BAKER STREET WONDERPASS:
Evaluation of improvement works

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BAKER STREET QUARTER PARTNERSHIP

Baker Street Quarter Partnership is a Business Improvement District; a defined geographical area in which the local businesses have voted to invest collectively to promote its environment. Baker Street Quarter Partnership was established in April 2013 to bring a newfound purpose and focus to the Baker Street and Marylebone area. It was founded by a core group of businesses in the area and now represents over 170 businesses. Baker Street Quarter oversee major projects, community and local businesses concerns, and drive forward positive change to create a thriving and prosperous community for everyone.

UNIVERSITY OF WESTMINSTER

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Executive Summary

Baker Street Quarter Partnership identified the pedestrian subway under the Marylebone Road as an area that many of its members would like to see improved. Researchers from the Policy Studies Institute were commissioned to provide an impartial evaluation of improvement works that were carried out to transform the subway into the 'Baker Street Wonderpass'.

Methodology
The views of users were assessed through an online survey of Baker Street Quarter members (June 2015), pedestrian counting and face-to-face surveys both before the improvement works (July 2015) and after the Wonderpass had opened (February 2016). The pre-works surveys took place on the 16th and 17th of July 2015, with 206 subway users' answering a total of 12 questions. The post-works surveys took place on the 25th and 26th of February 2016 with 163 subway users answering a total of 15 questions. The survey was supplemented by 'vox-pop' interviews.

Usage of the subway
Pedestrian counts before and after the improvement works show a very large increase in pedestrian traffic after the improvement works were completed. After the improvement works, morning usage increased by 153.8%, afternoon usage increasing by 27.8%, and evening usage increasing by 70.8%.
Users' views of the subway

Number of pedestrians using subway before improvement works (6x1 hour counts)	Number of pedestrians using subway before improvement works (6x1 hour counts)	Average percentage increase in number of pedestrians using the subway
1917	3500	82.6%

Table 1: Results of pedestrian counts

Survey results showed a substantial improvement in user's satisfaction with the lighting, cleanliness, overall appearance, safety, signage and visibility of the subway. The redevelopment of the subway and the opening of the Wonderpass have been a clear success. 83.9% of users said that the subway was 'much better', and 98.4% of users said that they thought the subway was 'better' or 'much better' after the improvement works. Baker Street Quarter Partnership Baker Street Quarter Partnership identified the Marylebone Road Subway as

	July 2015	February 2016
Lighting	29.6%	93.9%
Cleanliness	20.4%	85.9%
Overall appearance	12.6%	91.4%
Safe public space you'd use at night	8.3%	44.8%
Signage and visibility	25.7%	69.9%

Table 2: Percentage of users who said they were 'completely satisfied' or 'very satisfied' with characteristics of the subway

Conclusions

Overall, the investment in the Marylebone Road underpass has greatly improved usage levels and user perceptions of the subway and some users stated that they used the subway solely to see the renovations and new displays. While users previously complained about the cleanliness, lighting and appearance of the subway, by February 2016 it has been successfully transformed into a much safer, cleaner, and more desirable 'Wonderpass' to cross Marylebone Road.

Introduction

In 2015, the Baker Street Quarter Partnership identified the Marylebone Road Subway as an area that many of its members would like to see improved. Renovation works were carried out on the subway with the aim of both improving the user experience and encouraging people to feel more confident and comfortable in using the subway as an alternative to the staggered and congested street-level crossing. The renovations were finished in January 2016 and the pedestrian subway was transformed into the 'Wonderpass' which included displays and graphics highlighting local history and attractions on Baker Street. PSI has carried out survey work to establish a baseline against which to compare the post-improvement works made to the Marylebone Road Subway. This document provides an overview of the results from the pre- and post-works survey and recording of user interviews (vox-pops).

Figure 1. Entrance to the subway next to Baker Street Underground station, July 2015
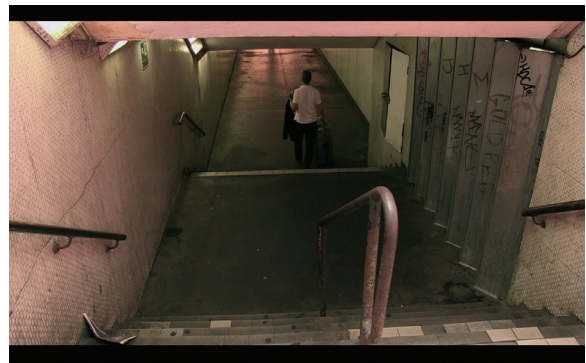

Figure 2. Steps down into the subway, July 2015

Figure 3. Entrance to the subway next to Baker Street Underground station, February 2016
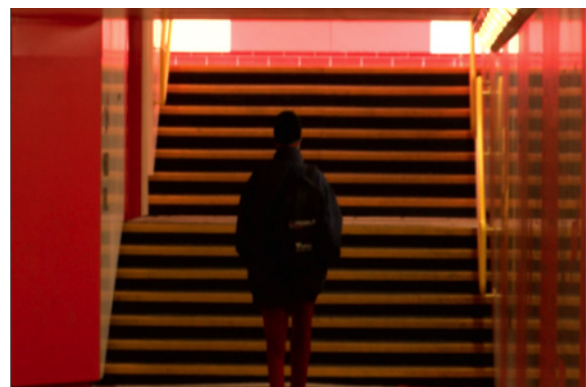

Figure 4. Pedestrian using the Wonderpass, February 2016

Methodology

PSI's approach to measuring user perceptions of the Marylebone Road Subway involved face-to-face surveys with members of the public using the subway and 'vox-pop' video recordings of pedestrians using the subway and street-level crossings. Pedestrian counts of the subway were also conducted to provide data on usage of the subway. Results from an online survey of the BSQ's members carried out before the improvement works (June 2015) were also analysed.

Face-to-face surveys

The pre-improvement works surveys of members of the public took place over two days on Thursday 16 and Friday 17 July, and covered one-hour periods throughout the day (9–10am, 1–2pm and 5–6pm). These times were selected as they were likely to be the busiest in the day with the greatest number of people using the subway. The survey targeted current users by having two researchers stationed at either end of the subway approaching people as they exited. They were asked about their use of the subway and factors that would enhance their experience of using it. Questions covered factors such as safety, comfort, convenience, accessibility and attractiveness. Participation was encouraged by keeping the number and type of questions short and uncomplicated and by ensuring completion of the survey was possible in less than one minute.

Researchers distributing the survey assisted participants through the questions and either allowed them to complete the answers themselves or wrote down their verbal response. Survey questions were presented in the form of a paper questionnaire which was filled out on a clipboard. Researchers in plain clothes approached survey participants, explained that they have been commissioned by the BSQ Partnership to undertake an independent survey of pedestrians' experience of using the subway, and asked them to spare one minute of their time to share their views. Pedestrians were approached in random order and as many as possible were approached during each one-hour period. As the surveys were conducted during peak commuting hours, the number of people passing though the subway was reliable enough to draw reasonable conclusions about views of the subway.

After the renovations were completed, the research team conducted a post-works survey to gauge the sentiments of subway users post-renovation. These surveys took place over two days on Thursday 25 and Friday 26 February and covered one hour periods throughout the day (9–10am, 1–2pm, and 5–6pm). The research process was completed in identical style to the pre-improvement works survey, albeit with slight modifications to the questionnaire to add questions about the changes to the subway.

The amount of footfall in the subway was measured at the same days/times as the face-to-face surveys. A member of the research team who was not assisting participants with the survey questionnaires was stationed at one end of the subway and used a counting device to measure the number of pedestrians both entering and exiting the subway for comparison with post-improvement usage.

'Vox-pop' video recording

In addition to capturing pedestrians' views of the subway through the structured survey, the research team utilised PSI's in-house professional film-making skills to record a 'vox-pop' video. The term 'vox pop' comes from the Latin phrase 'vox populi', meaning "voice of the people" and involves capturing the opinions of people talking informally in public places, in this instance via video. This technique provides an effective way of complementing the findings from the survey questionnaires by capturing the look and feel of the subway environment and pedestrians' responses to using it in a more visual/narrative way. The vox-pop video involved filming the street-level crossing, the subway environment as it existed prior to the works, and asking people for their views of the subway or why they chose to use the street-level crossing over the subway in their own words. The recordings took place on the day before the face-to-face surveys were carried out (Wednesday 15 July) and at similar times of day to ensure that the subsequent survey responses were not influenced in any way by the filming. Once works on the subway were completed, the vox-pop video recording was carried out again the day before the second round of face-to-face surveys (Wednesday 24 February).

A total of 17 interviews were carried out in July, with an additional eight carried out in February. Supplemental material was obtained by filming throughout the tunnel and in the surrounding area for context and juxtaposition with the issues discussed by participants. Topics discussed during the interviews included cleanliness, general appearance of the subway, lighting, safety concerns, signage, and what participants would most like changed.

Figure 6. Vox-pops interview at Subway entrance, July 2015

Figure 7. Vox-pop interview within Subway, February 2016

Online survey of BSQ members' views

In addition to the data collection methods outlined above, a series of questions about the subway were included in the BSQ annual survey, which PSI hosted in June 2015. Questions covered members' use of the subway, their overall experience and factors that may have influenced their decision not to use the subway.

