

# VISION FOR THE WEST END



FINAL REPORT

OCTOBER 2005





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Leicester Square



Covent Garden



Edgware Road

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# Foreword

London's West End is an economic powerhouse, a shop window for what London has to offer in retail, leisure and entertainment and a series of residential communities.

Exciting and endearing, bustling and beguiling, this small area of the UK encapsulates much of what is great about our self-confident capital as we approach the world stage of 2012.

It is the most important regional centre for entertainment in greater London as well as being an international magnet that attracts millions of people each year for shopping, theatre, museums and cultural attractions.

The sheer scale of people and activity places enormous demands on public services and local infrastructure with the result that constant investment and improvement is needed to keep the West End in the international premier league.

The growth of the Internet and out of town shopping is changing the habits of consumers whilst the cost and hassle of getting to and moving about the West End is also a deterrent to visitors. The July 7th attacks further undermined confidence in central London.

As custodians of much of the West End, Westminster Council has a detailed understanding of the area and how its business and residential communities fit together and a clear vision for how the West End can be improved and developed.

The key ingredients for success of the West End as a commercial area are:

- Clean and safe streets, proactively managed
- Investment in the street infrastructure using quality materials and lighting
- Efficient public transport with improved underground stations and more appropriate bus routing and time-tabling
- Ease of movement for pedestrians and vehicles, particularly business deliveries, underpinned by effective parking management
- An appealing mix of commercial uses including unique attractions and events, not overly reliant on alcohol-led venues
- Innovative retailing, entertainment and leisure concepts
- Investment in the private as well as public stock of buildings so that quality levels are maintained or improved

We are clear that these can only be achieved by a variety of agencies and organisations working together in partnership with existing groups of residents and businesses. These include the Mayor, TfL, the police, business organisations including BIDs, the theatre and hotels industry, property-owners and the myriad of institutions that comprise London's West End.

Applying these concepts in partnership, Westminster has instigated an ambitious programme of improvements through a series of action plans in the West End over the last three years. This document brings these together for the first time to demonstrate the huge variety of activity, driven from the bottom-up by residents and businesses to improve the West End as a business and living environment. Rooted in detailed local consultation, these Action Plans consequently command widespread support and are, in our opinion, a more effective means of securing improvement than grand top-down masterplans.

From lighting in Chinatown to transport improvements in Covent Garden to a Theatreland streetscape initiative to the redesign of Leicester Square, over fifty imaginative and forward looking proposals are being implemented, embracing the best of modern design.



*Councillor Simon Milton, Leader of the Council*

We are ambitious to see the West End continue to evolve and offer excellence for the future. We look forward to progressing improvements to Oxford Street in partnership with the New West End Company and TfL; to working with the Mayor's Commission to establish a world class international convention centre in central London; to supporting the upgrade of London's unique stock of theatres and improving their physical setting; and to taking advantage of the new possibilities for innovative casino-led attractions.

We are working to achieve improved integrated street management, which will enhance the experience of being in the West End and create easier arrangements for parking cars, motor bikes and bicycles. We want to make walking easier by improving pedestrian signage and reducing street clutter.

Most of all we want to celebrate what is unique about the West End from world class entertainment to the grand department stores or unique small shops and museums that surprise and delight the unsuspecting visitor. Last year we created the West End Marketing Alliance that brings together leading attractions with representatives of the hotel and restaurant industry, licensed trade, theatres and cinema and retail. We are

delighted that Visit London has joined the Alliance as full partners. We support major events such as the annual Regent Street festival and London's New Year's Day Parade as well as this year's first ever Oxford Street festival. We brought Formula 1 racing to the streets of the West End in 2004 and host over 50 major movie premieres a year. This summer we hosted the first family-focused, West End Live event in Leicester Square that attracted over 80,000 visitors over the course of a weekend in July. They enjoyed excerpts from some of London's most popular musicals, a variety of other musical performance and cultural attractions. The Alliance will repeat West End Live in 2006 and hopefully annually thereafter.

I hope you will find this Vision and the many initiatives it covers interesting and impressive. You will certainly be surprised at the scale of activity underway.

If you have further suggestions to improve the West End or would like to work with us to deliver change, please contact me or our West End team at Westminster City Council at [nhall@westminster.gov.uk](mailto:nhall@westminster.gov.uk)



**Councillor Simon Milton**  
**Leader of the City of Westminster**

# Executive Summary

The West End is one of the truly international centres in the world and its continued success relies on promoting and protecting its vital mix of culture, government, residential accommodation, leisure and commerce, against a backdrop provided by its iconic buildings and world-class public spaces. This vision sets out the key challenges for the West End and how the City of Westminster and its partners are seeking to address these through a wide range of infrastructure and public realm projects. This vision for the West End provides a definitive statement of current initiatives and projects.

## What is the purpose of this document?

This document has attempted to navigate a course through the network of guidance, policy and projects that are being used to ensure the West End's future development retains a positive trajectory. By doing this, it is possible to identify the key issues facing the West End, and the main ways in which they are being addressed.

These initiatives, such as the moves towards improved signage, road safety, and streetscape, are aimed at making the West End an area which is extremely well-connected, operates on a human-scale, and is consistently pedestrian-friendly. This is an acknowledgment of the unique importance of enhancing direct pedestrian flows to the West

End, with its high levels of public transport usage, network of small streets, and good pedestrian connections to neighbouring districts.

It is intended that this document will be used in a number of ways. It provides an overview of the West End and its specific issues and initiatives. The document will be used as a supporting paper for funding bids to key agencies such as Transport for London and the London Development Agency, and it will also assist in negotiations with the private sector, by providing an overview of the issues that crosscut the West End. The vision will also inform the Cross River Partnership (CRP) and Central London Partnership (CLP) Olympics, transport and public realm programmes, and strengthen existing knowledge and best practice of cross river transport and infrastructure issues.

## An urban centre of international importance

The West End is loosely defined as the area between Oxford Street, Covent Garden and Trafalgar Square. It is an urban centre of international importance with world class public spaces, internationally-renowned cultural institutions like the National Gallery, some of the world's most popular shopping streets, an innovative and hugely successful Theatreland, cuisine from around the world, and distinct neighbourhoods like Soho, Covent Garden, and Chinatown, which are characterised by their combination of specialist businesses, street life, and residential communities. The West End is also home to a

thriving night-time economy, which operates alongside a long-standing residential population.

## Facing the challenges

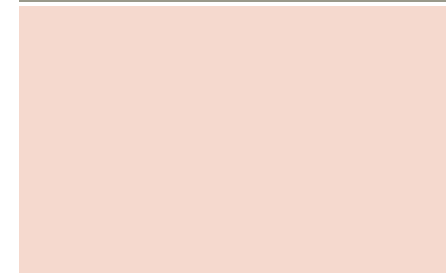
Whilst the West End is an extremely busy and vibrant part of the city with a strong and growing economy, its role as an urban centre of international importance and a major attraction for visitors to London and the United Kingdom means that there are significant pressures on the West End's urban fabric.

There are vast numbers of residents, visitors and employees living, enjoying and working in the West End, in and amongst the distinctive and historic character of the urban fabric. The activities that each of these groups partakes in - whether shopping, eating out, going to the cinema or theatre, or even just travelling from point A to point B - are closely interlinked and dependent on each other and the quality of the public realm of the West End. As all of these issues are so closely related, the approach taken to dealing with problems that emerge must be holistic and crosscutting. This places a strong emphasis on partnership working.

Partnership working is central to the City of Westminster's approach to improving the public realm - and ultimately, the vitality of the West End and London as a whole - and involves working closely with public and private sector organisations and the local communities residing in the West End. The City of Westminster has a strong reputation



Leicester Square, a major leisure destination



Theatreland





of engaging with local communities. For example, the Chinatown Steering Group was commended for its community engagement work in the London Planning Awards 2004.

The complex interlinkages between the different activities that the West End offers, the interdependency of these activities and the quality of the public realm, present many challenges for the City of Westminster and its partners if the successful growth and development of the area is to be assured. The July 2005 London bombings and the 2012 Olympics and Paralympics have added further impetus to ensuring that the West End's economy is supported and enhanced.

It is therefore essential that the City of Westminster understands the challenges it faces and seeks to address them, with its partners, in the most appropriate manner. The greatest challenge is that of maintaining the West End's role as an economic powerhouse, contributing a substantial amount to the London and UK economy as a whole. Fundamental to the operation of a successful economy in the West End is a high quality public realm - the many activities that people undertake within the West End such as shopping, eating out, drinking, going to the theatre and so on, all rely on people being able to move freely through the urban fabric and to enjoy spending time in the city. As such, there are a number of key issues that need to be addressed if a high quality public realm and transport infrastructure is to be provided for the users of the West End. These key issues are as follows:

- The need to **improve the walking environment** to reduce pressure on the City's transport systems and to relieve congestion, as well as contributing to a sustainable West End;
- The need to **improve the public realm**

**and street environment** to promote the image and identity of the West End as a world class urban centre with iconic buildings and spaces, particularly in popular locations such as Leicester Square, Oxford Street and Theatreland;

- The need to **continue working with partners to improve public transport solutions**, particularly to relieve congestion at Oxford Circus, Covent Garden, Leicester Square and Tottenham Court Road underground stations;
- The need to **create a better balance between traffic and other city users**;
- The need to **improve safety and personal security** in the West End, particularly associated with the night-time economy; and
- The need to **improve accessibility into the West End**, in terms of gateways such as the Edgware Road and Embankment areas, and **to improve the accessibility within the area** to contribute to social inclusion, particularly for people with disabilities, the mobility-impaired, elderly and children.

By seeking to address all of these challenges, the City of Westminster will be better placed to deal more effectively with the wider issues faced by the West End and London. What has emerged as a key goal for the West End as a whole, is **enhanced connectivity** in terms of physical links, with clear and direct pedestrian routes connecting the key areas of Oxford Circus, Piccadilly Circus, Leicester Square, Covent Garden, Trafalgar Square and back through Leicester Square to Soho. Enhancing the West End's connectivity will help to reduce pressure on the transport system; integrate the West End more fully and help it to retain its position as a world class cultural, entertainment, retail and business centre. It is also extremely important to





remember that the West End offers a unique experience to residents and visitors, and that this should be reflected and supported by a world class public realm.

### Understanding the issues

Each individual area has its own particular combination of issues within the wider urban context. It should be noted that issues and activities found within one area often tend to overlap and crosscut a number of other areas.

**Covent Garden** is a hugely successful shopping location with an internationally renowned historic market building at its heart, with a very attractive streetscene, and as a consequence needs to manage heavy pedestrian flows, which could ultimately impact on the area's long-term success.

**Leicester Square** meanwhile, is successful in attracting younger people and cinema goers, but there is a realisation that changes to the public realm and the land use focus of the Square could have significant benefits in terms of attracting new visitors and fulfilling Leicester Square's potential as one of London's iconic spaces.

**Soho** and **Chinatown** are in close geographic proximity and face similar problems. They are homes to buoyant day and evening economies, supported by distinct residential and cultural communities who contribute significantly to the local and regional economy and have also played important roles in the development of the Action Plans. However, their popularity creates stresses on street cleansing and waste management regimes, whilst late opening hours (and associated noise and crime levels) must be balanced with amenity concerns of residential communities.

**Trafalgar Square**, the **Strand**, and **Aldwych**

together constitute some of London's most important thoroughfares. Individually, they each have distinct characteristics, as gateways to the West End, the Strand as a local retail centre, Aldwych as an institutional base, and Trafalgar Square as a civic space of huge national significance. The City of Westminster considers that although these are successful areas, improvements could be made to enhance the pedestrian experience, and to provide better information about connections between this area and the wider West End.

**Edgware Road** and the **Embankment** are considered in this document as gateways to the West End, with a more diffuse impact on the core West End area. The City of Westminster and its partners recognise the importance of the health of these neighbouring districts, and the need to consider the West End within its wider strategic context.

**Theatreland** is located at the heart of the West End, and is one of London's most important cultural and economic resources, attracting some 12 million visitors each year, and annually contributing approximately £1.5 billion to the economy. Theatreland is the greatest concentration of theatres found anywhere in the world, and it is the intention of the City of Westminster to safeguard and promote the area into the 21st century. This will involve confronting the challenges of ageing theatre buildings, changing visitor expectations, a public realm in need of enhancement, and the impact of global events and the wider economic climate on visitor numbers.

### What the City of Westminster and its partners are doing to address these issues and challenges

A range of projects and initiatives have been devised and implemented by the City of Westminster and its partners to address these issues. These include new management and maintenance regimes through Business Improvement Districts, physical improvements to public highways, works to London Underground stations, new connections between the West End and neighbouring attractions, public arts projects, signage and legibility schemes, and initiatives directed at enhancing public safety and security. The vision for the West End is an attempt to detail these initiatives, and present them in terms of their spatial, funding, and issue context.

### Sustaining success

The City of Westminster is committed to building a sustainable West End in terms of its economy, environment, culture and society and believes that it is only possible through a holistic approach which deals with public realm and transport issues, alongside visitor management strategies. By approaching all these sets of issues in the round, it will help move towards creating a sustainable West End which can continue to meet the needs of current and future generations. One such example is demonstrated by the design proposals for the new Leicester Square gardens, where the City of Westminster is drawing upon the expertise and experience of the Eden Project in Cornwall.



Coventry Street



Leicester Square



By Trafalgar Square

## Aiming for an Olympic 'gold standard' public realm

The International Olympic Committee's decision to select London as the host city for the Olympics and Paralympics on 27th July 2012 has given added impetus to the need to improve the environment of the West End and neighbouring areas and to support central London's cultural offer.

Although the hub of the Games will be in east London, at the new Olympic Park, Westminster will be hosting four events, of which one, beach volleyball, will be hosted in the West End itself. In addition, Westminster will also be a major national and international focus, as visitors and the world's media descend on the capital in search of leisure and entertainment, cultural activities and accommodation. Designated Olympic Routes will also criss-cross the City.

While the City of Westminster is in an excellent position to benefit from, and contribute to this one off international event there are major challenges to be met in providing a 'fit for purpose' 2012 environment in Westminster and adjoining Central London locations. For Westminster to match the ambitions of the London 2012 project its public realm, including its squares and parks, will need to be of 'gold standard'. To achieve this 'gold standard' it is estimated that between £100-£150m worth of transport and public realm improvements will be required in Westminster and its neighbouring Central London boroughs.

As this document shows, the City Council is already engaged with its partners in an ambitious programme to renew the West End and bring its public realm and street environment up to 21st century standards. Investment now will be key to making London

2012 and the Paralympics a successful event and providing Central London with the legacy of a gold standard public transport system and public realm.

## Next steps

It is anticipated that this vision will help the City of Westminster and its partners to identify and establish further initiatives and projects to continue to improve the West End's public realm, transport infrastructure and visitor management strategies. Besides the need to continue to seek funding to attain a 'gold standard' for the 2012 Olympics and Paralympics, it is essential that the City of Westminster and its partners continue to seek funding to enable the West End to retain and develop its position as an urban centre of international significance with world-class public spaces.



London café culture



The London Black Cab is recognised around the World



Leicester Square is well known for film premieres

# I. Introduction

“Our vision for the West End is to create a vibrant, world class cultural, retail and business centre, easily accessible by public transport and with an exemplary walking environment and open spaces, iconic landmarks, attractive residential neighbourhoods, and clean and safe streets.”

The West End is one of the truly international centres in the world, ranking alongside Manhattan in New York City and the Ginza district of Tokyo. Its continued success relies on promoting and protecting its vital mix of culture, government, residential accommodation, leisure and commerce, against a backdrop provided by its historic buildings, open spaces and public realm. Together, this vibrant mix of uses and complex network of buildings and public space, make up central London's unique attraction.

A vision for the West End has been developed in order to present a coherent and holistic approach to the implementation of transport, infrastructure, public realm projects and visitor management initiatives in the West End. This document sets out an overview of the West End, the key issues that it faces, and key transportation and infrastructure proposals. The purpose of this document is therefore to support the City Council's work on their Local Implementation Plan (LIP) by providing a framework for future investment, which can be used by potential funders including the Mayor, Transport for London, London Development Agency, and Business

Improvement Districts (BIDs), as well as in negotiations with the private sector. The document will also inform the Cross River Partnership's (CRP) transport and public realm programmes and strengthen existing knowledge and best practice of cross-river transport/infrastructure issues.

The City of Westminster has developed an integrated approach to managing the City's transport, land use and public realm needs through its Civic Renewal programme, now in its final year. Through this renewal programme, the City of Westminster has invested significantly in the West End. It is anticipated that many of the initiatives that have been developed and promoted through the Civic Renewal programme will continue through the implementation of initiatives in the Vision for the West End. As part of the Civic Renewal programme, the City of Westminster has developed strategies and focused resources on an area basis and it has adopted action plans for Covent Garden, Leicester Square and Chinatown, strategies for the area known as 'Theatreland' are currently being developed, as is an Action Plan for Soho. In addition, the New West End Company and Heart of London BIDs have been set up by local businesses to cover different areas within the West End. The Vision for the West End, therefore, presents an opportunity to integrate a number of themes in the action plans and BIDs that are cross-cutting and common to all areas of the West End.

The visioning document has been informed through consultation undertaken as part of the preparation of the area based action plans, ongoing representations on the City of Westminster's Unitary Development Plan, the Borough Spending Plan, and draft Local Implementation Plan (LIP).



Chinese retailers on Shaftesbury Avenue



The Strand





# 2.Context

The main issues facing the West End, as identified in Chapter 4, highlight some of the key themes emerging from existing policies and from the aims and objectives of the key partnerships covering the West End area.

This section sets out:

- The existing policy context at local, regional and national levels;
- Good practice guidance for the West End's streets and public realm; and
- Key partnerships.

## 2.1 Existing policy context

Development and change within the West End is largely controlled through statutory planning policy. This is expressed at different spatial levels, from Supplementary Planning Guidance (SPGs) - soon to be replaced by Supplementary Planning Documents (SPDs) - developed for local areas like Chinatown, to the City of Westminster's Unitary Development Plan (UDP) which covers the borough, and up to the Mayor of London's Spatial Development Strategy (The London Plan), and central government guidance in Planning Policy Statements at a national scale.

This section sets out the existing policy context at the local level first before proceeding to discuss regional and national guidance. This 'bottom-up' approach reflects the importance and relevance of the neighbourhood guidance in particular, in the form of Action Plans for the identified areas, as well as being based on our understanding of the issues and consultation. Whilst not strictly planning policy documents, the Action Plans are important in having a wider remit to include non-planning related issues such as street management, environment and public realm works.

### 2.1.1 Key local policies and guidance

The guidance at a local level is set out briefly below, beginning with the Action Plans for the key neighbourhoods and followed by the Unitary Development Plan (UDP) which was agreed by the Full Council in December 2004.

Under the Planning and Compulsory Purchase Act 2004, the UDP will be replaced with a portfolio of Local Development Documents (LDD) called the Local Development Framework (LDF), which, over the next few years, will gradually replace UDP policies and SPGs. Two types of LDDs are Development Plan Documents and SPDs. Other LDDs include the Local Development Scheme, Statement of Community Involvement, the Annual Monitoring Report and Sustainability Appraisal Report.

### Neighbourhood guidance

#### Leicester Square Action Plan, Adopted April 2002

The City of Westminster's vision for Leicester Square is as a family-friendly, pleasant setting, enhanced by imaginative lighting and public art schemes, aimed at promoting a strong image to visitors and Londoners alike. Maintenance and security has been enhanced through the installation of CCTV, street wardens, improved refuse collection and street cleansing.

#### Chinatown Action Plan, Adopted September 2003

The Chinatown Action Plan was undertaken by the City of Westminster in alliance with representatives from the London Chinese community, following a number of consultation exercises. The City of Westminster views Chinatown as a positive aspect of the West End, capable of attracting visitors to the capital and as such, is eager to protect the identity of the area.



Covent Garden market



Chinatown as a visitor attraction



In the document, the City of Westminster state that they envisage a successful Chinatown as one in which the 'mainstays' of the community are supported, namely its restaurants, shops and other businesses. The biggest threats to Chinatown are seen as the unchecked spread of the 'mega-bar' and club culture of Soho, which has no distinguishable Chinese characteristics, and tired looking street furniture. Though the report is not specific, the area is also subject to a very real threat of the major landlords in the area who have few direct links to the Chinese community, and are constrained only by statutory planning policy, in terms of land use and building envelope.

The Action Plan makes numerous recommendations, including better 'house keeping' through street wardens, refuse disposal and CCTV; new street furniture; improved public spaces for community events; and the redevelopment of 'dead' spaces within Chinatown, such as the south side of Lisle Street.

#### Strand Courts & Alleys, Draft for Consultation, March 2004

The Strand Courts and Alleys initiative is being undertaken as part of the wider Theatreland enhancement programme. Having been appointed by the City of Westminster, Mouchel Parkman identified the problems associated with the network of small thoroughfares around the Strand and Aldwych, and generated potential design solutions. This work has been supported by the Cross River Partnership (CRP) and Transport for London (TfL) up to this stage and further Borough Spending Plan (BSP) funding is sought in 2006-2007.

#### Covent Garden Action Plan, Adopted Spring 2004

The Action Plan was produced by the City of Westminster in conjunction with the Metropolitan Police, businesses and the local community, as part of the wider Civic Renewal programme. The proposals are intended to address the pressures the area faces, such as an imbalance between pedestrian and motorised traffic, street maintenance, anti-social activities, and street safety.

The report contains brief character appraisals of sub-districts identified within Covent Garden, such as the Piazza, Long Acre and St Martin's Lane. The report concludes with recommendations on transport, the street environment, enforcement, and project management, grouped into short, medium and long-term objectives.

#### Theatreland Initiative, March 2005

The City of Westminster is working in partnership with the Society of London Theatre to develop a programme of improvements works for London's Theatreland. This reflects the importance of Theatreland to the Capital's economy, with each theatregoer spending an average of £72 outside the theatre on every visit.

Amongst the schemes that the City of Westminster is aiming to implement are:

- New street lighting on St. Martin's Lane, with a particular emphasis on the front facades of theatres;
- The transformation of Coventry Street from a thoroughfare into a destination in its own right;
- Resolving the problem of parking provision for the coaches that deliver some 3,100 visitors to the West End every night;

- An integrated traffic management and environmental improvement scheme for The Strand and Aldwych district. This will include a review of traffic, parking, bus and pedestrian requirements in the area, with proposals including pavement widening, a resurfacing programme, traffic calming on selected streets, and the rationalisation of street furniture.

#### June 2005, Edgware Road Action Plan, Draft for Consultation

The draft Edgware Road Action Plan aims to incorporate the following objectives in its vision for the area:

- Its function as a key central London arterial route, minimising any detrimental impacts;
- An attractive, vibrant, safe and accessible urban environment that offers good residential, business and visitor amenities;
- A strong and distinctive identity as a shopping and eating district, serving residents, local workers and visitors;
- A place that celebrates its full cultural diversity and cosmopolitan image; and
- A place that adds to the tourism potential of central London.

#### Draft Soho Action Plan (under production)

The Draft Soho Action Plan contains a vision of a district that retains its distinct identity, has an enhanced level of residential amenity, and continues to support smaller independent businesses, within a safe, secure and welcoming environment for all.

This ambition will depend on the ability of the City of Westminster and its partners to confront the challenges facing Soho. These



Leicester Square must become more family-friendly



Improvements to Theatreland are necessary



The Strand's street environment must be further enhanced

include tensions between the successful night-time economy and the residential community, conspicuous anti-social behaviour, and street maintenance issues. A draft Action Plan will be issued for consultation in 2006.

