

Appendix 4– copies of public consultation results

Available online here and to be added [PlanWimbledon Consultation Responses \(merton.gov.uk\)](https://www.merton.gov.uk/planwimbledon)

Respondents who gave reasons for supporting PlanWimbledon as the neighbourhood forum

- For the above reason. Merton Council leave a lot to be desired Could we declare UDI?
- This will allow real engagement by the community
- see above
- Although I do not live within the boundary, I am a frequent visitor for leisure & shopping and a member of an arts group based in the town centre. I support the idea of more local input in the planning process.
- Vagueness concerns although the Council needs oversight aspect that I think is envisioned in this group
- Neighborhood involvement in planning issues is to be welcomed.
- A residents forum taking initiative is welcome.
- It should give more influence to locals re their local neighbourhood
- The residents need more representation in determining the future development of Wimbledon in terms of planning decisions.
- We need such a forum
- As I am unhappy with the last 10 years of developments in Wimbledon as they have had a negative impact on the look of Wimbledon. I am also wary of further plans to increase the Wimbledon skyline which risks turning Wimbledon into a mini Croydon.
- Because there have been too many developments within Wimbledon area that do NOT improve the local area for communities. It is vital that local communities have a say (not just a chance to comment on planning proposals, that are then ignored) in what their local neighbourhood looks like and how it develops. No more increasingly ugly and high-rise buildings destroying the look and feel of an essentially Victorian town. A neighbourhood forum with PlanWimbledon would give residents a sense of agency in how their own, incredibly important, community develops, with people at the heart of decisions.
- I believe this organisation will support and take care of the values and heritage of Wimbledon as we all move forward
- Seems to fit the bill for such a group
- Local residents should be allowed to be heard about any future changes to their area.
- Because this plan had the best interests of residents and businesses alike
- I fully support the application for local residents and businesses to be involved in planning matters in keeping with the terms of the Localism Act
- Impartial and local residents are part of it.
- Yes so we have a greater say in the plans of Wimbledon as residents
- Wimbledon is a name known around the world. And also it has great value, character, heritage and meaning to local people - residents and businesses - as well as to the tens of thousands of regular visitors to SW19.
- Because the group contains people with varied interests and experience and relevant qualifications. The information I've seen tells me the group wants to work with all kinds of organisations, businesses etc in order to create the neighbourhood plan.

- It is a democratic way to move forward
- Feels like the only way to get my voice heard
- Because hopefully they will keep an eye on the proposed developments and ensure that Wimbledon is not stripped of its character and over developed as has been the case in Sutton where I lived as a child, and also Kingston and even worse Croydon which looks more like USA than UK.
- Residents voices, as well as those who use the area need a voice to express their views and a forum to raise issues/challenges as well as positive things. Merton council need more checks and balances in place, in respect of their plans and proposals and recognise the needs of those who live and work within the boundary proposed.
- As above
- This represents a means to participate and influence new development in my area. Other parties will need to take the comments of the neighbourhood forum seriously. This will mean other parties will not have total power in decision-making as at present. I would like my opinions to be formally represented through a recognised forum in relation to new development in the area in which I live.
- Wimbledon desperately needs a plan for the future; what kind of a place do we want to live? What is going to be done about the overwhelmingly hostile, polluted, noisy, and dangerous roads? How will the council take urgent action to cut traffic, create low traffic residential roads, pleasant & vibrant highstreets which can be safely accessed on foot or cycle? How will it engage with children and other marginalised groups and make the streets safe enough for children to use independently to access schools and parks? How will it restore the common and other green space to the tranquil low traffic areas they used to be?
- It is important for local residents views to be represented and experience shows that individual views are seldom heard or able to make a difference
- It is a fair way of getting local opinion on the development of Wimbledon
- So Wimbledon can plan building projects with the existing buildings in mind and not create tall high rise buildings in a modern style next to a Victorian building.
- Agree
- It will give more of a voice to specific issues in the respective area that those people either live or work
- It is community led and a credible coalition of local citizens and relevant sectors
- See above - anything that will help to hold the Council to account.
- The group is professionally run and represents a broad cross-section of Wimbledon stakeholders
- Locals input on any development would be a big help.
- The development of Wimbledon's town centre and surrounding areas needs to be done with residents in mind and meet the needs of residents in the local area.
- Good to have another voice speaking up for residents and smaller businesses
- Much of the major development to date has not been directed with a representative opinion of the residents who will be most directly affected. It is appealing for the community within the delineated boundary to be fully represented and to have a say in how development will impact the quality of their surroundings and amenities going forward.
- See above
- To be involved in the neighbourhood plans and to have our views taken into account in the future development of Wimbledon.

- It is important to have a truly independent neighbourhood forum to coordinate residents' views on buildings proposed to be built in Wimbledon town centre and to make any objections known to the Council with a united voice.
- We need representation to prevent applications and consent passing without our knowledge. This way we will be kept more informed
- As above
- We need some way to be heard.
- The marked out boundary on the map makes perfect sense as an area that can be considered as one.
- because it gives residents and businesses the opportunity to formally engage with the Council on the implementation of the Local Plan, as per the justification in their proposal
- The diverse mix of people in the group make it very representative of the neighbourhood area and thus a compelling voice for the area.
- As above
- Any Wimbledon forum that gives a voice to the community it represents, as long as that community is accurately represented, will be a force for positive change.
- Because the committee is made up of people who have long campaigned for better quality buildings in Merton. Unlike Merton council they have the best interests of Wimbledon and its residents at the heart of what they do.
- We need to be kept informed and have more say in what happens in our area.
- I think community involvement is always excellent .
- As above
- Yes
- to help ensure coherent planning for the area.
- Because we need a strong group representing the needs and wishes of local people which the Council does not at present heed.
- To bring all the disparate ideas together and provide consistent information
- Neighbourhood plans will become more important in determining planning applications if the white paper "Planning for the Future" is enacted into law
- To bring all areas of Wimbledon together for communities to create plans, giving the chance to join forces as a community, in creating the Wimbledon we want in the future.
- Yes because I think it's too cramped and no more houses should be built.
- because they support the views of local residents and businesses
- There are major proposals coming forward in respect of Wimbledon town centre which need examining. Representations should be made in respect of them and PlanWimbledon would be an appropriate body to achieve this.
- Wimbledon is a very special place. People move here, workers and companies come here BECAUSE they understand the value of a tightly knit community that values mutual respect, education, the environment and well being. These things at present do not have a distinct role in planning future Wimbledon.
- To stop over development
- It strengthens the community. Businesses and the local community do feed of each other and need each other to grow.
- Because someone needs to protect Wimbledon from people who have no taste.
- To have a thriving community there needs to be a forum to discuss what the community should do
- My friend told me about it

- Yes, the neighbourhood forum will be able to make an important contribution to planning and development in the area.
- To provide input into development plans for the area.
- Enables the residents to shape the future, encourages democracy in the planning process which seems to be lacking at present, better collaboration across the community
- As above. I support them because of the good and hard work done to consult with other local people, businesses and organisations, so it does feel truly local for Wimbledon.
- We need a politically neutral group.
- Strongly believe we need a greater localisation of planning scrutiny and design in Wimbledon.
- Enhances the ability of our local community to input into local planning and development
- Locals know best. Wimbledon is special and needs to remain so in the eyes of locals and the world alike.
- We need local people involved in planning decisions that affect our community in Wimbledon
- I'm a resident / it's the best chance for continuing to have a pleasant area
- Again important for our residency
- The area has residential plus commercial buildings , need to work together Also rather different needs from other areas in Merton
- This will give those who live and work in the area a greater say in Wimbledon's future development.
- Will bring a stronger voice for residents, businesses and community groups in neighbourhood planning
- Yes it is important local residents and businesses plan
- We need local people planning their futures in Wimbledon to be involved in planning what is there to be used and enjoyed
- See above
- This would be a helpful thing to have access to.
- We need a good neighbourhood forum
- The Committee has a wide mix of people with different areas of expertise to enable them to represent the entire area on the variety of issues that will inevitably crop up.
- So that I will be informed of all plans and proposals that affect life in my area
- We need broadest possible consultation at all levels for future neighbourhood development in Wimbledon area.
- Gives locals more voice in planning and allows us to protect green areas.
- A forum that should have a voice
- See answer to question 1.
- The development plan for Wimbledon has largely been developed to meet external pressures and is not a plan that those within Wimbledon want. Plan Wimbledon is an energetic group which will attempt to produce a development plan which meets the needs of business, residents and employees connected to the town and reconciling these with external pressures.
- Trust in the council planning approval process is at an all time low. Allegations of corruption, lack of consideration of designs fitting in with the integrity of the local area are big issues for residents.
- It is important that residents have a real say in proposed developments
- As above, I care deeply about the area that my family lives in and what happens as the decisions affect us.

- We should have a say for the future of our children and Wimbledon in general as to how it changes / grows and I understand that we have to be forward thinking. We have lost too many local shops and businesses and if we can add any value we should to keep the village more mixed otherwise it will become all restaurants and charity shops which would be a pity. The restaurants are wonderful as are the charity shops but it would be good to have smaller brands which can afford the rent and business rates? May be a business rate break for smaller brands? Only a thought?
- A voice is what is needed for lobbying and funding.
- As the PlanWimbledon's application process progressively comes to an end, I remain hopeful that common sense and good will would prevail above partisan interests and that the spirit of the Localism Act 2011 will be embraced by the London borough of Merton.
- Merton Conservatives wholeheartedly support PlanWimbledon. This is an important community initiative that will ensure that the views of local people are heard during the planning process. It is crucially important that the character and feel of Wimbledon is preserved and having input from the local community will be important in achieving this.

Respondents who gave reasons for partly supporting PlanWimbledon as the neighbourhood forum

- Not including surrounding areas
- Only on the basis of altering the boundary definition
- Yes if include South Merton Park area eg Cranleigh Road
- The area is where I live and where I intend to live for the next twenty years. I would like to feel that any decisions that affect my quality of life will be properly considered in future.
- Again because I don't fully understand how much the local residents, like myself, will be represented.
- Change the boundary to include all SW19 postcodes on the southern side and I'll agree wholeheartedly.
- I'd support it if Liberty Avenue were included...
- Only if they amend the boundary as mentioned above
- Only if you extend it to more of the Merton Park Ward
- Yes in theory, I agree there should be a local voice. But what does PlanWimbledon stand for, what are its goals? There will be issues around residential development versus commercial development. What is the vision for Wimbledon Town? I am sure it is different to Wimbledon Village and how can those work together? How will the Forum be managed so that it becomes a fruitful and positive force?
- I do not want part of the council area to have more say on what happens in the borough than other parts. I am worried it becomes a not in my back yard organisation
- I would only support if it includes the whole rather than part of Merton Park. I disagree with Merton Park Residents' Association advice as set out in the documentation associated to this consultation. Dividing the ward could lead to difficult decisions. I do not want to see this happen. As an SW19 resident I identify with Wimbledon rather than Morden.
- Vagueness concerns although the Council needs oversight aspect that I think is envisioned in this group
- If this enables cohesive representation for the area with regard to upcoming plans to increase density in the area, then I think this will be a good thing. However the boundary needs to be adjusted as stated above.

- It concerns me that PW list 'Recession' and 'Climate Change Emergency' as two of its rationales. I find these aspects overly political.
- The SW19 London postcodes of south Merton Park to Martin Way has to be included as it is an integral part of Merton Park and the whole neighbourhood belong to and have an affinity to Merton Park Ward Residents' Association. There are no ties, attachments or affiliations with Morden and the Surrey SM4 postcode.
- See above
- I'd like to know more about what is planned, it could be amazing. Also if Merton Park is left out of it I worry it will be detrimental to that area.
- If you would explain what your intentions are I may agree wholeheartedly but without a clear indication what you plan to do I cannot agree.
- There are very different requirements for Wimbledon Town compared to the surrounding areas. A large amount of the commercial real estate is not occupied by Wimbledon residents and would potentially be disenfranchised. The neighbourhood forum adds an extra layer of bureaucracy to the planning process, and LB of Merton appears to conduct it well enough at present
- For the boundary reason above. I support the idea of a neighbourhood forum more generally.
- not sure how we would use it.
- Risk it will not be representative, needs to take into account views of majority of residents not just a select few. Although I agree with holding the Council to account. Too many decisions are made without residents opinions being listened to.
- The forum members must be diverse and a reflection of the neighbourhood they represent.
- Only it includes the whole area village, town ,west Wimbledon.
- Though I have issues regarding the representativeness of the steering group
- I support this on the understanding that Merton Park southern boundary will be moved back to where it was originally, the line being drawn at the southern border of Circle Gardens SW19, which is within the one-mile radius and is the common sense boundary for Merton Park. the line can easily be put back to include Kenley Road and Poplar Road north of Circle Gardens and other parts of Merton Park within the one mile radius.

Respondents who gave reasons for not supporting PlanWimbledon's neighbourhood forum

- Feel there is sufficient representation rather than setting up a group , led by those who are opposed to Merton per se
- As above. We have councillors who represent us. Plan Wimbledon will not represent us at all
- The area they are attempting to "represent" is far too large for effective communication between all the disparate parts. Merton Park Ward is a tightly-knit community. It has a "village" atmosphere, built around long-standing institutions (schools, church, social and cultural societies...), in which there is participation from all corners of the Ward. There is very successful Residents' Association but they recognise the problems of listening to and acting on behalf of all the neighbourhood interests.
- The catchment area is too big and it appears the forum is very anti-growth and development. The average age of the consultees is too old to be looking to the future

generations. Resident Associations that have 'signed up' have not consulted the community, so this initial consultation is not representative of the local community.

- as above
- Unless you live in my neighbourhood I would argue you do not appreciate the history or atmosphere. Local issues that directly affect me would not necessarily do so to someone in another part of Wimbledon
- This looks like an unelected body over whom residents will have no control and will push their own agenda through. Most people in the area probably don't know about this and it is a highly dangerous precedent to allow such groups to gain any power of this kind
- Who are they and how and by whom were they selected?
- I do not want this group of unknown people called PlanWimbledon taking a lead on neighbourhood developments. I would prefer my elected officials to do that.
- The principal consideration is the fact that any future neighbourhood plan needs to properly comply with the “basic conditions” set out in Schedule 4B of the Town and Country Planning Act 1990, paragraph 8 (2). The policies and guidance that are relevant include the following: The NPPF follows the provision of section 38 (6) of the Planning and Compulsory Purchase Act 2004. The relevant NPPF paragraphs in this case relate to: paragraphs 12 and 13 (“the planning system should be genuinely plan led. Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priority; and a platform for local people to shape their surroundings”); paragraph 16d (“contain policies that are clearly written and unambiguous, so it is evident how a decision maker should react to the development proposals”) and paragraph 16f (“serve a clear purpose, avoiding unnecessary duplication of policies that apply to a particular area...”). The adopted Core Strategy 2011 establishes clear strategic policies for the regeneration and growth at Wimbledon and this priority remains within the new Merton Local Plan. The new local plan is advancing, having been subject to recent public consultation earlier this year (stage 2a consultation) and with an expected pre-submission plan anticipated for consultation during the coming months which will be examined and then formally adopted. The new local plan has been prepared to comply with strategic, new London Plan policies (as set out in the Mayor’s adopted London Plan 2021) which continues to identify Wimbledon as a Major Centre and an important opportunity area for large-scale development with significant increases in jobs and homes. The vision, key priorities and objectives for Wimbledon are therefore clearly set out in both the recently adopted London Plan and the advanced, new Merton Local Plan. In particular, draft Policy N3.6 contained within Chapter 9 of the new Merton Local Plan identifies the need for promoting Wimbledon as “South west London’s premier location for business, leisure, living and culture” in providing an “example of good quality and sustainable place making” whilst also identifying the need for “driving investment and innovation in work spaces to support the local economy and jobs in the town centre commensurate with Wimbledon’s role as a Major Centre.” It further states that the local plan will “encourage development that attracts businesses, visitors and tourism to the area all year round, including high-quality hotels, conference facilities and cultural activities” with the aim to strengthen the position of Wimbledon as a Major Centre in south London through the redevelopment of identified key sites. The Victoria Crescent site, known as Site Wi11 represents an important, strategic allocation for a mix of town centre uses through comprehensive redevelopment. The new Merton Local Plan when adopted later this year alongside the new London Plan will form the up-to-date statutory planning policy framework for future decisions on applications across the town centre. Further, there exists “Future Wimbledon Supplementary Planning Document” recently adopted in November 2020 which outlines all such priorities for Wimbledon town centre in relation

to achieving: design quality, public realm, urban greening and sustainability, improving High Street vitality (post-Covid recovery) whilst also considering long-term ambitions. These priorities are also embedded in draft planning policy to ensure consistency. The adopted town centre SPD has been subject to design and technical evidence and whilst F&C and their advisors have made past representations on it during the consultation process (in relation to inclusion of site Wi11 within the tall buildings cluster given its significance amongst other considerations), it is acknowledged that the SPD will act as guidance to the new Local Plan. The SPD document therefore incorporates guidance on alternative land-use allocation and distribution and other such development parameters particularly in relation to allocated sites having considered some of the constraints and opportunities across the town centre as a whole. The SPD therefore provides the next level of detail in terms of how strategic, identified sites might come forward which has been subject to stakeholder consultation and engagement. This planning policy framework is therefore considered more than adequate in providing the required policy and planning guidance in shaping the regeneration of the town centre and its strategic development sites. The introduction of a neighbourhood plan would result in unnecessary duplication of policy which would need to repeat policy objectives set out in the new local plan and adopted SPD (given it will need to be in compliance) – in turn, questioning at the outset its role and purpose. Such duplication would not meet the “basic conditions” for preparing a neighbourhood plan. Indeed, it would result in an additional layer of statutory plan policy which would create uncertainty in application decision-making given the planning policy framework which will be in place for that very purpose. Again, this would not meet the “basic conditions” tests. More specifically, within Plan Wimbledon’s application (updated April 2021) at paragraph 5.4.2, it is stated that 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. There is certainly an element of repurposing town centres in adapting to new retail environments. However, the adopted SPD (and the new local plan) already recognise this and it is not considered that preparing a neighbourhood plan will create any further certainty; in fact, the opposite. Indeed, it is now (post-pandemic recovery) when absolute planning certainty is required through adopted policy and guidance in determining strategic development schemes in the short to medium term. Another layer of plan making will only add to planning uncertainty and potentially delay the decision making process for such schemes to the detriment of much needed, town centre regeneration to assist short term economic recovery.

