

# London Wall West – Public consultation Round 1

## Feedback Report



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# 1. Engagement overview.

# Key Numbers – 26 November 2021 (launch) – 28 May 2022

248 attendees at public exhibitions

250 feedback emails

Social media advertising driven 2,735 clicks through to the project website

81 engagements via social media posts (comments, reactions and shares)

157 completed surveys (132 via Citizen Space and 25 hard copy)

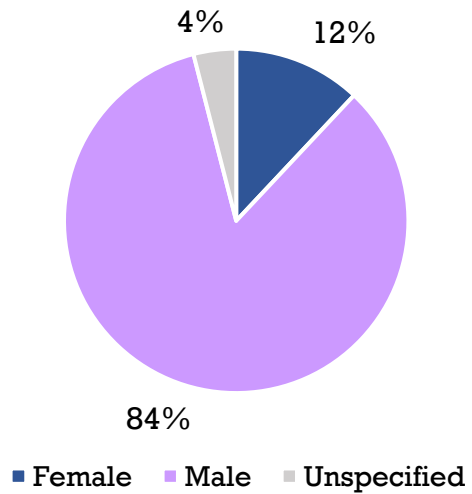
## 2. Promotional activities.



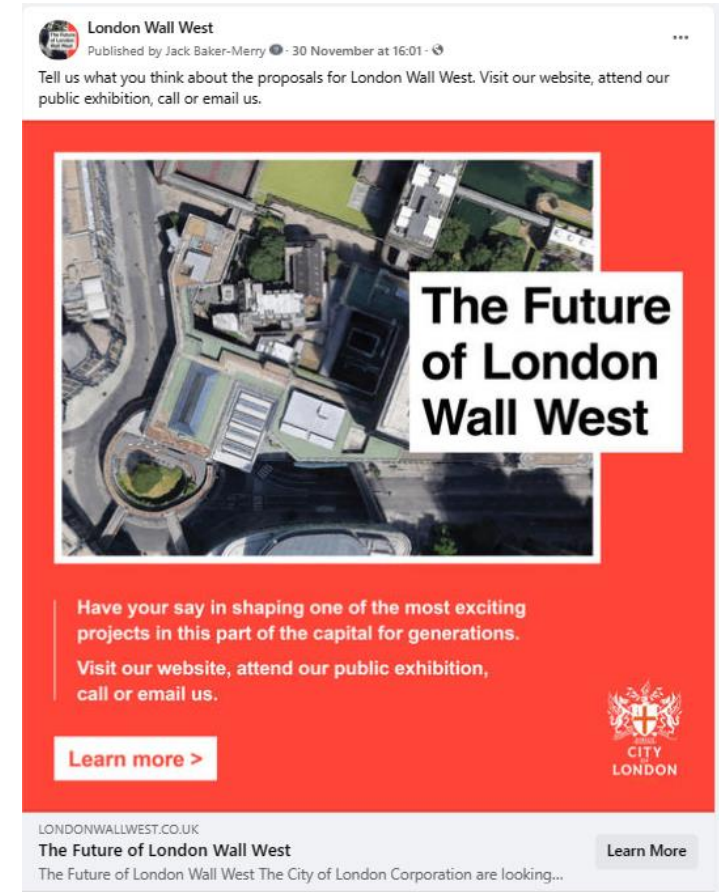
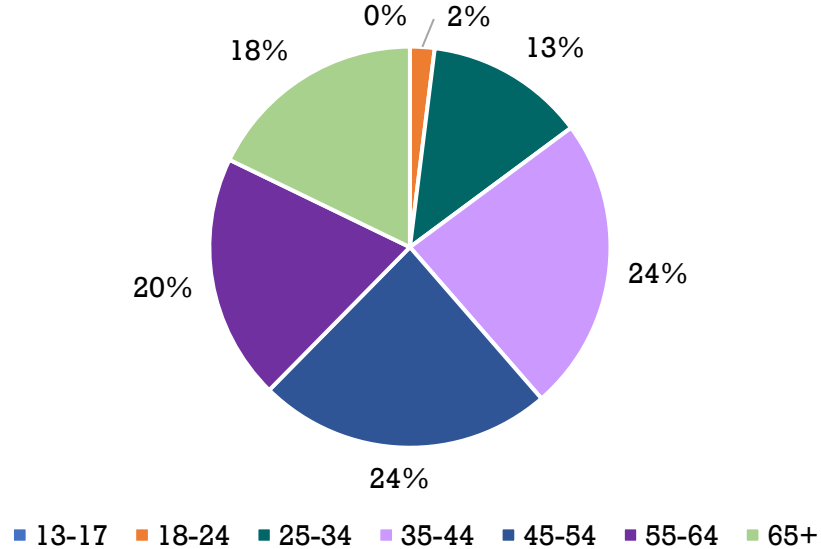
# Social Media Advertising

- To date, the Facebook and Instagram advertising campaign drove **2,735** clicks to the project website.

