

Merton Council
**Sustainable Communities
Overview and Scrutiny
Panel Call-in**



Date: 6 November 2013

Time: 7.15 pm

Venue: Committee rooms B & C - Merton Civic Centre, London Road, Morden SM4 5DX

AGENDA

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| 1 | Declarations of pecuniary interest
See note 1 | |
| 2 | Apologies for absence | |
| 3 | Mitcham Town Centre Regeneration Scheme (2) | 1 - 404 |

**This is a public meeting – members of the public are very welcome to attend.
The meeting room will be open to members of the public from 7.00 p.m.**

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Sustainable Communities Overview and Scrutiny Panel Membership

Councillors:

Russell Makin (Chair)
Stan Anderson
Samantha George
Dennis Pearce
John Sargeant
Ray Tindle (Vice-Chair)
Ian Munn BSc, MRTPI(Rtd)
David Dean

Substitute Members:

Philip Jones
Peter Southgate
Geraldine Stanford
Janice Howard
Miles Windsor

Note on declarations of interest

Members are advised to declare any Disclosable Pecuniary Interest in any matter to be considered at the meeting. If a pecuniary interest is declared they should withdraw from the meeting room during the whole of the consideration of that matter and must not participate in any vote on that matter. If members consider they should not participate because of a non-pecuniary interest which may give rise to a perception of bias, they should declare this, withdraw and not participate in consideration of the item. For further advice please speak with the Assistant Director of Corporate Governance.

What is Overview and Scrutiny?

Overview and Scrutiny describes the way Merton's scrutiny councillors hold the Council's Executive (the Cabinet) to account to make sure that they take the right decisions for the Borough. Scrutiny panels also carry out reviews of Council services or issues to identify ways the Council can improve or develop new policy to meet the needs of local people. From May 2008, the Overview & Scrutiny Commission and Panels have been restructured and the Panels renamed to reflect the Local Area Agreement strategic themes.

Scrutiny's work falls into four broad areas:

- ⇒ **Call-in:** If three (non-executive) councillors feel that a decision made by the Cabinet is inappropriate they can 'call the decision in' after it has been made to prevent the decision taking immediate effect. They can then interview the Cabinet Member or Council Officers and make recommendations to the decision-maker suggesting improvements.
- ⇒ **Policy Reviews:** The panels carry out detailed, evidence-based assessments of Council services or issues that affect the lives of local people. At the end of the review the panels issue a report setting out their findings and recommendations for improvement and present it to Cabinet and other partner agencies. During the reviews, panels will gather information, evidence and opinions from Council officers, external bodies and organisations and members of the public to help them understand the key issues relating to the review topic.
- ⇒ **One-Off Reviews:** Panels often want to have a quick, one-off review of a topic and will ask Council officers to come and speak to them about a particular service or issue before making recommendations to the Cabinet.
- ⇒ **Scrutiny of Council Documents:** Panels also examine key Council documents, such as the budget, the Business Plan and the Best Value Performance Plan.

Scrutiny panels need the help of local people, partners and community groups to make sure that Merton delivers effective services. If you think there is something that scrutiny should look at, or have views on current reviews being carried out by scrutiny, let us know.

For more information, please contact the Scrutiny Team on 020 8545 4035 or by e-mail on scrutiny@merton.gov.uk. Alternatively, visit www.merton.gov.uk/scrutiny

Agenda Item 3

Committee: Sustainable Communities Overview and Scrutiny Committee

Date: 6th November 2013

Agenda item:

Wards: Figges Marsh

Subject:

Lead officer: Chris Lee, Director of Environment & Regeneration

Lead member: Councillor Russell Makin, Chair of the Sustainable Communities overview and scrutiny panel.

Forward Plan reference number:

Contact officer: Stella Akintan, stella.akintan@merton.gov.uk; 020 8545 3390

Recommendations:

- A. That the Sustainable Communities Overview & Scrutiny Panel consider the additional information requested as part of the 'call-in' and decide whether to: -
- Refer the decision back to the Cabinet Member for Environmental Sustainability & Regeneration for reconsideration, or
 - Agree with the Cabinet Member's decision
-

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. This report provides an officer level response to the points raised in the call-in request relating to the Cabinet Member for Environmental Sustainability & Regeneration's decision regarding the Rediscover Mitcham project on 26th September 2013.
 - 1.2. The Cabinet Member for Environmental Sustainability & Regeneration's decision was taken based on the officer report and the recommendations of the Street Management Advisory Committee (SMAC).
 - 1.3. The report to SMAC (Appendix B) included details of the proposals to regenerate Mitcham Town Centre, the consultation methodology, a detailed analysis of the results of the consultation, project timetable, funding and details in relation to the traffic assessment based around a comprehensive package of highway improvements designed to enhance access to the whole of the town centre, particularly the Fair Green area.
 - 1.4. SMAC considered the report at the meeting on 18th September and endorsed the officer recommendations.
 - 1.5. Following the SMAC meeting, the Cabinet Member took the following decision:
 - A) To note the content and issues set out herein, related to the implementation of a town centre improvement scheme in Mitcham.
 - B) To note the outcome of the informal consultation conducted in June and July 2013, the issues raised, and officers' response to them, in relation to the broad scheme proposals.
-

C) To note the considerations related to the funding, procurement, planning, implementation and legalities associated with the scheme and the steps officers are taking to ensure these issues are appropriately addressed as part of the project.

D) To agree that the necessary steps be taken for the implementation of Phase 1 of the scheme including further consultation related to Traffic Management Orders.

E) To agree that the steps necessary to progress the outline designs of Phases 2 to 6 of the scheme as set out in this report including further analysis related to cycle provision and traffic impacts are taken forward for further consideration by the Cabinet Member before approval for implementation.

2 DETAILS OF THE CALL IN REQUEST

- 2.1 The details of the call in request is attached at Appendix A. For ease of reference, the call-in text is copied into the report in ***bold italics***.
- 2.2 Call in request: ***We appreciate that the aspiration of the Cabinet member is to revitalise Mitcham Town Centre and we fully support this objective and many of the measures which are planned. However, we note that the Cabinet member has decided to proceed with routing buses through Mitcham's Fair Green despite significant local opposition, most notably from businesses around the Fair Green.***
- 2.3 As discussed in the most recent SMAC report, more than 900 responses were received in relation to the Rediscover Mitcham Stage 2 consultation. Section 3.1 to 3.8 in the SMAC report provides detailed analysis in relation to the 'bus street question'. A total of 62% of respondents supported the bus street proposal (44% strongly agree, 18% slightly agree) compared to 33% disagreeing with the proposal (6% slightly disagree, 27% strongly disagree). The support for the bus street was relatively well dispersed across the area, with particular spikes around the Cricket Green area and Sadler Close (see figure 2 in the SMAC report for further information). In addition, detailed analysis of the 'type of respondent' that answered the 'bus street' question, indicates that the business level support was higher than the average levels for all respondents. In summary, 71% of business respondents supported the proposals for the bus street (65% strongly agree, 6% slightly agree) compared to 29% disagreeing with the proposals (3% slightly disagree, 26% strongly disagree). Further information can be found in paragraph 3.3 in SMAC report.
- 2.4 Call in request: ***We do not believe that due and proper consideration has been given to the alternatives to introducing a bus 'street' through the Fair Green. Nor has there been detailed evaluation of all the alternatives. Whilst the Cabinet member refers briefly to some alternative options for enhancing Mitcham town centre and attracting a greater number of more diverse shoppers, these alternatives were not consulted on. It is not clear why residents and businesses weren't invited to give their views on the***

alternative options and why the council's consultation has been undertaken as a 'take it or leave it' exercise.

- 2.5 As part of the development of the scheme the council's project team has undertaken a high level analysis of the options for physical changes to the town centre to help achieve the regeneration ambitions for Mitcham. The key objective is to increase visitor numbers to the heart of the town centre; increase the length of time they spend there and increase the amount of money spent in the area. Previous dialogue in relation to alternative options has focused primarily on gyratory removal to achieve these regeneration ambitions. As discussed in both of the SMAC reports, based on high level traffic engineering analysis, gyratory removal could not be achieved in Mitcham Town Centre without the acquisition of third party land, with compulsory purchase required, particularly in relation to the building on the corner of Raleigh Gardens and London Road. This would not be achievable within existing budgets and, moreover, it would be difficult to justify losing existing businesses and residential units for such purposes.

