

Committee: Council

Date: 7th July 2021

Wards: Abbey, Colliers Wood, Dundonald, Hillside, Merton Park, Raynes Park, Trinity, Wimbledon Park, Village

Subject: PlanWimbledon's application to be a neighbourhood forum for their proposed neighbourhood area of Wimbledon.

Lead officer: Director for Environment and Regeneration, Chris Lee

Lead member: Cabinet Member for Housing, Regeneration and the Climate Emergency, Chris Lee

Contact officer: Deputy FutureMerton Manager, Tara Butler

Recommendations:

That, following consideration by Merton's Borough Plan Advisory Committee and Cabinet, council

- A. Notes the consultation responses to the publication of the PlanWimbledon neighbourhood area and forum applications.
- B. Refuses PlanWimbledon's application as a neighbourhood forum.
- C. Declines to determine PlanWimbledon's Neighbourhood Area application because, following the refusal of the neighbourhood forum application, there would be no organisation that is capable of being designated as a neighbourhood forum in relation to it.
- D. Encourages and supports further dialogue between PlanWimbledon and the business community towards resolving the issues identified in this report.

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. A community group called PlanWimbledon applied to be designated as a neighbourhood forum for their proposed neighbourhood area of Wimbledon.
- 1.2. Following Cabinet approval in March 2021, Merton Council carried out a 6-week public consultation between 12th April and 23rd May 2021 which is required under the neighbourhood planning legislation to inform decision-making on designating neighbourhood forums and areas.
- 1.3. Under the neighbourhood planning legislation, the council has 13 weeks from the day after the first date of the public consultation to make a decision whether or not to approve PlanWimbledon as the Neighbourhood Forum for their proposed neighbourhood area of Wimbledon and whether to approve the proposed neighbourhood area, otherwise their proposals have deemed consent. This date expires on 13th July 2021.
- 1.4. Over 1,300 responses were received to the consultation, with approx. 100 either anonymous or duplicates which could not be included. The representations available online: [PlanWimbledon Consultation Responses](#)

merton.gov.uk , are summarised within the body of this report, illustrated through graphs set out at Appendix 2 and also contained in Appendix 4 to this report. The majority of respondents (c90%) were from residents and supported PlanWimbledon's proposed area and forum. There were objections to the proposals including from:

- Merton Park: consultees either wanted the whole of Merton Park to be within the PlanWimbledon area or outside the area.
- Representatives of the business community, on the basis that the proposed area was too large, that businesses weren't adequately represented in PlanWimbledon, that there was already a plethora of existing planning rules and guidance and an additional layer of Neighbourhood Planning would not lead to greater certainty in decision-making, and that other neighbourhood forums may form for Wimbledon town centre in the next five years.

- 1.5. Officers have considered all aspects of the proposal including the public consultation responses and PlanWimbledon's application against the neighbourhood planning legislation and guidance. PlanWimbledon have also provided correspondence in June 2021 confirming an increase in their membership since the original application; their views on responses to the consultation and their representation of business interests.
- 1.6. Officers recommend that PlanWimbledon does not currently satisfy the criteria that must be taken into account by the council under Section 61F(7)(a) of the Town and Country Planning Act 1990, in that its membership is not considered to be drawn from all places in the specified area or all sections of the community in that area, and further its purpose does not reflect in general terms the character of the entirety of the area. Accordingly the Council is legally required to refuse the application for designation as a neighbourhood forum in relation to the specified area.
- 1.7. Officers considered whether the deficiency in the appropriateness of designating PlanWimbledon as the neighbourhood forum could be addressed through the council designating it as a neighbourhood forum for a smaller area or areas other than specified within its application, however officers felt that these options could not be recommended at the present time. This is set out in more detail in Section 3, "alternative options".
- 1.8. Accordingly officers recommend that the application for designation of PlanWimbledon as a neighbourhood forum is refused. The Court of Appeal has held that where a neighbourhood forum application has been rejected the authority can decline to determine an application by that forum to designate a neighbourhood area on the basis that there will be no organisation that is capable of being designated as a neighbourhood forum in relation to it. Officers recommend that the council declines to determine the application for designation of the specified area as a neighbourhood area on this basis.
- 1.9. As there will be no designated forum or area at this time, this will give the opportunity to PlanWimbledon and representatives of the business community to work together to resolve the issues set out in this report and will not act as a restriction to revised proposals for designation coming

forward. Officers will work constructively and positively with all parties to this end.

- 1.10. At their meeting on 22nd June 2021, Merton's Cabinet considered and resolved the above recommendations to this report. The Borough Plan Advisory Committee considered this report at their meeting on 1st July 2021; as this is after the agenda despatch of this report for full council, the Borough Plan Advisory Committee's recommendations will be reported to full council separately.
- 1.11. This report is structured as follows:
 - Purpose of the report and executive summary
 - Introduction to the application
 - Public consultation
 - Analysis of the neighbourhood forum application
 - Analysis of the neighbourhood area application
 - Overall conclusions
 - Alternative options

2 INTRODUCTION TO THE APPLICATION

- 2.1. The Town and Country Planning Act 1990, as amended by the Localism Act 2011, and the Neighbourhood Planning Regulations 2012 set out the process by which an application can be made by a local grouping or organisation for designation as a neighbourhood forum and for the designation of a neighbourhood area.
- 2.2. The designation of a neighbourhood area and forum are the first steps in the process of neighbourhood plan preparation. A neighbourhood plan, if brought into force, would form part of the Council's development plan for the Borough. Councillors are not being asked to make any decisions on a neighbourhood plan as part of this report.
- 2.3. The council has two decisions to make:
 - On the application for a Neighbourhood Forum (i.e. the community group who would be allowed to make a neighbourhood plan) and
 - On the application for a Neighbourhood Area (i.e. the geographic boundary over which the forum would be 'authorised to act' and a new neighbourhood plan would apply).

PlanWimbledon's application

- 2.4. The community group which became PlanWimbledon started in 2017 and sought officer advice, firstly in 2018 about preparing a neighbourhood plan for the Wimbledon area.
- 2.5. Following ongoing engagement and advice from council officers to PlanWimbledon, on 19th February 2021 Merton Council received an

application from PlanWimbledon to become the Neighbourhood Forum for their proposed Neighbourhood Area of Wimbledon. The proposed Neighbourhood area lies entirely within the London borough of Merton but borders the London Borough of Wandsworth.

Map 1: PlanWimbledon's proposed neighbourhood area (section 8.3 of PlanWimbledon's application)



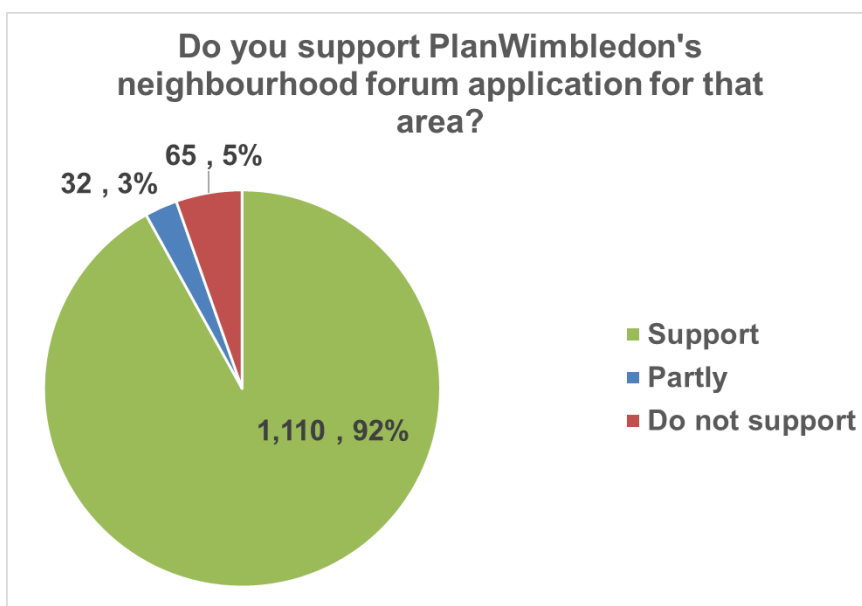
- 2.6. PlanWimbledon's application is available online here: https://www.merton.gov.uk/Documents/PlanWimbledon_Application_for_neighbourhood_forum_designation_April21.pdf and was one of the consultation documents for the public consultation.
- 2.7. Since PlanWimbledon's application was published in early April 2021, PlanWimbledon's membership has increased from around 300 in early April 2021 to over 600 as at 7th June 2021. PlanWimbledon's letter (dated 15th June 2021) confirming this is included as Appendix 6 to this report.

PUBLIC CONSULTATION

- 2.8. In line with the legislative requirements and following approval by Cabinet on 22nd March 2021, the council carried out public consultation which started on 12th April 2021 and finished on 23rd May 2021. It was publicised by the council by:
- 2.8.1 Hosting PlanWimbledon’s application form, proposed neighbourhood area map and a summary of the consultation details on the council’s website <https://www.merton.gov.uk/planning-and-buildings/planning/local-plan/neighbourhood-plans> which included a short online survey to help people to respond (Information is also available on PlanWimbledon’s website: <https://planwimbledon.org/>)
 - 2.8.2 Contacting 798 contacts (residents’ associations, community groups, landowners, business groups, individuals etc) who had subscribed to the the council’s local plan consultation database. Officers considered restricting distribution to only contacts with a Wimbledon postcode but in the end contacted everyone on the consultation database as people or organisations without an SW19 postal address may work, study, avail of services or socialise within the proposed area.
 - 2.8.3 Contacting anyone who has subscribed to Merton Council’s “get involved” consultation portal, alerting them to the consultation.
 - 2.8.4 Facilitating dialogue between PlanWimbledon and organisations referred to in PlanWimbledon’s application form (e.g. the All England Lawn Tennis Club; AFC Wimbledon).
- 2.9. PlanWimbledon also promoted the consultation through their membership and channels and met with groups prior to and during the consultation period.
- 2.10. Details of the responses received are all available online here <https://www.merton.gov.uk/planning-and-buildings/planning/local-plan/neighbourhood-plans/planwimbledon-consultation-responses/> and are summarised in the body of this report and in Appendix 4 to this report.
- 2.11. Although the consultation ended on Sunday 23rd May 2021 at 11.59pm, 11 responses were received via the online survey after the consultation ended (i.e. on Monday 24th May between 12.05am and 9.49am before the online survey was taken down). Officers recommend that these 10 responses have been included in the consultation results.
- 2.12. 1,227 verifiable responses were received; 1,213 by SurveyMonkey and the remaining 12 by email. Approximately 108 responses were anonymous or duplicates and weren’t counted. Consultees were advised on the council’s website that anonymous responses couldn’t be considered.
- 2.13. **Neighbourhood forum:** of the 1,227 verifiable responses, 1,110 (91%) supported PlanWimbledon to be the neighbourhood forum group, 32 responses partly supported PlanWimbledon and 65 responses objected to PlanWimbledon being the proposed neighbourhood forum. The remainder, 16 respondents, did not directly reply to this question; either leaving it blank

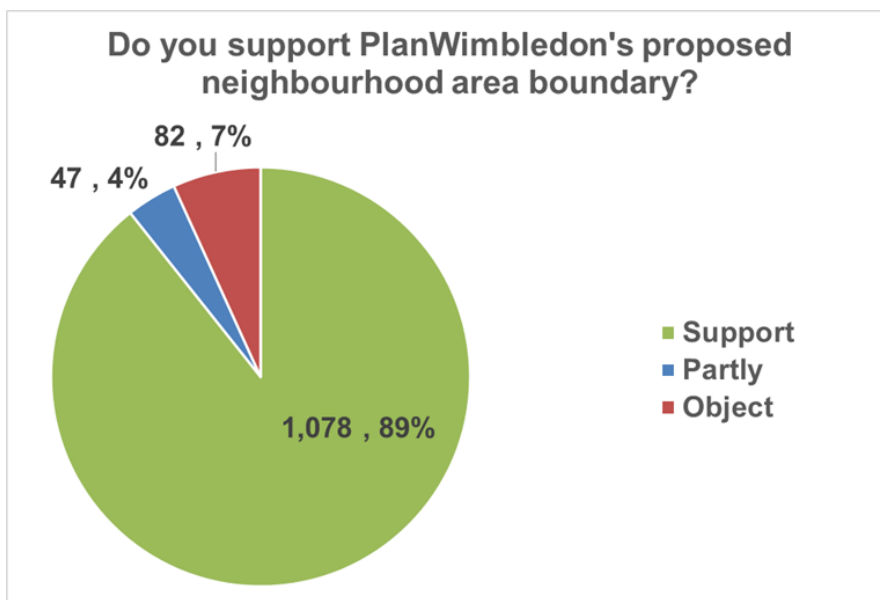
or making general statements on neighbourhood planning (e.g. Sport England).

Graph 1 – summary of consultation responses on PlanWimbledon’s neighbourhood forum application



2.14. **Neighbourhood area boundary:** Of the 1,227 verifiable responses received, 1,078 (88%) supported the area boundary, 47 (4%) partly supported the area boundary and 82 (7%) objected to the proposed area boundary. The remainder of respondents (1%) did not answer the question (for example, Sport England and Natural England sent general statements containing advice on a prospective neighbourhood plan).

Graph 2 – summary of consultation responses on PlanWimbledon’s neighbourhood area boundary application



CONSIDERING PLANWIMBLEDON’S NEIGHBOURHOOD FORUM APPLICATION

- 2.15. There are two sets of criteria that a council must consider when assessing a neighbourhood forum application
- 2.16. Firstly, PlanWimbledon’s application is considered against the (largely procedural) criteria set out in the Neighbourhood Planning (General) Regulations 2012 and the conditions set out in Section 61F(5) of the Town and Country Planning Act 1990. These criteria and conditions are examined in Table 1 below

Table 1 – comparison of PlanWimbledon’s proposal against the Neighbourhood Planning Regulations 2012

Criteria in the Neighbourhood Planning (general) Regulations 2012	PlanWimbledon’s proposal considered against the criteria
a) A map which identifies the area to which the application relates	PlanWimbledon provided a map of their proposed Neighbourhood Area to the council in February 2021. PlanWimbledon and Merton Council worked together to redraw the same PlanWimbledon map with an ordnance survey base which was used for public consultation
b) a statement explaining why this area is considered appropriate to be designated as a neighbourhood area;	PlanWimbledon provided this statement, which sets out how PlanWimbledon arrived at the proposed neighbourhood area boundary, with a starting point of a mile’s radius from the centre of Wimbledon town centre (c15-20-minute walk) and then considering historic, physical and human geography to define the edges of the boundary. Section 6 of PlanWimbledon’s

	<p>statement sets this out, including detailed consultation with different residents' associations and community groups, which helped to shape the details of the outer boundary of PlanWimbledon's proposed neighbourhood area. PlanWimbledon's statement demonstrates that their engagement highlighted that some organisations asked to be incorporated within PlanWimbledon's boundary (e.g. Ursuline High School; Friends of Cannizaro Park) and other organisations (e.g. residents associations at North West Wimbledon, Colliers Wood, Residents Association of West Wimbledon (RAWW), Raynes Park Association) considered that they may want to form their own neighbourhood forum in the future and so wished to be outside PlanWimbeldon's boundary at this time. There is more limited information on engagement with businesses and business groups on the appropriateness of the proposed neighbourhood area.</p>
<p>A statement which explains how the proposed neighbourhood forum meets the conditions contained in section 61F (5) of the Town and Country Planning Act 1990, which are:</p> <p>a) The neighbourhood forum is established for the express purpose of promoting or improving the social, economic and environmental well-being of an area that consists of or includes the neighbourhood area concerned;</p> <p>b) Its membership is open to:</p> <p>i) Individuals who live in the neighbourhood area concerned,</p> <p>ii) Individuals who work there, and</p> <p>iii) Individuals who are elected members of a county council, district council or London borough council any of whose area falls within the neighbourhood area concerned;</p> <p>c) Its membership includes a minimum of 21 individuals each of whom</p>	<p>PlanWimbledon have provided the necessary information to demonstrate that their proposed neighbourhood forum meets these conditions. Section 7 of PlanWimbledon's statement sets out that the purpose of The purpose of the proposed PlanWimbledon Forum is to:</p> <p><i>“• Promote or improve the social, economic and environmental wellbeing of the neighbourhood area;</i></p> <ul style="list-style-type: none"> • <i>Canvass the viewpoints of residents, workers and businesses, bringing common understanding and clarity of local needs and wants</i> • <i>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.”</i> <p>PlanWimbledon have provided 29 named members in their application (19 residents; 5 councillors; 5 businesses & landowners) and breakdown of their whole membership in their application, which (at the time of submission in</p>