- As above
- I believe we already have elected MP’s and councillors who are representative and accountable, along with credible residents associations and conservation society which represent their residents interests. I am concerned that this new self-appointed group dilutes democracy; is open to entryism from those with their own issues and agenda’s; and may therefore be less representative of the people of Wimbledon in general and Merton Park in particular.
- I do not think these things should be delegated to pressure groups
- See above,
- It's not a democratically elected body.
- No, they should be produced for specific areas including the town centre. I understand others have expressed an interest to produce neighbourhood plans.
- The impact of decisions within the proposed boundary potentially have impacts beyond that impact area. There can be knock on effects beyond the proposed boundary. The effect of decisions and change within the proposed neighbourhood area can created a

disadvantaged hinterland that is less prosperous, less safe, less desirable than it is now. In addition a group of self interested with a limited view of what's best for the wider area should not be in a position to make decisions that affect others. Democratically elected representatives should make decisions that takes into account the interests of the whole community. Principles of fairness, equalities and non- discrimination are highly likely to be ignored. A group of non- elected, non-representative people should not determine the lives/ fate of the wider community. I don't believe this group will be looking at the long term future of the area, and are not sufficiently qualified or accountable to the public. Who scrutinises these plans and why sho7ld I not have the freedom to influence plans for m6 town centre as I do now? No, that is undemocratic.

- Never heard of them. Suspect its another attempt by Merton Council to establish a supposedly representative body to push their climate emergency/cycle campaigning ideology e.g. Merton Residents Transport group which doesnt allow Merton Residents to join and whose definition of Transport starts & ends with a pushbike.
- I think it will be a bunch of Nimbys and will exclude vulnerable and disadvantaged voices.
- It is too large and driven by a background with a residential focus.
- See previous answer
- See answer to 1. Above
- Not either the current border. Need to include all of Merton Park.
- For the reasons above and also I don't think businesses are adequately catered for in the proposal as it stands
- Its simple not required . The current system is democratic and small communities can better represent their concerns in respect of inappropriate planning within their community without being bound by predetermined criteria of such a group. In addition to be stuck with with such a group for a five year period is totally inappropriate.
- Often the public does not understand planning, good design and will vote based on personal preferences rather than the good of the overall community. The people on PlanWimbledon are self appointed are not voted in. It will make the process more cumbersome.
- We do not wish to be labeled Morden
- Because the suggested designated area is too big imo.
- Area is too large with different priorities
- I prefer my area to be run by elected representatives.
- Although they have leafeted my home (in the neighbourhood area they seek) the leaflet asked for positive vote for them, without any invitation to join or without any information about how to join. This makes it look exclusive.
- No unelected body should have a legally binding say in planning decisions.
- Please see my reply to Q1.
- The current neighbourhood groups have shown themselves to be strongly against change and progress. They seem to prefer to see the area ossify is its current state or to chase costly elitist project that will benefit few.
- As above
- No and it should be stopped. It is too big and trying to do too much. Merton as the statutory planning body leads and facilitates. I would be interested in supporting a series of smaller project areas "neighbourhoods" in areas of opportunity/issues. If we are in the era of 15minute cities, why do Plan Wimbledon want to seemingly control and influence such a large and critical part of Merton? For example Love WImbledon as the BID are the group to articulate issues and opportunities in Wimbledon Town Centre
- Same reason as above

- Too political

Respondents who gave reasons for supporting PlanWimbledon's proposed neighbourhood area

- A manageable area for local interest groups
- Because the area makes sense geographically
- Because I think it's a good idea to have a proper plan that includes people that live in the area opinion. Instead of politician deciding without any consideration or common sense except political view and personal retribution
- It appears to encapsulate the area of Wimbledon.
- I have been living in Wimbledon for the last 20 years, it is my home town. I care about the future of Wimbledon.
- I love Wimbledon, especially Merton Park, where I live and my home is included in the area.
- Offer greater protection and influence for the local community
- Because we need to protect the conservation areas and stop partisan planning committees. We need to stop overdevelopment and the taking away of flats!
- Contains most important areas
- We need to preserve the few good things we have. Merton is over crowded as it is.
- It is an area of Merton distinct from the others and has different needs
- This is the area that needs the most support and control.
- Because the voices and opinions of our local community should be heard in future.
- Important for local community representatives to have a say in shaping the future of Wimbledon and local area within a 1mile radius.
- To protect the interests of local residents.
- Yes
- Appropriate
- It puts Wimbledon town at the centre; it embraces the three Wimbledon tube stops; it recognises 'natural' boundaries.
- Good to see locals having a say
- To keep Wimbledon town centre as as local an attractive and unique. Not overdeveloped high rise which in turn becomes one massive wind tunnel of high rise buildings without character or care for the area or local residents. There is no need to turn Wimbledon into a Hub like Croydon, which has become large high rise for office space, in which people travel to and from work, but the residential is lost for the sake of so called faceless business.
- It appears to be an appropriate delineation of an area of common interest
- I agree
- Includes the wider areas of Wimbledon which is good
- A genuine effort has been made to develop a sensitive and comprehensive Plan designed to sustain a distinctive locality.
- It's important to involve everyone in the community
- Empowers the local community
- A sensible boundary comprising the core areas of Wimbledon, including those of historic interest
- Exist arrangements ineffective.

- Keeps it local.
- It encompasses the neighbourhood of Wimbledon
- Good thing
- It captures how people relate to the different parts of Wimbledon. The only questionable aspect is leaving out the Wimbledon Park grid.
- Having a 'real' input into the future of the proposed NAB is a vital, democratic and important step in having an active chance to influence any alterations and alleged 'improvements' in the proposed NAB, imposed by Local Government's draconian and undemocratic current procedures. The lack of proper and considered consultations (and the right of a veto), subverts the wishes of those who live and work in the designated area. With the distance between elections, the voice of the electors must be heard and considered.
- It includes not just the town centre but the surrounding area to some extent.
- something needs to be done with Wimbledon or the planner will go wild and raise the 'character' of the place to the ground and replace it with blocks of glass tower blocks. The more rented accommodation there is, the less likelihood the occupants are going to take an interest in the place if they know they're not going to be there very long. Do we need any more offices? There seems to be plenty lying empty at the moment.
- It is good to encompass the whole of Wimbledon Village AND town in one neighbourhood plan and to bring so many interested parties together. I would have preferred Wimbledon Park, or at least the AELTC part of it, to have been included within the boundary, but understand that Plan Wimbledon and the constituent residents' associations interested in the AELTC proposals are already in active dialogue, so for now its omission can be accepted. In the longer term it should be included.
- The area is where I live and where I intend to live for the next twenty years. Anything happening within a mile of where I live is likely to affect my quality of life.
- Merton is a large borough that encompasses too wide an area that we feel doesn't really focus on the individual towns' needs and wants. Having lived here for 14 years, we want to focus on a positive re-emergence of the town and village after the pandemic and regain the community feel, the great shops and be part of local planning rules that affect this area.
- It sounds like a good idea.
- It important to have a shared understanding of boundaries
- Covers the vast majority of a natural community area within Merton, served largely by the same transport, infrastructure and business/shopping services.
- Yes, as it covers the SW19 postcode and what is generally known as Wimbledon proper.
- I like to know all the news of the area, so I think it's a great idea.
- It's a unique area, famous around the world, & needs protecting.
- It defines Wimbledon town and residential areas connected
- To help develop services and planning for the Wimbledon area to help residents and businesses
- Wimbledon is a distinct community and it often feels as if it is smothered within the much bigger Merton borough council.
- The boundary is large which will enable the group to have "clout" and deal properly with issues from pollution to planning and beyond.
- It covers all the parts of the neighbourhood I consider to be Wimbledon from the centre to the boundary
- Good for residents
- Very difficult to decide where the boundary should be but this seems a practical solution to the question "Where do you live?". Further South, if the answer comes back "Wimbledon" that is wishful thinking.

- Don't actually know what the boundary is!
- Wherever the boundaries are drawn someone somewhere will be left out and probably upset. A decision has to be made at some stage otherwise this group won't be able to get off the ground.
- It represents a coherent area.
- It encompasses the people who see themselves as Wimbledonians.
- I think that it is important for local people to have a coordinated input into the determination of planning policies. This group is well organised, seems to cover a broad spectrum and is good at keeping people informed.
- To take care of our local environment and protect it against any adverse construction etc
- This represents the area that I see as Wimbledon
- good idea and fair
- Residents have a right to be involved in the planning of their neighbourhood!
- I believe this to be an appropriate boundary and represents what I consider to be Wimbledon
- I've been living in Wimbledon for more than 12 years now and the sense of community across the proposed area is very strong
- Because I believe it's best for Wimbledon.
- The areas that encompass the boundary include a diversity of places and uses that combine to create the interesting mixture that makes the area a neighbourhood we should be proud of.
- I would welcome a forum to keep us updated and fully aware of proposed planning developments as we do have to protect the over development of Wimbledon and preserve and protect the residential areas many of which are close to the town centre
- It covers the central areas of Wimbledon - town and village - and the adjacent areas. Thus it covers the area where people live and work and use local services, shops and entertainment.
- Have to start (and stop) somewhere!
- Yes as it is a natural hub for Wimbledon
- The line has to be drawn somewhere in Merton Park and I think using the John Innes Conservation area boundary as you have done is a sensible approach. I wouldn't object to pushing a little further, as far as Circle Gardens.
- E
- People must say something about the area where they live
- It makes sense
- Its a great idea to have a formal means to represent the people who reside in the area
- Area represents what I consider a of Wimbledon
- Having been a resident in Wimbledon for over 37 years, I am saddened at how we have been treated. Developers are moving in and the lovely town I fell in love with all those years ago is almost gone. I think it is important that the people who live here should have a more active role and a say in how our neighbourhood is run.
- It seems to include an area that most people identify as Wimbledon.
- I think it's a good first step and I hope that going forward the boundary will be extended
- The right area
- I support the ideas put forward.
- They look right

- This area needs a forum independent from the Council's planners as the voices of residents in this area are very often ignored and valid objections are overridden for party political reasons. Residents of all political views have a right to independent support. and advise
- It's good
- Encompasses the key areas which make up Wimbledon
- Better control
- Important to look after the area carefully and properly for the residents and businesses
- As rate payers it is good to consult residents
- Wimbledon is a thriving town but it could be an even better and more attractive place to live and work with the right planning and foresight. A proper plan would also ensure it retains its current individual character.
- As a small independent business we feel it is important to understand and know about the development of the local area.
- Because it clearly needs it
- To enable us to have a voice
- I live within the designated area and want to have a say on future developments
- It's about time the residents and not the developers and their "friends" in the council who have for years totally ignored and illegally at times breached planning rules and regulations to drive through their own plans against the will of the community.
- Covers all the historic area of Wimbledon, not just the more affluent parts
- We do need a separate residents voice for Wimbledon which is an unique entity. At present decisions concerning civic issues are made by majority of councillors who do not live here.
- Significant part of the borough so good representation of residents interests living close to town centre.
- It will enable planning to take account of local area and its needs
- It encompasses Wimbledon only and not other centres such as Raynes Park
- While not au fait with the technical side of the proposals, I understand the Friends of Wimb Town Centre support the proposals and as a member I do too.
- Useful to gauge local views.
- It's important to keep any development within the style or character of its immediate area.
- Because we need to make sure the council agenda is based on the environment rather than profit.
- It makes sense
- Although it was noted that Chase Side Ave and Oxford Ave will form part of the new "Raynes Park" constituency. This was mostly a result of a request from Apostles Residents Association to join Raynes Park and the position within the existing polling district. Since the two roads are not part of The Apostles and not eligible to join Apostles Residents Association. The Apostles Association does include high traffic Kingston Rd among its area of influence so the proposed western extent of the Plan Wimbledon boundary seems sensible.
- Important for local issues to be about a local area not a whole borough which has huge diversity across it.
- I really feel strongly that meton council do a poor job in regulating home owners building standards (materials used, designs etc) Even in conservations areas such as south park gardens. i would really love to help support this. Also dog fouling is an increasing problem on our pavements.
- As town centre plans impact on residential and vice versa
- The local community is what makes Wimbledon so special. Local stakeholders' views need to be respected, and this is a fair way to allow local views to be heard.

- Inside this boundary there is a good mix of the people and organisations who make up Wimbledon.
- I agree. It is the most appropriate area. Why doesn't it include the Causeway too?
- Because I would want whatever developments in mind would not affect the quality of life currently enjoyed by the residents living in Wimbledon town
- Because residents need a say, not just commerce and business
- The creation of a neighbourhood plan offers the prospect of real local influence over the future development of the town centre. It's very important that local residents are involved in all plans for the future of their area.
- The boundary area covered includes my home area where I spend the vast majority of my time. The area covered centres on Wimbledon town centre which is a locally significant and well-known location. I identify with this area and the surrounding mile radius.
- It offers a coherent coverage of the whole Wimbledon area, providing a platform for all sectors of the community to come together to produce a truly democratic neighbourhood plan for the benefit of all.
- It encompasses the heart of Wimbledon but leaves autonomy to other surrounding areas to develop their own criteria and priorities
- It covers the important area
- It is interested in the particular needs of the area it will cover. Their purpose is clear and important for me. I think it balances the needs of residents, green spaces, the arts and business
- Agree
- Feel there will be more awareness to the general public in the area, not just those that have become members
- It would be good to have a more resident driven approach to planning, greening and cleaning Wimbledon. We currently have a planning department that pays lip service listen to residents' reasonable arguments and a Council that lacks vision and refuses to enforce the Veolia street cleaning and refuse / litter contract meaning that Merton's streets are a disgrace and an health hazard.
- Because it makes logical sense and is clearly defined.
- Local framework would help to improve Wimbledon.
- I am resident in this area (Lake Road)
- Because I think it makes sense
- i am fully into my neighborhood
- It is comprehensive in covering key areas of expansion and development that impact on each other in forming the locality and brings together the number of different communities living in each locality.
- Wimbledon needs a Wimbledon- focussed plan because of its historical identity.
- Because community interaction is vital
- Despite not living in within the boundary of the proposed neighbourhood area I feel it is important for all residents of Merton to have a say on how the centre of Wimbledon will look; some of the high rise buildings proposed to be built behind Wimbledon station will be very obtrusive and dominate the otherwise pleasantly low skyline. It would be sad for Wimbledon to end up looking like Croydon with its soulless tower blocks.
- To be safe
- It is important to have a say in how Wimbledon is developed as a locally resident
- To protect the residents from over development
- Seems like a pretty comprehensive covering of the area that I would refer to as Wimbledon!

