



Exploring the options for Sloane Street

Analysis from stakeholder consultation

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THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

Summary of Results

This report contains an analysis of the findings from a survey conducted to gather feedback on proposals to improve Sloane Street. The survey, as part of a leaflet detailing the proposals, was sent to 12,936 properties in the area surrounding Sloane Street in January 2017. A total of 1,168 responses were received before the deadline of 27 February 2017 (in addition 31 letters/emails were also received).

The below is a brief summary of these findings, more detail can be found in the main body of this report and in the accompanying appendices.

Survey respondents

Seven in ten (70 per cent) respondents responded to the survey as a resident (either from Kensington and Chelsea (54 per cent) or Westminster (16 per cent)). Whilst 16 per cent of responses came from a local business or retailer and 14 per cent from visitors to the area.

Importance of a range of improvement options

Respondents were asked to indicate how important a range of improvement options were to them in relation to Sloane Street.

- Eight out of ten (81 per cent) felt it was important (to some extent) to '*improve the appearance of the street with high quality paving and street lighting*'.
- Over three-quarters (78 per cent) felt it was important (to some extent) to '*introduce more trees and planting*'.
- Seven in ten (70 per cent) felt it was important (to some extent) to '*reduce high traffic speeds*', although 27 per cent disagreed.
- Almost two-thirds (64 per cent) felt it was important (to some extent) to '*widen narrow pavements to improve the pedestrian experience*'. However, over a third (34 per cent) did not feel this was important.

Overall opinion of the proposals

Overall three quarters of respondents (75 per cent) support (to some extent) the proposals for Sloane Street; this included 51 per cent who '*strongly support*' the proposals. However, over a fifth (22 per cent) oppose the proposals, including 13 per cent that strongly oppose the proposals.

Preferred option for the central residential section of Sloane Street

Over half (53 per cent) of respondents preferred '*option 1 – maximum pavement widening*', whilst almost a fifth (18 per cent) preferred '*option 2 – minimum pavement widening*'. However, almost a quarter (24 per cent) indicated that they preferred '*option 3 – minimal change to the existing layout*'.

Preferred style for improvements

Over half (58 per cent) of respondents preferred '*traditional*' fittings for the street, whilst almost a third (32 per cent) preferred '*classic contemporary*' fittings. Less than one in ten (eight per cent) preferred '*modern*' fittings.

Comments made

Respondents were given the opportunity to make further comments about the proposals. The most common themes were:

- Against the proposals or widening of pavement/narrowing of road (137)
- Traffic congestion is a problem/will increase (134)
- In favour of scheme or one of the options (123)
- Cost of project/other ways to spend the money (58)
- Environmental concerns (e.g. air quality, pollution, noise) (52)
- Reduce traffic speed/other ideas to reduce traffic speed (49)

A number of these themes were represented in the emails and letters also received as part of the consultation.

Introduction

At approximately one kilometre long and 20 metres (66 feet) wide, Sloane Street is one of the longest, widest and most imposing streets in London. Connecting Knightsbridge in the north and Sloane Square in the south, it is one of the Capital's most exclusive and iconic luxury fashion and retail districts; but it is also an established residential area with a strong neighbourhood character.

In partnering with Cadogan, as the majority landowner and TfL, the Council has the unique opportunity to improve the public realm not only on borough controlled roads and pavements but also in areas of the street that are in private ownership.

A previous consultation highlighted where Sloane Street could be improved, but stakeholders raised some questions about the improvements. These questions have been carefully considered in drawing up proposals for improving Sloane Street. The proposals formed the basis of further consultation with stakeholders.

Methodology

Stakeholder survey:

In January 2017 a leaflet detailing the proposals was sent to 12,936 properties (residential and commercial) on Sloane Street and the surrounding area (this included properties in both Kensington and Chelsea and Westminster). The leaflet also contained a survey to gather feedback on the proposals, the same leaflet was available at four exhibitions organised by the Council and was available on the Council's website.

A total of 1168 surveys were received before the deadline (27 February 2017). This report contains an analysis of these responses. Figures shown in graphs are percentages, where figures do not total 100 per cent this may be due to computer rounding. Results have been broken down by the capacity in which the respondent replied and also by area in which the respondent replied from (defined as 'On/close to Sloane Street' (the area covered by earlier consultation), 'Wider consultation area' (the remaining area covered by the consultation) and 'Outside the consultation area' (i.e. respondents from all other areas). This will assist readers in determining any differing views between groups of respondents. Maps have also been used to highlight the views of respondents within the consultation area for some questions.

Letters and emails:

In addition to survey responses, 31 individuals and organisations wrote or emailed the Council with their thoughts on the proposals. The themes emerging from the letters/emails are contained within this report (letters/emails can be found in full in the appendix document).

Reports

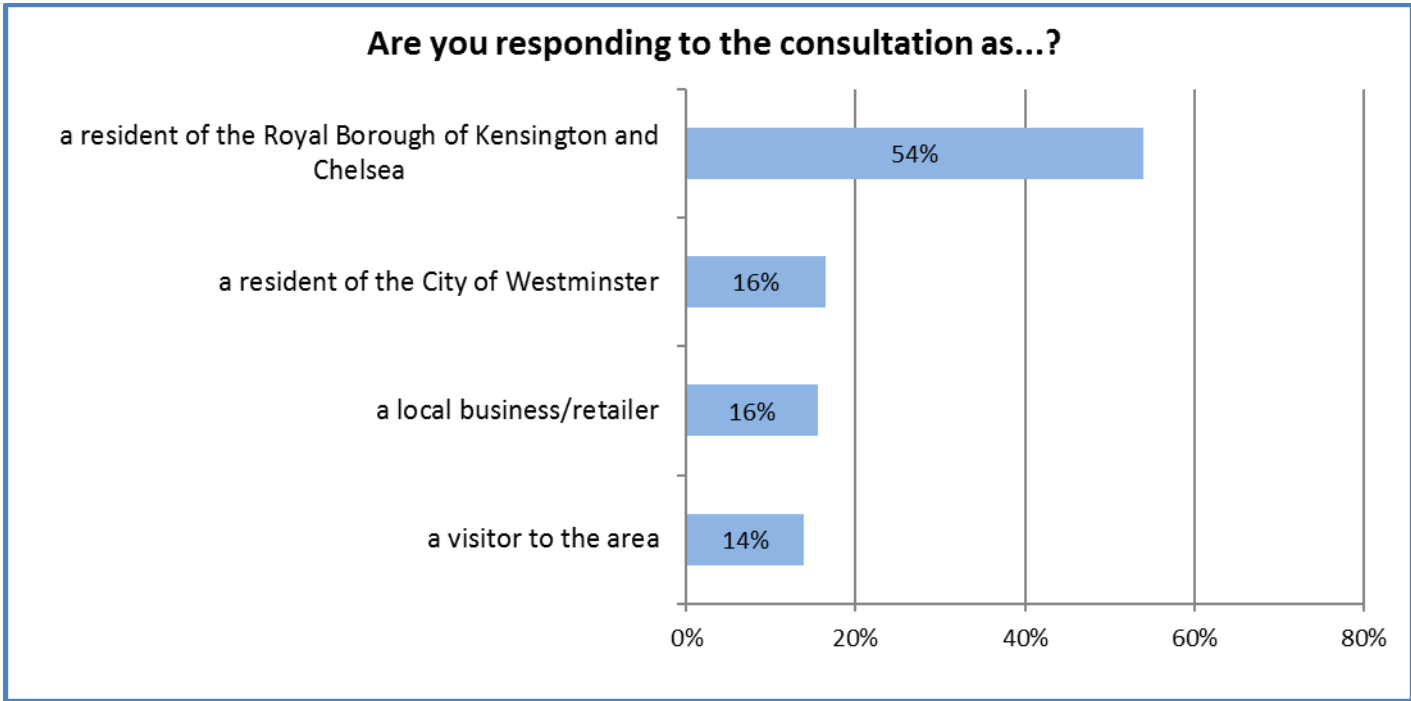
This report contains analysis of the survey findings as well as a summary of letters/emails received. A separate appendix report is also available; it contains: Survey data tables, all comments made by respondents in response to open questions within the survey and all letters and emails received by the Council in response to the consultation

For more information

For information on the results please contact **Gary Wilson, Consultation and Research Officer** on 020 7361 3616 or e-mail on gary.wilson@rbkc.gov.uk

Survey respondents

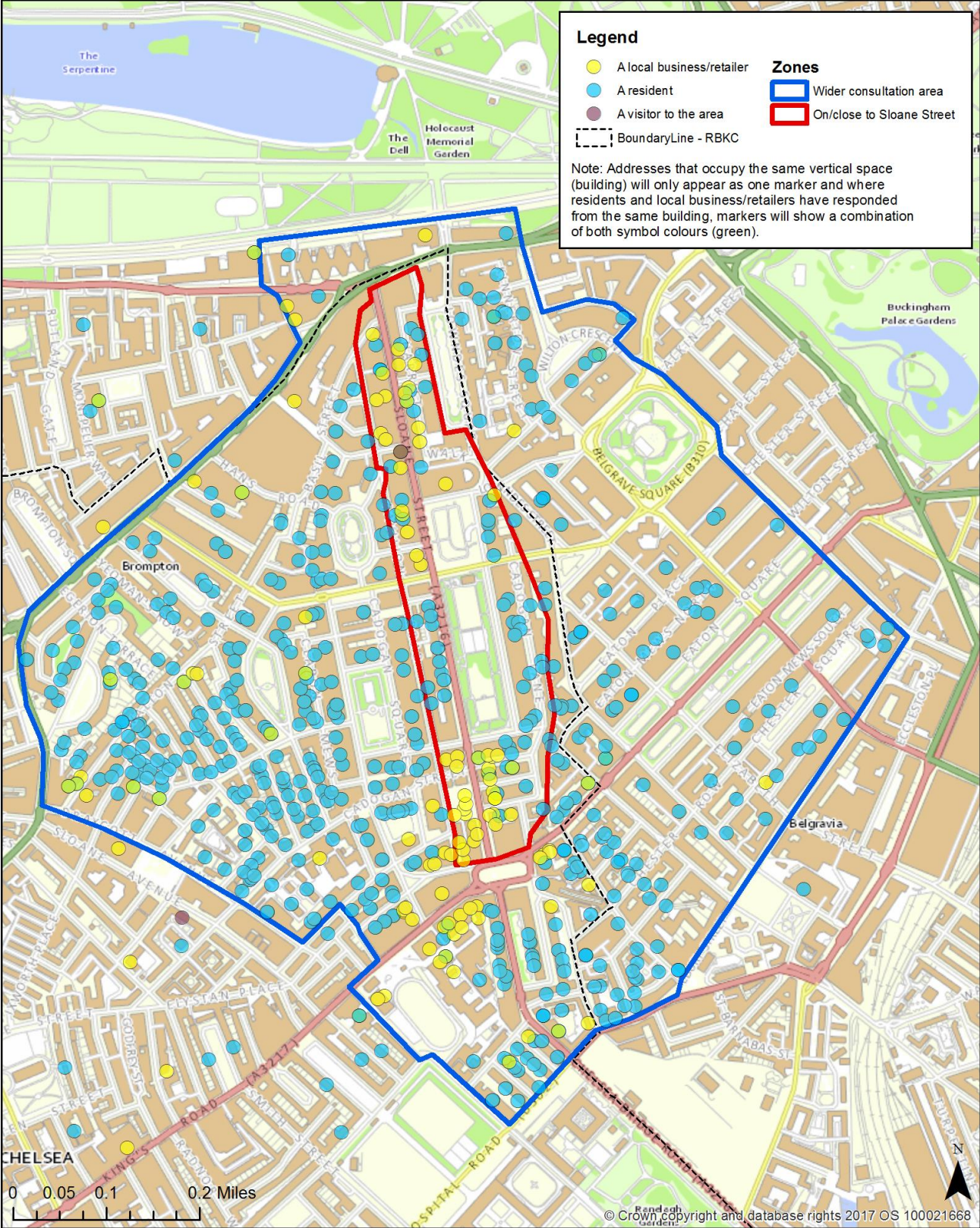
Over half (54 per cent) of respondents are residents of Kensington and Chelsea, whilst 16 per cent are Westminster residents. In addition, 16 per cent of responses came from a local business or retailer and 14 per cent from visitors to the area (map overleaf details the locations where responses were received from).



