

Mitcham Matters

Consultation Report Update

Mark Warren

Mitcham Town Centre Manager



2 new roles to support the Town Centre



There is a lot happening...

Other

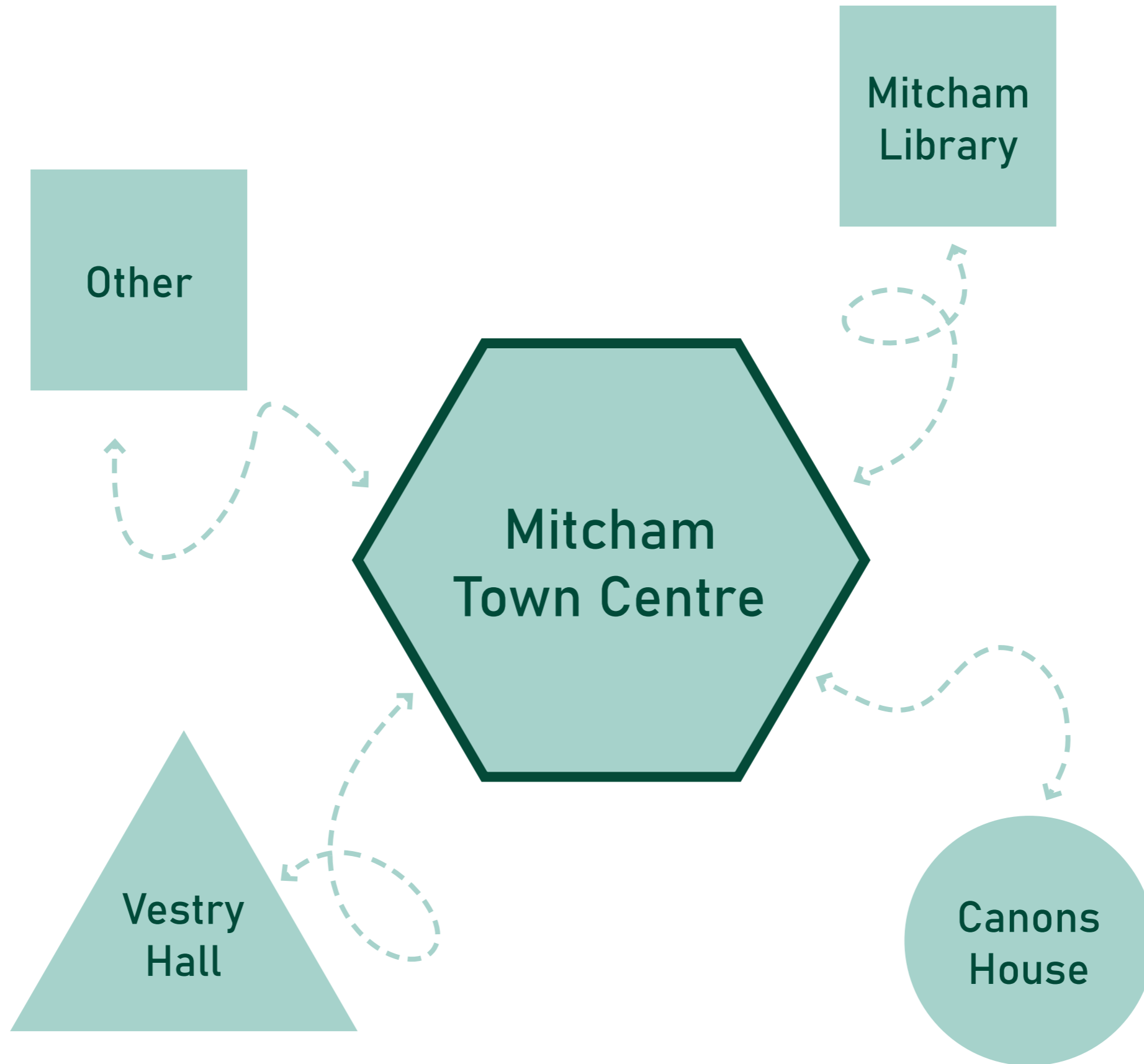
Mitcham
Library

Mitcham
Town Centre

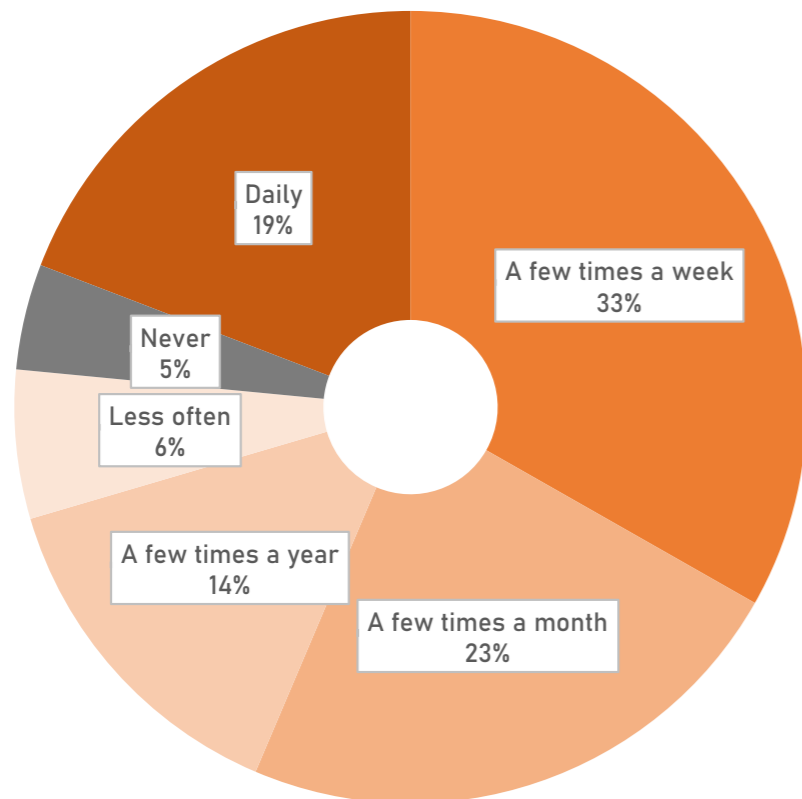
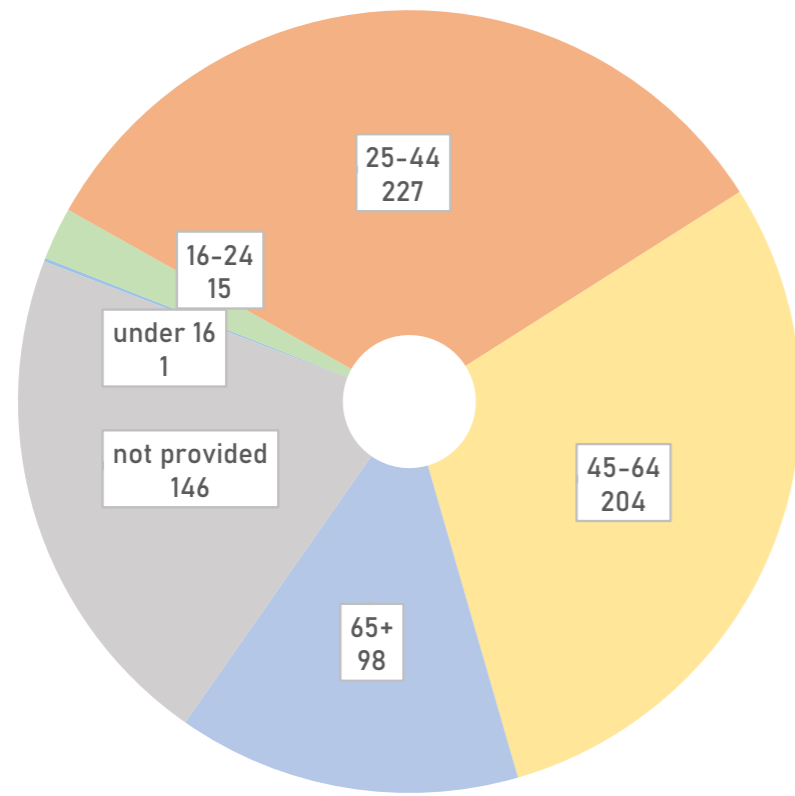
Vestry
Hall