## Borough guidance

### Civic Renewal, 2001-2006

This far reaching programme, focussed on delivering excellent services (in particular clean streets), improving 'customer' services, making streets safer, investing in the infrastructure of the City (including ensuring high quality urban design), and improving schools and local services. Civic Renewal consists of 100 projects (with 16 this year), addressing a range of social objectives, including crime and disorder, and wider environmental objectives.

Though the Civic Renewal programme is now within the final year of its five year lifespan, the work in the West End has developed through a series of linked, comprehensive action plans, and through the work of the Business Improvement Districts (BIDs) now established in the West End (see Section 2.3.4). Thus emphasising the importance of supporting business and enterprise, and creating a business-friendly environment.

Following the official end of the Civic Renewal programme, the City of Westminster will remain committed to adhering to the programme's policy pledges of:

1. Delivering excellent services, particularly clean streets;
2. Putting the customer first by providing services when demanded;
3. Making the City's streets safer, through the City Guardian policies;

4. Demonstrating leadership, through the City Investment Programme; and
5. Working in partnership to guarantee quality education with new Academy schools.

### Unitary Development Plan, December 2004

The City of Westminster's UDP strategy is guided by six interlinked planning aims:

- Enhancing the attraction of central London;
- Fostering economic vitality and diversity;
- Building sustainable communities;
- Integrating land use and transport policies and reducing the environmental impact of transport;
- Ensuring a high quality environment; and
- Working towards a sustainable city.

Of particular importance, the UDP includes a chapter on Westminster's Central Area, which includes the West End. This chapter contains policies that are consistent with the London Plan and it states that:

"The CAZ is an area of mixed uses, many of which contribute directly to London's international, national and regional roles. The CAZ is a well-recognised and long-established planning concept. For over two decades, the City Council has guided central London activities to the Zone and at the same time sought to protect and increase housing in central Westminster." (para 1.8).

The UDP identifies the West End and part of Edgware Road as 'stress areas' where the number of restaurants, cafés, bars, public houses and other entertainment uses has

reached a level of saturation. It also identifies a number of Conservation Areas in the West End including Regent Street, Soho, Covent Garden, Strand, Trafalgar Square and Leicester Square, and is considering designating Chinatown as an additional Conservation Area.

Specific planning policies have been developed for retailing in the CAZ, to ensure the 'international shopping character' is retained in areas like Regent Street, Oxford Street and Bond Street, where the City of Westminster believes that shopping floorspace (AI) should be protected and provided.

As a consequence, AI uses must be provided at basement, ground, and first floor level in all developments, whilst planning permission will not be granted for any change of use away from AI Retail. Similarly, new developments should contain the same level of AI retail floorspace as previously occupied the site. Arts and cultural uses, theatres and hotels are also protected within the CAZ, whilst applications for similar new uses will generally be supported.

### Westminster City Plan, May 2002

The Westminster City Plan was produced by the Westminster City Partnership, and is the community strategy for the borough. This document is based on extensive community consultation and sets out a plan to improve the quality of life for all who live in, work in or visit Westminster.

The vision for Westminster as set out in this document is a City that:

- Provides access to outstanding customer focused services;
- Is a successful world class City;



Traffic on Regent Street



Liberty, a well known landmark on Regent Street



Balancing the needs of traffic and other users

- Is a learning community;
- Is clean, safe and environmentally sustainable; and
- Ensures everyone is able to enjoy their best possible health and well-being.

In order to realise this vision, the Partnership has a number of key aims, of which the most relevant one is 'Investing in your City: our City Investment Programme'. The aim of this particular programme is to seek to provide a physical infrastructure which reflects the values of high quality urban design and innovation whilst protecting the City's heritage, in order to sustain vibrant communities and businesses. It sets out a number of objectives, including one that states that the Partnership will seek to transform the West End by:

- Helping to create or enhance places, spaces and buildings that work well and look well; and
- Effectively manage the West End and its surrounding environment.

The Westminster City Plan is currently being updated.

### Westminster Economic Development Strategy, March 2005

This Strategy emphasises the importance of supporting businesses and enterprise and creating a business-friendly environment. Key actions that are particularly relevant include:

- Promoting the identity, character and viability of Chinatown as a place to visit and do business;
- Reducing crime through the current CivicWatch and City Guardians initiative;
- Producing and implementing area based action plans in close consultation with business communities;

- Supporting Business Improvement Districts; and
- Supporting CrossRail and the Cross River Tram and improvements to Covent Garden and Tottenham Court Road stations.

### City of Westminster Healthchecks, August 2002

As part of the process of developing the 1997 Unitary Development Plan, the City of Westminster commissioned Healthcheck surveys for retail centres in the Central Activities Zone, in accordance with government guidance contained within the then Planning Policy Guidance (PPG6). These surveys were updated in 2002, when 17 additional retail centres were assessed.

The studies utilised and adapted indicators recommended in what was PPG6 at the time, and concluded that the sub-areas contained within the CAZ and the West End are unlike many other 'town centres' in the way they functioned. This was partly thanks to the excellent levels of public transport accessibility enjoyed by most of the West End, and the ease of pedestrian movement through the West End. The West End also obviously has a greater level of night-time activity than the average town centre.

Attitudinal surveys were undertaken as part of the Healthcheck studies, which sought to reflect the attractions and amenity of each centre, based on the findings of on-street surveys. These surveys required respondents to score a range of amenity criteria as good, average, or poor, with a scoring system utilised to produce percentage ratings for the quality of amenity in a given area during the day and night. Amongst the areas for consideration in the survey were litter, evidence of refuse bags on the street, public

drunkenness, rough sleepers, touting, and the effectiveness of deterrent measures like CCTV, police patrols, and door security.

The Healthcheck findings for the West End are set out in Section 3.

### West End Entertainment Impact Study, October 2001

This study found that Westminster is unique in terms of its entertainment capacity, heritage, concentration and mix of uses in the West End and the other two Stress Areas, Edgware Road and Queensway/Bayswater. As such, no single model of regulation and area management could be used to tackle the issues that the City of Westminster faces. The study recommended that investment in quality in all dimensions is necessary if the West End is to continue to thrive as the entertainment heart of London, if residential amenity is to be maintained and enhanced, and if market pressures are to be managed effectively. It also highlighted the continued importance of partnership working and integrated street management, in order to support the regulatory and legislative framework.

### Westminster Tourism Strategy, January 1997

The Westminster Tourism Strategy is intended to identify the key issues associated with the City's tourist industry, and to determine ways of responding to them positively, and in partnership with both the tourist industry and the local community.

The successful management of the tourist industry is dependent on achieving a balance between commercial and residential needs and desires, in terms of ensuring a quality experience for everyone resident in the City, on either a permanent or temporary basis.



Argyll Street



Refurbished Carnaby Street



Street stalls in Soho



The Tourism Strategy consists of four overall aims:

- Encourage tourism that benefits Westminster's economy and does not harm the environment;
- Improve the tourist's experience in Westminster;
- Protect residents from the detrimental effects of tourism; and
- Establish a longer term framework for tourism in Westminster in the London wide context.

### 2.1.2 Key regional policy and guidance

#### The London Plan, February 2004

The London Plan sets out an integrated social, economic and environmental framework for the future development of London over a 10-15 year period, and Westminster's UDP sits within this spatial development framework.

The West End is defined as an 'international centre' in the Mayor's London Plan in which the following objectives complement the issues for the West End:

- To make London a better city for people to live in;
- To make London a more prosperous city with strong and diverse economic growth;
- To improve London's accessibility; and
- To make London a more attractive, well-designed and green city.

As previously stated, the West End is located within the London Plan's designated 'Central

Activities Zone' (CAZ), which is "the focus of London's wider linkages with the rest of the South East, as well as the wider UK and world. Sustaining its role as the core location for international business and finance and as a national transport node is crucial for the wider South-East and for the Country" (para 5.25). Shopping and entertainment are both core activities found within the West End and at the heart of London's world city role – as such, the London Plan states that they should be protected and their appropriate expansion supported. Central to the vitality of the shopping and entertainment industries is a high quality public realm and a good transport system which both play an important role in the unique experience of partaking in those activities within the West End of London.

Three of the Mayor's designated 'Areas for Intensification' are located close to the West End – Tottenham Court Road, Holborn and Victoria. These areas have traditionally failed to take full advantage of their public transport accessibility, and the potential increases in space for residential, employment and other uses, through higher densities and more mixed and intensive use of land. These are important considerations, as an increasing population and intensified land use will undoubtedly impact on the West End, and the proposed increases in the volume of residents and workers must be accounted for in a future vision for the West End.

A key theme running throughout the London Plan is the need to encourage and promote walking as a sustainable method of travelling around and into London. Paragraph 3.202 states that "the quality and safety of London's environment should be improved to make the experience of walking and cycling more pleasant, and an increasingly viable alternative to the private car." In support of this aim of making London one of the world's most walking-friendly cities by 2015, the GLA's Architecture and Urbanism Unit is working

with Transport for London and the London boroughs to deliver street and public realm improvements. The Mayor and TfL's Making London a Walkable City: the Walking Plan for London was published in February 2004 to encourage more people to make walking their first choice for short journeys, and a combination of public transport and walking for longer journeys.

A second key theme in the London Plan is making London an 'accessible city', which relates to making opportunities, facilities and amenities, accessible to everyone in a more inclusive environment. In support of this, there is an accompanying SPG called 'Accessible London: achieving an Inclusive Environment', published in February 2004. This SPG highlights the fact that one of London's international shopping centres in the West End – Oxford Street – is currently not easily accessible by people with disabilities and neither are many of the visitor attractions and hotels. It also recommends that in order to implement London Plan policies regarding the promotion of world-class architecture and design and enhancing the quality of the public realm, boroughs should produce Access Action Plans to identify projects and proposals to improve the external environment and the public realm, including parks and open spaces, to make them fully accessible to people with disabilities.

#### Draft Central London Sub Regional Development Framework, July 2005

The Draft Central London SRDF provides guidance on the implementation of policies contained in the London Plan. The guidance, which covers the CAZ, is designed to help the sub-region to 'use its assets to become the pre-eminent urban area in the world'. Section 4 of the SRDF recognises that one of the challenges is to raise the quality of public spaces that are very heavily used, and which



Shaftesbury Avenue is a major route for visitors



Traditional red telephone boxes in Soho



Tourist groups on Shaftesbury Avenue

contribute to London's ability to attract investment and tourists in a competitive global market. It draws upon the findings of the Gehl Report '**Towards a Fine City for People**', which points out that many of the problems are created by poor opportunities for movement, particularly for pedestrians (especially for the elderly and children), and by the fact that London's public spaces simply do not offer the security and facilities needed for social and leisure enjoyment.

The Draft SRDF identifies the West End as a centre of international significance (along with Knightsbridge). The long-term retail prospects for the West End are considered to be positive, although there are short-term concerns about the slowdown following the impact of the Central Line closure, war in Iraq, and more recently, the July 2005 bombings. The SRDF also recognises the considerable variation in the quality and nature of its offer in the main trading areas, due to the lack of co-ordination as a commercial entity and fragmented ownership and control. As such, the GLA is supporting the BIDs established by NVEC and Heart of London amongst others.

#### The Mayor's Transport Strategy, July 2001

It is recognised by the GLA that whilst London is a growing world city in the global economy, the accompanying demands on its transport system have also grown. At the same time however, investment has failed to adequately maintain and increase capacity on the existing transport system, particularly with the Underground. This has led to an increase in traffic congestion on the roads and unreliable, overcrowded public transport services.

The strategy seeks to:

- Provide for economic and demographic growth by investing to deliver the necessary additional public transport capacity and reliability;
- Support London's world city functions by tackling traffic congestion, improving public transport and improving the city's international links;
- Promote social inclusion and regeneration by providing the transport links and accessibility to underpin economic development;
- Make London's streets and transport systems safer, more attractive and more comfortable; and
- Tackle traffic congestion; improve air quality and the environment, alongside promoting healthier means of travel.

The strategy contains ten key transport priorities:

- Reducing traffic congestion;
- Overcoming the backlog of investment on the Underground so as to safely increase capacity, reduce overcrowding, and increase both reliability and frequency of services;
- Making radical improvements to bus services across London, including increasing the bus system's capacity, improving reliability and increasing the frequency of services;
- Better integration of the National Rail system with London's other transport systems to facilitate commuting, reduce overcrowding, increase safety, and move towards a London wide, high frequency 'turn up and go' metro service;
- Increasing the overall capacity of London's transport system by promoting major new cross-London rail links including improving access to international transport facilities; improved orbital rail links in inner London;

and new Thames river crossings in east London;

- Improving journey time reliability for car users, which will particularly benefit outer London where car use dominates, whilst reducing car dependency by increasing travel choice;
- Supporting local transport initiatives, including improved access to town centres and regeneration areas, walking and cycling schemes, Safer Routes to School, road safety improvements, better maintenance of roads and bridges, and improved coordination of streetworks;
- Making the distribution of goods and services in London more reliable, sustainable and efficient, whilst minimising negative environmental impacts;
- Improving the accessibility of London's transport system so that everyone, regardless of disability, can enjoy the benefits of living in, working in, and visiting the Capital, thus improving social inclusion; and
- Bringing forward new integration initiatives to provide integrated, simple, and affordable public transport fares; improve key interchanges; enhance safety and security across all means of travel; ensure that taxis and private hire vehicles are improved and fully incorporated into London's transport system; and to provide much better information and waiting environments.

#### Visit London, the Mayor's Plan for Tourism in London, September 2002

The Visit London Strategy sets out a programme for action for tourism in the city to 2005/2006.

The Visit London Action Plan is underpinned by four key principles:



Public exhibition in Trafalgar Square



A wall mural on Carnaby Street



Soho Square



- **Growth:** the Mayor is committed to London's growth as a tourism destination, as a way to create jobs and increase the contribution to the economy of the capital and therefore to the country as a whole.
- **Dispersal:** growth needs to be more evenly spread across London, with new businesses encouraged to develop outside the central London area. This will offer greater choice and value for money to visitors, spreading the economic benefits of tourism more equally across the city, and minimising any negative impacts.
- **Resources:** skills levels and shortages need to be addressed with the provision of training and other mechanisms to improve access to jobs for London's communities. Small business support and information along with coherent branding need to be developed.
- **Diversity and inclusion:** London's diversity is an important element in its appeal. Its multicultural strengths should be enhanced, promoting the involvement of all sections of the community in developing new businesses and tourism initiatives.

#### Tourism Action Plan for London, August 2005

The Tourism Action Plan was produced by the London Development Agency on behalf of the Mayor of London, as a companion document to the London Plan. The document stems from the broader Mayoral vision of a better London, and follows the four principles for tourism: growth; dispersal; resources; and diversity and inclusion.

The London Development Agency states that it will work with its partners to ensure that the right business and skills support should be offered to the tourism industry and that enhanced market intelligence and economic data are available. With Transport for London

and the boroughs, including the City of Westminster, it will work on London-wide initiatives to improve the capital's infrastructure and public spaces.

The Tourism Action Plan contains a programme of change, which is organised according to the following criteria:

- Securing significant uplift in the levels of tourism activity;
- Providing outcomes that support the longer-term sustainable growth of London tourism; and
- Providing strong support for wider Mayoral strategies.

The Priorities for Action in the Action Plan are organised according to strategy areas including Leadership and Promotion; Market Development; Evidence and Intelligence; and Product Development. Individual initiatives are set to include the coordinated marketing and promotion of London as a diverse and world-class destination; the strengthening of public and private sector engagement on sub-regional tourism networks; the development of a five-year marketing framework for overseas and domestic markets; improvements in the value and quality of visitor accommodation; increased skill levels and employment opportunities within the tourism industry; and the evaluation into the feasibility of an International Conference Centre.

#### The Mayor's Culture Strategy, April 2004

The Culture Strategy aims to promote and enhance London's cultural and creative diversity by focusing on four key objectives which include excellence, creativity, access and value. The West End has the potential to make a major contribution to promoting

'excellence' in particular. The Culture Strategy includes specific policies under this objective to ensure that London's cultural institutions and events are of a high quality, world-class status, and to develop London's brand as a world cultural city and tourism destination. Access to culture is also a major theme in the Strategy and Policy 10 specifically states that "the cultural value and potential of London's public realm' should be fully realised".

#### The Mayor's Economic Development Strategy, January 2005

Produced by the London Development Agency on behalf of the Mayor, the Economic Development Strategy identifies the need to maintain and develop London as a top international destination and principal UK gateway for visitors, tourism and investment.

It details how all organisations with an interest in London's economy - public, private and voluntary - can work together to deliver the mayor's economic vision of a city with strong, long-term economic growth that can be sustained for future generations, where people and the environment are protected and cared for.

With regards to the West End and its future development, this would suggest ensuring the continued success of public transport access to the area, and providing a high quality public realm and walking environment that encourages pedestrian journeys.



Coventry Street links Leicester Square to Piccadilly Circus



The world famous neon signs at Piccadilly Circus



Planet Hollywood, Coventry Street

### 2.1.3 National guidance

Addressing the broad range of issues identified for the West End is key to helping to deliver the Government's sustainable communities agenda. In its Communities Plan and Planning Policy Statement 1, the Government sets out its commitment to developing and supporting successful, thriving, safer and inclusive communities.

#### Sustainable Communities Plan, 2003

The Sustainable Communities Plan is primarily concerned with matching London's economic and population growth with adequate levels of housing, particularly affordable housing. In terms of the West End, the Plan is relevant with respect to the need to:

- provide additional housing;
- protect existing residential amenity where necessary;
- reduce incidences of crime and anti-social behaviour; and
- ensure that the economic opportunities it offers are accessible to people from across London.

These challenges have implications for transport infrastructure, urban design and streetscape, management regimes and the nature of future development for the vision for the West End.

#### Planning Policy Statement 1, March 2005

Planning Policy Statement (PPS1) contains central government guidance on the general principles that should be captured in statutory planning policy developed by local authorities.

PPS1 states that local authorities including the City of Westminster should ensure that they adopt an holistic and integrated approach to

planning and development decisions. A particular emphasis is placed on:

- Facilitating access for the entire community;
- Enabling change when required;
- Recognising the wider regional, national or sub-national impacts of any changes at local-level;
- The need to deliver healthy, attractive places to live;
- The importance of core infrastructure in supporting local and regional growth strategies;
- The primary importance of sustainability; and
- The role of design in creating a good quality environment.

The programme of initiatives for the West End, both proposed and enabled, are broadly compatible with these aims, and are aimed at securing economic and social benefits at neighbourhood, local, regional, national, and even international level for a sustained period of time.

#### Planning Policy Statement 6 (PPS6), 2005

PPS6 provides more specific guidance on town centres, with the objective being to promote the viability and vitality of town centres by:

- planning for the growth and development of existing centres;
- focusing development in town centres; and
- encouraging a wide range of services in a 'good environment, accessible to all' (para 1.3).



Evening Standard newspaper stand on Oxford Street



The Apple Mac Store, a recent addition to Regent Street



A public photography exhibition at Trafalgar Square

### 2.1.4 Summary of guidance and statutory status

Spatial Scale	Document Name	Statutory Planning Status
<b>Neighbourhood</b>	Leicester Square Action Plan (April 2002)	Non-Statutory
	Chinatown Action Plan (September 2003)	Non-Statutory
	Covent Garden Action Plan (Spring 2004)	Non-Statutory
	Strand Courts & Alleys (March 2004)	N/A
	Theatreland Initiative (March 2005)	N/A
	Chinatown Supplementary Planning Guidance (April 2005)	Non-Statutory
	Edgware Road Action Plan (June 2005)	Non-Statutory
<b>Local</b>	Civic Renewal (2000-2006)	N/A
	City of Westminster UDP (December 2004)	Statutory
	Westminster City Plan (May 2002)	Non-Statutory
	Westminster Economic Development Strategy (March 2005)	Non-Statutory
	City of Westminster Healthchecks (August 2002)	N/A
	West End Entertainment Impact Study (October 2001)	N/A
	Westminster Tourism Strategy (January 1997)	Non-Statutory
<b>Regional</b>	The Westminster Way (November 2003)	Non-Statutory
	The Mayor's Spatial Development Strategy (February 2004)	Statutory
	Draft Central London Sub Regional Development Framework (July 2005)	Non-Statutory
	The Mayor's Transport Strategy (July 2001)	Statutory
	Visit London, The Mayor's Plan for Tourists in London (September 2002)	Non-Statutory
	Tourism Action Plan for London (August 2005)	Non-Statutory
	The Mayor's Culture Strategy (April 2004)	Non-Statutory
<b>National</b>	The Mayor's Economic Development Strategy (January 2005)	Non-Statutory
	Sustainable Communities Plan (2003)	Non-Statutory
	PPS 1 Sustainable Communities (March 2005)	Statutory
	PPS 6 Town Centres (2005)	Statutory

## 2.2 Good practice guidance

Four key good practice documents are summarised below: The Westminster Way (November 2003), English Heritage/RIBA's 'Capital Spaces', Jan Gehl Architects' 'Towards a Fine City for People', English Heritage's 'Streets for All', and the Central London Partnership's 'A Walking Strategy for Central London'. These have particular significance for the West End and London's role as a World City. They draw extensively on good practice examples from around the world to inform their principles and recommendations and are therefore considered valuable resources for informing the vision for the West End.

### The Westminster Way, November 2003

As a practical manifestation of good practice guidance and policies mentioned earlier in this section, the Westminster Way, produced by the City of Westminster, is a public realm manual that aims to provide simple, straight forward advice for all those with an interest in the public realm of the City, on the what, where and why of public realm design and management.

The Westminster Way attempts to build on established good practice (see below) and advocates a coordinated, holistic approach that considers whole life costing in design, implementation and management of the public realm.

The document provides definitions of urban design, ten 'rules' for public realm interventions in the City of Westminster, and an extensive directory of suitable street furniture. This thoroughly researched document is designed to be used as a tool for managing change in the public realm.

### Capital Spaces: Transforming London, 2005

English Heritage and RIBA jointly produced 'Capital Spaces' to showcase the work that has been, and is currently being, undertaken within London to transform its public realm. It celebrates recent examples of high quality renewal of public spaces that have re-invigorated the city and the lives of those living in and visiting London, such as the pedestrianisation of Trafalgar Square. It sets out how London will be further improved and prepared over the coming years, up to and including Olympic and Paralympic plans. The document recommends a number of steps to help transform London's capital spaces, including:

- Encouraging local authorities to co-ordinate their highways and planning functions to minimise street clutter and manage the public realm;
- Encouraging the development of local strategies for the co-ordinated removal of street clutter and the implementation of integrated townscape management plans; and
- Implementing the recommendations in 'Towards a Fine City for People' by Jan Gehl Architects within five years.

### Towards a Fine City for People: Public Spaces and Public Life, 2004

This study by Jan Gehl Architects, undertaken for Transport for London and the Central London Partnership, makes recommendations to upgrade public spaces and improve conditions for walking and public life in London and draws on a wide range of good practice around the world.

The recommendations are grouped under seven key headings:

1. **Capitalise on the unique qualities** - celebrating London as a green city, improving City Squares and celebrating the River Thames;
2. **Creating a better balance between traffic and other city users** - improving traffic safety and reducing the impact of traffic on the city environment;
3. **Improving conditions for walking in the city** - improving conditions on the footway, creating interesting walking routes and improving pedestrian crossings;
4. **Ensure access for all** - including access to public transport, avoiding pedestrian subways or overhead walkways and relieving crowding on footways;
5. **Improving conditions for staying in the city** - improving public spaces, introducing more resting options and oases along walking routes, creating a good environment and making the best of climatic conditions;
6. **Improve the visual quality of the streetscape** - developing a design policy, strengthening London's green character, clean up the streetscape, create strong building facades, develop a lighting and safety policy and improve maintenance; and
7. **Improve conditions for cycling** - creating safe, raised cycle lanes and establishing good and convenient cycle parking facilities.

