council inbox 21/09/2025	Southeast Bayswater Residents' Association (SEBRA): Provided detailed feedback on multiple aspects of the scheme. Requested reinstatement of the ornate Whiteleys lamp column and proposed Large Grey Wornum (LGW)-style columns along Porchester Gardens to complement Whiteleys and Queensway Parade developments. Emphasised the need for designated dockless e-bike parking with wider spacing between racks, suggesting a specific location near Redan Place and Porchester Gardens. Recommended futureproofing for food delivery bike parking in anticipation of new restaurant openings. Opposed raised loading bays on the east side, citing enforcement issues and suggesting they remain in the carriageway to allow for additional tree planting. Expressed concern over the reduction in tree numbers and urged retention or expansion of planting. Supported aspirations for an Oxford Circus-style crossing at key junctions and encouraged more engaging Yorkstone paving outside Whiteley.

3.6 On-site stakeholder meetings

3.6.1 Westminster City Council held two on-site meetings with stakeholders to discuss the Queensway North Scheme proposals.

3.6.2 The first was held with the Whiteley development team on Wednesday 10 September 2025 and brought together council officers, project designers and representatives from The Whiteley. Discussions centred on integrating tree planting with other street uses such as pedestrian flow and commercial activity. The design of the central section outside Whiteley's main entrance and adjacent bus stop on Porchester Gardens were identified as areas for potential design amendment.

3.6.3 Westminster City Council was invited to a second meeting held on Wednesday 8 October 2025 with the Chair of a local residents' association to discuss the proposals. Kerbside activity proposals were considered, particularly the timing of waiting and loading restrictions and the proposed provision of cycle parking infrastructure. It was discussed that the scheme aims to implement consistent restrictions aligned with those currently in place south of Queensway's junction with Porchester Gardens (Phases 1-6). An in-depth review of waiting and loading restrictions will be undertaken under a separate consultation.

3.6.4 During both meetings stakeholders shared feedback that will directly inform the next phase of design refinement and expressed an interest in future site-based engagement with the wider community.

4. About the respondents

4.1 Demographic data

4.1.1 As part of the consultation questionnaire, four optional questions invited respondents to share demographic information about themselves. A total of 64 individuals chose to respond to one or more of these questions. Percentages are rounded to the nearest whole number; therefore, totals may not equal 100.

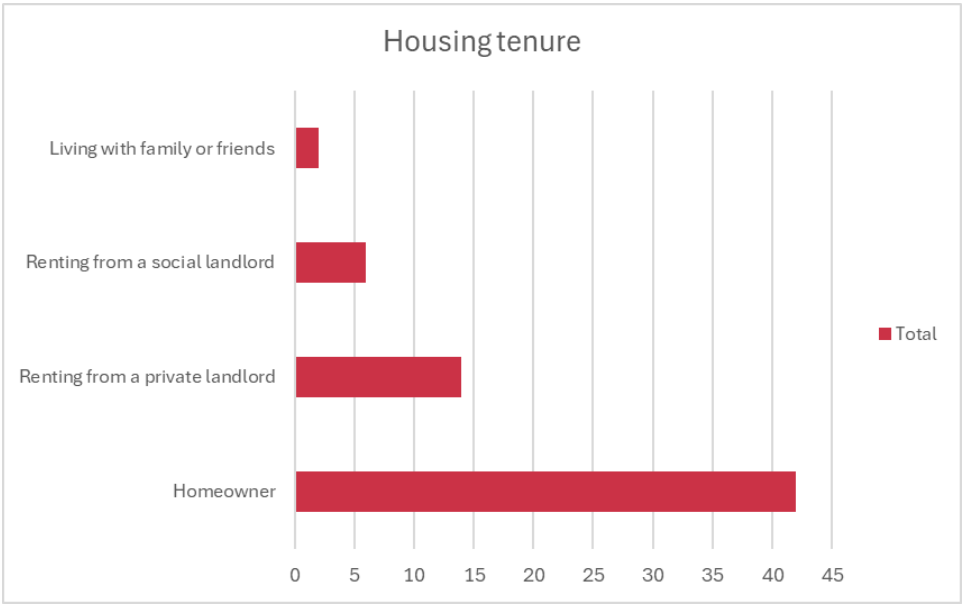
4.1.2 The following sections provide a breakdown of the demographic data collected, which has been used to inform the analysis of consultation feedback and support equitable decision-making in the design development process.

4.2 Representation of the community

Housing tenure of respondents

4.2.2 Of the 64 respondents who answered the housing tenure question, 42 respondents identified as homeowners (66%), 14 respondents as private renters (22%), six respondents as social renters (9%), and two respondents as living with family or friends (3%), as seen in Figure 4.1.

Figure 4.1 – Do you rent or own your accommodation?



Base: (n:64)

4.2.3 When compared with the 2021 Census data, the consultation responses show a notable overrepresentation of homeowners. In the wider Bayswater area, homeowner rates are considerably lower than those shown in the consultation responses, at approximately 16.8%, while private renting accounts for around half of all households (53%). This indicates that renters, who make up the majority of the housing tenure in the area, were underrepresented in the consultation, despite being regular users of the public realm and directly affected by changes to the street environment.

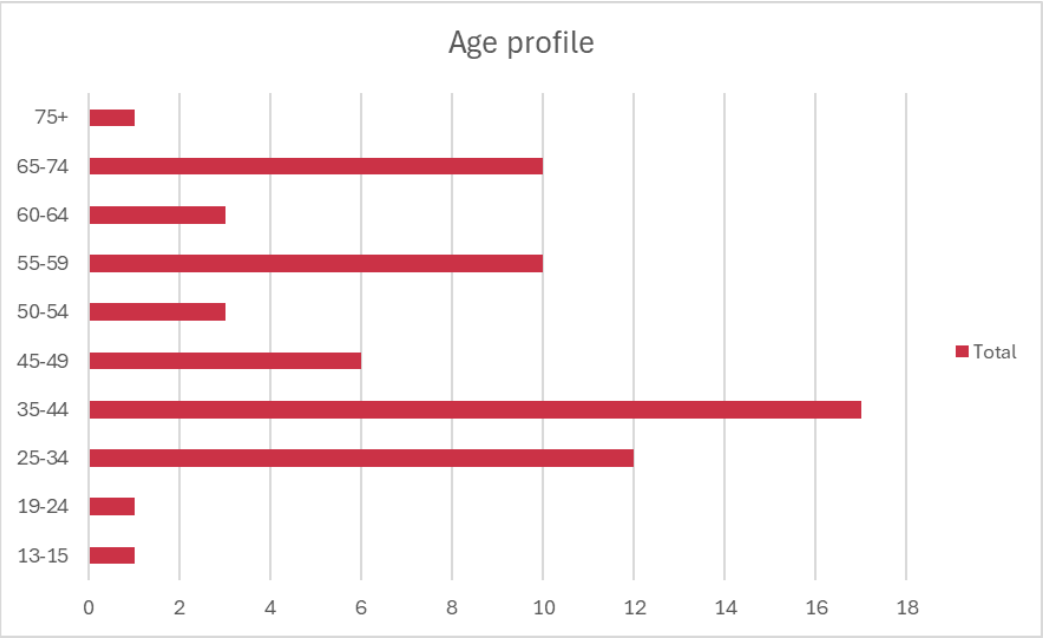
4.2.4 This imbalance may reflect differing levels of engagement across tenure groups, with homeowners potentially being more invested in long-term changes to the public realm.

Age profile of respondents

4.2.5 Of the 64 respondents who responded to the age question, the largest group was 17 respondents (27%) aged 35-44, followed by those aged 25-33 with 12 respondents (19%), 55-59 with 10 respondents (16%), and 65-74 with 10 respondents (16%), as shown in Figure 4.2.

4.2.6 Smaller proportions were recorded among younger respondents aged 13-24 with two respondents combined (4%) and older respondents aged 75+ with one respondent (2%). This distribution suggests that the consultation primarily engaged working-age adults, particularly those in mid-career or family-forming stages of life.

Figure 4.2 – Can you please indicate your age as of your last birthday?



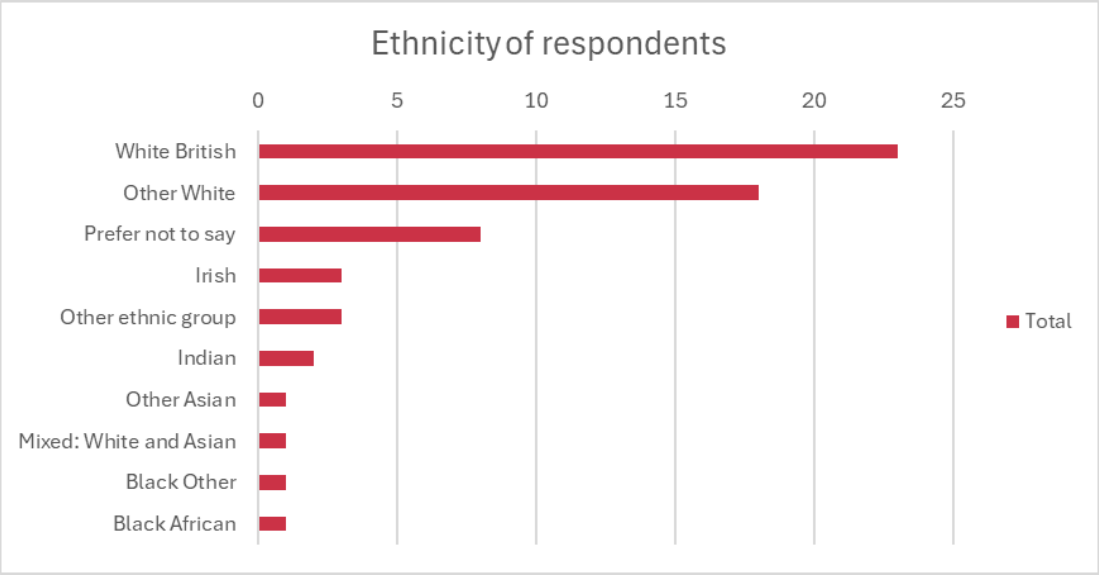
Base (n:64)

4.2.7 When compared with the 2021 Census data for Westminster, the consultation sample broadly reflects the borough's demographic profile. Westminster has a relatively young population, with a median age of 35 years and approximately 75% of residents falling within the working-age bracket (16-64 years). The strong representation of respondents aged 25-59 aligns with this trend, although younger adults (under 25) and older residents (75+) appear underrepresented in the consultation.

