



20mph Speed Limit Consultation

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City of Westminster

Date: February 21, 2020

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1. Introduction

This report summarises the responses to an extensive public consultation on a proposed 20mph City-wide speed limit across Westminster City Council's roads.

As a part of Westminster City Council's drive to create a healthier and greener Westminster, the council is proposing the introduction of a 20mph speed limit across the City (except for Transport for London's Red Routes) in order to make Westminster a safer, healthier and cleaner environment for everyone.

The aims of a City-wide 20mph limit are to:

- a) Make Westminster a safer, healthier and cleaner environment for everyone
- b) Limit speed to reduce the severity of accidents, which make walking and cycling safer
- c) Encourage the use of alternative forms of transport such as walking and cycling
- d) Encourage healthier and more active lifestyles.

The aims of the public consultation were to understand:

- What people think about the proposed speed limit and the reasons why they support or oppose the scheme
- What people's concerns are in relation to the proposed scheme
- Perception of the impact that a 20mph speed limit would have on safety, forms of transport, air quality, noise levels and overall health
- Whether the proposed scheme encourages the use of alternative forms of transport
- People's priorities and ideas on how to achieve a healthier and greener City
- Campaign awareness and people's preferred communication channels

2. Executive Summary

Following a trial where 20mph speed limits were introduced around 39 schools in Westminster, the council decided to consult on a City-wide 20mph speed limit. The public consultation opened on the 17th of September and ran for 12 weeks until the 10th of December 2019. The council chose a consultation period of 12 weeks to enable a broad range of views to be gathered.

2.1 Overview

The council received a large number of responses to the consultation through a variety of channels, with a high number of responses coming from the online consultation questionnaire. This report covers the findings from responses received through the consultation questionnaire and written responses by email and letter.

The consultation questionnaire was available online and in paper and participants were self-selecting. Consequently, the profile of people responding to the questionnaire is not representative of the local population. However, as the council received over 1,500 responses, we are confident we have captured a wide range of views and covered all the major issues which need to be considered.

The consultation response analysis in section 2.2 is based on the feedback we received from a mix of residents, workers, visitors, local businesses and stakeholder groups.

The profile of questionnaire responses is below:

- 1,022 residents
- 223 workers or students
- 244 visitors
- 24 business owners / representatives
- 42 stakeholders and representatives of local organisations

The geographical distribution of the 1,022 respondents who identified themselves as residents is as follows:

- 434 in the North West (42% of responses)
- 258 in the North East (25% of responses)
- 109 in the South East (11% of responses)
- 194 in the South West (19% of responses)
- 27 were not identifiable geographically (3% of responses)

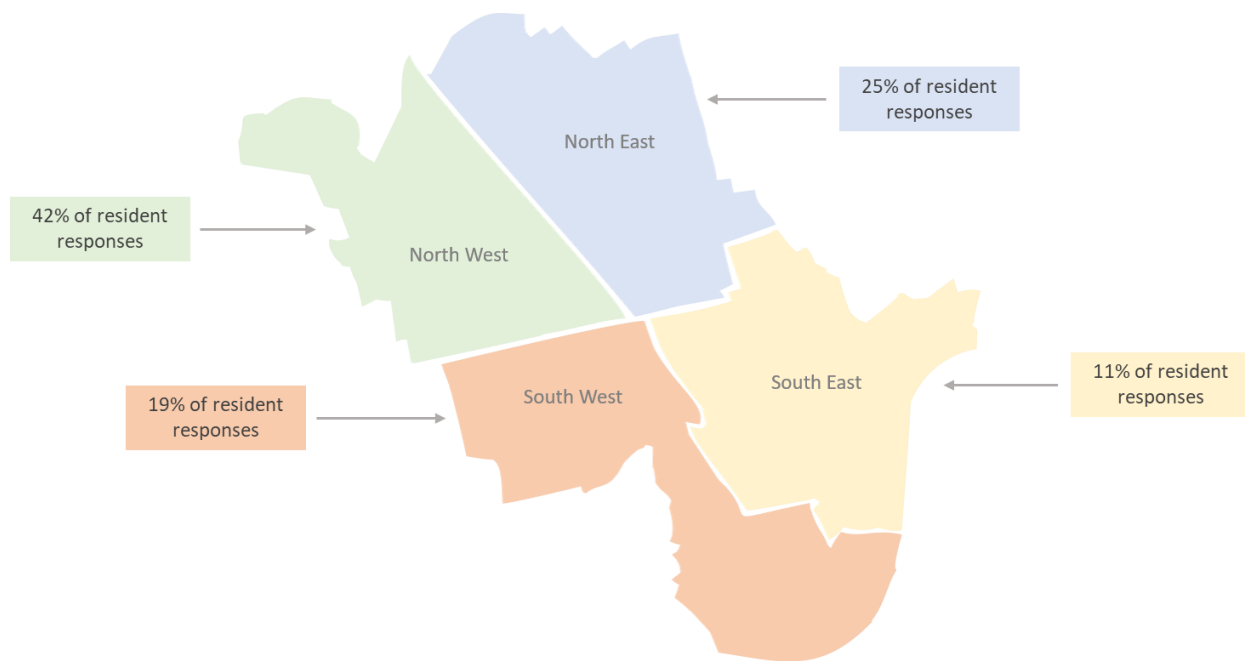


Figure 1. Distribution of resident's responses. Q2. 'Where is your home?' **Source:** 1,022 resident respondents to the 20mph consultation, September – December 2019.

2.2 Key consultation findings

Views of the proposal

Overall, two thirds of respondents (66%) support the introduction of a 20mph speed limit and a third (33%) oppose it. Support and opposition to the proposal differs by respondent type. Support for the proposed speed limit is higher among workers / students (76%) and visitors (77%). In contrast, while the majority of residents support a 20mph speed limit (60%), they are less likely to do so than other respondent types.

Support and opposition also vary significantly by type of transport used:

- Support is the highest amongst people who mainly cycle (87% support) or walk (77% support) in Westminster;
- Those who mainly drive a car (25% support) or get around by taxi (14% support) are the least in favour of the speed limit;
- The views of those who mainly use buses (66% support) or the tube (63% support) are in line with the average of support.

Residents in the North West area of the City (64% support, 34% opposition) are more likely to support and less likely to oppose the implementation of the 20mph speed limit compared to residents living in the South West area (55% support, 44% opposition).

In terms of demographic characteristics, female respondents (71% support) are more likely to be supportive of the scheme than their male counterparts (64% support). Also, support among people who don't have access to a vehicle in their household is very high (90%).

Concerns

People's main concern when responding to the consultation was the safety of pedestrians (75%). This was followed by concerns about air quality (64%) and the safety of cyclists (62%).

The areas of concern differed by support and opposition groups and by type of respondents. Those who support the scheme are mainly concerned about safety, the environment and speeding: their top concerns were the safety of pedestrians (95%) and cyclists (79%), air quality (74%), the quality of the street environment (69%) and the speed of vehicles (54%). Those who oppose the introduction of the speed limit are primarily concerned about traffic issues and the environment, such as the impact it would have on their journey (76%), traffic congestions (74%), air quality (44%) and access to and from the area (40%).

Residents are less concerned about safety (76% of resident concern, compared to 80% overall) and about the environment (71% compared to 73% overall) than the average of respondents. On the other hand, they are the most concerned about the impact that the speed limit will have on their home (33% compared to an average of 23%).

Both visitors (88%) and workers / students (88%) are the most concerned about safety.

Consequences on Westminster

Around two in three respondents agree with the following statements about the introduction of the speed limit:

- It would reduce the number and severity of collisions on the road (67% agreement)
- It would reduce noise levels (63% agreement)
- It would improve overall health and wellbeing (63% agreement)

Less people (58%) agree that the scheme would improve air quality and around half (49%) think that it would reduce the use of cars by promoting walking and cycling.

Agreement with the above statements differed by respondent type, with workers / students and visitors being more likely to agree with these statements than residents:

- Around three quarters of workers / students (77%) and of visitors (77%) agree that the speed limit would reduce the number and severity of collisions compared with 62% of residents;
- Around seven out of ten of worker / student (70%) and visitor (73%) agree that the proposal would reduce noise levels, compared to 58% of residents;
- Roughly three quarters of workers / students (72%) and visitors (76%) agree that the speed limit would improve overall health and wellbeing, compared with 58% of residents;
- Over two thirds of ten of workers / students (67%) and of visitors (71%) agree that the scheme would improve air quality, compared with half of residents (52%);
- A similar proportion of workers / students (61%) and visitors (64%) agree that the scheme would reduce the use of cars by promoting walking and cycling, compared to 42% of residents.

Consequences on journey choice

Less than half of respondents think that the scheme would encourage people to walk (44%) and cycle (42%). A further third (31%) of participants think that it would encourage the use of public transport.

On average, residents are less likely than other respondents to say that the proposed speed limit would encourage them to walk (35%) or cycle (33%), whereas agreement for workers / students (58% would walk more, 55% would cycle more) and visitors (66% would walk and 70% would cycle more) is higher than average. Also, whilst residents are less likely to think that the scheme would encourage the use of public transport (27%), visitors (45%) are more likely to agree that it would.

Environmental priorities

Most people (62%) think that the council should prioritise cutting down harmful emissions and improve air quality. The other top priorities are:

- improving facilities for cycling (36%)
- reducing vehicles on the road (33%)
- protecting and increasing green spaces (33%)
- improving facilities for walking (32%)

Environmental priorities varied across respondent types. Residents are more likely than others to prioritise the availability of green spaces (37%) and open spaces (17%), reducing noise pollution (28%), increasing recycling rates (26%) and improving the infrastructure for electric vehicles (22%). On the other hand, they are less likely than others to choose improving facilities for both walking (25%) and cycling (25%) as a priority.

The visitors' group is the most concerned about cycling facilities (64%), and they are more likely than others to prioritise the improvement of walking facilities (48%). On the other hand, they are the least interested group in the City's recycling rates and waste (11%).

2.3 Next steps

The results of Westminster's 20mph consultation will inform the council's decision on whether to implement a City-wide speed limit. A decision will be made in March 2020.

Subject to the Cabinet Member's consideration, a Traffic Management Order (TMO) proposing a permanent change to the speed limit would then be issued for consultation. This statutory decision process takes one month and will be advertised online and in the Westminster Gazette.

Subject to a formal decision to progress, implementation of the scheme is anticipated to take place in Spring and Summer 2020 and should take up to two months to complete.

3. Communications Programme

In order to widely publicise the consultation, a range of online and offline communications channels were used.

These included:

- Consultation leaflets and posters
- Emails to residents' groups, housing associations and an extensive list of stakeholders that were identified at a stakeholder mapping workshop
- Content in council e-newsletters sent to residents and businesses
- Drop-in sessions across the City
- Pull-up banners to promote drop-in sessions on the day they took place
- Media / press programme
- Promotion on social media (Appendix E and Appendix F)

Consultation brochure / leaflet

This provided an explanation of the proposed speed limit. It included dates and times for drop-in sessions and the survey link. Printed copies were distributed to libraries, community centres, provided at the drop-in sessions and on request. Information was also shared widely via social media and council e-newsletters.

Materials

A full list of the printed consultation materials that were produced is detailed below:

- Maps showing the current speed limits across the City of Westminster (Appendix A)
- Poster with dates and times for drop-in sessions and survey link
- Leaflet with dates and times for drop-in sessions and survey link (Appendix B)
- Two roll-up banners used at the drop-in sessions and in libraries (Appendix C)
- Hard copies of the consultation questionnaire (Appendix G)

The above printed material was also made available in libraries, community centres and at the drop-in sessions.

Website

All information about the consultation was hosted on a dedicated webpage – www.westminster.gov.uk/20mph. On the page respondents could see a brief animated video with information about the proposed 20mph scheme (see Appendix D).

4. Consultation Programme

Public consultation on the proposed 20mph speed limit commenced on the 17th of September and lasted for 12 weeks until the 10th of December 2019. The council chose a consultation period of 12 weeks to enable a broad range of views to be gathered.

Respondents were asked whether they supported or opposed the implementation of a City-wide 20mph speed limit on all of Westminster's roads. Some of the roads in the City of Westminster are controlled by Transport for London (TfL), and the implementation of the scheme would not apply to those roads. The map in Appendix A shows which roads are controlled by Westminster City Council and what the current speed limits are.

The consultation programme covered both online, printed and face-to face channels in order to encourage a broad range of responses from different groups, including residents, workers and students in the area, regular visitors, businesses, organisations and campaign groups in Westminster.

Early Engagement

Before the consultation began, Westminster City Council and Westco ran a stakeholder mapping workshop to identify the key stakeholders that would require early engagement in preparation for the consultation. Also, the workshop served to identify the potential risks of the consultation and their mitigation. This informed the communications plan and some stakeholders were informed about the consultation in advance as a consequence. Over 450 stakeholders, businesses and organisations were contacted and informed about the 20mph Consultation.

Consultation Questionnaire

The consultation questionnaire consisted of mainly closed questions in order to understand agreement / disagreement with the proposed 20mph speed limit. Closed questions used 5-point scales from 'strongly agree' to 'strongly disagree', from 'strongly support' to 'strongly oppose' or from 'much more likely' to 'much less likely'. There was an opportunity to leave open comments on the plans within the survey.

Survey themes included:

- How respondents get around the City of Westminster
- Support of the proposed 20mph speed limit
- Key areas of concern
- The impact of the scheme on the environment, society and individuals
- The council's environmental priorities

The consultation questionnaire was accessible online via the dedicated 20mph webpage (www.westminster.gov.uk/20mph). Additionally, paper copies of the questionnaire (see Appendix G) were made available at all drop-in sessions, in libraries, community centres and at the Open Forum public event. They could also be requested by phone as and when needed. Completed hard copies could be returned to Westminster City Council via Freepost or could be handed in at the drop-in sessions. The consultation brochure and questionnaire could also be requested in other languages and large print.

The questionnaire website link was included on the consultation leaflet and posters distributed in libraries, community centres, drop-in events and online newsletters as well as on social media throughout the consultation.

Email and Phone Number

A dedicated email address (askhighways@westminster.gov.uk) and a phone number were provided to allow members of the public to request paper copies of the questionnaire, ask questions and put forward their views and comments.

Drop-In Sessions and Open Forum

Seven drop-in sessions were held during the consultation period. A range of materials were displayed at each session, including banners, leaflets and a map of the current speed limits across the City of Westminster. Additionally, council officers from the Highways team were on hand to discuss the proposals, address concerns, answer questions and receive feedback from attendees.

In addition to the drop-ins, council officers were present at the council's quarterly resident engagement event, the Open Forum, held at the Westminster Academy on 28 October. There, at a dedicated consultation stall, residents had the opportunity to fill out the questionnaire and ask questions.

The dates and locations of the engagement events are detailed below:

Date	Location	Event time
Thursday 26 September	<i>Paddington Recreation Ground</i> Randolph Ave, Maida Vale, London, W9 1PD	3-7pm
Monday 30 September	<i>Hinde Street Methodist Church</i> 19 Thayer Street, London, W1U 2QJ	3:30-7:30pm
Monday 07 October	<i>Church Street Library</i> 67-69 Church Street, London, NW8 8EU	2-6pm
Wednesday 16 October	<i>Seven Dials Club & Covent Garden Community Centre</i> 42 Earlham Street, WC2H 9LA	1-5pm
Monday 21 October	<i>St Judes' Community Hall</i> 69 Illbert Street, London, W10 4QJ	2:15-6:15pm
Monday 28 October	<i>Westminster Academy – Open Forum event</i> 255 Harrow Road, London W2 5EZ	6-8pm
Tuesday 05 November	<i>Rembrandt Hotel</i> 11 Thurloe Place, Knightsbridge, SW7 2RS	3-7pm
Monday 11 November	<i>Abbey Centre</i> 34 Great Smith St, London, SW1P 3BU	3-7pm

5. Consultation Response

Response overview

A broad range of responses were received across different audiences and the online consultation questionnaire. Paper copies of the questionnaire were also available at the consultation events and on request.

In total, 1,585 people responded to the questionnaire, of which 1,022 were residents (64%), 244 were regular visitors (15%), 223 were workers or students (14%), 42 were stakeholders, organisations or campaign groups (3%) and 24 were business owners / representatives (2%).

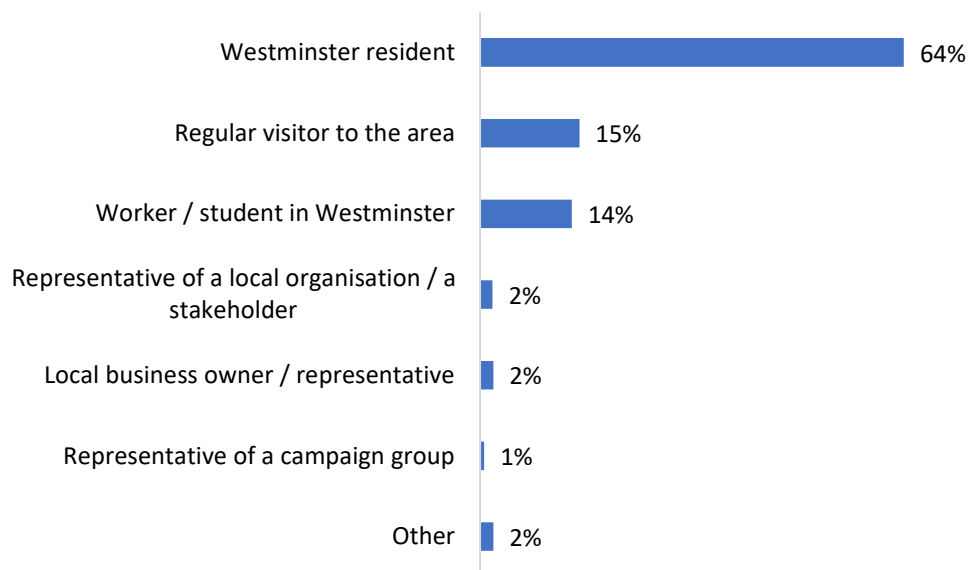


Figure 2. Q1. 'Are you completing this questionnaire mainly as a...?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

A map showing the distribution of resident responses by geographical area can be found below:

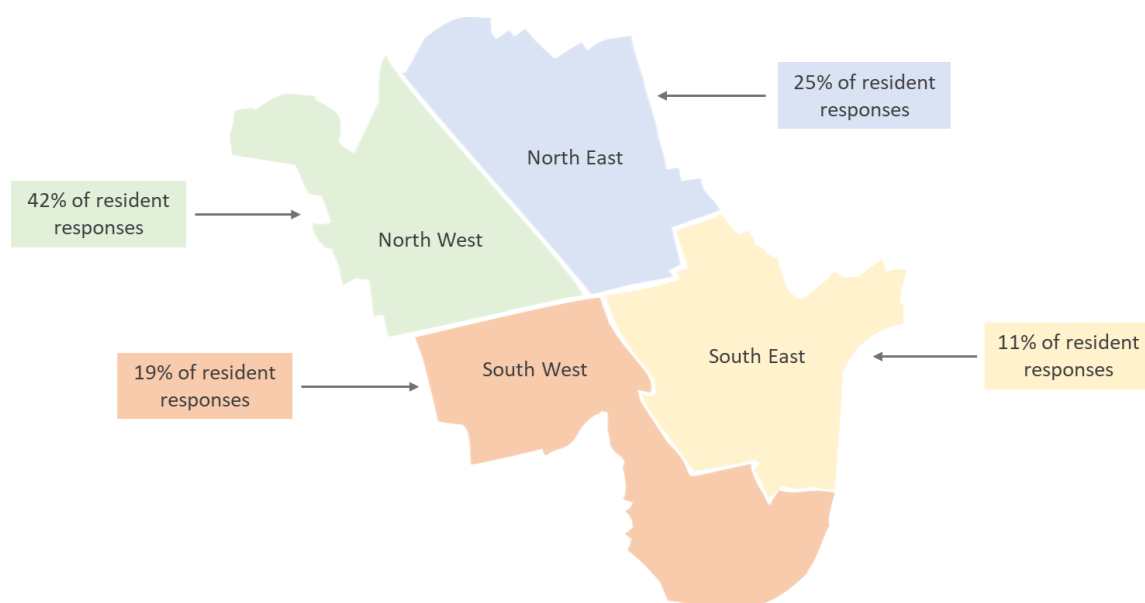


Figure 3. Distribution of resident's responses. Q2. 'Where is your home?' **Source:** 1,022 resident respondents to the 20mph consultation, September – December 2019.

