

Notting Hill Gate Action Plan:

Survey results

Report written February 2023

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THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

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Introduction

Background

The purpose of the survey was to capture emerging priorities for improving Notting Hill Gate and gauge the level of local agreement with high street principles identified on previous research.

The consultation exercise was conducted by the Council Place Shaping team and interim results have informed discussions with the community working group involved in developing an action plan for the local high street. The community working group was formed in October 2022 and includes residents, ward councillors, local businesses and cultural organisations, as well as council officers.

For more information about the Notting Hill Gate action plan, place shaping in Kensington and Chelsea, and previous research on high streets visit [this website](#).

Methodology

The online survey was published on 7th September 2022 and closed on 15th January 2023.

Acknowledgements

The Council would like to thank everyone who took the time to feed back their views and those who helped to promote the consultation.

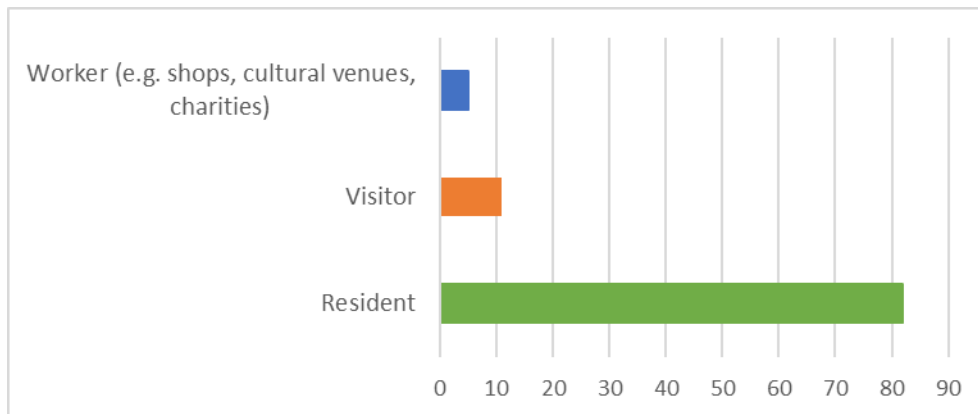
Key findings

- We received 98 responses to the survey.
 - The majority of respondents (84%) self-identified as residents in the Notting Hill Gate area, 78% are over 35 years old and 72% are from a White background.
- The priorities which received the highest number of ‘agree’ and ‘strongly agree’ were:
 1. More green spaces and planting (85 votes)
 2. Better air quality (82 votes)
 3. More pedestrian friendly, particularly for people with reduced mobility (81 votes); Find ways to attract residents and visitors to support local businesses (81 votes)
- The most contentious priority is to make the area “more cycle friendly”, with which 20% of responses disagree or strongly disagree.
- We received approximately 192 ideas to improve the high street.
 - The ideas were categorised into themes. Considered together, the top seven themes call for a more pedestrian-centric high street.
 - The top two themes capture ideas on “improving pedestrian experience/safety” and “cycle lane”. These are closely followed by “more greening and planting” and “reduce/ slow traffic”, then “cleaner streets” and “widen pavement”. Completing the top seven is “more/safer crossings and junctions”.
- The top five locations for improvements mentioned by respondents, each with five mentions or more, were:
 1. Notting Hill Gate (all along)
 2. Outside Waterstones and Newcombe House
 3. Pembridge Road
 4. Tube station entrance/ exit and surrounding area
 5. Kensington Church Street
 - Other locations mentioned include Pembridge Gardens, Astley House, Hillgate Village, McDonalds, and outside Boots / Tesco.