Clicks by gender



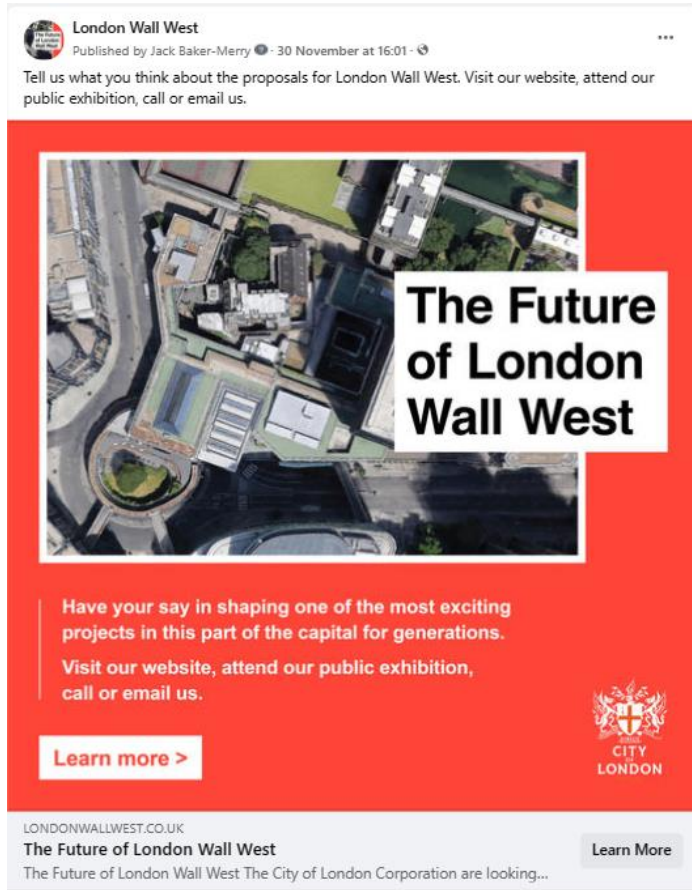
Clicks by age



Clicks	Reach	Comments	Reactions	Shares
2,735	63,888	23	49	9


# Promoting the launch

## Facebook



**London Wall West**  
Published by Jack Baker-Merry · 30 November at 16:01 · 🌐


Tell us what you think about the proposals for London Wall West. Visit our website, attend our public exhibition, call or email us.



**The Future of London Wall West**

Have your say in shaping one of the most exciting projects in this part of the capital for generations. Visit our website, attend our public exhibition, call or email us.


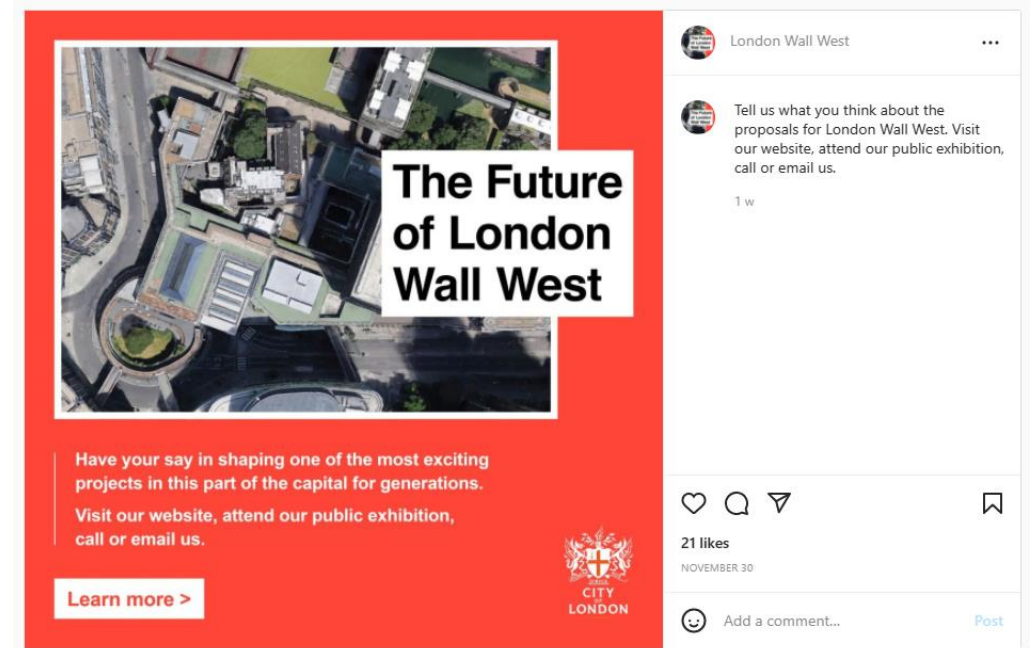
[Learn more >](#)



LONDONWALLWEST.CO.UK  
**The Future of London Wall West**  
The Future of London Wall West The City of London Corporation are looking...

[Learn More](#)


## Instagram



**The Future of London Wall West**

Have your say in shaping one of the most exciting projects in this part of the capital for generations. Visit our website, attend our public exhibition, call or email us.

[Learn more >](#)



**London Wall West**

Tell us what you think about the proposals for London Wall West. Visit our website, attend our public exhibition, call or email us.