The consultation questionnaire was self-selecting and so it is not representative of the population who lives, works, studies or visits Westminster. However, as the council received over 1,500 responses, we are confident we have captured all the major issues which need to be considered.

In addition, responses were received via the following channels:

- **Email responses**

24 emails were received during the consultation to the consultation inbox, from a mixture of residents and stakeholders.

- **Pop-up events engagement**

Over the eight pop-up events, council officers engaged with around 240 people by handing out flyers, paper questionnaires and answering to people's questions in regard to the proposed 20mph speed limit. In order to maximise engagement, council officers would go outside to distribute leaflets and talk to businesses and people in the area. A breakdown of the number of people reached at each event can be found in Appendix H.

Business and stakeholder responses

There was a mix of businesses that responded to the consultation from the office, retail, food and beverage and other sectors. Also, stakeholders and organisations were contacted as part of this consultation.

Analysis Methodology

A total of 1,585 people responded to the online consultation questionnaire or completed the paper version.

Some of the questions in the consultation questionnaire allowed the respondent to tick multiple answers. Therefore, in some of the analysis, the sum of the response to a question may be higher than 100%. In other cases, the total response to a single-answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

At times throughout the report we will compare the response to a particular question by different groups. These comparisons are only possible where enough members of a group have responded to the questionnaire. Therefore, in most of this report we avoided describing and comparing figures for groups with a base size of below 50. When a base size is below 50 it does not allow for reliable statistical comparisons against other samples.

All the open-ended questions in the consultation questionnaire were coded into themes to allow the responses to be quantified. This encompassed reading every response to these questions and creating a code frame.

6. Key Findings from the Consultation Questionnaire

6.1 Views of the proposal

Overview

Respondents were asked, in a closed question, whether they supported or opposed the implementation of a City-wide 20mph speed limit. The majority of respondents supported the scheme, with almost three in five (59%) saying they strongly support the scheme and a further 7% stating that they tend to support it. Only one in four respondents (26%) strongly opposed the scheme and a further 6% tended to oppose it.

Overall, two thirds (66%) supported the proposal and one third opposed it (33%).

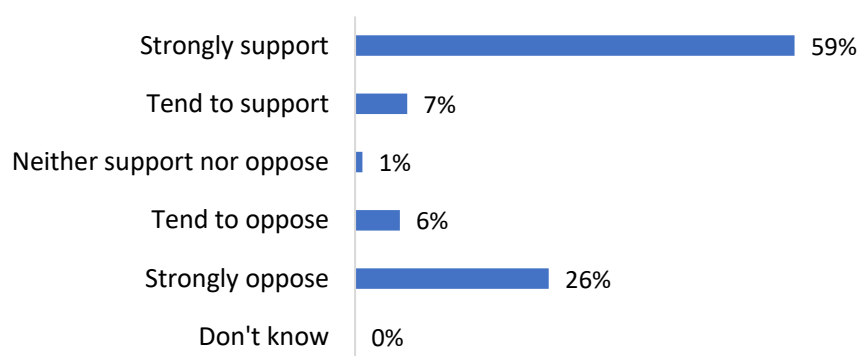


Figure 4. Q11. 'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Support and opposition by respondent type

Support and opposition to the scheme varied across different respondent groups. Three in five residents (60%) supported the proposal. Whilst this was the majority of residents, the proportion in favour of the scheme was lower than average (66%). By contrast, visitors and workers / students were more likely than average to support the scheme, with over three quarters of visitors (77%) and workers / students (76%) in favour of the proposal.

Residents were the most likely to oppose the scheme (38%), which is significantly higher than average (33%). Less than a quarter of workers / students (24%) and visitors (23%) opposed the scheme, which is less than average (33%).

Table 1. Support of the proposal by respondent type. Q11. 'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level. Please see summary codes in bold.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
Number of responses	1,585	1,022	223	244	24	42
Strongly support	59%	52%	73%	75%	67%	67%
Tend to support	7%	9%	4%	1%	4%	17%
Neither support nor oppose	1%	1%	0%	0%*	4%	5%
Tend to oppose	6%	8%	4%	1%	4%	0%

Strongly oppose	26%	30%	19%	22%	21%	10%
Don't know	0%*	0%*	0%	0%	0%	2%
Support	66%	60%	76%	77%	71%	83%
Oppose	33%	38%	24%	23%	25%	10%
Net support	33%	22%	52%	54%	46%	74%

Postcode analysis of resident responses

Residents were asked to provide their postcodes as part of this survey to allow for spatial analysis. Resident responses were grouped into four geographical areas. The areas (North West, North East, South East and South West) were formed by grouping Westminster's wards as displayed in the table below. The breakdown of resident responses by ward can be found in Appendix I.

Table 2. Support of the proposal by geographical area. Q11. 'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

Wards	Area	Support	Oppose
Queen's Park	North West (434)	64%	34%
Harrow Road			
Westbourne			
Bayswater			
Maida Vale			
Little Venice			
Hyde Park			
Lancaster Gate			
Abbey Road	North East (258)	60%	38%
Regent's Park			
Church Street			
Bryanston & Dorset Square			
Marylebone High Street			
West End	South East (109)	61%	38%
St James's			
Vincent Square	South West (194)	55%	44%
Knightsbridge & Belgravia			
Warwick			
Churchill			
Tachbrook			

Residents in the North West area of the City (64% support, 34% opposition) were significantly more likely to support and less likely to oppose the implementation of the 20mph speed limit compared to residents living in the South West area (55% support, 44% opposition).

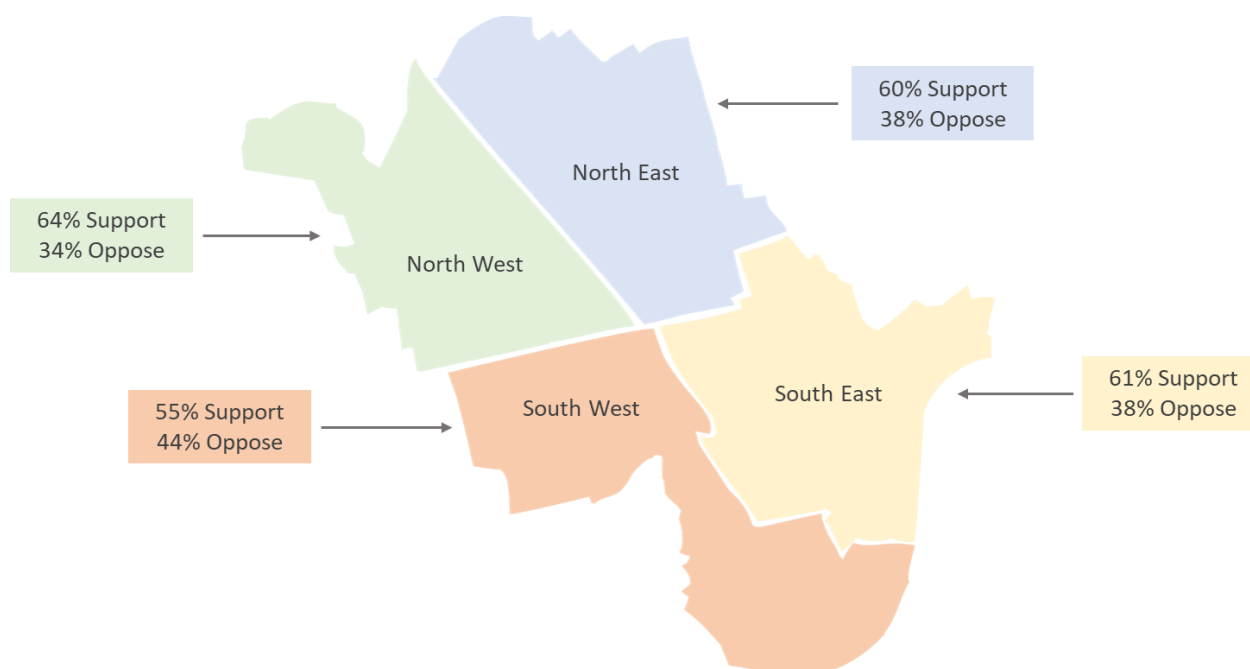


Figure 5. Support of the proposal by geographical area. Q11. 'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

Support and opposition by demographic group

Female respondents were significantly more likely than average to support the proposal, with almost three quarters (71%) supporting the scheme. Interestingly, people who are not parents of young people were also significantly more likely than average to support the proposed speed limit (68%).

People with access to a vehicle were significantly less likely than average to support the proposal: just over half (54%) of the people who have a vehicle in their household were in favour of the proposed speed limit. By contrast, support of the 20mph speed limit was very high (90%) among respondents who don't have access to a vehicle in their household.

Table 3. Support and opposition for the 20mph speed limit by demographic characteristic. Q25. 'Are you...'; Q26. 'What was your age last birthday?'; Q27. 'Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please include problems related to old age'; Q28. 'Which of the following describes you?'; Q29. 'Are you a parent or guardian of a child or young person in the following age groups?'; Q30. 'Do you or anyone in your household have access to a car or motorcycle?'. **Source:** 1,489 resident, worker / student and visitor respondents to the 20mph consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 66% overall support and 33% overall opposition at the 95% confidence level.

		Total	Support	Oppose
Number of responses		1,489	1,046	516
Gender	Male	58%	64%	34%
	Female	35%	71%	28%
Age	Under 24	3%	68%	29%
	25-44	33%	69%	29%
	45-64	37%	64%	35%
	65+	18%	70%	28%
Work status	Working full-time	57%	65%	34%
	Not working full-time	40%	67%	31%
Parent	Yes	30%	66%	33%
	No	62%	68%	31%
Disability	Yes	12%	66%	33%

	No	86%	66%	33%
Vehicle access	Yes	65%	54%	44%
	No	33%	90%	10%

Reasons for supporting the 20mph speed limit

Respondents in favour of the proposal were asked to explain why they support the introduction of a City-wide 20mph speed limit. Almost half of supporters (48%) gave pedestrian safety and priority as a reason. Almost two in five respondents (37%) mentioned that the scheme would improve safety of all users and that it would make accidents less serious. This was followed by 29% who explained that it would reduce speeding, 28% who said that it would increase cyclists' safety and 27% who think that it would reduce pollution.

Table 4. Reasons for supporting the proposal. Q12. 'Please explain in summary why you support the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 1,046 supporters to the 20mph Consultation, September – December 2019.

Comments	No.	% of all those who said they support the proposals (1,046)
Safety – pedestrians, children - encourages more walking, makes crossing the road easier	507	48%
Safety – other / all road users, makes accidents less serious	391	37%
Speeding – reduces traffic / cars/ motor bikes speeding	303	29%
Safety – cyclists, encourages more cycling	298	28%
Improves / reduces pollution	280	27%
Safety - would reduce number of accidents, time to react & stop	157	15%
Makes it a more pleasant / calmer environment generally	124	12%
Discourages the use of cars	122	12%
Concerns about enforcement / policing	115	11%
Improves / reduces traffic noise	111	11%
Consistency within Westminster / with other boroughs	98	9%
Cannot go over 20mph anyway / won't prolong journey times	91	9%
Improve traffic flow / avoid bottle necks / congestions	65	6%
Encourages more use of public transport	32	3%
Other answers	76	7%
Not stated	29	3%

Reasons for supporting the speed limit by respondent type

The respondents' analysis revealed that resident supporters, overall, were less likely than other supporters to give safety as a reason for being in favour of the 20mph scheme: they were less likely than average to mention pedestrian safety (45%), cyclists' safety (20%) and the reduction in the number of accidents (13%). However, worker / student supporters were the least concerned about the safety of all road users and the severity of accidents (less than one in three, 28%, compared to an average of 37%).

Visitor supporters were the most concerned about safety of cyclists (almost half of them, 49%), followed by 37% of workers / students. Visitors were also more likely to think that the scheme would discourage the use of cars (17% compared to 12% on average) and create a more pleasant environment (23%; 12% on average).

Table 5. Reasons for supporting the proposal by respondent type. Q12. 'Please explain in summary why you support the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 1,046 supporters to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,046	616	170	187	17	35
Safety – pedestrians, children - encourages more walking, makes crossing the road easier	48%	45%	54%	53%	65%	46%
Safety – other / all road users, makes accidents less serious	37%	37%	28%	45%	41%	40%
Speeding – reduces traffic / cars / motor bikes speeding	29%	29%	29%	25%	29%	46%
Safety – cyclists, encourages more cycling	28%	20%	37%	49%	41%	23%
Improves / reduces pollution	27%	28%	24%	27%	18%	11%
Safety - would reduce number of accidents, time to react & stop	15%	13%	15%	20%	35%	29%
Makes it a more pleasant / calmer environment generally	12%	8%	12%	23%	29%	14%
Discourages the use of cars	12%	10%	9%	17%	29%	11%
Concerns about enforcement / policing	11%	12%	10%	10%	12%	14%
Improves / reduces traffic noise	11%	12%	8%	9%	6%	9%
Consistency within Westminster / with other boroughs	9%	7%	9%	11%	29%	26%
Cannot go over 20mph anyway / won't prolong journey times	9%	9%	5%	11%	6%	3%
Improve traffic flow / avoid bottle necks / congestions	6%	6%	6%	9%	0	3%
Encourages more use of public transport	3%	3%	2%	4%	12%	0
Other answers	7%	7%	6%	4%	24%	20%
Not stated	3%	2%	4%	3%	0	6%

Postcode analysis of resident responses: reasons for supporting the speed limit

Supporters in the North West of the City were less likely than average to mention, among their reasons for supporting the scheme, that the introduction of the new speed limit would create a more pleasant environment (7%; 12% on average), improve traffic flow (4%; 6% on average) or reduce the number of accidents (11%; 15% on average).

Supporters in the North West (24%), North East (14%) and South East (17%) were less likely to mention the safety of cyclists compared to the average of supporters (28%). Supporters in the South East (18%) were also less likely than average (29%) to say that the speed limit would bring a reduction in people speeding.

Table 6. Reasons for supporting the proposal by geographical area. Q12. 'Please explain in summary why you support the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 1,046 supporters to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of responses</i>	1,046	276	156	66	106
Safety – pedestrians, children - encourages more walking, makes crossing the road easier	48%	47%	46%	48%	40%
Safety – other / all road users, makes accidents less serious	37%	41%	33%	29%	40%

Speeding – reduces traffic / cars / motor bikes speeding	29%	31%	31%	18%	26%
Safety – cyclists, encourages more cycling	28%	24%	14%	17%	24%
Improves / reduces pollution	27%	28%	33%	32%	22%
Safety - would reduce number of accidents, time to react & stop	15%	11%	14%	12%	16%
Makes it a more pleasant / calmer environment generally	12%	7%	8%	6%	11%
Discourages the use of cars	12%	9%	10%	11%	12%
Concerns about enforcement / policing	11%	14%	9%	9%	13%
Improves / reduces traffic noise	11%	11%	15%	11%	11%
Consistency within Westminster / with other boroughs	9%	8%	6%	3%	10%
Cannot go over 20mph anyway / won't prolong journey times	9%	8%	10%	11%	12%
Improve traffic flow / avoid bottle necks / congestions	6%	4%	7%	8%	8%
Encourages more use of public transport	3%	4%	1%	2%	5%
Other answers	7%	6%	7%	11%	8%
Not stated	3%	2%	1%	3%	5%

The main reason for supporting the scheme across the whole of Westminster was that the scheme would improve pedestrian safety and encourage walking: this was the top reason mentioned by residents in the North West (47%), North East (46%), South East (48%) and South West (40%).

In the West of the City, the second and third reasons for residents to support the scheme were that it improves safety and it reduces speeding, respectively. Around one in five residents in the North West (41%) and South West (40%) support the proposal because it would improve safety, and a further 31% in the North West and 26% in the South West think that it would reduce speeding.

In the East of Westminster, the top second and third most common reasons for supporting the speed limit were, respectively, the reduction in pollution and increase in safety: around one third of residents in the North East (33%) and South East (32%) think that it would reduce pollution, and a similar proportion of residents in the North East (33%) and South East (29%) support the scheme because it would improve the safety of all road users.