<p>i) Lives in the neighbourhood area concerned,</p> <p>ii) Works there, or</p> <p>iii) Is an elected member of a county council, district council or London borough council any of whose area falls within the neighbourhood area concerned; and</p> <p>d) It has a written constitution</p>	<p>April 2021) was of over 300 members. It states that 85% of the total membership are individuals and 15% are businesses, groups and associations (e.g. faith groups). Section 8.4 provides PlanWimbledon’s constitution.</p> <p>Following the close of consultation and with encouragement from the council PlanWimbledon have updated their membership to demonstrate that they have attracted more members between early April 2021 (when their application was submitted) and June 2021. PlanWimbledon now have more than 600 members (see Appendix 6 to this report and graphs below)</p>
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- 2.17. Secondly, in deciding whether to designate a neighbourhood forum, the Local Planning Authority must have regard, under section 61F(7)(a), to the desirability of designating an organisation or body:
- a) *Which has secured, or taken reasonable steps to attempt to secure, that its membership includes at least one individual falling within the categories set out above;*
 - b) *Whose membership is drawn from different places in the neighbourhood area concerned and from different sections of the community in that area; and*
 - c) *Which has a purpose which reflects (in general terms) the character of the neighbourhood area.*
- 2.18. Furthermore, the Court of Appeal has confirmed that provided the local planning authority does have regard to the desirability of designation in accordance with its duty under s61F(7) it may still refuse an application for designation. In other words it has a discretion.
- 2.19. **a) Has PlanWimbledon secured, or taken reasonable steps to attempt to secure, that its membership includes at least one individual falling within the categories set out above?**
- 2.20. PlanWimbledon’s membership breakdown and constitution is contained in their application statement, which was the main public consultation document. It demonstrates that PlanWimbledon has secured at least one individual who lives in the area, works in the area or is a political representative within the proposed area. PlanWimbledon provided updated membership information in June 2021 which does not change this position and demonstrates that membership has increased. Therefore this criterion is met.
- 2.21. **b) Is PlanWimbledon’s membership drawn from different places in the neighbourhood area concerned and from different sections of the community in that area?**

PlanWimbledon's membership as it currently stands

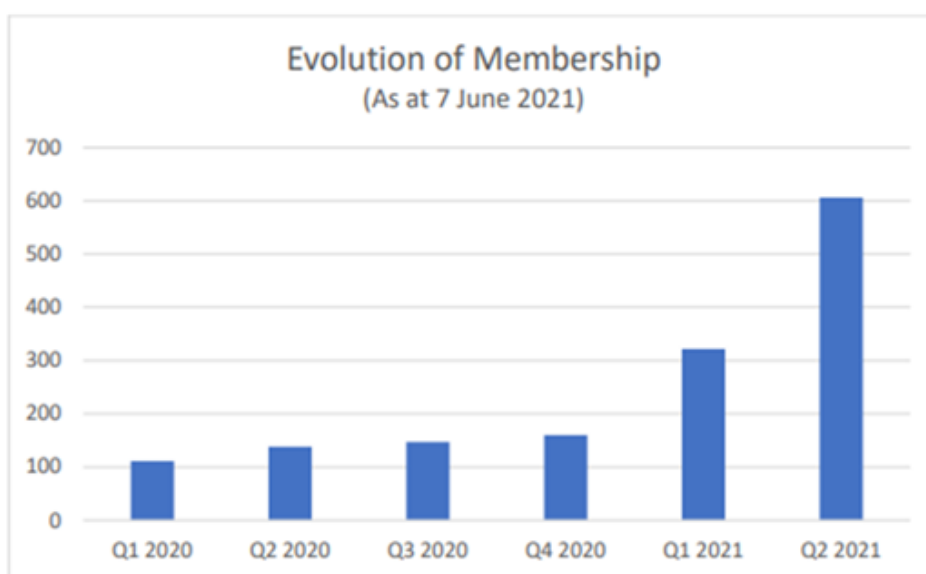
- 2.22. As set out in Table 3 below and in appendix 5 to this report, PlanWimbledon's membership at the time of application is detailed in their application form (dated 3rd April 2021), which was subject to public consultation. PlanWimbledon then updated this in June 2021 to reflect their increased membership (see appendix 6 to this report).
- 2.23. PlanWimbledon's membership is predominantly residential, reflecting the very large residential area it covers, but it is considered by officers to be under-represented by the business community relative to the strengths, characteristics and significance of the business and economic community found within the proposed Wimbledon neighbourhood area. This is also reflected in the consultation results, which had low levels of response from the business community and indicated opposition from significant business organisations.
- 2.24. Table 3 below shows a breakdown of membership, extracted from page 13 of PlanWimbledon's application form (appendix 5 to this report) and table 3a is from the more recent June 2021 correspondence with council officers (appendix 6 to this report)

Table 2: Extract from PlanWimbledon's application p.13 (dated April 2021) with member breakdown

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%

Table and graph 2a: Graph and table extracted from PlanWimbledon's updated (June 2021) with member breakdown (see appendix 6)

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%



The business community within the specified area – this could set out the ONS data

- 2.25. The assessment of PlanWimbledon’s proposed neighbourhood area later in this report (para 2.67 onwards and particularly Table 5) goes into more detail on the characteristics of that area.
- 2.26. The specified area includes Wimbledon town centre which has a strategic economic importance that reaches across Merton and is recognised in the London Plan designation of Wimbledon as Merton’s only major town centre, with high commercial growth potential, capacity and demand for new speculative office development. It also includes Wimbledon Village, Leopold Road, Wimbledon Chase, Arthur Road and South Wimbledon which are recognised by the local plan to be distinct local town centres; Wimbledon Village is unique in these in having a London-wide visitor catchment. Plough Lane / Weir Road / Durnsford Road is the borough’s third largest industrial estate and contains a significant number of businesses. Appendix 3 contains a list of more than 550 of the public facing businesses in these areas (as at January 2020). Many of the businesses in Wimbledon town centre, the Strategic Industrial Location and Wimbledon Village are major national or

international businesses, including retail, food and beverage, waste management, and financial and professional services.

- 2.27. Following the public consultation, council officers met PlanWimbledon on several occasions in June 2021 and invited further representations from PlanWimbledon to substantiate their view that the proposed forum was representative of all sections of the community within their proposed area given the lack of response and objections from the business community. PlanWimbledon’s most recent letter to officers (received on 15th June 2021) is published at Appendix 6. In it PlanWimbledon provided further information on their business membership (see extracts at Table 3a above).
- 2.28. PlanWimbledon also provide ONS data via Nomis for the Wimbledon Parliamentary Constituency which demonstrates that in 2020 there were a total of 7,215 businesses in the Wimbledon Parliamentary constituency boundary, of which over 6,600 were micro (0-9 employees) and 100 were either medium (50-249 employees) or large (250+ employees). PlanWimbledon state that the range of business sizes in PlanWimbledon’s membership is proportional to their representation across the proposed area.

Table 3 extract from PlanWimbledon correspondence with council officers (15th June 2021), contained in full in appendix 6

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](#)

- 2.29. The ONS data provided by PlanWimbledon demonstrates that there are far fewer medium and large businesses in the Wimbledon parliamentary constituency than there are SME and micro. However it also clearly demonstrates:
- 2.29.1 The importance of the Wimbledon area to the business base and jobs provision of Merton. Wimbledon has 80 businesses that are medium sized (50-249 employees) whereas the Mitcham and Morden constituency (the only other parliamentary constituency in Merton) has only 30 businesses of a similar size. Wimbledon has 20 large businesses (+250 employees) whereas Mitcham and Morden have none. Wimbledon has over 7,000 businesses in total whereas

Mitcham and Morden have just over 4,000, of which 93% are micro businesses (0-9 employees)

- 2.29.2 That by using the absolute minimum business sizes from the data (i.e. assuming that every one of the 80 medium sized business in Wimbledon only has the minimum number of 50 employees) this data demonstrates that nearly 10,000 people are employed in medium and large businesses in Wimbledon, 1.4% of total businesses in the Wimbledon Parliamentary constituency. That is a significant number of employees just in medium to large businesses in Wimbledon alone.
- 2.29.3 Further analysis of Nomis data demonstrates that in 2019 60,000 people in Merton were in employment (i.e. employees and self employed) so approximately one sixth of the borough's total employees and self employed were found in just 100 businesses all in the Wimbledon parliamentary constituency. Some of these 100 medium and large businesses are not within the proposed PlanWimbledon area; the Wimbledon Parliamentary constituency also includes South Wimbledon business area and BID which contains at least one large business; however the majority will be within PlanWimbledon's proposed area in Wimbledon town centre, Plough Lane / Weir Road / Durnsford Road industrial area and elsewhere. This helps to demonstrate the importance of Wimbledon's 100 medium to large businesses to the economy and jobs for the whole borough.

Representation of the business community within the membership: generally

- 2.30. In their letter to officers of 15th June 2021, PlanWimbledon
- provide updated membership data, giving a total number of members as “over 600” but not an exact figure.
 - state that 8% of their membership are businesses but do not give an exact figure for the total number of business (also set out in Table3a above in this report).
 - gives the percentage of PlanWimbledon's SME “business members and supporters” as 18.5% of PlanWimbledon's total business members and supporters” SME businesses area described as being of 10 to 249 employees, a different categorisation from the Office of National Statistics / Nomis data PlanWimbledon provided in their letter of 15th June 2021 (see appendix 6) and in extracted in Table 3 above).
 - gives the percentage of PlanWimbledon's large (+350 employees) business members and supporters as being 1.9% of the total number of PlanWimbledon's business members and supporters

Table 4 extract from PlanWimbledon correspondence with council officers (15th June 2021), contained in full in appendix 6

PlanWimbledon is representative of the proposed area's business community

	<u>Wimbledon constituency</u>		<u>PlanWimbledon</u>
	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>	7,215	100.0%	100.0%

- 2.31. Without knowing the total number of PlanWimbledon membership (described by PlanWimbledon as “over 600”) or the total number of PlanWimbledon’s business members and supporters or what the definition of “business members and supporters” is, it is difficult to accurately ascertain PlanWimbledon’s representation or membership of medium (50-249 employees as described by the ONS) or larger businesses or employers (+250 employees). The named business members in PlanWimbledon’s application form are listed as a local architect, local pharmacist, locksmith owner and a member of a property company. PlanWimbledon state that Wimbledon Village Business Association is a PlanWimbledon member.
- 2.32. Section 6 of PlanWimbledon’s constitution (part of their application form) states that their Steering Group must contain 12 members with at least one “representative of business interests”. A quorum is achieved by at least 5 of the 12 total members, one of whom must be an officer (there are three officers). There is no requirement to have more than one business representative on the Steering Group; there is also no requirement for a business representative to be present for a decision-making meeting to be quorate. Therefore, under PlanWimbledon’s current constitution, it is possible for all decisions to be taken without input from any business representative, despite the proposed Forum covering a significant number and range of businesses and jobs in south London, including Merton’s only major town centre, three smaller town centres, several high streets and one of the borough’s three Strategic Industrial Locations.
- 2.33. Section 6.4 of PlanWimbledon’s application form demonstrates that PlanWimbledon have engaged very thoroughly with resident groups regarding the proposed boundary of their neighbourhood area. Some community groups and organisations asked for the boundary to be extended to cover their area (e.g Ursuline High School, Rydon Mews Residents Association Friends of Cannizaro Park), other residents associations (North West Wimbledon Residents Association; Residents Association of West Wimbledon (RAWW), the Raynes Park Association, Colliers Wood Residents Association) asked that PlanWimbledon’s proposed boundary avoid their area; the main reason given in PlanWimbledon’s application is that the residents associations may want to consider a neighbourhood forum / area for their residential area in the future. Paragraph 7.5.8 of PlanWimbledon’s application form records PlanWimbledon’s business and

landowners membership, which is updated in June 2021 (appendix 6) and outlined above. Neither this section nor the extensive earlier sections at 6.4 on drawing the boundary demonstrate how or if dialogue with businesses was taken forward in creating the proposed area boundary and proposed forum, and seeking business representation.

- 2.34. Consideration of the three main business communities within the proposed PlanWimbledon area is taken in turn.

Representation of the business community within the membership: Plough Lane / Weir Road Strategic Industrial Location.

- 2.35. **Plough Lane / Weir Road industrial area** – This is one of the largest extensive business areas in Merton, and a Strategic Industrial Location in planning terms with London-wide significance. PlanWimbledon do not have any members from this area (including in the June 2021 update) and no responses were received at public consultation. If the applications for the proposed neighbourhood forum and area were acceptable in other respects, officers would have recommended that this area should be removed from the proposed neighbourhood area in order for the proposed area to meet the criterion of having membership drawn from different places and sections in the proposed area.

Representation of PlanWimbledon membership generally: Area north of Somerset Road / Parkside

- 2.36. PlanWimbledon's membership map (original April 2021 and including the June 2021 update) does not show any members to the north of Somerset Road and only two public consultation responses were received from this area. However, other factors that can be considered are that:
- This area is characterised by large homes, usually set in large plots so the population density is lower. The All England Lawn Tennis Club also makes up a significant landholding here.
 - Council officers facilitated contact between the All England Lawn Tennis Club and PlanWimbledon and AELTC have sent a supportive response to the public consultation
 - PlanWimbledon's application states that Parkside Residents Association is a member of PlanWimbledon
- 2.37. Therefore, despite the lower membership illustrated on PlanWimbledon's membership map, there is evidence of support from this area.

Representation of the business community within the membership: Wimbledon Town Centre

- 2.38. PlanWimbledon's application is comprehensive and detailed on how the proposed area boundary was created with input from many different residents' associations and community organisations (e.g. Friends groups within parks). There is far less information on how and when the business community has been engaged and involved since the project started in 2017, even though PlanWimbledon's application is clear that Wimbledon town centre was always at the heart of the proposed boundary. Some of this may be
- 2.39. PlanWimbledon's proposed constitution provides a Steering Committee of 12 members, only one of whom must be a "representative of the business community"; the business representative is not required for a quorate vote and even if they were, with just one representative it would always be possible for the business representative to be outvoted on every issue.
- 2.40. Feedback from the public consultation reflects this; demonstrating that a significant number of businesses are not members of PlanWimbledon and are not generally supportive of PlanWimbledon's proposals to become a neighbourhood area covering Wimbledon town centre.
- 2.41. LoveWimbledon's response to the consultation states that the BID would like to consider becoming a business led neighbourhood area / forum in the future. This is similar to the statements made in PlanWimbledon's application by community and residents groups, including the Raynes Park Association, Residents Association of West Wimbledon (RAWW) North West Wimbledon Residents Association and Colliers Wood Residents Association. PlanWimbledon's engagement with these residents associations helped to guide and inform the proposed area boundary, enveloping the residents associations that said they would like to participate and drawing it away from the residents associations who stated that they would like to consider their own neighbourhood plan in the future. There is no evidence that business groups or the business community were as involved in drawing the boundary, particularly for areas that are wholly or predominantly business in nature such as Wimbledon town centre and Plough Lane / Weir Road / Durnsford Road strategic industrial location.

Conclusions on this criterion

- 2.42. With over 1,000 respondents supporting both PlanWimbledon's proposed neighbourhood area and proposed neighbourhood forum and less than 100 objections for each, the number of those who objected at public consultation is proportionally far fewer than those who are supportive. However notwithstanding this disparity in numbers, the evidence has led officers to conclude that at this current time PlanWimbledon's membership is not sufficiently drawn from all sections within the proposed area. The proposed area covers the Major town centre at Wimbledon, three distinct local centres at Arthur Road, South Wimbledon and Wimbledon Village and the Strategic Industrial Location at Plough Lane / Durnsford Road / Weir Road. There is no evidence presented in PlanWimbledon's application of proportionate membership representing businesses or employers from these areas, particularly larger businesses that are found in Wimbledon town centre and Plough Lane / Weir Road industrial area, nor is there evidence suggesting

the businesses / employers in these locations are supportive of the proposed forum and neighbourhood area.