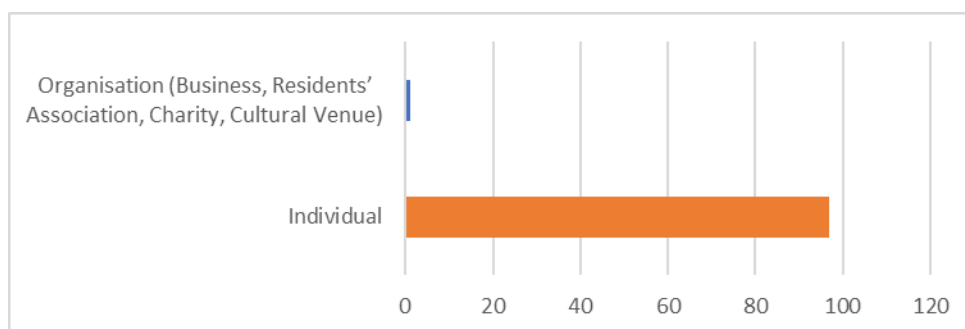
Questionnaire

Q1: What is your connection to Notting Hill Gate?

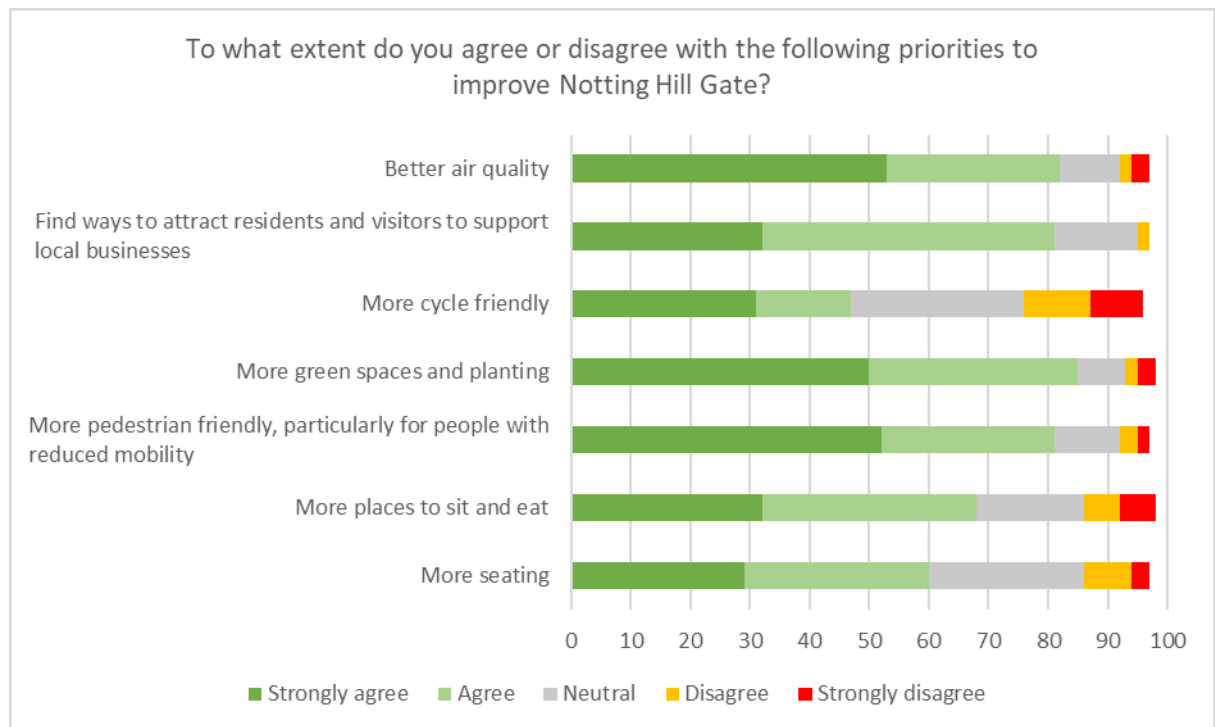
There were 98 responses to this question.



Q2: Are you filling in this survey as an individual or a representative of an organisation?



Q3: To what extent do you agree or disagree with the following priorities to improve Notting Hill Gate?



