9 Appendix B: Engagement report

This report presents the findings of a detailed, multi-stage engagement process that has shaped and refined the Place Strategy for Westbourne Grove, Queensway and Porchester Road. Building on early workshops and research in 2023, local stakeholders and the wider public contributed throughout 2025 via surveys, drop-in sessions, storytelling walkabouts, and targeted workshops.

Respondents highlighted opportunities and concerns across the key streets and public spaces, with a strong focus on pedestrian safety, traffic management, accessibility, and public realm enhancements.

The feedback has guided the Place Strategy by creating a picture for how the area used to be, how it currently is and how it could become safer, more vibrant, and welcoming for everyone who lives, works, or visits the area.

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9.1 Participatory process & methodology

The Place Strategy has been developed collaboratively through a multi-stage engagement process. Initial insights were gathered in Summer 2023, which informed the emerging Westminster High Streets Framework and captured early community ambitions.

Building on this, an early workshop with local groups and residents' associations explored spatial priorities and development aspirations, helping shape the draft vision.

A six-week public engagement followed in Summer 2025 to test and refine the draft before being finalised in Autumn. Activities included:

- → Digital surveys
- → Online and street exhibitions
- → Drop-in sessions
- → Storytelling walks / workshops*

This layered approach combined early discussions with broad outreach, ensuring the strategy has been created with those who live, work and spend time locally in the area, with feedback directly shaping future design and delivery

Engagement process

WCC High Streets Programme Engagement

A public engagement exercise undertaken in Summer 2023 by Westminster City Council to inform the emerging Westminster High Streets Framework and development of a strategic delivery plan.

Early stakeholder engagement

A workshop on the 26th of February 2025 with key stakeholders, community groups, and residents associations to discuss spatial priorities and gather some early insights on the emerging place vision.

Public engagement

A series of public engagement activities in Summer 2025 (August 4th to September 17th) inviting the community to review and refine the Place Strategy.

Surveys

A digital survey (160 responses) hosted on Commonplace, to capture views and opinions about the design objectives for Queensway, Westbourne Grove and surrounding side streets, as well as the proposed improvements and activations.

On-street exhibition

An on-street exhibition hosted across two days at the junction of Westbourne Grove and Queensway, where passers-by could engage with the proposals and learn more about the emerging place strategy.

Drop-in session

A drop-in sessions held alongside the on-street exhibition, where members of Westminster City Council answered key questions and gathered feedback on design objectives and proposed improvements.

Workshops + walks

On 15, 16 and 17 September 2025, storytelling walks and a workshop were held to gather views on Westbourne Grove and Queensway to shape a co-produced public art vision celebrating their identity.

Review and analysis

Final Place Strategy based on feedback

Public engagement objectives

Public engagement ensures the Place Strategy is shaped by the people who know these streets best! By asking for feedback from residents, businesses and visitors, the aim is to capture the local character, needs and ambitions for the area, creating a shared vision for streets and spaces that feel welcoming, vibrant and distinctly theirs.

How will the input be used?

Every idea, concern and suggestion shared through surveys, workshops and conversations have fed directly into the Place Strategy. Inputs have helped to refine the vision, set priorities and guide choices, ensuring that the Place Strategy is rooted in local voices and created with local communities.

9.2 Engagement overview
Surveys

9.2.1 Demographics

Throughout August – September 2025, 160 people shared their views on the Westbourne Grove, Queensway, and Porchester Road Place Strategies, building on ideas from the 2023 engagement. Feedback on design objectives and analysed to reflect community priorities.

The survey captured a diverse and engaged audience, with 139 respondents confirming their status out of 160. Age ranges are broad, with strong representation from 25–34, 35–44, and 60–64, reflecting a mix of young professionals and older residents. Most respondents live locally (149), while frequent visitors, commuters, and workers contribute additional perspectives. This mix of residents, workers and regular visitors sets the stage for a nuanced understanding of the street's challenges and opportunities, reflecting daily routines and lived experiences.

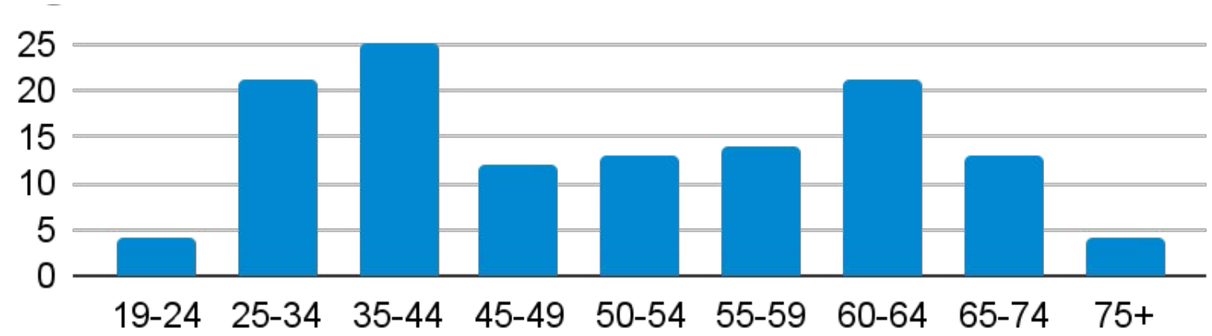
How old are the respondents?

Who is the largest age group who responded?

35–44
years old

represent 15.6% of the respondents

160 Responses
Source: Commonplace



Source: **Commonplace**
Total number of processed responses: **160**

Among 160 respondents, the three largest age groups are 35–44 (25 people, 15.6%), 25–34 (21 people, 13.1%), and 60–64 (21 people, 13.1%). Together they make up 41.8% of all responses.

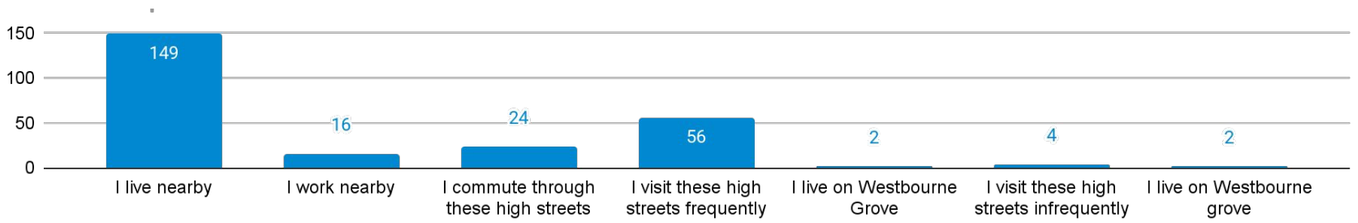
What relationship do the respondents have to the street?

Who Responded?

93%
declared living nearby

Showing most respondents have strong area connections, with many also visiting frequently or commuting.

160 Responses
Source: Commonplace



Source: **Commonplace**
Total number of processed responses: **160**

Among 160 respondents, most indicated that they live nearby (149 people, 93%). Other commonly selected responses were visiting the high streets frequently (56 people, 35%) and commuting through the area (24 people, 15%). As respondents could choose more than one option, these results show that many have multiple types of connections, with living nearby and regular presence being the most common.