Percentages are calculated based on the total number of responses (1168)

Map One – Responses received to the consultation

The below map details where the majority of responses to the consultation came from (responses were also received from further afield, including Greater London and beyond). Unique property reference numbers have been used to plot responses within the consultation area and postcode information has been used to plot responses outside this area.



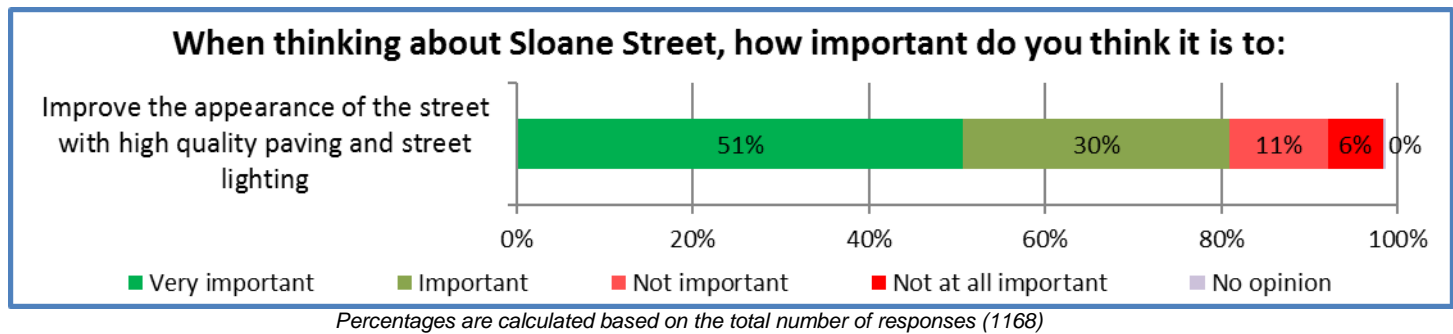
Importance of a range of improvement options

Respondents were asked to indicate how important a range of improvement options were to them in relation to Sloane Street.

Improving the appearance of the street with high quality paving and street lighting

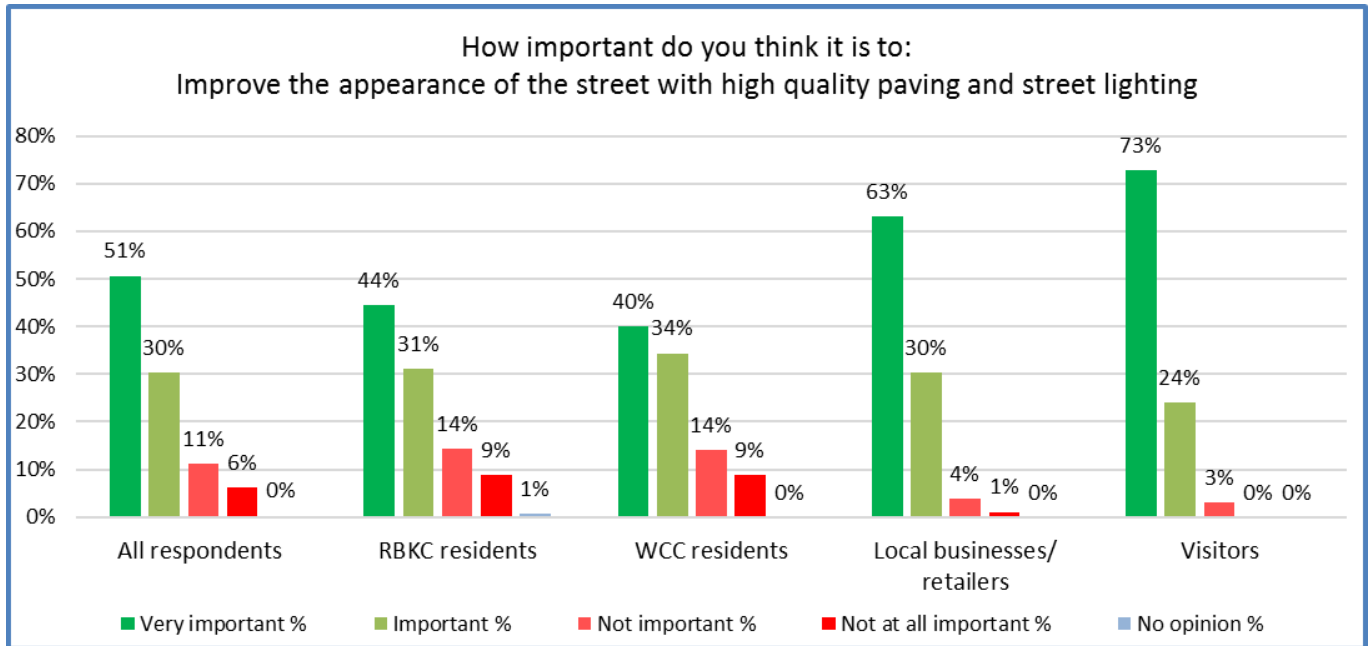
The majority of respondents (81 per cent) felt it was important (to some extent) to improve the appearance of the street with high quality paving and street lighting. This included over half (51 per cent) who felt this aspect was *'very important'*.

However, 17 per cent felt this was not important (to some degree).

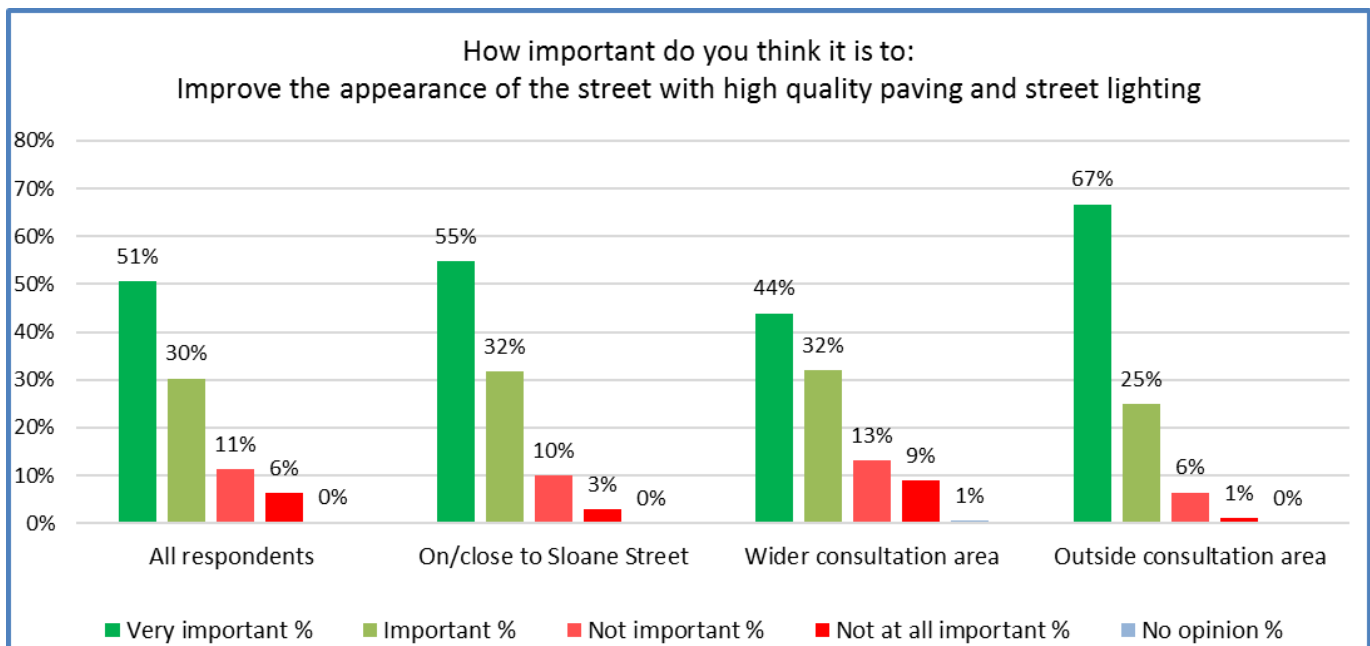


Breakdown of results

- Local businesses/retailers (93 per cent) and visitors (97 per cent) were more likely to indicate that it is 'very important' or 'important' to improve the appearance of the street with high quality paving and street lighting, compared to Kensington and Chelsea residents (75 per cent) and Westminster residents (74 per cent).
- Those responding from outside the consultation area (67 per cent) and those on, or close to, Sloane Street (55 per cent) were more likely to feel this aspect was 'very important' than those from the wider consultation area (44 per cent).



Percentages are calculated based on the total number of responses (1168)

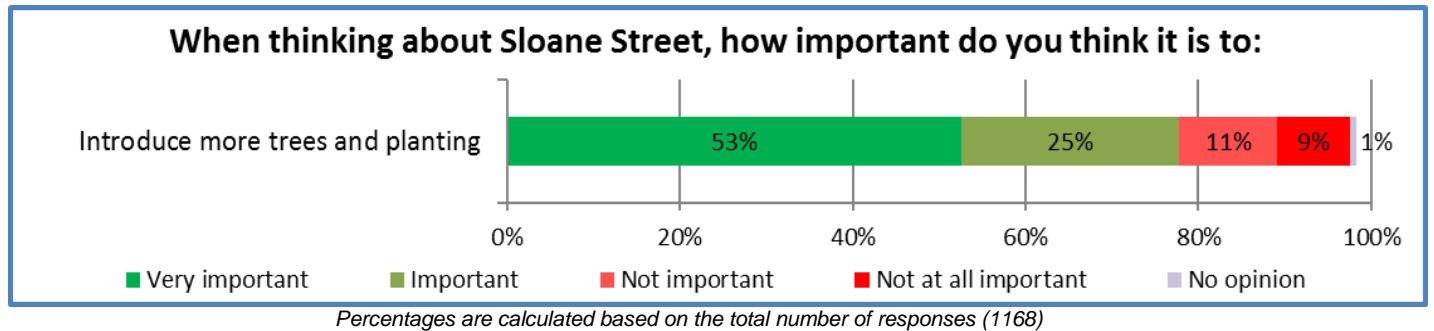


Percentages are calculated based on the total number of responses (1168)