Interpreting results from the Face-to-Face surveys

The questions and a graphical representation of responses are shown below. The full questionnaires used in July 2015 and February 2016 can be seen in Annex 1 and Annex 3 of the report. The majority of questions are 'closed' response, offering a limited number of prompted options. The survey follows best practice design. In particular, it has been ensured that the Likert scale items are:

1. Labelled (e.g. uses words instead of numbers to label scales)

2. Unipolar (e.g. uses a unipolar scale that ranges from 'extremely' to 'not at all', rather than extremely one thing to extremely another)

3. Odd-numbered (e.g. uses a five-point scale which allows for a midpoint or neutral view. Scales greater than seven have been found to confuse respondents and cause them to pick their answers randomly)

4. Continuous (e.g. uses equal spacing between response options to make it clear and easy to understand)

5. Inclusive (e.g. uses a scale that spans the entire continuum of responses)

6. Interrogative (e.g. uses questions instead of using agreement with statements which can lead to acquiescence bias – where respondents are more likely to agree with statements no matter what they say).

McGivern (2009) highlights two sources of bias often inherent in survey questions and which have been considered in this survey. Firstly, there is the tendency for some respondents to avoid using the extreme end of the scales (the 'error of central tendency'). Secondly, there is the tendency for respondents to notice that all positive responses are lined up on one side of the page and all negative responses on the other, and subsequently reply automatically without great thought towards their answer. These biases have been counteracted to some extent in this survey by limiting the number of Likert scale items per page and keeping the overall length of the survey under two pages, but should still be considered when reviewing the results.

Figure 5. Pathway into the Wonderpass with display cases, February 2016

Results from Pedestrian Counts

Over the course of the two days in July 2015 – before the works began – 1,917 total subway users were counted, shown in Table 3. After the improvement works, the same approach was followed- a member of the research team not conducting surveys was assigned to measure pedestrian traffic. Over the course of the two days in February 2016, a total of 3,500 subway users were documented, as shown in Table 4.

Timeframe	Number of subway users counted
Thursday 16 July, 9–10am	270
Thursday 16 July, 1–2pm	209
Thursday 16 July, 5–6pm	554
Friday 17 July, 9–10am	236
Friday 17 July, 1–2pm	244
Friday 17 July, 5–6pm	404
Total	**1,917**

Table 3: Pedestrian counts before Subway improvement works, July 2015

Timeframe	Number of subway users counted
Thursday 25 February, 9–10am	686
Thursday 25 February, 1–2pm	294
Thursday 25 February, 5–6pm	719
Friday 26 February, 9–10am	598
Friday 26 February, 1–2pm	285
Friday 26 February, 5–6pm	918
Total	**3,500**

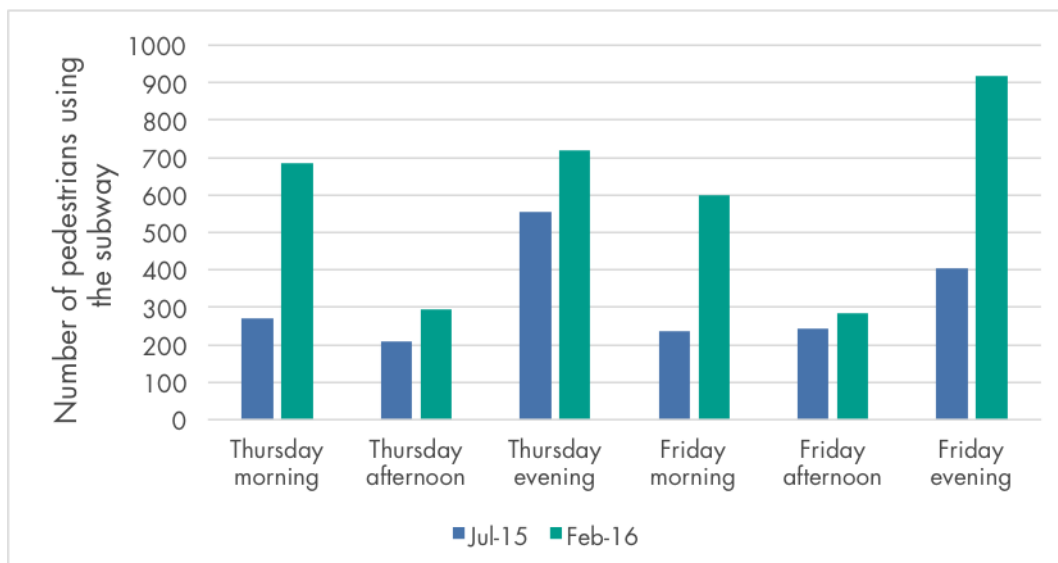Table 4: Pedestrian counts before Subway improvement works, February 2016

Figure 8: Comparative analysis of daily pedestrian subway usage in July 2015 and February 2016

Changes in level of pedestrian traffic after improvement works

The results of the two trials demonstrate a clear increase in pedestrian traffic after the improvement works were completed. After the improvement works, total pedestrian usage of the subway increased by 82.6%, with morning usage increasing by 153.8%, afternoon usage increasing by 27.8%, and evening usage increasing by 70.8% as shown in Figure 9.
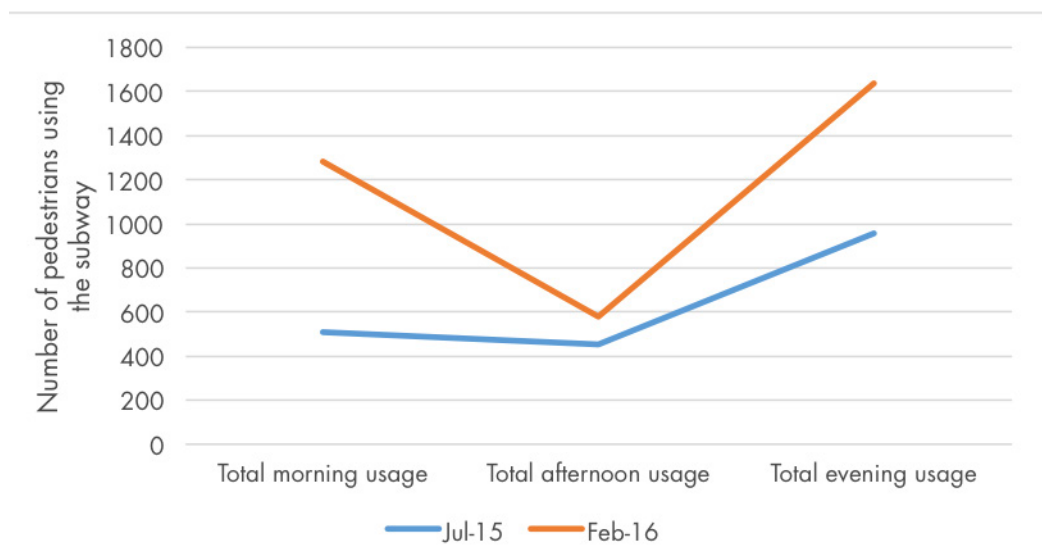

Figure 9: Comparative analysis of total pedestrian traffic in July 2015 and after February 2016

Results from the BSQ members' survey, June 2015

A series of questions about the subway were included in the BSQ annual survey of members, which PSI hosted in June 2015 (before the improvements works) under a separate contract to this research. The results of this survey can be contrasted and compared to the results of the face-to-face surveys in order to corroborate results. The online survey of members found that of those people who have used the subway before, most rated their experience of using it as 'bad' (33%) or 'neutral' (53%).
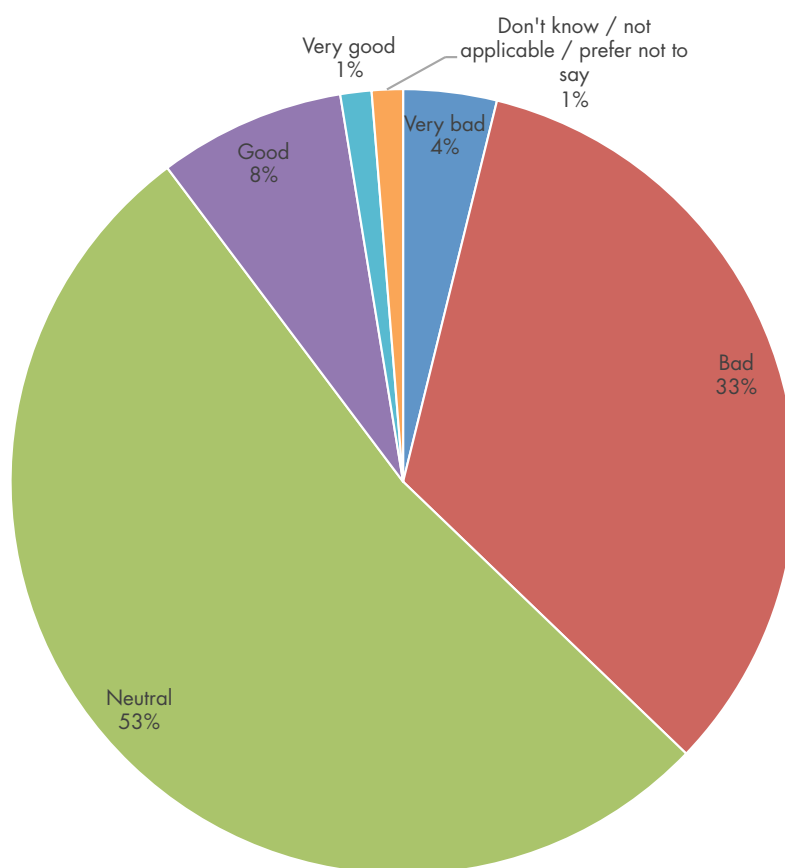
Figure 10: In general, how would you rate your experience of using the Marylebone Road subway? (Online survey)