Alternative options have also been given high level consideration, including assessing ways to redistribute buses around the town centre in order to improve access to Fair Green. Again, due to the sensitivities of the road network, the physical arrangements of streets and the routes of buses, there are limited options available to improve access to the core of the town centre and significantly increase footfall in this area without re-routing services through Fair Green

- 2.6 Call in request: ***There is considerable doubt about the robustness of the council's projections that introduction of a bus lane through the Fair Green will attract 6,000 additional shoppers. This needs to be properly considered and evaluated in public as it is fundamental to the argument presented by the Cabinet member for his decision. Fears remain that this is an outdated number that has subsequently been discounted and disproved.***
- 2.7 Based on London Buses' figures collected in October 2012 approximately 6000 people board and alight buses each working day on stops which could be relocated to town centre area. These stops are currently dispersed throughout the town centre and their current locations do not support local spend. The data has been provided directly by Transport for London and forms part of the technical assessment of the highway changes.
- 2.8 Call in request: ***Claims about lack of parking provision in Mitcham town centre as a justification for introduction of the bus lane are also erroneous. It is generally agreed that there is already sufficient town centre parking in Mitcham so this is not a relevant argument.***
- 2.9 It is not clear which claims are being referred to here. The justification for the bus lane has never been to increase car parking but to provide additional footfall, better natural surveillance and to increase overall usage of the town centre. The reference may be to the proposed 'Perimeter Street' which was endorsed unanimously by SMAC and will be implemented as part of the Phase 1 works.

- 2.10 Call in request: ***In terms of due consultation, there seems not to have been proper consideration of the high levels of opposition among businesses and shops in the area immediately adjacent to the Fair Green. The Mitcham Society has conducted two surveys of businesses and shops both of which showed 80% opposed to the bus lane proposal. 91 businesses recently signed an open letter to the Cabinet member opposing the bus lane but it is not clear that this strength of local feeling among the business community has been given due consideration. Meanwhile an online survey in March by the Mitcham & Morden Guardian showed 52% of respondents were opposed to the plans.***
- 2.11 The issue of consultation is considered at length in the SMAC report. The report sets out the Mitcham consultation in the context of best practice, and compares Rediscover Mitcham to the recent Destination Wimbledon consultation relating to public realm improvements. The consultation (carried out twice over the period of 9 months) consistently demonstrated significant (between 60 and 70%) support for the bus street proposals. While petitions were presented against the proposals from local businesses, petitions have previously been presented to the council in support of the bus street proposals, with some businesses appearing in both petitions. As stated in 2.2, businesses were also more supportive of the bus street proposals than the general public during the consultation. As such, the contention that given the scope and scale of these consultations, large numbers of businesses opposed to the proposals were not able or motivated enough to submit any response to the council through the formal consultation channels seems unlikely.
- 2.12 Call in request: ***Given the high level of objections and the availability of a range of alternative measures to the bus lane, we do not believe this decision is proportionate and we ask that further consideration is given to the alternatives. This should include in depth an analysis of the long-term economic benefits to Mitcham that could be brought about by measures such as the removal of the one-way gyratory system in conjunction with Transport for London; the relocation of bus stops to improve pedestrian access to Fair Green and London Road; and changes to road junctions to make them more pedestrian friendly.***
- In terms of removal of the gyratory, this decision seems to be based on short term assumptions about lack of funds and makes no reference to the capital funding that has been included in the council's capital budget for precisely this purpose ever since 2010, as was confirmed by the Cabinet member for Finance in a recent response to a written council question.***
- 2.13 The issue is discussed in 2.5. Gyratory removal was also addressed in both the first and second report to SMAC. In summary, one key issue revolves around the practicality of achieving this removal given that third party land is required and could only be gained through a major commercial development not currently on the horizon. Given that one of the key determinants in attracting such an investor would be through the wider regeneration of the town centre, the strategy of 'Fair Green first' would actually support long term aspirations for gyratory removal.

- 2.14 Call in request: ***It is also unclear how this decision relates to current best practice elsewhere in the UK and beyond. There are a number of examples of places removing bus lanes such as the one proposed for Fair Green and yet this point is not addressed in the Cabinet member's decision.***
- 2.15 The first report to SMAC in January 2013 makes reference to other examples of 'bus only streets' and discusses the reasons for failure of the pedestrianisation scheme in Mitcham. The wider point made was that (similar to gyratory removal) the approach taken in Mitcham must be tailored to the specific circumstances of that area rather than using "off the shelf" solutions taken from other town centres. For example, pedestrianisation is often a preferred option where shopping centres are already strong; where they are failing it may actually accelerate that decline as has been the case in Mitcham. Moreover, the specific geographical layout of Mitcham offers a rare opportunity for allowing bus only access to the town centre while keeping general traffic on the bypass. Other town centre (e.g. Barking, East Ham, Clapham, Hackney) have also adopted 'bus only streets' for reasons that include accessibility and regeneration but, again, each has specific layout issues which means they are not strictly analogous with Mitcham.
- 2.16 Call in request: ***In terms of respect for human rights and equalities, due consideration does not seem to have been given to the other parts of Mitcham not included within these proposals. There is considerable commercial activity along Monarch Parade and around Mitcham library yet the issues in this part of the town are not addressed. There is also minimal reference to the impact of introducing a bus lane which splits the Fair Green in two on the wellbeing and safety of specific groups such as the elderly, vulnerable residents or young people.***
- 2.17 The Rediscover Mitcham scheme must be considered within the context of a range of previous assessments which have been carried out in relation to the decline of the town centre. These include the council's Unitary Development Plan, town centre specific Supplementary Planning Guidance, Mitcham Urban Village policies and, more recently, the Local Development Framework. This significant body of work has consistently identified the regeneration of the 'core' primarily around the Fair Green as being the most viable and effective strategic approach for Mitcham. This recognises the reality that many of the satellite parades are relatively successful and self-sustaining, but this does not create any wider spill over to the town centre as a whole. This approach was clearly set out in the first Rediscover Mitcham consultation in which it is stated:
- "The shopping facilities in and around Fair Green are often inferior to surrounding retail parades in London Road and Upper Green East. There are now a number of closed shops and the area towards St Marks Road has been particularly badly affected by loss of business. The lack of successful businesses, in addition to the traffic issues affecting Fair Green, create a negative perception of the area, deterring businesses from investing in Mitcham"*

In the context of the available resources there must be focus on high quality outcomes in limited areas to ensure that the impacts of investment are not

dissipated. It is also worth noting that throughout both the consultations, the objection that the geographic focus of the scheme was misplaced was not raised, nor was it identified in any of the discussions at Street Management Advisory Committee in January and September 2013.

2.18 In terms of considering the well being of vulnerable groups the following key points should be raised

- All measures are subject to detailed safety audit which is carried out by independent assessors. Within the report to SMAC in September 2013, reference was made to the specific design issues which will be considered to maximise safety in the area. These include ensuring safe pedestrian crossing movements and formal opportunity to cross, good sight lines for all users of the space, effective lighting and way finding.
- A full accessibility audit has been undertaken considering the impact of the proposals for people with mobility impairments. The report was based on extensive engagement with disabled people including a specific workshop to address concerns held in January 2013. This report was appended to the SMAC paper in January 2013 and the audit addressed specific issues to consider within the design process. The overall conclusion of the audit was *“The range of measures represent a significant increase in overall accessibility to the town centre for a wide range of users in particular disabled and older people whether they be pedestrians, cyclists, bus users or car users.”*

2.19 Call in request: ***Finally, the Cabinet member’s decision makes clear that further work is needed on some aspects of his proposals before they can be implemented and we welcome this. We agree that action is needed to improve walking, cycling and vehicle movements in and around Mitcham and to deliver a better quality environment in the town centre. However, given the serious questions raised about the specific bus lane proposal, no clear justification has been provided for why consideration of this specific part of the plan could not wait until the other measures have been fully actioned and their impact has been properly evaluated. This would mean that proposals for a bus lane could still be considered at a future date if deemed necessary, and provided a cohesive and comprehensive justification of its value to the regeneration of Mitcham town centre could be provided.***

2.20 To reiterate the results of the consultation discussed in 2.3, the proposals for the bus street were supported by 62% of respondents, with increased supported among businesses.

