

West End project

Improving biodiversity and the environment

- 59 new trees with more to come
- 1 new park
- 4 new pocket parks
- 3 new public spaces with planting
- 1 new rejuvenated park



Caring for local heritage

Restoration of the

- Grade II listed lamp posts
- Grade II listed war memorial
- Memorial in Whitfield Garden
- Fitzrovia Mural

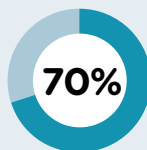


Making the area more attractive to businesses and residential sales

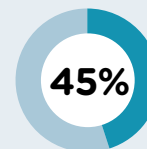
- A number of property services have highlighted the West End Project in their retail and residential brochures



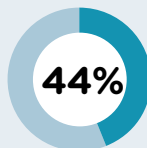
Reducing congestion across the area by introducing 2 way roads



Up to a **70% reduction** in traffic on TCR during restricted hours



Up to a **45% reduction** in traffic on Gower Street



Up to a **44% reduction** in traffic on TCR out of the restricted hours



Making bus journeys more efficient with bus and cycle only areas

- Buses number 24, 29, 73 and 390 are all now quicker.



Not impacting on Emergency Services response times

- London Fire Brigade haven't noticed any negative impact, their **attendance times have got 8% quicker** from Euston Fire Station



Showing the neighbourhood at its best

- Beautiful **new York stone paving** on Gower/Bloomsbury St
- Stunning **new granite paving** along Tottenham Court Rd
- **Award winning** new and rejuvenated green and public spaces



Attracting more people to enjoy the area and its local businesses

- Tottenham Court Road saw **1million footfall for a week** for the first time in Fitzrovia ever in the summer after our works completed in 2019
- New seating on TCR to relax and pause
- New wider pavements creating more room to move easily



Helping cyclists take advantage of the new cycling facilities

- Around 2.6km of new cycle lanes
- Percy Street and Stephen Street saw an **average of 3133 cycling journeys on a weekday**
- Warren Street Santander Cycle dock saw its **highest ever number of loans** with 3028 in July 21



Improving air quality

- Better now than in 2018