



PlanWimbledon
Sustainability Prosperity Community

**Application to become a neighbourhood forum
and neighbourhood area in Merton**

18 February 2021

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1. Name of the proposed neighbourhood forum

The name of the proposed Neighbourhood Forum is PlanWimbledon.

2. Name of the proposed neighbourhood area to which the application relates

The name of the proposed Neighbourhood Area to which the application relates is Wimbledon.

3. Contact details

(will be made publicly available and used as a single point of contact for the forum)

Name:	Suzanne Grocott
Address:	22, The Quadrant, SW20 8SP
Email:	chair@planwimbledon.org
Telephone:	07768 362370

4. Proposed named members and their interests

	Name	Resident	Business / Landowner	Councillor	Interests
1	Dan Holden			X	Hillside Ward Councillor
2	Paul Kohler			X	Trinity Ward Councillor
3	Peter Southgate			X	Merton Park Ward Councillor / School Governor of Merton Park Primary School
4	Edward Foley			X	Merton Park Ward Councillor / Chair of School Governors of Ricards Lodge
5	Nigel Benbow			X	Abbey Ward Councillor
6	Pareesh Modasia		X		Local Pharmacist
7	Marcus Beale	X	X		Local Architect
8	Clive Hilton	X			Chair of Wimbledon Union of Residents Associations and Westside Common RA
9	Gabriel Bennett-Powell	X			Secretary, Friends of Wimbledon Town Centre
10	Susan Cusack	X			Chair, Belvederes Residents Association
11	Rev. Mark Eminson	X			Team Rector, Holy Trinity Church
12	Arun Velautham	X			Representative, the Shree Ghanapathy Temple
13	Chris Goodair	X			Chair, Wimbledon Society Planning & Environment Committee
14	Catherine Nelson	X			Chair, The Friends of Cannizaro Park
15	Ian Murray		X		Owner I&S Locksmiths
16	Andrew Badrudin		X		London Property Holdings Limited
17	Barry O'Donnell	X			Property Consultant with interest in Environment / Conservation
18	Suzanne Grocott	X			Steering Group / School Governor of Wimbledon Chase Primary School
19	Augustin Bataille	X			Steering Group / South Wimbledon Resident
20	Alan Maries	X			Steering Group / Trustee, Sustainable Merton
21	Deborah Crosby	X			Steering Group / South Park Resident
22	Lynne Gordon	X			Steering Group / Chair, Wimbledon East Hillside Residents Association
23	Regina Denton	X			Steering Group / Dundonald Resident
24	Rob Cowan	X			Steering Group / Officer, Friends of Wimbledon Town Centre
25	Mark Morgan	X			Steering Group / Committee Member, Belvederes Residents Association
26	Nigel Headley	X	X		Steering Group / Member, Wimbledon Village Business Association
27	Sue Hale	X			Steering Group / Hillside Resident
28	Tim Day	X			Steering Group / Merton Park Resident
29	Jonathan Parker	X			Resident Artist

5. Why we want to establish a neighbourhood forum

5.1. Encourage local democracy in the planning process

- 5.1.1. PlanWimbledon is applying to be designated as a neighbourhood forum for the Wimbledon neighbourhood area in accordance with the Localism Act 2011. The Government is encouraging local communities to lead and influence decision-making because it makes a real difference to their locality. It is a means to change a neighbourhood for the better in cooperation with the local planning authority.

5.2. Ensure appropriate growth

- 5.2.1. Part of the proposed neighbourhood plan area has been identified as an Opportunity Area in the London Plan¹ and is forecast to grow significantly.
- 5.2.2. There is an urgent need for high quality and sustainable development, ensuring that Wimbledon continues to prosper, enhancing the standing of our town, and enabling local businesses to thrive sustainably.
- 5.2.3. We believe in growth which is positive and creative. We have a vision of a balanced, prosperous, sustainable neighbourhood where residents love to be, where businesses thrive and grow, and to which visitors are attracted. The PlanWimbledon Neighbourhood Forum will harness local knowledge, skills and imagination to ensure that Wimbledon grows in a way that respects its distinctive character.

5.3. Community collaboration towards a shared vision

- 5.3.1. Once designated, PlanWimbledon will lead and coordinate the preparation of a neighbourhood plan for Wimbledon, working with stakeholders and Merton Council, bringing together the interests of residents, workers and businesses within the designated area.
- 5.3.2. Merton Council is redrafting its Core Planning Strategy and Sites and Policies Local Plan (the “Local Plan”) to comply with the revised adopted London Plan 2021 (the “London Plan”). A neighbourhood plan can help to provide the council with a strong evidence base for setting out policies to shape sustainable development to meet a shared vision – such examples of ‘trickle-up’, whereby local policy can benefit from evidence gathered and policies developed at a neighbourhood level, are very common across the country. A neighbourhood plan will be of direct benefit for Merton Council and the community in that it can provide additional benefit and detail (that would be too resource intensive for the council to gather itself) which can help the Council more effectively to serve the local community.²

5.4. Social and economic change in Wimbledon

- 5.4.1. Wimbledon is a highly attractive neighbourhood with excellent transport links, outstanding schools, a wide range of shops, a popular hospitality sector, cultural activities, green spaces, and a safe environment. Wimbledon’s desirability as a place to live and work has fostered a strong local economy.

1 Clause 2.1.27 Adopted London Plan 2021.

2 In the recent Characterisation Study Consultation, 155 people from Wimbledon took part in the survey (Local Plan).

- 5.4.2. But social and economic change is rapid and affecting our community. The Covid-19 pandemic is increasing the uncertainty about the future direction of the economy, particularly for high-street retailers, hospitality venues and offices as people adapt to different ways of shopping, working and socialising. Green spaces are treasured more than ever, and people may become much less tolerant of crowds. The safety of our streets cannot be taken for granted.

6. Neighbourhood area

6.1. How we defined the boundary

- 6.1.1. We took as our starting point Wimbledon's former Town Hall, a historic building that has been incorporated into the Centre Court shopping mall. This is adjacent to Wimbledon Station, the central hub for the area's transport network.
- 6.1.2. A widely spread community of people consider Wimbledon to be their place, and are proud of Wimbledon being an internationally recognised brand. Agreeing that we should predominantly focus on the human scale, we began by considering an area within a one-mile radius (see 'vector map' in Appendix 8.1) of the former Town Hall. One mile is a distance that most people can easily walk in 15/20 minutes and is equivalent to a five-minute bike ride. This focus aligns with the recognition of the importance of 20-minute neighbourhoods in Merton Council's draft local plan³.
- 6.1.3. Both physical and human geographical factors were considered when taking a virtual tour of the perimeter. These included the River Wandle and its tributaries, pathways, roads, railways, open space, and ward and borough boundaries. The task of drawing a precise line to create a boundary was tackled by consulting with a wide range of bodies, including residents' associations, schools, community groups, sports clubs and housing associations which are located at the edges of the area. The map was revised many times as the consultation progressed (see section 6.4 Proposed Boundary).
- 6.1.4. We have consulted widely with interested parties around the edges of the area and reflected their views on where the Wimbledon neighbourhood begins and ends.
- 6.1.5. We gradually contacted all local councillors representing the seven wards that are covered in the proposed neighbourhood forum area. They know the demographics of specific polling districts and they were able to introduce us to more residents who might be interested in neighbourhood planning. Progress was made in setting up meetings and a set of guidance notes was compiled. Encouraging people to join the group formally as members provided a tangible demonstration of the degree of support neighbourhood planning could have (see Members' dot map in appendix 8.2). The dialogue was helpful in agreeing the logical extent of the area and where the boundary should lie.

