

Sloane Square Proposed Pavement Improvements

Analysis of stakeholder consultation

October 2024

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Introduction

Background

Kensington and Chelsea Council is considering proposals to widen the pavements around Sloane Square, with funding for the changes provided by Cadogan. Through minimal intervention, the aim is to create an improved pedestrian experience and a welcoming environment for everyone who lives, works, or visits Sloane Square.

Thousands of people pass through Sloane Square every day, utilising it for various purposes. Whether as a gateway to the public transport network, a destination for dining and shopping, or a thoroughfare, Sloane Square plays a vital role in the daily life of Chelsea.

Areas for improvement

While much of Sloane Square functions well, certain areas experience uncomfortably high numbers of people moving through at once. This often necessitates the use of informal crossing points, which can impede vehicle movements, create navigation challenges, and make pavements feel too crowded at peak times.

Our proposals

We're seeking to address Sloane Square's current challenges through targeted enhancements, ensuring minimal disruption to local businesses and residents.

The main proposals are centred around five principles:

- Widen pavements
- Realign pedestrian crossings
- Reduce street clutter
- Reuse materials from Sloane Street
- Ensure traffic flow is not impacted



Introduction

Consultation methodology

Cadogan has conducted multiple pre-engagement meetings with local businesses and other stakeholders to discuss the proposals. Two drop-in sessions were also held on Thursday 19 September and Saturday 21 September.

A consultation on the proposed pavement improvements to Sloane Square was launched on 7 August 2024. It was published on the Council's consultation hub and promoted through Council e-newsletters. Cadogan also organised a leaflet drop to local properties to encourage residents to complete the survey. The survey was also promoted at the drop-in sessions and some on street interviews were conducted in Sloane Square itself.

Report

A total of 922 surveys were returned by the closing date of 16 October 2024. This report contains an analysis of the survey responses and examples of the comments made. An appendices document is also available on request, containing data tables (appendix one) and all comments made by respondents to the survey (appendix two). This also includes feedback on the proposals received by email. A total of 32 emails were received, of these 27 expressed opposition to the proposals, four expressed support and one was from a local business asking for further clarification.

Acknowledgements

The Council would like to thank all respondents that took the time to feedback their views.



Results at a glance

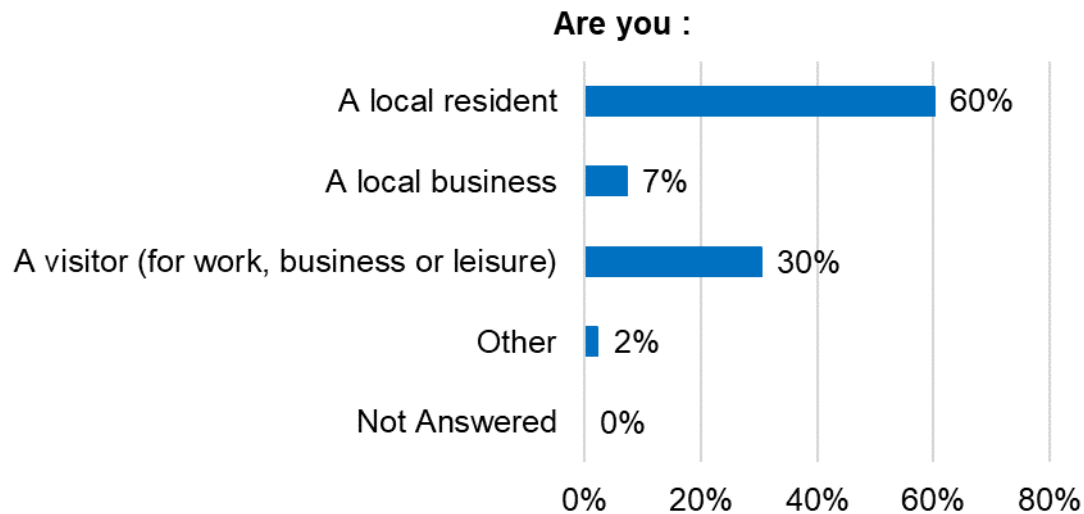
- Sixty per cent of responses were from **local residents**, seven per cent from **local businesses** and 30 per cent from **visitors**.
- Over half of respondents (52 per cent) indicated that they **support** the proposed scheme **in full** and 15 per cent support them **in part**.
- A third of respondents were either **against** the proposed scheme (30 per cent) or **not sure** about it (three per cent).
- Thirty-five per cent of **local residents** support the proposals **in full** and 17 per cent support them **in part** whilst 44 per cent **do not support** the proposals.
- Eighty-four per cent of **local businesses** support the proposals **in full** and six per cent **in part** whilst ten per cent **do not support** the proposals.
- Seventy-eight per cent of **visitors** support the proposals **in full** and 14 per cent **in part** whilst eight per cent **do not support** the proposal
- Comments supporting the proposals included support for improvements to the pedestrian experience and support for the benefits it provides for businesses and shops.
- Comments in opposition to the proposals cited concerns about the impact on traffic flow, the concern about further disruption and the experience of the Sloane Street works, concern about congestion in surrounding streets and concern about air pollution.