Introducing more trees and planting

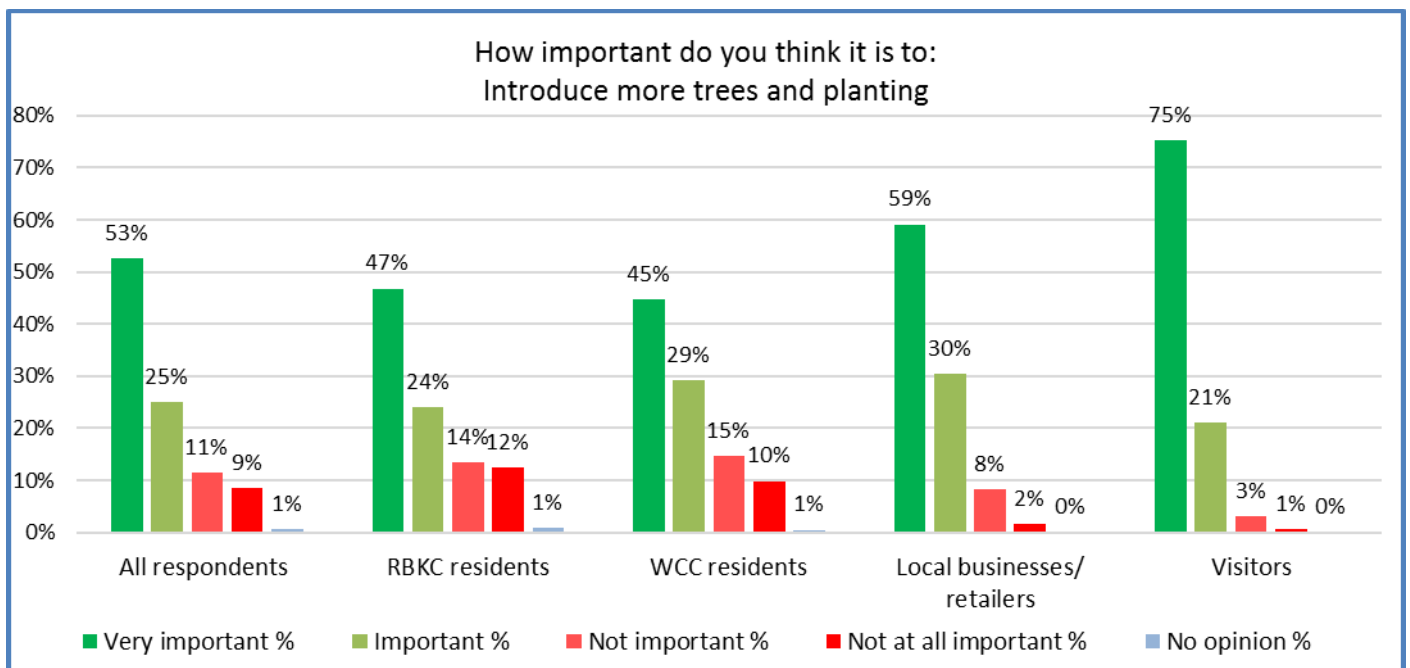
Over three-quarters (78 per cent) felt it was important, to some extent, to introduce more trees and planting to Sloane Street; this included over half (53 per cent) that felt this aspect was 'very important'.

However, one in five (20 per cent) felt that introducing more trees and planting wasn't important (to some extent).

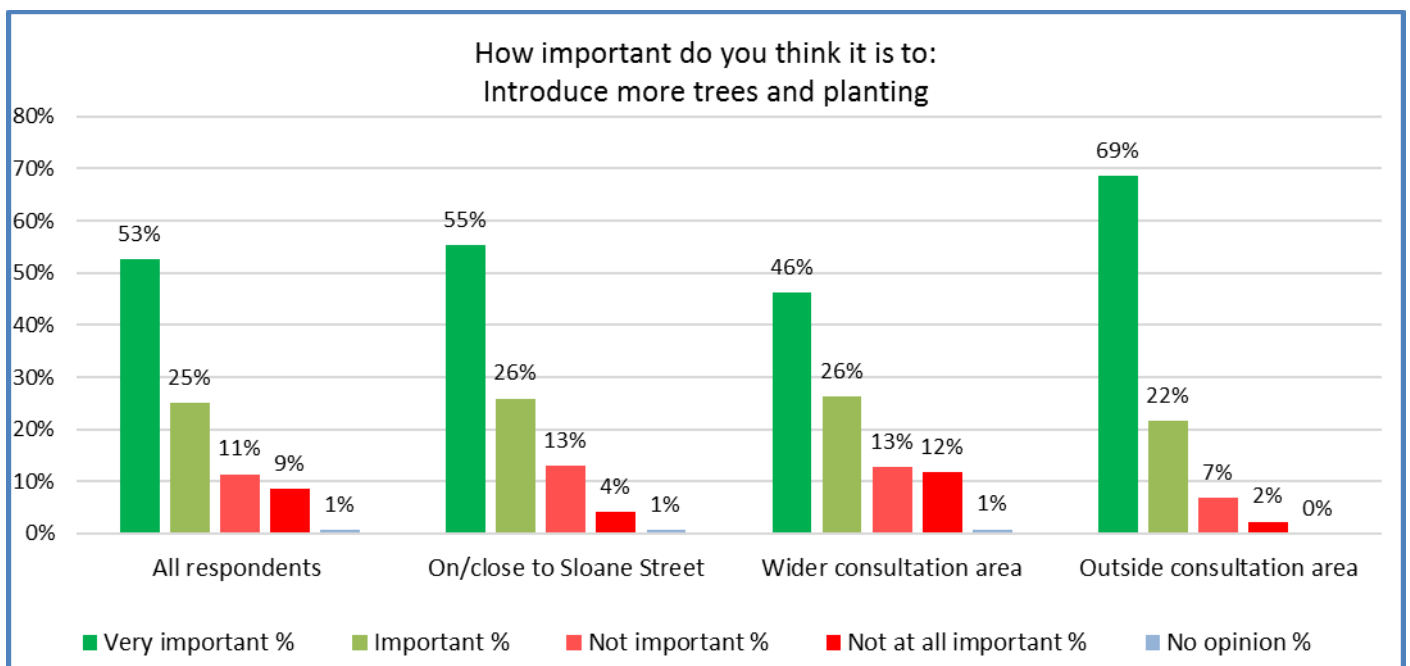


Breakdown of results

- Local businesses/retailers (89 per cent) and visitors (96 per cent) were more likely to indicate that it is 'very important' or 'important' to introduce more trees and planting on Sloane Street, compared to Kensington and Chelsea residents (71 per cent) and Westminster residents (74 per cent).
- Those responding from outside the consultation area (69 per cent) and those on, or close to, Sloane Street (55 per cent) were more likely to feel this aspect was 'very important' than those from the wider consultation area (46 per cent).



Percentages are calculated based on the total number of responses (1168)

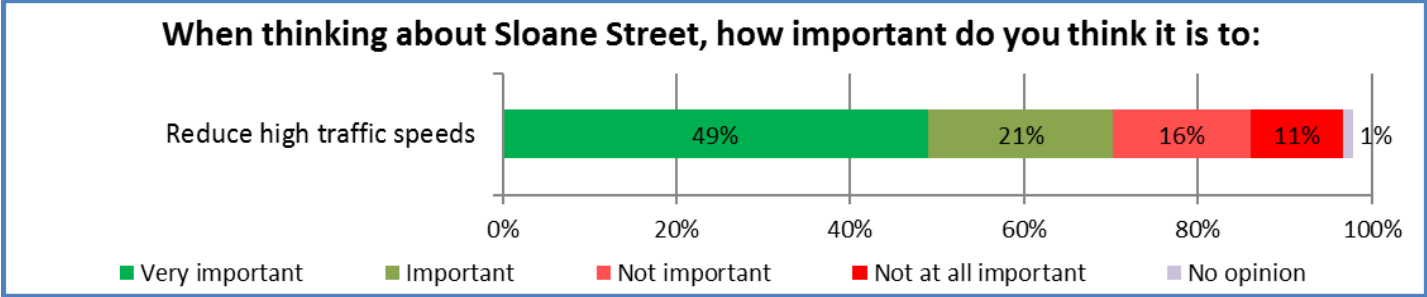


Percentages are calculated based on the total number of responses (1168)

Reducing high traffic speeds

The majority (70 per cent) felt it was important, to some extent, to reduce high traffic speeds on Sloane Street; this included almost half (49 per cent) that felt this aspect was ‘very important’.

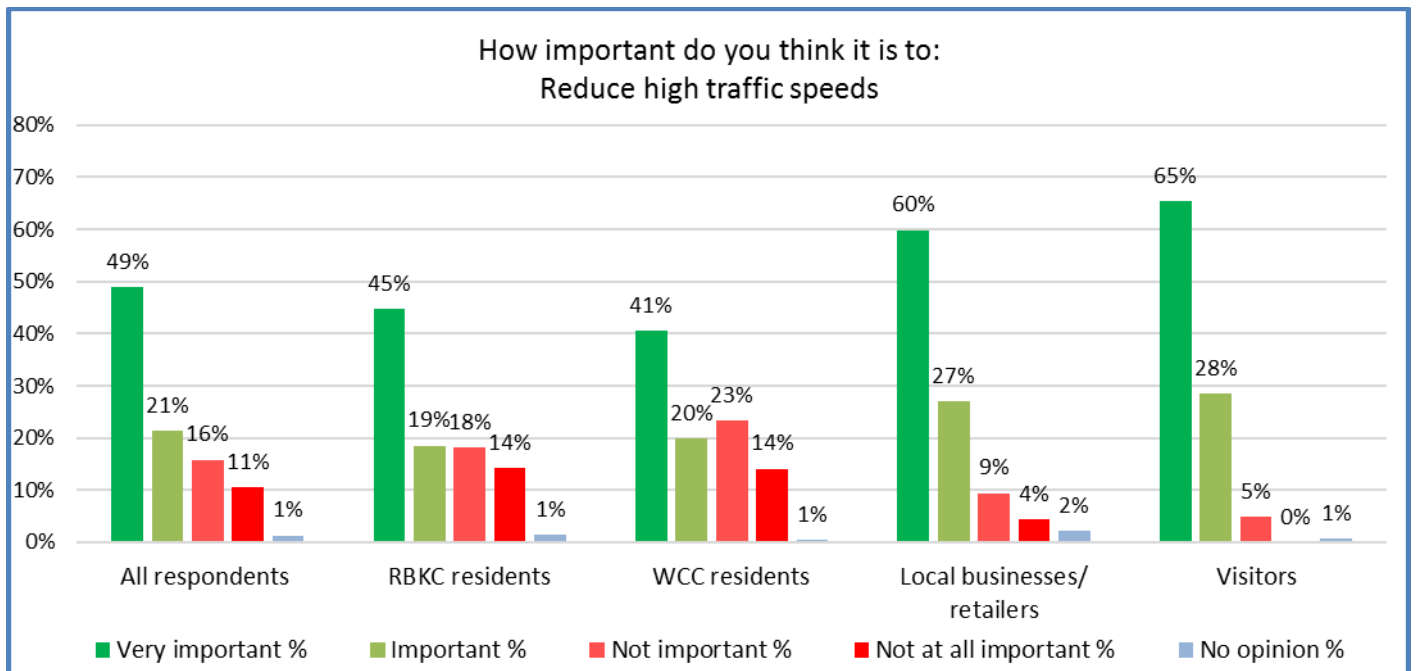
However, over a quarter (27 per cent) felt that reducing high traffic speeds wasn’t important (to some extent); this included 11 per cent who felt it was not important at all.