Other
1%

It depends / about the
same
18%

The subway
14%
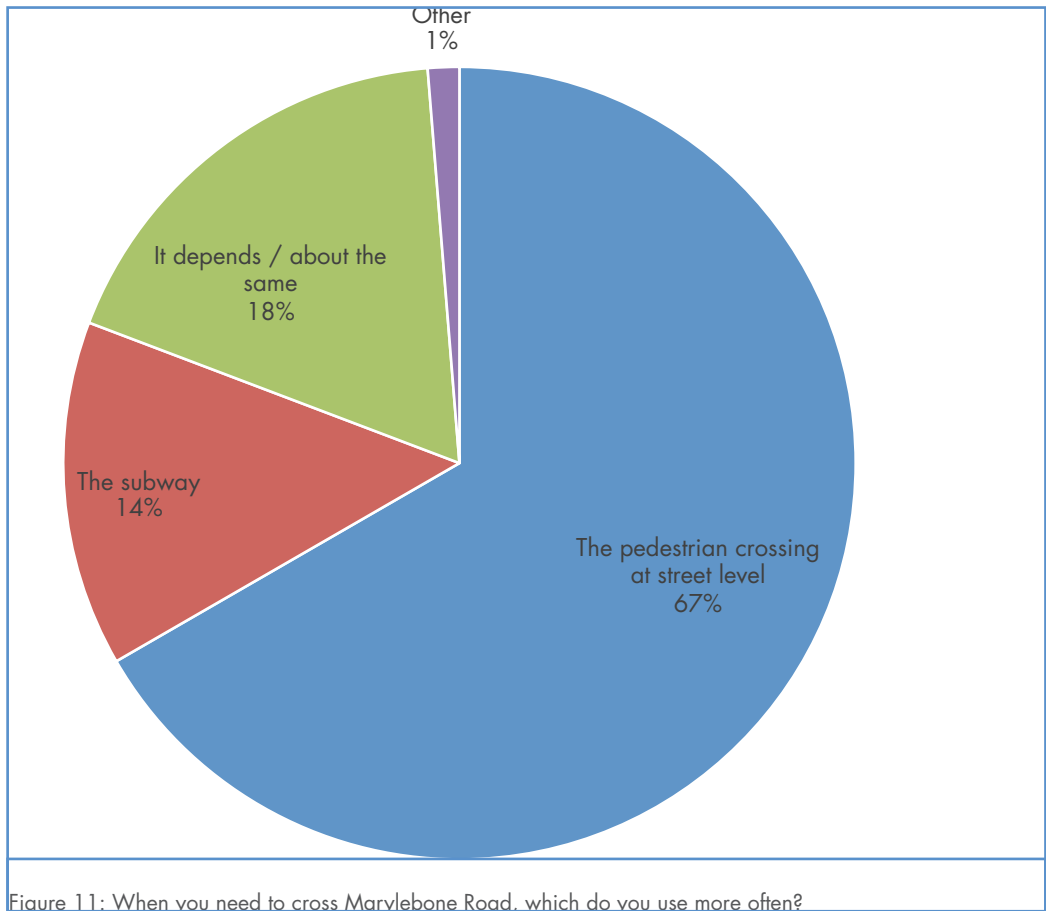
The pedestrian crossing
at street level
67%

Figure 11: When you need to cross Marylebone Road, which do you use more often?
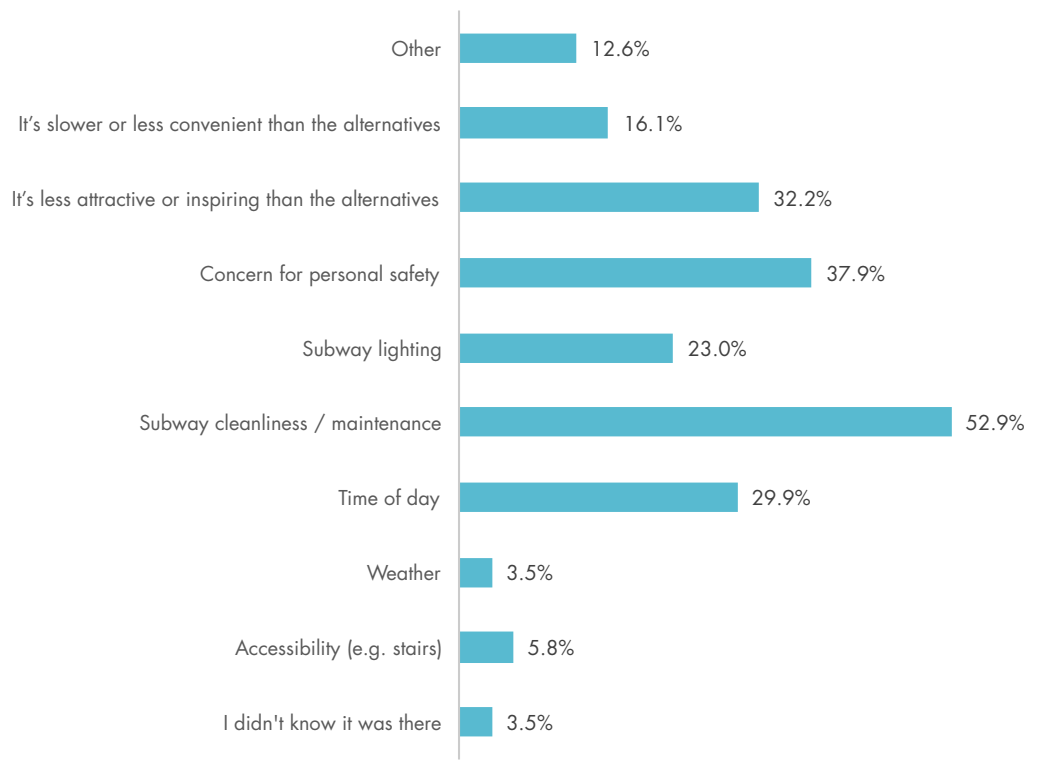
Figure 12: Which of the following factors, if any, influence your decision not to use the subway? (Note that this was a multiple response question, so totals will add up to more than 100%)

The factor that most influenced peoples' decision not to use the subway was cleanliness and maintenance (53%). Concern for personal safety (38%) and time of day (30%) were also key factors, alongside people saying it was 'less attractive or inspiring than the alternatives' (32%) and subway lighting (23%). These findings seem to be consistent with the user satisfaction ratings in the face-to-face surveys before the renovation works, which as described previously, were more often than not on the lower side of 'moderately satisfied'.

Results from the
face-to-face surveys

The pre-works surveys took place on the 16th and 17th of July 2015, with 206 subway users' answering a total of 12 questions. The post-works surveys took place on the 25th and 26th of February 2016 with 163 subway users answering a total of 15 questions. Graphical representations of responses to all questions in the pre-improvement works survey are outlined below, followed by full-tabulated results in Annex 2.
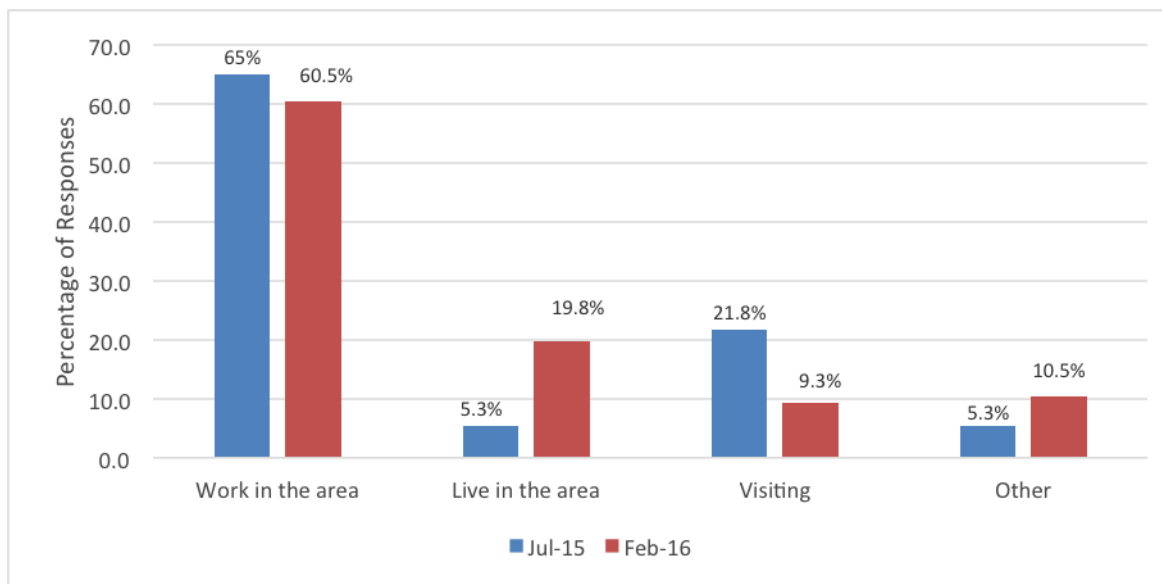

Figure 13: Why were you using the subway today? (Q1-Jul, Feb)