9.2 Engagement overview Surveys

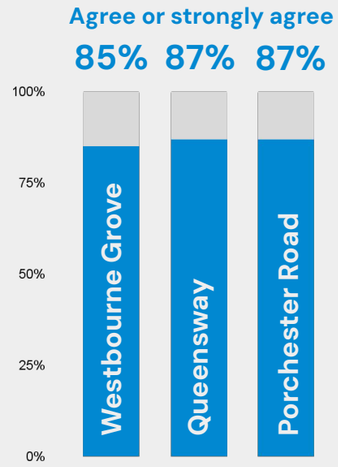
9.2.2 Support level and key themes

Respondents show strong support for the Place Strategy objectives, with high level of agreement across Westbourne Grove (85%), Queensway (87%), and Porchester Road (87%), and 81% supporting the proposed improvements. Analysis of 422 comments left on the open-ended questions of the survey highlights pedestrian experience and traffic management as top priorities, reflecting safety and movement concerns. Public realm quality, local businesses, and greening are also important, with seating, public art, and cultural enhancements valued but secondary, indicating a focus on practical, functional improvements that improve usability and street vibrancy.

The 422 comments analysed for the themes analysis came from all the survey's open-ended questions..

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

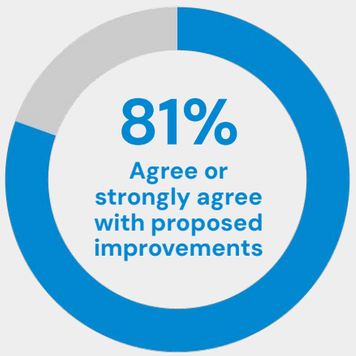
Level of support on objectives



Feedback showed general support for safer, calmer streets, respondents emphasise traffic calming, wider pavements, greenery, seating, and vibrant local shops, while prioritising pedestrian and cyclist safety over decorative public art.

160 Responses
Source: Commonplace

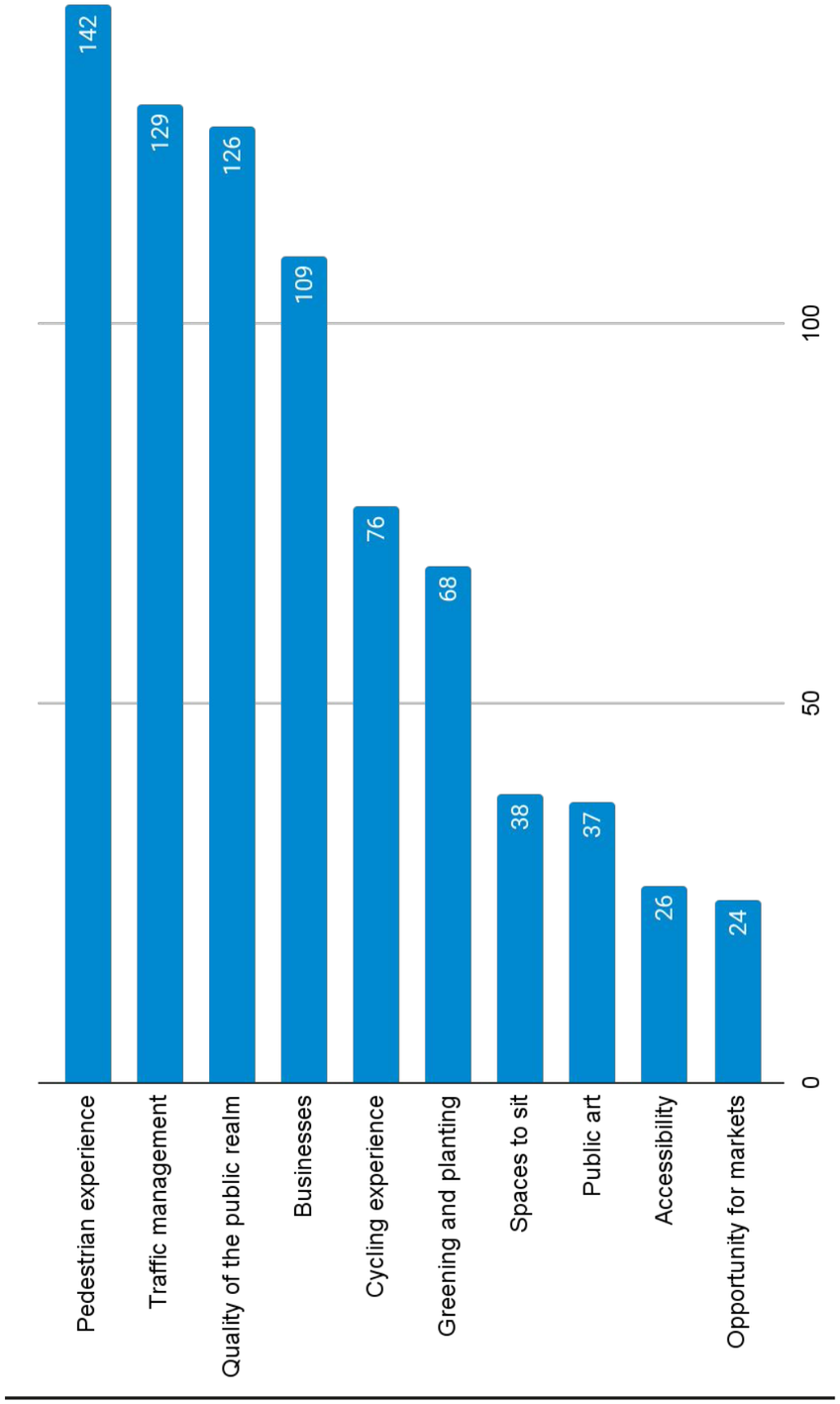
Level of support on proposed improvements



Feedback showed general support for safer, greener, and more vibrant streets, respondents emphasise pedestrian experience, public realm upgrades, and local business support, while noting traffic, parking, and congestion concerns.

160 Responses
Source: Commonplace

What matter most to respondents



Source: **Commonplace**
Total number of processed responses: **422**

9.2 Engagement overview Surveys

9.2.3 Key themes

The following pages present a synthesis of the comments filtered through each of the 10 key themes, highlighting the main aspirations and concerns reflected by respondents.

The 422 comments analysed came from all the survey's open-ended questions.

