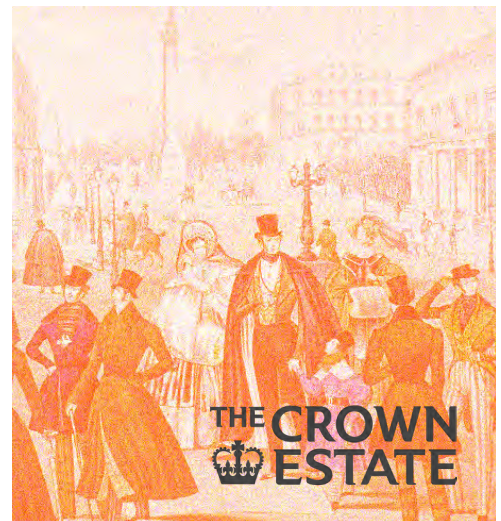


THE HAYMARKET  
ENGAGEMENT  
REPORT  
FEBRUARY 2024





## Chapter 1 - Context

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# Chapter 1

## Context



# 1.1 Executive Summary

The world is changing at pace. Increasingly interconnected, complex challenges that span all aspects of society and our environment means that we need to give fresh thought to how we plan, design and manage our places, with engagement and collaboration at the heart of the process. Aligned with our commitment to working with and listening to diverse voices and perspectives to create the most inclusive and welcoming places, we are delighted to publish this engagement report. It brings together the outcomes of our engagement work and outlines the beginnings of our ambitions for the Haymarket area of the West End as we look to help shape its next evolution.

## About The Crown Estate

The Crown Estate is a significant national landowner tasked with creating broad financial, environmental and social value for the nation, both for now and for the long term. Our portfolio is noted for its heritage, scale and diversity – not least in London where we are one of the West End's largest landowners, with buildings across Regent Street and St James's, including the area around Haymarket and St James's Market.

We are bringing forward a vision for our London estate that seeks to support London's renewal; ensuring it remains locally relevant and globally distinctive. One of the ways we are doing this is by revitalising our buildings and the spaces around them, as well as responding to wider objectives across sustainability, accessibility, and inclusivity. This allows us to deliver on our purpose to create lasting and shared prosperity for the nation.

## What is a District?

We think there is an opportunity to look at our places differently. As part of this approach, we are considering how we bring together our buildings and the spaces in between them with existing heritage and cultural institutions - through investment and activation - to create 'Districts'. This collaborative approach aims to create places that are greater than the sum of their parts. These areas will look beyond a 'building-by-building' approach and instead will be curated place-based experiences, created through a deliberate and, thoughtful use of buildings and space.

The first 'District' that we are considering is the area between Haymarket and Regent Street St James's, which stretches from Coventry Street to Pall Mall, and includes St James's Market and Charles II Street. The area, which is currently dominated by a four-lane carriageway, lies at the centre of one of London's most iconic cultural and theatrical neighbourhoods and has the potential to connect and draw people together. This gives us an opportunity to transform the Haymarket area from a transitory environment to a prosperous and sustainable cultural destination that connects and supports the best of London's entertainment, culture and workplaces. A key part of the 'District' approach is working together with the community, Westminster City Council, TfL, nearby landowners and businesses, our neighbours and customers to help inform the future of these areas.



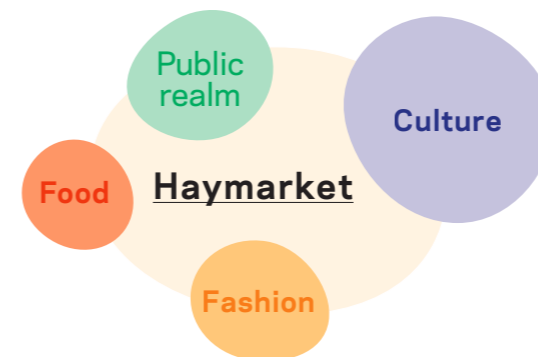
## Our Insights & Engagement

Since March 2023, we have hosted a series of engagement activities to share and introduce our 'District' approach for Haymarket to local stakeholders. The engagement activities included online surveys, on-street interviews, in-person events and workshops with our customers, community representatives, nearby landowners and businesses.

This report brings together the outcomes of this insights work and engagement, which will help to shape the future public realm designs for the Haymarket District.

## District Plan Themes and Ambition

Informed by this engagement and community insights process, The District Plan for Haymarket sets out our ambition that will guide the area's evolution for years to come. Building on Haymarket's history and heritage and implementing a strategy that encompasses the themes below, Haymarket can become a vibrant cultural ecosystem that fosters creativity, community engagement, and appreciation. The aim is for these key themes to inform the area's basic character and to inspire a future Haymarket that is loved by locals and both national and international visitors.



**Culture:** Build on the existing network of cultural spaces to create a new and adventurous proposal.

**Food:** Celebrate the history of St James's Market and build on the sustainable dining, local produce and street markets.

**Fashion:** Showcase the emergence of new ways of producing garments, conscious buying and fashion events.

### Ambition

To transform the Haymarket area from a transitory environment to **a prosperous cultural destination that connects and supports** the best of London's **entertainment, culture and workplace.**

## Partnership with Westminster City Council

Westminster City Council and The Crown Estate are working together to develop a long-term vision for the design of the public realm along and around Regent Street, which includes the full length of Regent Street from All Soul's Church to Piccadilly Circus, Regent Street St. James's and Waterloo Place. In the summer of 2023, The Crown Estate and Westminster City Council undertook extensive engagement with the community and stakeholders to understand the priorities of those who use, visit and enjoy Regent Street.

Our engagement on the Haymarket District to date has been independent from the Future of Regent Street Public Realm project. However, given the obvious synergies between both projects, there is an opportunity to now align the objectives and priorities of the Haymarket District programme with Regent Street – particularly in terms of public realm, transport and future investment.

We are working in partnership with Westminster City Council and our key stakeholders, partners, landowners and communities across the area and will be undertaking further engagement and consultation during 2024.