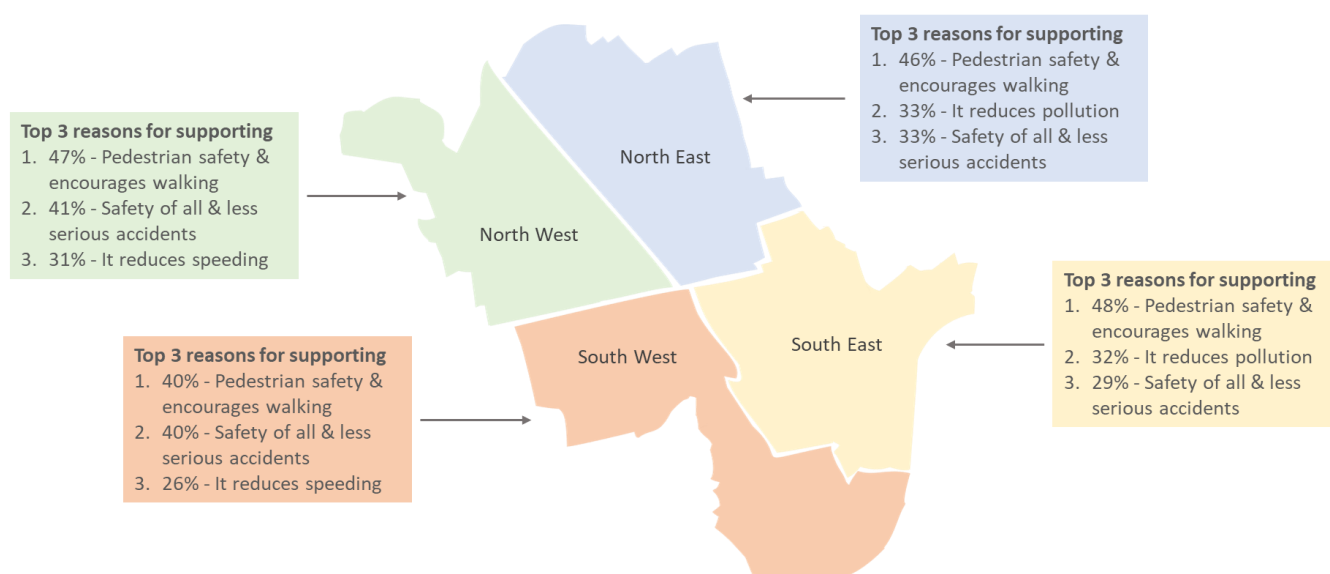


Figure 6. Top three reasons for supporting the 20mph scheme by geographical area. Q12. 'Please explain in summary why you support the proposal to implement a 20mph speed limit across the City of Westminster.' Source: 1,046 supporters to the 20mph Consultation, September – December 2019.

Reasons for opposing the 20mph speed limit

The two most cited reasons for opposing the speed limit – mentioned by around one in three of those who oppose – were that it is not needed on all roads (33%) and that it would make no difference (31%). These were followed by concerns about the new speed limit leading to a drop in air quality (28%), a worsening of traffic congestion (27%) and that it is difficult to drive at 20mph (27%).

Table 7. Reasons for opposing the proposal. Q13. 'Please explain in summary why you oppose the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 516 opposers to the 20mph Consultation, September – December 2019.

Comments	No.	% of all those who said they oppose the proposals (516)
Be selective – not needed on all roads	172	33%
Would make no difference, not necessary, unreasonable	160	31%
Pollution / emissions – would make it worse	144	28%
Congestion – would make it worse	140	27%
It's too slow / it's hard to drive at 20mph	137	27%
Increasing journey times, can't get around quickly	106	21%
Concerns about enforcement / policing	86	17%
No evidence of reduction in number of accidents	72	14%
Be selective – not needed at all times	70	14%
It creates frustration / anger / stress	60	12%
It is just a way for WCC to generate revenue	44	9%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	43	8%
Less attentive drivers – drivers not alert at 20mph, watching speedometer	36	7%
Cost of implementation	14	3%
Negative impact on businesses / high street / shops	8	2%
Other answers	72	14%
Not stated	25	5%

Reasons for opposing the speed limit by respondent type

Some types of respondents were more or less likely than others to have particular reasons to oppose the introduction of a 20mph speed limit. For instance, residents (43%) were significantly more likely than the average of those who oppose (31%) to say that the speed limit would make no difference or that it is not necessary.

Workers and students who oppose the speed limit were less likely than average to oppose the scheme because it is not needed on all roads (21% compared to an average of 33%) or because congestion would become worse (16%; 27% on average).

Table 8. Reasons for opposing the proposal by respondent type. Q13. 'Please explain in summary why you oppose the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 516 opposers to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of opposers' responses</i>	516	388	53	56	6	4
Be selective – not needed on all roads	33%	30%	21%	17%	0%	30%
Would make no difference, not necessary, unreasonable	31%	43%	23%	17%	75%	43%

Pollution / emissions – would make it worse	28%	21%	20%	0%	25%	21%
Congestion – would make it worse	27%	25%	16%	33%	0%	25%
It's too slow / it's hard to drive at 20mph	27%	28%	18%	0%	0%	28%
Increasing journey times, can't get around quickly	21%	13%	14%	33%	25%	13%
Concerns about enforcement / policing	17%	8%	11%	0%	0%	8%
No evidence of reduction in number of accidents	14%	11%	13%	0%	25%	11%
Be selective – not needed at all times	14%	19%	9%	17%	0%	19%
It creates frustration / anger / stress	12%	9%	16%	17%	0%	9%
It is just a way for WCC to generate revenue	9%	6%	9%	0%	0%	6%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	8%	13%	7%	0%	0%	13%
Less attentive drivers – drivers not alert at 20mph, watching speedometer	7%	4%	5%	17%	0%	4%
Cost of implementation	3%	4%	2%	0%	0%	4%
Negative impact on businesses / high street / shops	2%	0%	2%	0%	25%	0%
Other answers	14%	13%	14%	0%	25%	13%
Not stated	5%	4%	16%	0%	0%	4%

Postcode analysis of resident responses: reasons for opposing the speed limit

The geographical analysis of the reasons for opposing the scheme revealed that residents who opposed the speed limit in the North West of Westminster were less likely than average (9% compared to 14%, respectively) to mention that the speed limit should only apply to certain times of the day. In the North East (45%) residents who opposed the speed limit were significantly more likely than average (33%) to say that the scheme is not needed on all roads. Those who oppose the scheme in this area were also less likely than average to be concerned about regulating cyclists (only 3%, compared to 8% on average).

Table 9. Reasons for opposing the proposal by geographical area. Q13. 'Please explain in summary why you oppose the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 516 opposers to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of opposers' responses</i>	516	149	98	41	85
Be selective – not needed on all roads	33%	35%	45%	27%	34%
Would make no difference, not necessary, unreasonable	31%	33%	27%	24%	32%
Pollution / emissions – would make it worse	28%	26%	33%	46%	29%
Congestion – would make it worse	27%	31%	21%	39%	33%
It's too slow / it's hard to drive at 20mph	27%	27%	34%	29%	25%
Increasing journey times, can't get around quickly	21%	21%	21%	24%	24%
Concerns about enforcement / policing	17%	21%	13%	20%	18%
No evidence of reduction in number of accidents	14%	12%	13%	22%	20%
Be selective – not needed at all times	14%	9%	16%	17%	20%
It creates frustration / anger / stress	12%	13%	13%	7%	11%

It is just a way for WCC to generate revenue	9%	12%	10%	7%	6%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	8%	9%	3%	15%	9%
Less attentive drivers – drivers not alert at 20mph, watching speedometer	7%	5%	9%	17%	4%
Cost of implementation	3%	3%	1%	2%	5%
Negative impact on businesses / high street / shops	2%	2%	1%	0	2%
Other answers	14%	13%	11%	17%	14%
Not stated	5%	4%	2%	2%	5%

In the North West (35%), North East (45%) and South West (34%) of the City the top reason for opposing the proposal was that it is not needed on all roads. In the South East, the top concern was the potential increase in pollution (46%).

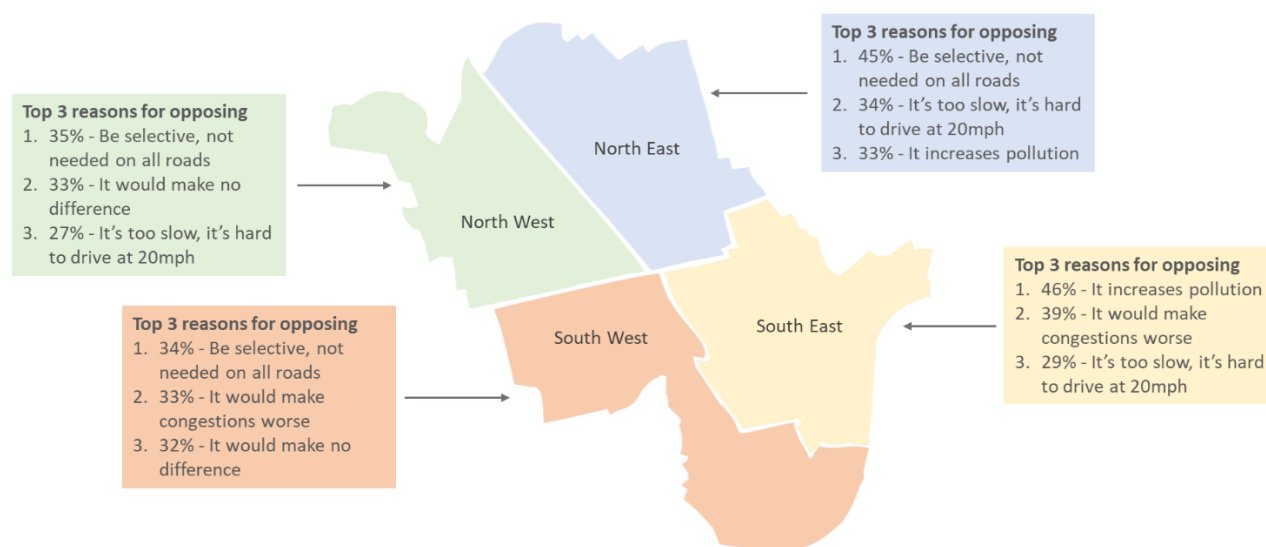


Figure 7. Top three reasons for opposing the 20mph scheme by geographical area. Q13. 'Please explain in summary why you oppose the proposal to implement a 20mph speed limit across the City of Westminster.' **Source:** 516 opposers to the 20mph Consultation, September – December 2019.

6.2 Getting around Westminster

Main form of transport

Respondents to the consultation were asked which form of transport they mainly use to enter or get around Westminster. Almost two fifths of respondents (37%) reported that they mainly walk. This was followed by around one in five (19%) who cycle, and by a further 12% who get the tube and drive a car.

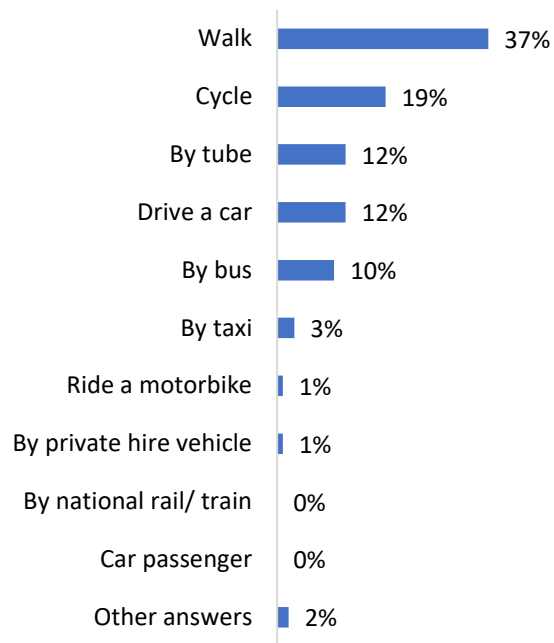


Figure 8. Q9. ‘Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster?’ **Source:** 1,587 respondents to the 20mph Consultation, September – December 2019.

Other forms of transport

Respondents were then asked about what other forms of transport they use to get around Westminster. Most people said that they use public transport (87%), walk (63%), use a car (44%) or hire vehicles or taxis (43%).

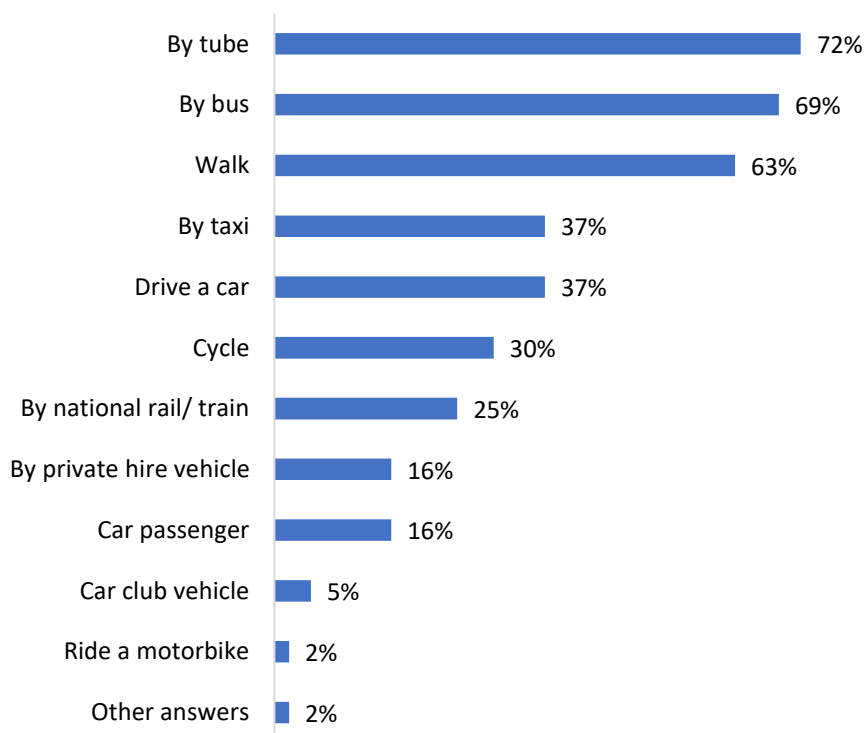


Figure 9. Q10. ‘And, which other sorts of transport have you used to enter or get around Westminster in the last few months?’ **Source:** 1,587 respondents to the 20mph Consultation, September – December 2019.

Overall transport methods

When combining the response to the two questions about the forms of transport used, it emerges that the vast majority of respondents both use public transport (90%) and walk (85%) in Westminster. Around half of respondents (51%) also use a car, hire vehicles or taxis (45%) and cycle (41%).

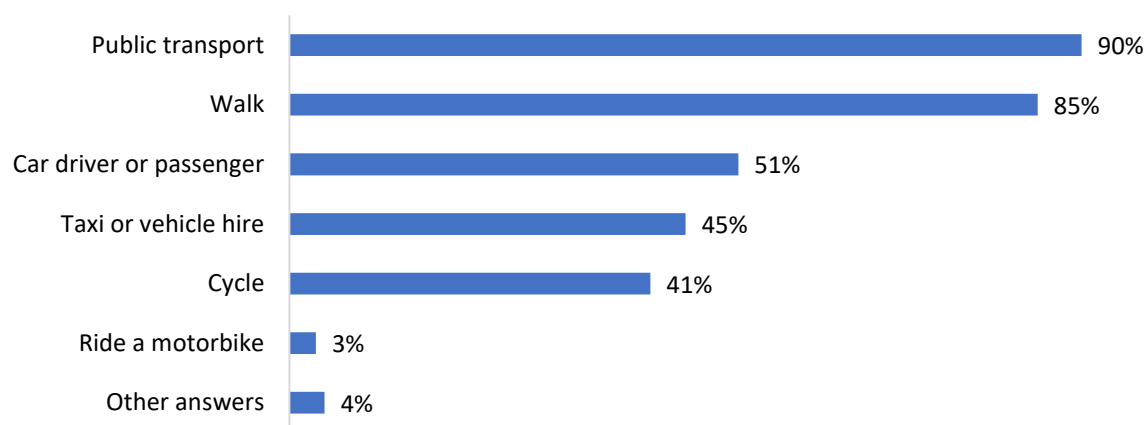


Figure 10. Overall forms of transport used by consultation respondents. Combined responses to Q9. ‘Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster?’ and Q10. ‘And, which other sorts of transport have you used to enter or get around Westminster in the last few months?’ **Source:** 1,587 respondents to the 20mph Consultation, September – December 2019.

Transport by respondent type

Residents were less likely than the average of respondents to cycle (12%), use the tube (11%), get around by taxi (1%) or ride a motorbike (1%) as their main form of transport. However, they were the most likely to mainly get around by car (15%) or bus (13%).

Workers / students and visitors were the ones who cycle the most (35% and 38%, respectively). These groups were less likely than average to be mainly getting around by bus (6% for workers / students, 3% for visitors) or car (6% for workers / students, 8% for visitors), but they were the ones who report using taxis as their main form of transport the most (6% for workers / students, 8% for visitors). Workers and students were, of all groups, the most likely to be using the tube as a main form of transport (19%).

Table 10. Main form of transport used in Westminster by respondent type. Q9. ‘Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster?’ **Source:** 1,587 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the ‘Total’ at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
Number of responses	1,585	1,022	223	244	24	42
Walk	37%	44%	22%	24%	38%	33%
Cycle	19%	12%	35%	38%	17%	5%
By tube	12%	11%	19%	13%	17%	12%
Drive a car	12%	15%	6%	8%	4%	5%
By bus	10%	13%	6%	3%	4%	10%
By taxi	3%	1%	6%	8%	8%	2%
Ride a motorbike	1%	1%	2%	2%	8%	0%
By private hire vehicle	1%	1%	0%*	1%	0%	0%

By national rail/ train	0%*	0%	1%	2%	0%	2%
Car passenger	0%*	0%*	0%	0%	0%	2%
Other answers	2%	2%	3%	1%	0%	14%
Not stated	1%	0%*	0%	0%	4%	14%

Postcode analysis of resident responses: main form of transport

Residents in the North West (15%) were more likely than the overall average of residents (11%) to use the tube as their main way to get around, and they were less likely than others to report to mainly walk to get around Westminster: only one in three (34%) do so, compared to 44% on average.

People living in the North East were less likely to use a bicycle as their main form of transport than the average of residents (8% and 12%, respectively). This was also true for residents of the South East: apart from being less likely to mainly cycle to get around (6%), they were also less likely to be driving a car (8%), using buses (7%) or the tube (6%) as their main form of transport. By contrast, over two thirds of them (67%) mainly walk to get around Westminster.