Capacity in which responding

Respondents were asked in what capacity they were responding.

- Sixty per cent of respondents indicated that they were responding as **'a local resident'**.
- Seven per cent stated they were responding as **'a local business'**
- Under a third of respondents (30 per cent) were **'visitors'**



Base: All responses (922)

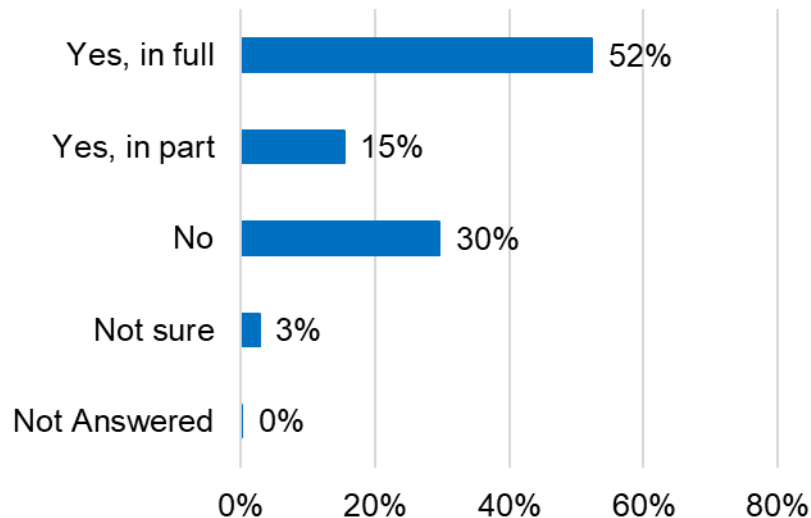


Views on proposed scheme

Respondents were asked if they wished to see the proposed pavement scheme introduced to Sloane Square.

- Over half of respondents (52 per cent) indicated that they **support** the proposed scheme **in full** (15 per cent indicated that they support the proposal **in part**).
- A third of respondents were either **against** the proposed scheme (30 per cent) or **not sure** about it (three per cent).

Do you support the proposed Sloane Square pavement scheme?