6.2. Area metrics

- 6.2.1. The total adult (18 and over) population of the proposed forum area is estimated as 40,000 using data obtained from the Merton data website <https://data.merton.gov.uk/> (Borough Preferred Option data). We have taken coverage to be 100% of three wards (Hillside; Wimbledon Park; Trinity); 75% of Dundonald ward; 50% of Village and Abbey wards; and 25% of Merton Park ward.
- 6.2.2. The proposed forum boundary encloses an area of 8.48 square km, which consists of areas of natural beauty (see 6.1.3) in which the population frequently walks or cycles.

³ "20-minute neighbourhoods are places where communities can access most of their daily needs within a 20-minute (about 800 metres) return walk from home". Local Plan consultation 2a "Good Growth Strategy".

- 6.2.3. Wimbledon is a green, affluent area with 70% of the area being in the top two least deprived quartiles.⁴ However, there are pockets of deprivation, including the only travellers' site in Merton.
- 6.2.4. Merton has the third highest economic activity rate amongst all the London boroughs, after the City of London and Lewisham. There are 13,220 active businesses (2019 data) of which 93% are considered micro (0-9 employees).⁵ Wimbledon is the largest site of economic activity in Merton, having the borough's only major town centre and being the heart of its successful economy.⁶

6.3. Why we consider this area appropriate for designation

- 6.3.1. The boundaries of the proposed neighbourhood area are coherent, consistent and appropriate. They are geographically and historically logical, and often coincide with local government boundaries.
- 6.3.2. The people who live or work within these boundaries refer in general terms to the area as "Wimbledon".
- 6.3.3. They use "Wimbledon" when giving their address or in their response to the questions "where do you live?", "where do you work?" and "where is your shop/office?".
- 6.3.4. They use the services provided within the area rather than outside, including primary schools; surgeries; library; places of worship/religious meetings; shopping; restaurants and bars; and theatres and cinemas.
- 6.3.5. Our membership is spread across this fairly wide area because they regard it as "their Wimbledon". They are economically and/or emotionally strongly invested in the area, and what happens here really matters to them.

6.4. Proposed boundary

- 6.4.1. A map of the proposed neighbourhood area (coloured orange) is shown in Appendix 8.3, and set in the context of the Wimbledon Parliamentary constituency boundary (coloured blue) and the Merton borough boundary (coloured red).

A web-based version of this map on the Google Maps platform is also available at www.google.com/maps/d/edit?mid=1phaVTu0KR6lyEhpshHlfGxC7aV1TBWZv&usp=sharing.

We will be working with the council to prepare a map which conforms to the required format for consultation.

- 6.4.2. The area boundary has been drawn in a way that indicates whether one or both sides of roads are included. The following 'route map', setting out anticlockwise in a westerly direction, provides justification for delineating the proposed boundary. Justification for the chosen area and boundary is shown in *[italics]*.

4 The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation for small areas (or neighbourhoods) in England. The IMD ranks every small area (Lower Super Output Area) in England from 1 (most deprived) to 32,844 (least deprived). The domains are: Income; Employment; Education; Skills and Training; Health and Disability; Crime; Barriers to Housing Services; Living Environment. Each domain is given a weighting and is based on a basket of indicators.

5 All data taken from the Merton data website <https://data.merton.gov.uk/>

6 Local Plan 2a consultation draft 09 Wimbledon 3.6.1

- 6.4.3. Starting from the point where Parkside meets the borough's northern boundary at the junction with Queensmere Road, turn south down Parkside, bearing left along The Green and proceeding south west down Southside Common. Turn northwards up West Side Common past The Fox and Grapes public house and around West Place, North View, Camp View and Camp Road, avoiding Wimbledon Common.
[Following discussions of the boundary with the Wimbledon and Putney Common Conservators, we have agreed not to include the green parts of the Common.]
- 6.4.4. Continue southwards, including Cannizaro Park and House.
[The Friends of Cannizaro Park has asked for the park to be included, and Westside Common Residents Association has asked us to include the Sycamore/Chester Road areas.]
- 6.4.5. Turn east along Cannizaro Park's southern boundary to exclude the Wool Road area.
[North West Wimbledon Residents Association asked us to remove the Wool Road area as it might wish to create its own neighbourhood forum covering Wool Road Conservation Area in the future.]
- 6.4.6. Turn south west down Woodhayes Road, then turn east along Ridgway.
[Rydon Mews Residents Association wished to remain inside the area. NWWRA and the Residents Association of West Wimbledon considered that, given their footprints, they were really more akin to Raynes Park and wanted to be free to join any future neighbourhood forum for Raynes Park. We are planning to hold a joint meeting between the RPA, NWWRA, RAWW and the RMRA so that they can agree on the final boundary together.]
- 6.4.7. Turn south beyond Lansdowne Road to include properties along the west side of The Downs.
[The planned boundary was originally planned to run up the middle of The Downs, but in discussion with Ursuline School – who describe themselves as a Wimbledon school – the boundary was amended to take in both sides of The Downs.]
- 6.4.8. Beyond Worple Road, keep east of Lower Downs Road and Kingston Road.
[The Raynes Park Association were very supportive but wished to have their own forum sometime in the future, and therefore agreed that the boundary between Raynes Park and Wimbledon should run down the back of Lower Downs Road. It was pointed out at a PlanWimbledon general meeting that the new council ward boundaries will place Chaseside and Oxford Avenue in Raynes Park. However, we felt that since Wimbledon Chase is included, it was still right to include these two roads.]
- 6.4.9. On reaching Bushey Road, turn east along Kingston Road passing Cannon Hill Lane, then turn south into Manor Gardens so as to include the Nelson Health Centre and Rutlish School grounds.
- 6.4.10. Follow the John Innes Conservation Area southern boundary to Dorset Road.
[Merton Park Residents Association requested that the boundary be drawn along the John Innes Conservation area, as this formed a natural line between Wimbledon and Morden.]
- 6.4.11. Turn north east along Dorset Road to reach Sheridan Road. Cross over the Tramlink line and turn south east to follow the tracks to Parkleigh Road.
[The Wilmore End Residents Association is pleased to be included in the neighbourhood area.]
- 6.4.12. Turn north up Merton Road and then east along Merantun Way to reach the River Wandle, turning north along its left bank (so as to exclude the Wandle Valley Regional Park) to reach Merton High Street, thereby skirting Colliers Wood Ward.
[We met with the Colliers Wood Residents Association and agreed that the boundary should run along the ward boundary with Colliers Wood. They did not consider themselves part of Wimbledon and may wish to form their own neighbourhood forum in the future.]

- 6.4.13. Turn north up the west bank of the River Wandle to the south west corner of the Wandle Meadow Nature Park. Then turn east along its boundary to include the entire park in our area, and continue eastwards to run north of properties on Boundary Road.
[The Wandle Forum asked us not to run our boundary down the middle of the river, where we understand that the western boundary of the Tooting Bec and Broadway Neighbourhood Forum (currently dormant) runs. We have therefore decided to keep our boundary to the west bank of the river. In addition, although the southernmost part of the Wandle Meadow Nature Park is technically in Colliers Wood, the Wandle Forum also asked us to extend our boundary to take in the whole of the park. We have confirmed with the Colliers Wood Residents Association that they are in agreement with this.]
- 6.4.14. Turn north behind houses on Kimble Road to reach the Thameslink railway, then turn west along the tracks to follow the borough boundary to the east of Waterside Way, continuing past Plough Lane along Summerstown.
- 6.4.15. Turn west along Riverside Road, then south before reaching St Martin’s Way, following the borough boundary around the Stadium to reach the River Wandle.
[We are actively trying to contact AFC Wimbledon to discuss the boundary with them.]
- 6.4.16. Turn north along the boundary fence of the left bank of the River Wandle to the west of the borough boundary but rejoin the borough boundary as it leaves the river past Trewint Street.
[The Wandle Valley Forum is supportive of PlanWimbledon’s endeavour and understands why the neighbourhood area is not crossing the local authority boundary around Garratt Park and Garratt Mills, resulting in them not to be included.]
- 6.4.17. Before reaching Ravensbury Road, turn west to include properties to the north of Haslemere Avenue. At Acuba Road, turn north, then immediately west again to include properties to the south of Ravensbury Avenue. Continue following the Merton borough boundary along Revelstoke Road, including properties only to the south, to reach the gate into Wimbledon Park. Follow the southern boundary of Wimbledon Park along Home Park Road, turning west to reach Church Road, then turning north up it.
[Wimbledon Park Residents Association had asked that we extend our area into Summerstown and also include all of Wimbledon Park. The Friends of Wimbledon Park also requested that we take in parts of Wandsworth and the Wandle Valley. However, as we were reluctant to cross the borough borders, they then agreed that we take the whole of Wimbledon Park out of our area to leave it free to become part of a future wider Lower Wandle Valley green space area.]
- 6.4.18. On reaching Bathgate Road, turn west to continue within the borough, turning north west along Queensmere Road, following the borough boundary back to the starting point on Parkside.
[We have reached out to discuss the proposed boundary with the Parkside Residents Association which is a member of PlanWimbledon and are awaiting confirmation of the boundary from them. We have reached out to the AELTC and plan to start discussions with them soon.]