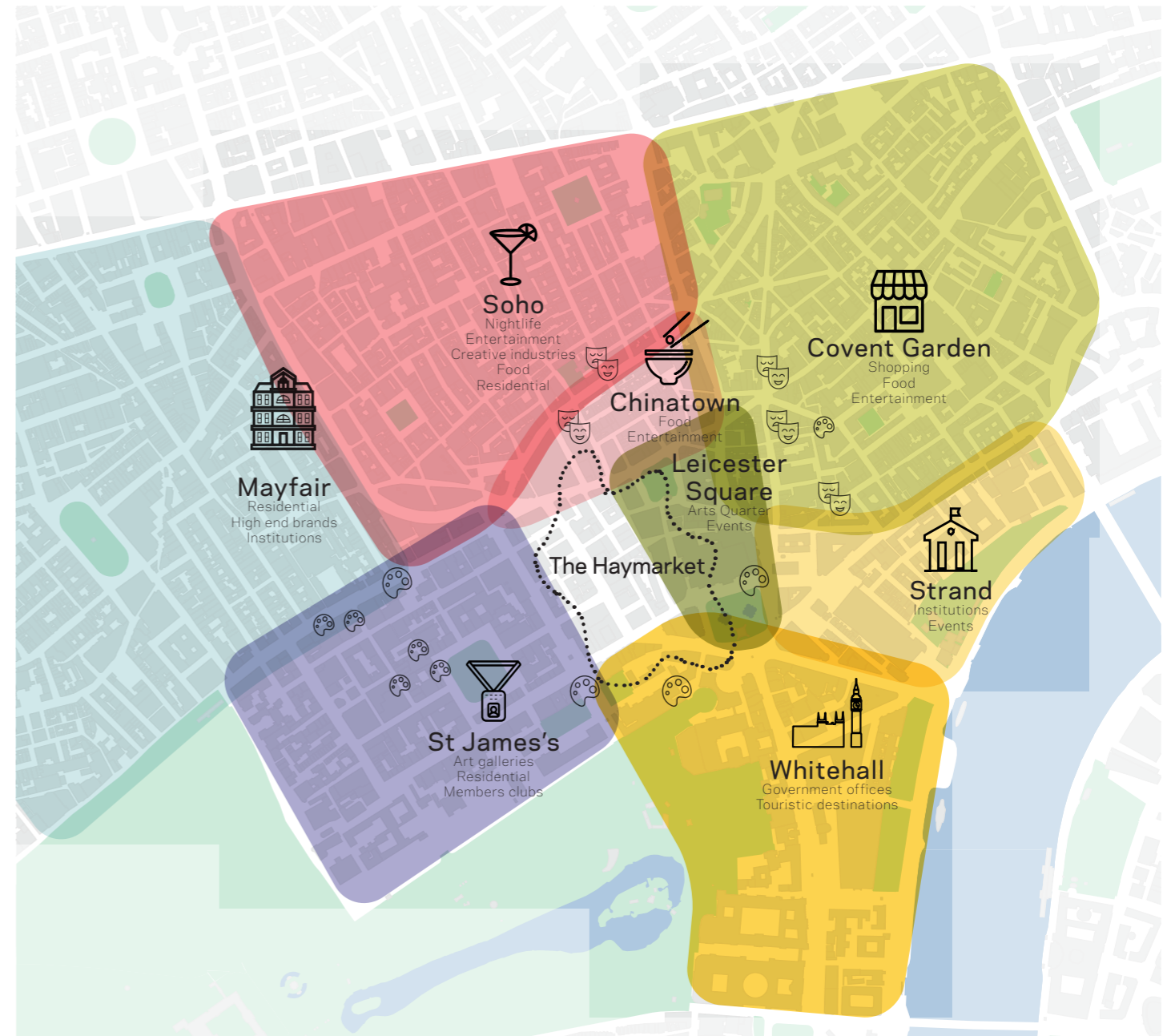
# 1.2 Haymarket Today

## A Collection of Characters

The Haymarket area lies at the centre of London's most renowned, distinct, and iconic cultural and theatrical neighbourhoods. It has continued to evolve over the years, with new places to eat, drink, shop, and work.

To the west, Mayfair and St James boast high-end brands, art galleries, and institutions. To the north, Soho and Chinatown entice visitors with their distinctive entertainment and food offerings. To the south, Whitehall and the Strand are characterized by more formal institutions and government offices, while Covent Garden to the east offers a mix of entertainment, food, and shopping.

Haymarket sits at the heart of these distinct neighbourhoods. With its historic theatres and entertainment options, it currently serves as an extension of the uses around Leicester Square and the Heart of London Business Alliance (HOLBA) Arts Quarter. However, despite its central location, the area seems to lack a distinctive character and compelling reason for people to visit and stay.