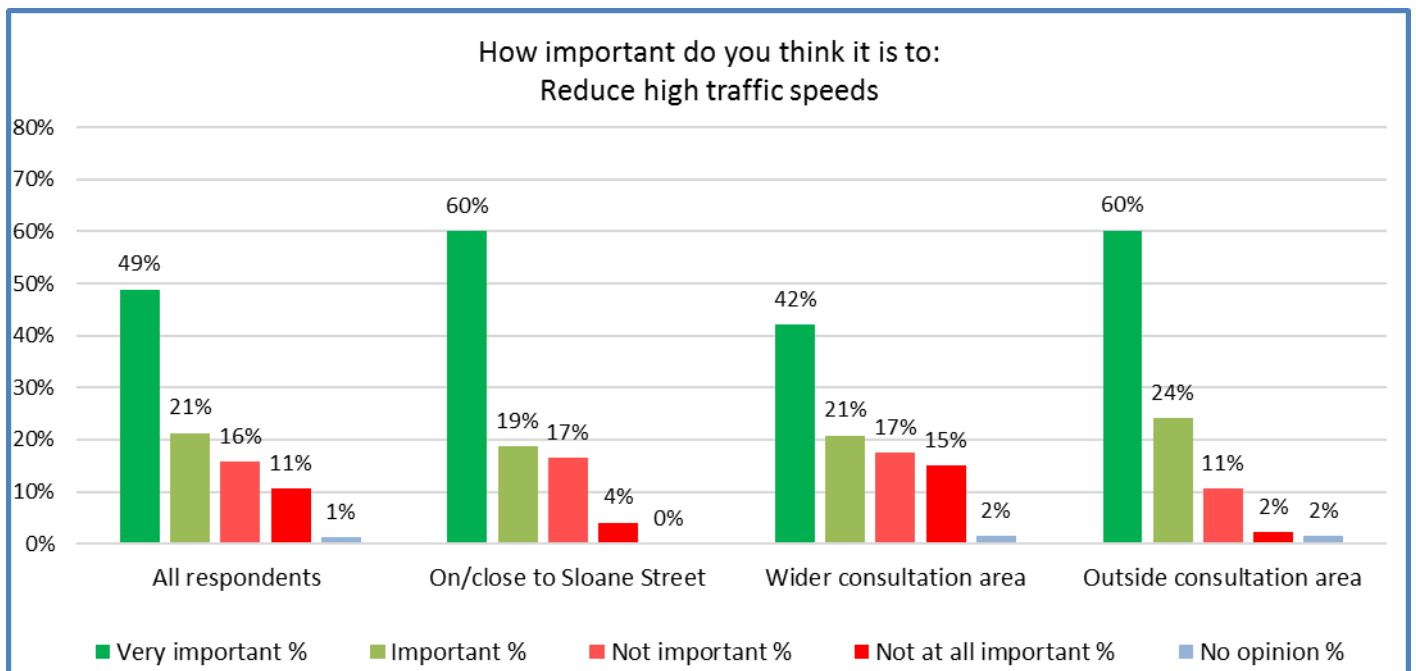
Percentages are calculated based on the total number of responses (1168)

Breakdown of results

- Local businesses/retailers (87 per cent) and visitors (93 per cent) were more likely to indicate that it is 'very important' or 'important' to reduce high traffic speeds on Sloane Street, compared to Kensington and Chelsea residents (64 per cent) and Westminster residents (61 per cent).
- Those responding from outside the consultation area (60 per cent) and those on, or close to, Sloane Street (60 per cent) were more likely to feel this aspect was 'very important' than those from the wider consultation area (42 per cent).



Percentages are calculated based on the total number of responses (1168)

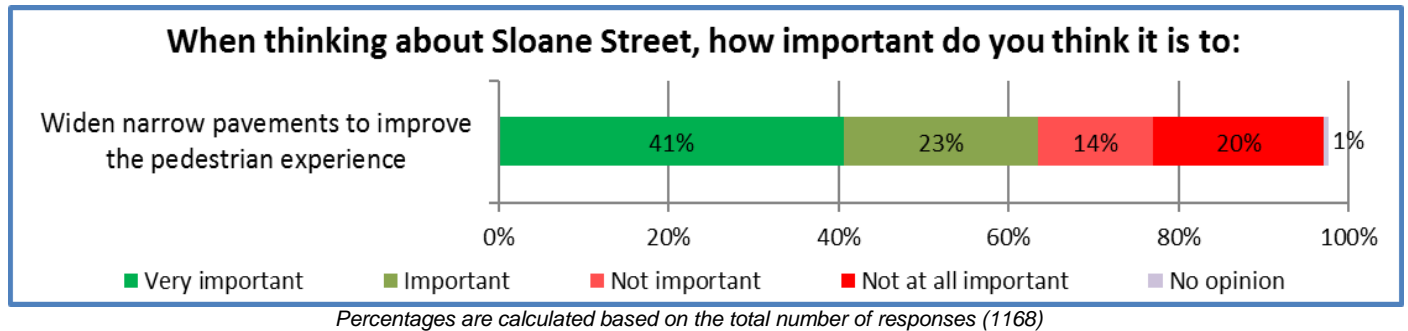


Percentages are calculated based on the total number of responses (1168)

Widening narrow pavements to improve the pedestrian experience

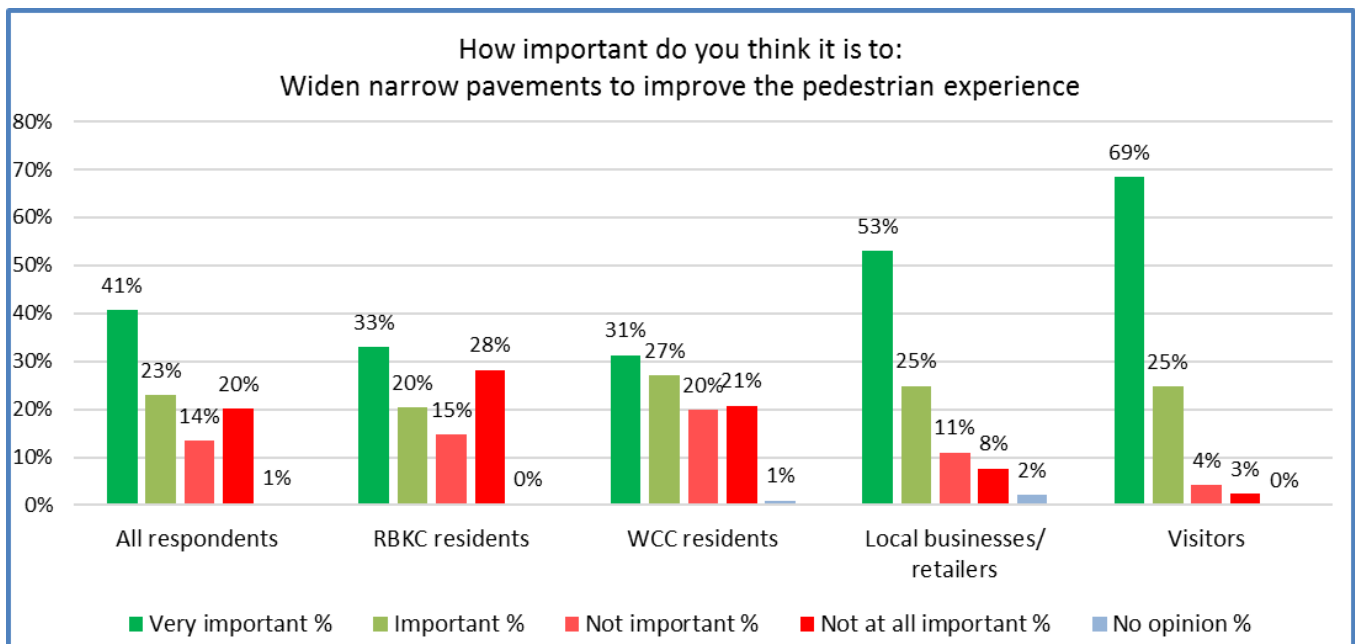
Almost two-thirds (64 per cent) felt it was important, to some extent, to widen narrow pavements to improve the pedestrian experience; this included 41 per cent that felt this aspect was 'very important'.

However, over a third (34 per cent) felt that widening pavements wasn't important (to some extent); this included 20 per cent who felt it was not important at all.

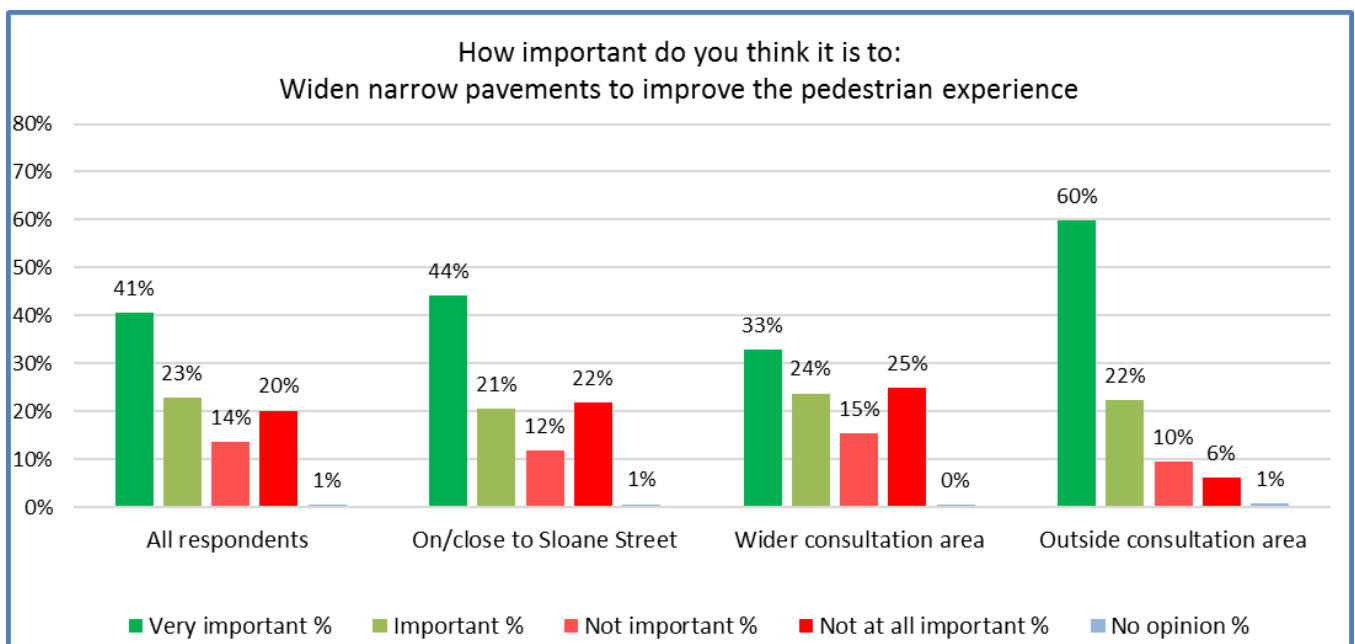


Breakdown of results

- Local businesses/retailers (78 per cent) and visitors (94 per cent) were more likely to indicate that it is 'very important' or 'important' to widen narrow pavements on Sloane Street, compared to Kensington and Chelsea residents (53 per cent) and Westminster residents (58 per cent).
- Kensington and Chelsea residents (43 per cent) and Westminster residents (41 per cent) were more likely to feel widening pavements wasn't important (to some extent) compared to local business/retailers (19 per cent) and visitors (seven per cent).
- Those responding from outside the consultation area (60 per cent) and those on, or close to, Sloane Street (44 per cent) were more likely to feel this aspect was 'very important' than those from the wider consultation area (33 per cent).