- At least 60% of respondents agree or strongly agree with most priorities but one.
- The most contentious priority is to make the area “more cycle friendly”, with which 20% of respondents disagree or strongly disagree and about 50% agree or strongly agree.
- The least contentious priority, which no respondents strongly disagree with, is finding ways to “attract residents and visitors to support local businesses”. Over 80% agree or strongly agree with this priority.
- “More green spaces and planting” is the priority with the highest rate of support, 85% agree or strongly agree.
- The highest rate of strong support is for “better air quality” (55%) followed closely by “more pedestrian friendly, particularly for people with reduced mobility”.

Q4: Do you have any project ideas to improve the high street?

Responses to this question have been themed and are summarised in the table below. Examples of comments made can be seen further down. We received 85 responses to this question in total. However, a response may contain multiple ideas and appear in multiple themes.

Theme	Count
Improve pedestrian experience/safety	15
Cycle lane	15
More greening and planting	14
Reduce/ slow traffic	14
Cleaner streets	13
Widen pavement	11
More/safer crossings and junctions	8
Better air quality	7
More local/variety of shops	7
Road layout	7
Seating	7
Building look/ refurbishment	6
Wayfinding/Redirecting	6
Strengthen culture and arts activity	5
Bus related concerns	4
Pedestrianisation	4
Green spaces	3
Public safety	3
Restrict pavement traffic through stronger enforcement	3
Street clutter	3
Street trading	3
Trees	3
Other	31

- We received approximately 192 ideas for improving the high street

- Ideas were categorised into themes. Considered together, the top seven themes call for a more pedestrian-centric high street at the expense of cars and traffic.
- The top two themes capture ideas on “improving pedestrian experience/safety” and “cycle lane”. These are closely followed by “more greening and planting” and “reduce/ slow traffic”, then “cleaner streets” and “widen pavement”. Completing the top seven themes is “more/safer crossings and junctions”.
- Respondents who commented on “improving pedestrian experience/ safety” wrote mostly about mitigating the impact of high footfall, including widening and decluttering the pavement.
- References to “cycle lane” were about providing safe and protected routes for cyclists and better infrastructure (such as cycle parking), as well as reducing vehicle traffic and widening pavements to improve the flow of both pedestrians and cycles overall.
- Ideas that proposed “more greening and planting” were almost entirely focused on trees and planters along the high street. It was emphasised that these would have to be well maintained.
- Ideas that proposed to “reduce/ slow traffic” often referred to it as the most important intervention and that it would have a positive knock-on effect on the rest of the street. Reducing the number of cars was also mentioned alongside widening pavements, implementing a cycle lane, and improving air quality.
- “Cleaner streets” refers to more regular rubbish collection, street sweeping, and pavement washing. There were calls for more rubbish bins especially around take-away food outlets.
- Although comments on “widening the pavement” may be applicable to the whole high street, specific areas such as near the tube station, outside Waterstones and Newcombe House, and Pembridge Road figured more prominently.

Q4 quotes

Improve pedestrian experience/safety: “Clearly on Fridays, Saturdays and Sundays, the amount of people arriving predominately by tube is enormous and they need way better managing to get them to [Portobello] Road.”

Reduce/ slow traffic: “Slow down the cars and motorbikes! The noise pollution they cause makes it hard for Notting Hill Gate to feel like a community.”

Cycle lane: “A protected cycle lane to reduce traffic and encourage cycling.”

Cleaner streets: “It would help if the pavements were cleaner - more regular litter and chewing gum clearance, daily street and pavement washing to remove bird excrement etc.”

More greening and planting: “It would be good to have more trees and planted areas so that it became a more pleasant space to walk through and less of a pavement alongside a busy road. However, it would be important to choose trees and plants which can thrive in that space and to ensure that it is all well maintained.”

Widen pavement: “Consider enlarging the pavement on Notting Hill Gate outside Waterstones (by the corner of Kensington Church Street) to provide an outdoor area for pedestrians. It's unlikely you can lose the entire lane, due to traffic/parking, but you should be able to reclaim the corner for pedestrians and maintain the traffic further on.”

Q5 Is there a specific place where your project idea should be delivered?