The recommendation in relation to the bus street matter, as per the Cabinet Member’s decision, is as follows:

To agree that the steps necessary to progress the outline designs of Phases 2 to 6 of the scheme as set out in this report including further analysis related to cycle provision and traffic impacts are taken forward for further consideration by the Cabinet Member before approval for implementation.

The overall timescales for implementation of the scheme are also included in Section 6 of the SMAC report.

- 2.21 The first key issue is the importance of considering the scheme in its entirety. The business case for the scheme is based on the overall project and will be subject to approval by Transport for London. It is not possible to disaggregate the business case into smaller parts because the scheme design is based on a linked set of coherent measures and objectives. For example, the proposal to increase accessibility across Western Road junction is predicated on the broader regeneration triggered by the bus proposals. If the proposals for the buses do not proceed then this calls into question the benefits of providing significant upgrade to the Western Road junction as the justification for increased footfall across it is weakened.
- 2.22 In terms of the practicalities of planning and delivering a major scheme, it is not conceivable to complete part of the scheme, wait for a sufficient long term evaluation period (assumed to be at least 5 years) and then complete the rest of the scheme. This is due to the following reasons:
- Specific junction designs are linked. For example, improvements to the St Marks Road junction cannot be made without knowing if buses are coming through this junction;
 - Modelling outcomes are linked. For example, the modelling of the Western Road junction will be carried out based on assumptions relating to bus movements etc. If these assumptions are uncertain then the modelling will not be robust and this could impact approvals from TfL and the long term validity of the design;
 - This junctions would need to be redesigned shortly after being implemented with significant abortive costs and disruption;
 - Funding is not portioned on the basis of building half a scheme and then completing it many years later. Funding is provided on scheme wide basis and is made available for a short period. This would raise the real possibility that further works could not be funded.

3 ALTERNATIVE OPTIONS

The Sustainable Communities Overview and Scrutiny Panel can select topics for scrutiny review and for other scrutiny work as it sees fit, taking into account views and suggestions from officers, partner organisations and the public.

Cabinet is constitutionally required to receive, consider and respond to scrutiny recommendations within two months of receiving them at a meeting.

- 3.1. Cabinet is not, however, required to agree and implement recommendations from Overview and Scrutiny. Cabinet could agree to implement some, or none, of the recommendations made in the scrutiny review final report.

4 CONSULTATION UNDERTAKEN OR PROPOSED

- 4.1. The Panel will be consulted at the meeting

5 TIMETABLE

- 5.1. The Panel will consider important items as they arise as part of their work programme for 2013/14

6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

- 6.1. None relating to this covering report

7 LEGAL AND STATUTORY IMPLICATIONS

- 7.1. None relating to this covering report. . Scrutiny work involves consideration of the legal and statutory implications of the topic being scrutinised.

8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 8.1. It is a fundamental aim of the scrutiny process to ensure that there is full and equal access to the democratic process through public involvement and engaging with local partners in scrutiny reviews. Furthermore, the outcomes of reviews are intended to benefit all sections of the local community.

9 CRIME AND DISORDER IMPLICATIONS

- 9.1. None relating to this covering report. Scrutiny work involves consideration of the crime and disorder implications of the topic being scrutinised.

10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

- 10.1. None relating to this covering report

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

Appendix A: Call in request form

Appendix B: Street Management Advisory Committee Report
(September 2013)

12 BACKGROUND PAPERS

- 12.1 Decision of Cabinet Member (26th September 2013)
Street Management Advisory Committee Report (January 2013)
Travel and Spend in London's Town Centres Report (June 2011)
Analysis of Bus Footfall
Correspondence in relation to the town centre project

Merton Council - call-in request form

1. Decision to be called in: (required)

Mitcham Town Centre Regeneration Scheme (2)

2. Which of the principles of decision making in Article 13 of the constitution has not been applied? (required)

Required by part 4E Section 16(c)(a)(ii) of the constitution - tick all that apply:

(a) proportionality (i.e. the action must be proportionate to the desired outcome);	x
(b) due consultation and the taking of professional advice from officers;	x
(c) respect for human rights and equalities;	x
(d) a presumption in favour of openness;	
(e) clarity of aims and desired outcomes;	
(f) consideration and evaluation of alternatives;	x
(g) irrelevant matters must be ignored.	

3. Desired outcome

Part 4E Section 16(f) of the constitution- select one:

(a) The Panel/Commission to refer the decision back to the decision making person or body for reconsideration, setting out in writing the nature of its concerns.	x
(b) To refer the matter to full Council where the Commission/Panel determines that the decision is contrary to the Policy and/or Budget Framework	
(c) The Panel/Commission to decide not to refer the matter back to the decision making person or body *	
* If you select (c) please explain the purpose of calling in the decision.	

4. Evidence which demonstrates the alleged breach(es) indicated in 2 above (required)

Required by part 4E Section 16(c)(a)(ii) of the constitution:

We appreciate that the aspiration of the Cabinet member is to revitalise Mitcham Town Centre and we fully support this objective and many of the measures which are planned. However, we note that the Cabinet member has decided to proceed with routing buses through Mitcham's Fair Green despite significant local opposition, most notably from businesses around the Fair Green.

We do not believe that due and proper consideration has been given to the alternatives to introducing a bus 'street' through the Fair Green. Nor has there been detailed evaluation of all the alternatives. Whilst the Cabinet member refers briefly to some alternative options for enhancing Mitcham town centre and attracting a greater number of more diverse shoppers, these alternatives were not consulted on. It is not clear why residents and businesses weren't invited to give their views on the alternative options and why the council's consultation has been undertaken as a 'take it or leave it' exercise.

There is considerable doubt about the robustness of the council's projections that introduction of a bus lane through the Fair Green will attract 6,000 additional shoppers. This needs to be properly considered and evaluated in public as it is fundamental to the argument presented by the Cabinet member for his decision. Fears remain that this is an outdated number that has subsequently been discounted and disproved.

Claims about lack of parking provision in Mitcham town centre as a justification for introduction of the bus lane are also erroneous. It is generally agreed that there is already sufficient town centre parking in Mitcham so this is not a relevant argument.

In terms of due consultation, there seems not to have been proper consideration of the high levels of opposition among businesses and shops in the area immediately adjacent to the Fair Green. The Mitcham Society has conducted two surveys of businesses and shops both of which showed 80% opposed to the bus lane proposal. 91 businesses recently signed an open letter to the Cabinet member opposing the bus lane but it is not clear that this strength of local feeling among the business community has been given due consideration. Meanwhile an online survey in March by the Mitcham & Morden Guardian showed 52% of respondents were opposed to the plans.

Given the high level of objections and the availability of a range of alternative measures to the bus lane, we do not believe this decision is proportionate and we ask that further consideration is given to the alternatives. This should

include in depth an analysis of the long-term economic benefits to Mitcham that could be brought about by measures such as the removal of the one-way gyratory system in conjunction with Transport for London; the relocation of bus stops to improve pedestrian access to Fair Green and London Road; and changes to road junctions to make them more pedestrian friendly.

In terms of removal of the gyratory, this decision seems to be based on short term assumptions about lack of funds and makes no reference to the capital funding that has been included in the council's capital budget for precisely this purpose ever since 2010, as was confirmed by the Cabinet member for Finance in a recent response to a written council question.

It is also unclear how this decision relates to current best practice elsewhere in the UK and beyond. There are a number of examples of places removing bus lanes such as the one proposed for Fair Green and yet this point is not addressed in the Cabinet member's decision.