Ethnicity of respondents

4.2.8 Of the 61 respondents who responded to the ethnicity question, the highest proportion identified as White British, 23 respondents (38%) or Other White with 18 respondents (30%), with smaller proportions identifying as Irish , three respondents (5%), Indian two respondents (3%), Black African one respondent (2%), and Black Other one respondent (2%). Mixed: White and Asian one respondent (2%), Other Asian one respondent (2%) and Other ethnic group three respondents (5%), who did not specify their ethnic group. This distribution suggests that the consultation primarily engaged individuals from White ethnic backgrounds, as seen in Figure 4.3.

Figure 4.3 – To which of the following groups do you consider yourself to belong?



Base (n:61)

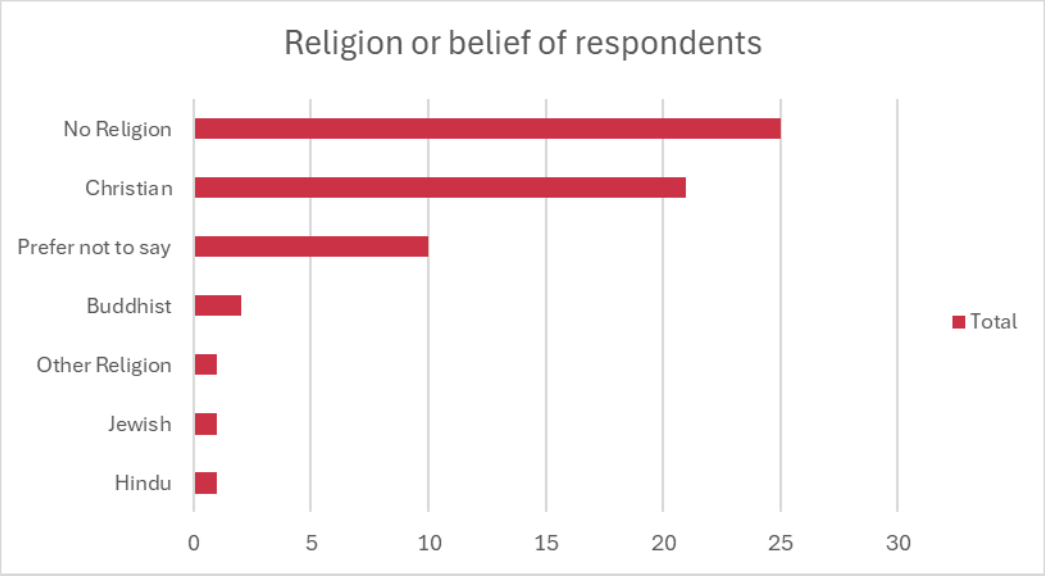
4.2.9 According to the 2021 Census, Westminster remains one of London's most ethnically diverse boroughs. Just over half of residents (55.2%) identified within the "White" category. The proportion of residents identifying as "Asian, Asian British or Asian Welsh" was 16.8%, while those identifying as "Black, Black British, Black Welsh, Caribbean or African" were 8.1%. Notably, the "Other" ethnic group category, which includes "Arab" and "Any other ethnic group."

4.2.10 The comparison between consultation responses and the 2021 Census shows an underrepresentation of Westminster's ethnically diverse communities.

Religion or beliefs of respondents

4.2.11 Of the 61 respondents who responded to the question on religion or belief, the largest proportion, 25 respondents (41%), identified as having no religion, followed by 21 respondents who identified as Christian (34%). Smaller proportions identified as Buddhist with two respondents (3%), Hindu with one respondent (2%), Jewish with one respondent (2%), and as belonging to another religion with one respondent (2%). This distribution suggests that the consultation engaged a mix of faith-based and non-religious individuals, with secular perspectives forming the majority, as seen in Figure 4.4.

Figure 4.4 – What is your religion or belief?



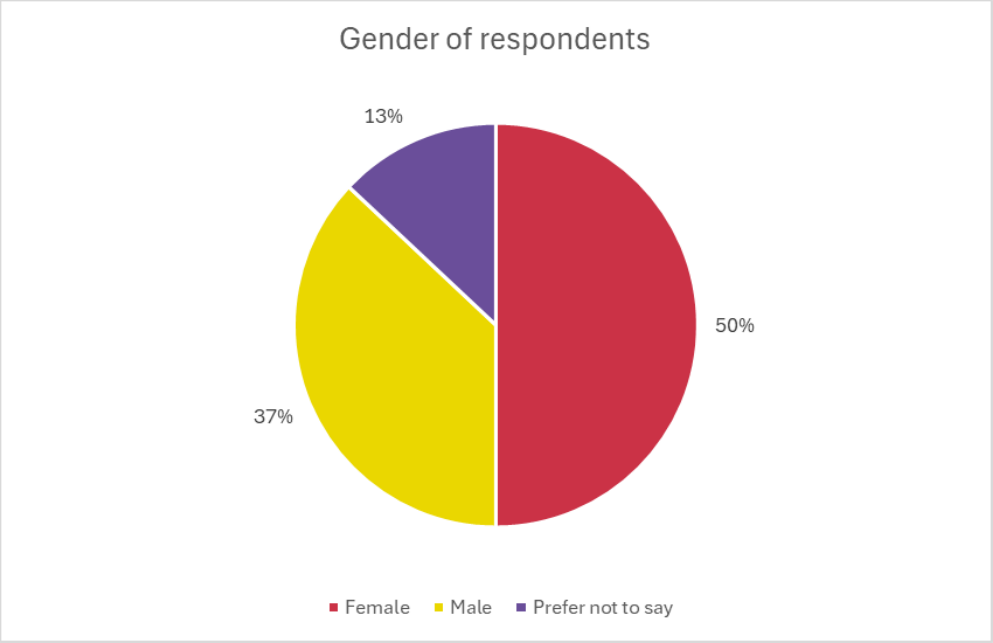
Base (n:61)

4.2.12 According to the 2021 Census, Westminster has a notably diverse religious profile. While Christianity remains the largest religious group, a growing number of residents identify as having no religion. The borough also has significant representation from Muslim, Jewish, Hindu and Buddhist communities. Compared to this broader profile, the consultation responses show a higher proportion of non-religious individuals and a lower representation of minority faith groups.

Gender of respondents

4.2.13 Of the 61 respondents who responded to the gender identity question, 30 respondents identified as female (50%), while 22 respondents identified as male (22%). A further eight respondents (13%) chose not to disclose their gender, as shown in Figure 4.5.

Figure 4.5 – What gender do you identify with?



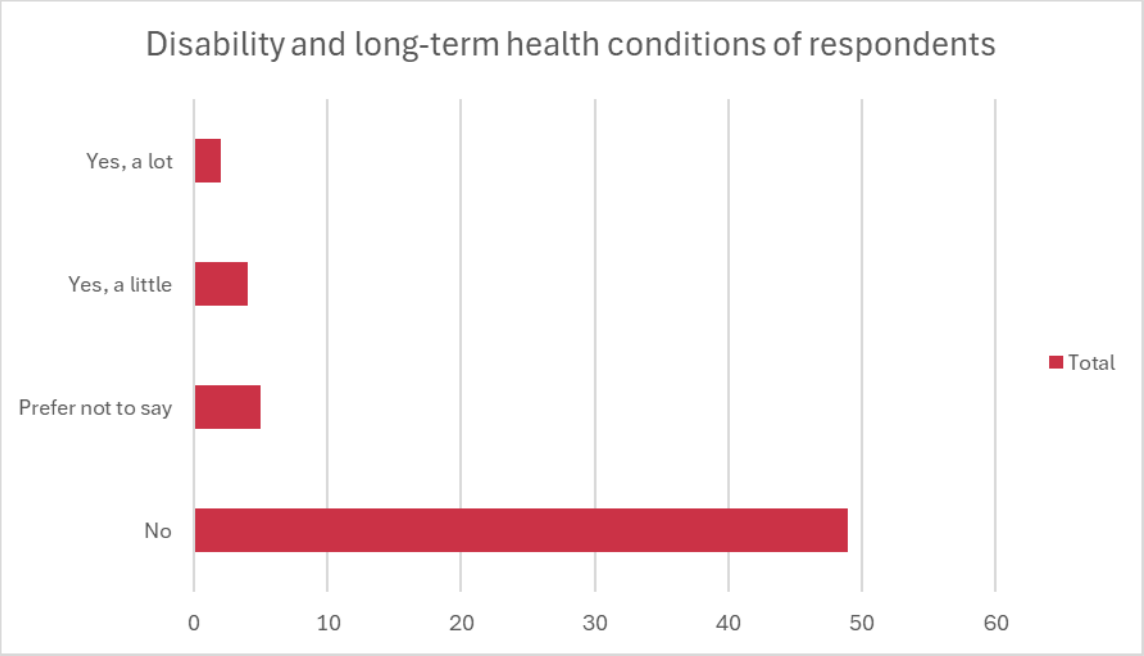
Base (n:60)

4.2.14 According to the 2021 Census, Westminster's population is broadly split by gender, with 51% identifying as female and 49% as male. The consultation sample closely reflects this borough-wide profile, indicating that the gender representation in the feedback is broadly in line with that of the wider community.

Disability and long-term health conditions

4.2.15 Of the 60 individuals who responded to the question about disability or long-term health conditions, 49 respondents reported no impact on their day-to-day activities (82%), while four respondents indicated they were affected “a little” (7%) and two respondents responded “a lot” (3%), as seen in Figure 4.6. A further five respondents (8%) preferred not to disclose their information. The majority of respondents did not identify as disabled or living with a long-term condition, though a small but important proportion did.