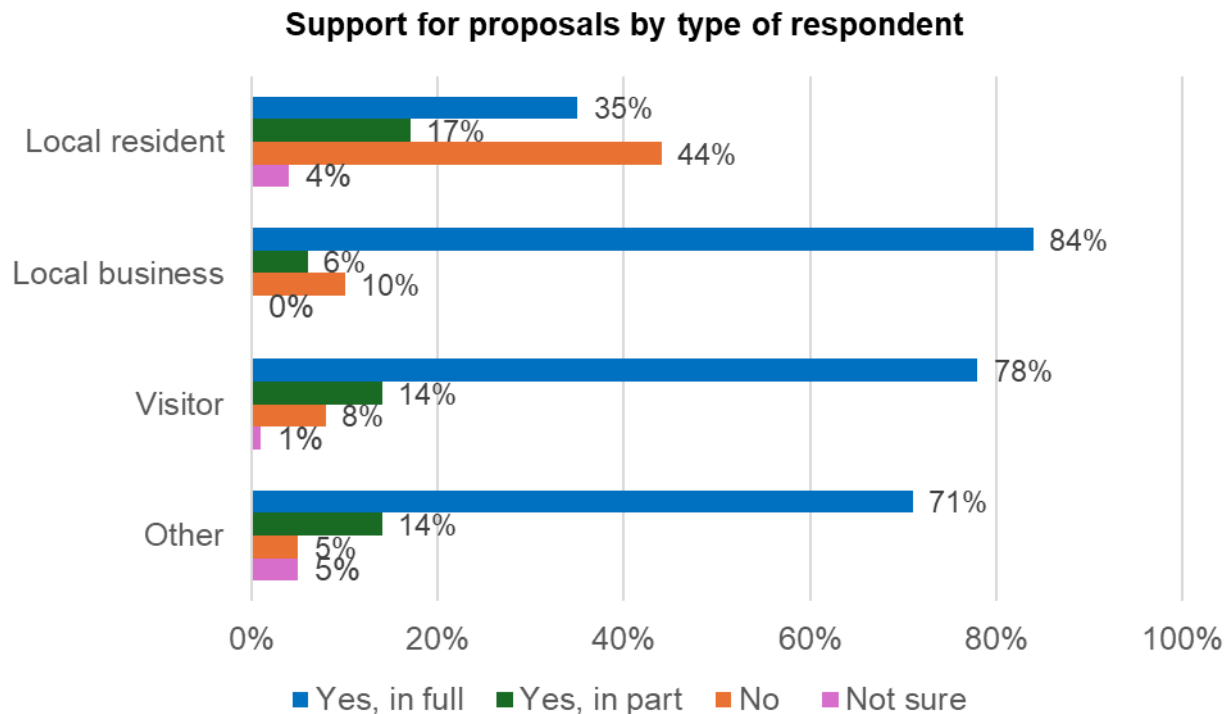
Base: All responses (922)



Support for proposals broken down by type of respondent

The support or opposition to the proposed scheme has been broken down by the capacity in which they were responding.

- Thirty-five per cent of **local residents** support the proposals in full and 17 per cent support them in part, whilst 44 per cent do not support the proposals.
- Eighty-four per cent of **local businesses** support the proposals in full and six per cent in part, whilst ten per cent do not support the proposals.
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Base: All responses (922)

Proposed scheme - comments

Respondents were asked to explain their level of support or opposition for the scheme. The comments made have been themed and themes with 15 or more comments have been summarised in the table below. Examples of the comments made can be found on the next pages whilst the full list of comments is available in the appendix report.

Theme	Count	Theme	Count
Support for improved pedestrian experience	197	Concern about cyclist safety	38
Concern about impact on traffic flow	161	Support but feel plans could go further	25
Concern about further disruption and experience with Sloane Street works	117	Need for improvements to centre of Sloane Square	25
General support for proposals	99	Don't think change is needed	22
Need for improvements to pedestrian crossings	62	Support as benefits businesses/shops	21
Needs further assessments/evidence	51	Support as long as doesn't impact traffic	18
Concern about congestion in surrounding streets	46	Lack of consultation with local residents	16
Concern about air pollution	39	Concern about e-bikes	15



Comments in support of the proposals

“The pavement is currently very congested for pedestrians - The crossing points need altering to meet pedestrian needs - The traffic is very dominant on the square and it would be nice to rebalance this towards pedestrians.”

Support for improved pedestrian experience

“A much-needed change to Sloane Square if visiting as a pedestrian. It will see a reduction in the congestion on pavements without negatively impacting traffic and bring a welcome boost to any shops and restaurants within the immediate area. It makes even more sense when looking at Sloane Street and comparing it to Sloane Square.”

Support for improved pedestrian experience

“The proposals are a sensitive approach to solving the problem of overcrowding around Sloane Square. At peak times navigating the pavements around the square can be quite a stressful experience, especially when buses and vehicles are thrown into the mix. The widening of the pavements should ease this and create a more relaxed peaceful environment around the square.”

Support for improved pedestrian experience



“The square looks tired and in need of a regeneration to allow for better flow of both private and public transport, as well as pedestrians. The surrounding areas have been much improved and Sloane Square being the hub requires the proposed plans”

General support for proposals

“The scheme is a great step forward in the transformation of a London Sq. that is currently dominated by cars, into a public square that is more receptive to people.”

General support for proposals

“I work in the commercial real estate industry and from consultation with some of the key retailers on Sloane Street it is apparent the environment has needed to improve.”

General support for proposals



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Comments in support of the proposals

“Good proposal but still too dominated by traffic. Reduce number of lanes and add Dutch style cycle lanes.”