1 w

21 likes  
NOVEMBER 30

Add a comment... [Post](#)

# 3. Feedback.



# In person events

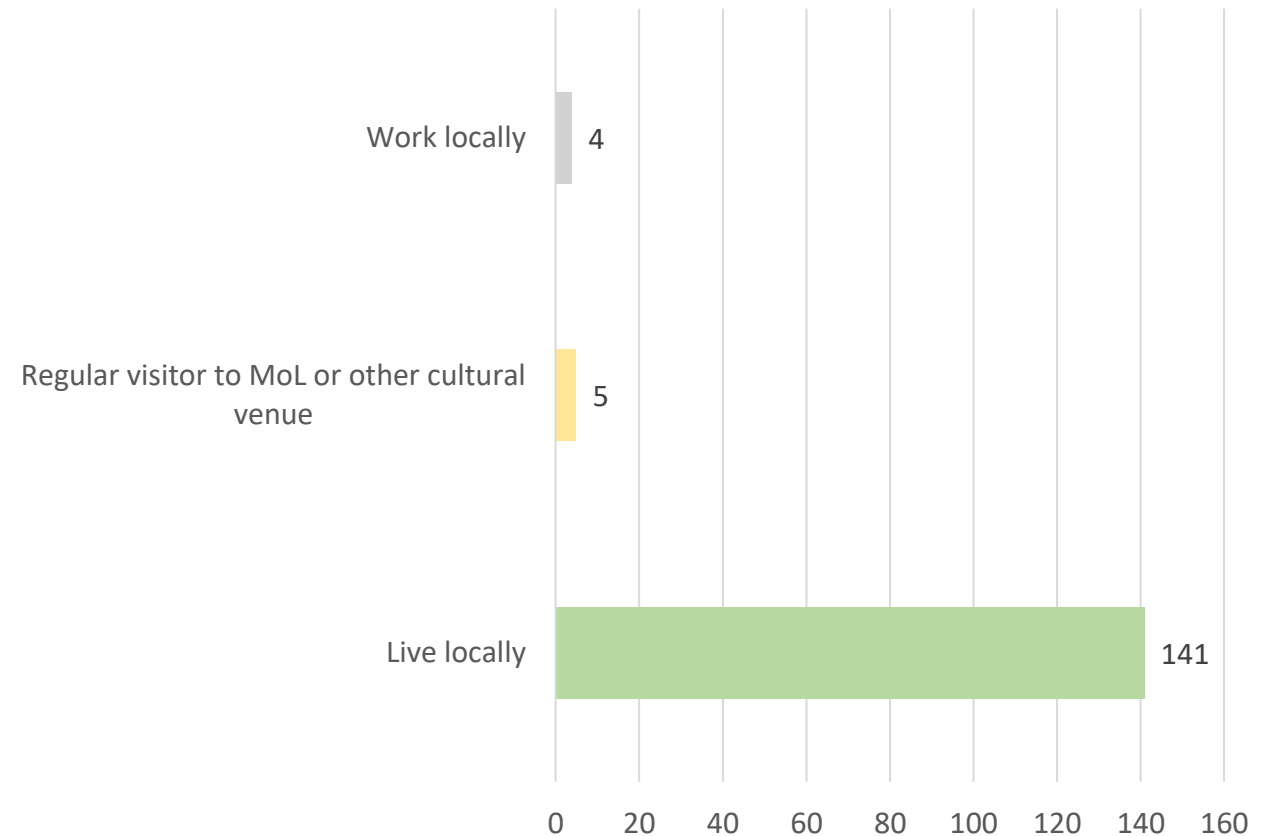
- A series of public exhibitions presenting the early vision for the site were held on Saturday 4<sup>th</sup> December, between 10.30am and 2pm, and on Wednesday 8<sup>th</sup> December between 4pm and 8pm, at the Barbican Centre.
- Across the two events, 248 people attended and gave their views on the early proposals, all of which had the chance to speak with members of the project team working with the City Surveyors bringing forward the plans.
- There is a strong sense of opinion about the proposals. Some of the key themes from the conversations had at the exhibitions include:
  - The height of the buildings, particularly building two and the impact on the view of St Paul's
  - Accessibility to the walkways – better clarity of the pedestrian routes through the site
  - Massing and square footage of the buildings
  - Reuse vs demolish debate and the strength of the sustainability argument
  - Scepticism of the need for more office spaces in the City of London
- 25 written feedback forms were also received, which has been integrated into our Citizen Space data.



# Citizen Space survey

## Q1: What best describes your connection to the London Wall West site? (Multiple choice)

- 157 people replied to this question
- Living locally (143) was by far the most common answer and was reflected in the attendance at the public consultations.
- A few people were regular visitors to the Museum of London or other nearby cultural venues (5) and others worked locally (4)