Figure 4.6 – Are your day-to-day activities impacted by a long-term illness, physical and/or mental health condition or disability?



Base (n:60)

4.2.16 According to the 2021 Census, approximately 15.8% of Westminster residents reported that their daily activities were limited by a long-term illness or disability, either “a little” or “a lot.” Compared to this borough-wide figure, the consultation responses show a lower representation of disabled individuals or those with health-related limitations. This may reflect barriers to participation, such as digital access, visibility of materials, or perceptions of relevance.

5. Conclusion

5.1.1 The project team has thoroughly reviewed the responses from the Queensway North Scheme consultation, which included 84 responses submitted through the questionnaire and six comments that were provided via email.

5.2 Summary of feedback

5.2.1 The Queensway North Scheme consultation demonstrated broad support for revitalising the area, with many respondents welcoming enhancements to pedestrian infrastructure, cycle parking, greenery, and overall streetscape quality. However, the feedback also highlighted concerns about the adequacy of cycling infrastructure, the need for more detailed design information, and the importance of addressing local business vibrancy and accessibility. Some participants expressed reservations about specific elements, such as tree planting and traffic management.

5.2.2 The project team and Westminster City Council will use this feedback to refine the scheme, focusing on inclusive design, clear communication, and further engagement with stakeholders if appropriate, to ensure the final proposals meet the diverse needs of the community.

5.3 Next steps

5.3.1 The project team and Westminster City Council have reviewed the feedback received during the consultation period. This input will guide the next phase of design development, focusing on updates to tree planting, material choices, and servicing plans.

5.3.2 This consultation report is to be published on the Westminster City Council consultation platform, with updated proposals submitted to the Westminster City Council Cabinet Member for City Management for Streets, before a Traffic Management Order Consultation is undertaken.

Appendix A – Promotional Materials

Lamppost Wrap



Lamppost Locations



Lamppost wrap in situ

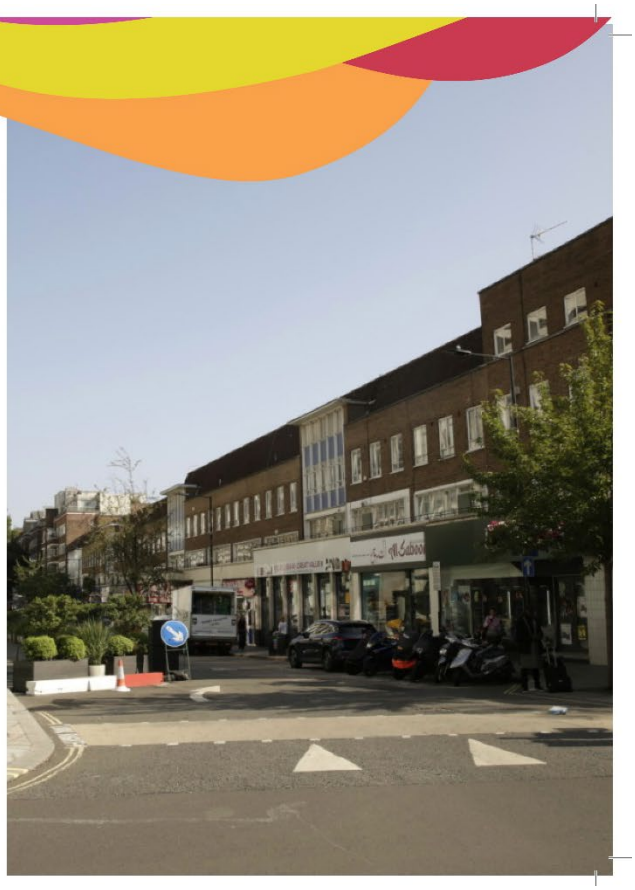








Postcard



Have your say on the Queensway Public Realm Improvement Scheme

FAIRER WESTMINSTER | City of Westminster

Return address:
Greatbatch Ltd
Unit 65 Lancaster Road Industrial Estate
Barnet
EN4 8AS

We want to hear your views.

Westminster City Council is proposing public realm improvements along Queensway, from the junction of Portchester Gardens to the junction of Bishops Bridge Road and Westbourne Grove. The proposal aims to transform Queensway into a safer, greener and more welcoming shopping and leisure destination.

Key enhancements include a wider pedestrian area, improved crossings, tree planting, and new cycle facilities.

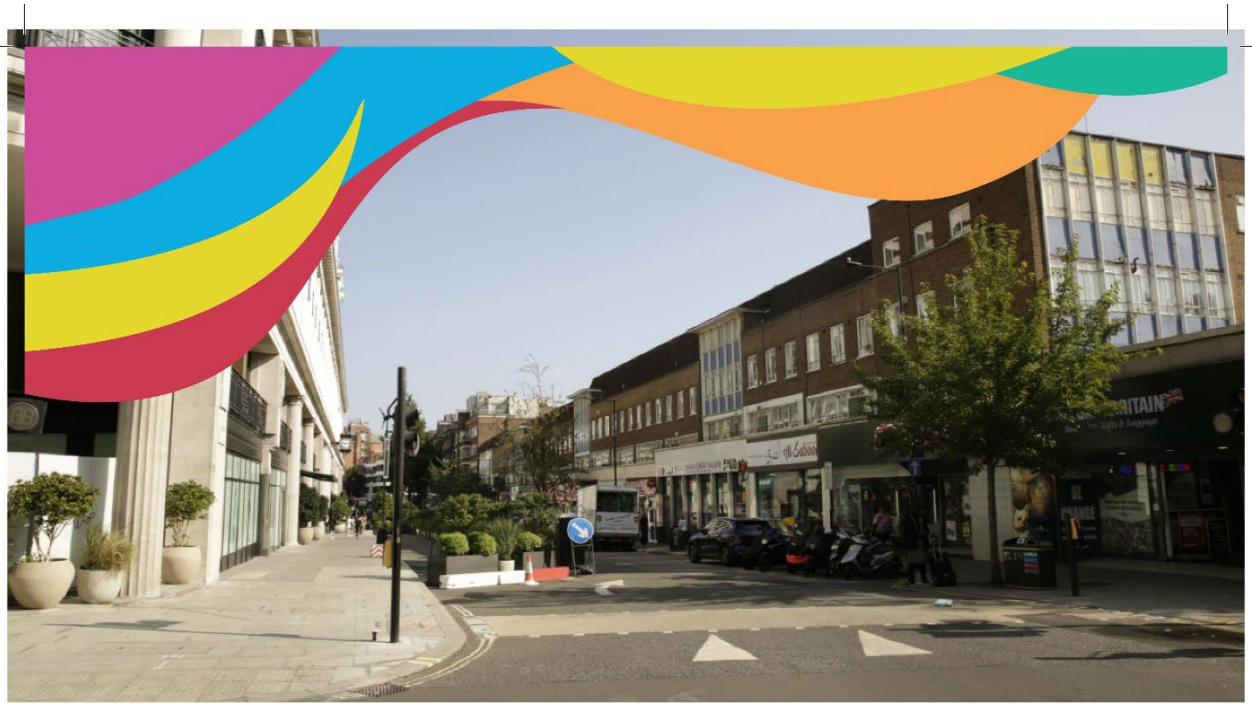
Scan the QR code or type in the website address to find out more and give us your views from noon 12th August up to 23.59pm 21st September.

Scan here
Feedback questionnaire available up to 23.59pm 21st September 2025.

https://queenswaynorthpublicconsultation.commonplace.is/

In order to request hard copies of the materials and questionnaire, or any reasonable adjustment to participate, please contact: queensway@wsp.com or call 020 7641 6000

Poster



Have your say on the Queensway Public Realm Improvement Scheme

We want to hear your views

Westminster City Council is proposing public realm improvements along Queensway, from the junction of Portchester Gardens to the junction of Bishops Bridge Road and Westbourne Grove. The proposal aims to transform Queensway into a safer, greener and more welcoming shopping and leisure destination.

Key enhancements include a wider pedestrian area, improved crossings, tree planting, and new cycle facilities.

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SCAN ME!

https://queenswaynorthpublicconsultation.commonplace.is/

FAIRER WESTMINSTER | City of Westminster

In order to request hard copies of the materials or questionnaire, or any reasonable adjustment to participate, please contact: Queensway@wsp.com or call 020 7641 6000

Email one issued and statistics



Have your say on the Public Realm Improvements in Queensway

Westminster City Council is seeking feedback on the proposed Public Realm Improvements to Queensway. This consultation invites feedback on proposed changes to the layout of the footway and carriageway between Porchester Gardens and Bishop's Bridge Road.



efforts, aiming to create a more attractive, accessible, and vibrant shopping and leisure destination for everyone who lives, works, or spends time in the area.

We are now seeking your views as part of our public consultation, which runs from **Tuesday, 12th August, until 23:59 on Sunday, 21st September 2025.**

Click here to view the proposals and have your say

To request hard copies of the materials or questionnaire or any reasonable adjustments to participate, please contact Queensway@wsp.com. Alternatively, telephone Westminster City Council General Enquiries on 020 7641 6000 for reasonable adjustments and any requests will be passed on to the consultation team.

Please feel free to forward this email to friends, neighbours, local businesses and colleagues who might also want to have their say.

You may unsubscribe from these emails at any time at the bottom of the email.