7. PlanWimbledon organisation and values

7.1. Purpose

- 7.1.1. The PlanWimbledon Forum is applying to be the relevant body for designation as a neighbourhood forum for the purposes of section 61G of the Town and Country Planning Act 1990 (as amended).
- 7.1.2. The purpose of the proposed PlanWimbledon Forum is to:
- Promote or improve the social, economic and environmental wellbeing of the neighbourhood area.

- Canvass the viewpoints of residents, workers and businesses, bringing common understanding and clarity of local needs and wants.
- Capture key priorities and crystallise them in the form of a neighbourhood plan which, subject to referendum, would complement the Merton Local Plan, adding detail and nuance.

7.2. Evolution

- 7.2.1. PlanWimbledon started life in 2017 as the “Wimbledon Neighbourhood Planning Group”. At first a handful of individuals met regularly in local cafes to discuss the idea of creating a neighbourhood forum and the area that it might cover.
- 7.2.2. Initial meetings were fairly informal, with interested people being on an email distribution list to which an open invitation to monthly meetings was extended. Venues for those meetings included the manager’s office at Centre Court Shopping Centre, Wimbledon Hill Church, Wimbledon Arts Space, Wimbledon Library, Dundonald Congregational Church and upstairs at Starbucks, San Lorenzo and Chimichanga restaurants.
- 7.2.3. Advice was initially sought from Tony Burton, a volunteer convener of www.NeighbourhoodPlanners.London who is also an independent examiner on neighbourhood plans. An application to Locality for AECOM to provide pre-designation support was accepted and we continue to receive valuable advice from them.
- 7.2.4. The inauguration of the Wimbledon Neighbourhood Planning Group (as it then was) in January 2020 saw an elected Steering Committee being formed under an initial constitution. It focused on formalising procedures, agreeing the boundary, expanding membership and preparing the application for designation. The group has been meeting weekly since that time.
- 7.2.5. The constitution (see Appendix 8.4) details our objectives and working methods. The current constitution is available to view on the PlanWimbledon website www.planwimbledon.org. The PlanWimbledon Constitution meets the conditions outlined in section 61F(5) of the 1990 Act (as amended).

7.3. Governance

- 7.3.1. The Steering Committee is represented by up to 12 members, elected at the AGM, and includes three officer positions and at least one business representative.
- 7.3.2. During 2020, the Steering Committee reviewed how it was working. It conducted a skills audit to ensure it knew its individual and group capabilities, and it reached out to the wider membership to fill gaps in the skills base. Several new members were recruited and co-opted to the committee as and when people stepped down.
- 7.3.3. The restructured committee defined its mission, devised its strategy and developed an outreach programme to engage and consult with local people (see Section 7.7. Community Engagement and Communication Plan). In addition to explaining the background to the initiative and its aims, the committee made a priority of consulting broadly with those on the fringes of our boundary. Necessary revisions to the map of our neighbourhood area were made as we received feedback (see section 6.4 Proposed Boundary), providing confidence to apply for designation.
- 7.3.4. We rebranded the proposed forum PlanWimbledon (shorter, snappier and more memorable than Wimbledon Neighbourhood Planning Group), defined our values (Sustainability, Prosperity, Community), developed a visual identity and redesigned our website under the new name (www.planwimbledon.org) and colour palette. We plan to use our website to keep our membership informed and encouraging active participation.

- 7.3.5. At an open general meeting on 14 December 2020, attended by 39 members, the following were voted on:
- PlanWimbledon was adopted as the new name to replace Wimbledon Neighbourhood Planning Group, which had served as an interim vehicle for the prospective neighbourhood forum since 25 January 2020.
 - An amended constitution was considered and voted on after being reviewed by the members.
- 7.3.6. At the first AGM of PlanWimbledon on 15 February 2021, attended by 50 members, the following were voted on:
- Three officers (chair, treasurer and secretary) and a further seven Steering Committee members were nominated and elected unanimously.
 - Minor amendments to the constitution were considered and voted on. The PlanWimbledon Constitution meets the conditions outlined in section 61F(5) of the 1990 Act (as amended).
 - The decision that we should submit our application for designation was unanimously supported.

7.4. Membership classification

- 7.4.1. To achieve its objectives in line with its constitution and values, PlanWimbledon is continuously seeking to involve the whole Wimbledon community. We are open to and welcome all stakeholders in our area: individuals, businesses, groups and associations, educational establishments, campaigners, workers, and others.
- 7.4.2. Our outreach plan assigns specific responsibilities to each Steering Committee member and enables us to track progress. The outreach plan is continuously evolving and expanding as we identify new businesses, associations and other organisations within the proposed forum area (see Section 7.7 - Community Engagement and Communications Plan).
- 7.4.3. Each existing or potential member is recorded according to the following classification:

Group membership category

BIZ	Businesses, retail (including charity shops), professional services, etc.
LAND	Real estate developers and landowners specifically
RA	Residents associations and housing associations
ASSOC	Associations, groups, campaigning groups, country and language groups, social groups, help centres, charities, etc.
PARK	Parks, friends of park / recreation grounds, Wandle Valley Forum, etc. (if relating to a specific green space)
WELLB	Sport, healthcare and medical (physical and mental) etc., including medical practices, pharmacies, meditation groups, yoga, pilates etc.
ART	Performing arts, culture, art, music, crafts, etc.
FAITH	Religious and faith groups and buildings
EDU	Educational establishments (nurseries, schools, colleges, etc.)