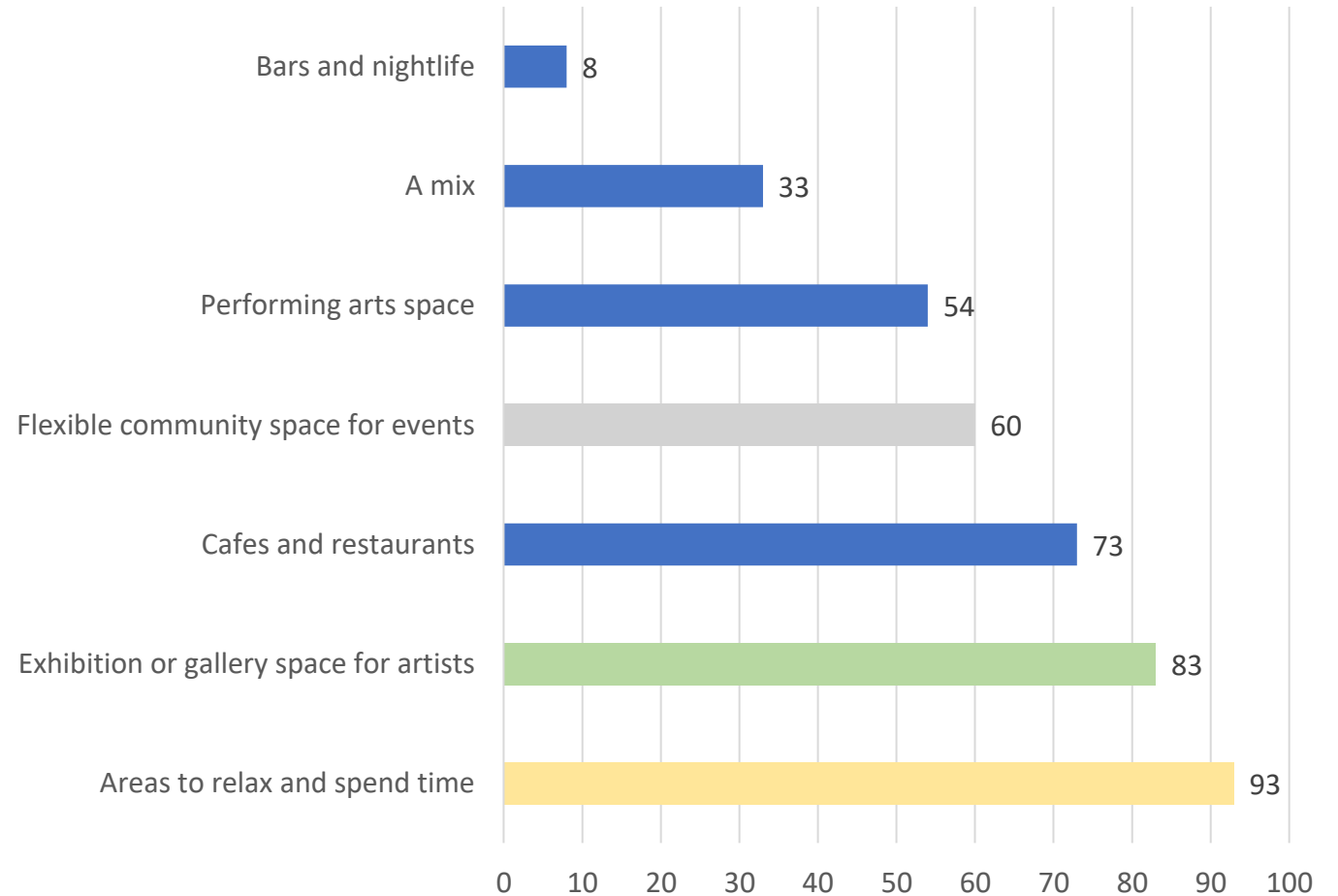


# Citizen Space survey

- The Citizen Space survey was open from the launch of the round of consultation (26 November 2021) until the end of the round (28 May 2022). The survey asked eight questions:
  1. *What best describes your connection to the London Wall West site?*
  2. *What kinds of uses would you like to see in the inside public spaces?*
  3. *Is there anything else we should be considering for the outside public spaces?*
  4. *We want to celebrate the site's unique history and heritage, such as the Roman London Wall gate. What else could we do to maximise the great heritage assets we have on site?*
  5. *Ensuring the development is fully accessible, welcoming and inclusive to everyone is a key objective. Do you have any suggestions or ideas that could help us achieve this?*
  6. *Making it easy to walk and cycle through and around the site is a key priority for us – this could include introducing new pathways or cycle lanes. Do you have any other suggestions or ideas for how we can do this?*
  7. *What are your initial impressions of the layout of the buildings?*
  8. *Do you have any additional comments?*