Royal Opera Arcade



St James's Market



Empire Cinemas



His Majesty's Theatre



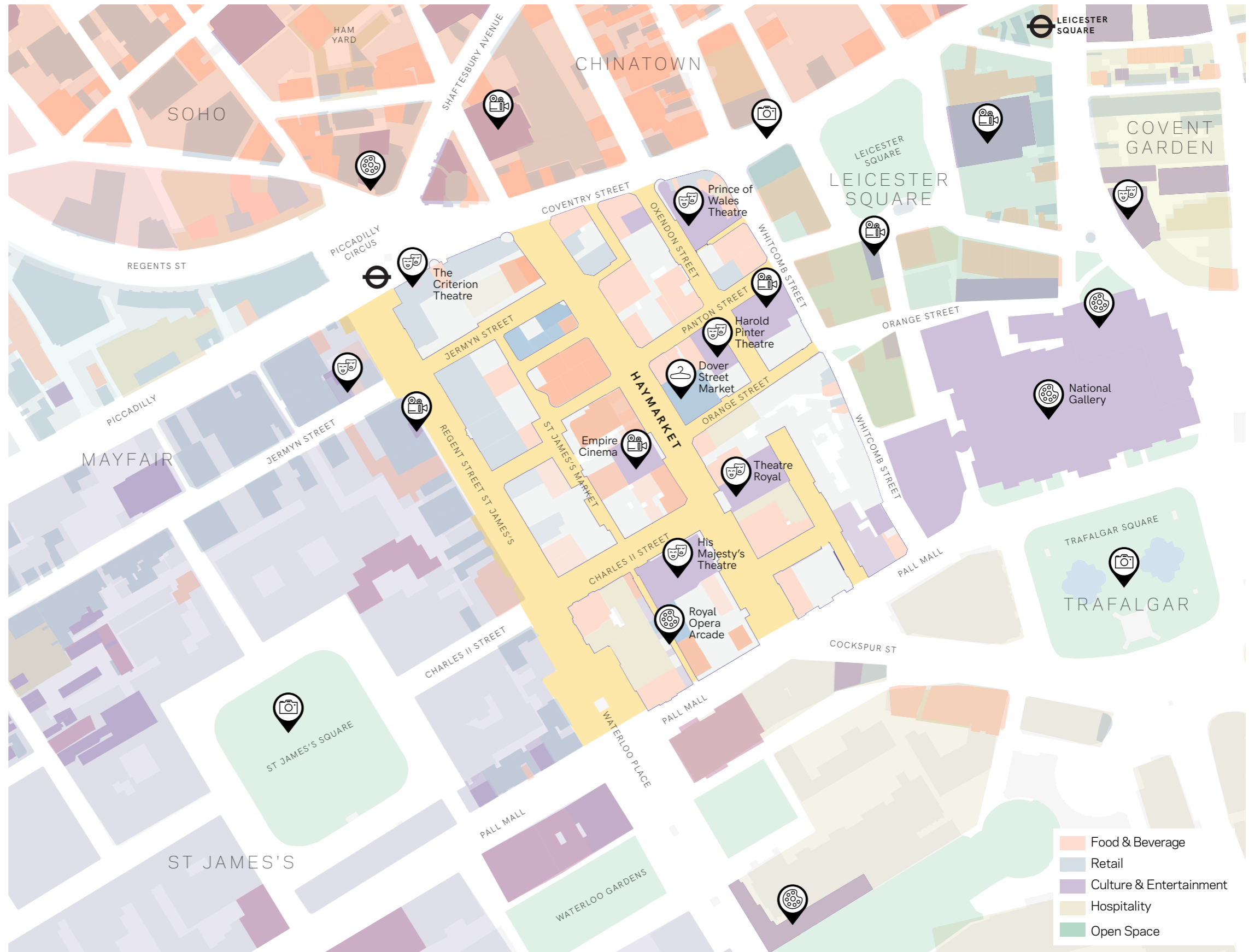
Theatre Royal Haymarket

Across the Haymarket area, there exists a fine-grained pattern of land uses at street level. This encompasses world-class institutions, a wide range of entertainment venues, a large selection of specialist and high-street retail, flagship stores, and a wide range of restaurants and bars that enliven the neighbourhood.

Along the frontages of Regent Street St. James's and Haymarket, highly activated, carefully designed, and curated retail shopfronts, as well as active theatre entrances, can be found. St. James's Market and Royal Opera Arcade provide the opportunity for permeable F&B frontages and spill-out spaces, creating a lively and activated public realm.

On buildings' upper floors, commercial activity is by far the most prevalent use. Waterloo Place and Jermyn Street consist of mostly office entrances to these upper floor uses, with more window front advertising and opaque fenestration to provide privacy to offices and conceal ancillary uses.

Alongside the uses mentioned above, residential areas remain, including a density of residences along the area's border with Soho, as well as pockets near St James's Park and throughout St James's and Mayfair.





## HISTORIC THEATRES AND CULTURE

Home to several world-renowned theatres, making Haymarket a place filled with theatre-goers



## TRAFFIC AND PUBLIC REALM

An artery and thoroughfare that segregate spaces and public realm, and discourage pedestrian activity



## PRIME OFFICES

A range of world class office space, currently confined on upper levels



## GROUND LEVEL ACTIVATION

A demand for greater diversity of uses and users, and a range of affordability

# 1.3 The Journey so Far

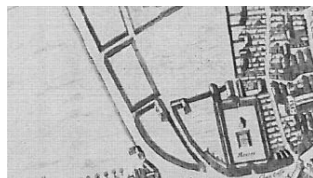
Haymarket has a fascinating history that dates back centuries, showcasing its evolution from a bustling market square to a renowned destination for theatre, entertainment, and vibrant urban life.

The Haymarket estate was originally acquired by Henry VIII in the 1530s and 1540s. The close vicinity to the mews, which became the Royal stables, led to the formation of a market for hay and straw thus giving 'Haymarket' its name. After an act of 1662, tolls were charged on every load of hay and straw and the money raised was used for the paving and repair of the Haymarket.

Theatres have always been the beating heart of Haymarket, making it a melting pot of diverse culture, entertainment and commerce.

From its theatres to the emerging Arts Quarter, the area around Haymarket has a rich history that has continued to evolve its offer for people and businesses. Building on the area's character, we have an opportunity to continue Haymarket's story, creating new opportunities that bring together cultural institutions with new investment and enhances the public realm.

Undeveloped Haymarket



1643

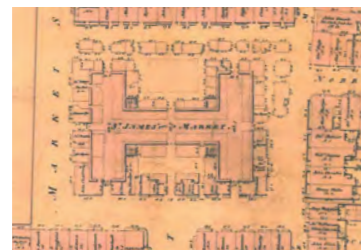
Fully developed Haymarket



1682

1689

St. James's Market



The site of St James's Market formed part of the leasehold interests granted by Charles II to the Earl of St Albans, Henry Jermyn. By the early part of the 19th century, St James's Market was no longer held in such good repute and the adoption of John Nash's grand scheme allowed for the building of a new St James's Market.

1816

Royal Opera Arcade



The Royal Opera Arcade is Britain's oldest shopping arcade, and, as such, it is the forerunner of the massive shopping malls we see today. It was designed by John Nash and George Repton in 1816 - 1818, as a pedestrianised arcade of shops.

1821

Theatre Royal Haymarket



The Theatre Royal, Haymarket, was designed by John Nash in 1821. The first theatre school was established here by Charles Mackliss, bringing together commercial culture and education.

Suffolk Street Redevelopment



1835

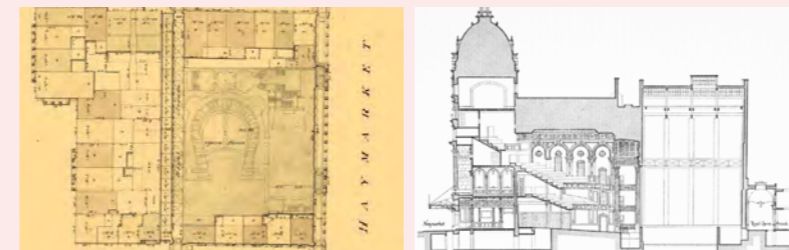
Waterloo Place



1837

1897

The Haymarket Opera House and His Majesty's Theatre



The block between Charles II Street and Pall Mall has been continually used as a place of theatrical entertainment since 1704. The theatre was originally known as the Queen's Theatre, in 1837, renamed as Her Majesty's Theatre. The theatre was destroyed by fire in 1867 and was rebuilt in 1868. The theatre has staged many famous long-running musicals, such as West Side Story, Fiddler on the Roof, and Phantom of the Opera.

Carlton Hotel



1899

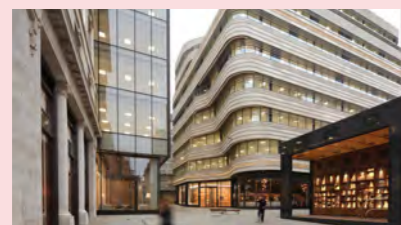
1927

Empire Cinema Haymarket



The current Empire Cinema, was originally built in 1927 as a theatre-cum-cinema known as the Carlton Theatre and has a distinctive Portland stone frontage which has been Grade 2 Listed

2017



ST JAMES'S MARKET PHASE I (COMPLETED)

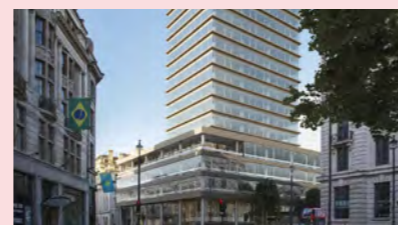
2018



ST JAMES'S MARKET PHASE II (CONSENTED)

2019

2020



NEW ZEALAND HOUSE & THE ROYAL OPERA ARCADE (CONSENTED)

2021



THE ARTS QUARTER (HOLBA)  
Reference: <https://westend2027.com/wp-content/uploads/2023/04/ARTS-QUARTER-STRATEGY.pdf>

2022

HAYMARKET ENGAGEMENT

The Future of Haymarket

2023



# Chapter 2

## Insights



# 2.1 Early Insights

## Overview

A series of insights studies have been undertaken in the Haymarket area, by the Crown Estate or its partners such as HOLBA, providing key information including:



### Demographic, spend and transaction data

In Spring 2023, The Crown Estate researched demographic, spend and transaction data which resulted in the following insights.