Table 11. Main form of transport used in Westminster by geographical area. Q9. 'Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Walk	44%	34%	48%	67%	51%
Drive a car	15%	19%	14%	8%	11%
By bus	13%	14%	14%	7%	11%
Cycle	12%	14%	8%	6%	15%
By tube	11%	15%	9%	6%	8%
By taxi	1%	0%*	2%	4%	1%
Ride a motorbike	1%	1%	0%	0%	2%
By private hire vehicle	1%	1%	1%	1%	0%
By national rail/ train	0%	0%	0%	0%	0%
Car passenger	0%*	0%*	1%	0%	0%
Other answers	2%	2%	2%	1%	2%
Not stated	0%*	0%*	0%*	0%	0%

Support by transport type

Depending on their preferred transport method, respondents were more or less likely to support the proposal. For instance, the vast majority of people who mainly cycle (87%) supported the introduction of a City-wide 20mph speed limit. This figure is followed by people who mostly walk to get around Westminster, as more than three quarters (77%) supported the scheme.

People who use public transport were neither more nor less likely than average to support the proposal: around two thirds of those who get around by tube (63%) and bus (66%) supported the scheme.

Support for the introduction of the speed limit was significantly lower for people who drive a car, among which only one in four (25%) supported the proposal. Similarly, people who get around by

taxi (either as drivers or passengers) were the least likely to support the proposed speed limit, with only 14% in favour of the scheme.

Table 12. Support and opposition for the introduction of a City-wide 20mph speed limit by preferred form of transport. Q9. 'Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster?'; Q11. 'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

N.B: Grey areas indicate a significant difference with the 66% overall support and 33% overall opposition at the 95% confidence level.

	No.	% of consultation responses (1,585)	Support	Opposition
Walk	592	37%	77%	22%
Cycle	304	19%	87%	13%
By tube	198	12%	63%	35%
Drive a car	193	12%	25%	74%
By bus	163	10%	66%	33%
By taxi	51	3%	14%	86%

6.3 Areas of concern

Overview

People who responded to the 20mph Consultation were asked to choose which issues they were most concerned about when thinking about the proposed scheme. More than three quarters of respondents (76%) chose the safety of pedestrians, and slightly less than two thirds chose air quality (64%) and safety of cyclists (62%).

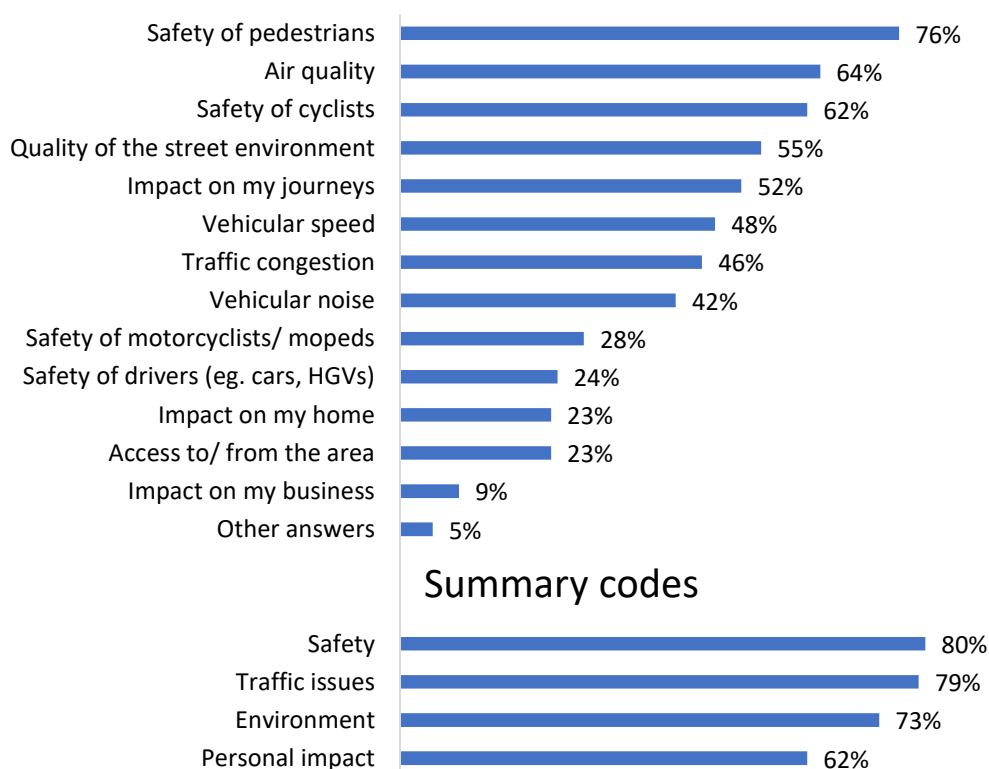


Figure 11. Q15. 'Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

The areas of concern were grouped as per in the table below. Overall, four in five respondents were concerned about safety (80%) and traffic issues (79%). Around three quarters of respondents chose the environment (73%) and around three out of five were concerned about how the speed limit would affect them personally (62%).

Table 13. Areas of concern grouped into four broad categories. Q15. ‘Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?’ **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

	Summary code	% of question responses (1,585)
Safety of pedestrians	Safety	80%
Safety of cyclists		
Safety of motorcyclists / mopeds		
Safety of drivers (e.g., cars, HGVs)		
Vehicular speeds	Traffic issues	79%
Traffic congestion		
Vehicular noise		
Access to / from the area		
Air quality	Environment	73%
Quality of the street environment		
Impact on my journeys	Personal impact	62%
Impact on my home		
Impact on my business		

Concerns by respondent type

The areas of concern differed significantly depending on the type of respondents. Residents were less likely than average to be concerned about safety in general (76% compared to an average of 80%). Whilst the majority of residents was concerned about the environment in general (71%), such proportion was slightly below average (73%). More specifically, they were less concerned than other groups about air quality (62% compared to an average of 64%) and about the quality of the street environment (50% compared to 55% on average). On the other hand, they were significantly more likely to be concerned about the impact that the speed limit would have on their home, with a third of residents (33%) concerned about this compared to an average of 23%.

Both visitors (88%) and workers or students (88%) were significantly more likely than average (80%) to be concerned about safety in general and, more specifically, both groups were concerned with the safety of cyclists (80% of visitors; 74% of workers / students) and pedestrians (83% of visitors; 85% of workers / students). Workers / students were also significantly more likely than average to be concerned with the safety of motorcyclists and mopeds (38% compared to an average of 28%).

Table 14. Areas of concern by respondent type. Q15. ‘Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?’ **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the ‘Total’ at the 95% confidence level. Please see summary codes in bold.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
Safety of pedestrians	76%	71%	85%	83%	88%	81%
Air quality	64%	62%	66%	68%	71%	67%
Safety of cyclists	62%	54%	74%	80%	83%	71%

Quality of the street environment	55%	50%	61%	64%	75%	67%
Impact on my journeys	52%	51%	56%	57%	42%	31%
Vehicular speed	48%	46%	48%	51%	63%	62%
Traffic congestion	46%	48%	43%	43%	50%	38%
Vehicular noise	42%	42%	39%	43%	33%	45%
Safety of motorcyclists/ mopeds	28%	24%	38%	33%	50%	40%
Safety of drivers (e.g., cars, HGVs)	24%	23%	23%	26%	33%	26%
Impact on my home	23%	33%	4%	3%	8%	19%
Access to/ from the area	23%	22%	23%	20%	50%	24%
Impact on my business	9%	5%	15%	9%	46%	14%
Safety	80%	76%	88%	88%	92%	83%
Traffic issues	79%	79%	75%	80%	88%	76%
Environment	73%	71%	75%	78%	83%	76%
Personal impact	62%	64%	59%	59%	63%	45%

The top concerns differed by respondent group. Residents' top concerns were the safety of pedestrians (chosen by 71% of residents) and air quality (chosen by 62% of residents). These were followed by around half of residents who chose the safety of cyclists (54%), the impact of the speed limit on their journey (51%) and the quality of the street environment (50%) as their top concerns.

Visitors and workers / students indicated the same top five concerns. The top concern for both groups was the safety of pedestrians, chosen by 85% of workers / students and 83% of visitors. This was followed by the safety of cyclists, chosen by 74% of workers / students and 80% of visitors. Around two thirds of both workers / students (66%) and visitors (68%) were concerned about air quality, whilst 61% of workers / students and 64% of visitors were concerned about the quality of the street environment. The fifth concern for both groups was the impact of the speed limit on their journey, chosen by 56% of workers / students and 57% of visitors.

Table 15. Top five concerns for residents, workers / students and visitors in regards to the 20mph speed limit. Q15. 'Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?'; Q1. 'Are you completing this questionnaire mainly as a...?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Response to Q15. 'Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?'			
Rank	Residents (1,022)	Workers / students (223)	Visitors (244)
1	Safety of pedestrians (71%)	Safety of pedestrians (85%)	Safety of pedestrians (83%)
2	Air quality (62%)	Safety of cyclists (74%)	Safety of cyclists (80%)
3	Safety of cyclists (54%)	Air quality (66%)	Air quality (68%)
4	Impact on my journeys (51%)	Quality of the street environment (61%)	Quality of the street environment (64%)
5	Quality of the street environment (50%)	Impact on my journeys (56%)	Impact on my journeys (57%)

Concerns among support and opposition groups

The issues that respondents were concerned about the most differed depending on whether they supported or opposed the introduction of a 20mph speed limit. Among those who support the

scheme, the two top priorities were the safety of pedestrians and cyclists, chosen by 95% and 79% of supporters, respectively. These were followed by concerns about the environment, with air quality (74%) and quality of the street environment (69%) chosen by just less than three quarters of supporters. The fifth concern was vehicular speed, chosen by just over half (54%) of supporters.

People who oppose the scheme were more likely to be concerned about traffic issues, with around three in four choosing the impact of the speed limit on their journeys (76%) and congestions (74%). Their third concern, as with supporters, was air quality (44%), and the fourth was access to and from the area (40%) – another traffic concern. In fifth position there was the concern about the safety of pedestrians, chosen by around one third of those who oppose the proposal (36%).

Table 16. Top five areas of concern by support and opposition groups. Q15. ‘Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?’; Q11. ‘To what extent do you support or oppose the council’s plan to implement a 20mph speed limit across the City of Westminster?’. **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Response to Q11. ‘To what extent do you support or oppose the council’s plan to implement a 20mph speed limit across the City of Westminster?’		
Rank	Support (1,046)	Oppose (516)
1	Safety of pedestrians (95%)	Impact on my journey (76%)
2	Safety of cyclists (79%)	Traffic congestion (74%)
3	Air quality (74%)	Air quality (44%)
4	Quality of street environment (69%)	Access to / from the area (40%)
5	Vehicular speed (54%)	Safety of pedestrians (36%)

Postcode analysis of resident responses: concerns

Among the resident responses, concerns did not vary across people who live in different areas of the City. Only residents in the North West (18%) were significantly less concerned than residents in the North East (26%), South East (28%) and South West (25%) about the impact that the speed limit would have on how they access their area.

Table 17. Areas of concern by geographical area. Q15. ‘Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?’ **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Please see summary codes in bold.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Safety of pedestrians	71%	73%	73%	67%	68%
Air quality	62%	62%	66%	56%	61%
Safety of cyclists	54%	59%	50%	51%	52%
Impact on my journeys	51%	49%	53%	53%	52%
Quality of the street environment	50%	50%	53%	48%	51%
Traffic congestion	48%	45%	52%	43%	52%
Vehicular speed	46%	44%	48%	45%	46%
Vehicular noise	42%	42%	42%	39%	43%
Impact on my home	33%	33%	34%	37%	31%
Safety of motorcyclists/ mopeds	24%	26%	25%	19%	20%
Safety of drivers (e.g., cars, HGVs)	23%	26%	22%	18%	22%
Access to/ from the area	22%	18%	26%	28%	25%

Impact on my business	5%	4%	7%	7%	4%
Traffic issues	79%	78%	81%	78%	81%
Safety	76%	78%	76%	72%	75%
Environment	71%	72%	73%	66%	71%
Personal impact	64%	62%	66%	66%	65%

Across Westminster, the residents' top two concerns were the safety of pedestrians (73% in the North West and North East, 67% in the South East and 68% in the South West) and air quality (62% in the North West, 66% in the North East, 56% in the South East and 61% in the South West). In the West of the City the third concern was the safety of cyclists (59% of residents in the North West and 52% of residents in the South West), whilst in the East it was the impact of the speed limit on the residents' journey (53% of residents of both the North East and South East).

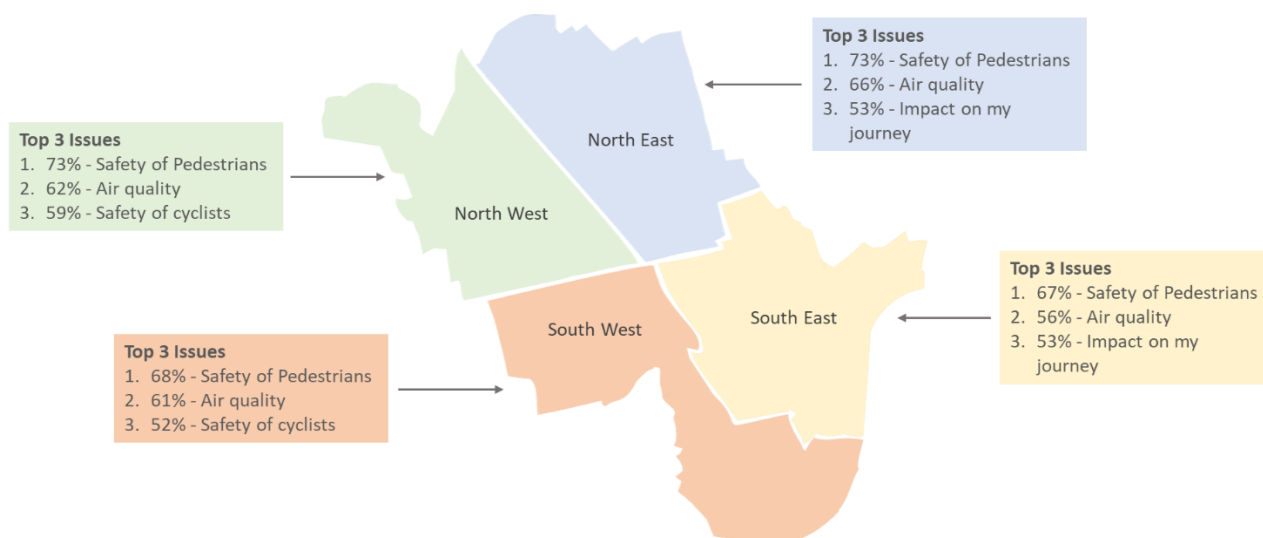


Figure 12. Top three areas of concern by geographical area. Q15. 'Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

6.4 Consequences of the 20mph speed limit

Impact of the speed limit

Respondents were asked, in a closed question, to what extent they agreed or disagreed with a series of statements on the impact of the speed limit. Around two thirds of respondents agreed that the introduction of a 20mph speed limit would reduce the number and severity of collisions on the road (67%), reduce noise levels (63%) and improve health and wellbeing of all (63%).

Agreement was slightly lower for the statement about air quality: less than three fifths of respondents (58%) agreed that the proposed speed limit would improve air quality. Also, just below half of respondents thought that the introduction of the 20mph limit would reduce car use (49%).

Around one in four residents disagreed that the proposed speed limit would reduce the number of collisions (24%), reduce noise levels (25%), improve health and wellbeing (27%) and air quality (28%). Disagreement was higher for the statement about the speed limit bringing a reduction in car use, with which one in three respondents (35%) disagreed.

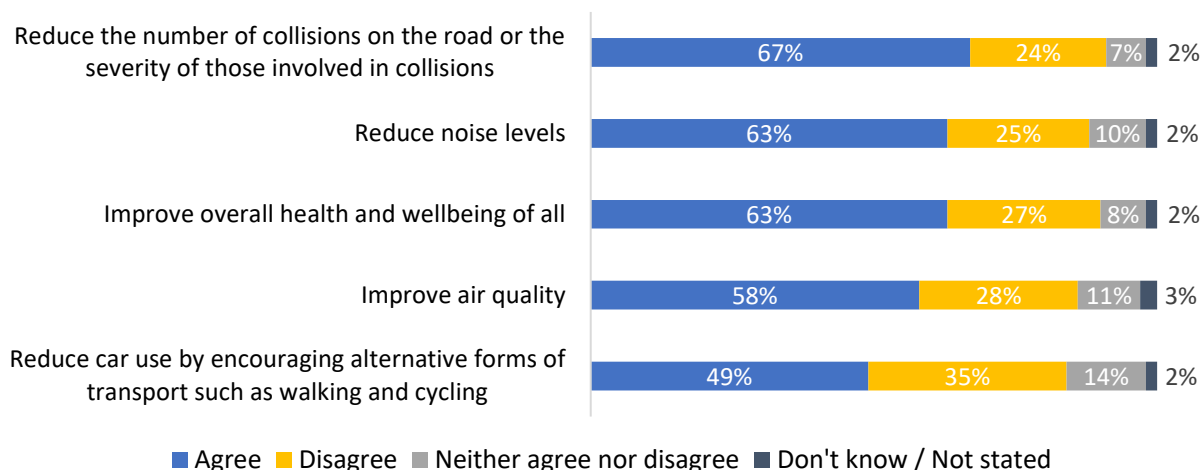


Figure 13. Agreement and disagreement with statements about the impact of the 20mph speed limit. Q16. 'To what extent do you agree or disagree that the introduction of a 20mph Westminster-wide speed limit would...?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Impact by respondent type

Agreement with the above statements differed by respondent type. The majority of residents agreed with statements such as that the speed limit would: reduce the number and severity of collisions on the road (62% agreement); reduce noise levels (58% agreement); improve overall health and wellbeing (58% agreement); and improve air quality (52% agreement). A further 42% of residents agreed that the speed limit would reduce car use by encouraging alternative forms of transport. Despite being high, residents' agreement rates with all of the above statements were lower than the average agreement rates of all respondents.

Agreement with all of the statements was significantly higher than average for the groups of both visitors and workers / students. For instance, 77% of both visitors and workers / students agreed that the speed limit would reduce the number and severity of collisions on the road. A further 70% of worker / student and 73% of visitor agreed that it would reduce noise levels, and around three quarters of workers / students (72%) and visitors (76%) agreed that it would improve overall health and wellbeing. Over two thirds of workers / students (67%) and visitors (71%) agreed that the introduction of the speed limit would improve air quality, and a slightly smaller proportion of these groups (61% of workers / students; 64% of visitors) agreed that it would reduce the use of cars by promoting walking and cycling.