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

		Aspirations	Concerns
Pedestrian experience How safe, comfortable, and accessible movement feels for all, including people with limited mobility, shaped by streetscape, crossings, lighting, and overall urban environment. **34% of comments referred to this theme**		→ Wider pavements for safer, more comfortable walking, especially on Westbourne Grove → Improved pedestrian crossings, including diagonal ones at key intersections (Five Ways, Queensway Junction) → Make the streets more walkable and comfortable for pedestrians.	→ Widened pavements might be immediately cluttered by businesses' signs, waste bags, or rental bikes
Traffic management How movement is organised (including potential road closures) to improve safety, reduce congestion, and ensure smooth flow for everyone in the area. **31% of comments referred to this theme**		→ Preventing non-essential vehicles from using the streets as a cut-through → Implement measures that reduce vehicle speed and volume. → Rethink current traffic lights and pedestrian crossings to create a more natural and safer system.	→ Adding cycle lanes and widening pavements might worsen existing traffic bottlenecks for cars / buses → "Over-engineering" traffic controls that lead to confusion and delays. → Diverting traffic might simply move problems to nearby residential streets.
Quality of the public realm Overall appearance, comfort, and usability of streets, pavements, and open spaces for people spending time outdoors. **30% of comments referred to this theme**		→ Better waste management and a process to address dirty, littered pavements. → Improve the overall look and feel of streets, including better road conditions and less clutter. → Restore the area's historical beauty, ensuring that new designs are not "garish" or overly modern.	→ New improvements might not be properly maintained and might represent a waste of public funds. → Avoid adding more street furniture that could make pavements feel even more crowded than they already are

9.2 Engagement overview Surveys

9.2.3 Key themes

		Aspirations	Concerns
Businesses Presence, variety, and vitality of local shops, services and food and drink establishments supporting the community and economy. **26% of comments referred to this theme**		→ Swap tourist shops for local independents and/or select well-known brands → Consistent, elegant, traditional signage and façades → More outdoor al-fresco seating on wider pavements. → Greater retail variety → Favouring unique offerings over duplicate grocery chains	→ Improvements could lead to higher rents, forcing out local residents and useful, affordable businesses → Focus on high-end retail might diminish the area's multicultural and diverse character
Cycling experience Safety, convenience, and enjoyment for people riding bicycles, including routes, parking, and road design. **18% of comments referred to this theme**		→ Dedicated cycle lanes, priority traffic lights → More parking for rental bikes	→ Pedestrian needs might be overlooked in favour of cycling infrastructure
Greening and planting Use of plants, trees, and landscaping to enhance environment, wellbeing, and biodiversity in public spaces. **16% of comments referred to this theme**		→ Introduce more planting to create a green corridors, improve air quality, and beautify the area	→ Introducing "gloomy" evergreen trees that lack visual appeal year-round

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview

Surveys

9.2.3 Key themes

		Aspirations	Concerns
Spaces to sit Availability and comfort of seating that encourages rest, socialising, and lingering in public areas. **9% of comments referred to this theme**		→ More public benches and seating areas for the public to rest and socialise	→ New benches might attract anti-social behaviour, and an increase in litter and noise
Public art Visual or interactive works that enrich streets, inspire people, and reflect local culture or identity. **9% of comments referred to this theme**		→ Public art that highlights local stories and reflects the area's heritage	→ Public art might be seen as luxury; funds could prioritise cleanliness and safety → Bright, modern art that doesn't respect the historic streetscape
Accessibility Easy, safe, and inclusive access across streets, buildings, and public spaces for everyone. **6% of comments referred to this theme**		→ Westbourne Grove to have enhanced accessibility of pavements currently too narrow in many places → Make Royal Oak station more welcoming and to add entrances on both sides of the road	→ The proposed changes are too cosmetic and might not go far enough to address the core issues → Making the area more attractive might ultimately lead to higher living costs for residents
Opportunity for markets Potential to host temporary stalls, events, or pop-ups that bring activity, trade, and community engagement. **6% of comments referred to this theme**		→ Seasonal and farmers' markets to bring life and activity to the high street	→ Markets are potentially a waste of money, will cause congestion, and will attract anti-social behaviour → Markets might be given preferential terms over existing retailers

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview
Surveys

9.2.4 Example comments

These selected comments capture from the surveys some of the aspirations and concerns of people regarding Westbourne Grove, Queensway and Porchester Road.

Themes	Number of occurrences
Pedestrian experience	142
Traffic management	129
Quality of public realm	126
Businesses	109
Cycling experience	76
Greening and planting	68
Spaces to sit	38
Public art	37
Accessibility	26
Opportunity for markets	24
Other	63
Total number of processed responses	**422**

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

Pedestrian experience
1st recurring theme (142 comments)

"Improving the pedestrian infrastructure, traffic light timings, and overall street layout [Westbourne Grove] here would go a long way towards improving safety and creating a calmer, more welcoming atmosphere for everyone."



Traffic management
2nd recurring theme (129 comments)

"It would be nice to have something added that limits the speed of cars through Westbourne Grove. The limit is 20 but often cars go much faster which is not safe nor enjoyable when sitting outside on this road or walking alongside it."



Quality of the public realm
3rd recurring theme (126 comments)

"Agree on the desire to focus on the area's culture and heritage while improving the green environment along with pedestrian and cycling opportunities."

Businesses
4th recurring theme 109 comments)

"Queensway offers an outstanding opportunity for retailers, local residents and further afield residents, close to Hyde Park and Notting Hill; [...] The completion of the major refurbishment and rebuild of The Whiteley acts as a perfect catalyst."



Cycling experience
5th recurring theme (76 comments)

"Queensway is very busy and always felt quite unsafe for cycling and walking - a lot of building work and little room for pedestrians"



Greening and planting
6th recurring theme (68 comments)

"Much more significant greenery, ie trees which will grow big, have flowers/fruit or otherwise make an impact. The short evergreen trees recently planted are not very appealing - same all year and gloomy foliage. Places to sit definitely needed. Even picnic tables for socialising/eating snacks."

Spaces to sit
7th recurring theme (38 comments)

"We need communal spaces, benches, cafes, greenery."

Public art
8th recurring theme (37 comments)

"The most important point for me is: Introduce public art to highlight local stories and reflect the local character and heritage."

Accessibility
9th recurring theme (26 comments)

"[...] I think the flats have quite a lot of elderly, so access for all will need to be investigated."



Opportunities for markets
10th recurring theme (24 comments)

"It would be good to have weekly farmers markets - run by the same organisation who manage the weekly farmer markets at Notting Hill and High Street Kensington."



9.2 Engagement overview
Surveys

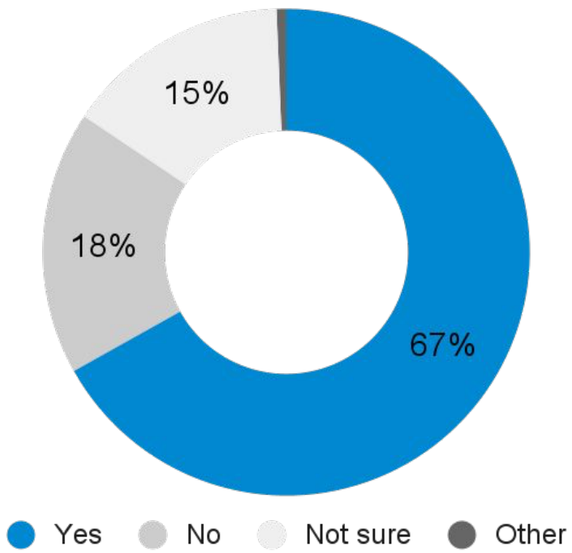
9.2.5 Queensway Junction

Respondents showed support for transformation at Queensway Junction, with 67% supporting the ambitious proposal. Supporters emphasise safer streets, greener spaces, wider pavements, seating, and improved crossings. Opposition focuses on maintaining car access and managing congestion, while some remain unsure, reflecting concerns about displaced traffic and balancing resident needs.