The specific issues set out in the Vision for the West End are supported by the wider objectives for London as set out by Jan Gehl Architects.



Independent retailers in Soho



Covent Garden Piazza



Souvenir shops, Coventry Street



## Streets for All, 2000

*"London's face is its fortune. The appearance of its streets and public spaces is fundamental to its success as a world city. However, in comparison with many continental cities and potential competitors, the presentation and management of large areas of the capital is poor. This has a direct economic cost and a major impact on its image and status as a world city."*

The Vision for the West End embraces the principles identified in English Heritage's publication, Streets for All, in relation to integrated management, ground surfaces, street furniture, traffic management and environmental improvements. Streets for All specifically identifies The Strand as an example of a well-designed, clutter-free environment which has improved the pedestrian experience substantially, but it calls for a more widespread adoption of the principles and an integrated management approach.

## A Walking Strategy for Central London, 2001

The Central London Partnership believes that walking carries substantial benefits for the West End and beyond, as it provides passing trade, creates a vibrant living city which is healthy, and reveals London's hidden spaces.

The study identifies several 'barriers' that dissuade people from walking:

- Lack of facilities and priority for pedestrians;
- Poor and unpleasant pedestrian environments;
- Safety concerns;
- Poor understanding of place; and
- Lack of status and promotion of walking.

To overcome these obstacles, the Strategy recommends that all stakeholders should work together towards the key aims of:

- Providing quality pedestrian routes and priority;
- Creating pleasant pedestrian environments;
- Improving safety and way finding; and
- Promoting walking as a positive choice.

The Central London Partnership attaches these aims to realistic goals, which will indicate the success of the strategy.

Objectives include:

- People walking for some short journeys, even though a car or public transport is available;
- Making public transport a preference to a car, even though it may mean walking; and
- People walking in the city simply for pleasure.



A mixture of retailers on Carnaby Street



Regent Street, looking towards Oxford Circus



Alfresco dining in Soho



## 2.3 Key partnerships

There are three key partnerships relevant to delivering the vision for the West End: the Cross River Partnership, the Central London Partnership and the Clear Zones Partnership.

### 2.3.1 Cross River Partnership

The Cross River Partnership (CRP) is an alliance of 12 partners, formed in 1995, to bring together key player on both sides of the River Thames, including the four central London local authorities – City of Westminster, the Corporation of London and the Boroughs of Southwark and Lambeth, with other public, private and voluntary sector partners (e.g. TfL, Visit London and Groundwork). Partners share a commitment to tackling the complex social and economic issues in a city where the river has traditionally divided wealth and opportunity of the West End and the City from some of the most socially excluded communities in the country.

CRP's core objectives are:

- To co-ordinate cross-borough working;
- Strengthen links between the two sides of the river in central London;
- Transform the river from a physical and social barrier to an asset;
- Create conditions for economic growth on both sides of the river;
- Extend the regeneration of the south bank; and
- Manage the impact of regeneration.

These objectives can only be achieved only by the two sides of the river working together. Since 1995, CRP's work in, around and over the river has helped transform it from a physical barrier into an asset to be used and celebrated.

CRP have delivered a £200 million programme to date, with achievements including not only new bridges and transport links but also a social and economic programme that has helped more than 30,000 businesses, residents and school pupil's share in central London's growth.

The partnership has funding from several sources including the Single Regeneration Budget (SRB) which has been used to implement a series of agreed programmes in the CRP area. In Westminster CRP are currently supporting the 'Theatreland Initiative', Strand Courts and Alleys, and public realm improvements in South Westminster.

CRP also submit an annual Borough Spending Plan (BSP) bid to TfL for funding, for sub-regional transport programmes that consider and promote the needs of both central London and the London South Central area. Officers from all partner boroughs input into CRP's BSP bid ensuring that it is complementary and mutually beneficial to all. The City of Westminster will continue to work directly with CRP on current programmes including; 'Strand Courts and Alleys' (improving side streets), and 'Light at the End of the Tunnel', including upgrading of borough subways.

Future projects can be developed as the need arises, for example around public realm works in the West End and South Westminster. Proposals for Victoria Embankment provide a

significant opportunity, as improvements to riverside access and the environment, on both sides of the river are a key focus for the partnership. CRP have been involved in the improvements on the south bank, particularly around the South Bank Centre and this work will continue in the lead up to the Olympics, given the significance of this key cultural destination.

In addition, €4 million of European funding has also been secured to implement measures complementary to the Cross River Tram. A programme of physical and social and economic projects is currently being developed and match funding is also being sought through the BSP process. This funding bid reflects a desire among the four local authorities along the proposed CRT route (City of Westminster and the London Boroughs of Lambeth, Southwark and Camden) to work closely as a sub-regional partnership to achieve the delivery of this programme.

### Cross River Tram

The Cross River Tram (CRT) is a TfL-led major public transport project. CRP provides the forum for borough co-ordination and input into the project through the CRT Board and Officer Steering and other sub-groups. CRT is a 16.5km street running tram operating through the centre of London. A core route is proposed between Euston and Waterloo with branches to Camden and Kings Cross in the north and Brixton and Peckham in the south.

During peak periods the trams will depart every 4 minutes, providing a service every 2 minutes in the central core section. Annual patronage has been calculated to be approximately 66 million.



Haymarket



Newport Place, Chinatown



Looking north along Regent Street to Langham Place

CRT aims to provide substantial user benefits along the corridor and for the surrounding area, and particularly for areas south of the river that are poorly served by public transport. The CRT would stimulate regeneration and so has considerable local political support. There will also be significant benefit for users who change from National Rail at the mainline stations of Euston, Kings Cross/St Pancras and Waterloo.

The key objectives of the proposed tram route are:

- To create a fast, reliable, high quality public transport service connecting central London with target areas south of the river;
- To improve transport system efficiency by replacing lower capacity bus services with higher capacity tram services;
- To improve access to the deprived communities and regeneration zones of Lambeth, Southwark and Camden;
- To help relieve overcrowding on London Underground lines in central London;
- To improve links between mainline railways at Kings Cross/St Pancras, Euston and Waterloo;
- To deliver all these objectives in an economically efficient package; and
- To maximise regeneration benefits associated with the scheme.

TfL is undertaking route option development work in partnership with the City of Westminster and the London Boroughs of Lambeth, Southwark and Camden. Public consultation on options will begin in June 2006 prior to an application to the Secretary of State for powers under the Transport and Works Act to build the scheme.

Depending on the development of other major schemes and following the success of the London Olympics Bid the schemes current assumption for operation is 2015.

### 2.3.2 Central London Partnership

Central London Partnership (CLP) is a sub-regional partnership embracing the eight central London boroughs (Corporation of London, London Boroughs of Camden, Islington, Lambeth and Southwark, Royal Borough of Kensington and Chelsea, Wandsworth Borough Council and the City of Westminster), other public sector agencies and over 40 members from the business sector. Its core funding is through membership fees and grants for specific work areas and projects.

CLP tackles a wide variety of complex issues at both strategic and local levels, from establishing new ways to manage the streets to lobbying for greater investment, all in order to maintain London's competitive edge and enhance the quality of life across the city. CLP has three strategic objectives, of which two are relevant to this document:

- Improving movement and urban quality; and
- Improving the prospects for people and business.

In 2001 CLP produced its Integrated Transport and Environment Strategy (ITES) for central London. This, in part, was a lobbying document to influence the direction of the Mayor's Transport Strategy but also contained an action programme. The action programme focused on improved public transport; better buses; congestion charging; better co-ordination of streetworks and better streets; safety and policing, walking and cycling in central London.

Since 2001, a number of actions identified in the strategy have been implemented, and in addition, the transport agenda has moved on and responsibilities in London have changed with the establishment of the GLA, LDA and TfL, the Mayor's Transport Strategy and the obligation on boroughs to produce Local Implementation Plans. These changes have inevitably created the need for a new look at transport issues in central London. Therefore, CLP is embarking on a consultative process to produce a Strategic Transport Action Plan, which will identify issues and set out CLP's priorities for the next three to five years. The Plan will take note of the existing strategies for London, in particular those relating to transport and development, and borough LIPs. It will not duplicate LIPs, and like ITES, it will provide a practical implementation programme and promote new ideas and a vision for central London.

The City of Westminster, in partnership with Central London Partnership, has submitted a BSP bid for transport programmes that consider and promote the needs of central London, as well as devising solutions to make it a better place in which to live, work, invest and visit.

The joint schemes put forward by CLP in their bid are complementary and additional to the other works contained within the City of Westminster's own bid, and should therefore ensure a consistent approach to problem resolution, and contribute to ameliorating the existing problems, as well as the impact of London's proposed growth.

As part of the bid, CLP are submitting a number of projects that serve joint objectives (with the City of Westminster) to:



Buses on Regent Street



Argyll Street has fashion retailers, cafés and a theatre



Public facilities at St Christopher's Place

- Promote greater investment in central London's transport infrastructure;
- Promote more efficient use of the current transport networks;
- Enhance environmental quality in central London;
- Achieve a greater emphasis on quality public spaces and streets; and
- Improve personal safety in the capital.

### 2.3.3 Clear Zones Partnership

The London Borough of Camden, the Corporation of London and the City of Westminster have formed a partnership to deliver Clear Zone schemes within an area of central London. The Clear Zone scheme includes several central London areas, such as: Covent Garden, Holborn, King's Cross, Euston, and Fitzrovia. Clear Zones aim to reduce pollution and traffic in towns by developing relevant technology and techniques through partnerships. A key theme of Clear Zones is the reduction of road traffic, providing spaces where it is clean and safe for people to go about social, work and shopping activities.

The three central London partners have coordinated and combined their BSP submissions in the Clear Zone area. The bids reflect the desire amongst the three local authorities to work closely together, as a partnership, to achieve the overall benefits of a Clear Zone in central London. The bids are complementary and aim to deliver improvements to the quality of people's lives and ameliorate the impact of traffic.

Bids for Clear Zone measures will be made through the London Borough of Camden's BSP submission, as the lead authority. If

successful, Camden's dedicated Clear Zone team will lead on this partnership and oversee the delivery of the measures in the proposed programme with support from the Corporation of London and the City of Westminster.

### 2.3.4 Other partnerships

The City of Westminster is working with Transport for London on a number of projects including redevelopment and transportation proposals for Crossrail and, with Cross River Partnership, the Cross River Tram. Both of these major transportation projects will benefit the West End and wider area. It has also worked with Central London Partnership on the Circle Initiative to pilot and develop Business Improvement Districts (BIDs) in Central London. This has led to the establishment of four BIDs – Waterloo, Bankside, Paddington and Heart of London (see below).

BIDs are partnerships of businesses, local organisations and authorities working towards improving the trading environment in the area within their jurisdiction, and are financed through business levies, sometimes augmented by significant contributions from the property sector within the BID area. The ODPM is due to review the involvement of property owners in BIDs during 2006/07.

The City of Westminster has strongly supported the establishment of the BIDs and provided dedicated officer support to developing joint action plans with the BIDs - a joint action plan by NWEA and City of Westminster will be produced in early 2006.

### Heart of London BID

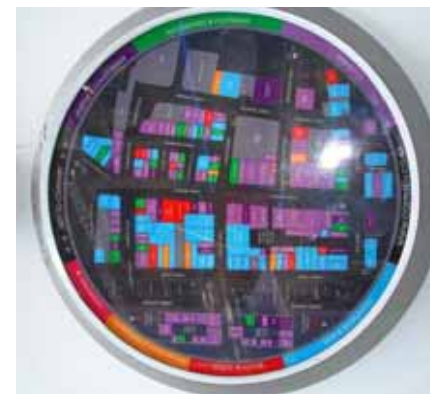
The Heart of London BID was launched on 14 February 2005, and will run for two years. The BID is operated by a consortium of local businesses, and is aimed at improving cleanliness and security to ensure increased footfall and enhanced spending in the BID area. The BID team will work towards ensuring the success of proposed streetscape works, such as at Coventry Street, which will contribute towards the production of 'a more pleasurable, pedestrian friendly and easy to navigate route'.

The work of the BID is organised according to five key areas of work, or 'maxims':

- A clean and attractive work area;
- A safe and secure environment through additional street presence and surveillance;
- An accessible environment through improvements in transport and pedestrian access;
- The creation of a climate conducive to investment and development in the area; and
- A commitment to the championing of the area through wide reaching marketing campaigns.

### New West End Company BID

The New West End Company BID is centred on Regent Street, Oxford Street, and Bond Street. The BID's key priority is to increase sales with more visitors staying longer and spending more. It is hoped that a reduction in retail crime will also be achieved through the production of a safer, cleaner and friendlier District. The final product will be an environment that successfully attracts greater investment. The New West End Company



A plan of the Carnaby Street area



Soho Square signage



Flags supporting the Olympics on Shaftesbury Avenue



seeks to confirm the West End's position as the location of choice for shopping and leisure.

The core aims of the New West End Company are to:

- Increase sales with more visitors staying longer and spending more;
- Reduce retail crime in a safer environment;
- Deliver a cleaner, more friendly shopping location of choice;
- Leverage greater investment and spend on retail priorities;
- Provide stronger business leadership through effective partnership; and
- Revitalise London's West End as the World's premier shopping and leisure destination.

The New West End Company BID commissioned HOK Architects, Jones Lang LaSalle, Arup and Klein O'Rourke to develop a masterplan for the Oxford Street/Regent Street/Bond Street area. The masterplan aims to identify ways of improving all aspects of the BID area, including:

- The setting of buildings and the management of spaces;
- The market positioning of the District and each of the streets;
- Public access to and enjoyment of the streets, both visually and environmentally; • Traffic management, including the maintenance of high volume public transport and examination of the potential for a sustainable local transport initiative;
- Pedestrian and cyclist access;
- Wayfinding through the BID area; and
- Sustainable, cost-effective management.

### West End Marketing Alliance

The West End Marketing Alliance consists of a broad range of businesses, with a common interest in the continued success of the West End. Members include the City of Westminster, Heart of London BID, NWEA, Shaftesbury PLC, the Trocadero, Regent Street Association (Crown Estates) and the Covent Garden Market Partnership.

The objective of the West End Marketing Alliance is to increase footfall and spend across the West End. The secondary objective of the Alliance is to exchange information, lobby for resources and co-ordinate events. The Alliance covers the area from Marble Arch to Trafalgar Square encompassing the main shopping streets, Piccadilly, Covent Garden, Soho, Mayfair, Marylebone and Trafalgar Square.

The West End Marketing Alliance believes that the challenges to the West End as a world class centre require an imaginative and co-ordinated response from those with an interest in the West End. Property owners, the local authority, regional government and retailers can and should act together to promote a safe, clean and attractive offer for those living, working or visiting the West End. Critical to this are the new Business Improvement Districts, and supporting their improvement plans is a key objective of Westminster City Council.

There are three core activities for the group which come under a key theme of "developing a distinct West End brand":

- i. Co-ordination, through an electronic events and campaigns diary, to be hosted by the City of Westminster, but jointly branded and available to all to promote the work of their members;

- ii. Supporting major events, put on by members, such as the Christmas lights, promotions and the 'Fayre in the Square' hosted by the City of Westminster; and
- iii. Lobbying and briefing, on plans and opportunities for the West End including the City of Westminster's action plans and the activities and funding opportunities offered by the LDA and Visit London.



The West End has a diverse evening economy



Marlborough Street



Theatreland





# 3. The West End

For many people, the West End is London - with its distinctive areas and world-famous historic and cultural landmarks – the advertising signs at Piccadilly Circus, the fountains and Nelson's Column in Trafalgar Square, the bars and cafés of Soho, the shops along Oxford Street, and the historic set piece of Covent Garden with its restaurants, market and vibrant street scene.

This section sets out a description of each of the areas that comprise London's 'town centre' and the key characteristics of the West End as a whole, in order to provide a context for the overarching issues facing the West End.

## 3.1 London's town centre

The West End is a renowned central London district, made up of a number of well-known areas and streets with distinct character, such as Soho, Chinatown, Leicester Square, Covent Garden, Oxford Street, Regent Street, Trafalgar Square, and the Strand. These areas are connected by London's most important pedestrian access – the "capital link" tourist route west to east from Piccadilly Circus to Covent Garden (up to 250,000 people a day); the "creative industries" in Soho and Covent Garden; Shaftesbury Avenue; Chinatown; Leicester Square and Trafalgar Square. These routes cover a significant amount of restaurants and bars, many theatres, cinemas and national tourist sights and together, the linked districts effectively act as London's 'town centre'. In addition to these areas, this document also considers two adjacent areas – Edgware Road and Embankment. Edgware Road is a key access point into the West End from North London and beyond. Embankment in particular is important to the vision for the West End due to its proximity to the river and access across it to the South Bank and Waterloo.

The West End has relevance and importance at local, regional, national, and international levels. It is the cultural heart of London, with a world-class reputation for its entertainment and shopping attractions, galleries, museums, public spaces and historic buildings. These elements all make significant contributions to London's status as a 'world city', and are responsible for attracting 25 million visitors every year to Westminster and London as a whole. The West End therefore plays an important role as an economic centre, employing over 50% of the 570,000 people working in Westminster, with over 13,300 entertainment jobs, equating to some 30% of the London total, and 12% nationally. It is predicted that between 2004 and 2011, up to 90,000 people will be working in the entertainment industry in Westminster. In addition, visitors contributed over £5 billion to Westminster's economy, supporting 65,000 jobs in the City.

The West End also constitutes the largest retail area in the UK, with five times more retail floorspace than the next largest town centre (Croydon), and a turnover that is nearly double that of the next largest centres in the UK (Glasgow and Birmingham). It is highly accessible at all levels – locally, nationally and internationally – and has the highest Public Transport Accessibility Levels<sup>1</sup> (PTALs) ratings of any London centre. Its location close to many of London's prime tourist attractions also ensures a steady flow of potential customers with 33% of shoppers from outer London (within the M25), 21% from central London (Travel Zones 1 and 2) and 25% from overseas.



Oxford Street West



Trafalgar Square

<sup>1</sup> PTAL measures the accessibility of a point to the public transport network, taking into account walk access time and service availability.

Recent research by Jones Lang LaSalle has also shown that London's West End is the number one destination in Europe for shopping, with its success based on five key strengths of economic value, retail offer, retail space, culture, fun and food, and transport services.

The study concludes that the West End has no equal anywhere in the UK or continental Europe in terms of the sheer scale, range and profile of retailers within such a concentrated area. The survey revealed that the West End possesses:

- 10 major department stores, compared to one to five stores in other European cities;
- 600 speciality shops, of which 120 are international stores; and
- 95 flagship stores.

Central London also benefits from having more floor space than other European cities:

- |          |                 |
|----------|-----------------|
| • London | 1,140,000 sq. m |
| • Paris  | 860,000 sq. m   |
| • Rome   | 334,000 sq. m   |

The West End can also be seen as the first choice for international retailers like Zara, Mango, Ralph Lauren, and Donna Karen, when they are looking to open their first stores in the UK. The district attracts over 100 million shopping visits every year, and approximately 15 million high spending tourists, who account for some 20% of total expenditure in the West End every year.



However, it should be noted that the West End is somewhat unusual in the context of many other shopping districts, and particularly in terms of the definition of a 'town centre' made in central government guidance like PPS6. For instance, the West End possesses excellent accessibility by public transport, and provides services in walking distance to many residential communities. There is little need for the majority of visitors to use private cars, and the availability of car parking is therefore less of an issue than it might be elsewhere.

The West End is also distinct because of the level of night-time activity it hosts, which is obviously much greater than the typical town centre.

Alongside its cultural and economic role, the West End is also home to long-standing residential communities, totalling more than 50,000 people (2001 Census). This means that the City of Westminster, amongst others, has a responsibility to provide and protect residential amenity in the West End, and attendant services and facilities.

## 3.2 Covent Garden

### 3.2.1 The area

Covent Garden is centred on the historic market piazza, and is now a highly successful, bustling mix of shops, restaurants, bars and street entertainment, that extends approximately 600m east to west, and 600m north to south. The area is home to the Royal Opera House and has a thriving business and residential community, with a particular emphasis on serving tourists and visitors, West End shoppers, as well as providing for the needs of local residents.

The success of the area is illustrated by the results of an attitudinal assessment undertaken as part of the 2002 Central Activities Zone (CAZ) Area Healthcheck for Covent Garden (produced by the City of Westminster - see Section 2). Consultation with users of Covent Garden produced an overall score of 84.6%, compared with a CAZ average of 55.9%. This placed Covent Garden first out of the 19 CAZ areas in the City of Westminster, and identified its main strengths as a good provision of multiple, independent and specialist shops, as well as restaurants, pubs/ bars, cultural and leisure facilities.

Covent Garden possesses a varied and densely developed townscape, with the centre clearly defined by the 19th century Central Market Building and Piazza. The street pattern dates from the 17th and 18th centuries, and spans the City of Westminster and Camden Borough boundaries. However, this traditional character, enhanced by gas lighting and cobbled street surfaces, is balanced by pieces of outstanding contemporary architecture, including the Dixon Jones extension to the Royal Opera House and the Wilkinson Eyre 'Dancing Bridge' across Floral Street. In addition, the central area of Covent Garden

around the piazza has benefited from an holistic design strategy that emerged from work undertaken by the Covent Garden Area Trust in 1994-1995.

### 3.2.2 Sub-Areas

There are four formally defined sub-areas within Covent Garden which are set out below. It should be noted that St Martin's Lane and Drury Lane also come under the less formally defined Theatreland area (covered under section 3.8). One further area, Seven Dials, is discussed in this section, although this straddles the boundary between London Borough of Camden and the City of Westminster.

#### The Piazza (Area 1)

Much of the Piazza area is pedestrianised, and derives its character from alfresco dining, street performance and the market. James Street, which leads from the Underground station to the Piazza, frequently becomes very congested, as people wait for friends, rickshaws tout for business, and street performers gather crowds. It is hoped that by encouraging people to use alternative Underground stations to access Covent Garden, enforcing anti-cycling regulations and busker guidelines, that there will be less congestion and a better quality environment for visitors and other users. There is also an identified need to repair and replace the historic cobbles in the Piazza, and access over them.

#### St. Martin's Lane and surrounding area (Area 2)

This area can be viewed as a transitional area between Covent Garden and Leicester/ Trafalgar Squares, but does play host to a number of theatres and the English National

Opera. Specific problems associated with this area include the surfacing of New Row, accidents on Chandos Place and Bedford and Garrick Streets, and anti-social behaviour associated with rough sleepers.

The area is also subject to heavy pedestrian flows, as people move between some of London's most important shopping and entertainment districts. Improvements to the junction are urgently needed, to improve both its pedestrian function and aesthetic appearance.

#### Long Acre to Shelton Street (Area 3)

Within this area, Long Acre and Neal Street are centres for retail activity, which is distributed amongst narrow streets where conflict can arise between cars and pedestrians. If visitor numbers to the area are to be maximised, it is important that the area is made more welcoming and legible, particularly at night. At present, there is a streetscape initiative which involves street by street design improvements to all the streets in this area including footway, carriageway and lighting. Consideration has been given to the use and area character and design ideas will suggest subtle but important enhancements to the area, giving special consideration to pedestrians. The designs have been worked up with the support and assistance of the Area 3 Steering Group made up of landowners, resident groups, business groups, the London Borough of Camden, Seven Dials Monument group and other vital groups and individuals.

#### Drury Lane (Area 4)

Drury Lane contains a variety of uses, including several theatres, bars, restaurants, and a large residential community. This delicate balance between entertainment uses



Street performers on James Street



Shoppers on Long Acre



Covent Garden piazza



and residential amenity makes it important, therefore, that high standards of cleanliness, lighting and highways access are maintained at all times. The City of Westminster is conducting reviews of the cleansing regimes currently in place, the impact of street lighting on residential amenity, and the appropriate level of street furniture to avoid unnecessary clutter.