Canons
House

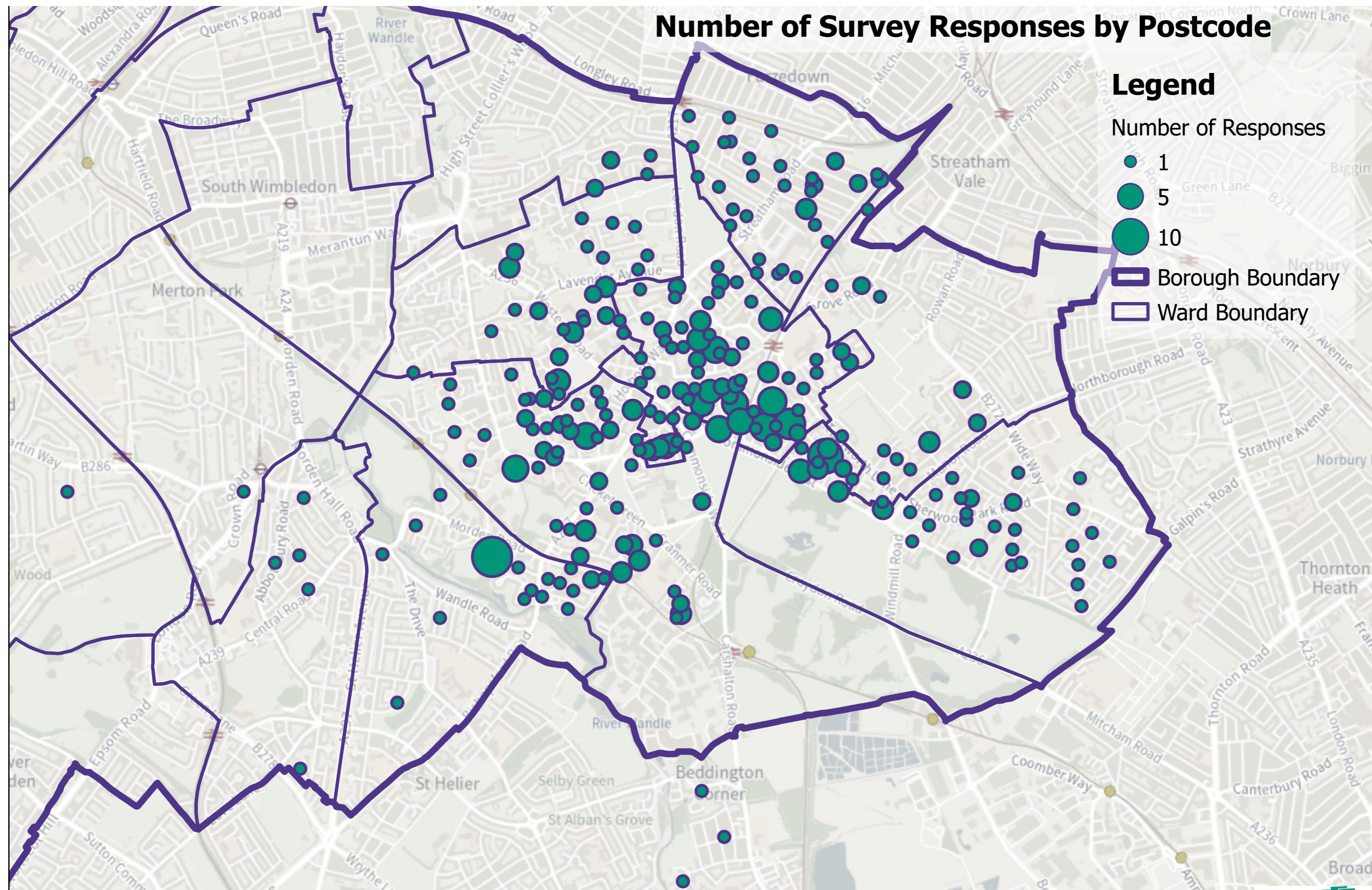
Stitching Mitcham together



Who responded?



Who responded



Consultation response: public space

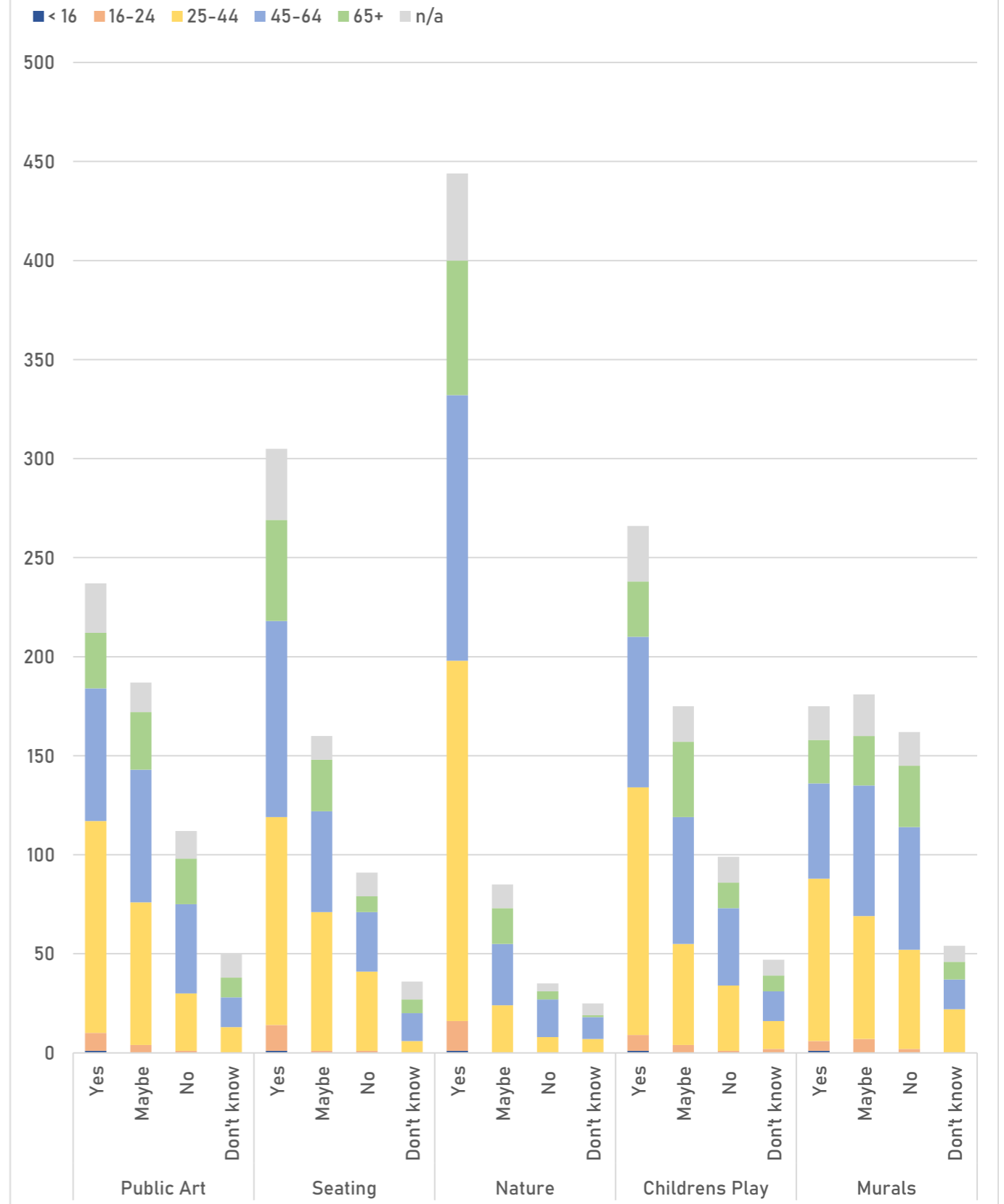
- improved nature in the town centre was most popular with all groups. Many comments specifically mentioned maintenance/management.
- childrens play was important to 25-44 year olds.
- although seating scored highly, many comments suggested that we have enough and it just doesn't feel welcoming.
- although residents felt unsure about murals, specific mention of murals were made within the comments regarding reflecting Mitcham's heritage and character.