- Residents need a voice in development and town planning, particularly as the Council seem to want more high-rise buildings in a low-rise neighbourhood. We need to monitor the density new building and of the population in Wimbledon.
- because it includes those areas of Merton that might be considered Wimbledon, as per the justification in their proposal
- The thorough research carried out by the group has resulted in them proposing the most sensible, representative boundary for the Wimbledon neighbourhood.
- To protect and promote local interests and needs
- The boundary appears to have been well considered and devised in conjunction with relevant groups. It seems to accurately reflect the "Wimbledon" area
- Because it's inclusive
- Too many bad decisions affecting my area being made without public knowledge or outcry being ignored.
- It corresponds to my view of Wimbledon. I do wish that the commons were included, particularly the windmill, but I understand the reason for exclusion.
- I think it is important for local people to be involved in plans that effect Their areas
- Because I do
- W
- Because we need a strong group representing the needs and wishes of local people which the Council does not at present heed.
- As far as it affects Merton Park Ward, the adoption of the boundary of the John Innes (Merton Park) Conservation Area for Plan Wimbledon makes sense as an extant, familiar boundary
- Wimbledon is a remarkable locale in so many ways. It needs a coherent voice.
- Because I don't want small business to be demolished and instead more flats being built.
- The boundary is a sensible distance from the Old Town Hall which together with the station can be regarded as the centre of Wimbledon.
- Wimbledon people's voices need to be heard
- I fall within this boundary and it fits with what I consider my locale.
- I do think it represents the centre of Wimbledon including both businesses and residents. It encompasses the 20 minute guidance what the council considers to be local.
- There has to be a designated area. The area proposed seems a good on
- My friend told me about it
- The boundary has been selected with great care and intensive consultation, especially around the edges of the area.
- The area appropriately encompasses the region identifiable as "Wimbledon", focussed on the town centre.
- Provides good coverage of the area I consider to be Wimbledon
- Even though it is a large area, it is difficult to draw narrower natural boundaries
- As I'm a longtime resident of central Wimbledon (Trinity Ward) it makes sense to me, and the PlanWimbledon team have obviously done a lot of work to ensure full consultation.
- It is an accurate definition of the area.
- Fairly reflects the extent of Wimbledon as a zone
- It is a natural area as Wimbledon and a lot of research has gone into defining he precise boundaries
- Better involves our neighbourhood in decision making process
- There appears to extensive consultation among a varied groups to decide upon the area boundary

- It is the area considered to be Wimbledon
- I'm a resident and it's important for me and my family
- This plan will represent the area everyone lives and works in Wimbledon.
- Has been widely consulted on
- Yes
- Wimbledon is a specific place with a specific demographic and need. It needs to be treated as it's own entity. If supermarkets can profile areas to stock the right food and provisions that will sell in an area, why can't government?
- Defines Wimbledon rather than the amorphous Merton
- It represents my local area.
- Widely thought to be best
- Looks good and will help support the needs of the local community
- S
- The Plan Wimbledon committee have a myriad of skillsets and have consulted very widely on the area boundary. The boundary as drawn makes total sense and includes both Wimbledon Town Centre and Village with all the areas in-between so gives a real sense of the whole community.
- It is important to have a well thought out plan with restrictions so that we always have a sensitive and sustainable area
- so that local people have a say in their future
- Include the voices of people who live in the area more directly in our future
- Includes relevant neighbourhoods.
- Realistically drawn
- Because I believe in the good of Wimbledon
- Includes my residence and business.
- See written submission
- Its good for the longevity of the community.
- Its a coherent area decided by consultation with residents affected.
- Because I care about what happens in the neighbourhood that my family lives in.
- The village and Wimbledon and areas should be involved to be inclusive of all of Wimbledon.
- It seems to be a structured way to reach urbanisation goals over the decades to come.
- I want Wimbledon to be a beautiful fun and supportive place for my daughter as she grows.
- I would like to herewith wholeheartedly second the representation letter from PlanWimbledon by reference and incorporation
- Merton Conservatives wholeheartedly support PlanWimbledon. This is an important community initiative that will ensure that the views of local people are heard during the planning process. It is crucially important that the character and feel of Wimbledon is preserved and having input from the local community will be important in achieving this.

Respondents who gave reasons for partly supporting PlanWimbledon's proposed neighbourhood area

- I live in Wimbledon Park, which is included in the boundary, but after reading on Nextdoor that residents of Merton Park are unhappy to be split I cannot agree fully as I don't know the full situation.

- Extend to include more of Merton Park
- It should include all of Merton park or none of Merton park. All or nothing.
- I am concerned that the wider the neighbourhood area boundary the more dilute and generic the policies within it must become - exactly the opposite of a neighbourhood plan, and the problem with the existing Core Strategy/Local Plan
- It should be extended to include all those part of SW19 e.g. drawing a false line through Merton Park or other areas will create confusion and lack of clarity. It neither fits the current definition of Wimbledon or creates a satisfactory alternative.
- I don't fully understand the election process for the plan wimbledon team and how much local residents feelings will be represented.
- I think SW20 (West Wimbledon) should also be included.
- Would prefer Wimbledon Park to be included in the area as it is our local park.
- I live in Merton Park and would regard myself as a Wimbledon resident. I shop/eat/drink in Wimbledon centre and village, my daughter goes to school in Wimbledon, my husband works within the proposed area and we regularly use Wimbledon Common so don't support the exclusion of Merton Park.
- Seems fairly arbitrary in the Merton Park area
- I would like to have seen it more central to Wimbledon town to protect it from overdevelopment from the master plan including the sale of Centre court and future crossrail2 development
- On the surface it seems fine, although perhaps that is difficult to say, until the neighbourhood starts to discuss and interact, only then will issues of boundary become apparent.
- Why not just follow the constituency boundary. There is a lot of confusion between parliamentary boundaries & Merton council neighbourhoods. A lot of the east of the proposed boundary is part of Merton Council's Colliers Wood neighbourhood despite having no connection with Colliers Wood
- In view of the AELTC now owning the Wimbledon Golf Club land and their recent planning application and what will no doubt end up being 'a site of development' I believe that area should be included.
- I think the coherent entity of "Wimbledon" extends for gger wet state than Lower Downs Rd, eg it would include Arterberry Rd, but not beyond Haydons Rd to the East
- Not sure that calling it Plan Wimbledon is appropriate when it will not include the whole borough and seems to concentrate only on the central town centre.
- Southern boundary should not impinge on existing Merton Park residential area south of Kingston Road but can include Nelson Hospital shopping parade.
- Concept I support but the aim and methods are too vague
- While living just outside the proposed boundary, my family regards Wimbledon (rather than Morden) as our local centre shopping and leisure,so have a vested interest in how the area evolves. (My childrens' former secondary school also falls within the boundary.) I realise the boundary has to be drawn somewhere but am concerned that it may exclude some residents/businesses that have a natural affinity with Wimbledon rather than Raynes Park, Merton Park or Morden.
- Use Durnsford Road as a boundary, ie. do not extend into Somerstown or Earlsfield.
- I think the boundary should include Wimbledon Chase and lower downs, Kingston rd
- I think it is too big - the town and the village are quite different
- I think the lower boundary should be Kenley Road (Mostyn to Circle Gardens) as this is within the 20 minute walk that they state is their guide for the area.

- I don't understand why both Wimbledon common and park are not included in the boundary. I do see that photos of both of these places are used in the website. I also think the path along the wandle between gap road and Earlsfield should be included as it is now in constant use since lockdown. I think now that people from Wimbledon have been using it so much this will continue.
- I dont fully understand the brief
- Would prefer West Wimbledon to be included
- I think it should extend a bit further south in Merton park to take account of the John Innes area of benefit.
- I believe Wimbledon Park should be included within the plan, particularly given the plans from AELTC for development.
- You appear to omit the whole of Wimbledon Park which I realise could be difficult to include because of joint responsibility between Wandsworth and Merton councils, but it needs protecting.
- I dont understand what this boundary is going to mean for our area. Are you wanting to protect all the green spaces & trees or what is the reason for creating such a boundary?
- The proposed area is unusually large in terms of population.
- Area needs to be extended further toward Morden to include other areas of Merton Park
- why are the houses around the common and the common itself not included? the common is a key asset for Wimbledon.
- Concerned about how this leaves other areas like Colliers Wood, who are less able to out together a plan themselves.
- I see you are including Merton Cricket Club which is on Aylward Road/Cannon Hill Lane and I fail to see why Aylward Road is never contacted or considered to be included in any decisions.
- I would want the boundary to be extended to the junction of the Ridgeway and Cottenham Park Road and down to Worple Road via Pepys Road
- We live in Merton Park but outside the edge of the conservation area, which we understand is the limit to the Plan's boundary. Why is it not the postcode area, SW19, which would then include us?
- The only part I would question is the Southfields grid area running South from Revelstoke Road to Wimbledon Park tube and East towards Earlsfield. To me, these would have more in common with The Grid or Earlsfield and might be better catered for by a different group.
- confused as to it's power.
- I would like Arterberry Road included in this area.
- Arbitrary cut off between Morden and Wimbledon along Dorset road, including more expensive houses on one side and excluding those on the opposite side - both equally close to the town hall
- Seems like a logical place to draw a southern boundary line, taking into account the official John Innes Conservation area (rather than the much larger and vaguer John Innes 'area of benefit', which extends into Morden). However, it could be made smaller by just cutting off at the Kingston Road as the lower boundary.
- I support this on the understanding that Merton Park southern boundary will be moved back to where it was originally, the line being drawn at the southern border of Circle Gardens SW19, which is within the one-mile radius and is the common sense boundary for Merton Park. the line can easily be put back to include Kenley Road and Poplar Road north of Circle Gardens and other parts of Merton Park within the one mile radius.

- Paraphrase: change boundary to include Kenley Road and Poplar Road, north of Circle Gardens

Respondents who gave reasons for not supporting PlanWimbledon's proposed neighbourhood area

- Include colliers wood
- It should include all of Merton park or none of Merton park. All or nothing.
- Merton park should be fully included rather than split down the middle. A logical boundary to the south would be Erridge Road.
- What skills do these people have to decide on planning matters . This is a self elected lobby group. We have elected bodies to do this .
- Cuts my area in two
- We live immediately outside the area, actually touching the boundary. Our primary focus is Wimbledon and it seems our voice will be ignored.
- What they are proposing is not a natural, socially-cohesive neighbourhood or community. Wimbledon is comprised of many different neighbourhoods and overlapping communities, each with identifiable characteristics and organisations around and through which the life and essence of that area is played-out. I live in Merton Park - the LBM Merton Park Ward constitutes much of the local community; not all of it but ,most of it. It DOES constitute a LOCAL neighbourhood. An arbitrary line on a map should not claim to encompass one living, breathing neighbourhood.
- Does not include South Merton Park area to Martin Way
- I understand that the idea of having a Wimbledon area was to assist with people identifying with their local area. The postcode for Wimbledon is SW19, also made famous worldwide by the Tennis Championship. I disagree most strongly with the recommendation of MPWRA that the ward should be cut in half and that some SW19 postcodes are within the area boundary, and others are not. The Merton Park sub area should not be split in two as this doing so would destroy the unique character of the area, modeled as it is on other garden suburbs in London. If all of Merton Park's SW19 postcodes cannot be incorporated into the new plan boundaries, they should all be excluded.
- Too big not focused on residential areas
- I live on Erridge Road SW19, closer to Dorset Road. The Merton Park Ward Residents Association are a bunch of snobs who only serve themselves. Requesting that the boundary be drawn along the John Innes Conservation area, as "this formed a natural line between Wimbledon and Morden" is both a complete lie and throws me and other neighbours into some horrible no-man's land. Please include ALL the SW19 postcodes and ignore whichever halfwit suggested that ridiculous boundary. P.s. love the proposal though just please change the boundary to include my house!
- I think SW20 (West Wimbledon) should also be included.
- We have enough planning red tape. Residents need to have commercial spaces in this boundary and we need businesses locally to employ residents and our young adults. This forum does not appear to represent the commercial sector, businesses or commercial property owners.
- No idea who these self appointed folk are, nor what they intend to do.

- No prior knowledge of this, not have previously been consulted. Would not wish Arterberry Road, SW20, excluded from any such newly privileged area.
- the area I have chosen to live in is unique and as such I invest time and energy in being involved in community groups that directly enhance this area. I would not be as involved in a larger area
- It needs to include Raynes Park and Cottenham Park or at least the part north of the A298. The current south west boundary is too restricted.
- Please include Liberty Avenue, as it's in SW19 too!
- I do not think unelected groups should be given any official recognition
- It shouldn't cut Merton Park Ward in half - boundary should be extended to include the whole ward
- I have lived in Wimbledon for the last 42 years yet I have never heard of this group and I do not know on what basis they think they represent my neighbourhood. They do not represent me.
- These representations do not object outright to Plan Wimbledon being a designated forum for proceeding with a neighbourhood plan for the wider area; however, the inclusion of Wimbledon town centre within the designated application is subject to objection. F&C Commercial Property Holdings Limited (as advised by BMO Real Estate Partners, as asset managers and Stanhope Plc as development consultants) own Site Wi11 known as Victoria Crescent/Piazza, 39–59 The Broadway, 1–11 Victoria Crescent/Piazza, Wimbledon. The extent of the proposed neighbourhood area is not reflective of a “neighbourhood” but instead it includes many different neighbourhoods of a very extensive catchment. It would be difficult to understand how the neighbourhood plan would encompass focused, concise and detailed policies in achieving the economic growth objectives for Wimbledon as a Major Centre whilst also trying to achieve other different regeneration objectives for residential sub-areas of the identified catchment.
- I live in the Merton Park Ward but outside the planned area. I don't feel I live in Morden (I live on the boundary with John Innes Park) but I do identify with living in Wimbledon, where I can walk to, shop and socialise.
- This seems to be an anti development group with a political agenda
- Unclear why it divides Merton Park
- It seems to cut Merton Park in half
- There is great need to simplify, rather than complicate further the U.K. town planning system.
- It's an arbitrary line drawn up by a few individuals on no clear basis, which would have the effect of excluding a large number of households of people who have always regarded themselves as residents of Wimbledon.
- We have lived in Cranleigh Road for 46 years and feel very much part of Wimbledon/Merton Park Community. Therefore, we would like the boundary to include as much of South Merton Park as possible.
- The proposed area is far too large to address the many different characteristics that exist in parts of Wimbledon.
- South Wimbledon MUST be included
- Mitcham and Colliers Woods should not be included in Wimbledon
- The impact of decisions within the proposed boundary potentially have impacts beyond that impact area. There can be knock on effects beyond the proposed boundary. The effect of decisions and change within the proposed neighbourhood area can create a disadvantaged hinterland that is less prosperous, less safe, less desirable than it is now.
- not large enough and includes all the wealth parts of the neighbourhood

- It excludes parts of Merton Park. The ward should not be divided.
- Because it cuts half way through Wimbledon chase area. Should incorporate end of Worple Rd and to Martin Way.
- Too large and covers a diverse area of residential, retail and office which each have their own needs.
- Should include Wimbledon Park and WPGC which is about to be destroyed by AELTC proposals
- Merton Park is already a well defined residential area with its own residents association and councillors. The Plan Wimbledon boundary splits Merton Park into two. This would make it more difficult for MPWRA to continue to represent the area as a whole. In my view the whole of Merton Park should either be included or excluded from the Plan Wimbledon area, and not split along the John Innes conservation area boundary.
- Many residents have no knowledge of this group. Despite being very active re planning via the OneMerton organisation.
- The JI conservation area runs to the west of the gardens of Poplar Road AND NOT just to the west of the house!! So the gardens of 1 - 33 are not in the conservation area. Please change you map to line up with the map of the Merton Council website https://www.merton.gov.uk/assets/Documents/0177_john_innes_merton_park_map.pdf
- May not include neighbouring borough residents/businesses who could be impacted by decisions and discussions
- You are putting a border through the centre of Merton Park which is very divisive as this is quite a tight knit area.
- It should include all of Merton Park if the counsellors are on the committee then they need to represent ball of Merton Park, not just bits of it.
- I feel the suggested boundary is to large and covers a number of neighbourhood's which would make it to complex and potentially fail to meet the need of any neighbourhood
- I don't trust Merton council at all
- sw20 Odh - why not included?
- it is too large to meaningfully represent individual areas and their interests . It has no policy for conservation areas one of Wimbledon`s greatest assets . Its intentions and objectives are not properly thought out ,lack clarity and contain with meaningless statements . it appears, despite its claims, to be a lobbying group for those that pay its expenses . It attracts business who see it as a way to exert influence on the current system for their personal benefit
- Merton Park will be divided into two.
- Too big to be impactful or meaningful as a neighbourhood forum.
- Because it seems to separate out a small section of Merton Park to be included. As a Merton Park resident I do consider myself part of Wimbledon. I think the shoe of Merton Park should be included, or the whole of Merton Park should be excluded, enabling Merton Park to create their own plan.
- I don't vote to then have a separate group decide what happens in my area.
- Creating another boundary within Merton not really necessary.
- These are very disparate areas with very different concerns. The area selected looks too varied to be representative yet too small to be strategic.
- The boundary is irrelevant as I cannot support PlanWimbledon having a legally binding vote.
- I believe that the area is simply too big and too diverse for it to be possible to reach any meaningful consensus on the Neighbourhood Plan and it is quite possible that the approval of Plan Wimbledon as a Neighborhood Forum for the area that has been

included will in fact be an impediment to the essential ongoing development of the CBD and the investment required to provide a vibrant hub particularly for business. The CBD should be excluded from the proposed area. Plan Wimbledon has not demonstrated any vision for the development of the CBD, have not engaged meaningfully with the business community and have launched this consultation at a very difficult time for business in the Town Center as they seek to re-open after an extended period of lockdown. Extensive consultation has already been undertaken by Merton Council leading to the publication of the Masterplan and Plan Wimbledon have not given any indication as to their view on the Masterplan and subsequent SPD. Most importantly the constitution of Plan Wimbledon does not provide for meaningful and proportionate representation for businesses in its decision making and is therefore not the right forum to propose a Neighbourhood plan that includes the CBD.