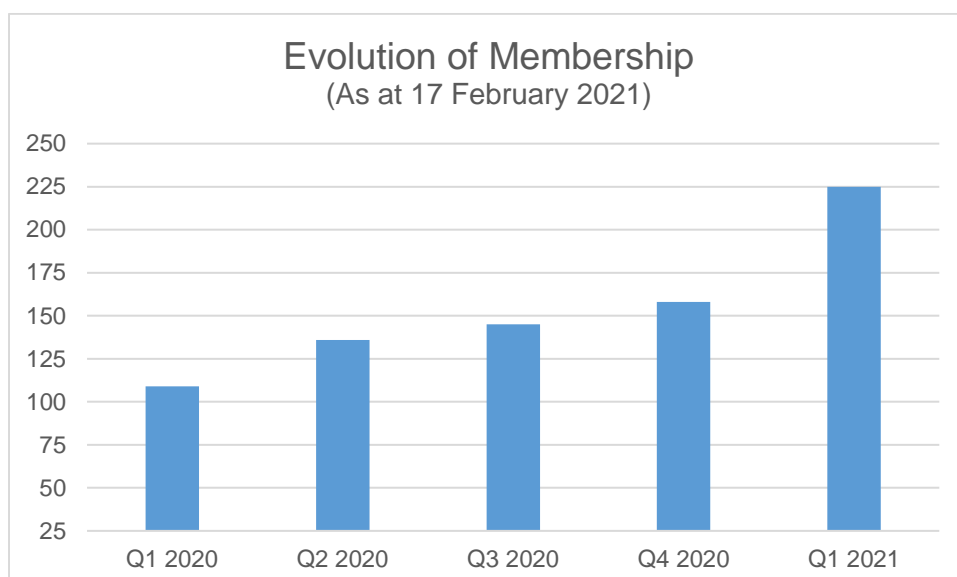
Individual membership category

IRES	Individuals who live in the area
IWL	Individuals who work (but don't live) in the area
IRESWL	Individuals who live and work in the area
IVIS	Individual "visitors" who don't live or work in the area, but with a material and ongoing interest in the area (e.g. social, economic, cultural)
CLLR	Elected members of Merton Council, any part of whose ward falls within the area (these are ex officio members)

- 7.4.4. While the vast majority of members are assigned to only one membership category, a handful of individuals are in our database both in their individual capacity and in their capacity as the named representative of a group.
- 7.4.5. As part of our outreach plan, we have initially prioritised residents associations and business associations in order to give our outreach immediate scale. The initial focus on residents associations was also a key input in defining the boundary of our proposed neighbourhood area.
- 7.4.6. The first Covid-19 pandemic lockdown, which struck some six weeks after our inauguration, has severely affected the lives of many, and has rendered most of the traditional outreach methodologies to expand our membership almost impossible. It has also changed the perspective of the individuals, families and businesses who have experienced shifts in priorities and in their time availability. Fortunately, people are now growing more at ease with online contact, opening greater opportunities which we are seizing.
- 7.4.7. The PlanWimbledon Steering Committee has leveraged our relationships, informal networks, friends and family, work and community colleagues, as well as modern technologies and Merton Council listings to build our membership base.
- 7.4.8. This membership building process and the engagement with the local community and stakeholders have been fundamental and ongoing activities of PlanWimbledon throughout our existence.
- 7.4.9. As a result of these efforts, PlanWimbledon has already achieved a sizeable and engaged membership base that is large, diverse and very supportive.

7.5. Neighbourhood area membership

- 7.5.1. PlanWimbledon's membership is now well in excess of 200 and is continuing to grow steadily, as can be seen from the chart below. The chart shows all members of all categories combined (individuals and associations are each counted as one member). It reflects the tremendous effort that PlanWimbledon is deploying to grow its membership, validate the proposed forum area boundary and engage with the local community and stakeholders.



Note: Quarter 1 2021 is as at 17 February 2021.

- 7.5.2. The enclosed membership distribution map covering the proposed neighbourhood area shows our current membership coverage (Appendix 8.2 Membership Distribution Dot Map)
- 7.5.3. 29 members who have agreed to support the application are listed in section 4. All have agreed and confirmed by email to have their name, street and status accompany the application, to be published on the council website in redacted format. These are listed, including name, street address (provided separately to the local authority) and local interest, confirming widespread support from across the neighbourhood area. The members include representatives of a range of local interest groups, residents and local businesses.
- 7.5.4. Stephen Hammond, Member of Parliament for Wimbledon, is fully supportive of PlanWimbledon and our application. He hopes that the establishment of the forum will lead to the preparation of a neighbourhood plan which attracts widespread support.
- 7.5.5. Our membership can be broken down further as follows.

Current membership breakdown by category	Count	%
Individual residents & residents working locally	157	70%
Residents associations	7	3%
Businesses	17	8%
Councillors	14	6%
Individual visitors or working locally (but not resident)	13	6%
Faith groups	8	4%
Other groups	9	4%
Total	225	100%

Current membership breakdown by type	Count	%
Individuals (IRES, IRESWL, IVIS, IWL, CLLR)	184	82%
Businesses, groups & associations	41	18%
Total	225	100%

7.5.6. **Individual residents:** Individual residents account for 70% of our membership base. Representation amongst local residents is even more significant once the number of people in residents associations and other groups are taken into account.

7.5.7. **Residents associations:**

- a) PlanWimbledon has identified 37 residents associations that partly or wholly fall within our proposed boundary. As at 10 February 2021, 27 of them have been reached out to, most of which now have an ongoing dialogue with us. Seven residents associations have joined PlanWimbledon to date. Those residents associations, while they account each for a single member in our database, represent a large number of residents and a significant geographic footprint of support from the local population.
- b) The engagement with residents associations has been the key source of input into refining the shape of our PlanWimbledon boundary area (see Section 6.4 Proposed Boundary).
- c) Every residents association we have been in touch with is supportive of neighbourhood planning. None of those residents associations that fall within our boundary area has refused, in principle, to join PlanWimbledon. Several are currently going through the necessary process of consulting their whole membership base before joining as a society.
- d) Those residents associations that have declined to join have done so either because they did not consider that they “belonged” to the “Wimbledon” area (and the proposed boundary has been adjusted accordingly), or because they have ambitions to create their own neighbourhood plan. Again, we have agreed where the future boundaries should meet and look forward to sharing learnings with them.

7.5.8. **Businesses and landowners:**

- a) The PlanWimbledon Area includes Wimbledon town centre in addition to several significant commercial high streets and shopping parades which are distributed throughout the area.
- b) We have identified the following business areas to date:

Wimbledon town centre
Wimbledon Hill Road Conservation Area shopping parade
Wimbledon village
Leopold Road Conservation Area shopping parade
Arthur Road Conservation Area shopping parade
Wimbledon Chase station shopping parade
Nelson Hospital shopping parade
Kingston Road shopping parade
South Wimbledon station shopping parade
Merton High Street
Morden Road
Haydons Road station shopping parade
North Road
Weir Road, Gap Road and Plough Lane area

- c) In terms of business associations, the whole area is served by the Merton Chamber of Commerce, Wimbledon town centre by the Love Wimbledon Business Improvement District, and Wimbledon village by the Wimbledon Village Business Association. The smaller high streets do not seem currently to have any active business associations.
- d) As part of our outreach plan to businesses, we have initially prioritised business associations in order to give our outreach immediate scale.

- e) Wimbledon Village Business Association has already joined us, and we have an ongoing dialogue with the other business associations. We are very enthusiastic about more of them joining us, as channeling the voice of the businesses they represent is one of their core missions.
- f) The pandemic is severely restricting the interactions we are able to have with individual businesses. It not only drastically reduces our available communication channels with them, but also results in businesses being less receptive, with many of them being currently fully or partially closed, and those that are open having limited capacity to interact with us.
- g) Nevertheless, our continued effort in building relationships with businesses is paying off. Not only are businesses the second largest member category, accounting for 8% of our membership base, but we are also seeing growing momentum, with new business memberships accounting for 18% of new 2021 registrations to date.

7.5.9. **Councillors:** Our neighbourhood area includes seven wards (complete or partial), represented by a total of 21 local councillors. Of these, 16 are already signed-up members⁷. Each ward is represented by at least one councillor who is a member of PlanWimbledon.

7.5.10. **Faith groups:** At present, six different faiths are represented by seven establishments, a pleasing reflection of PlanWimbledon’s openness and inclusivity. There are ongoing dialogues and outreaches for more to join us.

7.5.11. **Visitors and local workers:** Wimbledon attracts individuals who are not resident in the neighbourhood area but who come to work locally or who are “visitors” (see definition above).