Support but feel plans could go further

“Not adventurous enough. The road outside the Royal Court should be pedestrianised and 2-way traffic around the rest of the square.”

Support but feel plans could go further



“I support the proposal providing traffic is not impacted or otherwise restricted in any way.”

Support as long as doesn't impact traffic

“I am ok with it so long as the traffic can keep moving!”

Support as long as doesn't impact traffic

“I think it's a great idea but doesn't go far enough - reduce the traffic further to two lanes or (preferably) make at least one or two sides of the square pedestrianised completely. ”

Support but feel plans could go further

“It will massively support local businesses, improve the general look and feel of the area and improve safety of pedestrians.”

Support as benefits businesses/shops

“A much-needed change to Sloane Square if visiting as a pedestrian. It will see a reduction in the congestion on pavements without negatively impacting traffic and bring a welcome boost to any shops and restaurants within the immediate area. It makes even more sense when looking at Sloane Street and comparing it to Sloane Square.”

Support as benefits businesses/shops



Comments in opposition to the proposals

“Despite your assurances and diagrams, I am concerned about traffic flow as almost ALL schemes in London have made driving more and more difficult.”

Concern about impact on traffic flow

“Sloane Street has been under construction forever! At least it feels that way with MAJOR disruption to traffic and life. That is why yet another project in the area seems really excessive.”

Concern about further disruption and experience of Sloane Street works



“The area is desperate for no works. There have been horrendous works on Sloane Street for over a year, affecting local business terribly. There is no proven evidence that any pavement changes would be beneficial. Please, please do not proceed with these works.”

Concern about further disruption and experience of Sloane Street works

“From what I can gather from your diagrams, your statement that traffic flow will not be impeded looks improbable. The pavements do not seem overcrowded. I have experienced crowding only in the Underground Station area, and only at some, expected, times of day. The streets are, on the other hand, always full. Narrowing them, as in your diagrams, look to make them so constricted that the result will be an immovable jam all round the Square. I would be glad to know why you think this will not happen? This has the appearance of a “Green” project with, as so often, dogma dominating convenience.”

Concern about impact on traffic flow

“I am opposed to this scheme because it is completely unnecessary and will cause disruption and further congestion. The Sloane Square pavement is classic and already well designed. It needs no further improvement.”

Don't think change is needed

“There is no need for any of the proposed works to be carried out. The whole area works perfectly well as it currently is.”

Don't think change is needed



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Comments in opposition to proposals

“Finish present project. More pedestrianisation will increase traffic congestion. I object to the current proposals. Sloane Street should be completed before approval is given for another long period of traffic works misery in Sloane Square. I would like to see much more detailed and accurate models and data to support consultation on assertions that traffic will not be impacted.”

Further assessments/evidence needed

“After reading the consultation I am concerned that even small changes in Sloane Square can have a negative impact on adjacent roads. Many people on my street feel the same.”

Concern about congestion in surrounding streets

“Vehicle pollution in Sloane Square and Kings Road is awful. I'd spend more time there, but pollution is too bad. Enlarging the pavement will not make it any better. I now go to the power station because air is breathable.”

Concern about air pollution

“Not a good or logic solution. Who benefits? We, the pedestrians don't, but the congested traffic will destroy our lungs.”

Concern about air pollution



“I strongly object to the scheme due to lack of sufficient models or test demonstrating the benefit without increasing traffic in the area. It is already a congested neighbourhood, and this will just worsen an already bad situation, creating more delays and pollution.”

Further assessments/evidence needed

“Despite council's wish not to reduce traffic flow in square, the design reduces street space and encourages more pedestrians. This will cause more cars to use alternatives. We live near Sloane Sq. and traffic is terrible on our little street. Please do not use our side streets to take more traffic. Thank you.”

Concern about congestion in surrounding streets

“I would like a proper consultation on the process. I have only heard of this scheme today even though I live in the Borough. The pedestrian crossings need improvement, and some pavements get really congested.”

Lack of consultation with residents



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Other comments/suggestions

“Strongly support the development, it will make it a much more enjoyable place to be. I do wonder whether the central part of Sloane Square is incorporated enough into the design and whether it should be more physically connected to the rest of the square - not sure how but perhaps a single raised crossing to the central part.”