### Collision Data

The Crown Estate researched collision data occurred in the 6-year period 2017-2022, split by level of severity.



### Visitor Footfall and Pedestrian Flow (HOLBA visitor insights report)

HOLBA's Visitor Insights Report provides key insights and information about visitor footfall, profile, and behaviour, enabling us to gain knowledge of how people use the area.



### Healthy Streets Assessment

The Healthy Streets Approach is a human-centred framework for embedding public health in transport, public realm and planning.

We have carried out a Healthy Street assessment for each of the key streets in the study area which analyses people's experiences and the key observations for Haymarket and Charles II street are in the adjacent table.

These studies and others we commission enable us to gain a deeper understanding of the area and make informed design decisions.

## Outcomes

A summary of the insights has been outlined below.



### Demographic, spend, and transaction data

- Majority of visitors only visit once in a month
- Visitors tend to be younger than the UK average
- Attracts a range of ages, predominantly from 25-54 years old.
- Attracts a slightly higher proportion of male to female visitors than the UK average
- Attracts people who have either low or high range spending power but less in the moderate category



### Collision Data

- The highest absolute number of total collisions in the district (serious and fatal) are recorded on Haymarket and Waterloo Place\*
- The area is unsafe with 5 serious collisions on the junction of Haymarket and Charles II Street in 2022 alone\*



### Visitor Footfall and Pedestrian Flow

- Weekly footfall trend: generally lower early in the week, rising towards the weekend, and dropping on Sundays.
- Haymarket exception: experiences a consistent peak from Wednesday to Friday, declining on Saturday.
- Monthly visitor patterns: consistent hourly patterns, with lunchtime and afternoon peaks, especially notable on Jermyn St.



### Healthy Streets Assessment

The Healthy Streets scores acquired for Haymarket and Charles II St are relatively low and highlight room for improvement.

#### Haymarket (score: 60/100)

##### Key Assets

- Heritage properties
- Wide street with grand architecture
- Direct route between Piccadilly Circus and the Mall
- Direct links to Leicester Square and Trafalgar Square
- Major attractions
- Access to bus routes

##### Key issues

- Wide areas of carriageway encouraging high vehicle speed and restricting east/west permeability
- Significant number of collisions
- Congested footways on the west
- No greenery or resting spaces
- Character dominated by motorised traffic

#### Charles II St (score: 53/100)

##### Key Assets

- High quality Heritage properties
- Long views of Theatre Royal and St James's Square
- Direct route between Haymarket and Regent Street St James's
- Northern access point to the Royal Opera Arcade

##### Key issues

- Wide carriageway
- Large Bus Stand dominating south of street
- Footway widths reduced to 2m in some places
- No greenery or resting spaces
- Barrier between St James's Market and the Royal Opera Arcade
- Traffic use as shortcut between Haymarket and Regent St

\*Collision data collected and analysed by Steer, source: <https://www.crashmap.co.uk>

# Chapter 3 Engagement



# 3.1 Engagement Approach

## Purpose

A key part of the District approach is working together with the community, our stakeholders, neighbours and customers to help inform the future of these areas and their priorities.

This section outlines the extensive engagement The Crown Estate has conducted as we begin to seek early views and thoughts of our key stakeholders on what they value most about the area and how we can make better use of the streets and spaces. This feedback will then begin to shape the public realm design over the months ahead.



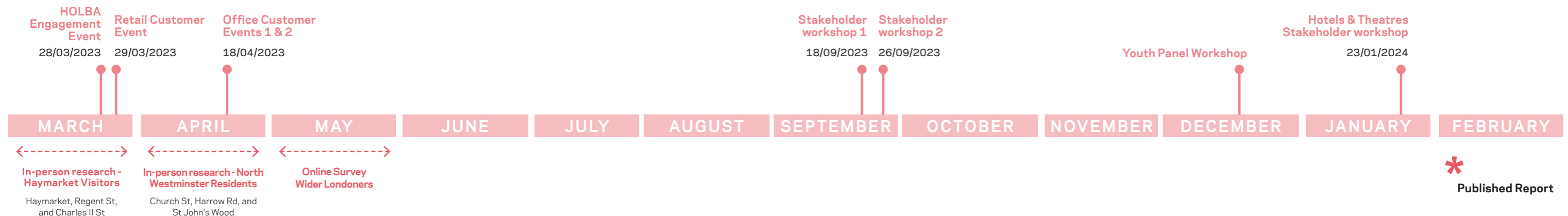
**8 Events**  
with various stakeholders and customers

**Over 130 participants**  
across events and workshops

**Key groups reached**  
including local businesses, Westminster City Council teams, HOLBA Arts Members and internal staff

**120 Street interviews**  
in Haymarket and North Westminster

**500 Online survey responses**



## Methodology

In Spring 2023, The Crown Estate researched the perceptions and user experiences of the Haymarket area. Early engagement surrounding the future of the Haymarket area included the following in person and online activities:

### In-person and online research

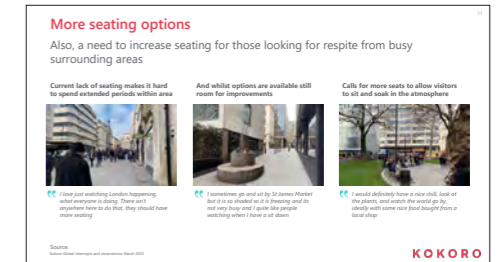
We researched local priorities and perceptions about the area. This included:

- Haymarket visitors on-street survey
- North Westminster residents on-street survey
- Wider Londoners online survey

### Events and workshops

To introduce and explain to key stakeholders, nearby business owners, and customers the District Strategy and allow them to share their thoughts on the future of the Haymarket area. This included:

- One retail customer and two office customer events
- One HOLBA engagement event including an online survey
- Three in-person stakeholder workshops
- Youth Panel workshop



In-person and online research



Stakeholder workshops and events



Youth panel workshop

# 3.2 In-person and Online Research

## Overview

In Spring 2023, The Crown Estate researched the perceptions and user experiences of the Haymarket area through:

- Haymarket visitors on-street survey
- North Westminster residents on-street survey
- Londoners online survey

## Methodology

### Haymarket visitors on-street survey

- What** 3 days of intercepts and observations speaking to 20 respondents per day
- Who** Those walking on either Haymarket, Regent Street or Charles II street  
Aimed for a mix of demographics and reasons for visiting the area
- Why** Observe natural interactions with the area and explore in the moment reactions and reasons behind visiting, exploring opportunities to boost appeal, dwell time and likelihood to visit

### North Westminster residents on-street survey

- What** 3 days of intercepts and observations speaking to 20 respondents per day
- Who** Residents of North Westminster, covering:
  - Church Street
  - Harrow Road
  - St John's Wood
- Why** Explore go-to destinations in London amongst residents of North Westminster, understanding how Haymarket fits into this and any barriers to visiting to uncover opportunities for developing the area

### Londoners online survey

- What** A 10 minute online survey covering the following flow:
  - Screener & profiling
  - Existing attitudes & perceptions of Haymarket
  - Existing behaviours participants exhibit towards Haymarket
  - How could Haymarket attract people into the area more?
- Who**
  - 500 Adults aged 18+ living in London
  - Sample is weighted to be representative of gender, age and population of each of London's boroughs
- Why** To better understand Londoners' perspective of the Haymarket area and the ways in which Haymarket could attract them to the area

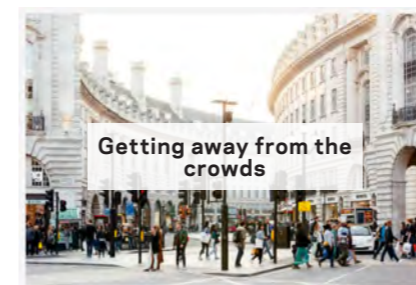
## Outcomes

### Haymarket Area Visitor

A summary of feedback has been outlined below.

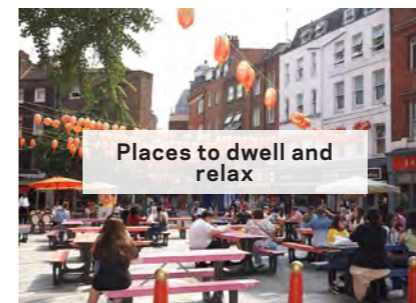
# 01

Haymarket primarily visited by **theatre goers** and those seeking a quiet spot - **lack of food, drink and seating** means dwell time short



Getting away from the crowds

"I've been shopping on Regent Street and just needed to get away from the crowds for a bit so thought I'd have a walk down here."



Places to dwell and relax

"Could do with a bit of seating down here - I just want to put my feet up for a bit, maybe have a coffee and a cake. There's nowhere to do that."



Photo opportunities

# 02

Opportunity to create more of a destination for this passing footfall to **maximise dwell time and spend** - offer more **casual food, drink and seating**



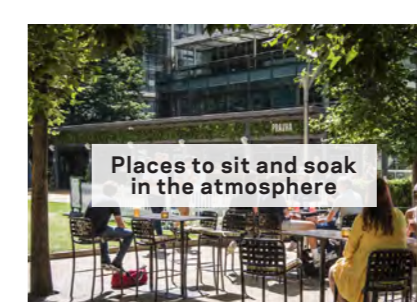
Quick food options

"Some of the restaurants on this road feel so expensive, I mean it's just filled with business men so it must be."



Casual and informal dining

"I would definitely have a nice chill, look at the plants, and watch the world go by, ideally with some nice food bought from a local shop."



Places to sit and soak in the atmosphere

# 03

Implement **green spaces** to further cement calm feel, **create more cohesion** and play to the Crown Estate's associated strengths



Creating cohesion

"It all just feels a little bit confused to me, walking down this bit is completely different to that bit over there, there's nothing to tell me I'm in Haymarket, nothing really distinct."



A greener approach

"This is one of the only calm places to come around here, so if they can make it prettier with some nice plants and flowers, it'll be lovely!"



Greener & tranquil spaces

## North Westminster residents

A summary of feedback has been outlined below.

# 01

Haymarket regarded as cold, **touristy** and **overpriced** - few North Westminster residents see it as a destination

*"To me, all of that area is just a tourist haven - it's all set up to target tourists. No Londoners are going there"*



*"Piccadilly Circus station is annoying to get to, and then by the time you're there you've got so many better options right there, like Soho."*



*"We've been to see a few shows there, but always in the week, never the weekend. It's a no-go area at weekends because of all the tourists."*

# 02

Emulate local feel introduce more independents, **utilise empty space for markets** and **bring the inside out** more

*"I want the kind of personal service where you walk in and you're greeted by the restaurant owner. I really don't feel you'd get that around there. It's all either too cheap or too pretentious and high end."*



*"I'm not sure Haymarket really knows what it's doing. You've got a few theatres and restaurants but then you've got clubs and then offices, it's all a bit confused"*



*"Market is literally in the name so surely a market makes most sense if they had a regular market I would 100% visit more."*

# 03

Bring in more **entertainment** beyond theatres to drive appeal amongst **families** and **younger demographic**

*"We normally have to head quite far out for stuff to do, so if they had more activities around there I'd definitely be tempted."*



*"Haymarket is just the theatre district. I've gone to a play in the past there but I don't stick around long when it finishes"*



*"I love going anywhere the kids can play or learn we love going to museums and galleries when they have the interactive installations on."*

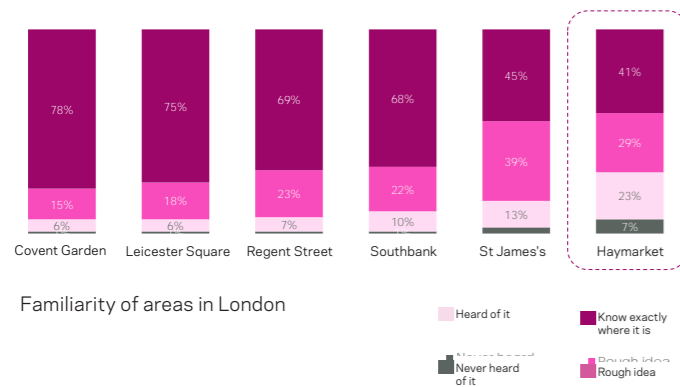


## Londoners online survey

A summary of feedback synthesising the data from the online survey is outlined below.