- Don't know who they are or what they represent - have they been elected - if so who by?
- This is a large, diverse area. I'm not sure that such a big range should be covered by a single neighbourhood forum. I would think that smaller groups would be closer to the local issues of each area and better able to suggest plans for those areas.
- This is just more bureaucracy in Local Government
- The proposed area is too big. Totally inappropriate. There should be a series of "neighbourhoods". As BID's, Town Centre Management and other area based vehicles have shown, have a manageable area of focus to work on. Key policies then around bringing people together on 1) improvement & development, 2) Brand & Marketing, 3) Management.
- Too far south in Merton Park and towards Wimb Park also which have their own distinct areas
- I don't believe the neighbours of Wimbledon are qualified or reliable to have this amount of power and will stop Wimbledon's progression
- Waste of money which could be spent elsewhere in merton
- It leaves too many small areas. You say you have consulted with various groups but I don't think they've consulted their members. I belong to RAWW and members have not been asked.

Q1. Do you support PlanWimbledon's proposed neighbourhood area boundary? *Yes, but with the vital exception detailed below*

Q2. Do you support PlanWimbledon's application to become a neighbourhood forum for that area? *YES, with the small additional area detailed below*

I support this on the understanding that the Merton Park southern boundary will be moved back to where it was originally, the line being drawn at the southern border of Circle Gardens SW19, which is within the one-mile radius and is the common sense boundary for Merton Park.

The line can easily be put back to include Kenley Road and Poplar Road north of Circle Gardens, and other parts of Merton Park within the one-mile radius

Connected to Survey Response 12586927425

I believe we already have elected MP's and councillors who are representative and accountable, along with established residents associations and conservation society which credibly represent their residents interests. I am concerned that this new self-appointed group dilutes democracy; is open to entryism from those with their own issues and agenda's; and may therefore be less representative of the people of Wimbledon in general and Merton Park in particular.

Kindest Regards

I would like to herewith vote in my personal capacity to PlanWimbledon's designation consultation as follows:

Question 1. Do you support PlanWimbledon's proposed neighbourhood area boundary? I VOTE YES

Question 2. Do you support PlanWimbledon's application to become a neighbourhood forum for that area? I VOTE YES

As the consultation provides for free-text comments:

1. I would like to herewith wholeheartedly second the representation letter from PlanWimbledon by reference and incorporation.

2. As the PlanWimbledon's application process progressively comes to an end, I remain hopeful that common sense and good will would prevail above partisan interests and that the spirit of the Localism Act 2011 will be embraced by the London Borough of Merton.

The advice of the Merton Park Ward Independent Residents' Party – aka the Merton Park Ward Residents' Association - and the John Innes Society (two organisations whose management committees overlap) may, in my opinion, have been tainted by politics.

My understanding from a meeting convened by PlanWimbledon is that the discussions about the boundary for PlanWimbledon coincided with a fight to retain three seats for the above political party when the Boundary Commission wanted to reduce the size of the ward and the number of Council seats to two. It makes sense that it was politically expedient to showcase the significance of the Conservation Areas north and south of the Kingston Road. The boundary of the Conservation Area was thus given undue emphasis.

In actual fact, people living north of Circle Gardens see Wimbledon as their Town Centre whether they are wealthy enough to live in the Conservation Area or not. It is as easy – and far more pleasant – for us to walk or cycle into Wimbledon as it is to Morden, and we choose Wimbledon. If you ask anyone living north of Circle Gardens where they go to the library, hairdresser, gym, food shops, restaurants, take-aways, pubs, clubs, entertainments and the rest, they will say they go to Wimbledon. If you ask people living south of Circle Gardens, they will say Morden, due to convenience. IF MERTON PARK RESIDENTS HAD BEEN ASKED, THIS WOULD HAVE BEEN CLEAR. Social media posts by members of PlanWimbledon apologise profusely for the fact that the pandemic severely restricted consultation. SOME SECTORS OF THE COMMUNITY, ESPECIALLY THOSE WHO DO NOT OWN OR USE COMPUTERS (POORER PEOPLE, ELDERLY PEOPLE) HAVE BEEN COMPLETELY EXCLUDED FROM VIEWING ANY PROPOSED BOUNDARY.

There has been no possibility of canvassing neighbours during lockdown.

In the northern part of Merton Park, we care very much what happens to Wimbledon Town Centre and want to have a say in its future development. If asked where we live, we would always say “Wimbledon” or “SW19”. Those of us who live north of Circle Gardens would never say “Morden”.

It is important that the Council gets this right. The battle with the Boundary Commission has been fought and lost, and the MPWIR Party will be down to two seats at the next election.

The impact of PlanWimbledon on Merton Park residents will long outlive that political battle. The line of the Conservation Area is not relevant to PlanWimbledon and there is no reason to retain it as a boundary except if politicians want to defend an entrenched position. Surely the advice about the southern Merton Park border must be ruled out, given that political interests may have been involved and there was no consultation about where the boundary should be.

The line can easily be put back to include Kenley Road and Poplar Road north of Circle Gardens, and other parts of Merton Park within the one-mile radius

Connected to Survey Response 12673329291

I have gone through the SurveyMonkey questionnaire and endorsed the neighbourhood area proposed by PlanWimbledon. Although I was persuaded to be one of the named members on the application which led to the PlanWimbledon consultation going live - for the designation of a neighbourhood area and forum - I will leave the formal Yes vote about whether to endorse PlanWimbledon, as the suitable body for designation as a neighbourhood forum, to those people who are being allowed to see the decision-making processes of the PlanWimbledon SteerCo (steering committee) during the six months that led up to the application being made.

If the PlanWimbledon SteerCo has been working together on the application to become a designated neighbourhood forum without being dominated by one or two voices, however well-meaning they might be, then PlanWimbledon deserves to be endorsed and designated as the neighbourhood forum. If the PlanWimbledon SteerCo has accepted the help of anyone wishing to get involved, regardless of whether that person is the "right sort", then PlanWimbledon deserves to be endorsed and designated as the neighbourhood forum. If the PlanWimbledon SteerCo has the positive mindset that "members care", then PlanWimbledon deserves to be endorsed and designated as the neighbourhood forum - the organisation or body responsible for creating a neighbourhood plan.

Whether all those PlanWimbledon members elected to serve on the SteerCo are listened to equably - with their collective decisions, on behalf of ordinary members, being made in a fair and democratic fashion - is not something I am in a position to judge because there is no open door policy for ordinary members to attend SteerCo meetings and ordinary members of PlanWimbledon are not able to see PlanWimbledon SteerCo meeting minutes, for reasons I struggle to understand but which must be respected.

Merton Planning Officers, who are able to see PlanWimbledon SteerCo meeting minutes, are better placed to form an opinion of PlanWimbledon's competence and also form a view about the structure of the numerous PlanWimbledon SteerCo meetings that have been held.

It was good to learn during the consultation, from a member of the PlanWimbledon SteerCo, that "The Steering Committee has already decided that minutes of the Neighbourhood Forum Steerco meetings would be published, following designation." This is a very good sign in the context of the many responses I have received from other neighbourhood planning groups with regard to openness.

I hope you are able to find reasons to justify endorsing the application being made by PlanWimbledon for designation as the neighbourhood forum for the Wimbledon area proposed.

Dear Sir/Madam

I write on behalf of the All England Lawn Tennis Club (AELTC) in response to the current consultation on the PlanWimbledon Neighbourhood Forum Proposals.

As a principle, the AELTC welcomes greater community participation and involvement in the planning process. Should PlanWimbledon be successful in forming a Neighbourhood Forum, the AELTC would welcome further opportunities to engage with the group and discuss our future plans and aspirations.

Again, if successful, it will be important for PlanWimbledon to support continued investment, growth and development within the Borough. We also urge the group to support the direction of the London Borough of Merton's emerging new Local Plan.

Finally, we note the geographical extent of area proposed for the new Neighbourhood Forum. The AELTC has no objection to the intended area, however, it is unclear why Wimbledon Park has been excluded (where all land and sites adjoining are included).

Please do not hesitate to contact me should you wish to discuss the AELTC's position in greater detail.

Kind regards,

Director

Rolfe Judd

Architecture **Planning** Interiors

21 May 2021

**Future Merton
London Borough of Merton**



By email to future.merton@merton.gov.uk

Dear Sir / Madam,

**PlanWimbledon proposed Neighbourhood Area consultation
Representations on behalf of Clarion Housing Group.**

On behalf of Clarion Housing Group (Clarion) we write to make representations on the PlanWimbledon proposed Neighbourhood Area consultation.

Clarion is one of the London Borough of Merton's (LBM) preferred Registered Providers of affordable housing. It owns and manages around 10,000 homes in the Borough, including the High Path Estate in South Wimbledon where it is engaged in a major investment programme to provide additional good quality new homes.

Construction of Phase 1 to provide 134 new homes at High Path is nearing completion. Outline planning permission has been granted for the regeneration of the remainder of the Estate to deliver over 1,500 more homes alongside new employment and community spaces, and new open space. Reserved Matters approval for Phase 2 has also been secured. Policies addressing the regeneration of the Estate are contained within the Estates Local Plan (ELP) (2018) and we understand these policies will be saved as part of the new Local Plan.

It is understood that PlanWimbletons' strategy for defining the Neighbourhood Area was initially informed by setting a one mile radius around Wimbledon's former Town Hall. The boundary was then adjusted to reflect physical geography, people's perceptions of the extent of Wimbledon, and responses from various parties that had been engaged with.

Despite the approach taken it is clear that the proposed area is very large (about a third of the borough). To put this into context, the Planning Practice Guidance (PPG) states that "*electoral ward boundaries can be a useful starting point for discussions on the appropriate size of a neighbourhood area; these have an average population of about 5,500 residents*".¹ In contrast, the Application by PlanWinbledon outlines that the proposed area spans 7 wards with an adult population of 40,000. Another consideration relevant when deciding the boundaries of neighbourhood areas can be the physical appearance or characteristics of the neighbourhood. The difficulty with the extensive area proposed is that it encompasses a very diverse range of townscapes. For instance, the area around the former Town Hall has a very different architecture and character from the High Path Estate and even, arguably, South Wimbledon. This will make it very challenging for any future Neighbourhood Plan to be focussed in its policy intent. In this regard, it is also noted that: the Councils 2021 Character Study which is proposed to be adopted as a SPD, identifies South Wimbledon as a district character area from the rest of the Wimbledon area (which itself is comprised of several neighbourhoods). The draft Local Plan also identifies South Wimbledon as a distinctive neighbourhood in its own right and confirms that local residents consider South Wimbledon as a neighbourhood with its own distinctive character.

The Application document by PlanWimbledon identifies four reasons why the Neighbourhood Forum should cover the area identified, these being to encourage community engagement, ensure appropriate growth, deliver a shared vision, and drive socio-economic change.

¹ Paragraph: 033 Reference ID: 41-033-20140306





Whilst these aspirations are well understood, the existing local and regional planning policy context does this already for the High Path Estate through policies contained within the New London Plan (adopted in March 2021), the Core Strategy and Site and Policies Plan, and the Estates Local Plan (ELP) (adopted 2018). The emerging Local Plan also includes a chapter on South Wimbledon which includes the High Path Estate.

All of these documents have been subject to extensive public consultation, have been informed by a robust evidence base and where adopted have undergone Examination in Public. Specifically, the ELP was developed with the specific intent of bringing forward the optimum regeneration development proposals for the Eastfields, Ravensbury and High Path Estates with several site-specific policies devoted to each neighbourhood. The evidence base and community engagement carried out in preparing the ELP was prepared at a local level. As a result it sets out a very clear vision of how the High Path Estate may be developed.

Bearing the above in mind we suggest that PlanWimbledon and the Council consider re-defining the boundaries of the Neighbourhood Area so that it excludes the High Path Estate.

We would be grateful for confirmation that this letter of representation has been received. Should you have any questions regarding its contents please do not hesitate to contact myself or Samruti Patel at these offices.

Yours faithfully,

14 April 2021

VIA EMAIL
FUTURE.MERTON@MERTON.GOV.UK

Planning Policy
London Borough of Merton
Civic Centre
London Road
Morden
SM4 5DX

Dear Sir / Madam,

PLANWIMBLEDON FORUM / AREA CONSULTATION

COMMENTS ON BEHALF OF ESKMUIR GROUP

On behalf of our client, Eskmuir Group (“Eskmuir”), Savills is instructed to make representations in response to the ongoing consultation on the proposal by PlanWimbledon to designate a Neighbourhood Forum for Wimbledon.

Eskmuir is the freehold owner of the property at 8-20 Worple Road & 20-26 St George’s Road within Wimbledon Town Centre which comprises a ground floor supermarket with office space and car parking to the upper floors. As the London Borough of Merton will be aware, Eskmuir is considering various options for the redevelopment of their site, as reflected in its mixed use allocation within the Draft Local Plan.

From the “Application to Become a Neighbourhood Forum and Neighbourhood Area in Merton” document prepared by PlanWimbledon it is evident that a great deal of thought has gone into defining the area to be included within the Neighbourhood Forum with the strategy for defining the area initially informed by setting a one mile radius around Wimbledon’s former Town Hall before adjusting these boundaries to reflect physical geography, people’s perceptions of the extent of Wimbledon, and responses from various parties that had been engaged with.

The “Application to Become a Neighbourhood Forum and Neighbourhood Area in Merton” document published by PlanWimbledon identifies four reasons why the Neighbourhood Forum should cover the area identified, these being to encourage community engagement, ensure appropriate growth, deliver a shared vision, and drive socio-economic change. Whilst these aspirations are well understood, Eskmuir is of the view that the existing local and regional planning policy context does this already for Wimbledon Town Centre through policies contained within the New London Plan (which was adopted in March 2021), the Core Strategy and Site and Policies Plan (which are soon to be replaced by the New Local Plan), and the Future Wimbledon Supplementary Planning Document (‘SPD’) (which was adopted in November 2020).

All of these documents have been subject to extensive periods of public consultation, set visions for their specific geography, and strive to deliver growth in the right way. The best example of this is the Future Wimbledon SPD which in many ways has a similar scope to that of a Neighbourhood Plan albeit it is focussed on Wimbledon Town Centre. The Future Wimbledon SPD provides a clear spatial and visual framework for Wimbledon under a series of visions and in many ways identifies broad areas for redevelopment and the design considerations.

With that in mind, it is suggested that PlanWimbledon consider re-defining the boundaries of the Neighbourhood Area so that it excludes the area already covered by the Future Wimbledon SPD given the scope of that

document and to reflect its very recent adoption. Alternatively, if such an approach is not taken by PlanWimbledon and the extent of the neighbourhood area is retained as proposed at present, Eskmuir suggest that a 'light touch' approach is taken for Wimbledon Town Centre to reflect the provisions of the Future Wimbledon SPD.

I trust these comments are helpful. I would be grateful if you could please notify us of any further consultations in respect of the Neighbourhood Forum.

Yours faithfully,

PLAN WIMBLEDON'S APPLICATION FOR A NEW NEIGHBOURHOOD PLAN

REPRESENTATIONS SUBMITTED ON BEHALF OF F&C COMMERCIAL PROPERTY HOLDINGS LIMITED IN RESPONSE TO ONLINE SURVEY (submitted via LBM's portal on 19/05/2021)

- 1.1 These representations do not object outright to Plan Wimbledon being a designated forum for proceeding with a neighbourhood plan for the wider area; however, the inclusion of Wimbledon town centre within the designated application is subject to objection.
- 1.2 F&C Commercial Property Holdings Limited (as advised by BMO Real Estate Partners, as asset managers and Stanhope Plc as development consultants) own Site Wi11 known as Victoria Crescent/Piazza, 39–59 The Broadway, 1–11 Victoria Crescent/Piazza, Wimbledon.

Do you support Plan Wimbledon's proposed neighbourhood boundary?

- 1.3 The extent of the proposed neighbourhood area is not reflective of a "neighbourhood" but instead it includes many different neighbourhoods of a very extensive catchment. It would be difficult to understand how the neighbourhood plan would encompass focused, concise and detailed policies in achieving the economic growth objectives for Wimbledon as a Major Centre whilst also trying to achieve other different regeneration objectives for residential sub-areas of the identified catchment.

Do you support Plan Wimbledon’s application to become a neighbourhood forum for that area?

- 1.4 The principal consideration is the fact that any future neighbourhood plan needs to properly comply with the “basic conditions” set out in Schedule 4B of the Town and Country Planning Act 1990, paragraph 8 (2).
- 1.5 The policies and guidance that are relevant include the following:
- 1.6 The NPPF follows the provision of section 38 (6) of the Planning and Compulsory Purchase Act 2004. The relevant NPPF paragraphs in this case relate to: paragraphs 12 and 13 (“*the planning system should be genuinely plan led. Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priority; and a platform for local people to shape their surroundings*”); paragraph 16d (“*contain policies that are clearly written and unambiguous, so it is evident how a decision maker should react to the development proposals*”) and paragraph 16f (“*serve a clear purpose, avoiding unnecessary duplication of policies that apply to a particular area...*”).
- 1.7 The adopted Core Strategy 2011 establishes clear strategic policies for the regeneration and growth at Wimbledon and this priority remains within the new Merton Local Plan. The new local plan is advancing, having been subject to recent public consultation earlier this year (stage 2a consultation) and with an expected pre-submission plan anticipated for consultation during the coming months which will be examined and then formally adopted. The new local plan has been prepared to comply with strategic, new London Plan policies (as set out in the Mayor’s adopted London Plan 2021) which continues to identify

Wimbledon as a Major Centre and an important opportunity area for large-scale development with significant increases in jobs and homes. The vision, key priorities and objectives for Wimbledon are therefore clearly set out in both the recently adopted London Plan and the advanced, new Merton Local Plan.