Improvements needed to centre of Sloane Square

“Need more zebra crossings around Sloane Square, especially: 1. From Peter Jones into the West side of the Square 2. From the Royal Court Theatre into the East side of the Square 3. From the Northeast corner of the Square to the new (proposed) Crossing Island by the entry into Cliveden Place.”

Need improvements to pedestrian crossings

“Don’t want it to lead to more lime bikes being left on pavements but happy with the proposals.”

Concern about e-bikes



“Sloane Square is too hectic and not pleasant to navigate around. The actual middle bit of the square is not attractive to visit despite their F&B (food and beverages) offering attempts. The area seems cluttered, and it doesn’t do the rest of Kings Road (or Sloane Street) justice.”

Improvements needed to centre of Sloane Square

“The pedestrian crossings need improvement, and some pavements get really congested.”

Need for improvements to pedestrian crossings

“Include the space for cyclists and safe way of navigating by the roads on bike. Traffic congestion will become worse due to narrowing of roads and pollution will increase.”

Concern about cyclist safety



Emails received in response to proposals

A total of 32 emails were received in response to the proposals, the majority from local residents, one from a local business and two from organisations – the Whitelands House Residents' Association and the Safer Roads Foundation. Twenty-seven of the emails were in opposition to the proposals whilst four expressed support, one email was from a local business asking for further clarification about the works.

The key themes raised in the emails were very similar to the comments from the survey and included:

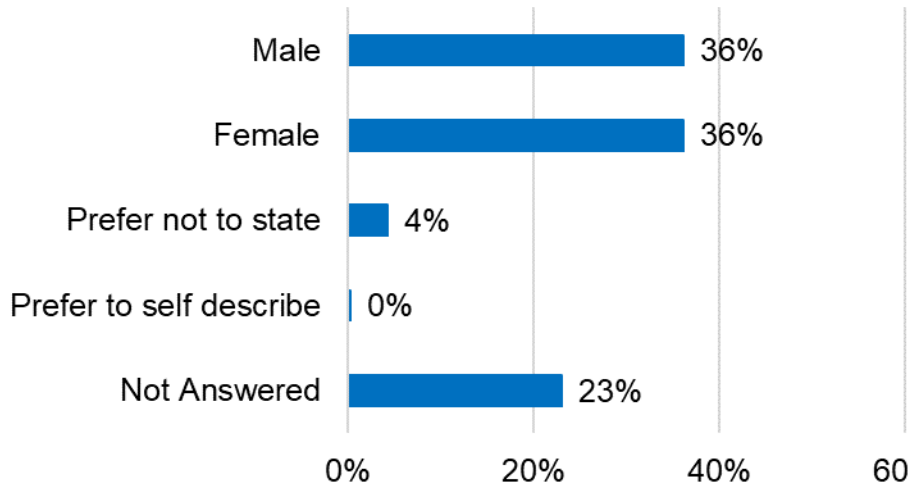
- Support for the improved pedestrian experience and safety.
- Concerns about traffic flow and road safety.
- Concerns about increased congestion and 'rat runs' on surrounding streets.
- Concerns about air pollution.
- Concerns about further disruption and the negative experience of the Sloane Street works..
- Calls for further assessments and evidence and further consultation with local residents
- Concerns that the widened pavements would be used for further tables and chairs rather than pedestrians.

The emails received have been included in full in the appendices report.