Table 18. Agreement with statements about the impact of the 20mph speed limit by respondent type. Percentages show the proportion of people who selected the options 'Strongly agree' and 'Tend to agree' at Q16. 'To what extent do you agree or disagree that the introduction of a 20mph Westminster-wide speed limit would...?'. **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
Reduce the number of collisions on the road or the severity of those involved in collisions	67%	62%	77%	77%	71%	81%
Reduce noise levels	63%	58%	70%	73%	67%	71%
Improve overall health and wellbeing of all	63%	58%	72%	76%	71%	74%

Improve air quality	58%	52%	67%	71%	58%	64%
Reduce car use by encouraging alternative forms of transport such as walking and cycling	49%	42%	61%	64%	54%	67%

Postcode analysis of resident responses: impact of the speed limit

Agreement with the statements about the impact of the speed limit did not differ across residents. The only significant differences were between residents in the North West and the South West: in the North West, residents were significantly more likely to agree that the introduction of a 20mph speed limit would improve overall health and wellbeing of all (62%) and air quality (57%) compared to residents in the South West (52% and 45% agreement, respectively).

Table 19. Agreement with statements about the impact of the 20mph speed limit by geographical area. Percentages show the proportion of residents who selected the options 'Strongly agree' and 'Tend to agree' at Q16. 'To what extent do you agree or disagree that the introduction of a 20mph Westminster-wide speed limit would...?'. **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Reduce the number of collisions on the road or the severity of those involved in collisions	62%	66%	60%	62%	59%
Reduce noise levels	58%	62%	56%	54%	56%
Improve overall health and wellbeing of all	58%	62%	57%	58%	52%
Improve air quality	52%	57%	52%	50%	45%
Reduce car use by encouraging alternative forms of transport such as walking and cycling	42%	44%	42%	40%	39%

Impact of the speed limit on journey choice

Respondents were asked how the introduction of a City-wide 20mph speed limit would impact their journey choices. According to over two fifths of respondents, the introduction of the proposed speed limit would make them more likely to walk (44%) and cycle (42%). A further third of respondents (31%) thought that the speed limit would make them more likely to use public transport.

Around one in four respondents think that the proposed 20mph speed limit would make them less likely to use taxis (23%), a car (27%), private hire vehicles (24%), motorcycles or mopeds (21%) or car club vehicles (22%).

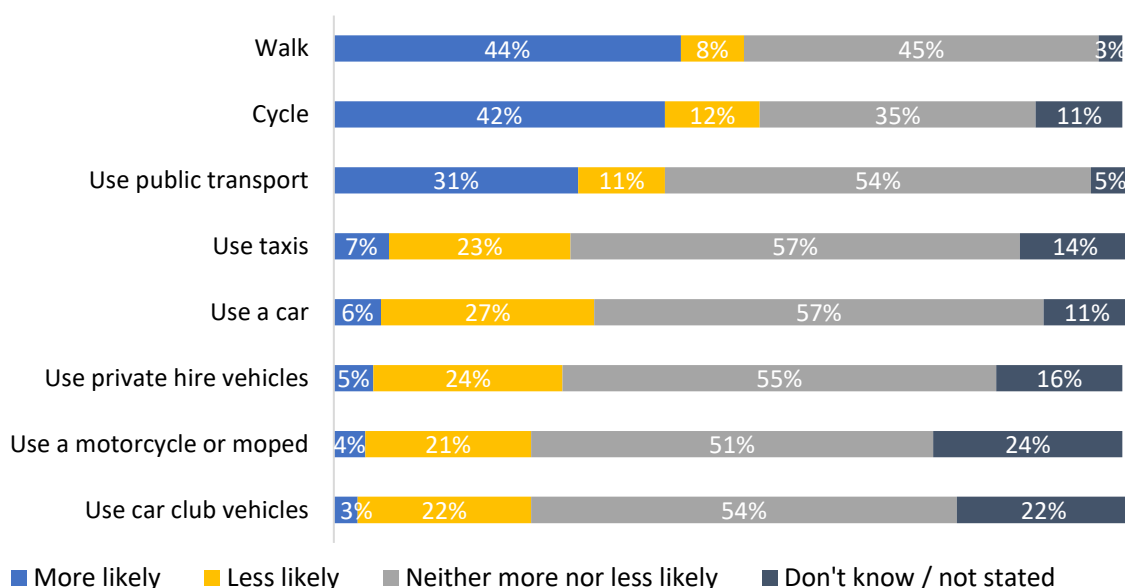


Figure 14. Agreement and disagreement with statements about the impact of the 20mph speed limit on journey choice. Q17. 'For journeys within the city of Westminster, would the proposed 20mph limit make you more or less likely to...?'
Source: 1,585 respondents to the 20mph Consultation, September – December 2019.

Impact on journey choice by respondent type

On average, residents were less likely than other respondents to say that the proposed speed limit would encourage them to walk (35%), cycle (33%) or use public transport (27%).

Almost three in five workers and students agreed that the introduction of the new speed limit would make them more likely to walk (58%) and cycle (55%). These figures were the highest for visitors, two thirds of which said that the 20mph scheme would encourage them to walk (66%) and cycle (70%). Almost half of visitors (45%) also thought that it would make them more likely to use public transport.

More workers / students (6%) than average (4%) thought that the speed limit would encourage them to use a motorcycle or moped. Only 2% of visitors thought that the speed limit would make them more likely to use a car or a private hire vehicle, which is significantly less than average.

Table 20. Agreement with statements about the impact of the 20mph speed limit on journey choice by respondent type. Percentages show the proportion of people who selected the options 'Much more likely' and 'Somewhat more likely' at Q17. 'For journeys within the city of Westminster, would the proposed 20mph limit make you more or less likely to...?'.
Source: 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
Walk	44%	35%	58%	66%	42%	57%
Cycle	42%	33%	55%	70%	38%	48%
Use public transport	31%	27%	30%	45%	42%	52%
Use taxis	7%	7%	8%	6%	4%	10%
Use a car	6%	7%	5%	2%	0%	2%
Use private hire vehicles	5%	5%	6%	2%	0%	10%
Use a motorcycle or moped	4%	3%	6%	3%	4%	0%

Use car club vehicles	3%	4%	3%	1%	0%	5%
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Postcode analysis of resident responses: impact on journey choice

When broken into geographical areas, resident responses did not differ considerably. The only exception was for residents in the North West of the City: around two fifths (39%) think that the implementation of a 20ph speed limit would make them more likely to cycle, compared to a 33% of average resident agreement.

Table 21. Agreement with statements about the impact of the 20mph speed limit on journey choice by geographical area. Percentages show the proportion of people who selected the options 'Much more likely' and 'Somewhat more likely' at Q17. 'For journeys within the city of Westminster, would the proposed 20mph limit make you more or less likely to...?'.
Source: 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Walk	35%	36%	34%	36%	36%
Cycle	33%	39%	31%	30%	27%
Use public transport	27%	28%	25%	28%	24%
Use taxis	7%	5%	9%	10%	6%
Use a car	7%	8%	5%	4%	8%
Use private hire vehicles	5%	5%	5%	4%	4%
Use car club vehicles	4%	4%	3%	5%	2%
Use a motorcycle or moped	3%	3%	3%	3%	4%

6.5 Further comments

Overview

Respondents were asked whether they wished to leave further comments to the 20mph consultation. Around one in three (31%) agreed to leave further comments.

Areas of concern

Those who wished to leave further comments were asked to select which topics they wished to comment on. Around one third of participants chose to comment on the safety of pedestrians (31%) and on air quality (30%). One in four (or less) wished to comment on vehicular speed (25%), traffic congestion (23%) and safety of cyclists (22%).

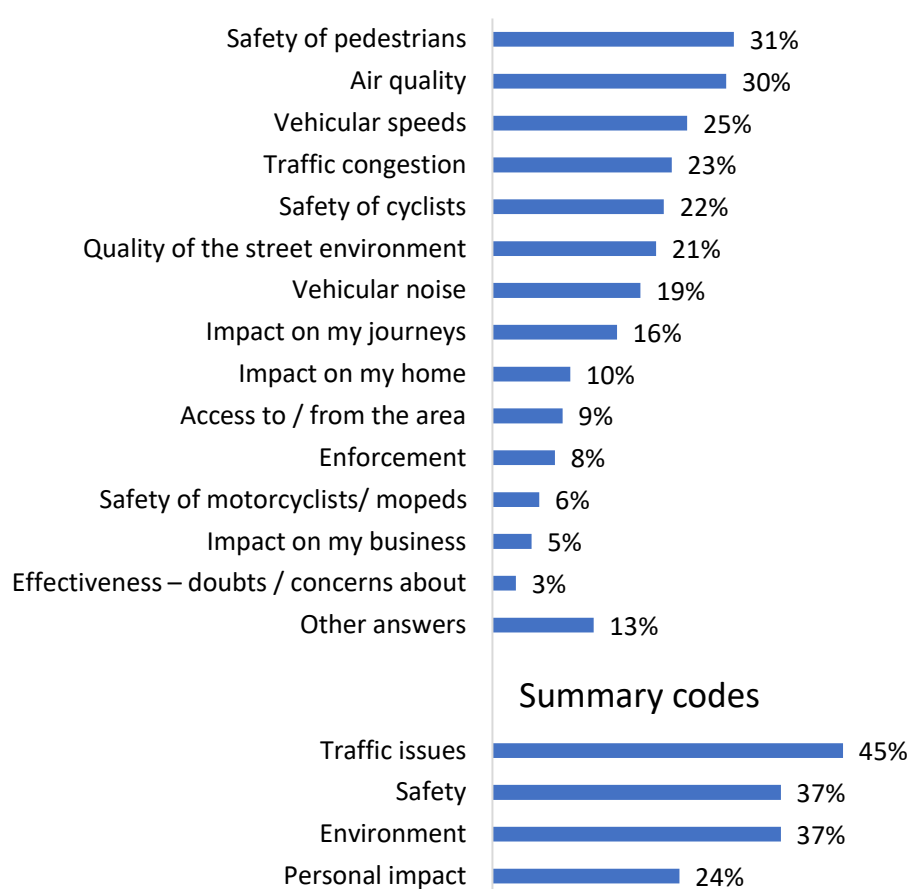


Figure 15. 'Which, if any, of the following areas do you wish to comment on?' Source: 484 respondents who wished to leave further comments to the 20mph Consultation, September – December 2019.

The topics people wished to comment on were grouped as per in the table below. Overall, just under half (45%) of respondents wanted to leave a comment about traffic issues. Around two fifths of respondents wished to comment on safety (37%) and issues concerning the environment (37%). Only one in four (24%) wanted to comment on how the 20ph speed limit would impact them personally.

Table 22. Topics people wished to comment on grouped into four broad categories. Q19. 'Which, if any, of the following areas do you wish to comment on?' **Source:** 484 respondents who wished to leave further comments to the 20mph Consultation, September – December 2019.

	Summary code	% of question responses (484)
Vehicular speeds	Traffic issues	45%
Traffic congestion		
Vehicular noise		
Access to / from the area		
Safety of pedestrians	Safety	37%
Safety of cyclists		
Safety of motorcyclists / mopeds		
Air quality	Environment	37%
Quality of the street environment		
Impact on my journeys	Personal impact	24%
Impact on my home		
Impact on my business		
Enforcement	Other answers	24%
Other answers		

Concerns by respondent type

The topics people wished to comment on differed depending on the type of respondents. For example, residents were less likely than average to want to comment about the safety of pedestrians (27%), of cyclists (17%) or about safety in general (33% compared to 37% on average). As expected, residents were more likely than others to want to comment about the impact of the proposed speed limit on their home (13% compared to an average of 10%).

Visitors (38%) and workers or students (33%) were significantly more likely than average (22%) to want to comment on the safety of cyclists, whilst only 17% of residents wished to comment on this.

Visitors were less likely than average to want to comment on vehicular speed (15% compared to an average of 25%), noise (9%, 19% on average) and, more generally, traffic issues (33% compared to an average of 45%).

Table 23. Areas of concern by respondent type. Q19. 'Which, if any, of the following areas do you wish to comment on?' **Source:** 484 respondents who wished to leave further comments to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level. Please see summary codes in bold.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	484	332	54	66	6	12
Safety of pedestrians	31%	27%	39%	39%	67%	42%
Air quality	30%	30%	31%	24%	50%	42%
Vehicular speeds	25%	27%	22%	15%	17%	25%
Traffic congestion	23%	23%	20%	20%	33%	25%
Safety of cyclists	22%	17%	33%	38%	50%	25%
Quality of the street environment	21%	18%	30%	21%	33%	33%
Vehicular noise	19%	20%	17%	9%	17%	25%
Impact on my journeys	16%	17%	11%	17%	0%	17%
Impact on my home	10%	13%	6%	0%	0%	8%
Access to/ from the area	9%	9%	9%	11%	33%	8%

Enforcement	8%	9%	4%	6%	17%	8%
Safety of motorcyclists/ mopeds	6%	6%	9%	6%	0%	0%
Impact on my business	5%	3%	15%	5%	33%	8%
Traffic issues	45%	48%	39%	33%	50%	33%
Environment	37%	37%	37%	38%	50%	42%
Safety	37%	33%	44%	45%	67%	42%
Personal impact	24%	24%	22%	20%	33%	25%

Postcode analysis of resident responses: concerns

The breakdown of the resident responses by geographical areas shows that residents of different parts of the City wished to comment on different topics.

Residents in the North West were less likely than average to choose to comment on the safety of pedestrians (24%; 27% on average) or cyclists (13% compared to an average of 17%). Furthermore, whilst safety was chosen by one third of residents (33%), only 27% of people who live in the North West of Westminster wanted to comment on safety. In the North West residents were less likely than the average to want to comment on the impact of the speed limit on their business (1%; 3% on average) or on the way they access the area (5%; 9% on average).

One in four (26%) residents in the South West, compared to an average of 17% respondents, wanted to comment on the impact of the speed limit on their journey. A further 18% wanted to comment on how it will affect access to and from the area, which on average was chosen by only 9% of respondents.

Table 24. Areas of concern by geographical area. Q15. 'Which, if any, of the following areas do you wish to comment on?'

Source: 484 respondents who wished to leave further comments to the 20mph Consultation, September – December 2019.

N.B: Grey areas indicate a significant difference with the 'Total' at the 95% confidence level. Please see summary codes in bold.

	Total	North West	North East	South East	South West
<i>Number of responses</i>	484	142	83	38	62
Air quality	30%	32%	34%	11%	34%
Safety of pedestrians	27%	24%	35%	24%	31%
Vehicular speeds	27%	30%	22%	26%	29%
Traffic congestion	23%	20%	20%	21%	37%
Vehicular noise	20%	22%	22%	13%	21%
Quality of the street environment	18%	17%	23%	8%	24%
Safety of cyclists	17%	13%	19%	24%	21%
Impact on my journeys	17%	15%	17%	8%	26%
Impact on my home	13%	11%	13%	21%	13%
Access to/ from the area	9%	5%	10%	5%	18%
Enforcement	9%	11%	11%	8%	5%
Safety of motorcyclists/ mopeds	6%	6%	4%	5%	10%
Impact on my business	3%	1%	5%	5%	3%
Traffic issues	48%	50%	42%	45%	56%
Environment	37%	39%	43%	16%	37%
Safety	33%	27%	35%	37%	44%
Personal impact	24%	20%	27%	32%	27%

Comment analysis

Almost one in three respondents (29%) who wished to leave further comments reported concerns about enforcement. Among the other most mentioned topics there were comments about the safety of all road users (16%), concerns about the 20mph speed limit making pollution worse (12%), worries about congestions (12%) and mentions of the shift in transport modes (12%).

Table 25. Analysis of further comments. Q20. 'Please write in your comments below.' **Source:** 484 respondents who wished to leave further comments to the 20mph Consultation, September – December 2019.

Comments	No.	% of question responses (484)
Enforcement – concerns about enforcement/ policing	139	29%
Safety – pedestrians, cyclists, all road users	77	16%
Air quality – would make it worse, more pollution/ emissions	60	12%
Congestions – would make it worse, increasing journey times, can't get around quickly	58	12%
Transport – encourage more walking, cycling and use of public transport, discourage the use of cars	56	12%
Be selective – not needed on all roads at all times	44	9%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	40	8%
Air quality – would make it better, less pollution/ emissions	31	6%
Frustration – it's too slow/ it's hard to drive at 20mph, it creates frustration/ anger/ stress	29	6%
Consistency – would ensure consistency within Westminster/ with other boroughs, it works well elsewhere	21	4%
No difference – can't go over 20mph anyway, won't prolong journey times	19	4%
Noise – improve/ reduce traffic noise	18	4%
Costs – costs of implementation, a way for WCC to generate revenue	17	4%
Environment – would make a more pleasant environment generally	16	3%
No difference – it's not necessary	16	3%
Accidents – makes them less serious/ less frequent, reaction times	10	2%
Accidents – no evidence of reduction in number	10	2%
Less attentive drivers – drivers are not alert at 20mph/ they get distracted by looking at speedometer	9	2%
Evidence: no, or insufficient evidence of impact/ benefits	7	1%
Congestions – improve traffic flow/ avoid bottle necks	4	1%
Other positive comments	69	14%
Other negative comments	132	27%
None/ not stated	21	4%

7. City for All: A Heathier and Greener Westminster

7.1 Environmental priorities for the council

Overview

In the 20mph Consultation respondents were asked to choose three areas for the council to prioritise in order to create a healthier and greener Westminster. Over three fifths of respondents (62%) prioritised improving air quality and cutting down emissions. Around a third of respondents also prioritised improving facilities for cycling (36%), reducing HGV and LGV vehicles on roads (33%), protecting and increasing green spaces (33%) and improving facilities for walking (32%).