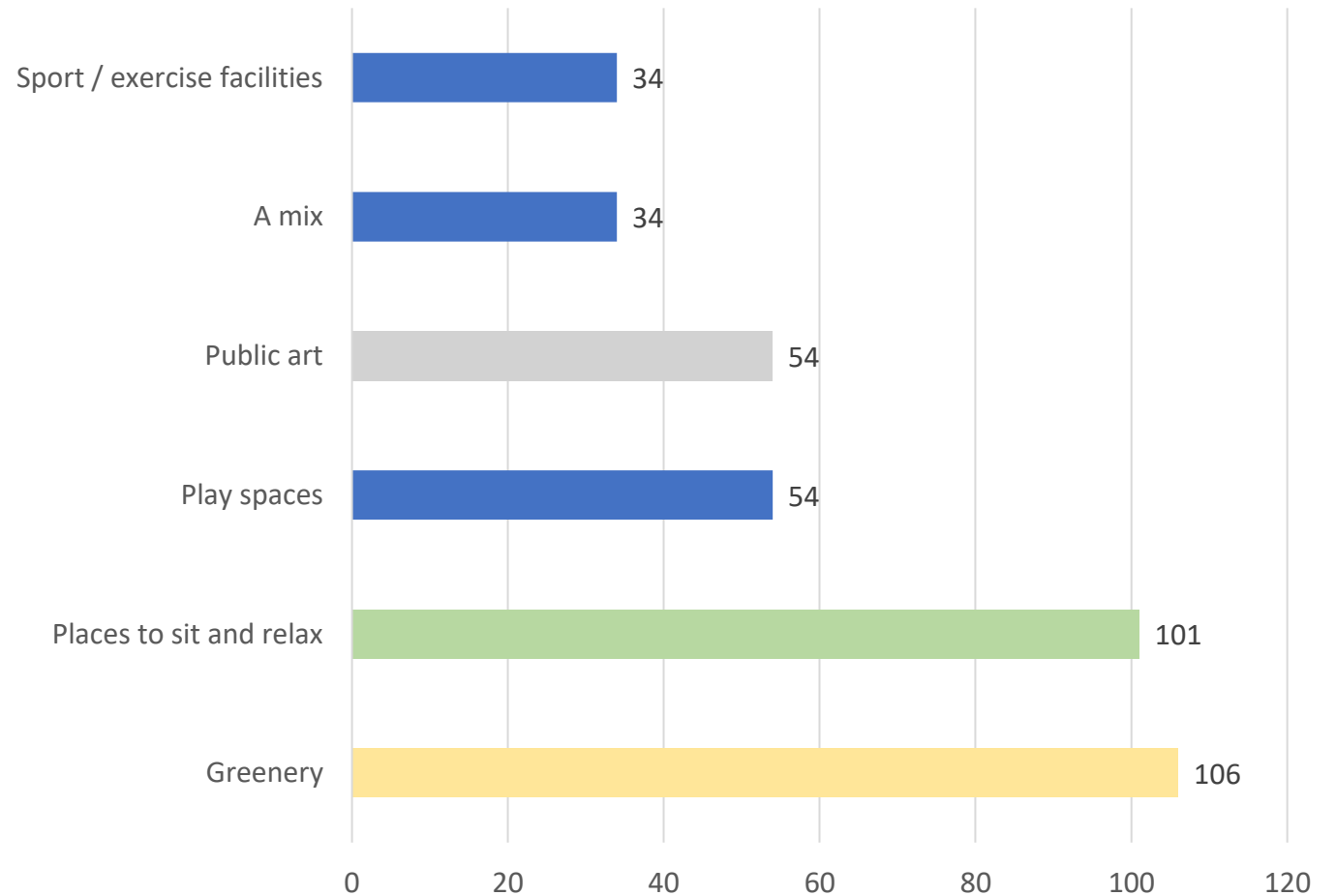
## Q2. What kinds of uses would you like to see in the inside public spaces? (Multiple choice)

- 150 people replied to this question
- The most popular answer was for areas to relax and spend time (93) with the second most common being for an exhibition or gallery space for artists (83) with areas
- Cafes/restaurants (73), flexible community space for events (60) and performing arts space (54) were all popular as well.



### Q3. Is there anything else we should be considering for the outside public spaces? (Multiple choice)

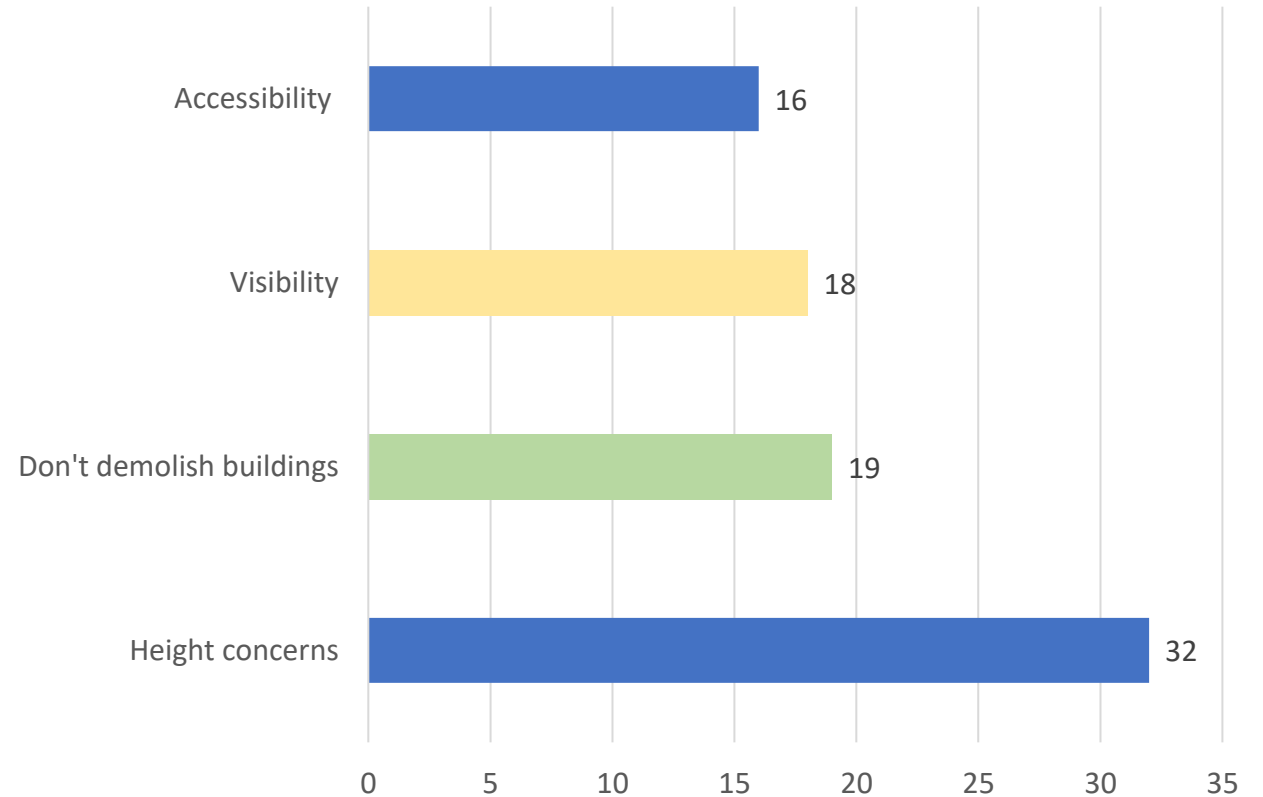
- 143 people replied to this question
- The most popular point here was a suggestion for greenery (106), closely followed by places to sit and relax (101),
- Play spaces (54), public art (54), and sport / exercise facilities (34) were also popular.