Respondents were encouraged to suggest specific locations where their idea should be delivered. The locations were ranked according to the number of mentions, providing a set of key locations as per table below. Some respondents also provided further ideas to improve the area in the free text box. These were added to the pool of ideas captured on Question 4.

Location	Count
Notting Hill Gate (all along)	14
Outside Waterstones and Newcombe House	12
Pembridge Road	9
Tube station entrance/ exit and surrounding area	9
Kensington Church Street	5
Pembridge Gardens	3
Astley House	2
Hillgate Village	2
McDonalds	2
Outside Boots / Tesco	2
Other	24

Q5 Quotes- Examples of project ideas on top locations

Notting Hill Gate (all along):

“Plant trees all along the High Street”

“Remove one traffic lane on Notting Hill Gate and expand pavements to create green spaces to meet and a central segregated cycle lane connecting Hyde Park with Shepherd’s Bush.”

Pembridge Gardens: “Could something be done to direct pedestrians onto Pembridge Gardens and make that experience more attractive, e.g. pedestrianise it on those [Portobello market] days, encourage street vendors etc? I am not sure what is happening with the library at the end of Pembridge Gardens but it would be great if that could act as a welcome centre in some way.”

Outside Waterstones and Newcombe House: “The area near Waterstones where the metal sculptures are is a good space that could be nicely developed. Fountain/seating/ greenery. Something iconic and photo worthy for the tourists.”

Pembridge Road: “In addition, building out the pavement on both sides of the junction with Pembridge road would stop cars taking this corner at high speed - because it's a slow light, cars keep on shooting through amber/just red lights, which is unsafe and unwelcoming.”

Kensington Church Street: “Highlight the Notting Hill Arts Club as well as Kensington Church Road as major cultural zones.”

“Ask TfL to rationalise the excessive bus lines going up Ken Church St.”

Tube station entrance / exit and surrounding area: “I would like to see more pavement around the Pembridge Ward side of Notting Hill Gate tube station entrances, as this gets horribly congested and on Saturdays can be dangerous with so many tourists filling the small pavement.”

Astley House: “It is urgent and desperate that some of the dilapidated, aged buildings are fixed up. For example, and in particular, is Astley House. Both the front and back are in horrible shape and it drags down the entire neighbourhood.”

McDonalds: “The main problem in the area is the McDonald’s on the main high street. Every day it attracts homeless, crime etc. It’s situated right next to the doorway of a residential building also and creates so many security problems. If the McDonald’s were to move even just down the street it would help so so much.”

Outside Boots/ Tesco:

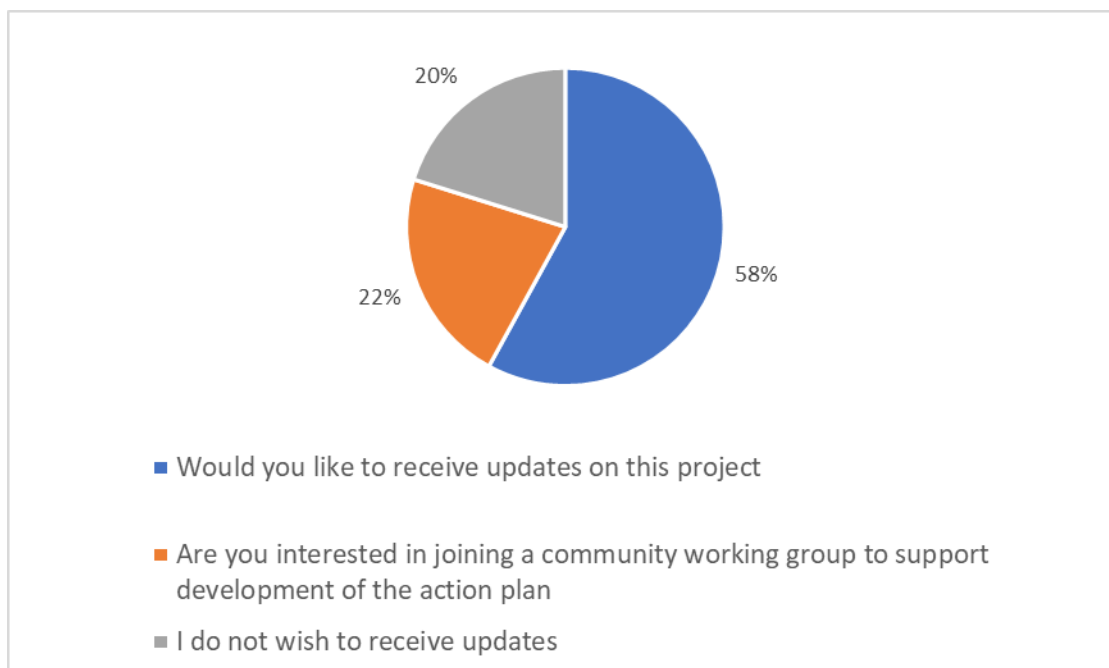
“I’d like the pedestrian pavement to be more ... elegant, with big vases of plants/bush and lots of flowers.”