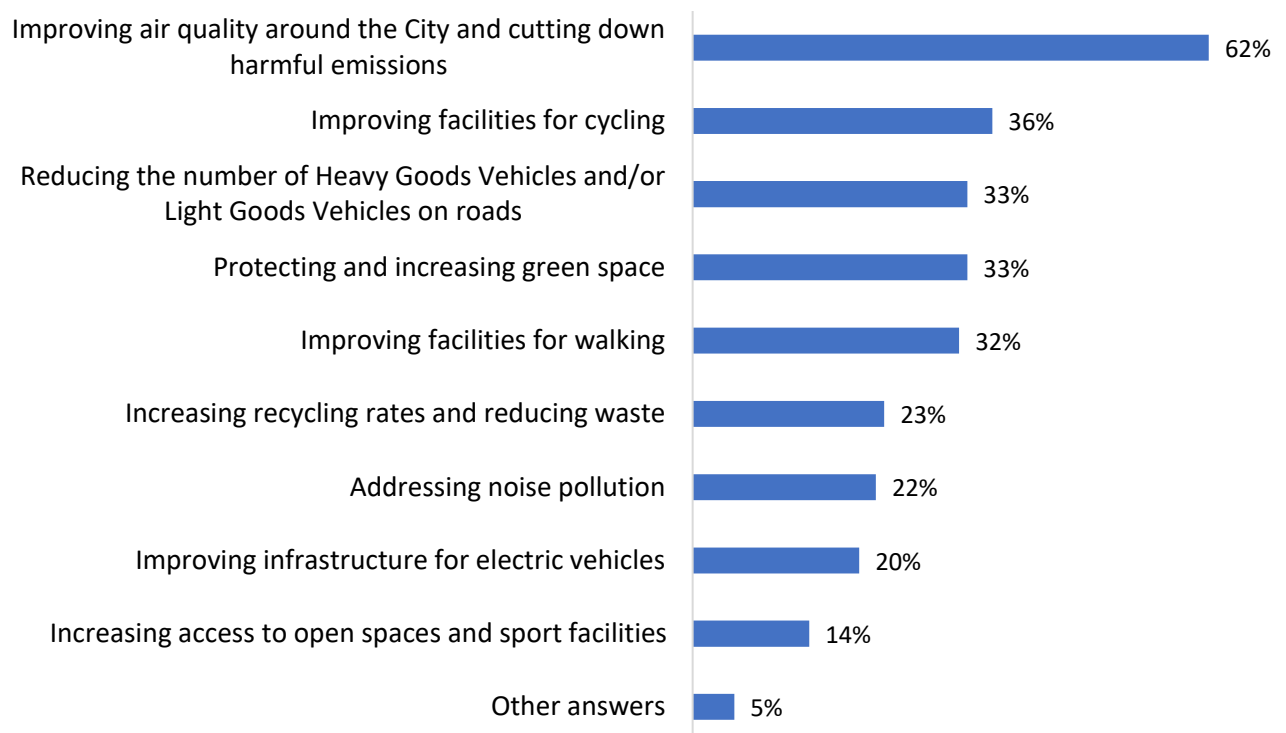


Figure 16. Q21. 'Which of these areas do you feel that the council should prioritise?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Environmental priorities by respondent type

Environmental priorities varied considerably across respondent types. Residents, for instance, were the most likely to prioritise the availability of open and green spaces: almost two fifths (37%) chose to prioritise protecting / increasing green spaces and a further one in five (17%) wanted to prioritise increasing access to open spaces / sport facilities.

Similarly, residents were more concerned than others about noise pollution (28%), recycling rates / waste (26%) and infrastructure for electric vehicles (22%). On the other hand, they were less likely than others to choose improving facilities for both walking (25%) and cycling (25%) as a priority, compared to an average of around one in three respondents prioritising such areas (32% for walking; 36% for cycling).

The visitors' group was the most concerned about cycling facilities, with almost two thirds (64%) including it among their priorities. Also, they were significantly more likely than average to prioritise

the improvement of walking facilities (45%). On the other hand, they were the least interested in the City's recycling rates and waste (11% of visitors, compared to an average of 23% of all respondents).

Table 26. Environmental priorities by respondent type. Q21. 'Which of these areas do you feel that the council should prioritise?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
Improving air quality around the City and cutting down harmful emissions	62%	63%	62%	58%	58%	69%
Improving facilities for cycling	36%	25%	58%	64%	38%	36%
Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads	33%	32%	37%	33%	29%	40%
Protecting and increasing green space	33%	37%	25%	26%	25%	14%
Improving facilities for walking	32%	25%	41%	48%	50%	43%
Increasing recycling rates and reducing waste	23%	26%	22%	11%	17%	17%
Addressing noise pollution	22%	28%	11%	11%	4%	21%
Improving infrastructure for electric vehicles	20%	22%	14%	16%	29%	21%
Increasing access to open spaces and sport facilities	14%	17%	13%	10%	8%	7%
Other	5%	5%	4%	4%	4%	0%

The top environmental priorities chosen by respondents differed across groups. For visitors, the top priority was improving facilities for cycling (64%), followed by improving air quality (chosen by 58% of visitor respondents), improving facilities for walking (48% of visitors), reducing the number of vehicles on the road (33%) and protecting and increasing green spaces (26%).

For workers / students the top priority was improving air quality (62%), followed by improving facilities for cycling (58%). The following priorities were the same as the visitors' priorities: improving facilities for walking (41%); reducing the number of vehicles on the road (37%) and protecting and increasing green spaces (25%).

Residents' top priority was also air quality (63%). However, the second most chosen environmental priority was protecting and increasing green spaces (37%), followed by reducing the number of vehicles on the road (32%), addressing noise pollution (28%) and increasing recycling rates and reducing waste (26%).

Table 27. Top five environmental priorities for residents, workers / students and visitors. Q21. 'Which of these areas do you feel that the council should prioritise?'; Q1. 'Are you completing this questionnaire mainly as a...?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Response to Q21. 'Which of these areas do you feel that the council should prioritise?'			
Rank	Residents (1,022)	Workers / students (223)	Visitors (244)
1	Improving air quality around the City and cutting down harmful emissions (63%)	Improving air quality around the City and cutting down harmful emissions (62%)	Improving facilities for cycling (64%)
2	Protecting and increasing green space (37%)	Improving facilities for cycling (58%)	Improving air quality around the City and cutting down harmful emissions (58%)

3	Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads (32%)	Improving facilities for walking (41%)	Improving facilities for walking (48%)
4	Addressing noise pollution (28%)	Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads (37%)	Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads (33%)
5	Increasing recycling rates and reducing waste (26%)	Protecting and increasing green space (25%)	Protecting and increasing green space (26%)

Postcode analysis of resident responses: environmental priorities

Resident priorities were evenly balanced across the four geographical areas. The only differences were among residents in the North East, who were less likely than others to prioritise improving facilities for cycling (19%; 25% on average); and among those who live in the South East, who were less likely than average to choose to increase recycling rates and reduce waste as a priority (18% compared to an average of 26%).

Table 28. Environmental priorities by geographical area. Q21. 'Which of these areas do you feel that the council should prioritise?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Improving air quality around the City and cutting down harmful emissions	63%	61%	67%	63%	60%
Protecting and increasing green space	37%	39%	34%	35%	38%
Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads	32%	30%	34%	32%	35%
Addressing noise pollution	28%	27%	31%	35%	23%
Increasing recycling rates and reducing waste	26%	31%	24%	18%	25%
Improving facilities for cycling	25%	29%	19%	19%	28%
Improving facilities for walking	25%	22%	29%	28%	26%
Improving infrastructure for electric vehicles	22%	21%	22%	27%	23%
Increasing access to open spaces and sport facilities	17%	19%	15%	14%	15%
Other	5%	5%	3%	6%	8%

According to residents across Westminster, the area that the council should prioritise the most is improving air quality and reducing harmful emissions across the City: for residents in the North West (61%), North East (67%), South East (63%) and South West (60%) this was the most chosen priority.

Protecting and increasing green spaces was the second most chosen priority across the North West (39%), North East (34%), South East (35%) and South West (38%). The third environmental priority was: reducing the number of HGVs and LGVs on the road in both the North East (34%) and the South West (35%); addressing noise pollution in the South East (35%) and increasing recycling rates and reducing waste in the North West (31%).

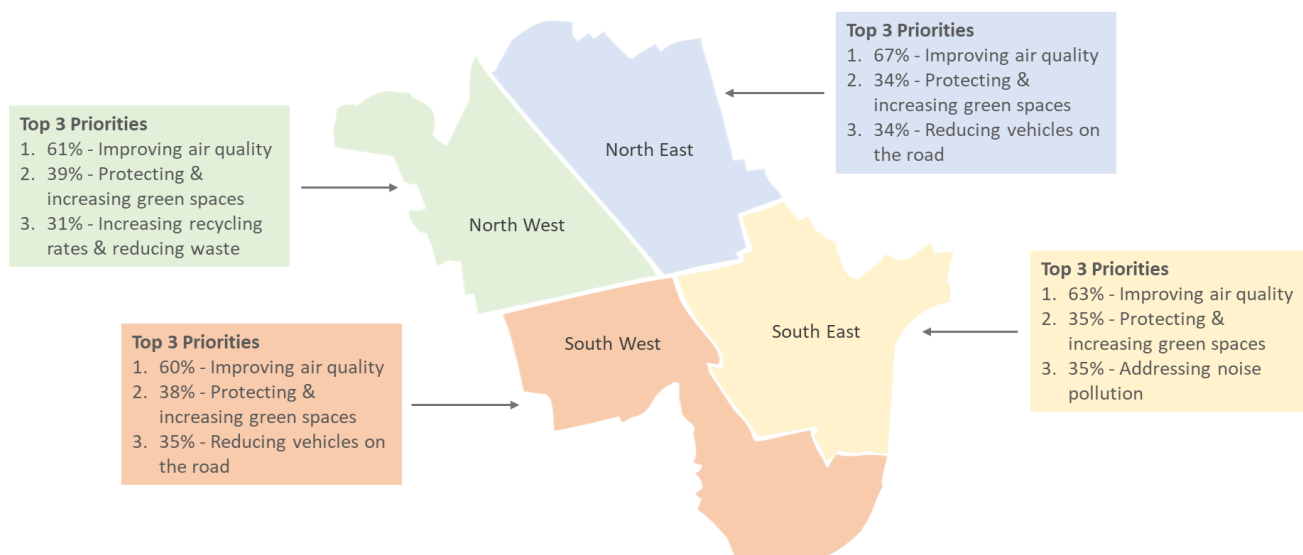


Figure 17. Top three environmental priorities by geographical area. Q21. 'Which of these areas do you feel that the council should prioritise?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

7.2 Respondents' suggestions for a healthier and greener Westminster

Suggestions analysis

Respondents were asked to give their suggestions for the council to consider when planning a healthier and greener Westminster. The most popular recommendations involved improving facilities for walking (16%) and cycling (16%), followed by increasing the City's green space (15%). The fourth and fifth most prevalent suggestions were about reducing the volumes of traffic (12%) and tackling air pollution (12% of responses).

Table 29. Suggestions for a healthier and greener Westminster. Q22. 'What do you think council should consider when devising plans for a Healthier and Greener City for All? Please mention actions / ways in which the council could reach its goal of creating a cleaner, greener and healthier environment for everyone.' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019.

Comments	No.	% of all respondents (1,585)
Encourage walking, increase pedestrian areas / car-free areas	256	16%
Cycling – encourage and support, better infrastructure	251	16%
More green spaces / plant more trees	231	15%
Reduce traffic volumes overall	193	12%
Reduce air pollution	187	12%
Electric cars – encourage, and infrastructure to support them	147	9%
Enforcement	116	7%
Reduce Heavy Goods Vehicles / commercial traffic	109	7%
Improve recycling / waste disposal / collections	94	6%
Public transport – encourage more, reduce costs, make it greener	77	5%
Improve a sense of community – projects	66	4%
Stop engine idling	64	4%
Parking – enforce, limit parked cars to improve traffic flow, increase parking charges to discourage car / moped use	64	4%
Reduce noise pollution	63	4%
Increase ULEZ / Congestion charge	47	3%
Reduce/ regulate new developments / roadworks	42	3%

Control speeding	41	3%
Cycling – address enforcement, stop building bike lanes	39	2%
Address littering / street cleaning	39	2%
Discourage private hire vehicle use	36	2%
Schools – reduce number of pupils driven to school, encourage walking and cycling to school	33	2%
Address homeless people, squatters, drug users	9	1%
Other comments / suggestions	240	15%
None / not stated	559	35%

7.3 Campaign awareness

Overview

Respondents were asked whether they had heard about a series of council campaigns or strategies. *Don't be Idle* was the most recognised, with two fifths of respondents (41%) having heard of it. One in four respondents (24%) recognised *Active Streets*, and around one in five knew about the *Marylebone Low Emission Neighbourhood* (21%), the *Schools' Clean Air Fund* (20%) and the *Street Waste Action Team* (18%).

The least recognised campaign was the *Open Space and Biodiversity Strategy*, which only 8% of respondents had heard of. A further third (34%) of consultation respondents had not seen any of the campaigns.



Figure 18. Q23. 'Have you heard about any of these Westminster City Council campaigns / strategies?' Source: 1,585 respondents to the 20mph Consultation, September – December 2019.

Campaign awareness by respondent type

Overall, residents were more likely than average to have seen council's campaigns such as *Don't Be Idle* (49%, compared to 41% on average), *Marylebone Low Emission Neighbourhood* (25%; 21% on average) and the *Street Waste Action Team* (22% of residents' recognition compared to an average of 18%). However, they were less likely than average to know about the *Active Streets* programme (22%; 24% on average).

Workers / students and visitors were the least informed groups about the council's campaigns, with around half (46% and 49%, respectively) not recognising any campaign.

Table 30. Awareness of campaigns by respondent type. Q23. 'Have you heard about any of these Westminster City Council campaigns / strategies?' **Source:** 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
#Don'tBeldle	41%	49%	30%	20%	42%	50%
ActiveStreets	24%	22%	22%	30%	29%	50%
Marylebone Low Emissions Neighbourhood	21%	25%	9%	13%	13%	45%
Schools Clean Air Fund	20%	22%	15%	16%	25%	36%
Street Waste Action Team	18%	22%	11%	5%	17%	26%
Open space and biodiversity strategy	8%	9%	3%	3%	25%	26%
None of these	34%	29%	46%	49%	29%	14%

Postcode analysis of resident responses: campaign awareness

In general, the proportion of residents who know about the campaigns did not differ depending on the area they live in. The only exception was the *Marylebone Low Emission Neighbourhood* campaign: unsurprisingly, almost half (46%) of resident respondents in the North East – where Marylebone is located – were aware of this campaign, compared to 25% of residents on average. As a consequence, residents in the North East were also significantly less likely than average to report not having heard of any of the campaigns listed, with only 25% not recognising any campaign compared to an average of 34%.

Table 31. Awareness of campaigns by geographical area. Q23. 'Have you heard about any of these Westminster City Council campaigns / strategies?' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
#Don'tBeldle	49%	48%	50%	48%	53%
Marylebone Low Emissions Neighbourhood	25%	20%	46%	23%	10%
ActiveStreets	22%	20%	24%	28%	20%
Schools Clean Air Fund	22%	19%	24%	19%	24%
Street Waste Action Team	22%	25%	19%	24%	22%
Open space and biodiversity strategy	8%	8%	10%	10%	8%
None of these	34%	29%	25%	30%	32%

7.4 Communication channels

Overview

Respondents were asked to choose their preferred communication channels through which they would like to receive information from the council. Over two fifths of respondents (43%) selected advertising on the street, tube or buses as one of their top three communication channels. This was followed by London and local newspapers or magazines (28%). Around one in five selected London and local television news broadcast (21%), leaflets or brochures (20%), Twitter (19%) and London and local radio (19%).

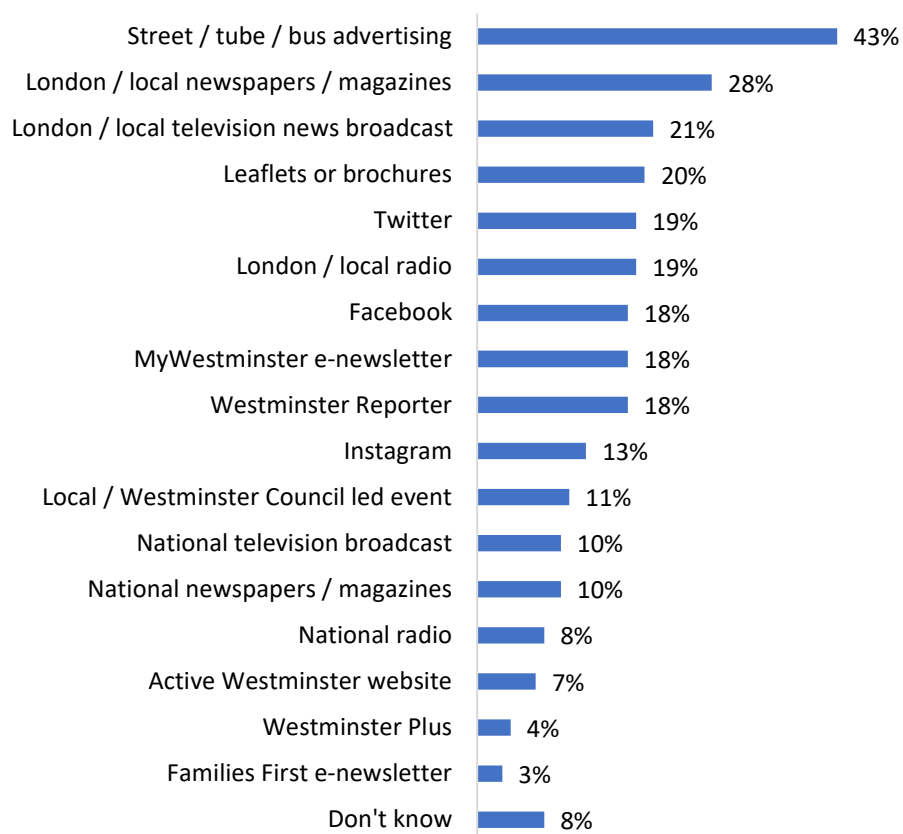


Figure 19. Q24. *What would be the most useful ways to promote the above strategies or campaigns to you? Please choose up to three options.* Source: 1,585 respondents to the 20mph Consultation, September – December 2019.

Communication channels by respondent type

Almost half of residents (47%) chose at least one of the council's sources as a preferred communication channel, which was significantly higher than average (37%). Similarly, residents were more likely than average to choose local or London media (59%), newspapers (36%) or television (29%). By contrast, they were less likely than other respondents to choose social media (30% compared to an average of 34%) as one of their preferred ways to be informed by the council about strategies and campaigns.