## Seven Dials

Seven Dials is located at the northern end of Neal Street, and is an important space as it is the confluence of a number of well-used shopping streets, and is a popular public space in its own right. Seven Dials is actually under the jurisdiction of the London Borough of Camden, and the City of Westminster is working closely with both Camden and amenity societies like the Seven Dials Monument Charity to identify problems and propose holistic solutions for the area in the form of an Action Plan.

### 3.2.3 Land Uses

#### Retail

The Covent Garden area has always been a centre for small businesses, and continues to allow both contemporary and traditional niche retailers and businesses to survive in units that would be too small to be viable for larger chain stores.

Covent Garden possesses 75,884 sq. m of A1 Retail floorspace, which is above the average of 27,706 for other CAZ areas and frontages, and a relatively high proportion of A3 Food and Drink floorspace, with 22,728 sq. m. Conversely, Covent Garden has relatively low

levels of A2 Professional & Financial Services floorspace, with only 2,557 sq. m. The overall number of business units in the area has increased between 1997-2002, with the increase largely attributable to changes of use to A1/2/3 use. There has been a low incidence of changes of use away from A1, though analysis of planning applications suggests that there may be pressure for new A3 uses.

The A1 Retail units are often occupied by national or international 'multiple' retailers, such as Gap, Levis, Kookai, Jigsaw, and Marks & Spencer. Covent Garden features some 74 national retailers, in comparison with an average of 30 in all other CAZ areas. This ratio reflects Covent Garden's position as a high order shopping destination, and is one of the main reasons behind the large numbers of visitors to the area.

The colonnaded Covent Garden Market building continues to host market stalls in its North Hall, whilst the South Hall features a range of specialist shops, boutiques, cafés and public houses. The Piazza area and beyond, including Floral Street, Neal Street, and Long Acre, are home to a wide variety of high quality retail stores, and in particular clothing and youth culture stores, which draw shoppers from around the world. The A1 independent uses include travel agencies, hairdressers, dry cleaners and opticians.

#### Residential

Covent Garden is home to a long-standing residential community, who played a significant role in ensuring Covent Garden was preserved in the manner that it has been since the demise of the original fruit and flower markets, and continue to contribute to the atmosphere and charm of Covent Garden.

However, residents are also forced to endure some of the problems that are direct consequences of the area's success such as the negative side effects of a vibrant night-time economy including late night noise, anti-social behaviour and litter. In addition, these problems are exacerbated by dim lighting and narrow alleyways. Improvements in this situation can be made through a combination of design solutions, strictly enforced licensing and planning regulations, and improved street cleansing and enforcement regimes.

## Cultural

Covent Garden has a good selection of artistic, cultural and leisure facilities, including the Royal Opera House, The Hospital arts centre, several theatres, nightclubs, and health spas. Covent Garden is also the home of two museums, the Theatre Museum and the London Transport Museum. The City of Westminster is committed to ensuring that the experience of all those visiting the numerous cultural and leisure facilities is improved wherever possible, by facilitating better coach access, raising street cleansing standards, and increasing the frequency of litter-bin emptying.

### 3.2.4 Transport and Access

#### Pedestrians

Covent Garden's historic streetscape means that it is important to resolve tensions between various forms of traffic moving along relatively constrained streets. In terms of pedestrians, solutions need to be found for some of the conflict that exists with motorised traffic on Shelton Street, St Martin's Lane and on Long Acre. Public realm design proposals are currently being undertaken for James Street, Russell Street and Area 3 (Long Acre to Shelton Street).



The 'Dancing Bridge' across Floral Street



Designer shops on Floral Street



Covent Garden Piazza



It is the aim of the City of Westminster to improve the situation for pedestrians where there is tension, and also in terms of encouraging pedestrians to use more of the area surrounding Covent Garden, including the smaller streets that lead to the river, the South Bank, and the West End. The City of Westminster believes that there is potential for innovative and traditional methods for making streets more legible whilst avoiding clutter. These include distribution of local maps, and a new tourist information kiosk on the Russell Street frontage of the Royal Opera House.

### Cyclists

Though cycling is acknowledged as a means of relieving pressure on other forms of transport, there is a balance to be struck in the amount of street space that can be allocated to individual modes of transport. Cycle parking facilities have to be carefully positioned to avoid clutter and obstruction, whilst cycle routes must be carefully integrated with motorised traffic to minimise conflict.

### Underground

Covent Garden Underground station is subject to unrelenting pressure, largely due to the area's surge in popularity and the station's now antiquated design. The station has insufficient capacity for current usage levels, with the ticket hall being particularly cramped.

The problem is concentrated on weekends, with up to 4,000 people per hour exiting the station on Saturdays between midday-13.00 and 18.45-19.45. Peak entrant times at weekends are in the early evening and late evening peak hours (from 17.15 and from 22.30), where over 2,500 people enter the station per hour. The congestion problems at

Covent Garden Underground station have resulted in the closure of the station for entrants between 13.00-17.00 on Saturdays. During the week, slightly fewer people use the station.

These statistics reflect the mixed-use character of the Covent Garden area. Weekdays are marked by a traditional morning rush hour as workers commute to the many businesses in the area. This is followed by later busy periods as people access the area for its theatres, bars and restaurants after they have finished work elsewhere in London, and return home at closing time. This entertainment use pattern is repeated at weekends, though the morning rush hour is replaced by a heavier flow towards the retail function of Covent Garden, with people arriving later and probably coming from further away than during the week.

In the medium term, an improved ticket hall layout is proposed, together with an increase in the number of ticket gates. Short-term measures include promoting alternative, local stations (including Holborn, Embankment, and Charing Cross), and promoting walking routes through the area.

The long-term solution will result from a collaboration between the City of Westminster, London Underground and the Mayor of London to develop physical improvements to increase the capacity of the station, perhaps by developing a second ticket hall or installing more lifts and escalators. Feasibility studies are currently being undertaken by TfL to determine the optimal solution for Covent Garden station.

The introduction of the Cross River Tram could also have a beneficial effect on Covent Garden Underground station by reducing congestion through the dispersal of visitors into and out of the area. Stops are proposed at Aldwych and Holborn, both of which are within walking distance of the main Covent Garden Piazza, with the tram carrying visitors between other popular tourist attractions on the South Bank and in Bloomsbury.

### Buses

Covent Garden has undoubtedly benefited from the introduction of the RVI bus service. This is a Thames-side bus route that connects Tower Bridge, the South Bank and Covent Garden, and utilises modern gas powered buses.

### Taxis

Taxis are important for door-to-door access, and are particularly popular with people leaving entertainment premises in the early hours. One option currently being pursued to ensure the ordered and efficient use of taxis is a marshalled ordering point for taxis on Cranbourn Street, to complement the existing (unmarshalled) ranks on Upper St. Martin's Lane, St. Martin's Lane, Russell Street, Wellington Street, Exeter Street and Southampton Street.

### Disability and Mobility Impaired Access

There is recognition that there are many barriers in Covent Garden, which have a disproportionate impact on disabled and mobility impaired people. It is hoped that these will be overcome by supplying information, making improvements to the built environment and the training of all those who serve the public.



The piazza by the Market



James Street



Cafés on the piazza

Though the Underground station does have lift access, there are steps down to platform level. The historic street surfaces (including cobbles and kerbs) can also prove difficult particularly for wheelchairs to negotiate. TfL is looking into this issue and investigating potential remedies. These include ensuring the Underground station is accessible to all, and that access to Covent Garden is possible by buses, including the RV1, with level access to the buses themselves.

In the longer term (2015 at the earliest), steps will be taken to ensure that the Cross River Tram system incorporates level access, with level routes available from proposed tram stops at Aldwych and Holborn, to Covent Garden - at present, Covent Garden Underground station is inaccessible for disabled and mobility-impaired individuals.

### Parking and Deliveries

A reliance on lorries and cars for deliveries in Covent Garden will always be a feature of central London and Covent Garden in particular. The nature of many of the resident businesses, which often have small storage areas or sell fresh produce, means that frequent deliveries are necessary. In addition, a number of outlets offer large products for sale, like antiques or furniture, which purchasers tend to collect by car or van.

Further to this, the City of Westminster does accept that private cars are sometimes the only possible means of accessing the West End, for people with disabilities or those buying larger items, and that parking provision does need to be made. Though there is ample off-street provision, and more limited on-street space, in the area, work does need to be undertaken to ascertain the best balance between loading and parking.

### Coaches

Coaches are a popular means of entry to London for tourists, and particularly theatregoers. However, the narrow streets in Covent Garden are not ideally suited to large vehicles, and a more coherent system of access, dropping off, parking and picking up needs to be striven for. The City of Westminster is currently in discussion with the Society of London Theatre (SOLT), London Borough of Camden, TfL, and the coach industry to identify how best to address and resolve the existing access problems.

### 3.2.5 The issues

The popularity and success of Covent Garden has created pressures that the area was never designed to withstand. Overcrowding at the Underground station is such that it is now permanently closed for people wishing to enter the station on Saturday afternoons. Undesirable activities, such as illegal street trading and noisy, poor quality busking, have also increased.

An Action Plan was prepared for Covent Garden (2004) which focuses on transport, the street environment and enforcement measures to ensure that the area continues to thrive whilst retaining its unique character and sense of history. The Covent Garden Action Plan identified the following key issues as priorities for the area:

- Balancing the needs of pedestrians, motorised traffic (particularly delivery vehicles) and the residential community;
- Reducing over-crowding at Covent Garden Underground station by encouraging use of alternative station;

- Improving legibility and the wider pedestrian environment;
- Enhancing the function and aesthetics of the key junction at St Martin's Place; and
- Enforcing high standards of street cleanliness and entertainment.

The negative consequences of the thriving night-time economy in the area are perhaps evidenced by the comparative amenity ratings gathered during the 2002 Healthcheck study. This gave Covent Garden a night-time amenity rating of 68.4%, much lower than the day-time rating of 93.5%.



A street performer on James Street



The James Street entrance of the underground station



Market stalls and bars in Covent Garden



### 3.3 Soho

#### 3.3.1 The area

Soho has a distinctive character and for many people is the 'heart' of the West End. It is bordered by Charing Cross Road, Shaftesbury Avenue, Regent Street, and Oxford Street. East Soho, around Old Compton Street, Wardour Street, Dean Street, Frith Street and Soho Square, is perhaps the busiest part of the area, as this is where the majority of bars and restaurants are concentrated. Carnaby Street – a popular tourist destination and an important retail centre – is located in West Soho, and has a sizeable residential community (around 5,000 according to the Soho Society) as well as being a popular location for the media industries.

The area contains a mix of buildings dating from the 17th century onwards. The original 17th century street plan is still in existence today, with a few minor Victorian intrusions on Shaftesbury Avenue and Charing Cross Road. Small-scale 17th and 18th century houses dominate the inner parts of Soho, which is ringed and bisected by larger scale Victorian development.

The accessibility of Soho was enhanced by the work of the Victorians, and brought some semi-industrial buildings into the district, particularly around Wardour Street and Golden Square. However, aside from some inappropriate post-war development, Soho has largely maintained its character, with small scale 17th-18th century houses dominating the centre of Soho, and larger Victorian or 20th century development on the district's outer edges.

A particularly important development in recent years has been the emergence of a strong gay community in Soho, primarily based around Wardour, Old Compton and Brewer Streets. The gay community has made a substantial contribution to the area's regeneration - Soho is known as the 'gay heart' of London, and the 'pink pound' is estimated to contribute approximately £1 billion to London's economy. The gay community in Soho is also responsible for developing and supporting a host of gay-orientated businesses in Soho.

The City of Westminster are keen to work with the gay community in Soho in developing its Action Plan for the area, which will help to recognise and reinforce the position of the West End as central to the London lesbian and gay scene by embracing and valuing diversity. The City of Westminster currently supports events such as the annual London Pride festival, Soho Pride and Europride 2006.

The 2002 Healthcheck shows that Soho's strengths are in its provision of restaurants, bars, arts and cultural uses, and small independent specialist shops. There are over 360 premises providing a wide range of entertainment uses (including restaurants, cafés and bars) and Soho is renowned for having a particularly strong affiliation with small independently-owned businesses. These must be retained to preserve the character of the area.

Soho is also home to a particularly strong night-time economy with the highest concentration of public entertainment licences (for music and dance) in the West End. This night-time economy is attractive to visitors, tourists and Londoners alike. In broad terms, Soho can be seen as having a good range of facilities, though there are very few multiple retailers or banks/ building societies

in the area. However, there is good provision of these facilities nearby on Oxford Street and Regent Street.

#### 3.3.2 Sub Areas

##### Marshall Street/Dufour's Place

This part of Soho retains many 18th and 19th century 4-5 storey buildings, including the Grade II listed Marshall Street baths. Dufour's Place is occupied by the Council's street cleansing department on lower floors, with theatre rehearsal space and residential use above. This area is surrounded by predominantly office uses, and carries a general perception of perhaps lacking the bustling 'West End' feeling of neighbouring sub-areas.

##### Wardour Street/Berwick Street/Poland Street

This area is within the vibrant heart of Soho, with Wardour Street a main north/ south route through Soho. Though much of the historic fabric of the area remains, there are numerous modern structures present, including the Lord Rogers designed Broadwick House (2000).

The sub-area is a busy mixture of retail and entertainment uses, and is also home to many media and film related businesses. There is also a long-established street market and a number of residential properties.

##### Carnaby Street

Carnaby Street is a well known shopping street, measuring approximately 200 metres north to south. Carnaby Street is primarily an A1 Retail shopping area with very little A2 or convenience store provision, and is definitely orientated towards younger shoppers.



Carnaby Street



Soho Square



Shaftesbury Avenue

Carnaby Street has a low concentration of multiple retailers (such as Muji, Diesel and Whittards) with no department stores (though Liberty is situated in close proximity on Regent Street), but has a high frequency of independent and comparison stores, reflecting its position as a specialist shopping area. It also has several restaurants and bars, two health clubs and an art gallery, all of which add to the amenity of the area. However, the 2002 Healthcheck showed that Carnaby Street's amenity rating suffered from a poor provision of food shopping, cultural facilities, banks/ building societies, and local services.

Research shows that Carnaby Street is regarded by its users as a clean and secure environment, with a good street management regime in place during the evening that minimises the impact of litter, debris, street fouling, vandalism and touting. However, there are seen to be problems with refuse bags left on the street and rough sleepers after dark.

### Soho Square

Soho Square is a small square located in the north eastern corner of the district. It features a popular park, landscaping, and a distinctively shaped electrical sub-station/ gardeners hut that has become a local landmark. The square is surrounded by media companies, but is popular with a broad spectrum of Londoners as one of the few open green spaces in the West End.

### Old Compton Street/ Frith Street

Throughout history, Old Compton Street has been Soho's main shopping street, and by the end of the 18th century less than 10 houses were without shop fronts. The street retains this character to the present day, and should be seen as Soho's 'High Street'.

Old Compton Street is also the traditional heart of Soho's gay community, and features several bars, restaurants, cafes, and a nightclub serving their needs.

### Golden Square

Golden Square features a higher proportion of office uses than elsewhere in Soho, and is consequently somewhat quieter than the rest of the district. However, it is well-used by pedestrians moving between Oxford Street and Piccadilly, and is a popular open space.

### Meard Street

The character of Meard Street is largely derived from its listed terraces of four storey, 18th century houses, that largely remain as residential dwellings. This is the only area in Soho where residential uses are present in any quantity at ground floor level.

### 3.3.3 Land Uses

Soho has traditionally been a vibrant and cosmopolitan area, with the mixed character of buildings and the chequered history of the area creating a rich mix of uses.

The predominant land use has historically been residential, and this continues to represent a key element of Soho's distinct character. Non-residential uses have grown in number since the mid-19th century, and a fine balance between retail, entertainment, food and drink, media, light industrial and office uses now characterises the area.

This character has been invigorated by the theatres on Shaftesbury Avenue as set out in more detail in the section on Theatreland (Section 3.8).

Soho has long been the home of the film industry and has a reputation for being London's home of creative industry. In recent years, Soho has seen an increase in the number of media and advertising related industries locating here. The area also has a significant concentration of late night drinking establishments, in the context of the wider West End.

Soho's evening economy has legendary status, with the area perhaps the closest approximation of 24 hour living of anywhere in the UK. There are numerous restaurants, bars, nightclubs, and late night drinking establishments, and the area is also known in some areas for the strong visual and practical imprint of the sex industry.

### 3.3.4 The issues

The City of Westminster is currently in the process of preparing an Action Plan for Soho. An initial study into the area has identified a number of issues, which can be grouped into sub-categories:

#### Soho's Role in London

- The focal point for London's creative industries, including media, fashion, and design;
- Home of London's film and independent film and television industries;
- Focal point for lesbian and gay London;
- Key residential area for the West End; and
- Specialist retail centre.

These are all elements of the area's make up that must be protected and promoted wherever possible.



Theatres and cafes in Soho



Lexington Street



Pubs and restaurants on Carnaby Street



## The Soho Community

- The cosmopolitan nature of the Soho community is a strength and an attraction for visitors;
- There is a perception that Soho is not safe after dark, partly attributable to noticeably high levels of anti-social behaviour;
- 80% of local crime is alcohol related;
- Tension between sex-related uses and other activities, in particular the residential community;
- Lack of facilities for teenagers and young people from the local community;
- More community spaces and communal gathering areas are needed in Soho; and
- Unacceptable noise levels are a problem.

## Soho's Streets

- The architecture of Soho is a valuable asset that should be protected and enhanced;
- The environs of the successful Berwick Street Market would benefit from improvements;
- Many side streets would benefit from better lighting, street furniture, planting, and signage schemes;
- Better management regimes are required to ensure that refuse is not left uncollected, particularly with regards to bottles from commercial premises;
- Traffic flows could be improved, particularly in terms of existing one-way systems, the emergency services, and provision for deliveries; and
- Conditions for pedestrians could be improved to enhance road safety in the area.

## Opportunities

There are a number of development opportunities in Soho at present, which present great potential for new iconic buildings in the area. As part of Civic Renewal, a strategy is being progressed for a large site bounded by Berwick Street, Ingestre Place, Kemp Court and Hopkins Street, in conjunction with the local residential and business community. In addition, there are substantial development opportunities at the current Westminster Kingsway College and at Trenchard House.

Other opportunities include:

- Ham Yard is currently something of an eyesore, and would benefit from redevelopment;
- The re-opening of the Marshall Street Baths, with enhanced facilities;
- The introduction of flagship activities to Soho, with ideas including the Museum of the Moving Image, a theatre exhibition space, or a lesbian and gay museum;
- Unacceptable noise levels at night time, largely produced by groups of people, clubs and bars, and unlicensed mini-cab;
- Enforcement of parking regulations; and
- Improving east-west cycle links.

All of these issues impact on the balance between land uses, and in particular between the residential community and the night-time economy, both of which are important to Soho's continued success. The 2002 Healthcheck actually rated Soho at 42%, making it the worst CAZ area in terms of night-time amenity. Whilst the character and distinctiveness of the area is strong, which is seen as a positive attribute, there are clear problems with feelings of security, with

visitors to the area feeling threatened by public drunkenness, beggars, touting, and refuse bags on the street.

From a physical perspective, a conservation area audit recently conducted in the area identified the following issues for concern:

- Poor signage;
- Painting of brickwork, poor repair and repointing;
- Small scale alterations such as replacement of windows;
- Poorly located services, plant and air conditioning equipment; and
- Poor quality shopfronts and security shutters.

Soho requires a clear vision to ensure positive future development. Much of that vision will emerge from consultations and conversations with those who have a major stake in Soho, namely – residents, business owners, and visitors to the area. The following attributes could form a basis from which common goals for those stakeholders could be based:

- Enhance and promote Soho to sustain community, cultural, commercial, retail, education, celebration and environmental excellence;
- Promote a 'Soho identity' which is recognisable, welcoming and positive;
- Aim for long term sustainability – safeguarding and enhancing the environmental quality and visual amenity of Soho;
- Enhance living opportunities and actively promote Soho as a safe and attractive environment with a diversity of housing tenure, densities and residents;



Leicester Square is a short walk from Piccadilly Circus



The Swiss Centre in Leicester Square



Leicester Square, looking towards Piccadilly Circus

- Enhance the economic environment and provide support for independent small businesses within Soho;
- Enhance the 'Soho experience' by encouraging social interaction and well-being – by promoting Soho's diverse communities, arts, culture, heritage, leisure and entertainment, without compromising safety;
- Establish a community focus and promote links with stakeholders, for example, residents, workers, business owners and visitors. Encourage ongoing involvement in driving the Action Plan; and
- Enhance accessibility and safety with good pedestrian, cyclist and public transport links.

### 3.4 Chinatown

#### 3.4.1 The area

London's Chinatown is the largest and most centrally located of its kind in Europe, and one of the largest Chinese areas within any western city. The area sits between Soho to the north and Leicester Square to the south, and measures approximately 400 metres east to west, and 100 metres north to south. It is home to approximately 80 Chinese, East Asian and South East Asian restaurants, as well as supermarkets and specialist services. The area also hosts a number of significant Chinese cultural events, such as the highly popular Chinese New Year.

The Chinese community in the West End first began to emerge in the 1950s, attracted by the affordable rents and short leases on offer in Gerrard Street. The community found that increasingly cosmopolitan Londoners were keen to explore eastern cuisine, and Chinatown grew as the catering trade became increasingly successful. More immigrants were attracted to London from Hong Kong and mainland China, and associated businesses and services developed to support the burgeoning community. The importance of the area was acknowledged by the City of Westminster in the mid-1980s, when Gerrard Street was pedestrianised, and themed street furniture was installed.

Chinatown primarily consists of simple and attractive domestic-scale Georgian terraces, with the street scene enhanced by Chinese-themed street furniture. Large Chinese Gates mark either end of Gerrard Street, and a Pagoda has been installed at Newport Place.

#### 3.4.2 Land Uses

As it is the hub of such an important community, Chinatown is home to a range of land uses, many of which are devoted to providing specialist goods and services to the Chinese community in the West End, and the wider London area. However, in relative terms, Chinatown is one of the smaller CAZ shopping areas, and does not offer the same selection or range of facilities found elsewhere in the CAZ.

The dominant land use in the area is A3 Food and Drink, which encompasses 58.6% of the total floor area. This is more than double the CAZ average, and is distributed around the Chinatown area. There is also a high proportion of A1 Convenience Stores, which are often specialist shops selling Chinese food and goods, and are important to the area's position as the centre of London's Chinese community.

In addition to these primary land-uses, Chinatown is populated by doctors' surgeries, supermarkets, estate agents, accountants, solicitors, jewellers, travel agents, banks, sporting facilities, community centres, and religious institutions; all devoted to serving the needs of the Chinese and East Asian communities. However, there are an increasing number of smaller land uses emerging, including cafés and large drinking establishments that have no discernible Chinese influence. This is a trend that the City of Westminster is keen to discourage, and planning guidance aimed at addressing this specific issue is currently being developed.



The Pagoda at Newport Place



Restaurants on Gerrard Street



Chinatown serves the needs of a large Chinese population

### 3.4.3 Sub Areas

#### Gerrard Street

Gerrard Street was pedestrianised in the mid-1980s, and represents the 'High Street' for Chinatown. The street is immediately identifiable thanks to the large traditional gates at either end (new ones are being proposed) and the distinctive red lighting columns. There are a number of restaurants on the street, of varying size, along with a range of other business types, from supermarkets to electrical stores, the London Chinese Community Centre to solicitors' chambers.