Website: http://queenswaynorthpublicconsultation.commonplace.is/

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Queensway Public Realm Improvement Scheme

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Recipients	191
Audience	WSP
Subject	Have Your Say on the Queensway Public Realm Sch...
Status	Sent Tue August 12, 2025 10:57 am

Exclude Apple MPP for more accurate open data. See why. New

Overview | Click performance | Recipient activity | Ecommerce | Content Optimizer | Social | More

Email performance

August 12, 2025 - October 10, 2025 • Excludes Apple MPP

Open rate	Click rate	Bounce rate	Unsubscribe rate
38.5%	11.2%	11.5%	0%
65 opened	19 clicked	22 bounced	0 unsubscribed

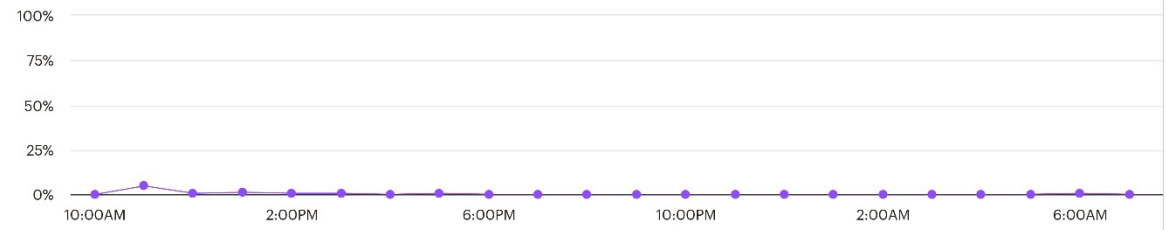
Additional email details

Deliveries	169 (88.5%)	Clicks per unique opens	29.2%
Total opens	361	Total clicks	66
Last opened	Oct 10, 2025 9:52 am	Last clicked	Sep 19, 2025 3:41 am
Forwarded	0	Abuse reports	0

24 hour performance snapshot

August 12, 2025 - August 13, 2025 • Excludes Apple MPP

Metric: Click rate



Feedback

Email two issued and statistics



Have your say on the Public Realm Improvements in Queensway

We are reaching out with a reminder that the consultation for the Queensway Public Realm Improvement Scheme will close on **Sunday, 21st September 2025, at 23:59pm**.

Westminster City Council is seeking feedback on the proposed Public Realm Improvements to Queensway. This consultation invites feedback on proposed changes to the layout of the footway and carriageway between Porchester Gardens and Bishop's Bridge Road.



https://mailchi.mp/31b4477e4bf9/have-your-say-queensway-public-realm-improvements 1/3

If you haven't already, we invite you to share your thoughts and suggestions about the proposals by visiting http://queenswaynorthpublicconsultation.commonplace.is/ to learn more about the scheme, read the FAQs, and complete our questionnaire.

Click here to view the proposals and have your say

To request hard copies of the materials, questionnaire or any reasonable adjustments to participate, please contact Queensway@wsp.com. Alternatively, telephone the Westminster City Council General Enquiries on 020 7641 6000 for reasonable adjustments, and any requests will be passed on to the consultation team.

Please feel free to forward this email to friends, neighbours, local businesses and colleagues who might also want to have their say.

You may unsubscribe from these emails at any time at the bottom of the email.

Website: http://queenswaynorthpublicconsultation.commonplace.is/

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City of Westminster

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Queensway Second Email

View email

Recipients	186
Audience	WSP
Subject	Have Your Say | Queensway Public Realm Improvem...
Status	Sent Wed September 3, 2025 4:29 am

Exclude Apple MPP for more accurate open data. See why. New

Overview | Click performance | Recipient activity | Ecommerce | Content Optimizer | Social | More

Email performance

September 2, 2025 - October 10, 2025 • Excludes Apple MPP

Open rate	Click rate	Bounce rate	Unsubscribe rate
27.4%	5.5%	11.8%	0%
45 opened	9 clicked	22 bounced	0 unsubscribed

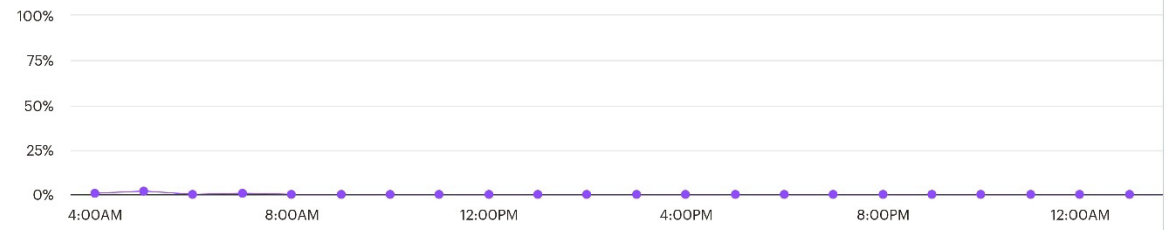
Additional email details

Deliveries	164 (88.2%)	Clicks per unique opens	20%
Total opens	192	Total clicks	16
Last opened	Oct 10, 2025 9:53 am	Last clicked	Sep 11, 2025 6:38 am
Forwarded	0	Abuse reports	0

24 hour performance snapshot

September 2, 2025 - September 3, 2025 • Excludes Apple MPP

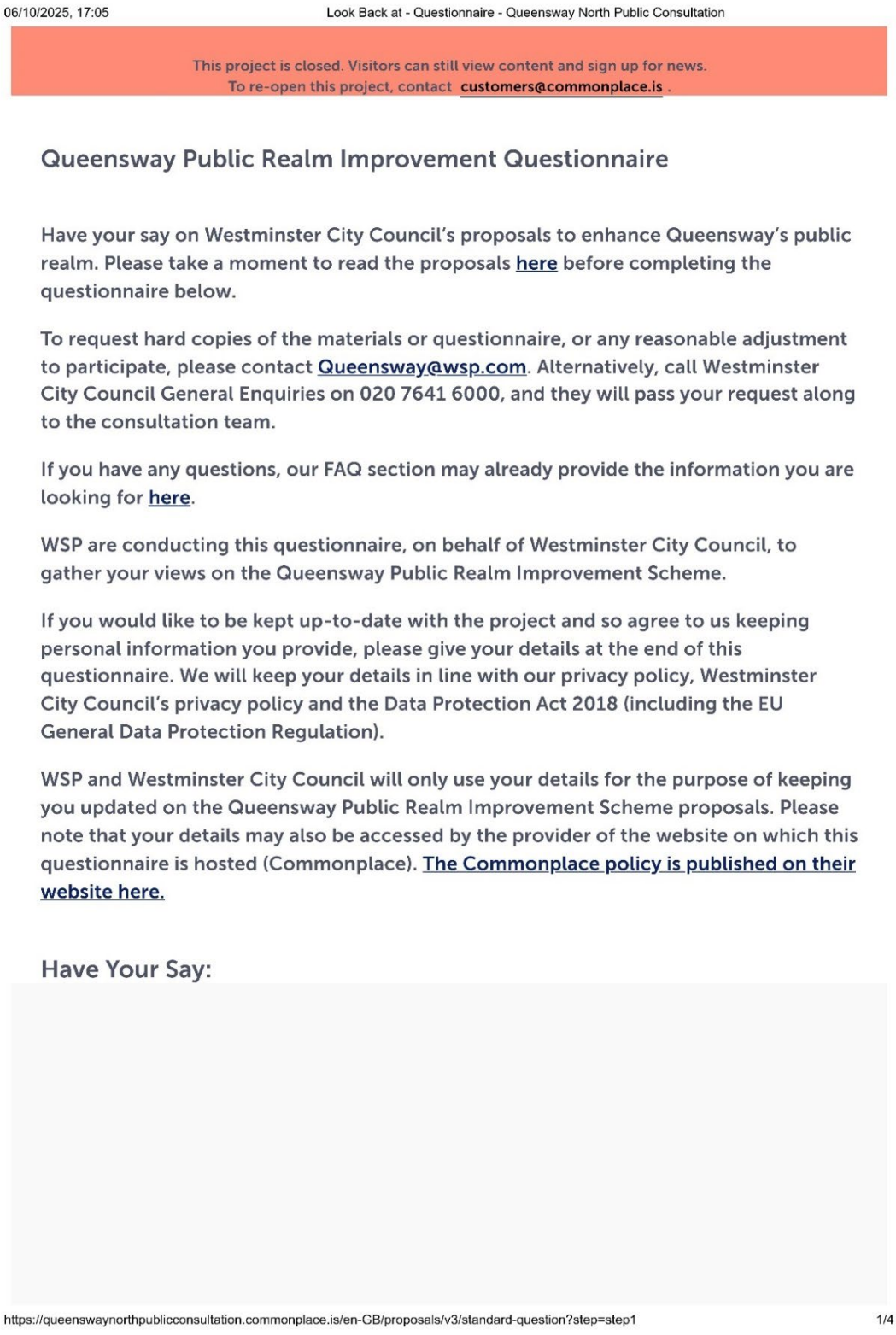
Metric: Click rate



Feedback

Appendix B – Consultation Materials

Questionnaire



06/10/2025, 17:05 Look Back at - Questionnaire - Queensway North Public Consultation

This project is closed. Visitors can still view content and sign up for news.
To re-open this project, contact customers@commonplace.is .

Queensway Public Realm Improvement Questionnaire

Have your say on Westminster City Council's proposals to enhance Queensway's public realm. Please take a moment to read the proposals here before completing the questionnaire below.

To request hard copies of the materials or questionnaire, or any reasonable adjustment to participate, please contact Queensway@wsp.com. Alternatively, call Westminster City Council General Enquiries on 020 7641 6000, and they will pass your request along to the consultation team.

If you have any questions, our FAQ section may already provide the information you are looking for here.

WSP are conducting this questionnaire, on behalf of Westminster City Council, to gather your views on the Queensway Public Realm Improvement Scheme.

If you would like to be kept up-to-date with the project and so agree to us keeping personal information you provide, please give your details at the end of this questionnaire. We will keep your details in line with our privacy policy, Westminster City Council's privacy policy and the Data Protection Act 2018 (including the EU General Data Protection Regulation).

WSP and Westminster City Council will only use your details for the purpose of keeping you updated on the Queensway Public Realm Improvement Scheme proposals. Please note that your details may also be accessed by the provider of the website on which this questionnaire is hosted (Commonplace). The Commonplace policy is published on their website here.

Have Your Say:

https://queenswaynorthpublicconsultation.commonplace.is/en-GB/proposals/v3/standard-question?step=step1 1/4

Which of the following best describes you?

This question is required.