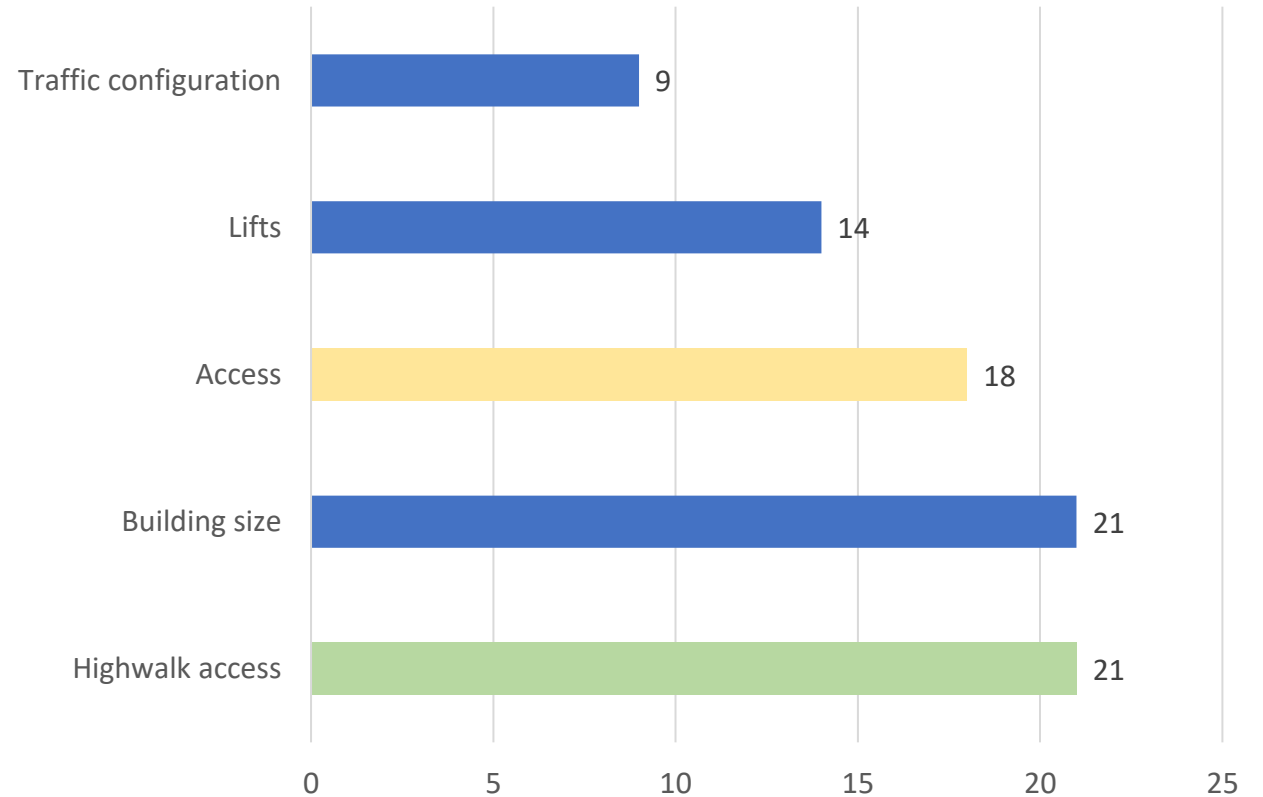
#### Q4: We want to celebrate the site's unique history and heritage, such as the Roman London Wall gate. What else could we do to maximise the great heritage assets we have on site? (Open question)

- 127 people replied to this question
- As with other questions, concerns with the height of the proposals came up most often (32).
- Simply calling for the buildings not to be demolished (19) was the second most popular, along with improving the visibility, signage and naming of the heritage assets (18).
- Explicit mentions of accessibility (16) came up often too.