7.5.12. **Other groups:** The PARK, ASSOC, ART, WELLB and EDU categories together account for 4% of our membership base. We have reached out and have ongoing dialogues with more groups and associations, which we expect to come to fruition once common projects, dedicated workshops and opportunities provide input, crystallising how they can contribute to the preparation of the neighbourhood plan.

7.6. Membership classification metrics

7.6.1. Membership is recorded and tracked under a separate and confidential database. When applying for membership, individual residents are asked to supply a range of classification data so we can monitor the diversity of our members. This is, of course, voluntary and not all individual members provide these details, but we have collected as much such data as is reasonably possible. Only individuals aged 18 or over can formally be members.

7.6.2. Gender classification metrics

Individual Residents - Gender			
	PlanWimbledon Membership		PlanWimbledon Area*
	Count	%	%
Male	76	49%	49%
Female	65	42%	51%
Other	0	0%	-
Not available	14	9%	-
Total	155	100%	0%

⁷ Including registrations on 18th of February 2021

7.6.3. Ethnicity classification metrics

Individual Residents - Ethnicity			
	PlanWimbledon Membership		PlanWimbledon Area*
	Count	%	%
White	123	79%	79%
Others	9	6%	21%
Not available	23	15%	-
Total	155	100%	100%

7.6.4. Age classification metrics

Individual Residents - Age			
	PlanWimbledon Membership		PlanWimbledon Area*
	Count	%	%
18 - 24	0	0%	6%
25 - 34	5	3%	25%
35 - 44	11	7%	26%
45 - 54	20	13%	16%
55 - 64	43	28%	11%
65 - 74	29	19%	8%
75+	16	10%	7%
PNTS**	0	0%	-
N/A	31	20%	-
Total	155	100%	100%

* Note: PlanWimbledon Area is a weighted average of Merton Council's classification data for residents in those wards which partly or wholly fall in the PlanWimbledon area as follows: Abbey 50%, Dundonald 75%, Hillside 100%, Merton Park 25%, Trinity 100%, Village 50%, Wimbledon Park 100%. PlanWimbledon Area age metrics rebased excluding 0 – 17 population.

** Prefer Not To Say.

7.7. Community engagement and communication plan

- a) Our community engagement and communication plan is articulated around each stage of the neighbourhood planning cycle.

Stage 1: Preparation of our application for designation: During this stage, we are engaging with as many communities as possible during lockdown across the area to agree a boundary, and grow as diverse and geographically spread membership as possible. Growing and maintaining a large and diverse membership will remain a key task throughout the existence of PlanWimbledon.

Stage 2: Consultation: We will generate publicity and engage more broadly with people across the entire neighbourhood to create awareness and understanding of our aims, and flag the forthcoming consultation process to be undertaken by the council on the proposed area.

Stage 3: Post-designation: We will conduct widespread consultation and discussion on what people and stakeholders within the area see as important priorities, before moving on to consulting on the resulting content of the neighbourhood plan, ensuring that all groups are involved.

Stage 4: Referendum: We will combine our efforts with those of the council to create awareness of and engagement with the referendum on the neighbourhood plan, which will be undertaken by the council.

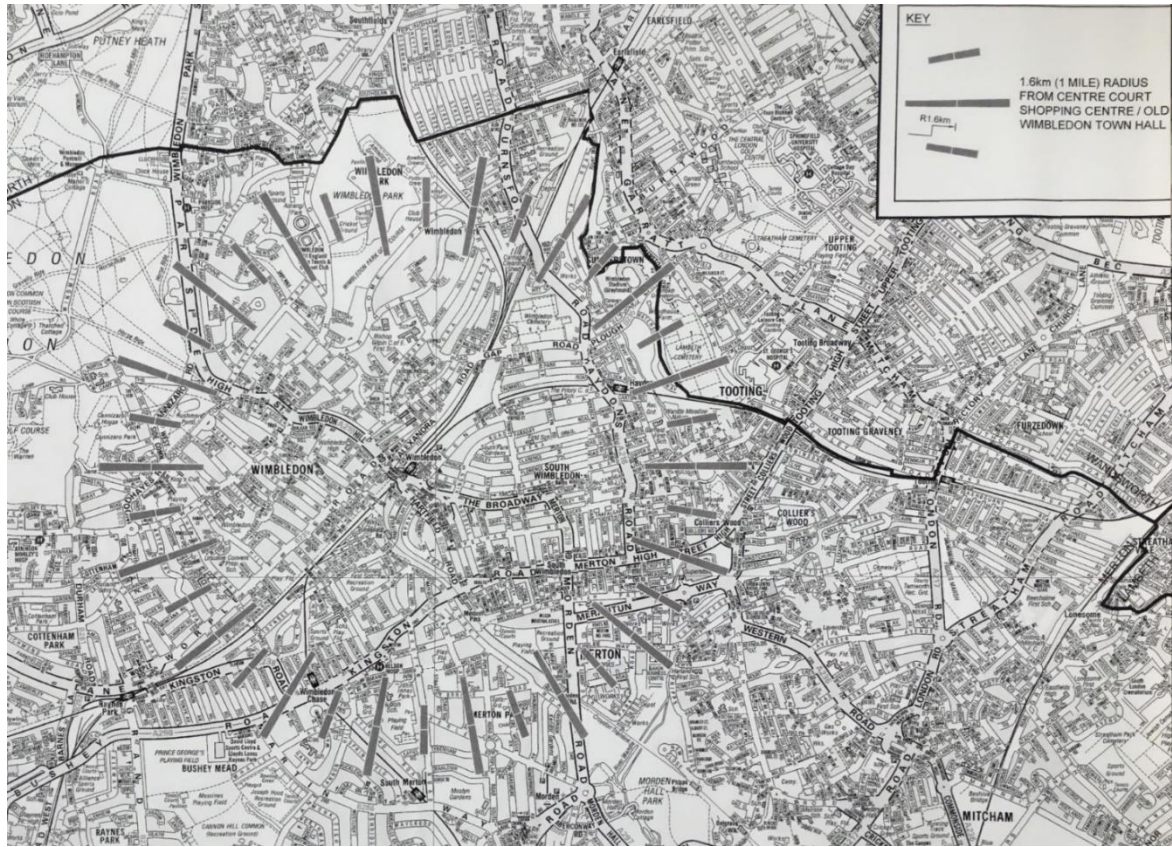
Stage 5: Neighbourhood plan effectiveness and progress: Once our neighbourhood plan is in effect, we will continue involving the whole community in monitoring its effectiveness and we will review the need for updates.

- b) At each stage, the communications to and engagement with the community will be underpinned by
- **Clear objectives:** such as creating awareness and encouraging engagement and voting.
 - **Defined targeted audiences:** such as businesses, landowners, residents, younger people and children, people with disabilities, and associations.
 - **Key messages:** such as bringing the community together, leveraging local knowledge, and enabling people to have their say.
 - **Communication channels to be used for each target market and message:** such as local media, social media, leaflets and workshops.
- c) With an anticipated relaxation of Covid-19-related restrictions, we expect to have a broad array of **communication and engagement channels** at our disposal, including the following:
- **Local media:** Wimbledon Times, Time and Leisure, Darling, etc.
 - **Social media:** Twitter, Instagram, Facebook Groups (e.g. Wimbledon Village Live, South Wimbledon News and Views), Nextdoor, etc.
 - **Our website:** www.planwimbledon.org
 - **Our members' own databases:** such as the membership lists of residents' associations, business associations and local associations (while respecting data protection restrictions).
 - **Merton Council's contact mechanisms:** such as My Merton and email lists (if available) and community forums
 - **Webinars and Q&A sessions**
 - **Surveys**
 - **Leafleting**
 - **Community engagement and targeted workshops**
 - **Stalls and other on-the-ground presence**
- d) As we progress, these channels will enable us to engage further with specific target groups, such as the younger population. Not only might social media reach a larger audience of young adults, we also anticipate holding workshops in collaboration with schools and other associations that will reach a broader spectrum of the younger population.
- e) Throughout our continued engagement with the local community, we anticipate that focus groups and workshops targeted, for example, at local businesses, would help identify the range of planning needs specific to particular groups.