#### Lisle Street

Lisle Street runs parallel to Gerrard Street, with restaurants again the predominant land-use. Lisle Street unfortunately suffers on its southern aspect from 'dead frontages' created by the back elevations of large Leicester Square cinemas. The public realm on Lisle Street is also impeded by high volumes of through traffic and on-street parking, whilst pedestrians are restricted to an overly narrow pavement. However, streetscape works on Lisle Street (and Gerrard Street) are about to commence which aim to improve the overall street environment.

### 3.4.4 Main Users

Chinatown is one of the most consistently busy parts of the West End, and attracts crowds well into the early hours of the morning. In addition to the resident Chinese community, Chinatown welcomes large volumes of tourists and Londoners alike throughout the year into its restaurants, often before or after visits to the nearby theatres.

Chinatown's position between Soho, Covent Garden, and Leicester Square also means the area is frequently traversed by people who are not necessarily intending to stop in the area. This highlights the importance of good legibility in the area, with clear routes to and from major destinations.

### 3.4.5 The issues

The unique nature of the Chinatown area presents specific problems to be addressed:

- Research has shown that the single biggest issue in the area was cleanliness, particularly in terms of oil on the pavements, rubbish left out for collection at the wrong time, and street fouling;
- The public realm requires investment, as existing street furniture has suffered from wear and tear since its installation in the mid-1980s; and
- Local businesses are finding it increasingly difficult to compete with large, 'vertical' or stand-up drinking establishments, clubs, restaurants and coffee chains with no established Chinese attributes. This trend could erode the distinctive character of the area.

The 2002 Healthcheck suggested a disparity between day-time and night-time amenity ratings in Chinatown. The day-time amenity rating of 89.1% is slightly above average for the CAZ, with the biggest problems seen as the presence of illegal street traders. The night-time amenity, meanwhile, falls to 76.3%, which is lower than the day-time rate, but is actually relatively high for the wider CAZ, and places Chinatown in fifth place. Major contributions to the positive feedback for night-time amenity are the absence of street fouling, glass and debris, vandalism, drunkenness, rough sleepers, beggars, street drinkers, illegal traders and touting. This is

interesting feedback given the problems that other parts of the CAZ face with these issues. In addition, Chinatown was rated as poor in relation to ease of passage for pedestrians.

The Chinatown Action Plan sets out a range of measures to address these issues. These include:

- Development of supplementary planning guidance for Chinatown;
- Investment in the public realm, as part of a major street improvements scheme, is being implemented over the next two years. This will include an overhaul of the paving and street furniture in Gerrard Street and Macclesfield Street, and the pedestrianisation of Lisle Street, which will come to form a more active part of Chinatown. The programme of improvements will also include the building of a new traditional gate to compliment the existing gates. It is hoped that such a gate will be donated to the City of Westminster through the authorities of Beijing;
- Other improvements to the area also include the development of Horse and Dolphin Yard, from a small disused back alley into a lively civic square;
- Developing a targeted cleansing and waste management regime;
- Enhancing the existing programme of cultural and arts events in Chinatown; and
- Managing the expected growth in the number of late night drinking establishments in the area.



Chinese retailers on Shaftesbury Avenue



The Chinese gates on Gerrard Street



Chinatown statues



The City of Westminster has recently worked with local artists under the auspices of the Chinatown Arts Space (CAS) to develop a programme of public art in the Chinatown area. Events have included projections onto the back walls of cinemas facing onto Lisle Street and the fire station on Newport Place, with a wider programme planned for 2006-2007.

### 3.5 Leicester Square

#### 3.5.1 Leicester Square - the area

Leicester Square was initially laid out in the 17th century as a residential district, but during the 19th century the character of the area changed as residents moved away and shops, hotels, exhibition centres, museums and cultural institutes moved in. Further change occurred between the wars, and the majority of Leicester Square in evidence today dates from the 1930s up to the present day. Leicester Square was fully pedestrianised in 1992, and has enjoyed continued success with the steady expansion of the leisure and entertainment industries. Today, it is the home of cinema in the UK and more film premieres are held in Leicester Square than in any other location in the world.

Today, Leicester Square should be seen as a global space, with an international visitor base, meaning a wide-ranging vision should be pursued. It is a truly iconic public space, akin to Times Square in New York, Place Pompidou in Paris, and Federation Square in Melbourne.

#### 3.5.2 Leicester Square - land uses

Leicester Square is a popular entertainment district and tourist hotspot, with over 25 cafés and restaurants, 15 bars and nightclubs (many with late night openings) and 7 cinemas. Nearly 9,000 people can use the cinemas at any one time, with a total capacity of 12,000 in nightclubs. Many portrait artists also colonise part of the north terrace of the square, and are popular with the tourist trade.

Despite the number of distractions, many of the people present in Leicester Square at any one time are likely to be passing through with no intention of stopping, as they travel on foot

between Covent Garden, Soho, Piccadilly, and Oxford and Regent Streets. This is partly because of Leicester Square's central position within the West End, but also because many people do not see it as a place in which they would like to spend time.

Analysis undertaken by the City of Westminster suggests that this transitory behaviour is encouraged by Leicester Square lacking a clear place identity within its own right, which causes it to be seen as a junction between other areas with a more distinct character; people sensing that the area is somehow 'unsafe' and not 'family friendly', probably because of the current emphasis towards drinking establishments as opposed to family restaurants; and a lack of suitable street furniture and adequate lighting in the central gardens, which would encourage visitors to occupy the square for more informal activities than is currently the case.

Leicester Square is also home to a broad programme of events throughout the year, including more than 50 film premieres per year, exhibitions, and fairs. The City of Westminster regards the events programme as an integral aspect of the square, and is aiming to build on the existing programme, with a particular emphasis on attracting families and school parties to the square throughout the day. Live music, open-air 'tasters' of forthcoming theatre shows, and lectures and presentations are all being considered as additions to the programme.

#### 3.5.3 Leicester Square - the issues

Leicester Square is already an extremely popular part of the West End, as illustrated by the square's huge pedestrian flows, with up to 250,000 people passing through the square every day (2005 figures), and over 70,000 people exiting Leicester Square Underground



Leicester Square gardens



Empire, Leicester Square



Leicester Square underground station



station every Saturday. These visitor flows are at their highest on weekends, but there are also heavy periods during the week, particularly between 18.00-20.00 when people come to Leicester Square after work to visit the theatre, cinema or a restaurant.

However, the City of Westminster believes that certain issues are hindering the further success and evolution of Leicester Square as the 'home' of British entertainment.

The key issues are seen as:

- A poor quality hard and soft landscaping - for example, the wear and tear to the surface of the square, which was originally laid a decade ago; and
- The lack of a quality environment or facilities to deliver entertainment, cultural and artistic activities that are expected of this high profile London Square, and that meet the City of Westminster's vision for the Square.

The City of Westminster has implemented management improvements in Leicester Square, such as enhanced cleansing and street furniture maintenance regimes, in order to cope with increased pressure on the use of the square later into the night. There is now a need for substantial physical improvements to the square, including repaving, lighting, the redesign of the gardens, and the introduction of an open-air performance space.

The Leicester Square Action Plan projects the City of Westminster's preferred vision for the area, which broadly consists of a more family-orientated, secure environment with its own distinctive identity, that becomes a 'welcoming, attractive, clean and secure landmark at the heart of London'. Since the Plan was

produced in 2002, al fresco dining has been established in the Square and designs for the complete re-design of the gardens have been produced.

The City of Westminster has seven objectives for the redeveloped Leicester Square as the 'Home of British Cinema':

- A vibrant place to visit;
- A place to sit and watch;
- A place to eat;
- A place for families;
- A place of history; and
- A landmark sustainable space.

The Leicester Square of the future will be an instantly recognisable space, capable of attracting a broad range of people to a varied programme of cultural events within a high quality, aesthetically pleasing environment. The space should also be accessible to all, robust, and cohesive, with a unified palette of materials.

## 3.6 Oxford Street, Regent Street and Bond Street

### 3.6.1 The area

These are the West End's prime shopping streets, and are home to an enormous range of retail and entertainment uses, from renowned department stores like Selfridges and Liberty, to smaller retail units, bars, galleries and restaurants. The three streets attract 100 million shopping visits each year, which generates sales in excess of £5 billion.

#### Oxford Street

Oxford Street is a long linear shopping street extending approximately 2.1 kilometres from east to west along the A40. It has four London Underground stations: Oxford Circus, Bond Street, Marble Arch, and Tottenham Court Road and priority is given to buses with almost ten routes running along Oxford Street itself.

Oxford Street was originally a Roman road connecting Colchester to Hampshire. The contemporary Oxford Street began to emerge following a significant land purchase of some of the surrounding fields by the Earl of Oxford, with development beginning in earnest during the late eighteenth century. Shops began appearing in some numbers during the remainder of the eighteenth century and into the nineteenth century, with Selfridges opening in 1909.

Oxford Street today is one of the most popular and busy shopping districts in the world, and is increasingly attracting international retailers such as Nike Town, Borders, Mango and Zara, who open what they consider to be their 'flagship' stores on Oxford Street. There is also a significant



Oxford Street is one of the world's best shopping streets



Regent Street has many major international retailers



Oxford Street and its many pedestrians

quantity of comparison stores, often over multiple floors. Oxford Street is the largest sub-area in the West End, and primarily serves visitors and tourists to London, but also provides many essential services for local workers, including supermarkets, hot food stores, a health club, and pharmacists.

There are a relatively high proportion of A1 Retail uses at basement and upper floor level on Oxford Street, which can be attributed to the presence of numerous department stores. Though there is a relatively low proportion of A3 Food & Drink uses on Oxford Street, largely due to planning policies that seek to protect and encourage retail uses, there is a good selection of banks, bureaux de change, restaurants, bars, and night clubs, including the famous 100 Club.

The 2002 Healthcheck identified Oxford Street's main strengths as its provision of multiple and independent retailers, and the healthy amount of banks/ building societies, and employment/ office space. It was seen as being relatively weak in its provision of sport and leisure facilities, cultural/ community events, and local service information.

Oxford Street has below average amenity ratings at all times, with a score of 69% during daylight hours, and 60% in the evening. There was positive feedback with regards to feelings of security during business hours, street lighting, and the presence of a distinctive area identity, and for ease of passage for pedestrians and effective deterrent measures during the evening. However, this was overshadowed by poor ratings for the presence of rough sleepers, beggars, illegal street traders, refuse bags, and the general 'feel good' factor for the area.

## Regent Street

Designed in 1811 by John Nash, Regent Street is a sweeping, gently curved, linear shopping area extending approximately one kilometre north to south along the A4201. Regent Street is predominantly a comparison-shopping area serving visitors, tourists, shoppers from London and the South East, and to a lesser extent, local workers.

There are a good selection of comparison shops, banks, bureaux de change, restaurants, and bars, reflecting Regent Street's attraction to tourists and visitors alike. Regent Street is home to the flagship stores of a variety of internationally famous brand names, including Burberry, Apple, Hamleys, and Levis, alongside popular stores such as Liberty. Many of the upper floors of buildings on Regent Street are occupied as offices.

Regent Street is in the ownership of the Crown Estate, who are currently undertaking a £800million refurbishment programme across their Regent Street interests. The programme has involved replacing many smaller shops with larger units, introducing entirely new developments like the Quadrant near Piccadilly Circus, and renovating office buildings to accommodate modern open-plan spaces.

A public realm strategy has also been produced by the Crown Estate, which aims to redress the balance between motorists and pedestrians, and to promote Regent Street as a successful shopping environment marked by freedom to move between shops without traffic-related disruptions.

The strategy contains the following objectives:

- The pursuit of improved traffic flows, and a better balance between pedestrians and motorists;
- Reviewing the bus network along the three streets working in partnership with TfL and NWEA to provide a more efficient and user-friendly service for the area;
- A new range of high quality contemporary street furniture;
- An integrated signage and information strategy;
- A new lighting scheme, to be introduced incrementally;
- Encouraging the involvement of artists in the design of building facades, signage and street furniture;
- Seeking backland opportunities for greenery;
- Improving the public realm for visitors, residents and workers by encouraging appropriate use of surrounding open space; and
- Proactive approach to maintenance and management.

The 2002 Healthcheck ranked Regent Street fifth in the CAZ in terms of visitor attitudes. The main strengths were seen as its provision of multiple retailers, independent and specialist shops, restaurants, pubs/bars, and bank/building societies. There is also a good provision of employment and office space. Weak points were seen as a relative absence of food shopping, cultural/community events, sport/leisure facilities, and local service information.

Amenity ratings are high on Regent Street, and it ranks first in the CAZ with a rating of 93.5%, compared with a CAZ average of 80.1%. Positive feedback was received with



Regent Street



Liberty, the department store



Dickens and Jones, the department store

regards to the area's general cleanliness and absence of litter; feelings of security, and the identity of the area. These ratings were maintained during evening hours, with respondents reporting good feelings of overall security and an absence of street debris. However, there were concerns about refuse bags being left on the street after businesses had closed.

### Bond Street

Bond Street marks the border between the West End and the mixed residential-commercial district of Mayfair. It encompasses Old and New Bond Street, and together with a number of side streets, creates a linear shopping area that extends for some 550m north to south between Oxford Street and Piccadilly.

Bond Street's international reputation for high quality retail stores attracts visitors from across the world, whilst its location between other major shopping streets at Oxford Street and Regent Street, and its close proximity to commercial properties in Mayfair, increases the number of visitors. The main clientele are shoppers (both from the within and without the UK), but to a more limited extent the area does also serve local workers, and there are some food shops, banks, and restaurants. There has also been an increase in arts, leisure and cultural uses on Bond Street, with a number of art galleries, a dental surgery and a day spa.

Bond Street originally developed as a shopping street during the 18th century, like much of the West End, and was originally very popular amongst auction houses, who clustered around the Sotheby's building on the southern end of Bond Street. Today, Bond Street is home to many large premium price designer stores, including Gucci, Versace, Ralph

Lauren, and Donna Karen, as well as smaller clothing stores, and jewellers like Asprey's. There is one department store, Fenwicks.

A 2002 attitudinal assessment ranked Bond Street 15th out of 19 CAZ areas, with a rating of 46.2%. This reflects the retail focus of the sub-area, as Bond Street's rating was brought down by the relative lack of restaurants, pubs, clubs, and local services like libraries.

Amenity ratings, however, are very high, and Bond Street ranks first out of the 19 CAZ areas for day-time amenity, and sixth for night-time amenity. During daylight hours, Bond Street scored full marks for all categories, aside from refuse bags and street events, which were rated as average. During the evening, positive ratings were awarded to overall security and safety, but the presence of rough sleepers was seen as a negative factor.

### 3.6.2 The issues

The West End has lost customers in recent years due to competition from out-of-town shopping centres and other town centres, and requires substantial investment if it is to continue to attract large numbers of customers into the future. The City of Westminster is working in partnership with the New West End Company (NWECC) to deliver future improvements. A Joint Action Plan between the City of Westminster and NWECC will be produced by early 2006.

As noted earlier, NWECC commissioned a masterplan for the West End. This document will help in working towards achieving the vision of making London's West End a 'world class place to shop, visit, work and live.'

The masterplan's central concepts can be summarised as:

- Making the district a better place in which to live, work, shop, and visit;
- Establishing a design and quality ethos resulting in an inner city environment responsive to human needs and scale that is the envy of the world;
- Re-asserting the competitive advantage of the West End on a national and global scale;
- Aligning transportation systems to fulfil appropriately the needs of those who move through and within the district and to deliver a solution that is fit for purpose; and
- Realising the full commercial potential of the BID district - in order to generate a substantial increase in retail sales as well as attract significant private sector investment.

The over-riding objectives of the masterplan are to:

- Provide sufficient space to accommodate pedestrians;
- Provide adequate surface transport capacity for people using and moving through each of the streets;
- Minimise the environmental impact of traffic;
- Create a world-class physical environment;
- Make the district a reassuringly safe and secure place to be;
- Provide a clean environment that is sustainable, cost-effective and requires little maintenance;
- Create branded localities that meet the needs of specific consumer groups;
- Make way finding to, and through, the district as easy as possible;
- Coordination of street servicing



Trafalgar Square fountains



Trafalgar Square is a major civic space



The steps of the National Gallery



operations; and

- Provide the basis for short, medium, and long term investment and change.

Key issues affecting the West End's key shopping streets include:

- Retail crime, namely shoplifting;
- Street cleansing issues, including litter and chewing gum deposits;
- The condition of the pavement and roadway;
- Overcrowding at underground stations;
- Unauthorised street trading, which can cause obstructions and promote sub-standard goods;
- Rough sleeping and associated anti-social behaviour;
- The lack of clear 'brand identities' for the shopping streets in question; and
- The failure of the shopping streets to maximise their potential in terms of pedestrian footfall and associated revenue.

### 3.7 Trafalgar Square, the Strand and Aldwych

#### 3.7.1 The area

This southern portion of the West End is characterised by grand, monumental buildings and public spaces, and can be seen as the civic heart of England. Trafalgar Square, for instance, is one of London's biggest tourist attractions.

#### 3.7.2 Sub Areas

##### Trafalgar Square

Trafalgar Square is owned and managed by the Greater London Authority (GLA), and was redeveloped in 2003 as part of the first phase of the World Squares for All project, which seeks to transform key heritage spaces into world class spaces to be enjoyed by everyone. The improvements have meant that the open feel of the Square has been enhanced by directly linking it with the National Gallery, and traffic has been re-routed from the north side and replaced with a grand piazza with steps leading down to the Square.

Trafalgar Square consists of a large central area surrounded by roadways on three sides, and stairs leading to the National Gallery on the other. The roads which cross the square form part of the busy A4 road, though since 2003, the northern side of the square has been closed to traffic. Underpasses attached to Charing Cross Underground station still allow pedestrians to avoid traffic.

Nelson's Column is in the centre of the square, surrounded by fountains and four huge bronze lions sculpted by Sir Edwin Landseer. The column is topped by a statue of Lord Nelson, the admiral who commanded the British Fleet at Trafalgar.

On the north side of the square is the National Gallery, which is a major cultural attraction of international importance, and to its east the St Martin's-in-the-Fields Church, which plays an important role in the local community as an activity centre and through its long history of offering help to the homeless.

The square adjoins The Mall via Admiralty Arch to the southwest. To the south is Whitehall and the Malaysian High Commission, to the east The Strand and South Africa House, to the north Charing Cross Road and on the west side is Canada House. This concentration of Commonwealth High Commissions is central to the strong civic role of Trafalgar Square, as the centre of not only the nation, but also amongst the wider global network of the Commonwealth.

At the corners of the square are four plinths, three with statues. The empty 'fourth plinth' in the northwest aspect of Trafalgar Square, has become the site of perhaps London's biggest public arts project, organised by the Mayor of London and the Arts Council. The Fourth Plinth project is a diverse series of temporary installations from leading British artists, which occupy the plinth for up to a year, before being replaced. The project has generated significant levels of interest in public art, and each new installation is subject to extensive press coverage and can be seen as responsible for attracting numerous visitors to Trafalgar Square, and contributing to the artistic and cultural identity of the square, along with the National Gallery and the National Portrait Gallery.

The Square has become an enormously important symbolic social, political, and cultural location for visitors and Londoners alike, and is the place that people instinctively



One of the four plinths in Trafalgar Square



The Strand is home to a number of theatres



The Strand will benefit from the Cross River Tram



come to celebrate or demonstrate. This means that Trafalgar Square is in regular use for a host of events, both formal and informal.

### The Strand

The Strand is a long linear street containing a mix of uses, though it is primarily orientated towards shopping. The Strand has also benefited from a comprehensive public realm scheme, with exemplary minimalist streetscape design and lighting.

The Strand extends approximately 700 metres east from Trafalgar Square, and is in possession of a varied townscape, featuring a mix of 19th and 20th century buildings, including the Courts of Justice to the east, and Somerset House in the south.

The 2002 Healthcheck indicated a disparity between day-time and night-time amenity on the Strand. The day-time amenity rating of 84.8% is relatively high for the CAZ, with a good rating on street cleanliness, litter and security. However, night-time amenity falls to 55.3%, which is 29.5% lower than the CAZ average. The key reasons given for this low rating were the presence of beggars, rough sleepers and street drinkers, who often seek refuge in the doorways of retail units, and the high incidence of refuse bags on the street.

The Healthcheck also suggested a concern about the lack of specialist shops, sport and leisure facilities, and local services, where provision is below the CAZ mean average. However, this is perhaps a reflection of the Strand's position between larger local centres, as opposed to being a key destination in its own right.

### Aldwych

Aldwych is a crescent connecting the Strand and Fleet Street. It consists of a mixture of commercial, educational and administrative buildings, as well as numerous theatres. Aldwych is also in close proximity to the Royal Courts of Justice, Middle Temple, Kings College, and the London School of Economics and Political Sciences.

Somerset House is situated on Aldwych, and has an intriguing history as a royal palace, an administrative centre, and as a home for the arts. It has recently raised its profile in London as a venue for arts, cultural and entertainment uses, centred on the waterfront and the high quality urban courtyard with the renowned fountain jets as a major attraction.

The close proximity between the Strand, Aldwych, and Covent Garden means that many people travel by foot between the three areas, which the City of Westminster is proactively encouraging.

### 3.7.3 Land Uses

#### Trafalgar Square

Trafalgar Square predominantly features D1 Class Civic and Cultural, and B1 Class Office uses around its perimeter. A selection of A3 Food and Drink establishments can be found around Trafalgar Square, including a roof top restaurant at the National Gallery with views over London. There is also a small street market on Duncan Street, adjacent to St Martin in the Fields Church.

### The Strand

The Strand comprises of a variety of land uses, which predominantly serve local workers, visitors/tourists (with a number of theatres and the famous Savoy Hotel), and to a lesser extent, local residents. The commercial area is of an average size for the CAZ, and has a good selection of restaurants, bars, and banks. The majority of units are in A1 Retail use (46%), with a reasonably high number of multiple retailers, including Waterstones, Topshop and Dixons. Other land uses are of smaller proportion, but remain significant, with 19% of units in A2 Financial & Professional use, and 18% in A3 Food & Drink use. This balance of land uses is indicative of the entertainment/service role of the Strand.

### Aldwych

A variety of land uses can be found on Aldwych. These include: bars and restaurants; hotels such as the Waldorf; a number of educational establishments; the Aldwych and Duchess theatres; public and cultural institutions like the BBC's Bush House, and Somerset House, which houses the Inland Revenue, the Courtauld Institute of Art, the Hermitage Room, and an annual ice rink, amongst other institutions.

### 3.7.4 The Issues

#### Cross River Tram

It is anticipated that the Cross River Tram will include stops at Aldwych and Holborn, both of which will improve access to the West End via the Strand and the Embankment. These stops will hopefully increase footfall around the Strand, which will benefit local businesses and perhaps encourage an increasingly diverse range of land uses, and will also help to



The Royal Opera House at Covent Garden



Garrick Theatre



Agatha Christie's Mousetrap at Saint Martin's Theatre

reduce pressure on Covent Garden Underground station, particularly at weekends.

### Strand Courts & Alleys

The Strand possesses an ancient street pattern, and is characterised by the many courts and alleys that connect various parts of the Strand sub-area. These areas are now primarily utilised for accessing properties, and as emergency or service routes to and from commercial properties like hotels and restaurants. As a consequence, their use by the general public is discouraged, as they possess a dark and unkempt service-yard quality, which can attract anti-social behaviour like rough sleeping and street fouling.

The City of Westminster, CRP, the Metropolitan Police, local landowners and businesses are working to address this problem and to bring the Strand's smaller thoroughfares back into common usage. Transport consultants, Mouchel Parkman, were commissioned to assess the condition of nine courts and alleys, and to provide recommendations on how to improve the walkways so that they are more legible, attractive and safe places to walk through, encouraging increased usage of the alleys.