Both questionnaires included tick-response questions about 'Why were you using the subway today?' and 'How often do you use this subway when crossing Marylebone Road?' As shown in Figure 13, most people in July 2015 (65%) and February 2016 (60.1%) were using the subway because they worked in the area.
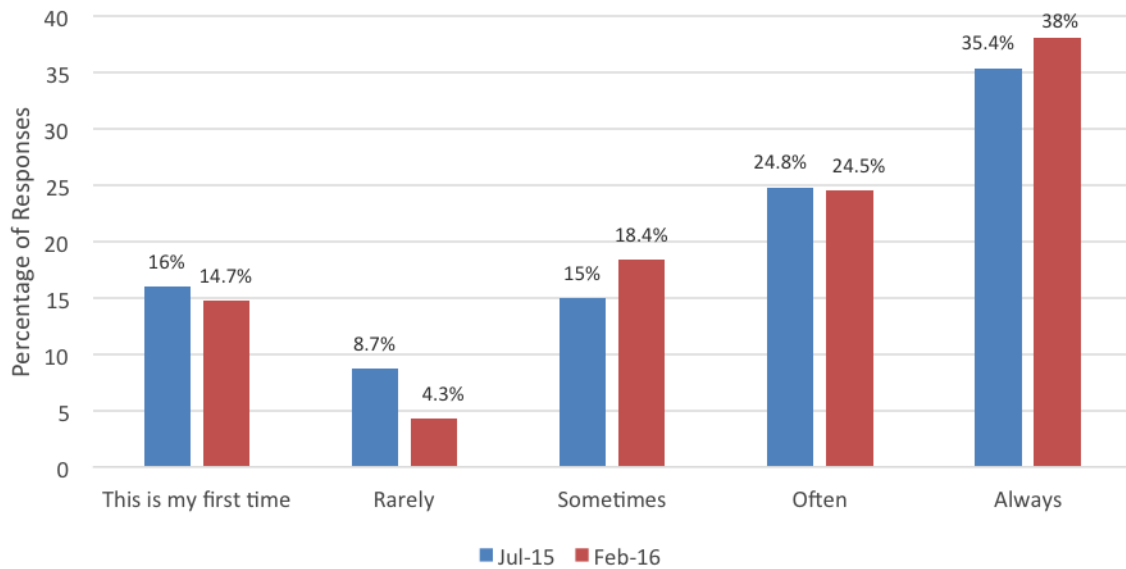
Figure 14: How often do you use this subway when crossing Marylebone Road? (Q2-Jul, Q9-Feb)

Similarly, Figure 14 illustrates that over half of respondents in July 2015 said that they 'Always' or 'Often' use the subway when crossing Marylebone Road (35.4% and 24.8% respectively). Only 16% of respondents said it was their first time using the subway. In February 2016, over half of respondents stated that they 'Always' or 'Often' use the subway when crossing Marylebone Road (38% and 24.5% respectively), and only 14.7% said it was their first time using the subway.

Figure 15: Why did you decide to use the subway rather than the street-level crossing just now?
Open response question (Q3-Jul, Q2-Feb)

Respondents were asked an open-ended response that explored why people use the subway rather than the street-level crossing. The complete range of responses to this question can be seen in Figure 15. Coding of responses to this question revealed three key reasons:

- Lights just changed to red or didn't want to wait for traffic – Some subway users said that they had spontaneously decided to use the subway in this instance ('Lights had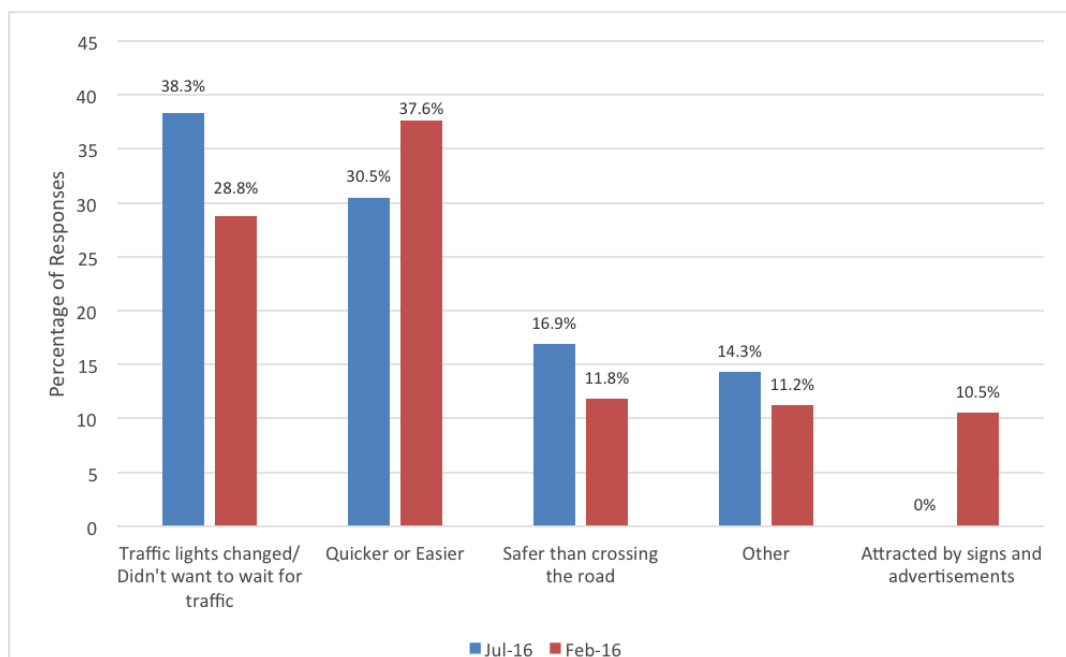 just changed'), while others always avoided the road – e.g. one person said 'Traffic lights too slow to change. (July 2015) or 'Lights change at inconvenient times'. (February 2016).

- Many respondents said that the subway was 'quicker', 'easier' or 'convenient'.

- It's safer, or the Marylebone Road crossing is difficult or dangerous with too much traffic – Some respondents cited positives about the subway, for example 'Safer! - Less congested (July 2015) or 'More dependable' (February 2016). Others detailed problems with road crossing; for example that they used the subway 'because of dangerous traffic lighting system' (July 2015).

Questions 4 to 8 were Likert-scale responses and gathered views around user perceptions of the subway, including level of lighting, cleanliness, overall appearance, safety, and visibility of the entrance.
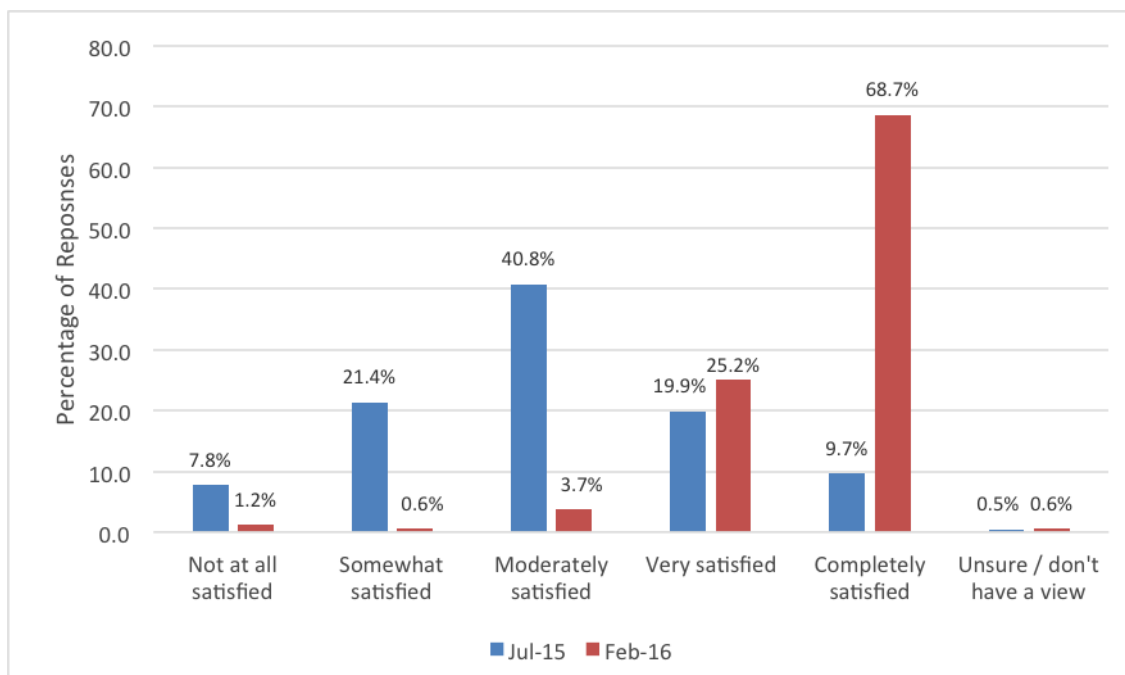
Figure 16: How satisfied were you with the level of lighting in the subway? (Q4-Jul, Q3-Feb)

As shown in Figure 16, in July 2015 most subway users were mostly 'moderately satisfied' (40.8%) with the level of lighting in the subway, with nearly equal numbers saying that they were 'somewhat satisfied' (21.4%) and 'very satisfied' (19.9%). Data from February 2016 data shows that most users were 'completely satisfied' (68.7%) with the lighting.
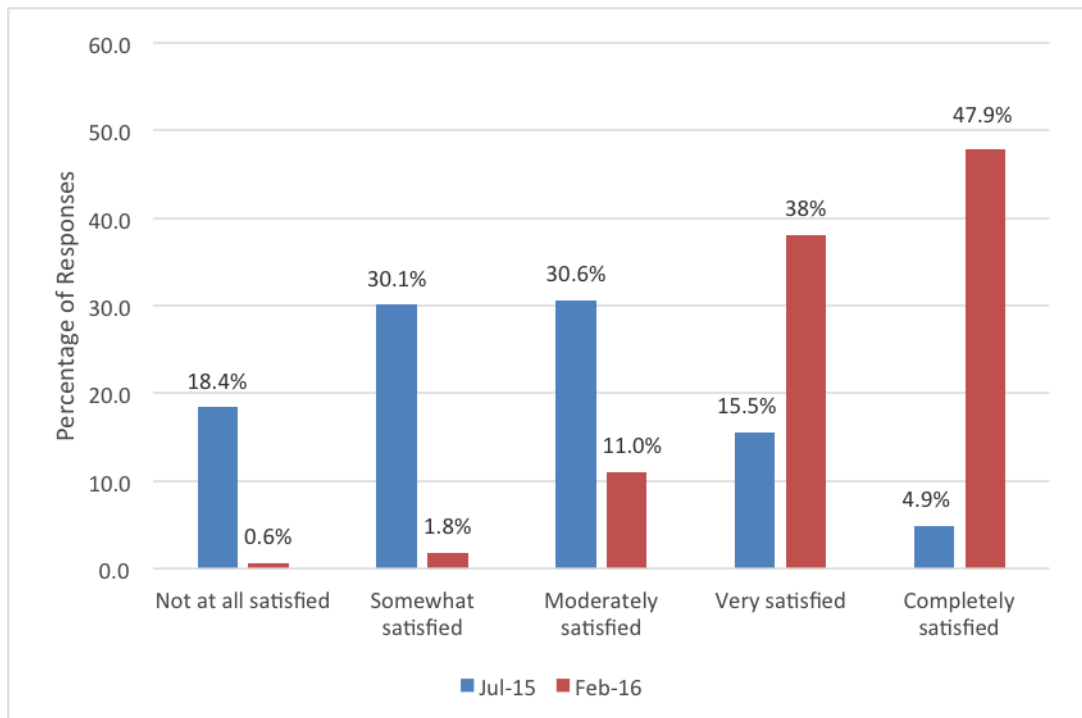
Figure 17: How satisfied were you with the cleanliness of the subway today? (Q5-Jul, Q4-Feb)