“It would be nice to create a few seating areas.”

Hillgate Village: “The second priority is to make Hillgate Village partly pedestrian by banning traffic on Uxbridge Street and Hillgate Street. The 2 streets and the alley way (currently used as a parking lot for mopeds) leading from Farmer Street to NHG can be paved attractively to replace the tarmac and again gain space for seating and green landscaping.”

Staying involved

Q6 Would you like to receive updates on this project or join a community working group?



- 69 people said they would like to receive updates on this project
- 26 people said they were interested in joining a community working group
- 24 people said they do not wish to receive updates

Q7 If you have indicated that you wish to receive updates and/or have indicated you are interested in joining a community working group, please provide your email address.

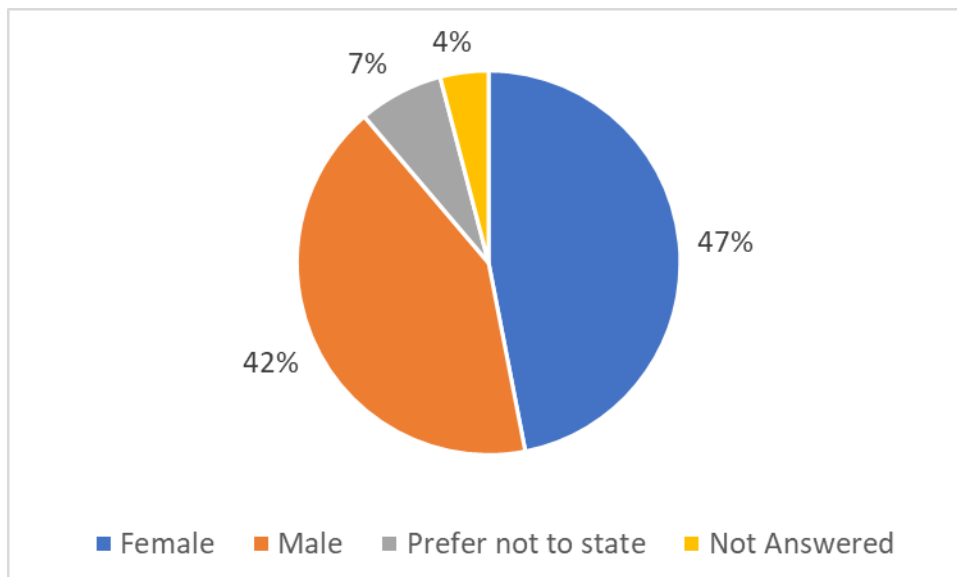
- 79 respondents (81%) provided an email address.