- 1.8 In particular, draft Policy N3.6 contained within Chapter 9 of the new Merton Local Plan identifies the need for promoting Wimbledon as “*South west London’s premier location for business, leisure, living and culture*” in providing an “*example of good quality and sustainable place making*” whilst also identifying the need for “*driving investment and innovation in work spaces to support the local economy and jobs in the town centre commensurate with Wimbledon’s role as a Major Centre.*” It further states that the local plan will “*encourage development that attracts businesses, visitors and tourism to the area all year round, including high-quality hotels, conference facilities and cultural activities*” with the aim to strengthen the position of Wimbledon as a Major Centre in south London through the redevelopment of identified key sites. The Victoria Crescent site, known as Site Wi11 represents an important, strategic allocation for a mix of town centre uses through comprehensive redevelopment.
- 1.9 The new Merton Local Plan when adopted later this year alongside the new London Plan will form the up-to-date statutory planning policy framework for future decisions on applications across the town centre.
- 1.10 Further, there exists “Future Wimbledon Supplementary Planning Document” recently adopted in November 2020 which outlines all such priorities for Wimbledon town centre in relation to achieving: design quality, public realm, urban greening and sustainability, improving High Street vitality (post-Covid

recovery) whilst also considering long-term ambitions. These priorities are also embedded in draft planning policy to ensure consistency.

1.11 The adopted town centre SPD has been subject to design and technical evidence and whilst F&C and their advisors have made past representations on it during the consultation process (in relation to inclusion of site W111 within the tall buildings cluster given its significance amongst other considerations), it is acknowledged that the SPD will act as guidance to the new Local Plan. The SPD document therefore incorporates guidance on alternative land-use allocation and distribution and other such development parameters particularly in relation to allocated sites having considered some of the constraints and opportunities across the town centre as a whole. The SPD therefore provides the next level of detail in terms of how strategic, identified sites might come forward which has been subject to stakeholder consultation and engagement.

1.12 This planning policy framework is therefore considered more than adequate in providing the required policy and planning guidance in shaping the regeneration of the town centre and its strategic development sites. The introduction of a neighbourhood plan would result in unnecessary duplication of policy which would need to repeat policy objectives set out in the new local plan and adopted SPD (given it will need to be in compliance) – in turn, questioning at the outset its role and purpose. Such duplication would not meet the “basic conditions” for preparing a neighbourhood plan. Indeed, it would result in an additional layer of statutory plan policy which would create uncertainty in application decision-making given the planning policy framework which will be in place for that very purpose. Again, this would not meet the “basic conditions” tests.

1.13 More specifically, within Plan Wimbledon's application (updated April 2021) at paragraph 5.4.2, it is stated that 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. There is certainly an element of repurposing town centres in adapting to new retail environments. However, the adopted SPD (and the new local plan) already recognise this and it is not considered that preparing a neighbourhood plan will create any further certainty; in fact, the opposite. Indeed, it is now (post-pandemic recovery) when absolute planning certainty is required through adopted policy and guidance in determining strategic development schemes in the short to medium term. Another layer of plan making will only add to planning uncertainty and potentially delay the decision making process for such schemes to the detriment of much needed, town centre regeneration to assist short term economic recovery.

Other Comments

1.14 The application contains very limited representation from business interests and reflects very much the ambitions of the neighbourhood plan to be resident led. This does not sit comfortably with the commercial objectives essential for bringing forward short, medium and long-term economic growth within Wimbledon as a Major Centre.

1.15 Should the application be approved, before proceeding with the neighbourhood plan, F&C and their advisors would want to be fully involved and engaged in the process in order to assist in providing a balanced representation of important business interests to ensure delivery of key regeneration sites.

21st May 2021

**Love Wimbledon Business Improvement District's formal response
to Plan Wimbledon's proposal for designation as a Neighbourhood Forum**

Love Wimbledon BID is supportive of neighbourhood planning in urban areas, but we have significant concerns about the neighbourhood planning boundary being proposed by Plan Wimbledon and the adopted constitution of the proposed Forum. In particular we are very concerned about the inclusion of Wimbledon Town Centre, as the Central Business District (CBD) within the designation application. To formulate our response, we have sought professional advice on Neighbourhood Planning and consulted with businesses and property owners of Wimbledon on the Plan Wimbledon proposal.

Existing situation and current regulations

There is a lack of clarity in the proposal about the aims and aspirations of Plan Wimbledon with regard to the Town Centre. There is no reference to, or therefore a clear understanding of, the approach or relationship with the existing SPD adopted in November 2020 that has been developed through 8 years of extensive consultation, or indeed the recent consultation on the update to the Local Plan.

Since the launch of Future Wimbledon in 2013, Love Wimbledon BID has invested significant effort to widely consult and influence the development of the masterplan and subsequent SPD. Whilst we don't consider the masterplan to be perfect, we understand the SPD guidance, together with the Local Plan policy framework for the centre, namely policies CS.6, CS.7, CS14 and CS18-20 which are all *strategic* policies and therefore provide a strong statutory basis for planning purposes, with which any neighbourhood plan would have to be in conformity. Yet these current and strategically important documents are not referred to within the Plan Wimbledon proposal.

Wimbledon Town Centre is designated as a Major Centre in the London Plan and indeed is Merton's only Major Centre. It is also designated as a GLA Opportunity Area with Colliers Wood and South Wimbledon in the emerging London Plan. Its role, as a CBD therefore is significant beyond Wimbledon. Having invested so much time and effort relating to the centre's strategic as well as our local role, Love Wimbledon wants to build on what is already there in terms of the SPD Guidance and emerging Local Plan Policies.

Proposed area and size

Love Wimbledon BID welcomes and supports the view of Plan Wimbledon that the Town Centre is vital for accessing local services, shops, workplaces, hospitality, and as a key transport hub. Whilst there is no theoretical limit to the size of a neighbourhood planning area, with over 100 Forums now established in the GLA area, we note that most are in the 10-20,000 population bracket. There are exceptions such as Mill Hill (27,000), Finsbury Park and Stroud Green (30,000), Isle of Dogs (28,000), but these do not include centres of the same planning status as Wimbledon.



The proposed physical boundary and resulting population is of a large 'town' rather than a 'neighbourhood' size & larger than any other neighbourhood area of which we are aware. Whilst populations of 40,000 are more common outside of metropolitan areas – for example in market towns, these are mostly led by Town Councils with a long track record of engagement and delivery.

We have met with the group to discuss our concerns several times. We have been told that Bracknell provides a good precedent for a Wimbledon Neighbourhood Plan. Physically, Bracknell is very different from Wimbledon as a stand alone 'new town' with a purpose built retail/commercial heart surrounded by concentric residential area, a less diverse demographic mix (85% White British), and mobility/transport reliance on the car. It has a Town Council and sits within a unitary authority.

Wimbledon in contrast is part of a national capital, has a distinct CBD with a strategic 'national' transport hub, a large office hub as well as a thriving retail centre which serves Wimbledon and beyond. It has both a town centre AND a village centre and a vastly different demographic across the borough with high density housing adjoining the CBD, a lack of commercial office supply to meet the demand, which is crucial to the footfall of the retail offer for both locals and visitors. Wimbledon also has an established Business Improvement District.

We are aware of no neighbourhood plan designations of the size proposed within a metropolitan borough which have included a major centre with an up to date planning framework. We are aware of smaller retail centres in London boroughs being included but the inclusion of larger centres have been initiated by either business led qualifying bodies (e.g. Central Ealing, Soho, Mayfair) or qualifying bodies with significant business and real estate interests represented (e.g. Hyde Park and Paddington, Finsbury Park and Stroud Green). We are concerned therefore given the present make-up and governance structure of Plan Wimbledon, the boundary and scale is inappropriate and crucially prevents the BID forming a business led qualifying body to progress a neighbourhood plan for the CBD area in the future.

Within the Plan Wimbledon proposed area, representing around a third of the borough of Merton, there is a large disparity of businesses within the area as well as a diverse demographic group of residents. SW19 is the largest postcode in London and the name Wimbledon has international recognition, so it is understandable that people far and wide identify with the name, but the proposed bloated area will create an impractically wide and broad scale of diverse interests to meaningfully consult with, let alone reach agreement and we believe will result in the dilution of meaningful conversations and resultant policies.

Governance

The Plan Wimbledon constitution explains that businesses can join, as single entities but they do not appear to have a vote on the plan as businesses per se. There also appears to be no recognition of property owners or asset managers, which we find surprising given that the proposition to include a major metropolitan centre, but once again most likely relates to the unwieldy size of the proposed area. There is no indication of how the business representation would be meaningful in terms of the governance structure of the proposed forum and Love Wimbledon BID, as a business representative organisation could join only as an associate member, with no voting rights.

Love Wimbledon has been meeting with various representatives of this group over the past three years and have experienced significant anti-BID and anti-business rhetoric, in public meetings, in person and feedback from businesses after representations have been made to them by members of this group. This negativity inevitably brings into question the true agenda of the forum and demonstrates their lack of commitment to full stakeholder engagement and their competency in being able to host an open consultation where all parties are valued and listened to.

Timing of consultation

This six-week consultation launched on April 12th 2021, a not insignificant day for many businesses across England as they re-opened after 4 months of lockdown. Many hospitality businesses have only re-opened

this week, not allowing for a meaningful consultation with these important stakeholders in the town. If Plan Wimbledon were serious about involving members of the CBD area, this timing should have been adjusted to take this into account.

Feedback received by Love Wimbledon

Love Wimbledon has undertaken its own consultation with businesses and property owners and the feedback we have received is resoundingly negative to this proposal.

85% of businesses with a range of commercial interests in Wimbledon do not support a resident led neighbourhood plan covering the CBD area and verbal feedback from a Strategic Leaders Forum yesterday also supported this evidence. We have received statements such as:-

"There is adequate planning control exercised by LB Merton. Further layers of control will add to an already lengthy process and will make Wimbledon a less attractive place in which to invest."

"There is already in place a planning framework, it may not be perfect but it is fair and provides the local neighbourhood an opportunity to put forward their concerns."

"...the existing local and regional planning policy context does this already for Wimbledon Town Centre through policies contained within the New London Plan (which was adopted in March 2021), the Core Strategy and Site and Policies Plan (which are soon to be replaced by the New Local Plan), and the Future Wimbledon Supplementary Planning Document ('SPD') (which was adopted in November 2020). All of these documents have been subject to extensive periods of public consultation, set visions for their specific geography, and strive to deliver growth in the right way. The best example of this is the Future Wimbledon SPD which in many ways has a similar scope to that of a Neighbourhood Plan albeit it is focussed on Wimbledon Town Centre. The Future Wimbledon SPD provides a clear spatial and visual framework for Wimbledon under a series of visions and in many ways identifies broad areas for redevelopment and the design considerations. With that in mind, it is suggested that PlanWimbledon consider re-defining the boundaries of the Neighbourhood Area so that it excludes the area already covered by the Future Wimbledon SPD given the scope of that document and to reflect its very recent adoption."

"I've been a business owner in Wimbledon since 2000 and believe Love Wimbledon has been a great support and behind all the good things that go on in Wimbledon. They are the organisation who will be best for the future of not only the businesses but also the residents"

Customer facing businesses are also reporting to us disingenuous communications and representations about what Plan Wimbledon is and what they are trying to achieve.

Relationships

In spite of the negativity, as mentioned above Love Wimbledon has continued to meet representatives of the group throughout this time and attended public meetings in an effort to keep communications open, however in a recent meeting with members of the steering committee they objected to our independent adviser, someone with long experience of neighbourhood planning attending a meeting.

Love Wimbledon's Proposition

We are determined, working with Merton Council, property owners, businesses, service providers and residents, to maximise our influence over the future spatial development of the Town Centre (i.e. Love Wimbledon BID's agreed boundary) and how the existing 2020 masterplan develops out. Hence it is our longer term aim to pursue a business-led Neighbourhood Forum and Plan which truly reflects business as well as residential issues.

A business-led Neighbourhood Forum and Plan, proposed by Love Wimbledon BID would need support from both residents and businesses in a referendum. The current proposition would not require this, and businesses could only have a say via their employees if they lived locally and, significantly, would not incorporate the views of the real estate property owners. Many existing business-led Neighbourhood Forums have a balance of business and resident representation on their steering groups (e.g. Hyde Park and Paddington, Central Ealing, Mayfair, Spitalfields). We also feel, as an existing community organisation, and

through our extensive business network, that Love Wimbledon is very well placed to facilitate a dynamic dialogue between residents, businesses, and real estate interests.

Love Wimbledon will be seeking advice on the non-strategic policies design, transport, environment and social policies any neighbourhood plan might be able to bring forward in relation to the CBD area to further develop our thinking on this.

Conclusion

In summary, Love Wimbledon cannot support the proposal for Plan Wimbledon's designation as a Neighbourhood Forum with its current structure and a proposed boundary that will include the CBD and BID area. We believe the size of the area is unmanageable, the consultation has been unprofessional and carried out under dubious circumstances, the proposed governance will not be representative of all stakeholders and the implementation of this proposal will fetter progress and development of the CBD.

The Directors of Merton Chamber of Commerce have reviewed the proposals set out by Plan Wimbledon and held a meeting with them on 19th May. I am responding on behalf of our Directors with the following comments:

Merton Chamber of Commerce values the work undertaken by Plan Wimbledon over the last 3 years and we support the concept and purpose of Neighbourhood Plans and the additional social capital they bring to the local area.

One of the areas we discussed with Plan Wimbledon was the designation of the area, the rationale for this is set out in their Plan. In summary, the designated area should be cohesive, that people and businesses should have a sense of belonging to it and recognize the importance of “20 minute neighbourhoods” as set out in Merton Council’s draft Local Plan.

It is our view that the proposed designated area is too large. The Chamber of Commerce has over 20 year’s experience working with businesses in the whole of Merton and recognises that there are very different characteristics between the localities embraced by the proposed boundary – examples are Wimbledon Village and broader area, Wimbledon Park, Wimbledon town centre, South Wimbledon, Wimbledon Chase, Plough Lane and Weir Road and Colliers Wood. We believe that many of these areas do not share a sense of cohesiveness, apart from being part of Merton borough.

We therefore are not able to support the proposal for the size of the designated area. We would be very happy to work with Plan Wimbledon and be a conduit for their communications in the future with Merton’s business community.

Signed on behalf of the Directors of Merton Chamber of Commerce.

Diana Sterck
Chief Executive
Merton Chamber of Commerce

Please find the Conservative Group's response to the PlanWimbledon consultation below:

Merton Conservatives wholeheartedly support PlanWimbledon, this is an important community initiative that will ensure that the views of local people are heard during the planning process. It is crucially important that the character and feel of Wimbledon is preserved and having input from the local community will be important in achieving this.

Future Merton
C/o Paul McGarry and Tara Butler

Sunday 23 May 2021

Re: PlanWimbledon designation consultation – representation from PlanWimbledon

Dear Paul, dear Tara,

As the consultation on our application for designation draws to a close, PlanWimbledon are submitting this letter as our own representation.

Since PlanWimbledon's application was submitted in February, we have made tremendous progress from an already strong base, as the understanding of the benefits that neighbourhood planning offers our whole community gathers momentum. We are confident and excited at the prospect that the consultation votes will underpin our designation as neighbourhood forum for the proposed Wimbledon area.

We would like to make the following observations from our experiences and learnings to date. In particular, we wish to correct some of the misconceptions which have come across:

- **There is a strong and growing appetite for neighbourhood planning across the neighbourhood**

We are thrilled by the accelerating level of support and enthusiasm for neighbourhood planning across the area. Latterly, the Covid pandemic has driven both a greater sense of community and the desire to have a say in the future development of our home and work environments.

- **We have strong cross-sectional support from the local community**

This is reflected in our membership which now stands at over 550, representing an uplift of more than 100% since we applied for designation back in February. New members have come from across the proposed territory of the plan and across the spectrum of demographics, as well as from businesses, residents and landowners, and a wide variety of associations. (Please note that we count each association as only one member). Our social media presence has encouraged younger members to sign up to PlanWimbledon.

- **The Wimbledon area has been rigorously defined and reflects a cohesive view from the local community**

The proposed area for the Wimbledon neighbourhood forum has been determined by an extensive engagement programme with the local community, with inputs from a wide range of stakeholders. The proposed area reflects the local community's opinion of what is appropriate for the neighbourhood plan.

The size of the proposed area of Wimbledon is a testament to the strong feeling of belonging that the community has, and of the history of the town and its diversity. While each sub-area has its own individual characteristics, everyone identifies strongly with the town centre as Wimbledon's anchor and community heart. The town centre is a focus common to all the neighbourhood's constituent communities.

- **The proposed area is not 'too large'**

It is important to note that there is no maximum recommended size of area for neighbourhood planning. While the overall size of the proposed Wimbledon area has attracted concern from certain quarters, it is not the largest neighbourhood forum area.