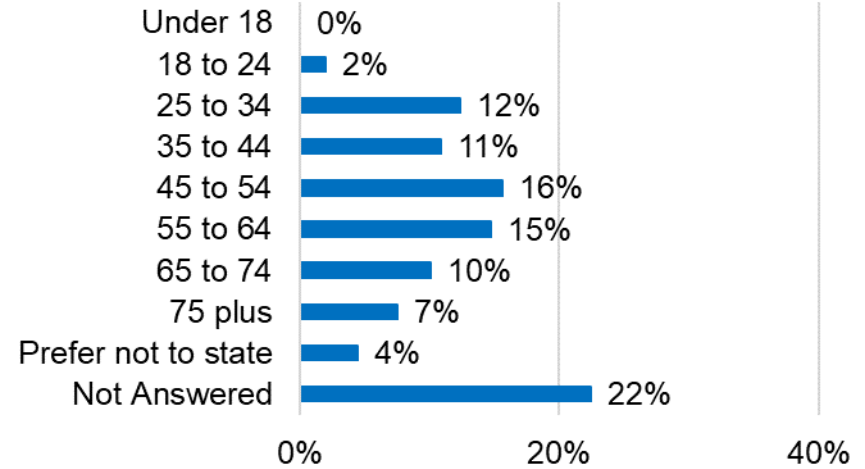


Demographics of respondents

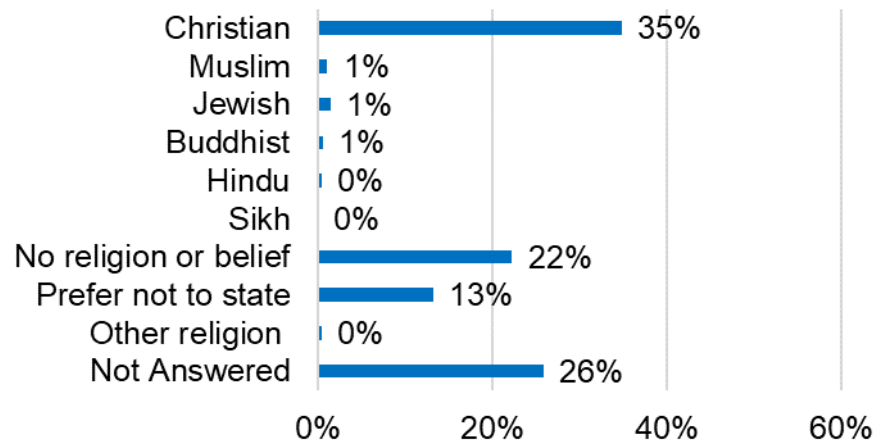
Sex of respondents



Age of respondents



Religion/belief of respondents

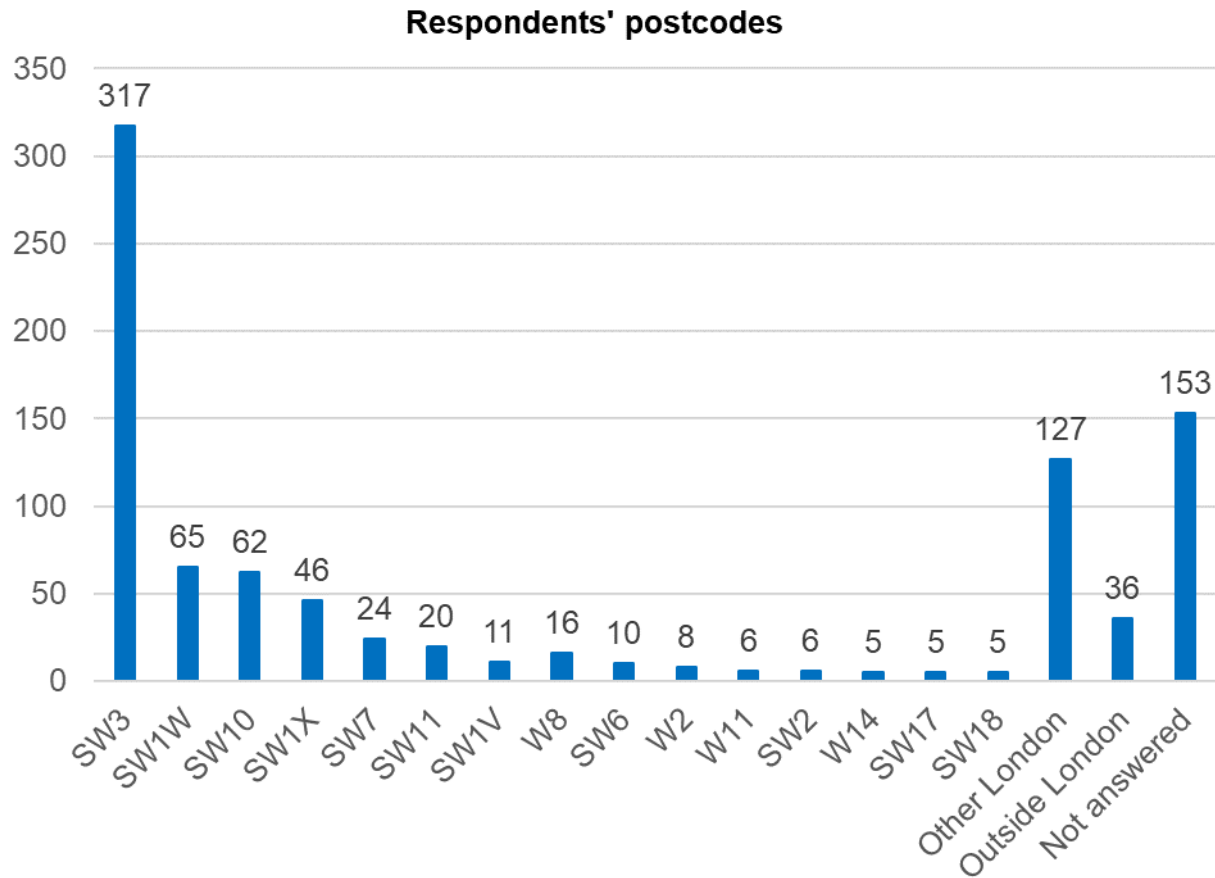


Base: All responses (922)