Figure 17 shows that by February 2016, a total of 85.9% of respondents were 'completely satisfied' or 'very satisfied' (47.9% and 38.0% respectively) by the cleanliness of the subway. This compared favorably with the pre-works survey, which found that most subway users were only 'somewhat' or 'moderately' satisfied with the cleanliness of the subway (30.1% and 30.6% respectively) followed by 18.4% who were not at all satisfied.

The Baker Street Wonderpass: Evaluation of improvement works
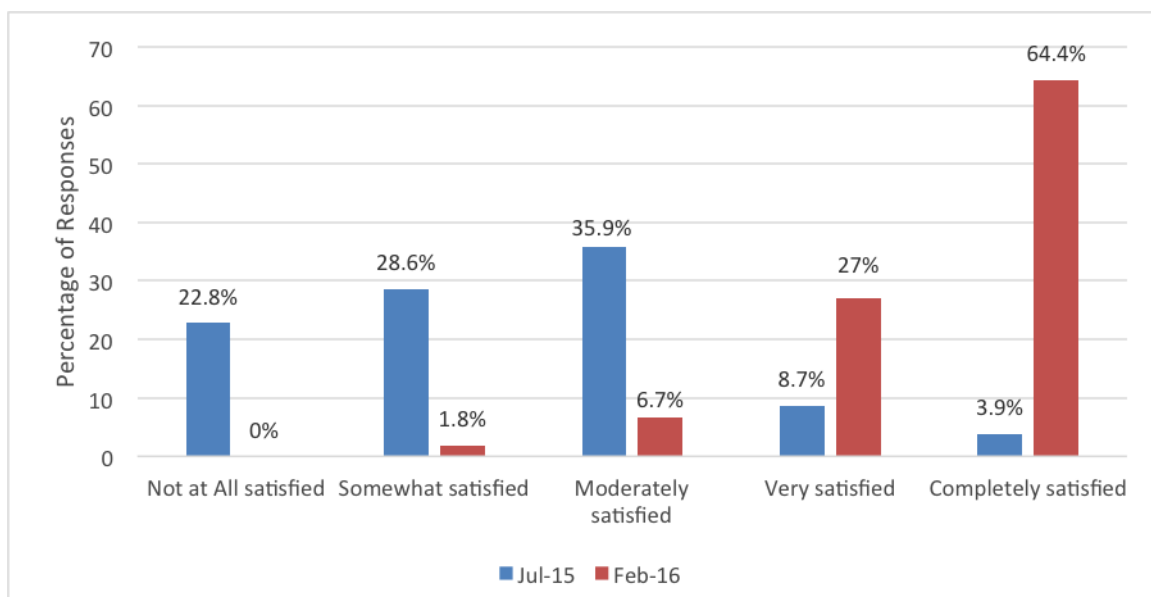
Figure 18: How satisfied were you with the overall appearance of the subway? (Q6-Jul, Q5-Feb)
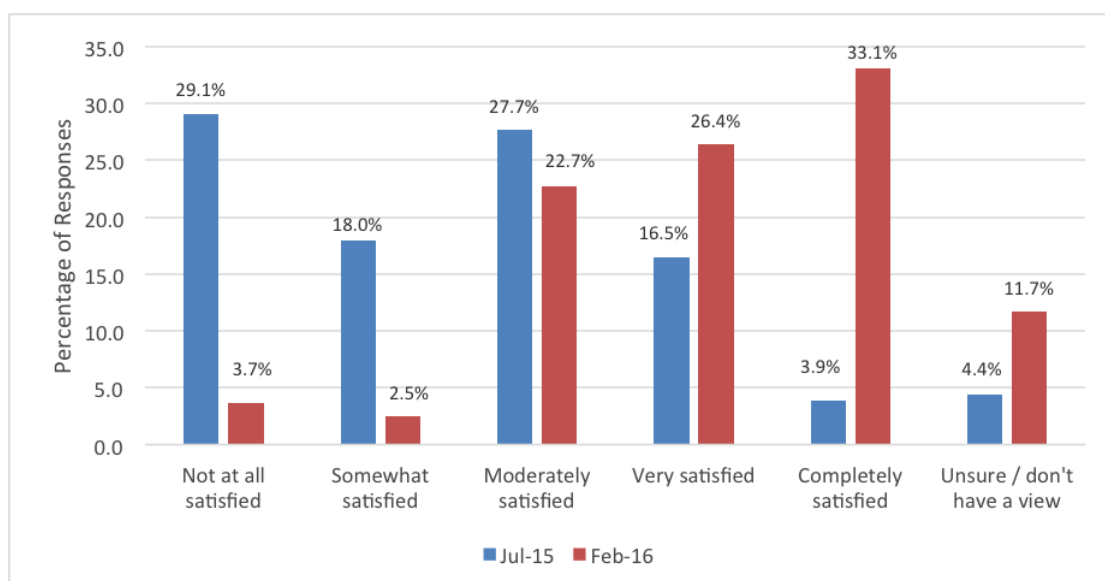
Figure 19: How satisfied were you that the subway was a safe public space that you would feel confident using at night (Q7-Jul, Q6-Feb)

There were lower levels of satisfaction amongst users pre-alteration regarding the safety of the subway at night as illustrated in Figure 19. Most people (29.1%) said that they were 'not at all satisfied' that the subway was a safe public space that they would feel confident using at night in July 2015, followed by 27.7% and 18.0% who said they were 'moderately' or 'somewhat' satisfied (respectively). These figures were greatly improved post-renovations: 22.7% said they were still only 'moderately satisfied' that the subway was a safe public space they would feel confident using at night, but most were either 'very satisfied' (26.4%) or 'completely satisfied' (33.1%).

The Baker Street Wonderpass: Evaluation of improvement works
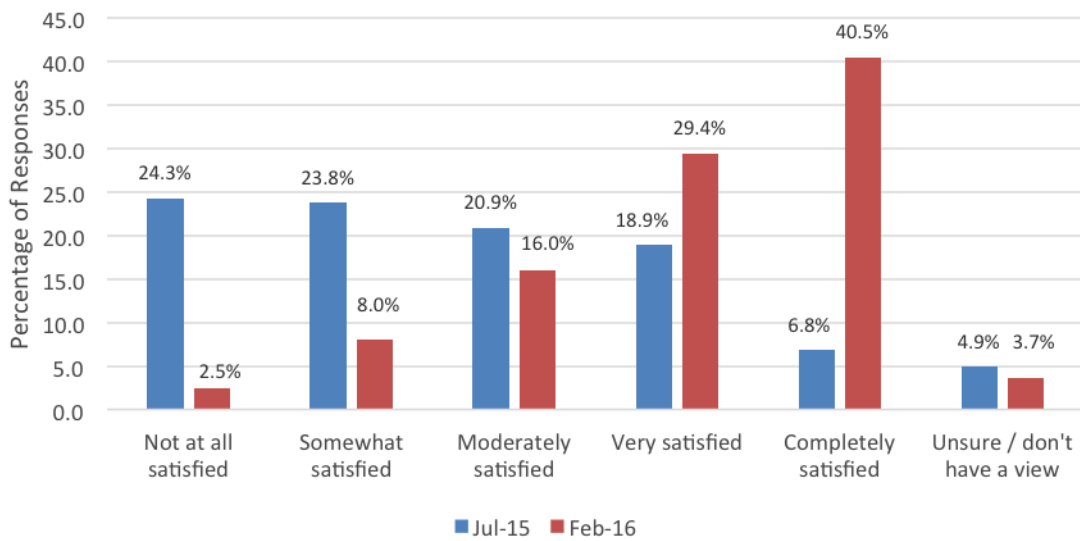
Figure 20: How satisfied were you with the signage and visibility of the entrance to the subway? (Q8-Jul, Q7-Feb)