- f) On the social media front, we have laid the foundation of a professional approach and strengthened our brand by renaming ourselves as PlanWimbledon and upgrading our visual identity. This will enable us to have a consistent and recognisable presence across all media types. We have already collected support from community actors which have a social presence and have offered to relay our communication among residents and businesses alike.
- g) Finally, the PlanWimbledon Steering Committee has already considered and discussed an internal organisation matrix to structure and coordinate the action of sub-groups and sub-committees in order to ensure our effectiveness in involving all parts of our community in the preparation of a neighbourhood plan.

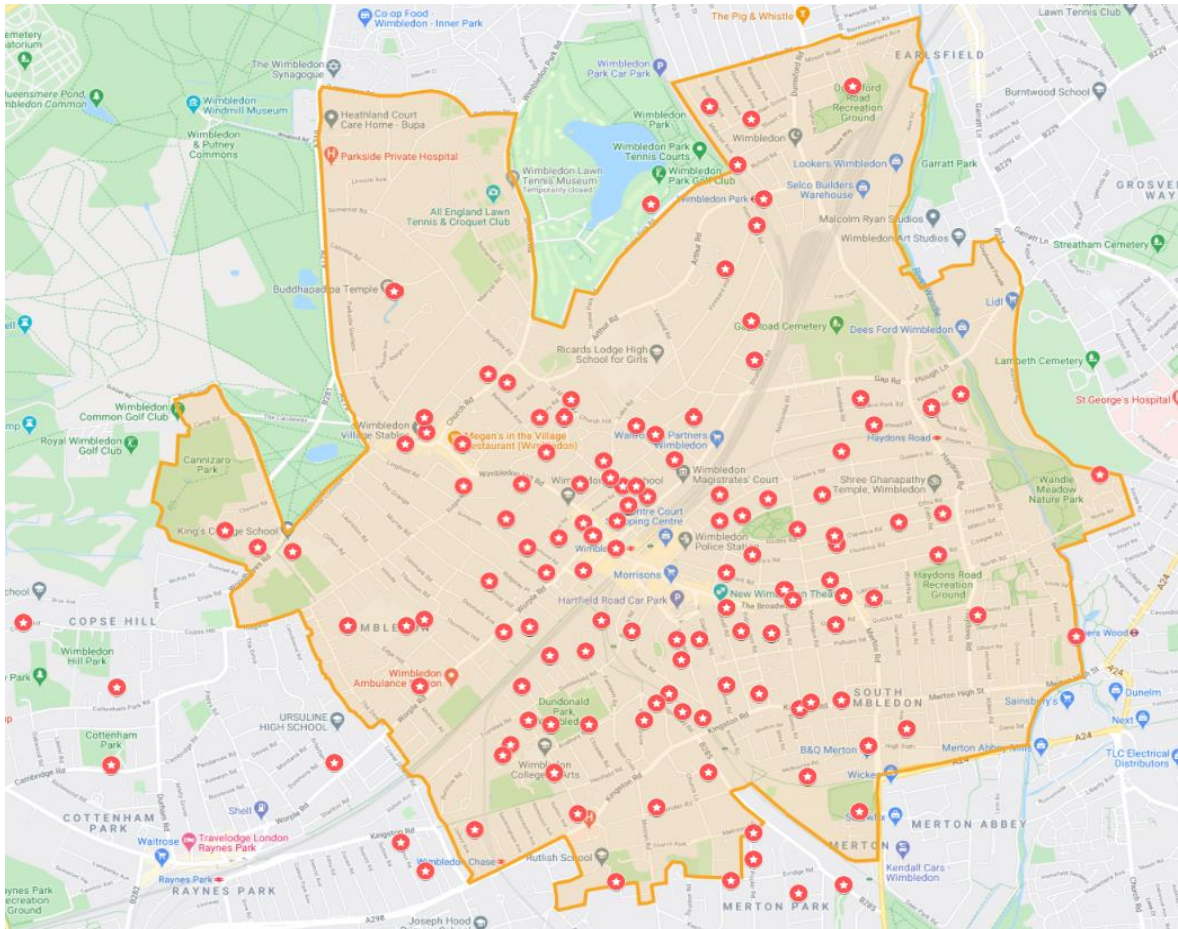
8. Appendices

8.1. Initial one mile radius vector map



Appendices

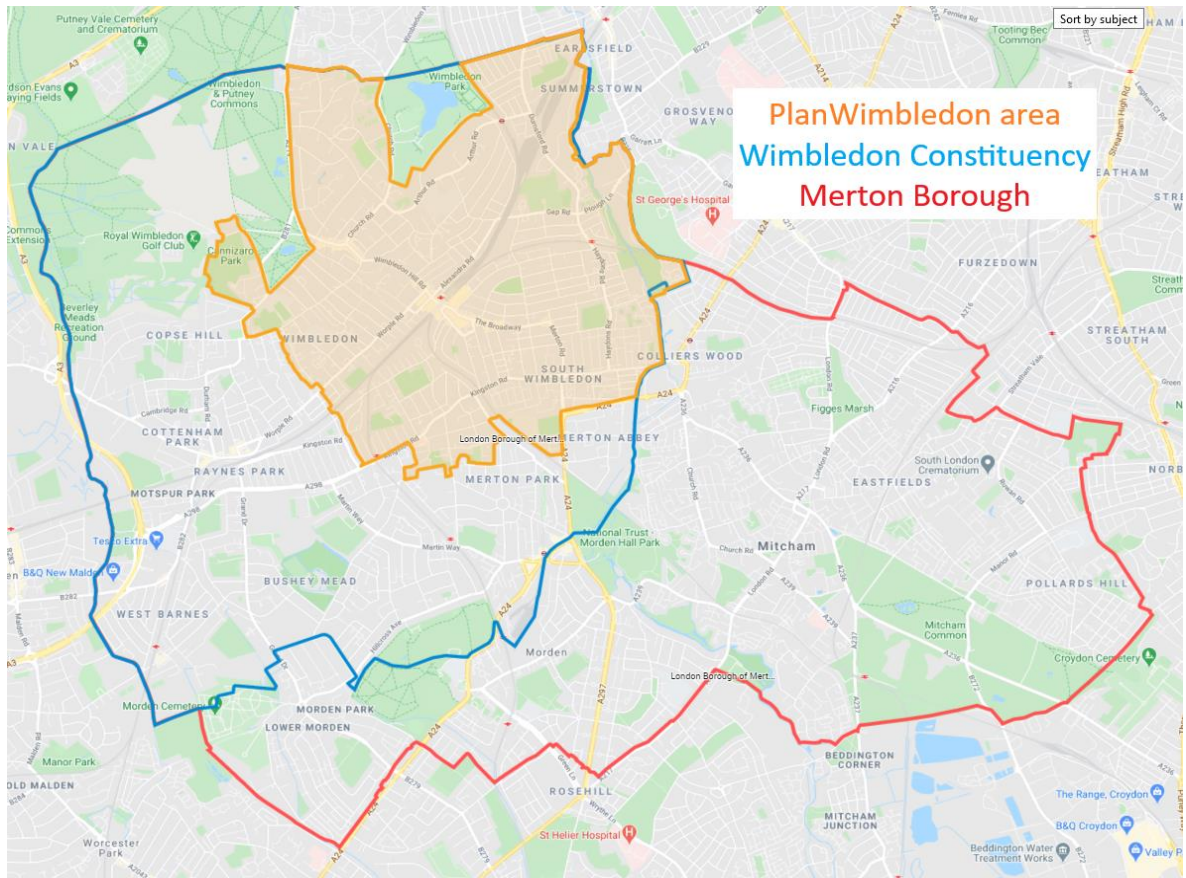
8.2. PlanWimbledon Area with Members



Note: As at 11th of February 2021.