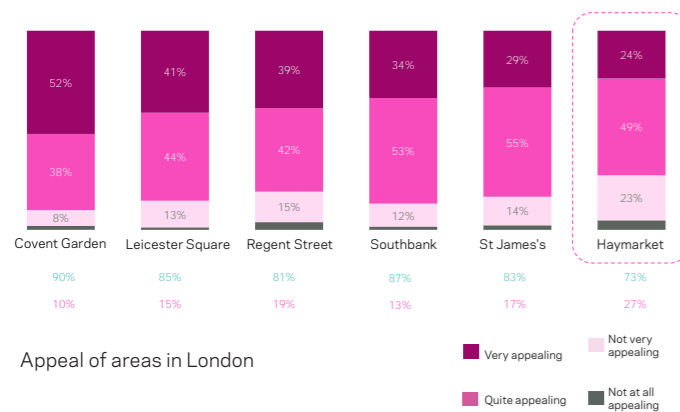
### Perception - Familiarity, appeal and association

- Londoners are less familiar with the Haymarket area than nearby areas such as Covent Garden, with only 70% of respondents being acquainted with the Haymarket area.



Familiarity of areas in London

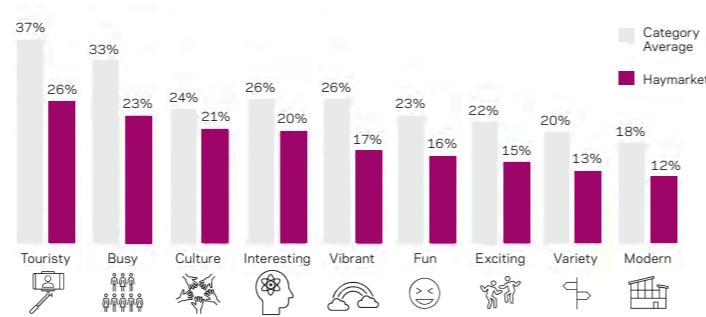
- The Haymarket area also has the lowest appeal rating (73%) compared to other locations, with respondents visiting the Haymarket area less frequently (2.3 times annually) with less reasons for visiting (73%) compared to other central London areas. Visitors are more likely to visit the Haymarket area for its theatres (12%) and art galleries (17%) compared to other areas.



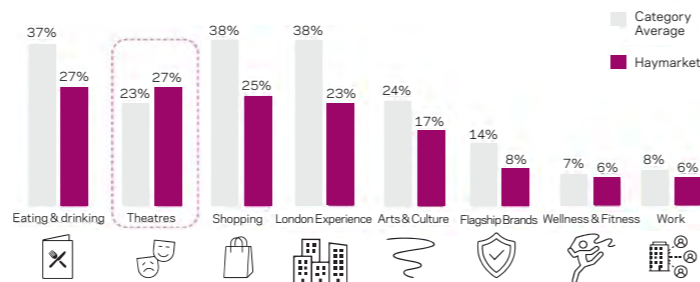
Appeal of areas in London

- The demographic tends to skew towards older individuals. Those who find the area unappealing cite a lack of interest or perceive it to be too expensive, possibly due to a general lack of knowledge about the area and its attractions.

- Haymarket was associated with tourists (touristy 26%), busyness (23%) and culture (21%), but lagged behind the category average suggesting a lack of awareness

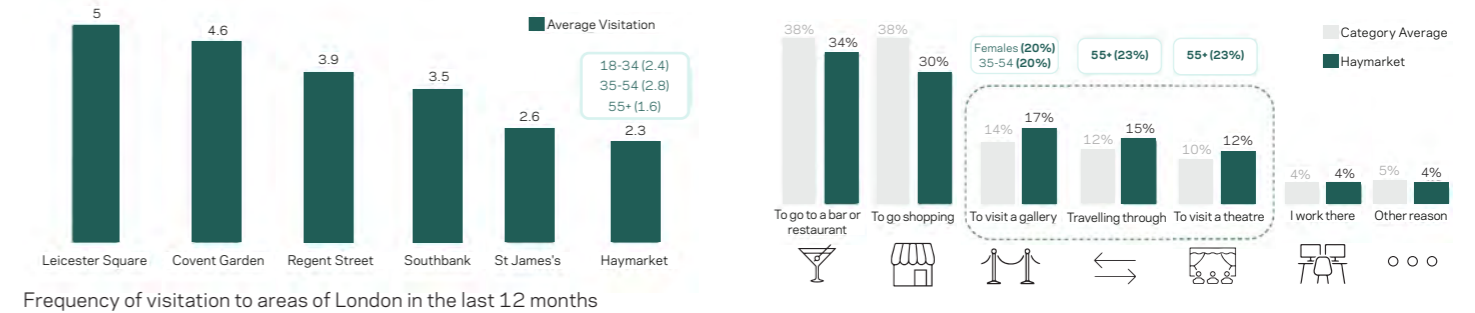


- When activities were ranked against each other based on location, Haymarket was above the category average for theatres only (27%)



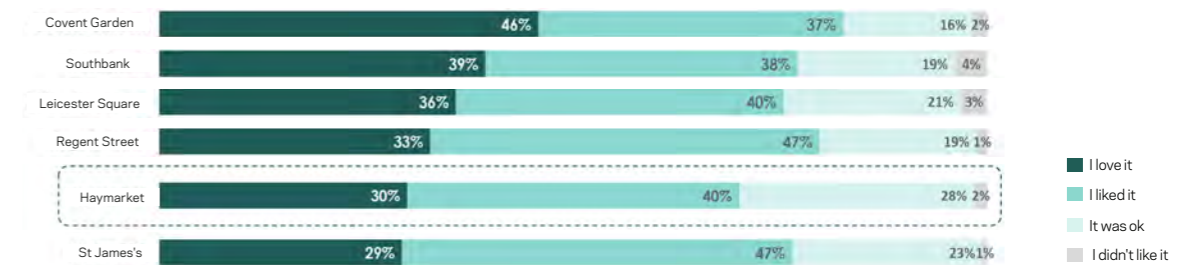
### Behaviour - Frequency, reasons for visiting, and experience

- Haymarket is the least visited location, with Londoners on average visiting twice a year. Haymarket was most visited by 35 to 54 year olds.
- The primary reasons for visiting Haymarket were eating and shopping. However, it surpassed the category average for theatre and gallery visits.



Frequency of visitation to areas of London in the last 12 months

- Overall, respondents who visited Haymarket tended to like it or love it, a very small proportion claimed they didn't like their visit
- Haymarket had the lowest proportion of people 'liking it' or 'loving it' when compared to other London destinations



### How can people be drawn to the area?

# 01

Haymarket primarily visited by **theatre goers** and those seeking a quiet spot - **lack of food, drink and seating** means dwell time short



"I've been shopping on Regent Street and just needed to get away from the crowds for a bit so thought I'd have a walk down here."

# 02

Opportunity to create more of a destination for this passing footfall to **maximise dwell time and spend** - offer more **casual food, drink and seating**



"Some of the restaurants on this road feel so expensive, I mean it's just filled with business men so it must be."

# 03

Implement **green spaces** to further cement calm feel, **create more cohesion**



"It all just feels a little bit confused to me, walking down this bit is completely different to that bit over there, there's nothing to tell me I'm in Haymarket, nothing really distinct."