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Demographics of respondents

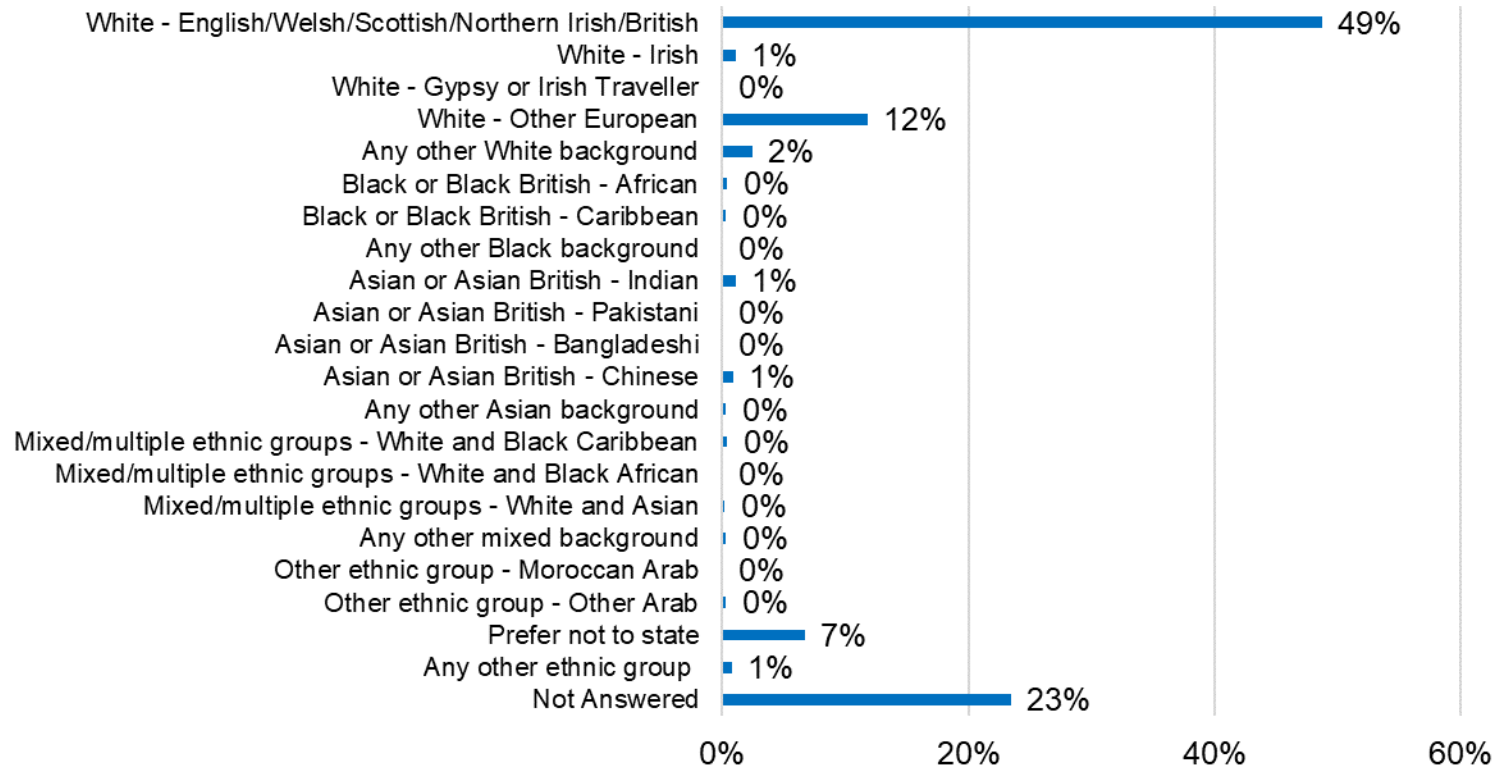


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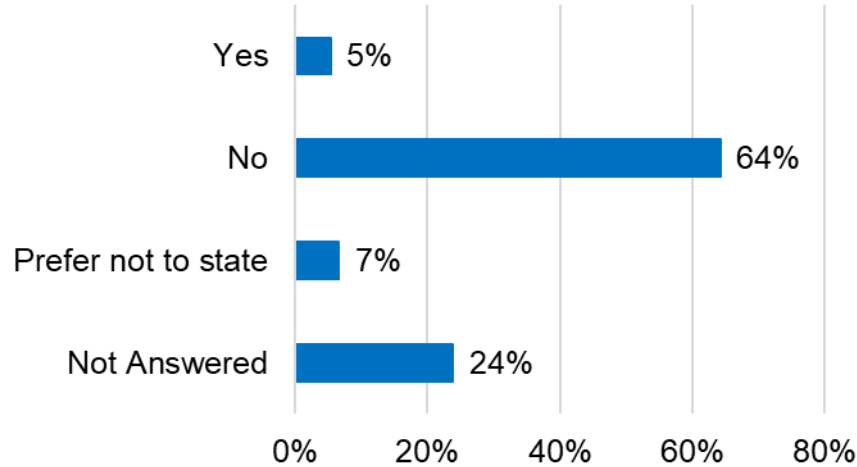
Ethnicity of respondents



Base: All responses (922)