In Bracknell, the whole town (including its high street and train station) has successfully created a neighbourhood plan, which is to be submitted for referendum shortly. Bracknell Town Centre has 55,000 adults and a geographical area twice that of Wimbledon (16 km² for Bracknell, compared to 8 km² for Wimbledon). Like Wimbledon, Bracknell includes a train station, art spaces and protected green spaces.

Merton has the potential to become a trailblazer among London boroughs. There is enough talent, expertise and enthusiasm within our proposed boundary to prepare a very successful neighbourhood plan.

- **PlanWimbledon is pro-development**

We have received some feedback that PlanWimbledon are perceived as being opposed to development and progress. This is a complete misconception. The group is dedicated to ensuring that Wimbledon continues to be an attractive and vibrant location for people to live, work and visit. This can be achieved only by fostering a strong local economy which is resilient to, and takes advantage of, the radical and fundamental social and economic changes being wrought.

We recognise how important it is that Wimbledon draws in visitors to spend money and support the local economy. As a more advantaged area in the borough, Wimbledon needs to work hard for Merton as well as for those who work or live here.

PlanWimbledon is legally bound to operate within the framework of the Local Plan. We look forward to working in partnership with Future Merton in developing effective and beneficial policies which will build on and enhance the current planning framework.

- **PlanWimbledon has a strong relationship with the business community**

From the outset, we have been determined to make neighbourhood planning in Wimbledon a creative collaboration between all the area's community constituents: business, residential, faith, arts, education, health, care and all the other stakeholders, including councillors and Future Merton.

We are particularly delighted by the many businesses who have joined us across the area. Here, too, the diversity and depth of the support is considerable: from local convenience stores to nationwide food and drink chains; from interior design stores to charity shops; from wellbeing practitioners to arts and crafts; and from landowners to individual local workers and business owners.

We have found that many businesses relish the opportunity to join an organisation that connects them with their local customers and the local community in a matter of mutual interest and support.

The Wimbledon Village Business Association is one of our members, as are numerous individual businesses and landowners of all kinds and sizes across our proposed area, including many in Wimbledon town centre. Just last week we had a productive meeting with the Chamber of Commerce, who will be discussing their potential PlanWimbledon membership with their Board. We also had a very constructive meeting with Romulus, the new owners of Centre Court, where we found many synergies in our aims. We look forward to collaborating with them.

- **Our relationship with Love Wimbledon**

We have had several meetings with Love Wimbledon, the BID currently covering Wimbledon town centre. Unfortunately, they have chosen not to support PlanWimbledon's designation for the proposed area during the consultation period, and have stated that they 'are considering applying for a separate neighbourhood forum' which would cover the town centre only. We are deeply concerned about this for the following reasons:

1. Planning does not fall within Love Wimbledon's remit.
2. Love Wimbledon have stated several times that they are not interested and do not have the resource to create a neighbourhood plan. Neighbourhood planning is, by its very nature, not remunerated.
3. The severing of the town centre from the surrounding areas would remove the connective tissue from the neighbourhood, and would create strong resentment from PlanWimbledon's supporters.
4. Taken to its logical conclusion, this would mean that the town centre would not be guaranteed to have a neighbourhood plan. The result of that would be that Wimbledon town centre would not be able to benefit from the many advantages a neighbourhood plan would deliver, thus undermining the town centre's future growth.

We are committed, once designated, to build a constructive working relationship with Love Wimbledon.

- **PlanWimbledon is not a lobbying or campaigning group**

PlanWimbledon is a non-partisan, not-for-profit group. We are donating our time, energy and talent and have no financial interest. We conduct ourselves with full respect for other community stakeholders and their interests. Our remit as the designated forum would be to create a neighbourhood plan. To keep that focus, and to ensure high standards of governance, PlanWimbledon operates under an approved constitution with a steering committee elected by its members annually. We have Wimbledon at heart.

We greatly appreciate the help and advice you have given us throughout the whole process. We know that organising a completely new consultation is time-consuming, but we hope that this process has prepared you for the many potential future neighbourhood forum applications which we have found are being considered within the borough.

At our half-way meeting with you, knowing that over 600 overwhelmingly positive responses had been received in the first couple of weeks gave us the confidence that we are spearheading something which people really want in Wimbledon.

Next steps

PlanWimbledon are organising a General Meeting in June to report our progress to our membership, and to start the planning process for the next stage of our journey.

We look forward to meeting Future Merton again after the consultation has ended to discuss the results.

Many thanks.

On behalf of PlanWimbledon,

Suzanne Grocott, Chair

Thank you for consulting Sport England on the above neighbourhood plan.

Government planning policy, within the **National Planning Policy Framework** (NPPF), identifies how the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities. Encouraging communities to become more physically active through walking, cycling, informal recreation and formal sport plays an important part in this process. Providing enough sports facilities of the right quality and type in the right places is vital to achieving this aim. This means that positive planning for sport, protection from the unnecessary loss of sports facilities, along with an integrated approach to providing new housing and employment land with community facilities is important.

It is essential therefore that the neighbourhood plan reflects and complies with national planning policy for sport as set out in the NPPF with particular reference to Pars 96 and 97. It is also important to be aware of Sport England's statutory consultee role in **protecting playing fields** and the presumption against the loss of playing field land. Sport England's playing fields policy is set out in our Playing Fields Policy and Guidance document.

https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport#playing_fields_policy

Sport England provides guidance on **developing planning policy** for sport and further information can be found via the link below. Vital to the development and implementation of planning policy is the evidence base on which it is founded.

https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport#planning_applications

Sport England works with local authorities to ensure their Local Plan is underpinned by robust and up to date evidence. In line with Par 97 of the NPPF, this takes the form of **assessments of need and strategies for indoor and outdoor sports facilities**. A neighbourhood planning body should look to see if the relevant local authority has prepared a playing pitch strategy or other indoor/outdoor sports facility strategy. If it has then this could provide useful evidence for the neighbourhood plan and save the neighbourhood planning body time and resources gathering their own evidence. It is important that a neighbourhood plan reflects the recommendations and actions set out in any such strategies, including those which may specifically relate to the neighbourhood area, and that any local investment opportunities, such as the Community Infrastructure Levy, are utilised to support their delivery.

Where such evidence does not already exist then relevant planning policies in a neighbourhood plan should be based on a proportionate assessment of the need for sporting provision in its area. Developed in consultation with the local sporting and wider community any assessment should be used to provide key recommendations and deliverable actions. These should set out what provision is required to ensure the current and future needs of the community for sport can be met and, in turn, be able to support the development and implementation of planning policies. Sport England's guidance on assessing needs may help with such work.

<http://www.sportengland.org/planningtoolsandguidance>

If **new or improved sports facilities** are proposed Sport England recommend you ensure they are fit for purpose and designed in accordance with our design guidance notes.

<http://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/>

Any **new housing** developments will generate additional demand for sport. If existing sports facilities do not have the capacity to absorb the additional demand, then planning policies should look to ensure that new sports facilities, or improvements to existing sports facilities, are secured and delivered.

Proposed actions to meet the demand should accord with any approved local plan or neighbourhood plan policy for social infrastructure, along with priorities resulting from any assessment of need, or set out in any playing pitch or other indoor and/or outdoor sports facility strategy that the local authority has in place.

In line with the Government's NPPF (including Section 8) and its Planning Practice Guidance (Health and wellbeing section), links below, consideration should also be given to how **any new development**, especially for new housing, will provide opportunities for people to lead healthy lifestyles and create healthy communities. Sport England's Active Design guidance can be used to help with this when developing planning policies and developing or assessing individual proposals.

Active Design, which includes a model planning policy, provides ten principles to help ensure the design and layout of development encourages and promotes participation in sport and physical activity. The guidance, and its accompanying checklist, could also be used at the evidence gathering stage of developing a neighbourhood plan to help undertake an assessment of how the design and layout of the area currently enables people to lead active lifestyles and what could be improved.

NPPF Section 8: <https://www.gov.uk/guidance/national-planning-policy-framework/8-promoting-healthy-communities>

PPG Health and wellbeing section: <https://www.gov.uk/guidance/health-and-wellbeing>

Sport England's Active Design Guidance: <https://www.sportengland.org/activedesign>

(Please note: this response relates to Sport England's planning function only. It is not associated with our funding role or any grant application/award that may relate to the site.)

If you need any further advice, please do not hesitate to contact Sport England using the contact details below.

Yours sincerely,

Planning Administration Team
Planning.south@sportengland.org



Sport Park, 3 Oakwood Drive, Loughborough, Leicester, LE11 3QF

Sent: 16 May 2021 10:29

To: Future Merton

Cc:

Subject: FW: Have your say on PlanWimbledon's proposed neighbourhood area/forum

Thank you for consulting Transport for London (TfL). We note that the proposed neighbourhood area includes a number of TfL assets including London Underground stations, tram stops and bus infrastructure. There is also statutory safeguarding in place for Crossrail 2 which is expected to be updated in 2021. We have no objections to the designation of the neighbourhood forum or the proposed area and look forward to constructive dialogue with the forum when it is established.

Best wishes

Tfl Planning Transport for London



APPLICATION FOR WIMBLEDON NEIGHBOURHOOD AREA AND FORUM
A response to Merton Council by Wandle Valley Forum
May 2021

1. Wandle Valley Forum provides support and an independent voice for 140 community groups, voluntary organisations and local businesses and for everyone who shares a passion for the Wandle.
2. We have considered the proposals to designate PlanWimbledon as the neighbourhood forum to prepare a neighbourhood plan for the proposed neighbourhood area in the context of the Wandle Valley Forum Charter (<http://bit.ly/27Yal2m>). This seeks to “*strengthen the role of local communities in the Wandle’s future*” and to “*support local groups’ work to influence planning and development decisions*”. We have seen the benefits of this being taken forward through neighbourhood planning at Hackbridge and Beddington Corner which completed one of the first neighbourhood plans in London. We are also supportive of the Tooting Bec and Broadway neighbourhood forum and area as designated by Wandsworth Council and are in discussions with those considering the potential of neighbourhood planning for the lower Wandle.
3. We support PlanWimbledon as a neighbourhood forum. It is broadly based and has an appropriate constitution. We have had the opportunity to inform its development.
4. We support the proposed neighbourhood area. This is within the Wandle Valley Regional Park. It has been developed in consultation with relevant local organisations and presents an appropriate expression of the community’s views about the geographic identity of Wimbledon. We welcome the inclusion of the whole of Wandle Meadow Nature Park.
5. Ideally, the boundary would include land on both sides of the river running north from Plough Lane. This would minimise the risks of the Wandle being treated as the edge of the neighbourhood area. Nevertheless, we understand the rationale for the boundary not crossing the boundary with Wandsworth given the added complexity this could bring to the neighbourhood planning process. This also helps to support the rationale for not including Wimbledon Park.
6. We look forward to participating in the work of PlanWimbledon once designated.

General enquiries: wandlevalleyforum@gmail.com
Web site: www.wandlevalleyforum.org.uk
Twitter: [@WandleForum](https://twitter.com/WandleForum)

Please respond to Chair, Wandle Valley Forum, c/o 43 Bramcote Avenue, Mitcham CR4 4LW



PlanWimbledon
Sustainability Prosperity Community

Application to become a neighbourhood forum and neighbourhood area in Merton

18 February 2021

(Updated 6 April 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	Post Code	Interests
1	Dan Holden			X	SW19 3	Hillside Ward Councillor
2	Paul Kohler			X	SW19 8	Trinity Ward Councillor
3	Peter Southgate			X	SW19 3	Merton Park Ward Councillor / School Governor of Merton Park Primary School
4	Edward Foley			X	(undisc.)	Merton Park Ward Councillor / Chair of School Governors of Ricards Lodge
5	Nigel Benbow			X	SW19 1	Abbey Ward Councillor
6	Paresh Modasia		X		SW19 7	Local Pharmacist
7	Marcus Beale	X	X		SW19 7	Local Architect
8	Clive Hilton	X			SW19 4	Chair of Wimbledon Union of Residents Associations and Westside Common RA
9	Gabriel Bennett-Powell	X			SW19 8	Secretary, Friends of Wimbledon Town Centre
10	Susan Cusack	X			SW19 7	Chair, Belvederes Residents Association
11	Rev. Mark Eminson	X			SW19 1	Team Rector, Holy Trinity Church
12	Arun Velautham	X			SW19 3	Representative, the Shree Ghanapathy Temple
13	Chris Goodair	X			SW19 4	Chair, Wimbledon Society Planning & Environment Committee
14	Catherine Nelson	X			(undisc.)	Chair, The Friends of Cannizaro Park
15	Ian Murray		X		SW19 4	Owner I&S Locksmiths
16	Andrew Badrudin		X		SW19 4	London Property Holdings Limited
17	Barry O'Donnell	X			SW19 4	Property Consultant with interest in Environment / Conservation
18	Suzanne Grocott	X			SW20 8	Steering Group / School Governor of Wimbledon Chase Primary School
19	Augustin Bataille	X			SW19 1	Steering Group / South Wimbledon Resident
20	Alan Maries	X			SW19 8	Steering Group / Trustee, Sustainable Merton
21	Deborah Crosby	X			SW19 8	Steering Group / South Park Resident
22	Lynne Gordon	X			SW19 7	Steering Group / Chair, Wimbledon East Hillside Residents Association
23	Regina Denton	X			SW19 3	Steering Group / Dundonald Resident
24	Rob Cowan	X			SW19 8	Steering Group / Officer, Friends of Wimbledon Town Centre
25	Mark Morgan	X			SW19 5	Steering Group / Committee Member, Belvederes Residents Association
26	Nigel Headley	X	X		SW19 5	Steering Group / Member, Wimbledon Village Business Association
27	Sue Hale	X			SW19 7	Steering Group / Hillside Resident
28	Tim Day	X			SW20 9	Steering Group / Merton Park Resident
29	Jonathan Parker	X			SW19 4	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 spaces, 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 (aged 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.

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".

- 6.2.2. 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.
- 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. RPA, NWWRA, RAWW and the RMRA have each agreed on the final boundary.]
- 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 Ward Residents Association requested that the boundary be drawn along the John Innes Conservation area, as this formed a natural line between Wimbledon and Morden.⁷]
- 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.]

⁷ On the day of this document update, we have been made aware by MPWRA of their internal reconsideration of the PlanWimbledon boundary, following the confirmation of the new ward boundaries.

- 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 Valley 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 Valley 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.
[The Parkside Residents Association is a member of PlanWimbledon and is pleased to be included in the neighbourhood area. 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 to encourage 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.)

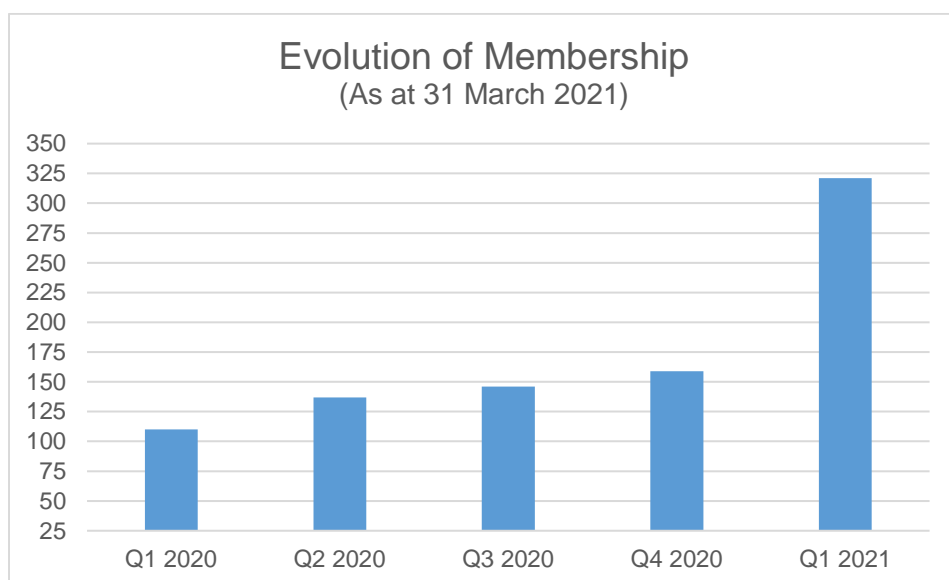
Individual membership category

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 are 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 300 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.



- 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, post code and status accompany the application, to be published on the council website. 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	237	73%
Residents associations	9	3%
Businesses	23	7%
Councillors	17	5%
Individual visitors or working locally (but not resident)	22	7%
Faith groups	8	2%
Other groups	8	2%
Total	324	100%

Current membership breakdown by type	Count	%
Individuals (IRES, IRESWL, IVIS, IWL, CLLR)	276	85%
Businesses, groups & associations	48	15%
Total	324	100%

7.5.6. **Individual residents:** Individual residents account for 73% 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 31 March 2021, 27 of them have been reached out to, most of which now have an ongoing dialogue with us. Nine 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 7% of our membership base, but we are also seeing growing momentum, with new business memberships accounting for 9% 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, 17 are already signed-up members. 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 2% 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	97	42%	49%
Female	121	52%	51%
Other	1	0%	-
Not available	12	5%	-
Total	231	100%	0%

7.6.3. Ethnicity classification metrics

Individual Residents - Ethnicity			
	PlanWimbledon Membership		PlanWimbledon Area*
	Count	%	%
White	186	81%	79%
Others	16	7%	21%
Not available	29	13%	-
Total	231	100%	100%

7.6.4. Age classification metrics

Individual Residents - Age			
	PlanWimbledon Membership		PlanWimbledon Area*
	Count	%	%
18 - 24	0	0%	6%
25 - 34	7	3%	25%
35 - 44	26	11%	26%
45 - 54	45	19%	16%
55 - 64	58	25%	11%
65 - 74	43	19%	8%
75+	17	7%	7%
PNTS**	4	2%	-
N/A	31	13%	-
Total	231	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.