# 3.3 Events and Workshops

## Overview

Our design development process has been informed by feedback and input from community representatives, customers, nearby businesses and landowners, and young people, across a series of events and workshops from March 2023 - January 2024. We have also held a range of separate conversations with the above, as well as well as Westminster Council, Transport for London (TfL), and others.

Our engagement with our customers and stakeholders is ongoing and we will keep them updated as our District Plan vision develops.



Over 130 participants across events and workshops



Key stakeholders include local community representatives, customers, nearby businesses and landowners and young people



7 online survey forms completed



8 events and workshops held including a youth panel

## Methodology



**HOLBA Engagement Event**  
21 attendees

- A virtual presentation followed by a Q&A and feedback session
- An online survey was then issued following the event



**Retail Customer Event**  
80 attendees

- An in-person presentation followed by a Q&A and feedback session
- An online survey was then issued to customers following the event
- Attendees were asked to share what they felt would make Haymarket a great destination.



**Office Customer Events 1 & 2**  
18 attendees

- An in-person presentation followed by a Q&A and feedback session
- An online survey was then issued to customers following the event
- Attendees were asked to share what they felt would make Haymarket a great destination.



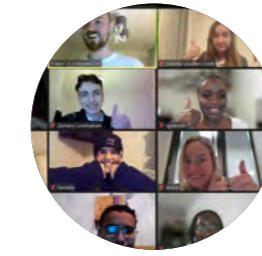
**Stakeholder Workshops 1 & 2**  
10 attendees across local organisations

- AccessAble, HOLBA, Westminster Society, Westminster City Council, Westminster Healthy Streets, New West End Company, Institute of Directors, London Chinese Community Centre, 2-3 Degrees
- An in-person presentation outlining our early thinking about the area's future
- Breaking out into groups and providing feedback in an interactive format



**Theatres and Hotels Stakeholder Workshops**

- 2 attendees representing His Majesty's Theatre and the Criterion Theatre
- A discussion exploring cultural opportunities across the area












**Youth Panel Workshop**  
10 young people across Westminster

- Online session where attendees were asked to provide feedback on the area

## Outcome

Throughout this series of events and workshops, have collected feedback and input people from different backgrounds, professions, and user relationship to the Haymarket area. During these sessions, participants not only described what they liked and disliked, but suggested ideas for the future of the area that are important to them. The table below reflects what we have heard and is a consensus of the most prevalent themes.

-  **Passing through** - people thought of Haymarket as place where people go for the theatre but otherwise just pass through.
-  **Signage & wayfinding** - wide consensus on a need for improved signage and wayfinding
-  **Look and feel** - Lacking distinctive character or feel - particularly in comparison to other areas across the West End
-  **Heritage and history** - that they would like to see Haymarket's history and heritage reflected in future proposals
-  **Arrival experience** - could be improved in future plans
-  **More affordable food and drink offerings** - to ensure the area is inclusive for all. This could include commercial spaces, food stalls/pop-ups and pubs.
-  **Pedestrian and cycle friendly streets** - streets are too wide, unfriendly to pedestrians and cyclists, and potentially even dangerous
-  **More urban greening** - a desire to see more urban greening and street art to make the streets more attractive
-  **More to do** - a desire to see more cultural activations, including pop-ups and meanwhile uses, regular events
-  **Less global brands** - the addition of more global brands, more tourist attractions was not desired



# Chapter 4 Ambitions and Priorities



# 4.1 Haymarket ambition

## Engagement Feedback

Character and identity

Creating cohesion

A sense of community

A greener approach

Places to sit and soak in the atmosphere

Affordable pop up spaces and markets

Casual dining opportunities

Getting away from the crowds

Enhanced connectivity

Places to dwell and relax

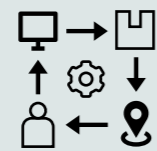
Interactive and immersive installations

Affordable entertainment

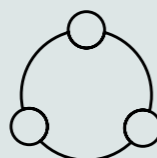
## Objectives



**Build on the cultural institutions of Theatreland and St James's** — celebrate performance, arts, and culture.



**Enhance a resilient workplace ecology** — create a modern workplace campus in the heart of the West End



**Establish a dynamic mix of activity** — layer and mix uses to form a high density, high intensity destination.



**Champion sustainability and urban greening** — amplify nature, a green landscape and shape the experience of place.



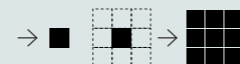
**Celebrate the rich history** — solidify Haymarket's prime position by bringing together the district and its unique context.



**Curate District experiences** — curate a 24-hour place with a unique blend of fashion, dining and cultural experiences.



**A cohesive public realm** — integrate the surrounding neighbourhoods and communities and prioritise people and active travel



**Start from day one** — create interventions that plant the seed for long-term development.

## Themes



### Culture

Build on the existing network of cultural spaces to create a new and adventurous proposal



### Food

Celebrate the history of St James's Market and build on the sustainable dining, local produce and street markets