Select one or more options

Local resident | Local worker | Visitor | Student

Commute through the area | Representative of a local business

Representative of a local organisation

Add something else

Do you currently walk through or spend time in this area?

This question is required.

Select one option

Frequently | Occasionally | Rarely | Never

Add something else

How do you feel about the proposals for the Queensway Public Realm Improvement Scheme?

This question is required.



Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree

Strongly disagree Strongly agree

Which proposed improvements do you feel will benefit the area most?

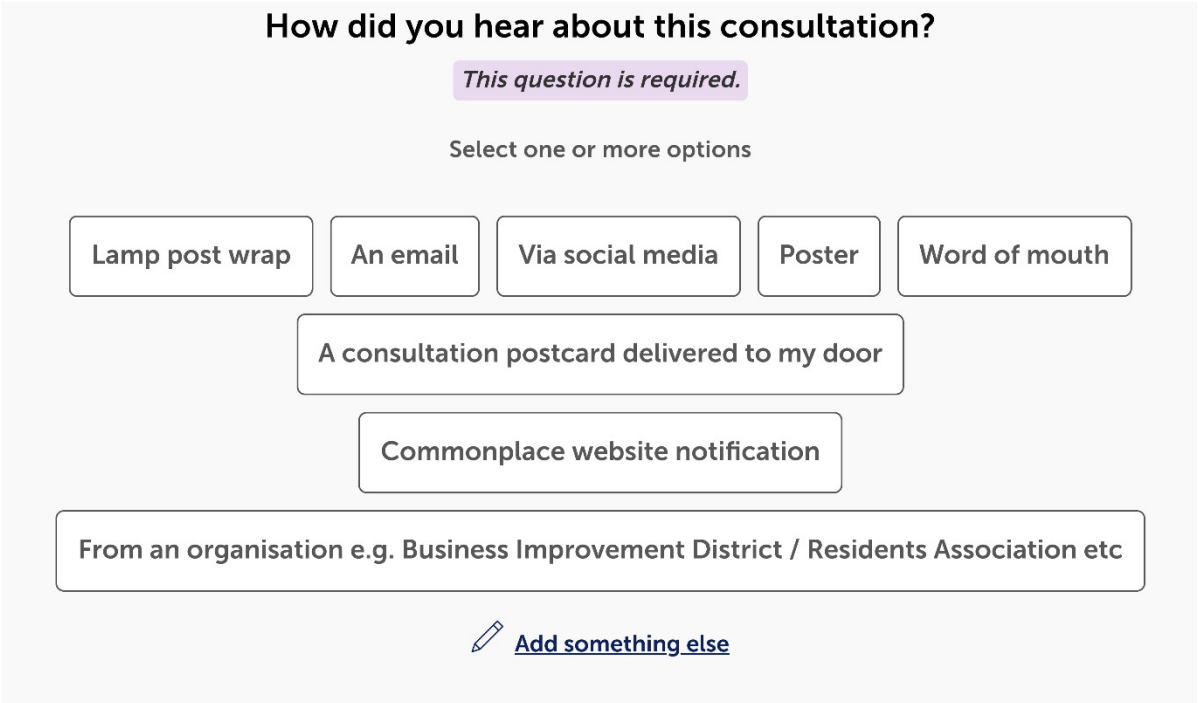
This question is required.

Select one or more options

- Improved pedestrian crossings and safety features
- Expanded pedestrian space and cycle facilities
- Tree planting and enhanced greenery
- Reduction in vehicle dominance and traffic
- Improved local business access
- None of these

Do you have any suggestions or comments for the Queensway Phase 2 scheme?

Enter text here


How did you hear about this consultation?
This question is required.
Select one or more options
Lamp post wrap
An email
Via social media
Poster
Word of mouth
A consultation postcard delivered to my door
Commonplace website notification
From an organisation e.g. Business Improvement District / Residents Association etc
Add something else

Next →

Demographic Questionnaire

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Tell us more about you

Hello!
Seems you're new to Queensway North Public Consultation, a few final questions to include your comment in our findings.

Take a quick moment to help us put inclusivity and diversity at the heart of our local decision making. Information about you is stored securely in your Commonplace profile and will never be shared publicly.

Can you please indicate your age as of your last birthday?

Select one option

13-15	16-18
19-24	25-34
35-44	45-49
50-54	55-59
60-64	65-74
75+	

Do you rent or own your accommodation?

Select one option

- Homeowner
- Renting from a private landlord
- Renting from a social landlord
- Living with family or friends
- Living in a hostel or other temporary accommodation

Help us reach your entire community

The answers you provide here are considered to be 'special category' data and, like the questions above, are optional. You can answer all the questions, some, or none of them. For more information, read the privacy policies below.

To which of the following groups do you consider you belong?

Select one option

White British	Irish
Gypsy or Irish Traveller	Other White
Black African	Black Caribbean
Black Other	Indian
Chinese	Bangladeshi
Pakistani	Other Asian
Arab	Other ethnic group
Mixed: White and Asian	Mixed: Other Mixed
Mixed: White and Black Caribbean	Mixed: White and Black African
Prefer not to say	

What is your religion or belief?

Select one option

- Christian
- Buddhist
- Hindu
- Jewish
- Muslim
- Sikh
- Other Religion
- No Religion
- Prefer not to say

What gender do you identify with?

Select one option

- Female
- Male
- Non-binary
- Transgender
- Intersex
- Prefer not to say

Add something else

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

Select one option

- Yes, a lot
- Yes, a little
- No
- Prefer not to say

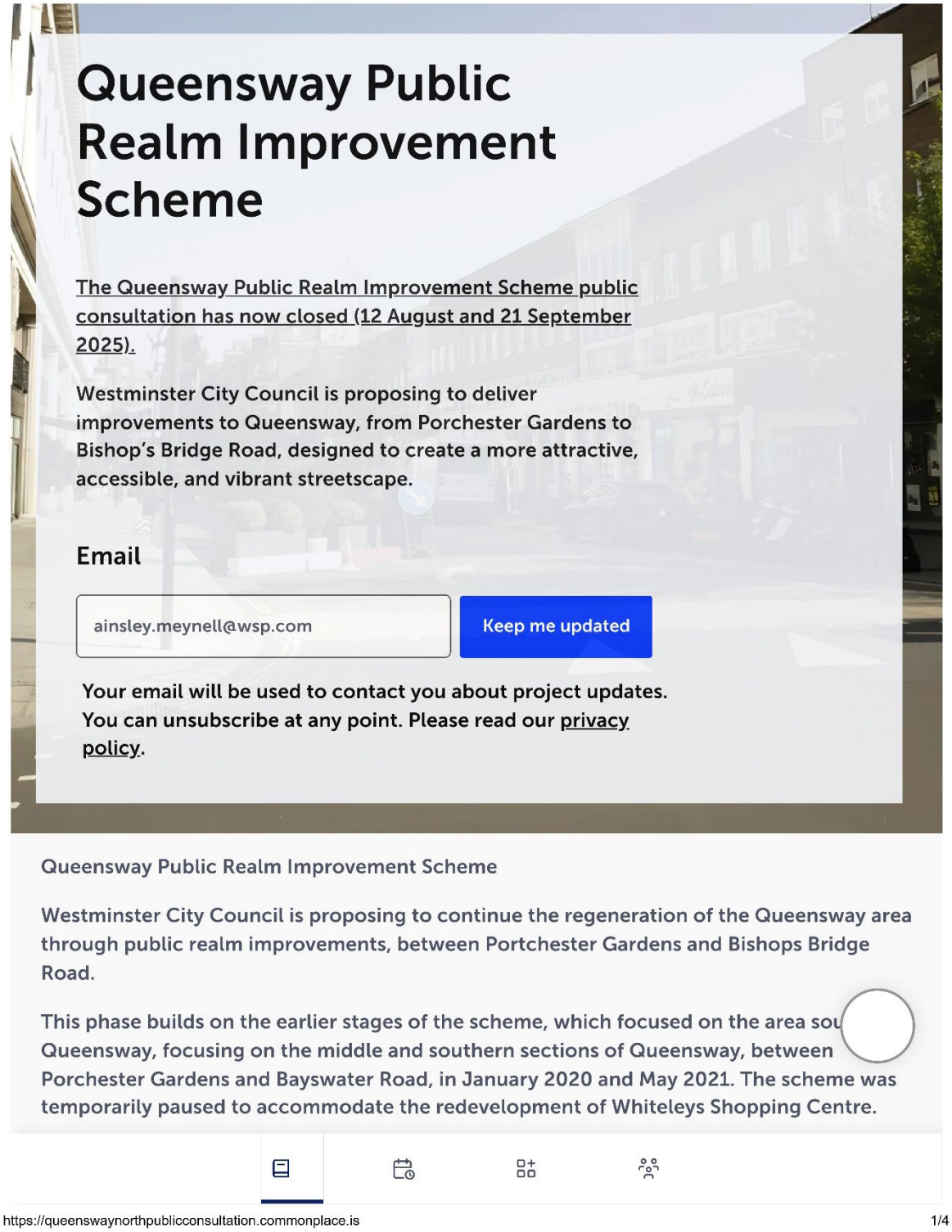
Meet the team

Commonplace is a community engagement platform. Our platform is used by the team made up of the organisations listed below.
Learn more about each organisation on the team page, where you can view each individual privacy policy and how they use information about you.

FAIRER WESTMINSTER	WSP
Westminster City Council	WSP

Website and engagement for Queensway North Public Consultation is powered by Commonplace.

Consultation website: Landing page



businesses, and residents alike.

We invite you to have your say during the public consultation for the Queensway Public Realm Improvement Scheme. This consultation seeks feedback on the proposed changes to the layout of the footway and carriageway in the Whiteleys area of Queensway.

Consultation Period: Noon on Tuesday 12th August until 23:59pm Sunday 21st September 2025.

HAVE YOUR SAY

3 proposals



Active

Queensway Proposals

Learn more about the proposals here. ...