Activity that celebrates the diversity of Mitcham

More play areas for children, nicer cafes and shops. Less rubbish.

Artwork - especially pieces that reflect the area's heritage, history and people... Pieces by local artists. Nods to some of the area's famous faces. Lavender-coloured benches. ... Something to differentiate Mitcham from other areas, a reason for people to visit.

Q1. what would improve the public space?



Consultation response: land uses

- **restaurants and bars were clearly popular amongst all groups.**
- **cultural uses were also very popular. Providing a cinema was mentioned frequently in the comments [33 times].**
- **health services were popular with 45+ year olds.**
- **although workspaces scored the least, some residents specifically mentioned co-working spaces being beneficial.**

Mitcham is lacking things to do, places to eat, socialise and work.

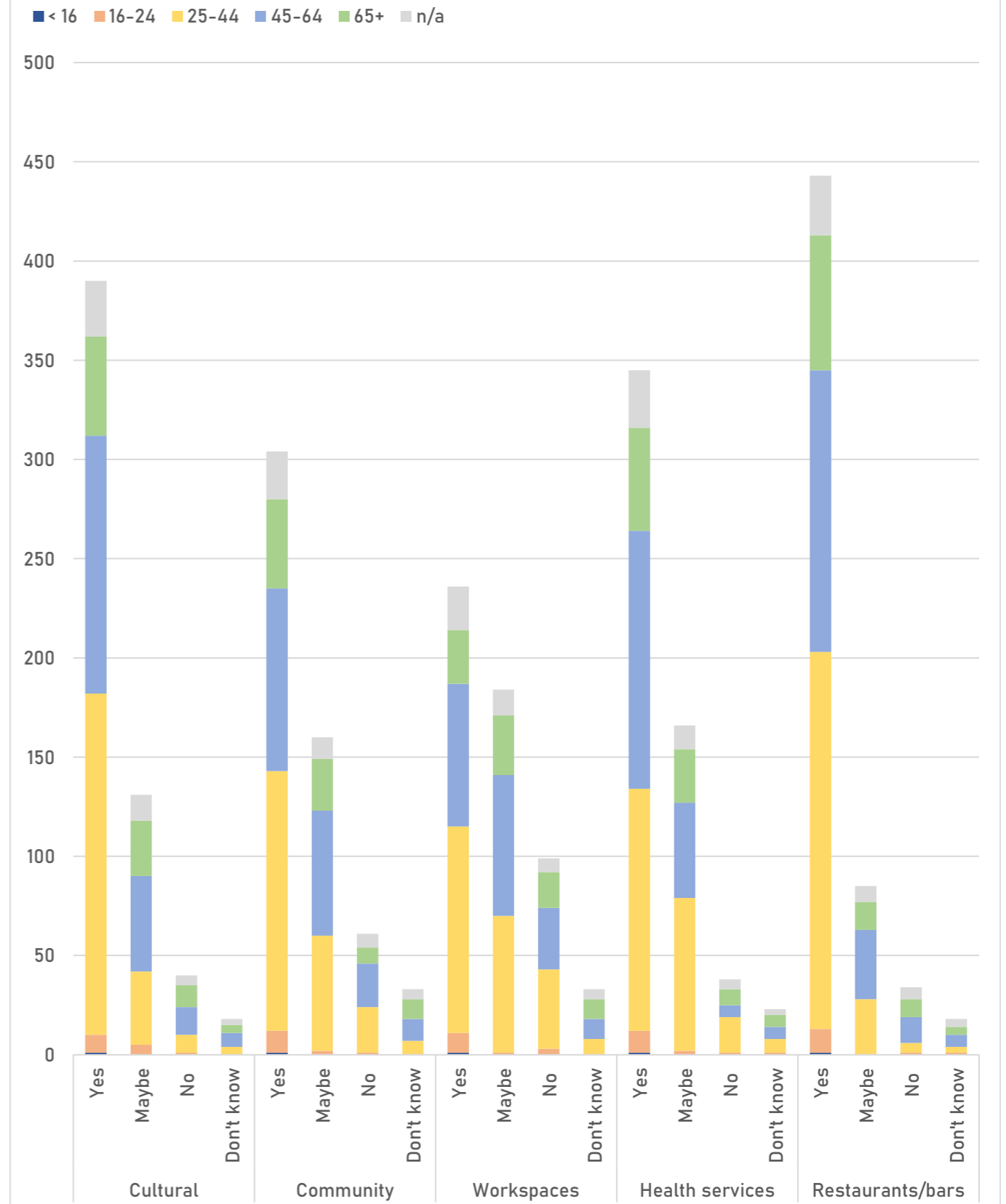
There is nothing in Mitcham for working professionals.