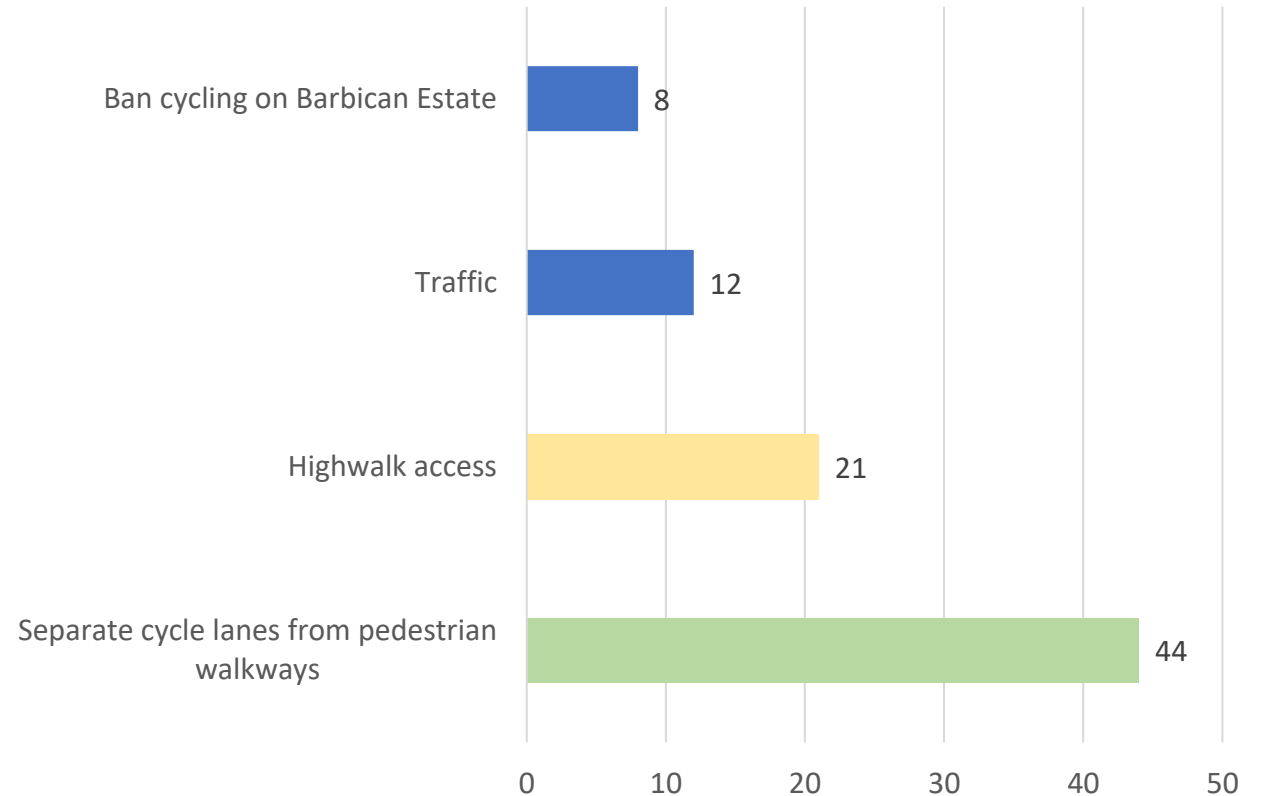
## Q5: Ensuring the development is fully accessible, welcoming and inclusive to everyone is a key objective. Do you have any suggestions or ideas that could help us achieve this? (Open question)

- 113 people replied to this question
- The most common point raised was over access to the Highwalk (21), as well as by concerns over the size of the buildings (21) and then comments about access (18).
- Retaining or fixing the lifts around the site (14) and making the traffic configuration around the site safer (9) were also common.



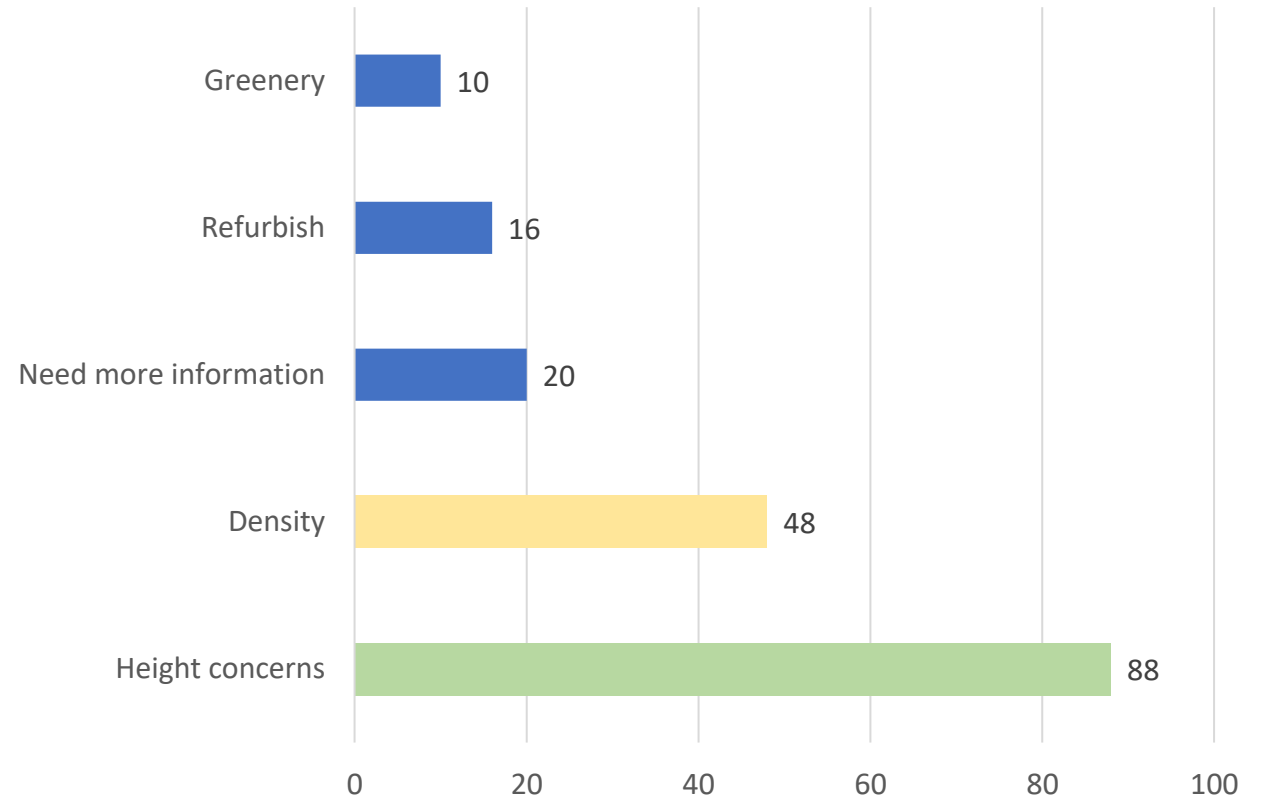
**Q6: Making it easy to walk and cycle through and around the site is a key priority for us – this could include introducing new pathways or cycle lanes. Do you have any other suggestions or ideas for how we can do this? (Open question)**