As shown in Figure 20, in July 2015, most people (24.3%) were also 'not at all satisfied' about the signage and visibility of the entrance to the subway, followed by 23.8% who were 'somewhat satisfied' and 20.9% who were 'moderately satisfied'. The satisfaction with signage also improved after the renovations with most people (69.9%) were either 'completely satisfied' or very satisfied' with the signage and visibility (40.5% and 29.4% respectively).
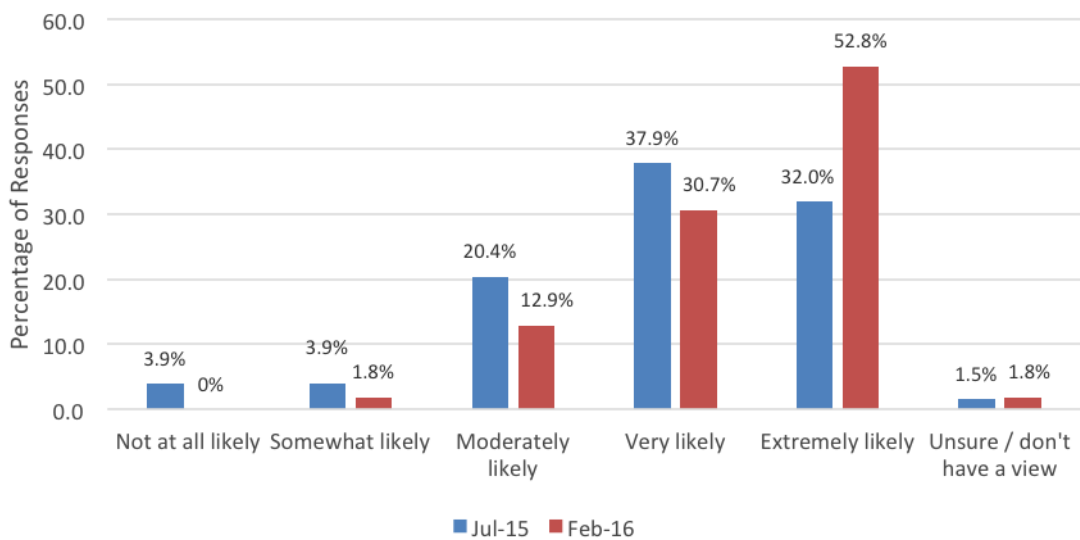
Figure 21: How likely would you be to choose the subway over the street level crossing again? (Q9-Jul, Q8-Feb)

Question 9 asked subway users how likely they would be to choose the subway over the street level crossing again. As illustrated in Figure 21, in July 2015 most people responded positively to this question despite the low to moderate levels of satisfaction found with the various characteristics of the subway: 37.9% were 'very likely' and 32.0% 'extremely likely' to choose the subway again. In February 2016, most people responded even more positively. Zero respondents said they would be 'not at all likely' to use the subway again, with 52.8% were 'extremely likely' or 'very likely' (30.7%) to use the subway again.

Questions 10 to 12 were open-ended questions asked of respondents in July 2015 that sought views on improvements that could be made to the subway. Respondents often gave answers to Q10, Q11 or Q12 that were similar to each other or had relevance to other parts of the questionnaire. Therefore the open responses to Q10, Q11 and Q12 have been coded as one group. Coding of the responses has revealed four key types of suggested improvements pre-renovation:

- Lighting – Many respondents said that they wanted 'Better lighting' or ' more light'.

- Cleanliness or maintenance – with many subway users saying they would like the subway to be 'cleaner'. Specifically, several users mentioned puddles and graffiti, with one saying 'Water and puddles that collect should be dealt with.' Others complained of the smell of urine.

- Physical appearance and decoration - Many respondents suggested that it looked 'tired' or could do with refurbishment, with one saying 'Could do with a clean, lick of paint, made a bit nicer'. Six respondents specifically mentioned putting artworks into the tunnel.

- Presence of homeless people – one respondent said 'Always disheartening when you see homeless people down there' and another said 'Occasionally homeless people down there.'

It should be noted that the responses to Q10, Q11 and Q12 in the pre-works survey showed a well-known bias from social science, where respondents give open responses covering earlier prompted questions. As respondents were specifically prompted on lighting, cleanliness and safety of the subway, it is unsurprising to see that these are the most frequently given response (lighting), second most frequently given response (cleanliness or maintenance), third most frequently given response (physical appearance or decoration) and fifth most frequently given response (security and safety).
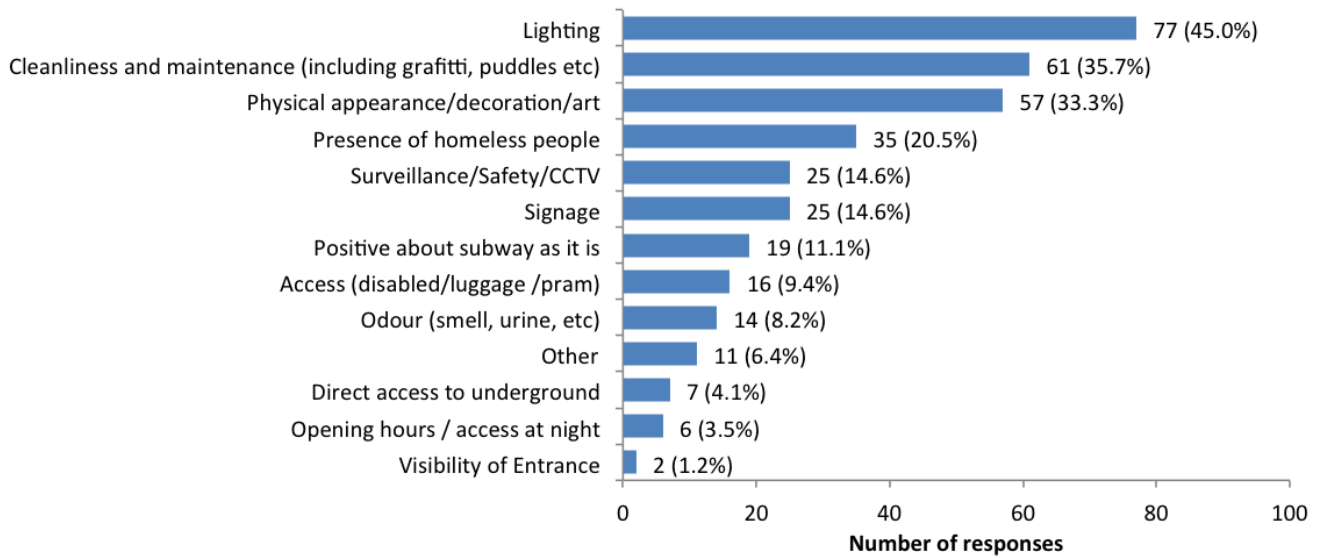
Figure 22: July 2015: open responses (pre-improvement works) to questions 10, 11 and 12 on improvements to the subway that would make it more comfortable or convenient/any further comments.

After the renovation works had been carried out and the Wonderpass had opened, 90% of users said they had noticed the recent changes. Many of the remaining 10% had only started using the subway since it re-opened in January 2016, or were visiting for the first time.
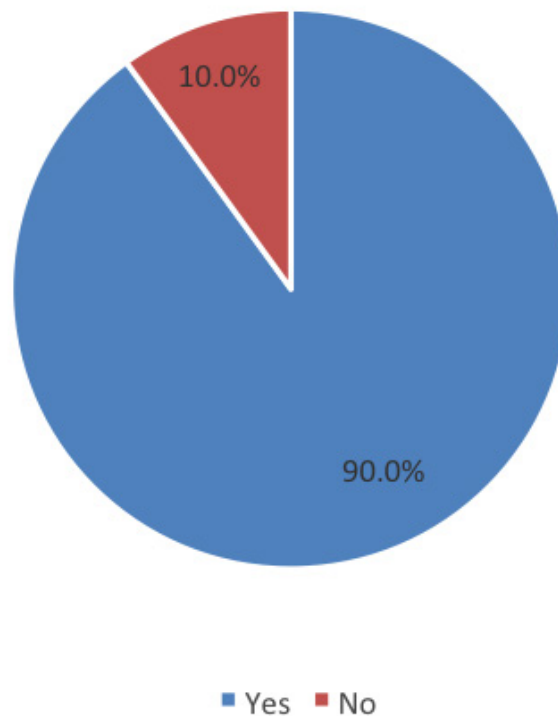
Figure 23: February 2016 – Have you noticed the recent alterations to the subway?

The view of the renovations (among those who had noticed the changes) was overwhelmingly positive. Figure 24 shows that 83.9% of users they thought that the subway was 'much better', and 98.4% of users said that they thought the subway was 'better' or 'much better' after the improvement works.
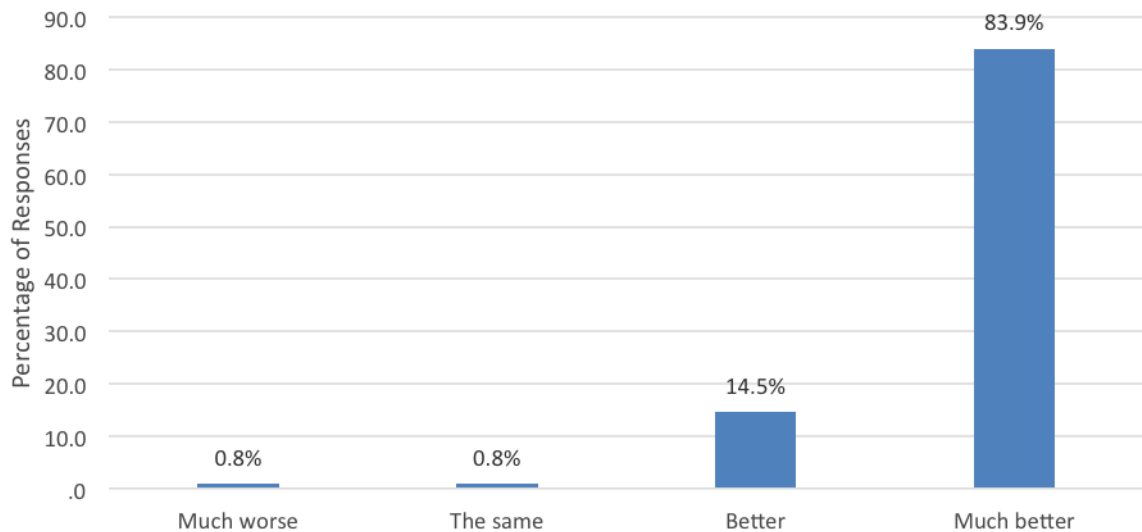
Figure 24: February 2016 – Users views of the recent renovations.