- 2.43. PlanWimbledon have responded to state that once designated it will engage further with business organisations and encourage them to join its membership and participate in its decision-making. This is welcomed. However, as set out above, officers must base their assessment on the membership of PlanWimbledon, as it currently stands, and in light of the representations made during the consultation including from businesses and business organisations, who are largely either silent or are not supportive of the proposed forum. Whilst officers have considered PlanWimbledon's stated aspirations to recruit further members from the business community following designation, they do not recommend that any weight should be given to them as these may or may not come to fruition, and will in any event be challenging in light of confirmed opposition from some business organisations.
- 2.44. Therefore this criterion is not considered to be met.
- 2.45. **Do PlanWimbledon's proposals have a purpose which reflects (in general terms) the character of the neighbourhood area?**
- 2.46. As set out above, officers consider that PlanWimbledon's application, membership details (in the original application and June 2021 update) and responses to the consultation demonstrate that its proposals are residential led and have strong support from many residents. PlanWimbledon's purpose could be appropriate for the residential areas that PlanWimbledon's proposed area covers and for the high streets and smaller centres that support this area.
- 2.47. However PlanWimbledon's proposed area also intends to cover some of the borough's main business districts, such as Wimbledon town centre and the Strategic Industrial Locations at Plough Lane / Weir Road / Durnsford Road. For the reasons set out in detail earlier in this report, the purpose of these business areas is not reflected in PlanWimbledon's application, nor in the public consultation feedback. Therefore while Wimbledon town centre and Plough Lane industrial area remains in PlanWimbledon's proposed neighbourhood area, this criterion is not considered to be met.

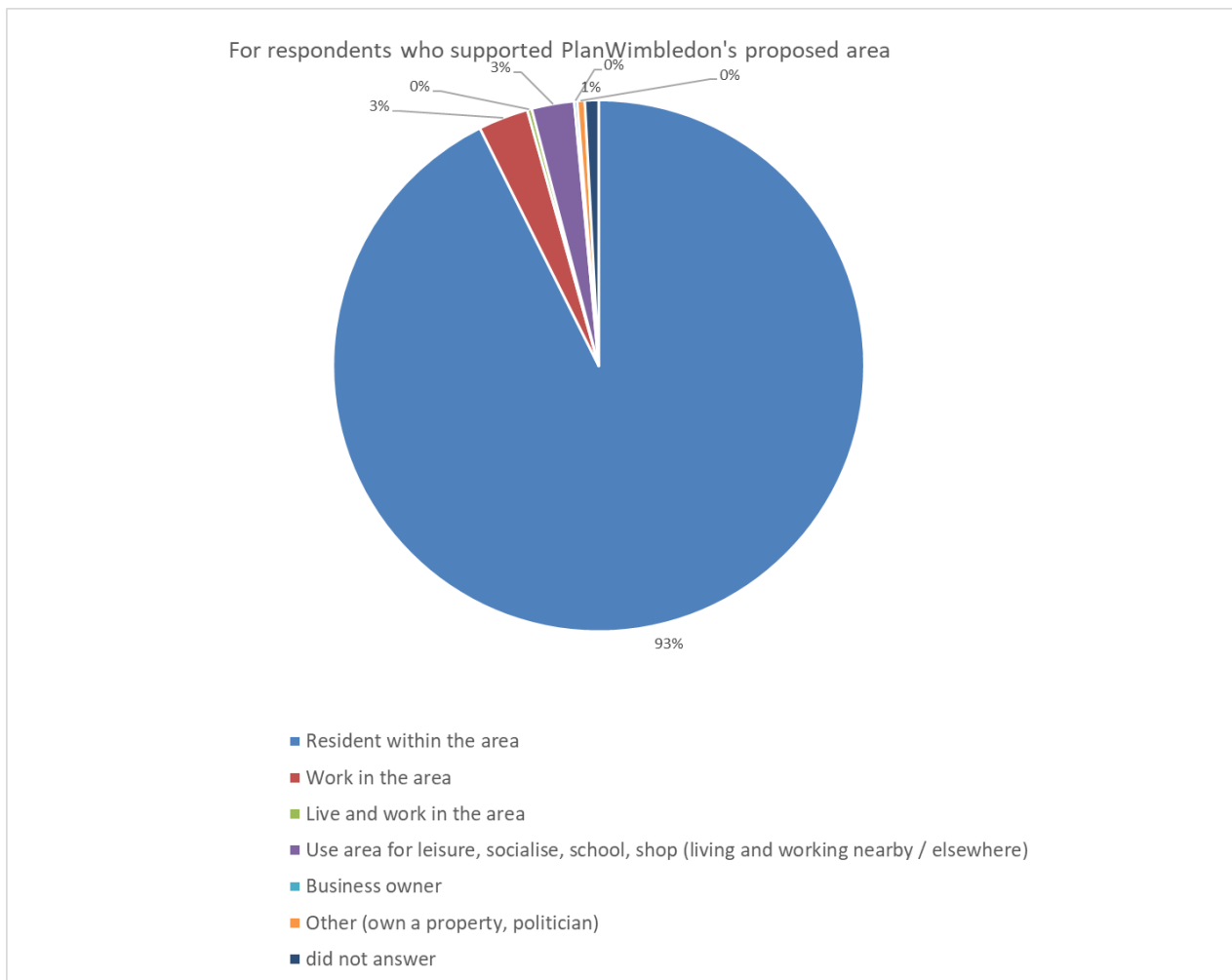
CONSIDERING PLANWIMBLEDON'S NEIGHBOURHOOD AREA APPLICATION

- 2.48. Overall, the vast majority of respondents (1,078 or 88% of responses received) supported PlanWimbledon's proposed neighbourhood area. All public consultation responses are available online: [PlanWimbledon Consultation Responses \(merton.gov.uk\)](https://www.merton.gov.uk/consultation/planwimbledon-consultation-responses)
- 2.49. 189 respondents gave reasons for support, which included
- That the proposal empowered local people to have their say, that this will enable local community voices to be heard
 - that the neighbourhood area proposed represents Wimbledon,

- that it will be a positive influence on Wimbledon including the town centre;
- that it will strengthen planning rules within the character of Wimbledon
- that Wimbledon has specific needs and this will help to meet them
- that it makes sense geographically, that the boundary has been carefully considered.

2.50. Most of that support came from residents. Of the 1,078 supportive responses for the neighbourhood area, 1,003 (93%) of respondents supporting identified themselves as residents compared to 29 respondents (3% of supporters) who supported the proposals and identified themselves as working in the area and 3 respondents (0.3%) who both lived and worked in the area. Two respondents identified themselves as business owners supporting PlanWimbledon’s proposed neighbourhood area, and 28 supportive respondents (3% of supporters) described how they lived nearby or elsewhere, using the area for school, shopping, socialising and leisure activities.

Graph 3 – summary of respondents who supported PlanWimbledon’s proposed neighbourhood area at public consultation



- 2.51. Organisations who responded to the consultation to support PlanWimbledon's proposed neighbourhood area include:
- 2.51.1 The All England Lawn Tennis Club (AELTC) who welcome greater community participation in the planning process on principle and states that should PlanWimbledon be successful in forming a neighbourhood forum, AELTC would welcome further opportunities to engage with the group and discuss AELTC's future plans and aspirations. AELTC urges PlanWimbledon to support Merton's emerging Local Plan and continued investment, growth and development within the borough. On the proposed neighbourhood area AELTC states "*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)*". (NB: paragraph 6.4.17 of PlanWimbledon's application form sets out their reasoning on why the whole of Wimbledon Park was not included within the proposed area).
 - 2.51.2 AW Champion – a timber supply business with 10 branches in the south east of England, including one within the PlanWimbledon area on Hartfield Crescent (and another elsewhere in Merton). This respondent supports the proposed neighbourhood forum and area, and added "*we wish to ensure our concerns are addressed when the neighbourhood plan is prepared*".
 - 2.51.3 A resident who runs a business employing 10 people in the who supports both the proposed area (stating "*The boundary is large which will enable the group to have "clout" and deal properly with issues from pollution to planning and beyond*") and the proposed forum (stating "*The group has a broad range of local support.*" "*It is sad that Love Wimbledon opposes the application. Focusing purely on business removes the balance from a vibrant mixed use area*")
 - 2.51.4 Merton Conservatives, who state that they 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 critically important that the character and feel of Wimbledon is preserved and having input from the local community will be important in achieving this.*"
 - 2.51.5 Transport for London, who note that there is a number of TfL assets including underground stations, tram stops and bus infrastructure in the area, and that the statutory safeguarding of Crossrail2, also in the area, is due to be updated in 2021. TfL states "*we have no objection to the designation of the neighbourhood forum or the proposed area and look forward to constructive dialogue with the forum when it is established.*"
 - 2.51.6 The Wandle Valley Forum, who supports 140 community groups, voluntary organisations and local businesses and everyone who shares a passion for the Wandle. The Wandle Valley Forum supports the proposed Area, stating "*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*" The Wandle Valley Forum go

on to say that ideally, the boundary would include land on both sides of the river running north from Plough Lane but understand the rationale for not including land within Wandsworth council jurisdiction given the additional complexity it would bring to neighbourhood planning.

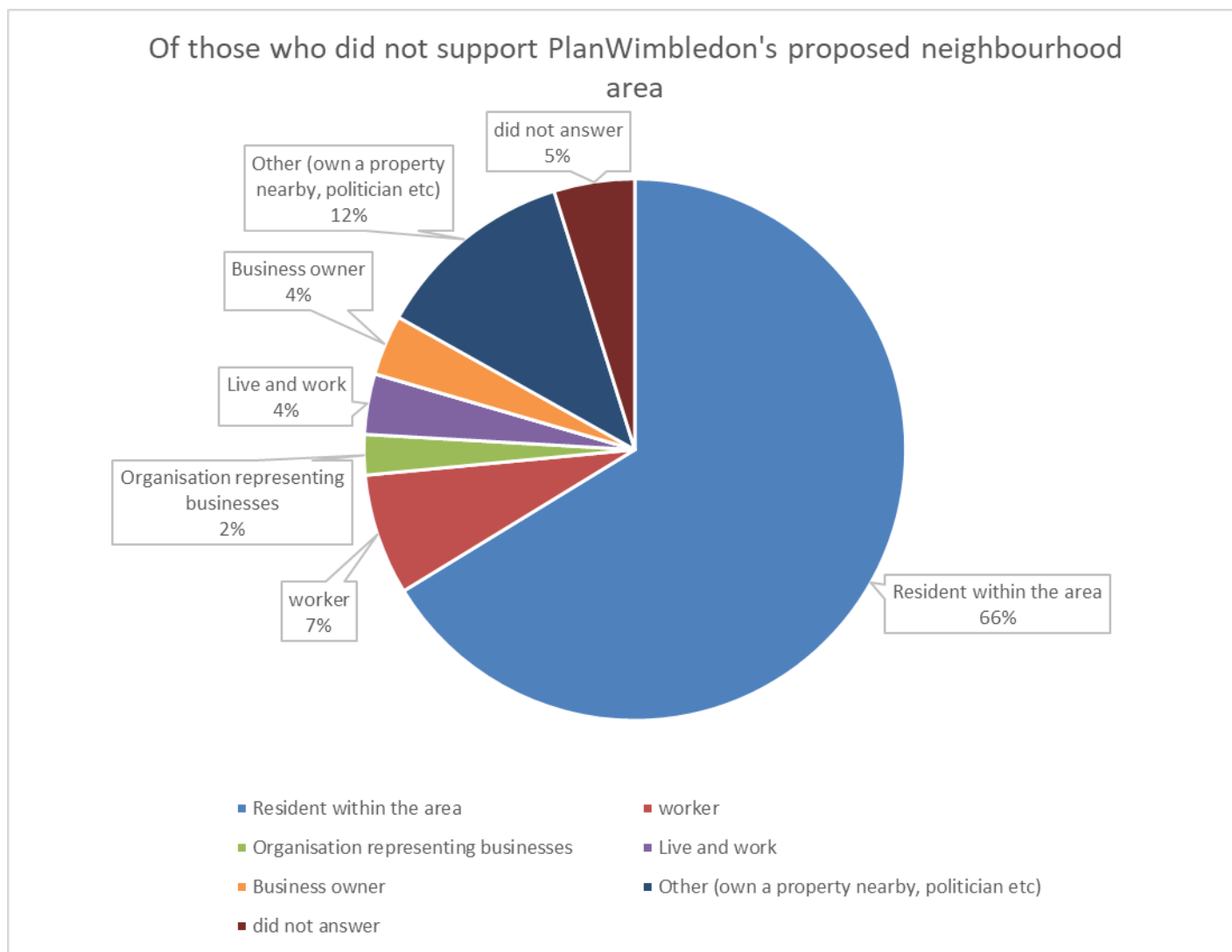
- 2.51.7 The Wandle Valley Forum also support PlanWimbledon's proposed neighbourhood forum and have provided a written response which is included as Appendix 4.

Part support for the area boundary

- 2.52. Of the 54 responses that stated that they "partly" supported the boundary, many of these were residents seeking inclusion within the boundary (i.e. they lived beyond the boundary and wanted the boundary redrawn to include their street). This was particularly true of Merton Park, where at least 12 respondents who "partly" supported PlanWimbledon's area wanted the boundary extended to cover more of Merton Park.
- 2.53. A business landowner, Eskmuir Group, partly support the proposed Area and have not responded to this question for the Forum. Eskmuir Group owns St George's House at 8-20 Worple Road and 20-26 St George's Road, currently a ground floor supermarket with office space and car parking above, proposed for redevelopment in Merton's local plan. Eskmuir group have provided a written response which is included as Appendix 4. This can be summarised as:
- A great deal of thought has gone into defining PlanWimbledon's proposed neighbourhood area
 - That PlanWimbledon's four reasons why the proposed Forum should cover the area identified (to encourage community engagement, ensure appropriate growth, deliver a shared vision and drive socio-economic change) are already covered by existing planning policy including the London Plan, Local Plan documents and the FutureWimbledon SPD which have been subject to extensive public consultation
 - Eskmuir suggest that PlanWimbledon consider redefining the boundaries of the proposed neighbourhood area to exclude the area already covered by the FutureWimbledon SPD

Objections to the area boundary:

- 2.54. 84 objections were received to the proposed area boundary.



2.55. Of the 84 respondents who objected to the area boundary, 63 were individuals who gave reasons for their objection and at least 19 of these reasons (c25% of all objections received on the proposed area) were from residents who wanted the boundary extended, mainly to cover all of Merton Park but also to cover other areas such as Colliers Wood, Cottenham Park, Raynes Park, South Wimbledon and Wimbledon Park. The remaining c40 resident objections given were from individuals, who gave reasons including the size of the area as being too large, lack of democratic accountability, no knowledge of the group’s proposals and not necessary to create further boundaries / planning rules.

2.56. 11 respondents who objected identified themselves as working in the area or representing businesses sited within the area. This includes in particular LoveWimbledon, Merton Chamber of Commerce, and F&C Commercial Property, which owns the landholdings in Wimbledon town centre including Morrisons, the piazza and adjacent shops and services.

2.57. LoveWimbledon is Wimbledon town centre’s Business Improvement District. It has existed for nearly a decade, having been voted for and paid for by certain business ratepayers in Wimbledon town centre in 2012 and again in 2017. The website for LoveWimbledon states that it is a not for profit company limited by guarantee, managed by a Board of Directors made up of

representatives of the local business community. PlanWimbledon acknowledge that LoveWimbledon is an important stakeholder.