Find out more



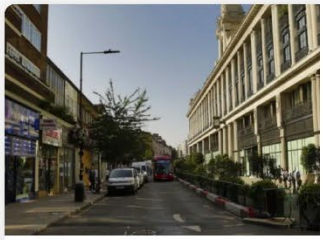
Completed

Questionnaire

Have your say on the Queensway Scheme ...

68

Have your say



Active

FAQs

Have you got a questior See if we have already ..

Learn mor

PROJECT TIMELINE

Learn more



Phase 2 Consultation: Queensway Public Realm Improvement

The Queensway proposals aim to deliver the same benefits as those in Phase 1, including creating a more pedestrian-friendly environment and enhancing overall street quality. This consultation seeks feedback on the proposed changes to the layout of the footway and carriageway in the Whiteleys area of Queensway.

MEET THE TEAM

Learn more

Westminster City Council

WSP

CONTACT TEAM

In order to request hard copies of the materials or questionnaire, or any reasonable adjustment to participate, please contact: Queensway@wsp.com. Alternatively, call Westminster City Council General Enquiries on 020 7641 6000, and they will pass your request along to the consultation team.

Email: Queensway@wsp.com

Phone: 020 7641 6000

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Queensway Public Realm Improvement Scheme

Westminster City Council is proposing to regenerate the Queensway area through public realm improvements stretching along Queensway from Porchester Gardens to Bishop's Bridge Road.

The scheme will upgrade the streetscape along Queensway, focusing on pedestrian safety, comfort, quality and accessibility. The proposals include redesigned junctions, improved pedestrian crossing points, consistent kerbside alignment and the introduction of greening features such as new trees.

Building on Phase 1 of the Public Realm Improvement Scheme (2020/2021), the proposals aim to extend the same benefits, creating a more pedestrian-friendly environment and enhancing overall street quality.

The proposed design reduces the carriageway width to discourage double parking and address longstanding issues with indiscriminate loading and kerbside activity. While no formal vehicle restrictions are proposed, relocating loading provisions and reconfiguring the street layout aims to manage vehicle behaviour more effectively.

We want to hear your opinions on the proposed layout and streetscape enhancements in Phase 2 of this initiative, which will help shape a public space that emphasises accessibility, local character, and inclusive community use.

The Queensway Public Realm Improvement Scheme aims to:

- Narrow the carriageway from a maximum of 12m to 4.8m. Throughout this section of the road, the current carriageway varies in width, whereas this scheme proposes a consistent width on Queensway between Redan Place and Porchester Gardens.
- Widen the footways to be in line with the improvements delivered by the earlier phase of the scheme in 2020/2021.
- Enhance pedestrian safety through shorter crossing points and consistent kerb alignment.
- Introduce new trees and cycle racks.
- Provide a more pedestrian-friendly environment.
- Reduce vehicle dominance and support active travel.

Key Junction Improvements:

Queensway and Redan Place Junction

- Enhance pedestrian crossing points and expand pedestrian spaces.
- Provide new cycle parking and additional greening via new trees.
- Enhance road safety by removing the two-lane southbound merge from Queensway into Redan Place.

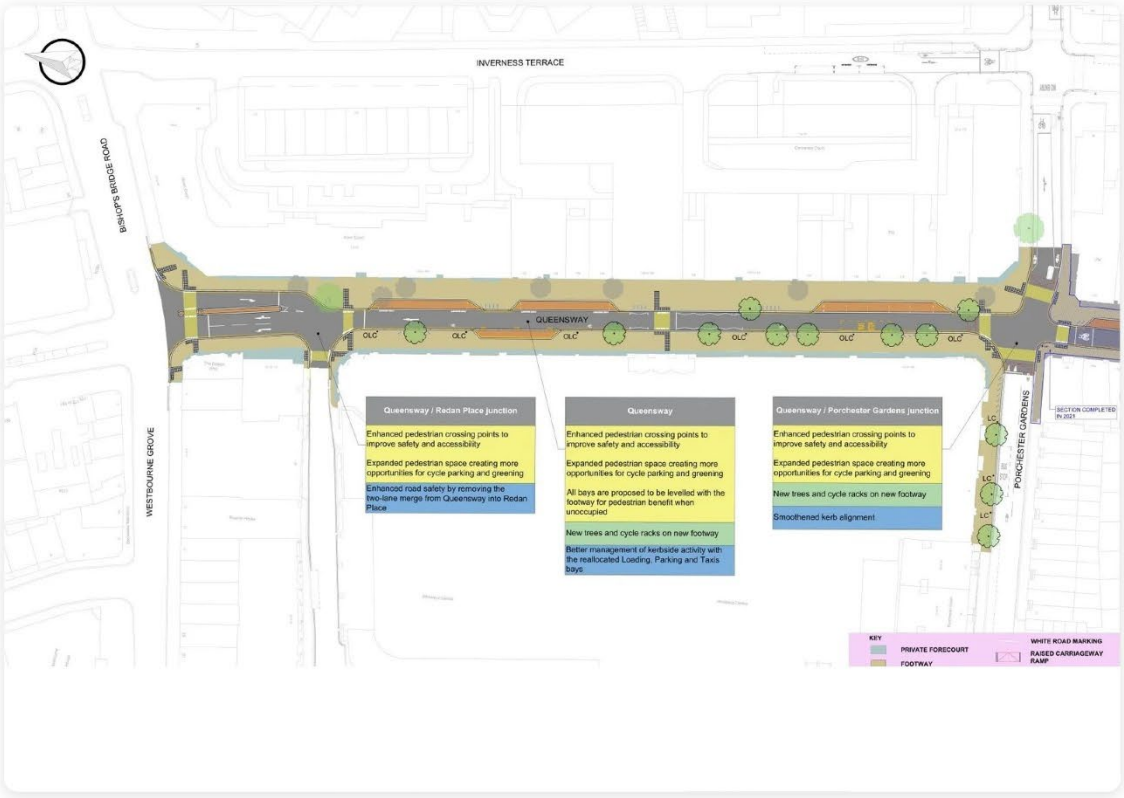
Queensway

- Enhance pedestrian crossing points and expand pedestrian spaces.
- Provide new cycle parking and additional greening via new trees. Please note that the number of trees shown on the plan is the minimum number of trees that will be planted. If we find we have enough space below ground to support additional tree planting, we will plant more.
- Better management of kerbside activity by reallocating loading, parking and taxi bays.
- Design all bays to be level with the footway for pedestrian access. When not in use, the loading bay space functions as part of the footway.

Queensway and Porchester Gardens Junction

- Enhance pedestrian crossing points and expand pedestrian spaces
- Provide new cycle parking and greening via new trees
- Ensure consistent kerb alignment to be in line with the improvements delivered by the earlier phase of the scheme in 2020/2021.

Queensway Proposal Drawing



If you would like to see the proposals in detail download the proposals documents



Queensway Proposal Drawing.pdf pdf

We invite you to have your say in the public consultation on the Queensway Public Realm Improvement Scheme here. To request hard copies of the materials or questionnaire or any reasonable adjustments to participate, please contact Queensway@wsp.com.

Alternatively, call Westminster City Council General Enquiries on 020 7641 6000 for reasonable adjustments, and any requests will be passed on to the consultation team.

Consultation website: FAQs page

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Home FAQs

Frequently Asked Questions

What is the history of the scheme?

This proposal builds upon Phase 1 of the scheme, which was implemented between January 2020 and May 2021. Phase 1 enhanced the southern section of Porchester Gardens and Bayswater Road by narrowing the carriageway to 4.8m and widening the footways.

While initially envisioned as a single scheme, the scheme is now being delivered in two phases due to timing constraints linked to the Whiteleys Shopping Centre redevelopment, which took several years to complete. Splitting the scheme into two phases ensured the delivery of improvements in the southern part of Queensway and reduced impacts from and to any other major developments in the area.

Together, Phase 1 and Phase 2 of these improvements will create a welcoming and cohesive street environment, focused on enhancing public spaces, improving pedestrian accessibility, and enhancing the overall look and feel of the area.

What is the purpose of this consultation?

This consultation invites feedback on proposed changes to the layout of the footway and carriageway in the Whiteleys area of Queensway.

Building on Phase 1 of the Public Realm Improvement Scheme, the proposals aim to deliver the same benefits, creating a more pedestrian-friendly environment, and enhancing overall street quality.

The design reduces the carriageway width to discourage double parking and address longstanding issues with indiscriminate loading and kerbside activity. While vehicular access is retained, relocating loading provisions and reconfiguring the street layout aim to manage behaviour more effectively.

We want to hear your views on the proposed layout and streetscape improvements that form Phase 2 of this civic-street-inspired initiative, helping shape a public space that prioritises accessibility, local character, and inclusive community use.

How can I participate in the consultation, and what is the duration of the consultation period?

You can submit your feedback in the following ways:

- Fill in the questionnaire online
- Call Westminster City Council General Enquiries on 020 7641 6000
- Request a hard copy of the materials or questionnaire, or any reasonable adjustment to participate by emailing Queensway@wsp.com or calling us on 020 7641 6000 and your request will be passed on to the consultation team.

Who can I contact for more information?

If you have any questions about the consultation or the proposals, or to request hard copies of the materials or questionnaire, or any reasonable adjustments to participate, please contact Queensway@wsp.com.

Alternatively, call Westminster City Council General Enquiries on 020 7641 6000, and they will pass your request along to the consultation team.

How does the scheme affect road safety?

This phase of the scheme is designed to improve the overall quality and functionality of the public realm, making it safer and more welcoming for all users

By widening footways and enhancing the pedestrian environment, the design encourages walking and creates a more pleasant experience for those moving through the area.

Reducing the carriageway width to 4.8 metres is expected to lower vehicle speeds, contributing to a calmer and safer street environment. The design also aims to reduce vehicle dominance, fostering a more balanced streetscape that supports safer pedestrian crossings and lowers the risk of conflicts between vehicles and pedestrians.

How will the road layout change?