Percentages are calculated based on the total number of responses (1168)

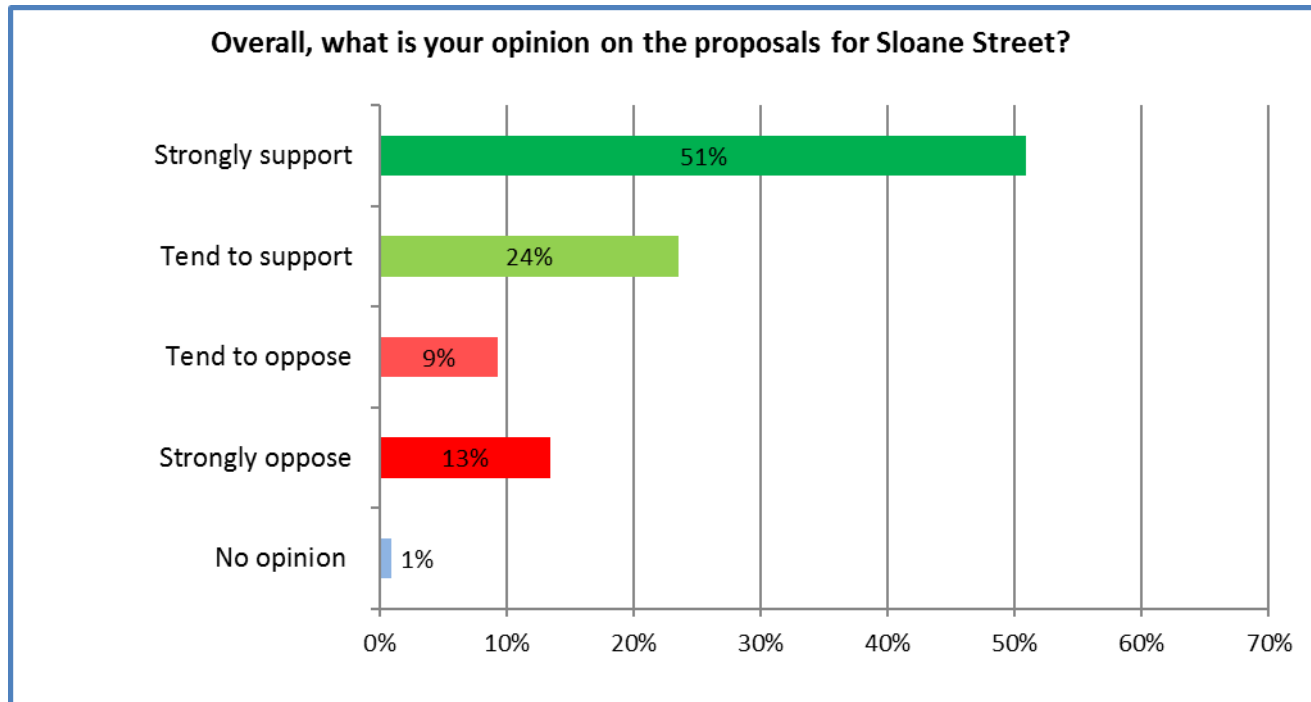


Percentages are calculated based on the total number of responses (1168)

Overall opinion of Sloane Street proposals

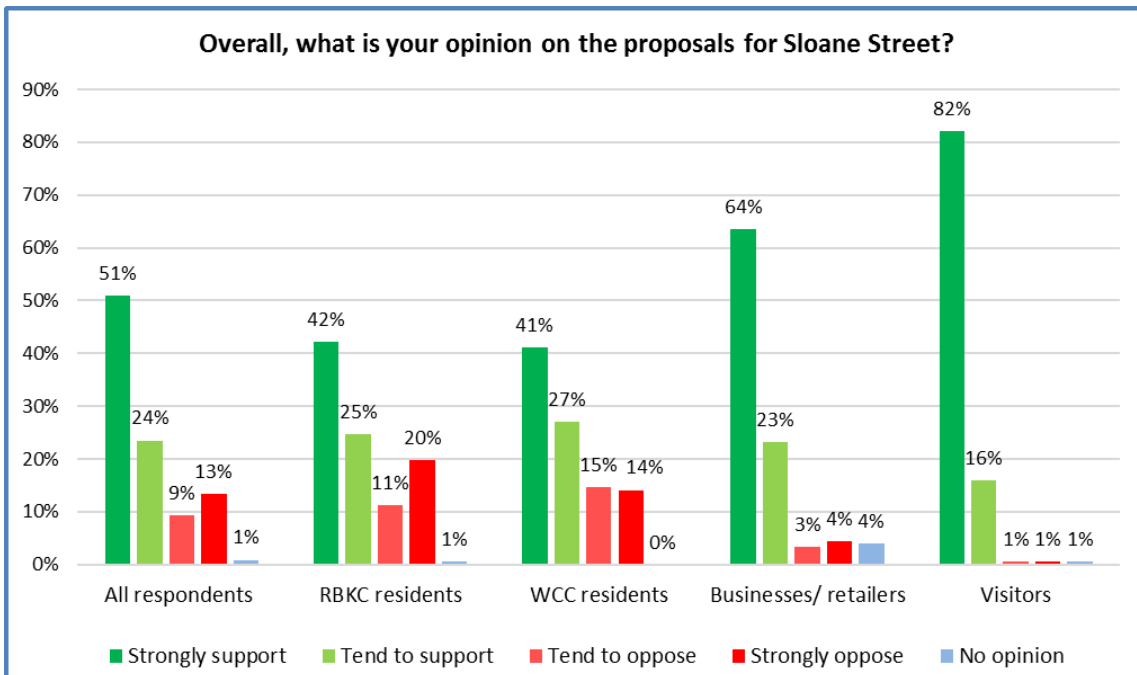
Overall, three quarters of respondents (75 per cent) support (to some extent) the proposals for Sloane Street; this included 51 per cent who '*strongly support*' the proposals.

However, over a fifth (22 per cent) oppose the proposals, including 13 per cent that '*strongly oppose*' the proposals.

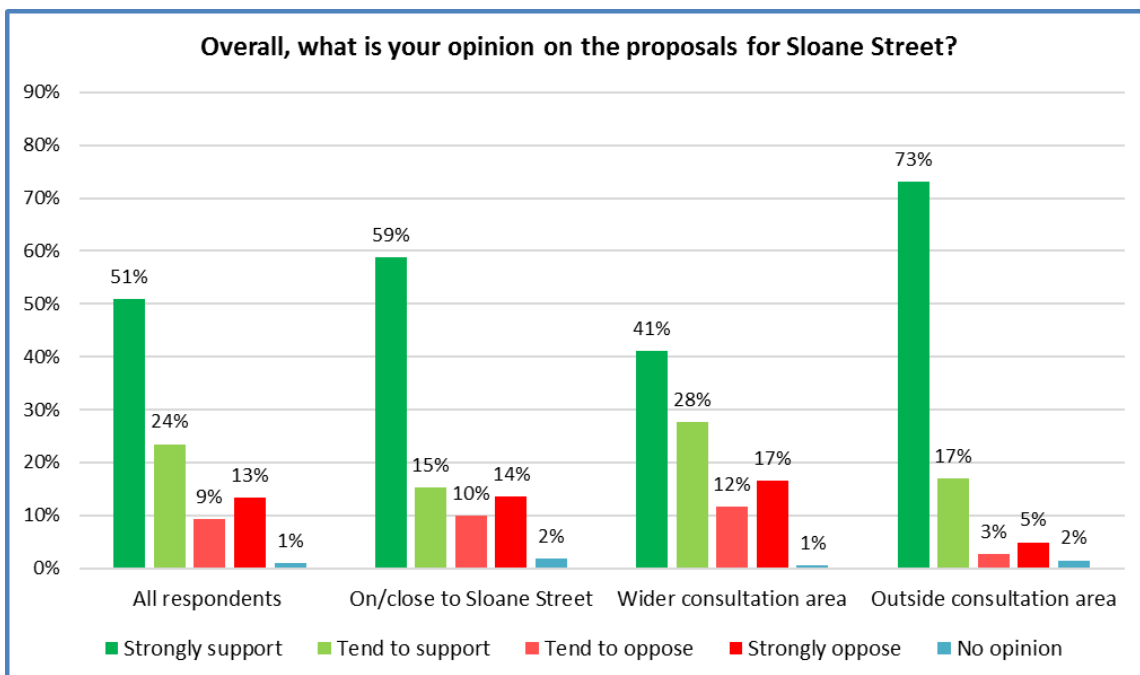


Breakdown of results

- Local businesses/retailers (87 per cent) and visitors (98 per cent) were more likely to support (to some extent) the proposals, compared to Kensington and Chelsea residents (67 per cent) and Westminster residents (68 per cent).
- Kensington and Chelsea residents (31 per cent) and Westminster residents (29 per cent) were more likely to oppose the proposals (to some extent) compared to local business/retailers (seven per cent) and visitors (two per cent).
- Those responding from outside the consultation area (73 per cent) and those on, or close to, Sloane Street (59 per cent) were more likely to 'strongly support' the proposals than those in the wider consultation area (41 per cent).



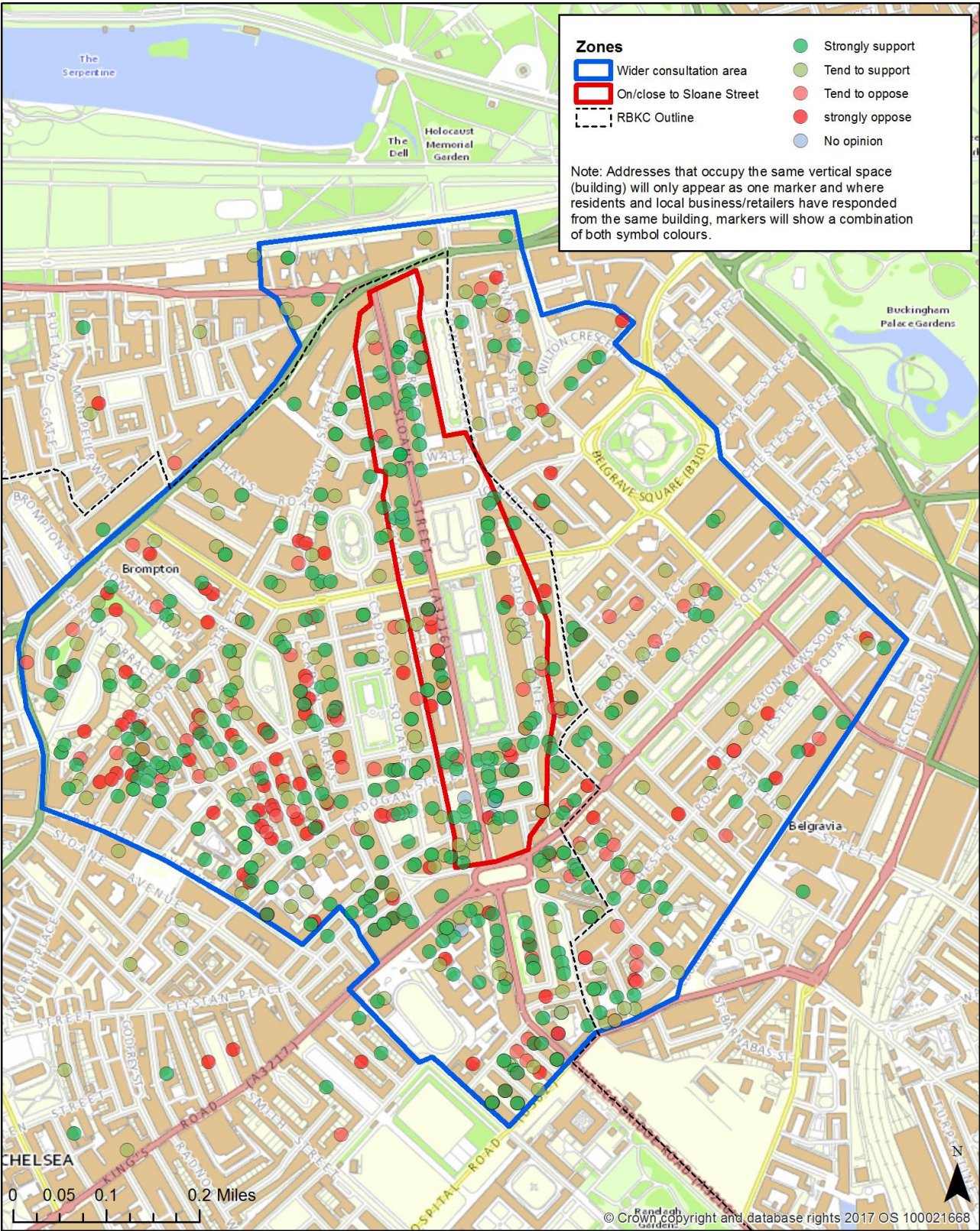
Percentages are calculated based on the total number of responses (1168)



Percentages are calculated based on the total number of responses (1168)

Map Two – Support for the proposals

The below map details respondents support for the proposals (in response to ‘Overall, what is your opinion on the proposals for Sloane Street?’).