Table 32. Channel preference by respondent type. Q24. *'What would be the most useful ways to promote the above strategies or campaigns to you? Please choose up to three options.'* Source: 1,585 respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level. Please see summary codes in bold.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,585	1,022	223	244	24	42
Street/ tube/ bus advertising	43%	44%	48%	39%	33%	21%
London/ local newspapers/ magazines	28%	29%	27%	25%	38%	24%
London/ local television news broadcast	21%	22%	20%	16%	21%	21%
Leaflets or brochures	20%	24%	10%	10%	21%	29%
Twitter	19%	12%	33%	35%	33%	19%
London/ local radio	19%	19%	18%	17%	17%	24%
Facebook	18%	18%	19%	20%	21%	12%
MyWestminster e-newsletter	18%	24%	7%	5%	25%	10%

Westminster Reporter (council's flagship publication)	18%	24%	6%	4%	8%	21%
Instagram	13%	13%	17%	10%	8%	10%
Local/ Westminster Council led event	11%	12%	11%	5%	8%	14%
National television broadcast	10%	11%	8%	11%	4%	7%
National newspapers/ magazines	10%	11%	6%	7%	13%	14%
National radio	8%	8%	9%	7%	0	10%
Active Westminster website	7%	8%	4%	5%	13%	10%
Westminster Plus	4%	6%	1%	1%	8%	5%
Families First e-newsletter	3%	4%	3%	2%	4%	0
Other answers	7%	8%	6%	6%	4%	5%
Don't know	8%	6%	9%	11%	8%	2%
Not stated	5%	3%	5%	9%	13%	12%
London or local media	54%	59%	45%	42%	50%	57%
Council source	37%	47%	21%	14%	38%	43%
Newspaper	34%	36%	30%	30%	42%	31%
Social media	34%	30%	43%	44%	46%	21%
Television	27%	29%	23%	23%	21%	24%
Radio	24%	25%	24%	22%	17%	29%
National media	20%	21%	16%	18%	13%	17%

Communication channels by geographical area

Overall, communication preferences for residents did not differ widely depending on the area of the City. The main differences can be found in the South East, where respondents were less likely than other residents to choose Facebook (11% compared to an average of 18%) and the Families First e-newsletter (1% compared to an average of 4%).

In the North East residents were significantly less likely to choose social media, with less than one in four (23%) choosing a social media source as their preferred communication channel compared to an average of around one in three (30%).

Table 33. Channel preference by geographical area. Q24. 'What would be the most useful ways to promote the above strategies or campaigns to you? Please choose up to three options.' **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level. Please see summary codes in bold.

	Total	North West	North East	South East	South West
<i>Number of resident responses</i>	1,022	434	258	109	194
Street/ tube/ bus advertising	44%	49%	40%	41%	43%
London/ local newspapers/ magazines	29%	29%	28%	32%	27%
Leaflets or brochures	24%	26%	21%	23%	26%
MyWestminster e-newsletter	24%	25%	21%	26%	25%
Westminster Reporter (council's flagship publication)	24%	24%	24%	26%	23%
London/ local television news broadcast	22%	21%	23%	23%	23%
London/ local radio	19%	20%	19%	18%	19%
Facebook	18%	22%	14%	11%	21%
Instagram	13%	16%	10%	9%	12%
Twitter	12%	14%	9%	12%	14%
Local/ Westminster Council led event	12%	12%	11%	13%	13%
National television broadcast	11%	13%	9%	11%	9%
National newspapers/ magazines	11%	12%	10%	10%	11%

National radio	8%	9%	8%	7%	7%
Active Westminster website	8%	6%	9%	10%	9%
Other answers	8%	7%	10%	10%	8%
Westminster Plus	6%	5%	5%	7%	7%
Don't know	6%	8%	6%	9%	6%
Families First e-newsletter	4%	5%	3%	1%	4%
Not stated	3%	5%	2%	2%	5%
London or local media	59%	60%	57%	59%	61%
Council source	47%	48%	45%	50%	48%
Newspaper	36%	35%	35%	38%	36%
Social media	30%	35%	23%	27%	34%
Television	29%	29%	29%	29%	30%
Radio	25%	27%	25%	23%	23%
National media	21%	23%	19%	17%	21%

8. Respondent Analysis – Demographics

Consultation response

The table below shows the breakdown of responses by demographic characteristics. On average, just over one in three respondents (35%) were female. However, the female to male ratio was significantly higher than average among resident respondents, with two in five (40%) residents being females. By contrast, visitors who responded to the consultation were significantly less likely than average to be females (16% compared to an average of 35%).

Visitors (44%) and workers / students (48%) were significantly more likely than average to be in the 25 to 44 age group, whilst response rate by residents in that age group (27%) was lower than average (33% of respondents). By contrast, respondents who were in the 65+ age group were more likely to be residents (25%) rather than workers / students (1%) or visitors (6%).

Resident respondents were also less likely to be working full-time, with around half (49%) in full-time employment compared to an average of 57%.

Table 34. Response to the 20mph consultation by demographic characteristic. Q25. 'Are you...'; Q26. 'What was your age last birthday?'; Q27. 'Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please include problems related to old age'; Q28. 'Which of the following describes you?'; Q29. 'Are you a parent or guardian of a child or young person in the following age groups?'; Q30. 'Do you or anyone in your household have access to a car or motorcycle?'. **Source:** 1,489 resident, worker / student and visitor respondents to the 20mph consultation, September – December 2019. **N.B:** Grey areas indicate a significant difference with the 'Total' at the 95% confidence level.

		Total	Resident	Worker / student	Visitor
<i>Number of responses</i>		1,489	1,022	223	244
Gender	Male	58%	54%	61%	71%
	Female	35%	40%	31%	16%
Age	Under 24	3%	2%	5%	2%
	25-44	33%	27%	48%	44%
	45-64	37%	37%	38%	36%
	65+	18%	25%	1%	6%
Work status	Working full-time	57%	49%	87%	68%
	Not working full-time	40%	50%	11%	28%
Parent	Yes	30%	29%	30%	35%
	No	62%	65%	60%	55%
Disability	Yes	12%	13%	12%	9%
	No	86%	85%	85%	87%
Vehicle access	Yes	65%	65%	64%	64%
	No	33%	33%	31%	31%

9. Email and letter responses

In addition to feedback through the online and paper questionnaires, residents and interested parties responded to the consultations via emails to Westminster City Council. These responses were collated and catalogued based on the concerns raised.

- 30 emails were logged
- 24 individual respondents were noted

All emails and letters were read so that any issues or concerns they raised could be categorised according to whether they supported or opposed the scheme, and then logged under specific categories (such as concerns with enforcement, safety & accidents etc.)

Overall, around four fifths of email respondents (79%) support the 20mph proposal, whilst just less than one in five (17%) oppose the scheme.

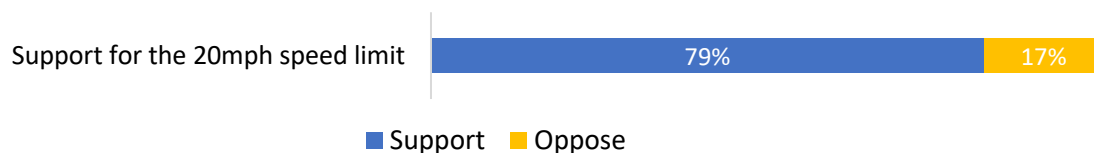


Figure 20. Support and opposition for the proposed 20mph speed limit in the email received by Westminster City Council.
Source: 24 email respondents to the WCC 20mph Consultation, September – December 2019.

Issues

Almost three in five email respondents (58%) mentioned being concerned about how the 20mph scheme is going to be enforced. This was followed by concerns about safety and accidents, with half of respondents (50%) bringing up safety in their emails.

The other main concerns raised were:

- Street design at 33% (8 respondents)
- Speeding at 33% (8 respondents)
- Pollution at 26% (7 respondents)
- Walking at 29% (7 respondents)
- Cycling at 29% (7 respondents)

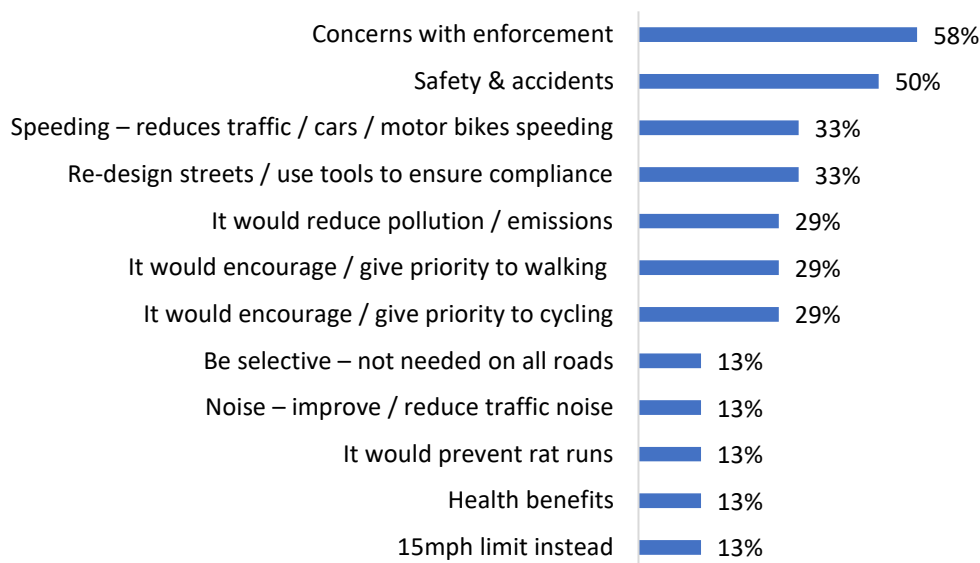


Figure 21. Top 12 issues raised in the email responses received by Westminster City Council in regards to the 20mph consultation. The issues raised by less than three people have been excluded from this graph. **Source:** 24 email respondents to the WCC 20mph Consultation, September – December 2019.

For many respondents these issues were interlinked. For instance, many of the respondents who said that the 20mph speed limit improves safety and reduces accidents also mentioned that the increased sense of safety would encourage both walking and cycling.

Table 35. Comments of respondents who emailed WCC in regards to the 20mph Consultation. **Source:** 24 email respondents to the 20mph Consultation, September – December 2019.

Comment	No. of topics coded	% of email responses (24)	% of those who support the proposal (19)
Concerns with enforcement	14	58%	53%
Safety & accidents – pedestrians, cyclists, all road users; makes them less serious / less frequent, reaction times	12	50%	63%
Speeding – reduces traffic / cars/ motor bikes speeding	8	33%	32%
Re-design streets / use tools to ensure compliance	8	33%	37%
It would reduce pollution / emissions	7	29%	37%
It would encourage / give priority to walking	7	29%	32%
It would encourage / give priority to cycling	7	29%	32%
Be selective – not needed on all roads	4	17%	11%
Noise – improve / reduce traffic noise	3	13%	11%
It would prevent rat runs	3	13%	16%
Health benefits	3	13%	16%
15mph limit instead	3	13%	16%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	2	8%	11%
Improve cycling facilities	2	8%	11%
Discourage use of cars	2	8%	11%
Slows traffic down too much	2	8%	5%
Environment – would make a more pleasant environment generally	2	8%	11%
No difference – it's not necessary, can't go over 20mph anyway	1	4%	0%
Speeding – doesn't reduce speeding	1	4%	0%
Pollution / emissions – would make it worse	1	4%	0%
It would discourage the use of public transport	1	4%	0%

It would improve local economy	1	4%	5%
Costs	1	4%	0%
Encourage ULEZ	1	4%	5%
Discourage engine idling	1	4%	5%

Organisations and stakeholders

The email responses received by WCC were, for the most part, sent by representatives of organisations. Over four in five (83%) respondents sent their email on behalf of their organisation, and the remaining one fifth (17%) did not mention belonging to any organisation.

Table 36. List of organisations that emailed WCC in regards to the 20mph Consultation. **Source:** 24 email respondents to the 20mph Consultation, September – December 2019.

Organisation	No. of responses	% of respondents (24)
Cathedral Area Residents Group (CARG)	4	16%
addresspollution.org.	1	4%
Belgravia Residents Association	1	4%
Bus Users Group Potters Bar and St Albans (PBSAUG)	1	4%
Clean Air in London (CAL)	1	4%
Exhibition Road Cultural Group	1	4%
Imperial College	1	4%
Knightsbridge Association (KA)	1	4%
Knightsbridge Neighbourhood Forum (KNF)	1	4%
London Cycling Campaign	1	4%
Metropolitan Police	1	4%
South East Bayswater Residents' Association (SEBRA)	1	4%
St James' Conservation Trust	1	4%
Sustrans	1	4%
Transport for London (TfL)	1	4%
Westminster Property Association (WPA)	1	4%
Wharnccliffe Residents' Association	1	4%
Organisation	20	83%
No organisation	4	17%

Appendix B – Leaflet

Leaflet used to promote the 20mph consultation.

WE WANT TO MAKE ALL OUR ROADS IN WESTMINSTER

20 MPH

TO MAKE A SAFER, HEALTHIER
AND CLEANER ENVIRONMENT
FOR EVERYONE.

Consultation:
17 September – 10 December 2019

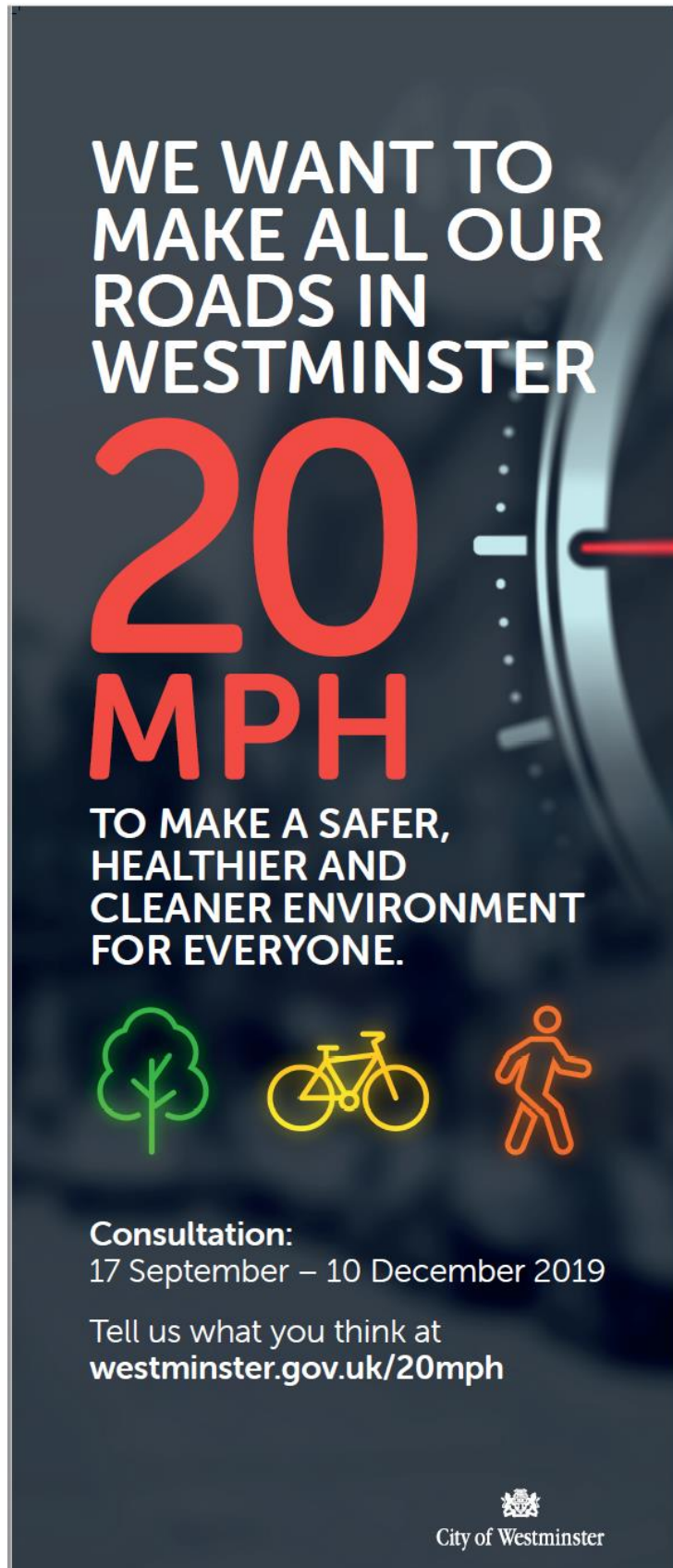
Tell us what you think at
westminster.gov.uk/20mph



City of Westminster

Appendix C – Banner




Pull-up banner used at the 20mph consultation events.



**WE WANT TO
MAKE ALL OUR
ROADS IN
WESTMINSTER**


**20
MPH**

**TO MAKE A SAFER,
HEALTHIER AND
CLEANER ENVIRONMENT
FOR EVERYONE.**

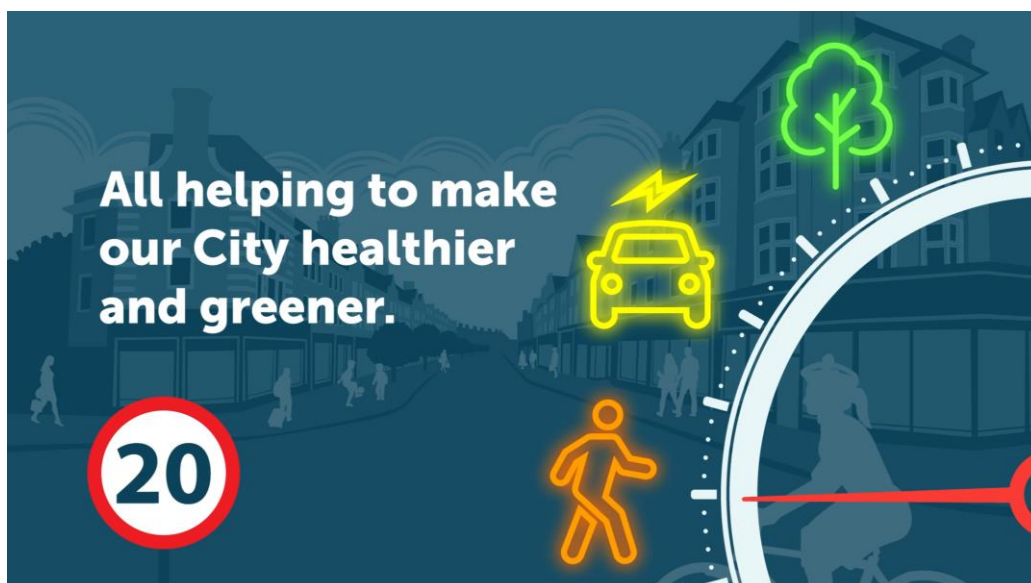
Consultation:
17 September – 10 December 2019

Tell us what you think at
westminster.gov.uk/20mph


City of Westminster

Appendix D – Animation

Screenshots of the animated video on the 20mph webpage.



Appendix E – Infographics

Infographics used for social media promotion.



Appendix F – Social media

Statistics from social media promotion and from top performing tweet.