Key road layout changes include removing the two-lane southbound merge from Queensway into Redan Place, creating consistent kerb alignments, and creating new pedestrian crossing points. Wider footways, new trees, and public realm enhancements will reshape the space to prioritise walking, decrease vehicle dominance, and create a more attractive and consistent look along Queensway.

These changes, including adjustments to vehicle movements and enhancements of the crossing points, will require a Traffic Management Order (TMO). Details of the proposed TMO will undergo a separate consultation, enabling residents and businesses to comment on the details of the design before the scheme is finalised.

How will this project impact my local business?

By expanding pedestrian areas and introducing more greening and cycle parking, the scheme seeks to create a welcoming and vibrant street environment, making the area more attractive to both residents and visitors, and benefiting local shops, cafes, and restaurants.

Throughout the construction phase, the project team will be in regular contact to provide updates and ensure clear communication regarding timings, access arrangements, and potential impacts.

What changes are there to parking and loading?

The proposed scheme includes changes to kerbside arrangements, with parking, loading and taxi bays relocated to improve pedestrian movement. All bays are designed to be level with the footway, making them more accessible when not in use and contributing to a safer and more inclusive public realm.

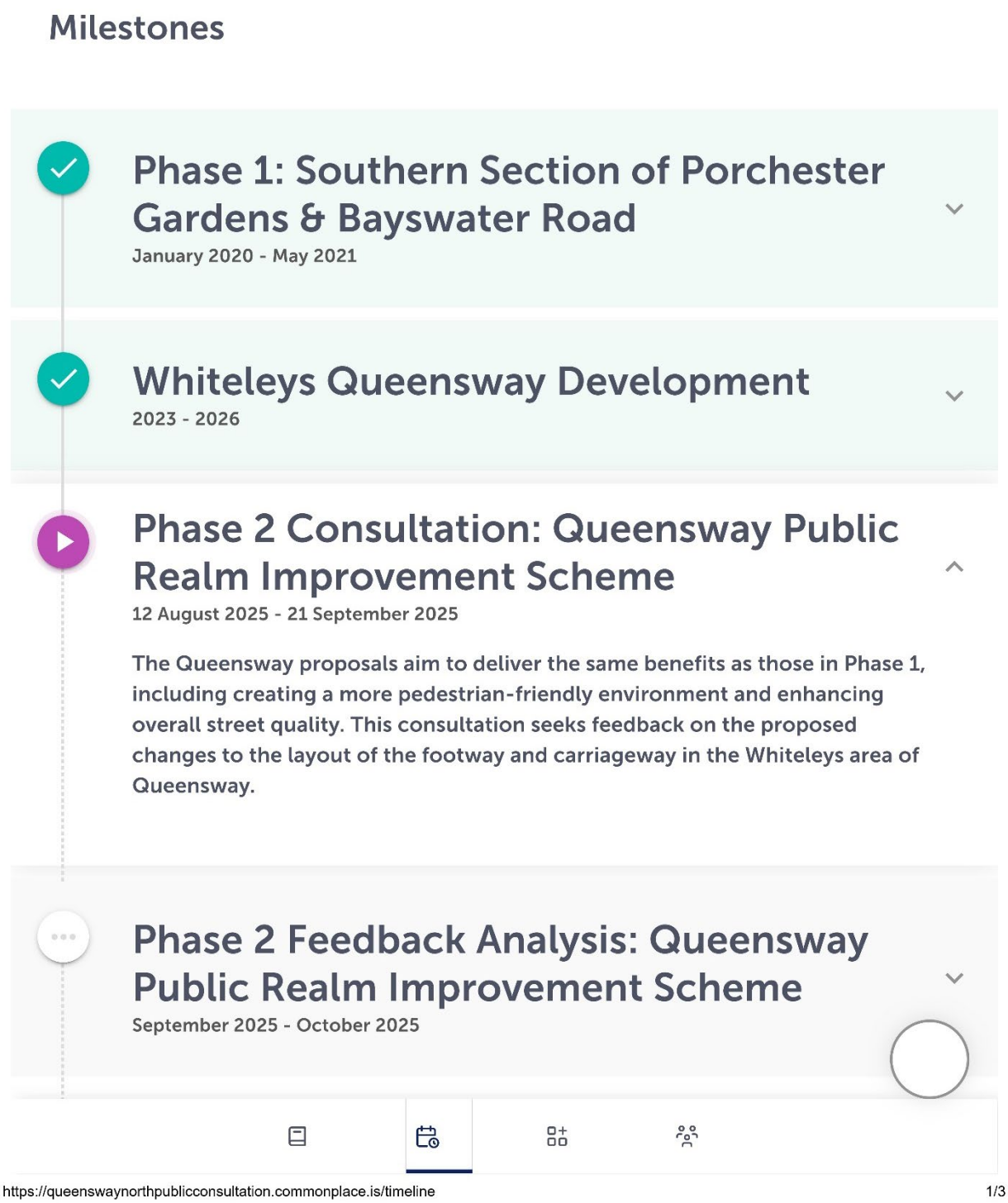
What are the next steps for the project?

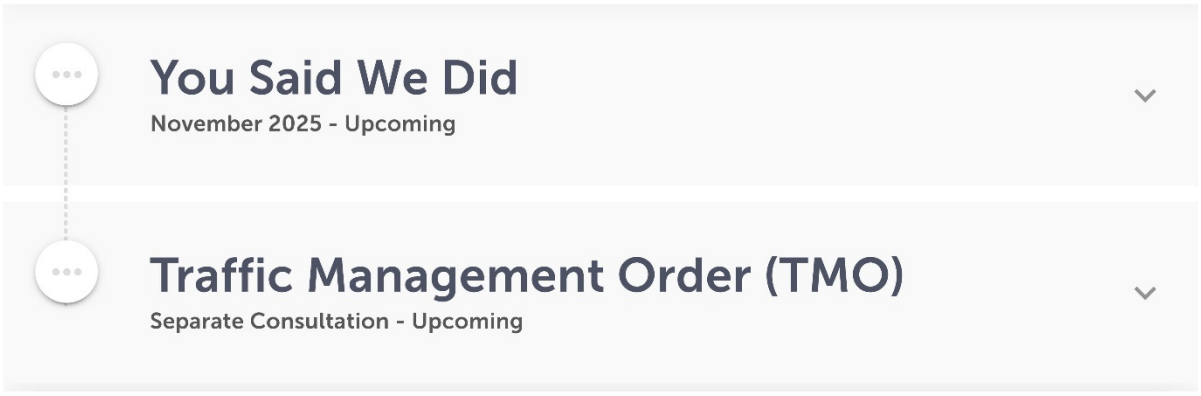
Once the consultation ends 23.59pm on Sunday 21st September 2025, we will analyse all the responses we have received. Based on the feedback, we will determine what changes are needed to the proposal. We will then present the updated scheme to the WCC Cabinet Member for a decision on how to proceed.

Once approved, the scheme will progress to the detailed design phase.

Before any changes are implemented, a separate consultation will be held on the Traffic Management Order (TMO) associated with the scheme. Feedback from this TMO consultation, alongside refinements to the design, will be considered by the WCC Cabinet Member for final approval.