Among those already in favour of broader improvements, 88% embrace the ambitious proposal, revealing that enthusiasm for bold interventions grows when the benefits are tangible and high-impact.



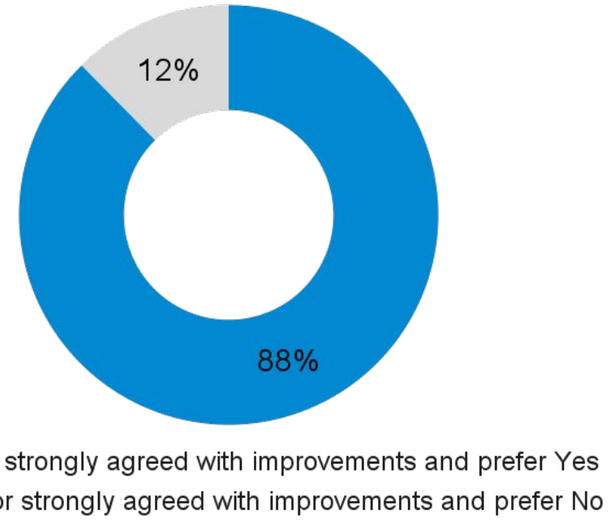
↑ **Queensway Junction**



Source: **Commonplace**
Total number of processed responses: **160**

Which option do respondents prefer for Queensway Junction?

Support for the ambitious Queensway Junction proposal (Yes Option) is strong (67%), prioritising safer, greener, pedestrian-friendly streets, widened pavements, seating, and crossings. Opposition (18%) cites car access and congestion; 15% are unsure.



Source: **Commonplace**
Total number of processed responses: **105**

How do supporters of improvements feel about an ambitious Queensway Junction Proposal?

Among respondents already supporting improvements, 88% supports the ambitious Queensway Junction proposal, showing stronger enthusiasm for bold interventions focused on safety, pedestrianisation, and public realm enhancements compared with the broader improvement package.

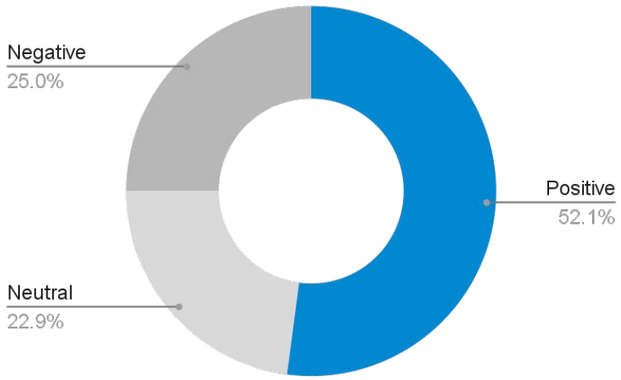
9.2 Engagement overview
Surveys

9.2.5 Queensway Junction: Summary of the comments

The 66 comments analysed came from the open-ended question for Queensway Junction.

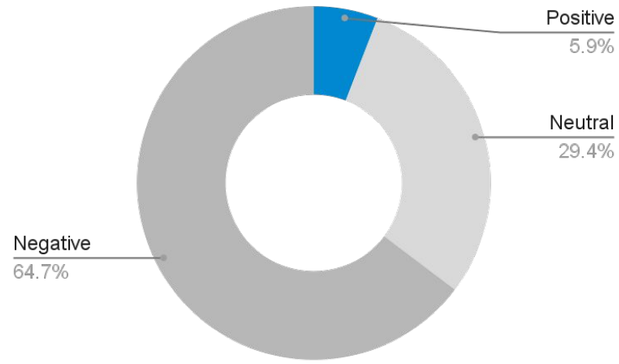
Support for the ‘Yes’ Option:
Summary and analysis of comments

Supporters of the ambitious Queensway Junction proposal are mostly positive (52%), valuing safety, wider pavements, greenery, cafés, and improved pedestrian experience. Concerns focus on practicality, traffic management, and accessibility, highlighting a desire for functional, lively, and welcoming streets.



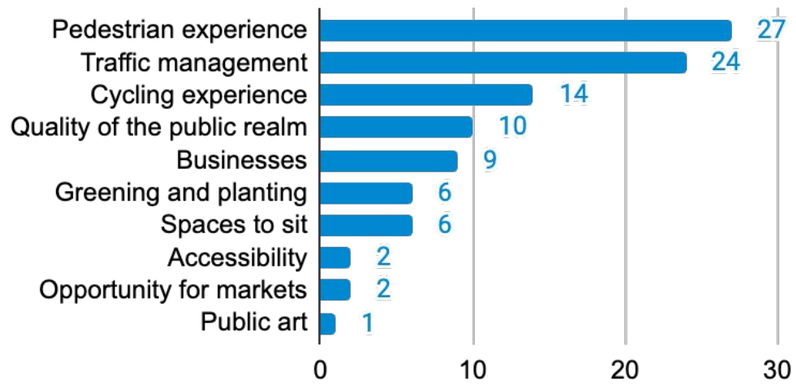
Support for the ‘No’ Option:
Summary and analysis of comments

Supporters of the ‘No’ option at Queensway Junction are mostly negative or neutral, prioritising traffic management and vehicle access. They favour improvements like signage, speed controls, and pavement maintenance, emphasising practical, everyday solutions over ambitious closures.



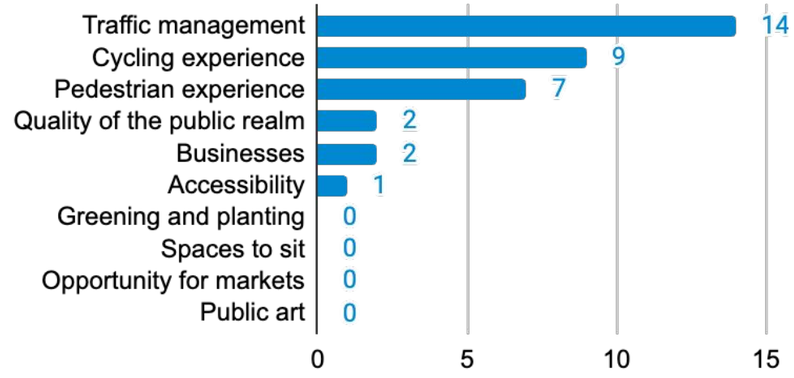
Positivity of comments from support of ‘Yes’ Option

Source: **Commonplace**
Total number of processed responses: **49**



Positivity of comments from support of ‘No’ Option

Source: **Commonplace**
Total number of processed responses: **17**



Themes in the comments from support of ‘Yes’ Option

Source: **Commonplace**
Total number of processed responses: **49**

Themes in the comments from support of ‘No’ Option

Source: **Commonplace**
Total number of processed responses: **17**

9.2 Engagement overview
Surveys

9.2.6 Objectives Queensway: Preference for market

Responses on market preferences for Queensway reveal clear enthusiasm for regular, community-focused events. A weekly farmers' market is the most popular choice (55%), reflecting demand for fresh local produce and lively street activity, while seasonal markets also attract strong support (37%), highlighting interest in festive or themed events that add character and draw visitors. 41% of respondents supported both a weekly and a seasonal market, underlining a desire for frequent activation that combines vibrant social interaction with economic opportunities for local businesses.