Demographics

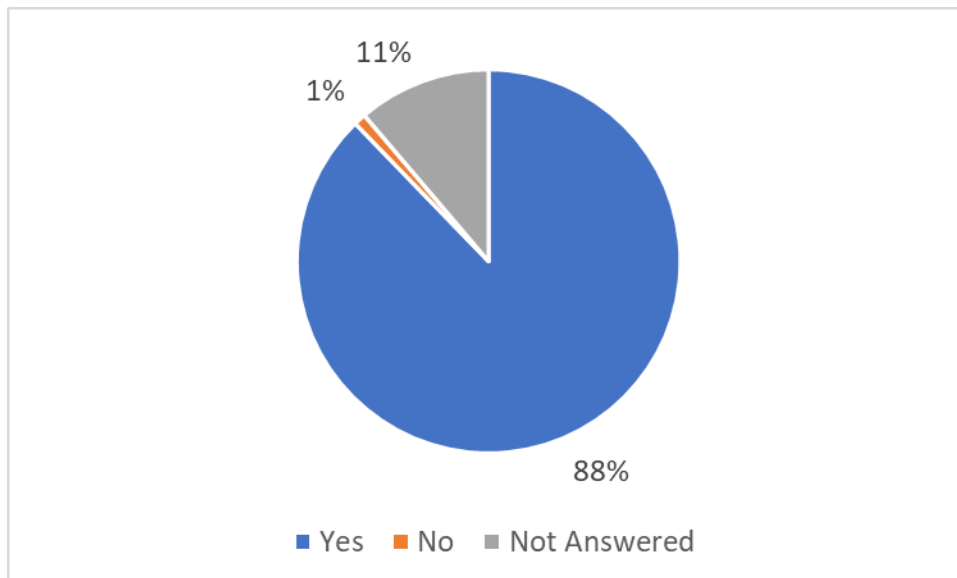
Q8 What is your postcode

- Of those who provided their full postcode, 90% of respondents either lived or worked in the borough.

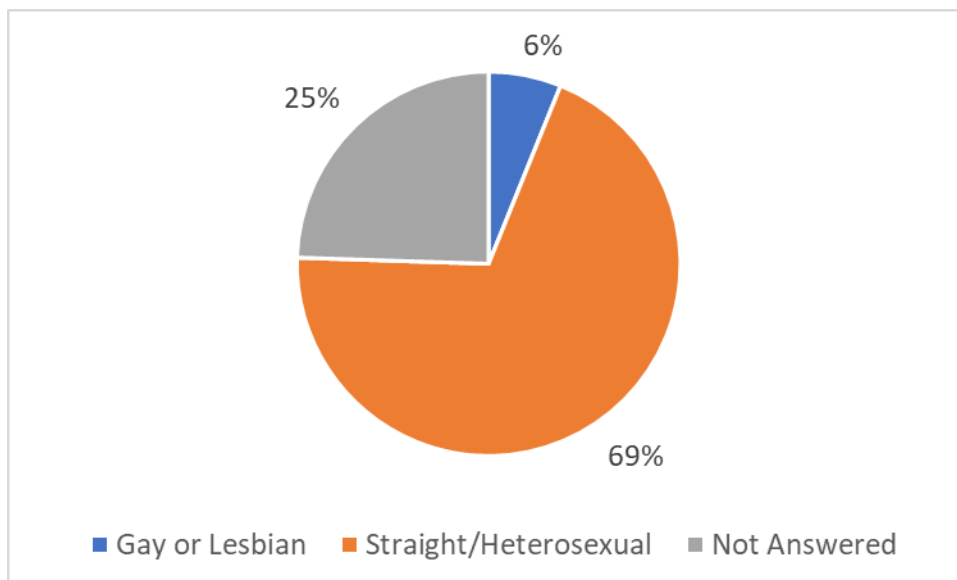
Q9 What is your sex?