- 113 people replied to this question
- The most overwhelmingly popular point concerned the separation of cycle lanes from pedestrian walkways (44). There was a strong concern with cycling impacting pedestrians around the site. Access to the Highwalks was also a very common theme (21)
- General traffic complaints came up often (12) as well as a few explicit points about banning cycling on the Barbican estate (8).



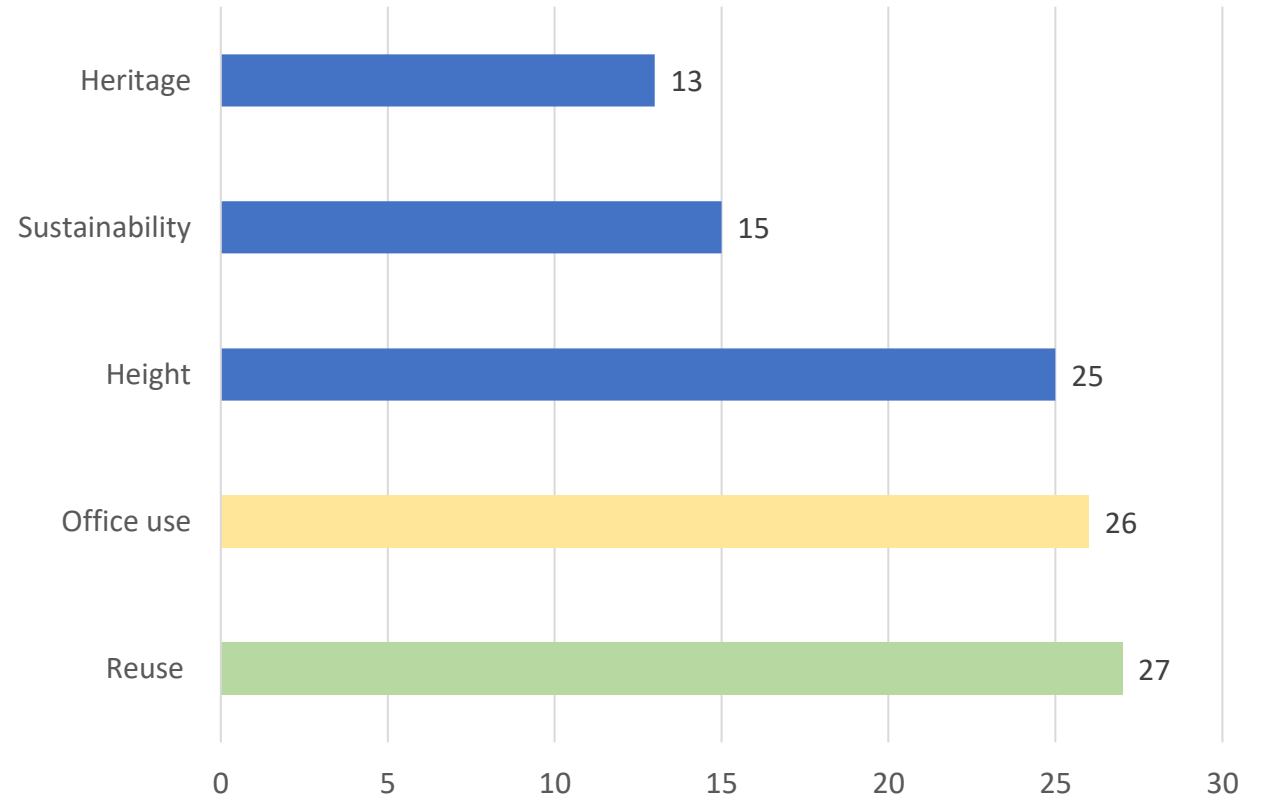
## Q7: What are your initial impressions of the layout of the buildings? (Open question)

- 145 people replied to this question
- The most common point raised was over height (88), followed up by concerns about density (48).
- People also frequently mentioned a lack of information (20) and the refurbish point also came up often (16).
- The greenery of the project was also mentioned (10).



## Q8: Do you have any additional comments? (Open question)

- 131 people replied to this question
- The most common points raised were over the reuse case (27), then scepticism with the office use (26) followed by concerns about height (25).
- Sustainability (15) and heritage (13) were also common themes.







# Emails

- Over the course of the first phase of public consultation, the inbox has received 250 emails.
- Many of these emails were either logistical queries regarding the in person consultation events and several were simply asking to be kept informed as the proposals develop.
- There were other more substantial emails which focused on the following themes:
  - The height and massing of the buildings and their consequent impacts on light, security and footfall
  - The reuse vs demolish question and the overall sustainability of the proposals
  - Scepticism about the office use