In terms of respect for human rights and equalities, due consideration does not seem to have been given to the other parts of Mitcham not included within these proposals. There is considerable commercial activity along Monarch Parade and around Mitcham library yet the issues in this part of the town are not addressed. There is also minimal reference to the impact of introducing a bus lane which splits the Fair Green in two on the wellbeing and safety of specific groups such as the elderly, vulnerable residents or young people.

Finally, the Cabinet member's decision makes clear that further work is needed on some aspects of his proposals before they can be implemented and we welcome this. We agree that action is needed to improve walking, cycling and vehicle movements in and around Mitcham and to deliver a better quality environment in the town centre. However, given the serious questions raised about the specific bus lane proposal, no clear justification has been provided for why consideration of this specific part of the plan could not wait until the other measures have been fully actioned and their impact has been properly evaluated. This would mean that proposals for a bus lane could still be considered at a future date if deemed necessary, and provided a cohesive and comprehensive justification of its value to the regeneration of Mitcham town centre could be provided.

5. Documents requested

All papers provided to the Street Management Advisory Committee (SMAC) following this formal consultation and the previous one

All responses to this consultation and the previous one relating to the bus lane proposal

All emails and associated documentation relating to the bus lane proposal provided to the Cabinet Member to support the making of this decision

The detailed analysis on the impact of the bus lane on footfall in Mitcham town centre

All correspondence between the Cabinet Member and council officers, relevant ward councillors and residents on the Mitcham Town Centre Regeneration Scheme

6. Witnesses requested

Representatives of the 91 local Fair Green retail shops and businesses who signed the recent open letter opposing the bus lane proposal

John Mansfield, Chairman of the Mitcham Society

Lucy Hedden, Mitcham Society

Cllr Andrew Judge, Cabinet Member for Environmental Sustainability and Regeneration

Chris Lee, Director for Environment and Regeneration

Mario Lecordier, Traffic and Highways Services Manager

7. Signed (not required if sent by email): Cllrs Dean, Groves, Howard and Tindle

8. Notes

Call-ins must be supported by at least three members of the Council (Part 4E Section 16(c)(a)(i))

The call in form and supporting requests must be received by 12 Noon on the third working day following the publication of the decision

(Part 4E Section 16(c)(a)(iii)).

The form and/or supporting requests must be sent **EITHER** by email from a Councillor's email account (no signature required) to

democratic.services@merton.gov.uk **OR** as a signed paper copy (Part 4E Section 16(c)(a)(iv)) to the Assistant Head of Democracy, 5th floor, Civic Centre, London Road, Morden SM4 5DX.

For further information or advice contact the Assistant Head of Democracy on 020 8545 3361

Committee: Street Management Advisory

Date: 18th September 2013

Agenda item:

Wards: Figges Marsh, Cricket Green

Subject: Mitcham Town Centre Regeneration Scheme (2)

Lead officer: Chris Lee, Director of Environment & Regeneration

Lead member: Councillor Andrew Judge, Cabinet Member for Environmental Sustainability and Regeneration

Forward Plan reference number:

Contact officer: James McGinlay, **Head of Sustainable Communities** Ext 4154

Technical Enquires: Ashley Heller, **Project Manager** Ext 4675

Recommendations:

That the Street Management Advisory Committee (SMAC) considers the issues detailed in this report and recommends that the Cabinet Member for Environmental Sustainability and Regeneration:

- A. Notes the content and issues set out herein, related to the implementation of a town centre improvement scheme in Mitcham
 - B. Notes the outcome of the consultation conducted in June and July 2013, the issues raised, and officers response to them, in relation to the broad scheme proposals
 - C. Notes the considerations related to the funding, procurement, planning, implementation and legalities associated with the scheme and the steps officers are taking to ensure these issues are appropriately addressed as part of the project
 - D. Agrees that the necessary steps be taken for the implementation of Phase 1 of the scheme including further consultation related to Traffic Management Orders
 - E. Agrees that the steps necessary to progress the outline designs of Phases 2 to 6 of the scheme as set out in this report including further analysis related to cycle provision and traffic impacts are taken forward for further consideration by the Cabinet Member before approval for implementation
-

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. This report informs the Street Management Advisory Committee (SMAC) of the background and progress to date for a town centre improvement project for Mitcham.
- 1.2. It sets out the main issues related to the scheme, representations received by stakeholders / members of the public and officers' response to them in the context of project delivery.

- 1.3. The report sets out the specific proposals for Phase 1 of construction which includes the Fair Green, Majestic Way and Three Kings Piece and seeks authority to commence these works
- 1.4. The report also proposes an outline design for Phases 2 to 6 to take forward for final assessment which will be presented to the Cabinet Member for further consideration when complete.
- 1.5. This report sets out a procurement and implementation strategy to ensure delivery of the scheme in line with funding conditions and timescales.

2 DETAILS

- 2.1. The background to the Rediscover Mitcham project and its objectives are set out in the attached report to Street Management Advisory Committee of 31st January 2013 (**Appendix 1**). Following the outcome of this Committee meeting on 14th February 2013 the Cabinet Member for Environmental Sustainability & Regeneration took the decision to agree with the officer recommendations. This decision was subsequently 'called-in' and subject to further review by the Sustainable Communities Overview and Scrutiny Panel on 7th March 2013. The Panel concluded by endorsing the Cabinet Member's decision.
- 2.2. Following this decision, officers developed a series of specific proposals based on the public priorities for a further consultation in June and July 2013.
- 2.3. In the interim, officers have been working with a range of expert resources to ensure that the public proposals were of sufficient quality to reflect the objectives of the Rediscover Mitcham project. To that end landscape designers have been commissioned to develop more specific proposals, particularly for the Fair Green. This complements the existing work already underway with traffic engineering consultants to assess the overall traffic management impacts of the scheme.
- 2.4. The proposals brought forward to the public as part of the latest consultation are set out below (organised by area and Phase of work)
- 2.5. **Fair Green (Phase 1)**
 1. New permanent market canopy
 2. Improved cafe & seating area
 3. New landscaped formal garden with high quality materials & seating around relocated & restored clock tower
 4. Enlarged informal garden with new high quality landscaping, new trees, paths, focal point & ground fountain
 5. Existing wall, arc of trees and events space largely retained

6. High quality materials & landscaping throughout
7. A new 'Perimeter Street' providing short term parking, disabled parking & servicing around the edge of the Fair Green.
8. New segregated (either one or two way) cycle route on south side Green avoiding the gyratory
9. New self-cleaning public toilet by market with nominal charge for use and attached external, shielded, urinal for free use

2.6. Majestic Way (Phase 1)

1. Decluttering
2. New paving to create 'laneway' feel with central section paved in a different material
3. Improved lighting including cleaning and lighting canopy on Morrison's side
4. Removal of canopy on Farm foods side
5. Shared use with cycles through the provision of a clearly marked formal 2 way cycle lane through the pedestrian area
6. Raised table at St. Mark's Road

2.7. Three Kings Piece (Phase 1)

7. New pedestrian boardwalk across Three Kings Pond
8. Improved landscaping & pedestrian facilities on green space and Three Kings roundabout
9. Improved on-street cycle lane to improve cycle safety

2.8. Western Road Junction (Phase 2)

1. Significant reduction in road space
2. Negligible reduction in road capacity
3. Simpler, easier to use pedestrian crossings
4. Enlarged Fair Green by realigning Upper Green West
5. New single crossing from Raleigh Gardens to Fair Green
6. Single crossing from Lidl to Iceland
7. Enlarged footways all round
8. Gateway art at entrance to Fair Green

2.9. Upper Green West (Phase 2)

1. Reduce east-bound lanes from 3 to 2
2. Create new parking and loading bay on south side of road and/or contra flow cycle lane depending of further traffic impact assessments
3. New paving and decluttering

2.10. London Road Pedestrian Area (Phase 3)

1. London Road to be used by buses & cycles in both directions

2. Bus route kept to minimum width and on a raised table level with footway - only one (north-bound) bus stop on Fair Green
3. Northbound stops at Fair Green & north end of London Road
4. Single south-bound stop by former McDonalds
5. All stops on carriageway with no additional lay-bys
6. Consistent minimum carriageway width of 6.5m
7. Low 50mm kerbs for pedestrian-friendly feel
8. Tarmac on London Road and raised table of granite setts across Fair Green
9. High quality bus shelters