Preferred option for the central residential section of Sloane Street

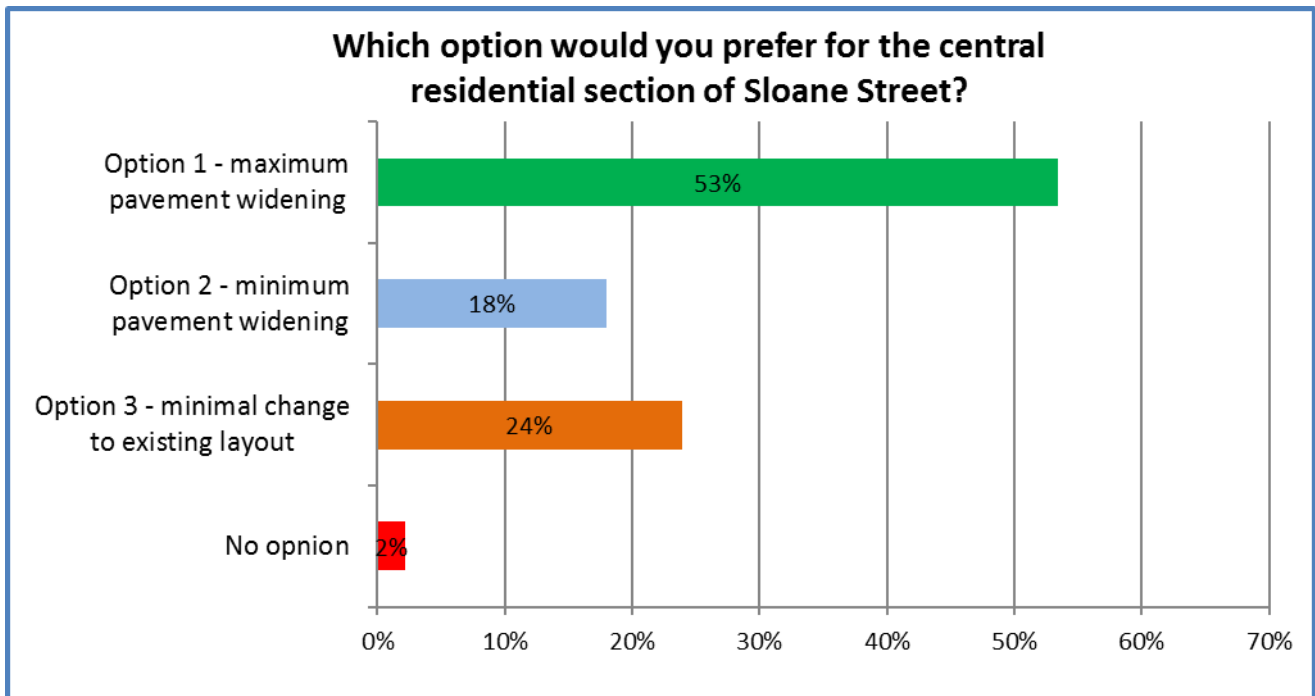
Central



Respondents were asked which of three options they preferred for the central section of Sloane Street.

Over half (53 per cent) of respondents preferred ‘*option 1 – maximum pavement widening*’, whilst almost a fifth (18 per cent) preferred ‘*option 2 – minimum pavement widening*’.

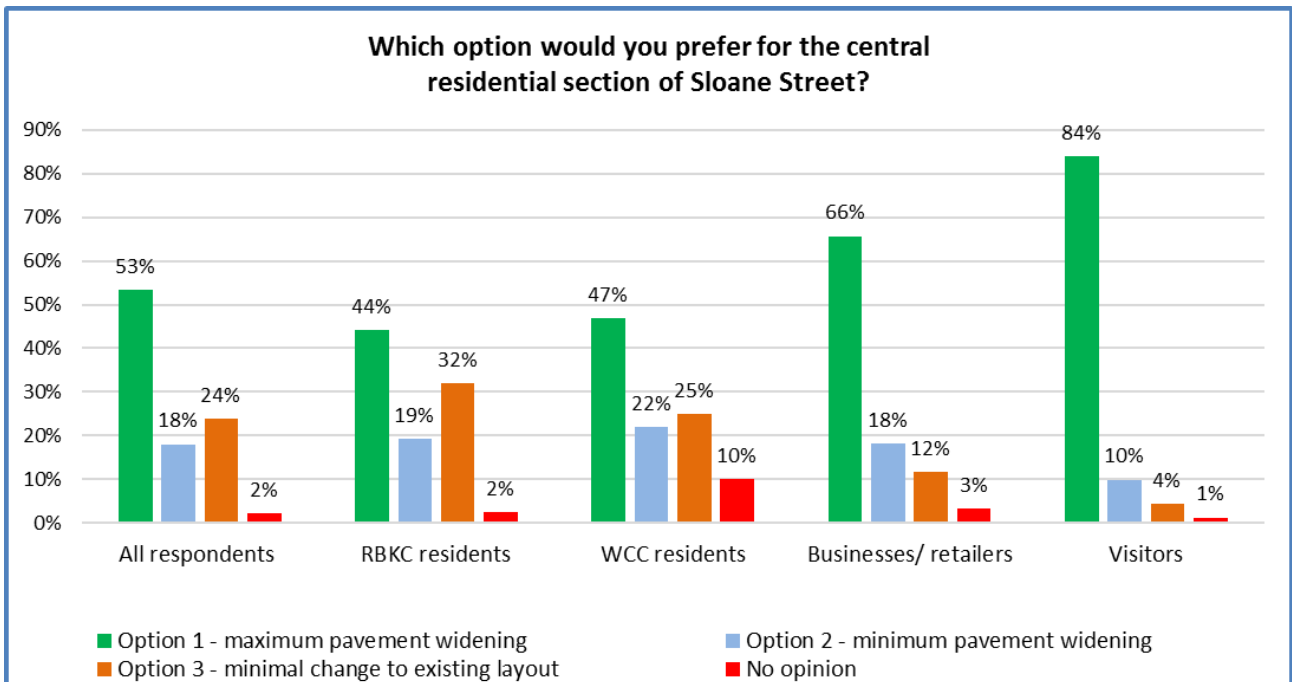
However, almost a quarter (24 per cent) indicated that they preferred ‘*option 3 – minimal change to the existing layout*’.



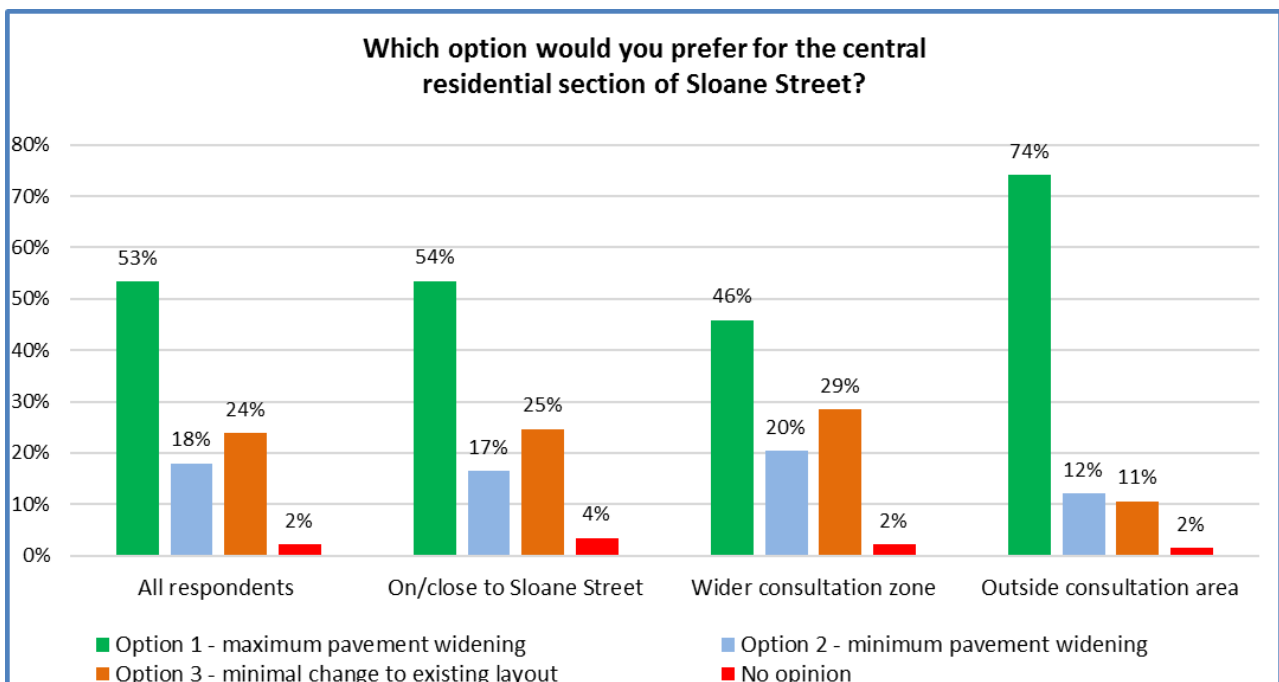
Percentages are calculated based on the total number of responses (1168)

Breakdown of results

- Local businesses/retailers (66 per cent) and visitors (84 per cent) were more likely to prefer 'option 1 – maximum pavement widening', compared to Kensington and Chelsea residents (44 per cent) and Westminster residents (47 per cent).
- Kensington and Chelsea residents (32 per cent) and Westminster residents (25 per cent) were more likely to prefer 'option 3 – minimal change to existing layout' compared to local business/retailers (12 per cent) and visitors (four per cent).
- Those responding from outside the consultation area (74 per cent) were the most likely to prefer 'option 1 – maximum pavement widening', compared to those on/close to Sloane Street (54 per cent) and those in the wider consultation area (46 per cent)