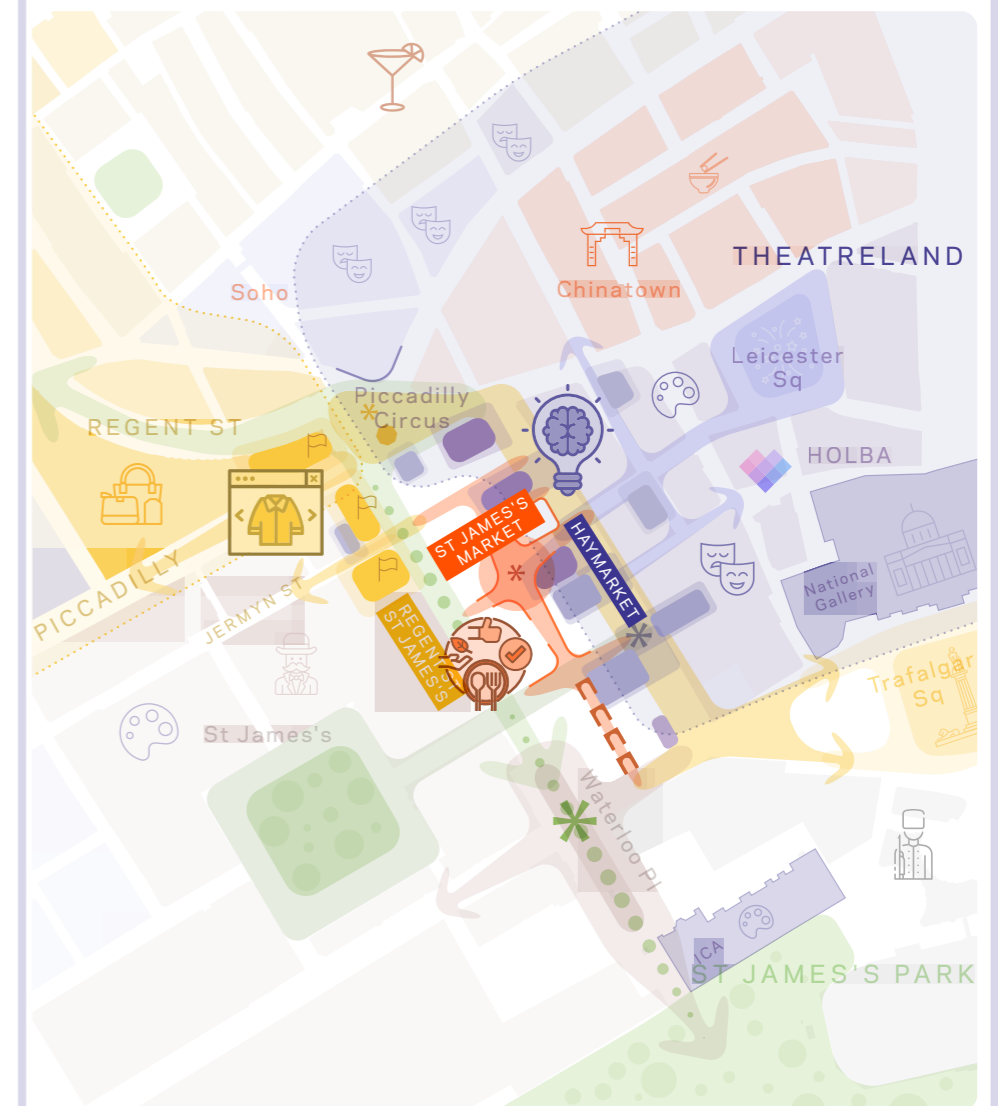


### Fashion

Showcase the emergence of new ways of producing garments, conscious buying and fashion events

## Ambition

To transform the Haymarket area from a transitory environment to **a prosperous cultural destination** that **connects and supports** the best of London's **entertainment, culture and workplace**



# 4.2 How to achieve the ambition

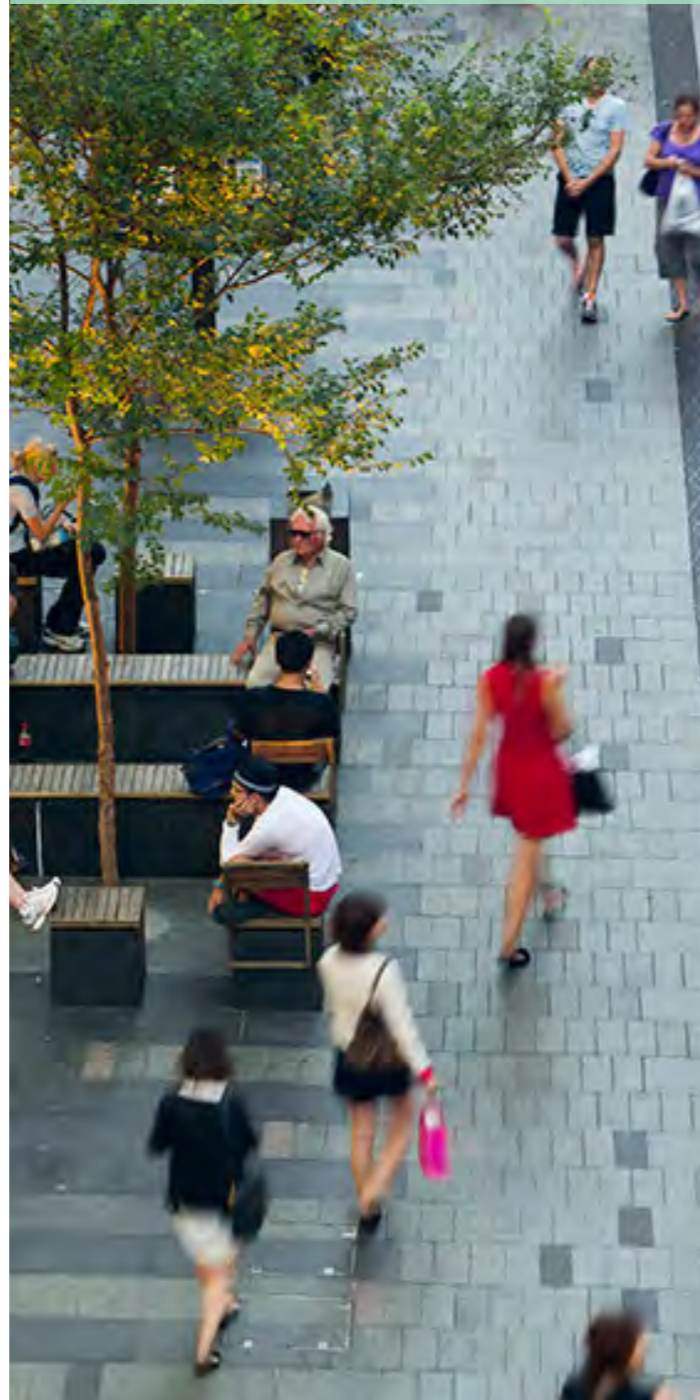
## CREATING A CULTURAL DESTINATION

Create a cultural ecosystem of spaces, activities and institutions, with closely knitted historic theatres



## MAKING CONNECTIONS

Turn streets into public spaces, to link parks & squares, and address the challenges of climate change and movement patterns



## BLENDING WORKPLACE & LIFESTYLE

Create a truly desirable & thriving environment that reflects on the wider city, which is inclusive of a broader community.



## CURATING EXPERIENCES

Establish mix of uses and activities that reflect the ever-changing economic drivers, lifestyle needs and respond to a range of users.



# 4.3 What's next?

## Ongoing engagement

Westminster City Council and The Crown Estate are working together as part of a combined Future of Regent Street, Haymarket and Piccadilly Circus public realm programme to develop a long-term vision for the design of the public space along and around Regent Street. This includes the full length of Regent Street from All Soul's Church to Piccadilly Circus, Regent Street St. James's and Waterloo Place, alongside Haymarket, Charles II Street and Pall Mall.

We will continue to engage with our key stakeholders, landowners, partners, and communities across the area as we continue to gather early ideas and feedback on our District Plan. Your input will help us shape what the future district will look like as we continue to understand more from everyone.

We will seek to hold future events in the Haymarket area to pilot and test these ambitions and your priorities for its public realm, as established during the Regent Street engagement process. Each event will be used to actively engage residents, workers and visitors to encourage and invite different perspectives to foster a real sense of ownership in shaping the future design of the public realm for the area.

## Get in touch

If you have any comments or questions, please get in touch by emailing:

[thehaymarketdistrict@londoncommunications.co.uk](mailto:thehaymarketdistrict@londoncommunications.co.uk)