Proposals include surface and building façade improvements, improved public lighting, feature lighting, the removal of wall clutter, improved street signage, and potentially public art. Initial works will be incorporated into the wider 'Theatreland Streetscape' initiative to which the Cross River Partnership have contributed some £280,000 in Single Regeneration Budget (SRB) 6 funds.

Work is starting on Heathcote Court and Brydes Place and is scheduled to continue in 2006-2007, with improvements to Savoy Buildings/Way and Bull Inn Court, which are important connecting spaces on either side of the Strand. Improvements to Lumley Court will begin in 2007-2008.

## 3.8 Theatreland

### 3.8.1 The Area

The West End of London features the greatest concentration of theatres in the world, and Theatreland is directly responsible for attracting many foreign visitors to the capital. There are theatres distributed across the West End, though Theatreland is generally understood to include an area bounded by Victoria, the Strand, Oxford Street, and Kingsway.

There are some 40 theatres within Theatreland, accounting for 10 million out of the total 12 million annual theatre attendances in Great Britain. Together, these theatres account for 40,000 seats every night, and can generate ticket sales of over £300 million. The popularity of the West End theatre is evidenced by the fact that the number of people attending West End theatres in 2002 exceeded the total number of visitors to the UK's three top tourist attractions - the London Eye, the Tower of London, and the Eden Project.

Theatreland has been shown to contribute some £1.5 billion to the economy every year, thanks to the significant 'multiplier effect' it possesses. Visitors to Theatreland spend an average of £72 (Theatreland Initiative, 2005), as theatre visits are very often combined with outings to restaurants, bars, or retail outlets, particularly when people visit from outside the London area. The importance of Theatreland to the West End, and the wider regional, and indeed national context cannot therefore be understated.



There are a number of theatres on Shaftesbury Avenue



Aldwych Theatre



The Duchess Theatre

Though Theatreland has enjoyed some success over recent years, it is very susceptible to changes in the economic climate and major incidents. This is illustrated by the reductions of visitor numbers to the West End theatres, following the terror attacks of September 2001 in New York (which had global implications on tourism) and more recently, the London bombings in July 2005. The City of Westminster is working with its partners in Theatreland to ensure that these negative side-effects are minimised and effectively countered.

### 3.8.2 Land Uses

Though Theatreland has a significant concentration of D Class theatres, these do not exist in isolation, and are surrounded by a variety of other land uses. These are primarily orientated towards leisure and entertainment, with a high concentration of A Class bars, restaurants, and cafes of every description. There are also cinemas, nightclubs, ticket agencies, galleries, and a host of specialist retail outlets, often with a distinct cultural or artistic inclination.

These land uses and the theatres are inter-dependent on one another, as visitors to the area almost always enjoy a combination of activities during their stay. It is important that this complex and somewhat fragile economic micro-system is protected and enhanced to meet future challenges.

### 3.8.3 Sub Areas

#### Coventry Street

Coventry Street is an important West End pedestrian thoroughfare, connecting Piccadilly Circus and Leicester Square. It forms a key route between London Underground stations

at Leicester Square and Piccadilly Circus, and also from Regent Street towards the National Gallery and Covent Garden. The street can also be considered as a visitor destination in its own right, as it hosts West End attractions like the Trocadero, the London Pavilion, and the Criterion and Prince of Wales theatres.

Coventry Street is currently regarded as a cluttered and unattractive street, with an uneven pedestrian footfall (63% of pedestrians use the north side only), which contributes to congestion and compromises pedestrian amenity, and encourages criminal activity.

Having acknowledged these problems, the City of Westminster has resolved to implement improvements to the streetscape, and associated traffic management, in conjunction with the Heart of London BID.

The main elements of the scheme, that has attracted nearly £1 million and is due to commence in January 2006, include:

- Widening the pavement on both sides of the street and providing side-only entry treatments to discourage vehicular traffic;
- Introducing a new pedestrian crossing on Haymarket to encourage greater pedestrian use of the south side of Coventry Street;
- Removing through traffic by reversing one-way flows and partial closures; • Relocating tour buses to Whitcombe Street, improving sight lines for pedestrians;
- Repositioning street traders and rationalising existing street furniture to reduce barriers to pedestrian movement;
- Repaving footways and carriageways with high quality, durable materials. Implementation would contribute towards the Mayor's vision of making

London one of the world's most walking friendly cities by 2015, and would bolster this important West End thoroughfare; and

- New and better lighting of Coventry Street.

#### Drury Lane

Drury Lane contains a variety of uses, including several theatres, bars, restaurants, and a large residential community. This delicate balance between entertainment uses and residential amenity makes it important, therefore, that high standards of cleanliness, lighting and highways access are maintained at all times.

#### Shaftesbury Avenue

Shaftesbury Avenue is an entertainment and shopping centre to the north-east of Piccadilly, extending approximately 500m south-west to north-east. Shaftesbury Avenue is perhaps most famous for its theatres (see Theatreland in Section 3.8 for further detail). Other entertainment uses include the Trocadero Centre and London Pavilion shopping and leisure complexes. The sub-area caters primarily for tourists and visitors, though there are some facilities for local residents and employees.

The majority of the area comprises of A3 Food & Drink uses and A2 Bureau de Change, reflecting the attraction of the area to tourists and visitors. National or independent traders, with a high proportion of ticket agencies and gift shops, operate the majority of A1 Retail units.

The 2002 Healthcheck indicated broad satisfaction with the amenity of the sub-area, with the absence of anti-social behaviour and illegal street trading seen as particularly adding to the attractiveness of the area.



The Savoy theatre



The Play House



Cambridge Theatre



## St. Martin's Lane

This area can be viewed as a transitional area between Covent Garden and Leicester/Trafalgar Squares, but does play host to a number of theatres and the English National Opera. The area is subject to heavy pedestrian flows, as people move between some of London's most important shopping and entertainment districts. Improvements to the junction are urgently needed, to improve both its pedestrian function and aesthetic appearance.

### 3.8.4 Issues

A number of surveys and assessments considering the future for Theatreland have been undertaken in recent years. These include the Wyndhams Report (1998, Society of London Theatre), the Economic Impact Study of UK Theatre (2004, Arts Council), and Act Now! (2003, The Theatres Trust). Analysis points towards a range of issues that arise from the external environment surrounding the theatres, the function and design of individual theatres, and the manner in which West End theatre intends to meet future challenges and take advantage of opportunities for growth.

### 3.8.5 Theatre Structures

Only two of the theatres currently open in Theatreland have been created since the Second World War - the Donmar Warehouse and the New London - and these are the only two that are not essentially multi-tier proscenium arch buildings. This means that producers and directors are currently restricted by the physical form of the spaces in which they have to work, which could potentially have consequences in the future.

Similarly, the environment for the visiting public at West End theatres can be less than ideal, thanks to the antiquated nature of many of the theatre buildings. The most common complaints are related to the lack of foyer, bar and lavatory space, followed by uncomfortable seating, poor legroom and bad sightlines. There are also significant problems related to disabled access in theatres.

A combination of under-investment and the fundamental changes in both the nature of theatrical presentation and the social and other expectations of the theatre-going public over the past 50 years have presented theatre owners with a major challenge in adapting buildings accordingly, which they are rising to with some success. The fact that only six theatres have been lost since 1950 is evidence of the commitment to safeguarding the West End theatre that exists. The City of Westminster is committed to maintaining Theatreland as an entity, and this is recognised in planning policies governing the structural changes likely to be necessary in theatres, the majority of which are listed buildings.

However, some £250 million will be required in the next 15 years to bring the 40 commercially owned theatres of the West End up to modern standards, comparable with those theatres found in the subsidised sector. The City of Westminster is eager to assist in securing these improvements by utilising the planning system, and ensuring that the image of Theatreland is enhanced and promoted, which will help to maintain current visitor levels to Theatreland.

### 3.8.6 External Environment

The City of Westminster is implementing a number of schemes aimed at improving the physical environment of the Theatreland area. For some time the image of the streets on which many theatres are located has been tarnished by problems, real and perceived, such as crime, litter, and access problems, that can act as a deterrent to potential visitors. The City of Westminster recognises that despite West End shows rivalling any attractions found anywhere else in the world, the external environment should reflect the quality of the shows on offer.

The City of Westminster is therefore working with its partners to make Theatreland's streetscape an extension of the theatre going experience, utilising high quality paving, lighting, and signage treatments, and implementing rigorous maintenance regimes.

Component projects include:

- New lighting schemes on St Martins' Lane that focus on the theatres, and bring the pavement into the theatrical 'zone';
- The transformation of Coventry Street into a recognisable destination, with the focus on the Prince of Wales theatre;
- The Strand Courts & Alleys project, which will improve pedestrian conditions on and around the Strand, where many popular theatres are located. This will also help to more evenly distribute the point of arrival for many visitors to the West End, and reduce congestion; and
- Standards for external signage to fit within the architectural proportions of a building.



Phoenix Theatre



The Palace Theatre



Piccadilly Theatre

### 3.8.7 Brand Identity

The City of Westminster, together with partners like the Society of London Theatre, is committed to ensuring the Theatreland 'brand' is identifiable, positive and cohesive. An overarching goal is to re-introduce the 'magic' that Theatreland should project, with visitors enjoying a full and memorable experience during their time in the West End.

This goal can be achieved in a number of ways, including:

- Celebrating the history of Theatreland through monuments, plaques, and events;
- Generating a cohesive identity for disparate buildings;
- Exploring the possibility of including other buildings of interest within Theatreland initiatives;
- Demarcating the boundary of Theatreland;
- Improving the ease with which buildings are identifiable as theatres, and utilising multi-viewpoints where possible;
- Introducing building markers to aid hard to find buildings and any without a clear view of facades or definite entrances; and
- Retaining and promoting the individuality of each venue.

A good practice model can be found in nearby Chinatown, which can be seen to provide a complete experience, within a defined and readily identifiable district.

### 3.9 Edgware Road

#### 3.9.1 The Area

The Edgware Road junction with the western end of Oxford Street and Marble Arch arguably represents the western boundary of the West End. The Edgware Road has a long-standing history as a thoroughfare and a shopping district in its own right, and has its own distinct cosmopolitan identity, largely due to the sizeable Arabic communities that have a long history in the area.

#### 3.9.2 Land Uses

The Edgware Road is an interesting combination of Central London district and neighbourhood shopping centre, a dual role that derives partly from its position between residential and commercial centres.

An important aspect of the Edgware Road is its range of shops, restaurants, and cafés which primarily cater for the Arabic tourists that visit London in the summer months, as well as the local community and other tourists.

#### 3.9.3 Issues and Initiatives

TfL has identified the Edgware Road as a pilot area for its Streetscape Exemplar projects. Edgware Road will be one of its six pan-London projects. TfL has also committed £1m for the Edgware Road and this funding will aim to improve the urban realm which includes: de-cluttering the pavements, greening, lighting and improving the design of the public space and providing informal seating. Marylebone Flyover and Marble Arch will feature as key icons in the urban realm proposals. Discussions are currently underway with respect to how the traffic remodelling around Marble Arch Island will

have to impact positively at the southern end of Edgware Road, encouraging pedestrian movement between Oxford Street, Hyde Park and the Edgware Road. TfL and City of Westminster officers have agreed that there should be a scheme that would incorporate public art in the area underneath the Marylebone Flyover. The City of Westminster will also be working in partnership with The Portman Estate to physically regenerate and improve the retail offer in the hinterland area at the southern end of Edgware Road.

Consultation on the draft Action Plan has raised the need to promote the area as a culturally rich and diverse location. The City of Westminster and its partners will look at ways to promote the area with a view to attracting a greater proportion of the London tourist trade. This could be achieved through marketing campaigns and advertising, and also by addressing physical problems which compromise Edgware Road's function as a retail street. These issues include vacant shop units; the need for shopfront and building improvements, and the need to produce a good, high quality mixed retail offer.

The City of Westminster is looking at working more closely with the existing Edgware Road Business Association, and at the potential for establishing a Business Improvement District (BID) in the area, in conjunction with the Business Association.



Nutford Place: recent developments have improved amenities in the area



Marble Arch marks the southern edge of Edgware Road



Café dining - The cafés and restaurants attract a wide range of visitors

## 3.10 The Embankment

### 3.10.1 The area

The Embankment and Thames-side areas of the West End are relatively peripheral in terms of the key West End land uses and movement flows, but have great significance as a gateway to the West End from the South Bank, or from the transport connections centred on Embankment and Charing Cross stations.

The function of the Embankment as a riverside promenade means that there are fewer opportunities for commercial premises than there might be elsewhere, as the Thames makes up one side of the thoroughfare. However, there is still a significant level of activity on the Embankment throughout the week.

The northern side of the Embankment largely consists of the rear elevations of the many civic and commercial buildings that line the Strand and Aldwych. The southern aspect has a relatively broad pavement, with an extensive range of street furniture, including benches and lighting, which are well used and an integral part of the Thames-side landscape. Moorings are utilised by a host of commercial craft, which often cater for entertainment uses, including restaurants, bars, and nightclubs. Piers are also used as embarkation points for pleasure cruises, which are a popular activity, particularly during the summer months.

### 3.10.2 Issues and Initiatives

#### Golden Jubilee Bridges

Linking the South Bank with the West End, the Golden Jubilee Bridges, which officially opened in summer 2003, have become a new landmark for London, offering views of the Palace of Westminster on the north bank, and the British Airways 'London Eye' on the South Bank.

The footbridges traverse the river at its busiest point and are pivotal to the continued regeneration of the south side of the river. The original structure was designed by the internationally renowned architectural practice, Lifschutz Davidson. At night the award-winning lighting adds an entirely new dimension to central London. The footbridges replace the old Hungerford footbridge, a narrow single link that ran across the Thames at this point.

#### Cross River Tram

The proposed Cross River Tram will be significant for the Embankment area, as it will cross the Thames at Waterloo Bridge and potentially feature a stop at Somerset House. This is likely to encourage greater usage of the Embankment as it offers an additional mode of moving from the South Bank attractions to the West End. It is therefore important that the Embankment features adequate signage and street furniture to accommodate any increased volume of pedestrian flow, and to ensure all routes to other parts of the West End are fully utilised.

#### Linkages to Covent Garden

The City of Westminster is committed to maintaining and building on the popularity of

Covent Garden. However, there is a fear that the area could become a victim of its own success if Covent Garden Underground station continues to be used as the primary means of accessing the attractions of the district.

It is important, therefore, that all potential 'gateways' to Covent Garden and the wider West End are properly promoted to increase their usage and reduce pressure on pinch points like Covent Garden Underground station. Embankment and Charing Cross stations are seen as having an important role to play in this initiative, making signage and legibility between the river and Covent Garden of crucial importance.

#### Thames Piers

With its remit of bringing together the two sides of the river, Cross River Partnership (CRP) was charged with co-ordinating work in central London to create conditions for improved river services. It formed Thames 2000 to bring together the key stakeholders needed to renovate or create new piers. This was a vital first step in improving river services.

Since it was formed in 1997, Thames 2000 has created or renovated five piers at Blackfriars, Westminster, Tower, Waterloo and Millbank. The fifth and final pier in the series, Millbank Millennium Pier, was a final landmark for the project when it opened in summer 2003 as it marked the launch of a new boat service linking Tate Britain in Westminster with Tate Modern in Southwark.

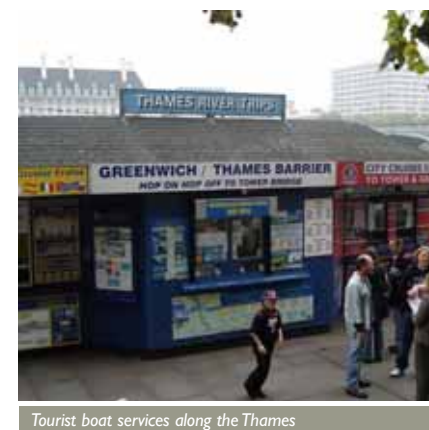
A Damien Hirst-liveried boat now travels between the two piers during gallery opening times, with an additional stop at the British Airways London Eye, opening up the river in a



Walking along the Embankment



Golden Jubilee Bridges



Tourist boat services along the Thames



new and unique way. Since Thames 2000 was formed, new commuter and visitor services have been launched, and have proven very popular amongst all user groups.

### RVI Bus Route

The RVI bus route consists of regular gas-powered buses running between Tower Bridge, the South Bank, Blackfriars, and Covent Garden. This is an increasingly important route, as it not only links many of London's most popular tourist attractions, but also runs through the London Bridge-Borough Market - Southwark Street area, which is assuming increasing importance as a commercial centre, particularly amongst organisations in the creative industries.

### Victoria Embankment

The Mayor of London's Victoria Embankment study is a hugely important project. Its broad scope seeks to enhance the riverside as a public space, to connect both sides of the river and to knit the South Bank and Jubilee Gardens with Trafalgar Square and the Royal Parks beyond. There is the potential to bring together the isolated gardens and the river walk to create a beautiful south-facing promenade. This Embankment study, funded collectively by the City of Westminster, CRP and the Greater London Authority's Architecture and Urbanism Unit, has brought together a partnership including the above organisations as well as English Heritage and Transport for London.

Whilst maintaining the area's role as a vital route for traffic, a design team led by MacCormac Jamieson Pritchard architects examined several ways to enhance and revitalise the area, which includes the existing tree-lined promenade and several listed parks and gardens. The study aims to recognise the

needs of both pedestrians and motorists and will bring together currently isolated areas creating a world-class riverside promenade. The study concluded in May 2005, and a draft report has been prepared for submission to the City Council, the Mayor of London, English Heritage, CRP and City of London, in advance of developing a funding package.

The report proposes several strategic interventions spread over six distinct sites, or 'beads', based around Blackfriars, Temple, Somerset House, Victoria Embankment Gardens, and Whitehall Court, at a total cost of £56 million.



County Hall and the London Eye



Victoria Embankment Gardens



Relaxing on the Embankment

### 3.11 Summary of main issues affecting the West End

Area	Key issues and challenges
Covent Garden	<ul style="list-style-type: none"> <li>• Reduce overcrowding at the station; balance needs of pedestrians and traffic; improve legibility; enforcing high standards of street cleanliness; improve accessibility</li> </ul>
Soho	<ul style="list-style-type: none"> <li>• Improve the public realm and management; improve safety; reduce noise; enforcing licensing regulations; maximising development opportunities; lesbian and gay London</li> </ul>
Chinatown	<ul style="list-style-type: none"> <li>• Invest in the public realm; retain integrity of Chinatown's character; develop as a cultural 'hub' for Europe's Chinese and East Asian communities</li> </ul>
Leicester Square	<ul style="list-style-type: none"> <li>• Improve public realm and landscaping; reduce the number of vehicles; lack of disabled parking facilities; lack of public facilities (e.g. toilets); disperse pedestrians more equally on both sides of Coventry Street; enhance footways; establish iconic central London identity building drawing on its role as the home of cinema</li> </ul>
Oxford St, Bond St & Regent Street	<ul style="list-style-type: none"> <li>• Improve street cleaning and street conditions; remove unauthorised street trading; invest in branding (particularly for Bond Street and Oxford Street); improve the pedestrian environment and public realm to encourage appropriate use of surrounding open spaces; review the bus network along the three streets to improve efficiency</li> </ul>
Trafalgar Square, Strand & Aldwych	<ul style="list-style-type: none"> <li>• Improve the alleyways around the Strand so that more people can use them; increase footfall on the Strand; assist in alleviating the pressure on Covent Garden underground station</li> </ul>
Theatreland	<ul style="list-style-type: none"> <li>• Improve pedestrian movement; improve quality of lighting and safety while protecting the amenity of the Strand, Courts and Alleys; improve the West End theatre experience through changes to the public realm and strengthening the identity of Theatreland streets; reduce street clutter and improve wayfinding; improve public transport access; new routes and gateways</li> </ul>
Edgware Road	<ul style="list-style-type: none"> <li>• Improve as a gateway into the West End and central London; retain its culturally diverse character</li> </ul>
Embankment	<ul style="list-style-type: none"> <li>• Improve as a gateway into the West End and Covent Garden; enhance as a visitor attraction</li> </ul>

# 4. The key challenges

The West End is one of the most walked areas in London, and many attractions are within walking distance of each other. However, public transport to the West End is important for the tourist economy and workforce and, as demand continues to rise, the pressure on public transport is increasing.

Improving conditions for walking and cycling in the West End is important to encourage walking for short journeys, which frees up capacity on buses and the underground for longer journeys. In addition, celebrating the West End's unique assets and creating attractive streets and open spaces encourages people to walk, linger and enjoy the rich diversity of the West End. It is therefore clear that the success of the West End is dependent on two inter-linked, mutually dependent factors – an efficient and effective transport system and a good quality, accessible public realm. Further deterioration in the quality of either of these components is not an option for the West End, as it could potentially lead to a downturn in the local, regional and national economies in turn, as both consumers and businesses go elsewhere.

## 4.1 Challenges facing the West End

A range of issues for the West End have been identified through significant consultation in the development of Action Plans, through studies undertaken to date and through the analysis of existing key policy themes. They include a need for:

- **Improving the walking environment** through creating interesting walking routes, removing obstacles to pedestrians, and improving crossings. In particular, how people access and arrive at the West End is a key issue – people travelling to Covent Garden Piazza often arrive by underground despite the fact that it is within walking distance of Leicester Square and Embankment Underground stations, as well as the mainline station at Charing Cross. Increased awareness of alternative routes into the West End could help alleviate the pressure on the roads and public transport system, particularly at pressure points such as Covent Garden and Oxford Circus.
- **Improving the public realm and street environment** – the main goal is the continued creation of iconic places which reinforce London's image and identity internationally. A good quality public realm will encourage people to relax and linger in public spaces such as Leicester Square and Covent Garden Piazza, as well as positively contributing to the overall image of the West End, instilling a sense of confidence amongst visitors and investors, and pride in

local residents. It is also important to note that the maintenance and management of the public realm needs to be integrated and co-ordinated.

- **Working with partners to improve public transport solutions** – for example, providing additional public transport capacity through improvements to buses, supporting the CrossRail and Cross River Tram projects, and lobbying Transport for London to undertake improvements to underground stations. As the West End is densely built up and not considered to be 'car friendly', it is highly dependent on the quality of public transport services. It is therefore vital that the public transport services are of a good quality in order to ensure that the West End's competitive advantage is not adversely affected, and to ensure that it attracts all types of consumers as there are some – such as the elderly and families with children – who are deterred by the quality and cost of public transport.
- **Creating a better balance between traffic and other city users** – in particular, encourage traffic to use appropriate routes and improve access for taxis and deliveries in order to alleviate pedestrian congestion.
- **Improving safety and personal security** – through measures to reduce conflict between vehicles and pedestrians, improve street lighting and introduce CCTV, and promote 'secure by design'



Improving the walking environment



Creating a better balance between traffic and other users



principles in the design of new development. Though the West End covers only 2% of the City of Westminster, it incurs around 80% of the City's reported crime.

- **Improving accessibility into and within the West End** - arrival into the West End is mainly through a number of gateways, two of which are included in this document: Edgware Road and the Embankment. Transport connections into and out of the West End are particularly important as it is the major destination for visitors to London, as well as residents. The Olympics and Paralympics in 2012 will serve to increase the need for good connections to and from Stratford and Europe. In addition to access to the West End, is the issue of social inclusion and the need to ensure that all sectors of the community can travel into the West End, particularly the elderly and families with children, and the mobility and sensory impaired.

All of these interrelated and overlapping issues must be addressed in order to ensure the West End's continued success as an important part of a world city, as a centre for business, a world-class entertainment, cultural and retail district, and as a thriving residential neighbourhood.