The users cited a number of reasons that the renovations had improved the subway – with nearly 2 in 5 highlighting the improved smell, and others noting the improved cleanliness, lighting, appearance and safety. The third most frequently selected response was 'it's more interesting and fun'.
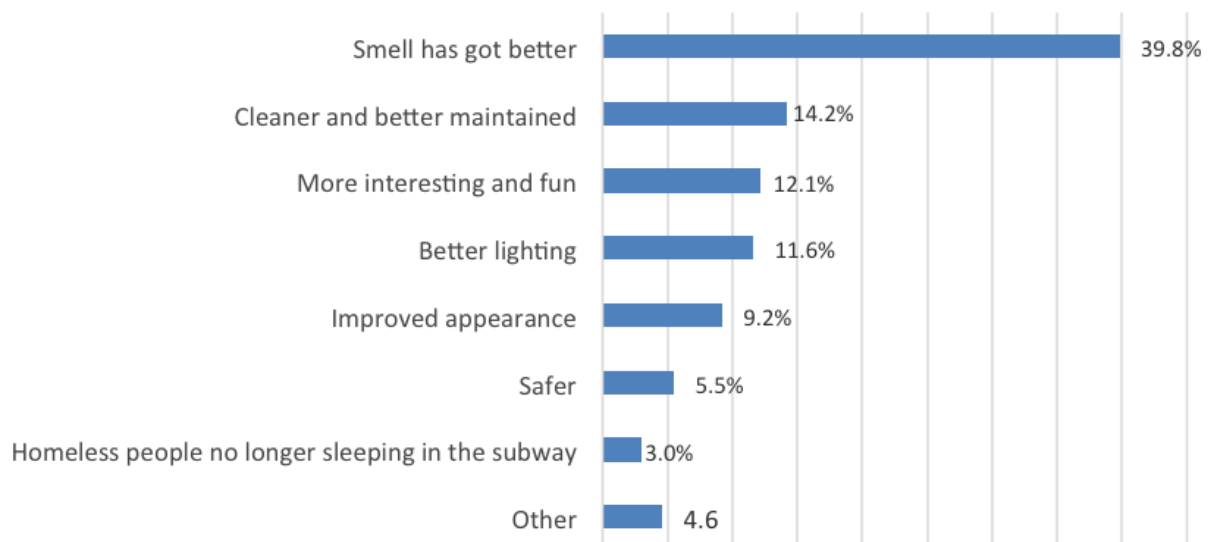
Figure 26: February 2016 open responses to questions 12 pertaining to why pedestrians felt the subway improved

Users were also asked in February 2016 about any further improvements that could be made to the 'Wonderpass'. The main trends arose from the open question about improvements to the subway in February 2016 were:

- Maintenance – Many respondents said that after the renovations were completed, it was important to maintain the upkeep of the subway (clean the floors, better drainage for water leakage, etc)

- Signage and Accessibility – Despite the new signage added as part of the renovations, many users still feel the signage can be a bit confusing, or not visible enough on the north side. Several mentioned that 'Wonderpass is confusing' or that they 'Thought it required payment to use – unclear for tourists' or 'Thought it was private'. Making it clear exactly what the Wonderpass is and how it is quicker, safer and more attractive could attract locals and tourists alike.

- Negative Paint Job – There were a number of respondents who reacted negatively to the choice of white floors in the subway as they get dirty easily.
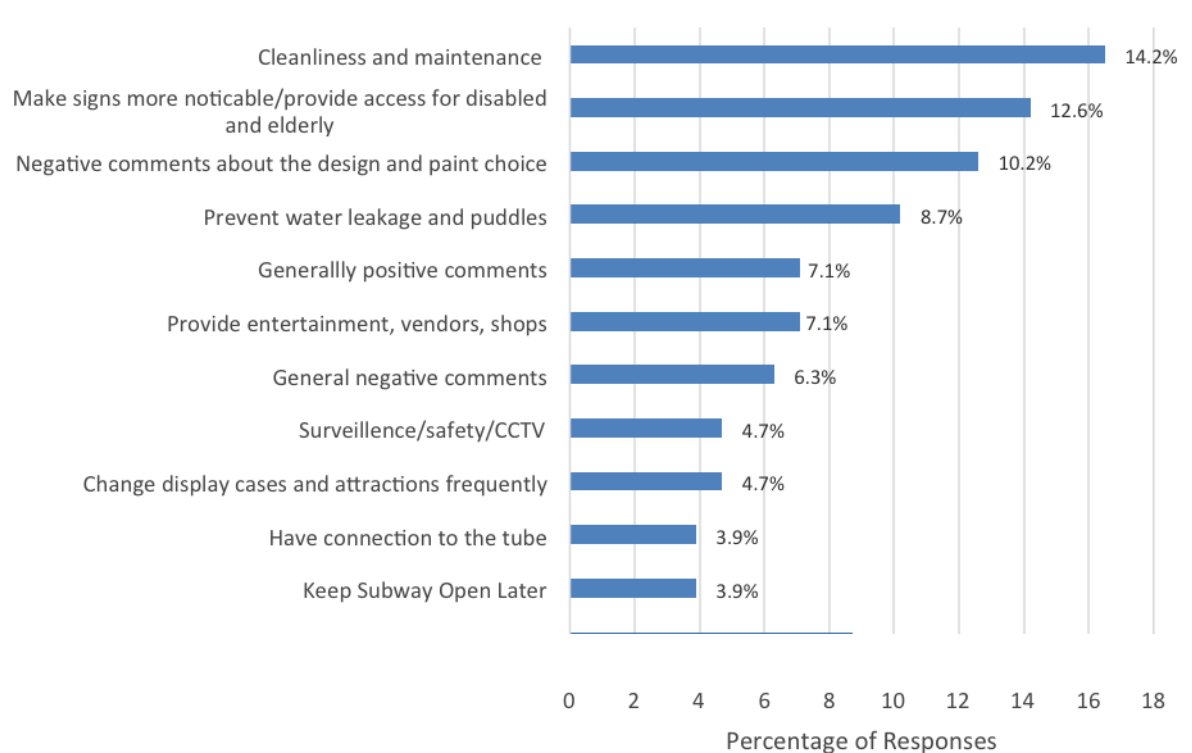
Figure 25: February 2016 open responses to questions 13 and 14 on improvements to the subway that would make it more comfortable or convenient/any further comments

Conclusion and recommendations

Overall, the investment in the Marylebone Road underpass has greatly improved usage levels and user perceptions of the subway - and some users stated that they used the subway solely to see the renovations and new displays. While users previously complained about the cleanliness, lighting and appearance of the subway, by February 2016 it has been successfully transformed into a much safer, cleaner, and more desirable 'Wonderpass' to cross Marylebone Road. The usage of the subway increased by an average of 82.6% with almost all of those who had used the subway before reporting that they felt the renovations made the subway 'better' or 'much better'. The overwhelming majority of respondents after the renovations were either 'satisfied' or 'completely satisfied' with the lighting, cleanliness, overall appearance, safety, and signage. The newly named 'Wonderpass' is a space people feel more comfortable using at night and would likely use again. The renovations made to the Baker Street Underpass have completely transformed the subway and users' perception of the space.

Further Recommendations

While users' perceptions of the subway vastly improved after the renovations, there were some further recommendations brought to light through our surveys. Continued maintenance of the subway is essential to ensure the investment made by the Baker Street Quarter Partnership is not lost and that the space continues to remain clean and well-lit. Better signage and explanation of the Wonderpass will curb any confusion and attract more locals and tourists to use the subway. Finally, the addition of music or new attractions could make the space more welcoming and possibly even make the subway a direct attraction in the area.

Annex 1:

Questionnaire used in face-to-face pre-improvement works survey

Q1: Why were you using the subway today?

☐ I work in this area
☐ I live in this area
☐ I am/was visiting
☐ Other:

Q2: How often do you use this subway when crossing Marylebone Road?

☐ This is my first time
☐ Rarely
☐ Sometimes
☐ Often
☐ Always

Q3: Why did you decide to use the subway rather than the street-level crossing just now?

USER PERCEPTIONS (PLEASE CIRCLE)

Q4: How satisfied were you with the level of lighting in the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q5: How satisfied were you with the cleanliness of the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q6: How satisfied were you with the overall appearance of the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q7: How satisfied were you that the subway was a safe public space that you would feel confident using at night?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q8: How satisfied were you with signage and visibility of the entrance to the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Overall experience (Please circle)

Q9: How likely would you be to choose the subway over the street-level crossing again?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q10: Is there anything that would make it more comfortable to use the subway again?

Q11: Is there anything that would make it more convenient to use the subway again?

Q12: Do you have any further comments to add about your experience in using the subway just now?

THANK YOU FOR COMPLETING THIS SURVEY!

Full tabulated results from the Pre-Improvement Works Survey

Full tabulated results are given below for ease of use.

Q1. Why were you using the subway today?

Response	Frequency	Percentage of respondents (n=206)
I work in this area	134	65.0
I live in this area	11	5.3
I am / was visiting	45	21.8
Other	11	5.3
I live and work in the area	2	1.0
Left blank/ invalid response	3	1.5
Total	206	100.0

Q2. How often do you use this subway when crossing Marylebone Road?