55%
of respondents would prefer a weekly farmers market

41%
of respondents would support both a weekly farmers market <u>and</u> a seasonal market



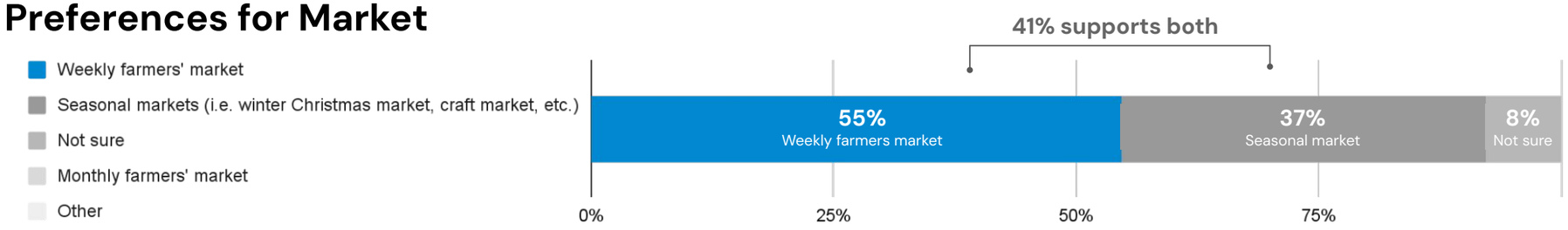
Brockley's weekly farmers market →

← Columbia road Christmas market

37%
of respondents would prefer a seasonal market

Image credits:
Columbiaroad.info
cktravels.com

Preferences for Market



Source: **Commonplace**
Total number of responses: **160**

9.2 Engagement overview
Surveys

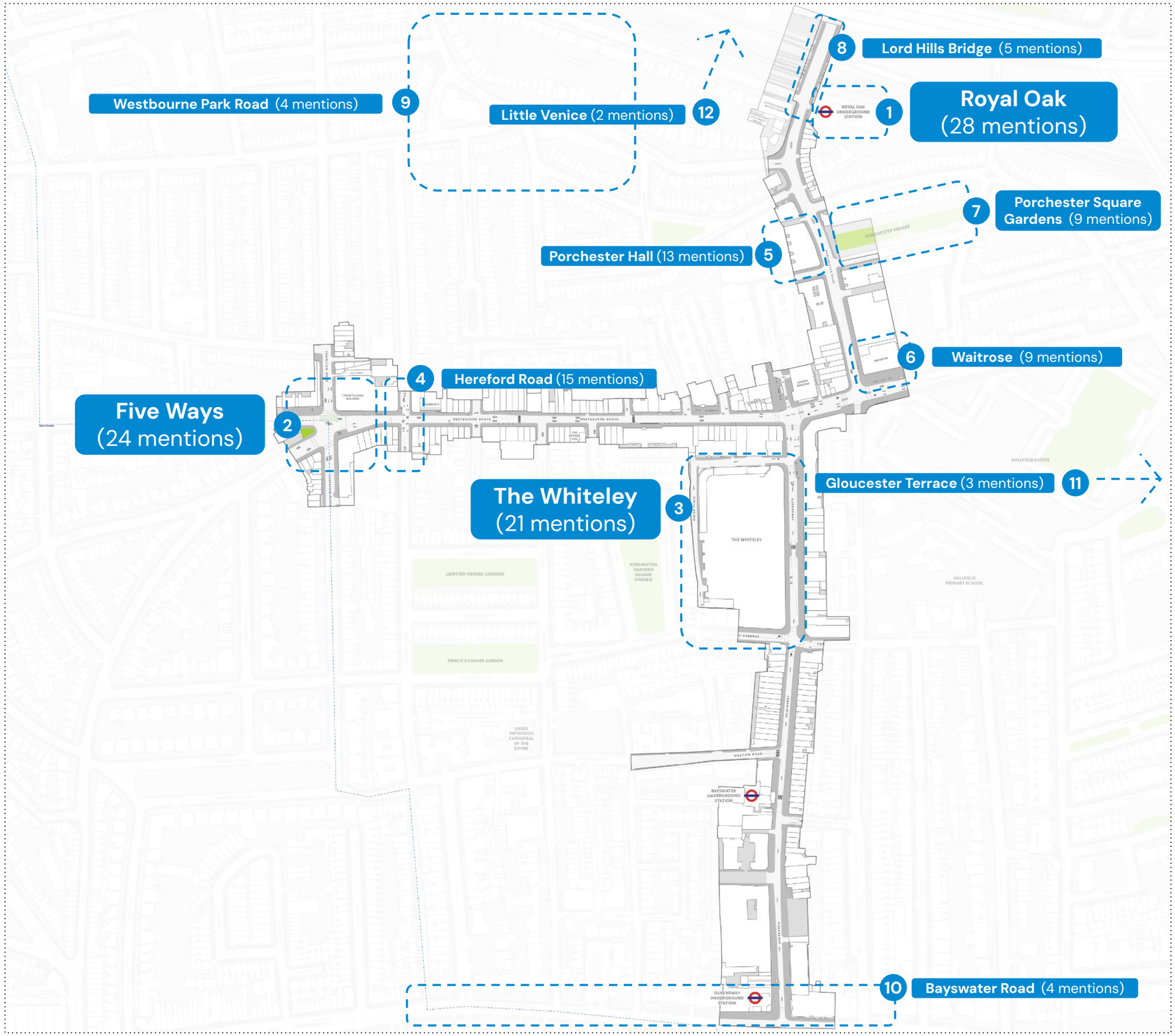
9.2.7 Key locations mentioned in the comments

Several locations emerged as significant in local feedback of the surveys. Royal Oak and Five Ways for safer, greener crossings despite traffic concerns; The Whiteley and Hereford Road for pedestrian-friendly spaces tempered by gentrification and exclusivity worries; and Porchester Hall and Porchester Square Gardens for community and cultural value, with focus on maintenance and accessibility.

Together, these 12 places highlight where improvements are mostly wished or where concerns are mostly voiced in relation to the proposed changes to three streets and their surrounding areas.

Westbourne Grove, Porchester Road, and Queensway were also key in the discussions and are excluded here for their obvious centrality.