- 2.58. LoveWimbledon's response is provided in full in Appendix 4 It states that LoveWimbledon and PlanWimbledon have met several times and engaged over three years on this. LoveWimbledon state that they agree with PlanWimbledon that Wimbledon town centre is vital for accessing local services, shops, workplaces, leisure and travel. LoveWimbledon note the strategic role of Wimbledon town centre as a component of the UK's capital city, an Opportunity Area in the London Plan, and Merton's only Major town centre, home to a thriving retail centre, a large office hub and a national transport centre.
- 2.59. LoveWimbledon are concerned that the proposed area's boundary and scale are inappropriate, that it will fetter progress and development of the central business district and they do not support it. They do not support PlanWimbledon's designation as a proposed neighbourhood forum; they note that PlanWimbledon's constitution and governance structure does not support meaningful business representation or voting rights for individual businesses, property owners, asset managers or bodies such as LoveWimbledon. LoveWimbledon refer to their own business and property owners survey feedback, and state that 85% of businesses with a range of commercial interests in Wimbledon do not support a resident-led neighbourhood plan covering the central business district.
- 2.60. LoveWimbledon consider it is understandable that many people identify with the internationally recognised name of Wimbledon and the SW19 postcode, they state the largest in London, but that this has created a proposed area with an impractically wide and broad scale of diverse interests that is unmanageable. LoveWimbledon also comment on difficulties with engagement and anti-business feedback.
- 2.61. LoveWimbledon propose in the longer term to pursue a business led Neighbourhood Forum and Plan which reflects business and residential issues, would have a balance of business and resident representation to steer it and would require support from both the business and residential community at the referendum stage.
- 2.62. Merton Chamber of Commerce has over 20 years of experience in Merton, and has over 700 members and over 3,000 business customers across the borough. It is affiliated with the London Chamber of Commerce and other Chambers. Following a meeting between PlanWimbledon and Merton Chamber of Commerce Directors on 19th May 2021, Merton Chamber of Commerce responded to the consultation saying:
- Merton Chamber of Commerce values PlanWimbledon's work and supports the concept and purpose of neighbourhood planning as improving social capital
 - The Chamber discussed PlanWimbledon's proposed area and it is their view that the proposed area is too large. In their experience, the different localities within the proposed area (Wimbledon Village, Wimbledon Park, Wimbledon town centre, Plough Lane, South

Wimbledon etc) have very different characteristics and don't share a sense of cohesiveness apart from being part of Merton.

- Merton Chamber would be happy to work with PlanWimbledon and be a conduit for their future communications with Merton's business community.

2.63. Clarion Housing Group objected to the large size of the area and it covering the High Path estate, which already is covered by detailed planning guidance in the Estates Local Plan.

Other comments on the consultation results

2.64. No responses were received from the Durnsford Road / Weir Road / Plough Lane industrial areas, which are included in the proposed PlanWimbledon area. Only two responses, one from the All England Lawn Tennis Club (supporting the proposals) were received from the streets to the north of Wimbledon Park bordering Wandsworth.

2.65. Some respondents to the public consultation referred to the potential merits or otherwise of potential future neighbourhood plans, including in relation to existing or future planning policy, should PlanWimbledon's forum and area applications be approved. These are not material considerations to be taken into account at the stage of considering applications for neighbourhood forum and area designation. Government is clear that local planning authorities should not take these matters into account when designating a neighbourhood area. NPPG <https://www.gov.uk/guidance/neighbourhood-planning--2>) Paragraph: 035 Reference ID: 41-035-20161116 states

2.66. *When a neighbourhood area is designated a local planning authority should avoid pre-judging what a qualifying body may subsequently decide to put in its draft neighbourhood plan or Order. It should not make assumptions about the neighbourhood plan or Order that will emerge from developing, testing and consulting on the draft neighbourhood plan or Order when designating a neighbourhood area.*

ASSESSMENT OF CONSULTATION RESULTS AND DESIGNATING A NEIGHBOURHOOD AREA

2.67. For the reasons stated elsewhere in this report, officers recommend that the application for designation as a neighbourhood forum is refused and furthermore the Council should decline to determine the neighbourhood area application. Nevertheless, the proposed forum and the proposed area raise interrelated issues. Accordingly, this section discusses the area specified in the application as the neighbourhood area, which inform officers overall recommendations on the applications.

2.68. NPPG Paragraph 33 (<https://www.gov.uk/guidance/neighbourhood-planning--2>) asks "What considerations, other than administrative boundaries, may be relevant when deciding the boundaries of a neighbourhood area?" and states:

2.69. *The following could be considerations when deciding the boundaries of a neighbourhood area:*

- *village or settlement boundaries, which could reflect areas of planned expansion*
- *the catchment area for walking to local services such as shops, primary schools, doctors' surgery, parks or other facilities*
- *the area where formal or informal networks of community based groups operate*
- *the physical appearance or characteristics of the neighbourhood, for example buildings that may be of a consistent scale or style*
- *whether the area forms all or part of a coherent estate either for businesses or residents*
- *whether the area is wholly or predominantly a business area*
- *whether infrastructure or physical features define a natural boundary, for example a major road or railway line or waterway*
- *the natural setting or features in an area*
- *size of the population (living and working) in the area*

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”.

2.70. Section 6 of PlanWimbledon’s application sets out clearly how PlanWimbledon developed their proposed neighbourhood area boundary. PlanWimbledon started with a 1-mile radius circle with the centre point of Centre Court shopping centre (the former Wimbledon town hall at the heart of Wimbledon town centre) as the basis for a 15-minute walking / cycling journey, considered physical features (e.g. roads, parks) then refined the boundary in close consultation with many residents’ groups and community organisations.

2.71. PlanWimbledon’s application states that they consider the area appropriate for designation, saying *“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.*

The people who live or work within these boundaries refer in general terms to the area as “Wimbledon”.

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?”.

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.

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”

2.72. The council’s assessment of the neighbourhood area against the NPPG Criteria is as follows in Table 5 below.

Table 5: assessment of PlanWimbledon’s proposed neighbourhood area against the NPPG criteria

NPPG criteria	Assessment of proposed Neighbourhood Area against these criteria
<p>village or settlement boundaries, which could reflect areas of planned expansion</p>	<p>The proposed area contains Wimbledon town centre, as Merton’s largest town centre, the location for nearly all of the borough’s offices, many of the borough’s major businesses and over half the borough’s total number of jobs. Wimbledon town centre has a strategic economic importance that reaches across Merton and is recognised in the London Plan designation of Wimbledon as part of an Opportunity Area (with South Wimbledon and Colliers Wood) for homes and jobs, as Merton’s only major town centre, with high commercial growth potential, capacity and demand for new speculative office development. A list of over 200 businesses in Wimbledon (as at January 2020) is included as Appendix 3, including multi-national businesses, international and national chains, office headquarters, regional headquarters, retail, leisure, financial services and charities</p> <p>Wimbledon Village, Leopold Road, Wimbledon Chase, Arthur Road and South Wimbledon are all smaller local centres; Wimbledon Village is unique in these in having a London-wide visitor catchment.</p> <p>Plough Lane / Weir Road / Durnsford Road is the borough’s third largest industrial estate and contains a significant number of businesses, including waste management services (Cappagh Group, Reston Waste), builders merchants (Travis Perkins, Selco, Wickes, Topps Tiles), national food delivery depots (Ocado), food production (Vallebona, Mustard Foods, water delivery). Many of the businesses in Wimbledon town centre, the Strategic Industrial Location and Wimbledon Village are major national or international businesses, including retail, food and beverage, waste management, and financial and professional services.</p>
<p>the catchment area for walking to local services such as shops, primary schools, doctors’ surgery, parks or other facilities</p>	<p>The area contains at least 14 primary and secondary schools, at least seven parks and open spaces a wide range of other services including healthcare centres, gyms, and town centre services such as two theatres, and cinemas. Although not catchment areas, the proposed area also contains the internationally known All England Lawn Tennis Club grounds, hosts to the Wimbledon</p>

	Championships Grand Slam, and the AFC Wimbledon stadium at Plough Lane.
the area where formal or informal networks of community based groups operate	PlanWimbledon's application demonstrate that there are a large number of formal and informal community based groups operating within the wider Wimbledon area. This is also reflected in some of the consultation responses, which refer to social and community activities within the proposed area. However PlanWimbledon's application also demonstrates that community groups that are also partly defined as "Wimbledon" do not necessarily see themselves as part of the proposed area (e.g. Residents Association of West Wimbledon; North West Wimbledon Residents Association, Wimbledon Common Conservators).
the physical appearance or characteristics of the neighbourhood, for example buildings that may be of a consistent scale or style	<p>Merton's draft borough character study analyses characteristics of the whole of Merton, considering various aspects including socio-economic, functional character, environmental and climate change influenced character, community character and built character.</p> <p>The built character analysis demonstrates that there are a wide range of different built characteristics within the proposed area, from Wimbledon town centre, to detached houses with large gardens to suburban terraces to industrial sheds. Appendix 1 contains a map to illustrate this derived from the draft Borough Character Study. There are several different conservation areas that cover different parts of the proposed area; the FutureWimbledon SPD and Merton's Estates Local Plan also analyse the existing character of specific parts of the proposed neighbourhood.</p>
whether the area forms all or part of a coherent estate either for businesses or residents	PlanWimbledon's application and the majority of over 1,000 responses received from residents at the consultation demonstrate that there are views that the "Wimbledon" area is coherent. However other responses to the public consultation demonstrate that some people view the area as being made up of distinct districts, estates and neighbourhoods with different characteristics and is too large and diverse to be considered as a single coherent area. This spatial distinctiveness within the area is also reflected in the analysis of the area in Merton's draft Borough Character Study 2021 and other planning documents including conservation area character appraisals, Merton's Estates Local Plan and successive Local Plans.

<p>whether the area is wholly or predominantly a business area</p>	<p>The proposed area contains four designated town centres (Arthur Road, South Wimbledon, Wimbledon Village and Merton’s only major town centre at Wimbledon) and many high streets and shopping parades (Leopold Road, Wimbledon Chase, Haydon’s Road and others).</p> <p>It also contains one of Merton’s three Strategic Industrial Locations at Plough Lane / Weir Road / Durnsford Road which is the borough’s third largest industrial estate and contains a significant number of businesses, including waste management services (Cappagh Group, Reston Waste), builders merchants (Travis Perkins, Selco, Wickes, Topps Tiles), national food delivery depots (Ocado), food production (Vallebona, Mustard Foods, water delivery). Many of the businesses in Wimbledon town centre, the Strategic Industrial Location and Wimbledon Village are major national or international businesses, including retail, food and beverage, waste management, and financial and professional services.</p> <p>Most of Merton’s businesses lie within the PlanWimbledon area. The combined business areas of Wimbledon town centre, South Wimbledon, Wimbledon Village, Arthur Road, Plough Lane / Weir Road / Durnsford Road, Haydon’s Road, Leopold Road and other neighbourhood parades have over 550 public facing businesses, from financiers to international banks, City law firms to HQs, branches of international and national retail chains, restaurants (chains and independents) and cafes, regional headquarters, delivery suppliers, food production, waste management, industrial businesses, charities, cafes, beauticians and other leisure activities.</p> <p>As an example of the range of businesses within the area, Appendix 3 lists the public facing businesses in the four town centres (Wimbledon town centre, Wimbledon Village, South Wimbledon and Arthur Road) as well as some of the neighbourhood parades at Leopold Road, Ridgeway and Haydon’s Road and some of the businesses within the Strategic Industrial Location at Plough Lane / Weir Road / Durnsford Road.</p> <p>However, as drawn, the proposed neighbourhood area can’t be considered wholly or predominantly a business area as there are +25,000 homes within the area.</p>
<p>whether infrastructure or physical features define a natural boundary, for example a major road or railway line or waterway</p>	<p>The area is crossed by a variety of natural features and infrastructure; PlanWimbledon’s application state that these features (e.g. the river Wandle) have been considered in drawing the proposed neighbourhood area boundary.</p>

<p>the natural setting or features in an area</p>	<p>PlanWimbledon’s application states and it is possible to see that natural settings and features, including Wimbledon Common and the river Wandle, are used to guide boundaries for the proposed neighbourhood area.</p>
<p>The size of the population (living and working) in the area. 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</p>	<p>PlanWimbledon neighbourhood area covers approximately a third of the borough of Merton. It contains 25,519 homes (approximately a third of the borough’s homes) accounting for approximately 60,000 residents.</p> <p>In 2018-19 (the last year for which there was data) over 18million entries and exits took place in Wimbledon station</p>

3 OVERALL CONCLUSIONS

- 3.1. PlanWimbledon’s application and the majority of consultation responses demonstrates that there are views that the proposed Wimbledon neighbourhood area is coherent and appropriate. More than 1,000 residents identify with the “Wimbledon” area as defined by PlanWimbledon and support PlanWimbledon’s proposals to become a neighbourhood forum for that area. PlanWimbledon state that the Wimbledon Village Business Association are a PlanWimbledon member and the council received supportive consultation responses including from the All England Lawn Tennis Club and the Wandle Valley Forum.
- 3.2. However, although there are approximately 25,000 homes and 60,000 residents living within PlanWimbledon’s proposed neighbourhood area, evidence provided in PlanWimbledon’s application form, at consultation responses, in PlanWimbledon’s June 2021 correspondence with the council and that is publicly available demonstrates that the specified area is also, in part, characterised by its businesses. Wimbledon town centre is the location for nearly all of the borough’s offices, many of the borough’s medium and large businesses and over half the borough’s total number of jobs. Wimbledon town centre has a strategic economic importance that reaches across Merton and is recognised in the London Plan designation of Wimbledon as Merton’s only major town centre, with high commercial growth potential, capacity and demand for new speculative office development. Other distinct town centres within PlanWimbledon’s proposed area (Arthur Road, South Wimbledon, Wimbledon Village) compliment this as business

locations in their own rights. Plough Lane / Weir Road / Durnsford Road strategic industrial location is also home to several large national businesses.

- 3.3. Officers analysis of the evidence received by the council and as set out in the report leads to the conclusion that PlanWimbledon's membership is not drawn from different sections of the community in so far as the business community, particularly medium to larger businesses or businesses in certain geographic locations, are not represented in PlanWimbledon's membership. Two of the area's major business groups (Merton chamber of commerce and LoveWimbledon BID) are not supportive of the area and LoveWimbledon does not support the forum. Furthermore, for similar reasons, officers analysis is that the proposed forum does not reflect the character of the specified area, so far as it includes the business community.
- 3.4. Officers overall recommendation is therefore that PlanWimbedon does not meet government's mandatory criteria to be designated as a neighbourhood forum. Accordingly, the Council is under a duty to refuse to designate the proposed forum because the mandatory criteria are not satisfied.
- 3.5. If the council does not designate the proposed forum, it may decline to determine the neighbourhood area application on the basis that there will be no organisation that is capable of being designated as a neighbourhood forum in relation to it. Officers considered but rejected various alternative options including the designation of a smaller or different area as a neighbourhood area than that specified in the application (see below).
- 3.6. These recommended decisions do not close off the possibility of neighbourhood forums being designated in Merton in future. PlanWimbledon and other organisations, including from the business sector, have stated commitments to work together on neighbourhood planning. PlanWimbledon and other individuals and organisations will have time and opportunities to address the issues outlined in this report, with the continued support of officers, and come together with revised proposals that meets government's criteria for the successful designation in due course of a neighbourhood forum and area, or multiple forums with multiple areas.

4 ALTERNATIVE OPTIONS

- 4.1. Several alternative options were considered to try and resolve the issues identified in this report. These are set out below.