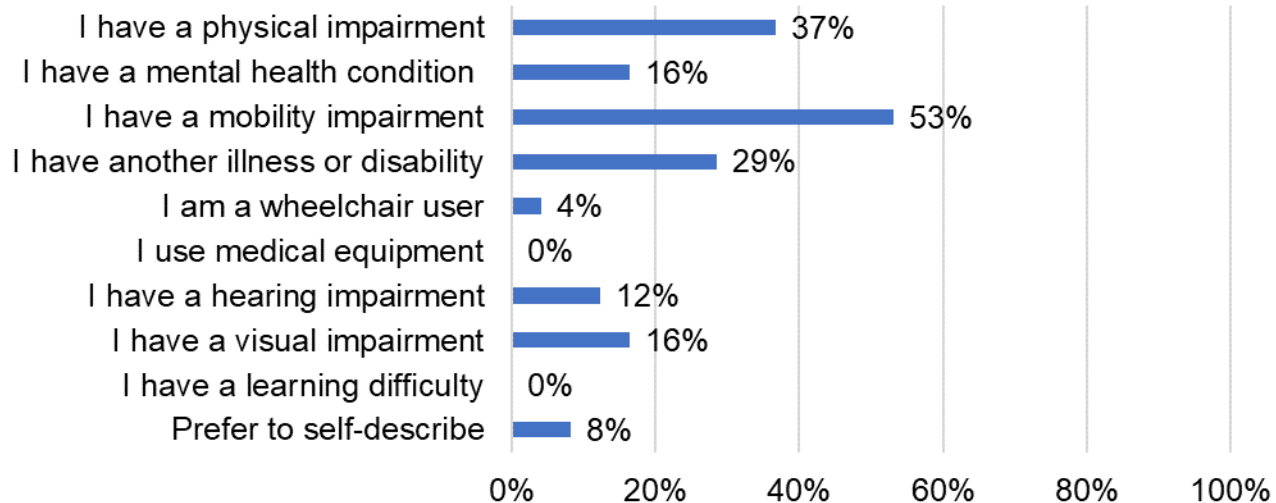
Demographics of respondents

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



Base: All responses (922)

If yes, what is the nature of your physical or mental health condition or illness?



Base: All responses (49)