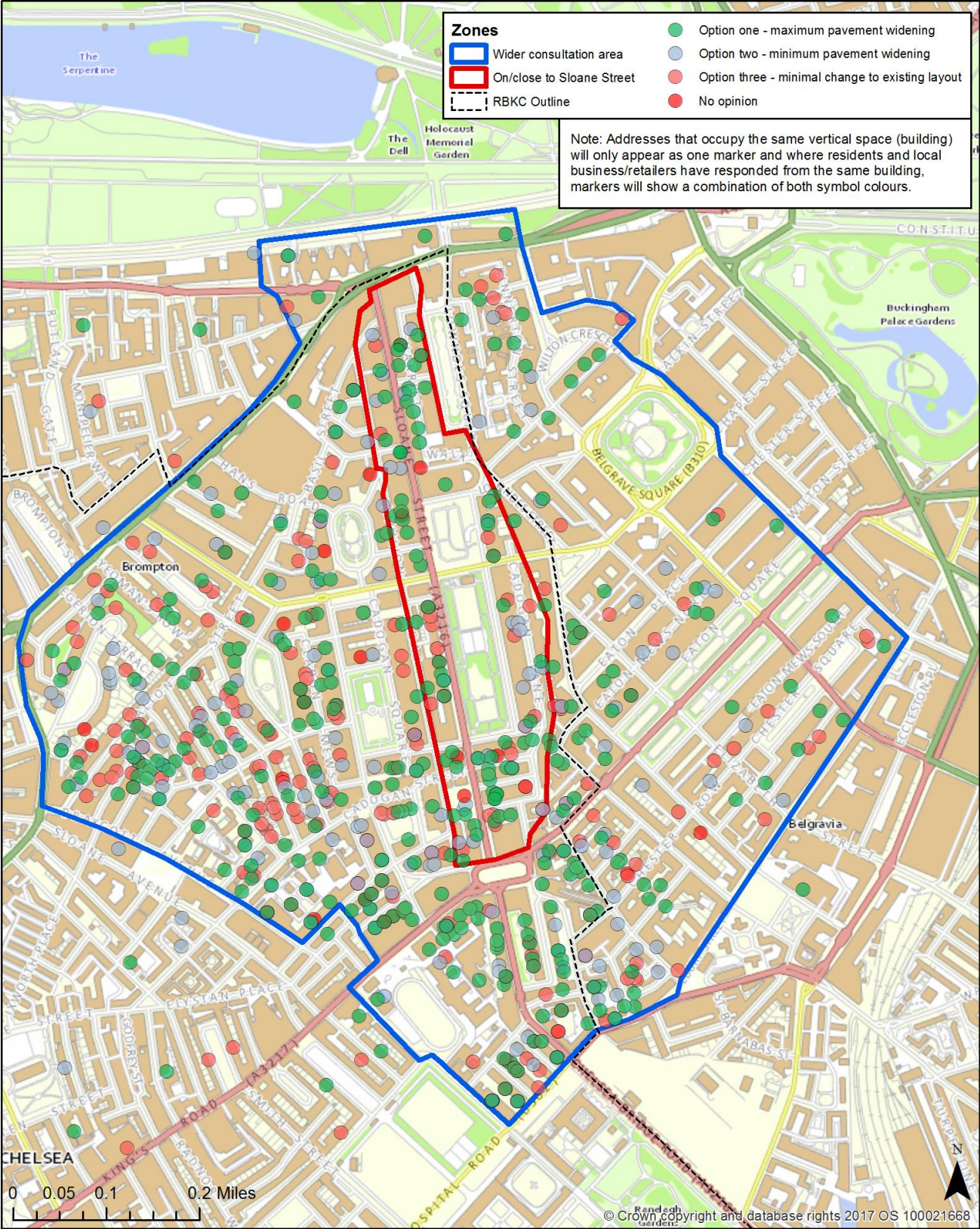
Percentages are calculated based on the total number of responses (1168)



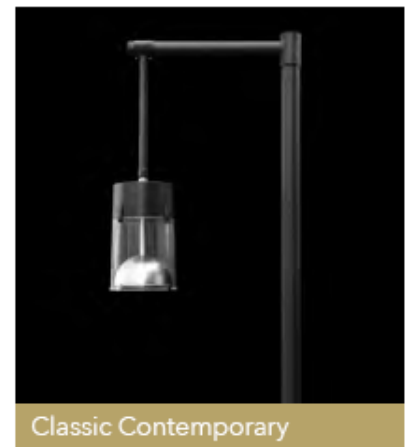
Percentages are calculated based on the total number of responses (1168)

Map Three – Preferred option for central residential section of Sloane Street

The below map details respondents preferred option for the central residential section of Sloane Street (in response to ‘Which option would you prefer for the central residential section of Sloane Street?’).

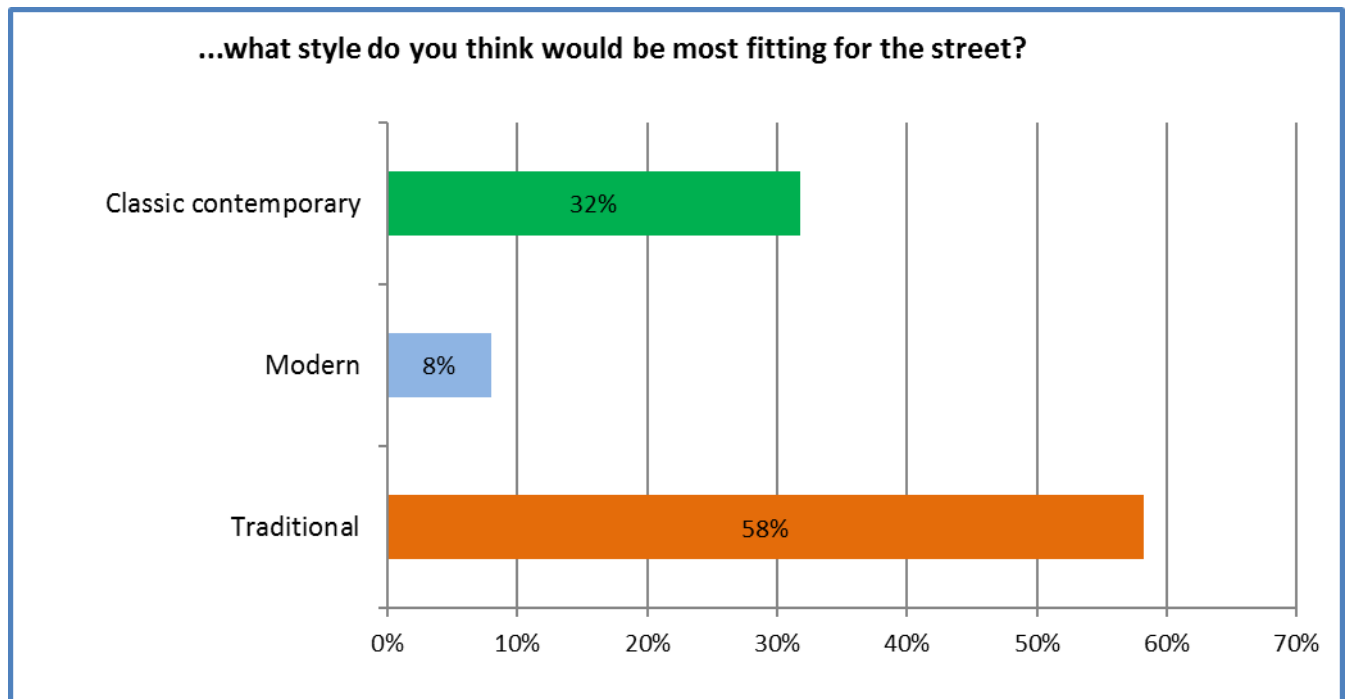


Preferred style for improvements



Respondents were asked, if the Council decided to make improvements to the public realm, what style they would prefer to see.

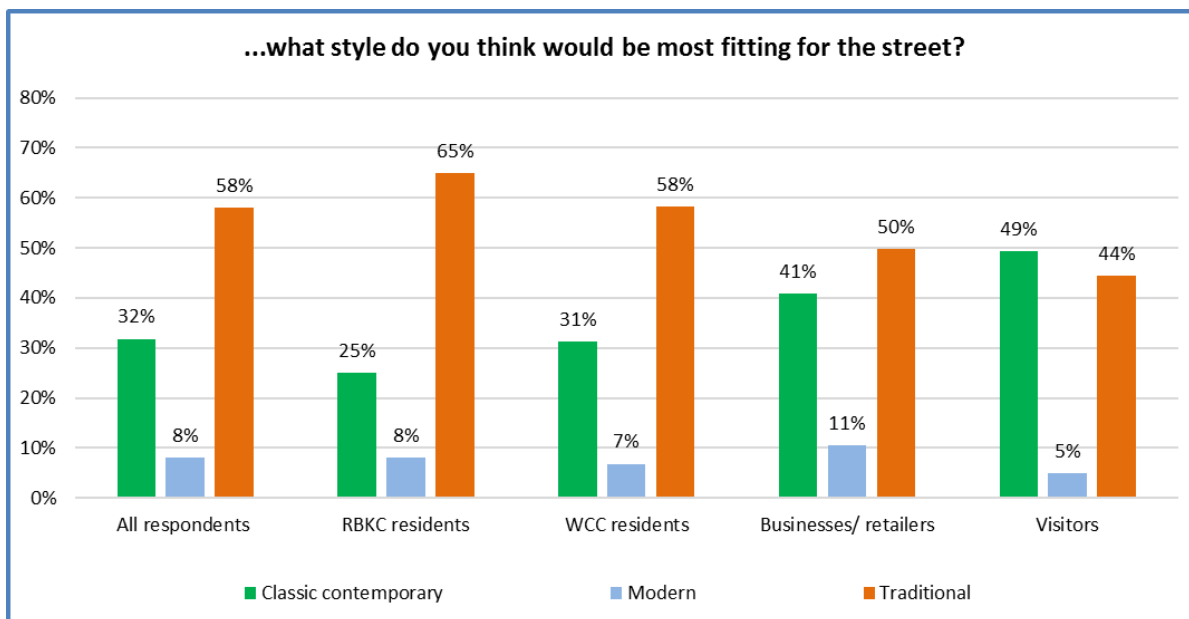
Over half (58 per cent) of respondents preferred *'traditional'* fittings for the street, whilst almost a third (32 per cent) preferred *'classic contemporary'* fittings. Less than one in ten (eight per cent) preferred *'modern'* fittings.



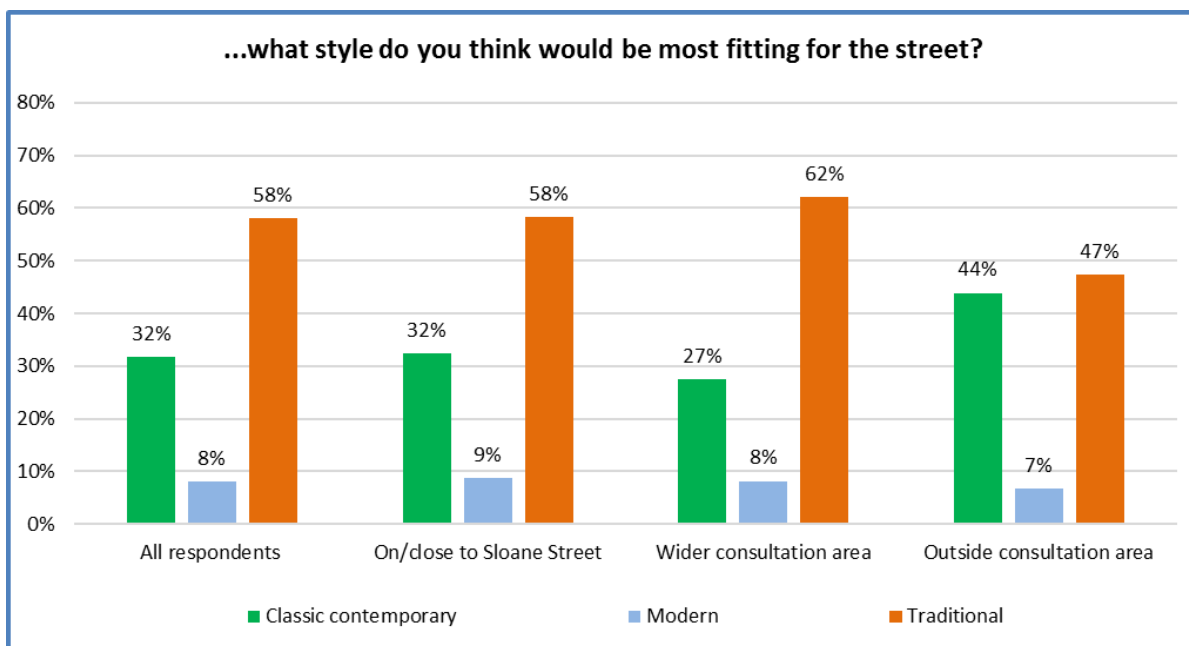
Percentages are calculated based on the total number of responses (1168)

Breakdown of results

- Residents of Kensington and Chelsea (65 per cent) and Westminster (58 per cent) were the most likely to prefer *'traditional'* fittings compared to businesses/retailers (50 per cent) and visitors (44 per cent).
- Visitors (49 per cent) and businesses/retailers (41 per cent) were more likely to select *'classic contemporary'* fittings as their preference than Westminster residents (31 per cent) and Kensington and Chelsea residents (25 per cent).
- Respondents from within the wider consultation area (62 per cent) and those from or close to Sloane Street (58 per cent) were more likely to prefer *'traditional'* fittings than respondents from outside the consultation zone (47 per cent).
- Those from outside the consultation zone (44 per cent) were more likely to select *'classic contemporary'* fittings than those on/close to Sloane Street (32 per cent) or those from the wider consultation zone (27 per cent).