	Type	Reach	Link clicks	Percentage conversion from reach to link clicks
Facebook	Organic	2,103	15	0.70%
	Paid advertisement (Westminster residents)	28,066	379	1.40%
Twitter	Organic	73,704	411	0.55%

Tweet activity



Westminster Council @CityWestminster

Do you support 20mph #speed limits across Westminster? We have started a consultation on proposals to introduce 20mph speed limits in our drive to make #Westminster a safer, healthier and cleaner environment for everyone. Tell us what you think at <http://bit.ly/20forwestminster> ... pic.twitter.com/RPF98yG8bj

Impressions	19,359
Total engagements	674
Link clicks	230
Detail expands	143
Likes	106
Media engagements	87
Retweets	47
Replies	38
Profile clicks	15
Hashtag clicks	8

Appendix G – Questionnaire

Hard copy of the consultation questionnaire.

WESTMINSTER CITY COUNCIL 20MPH CONSULTATION QUESTIONNAIRE

Thank you for taking part in our consultation on the proposal to introduce a borough-wide 20mph speed limit. More details about this consultation can be found at westminster.gov.uk/20mph where there is also an online version of this questionnaire.

The information collected via this survey will only be used in relation to this consultation and personal information collected will only be shared with the council's approved suppliers. The personal data gathered from this survey will be destroyed within six months of the closing date of this consultation. For further information about how we handle your personal data please see Westminster Council's Fair Processing notice: westminster.gov.uk/fair-processing-notice

As part of this consultation, we will be holding seven pop-up events for people to drop-in, share their views and discuss the Westminster-wide 20mph plan face-to-face with the council. **The dates and locations for the events are:**

Event	Date	Location	Event time
1	Thu, 26-Sep	Paddington Recreation Ground – Randolph Ave, Maida Vale, London, W9 1PD	3-7pm
2	Mon, 30-Sep	Hinde Street Methodist Church – 19 Thayer Street, London, W1U 2QJ	3:30-7:30pm
3	Mon, 07-Oct	Church Street Library –67-69 Church Street, London, NW8 8EU	2-6pm
4	Wed, 16-Oct	Seven Dials Club & Covent Garden Community Centre – 42 Earlham Street,	1-5pm
5	Mon, 21-Oct	St Jude's Community Hall – 69 Illbert Street, London, W10 4QJ	2:15-6:15pm
6	Tue, 05-Nov	Rembrandt Hotel – 11 Thurloe Place, Knightsbridge, SW7 2RS	3-7pm
7	Mon, 11-Nov	Abbey Centre – 34 Great Smith St, London, SW1P 3BU	3-7pm

You can hand in your completed questionnaire at any of our drop-in sessions. To find out when your nearest drop in session is taking place go to: westminster.gov.uk/20mph. You can also post your response using the freepost address: FREEPOST WCC RESEARCH. If you have any questions about the questionnaire, please contact us via askhighways@westminster.gov.uk. If you would like to request a paper copy of the questionnaire, please contact us on 0207 641 2059.

This consultation will close on 10 December 2019.

ABOUT YOU

We are interested in the views of a wide range of people and organisations. Therefore, to help us analyse the results of the consultation, we would appreciate it if you tell us a bit more about yourself. This data will only be used in relation to this consultation and will only be shared with the council's approved suppliers.

1) Are you completing this questionnaire mainly as a...? Please tick one box only.

- | | | |
|---|--------------------------|-------------------|
| Westminster resident..... | <input type="checkbox"/> | Go to Question 2 |
| Worker / student in Westminster | <input type="checkbox"/> | Go to Question 3 |
| Regular visitor to the area | <input type="checkbox"/> | Go to Question 4 |
| Local business owner / representative | <input type="checkbox"/> | Go to Question 5a |
| Representative of an organisation / stakeholder | <input type="checkbox"/> | Go to Question 6a |
| Representative of a campaign group..... | <input type="checkbox"/> | Go to Question 6a |
| Other (please specify): | <input type="checkbox"/> | Go to Question 7 |

RESIDENTS ONLY – ALL RESIDENTS, PLEASE ANSWER QUESTION 2 THEN GO TO QUESTION 7 ON PAGE 3.

2) What is the postcode of your home? We are asking for this information in order to look at the views of different groups of residents in different areas. This information will only be used to analyse responses to this survey. **If you do not provide a postcode, we will not be able to consider your response to this consultation.**

.....

WORKERS AND STUDENTS ONLY – ALL WORKERS / STUDENTS, PLEASE ANSWER QUESTION 3 THEN GO TO QUESTION 7 ON PAGE 3.

3) What is the postcode of the place where you work / study? We are asking for this information in order to look at the views of different groups of residents in different areas. This information will only be used to analyse responses to this survey. **If you do not provide a postcode, we will not be able to consider your response to this consultation.**

.....

VISITORS ONLY – ALL VISITORS, PLEASE ANSWER QUESTION 4 THEN GO TO QUESTION 7 ON PAGE 3.

4) Where are you visiting the City of Westminster from...? Please tick one box only.

Within London..... ☐

Outside London..... ☐

Outside the UK..... ☐

BUSINESSES ONLY – ALL BUSINESS OWNERS / REPRESENTATIVES, PLEASE ANSWER QUESTIONS 5a AND 5b THEN GO TO QUESTION 7 ON PAGE 3.

5a) What is the name, the postcode and the full address of your business? We are asking for this information in order to look at the views of different groups of residents in different areas. This information will only be used to analyse responses to this survey. **If you do not provide a full address, we will not be able to consider your response to this consultation.**

Name

Postcode

Address

.....

5b) What type of business are you? Please tick one box only.

Office..... ☐ Food and beverage..... ☐

Retail..... ☐ Other (please specify):

Leisure..... ☐

ORGANISATIONS / STAKEHOLDERS / CAMPAIGN GROUPS ONLY – ALL ORGANISATIONS / STAKEHOLDERS / CAMPAIGN GROUPS, PLEASE ANSWER QUESTIONS 6a AND 6b THEN GO TO QUESTION 7 ON PAGE 3.

6a) What is the name, the postcode and the full address of your organisation / the organisation you are representing? We are asking for this information in order to look at the views of different groups of residents in different areas. This information will only be used to analyse responses to this survey. **If you do not provide a full address, we will not be able to consider your response to this consultation.**

Name

Postcode

Address

.....

6b) What type of organisation are you representing? Please tick one box only.

Residents' Association / Amenity Society.....	<input type="checkbox"/>	Business group / Business Improvement District.....	<input type="checkbox"/>
Education / school.....	<input type="checkbox"/>	Other (please specify):	
Interest / pressure group.....	<input type="checkbox"/>	<input type="checkbox"/>

WESTMINSTER-WIDE 20MPH SPEED LIMIT

PLEASE EVERYONE ANSWER QUESTIONS 7 TO 14

7) Which of these options would best describe how you (or the business / organisation you represent) mainly enter or get around Westminster? Please tick one box only.

Walk.....	<input type="checkbox"/>
Cycle.....	<input type="checkbox"/>
By bus.....	<input type="checkbox"/>
By tube.....	<input type="checkbox"/>
By national rail / train.....	<input type="checkbox"/>
By taxi.....	<input type="checkbox"/>
By private hire vehicle.....	<input type="checkbox"/>
Drive a car.....	<input type="checkbox"/>
Car passenger	<input type="checkbox"/>
Car club vehicle.....	<input type="checkbox"/>
Ride a motorbike.....	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>

8) And, which other sorts of transports have you used to enter or get around Westminster in the last few months?
Please select as many as apply.

Walk.....	<input type="checkbox"/>	By private hire vehicle.....	<input type="checkbox"/>
Cycle.....	<input type="checkbox"/>	Drive a car.....	<input type="checkbox"/>
By bus.....	<input type="checkbox"/>	Car passenger	<input type="checkbox"/>
By tube.....	<input type="checkbox"/>	Car club vehicle.....	<input type="checkbox"/>
By national rail / train.....	<input type="checkbox"/>	Ride a motorbike.....	<input type="checkbox"/>
By taxi.....	<input type="checkbox"/>	Other (please specify):.....	<input type="checkbox"/>

9) To what extent do you support or oppose the Council's plan to implement a 20mph speed limit across the City of Westminster? Please tick one box only.

Strongly support.....	<input type="checkbox"/>
Tend to support.....	<input type="checkbox"/>
Neither support nor oppose.....	<input type="checkbox"/>
Tend to oppose.....	<input type="checkbox"/>
Strongly oppose.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

10) Please explain in summary why you support or oppose the proposals to implement a 20mph speed limit across the City of Westminster.

.....

.....

.....

.....

.....

11) Which, if any, of the following issues are most important to you when thinking about your views on the proposed scheme? Please tick as many as apply.

Impact on my home.....	<input type="checkbox"/>	Vehicular speeds.....	<input type="checkbox"/>
Impact on my business.....	<input type="checkbox"/>	Vehicular noise.....	<input type="checkbox"/>
Impact on my journeys.....	<input type="checkbox"/>	Access to / from the area.....	<input type="checkbox"/>
Safety of pedestrians.....	<input type="checkbox"/>	Quality of the street environment.....	<input type="checkbox"/>
Safety of cyclists.....	<input type="checkbox"/>	Air quality.....	<input type="checkbox"/>
Safety of motorcyclists / mopeds.....	<input type="checkbox"/>	Don't know.....	<input type="checkbox"/>
Safety of drivers (e.g., cars, HGV).....	<input type="checkbox"/>	Other (please specify):	
Traffic congestion.....	<input type="checkbox"/>	<input type="checkbox"/>

12) To what extent do you agree or disagree that the introduction of a 20mph Westminster-wide speed limit would... Please tick one box per row.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Reduce the number of collisions on the road or the severity of those involved in collisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce car use by encouraging alternative forms of transport such as walking and cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce noise levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve overall health and wellbeing of all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13) For journeys within the City of Westminster, would the proposed 20mph limit make you more or less likely to... Please tick one box per row.

	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a motorcycle or moped	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use private hire vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use car club vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14) Do you have any other comments you would like to make about the proposed Westminster-wide 20mph speed limit? Please tick one box only.

Yes..... ☐ No..... ☐

IF YOU WISH TO MAKE FURTHER COMMENTS, PLEASE ANSWER QUESTIONS 15 AND 16.

15) Which, if any, of the following areas do you wish to comment on? Please tick as many as apply.

Impact on my home.....	<input type="checkbox"/>	Vehicular speeds.....	<input type="checkbox"/>
Impact on my business.....	<input type="checkbox"/>	Vehicular noise.....	<input type="checkbox"/>
Impact on my journeys.....	<input type="checkbox"/>	Access to / from the area.....	<input type="checkbox"/>
Safety of pedestrians.....	<input type="checkbox"/>	Quality of the street environment.....	<input type="checkbox"/>
Safety of cyclists.....	<input type="checkbox"/>	Air quality.....	<input type="checkbox"/>
Safety of motorcyclists / mopeds	<input type="checkbox"/>	Don't know.....	<input type="checkbox"/>
Traffic congestion.....	<input type="checkbox"/>	Other (please specify):	<input type="checkbox"/>

16) Please write your comments below.

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City for All- Healthier and Greener City

What could a healthier and greener Westminster look like?

The Westminster-wide 20mph proposal is just one part of the council's drive to create a healthier and greener Westminster, which also includes campaigns to tackle air pollution and engine idling, improve air quality around schools, create low emissions neighbourhoods, improve energy efficiency, enhance green space and much more. Below is your chance to tell us what you think is important.

PLEASE EVERYONE ANSWER QUESTIONS 17 TO 20

17) Which of these areas do you feel that the Council should prioritise? Please **select** the **THREE** that you consider most important.

Improving facilities for cycling.....	<input type="checkbox"/>
Improving facilities for walking.....	<input type="checkbox"/>
Increasing recycling rates and reducing waste.....	<input type="checkbox"/>
Improving air quality around the City and cutting down harmful emissions.....	<input type="checkbox"/>
Addressing noise pollution.....	<input type="checkbox"/>
Increasing access to open spaces and sport facilities.....	<input type="checkbox"/>
Protecting and increasing green space.....	<input type="checkbox"/>
Improving infrastructure for electric vehicles.....	<input type="checkbox"/>
Reducing the number of Heavy Goods Vehicles and/or Light Goods Vehicles on roads.....	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>

18) What do you think is vital for the council to consider when devising a Healthier and Greener City for All?
Please mention actions / ways in which the council could reach its goal of creating a cleaner, greener and healthier environment for everyone.

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19) Have you heard about any of these Westminster Council's campaigns/strategies? Please tick as many as apply.

Schools Clean Air Fund – £1m of funding over four years to help Westminster's primary schools tackle air pollution	<input type="checkbox"/>
ActiveStreets – Initiative to encourage physical activity and improve air quality by enabling communities to reclaim their streets through different types of road closures (i.e., Play Streets, School Streets)	<input type="checkbox"/>
#Don'tBeldle – Campaign to stop engine idling which has seen over 14,000 people pledge to turn off their engines while stationary	<input type="checkbox"/>
Open space and biodiversity strategy – Plan to protect, promote and enhance Westminster's green spaces and diverse wildlife	<input type="checkbox"/>
Street Waste Action Team – Team that visits local areas across the City to help residents dispose of rubbish and recycling correctly	<input type="checkbox"/>
Marylebone Low Emissions Neighbourhood – Partnership project to improve public realm and trial schemes to increase green space and improve conditions for pedestrians and cyclists	<input type="checkbox"/>
None of these	<input type="checkbox"/>

20) What do you think would be the most useful ways to promote those strategies or campaigns to you? Please tick up to THREE options.

Facebook..... <input type="checkbox"/>	Street / tube / bus advertising..... <input type="checkbox"/>
Twitter..... <input type="checkbox"/>	Local / Westminster council led event..... <input type="checkbox"/>
Instagram..... <input type="checkbox"/>	Westminster Reporter (council's flagship publication).. <input type="checkbox"/>
National television broadcast..... <input type="checkbox"/>	Families First e-newsletter..... <input type="checkbox"/>
London / local television news broadcast..... <input type="checkbox"/>	Westminster Plus..... <input type="checkbox"/>
National radio..... <input type="checkbox"/>	MyWestminster e-newsletter..... <input type="checkbox"/>
London / local radio..... <input type="checkbox"/>	Active Westminster website..... <input type="checkbox"/>
National newspapers / magazines..... <input type="checkbox"/>	Don't know..... <input type="checkbox"/>
London / local newspapers / magazines..... <input type="checkbox"/>	Other (please specify):
Leaflets or brochures..... <input type="checkbox"/> <input type="checkbox"/>

ABOUT YOU

PLEASE ONLY RESIDENTS, VISITORS AND WORKERS / STUDENTS ANSWER QUESTIONS A TO F

A) Are you...? Please tick one box only.

Male..... ☐ Female..... ☐ Prefer not to say..... ☐

B) What was your age last birthday? Please tick one box only.

Under 17..... ☐ 17-24..... ☐ 25-34..... ☐
35-44..... ☐ 45-54..... ☐ 55-64..... ☐
65-74..... ☐ 75+..... ☐ Prefer not to say..... ☐

C) Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please include problems related to old age. Please tick one box only.

Yes, limited a lot..... ☐ Yes, limited a little..... ☐ No..... ☐

D) Which of the following describes you? Are you... Please tick one box only.

Working – Full-time (30+ hours)..... ☐ At home / looking after family..... ☐
Working – Part-time (8-29 hours)..... ☐ Permanently sick / disabled..... ☐
Registered unemployed (Job seeker's allowance)..... ☐ Full-time student..... ☐
Unemployed, not registered – seeking work..... ☐ Other (please specify):
Retired..... ☐ ☐

E) Are you a parent or guardian of a child or young person in the following age groups? Please tick as many as apply.

Yes – aged 0-3..... ☐ Yes – aged 4-7..... ☐ Yes – aged 8-11..... ☐ Prefer not to say...☐
Yes – aged 12-14..... ☐ Yes – aged 15-18..... ☐ No..... ☐

F) Do you or anyone in your household have access to a car or motorcycle? Please tick as many as apply.

Yes – personally drive a car..... ☐ Yes – other person drives a car..... ☐
Yes – personally ride a motorcycle..... ☐ Yes – other drives a motorcycle..... ☐
No..... ☐ Don't know..... ☐

Thank you for taking the time to fill out this questionnaire.

You can post your response using the freepost address: **FREEPOST WCC RESEARCH**

Appendix H – Engagement

Number of people council officers engaged with at each of the consultation events.

Date	Location	Event time	Engagement
Thursday 26 September	<i>Paddington Recreation Ground</i> Randolph Ave, Maida Vale, London, W9 1PD	3-7pm	~ 40 people
Monday 30 September	<i>Hinde Street Methodist Church</i> 19 Thayer Street, London, W1U 2QJ	3:30-7:30pm	~ 22 people
Monday 07 October	<i>Church Street Library</i> 67-69 Church Street, London, NW8 8EU	2-6pm	~ 38 people
Wednesday 16 October	<i>Seven Dials Club & Covent Garden Community Centre</i> 42 Earlham Street, WC2H 9LA	1-5pm	~ 30 people
Monday 21 October	<i>St Jude's Community Hall</i> 69 Illbert Street, London, W10 4QJ	2:15-6:15pm	~ 30 people
Monday 28 October	<i>Westminster Academy – Open Forum event</i> 255 Harrow Road, London W2 5EZ	6-8pm	~ 30 people
Tuesday 05 November	<i>Rembrandt Hotel</i> 11 Thurloe Place, Knightsbridge, SW7 2RS	3-7pm	~ 25 people
Monday 11 November	<i>Abbey Centre</i> 34 Great Smith St, London, SW1P 3BU	3-7pm	~ 25 people

Appendix I – Ward response

Ward breakdown of support and opposition to the 20mph speed limit.

Table 37. Support and opposition to the proposal by ward. Q11. *'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?'* **Source:** 1,022 resident respondents to the 20mph Consultation, September – December 2019.

Wards	Ward responses	% of resident responses (1,022)	Support	Oppose
Bayswater	85	8%	71%	27%
Little Venice	82	8%	52%	46%
Bryanston & Dorset Square	69	7%	67%	32%
Maida Vale	65	6%	62%	35%
Vincent Square	64	6%	62%	38%
Marylebone High Street	62	6%	78%	22%
Regent's Park	61	6%	54%	46%
West End	56	5%	70%	27%
Harrow Road	52	5%	51%	49%
St James's	52	5%	67%	29%
Warwick	52	5%	62%	37%
Lancaster Gate	39	4%	65%	33%
Abbey Road	39	4%	41%	54%
Queen's Park	38	4%	64%	36%
Hyde Park	38	4%	63%	34%
Churchill	36	4%	53%	47%
Westbourne	33	3%	70%	30%
Tachbrook	29	3%	34%	59%
Church Street	26	3%	46%	50%
Knightsbridge & Belgravia	12	1%	42%	58%