2.11. **St Marks Road (Phase 4)**

1. Changes to accommodate bus route
2. New pedestrian crossing across Holborn Way
3. Widened island on London Road
4. Simplified crossings and narrowed carriageway on St. Mark's Road
5. New tree planting on London Road

2.12. **London Road South (Phase 4)**

1. Contraflow bus & cycle lane
2. Reduced southbound lanes
3. Widened pavement by bus lane
4. Parking bays relocated to Upper Green West
5. Single stage pedestrian crossings onto Fair Green
6. New single stage pedestrian crossing across Raleigh Gardens
7. Enlarged pedestrian islands
8. Bus stop moved slightly south & combined with Glebe Court stop, in order for all buses to stop in this location
9. Potential 'bus gate' to allow buses to access bus lane easily

2.13. **Raleigh Gardens (Phase 4)**

1. Relocation of 200 Route bus stand – to St. Mark's Road – subject to agreement from Freeholder
2. Bus stops relocated to Fair Green & London Road
3. 152 stop relocated to Lidl entrance on Western Road
4. Road space reduced without reduction in capacity
5. Provision of new cycle lane on gyratory
6. Retained car park entrance
7. Increased grassed areas and planting

2.14. **Upper Green East (Phase 5)**

1. Widened pavement on north-east side
2. Improved landscaping on north-east side
3. Re-positioned pedestrian crossing to be closer to shops and allow cycles to access segregated cycle route
4. Re-positioned bus stops around re-positioned crossing
5. Widened pavement around bus stops
6. Gateway art at entrance to Fair Green

2.15. **Holborn Way (Phase 6)**

1. Two lanes in each direction
2. Central planted island
3. Tree planting
4. Realigned to the west of its current position but with minimal impact on Sadler Close estate
5. Consistent narrower width
6. New safer junction for car park
7. Car park enlarged up to approx. 90 spaces
8. Simpler, easy to use layout

2.16. **Figure 1** sets out these proposals on a master plan.

SUMMARY OF PUBLIC REALM PROPOSALS

SIBTHORP ROAD CAR PARK

1. Car park enlarged to approx. 90 spaces
2. Simpler, easy to use layout

HOLBORN WAY

- (Final alignment to be determined)
1. Two lanes each way
 2. Central planted island
 3. Tree planting
 4. Realigned to west
 5. Consistent narrower width
 6. New safer junction for car park

WESTERN ROAD JUNCTION

1. Significant reduction in road space
2. Negligible reduction in road capacity
3. Simpler, easier to use pedestrian crossings
4. Enlarged Fair Green by realigning Upper Green West
5. New single crossing from Raleigh Gardens to Fair Green
6. Single crossing from Lidl to Iceland
7. Enlarged footways all round
8. Gateway art at entrance to Fair Green

ST. MARK'S ROAD JUNCTION

1. Changes to accommodate bus route
2. New pedestrian crossing across Holborn Way
3. Widened island on London Road
4. Simplified crossings and narrowed carriageway on St. Mark's Road
5. New tree planting on London Road

NEW BUS STREET

1. London Road to be used by buses & cycles in both directions
2. Northbound stops at Fair Green & north end of London Road
3. Southbound stops by former McDonalds
4. All stops on carriageway with no additional lay-bys
5. Consistent minimum width of 6.5m
6. Low 50mm kerbs for pedestrian-friendly feel
7. Tarmac on London Road and raised table of granite sets across Fair Green
8. High quality bus shelters

MAJESTIC WAY

1. Decluttering
2. New paving to create 'laneway' feel with wider central 'carriageway'
3. Improved lighting including cleaning and lighting canopy on Morrisons side
4. Removal of canopy on Farmfoods
5. Shared use with cycles but with pedestrian priority retained
6. Raised table at St. Mark's Road

FAIR GREEN

1. New permanent market canopy
2. Improved cafe & seating area
3. New landscaped formal garden with high quality materials & seating around relocated & restored clock tower
4. Enlarged informal garden with new high quality landscaping, new trees, paths, focal point & ground fountain
5. Existing wall, arc of trees and events space largely retained
6. Bus route kept to minimum width and on raised table level with footway - only one bus stop on Fair Green
7. High quality materials & landscaping throughout
8. New 'perimeter street' providing short term parking, disabled parking & servicing
9. New segregated cycle route on south side avoiding gyratory
10. New self-cleaning public toilet by market

Investigating potential contra flow cycle lane as part of Phase 2 works

RALEIGH GARDENS

1. Relocation of 200 Route bus stand - possibly to St. Mark's Road
2. Bus stops relocated to Fair Green & London Road
3. 152 stop relocated to Lidl entrance on Western Road
4. Road space reduced without reduction in capacity
5. Provision of new cycle lane on gyratory
6. Retained car park entrance
7. Potential for increased grassed areas and planting

LONDON ROAD (SOUTH)

1. Contraflow bus & cycle lane
2. Reduced southbound lanes
3. Widened pavement by bus lane
4. Parking bays relocated to Upper Green West
5. Single stage pedestrian crossings onto Fair Green
6. New pedestrian crossing across Raleigh Gardens
7. Enlarged pedestrian islands
8. Bus stop moved slightly south & combined with Giebe Court stop, but all buses now stop here
9. Potential 'bus gate' to allow buses to access bus lane easily

UPPER GREEN EAST

1. Widened pavement on N.E. side
2. Improved landscaping on N.E. side
3. Reallocated pedestrian crossing to be closer to shops and allow cycles to access segregated cycle route
4. Re-positioned bus stops around relocated crossing
5. Narrowed carriageway around bus stops
6. Gateway art at entrance to Fair Green

THREE KINGS PIECE

1. Introduce Board Walk across edge of pond to provide for pedestrian access
2. New paths around green space in locations sensitive to local ecology
3. New cycle provision on Three Kings Roundabout
4. Enhanced pedestrian links to pond area and surrounding Common

- 2.17. **Consultation Methodology**
- 2.18. As stated, the most recent consultation was the second of two (both of which involved very significant publicity). Detailed information in relation to the earlier consultation can be found in the report from 31st January 2013 as appended.
- 2.19. The second consultation was held between 14th June and 26th July 2013. The purpose of the consultation was to clearly set out the Rediscover Mitcham proposals and to determine the associated level of support amongst the general public. The consultation methodology was based on the principles clearly established within the councils Framework for Community Engagement agreed with the Merton Partnership. Specifically, in relation to the 'Tools of Engagement', the approach taken was to use a range of techniques – not simply rely on one. The printed material was part of series of public awareness activities to ensure that knowledge of the consultation was widespread - so that people could be informed about the proposals and chose whether or not they wanted to respond.
- 2.20. Significant 'early warning' of the consultation was offered to the community through the previous Rediscover Mitcham consultations in 2012 (which clearly set out that a second consultation would be coming in 2013) and through on-going liaison meetings and e-mails with community groups via the 'One Mitcham' initiative, local Councillors and Sustainable Merton. In addition, the survey questions within the June-July survey were discussed at the Mitcham Community Forum in March 2013 and after discussion with the council's Consultation Team, a number of minor changes were made to the final survey as a result of feedback obtained at this forum.
- 2.21. The consultation itself included:
- The distribution door to door of approximately 22,000, 16 page brochures across the CR4 postcode area, The brochure and questionnaire are attached in Appendix 2
 - Use of the Merton Council website
 - Use of social media (Facebook and Twitter) to promote the consultation
 - Distribution of approximately 3000 brochures across Mitcham town centre in key locations, including the library, post office and local supermarkets
 - Emails sent out to three local schools and an email list of interested persons (approximately 600 people who had signed up) making them aware of the consultation.
- 2.22. Efforts were made to address some of the concerns raised regarding the previous door to door distribution in November 2012. In particular, local Ward Members in Figges Marsh and

Cricket Green undertook door to door deliveries with particular attention to local estates and blocks of flats. Officers also leafleted specific roads when it was brought to their attention of the possibility of non-delivery. In addition approximately 2000 letters making residents aware of the consultation, and how they could access it, were sent out to residents across SW16, 17 and 18 areas bordering Mitcham.