Response	Frequency	Percentage of respondents (n=206)
This is my first time	33	16.0
Rarely	18	8.7
Sometimes	31	15.0
Often	51	24.8
Always	73	35.4
Total	206	100.0

Q3. Combined Frequencies

Response	Frequency	Percentage of respondents (n=243)
Quicker or Easier	74	30.5%
Lights just changed / Didn't want to wait for traffic	93	38.3%
Quieter/Too many people at road crossing	13	5.3%
Safer/Traffic/difficult or dangerous to cross Marylebone Road	41	16.9%
Thought it was the entrance to the tube/ It's easier to get to tube	12	4.9%
Other	10	4.1%
Total	243	100.0%

Q4. How satisfied were you with the level of lighting in the subway?

Response	Frequency	Percentage of respondents (n=206)
Not at all satisfied	16	7.8
Somewhat satisfied	44	21.4
Moderately satisfied	84	40.8
Very satisfied	41	19.9
Completely satisfied	20	9.7
Unsure/ don't have a view	1	0.5
Total	206	100.0

Q5. How satisfied were you with the cleanliness of the subway?

Response	Frequency	Percentage of respondents (n=206)
Not at all satisfied	38	18.4
Somewhat satisfied	62	30.1
Moderately satisfied	63	30.6
Very satisfied	32	15.5
Completely satisfied	10	4.9
Left blank/ invalid response	1	0.5
Total	206	100.0

Q6. How satisfied were you with the overall appearance of the subway?

Response	Frequency	Percentage of respondents (n=206)
Not at all satisfied	47	22.8
Somewhat satisfied	59	28.6
Moderately satisfied	74	35.9
Very satisfied	18	8.7
Completely satisfied	8	3.9
Total	206	100.0

Q7. How satisfied were you that the subway was a safe public space that you would feel confident using at night?

Response	Frequency	Percentage of respondents (n=206)
Not at all satisfied	60	29.1
Somewhat satisfied	37	18.0
Moderately satisfied	57	27.7
Very satisfied	34	16.5
Completely satisfied	8	3.9
Unsure/ don't have a view	9	4.4
Left blank/ invalid response	1	0.5
Total	206	100.0

Q8. How satisfied were you with the signage and visibility of the entrance to the subway?

Response	Frequency	Percentage of respondents (n=206)
Not at all satisfied	50	24.3
Somewhat satisfied	49	23.8
Moderately satisfied	43	20.9
Very satisfied	39	18.9
Completely satisfied	14	6.8
Unsure/ don't have a view	10	4.9
Left blank/ invalid response	1	0.5
Total	206	100.0

Q9. How likely would you be to choose the subway over the street level crossing again?

Response	Frequency	Percentage of respondents (n=206)
Not at all likely	8	3.9
Not very likely	8	3.9
Moderately likely	42	20.4
Very likely	78	37.9
Extremely likely	66	32.0
Unsure/ don't have a view	3	1.5
Left blank/ invalid response	1	0.5
Total	206	100.0

Q10 – Q12 Combined Frequencies

Response	Frequency	Percentage of respondents (n=355)
Surveillance / Safety / CCTV	25	14.6%
Odour (smell, urine, etc.)	14	8.2%
Presence of homeless people	35	20.5%
Lighting	77	45.0%
Physical appearance / decoration / art	57	33.3%
Cleanliness and maintenance (including graffiti, puddles etc.)	61	35.7%
Signage	25	14.6%
Visibility of Entrance	2	1.2%
Access (disabled / luggage / pram)	16	9.4%
Opening hours / access at night-	6	3.5%
Direct access to underground	7	4.1%
Positive about subway as it is	19	11.1%
Other	11	6.4%
Total	355	100.0%

Annex 3:

Questionnaire used in face-to-face post-improvement works survey Marylebone Road Subway – User Perception Survey (afterwards)

Personal Details (please tick)

Q1: Why are you using the subway today?

☐ I work in this area
☐ I live in this area
☐ I am/was visiting
☐ Other

Q2: Why did you decide to use the subway rather than the street-level crossing just now?

User Perceptions (please circle)

Q3: How satisfied were you with the level of lighting in the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q4: How satisfied were you with the cleanliness of the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q5: How satisfied were you with the overall appearance of the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q6: How satisfied were you that the subway was a safe public space that you would feel confident using at night?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q7: How satisfied were you with signage and visibility of the entrance to the subway?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Overall experience (please circle)

Q8: How likely would you be to choose the subway over the street-level crossing again?

Not at all satisfied	Somewhat satisfied	Moderately satisfied	Very satisfied	Completely satisfied	Unsure/ Don't have a view
1	2	3	4	5	

Q9: How often do you use this subway when crossing Marylebone Road?

This is my first time	Rarely	Sometimes	Often	Always

If first time, go to Q13

Q10: Have you noticed the recent alterations?

☐ Yes ☐ No

Q11: If so, how have they changed the subway in your view?

Much worse	Worse	The same	Better	Much better	Unsure/ Don't have a view
1	2	3	4	5	

Q12: Why do you say that? (in reference to Q11)

Q13: Will you be likely to use the subway more or less in future as a result?

Much less	Slightly less	The same	Slight more	Much more	Unsure/ Don't have a view
1	2	3	4	5	

Q14: Is there anything that could be done to improve the subway (further)?

Q15: Do you have any more comments to add about your experience using the subway just now?

The Baker Street Wonderpass: Evaluation of improvement works

Q1: Why did you decide to use the subway rather than the street-level crossing just now?

Response	Frequency	Percentage of respondents (n=163)
Work in the area	98	60.1
Live in the area	32	19.6
Visiting	15	9.2
Other	17	10.4
Total	162	99.4
Missing	1	0.6
Total	163	100.0

Q2: Why did you decide to use the subway rather than the street-level crossing just now?

Response	Frequency	Percentage of respondents (n=163)
Safer than crossing the road	20	11.8
Traffic lights changed/Didn't want to wait for traffic	49	28.8
Quicker or easier	64	37.6
Attracted by signs and advertisements	18	10.5
Other	19	11.2
Total	170	100.0

Q3: How satisfied were you with the level of lighting in the subway?

Response	Frequency	Percentage of respondents (n = 163)
Not at all satisfied	2	1.2
Somewhat satisfied	1	.6
Moderately satisfied	6	3.7
Very satisfied	41	25.2
Completely satisfied	112	68.7
Unsure/don't have a view	1	0.6
Total	163	100.0

Q4: How satisfied were you with the cleanliness of the subway?

Response	Frequency	Percentage of respondents (n = 163)
Not at all satisfied	2	1.2
Somewhat satisfied	1	.6
Moderately satisfied	6	3.7
Very satisfied	41	25.2
Completely satisfied	112	68.7
Unsure/don't have a view	1	0.6
Total	163	100.0

Q5: How satisfied were you with the overall appearance of the subway?

Response	Frequency	Percentage of respondents (n = 163)
Somewhat satisfied	3	1.8
Moderately satisfied	11	6.7
Very satisfied	44	27.0
Completely satisfied	105	64.4
Total	163	100.0

Q6: How satisfied were you that the subway was a safe public space that you would feel confident using at night?

Response	Frequency	Percentage of respondents (n = 163)
Not at all satisfied	6	3.7
Somewhat satisfied	4	2.5
Moderately satisfied	37	22.7
Very satisfied	43	26.4
Completely satisfied	54	33.1
Unsure/don't have a view	19	11.7
Total	163	100.0

Q7: How satisfied were you with the signage and visibility of the entrance to the subway?

Response	Frequency	Percentage of respondents (n = 163)
Not at all satisfied	4	2.5
Somewhat satisfied	13	8.0
Moderately satisfied	26	16.0
Very satisfied	48	29.4
Completely satisfied	66	40.5
Unsure/don't have a view	6	3.7
Total	163	100.0

Q8: How likely would you be to choose the subway over the street-level crossing again?

Response	Frequency	Percentage of respondents (n = 163)
Somewhat likely	3	1.8
Moderately likely	21	12.9
Very likely	50	30.7
Extremely likely	86	52.8
Unsure/don't have a view	3	1.8
Total	163	100.0

Q9: How often do you use this subway when crossing Marylebone Road?

Response	Frequency	Percentage of respondents (n = 163)
This is my first time	24	14.7
Rarely	7	4.3
Sometimes	30	18.4
Often	40	24.5
Always	62	38.0
Total	163	100.0

Q10: Have you noticed the recent alterations?

Response	Frequency	Percentage of respondents (n = 163)
Yes	126	77.3
No	14	8.6
Total	140	85.9
Missing (first time users)	23	14.1
Total	163	100.0

Q11: If so, how have they changed the subway in your view?

Response	Frequency	Percentage of respondents (n = 163)
Much worse	1	.6
The same	1	.6
Better	18	11.0
Much better	104	63.8
Total	124	76.1
Missing	39	23.9
Total	163	100.0

Q12: Why do you say that? (in reference to Q11)

Response	Frequency	Percentage of respondents (n = 163)
No more smell	138	39.8
Cleaner	49	14.2
More interesting and fun	42	12.1
Better lighting	40	11.6
Appearance	32	9.2
Safer	19	5.5
Other	16	4.6
Total	163	100.0

Q14/15: Is there anything that could be done to improve the subway (further)/ any other comments?

Response	Frequency	Percent
Cleanliness and maintenance	21	16.5
Make signs more noticeable/provide access	18	14.2
Negative comments about design	16	12.6
Prevent water leakage and puddles	13	10.2
Other	11	8.7
Generally positive comments	9	7.1
Provide entertainment, vendors, shops	9	7.1
Generally negative comments	8	6.3
Surveillance, safety, CCTV	6	4.7
Change display cases and attractions	6	4.7
Have connection to tube	5	3.9
Keep open later	5	3.9