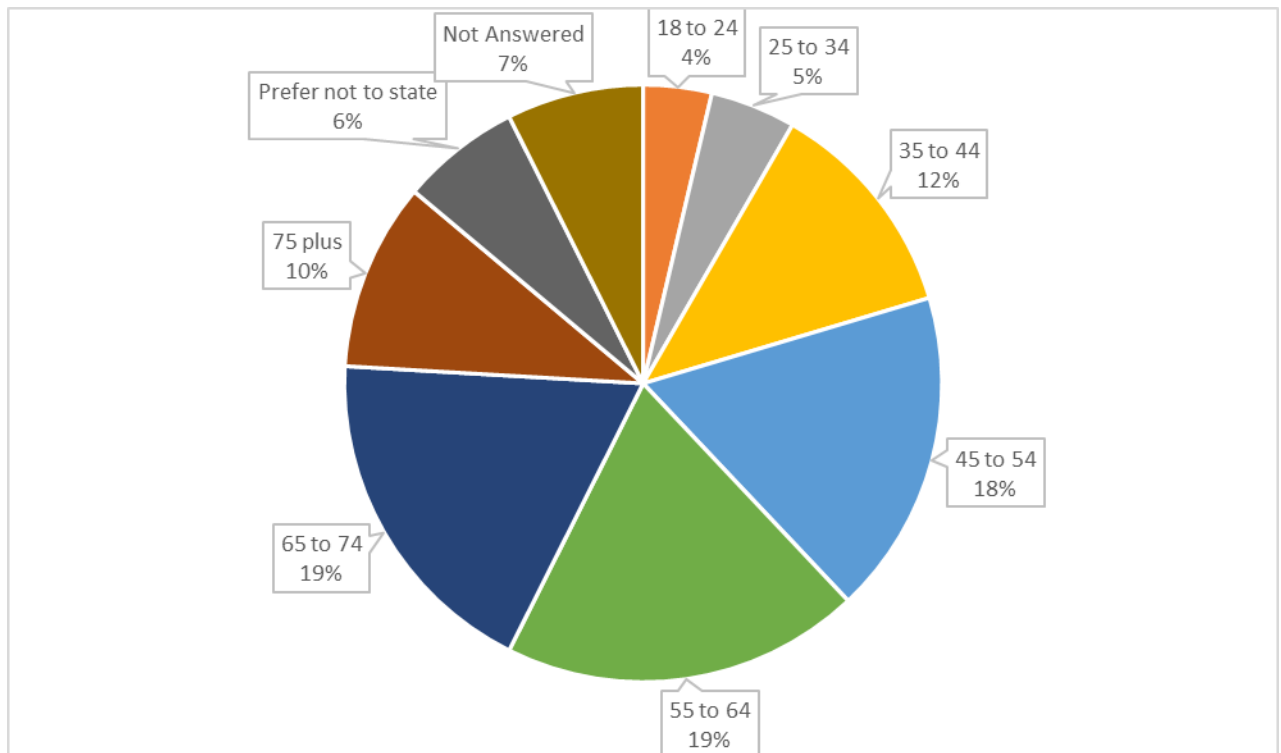
Q10 Is the gender you identify with the same as your sex registered at birth?



Q11 Which of the following best describes your sexual orientation?