Extending the time to allow further dialogue

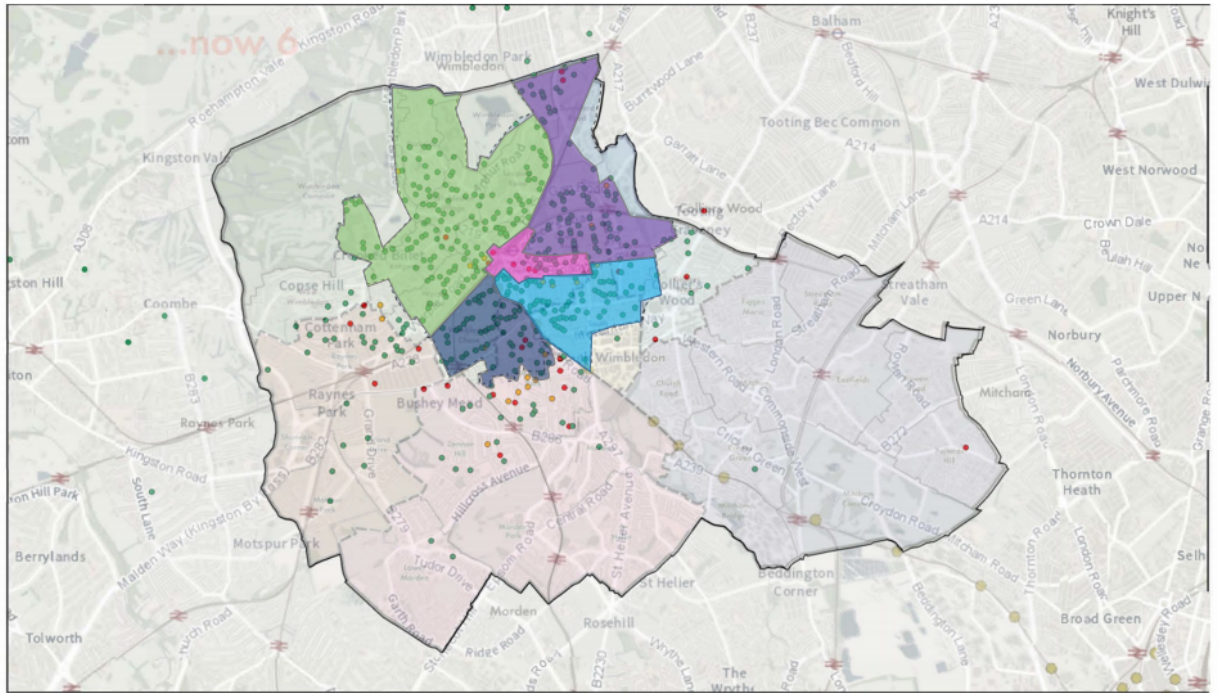
- 4.2. It is clear that there is strong support from many residents for PlanWimbledon's proposed forum and for the geographic boundary. Further dialogue between PlanWimbledon and the business community may be able to resolve the unmet criteria. This is evident from the consultation responses where even those only partly supporting or objecting to the proposals (e.g. Merton Chamber of Commerce, F&C Commercial Property Holdings) stated that they would like to be involved with further dialogue on neighbourhood planning.

- 4.3. Therefore officers considered the alternative option to defer decision-making to allow PlanWimbledon time to try and address the identified issues relating to the Forum and Area application. However government legislation requires councils to make a decision within 13 weeks from the day after the first date of public consultation; this deadline is 13th July 2021. Council meetings are scheduled for 22nd June and 8th July. Therefore this alternative option was not taken forward.

Amending the proposed area boundary

- 4.4. An alternative considered by officers was to recommend that PlanWimbledon's specified area be designated as a neighbourhood area with the exclusion only of the Strategic Industrial Location at Plough Lane / Durnsford Road and also Wimbledon town centre. Officers considered this carefully as it initially appeared that it could address some of the reasons why the neighbourhood area isn't appropriate by reducing the area to focus more on residential areas. It could also potentially address the reasons why the proposed neighbourhood forum isn't appropriate – the neighbourhood forum would not be required to have members drawn from sections of the major business community if the major business locations were no longer part of the proposed neighbourhood area.
- 4.5. However, although officers considered that recommending the removal of the Plough Lane / Durnsford Road Strategic Industrial Location would have still left a coherent neighbourhood area, removing Wimbledon town centre from the middle of the proposed area would have undone the reasoning for establishing the proposed area in the first place, as set out in PlanWimbledon's application. This alternative would have left the neighbourhood area as a very large residential hinterland with the town centre missing. There are cases where neighbourhood areas successfully surround places that are not covered by the same neighbourhood area / forum (e.g. Hampstead), however officers do not consider that removing the major Wimbledon town centre from the rest of the large area would be coherent, particularly in considering the detailed reasoning set out in the original application. It would also be important for such a major change from the original application to be carried out in consultation with residents, businesses, councillors and others. Therefore this proposal is not recommended, at this stage.
- 4.6. Officers also considered whether PlanWimbledon proposed neighbourhood forum could be designated for an area or areas within the wider area specified in its application in respect of which its membership and purpose are more appropriately reflected. This alternative option was not deliverable however: PlanWimbledon's membership is spread extensively across and beyond the proposed neighbourhood areas and the details provided in the application form and the consultation responses means it is not possible to accurately assess whether it meets the criterion of being drawn from different places and different sections of each of the proposed neighbourhood areas within the statutory timeframes for decision-making. Also, PlanWimbledon confirmed in their letter of 15 June 2021 that it was not supportive of designation as the forum in relation to smaller areas.

Plan Wimbledon Alternative Option 1: Town Centre and Neighbourhood Areas

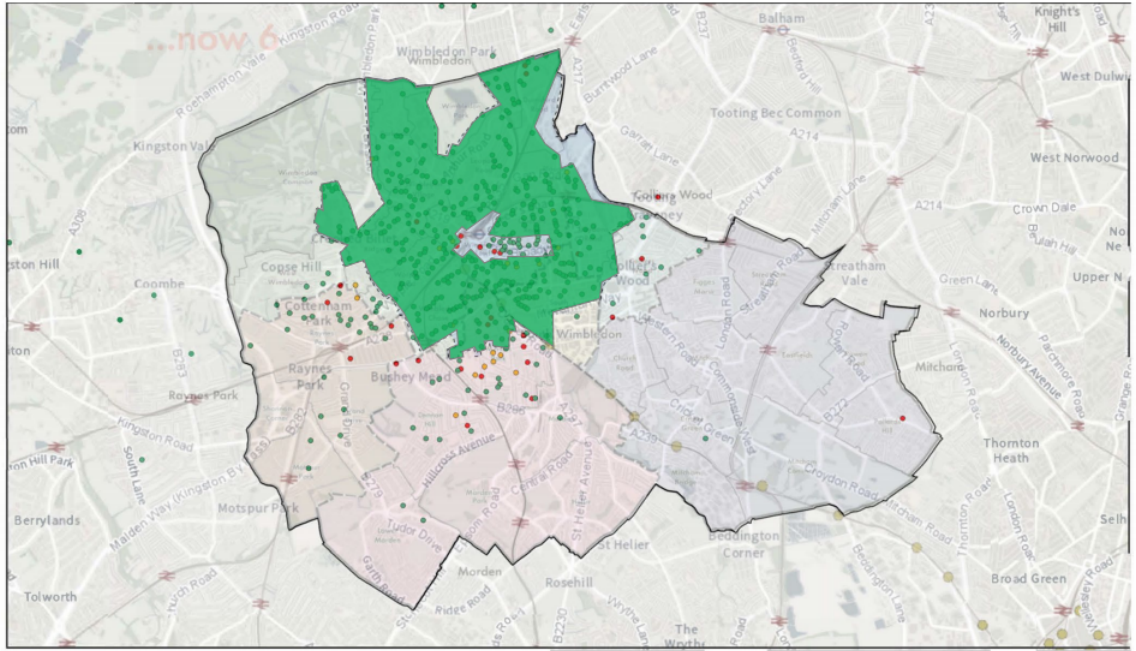


Legend

- Support proposed area
- Partly support proposed area
- Do not support proposed area
- Plan Wimbledon Proposed Area
- Wimbledon Village Neighbourhood Area
- Wimbledon Park Neighbourhood Area
- Wimbledon Chase & Old Merton Park Neighbourhood Area
- Wimbledon Town Neighbourhood Area
- South Wimbledon Neighbourhood Area



Plan Wimbledon Alternative Option 2: Wimbledon Residential Neighbourhood Area

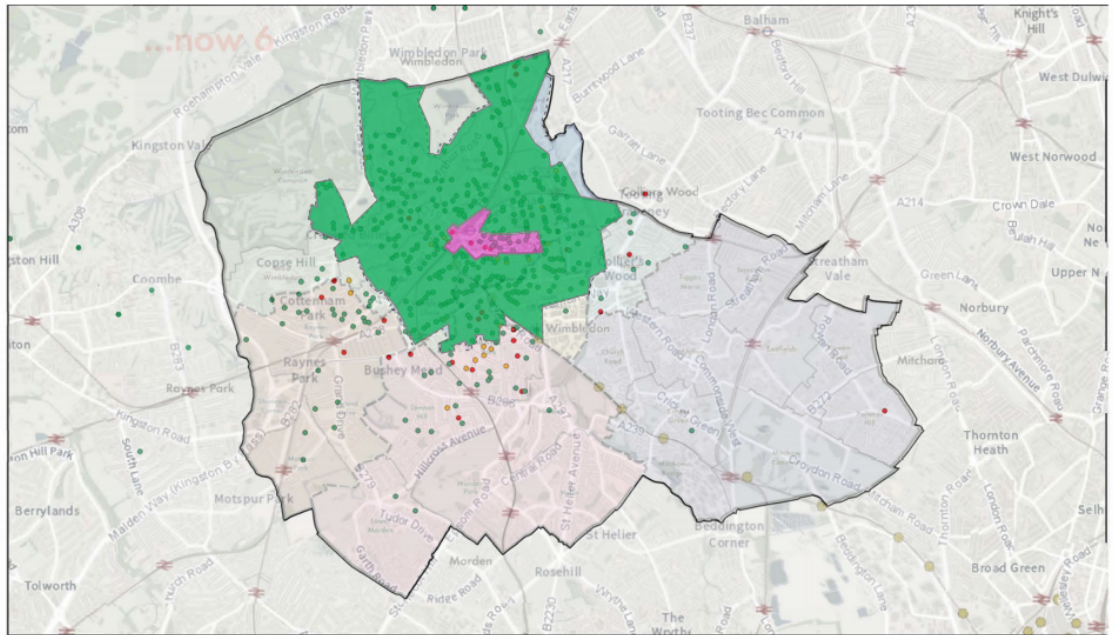


Legend

- Support proposed area
- Partly support proposed area
- Do not support proposed area
- PlanWimbledon Proposed Area
- Wimbledon Residential Neighbourhood Area



Plan Wimbledon Alternative Option 3: Town Centre and Neighbourhood Areas

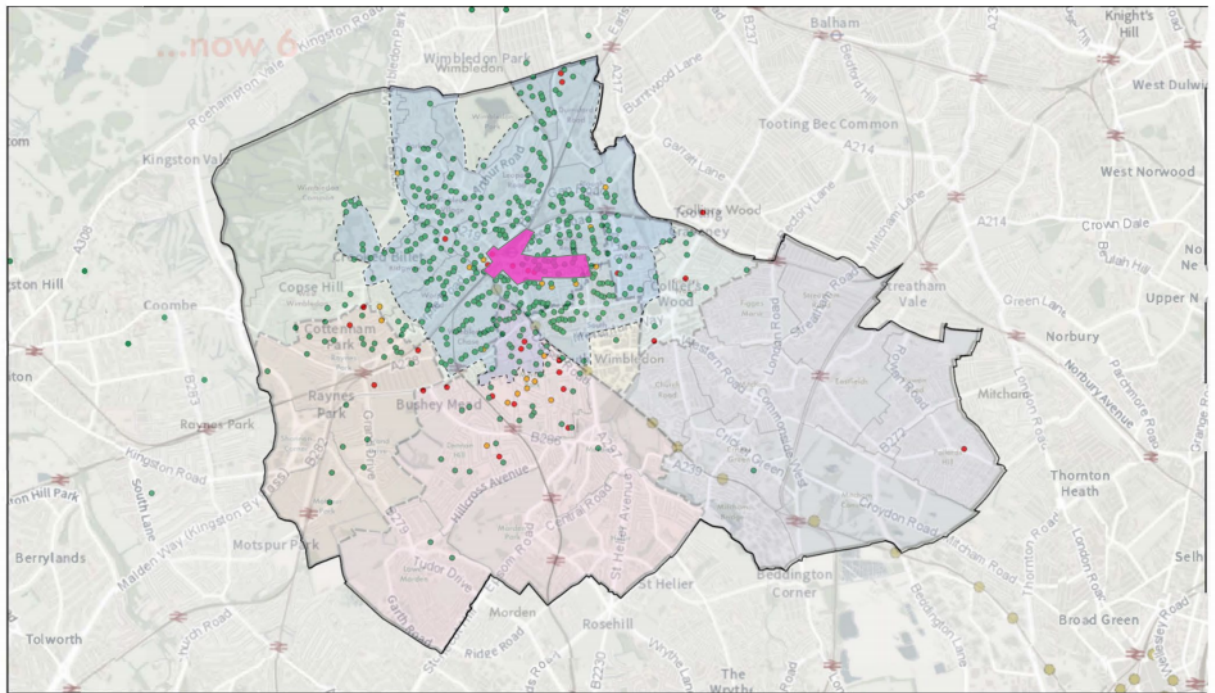


Legend

- Support proposed area
- Partly support proposed area
- Do not support proposed area
- PlanWimbledon Proposed Area
- Wimbledon Neighbourhood Area
- Wimbledon Town Centre Area



Plan Wimbledon Alternative Option 4: Town Centre Neighbourhood Area



Legend

- Support proposed area
- Do not support proposed area
- Partly support proposed area
- Plan Wimbledon Proposed Area
- Wimbledon Town Neighbourhood Area



5 CONSULTATION UNDERTAKEN OR PROPOSED

5.1. As set out in the body of this report.

6 TIMETABLE

6.1. The neighbourhood planning regulations require councils to make decisions on neighbourhood forums / areas within 13 weeks of the first day after public consultation started, otherwise the proposals will receive deemed consent. This date expires on 13th July 2021. Therefore, the proposals will be considered at

- Cabinet on 22nd June
- Council on 8th July

7 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

7.1. This report is concerned with applications for the designation of a neighbourhood forum and a neighbourhood area. The making of these designations of themselves can be accommodated within existing staff resources

- 7.2. Local planning authorities may claim for £5,000 from the Ministry for Housing Communities and Local Government (MHCLG) following the designation of a neighbourhood area and/or neighbourhood forum.

8 LEGAL AND STATUTORY IMPLICATIONS

- 8.1. The relevant law is set out in the Town and Country Planning Act 1990, as amended, and the Neighbourhood Planning (General) Regulations 2015, as amended. The criteria under which applications for designation as neighbourhood forums and areas must be considered are set out and analysed above.
- 8.2. The 2015 Regulations introduce prescribed timeframes within which LPAs must determine applications for neighbourhood areas and forums. The prescribed period for the LPA to determine the PlanWimbledon application is 13 weeks, starting from the date immediately following the first day PlanWimbledon's application was first published for consultation by the council
- 8.3. The Court of Appeal in R (Daws Hill Neighbourhood Forum) v Wycombe DC [2014] 1 WLR 1362 clarified the approach a local planning authority should take when considering a combined application made by a body for designation as a neighbourhood forum and for designation of the neighbourhood area in relation to which the proposed neighbourhood forum would be authorised to act.
- 8.4. Amongst other things, the Court of Appeal rejected the submission that, in the situation of a combined application where the application for designation of the neighbourhood forum is refused, the local planning authority must nevertheless go on to determine the application for the specified area to be designated as a neighbourhood area or alternatively exercise its power under s61G(5) to secure that some of the proposed neighbourhood area is designated by the council as a neighbourhood area.
- 8.5. The facts of that case were that the local planning authority determined to designate the applicant as a neighbourhood forum but, in exercise of its power under s61G(5), it did so only for part of the neighbourhood area it applied for to the exclusion of two development sites.
- 8.6. Here however officers have recommended that it is not appropriate to designate PlanWimbledon as a neighbourhood forum for the whole proposed area specified within its application for the reasons set out in Section 2 of this report, nor is it appropriate, for the reasons explained in Section 4 "alternative options", to designate the forum for any smaller part or parts of the proposed neighbourhood area.. Accordingly, the council may, pursuant to the guidance from the Court of Appeal, decline to determine the application for designation of the 'specified area' as a neighbourhood area and to consider its power under s61G(5). Officers have recommended that this approach is taken.
- 8.7. This will amount to the determination of the application as required within the prescribed 13 weeks for the purposes of the Neighbourhood Planning (General) (Amendment) Regulations 2015, regulation 6A.

9 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 9.1. Officers have assessed PlanWimbledon’s membership (updated as at 15th June 2021, see appendix 6) against the available resident ward data within the proposed PlanWimbledon area for protected characteristics of age and ethnicity.

10 CRIME AND DISORDER IMPLICATIONS

- 10.1. None for the purposes of this report.