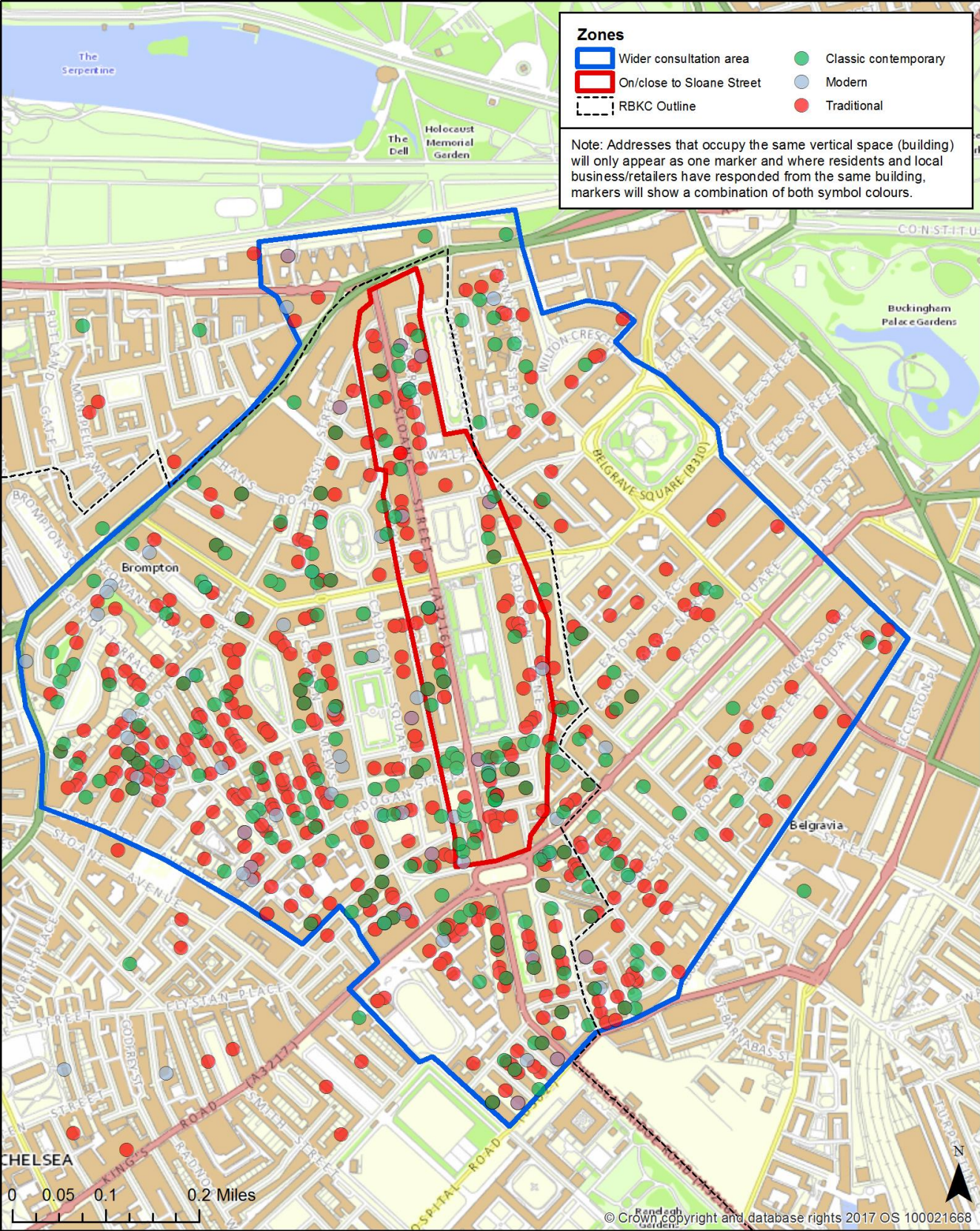
Percentages are calculated based on the total number of responses (1168)



Percentages are calculated based on the total number of responses (1168)

Map Four – Style of street furniture

The below map details respondents preferred style for street furniture (in response to ‘If we decide to make improvements to the public realm, what style do you think would be most fitting for the street?’).



Comments made

Respondents were given the opportunity to comment further on the proposals and options. Comments have been themed and the table below details these themes. Examples of comments made can be seen below and all comments can be found in appendix two.

A total of 137 respondents commented that they were against the proposals or that they were against the widening of the pavement/narrowing of the road. Comments included:

“Do not narrow the road. Are you totally mad? Traffic is at a standstill in this city. Do not narrow the road. It's lunacy!”

“I use Sloane Street frequently as a pedestrian, by bus and by bicycle. (1) The pavements are perfectly adequate/wider than most streets. (2) Often there are delivery vans, builders' lorries, chauffeurs (north end) parked; if you reduce to one lane you will get gridlock for buses. (3) The wider the street the safer it is for cyclists.”

“I strongly oppose the changes, it will disrupt traffic and the street is lovely as it is. This money could be put to better uses.”

“Sloane Street is already an attractive street. The top end is a traffic bottleneck. At a time when public finances are in dire straits particularly on care for the elderly which is one of the reasons the NHS is on its knees and unable to provide basic care for so many especially the old, it is utterly wrong to propose potted plants and pavement schemes of little merit. Please stop proposing vanity schemes and concentrate on running services.”

“I am against widening of pavements. Will inevitably cause traffic delays and in any event quite unnecessary in my area.”

A total of 134 respondents commented on the amount of traffic congestion or their concern that traffic congestion would get worse under the proposals. Comments included:

“I am more concerned about reducing traffic flow than traffic speed. Any future traffic congestion created by narrowing of lanes will have a hugely detrimental impact of air quality and raise levels of pollution. This is my greatest concern as a local resident.”

“No need for improvement. Yet again the car driver will suffer. How can you propose to reduce traffic lanes and expect there to be no impact on traffic? London is being systematically changed to make things impossible for residents/drivers. Look at what you have done in the park. It is a disgrace.”

“Traffic is at elevated levels, reducing the flow would be deeply inadvisable.”

A total of 123 respondents made comments in favour of the proposals or one of the possible options. Comments included:

“Marvellous idea! Can't wait to walk in the new promenade.”

“I strongly agree that widening the pavements and enhancing overall appearance with trees and high quality planting would be appropriate for such a prestigious residential area with such a strong retail presence.”

“Great initiative! Once traffic reduces everything else improves. And I drive...more please!”

Survey findings

A total of 58 respondents commented about the cost of the project or had other ideas of what to spend the money. Comments included:

"It's already very posh. Save some money for other parts of Kensington and Chelsea like South Kensington, Ladbroke Grove and Earl's Court."

"This scheme is unnecessary. The Council should spend this money on more urgent matters."

"Who is paying for all of this? It would look prettier with more trees and more pavement but go ahead only if you find private donors/sponsors."

A total of 52 respondents raised environmental concerns about the proposals, including pollution, air quality and noise. Comments included:

"I think reducing the road size adds to more traffic congestion and hence more pollution within inner London."

"This proposal will cause even more congestion and air pollution."

Slightly fewer (49) made comments about reducing the speed of traffic on Sloane Street or made other suggestions for reducing traffic speed. Comments included:

"The traffic needs to be reduced, cars speed quite often. This would be an excellent way to reduce speeding and improve safety."

"Has the Council considered speed bumps? Racing car noise has become a major headache (as it still is along the Kings Road)."

A total of 40 respondents expressed a preference for paving material. Granite and Yorkstone were mentioned most frequently, comments included:

"Pavement materials: - stay tuned to local materials, don't import from Italy. Use Yorkstone or combination of Yorkstone/granite."

A total of 38 respondents made comments about improved greenery or planting comments included:

"I strongly support all the proposals, more greenery is uplifting and beneficial."

A total of 33 respondents raised concerns about parking, for example:

"No parking spaces on Sloane Street please!"

A total of 31 respondents made comments relating to traffic control measures or pedestrian crossings. Comments included:

"The traffic light problem at the junction with Knightsbridge needs to be dealt with. During the rush hour buses can take 10-15 minutes to get through which is unacceptable."

A total of 22 respondents would like to see a cycle lane or improvements for cyclists, comments included:

"Can we also include a dedicated cycle lane?"

"Wonderful plans. We live quite near Sloane Street and do not own a car so anything to reduce traffic. One significant disappointment with the plans, why no cycle lanes? This is a major cycle route from Chelsea Bridge to Hyde Park."

Survey findings

Theme of comment*	Number
Against the proposals or widening of pavement/narrowing of road	137
Traffic congestion is a problem/will increase	134
In favour of scheme or one of the options	123
Cost of project/other ways to spend the money	58
Environmental concerns (e.g. air quality, pollution, noise)	52
Reduce traffic speed/other ideas to reduce traffic speed	49
Preference for paving material	40
Greenery/trees/planting	38
Parking issues/concerns	33
Traffic control (road layout, traffic lights etc.)/pedestrian crossings	31
Cycle lane/improvements for cyclists	22
Maintenance	14
Displaced traffic to surrounding streets	12
Disruption caused	12
Extra greenery/planting not needed	11
Request for specific shops/businesses to be introduced	11
Lighting and street furniture design	10

* Themes shown with 10 or more mentions.

Letters received in response to the consultation

Emails and letters received

In addition to survey responses, 31 individuals and organisations wrote or emailed the Council with their thoughts on the proposals. A number of these letters are lengthy and contain detailed feedback on the proposals, these can be seen in full in appendix three.

The below table summarises the main themes contained within the letters/emails. However, the letters and emails should be read in full to fully understand respondents' views.

Theme of comment*	Number
Against the proposals or widening of pavement/narrowing of road	16
Traffic congestion is a problem/will increase	13
Traffic control (road layout, traffic lights etc.)/pedestrian crossings	11
In favour of scheme or one of the options	8
Parking issues/concerns	8
Reduce traffic speed/other ideas to reduce traffic speed	8
Environmental concerns (e.g. air quality, pollution, noise)	7
Comments relating to street furniture/clutter	7
Extra greenery/planting not needed	5
Preference for paving material	5

* Themes shown with five or more mentions.