Consultation website: Timeline page





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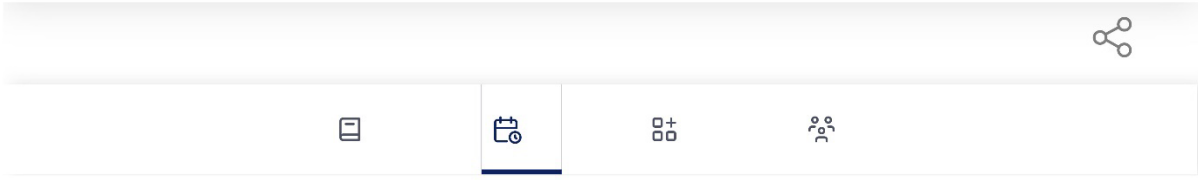
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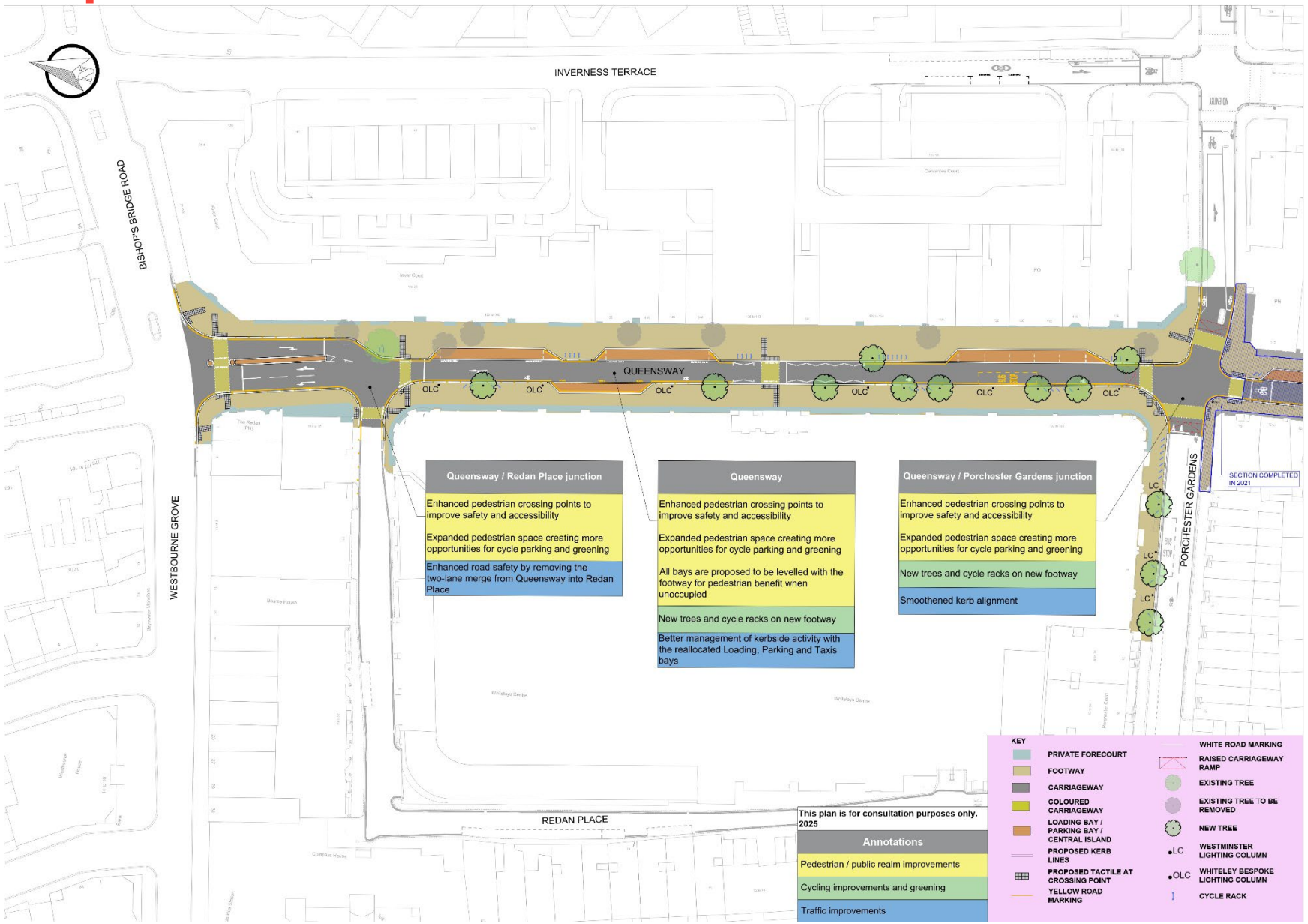
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INVERNESS TERRACE
BISHOP'S BRIDGE ROAD
WESTBOURNE GROVE
QUEENSWAY
REDAN PLACE
PORCHESTER GARDENS
SECTION COMPLETED IN 2021
OLC
LC
Queensway / Redan Place junction
Enhanced pedestrian crossing points to improve safety and accessibility
Expanded pedestrian space creating more opportunities for cycle parking and greening
Enhanced road safety by removing the two-lane merge from Queensway into Redan Place
Queensway
Enhanced pedestrian crossing points to improve safety and accessibility
Expanded pedestrian space creating more opportunities for cycle parking and greening
All bays are proposed to be levelled with the footway for pedestrian benefit when unoccupied
New trees and cycle racks on new footway
Better management of kerbside activity with the reallocated Loading, Parking and Taxis bays
Queensway / Porchester Gardens junction
Enhanced pedestrian crossing points to improve safety and accessibility
Expanded pedestrian space creating more opportunities for cycle parking and greening
New trees and cycle racks on new footway
Smoothened kerb alignment
This plan is for consultation purposes only. 2025
Annotations
Pedestrian / public realm improvements
Cycling improvements and greening
Traffic improvements
KEY
PRIVATE FORECOURT
FOOTWAY
CARRIAGEWAY
COLOURED CARRIAGEWAY
LOADING BAY / PARKING BAY / CENTRAL ISLAND
PROPOSED KERB LINES
PROPOSED TACTILE AT CROSSING POINT
YELLOW ROAD MARKING
WHITE ROAD MARKING
RAISED CARRIAGEWAY RAMP
EXISTING TREE
EXISTING TREE TO BE REMOVED
NEW TREE
LC WESTMINSTER LIGHTING COLUMN
OLC WHITELEY BESPOKE LIGHTING COLUMN
CYCLE RACK

Appendix C – Analysis Full Results

Overall results of the analysis

Table D.1 Results of comments received via the questionnaire

Top Theme Order	Theme	Number of Respondents
1	**Alternative design suggestions:** relate to comments where respondents proposed different design approaches or expressed that additional improvements could be made beyond the current proposals.	12
2	**Negative perceptions of existing/empty shops:** relate to comments expressing dissatisfaction or concern about the presence of vacant units or the current retail offer, often highlighting a lack of vibrancy, poor upkeep, or missed opportunities for improvement.	12
3	**Refined or further detailed design is needed:** this relates to comments calling for greater clarity or specificity in the proposed design elements, such as the layout of taxi ranks, lamppost styles, or other street furniture.	10
4	**Alternative suggestions for pedestrian and cycle safety:** relate to comments that highlight the need for more considered improvements to cycling infrastructure and pedestrian access.	10
5	**More provision and design thought is needed for cycle infrastructure:** this relates to comments urging better consideration of cyclists' needs, including safer routes, dedicated facilities, and measures to address congestion caused by delivery services such as Deliveroo bikes.	9
6	**Requests for more greenery and/or shrubbery:** relate to comments advocating for increased planting and natural elements in the design.	9
7	**Comments not related to this scheme / outside of this scheme's scope**: relate to feedback referencing matters beyond the current proposal, including actions tied to previous consultations such as Bayswater Road or Whiteley development, which fall outside the remit of this engagement.	7
8	**Desire for higher-quality retail:** relates to comments expressing a preference for more attractive, diverse, or well-known retail options, such as branded stores, cafés, or essential services.	7

Top Theme Order	Theme	Number of Respondents
9	**Criticism of the cost/funding should be redirected to other services:** relates to comments expressing concern over the financial implications of the scheme, viewing it as a poor use of public funds or suggesting that resources would be better allocated to other priorities.	6
10	**Clarity of consultation materials and requests for additional data, reasoning, or scheme drawings:** relates to comments indicating that the consultation lacked sufficient detail or transparency. Comments that sought clearer explanations, supporting evidence, and visual materials.	5
11	**Traffic enforcement:** relates to comments concerned with ensuring the proposed road layout and parking arrangements are properly upheld, including suggestions for measures to prevent misuse, such as mopeds or cars obstructing loading bays.	5
12	**Comments on loading bays, parking bays, and taxi bays:** relate to the design and operational details of the proposals, such as location, permitted usage times, physical features like raised bays, and how they integrate with surrounding access and traffic patterns.	5
13	**Bike clutter and impact to street aesthetics:** relates to comments expressing concern that bicycles, particularly when poorly managed or left haphazardly, could detract from the visual appeal of the streetscape.	5
14	**Concerns regarding electric bikes and scooters:** relate to comments raising issues about unsafe or antisocial cycling behaviour, such as speeding, obstructing footways, or posing risks to pedestrians, as well as worries about crime (e.g., phone snatching).	5
15	**Pedestrianise all of Queensway:** relates to comments advocating for the complete transformation of Queensway into a pedestrian-only zone.	5
16	**Social Issues and antisocial behaviour:** relates to comments raising concerns about visible homelessness, perceived unsafe or disruptive gathering spots, and broader issues of crime, highlighting the need for the scheme to address or mitigate these challenges as part of creating a more welcoming and secure public environment	4
17	**Support the proposed public realm improvement design:** which relates to comments expressing approval of the scheme's design and aesthetic choices.	4

Top Theme Order	Theme	Number of Respondents
18	**Commercial waste and anti-dumping and litter measures:** relate to comments raising concerns about improper disposal of restaurant waste and general littering, with calls for stronger anti-dumping interventions. Measures such as clearer signage, enforcement through fines, and provision of adequate rubbish bins are needed to maintain cleanliness and uphold the area's visual and environmental standards.	4
19	**The scheme is unnecessary:** relate to comments expressing the view that the proposed improvements are not needed. Questioning the rationale behind the scheme or suggesting that it does not address pressing local issues.	3
20	**Comments regarding the consultation process and timing relate to** how and when the consultation was conducted, including concerns about accessibility, transparency, scheduling, and whether the process allowed sufficient time or opportunity for meaningful public input.	3
21	**Construction Fatigue and Construction Implementation:** relates to comments highlighting the disruptive impact of ongoing or prolonged construction works in the area. Comments express frustration with the general inconvenience and call for clear communication and timely delivery with residents about construction timelines, phasing, and mitigation measures.	3
22	**Support for greenery measures and tree planting:** relates to comments welcoming the inclusion of planting and greening features within the scheme.	3
23	**Alternative environmental suggestions**: relate to comments proposing additional or different greening measures beyond those currently included in the scheme. These may include ideas such as green walls, planters, rain gardens, biodiversity features, or sustainable materials.	3
24	**Negative impact on traffic/cars/driver behaviours:** relates to comments expressing concern that the scheme may worsen traffic conditions, reduce parking availability, or encourage problematic driver behaviour.	3
25	**Safety of those with protected characteristics:** relates to comments highlighting the potential impact of the scheme on those with protected characteristics, particularly the elderly.	2
26	**Opposition to greenery measures and tree planting:** relates to comments expressing concern or disagreement with the greening elements of the scheme, including objections to the removal of existing trees.	2
27	**Alternative traffic suggestions:** relates to comments proposing different or additional approaches to traffic management beyond what is currently included in the scheme.	2

Top Theme Order	Theme	Number of Respondents
28	**Opposition to the proposed public realm improvement:** relates to comments expressing disagreement with the design direction or aesthetic choices of the scheme.	1
29	**Suggestions to expand the scope:** relates to comments proposing that the scheme's improvements be extended beyond the current area to include neighbouring streets. Respondents expressed interest in seeing similar public realm enhancements applied more widely, suggesting that adjacent locations could also benefit from upgraded infrastructure, greening, and pedestrian-friendly design.	1
30	**Maintenance of greenery:** relates to comments expressing concern about the long-term upkeep of planting and trees introduced by the scheme.	1
31	**Positive impact on traffic/cars/driver behaviours:** relates to comments expressing support for the scheme's anticipated benefits to vehicular movement and driver conduct.	1
32	**Traffic noise concerns:** relate to comments about noise pollution caused by vehicle activity, such as honking, engine idling, and general traffic flow.	1
33	**Improved pedestrian accessibility and cycle safety:** relates to comments expressing support for the scheme's potential to enhance walking and cycling conditions.	1
34	**Worsen pedestrian accessibility and cycle safety:** relates to comments expressing opposition to the scheme's potential to worsen walking and cycling conditions.	1

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