No co working spaces, bars, cinemas, bookstores, coffee shops etc....

Nice cafes and coffee shops. It should be a welcoming and inviting town centre but despite living in Mitcham I rarely go there.

I do my shopping online and visit restaurants and cafes in Balham, Clapham and similar.

Q2. what uses would improve Mitcham Town Centre?



Consultation response: market square

- **specific event themed markets were most popular amongst all age groups, followed by community and family orientated events.**
- **there is interest in the market hosting evening events.**

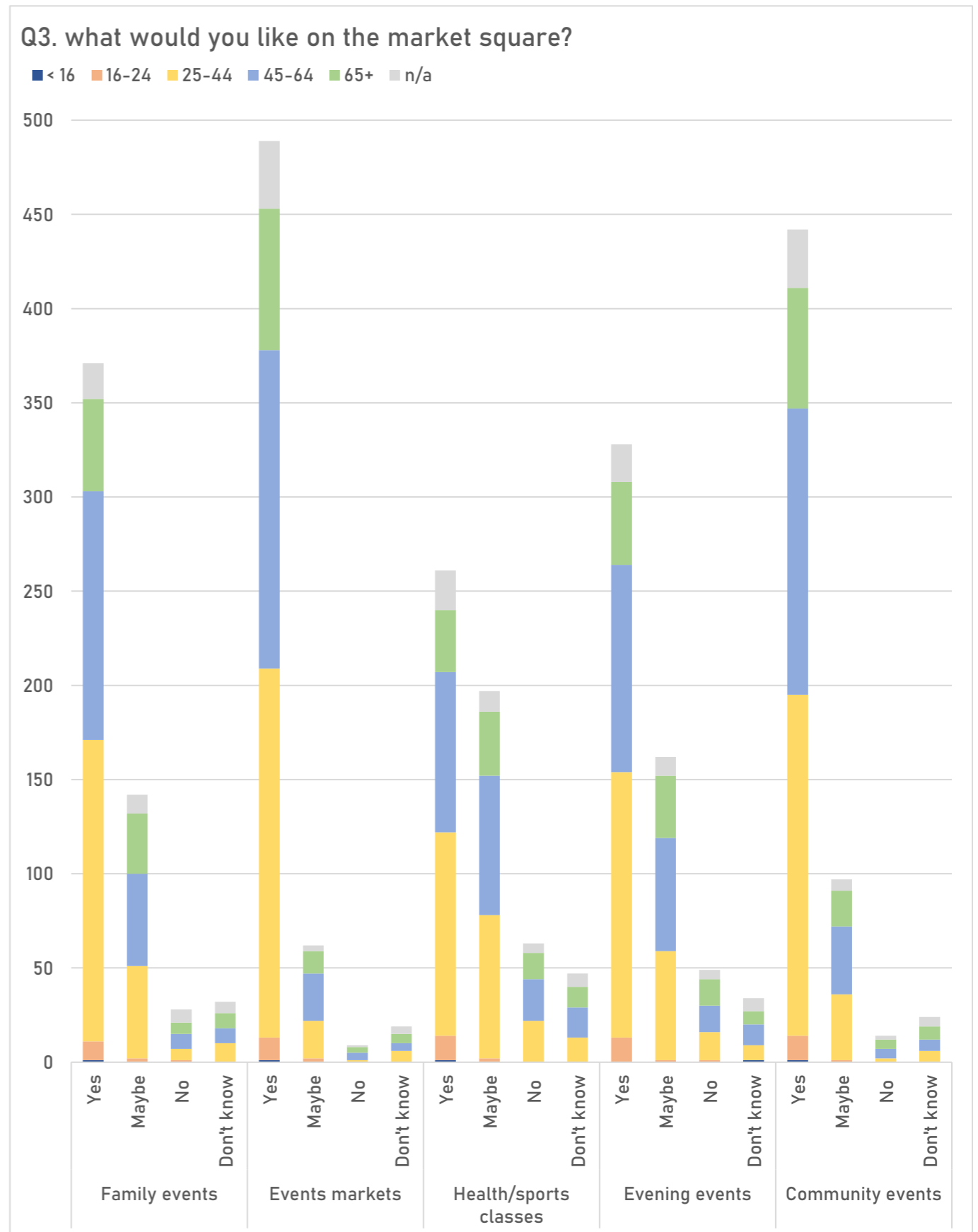
I think the square is great but I tend to avoid it because there's always people there drinking or fighting - it's very off putting

The square next to fair green is so badly under utilised.

It would be perfect for a good weekly market with a better variety of vendors, like a good bakery, mobile coffee van, street food, pop up bar etc.

It could be excellent but it feels like a wasted, neglected area

It's a lovely town square, spatially a real heart of the town, however its lacking any real attention.



What next...

- **analyse consultation feedback and publish consultation report. This will include a series of short, medium and long term actions that respond directly to feedback.**
- **continue to build relationships with diverse operators and land owners to connect.**
- **appoint the Market Manager to promote and operate the market. In their absence we are organising a series of Christmas events.**
- **continue to work in partnership with the police and Safer Merton to respond to ASB and crime.**
- **continue to support existing businesses.**



Thank you

Better promotion of the really lovely aspects of Mitcham .. social media etc . That attracts investment.

We do ourselves down... Many have no idea about how pretty so much of Mitcham is ... they only see the one way you drive past.

...We need some bold creative thinking to turn things round...

Get young people from area to generate fresh ideas, invest in them to make the change.

Decent shops, restaurants, coffee shops, bars to make Mitcham Town Centre a destination.

It's a Town Centre, a village with beautiful surroundings but absolutely nothing to bring people in.

A few years ago Mitcham Town was on the About London show BBC London where local people were interviewed asking what was interesting about the town - everyone said nothing they all shopped, banked and ate out elsewhere!

Shameful