11 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

- 11.1. None for the purposes of this report

12 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

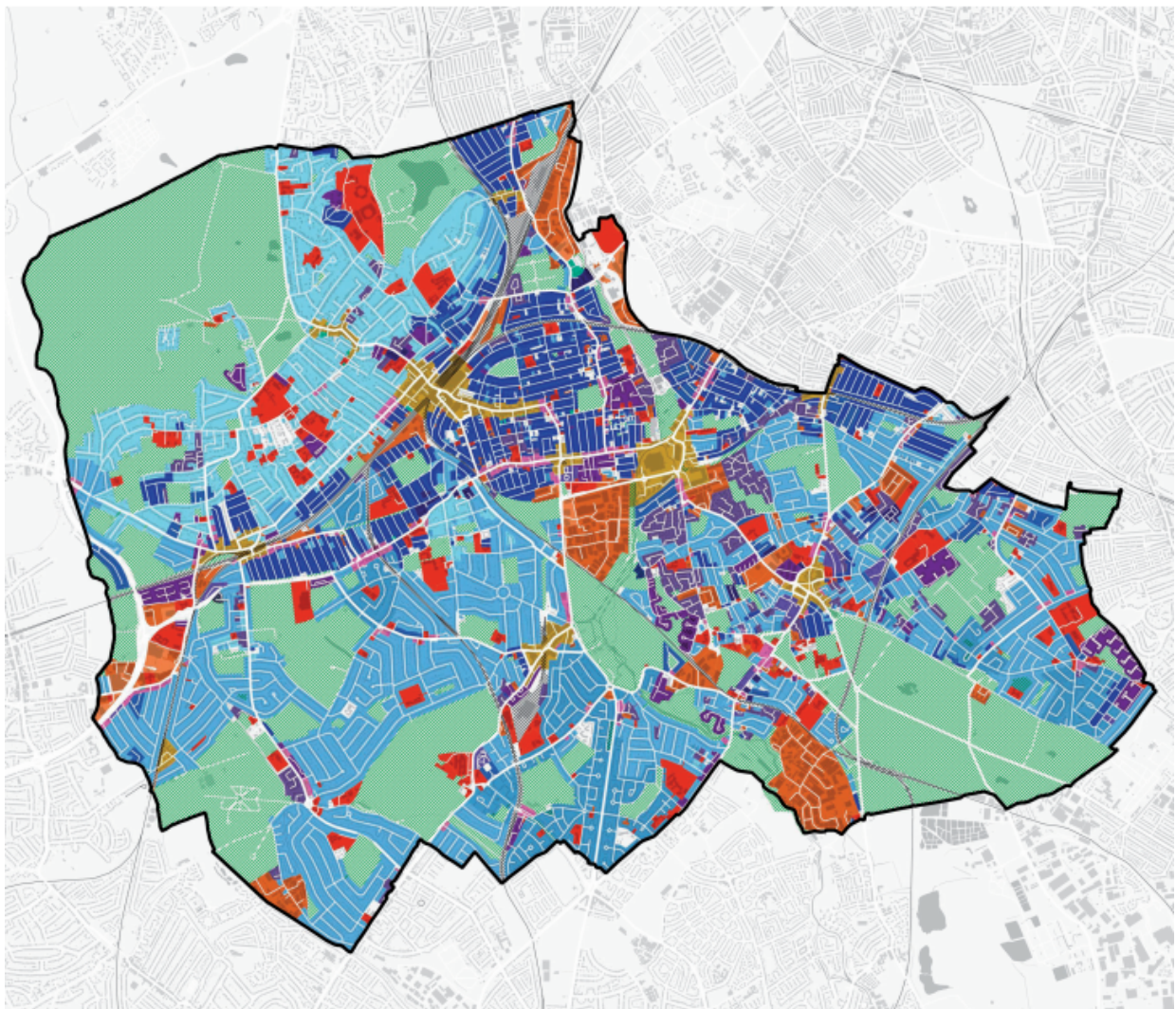
- Appendix 1 – Merton draft Borough Character extract – built character analysis
- Appendix 2 – further analysis of public consultation results
- Appendix 3 list of businesses in the four town centres, high streets and the strategic industrial location (derived from Merton’s shopping survey 2020)
- Appendix 4– copies of public consultation results
- Appendix 5 – PlanWimbledon’s application (April 2021 version)
- Appendix 6 – PlanWimbledon’s correspondence with council officers (dated 15th June 2021)

13 BACKGROUND PAPERS

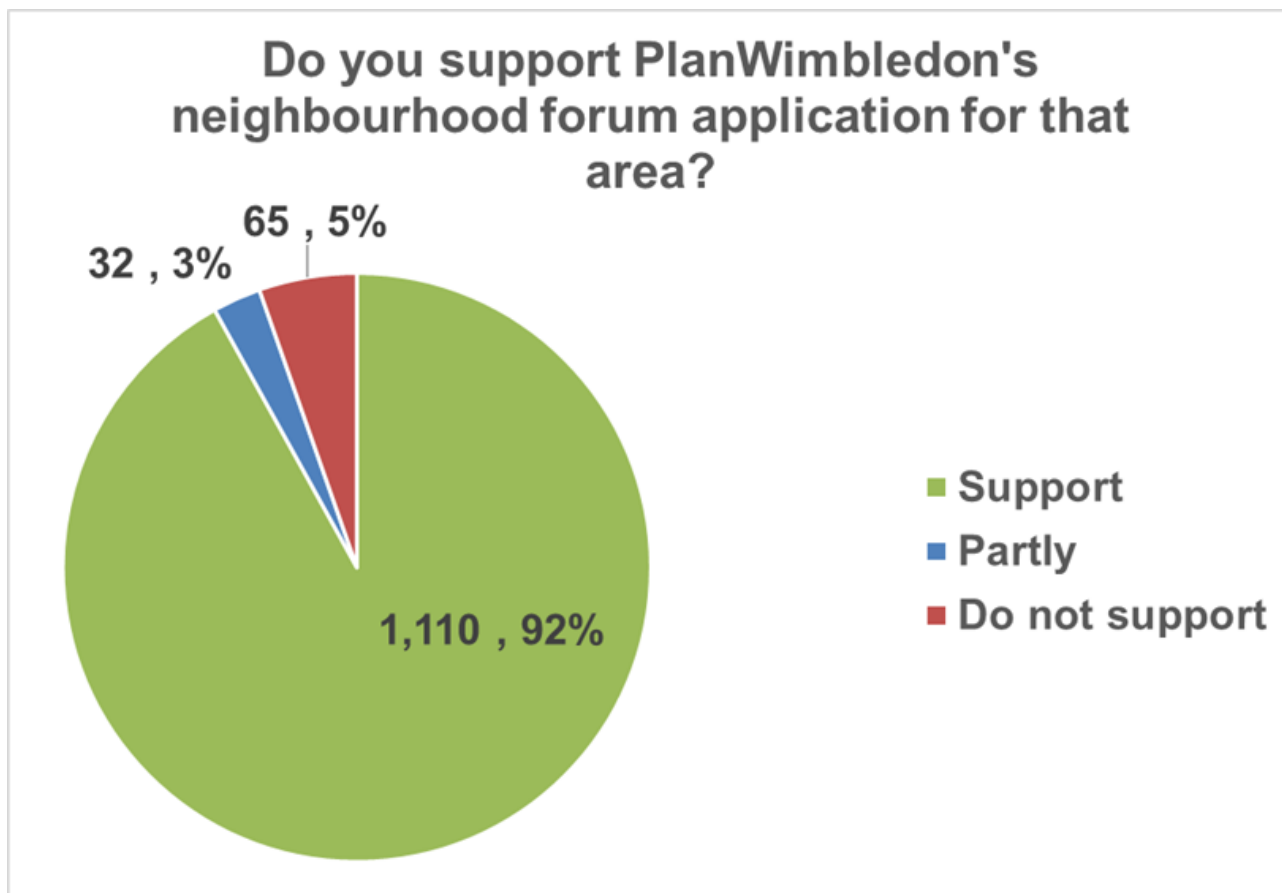
- 13.1. National Planning Practice Guidance (NPPG) – neighbourhood planning <https://www.gov.uk/guidance/neighbourhood-planning--2>
- 13.2. Legislation and regulations as outlined in the report (links found within the NPPG)
- 13.3. Merton’s draft Borough Character Study 2021 <https://www.merton.gov.uk/planning-and-buildings/planning/supplementary-planning-documents/character-study2021#:~:text=This%20study%20has%20been%20prepared,undertaken%20between%202011%20and%202015.>
- 13.4. PlanWimbledon’s applications to become a neighbourhood forum and for the of Wimbledon <https://www.merton.gov.uk/planning-and-buildings/planning/local-plan/neighbourhood-plans>
- 13.5. Merton’s Local Plan including Estates Local Plan <https://www.merton.gov.uk/planning-and-buildings/planning/local-plan>
- 13.6. Merton data hub <https://data.merton.gov.uk/>
- 13.7. London datastore <https://data.london.gov.uk/>
- 13.8. NOMIS – official labour market statistics provided by the Office of National Statistics <https://www.nomisweb.co.uk/>
- 13.9. Merton’s shopping survey

13.10. Correspondence from PlanWimbledon to council officers, June 2021

Appendix 1 Merton draft Borough Character Study extract – built character analysis

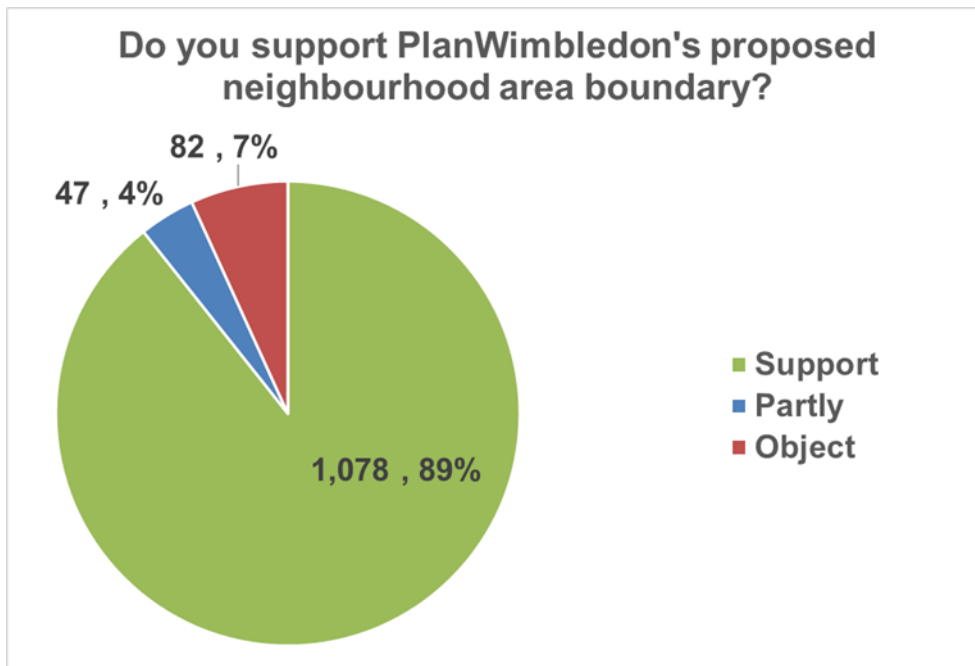


Appendix 2 – further analysis of public consultation results



There were two respondents who said both “yes” and “partly” when asked if they supported PlanWimbledon’s neighbourhood forum application for that area. These have not been included in the graphs.

Yes	Partly	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.
Yes	Partly	Vagueness concerns although the Council needs oversight aspect that I think is envisioned in this group



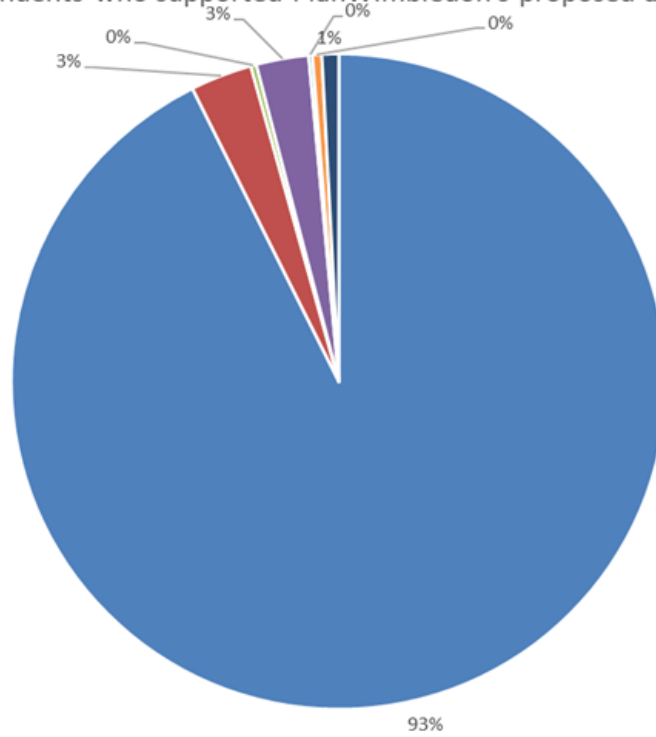
There were two respondents who said “no” and “partly” for the boundary and stated the following. These have not been included in the graphs

No	Partly	It should include all of Merton park or none of Merton park.
No	Partly	All or nothing.
No	Partly	I think SW20 (West Wimbledon) should also be included.

There were five respondents who said “yes” and “partly” for the boundary who stated the following. These have not been included in the graphs

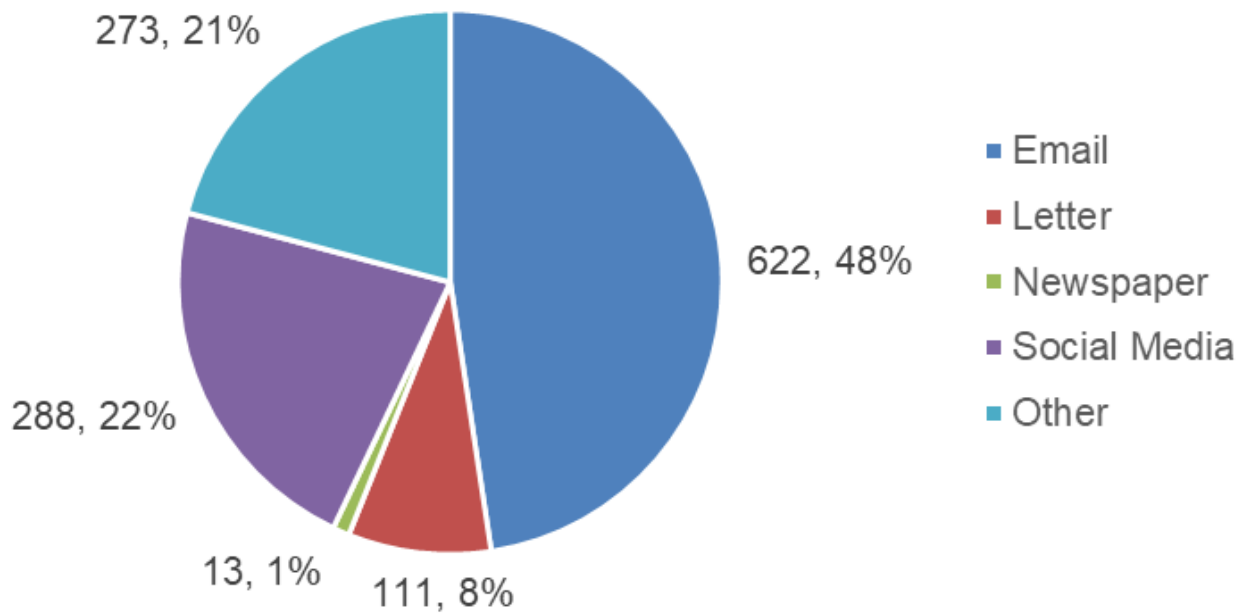
Yes	Partly	I don't fully understand the election process for the plan wimbledon team and how much local residents feelings will be represented.
Yes	Partly	I would like to have seen it more central to Wimbledon town to protect it from overdevelopment from the master plan including the sale of Centre court and future crossrail2 development
Yes	Partly	Southern boundary should not impinge on existing Merton Park residential area south of Kingston Road but can include Nelson Hospital shopping parade.
Yes	Partly	Would prefer West Wimbledon to be included
Yes	Partly	I think it should extend a bit further south in Merton park to take account of the John Innes area of benefit.