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace



↑ **Key Locations from comments**

9.2 Engagement overview
Surveys

9.2.7 Key locations mentioned in the comments

The 12 most mentioned locations with an interpretative summary of the key points of discussion mentioned in the 387 comments that came from all the survey's open-ended questions.

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

	**1. Royal Oak** 28 mentions	This major gateway is a busy hub. While people appreciate its potential for community spaces and improved circulation, there are worries about taxis, crowding, and the area feeling unsafe at night.
	**2. Five Ways Junction** 24 mentions	A key connecting route, described as having great potential for pedestrianisation and greening. However, there are significant concerns about displacing traffic on residential streets and increasing noise from new businesses.
	**3. The Whiteley** 21 mentions	The hospital's surroundings are a central concern. People wish for better accessibility and a more welcoming environment, but are worried that traffic management changes may hinder access for emergency vehicles.
	**4. Hereford Road** 15 mentions	People wish for this public space to be better integrated with the surrounding streets, but worry that its presence is not well-known to locals.
	**5. Porchester Hall / Library** 9 mentions	Some believe this wider street could help alleviate traffic from Praed Street. However, residents are highly concerned that it will become a congested overflow route.
	**6. Waitrose** 9 mentions	The square is valued for its green space, but there is a wish for it to be a more active community hub and a concern about anti-social behaviour.
	**7. Porchester Square Gardens** 6 mentions	Respondents wish for this street to be safer and more attractive, but are concerned about the fast-moving traffic and dangerous crossings.
	8. Lord Hills Bridge 5 mentions	While respondents want to see this area improve, there is a strong concern that it will become a congested overflow route for displaced traffic from London Street.
	**9. Westbourne Park Road** 4 mentions	This street is a source of concern. respondents worry about the smell from pubs and the general antisocial behaviour in the area.
	**10. Bayswater Road** 4 mentions	A key junction with dangerous crossings. The main wish is for new traffic lights and crossings proposed to be installed to improve safety and visibility for pedestrians.
	**11. Gloucester Terrace** 3 mentions	Respondents want to retain vehicle access to this mews for businesses. There is a strong concern about the area being used for anti-social behaviour.
	**11. Little Venice** 2 mentions	Respondents want to retain vehicle access to this mews for businesses. There is a strong concern about the area being used for anti-social behaviour.

9.2 Engagement overview
Surveys

9.2.7 Key locations mentioned in the comments

The 12 most mentioned locations with an interpretative summary of the key points of discussion mentioned in the 387 comments that came from all the survey's open-ended questions.



1. Royal Oak
28 Mentions

Desire for a safer, greener, more welcoming gateway with improved station access. Concerns about grime, antisocial behaviour, traffic, and unsafe bridges.

"Strongly agree on making Royal Oak Station more welcoming and improving the pedestrian crossings."

"Create an exciting, safe, clean and appealing gateway to Bayswater improving the green environment."

"Royal Oak station feels like you've arrived at a Victorian industrial facility. Incredibly unwelcoming."



2. Five Ways Junction
24 mentions

Seen as a potential welcoming focal point with safer crossings and greenery. Anxiety over traffic chaos, noise, and over-commercialisation.

"Create a welcoming sense of arrival to the local neighbourhood, make it a focal point."

"Anything that could make the crossing safer, quieter and less busy would be welcome."

"Negotiating the fiveways junction is not convenient for pedestrians, especially the elderly."

"The 5 way crossing already causes so much noise with sirens, loud exhausts and buses."



3. The Whiteley
21 Mentions

Hopes for pedestrianisation, better public space, and new amenities. Worries about exclusivity, high-end focus, and dragging construction.

"With Whiteley's opening it would be good to do some improvements to the public spaces so that it feels more like a destination."

"Whiteleys should be expected to add something to the area (like a green space or public seating)."

"I am worried about Whiteleys being a waste and directed to a very small high end audience only."

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview
Surveys

9.2.7 Key locations mentioned in the comments

The 12 most mentioned locations with an interpretative summary of the key points of discussion mentioned in the 387 comments that came from all the survey's open-ended questions.



4. Hereford Road
15 Mentions

Calls for safer crossings, slower traffic, and alfresco dining. Worries about jaywalking risks and constant traffic conflicts.

"There should be an additional crossing point — ideally a traffic light or at least a zebra crossing."

"I would like to see more al fresco dining around the junction of Westbourne Grove and both Hereford Road and Chepstow roads."

"Almost every day I witness fights or heated arguments between cyclists, drivers, and pedestrians."

"As a result, almost everyone ends up jaywalking because there is no natural or safe point to cross."



5. Porchester Hall / Library
13 mentions

Valued as a cultural and community anchor. Wishes for more activities, stronger support, and recognition; worries about antisocial behaviour, poor maintenance, and low usage.

"Support existing community and cultural activities at Porchester Library and Porchester Hall."

"There should be more activities at the library and the Hall."

"The bus stop used to be in front of Porchester Hall... attracts all sorts of ASB."

"The shopfronts on Porchester Road are so depressing."

"Would need to be convinced that maintaining a library is worthwhile - suspect usage is low."



6. Waitrose
9 mentions

Comments identify Waitrose as an important local supermarket. They highlight significant issues nearby, including safety problems with HGV deliveries, traffic, rough sleepers, and the urgent need for better pedestrian crossings.

"This issue is safety in this road. There are multiple daily HGV's delivering to Waitrose that need to reverse into their loading bay at right angles to the road."

"The shanty town behind Waitrose is presently down but rough sleepers still frequent the spot."

"The stretch of the road between Royal Oak and Waitrose is a scary one at night and even daytime."

"[...] Waitrose nearby [is a] practical place we visit so encouraging bike use and improving pedestrian experience is highly beneficial."

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview
Surveys

9.2.7 Key locations mentioned in the comments

The 12 most mentioned locations with an interpretative summary of the key points of discussion mentioned in the 387 comments that came from all the survey's open-ended questions.



7. Porchester Square Gardens
6 Mentions

Desire for revival and imaginative planting. Concerns about neglect and decline.

"Would love to see it return to its former glory. A safe community space with imaginative planting."

"The Porchester Square Garden is looking tired."

"Porchester Square Gardens are looking tatty."



8. Lord Hills Bridge
5 mentions

Calls for greening and better pedestrian links. Concerns about unwelcoming, unsafe character.

"I fully support the idea of a green corridor [linking Lord Hills Bridge], for which we are campaigning "

"The consultation map seems to exclude Lord Hills Bridge, which is not very welcoming."



9. Westbourne Park Road
4 mentions

The hospital's surroundings are a central concern. People wish for better accessibility and a more welcoming environment, but are worried that traffic management changes may hinder access for emergency vehicles.

"Would love to see it return to its former glory. A safe community space with imaginative planting."

"The wayfinding totem at Westbourne Park Road and Porchester Road — I've never seen anyone use it."