Appendices

8.3. PlanWimbledon area, Wimbledon Constituency, Merton Borough



Appendices

8.4. Constitution



Constitution of PlanWimbledon

(formerly known as **Wimbledon Neighbourhood Planning Group**)

The name of the Group shall be **PlanWimbledon**

1. DEFINITIONS:

In this document certain word(s) shall have the meaning ascribed to them as below:

1.1 **"Group"** means PlanWimbledon (formerly known as the Wimbledon Neighbourhood Planning Group).

1.2 **"Neighbourhood Plan"** and **"Neighbourhood Forum"** have the meanings ascribed to them in the Localism Act 2011, Schedule 9 Neighbourhood Planning.

1.3 **"The Wimbledon Area"** and **"Area"** is the proposed area for which the Group will develop a Neighbourhood Plan post designation.

1.4 **"General Meeting"** is a meeting of members properly arranged as described in this constitution.

1.5 **"Conflicts of interest"** A conflict of interest is a situation in which an individual has competing interests or loyalties because of their duties to more than one person or organisation.

2. OBJECTIVES:

2.1 The Group is established with the key objective to form an authorised Neighbourhood Forum which would prepare a Neighbourhood Plan for the Wimbledon Area. The aims of this are:

- To promote / improve the balance of the social, economic, and environmental wellbeing of the Area
- To ensure full community involvement, from all sections of the community.

- To provide opportunities for local people to inform and influence local decisions.
- To improve democratic participation by local people.
- To establish all necessary sub-groups to enable progress on and completion of all sections of the Neighbourhood Plan.
- To make necessary arrangements for the publication of the Neighbourhood Plan, including publicising the Plan.
- To liaise with the Local Authority, its relevant Committees, and its representatives on preparation of specific aspects of the Plan.
- To establish a process to monitor the implementation and effectiveness of the Plan

3. AFFILIATIONS, OPERATIONS, AND INDEPENDENCE:

3.1 The Group shall be politically independent.

3.2 All members of the Group shall act in the best interests of the Group and the Area and shall follow the good governance guidelines set out in the attached guidance (and any subsequent updates): <http://www.goodgovernancecode.org.uk>.

3.3 The Group shall also act in accordance with best practice in the preparation of the Neighbourhood Plan and in accordance with Government guidance for such preparation and shall seek to work collaboratively with the Local Planning Authority to achieve this.

4. MEMBERSHIP:

4.1 Membership of the Group shall be open to all who are interested in actively furthering the purposes of the Group, specifically, those who live or work in the Wimbledon Area. The composition of the Membership should reflect the scope and character of the geographical Area covered by the Group and also the different sections of the community. The Group shall operate without distinction or discrimination on the grounds of sex, disability, sexual orientation, race, or of political, religious, or other opinions.

4.2 A Member is someone who has provided the necessary information to the Secretary and has been accepted as a Member to attend General Meetings, by submitting satisfactory evidence of eligibility along with contact details which may be used by the Group for its lawful purposes.

Only members over the age of 18 are permitted to vote at Meetings. Members must declare any conflicts of interest. An individual can only exercise one vote. There shall be a minimum of 21 Members.

4.3 Full Membership shall be open to:

- i. individuals who live in the area.
- ii. individuals who work in the area.
- iii. community organisations which operate in the area, through their duly nominated and appointed representative.
- iv. businesses, educational establishments or other entities which operate in the area, through their duly nominated and appointed representative.

4.4 Associate Membership shall be open to:

i. individuals who are elected members of Merton Council, where any part of the ward they represent falls within the Area.

ii. organisations of residents and businesses may join as Associate Members.

iii. associate members will be ex officio members i.e. attending but non-voting members

4.5 New members may join by applying via the website.

4.6 The decision to accept an application of new individual membership is the responsibility of the Officers, to be determined by majority vote. Refusal to accept an application for membership must be given to the applicant, along with a full and valid reason.

4.7 The Secretary shall be responsible for the maintenance of an up-to-date list of membership.

4.8 Lists of members and contact details are the sole ownership of the Group.

5. DISCIPLINARY PROCEDURE:

The Group has the right not to accept an individual or organisation into Membership and may terminate the Membership of any Member whose behaviour is not in the best interests of the Group. Any such decision to terminate a Membership shall be taken by the Steering Committee and there shall be a right of appeal at a General Meeting.

6. STEERING COMMITTEE:

6.1 The Steering Committee shall consist of all Officers and not more than eight other Members, at least one of whom must be representative of business interests in the Area and shall be responsible for running the affairs of the Group and may take decisions on its behalf. A decision to consult or to submit a Neighbourhood Plan shall be taken by a General Meeting.

6.2 A quorum for Meetings of the Steering Committee shall consist of five Members, one of whom must be an Officer. In the event of an equality in the votes cast on any issue to be decided, the Chairman shall have a second or casting vote. In the event that the Chair (and Vice Chair) are not able to attend a Meeting of the Steering Committee, its Members shall agree a Chair for the Meeting.

6.3 Nominations for election to the Steering Committee shall be made at or before the Annual General Meeting. They must be supported by a seconder and require the consent of the proposed nominee. If the nominations exceed the number of vacancies, a ballot shall take place in such manner as the Chair of the Meeting may direct.

6.4 The Steering Committee shall have the power to co-opt further members (who shall attend in an advisory and non-voting capacity). The consent of the proposed nominee must first have been obtained.

7. OFFICERS:

7.1 The Group will include the following official positions, hereinafter referred to as “the Officers”, with the roles set out below: Chair, Secretary and Treasurer to be elected annually by simple majority vote.

7.2 The Officers’ role descriptions are as follows:

i. Chair.

- Shall be the principal presiding officer and chairperson for the Group and meetings.
- Shall possess a casting vote on occasions where voting is tied.
- Shall lead the Group in all communication and business with external organisations and individuals, including being the Forum’s spokesperson.
- Shall have the power to take urgent decisions for the interim in between meetings on the Group. These will then be reviewed at the next Forum meeting.
- Shall enforce the Constitution.

ii. Secretary:

- Shall be responsible for maintaining all records and notes.
- Shall be responsible for all correspondence with Group members.
- Shall be responsible for maintaining an up-to-date list of members.

iii. Treasurer:

- Shall be responsible for keeping all budgeting records.
- Shall be responsible for monitoring expenditure.
- Shall be responsible for the publication of a statement of accounts.
- Shall be responsible for applying for available grants.

Officers shall be determined from time to time at a General Meeting of the Group.

7.3 Nominations for the election of Officers shall be made at, or before, the Annual General Meeting. Such nominations shall be supported by a seconder and require the consent of the proposed nominee who must be present at the General Meeting. The election of Officers shall be completed prior to the election of Members to form the Steering Committee.

7.4 All Officers and Steering Group members shall relinquish their office every year and shall be eligible for re-election at the Annual General Meeting. If a vacancy is not filled at a General Meeting or becomes vacant during the course of the year, the Steering Committee shall have the power to elect a Member, or Members, to fill such position(s). The consent of the proposed nominee must first have been obtained.

7.5 The Officers may co-opt further officers to assist them in carrying out their duties. These co-opted officers should have clear, agreed job descriptions.

7.6 The Steering Group will elect a Vice Chair from amongst their number.

8. GENERAL MEETINGS:

8.1 An Annual General Meeting shall be held each year to receive and approve the Steering Committee's report, the audited accounts and to elect Officers and other Members to form the Steering Committee. The Steering Committee shall decide when General and other Meetings of the Group shall be held and shall give at least 14 days’ notice of such meetings to all Members. The Secretary shall compile the minutes of such Meetings which will be made available to all Members, after approval by the Steering Committee.