By seeking to address all of these challenges, the City of Westminster will be better placed to deal more effectively with the wider issues faced by the West End and London as a whole. What has emerged as a key goal for the West End as a whole, is enhanced connectivity in terms of physical links, with clear and direct pedestrian routes connecting the key areas of Oxford Circus, Piccadilly Circus, Leicester Square, Covent Garden, Trafalgar Square and back through Leicester

Square to Soho. By enhancing the West End's connectivity, this will help to reduce pressure on the transport systems and integrate the West End more fully and help it to retain its position as a world-class centre. It is also extremely useful to remember that the West End offers a unique experience to residents and visitors, and that this should be reflected and supported by a world class public realm.

In addition to these issues, two recent major events also have potentially significant impacts on the future of the West End: the recent terrorist attacks and the success of London's 2012 Olympic bid.

## 4.2 London terrorist attacks

Research undertaken for the Tourism Industry Emergency Response (TIER) Group by Oxford Economic Forecasting suggests that many of London's businesses, especially retailers and visitor attractions had been hard hit over the summer. It is estimated that spending by international visitors in 2005 will be £750million less than previously forecast, with £500million of this loss felt in London. This compares with an earlier estimate of £300million for the UK, of which £150million was in London, made after 7 July but before the 21 July incident.

According to Visit London's Attraction Monitor, visits to London during July declined on average by 17.8% and approximately 20-25% in August. Whilst the record start to the first half of the year shows an overall increase in inbound tourism in 2005 compared with 2004, the City of Westminster believes that there has been a sustained downturn in turnover, with a significant decline in the theatre, restaurant and retail sectors. Turnover is expected to rise again in the

future, but the risk of decline is still a real possibility. It is therefore essential that the City of Westminster and its partners work together to tackle this issue, with a combination of both short-term and long-term measures.

The first weekend in September 2005 showed early signs of recovery with hundreds of thousands of people attending The Regent Street Festival and Tour of Britain cycle race as part of Visit London's September marketing campaign. Focus group research undertaken by Visit London indicates that whilst visitors retain very positive attitudes towards London and the British people, people have different attitudes towards visiting the City at the present time. In response to this, both Visit London and VisitBritain have launched a number of initiatives and promotional material that will be launched through autumn 2005 to encourage people from Britain and overseas to visit the capital city.

The City of Westminster also launched a ten point action plan in August 2005 aimed at reassuring the West End business community that the City of Westminster is undertaking measures to ensuring the City's recovery from the recent terrorist attacks. The action plan is focused on the short to medium-term, but does address longer-term issues. The following measures were outlined:

1. A discount programme for off-street parking, which will be particularly targeted at theatre-goers, diners in Chinatown, hotels guests and tourists;
2. A motorcycle parking initiative to identify more spaces;
3. A commitment to increase cycle spaces, with at least 100 additional spaces installed by 1st September;



Oxford Street, a major tourist attraction



The transformation of Leicester Square is long overdue



Balancing the needs of different modes of transport

4. Marketing and reassurance programmes around major events like the Notting Hill Carnival, to encourage people to visit London;
5. Assistance with processing new licensing applications;
6. The transformation of Leicester Square, to include a world class performance space, for community events and premieres alike, and an upgraded green space;
7. The renewal of Chinatown, including repaving and new lighting;
8. Joint action plan for Oxford Street, Regent Street and Bond Street, covering transport, management and physical issues, to be produced in conjunction with the New West End Company;
9. Safer Business initiative, involving West End businesses in creating a safe and welcoming environment for visitors; and
10. A programme of events for Christmas organised through the West End Marketing Alliance.

The City of Westminster is also calling for Crossrail to be moved forwards as a matter of urgency.

## 4.3 London 2012 Olympic and Paralympic Games

### 4.3.1 Olympic Games

The International Olympic Committee's decision to select London as the host city for the Olympics and Paralympics on 27th July 2012 has given added impetus to the need to improve the environment of the West End and neighbouring areas and to support central London's cultural offer.

It is anticipated that the 2012 Olympics will have a significant impact on London's West End, despite the concentration of sporting events and athletes' accommodation in the east London boroughs of Newham and Tower Hamlets.

Although the hub of the Games will be in east London, at the new Olympic Park, Westminster will be hosting four events. In addition, Westminster will also be a major national and international focus, as visitors and the world's media descend on the capital in search of leisure and entertainment, cultural activities and accommodation. Designated Olympic Routes will also criss-cross the City.

The West End itself will actually play host to at least one Olympic event, the Beach Volleyball being staged at Horseguard's Parade, with another event, the Triathlon, located in close proximity to the West End in Hyde Park. It is also likely that the West End will be home to the accommodation being provided for the official International Olympic Committee and the Press Corps.

In addition to official provision, a large percentage of visitors to the Olympic Games are likely to stay in some of the West End's

numerous hotels, and to utilise the range of entertainment uses that currently encourages some 95% of all visitors to London to visit the West End. They will benefit from high-speed rail links to the Olympic Park that will travel between Kings Cross/ St Pancras and Stratford. The Olympic infrastructure has therefore been planned in a radial fashion, with the West End at its centre, and it is consequently of crucial importance that the West End is well prepared for 2012.

While the City of Westminster is in an excellent position to benefit from, and contribute to, this one off international event there are major challenges to be met in providing a 'fit for purpose' 2012 environment in Westminster and adjoining Central London locations. For Westminster to match the ambitions of the London 2012 project its public realm, including its squares and parks, will need to be of 'gold standard'. To achieve this 'gold standard' it is estimated that between £100-£150m worth of transport and public realm improvements will be required in Westminster and its neighbouring Central London boroughs.

### 4.3.2 Paralympic Games

The presence of the Paralympic Games makes it especially important that the public realm in the City of Westminster possesses sufficient legibility to ensure that disabled and mobility impaired competitors, staff, and spectators are able to fully engage with the games and its host city. The City of Westminster is working towards this aim through a variety of BSP and locally funded improvement projects, and in cooperation with other London Boroughs through the Clear Zone Area and the Cross River Partnership, which has highlighted the issues associated with legibility for disabled people in its Walking Over Water report.



The Olympics will have a huge impact on the West End



Space for cultural events will be needed during the Olympics



Improvements to public transport are essential

### 4.3.3 'Cultural' Olympics

The 2012 Olympics will be a catalyst for a varied programme of cultural and artistic events across London and the United Kingdom. The South Bank, London's cultural centre, is aiming to position itself at the centre of these events, which are provisionally grouped under the title World Cultural Festival 2012.

The City of Westminster is committed to supporting, and contributing to, the planned programme of events, which will aim to facilitate a global exchange of ideas, and promote London as a global centre for creative ideas and achievements. The proximity of the South Bank to the West End, and the City of Westminster's likely role as the venue for a significant proportion of visitor accommodation and entertainment during the 2012 Olympics, mean that the City of Westminster could be regarded as a 'host borough' for the games. It is therefore extremely important that the West End provides a sufficiently welcoming, legible and robust space for cultural events, both formal and informal.



Support for the Olympic bid in London



Flags to support London's Olympic bid



The West End's public realm will need to be improved



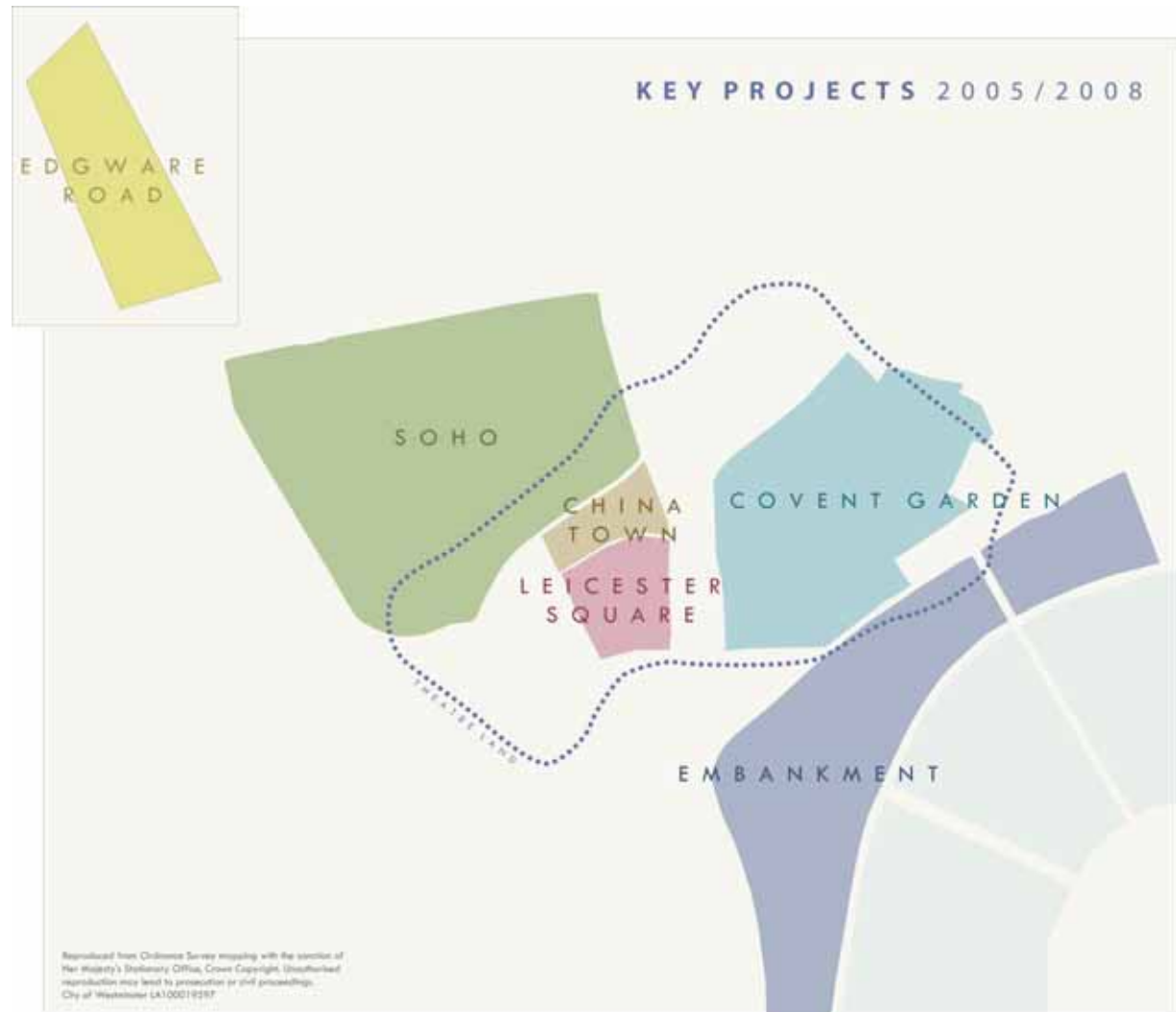
# 5.Existing initiatives

This section sets out the projects and initiatives that are planned for the West End in order to enable the City of Westminster and its partners to tackle the challenges that it is facing with respect to its physical environment. The projects are set out at two levels, the key projects in the main Action Plan areas, followed by a set of more detailed tables which are grouped under how they seek to address the key challenges identified in the previous section and as related to the Mayor's Transport Strategy. It is recognised that there is considerable overlap between a number of the projects and the issues that they are seeking to address.

This map shows the broad areas in which the key public realm projects identified for 2005/2008 are located, and tables 5.1 to 5.7 set out their funding status, timescales and indicative costs.

## KEY

-  Leicester Square schemes - table 5.1
-  Chinatown schemes - table 5.2
-  Covent Garden schemes - table 5.3
-  Edgware Road - table 5.4
-  Soho schemes - table 5.5
-  Theatreland - table 5.7
-  Embankment



## 5.1 Leicester Square Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	Security - Access Bollards	£134,000				BSP secured
2	Lighting - WCC design costs	£280,000				Sponsorship
3	Gardens - WCC design costs	£1,030,000				Sponsorship
4	Paving/Other Works - WCC design costs	£3,030,000				Sponsorship
	<b>TOTAL</b>	<b>£4,474,000</b>				

## 5.2 Chinatown Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	<b>Streetscape Improvements - Gerrard and Lisle St</b>	£1,500,000				Shaftesbury - an amount of £150,000 has been agreed to date; more offered
2	<b>Horse and Dolphin Yard - Shaftesbury PLC improvements</b>	£300,000				Shaftesbury covering full cost
3	<b>Traditional Gate</b>	£750,000				Aim to secure support from Shaftesbury, LCCA and Chinese Embassy - plus LDA. Need worked up proposals to secure funding
	<b>TOTAL</b>	<b>£2,550,000</b>				



### 5.3 Covent Garden Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	Improve Lighting in Areas 1 and 3	£40,000				In current budget
2	Covent Garden Underground Station - ticket hall refurbishment	£5,000,000				London Underground covering full cost
3	Piazza - repointing and repairing cobbles	£400,000				WCC pays for its side, Covent Garden encouraged to pay for its side
4	James Street - public realm designs	£215,000				Bid for BSP
5	Saint Paul's Fountains and Gardens	£175,000				Third party funding bid to lottery/charities dependent on specific proposal being agreed
6	Area 3 - public realm designs, CCTV installations	£695,000				Bid for BSP, matched against landowner/ S106 input. £130,000 is from Mercers for CCTV
	<b>TOTAL</b>	<b>£6,525,000</b>				

#### 5.4 Edgware Road Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	TfL Streetworks - taken from their own study	£775,000				TfL pay full costs
2	Traffic and Pedestrian Study and Associated works outside TfL	£85,000				Seek landowner input
3	Knutsford Place, Seymour Place and other works	£370,000				Bid for BSP, matched with landowner input
	<b>TOTAL</b>	<b>£1,230,000</b>				

## 5.5 Soho Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	<b>Safety Design - including Meard Street</b>	£200,000				Dependent on projects - possible central Government safety funding or landowner input
2	<b>General Capital Works/Studies (e.g. Ham Yard)</b>	£30,000				Only studies indicated
	<b>TOTAL</b>	<b>£230,000</b>				

## 5.6 Cathedral Piazza Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	<b>Redesign in line with safety concerns, under colonnades</b>	£260,000				Negotiating landowner input
	<b>TOTAL</b>	<b>£260,000</b>				



## 5.7 Theatreland Scheme Table

No	Scheme	Total Amount	2005/6	2006/7	2007/8	Funding Strategy
1	Coventry Street - in line with current programme	£800,000				Negotiating private sector commitment from HoL
2	Courts and Alleys - in line with Cabinet member report and costings	£915,000				Bid for BSP, matched with theatre input
3	Theatreland Coaches	£40,000				Funded from CRP
4	St Martin's Lane	£240,000				Current year CRP. Bid for BSP, matched with theatre input
5	Shaftesbury Avenue	£400,000				Current year London Bus Initiative - to be confirmed by London Transport
6	Charing Cross Road	£330,000				Bid for BSP, matched with theatre input
7	Drury Lane/Bow Street	£430,000				Bid for BSP, matched with theatre input
	<b>TOTAL</b>	<b>£3,155,000</b>				

The following projects shown on this map and in the accompanying tables 5.8 to 5.13 cover a wider, more detailed range of projects and initiatives for the West End. These projects are also categorised by the Mayor's Transport Strategy Priority Areas for Implementation as follows:

**I** – Improving road safety;

**II** – Improving bus journey times and reliability;

**III** – Relieving traffic congestion and improving journey time reliability;

**IV** – Improving the working of parking and loading arrangements;

**V** – Improving accessibility and social inclusion on the transport network;

**VI** – Encourage walking by improving the street environment;

**VII** – Encourage cycling by improving conditions for cyclists and through the use of travel demand measures; and

**VIII** – Bringing transport infrastructure to a

#### KEY

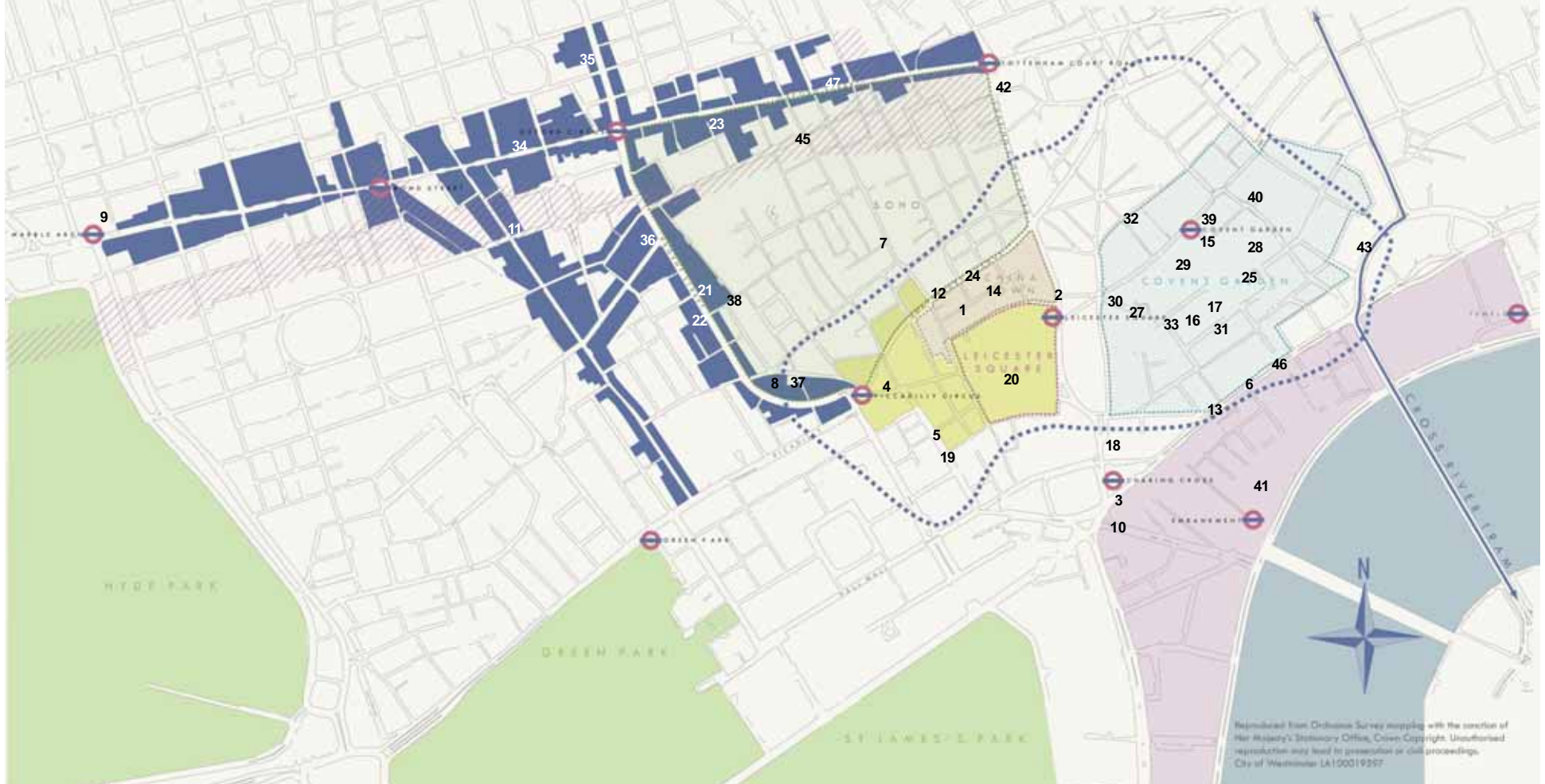
1. Chinatown traffic scheme
2. Charing Cross Road/Cranbourn Street lighting and pedestrian crossings
3. Charing Cross subways
4. Coventry Street improvements
5. Haymarket footway scheme
6. Strand footway scheme
7. Wardour Street/Brewer Street paving
8. Regent Street/Glasshouse Street paving
9. Great Cumberland Place/Marble Arch crossing
10. Northumberland Avenue/Trafalgar Square cycle lanes, stop lines and signs
11. New Bond Street/Brook Street paving, road markings and kerbs
12. Shaftesbury Avenue road maintenance
13. Strand road maintenance
14. Chinatown public highway works
15. Covent Garden/James Street public realm works
16. Covent Garden St Paul's fountain and gardens
17. Covent Garden Piazza repointing of cobbles
18. St Martin's in the Field streetscape improvements
19. Haymarket road maintenance
20. Leicester Square public realm improvements
21. Regent Street (Oxford Street to Langham Street) road maintenance
22. Regent Street (Oxford Street to Piccadilly) road maintenance
23. Oxford Street traffic and streetscape review
24. Shaftesbury Avenue London Bus Initiative
25. London Cycle Network Route 6
26. Two Wheeler Mass Action Programme (this is not shown on the map as it is not location specific)
27. Newport Street/Garrick Street kerb build outs
28. Covent Garden CCTV installation
29. Covent Garden Piazza safety redesign
30. Garrick Street/King Street lighting improvements
31. Henrietta Street lighting improvements
32. Mercer Street, Shelton Street and Langley Street lighting improvements
33. Connaught Street junction table (this is not shown on the map as it is in the Edgware Road area)
34. Oxford Street pedestrian safety improvements
35. Regent Street/Margaret Street crossing relocation
36. Regent Street/Conduit Street crossing relocation
37. Regent Street/Glasshouse Street crossing improvements
38. Regent Street/Beak Street crossing relocation
39. Covent Garden underground station refurbishment
40. Covent Garden pedestrian initiative
41. Waterloo undercroft structural maintenance
42. Tottenham Court Road CrossRail station
43. CrossRiver Tram Aldwych and Holborn stations
44. Nutford Place/Seymour Place improvements
45. Berwick Street/Noel Street/Brewer Street physical measures
46. Strand Courts and Alleys improvements
47. Oxford Street environmental monitoring

The following projects are not shown on the map as they are not location specific:

48. Pedestrian signage audit
49. Bus Priority scheme
50. Clear Zones scheme
51. 2012 Olympic and Paralympic Games events
52. London Cycle Network parking programme
53. London Cycle Network training and publicity

# THE WEST END

- SOHO ACTION PLAN
- COVENT GARDEN ACTION PLAN
- LEICESTER SQUARE ACTION PLAN
- CHINATOWN ACTION PLAN
- THEATRELAND
- NWEC BID
- HEART OF LONDON BID
- CROSSRAIL LINE SAFEGUARDING DIRECTION
- VICTORIA EMBANKMENT INITIATIVE





## 5.8 Improving the walking environment

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
1	<b>Chinatown Traffic Scheme</b>	<b>Chinatown</b>	Area Based Funding Scheme/BSP/ Sponsors/WCC	£535, 000 + £815, 000 + £390, 000	<ul style="list-style-type: none"> <li>Improving Gerrard St environment, in terms of surfacing, minimising street clutter and linkages</li> <li>Restrictions on vehicle access to Lisle Street</li> <li>Improving footway, carriageway surfaces, and side road entry treatments</li> <li>Distinctive interventions at selected locations, e.g. lighting blank facades, markers and archways</li> <li>Extend pedestrian priority zone on Macclesfield St to Shaftesbury Avenue and upgrading Horse &amp; Dolphin Yard</li> </ul>	The City of Westminster/ Shaftesbury PLC/ TfL	V,VI,VII and VIII	
2	<b>Charing Cross Road/Cranbourn Street</b>	<b>Covent Garden</b>	BSP	£40, 900	<ul style="list-style-type: none"> <li>Widen pedestrian crossings</li> <li>Improve street lighting</li> <li>Provide skid resistant surfacing</li> </ul>	The City of Westminster	I,V,VI	2006/07 scheme - funding not approved
3	<b>Charing Cross subways</b>	<b>Strand</b>	CRP BSP	£100, 000	<ul style="list-style-type: none"> <li>Signage improvements</li> <li>Steam-cleaning the walls</li> <li>Deep-cleaning the floors</li> <li>Painting ceilings</li> </ul>	CRP	VI and VIII	2005/06 - £90, 000 confirmed funding from CRP BSP 2006/07 - £100, 000 awaiting