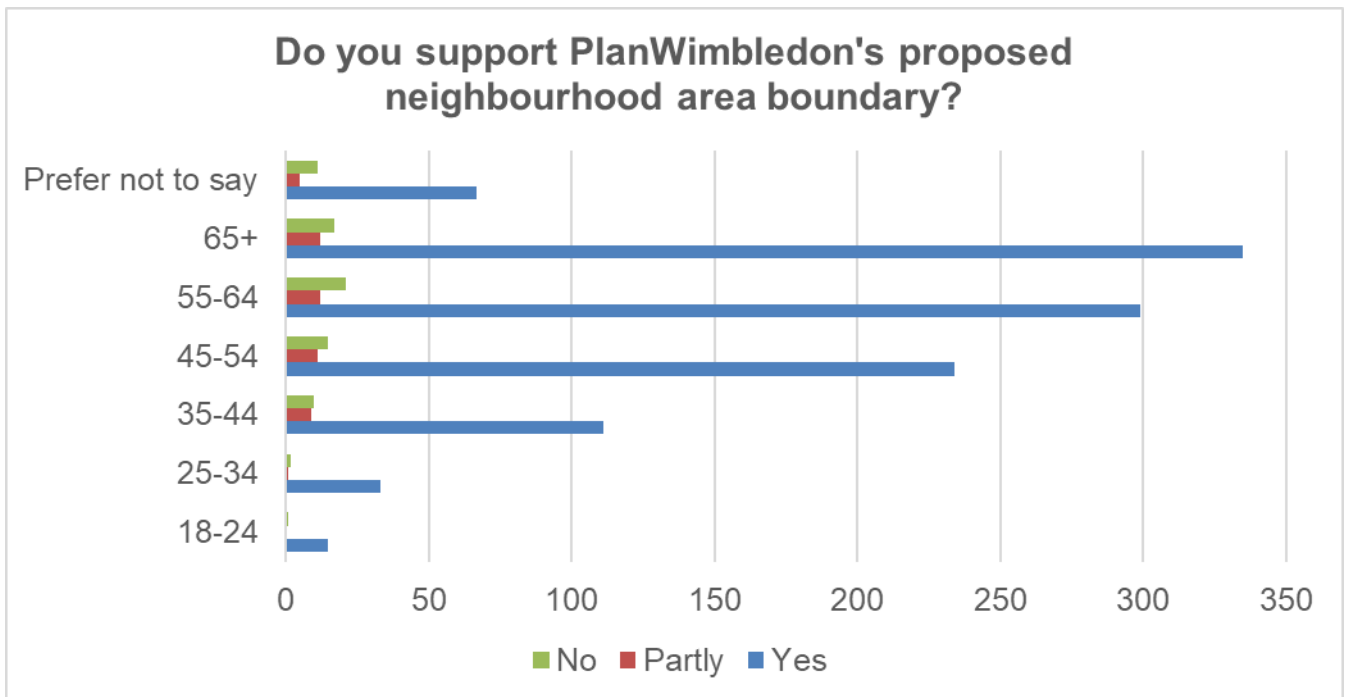
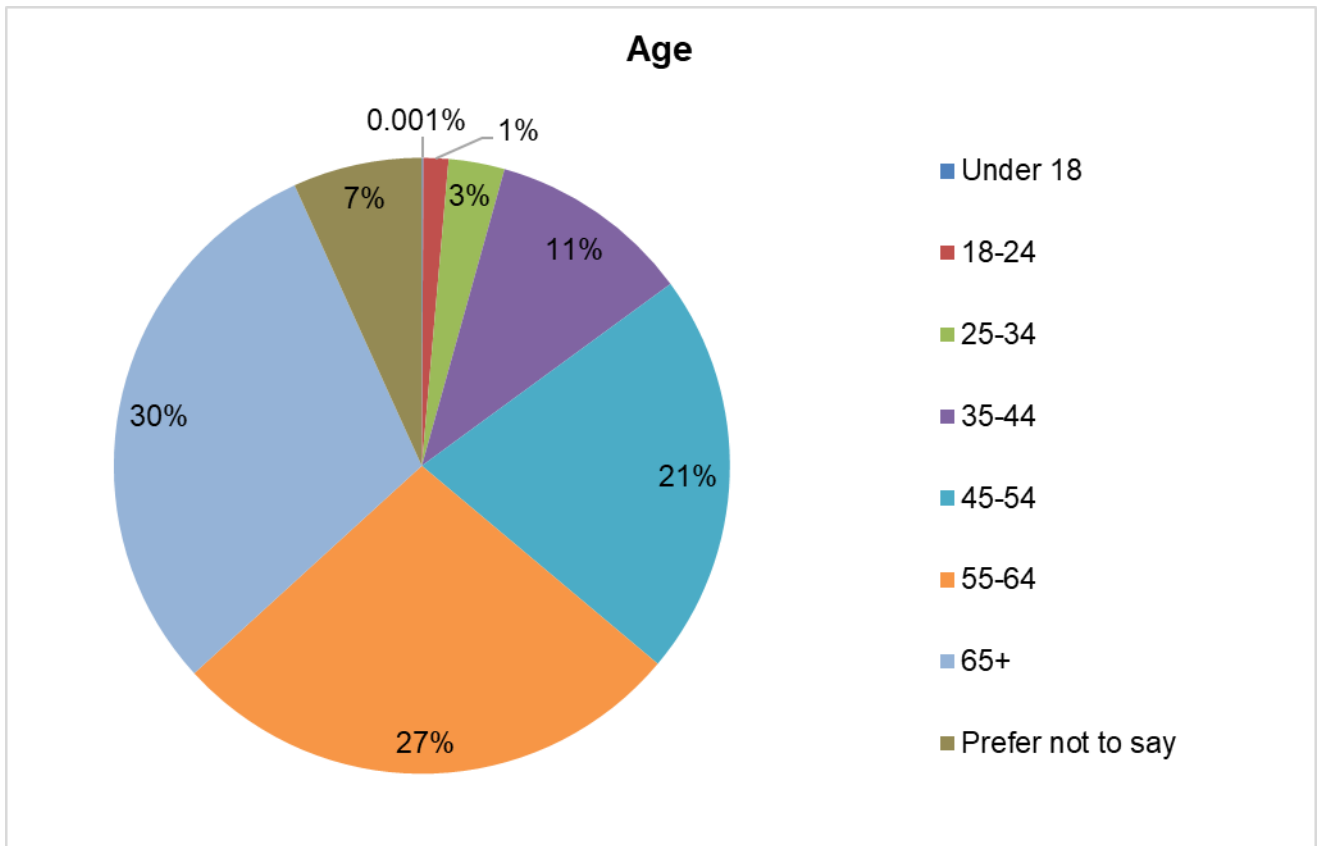
For respondents who supported PlanWimbledon's proposed area



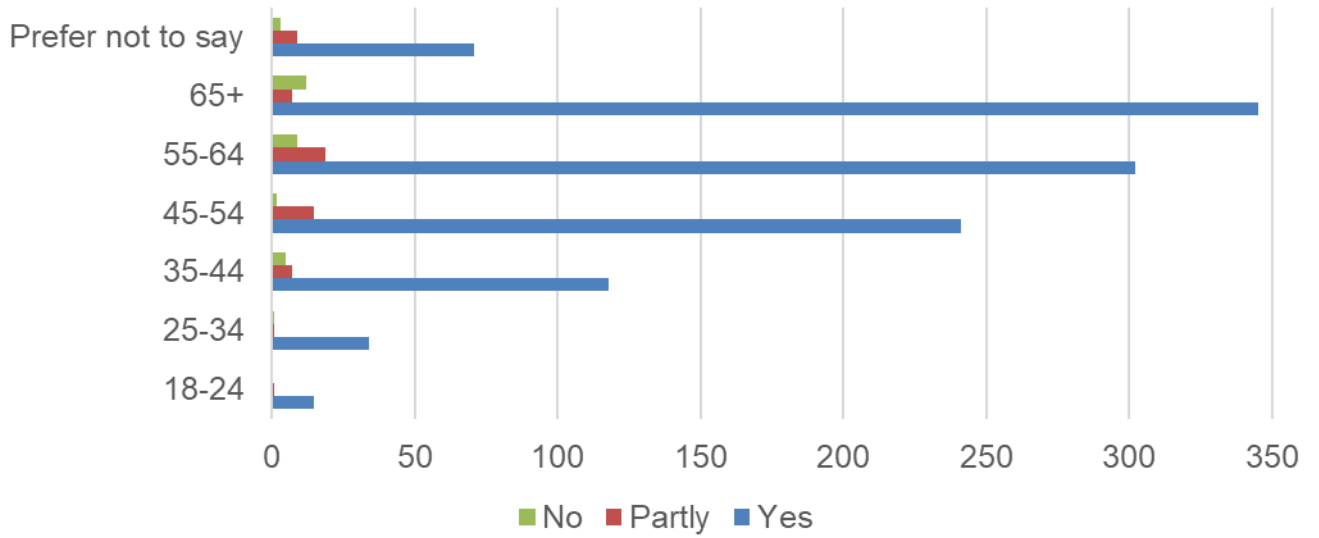
- Resident within the area
- Work in the area
- Live and work in the area
- Use area for leisure, socialise, school, shop (living and working nearby / elsewhere)
- Business owner
- Other (own a property, politician)
- did not answer

How did you hear about the consultation?

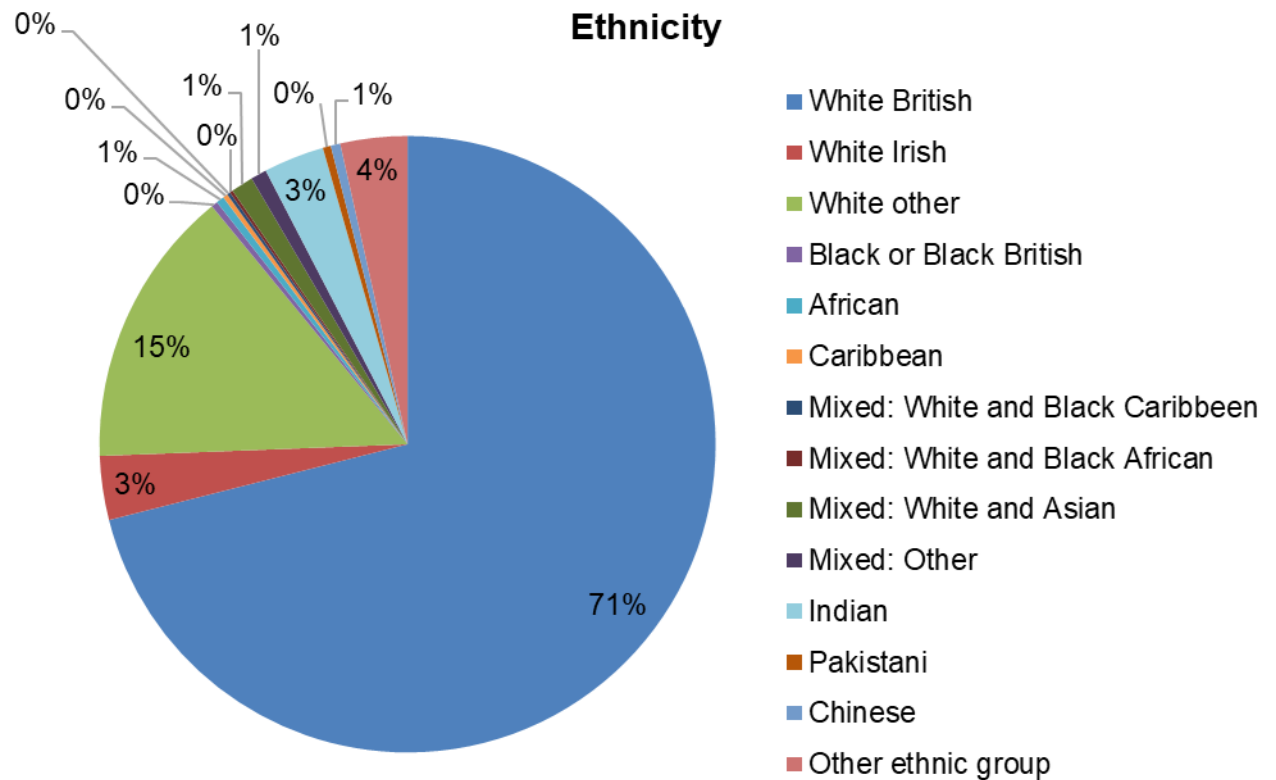




Do you support PlanWimbledon's proposed neighbourhood forum?



Ethnicity



Appendix 3 List of businesses in the four town centres, high streets and the strategic industrial location (derived from Merton's shopping survey 2020)

This does not include all businesses. Generally Merton's shopping survey only includes businesses that provide a customer facing service in a shopfront, including a trade counter)

Wimbledon town centre (208 businesses listed)

Tax Assist Accountants	Accountants
Aubergine	Art Gallery
3 Store	Mobile Phone Shop
601 Queens Rd	Bar/Restaurant
A Plan Insurance	Insurance Broker
Accessorize	Fashion Accessories
All Bar One	Public House
Andrew Purnell & Co	Estate Agent
Art Jewels	Jeweller
Auntie Anne's	Café
Aya	Takeaway
Barber	Barber
Berties Wine Bar	Public House
Betfred	Bookmakers
Bills	Restaurant
Blacks	Outdoor Shop
Boots	Chemist
Boots Opticians	Opticians
British Foundation	Charity Shop
Buneos Aires	Restaurant
Café Mori	Restaurant
Café Nero	Café
Cancer Research UK	Charity Shop
Card Factory	Card Shop
Charity shop	Charity shop
Chipotle	Restaurant
Clarks	Shoe Shop
Clementines	Hairdressers
Clinic	Beauty Services
Clinton Cards	Card Shop
Coral	Bookmakers
Costa Café	Café
Creature Company	Pet Store
Crepe Affair	Restaurant
Curry's PC World	Computer Shop
Dexters	Estate Agent
Diba	Takeaway
Dip and Flip	Restaurant
Drink Junction	Off Licence
Ecco	Shoe Shop

Edission White	Estate Agent
Edwards	Public House
EE	Mobile Phone Shop
Eillisons	Estate Agent
Elys	Department Store
Entertainment Exchange	Music Store
Evans Cycles	Bike Shop
Fayre and Square	Gift and Stationary Shop
Fielders	Art & Craft Shop
Five Guys	Restaurant
Flight Centre	Travel Agent
Foxtons	Estate Agent
Franco Manca	Restaurant
G like Gelato	Ice cream parlour
Gap	Clothes Shop
Gap Kids	Baby & Child Store
Gourment Burger Kitchen	Restaurant
Greggs	Bakers
Grilandia	Restaurant
H & M Teen	Clothes Shop
H&M	Clothes Shop
H&M kids	Clothes Shop
H&M Men	Clothes Shop
Haart	Estate Agent
Halifax	Building Society
Hand and Raquet	Public House
Hawes & Co	Estate Agent
Headmasters	Hairdressers
Health Zone	Health Food Store
Herbal World	Chinese Medicine
HMV Curzon	Music Store
Holland & Barrett	Health Food Store
HSBC	Bank
I&S	Locksmiths
imm Thai Fusion	Restaurant
Itsu	Food shop
Jacks of London	Barbers
Jackson's Estate Agents	Estate Agent
JC Michael	Care services
JD Sports	Sports Shop
Jennings Bet	Bookmakers
Jimmy's World Kitchen	Restaurant/ Bar
Joe & the Juice	Bar
JoJo Momon Belle	Childrens Clothes Shop
Junction Box	Post Office/ Newsagent
Kababji	Restaurant