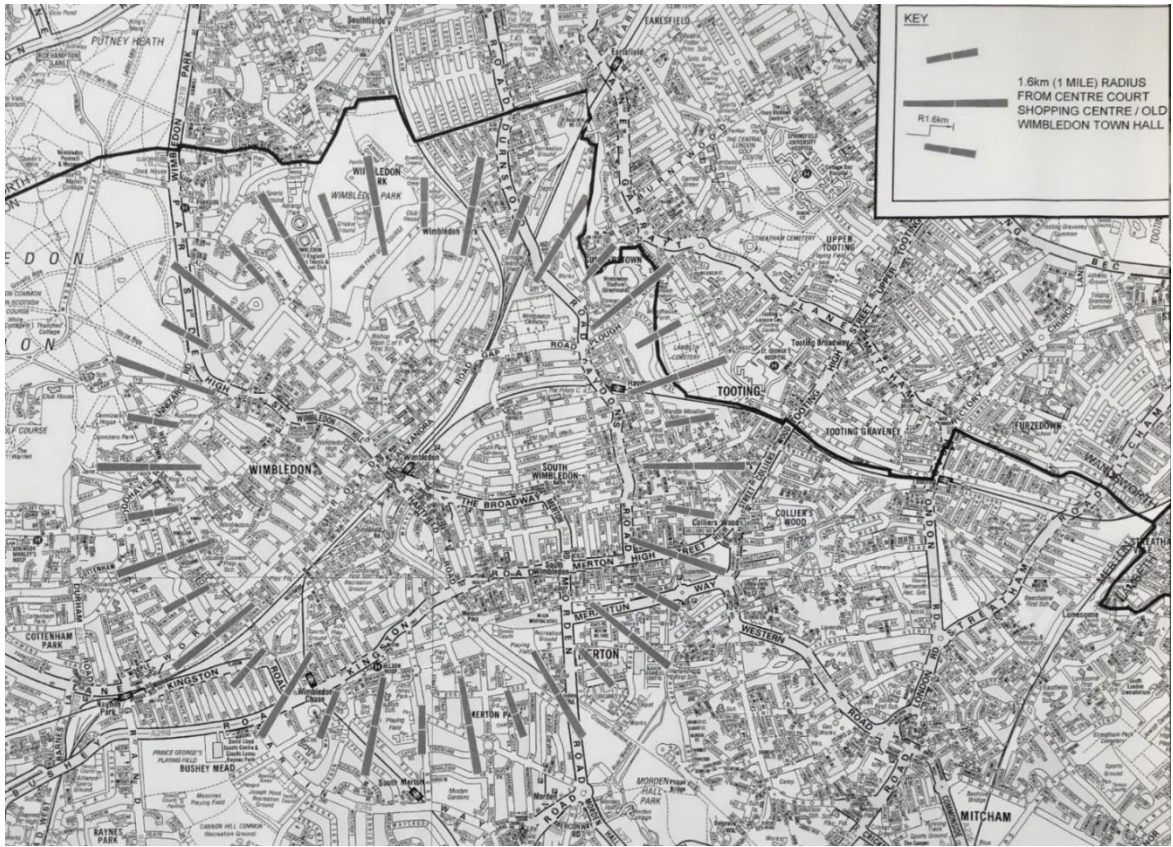
Stage 5: Neighbourhood plan effectiveness and progress: Once our neighbourhood plan is in effect, we will continue involving the whole community in monitoring its effectiveness and we will review the need for updates.

- 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 [@plan_wimbledon](#), 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.

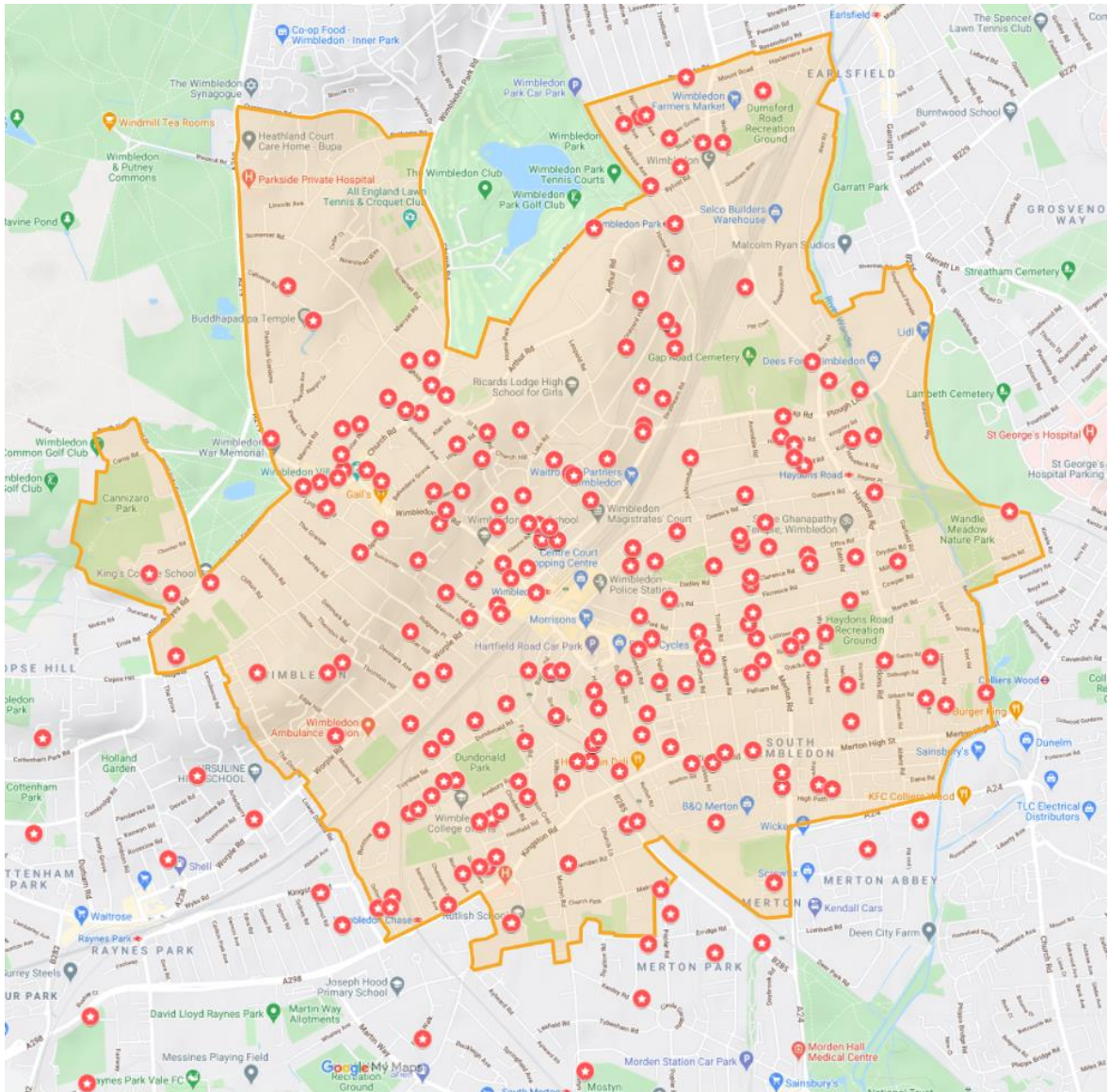
8. Appendices

8.1. Initial one mile radius vector map



Appendices

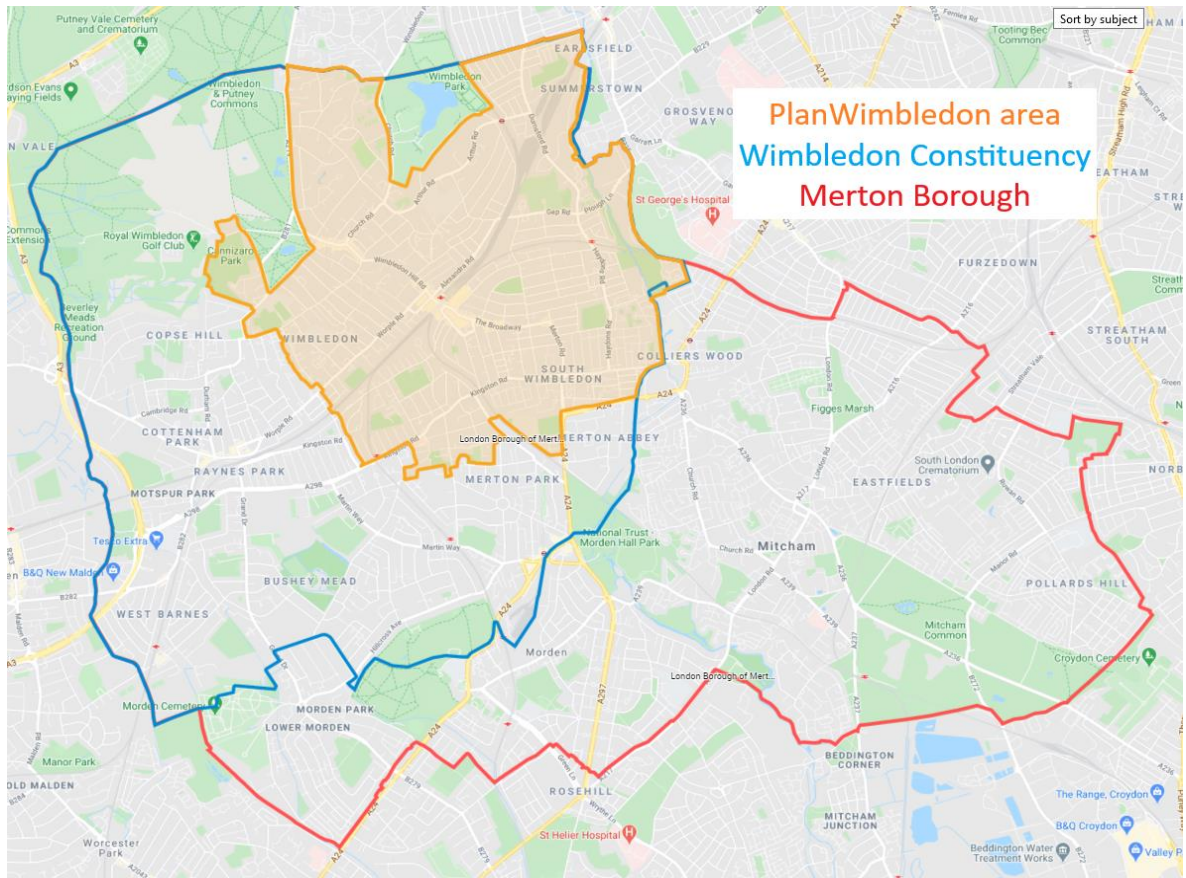
8.2. PlanWimbledon Area with Members



Note: As at 3 April 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.

Future Merton
C/o Paul McGarry and Tara Butler

Tuesday 15 June 2021

Re: PlanWimbledon designation consultation results – PlanWimbledon representation letter

Dear Paul and Tara,

Thank you sharing with us the results of the public consultation about PlanWimbledon's application to be designated as a neighbourhood forum, which closed on 24 May 2021.

IN A NUTSHELL

We are delighted by the extremely strong participation from the community, with more than 1,300 responses cast and over seven hundred separate comments provided. The overwhelming support from around 90% of the responses for both the proposed neighbourhood plan area and for PlanWimbledon to be designated as a neighbourhood forum sends an unequivocal message: the local community wants PlanWimbledon to go ahead in line with its application.

PlanWimbledon has fulfilled all the criteria for the London Borough of Merton (LBM) to designate us as a neighbourhood forum for our proposed area. We would like to highlight the key criteria as follows:

- ✓ PlanWimbledon's membership includes at least one individual who lives, who works and is an elected member. PlanWimbledon has fulfilled this criterion since before the public consultation.
- ✓ PlanWimbledon's membership is drawn from different parts of the area. As per our application prior to the public consultation and further through the updated membership metrics in appendix, this criterion was already fulfilled by PlanWimbledon prior to the public consultation.
- ✓ PlanWimbledon's membership is drawn from different sections of the community in that area. This criterion was already fulfilled by PlanWimbledon in its application prior to the public consultation.
- ✓ PlanWimbledon's purpose reflects the character of that area. PlanWimbledon's ultimate purpose is the preparation of a neighbourhood plan for the area which will complement the Merton Local Plan. Our mission is "to shape a better, more

sustainable Wimbledon to enhance the lives of future generations of residents, businesses, workers and visitors". We will be doing so with our three core values at the heart of our work:

Sustainability: PlanWimbledon's work will be consistent with LBM's and the UK's declared climate emergency.

Prosperity: We love Wimbledon and are excited to see it grow and evolve. Our mission can be achieved only by fostering a strong local economy. We support Wimbledon's growth and relentlessly seek to bring the businesses, the local authority, residents and local associations together to achieve our mission.

Community: By nature, a neighbourhood forum brings people together to work on a common project. As per our mission statement, we seek to provide benefits for all communities and businesses within the area.

CONSULTATION CONSIDERATIONS

The consultation results show that there is overwhelming support for both the proposed neighbourhood plan area and for PlanWimbledon to be designated as a neighbourhood forum.

Nonetheless there are a few important matters raised in the consultation responses which we are compelled to address unambiguously below.

1. The democratic nature of PlanWimbledon

A handful of individual comments were received querying such matters as our legitimacy, constitution, representativeness, and transparency. Having such a handful of comments is inevitable given the complexity of the process of neighbourhood planning and we'll keep engaging with the local community further on this matter.

There is an overwhelmingly larger number of positive consultation responses supportive of PlanWimbledon as a neighbourhood forum, including specific references to our democratic nature. To select just a few:

- *I think it's great to get the community helping shape the future development of the place we live and work in. A proper democratic voice.*
- *Because the group contains people with varied interests and experience and relevant qualifications. The information I've seen tells me the group wants to work with all kinds of organisations, businesses etc in order to create the neighbourhood plan.*
- *It is community-led and a credible coalition of local citizens and relevant sectors.*
- *The group is professionally run and represents a broad cross-section of Wimbledon stakeholders.*
- *The diverse mix of people in the group make it very representative of the neighbourhood area and thus a compelling voice for the area.*
- *The Committee has a wide mix of people with different areas of expertise to enable them to represent the entire area on the variety of issues that will inevitably crop up.*

It is important to note that:

- Our legitimacy as a neighbourhood group comes from the Localism Act 2011.
- Our constitution has been drawn up with AECOM's independent advice.
- Anyone living, working or being a regular visitor to and around the proposed area who would like to participate in a neighbourhood plan benefit from our open policy membership and can become a member of PlanWimbledon at no cost.
- We hold regular general meetings.
- All members of the Steering Committee, including its named officers, must stand for election or re-election each year at the AGM. Any member can put themselves forward as a candidate for a Steering Committee position.
- We are committed to publishing minutes and reports from our committees and working parties via our website once we are designated as a neighbourhood forum.

Finally, it is worth reiterating that PlanWimbledon is a non-partisan, not-for-profit group. We are not a lobbying or campaigning group. We are donating our time, energy, and talent, and have no financial interest. We conduct ourselves with full respect for other community stakeholders and their interests. We have Wimbledon at heart.

2. The proposed area is an appropriate and workable size

The PlanWimbledon proposed area has been determined through wide consultation with all stakeholders around the edges of the area and within it. The area is the will of the community, reflecting their views on where the Wimbledon neighbourhood begins and ends.

The area is cohesive, and it conforms to the 20-minute neighbourhood concept. People and businesses have asserted their belonging to it.

The purpose of the Localism Act 2011 and neighbourhood planning are to empower the local community to have a say on how their area develops. The local community has spoken and fundamentally validated the appropriateness of the area by giving overwhelmingly positive support in the public consultation.

Making a judgement about the size of the area is therefore a very subjective exercise that should not play a role in the designation process. Moreover, it is important to note that there is no maximum recommended size of area for neighbourhood planning. While the overall size of the proposed Wimbledon area has attracted some concern from certain quarters, it would not be the largest neighbourhood forum area.

BUSINESS SUPPORT FOR PLANWIMBLEDON

We understand from our conversation of Friday 11 June that Future Merton is satisfied that all criteria for designation of the proposed neighbourhood area have been met.

While Future Merton has acknowledged that the proposed area is predominantly residential in nature, we understand that Future Merton is currently looking further into PlanWimbledon's representativeness as the potential neighbourhood forum for the area. In particular, the question was raised about whether our business membership and support are representative of all three key business categories (Micro, SME, Large).

We would like to provide you with the following further evidence to demonstrate that we are adequately representing business for the purpose of our designation as neighbourhood forum for the proposed area.