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
4	<b>A Better Coventry Street – Coventry Street improvements:</b>	<b>Leicester Square</b>	WCC / Heart of London BID / BSP	£700,000	<ul style="list-style-type: none"> <li>• Re-paving of footways</li> <li>• Re-positioning of trading pitches</li> <li>• Reduced quantity of street furniture</li> <li>• Narrowing and realigning roadway</li> <li>• Changing traffic flow directions to prevent rat-running</li> <li>• Changing traffic flow directions to prioritise pedestrians</li> </ul>	The City of Westminster/ Heart of London BID	I, III,V and VI	2005/06 - £200,000 confirmed 2006/07 - £200,000 indicative
5	<b>Haymarket footway scheme (Coventry Street to Pall Mall East)</b>	<b>Leicester Square</b>	BSP/ Private Funding	£152,750	<ul style="list-style-type: none"> <li>• New pedestrian crossing</li> <li>• Re-paving footways and carriageways</li> </ul>	The City of Westminster	V and VI	2007/08 - funding not confirmed
6	<b>Strand (Charing Cross, Trafalgar Square to Aldwych) footway scheme</b>	<b>Strand/ Aldwych</b>	BSP/Private Funding		<ul style="list-style-type: none"> <li>• New lighting scheme</li> <li>• Streetscape improvements</li> </ul>	The City of Westminster	V and VI	
7	<b>Wardour Street/ Brewer Street</b>	<b>Soho</b>	TfL	£20,000	Installation of tactile paving	The City of Westminster/ TfL	V	
8	<b>Regent Street/ Glasshouse Street</b>	<b>Regent Street</b>	TfL	£20,000	Installation of tactile paving	The City of Westminster/ TfL	V	

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
9	<b>Great Cumberland Place/ Marble Arch</b>	<b>Western Oxford Street</b>	BSP	£80,000	Green Man Crossing Facilities	The City of Westminster	VI	2006/07 - no funding secured
10	<b>Northumberland Avenue/ Trafalgar Square</b>	<b>Trafalgar Square</b>	BSP	£44,520	<ul style="list-style-type: none"> <li>• Advisory cycle lanes on approach to junction</li> <li>• Staggered stop lines</li> <li>• Advanced Direction Signs</li> </ul>	The City of Westminster	III and VII	
11	<b>New Bond Street/ Brook Street</b>	<b>Bond Street</b>	BSP	£18,000	<ul style="list-style-type: none"> <li>• Tactile Paving</li> <li>• Dropped kerbs</li> <li>• Road markings</li> <li>• Recessed covers</li> </ul>	The City of Westminster/ TfL	I and V	2006/07 - no funding secured



## 5.9 Improving the public realm and street environment

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
12	<b>Shaftesbury Avenue</b>	<b>Charing Cross Road to Piccadilly Circus</b>	BSP	£121,380	Road maintenance funding	The City of Westminster	I, II, III, VII and VIII	Footway: 2007/08 - funding not secured
13	<b>Strand</b>	<b>Charing Cross to Aldwych</b>	BSP	£229,500	Road maintenance funding	The City of Westminster	VIII	Footway: 2006/07 - funding not secured
14	<b>Chinatown public highway works</b>	<b>Chinatown</b>	BSP/ Partners	£815,000	<ul style="list-style-type: none"> <li>• Minimising street clutter</li> <li>• Improving footways</li> <li>• Restricting vehicular access to certain streets</li> <li>• Extending the existing pedestrian priority zone on Macclesfield Street</li> </ul>	The City of Westminster/ Local Steering Group	V, VI and VIII	
15	<b>Covent Garden-James St Public Realm Works</b>	<b>Covent Garden</b>	WCC/ BSP	Not Yet Known	Public realm enhancements	The City of Westminster/ Clear Zones Partnership	VI	2007/07 - funding not secured beyond James Street

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
16	<b>Covent Garden-St Paul's Fountain &amp; Gardens</b>	<b>Covent Garden</b>	WCC/ Third Party Funding bid	Not Yet Known	<ul style="list-style-type: none"> <li>• Work with St Paul's Church to identify and resolve problems</li> <li>• Re-commission the fountain</li> <li>• New benches and planting</li> </ul>	The City of Westminster/ St Paul's Church	VI	
17	<b>Covent Garden Piazza - Repointing of cobbles</b>	<b>Covent Garden</b>	WCC/ Covent Garden Market	Not Yet Known	Surface treatment improvements	The City of Westminster/ Covent Garden Market Trust	VI	
18	<b>St Martin's in the Field Church Streetscape Improvements</b>	<b>Covent Garden</b>	BSP	£500, 000	Improve the pedestrian environment around St Martin's in the Field church, applying the principles of the Westminster Way and the Jan Gehl study	The City of Westminster	VI	2006/07 - not secured
19	<b>Haymarket</b>	<b>Coventry Street to Pall Mall East</b>	BSP	Footway - £182, 750 Carriageway - £78, 000	Road maintenance funding	The City of Westminster/ Heart of London BID	VIII	2007/08 - not secured

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
20	<b>Leicester Square Public realm improvements</b>	<b>Leicester Square</b>	BSP/Private funding	£8.4million	<ul style="list-style-type: none"> <li>• Improvements to access roads and streets</li> <li>• Improvements to existing and new structures</li> <li>• Re-designed public square and gardens</li> <li>• New lighting</li> <li>• Improved utilities, temporary traffic management and signage</li> </ul>	The City of Westminster/ Heart of London BID	VI	
21	<b>Regent Street</b>	<b>Oxford St to Langham St</b>	BSP	£90,000 + £124,000	Road maintenance funding	The City of Westminster	VIII	2006/07 - funding not secured
22	<b>Regent Street</b>	<b>Oxford St to Piccadilly</b>	BSP	£496,000	Road maintenance funding	The City of Westminster	VIII	2006/07 - footway funding not secured
23	<b>Oxford Street</b>	<b>Tottenham Court Rd to Marble Arch</b>	BSP/Partners	£1,500,000	<ul style="list-style-type: none"> <li>• Review traffic signals</li> <li>• Introduce restricted turning</li> <li>• Reduction in street clutter</li> <li>• Review street furniture</li> </ul>	The City of Westminster	VIII	2006/07 - funding not secured



## 5.10 Working with partners to improve public transport solutions

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
24	<b>Shaftesbury Avenue London Bus Initiative</b>	<b>Soho</b>	BSP	£1,375,000	Works to enable more road space and other priority measures for buses	The City of Westminster	II	2006/07 - £715,000 2007/08 - £600,000 funding not secured

## 5.11 Creating a better balance between traffic and other city users

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
25	<b>London Cycle Network (LCN) Route 6- Waterloo to Camden via Covent Garden</b>	<b>Covent Garden</b>	BSP/ TfL	£7,000	Works to accommodate broad range of people using bicycles on main transport corridors	The City of Westminster/ Sustrans	VII	2006/07 - £25,000 funding not secured

## 5.12 Improving safety and personal security

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
26	<b>Two Wheeler Mass Action Programme</b>	<b>City Wide</b>	City Wide	£75,000	Powered Two Wheelers and cycles in bus lanes	The City of Westminster / London Cycle Network	V and VI	2005/06 - funding secured
27	<b>Newport Street/ Garrick Street</b>	<b>Chinatown</b>	BSP/ LSS Grant	£80,000	Kerb build outs to help pedestrians	The City of Westminster	I, V and VI	
28	<b>Covent Garden CCTV Installation</b>	<b>Covent Garden</b>	S106/ Clear Zone	Not yet known	Installation of CCTV	The City of Westminster/ LB Camden/ The Corporation of London	V and VI	
29	<b>Covent Garden Piazza Safety Redesign</b>	<b>Covent Garden</b>	WCC/ Landowners	Not yet Known	<ul style="list-style-type: none"> <li>• Lighting</li> <li>• Signage</li> <li>• CCTV</li> <li>• Public realm enhancements</li> </ul>	The City of Westminster/ Covent Garden Market Partnership	V and VI	
30	<b>Garrick Street/ King Street</b>	<b>Covent Garden</b>	WCC	£19,000 + £20,500	Improvements to lighting levels, as indicated by auditors	The City of Westminster	V and VI	Funded by City of Westminster budget

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
31	Henrietta Street	Covent Garden	WCC	Not yet known	Increasing level of pedestrian activity, particularly at night, by increasing lighting levels	The City of Westminster	VI	Delayed
32	Mercer Street, Shelton Street, Langley Street	Covent Garden	WCC	£8,500 + £17,000 + £11,000	Improving lighting levels on streets key to Seven Dials	The City of Westminster/ LB Camden	VI	Almost complete
33	Connaught Street	Edgware Road	BSP/TfL	£149,300	Raised junction table at Kendal Street	The City of Westminster	V and VI	2005/06 - funding secured
34	Oxford Street	Oxford Street	BSP	£70,000	Improvements to reduce pedestrian accidents	The City of Westminster	VI	From 2004/05 but not yet complete
35	Regent Street/ Margaret Street	Regent Street	BSP/ TSS Grant	£86,000	Relocate Green Man pedestrian crossing	The City of Westminster	VI	2004/05 - slippage

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
36	<b>Regent Street/ Conduit Street</b>	<b>Regent Street</b>	BSP/ LSS Grant	£93, 400	Relocate Green Man pedestrian crossing	The City of Westminster	VI	2004/05 - slippage
37	<b>Regent Street/ Glasshouse Street</b>	<b>Regent Street</b>	BSP/ TfL	£205, 000	Pedestrian crossing improvements	The City of Westminster	VI	2005/06 - funding secured
38	<b>Regent Street/ Beak Street</b>	<b>Regent Street/ Soho</b>	BSP/ LSS Grant	£57, 000	Relocate Green Man crossing	The City of Westminster	VI	2004/05 - slippage



### 5.13 Improving access and arrival into the West End

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
39	<b>Covent Garden Underground Station Refurbishment</b>	<b>Covent Garden</b>	London Underground	Undetermined	<ul style="list-style-type: none"> <li>Extended ticket hall</li> <li>New gates</li> <li>Step-free (accessible) entry and exits</li> </ul>	WCC/ Landowners		
40	<b>Covent Garden Pedestrian Initiative</b>	<b>Covent Garden</b>	BSP	N/A	<ul style="list-style-type: none"> <li>Enhanced pedestrian way finding across West End</li> </ul>	Central London Partnership/ London Underground/ City of Westminster/ LB Camden	VI	
41	<b>Waterloo Undercroft-Structural maintenance</b>	<b>Embankment</b>	BSP	N/A	Works to address ingress of de-icing salt laden water and repair concrete where spalling has occurred	The City of Westminster	VIII	
42	<b>Tottenham Court Road CrossRail Station</b>	<b>Oxford Street East</b>	Transport for London	N/A	New CrossRail station and associated works - there is also a semi-independent LUL Northern Line station proposal	Transport for London		
43	<b>Cross River Tram- Aldwych and Holborn Stations</b>	<b>Strand/ Aldwych</b>	TfL/ BSP	N/A	Roadworks and streetscape improvements to facilitate new tram stops	CRP/ TfL	VIII	

## 5.14 Other projects

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
44	<b>Nutford Place/ Seymour Place</b>	<b>Edgware Rd</b>	BSP/ SI06/ The City of Westminster	£350,000	<ul style="list-style-type: none"> <li>• Upgrade Nutford Place and tackle public disturbance</li> <li>• New venues for events and specialist markets on Seymour Place</li> <li>• Improve appearance and safety for pedestrians on neighbouring streets</li> </ul>	The City of Westminster	V and VI	2006/07 - £150,000 2007/08 - £200,000 funding not secured
45	<b>Berwick Street/ Noel Street/ Brewer Street- Physical measures to reinforce prohibited movements</b>	<b>Soho</b>	BSP	£63,900	<ul style="list-style-type: none"> <li>• Raised traffic table</li> <li>• Kerb build out</li> <li>• Traffic direction signage</li> </ul>	The City of Westminster	I and III	2006/07 - funding not secured
46	<b>Strand Courts &amp; Alleys</b>	<b>Strand/ Aldwych/ Embankment</b>	BSP/ SI06/ Private Landowners	£753,000	<ul style="list-style-type: none"> <li>• New surface treatments</li> <li>• Lighting schemes</li> <li>• Security Measures</li> </ul>	The City of Westminster	VI	
47	<b>Oxford Street Environmental Monitoring</b>	<b>Oxford Street and environs</b>	BSP	£6,000	<ul style="list-style-type: none"> <li>• Installation of Tampered Element Oscillating Microbalance</li> <li>• Installation of display unit to inform passers by of air quality conditions</li> </ul>	The City of Westminster		2006/07 - funding not secured

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
48	<b>Pedestrian Signage Audit</b>	<b>Across the West End</b>	BSP	£40,000	Audit to ensure all destinations are relevant, with signs pointing in the right direction and improvements made	The City of Westminster	V and VI	2006/07 - funding not secured
49	<b>Bus Priority</b>	<b>City Wide</b>	BSP/ TfL	N/A	<ul style="list-style-type: none"> <li>• Bus stop accessibility</li> <li>• Local Bus Priority Network</li> <li>• Regent St/ Langham Place/ Portland Place</li> <li>• Strand/ Aldwych/ Strand</li> <li>• Oxford Street Area</li> </ul>	The City of Westminster/ Transport for London	II and V	2006/07 - funding not secured
50	<b>Clear Zone</b>	<b>City Wide</b>	BSP/ S106 / Private sector	£950,000	<ul style="list-style-type: none"> <li>• Coordinated BSP submissions between LB Camden, the City of Westminster, and the Corporation of London in the Clear Zones area. LB Camden is taking the lead, and will oversee delivery</li> <li>• Clear Zones Walking Strategy: Identification of areas with high concentration of pedestrians; Identifying walking corridors between attractions; Assessing optimal positions for pedestrian signs</li> <li>• Conversion of taxi fleet to LPG</li> <li>• St Martin's Circus improvements</li> </ul>	The City of Westminster/ LB Camden/ The Corporation of London	V and VI	Covent Garden/Leicester Square - 2006/07 funding not secured St Martin's Circus - 2006/07 funding not secured

No	Project name	Location	Funding stream	Funding level	Project details	Project originator	Corresponding Mayor's Transport Strategy priority area for implementation	Timescales and funding strategy
51	<b>2012 Olympic and Paralympic Games</b>	<b>City Wide</b>	N/A	N/A	Range of projects and initiatives that the City of Westminster need to respond and contribute to. These include proposed cultural events programme for the South Bank, events in Hyde Park and Horse Guards Parade, projected visitor flows, and accommodation and facilities for official delegates and media representatives	The Mayor of London/ The City of Westminster/ 2012 Host Boroughs/ Arts Council	V	
52	<b>London Cycle Network- Cycle Parking Programme</b>	<b>City Wide</b>	BSP	£100,000	<ul style="list-style-type: none"> <li>• Provision of cycle stands</li> <li>• Ensure premises are not blighted by inconsiderate cycle parking</li> <li>• Discouraging commercial abuse of public cycle stands</li> </ul>	The City of Westminster	VII	2006/07 - funding not secured
53	<b>London Cycle Network- Cycle Training and Publicity</b>	<b>City Wide</b>	BSP	£25,000	<ul style="list-style-type: none"> <li>• Direct contact with all schools in the borough</li> <li>• Promotion of project on the internet</li> <li>• Posters and information</li> </ul>	The City of Westminster	VII	2006/07 - funding not secured





# 6. Conclusions

The quality of the experience that the West End is able to offer will continue to be of increasing importance into the future. Central London must compete not only with alternative metropolitan retail and entertainment centres in London or the South East, but also within a European and indeed global context. Interventions, initiatives and projects at all levels must be seen as having strategic importance well beyond their immediate local benefits, and as making a vital contribution towards maintaining and enhancing the West End and the City of Westminster's pre-eminent position.

This document has attempted to navigate a course through the network of guidance, policy and projects that are being used to ensure the West End's future development retains a positive trajectory. By doing this, it is possible to identify the key issues facing the West End, and the main ways in which they are being addressed.

A significant proportion of this material, such as the moves towards improved signage, road safety, and streetscape, is aimed at making the West End an area that operates on a human-scale, and that is consistently pedestrian friendly. This is an acknowledgment of the unique importance of pedestrian flows to the West End, with its high levels of public transport usage, network of small streets, and good pedestrian connections to neighbouring districts.

The public realm must be maintained and improved in the West End because its quality affects a wide range of activities that are undertaken in the city - it affects how people move around an area, how they use it and how they perceive it. The quality of the public realm is closely interlinked with the economy and success of the West End by influencing people's movements and activities - shopping, eating, leisure or work - and it is essential that it is of the highest standard if the West End is to remain an international centre.

The pedestrian experience is an area in which the West End could be seen to have failed in recent years, as indicated in the Jan Gehl study. However, it is clear that the City of Westminster and its partners in neighbouring boroughs are totally committed to rectifying the situation and ensuring the West End lives up to its potential as a place where people actively enjoy walking, and more importantly exploring, the area. Evidence of this commitment can be found in the existence of the Walking Strategy for Central London, the number of specifically walking-orientated projects in the BSP, and in the manner in which the impact on the walking environment is considered throughout planning and transport policy.

If people are to be encouraged to choose to walk, which is an important part of the decision to come to the West End at all, it is very important that they are able to access the West End easily by public transport. The City of Westminster is conscious of this, and has been pro-active in many ways, by lobbying for CrossRail, improvements to West End

London Underground stations, encouraging use of alternative Underground stations to reduce pressure on certain stations and provide greater choice for visitors, by taking an active role in the Bus Priority Scheme, and by supporting the proposed Cross River Tram.

The City of Westminster understand that the West End is uniquely dependent on public transport for its supply of visitors, and is eager to work with its partners in achieving both short and long term successes in improving the quality of the public transport experience. This does not in any way preclude private modes of transport, with the creation of a healthy balance between road users the primary goal.

The City of Westminster also feel that encouraging and facilitating full access to the West End for all is dependent on creating and maintaining a safe and secure public realm, that does not discourage families or older people from visiting at any time. The 2002 Healthcheck surveys showed that there was a distinct difference between amenity levels during the day and in the evening, as visitors were confronted with poorly lit streets, rough sleepers, public drunkenness, refuse bags, and a lack of adequate enforcement technology.

This is an area in which the City of Westminster, and partners like the various BID companies, have directed substantial resources, with the intention of creating a more family-friendly, clean West End in which people feel safe at all times of the day and night. Success in this endeavour will depend



Leicester Square public realm



Covent Garden Piazza

on good cooperation between business owners, the broader night time economy, and the residential community where relevant, and it is the City of Westminster's intention that a strong partnership will develop to create a street scene fit for a global centre. The City of Westminster recognise that it is particularly important to engender strong feelings of civic pride in what is the nation's shop window, and feel the right course has been set.

It is also essential to recognise how economically important the West End is to London's economy, and indeed the UK, as a whole. In addition to this, there is an urgent need to find new ways to accommodate the growth in housing and jobs that London is expected to face in the next ten years - all of these issues must be considered carefully if the growth is to be managed and sustained successfully. In turn, this growth needs to be accommodated within an urban fabric that is strong and robust enough to support the growing number of people - both residents and visitors - and this means that continued investment in the public realm and transport infrastructure is paramount to the West End.

Finally, other new and emerging trends must be recognised and realised if the West End is to continue to move forwards. For example, steps have already been taken to secure and support the benefits offered by the close proximity of the increasingly successful regeneration of the South Bank, and to re-design Leicester Square to reflect the desires of today's entertainment world.

The sustained downturn that the West End has experienced as a result of the July 2005 bombings urgently needs to be addressed with further, new initiatives and marketing campaigns and close partnership working between all those with interests in the West

End in order to ensure that it remains a strong economic hub.

And lastly, the 2012 Olympic and Paralympic Games will need to become an increasingly high priority, as will the properly-managed development and refurbishment of the West End's building stock and public realm to provide spaces that both maintain the West End's integrity and provide spaces commensurate with a rapidly changing economy and society.



Oxford Circus underground station



Shaftesbury Avenue



Piccadilly Circus

# Glossary

Area Healthchecks	Surveys of commercial activity within identified district centres, as recommended by central government guidance (PPS6)
Borough Spending Plan (BSP)	The vehicle by which Transport for London (TfL) provides funding to London boroughs, sub-regional partnerships, and cross-borough initiatives
Business Improvement Districts (BIDs)	Independent management companies providing services additional and complementary to the City of Westminster, using funds levied on local businesses, within a defined geographic area
Central Activities Zone (CAZ)	Area of central London designated by the City of Westminster as being suitable for specific types of land uses, such as large retail stores, hotels, and entertainment uses, due to its unique urban character
Central London Partnership (CLP)	Network of eight central London authorities, including the City of Westminster, sharing ideas and resources to generate holistic, cross-boundary solutions
Chinatown Arts Space (CAS)	Alliance of local Chinatown artists and the City of Westminster committed to enhancing the public realm through public art
Circle Initiative	The first UK 'Business Improvement District' pilot programme funded through £4.6m of Single Regeneration Budget funds from the London Development Agency. Led by Central London Partnership, with the City of Westminster as the accountable body. Five partnership areas are being funded over a five year period from 2001. The five Circle Partnership areas include the Heart of London Business Alliance and Paddington BID.
Cross River Partnership (CRP)	Alliance of 12 partners, including the City of Westminster, the Corporation of London, and the London Boroughs of Southwark and Lambeth, responsible for a range of projects aimed at improving the links between central London and south London
Cross River Tram (CRT)	Proposed tram link between Peckham/Brixton and Camden, crossing the Thames at Waterloo Bridge, with completion scheduled for 2015
Greater London Authority (GLA)	Democratically elected assembly for the London region
Heart of London BID	BID responsible for area around Leicester Square, Piccadilly Circus and Shaftesbury Avenue
Local Development Document (LDD)	Guidance contained within the Local Development Framework
Local Implementation Plan (LIP)	Local Implementation Plans (LIPs) are to be produced by each of the London boroughs to set out how they will implement the Mayor's Transport Strategy in their area. The plans are statutory documents required by the Greater London Authority Act 1999. LIPs will provide a mechanism for ensuring continued delivery of well-integrated transport improvements for London and for monitoring progress. Priorities such as safety and security, reducing traffic congestion, improved bus services, accessibility and local area initiatives will be addressed.
London Development Agency (LDA)	The Mayor's agency responsible for driving London's sustainable economic growth - to ensure that London remains a global success story - in the next year, the next decade and in the next century. It works to deliver the Mayor's vision for London to be a sustainable world city with strong, long-term economic growth, social inclusion and active environmental improvement.
New West End Company (NWECC) BID	BID responsible for the area around Oxford Street, Regent Street and Bond Street
Public Transport Accessibility Level (PTAL)	Empirical measure of an area's accessibility by public transport



Supplementary Planning Document (SPD)	Supplementary Planning Documents are used to provide further detail to policies and proposals contained in a Development Plan Document. The SPD is not part of the statutory Development Plan, unlike the Development Plan Document. However, the SPD will form part of the Local Development Framework, and will be an important consideration in determining planning applications.
The Mayor of London	Directly elected leader of the Greater London Assembly
The Mayor of London's Spatial Development Strategy (The London Plan)	The Mayor of London's spatial planning strategy for the London region, to which all local level planning guidance should conform.
Theatreland	Area with a concentration of theatres, centred around Shaftesbury Avenue, Covent Garden, Leicester Square, and the Strand
Transport for London (TfL)	Transport for London is the integrated body responsible for the capital's transport system. Its role is to implement the Mayor's Transport Strategy for London and manage the transport services across the capital for which the Mayor has responsibility
Unitary Development Plan (UDP)	The Unitary Development Plan is a statutory document that sets out council policies that will be used to guide development, conservation, regeneration and environmental improvement activity