"[...] Westbourne Park road becoming overwhelmed after periods of heavy rain. At the moment the drains on these intersections aren't sufficient to deal with heavy rain"

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview
Surveys

9.2.7 Key locations mentioned in the comments

The 12 most mentioned locations with an interpretative summary of the key points of discussion mentioned in the 387 comments that came from all the survey's open-ended questions.



10. Bayswater Road
4 Mentions

Seen as a key gateway to Kensington Gardens and Queensway. Concerns about noise and traffic dominance.

"Consider this route as part of a continuum from Kensington Gardens to Portobello."

"Create a welcoming arrival from Bayswater Road."

"When the bus stop on the Bayswater Road locates back to in front of The Park that will spoil it as a restaurants with a view."

'I once saw five cars go through red light in one go at the top of Queensway coming from Bayswater Road.'



11. Gloucester Terrace
3 mentions

Desire for calmer traffic and safer crossings. Concerns over speeding, boy racers, and dangerous junctions.

"Gloucester Terrace should be included (near the library), it's currently a drag strip for boy racers."

"[...]something needs to be done about the traffic going into Gloucester Terrace"

the Car park behind Gloucester Terrace or those low density "Westbourne Park Villas" that are a atrocious if pretty waste of space given the location.



12. Little Venice
2 mentions

Recognised as a nearby attractor with connections to the canals. Worries about it drawing focus away from the high street.

"This thoroughfare is important from Little Venice and Maida Vale for leisure activities and access to two key local facilities"

"If this can be extended all the way up to Royal Oak and into Little Venice even better which will connect the neighbourhoods for walkers and cyclists."

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

9.2 Engagement overview Surveys

9.2.8 Past, present and future

Here's an interpretive summary of the way the past, present and future tend to be described in the survey comments. A few quotes highlighting the portrait are listed in the bottom part.

From 422 processed comments (derived from the online survey's open-ended questions)
Source: Commonplace

The Past

How was it in the past?

Comments describe the past of the area as a "High Street" with "diversity, character and a cosmopolitan feel." It was a "useful area" with "a corner store" and "an interesting selection of retailers." Over time, many shops "disappeared," "slowly closed," or were replaced with "tat shops." The street was lively and vibrant, with high footfall driven by food and drink offerings, and a strong community spirit. The closure of Whiteleys department store is noted as a key moment marking the start of this change.

"The work of the community here (Porchester Road) has been essential to support the area's current profile and keep it that way."

"Queensway has always been a great area in terms of its diversity, character and its cosmopolitan feel..."

"It (Queensway) used to be a High Street with a corner store and not a destination."

"The thoroughfare (Westbourne Grove) has always had an interesting selection of retailers."

"Would love to see it return to its former glory. A safe community space with imaginative planting."

The Present

How are things now?

Comments describe the area in the present conditions as a place with numerous issues. People "cannot walk on the sidewalks," which are "constantly dirty" and littered with "business rubbish." Back-to-back traffic leads to "fights or heated arguments," making the street feel "tense and unsafe." Common complaints include the "proliferation of tat shops". The area is seen as neglected and unattractive, with traffic lights causing congestion. The ongoing conflicts between pedestrians, cyclists, and drivers create a persistent sense of unease.

"I live right at the juncture of Westbourne Grove and Hereford Road, and almost every day I witness fights or heated arguments between cyclists, drivers, and pedestrians."

"There's an issue with business rubbish in this street in particular, also with the trolleys that are left in the pavement from Tesco Express and Sainsbury's."

"It doesn't feel very safe as a single female walking back late at night on your own. Area feels a bit run down and not very inviting."

"There is so much space to make this beautiful for pedestrians and cyclists but a lot of that space right now is dedicated to parking alongside the street which is not necessary..."

The Future

How could it be?

Comments describe a future where the area could be much improved if key issues are addressed. People want to see "proper shops" and hope it could be "very visitable again." Some suggest new ideas like "rooftop bars and restaurants." There are calls to "improve the area" by cleaning pavements, tackling the homelessness and addressing "repetitive shops." Respondents want the area to regain its charm and become a destination once more, with better public transport, more cycling routes, and council action on housing for the vulnerable.

"We need a complete regeneration of these areas to include an inclusive area of cultural, diverse trade and community space to enhance & bring back a sense of community for all, instead of the area being a bypass for tourists."

"This [the improvements] will, hopefully, make these streets more attractive as destinations and encourage more active travel, thus lowering air pollution."

"I suggest exploring rooftop bars and restaurants for this entire area."

"Help the homeless people on the street and outside Bayswater Station to relocate and find a place to stay."

9.2 Engagement overview Workshops

9.2.9 In person workshop with stakeholders

On February 26 2025, the Council hosted an in-person workshop to inform the emerging Place Strategy. The session brought together key stakeholders to discuss priorities and shape a shared vision for the streets. The workshop focused on:

- → **Shaping** a place vision that reflects local character and aspirations
- → **Understanding** stakeholder concerns and priorities
- → **Gathering** thoughts on high level design options and programming
- → **Exploring** ambitions for the future offers on the streets
- → **Foster** partnerships to support long-term delivery

Insights from the session directly informed the Place Strategy, guiding public realm proposals and activation opportunities. Ongoing engagement will remain central as the strategy moves into delivery.



↑ Westbourne Grove



↑ Queensway



↑ Westbourne Grove

Participants

- SEBRA
- Bayswater Residents' Association
- Royal Borough of Kensington and Chelsea
- Pembridge Residents' Association
- Notting Hill East Neighbourhood Forum
- Viscount Court Residents Association

Key Learnings

- → **Westbourne Grove character:** Strong appreciation for the area's heritage and architecture that contributes to a distinctive and attractive public realm
- → **Five Ways:** Critical need to improve pedestrian navigation and safety, while addressing conflicts between residential uses and noise
- → **Pavement capacity:** Mixed conditions with successful widening on Queensway but issues with ongoing narrowness and clutter on parts of Westbourne Grove
- → **Safety and maintenance:** Concerns about lighting, crime hotspots, dirty bins and poorly positioned street furniture
- → **Shopfront quality:** Widespread concern about poorly maintained shopfronts, unrestricted shop spill-out, and A-boards detracting from the streetscape
- → **Greening and nature:** Strong appetite for enhanced greenery throughout the area, with recent tree planting on Westbourne Grove well-received and providing a foundation for broader greening initiatives

Additional Considerations

- → **Building setbacks:** Safeguard existing building setbacks for greening, outdoor seating, and flexible street uses
- → **Whiteleys development:** The new public realm will significantly improve pedestrian flow and should be considered alongside broader public realm improvements
- → **Heritage approach:** Any shopfront enhancements and public art should respect the area's architectural heritage and maintain elegant materials and natural finishes
- → **School traffic:** Four schools around Pembridge Square create concentrated traffic impacts that require careful management in any transport planning
- → **Parking on Pembridge Villa:** Popular use by RBKC residents means any changes to this area require careful consultation and alternative provision considerations
- → **Heritage and identity:** Reinforce character with natural and heritage materials, including canvas awnings, brass story inlays, and coherent projecting signage

9.2 Engagement overview Workshops

9.2.10 Drop in sessions and community workshops

Between 15–17 September 2025, walking tours and community workshops led by the London Ambler and Contemporary Art Society Consultancy engaged 19 participants to explore Queensway, Westbourne Grove, and Porchester Road. The area was described as a mix of commercial vibrancy, residential character, and transit-focused streets, with strong local pride tempered by a sense that its identity has weakened. Public art was envisioned to restore dwell-time, sociability, and local identity, especially referencing the lost River Westbourne, through practical, inclusive interventions such as seating, fountains, clocks, playful elements, and subtle embedded features that foster community and connection to the streets' history.