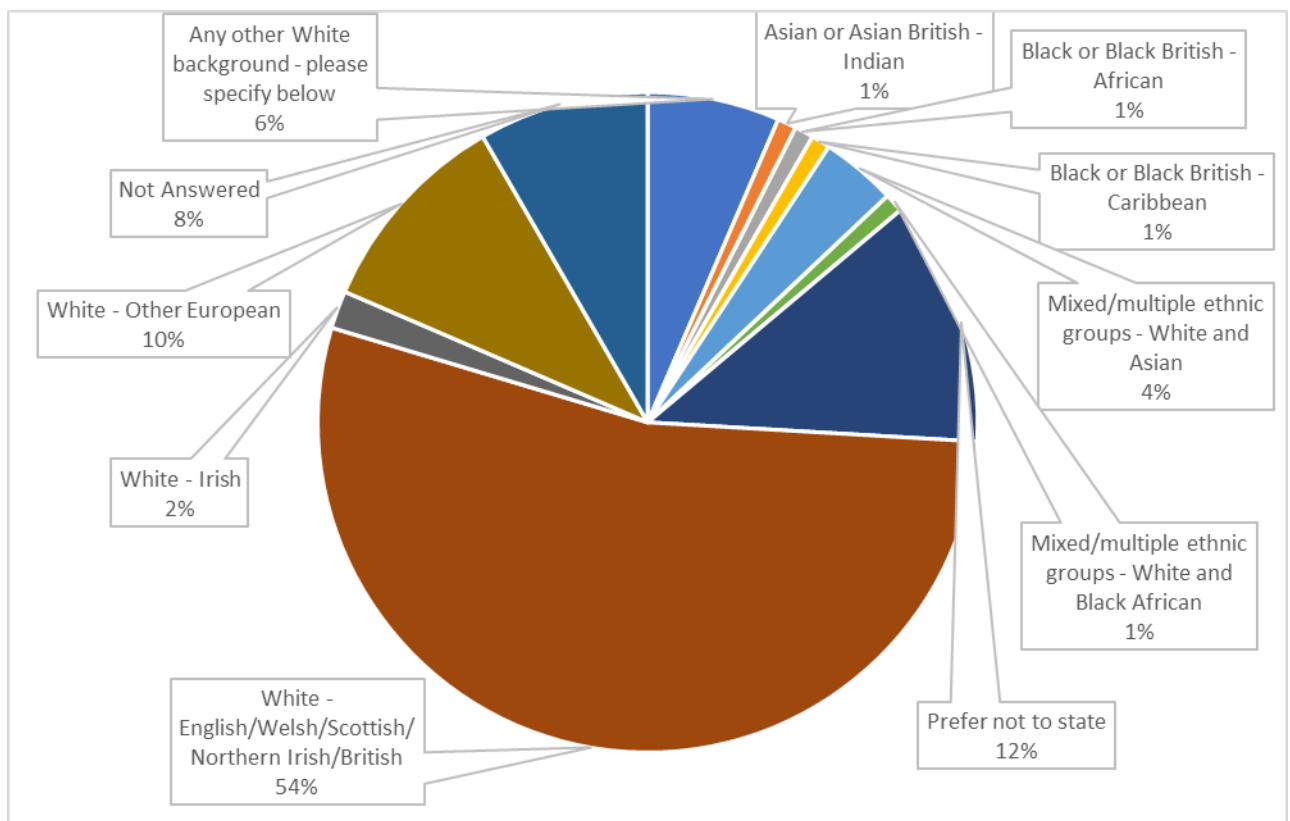


Q12 Which age group do you belong to?



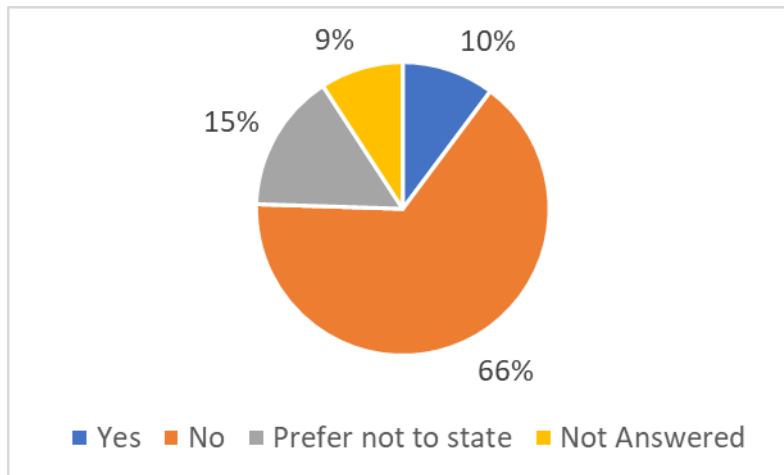
- 78% of respondents are over 35 years old
- 9% of respondents are between 18 and 34 years old

Q13 How do you describe your ethnic origin? - Please specify other answers



- 72% of respondents declared a White background
- 2% of respondents declared a Black background
- 5% of respondents declared an Asian or Mixed Asian background

Q14 Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?



Q15 If yes, what is the nature of your physical or mental health condition or illness? (Select all that apply)