2.23. Although a significant number of measures were undertaken to ensure maximum distribution of the brochure there were a number of complaints as to the extent of the door to door coverage. While the distribution did not achieve complete coverage of CR4 this was always 'above and beyond' what a scheme of this size and type would normally expect.

2.24. An implied criticism of the Rediscover Mitcham consultation process is that due to some people not receiving the brochure at home, it was partial and therefore invalid. To put this criticism in context it is pertinent to compare the Rediscover Mitcham consultation against the Destination Wimbledon consultation held in 2010 to demonstrate the extent by which the Rediscover Mitcham scheme has pushed the boundaries of public consultation further. Table 1 provides a comparison between the Destination Wimbledon and Rediscover Mitcham consultation processes

	Destination Wimbledon	Rediscover Mitcham
Distribution method	Copies left in specific locations around the town centre Emails to local interested people and groups	Door to door distribution across CR4 postcode Copies left in key strategic locations around the town centre including all community and business hubs. E-mails to local interested people and groups and local schools
Number of printed copies of brochure (for comparison, Merton's resident population is approximately 200,000 people)	10,000	50,000
High quality full colour brochures with artists impressions and computer generated graphics to increase accessibility for general public	Yes	Yes
Number of consultations	1	2

	Destination Wimbledon	Rediscover Mitcham
Early 'ideas and priorities' consultation followed by specific proposal consultation	No	Yes
Total number of consultation weeks	6	12
Web based presence	Yes – through Merton Council website	Yes – through Merton Council website and through One Mitcham website
Social Media 'diffusion' strategy	No	Yes – Twitter and Facebook presence
Community workshops to assist in overall scheme design	No	Yes, 5 in total.
Community Events to raise awareness about wider scheme	No	Yes, 8 to date and approximately 12 by onsite implementation.
Weekly Business Engagement activities to support wider information diffusions	No	Yes
Community involvement in developing survey questions in advance of consultation	No	Yes
Road show in town centre	Yes – 5 days	Yes, 3 days, including a weekend
Press releases in local media	Yes	Yes
Number of reports to Advisory Committees	1	2
Community participation in overall project steering group	No	Yes
Interviews with stakeholders (e.g. market stall holders)	No	Yes – e.g. assessing popularity of canopy
Total number of responses to consultation	700	2500

2.25. It is also relevant to note that the Destination Wimbledon consultation was itself a major step forward in terms of town centre scheme consultations in the borough particularly in terms of the quality of publication material. Even in this context, Rediscover Mitcham clearly represents a further progression in terms of depth and breadth of consultations.

- 2.26. Looking at the wider context of consultations on schemes of public spaces in other parts of London, one similar example is the Brixton regeneration consultation proposals in 2007-8 which involved events, workshops and the distribution of 30,000 surveys around Brixton town centre. It is relevant to note that the Brixton survey received 969 responses for a larger town centre and with the benefit of more well defined and developed community structures than in Mitcham.
- 2.27. Generally most boroughs and TfL focus on small leaflet drops and encourage people to respond online. In Mitcham it was considered essential to supplement this approach with a more widespread leaflet distribution, but – equally - to suggest that receiving a leaflet through the letter box is the ‘minimum standard’ of consultation - would have major financial and logistical impacts on consultation processes in Merton.
- 2.28. It is also important to acknowledge the Government consultation advice as set out in “Consultation Principles: Guidance” (2010). As stated, consultation should be “digital by default, but other forms should be used where these are needed to reach the groups affected by a policy.”
- 2.29. The final cumulative rate of response for both consultations was 4.8% which for such a large postal survey is considered good by industry professionals where a 5% response rate is aimed at for similar surveys of the general public.
- 2.30. The total cost of both Rediscover Mitcham consultations and associated engagement activities spanning a period of 8 months was approximately £30,000. This significant sum was considered to be justifiable given the scale and importance of the Rediscover Mitcham proposals.
- 2.31. Based on the extent of the consultation and in particularly the wider supporting ‘One Mitcham’ activities, officers do not consider that, as has been suggested, large numbers of residents in and around Mitcham have not had the opportunity to participate.

3 CONSULTATION OUTCOMES

The full quantitative and qualitative outcomes are attached in Appendix 3. The following sections of the report are key highlights from the consultation and, where appropriate, a narrative is given.

3.1. Narrative

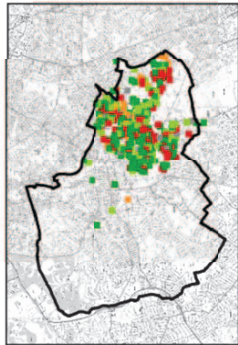
The quantitative analysis of the responses, demonstrate strong support (of at least 59 %) for all measures. The most well supported measure was the relocation of the Clock Tower to a new formal garden (with 86% support) with the lowest support for the proposal to move and extend the existing parking bays at the northern end of the London Road South around the corner into Upper Green West. Measures of general satisfaction (the impact of materials, overall design of the Fair Green and views regarding the overall proposal are all over 70%)

It is clear that the 'bus street' proposal generated most controversy in the period leading up to the consultation. The overall support for the bus street is 62% (very close to the 63% support in a consultation held in 2003 in which a bus street was proposed in the same location) but down from the 71% who supported the proposal in the 2012 consultation. It is also the case that the 33% opposition to the proposal of the bus street was the highest of all the proposals.

As the bus street is considered to be the most controversial element of the proposals, further analysis has been undertaken in relation to the question.

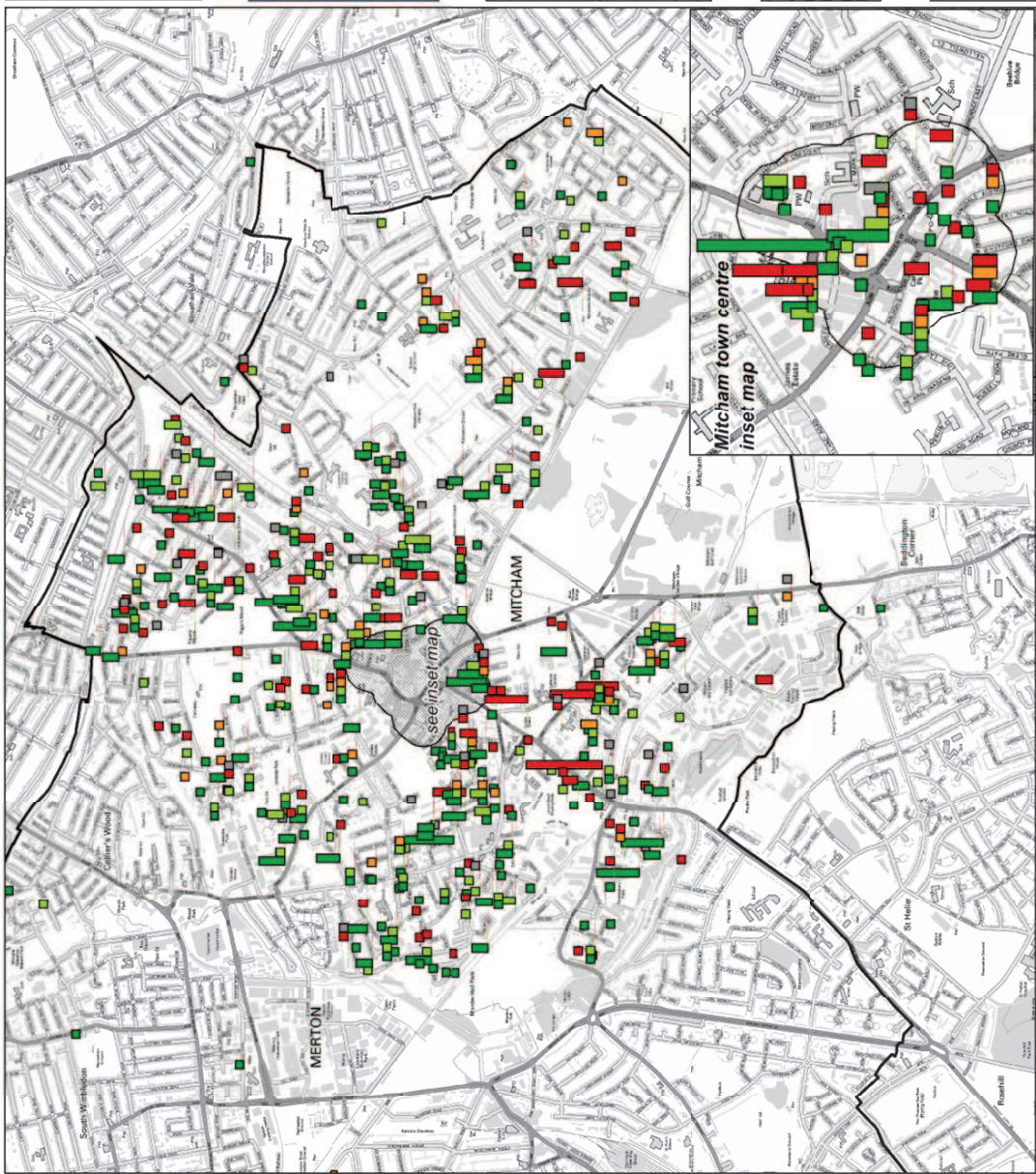
Firstly, the responses to the bus street question have been analysed according to postcodes as set out in Figure 2:

Geographical distribution of views on 'bus lane proposal' across London Borough of Merton and in immediate vicinity of Mitcham town centre
 August 2013
 Scale 1:25,000

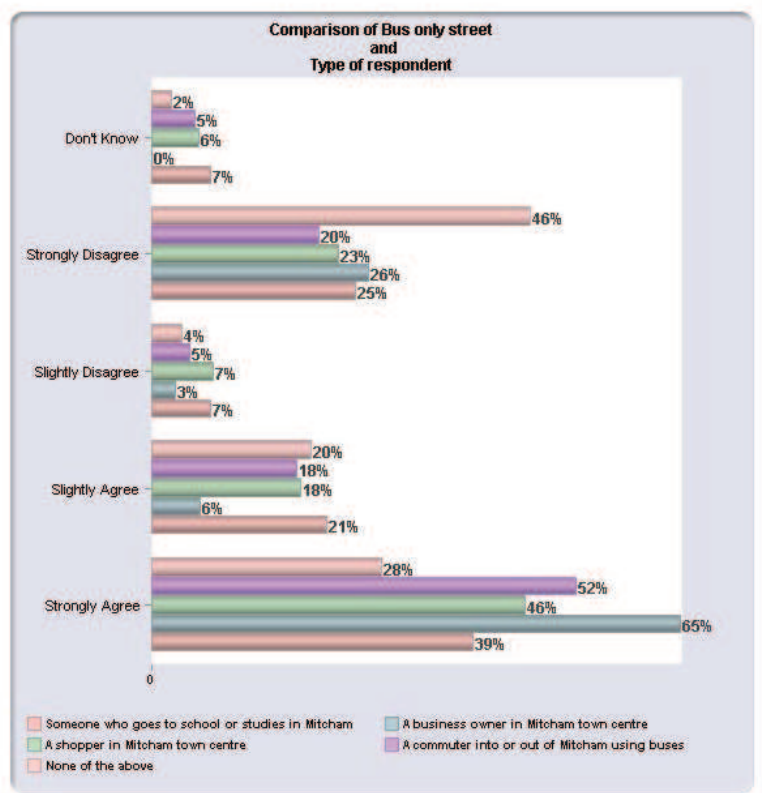


This map is based on Ordnance Survey material with the permission of Ordnance Survey on behalf of HMSO. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or Civil proceedings.
 London Borough of Merton 100019259, 2013.

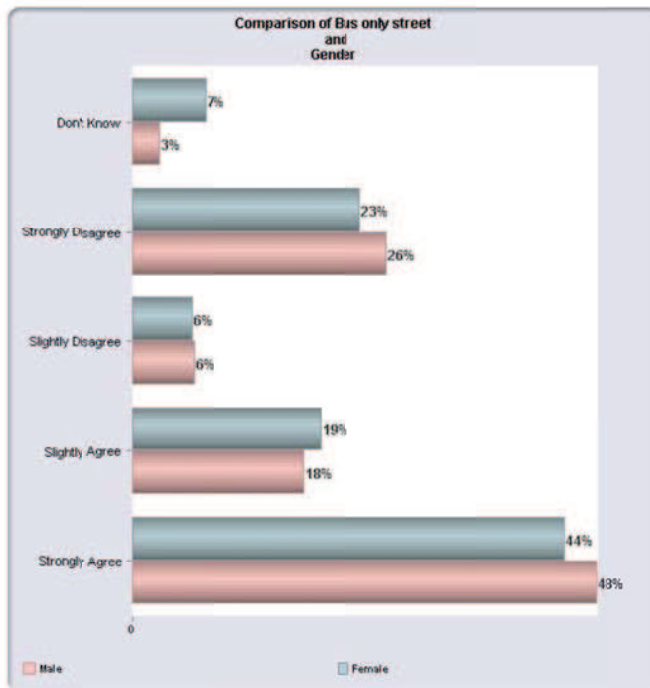
London Borough of Merton
 Merton Civic Centre
 London Road
 Morden SM4 5DX
 Tel: 020 8545 4141

- 3.2. The map on the previous page demonstrates that support for the bus street was relatively well dispersed across the area, but with spikes of opposition in certain locations, particularly around the Cricket Green area. Within the town centre those immediately affected (on London Road) are in support of the proposal, but with significant opposition in Sadler Close. It is possible that some of the Sadler Close opposition is linked to a conflation of the bus street with the realignment of Holborn Way, where the option included in the consultation was seen to directly impact on the amount of green space within the estate. This has now been addressed in the proposals set out in Section 2
- 3.3. In addition, officers have analysed responses to the 'bus street question' by type of respondent.



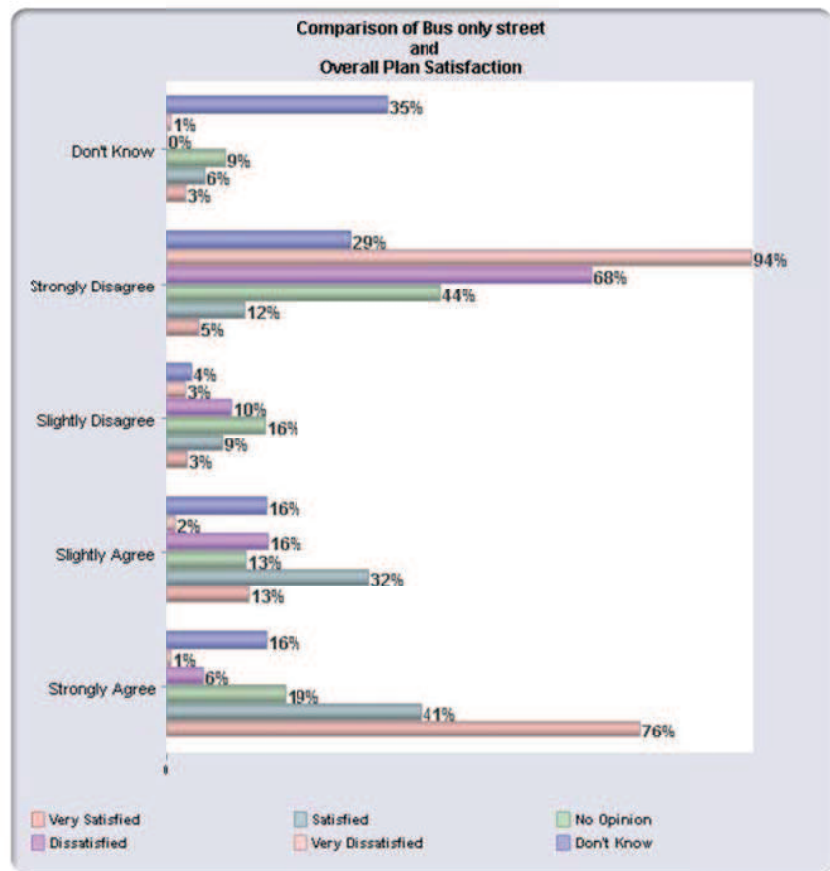
- 3.4. In summary, businesses are strong supporters of the proposal, as are bus users. In addition, twice as many shoppers in Mitcham strongly agree with the bus street proposal as strongly disagree.
- 3.5. There is slightly stronger support for the bus street proposal amongst men than women as the following graph demonstrates