1. PlanWimbledon’s area is overwhelmingly characterized by micro and SME businesses, which are well represented in PlanWimbledon’s membership.

For the avoidance of doubt, PlanWimbledon has applied for the proposed neighbourhood area as a whole. Our application should therefore be assessed against the whole area. We have investigated publicly available data on business, using Wimbledon constituency 2020 ONS data as the best proxy available.

Businesses by size in specific constituencies, 2020

	Wimbledon		Mitcham and Morden		UK
	Number of businesses	%	Number of businesses	%	%
Size of businesses					
Micro (0 to 9 employees)	6,690	92.7%	3,915	93.9%	89.6%
Small (10 to 49 employees)	425	5.9%	220	5.3%	8.5%
Medium-sized (50 to 249 employees)	80	1.1%	30	0.7%	1.5%
Large (250+ employees)	20	0.3%	0	0.0%	0.4%
<i>All businesses</i>	<i>7,215</i>	<i>100.0%</i>	<i>4,170</i>	<i>100.0%</i>	<i>100.0%</i>

Source: [ONS, Business activity size and location, 2020, via NOMIS database](#)

The data demonstrates that businesses based in Wimbledon are overwhelmingly (~99%) classified as Micro (0-9 employees) and Small (10-49 employees). There are only 100 Medium-sized (50 to 249 employees) and Large (250+ employees) businesses based in Wimbledon (we are assuming that all of these are within the PlanWimbledon area).

The table below shows our assessment of PlanWimbledon’s current business members.

PlanWimbledon is representative of the proposed area's business community

	Wimbledon constituency		PlanWimbledon
	Number of businesses	%	% of business members and supporters
Size of businesses			
Micro (0 to 9 employees)	6,690	92.7%	79.6%
SME (10 to 249 employees)	505	7.0%	18.5%
Large (250+ employees)	20	0.3%	1.9%
<i>All businesses</i>	<i>7,215</i>	<i>100.0%</i>	<i>100.0%</i>

The range of business sizes in PlanWimbledon’s membership is proportional to their representation across the proposed area.

2. Business representation letters have demonstrated that businesses would be ready to work with PlanWimbledon once designated.

The figures in the above table represent only those businesses that have signed up as members of PlanWimbledon. We have spoken to hundreds of other businesses, of all sizes, and some landowners (not represented in the numbers above) who have verbally told us that they would be happy to work with PlanWimbledon once designated but would prefer to remain neutral for now, particularly given the publicly unsupportive stance of Love Wimbledon.

Indeed, even the representation letters that you did receive from Eskmuir Group and F&C Commercial Property Holdings Ltd (F&C) conclude by saying they would work with us if designated.

- In their representation letter dated 19 May 2021, F&C state:
“Should the application be approved, before proceeding with the neighbourhood plan, F&C and their advisors would want to be fully involved and engaged in the process in order to assist in providing a balanced representation of important business interests to ensure delivery of key regeneration sites.”
This statement clearly demonstrates F&C Commercial Property Holdings Ltd’s willingness to contribute their opinions towards the preparation of a neighbourhood plan and to work with us. Furthermore, as indicated, PlanWimbledon has already engaged with them.
- In their representation letter dated 14 April 2021, Eskmuir Group state:
“Alternatively, (...) Eskmuir suggest that a ‘light touch’ approach is taken for Wimbledon Town Centre to reflect the provisions of the Future Wimbledon SPD.”
This statement clearly demonstrates Eskmuir Group’s willingness to contribute their opinions towards the preparation of a neighbourhood plan upon PlanWimbledon’s designation. Furthermore, as indicated, PlanWimbledon has already engaged with them.
- In their (undated) representation letter, Merton Chamber of Commerce has written:
“We would be very happy to work with Plan Wimbledon and be a conduit for their communications in the future with Merton’s business community.”
This is an unambiguously supportive statement in favour of PlanWimbledon as a neighbourhood forum. We value our engagement to date with them very much and look forward to our continued collaboration.

3. PlanWimbledon is committed to bringing all stakeholders together from across the area

Business interests are fully represented and have considerable potential for becoming fully engaged and actively contributing to the preparation of a neighbourhood plan.

PlanWimbledon has been and continues to be committed to work with all stakeholders within the community after designation. This will include businesses, both individually and with their groups and associations.

The governance of PlanWimbledon is flexible enough to provide a balanced representation.

- Every employee of a local business may be member of PlanWimbledon and so be able to put themselves forward as a member of the Steering Committee.

- Every business and employee will have a vote in the preparation of the neighbourhood plan even prior to it being submitted to referendum. In this way, the preparation of the plan itself will benefit from the input of businesses and local workers.
- We commit to reviewing our constitution, once we are designated, to ensure that we have an effective Steering Committee with broader representation of various stakeholders. We will structure PlanWimbledon's working groups to ensure that everyone's voice is heard during the preparation of the plan.

UPDATED MEMBERSHIP METRICS

Please find in appendix updated PlanWimbledon membership metrics.

FINAL REMARKS

We understand that Love Wimbledon BID is supportive of neighbourhood planning but that their short-term focus will be on their re-application for BID status. PlanWimbledon would certainly be happy to pause any plan preparation work, post-designation, to allow Love Wimbledon to complete this process and collaborate effectively with us thereafter.

During that time, we will look into further engagement with businesses and the wider community, continuing to build up our membership and updating our governance so that we are fully equipped for the work that lies ahead.

PlanWimbledon looks forward to our designation to start a fresh and fruitful friendship with Love Wimbledon.

We hereby call on the Cabinet to recognise that there is an overwhelming groundswell of support for PlanWimbledon as a forum and for the proposed area, that PlanWimbledon has satisfied the legal requirements laid down by Central Government and to designate us wholeheartedly as the neighbourhood forum for the entire proposed area.

Many thanks.

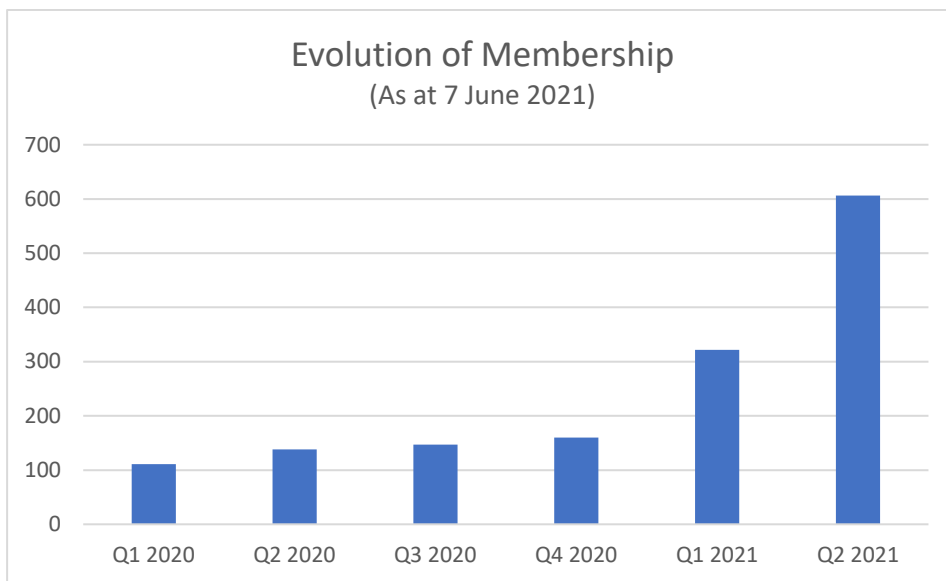
On behalf of PlanWimbledon,

Suzanne Grocott, Chair



Appendix – Updated membership metrics

PlanWimbledon has strong cross-sectional support from the local community across the area. This is reflected in our membership, which stands at over 600 and is continuing to grow. Please note that we count each association as only one member and that they are represented by a single dot on the map. Map dots are also consolidated by addresses and postcodes. With 13% of our members being business, groups and associations, some of them with several thousand members, we have a very broad and diverse representation.



Current membership breakdown by category	%
Individual residents & residents working locally	73%
Individual visitors or working locally (but not resident)	11%
Businesses	8%
Councillors	3%
Residents associations	2%
Faith groups	1%
Other groups	1%
Total	100%

Individual Residents - Gender

	PlanWimbledon Membership	PlanWimbledon Area*
	%	%
Male	41%	49%
Female	55%	51%
Other	0%	-
Not available	4%	-
Total	100%	100%

Individual Residents - Ethnicity

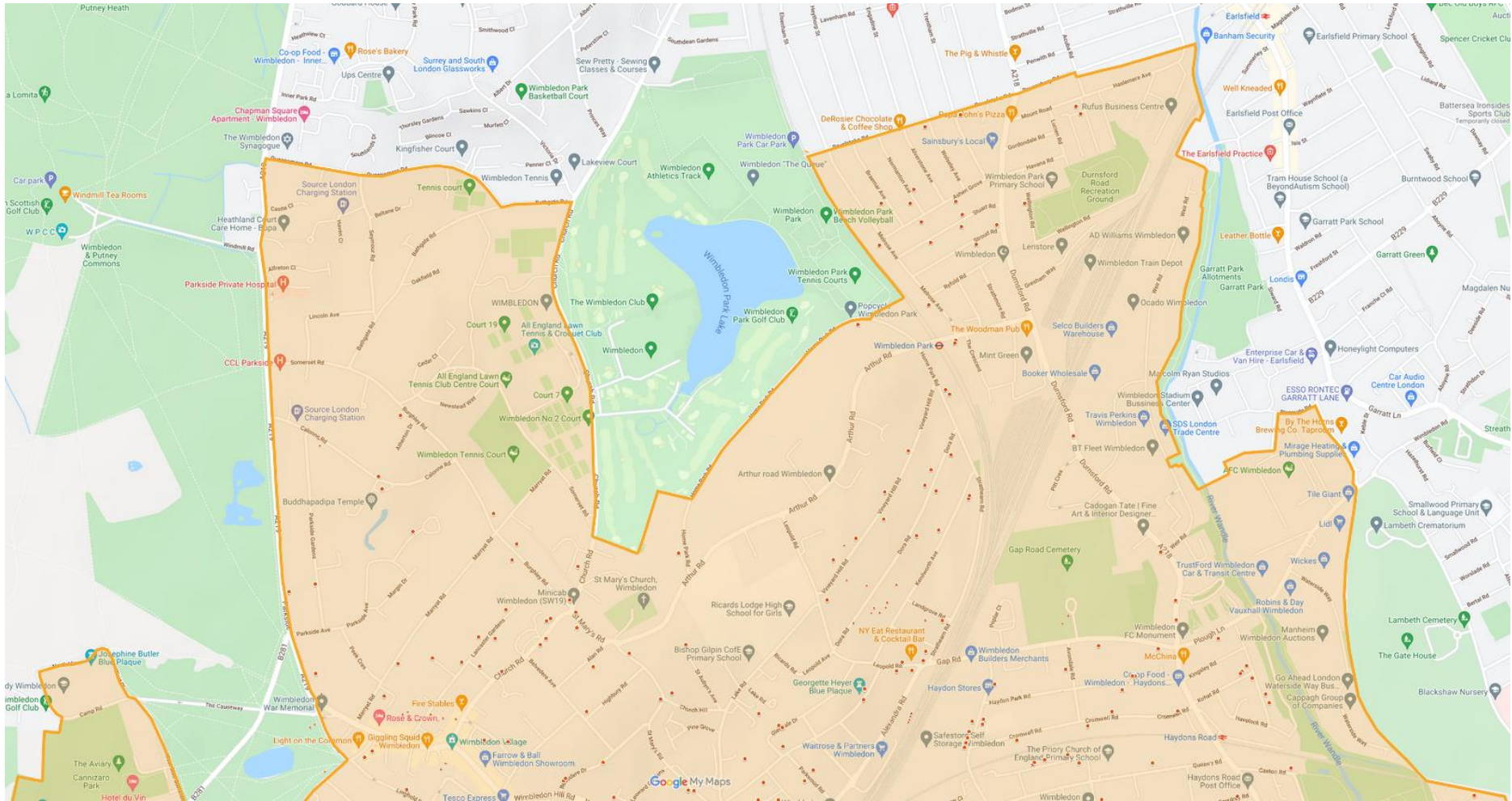
	PlanWimbledon Membership	PlanWimbledon Area*
	%	%
White	81%	79%
Others	10%	21%
Not available	9%	-
Total	100%	100%

Individual Residents - Age

	PlanWimbledon Membership	PlanWimbledon Area*
	%	%
18 - 24	1%	6%
25 - 34	5%	25%
35 - 44	13%	26%
45 - 54	24%	16%
55 - 64	23%	11%
65 - 74	17%	8%
75+	6%	7%
PNTS**	3%	-
N/A	7%	-
Total	100%	100%

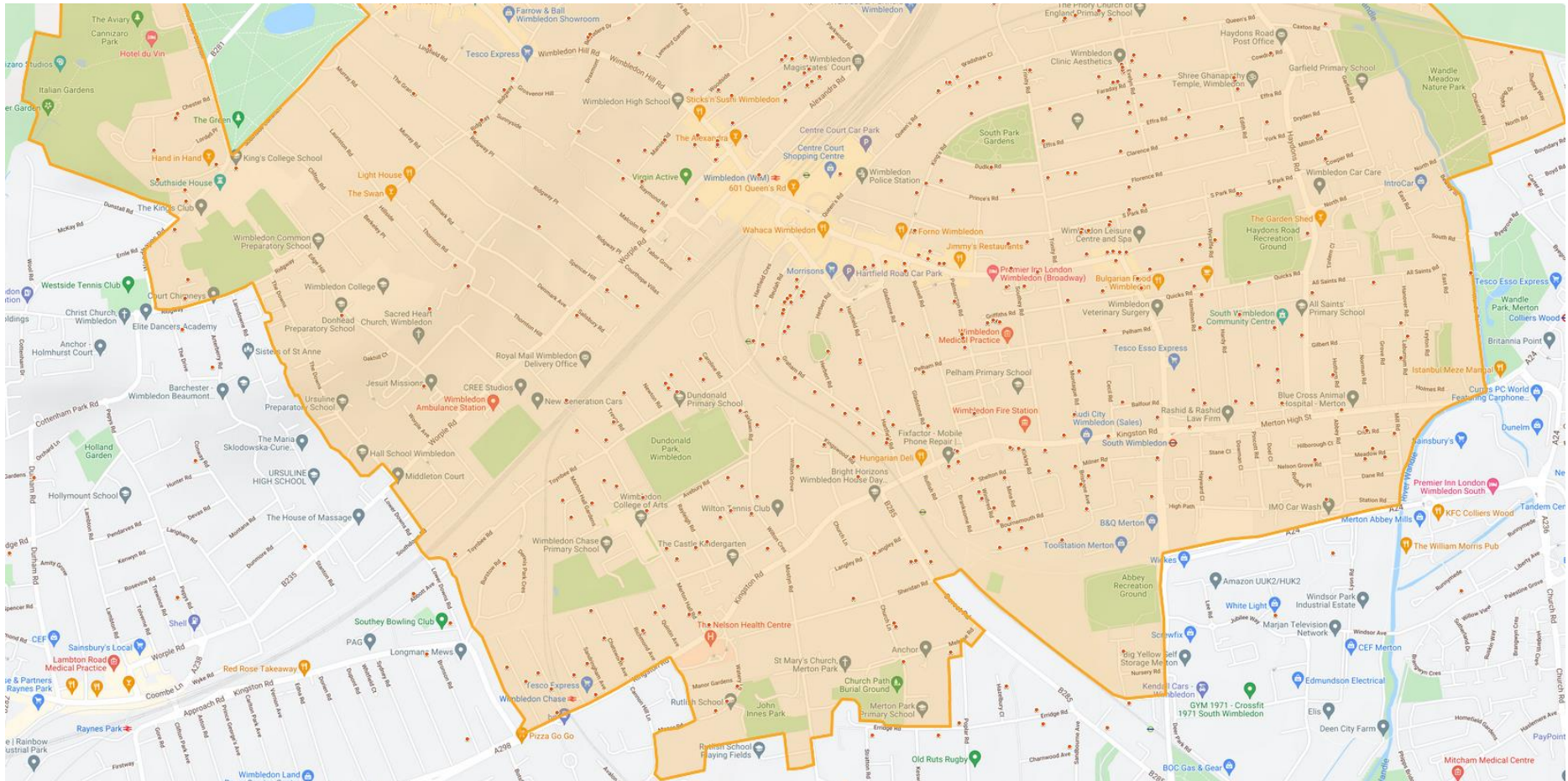
* Note: PlanWimbledon Area is a weighted average of Merton Council's classification data for residents in those wards which partly or wholly fall in the PlanWimbledon area as follows: Abbey 50%, Dundonald 75%, Hillside 100%, Merton Park 25%, Trinity 100%, Village 50%, Wimbledon Park 100%. PlanWimbledon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

** Prefer Not To Say.



Dots represent members of PlanWimbledon, in their approximate location.

One dot may represent more than one member. One dot may represent one group or association, sometimes representing many people in the area.



Dots represent members of PlanWimbleton, in their approximate location.

One dot may represent more than one member. One dot may represent one group or association, sometimes representing many people in the area.