8.2 Ten Members, personally present, including at least one of the Officers of the Group, shall constitute a quorum for a General Meeting of the Group.

8.3 Meetings can take place either in person or online. Members attending a meeting online shall be deemed to be attending in person.

9. FINANCES:

9.1 The Group may raise such funds as may be necessary to carry out its activities, from donations, grants and other appropriate sources. The Group shall have its own Bank Account post designation. The Group will not own any premises.

9.2 The Officers of the Group, on behalf of the Steering Committee shall, out of monies received by the Group, pay all proper expenses of administration and management of the Group. After the payment of the administration and management expenses and the setting aside to reserve of such sums as may be deemed expedient, the remaining funds of the Group shall be applied, by the Steering Committee, in furtherance of the purposes of the Group.

9.3 The Treasurer will present an annual report of income and expenditure to the Annual General Meeting.

10. CONFLICT RESOLUTION WITHIN THE GROUP:

At all times, the Group will recognise the primary need to encourage community involvement in, and support for, the Neighbourhood Plan. If it proves not possible for the Group to reach agreement during any stage of preparing the Plan, every effort shall be made by the membership of the Forum to resolve the difference by negotiation. Where this does not resolve the situation, the Group will ensure that the alternative view is included in the relevant stage of community engagement.

11. CONFIDENTIALITY:

It is understood, and agreed to, that the disclosure of confidential information may provide certain information that is, and must be kept, confidential. To ensure the protection of such information and to preserve any confidentiality necessary, it is agreed that all committee members will adhere to the specific confidentiality guidance notes which will be issued by the Steering Group from time-to-time.

12. AMENDMENTS:

The terms of this Constitution may be amended by a two-thirds of Members present voting in favour at a General Meeting, provided that 14 days' notice of the proposed amendment has been given to all Members.

13. NOTICES:

Any notice required to be given by these Rules shall be deemed to be duly given if left at, sent by prepaid post, addressed, or emailed to the address of that Member, last notified to the Secretary

14. DURATION:

When designated as a Neighbourhood Forum, the Group shall endure for five years unless renewed. If the group wishes to renew then prior notice of at least one year should be given.

15. DISSOLUTION:

In the event of the winding-up of the Group, the available funds of the Group shall be transferred to such one or more bodies having objects similar, or reasonably similar, to those herein before declared as may be chosen by the Steering Committee and approved by the Meeting of the Group at which the decision to dissolve the Group is confirmed.

January 2021

Appendices

8.5. Minutes from the inaugural meeting of 25th of January 2020

MINUTES FROM THE INAUGURAL MEETING OF THE WIMBLEDON NEIGHBOURHOOD PLANNING GROUP ON THE 25TH OF JANUARY 2020 AT HILLSIDE CHURCH, 37, WORPLE ROAD, SW19 1EL

1. List of Attendees: (56 in total)

2. Opening Business:

- Agenda attached
- Presentation from Tony Burton attached and notes from Rob Cowan and Suzanne Grocott and Jonathan Parker attached.
- Link to proposed area attached
- Questions were raised on the cohesion of the area given its size and how the Forum would relate to other local groups such as Friends of Wimbledon Town Centre and local Residents' Associations

3. Official Business:

- The Draft Constitution was adopted – copy attached
- The following officers were elected:
 - (i) Chair: Vince Harris
 - (ii) Secretary: Jonathan Parker
 - (iii) Treasurer: Suzanne Grocott
- The following members were elected to the Steering Committee:
 - (i) Rob Cowan
 - (ii) Tim Day
 - (iii) Regina Denton
 - (iv) Lynne Gordon
 - (v) Sara Sharp
 - (vi) Leigh Terrafranca
 - (vii) Deborah Crosby
 - (viii) Ghigo Berni - Business member

4. Closing Business

VH closed the meeting. He thanked everyone for coming and encouraged all to register as members of the group so they could be kept informed of progress.

5. Next Meeting:

tbc

Appendices

8.6. Minutes from the general meeting of 14th of December 2020



Plan Wimbledon - Wimbledon Neighbourhood Planning Group (“WNPG”) - General Meeting Minutes

Date: Monday, 14th of December 2020, *remotely via Zoom. 8pm*

Chair: Suzanne Grocott (SG) Minutes: Lynne Gordon (LG)

Attendees: 39

Chair’s Welcome:

SG welcomed everyone. She reported that there had not been a meeting for all members of the group since the inaugural AGM held on the 25th of January 2020. Covid had impacted the progress of the group as it had limited its ability to consult widely, nevertheless a great deal of work had been taking place which would be detailed at the meeting.

SG reported that several people had left the Steering Group since its inauguration and several people had been co-opted for assigned tasks, this was to be expected in a volunteer group as people’s personal circumstances change. She thanked everyone for their contribution, in particular, Jonathan Parker who had been the driving force behind achieving inauguration.

Planning Overview:

Rob Cowan gave an overview of what the new Government White Paper means for planning and the key developments outlined in Future Merton’s draft Local Plan for Wimbledon (presentation attached).

PlanWimbledon: An Overview of Developments in 2020:

Purpose/Strategy/Area/Membership map/Name/ Logo/Team/The Path to Designation (presentation attached)

Approval of the New Constitution:

LG explained that as the group progresses towards designation, it will require a more detailed constitution, therefore, a new draft constitution for the group had been circulated with the invitation to the meeting. There had been feedback on three points:

1.1: Greater clarity on definition of the new name

4.8: Giving access to the group's membership list would contravene GDPR guidelines so this would need to be removed

11.0: The confidentiality clause was felt to be too draconian and this would be replaced by a code of conduct which could be updated on a regular basis.

LG would circulate a revised constitution in the next few days and would ask for approval from members.

Getting Involved:

AM made a call for help from members. In particular, help was urgently needed in the following areas: Database Development and Management: Software; Digital Mapping; Social Media; Legal; Financial; Community Liaison (several); Online Surveys.

Questions:

Following the presentation, the following points were made/ questions were asked:

1. Clarification on the London Plan proposals for the various areas of Wimbledon. Wimbledon Town Centre was earmarked for more office/business development with housing development being centred on South Wimbledon, Colliers Wood.
2. There was concern about current proposed building heights, notably the Centre Court sales brochure and those in Colliers Wood.
3. Level of membership required to achieve designation. It was explained that there was an absolute minimum of 21 but many more would be needed for an area of our proposed size. Members also need to be spread across the whole area and represent the diversity of the area. The final plan will be subject to a referendum, so awareness and support of the process/plan needs to be high.
4. The plan should encompass as wide a number of issues as possible e.g., the South West Waste Plan since these impact greatly on planning within the area
5. It would be good to bring together all the planners who are active within the various RAs and community groups to provide a central resource and prevent duplication of effort. The Wimbledon Society should be part of this.
6. Since the Neighbourhood Plan has to be in line with the Local Plan, what could it add? This needs to be explored further as the new proposals are just being published but it was thought that it could add much more detail / determine precise standards on design codes, building standards; sustainability etc.
7. Timetable for Designation: It was hoped that the group would apply for designation by the end of March, the LBM Planning Department would then have a three-month consultation period and, if successful, would probably go to Full Council in September and we would get their decision by November.
8. Several members present congratulated the group on the progress made and many offered their help and active support in the future.
9. Jonathan Parker asked if "when the Group applies to the Council for designation, in order to show competence to the planning officers being asked to endorse the application, will this year's SteerCo meeting minutes be made available?" It was confirmed that the SteerCo minutes would be available for inspection by the Council if required during the designation process.

Next Meeting:

This would be the AGM scheduled for the end of January 2021. Date and time tbc.