Summary

Public art here should restore dwell-time and sociability by providing useful, legible and inclusive amenities – most noted was seating (though an isolated concern about seating was raised) – and may incorporate drinking fountains, clocks, playful elements and wayfinding (including clearer routes to public toilets). It should connect to local identity – especially the story of the lost River Westbourne – through subtle, embedded interventions that invite discovery (high/low, in the pavement, sealed windows, bus stops, repurposed phone boxes), rather than relying on text-heavy explanation or Shoreditch-style street-art aesthetics that don't fit the setting. In terms of sites, most participants favoured a concentrated, place-making intervention that can operate as a new community hub, rather than thinly distributing artworks along the corridor; the Queensway/Westbourne Grove junction was raised as a potential focus, with careful attention to pavement width, heavy footfall and accessibility. In participants' words, the goal is to "reconnect a feeling of community" and restore a "genuine high street" character – through public art that is useful, welcoming, and unmistakably of this place.

How the area feels now

- → Queensway: busy, "24-hour," commercial and touristic
- → Westbourne Grove: more residential and "grander/premium"
- → Porchester Road: a "passageway" people move through from A to B
- → Strong local pride sits alongside a sense that the area has "lost its soul," accelerated by souvenir shops and the redevelopment of Whiteleys, which removed a much-loved informal social hub

What public art should do here

- → Re-make a place to dwell: A repeated, practical need is seating – places to pause, meet and talk
- → Be functional and universal: Seating, drinking fountains, clocks, playful elements, and wayfinding
- → Connect to broad local identity and infrastructure: Strong mention to reference water and the lost River Westbourne; interest in subtle embedded or unexpected interventions (high/low, in pavement, sealed windows, bus stops, repurposed phone boxes).
- → Be legible, inclusive and site-responsive: Visually impactful but not cryptic; fit the architectural character here
- → Engage young people across research, making and presentation, but led by a professional

What was said

What does Queensway/Westbourne Grove/Porchester Rd mean to you?

- → "First 'home' in London, a Highstreet that feels genuine, quite rare in Central London"
- → A place that feels like its potential is stunted by traffic"
- → "It's an amazing juxtaposition"
- → "Recently, it feels like its identity is missing. It's lost its soul."

What should Public Art do in Queensway, Westbourne Grove, Porchester Rd?

- → "A connection to the Old Westbourne River"
- → "A place to reconnect a feeling of community"
- → "Beauty of architecture/historical building design are precious, and I don't want to see changes or destruction. I want to see the street as they are, hoping not to have bad design decorations or ads."

9.2 Engagement overview Workshops

9.2.11 Stakeholder focus group meeting post strategy development

Two meetings took place with local stakeholders to discuss the Strategy proposals for Westbourne Grove and Fiveways on **18th November 2025** and **9th January 2026.**

The following comments noted to the right were raised.

Insights from these meetings, along with further surveys and modelling will be taken to inform the next stage of public realm design beginning in early 2026.

Ongoing engagement will remain central as the strategy moves into delivery.



Participants

Chairs and representatives from:

- **SEBRA**
- **Bayswater Residents' Association**
- **Notting Hill East Neighbourhood Forum**
- **Pembridge Residents' Association**

Stakeholders' considerations

Fiveways

→ **Diagonal crossing –** Support more pedestrian friendly crossing and reduction in crossing time.

→ **Consider carnival footfall** and requirement to remove street furniture.

→ **Support increasing greening opportunities** at Fiveways and around the Banyards building.

→ **Greening -** Explore opportunities for permeable paving to mitigate local flooding.

→ **Protect movement flow.** Concern raised regarding traffic backing up on Westbourne Grove from Fiveways to past Hereford Road and blocking signal crossing by No 98/100 Westbourne Grove. Furthermore, 'rat running' of vehicles turning right to go north on Hereford Road.

→ **Protect Lord's loading provision and loading access** to the shop.

→ **Chepstow Place accommodates carnival procession**. Take this into account given proposed footway widening.

→ **Footway widening** - Small widening of pavement in Westbourne Grove (RBK&C side), opposite cafe at No 118, needs to consider remaining carriageway width allowing for two buses passing and room for cyclists on each side.

→ **New bus stop -** Option of new bus stop on west side for 23 bus to relieve build-up of buses stopping at bus stop No.PL on the eastern side has not been viewed favourably by stakeholders due to the potential impact on bus service access.

Hereford Road

Data shared identifying Hereford Road as a hot spot for collisions in part due to set back traffic lights on WBG - 7 serious, 17 slight in 5 years.

→ **Hereford Road residents do not support moving the traffic light to the junction**. Consider advanced cycle boxes on both sides of Hereford Road at junction with Westbourne Grove and changing the non-mandatory 'Keep Clear' carriageway markings to a 'Yellow Box' and signal crossings.

Sainsbury's

→ **New emerging development** proposal seeks to push the building frontage and reduce footway however local feedback is to not accommodate a loading bay at this location and instead prioritise footway space for pedestrians.

9.2 Engagement overview Workshop

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Stakeholders Considerations

Westbourne Grove

→ **Side street crossings** - Support improvements to side street crossings. Hereford Road and Westbourne Grove Terrace have Copenhagen crossings. Consider applying this treatment to all.

→ **Footway widening - S**upport footway widening around Monmouth Road.

→ **Borough shopfront design guide** - Support. Serve more dilapidation notices to enforce poor shopfronts.

Council will be launching a shopfront design guide later in 2026.

→ **Public art** – Support. There are deemed to be a couple of high-quality proposals. Mural suggested for The Hayden Hotel wall not applicable as new proposed planning application make this redundant.

Queensway Junction

→ **Queensway public space** - Flower stall is a positive amenity to the public space at Queensway North and should be supported.

→ **Queensway North scheme** – Ensure that the proposals for Praed Street do not impact progress on the existing scheme on Queensway.

→ **Footway widening** - Strong objection to widening pavement by Nos 2 to 10 Westbourne on approach to Queensway due to concern that this will prevent vehicles heading west being able to pass buses (Nos 7, 23 and 70) stopping at bus stop by Nos 15/17. Potential for vehicles to back up and block the junction with Queensway, particularly No 70 bus which currently swings out (reference video supplied). This requires further investigation during design development.

Other considerations

→ **Seating –** Consider seating impact on ASB.

→ **Widened footways** should be prioritised for pedestrian use and not tables and chairs.