Kaldi Coffee	Café
Kall Kwik	Printing Services
Kentucky Fried Chicken	Restaurant
Kingleigh Folard & Hayward	Estate Agent
Kingsmere	Dry Cleaners
Krystals	Newsagent
Ladbrokes	Bookmakers
Lakeland Homeware	Homeware Store
Lauristons	Estate Agent
Lebara Mobile	Phone Repairs
Leon	Café
Lidl Uk	Office
Little Waitrose	Supermarket
Lloyd's	Bank
Look Fabulous Forever	Beauty Services
Ludlow Thompson	Estate Agent
Lush	Cosmetics Store
Marks & Spencers	Supermarket
MBL Estates Real Estate	Estate Agent
McDonalds	Restaurant
Melbury House,Offices	Offices
Metro Bank	Bank
Mia Tai	Restaurant
Monsoon	Clothes Shop
Morrisons	Supermarket
Moss & Co	Estate Agent
Mountain Warehouse	Outdoors shop
MW Solicitors	Solicitors
Nando's	Restaurant
Nationwide	Building Society
Natwest	Bank
Neptune	Kitchen Shop
NHS Sutton & Merton	Offices
Nutfield Health Club	Gym
Odeon	Cinema
Office	Shoe Shop
Office Angels	Recruitment Agent
Offices	Offices
Oki	Restaurant
Oliver Bonas	Clothes Shop
O'Neills	Public House
Oxfam	Charity Shop
Paddy Power	Bookmakers
Pandora	Jeweller
Papa Johns	Takeaway
Paperchase	Stationary Store

Patisserie Valerie	Café
Patrica	Fancy Dress Hire
Paverly Bridal	Clothes Shop
Phase Eight	Clothes Shop
Phokas Barbers	Barbers
Pizza Express	Restaurant
Pizza Hut	Takeaway
Post Office	Post Office/ Newsagent
Pret A Manger	Café
Princess Nails	Beauty Services
Redevelopment	Redevelopment
Reflections	Hairdressers
Retail 24	Newsagent
Robert Dyas	Hardware store
Rosy Lea Café & Sandwich Bar	Café
Roxie	Restaurant
Rush Hair Stylist	Hairdressers
Ryman	Stationers
Sabi's Closet	Cab Office
Sainsburys	Supermarket
San Lorenzo	Restaurant
Santander	Bank
Scope	Charity Shop
Sean Hanna	Hairdressers
Sinclair	Jeweller
Smarty	Dry Cleaners
Smash	Pub/club
Smiggle	Childrens toys
Snappy Snaps	Photographic Shop
Specsavers	Opticians
Starbucks	Café
Sticks & Sushi	Restaurant
Stormfront	Mobile Phone Shop
Subway	Sandwich Bar
Superdrug	Chemist
Swan Court	Office
Swarowski	Crystal Shop
Tanning Shop	Beauty Services
Teokath of London	Clothes Shop
Tesco Metro	Supermarket
The Adegas	Restaurant
The Alexandra	Public House
The Body Shop	Beauty Services
The Entertainer	Toy Shop
The Fragrance Shop	Perfumery
The Old Frizzle	Public House

The Prince of Wales	Public House
The Stage Door	Restaurant
Timpson	Shoe Repair
TK Maxx	Clothes Shop
Toni & Guy	Hairdressers
Tortilla	Restaurant
Touro Brazilian Steakhouse	Restaurant
Trespass	Outdoor Clothing Shop
Trinity Hospice	Charity Shop
TWM Solicitors	Solicitors
Uni Qlo	Clothes Shop
Urban Beauty	Beauty store
Vaporized	e-cigarettes
Victorian Café	Café
Vision Express	Opticians
Vodafone	Mobile Phone Shop
W.H Smith	Stationery Store
Wafflemeister	Waffle shop
Wagmama	Restaurant
Wahaca	Restaurant
Waterstones	Bookshop
WDS - Wimbledon Dental School	Dental Clinic
Whittards	Tea/ Coffee Retailer
Wibbas Down Inn (Whetherspoons)	Public House
Wilko	Homewares
Wimbledon Dry Cleaners	Dry Cleaners
Wimbledon Library	Library
Winchester White	Estate Agent
Worple News	Newsagent
Yori	Restaurant

Wimbledon Village (128 shopping survey businesses listed)

Chambers	Clothes making shop
Bayee Village	Restaurant
Hamptons & Sons	Estate Agent
RKade	Antiques
Micheal Platt	Jeweller
Joseph Azagury	Shoe Shop
Floor Seasons	Flooring Shop
Le Creuset	Cookery Shop
John D Wood	Estate Agent
Caroline Randall	Clothes Shop
Johnson's	Dry Cleaners
American Dry Cleaning Company	Dry Cleaners

Pellini Uomo Italian Menswear	Clothes shop
Rober Holmes & Co	Estate Agent
Redevelopment	Redevelopment
Holloways of Ludlow	Home fixtures and fittings
Victorian Rugs	Home furnishings
Take Time	Beauty services
Lifetime Shutters and Windows	
Senti	Perfume
Organic Master	Beauty Services
Fire Stables	Restaurant
Illumin8 Beauty	Beauty Services
Helping Hands Homecare	Care agency
Vacant	Vacant
The Wimbledon Village Osteopath	Osteopath
Wimbledon Fine Art	Art Gallery
Restore/ Hoban Design Ltd	Masonry Restoration Service/Office
FPD Savills	Estate Agent
The Hand & Foot Spa	Beauty Services
Cath Kidston	Home Furnishings
Le Pain Quotidien	Café
Hawes & Co	Estate Agent
Nordic Style	Home Furnishings
Cote Bistro	Café
Gail's	Café
Gardenia of London	Florist
Gentlemen's Barbers	Barbers
British Red Cross	Charity Shop
Chango	Restaurant
Eternal	Jeweller
Deborah Beaumont	Clothes Shop
Boho Beach Fest	Clothes Shop
Wimbledon Village Post Office	Newsagent/ Post Office
Traders Antiques	Antiques
Pop-up shop	Shop
Patara	Restaurant
Koing Kitchens	Home Furnishings
Thai Tho	Restaurant
Brew	Restaurant
Evie Loves Toast	Clothes Shop
Eileen Fisher	Clothes Shop
Dog & Fox	Public House
Andrew Scott Robertson	Estate Agent
Carluccio's	Restaurant
Giggling Squid	Restaurant
Sarah Pacini	Clothes Shop

Whistles	Clothes Shop
Reiss	Clothes Shop
Friar Wood	Wine Merchants
The Glass House	Beauty Services
Orlebar Brown	Clothes Shop
Robert Holmes & Co	Estate Agent
Matches Fashion	Clothes Shop
Clarendon Fine Art	Art Gallery
Castrads	Radiator shop
Mary's Living and Giving	Charity Shop
Neom Organics	Beauty Supply Store
Space NK Apothecary	Beauty Services
Pret a Vivre	Home Furnishings
Wimbledon Books and Music	Books & Music Store
Goddard	Vet Clinic
Residential	Residential
N.R. Headley	Dental Clinic
Pet Pavillion	Pet Supplies
Lightcafe	Café
Sweaty Betty	Sports Shop
All Seasons	Grocer/ Off-License
Tridology	Clothes Shop
Hobbs	Clothes Shop
Hemmingways	Public House
Fired Earth	Tiles Store
Baylee & Sage	Supermarket
Petite Bateau	Childrens Clothes Shop
Carat	Jeweller
Joseph	Clothes Shop
David Clulow	Opticians
Computoin Des Cottonners	Clothes Shop
The White Onion	Restaurant
Café Nero	Café
Rkade	Antiques
Masion St Cassien	Café
Rajdoot	Restaurant
Sorverign Travel	Travel Agent
The Ivy Café	Restaurant
SHOW Blow	Hairdressers
Iris	Clothes Shop
Joe & The Juice	Café
Prince	Clothes Shop
Jigsaw	Clothes Shop
Wimbledon Pharmacy	Chemist
Knight Frank	Estate Agent
Revital	Health food shop

Cancer Research UK	Charity Shop
Pizza Express	Restaurant
Piajeh	Clothes Shop
Megan's	Restaurant
Paul	Café
Porcelain Tiles	Tile shop
Andy's Salon	Hairdressers
Farrow & Ball	Paint & Paper
Japan UK Property Ltd	Estate Agent
Oxfam	Charity Shop
Peacock & Co Solicitors	Solicitors
Neal's Yard	Organic Natural Health & Beauty
Fig	Clothing
Expressive Eyes	Opticians
Vacant	Vacant
Nicolson & Frelander	Dry Cleaners
Sajana	Beauty Services
Mathnasium	Education
Skinsmiths	Beauty services
Headcase	Barbers
Lulu Blonde	Hair & Beauty
Wimbledon Tandoori	Restaurant
Black Radish	Restaurant
Headmasters	Hairdressers
ESHO	Beauty Services

South Wimbledon – 67 businesses listed

201 Asian Kitchen	Restaurant
Adams	Takeaway
Aino Health Centre	Alternative Health Centre
Alisha Dry Cleaner	Dry Cleaners
Ariana High Quality Dry Cleaners	Dry Cleaners
AYA	Restaurant
Body Sun	Beauty Services
British Dance Council	Offices
Costa	Café
CRIBBS Estate Agents	Estate Agent
Cruz Hair	Hairdressers
Cut Masters	Hairdressers
Cutdye by Lina	Hairdressers
Cutting Lounge	Barbers
Dallas Chicken n' Ribs	Takeaway
Darren Estate	Estate Agent
Dickson's	Estate Agent

Dylan's Barber	Barbers
Easan & Co./ M Vaikundavasan	Accountants
Eggs Benedict	Restaurant
FM	Dry Cleaners
Fresh Fish & Chips	Takeaway
Grenfell Housing Association	Housing Association
Gusto Café	Café
Hot Pod Yoga	Gym
Johnson Grilly	Solicitors
Kendall Car Rental	Car Rental
Kimico	Beauty Services
Klaudias Hair and Makeup	Beauty Services
Kwik Fit	Car Garage
Lark	Gift shop
Little Brazil	Restaurant
Little Vietnam	Restaurant
Martin & Co.	Estate Agent
Mazar	Takeaway
Merton Kebab House	Takeaway
Merton Minicabs	24 hr Cabs
Mr Clutch	Garage
N. Nahar & Co	Accountants
Nantha & Co	Solicitors
Nest Seekers	Estate Agent
NumberWorks 'nWords	Tuition
Rashid & Rashid Solicitors	Solicitors
Sainsburys	Convenience Shop
Shofar Chuch	Religious Centre
Signature Law	Law firm
Simply Fresh	Supermarket
Spiceway Supermarket	Off Licence/grocers
Stained Glass Studio	Glazers
Sunrise solicitors	Solicitors
Sunrise solicitors	Solicitors
SW19 Café	Café
Takahashi	Restaurant
TCL Estates	Estate Agent
Tennessee Express	Takeaway
Tesco Express	Supermarket
The Bank House	Accountants
The Hair Confidante	Hairdressers
The Kilkenny Tavern	Public House
The South Wimbledon Clinic	Health Centre
Timeless Interior	Antiques Restoration
Vape Cave	Vaping shop
Victoria Corporate	Accountants

Weber Brare	Hairdressers
Wimbledon Food & Wine	Convenience Shop
Wimbledon Solicitors	Solicitors
Wireless Vision	Mobile Phone Shop

Arthur Road – 38 businesses listed

The Tennis Gallery	Art Gallery
"Best One"	Newsagent
"Dr.Parry"	Chemist
"The Kindness"	Takeaway
A1 Cars	Cab Office
Brinkleys	Estate Agent
Burlington Estate Agents	Estate Agent
Café du Parc	Sandwich Bar
Casa Argentina	Café/Restaurant
Co-op	Supermarket
D&S Tailors and Dry Cleaners	Dry Cleaners
Dalchini	Restaurant
Enamour Hair and Body Clinic	Beauty Services
Estella	Restaurant
Frenchman's Creek	Furniture shop
Gallerie Prints	Art Gallery
Gennaro Dell'Aquila	Hair & Beauty
Indigo Projects	Office
James Mens Barbers	Barber
K2	Takeaway
Manuels	Bakers
McGlennons	Solicitors
Mr Sparx	Electrical Supplies and Lighting Bespoke Kitchens & Living Spaces
Neil Norton	
Park Viniters	Wine Merchants
Pasha BBQ and Kebab	Takeaway
Red Brick Oven	Takeaway
Regal Nails	Beauty Services
Saucer + Cup	Café
Seahorse Nursery	Nursery
Thai Spa Boutique	Hair & Beauty
The Cake Parlour	Baking Products
The Glass House	Office
The Park Barber's	Barbers

The Wedding Dress Shop	Bridal Shop
Thom Kirby	Hairdressers
Wimbledon Park Post Office	Post Office
Z Group	Financial Services

High streets including Haydon's Road, Leopold Road and Ridgeway – 99 businesses listed

"Best One"	Off Licence
:a Faroma	Portuguese takeaway
afl Construction	Building services
Ambience	Restaurant/ Cocktail Bar
Ambience express/Meze World	Café
Basilica	Takeaway
Blade Barber	Barbers
Brian Kirby Flowers	Florist
BTL Property London	Building Management
Bugsys Barbers	Barbers
Bumble Bee Day Nursury	Childrens Nursery
Charles Jarman Flooring Ltd	Home Furnishings
Chicken Cottage	Takeaway
City Plumbing Supplies	Home Furnishings
CLE Design Ltd	Offices
Commercial Electronics	Electrical Store
Co-op	Supermarket
Co-operative	Supermarket
Cuddington	Builder Services
Direct Companies Centre	Repairs Houehold and Garden Equipment
Dudey Dry Cleaners	Dry Cleaners
Easyaiportravel.com and Easyaccidentclaim.com	Cab Office/ Insurance
Esente Hair	Hairdressers
Galaxy	Dry Cleaners
Golden House	Takeaway
Good Chef	Takeaway
Good Earth Express	Takeaway
Hallidays Homes and Wares	Home Furnishings
Haydon Late Shop	Newsagent/ Off-Licence
Haydons Cabs	Cab Office
Haydons Café	Café
Haydons Pharmacy	Pharmacy
Hicks Gallery	Art Gallery
Holy Smoke	Restaurant
Home Care Service Provider	Service Provider
Hypnotherapy and Natural Health Centre	Natural Therapy Clinic
J.J Stores	Newsagent

Jaipur	Takeaway
Katja	Clothes Shop
Knox Brothers	Funeral Directors
Kydd & Kydd	Vet Clinic
LA Hairdressing & Inner Beauty	Hairdressers
Leopold News	Newsagent
Light House	Restaurant
Lupo Bros.	Café
Luxury Nails Boutique	Beauty Services
Mc China	Restaurant
Mimo	Hairdressers
Montana Barber Shop	Barbers
Mortgages Financial Consultant	Financial Services
Nails & Co London	Beauty Services
Newport Food and Wine	Grocer
Office	Office
P & P Glass	Glazers
Papa John's Pizza	Takeaway
Period Mirrors	Home Furnishings
Pilates studio	Pilates Studio
Pizza and Pasta Hut	Restaurant and Takeaway
Plum Lettings	Estate Agent
Quality Landrette/ Dry Cleaners	Dry Cleaners
R Clinic	Massage
R Clinic	Massage
Redevelopment	Redevelopment
Ridgeway Dental	Dental Clinic
Ridgeway Pharmacy	Chemist
Robert Edwards	Butchers
Robert Kirby	Hairdressers
Rovigo Pizza	Takeaway
Sara Cars	Accountants/Taxis
Secondbyte	Computer Repair
Shivshakti Newsagents	Newsagent
Star Kebab & Chicken	Takeaway
Strength Lab	Fitness Consultants
Thai Charms	Massage Centre
The 1995 Club	Café
The Box	Café
The Hairy Monkey	Hairdressers
The Little White Building Company	Home Improvements
The Patio	Café
The Sampler	Wine store
The Swan	Public House
The Wimbledon Print Company	Printing Services
Thomas James Pharmacy	Chemist

Traditional Babers	Hairdressers
Tree Box	Garden Shop
Trio Hair Studio	Hairdressers
Tucker French Bathrooms	Home Furnishings
Twoj Market Polish Deli	Grocer
Vanity Fur	Dog Grooming
Victory Dental Laboratory	Dental Clinic
Village Dry Cleaners	Dry Cleaners
Vintage Fish Wimbledon	Restaurant/Takeaway
Wacka	Café
William Hill	Bookmakers
Windows Glass	Glazers
Winter Bear: Home	Café
Xin's House	Takeaway
Yalini	Convenience Shop
Z&Z Hair &Beauty	Beauty Services