3.6. Younger people were very supportive of the bus street proposal although there was consistent support amongst all age groups



- 3.7. Finally there was a very strong correlation (94%) between high dissatisfaction with the overall scheme and the bus street proposal



- 3.8. Unsurprisingly, given the transformative approach of the bus street proposal, strong views are generated on all sides of the argument. However, fundamentally, a consistent and wide spread support for the proposal is evident amongst all ages and users of the town centre, although there is evidence of clusters of strong opposition in specific geographical areas. Nevertheless a 62% overall approval for a transformative measure is interpreted as a strong endorsement for the proposal, although this should not underplay the need to continue to address on-going concerns regarding the specific design and operation of the bus street.

3.9. **Qualitative Analysis**

- 3.10. The consultation responses included approximately 552 separate qualitative comments. Although these comments are attached in Appendix 4, officers have also conducted a 'word trawl' using analysis software "Wordle" to identify key themes within the comments to help identify main issues.

- 3.11. Figure 3 represents the summary of broadly positive thoughts which were expressed as comments, and endorsements of the

proposals. This demonstrates that there is a strong emphasis on the design approach of the proposals with particular focus on the canopy, toilets, cycling and boardwalk. There is also strong support for the timing of the proposals and their positive impact on business



3.12. Figure 4 represents the summary of broadly critical opinions expressed as comments, priorities and commentary on the proposals. As can be seen the main criticisms focus on the bus only street, canopy, parking, traffic impact of the proposals and design approach



- 3.13. Figure 5 shows the balance of construction suggestions which reflect people's priorities around the town centre. Shops and anti-social behaviour are key priorities as is the need to maintain the area well, even after any major project has been completed. There is also a major demand for more entertainment opportunities in the town centre



- 3.14. Many of these issues are directly dealt with through specific measures within the proposals. However there are a number of concerns raised which are either contrary to the proposals or not directly dealt with in the publicity material and which require further clarification. These issues have been divided into “Fundamental Objections” which question the core rationale of the scheme or major elements and “Detailed Objections” which are concerned with specific proposals rather than core principles.
- 3.15. **Fundamental Objections**
- 3.16. **That the Rediscover Mitcham project, by opening up London Road to buses is ‘turning the clock back’**
- 3.17. The opening up to London Road to buses is fundamentally different from the traffic arrangements prior to the pedestrianisation scheme in 1993. The previously trafficked and now pedestrianised section of London Road was significantly wider (12 m) than the proposed bus street (approx. 6.5m). The previously trafficked and now pedestrianized sections of Upper Green East and West were 10.7m in width and new proposed circulatory street is 6m in width.
- 3.18. Previously all traffic (not just buses) passed through London Road. Had the pedestrian scheme not happened then up to 20,000 vehicles per day could be driving through London Road. This compares to less than 1600 buses per 24 hour period in total using the bus street.
- 3.19. The design of the previous road was primarily to ensure unimpeded vehicular traffic. The design for the bus street will reflect contemporary approaches to urban space design in which the town centre location of the street will be accentuated

by such features as low kerb heights and unifying paving features.

- 3.20. The previous pedestrian scheme is now 20 years old. In this timeframe a range of new issues and challenges has come to light – including the growth of internet shopping, changes in shopping patterns, changes in the wider economic context and the growth of large shopping centres in out of town locations. Given these radical changes, it would be difficult to argue that the solution of 20 years ago is necessarily going to be the same solution today and for the forthcoming period. Also a more holistic approach is taken to town centre planning, rather than an approach that segregates different modes of travel.
- 3.21. The context of the bus proposals are the wider regeneration objectives in Mitcham. As such Rediscover Mitcham is not a ‘traffic led’ scheme but rather a scheme which utilises the footfall benefits of buses entering the Fair Green toward wider goals. This does not contradict the fundamental benefit of the Holborn Way bypass to the town centre but it does imply that limited vehicular access in a controlled manner is a better approach to addressing the current challenges faced by Mitcham.
- 3.22. **That the reintroduction of vehicles to the immediate vicinity of the Fair Green is unsafe**
- 3.23. There are 2 key issues associated with this assertion
- That people’s behaviour will not adjust to the new reality of buses using the previously pedestrianised area
 - That the proposal for buses to enter the previously pedestrianised area is inherently unsafe
- 3.24. To address these issues officers requested that an independent informal safety assessment be made of the proposals. This assessment was intended to address the points which would be raised in a Road Safety Audit (stage 1) which is an accepted methodology to consider safety issues at the outline stage of a design process. However the assessment also took into account the wider issues associated with the reversion to trafficked roads from the current pedestrian area. The key points which emerged from this assessment are:
- The design for the new bus street needs to be mindful of the required carriageway and footway space to ensure safe operation of buses
 - Appropriate street lighting tactile paving and signage and safe crossing points should be provided to ensure the safety of pedestrians, cyclists and motorists. Grade and or colour separation is particularly important in defining pedestrian and vehicular areas

- Access to the bus street should be strictly controlled as should vehicular speed throughout the area
 - Areas of safe cycling should be clearly defined and well signed
 - Bus operations should be designed with accessibility and safety in mind
 - Material choices must be holistic taking into account safety matters such as skid resistance
- 3.25. **That the introduction of buses into the Fair Green will increase pollution in and around the area**
- 3.26. The assessment of pollution impacts is complex and will be subject to further more detailed analysis using up to date pollution dispersal modelling. However an outline assessment of the direct impacts of introducing buses and vehicles into the current pedestrianized area using Department for Transport modelling software suggests the following
- Currently the Fair Green falls within Nitrogen Dioxide pollution limits and it is unlikely that the introduction of buses will increase these levels due to the dispersal effect across an open area
 - However there is a potential increase in pollution for residential properties immediately adjacent to trafficked areas. This may in part be due to the ‘tunnel’ effect of the buildings in the area..
- 3.27. Many residential properties in Merton directly face much busier roads than a new bus street in London Road. Nevertheless while there is a prima facie case that the introduction of vehicles to a currently pedestrianised area will increase vehicular pollution and also that the absolute number of properties effected is small, it is important to put in place a strategy which will reduce this increase to a minimum. As such, apart from further detailed assessment and monitoring of potential and actual impacts, a number of measures can directly address this issue
- Increase the amount of pollution absorbing plants
 - Speed control measures
 - More generally supporting the introduction of low emission buses on routes which pass through the town centre noting that TfL has an on-going programme of reducing bus emissions including the roll out of hybrid vehicles and the fitting of particulate traps on buses
- 3.28. **That only proposal that will benefit Mitcham is the creation of more and better shops in the town centre**
- 3.29. The proposals in Rediscover Mitcham do reflect the priority of encouraging business activity in the town centre. The argument that ‘more shops’ are needed must be reinforced by a proposed method for attracting these shops if this is not just to

remain an unfulfilled aspiration. While it may be possible to create packages of financial incentives for businesses owners, ultimately, successful shops do need footfall and the proposals in Rediscover Mitcham are focused primarily on generating this footfall.

- 3.30. The variety of shops in the town centre is often identified as a major disincentive for visiting the area. At one level it can be argued that the existing mix of shops reflect the current patterns of demand in the area. This 'vicious circle' means that – all things being equal – unless additional people come into the town centre, the existing shopping offer is unlikely to significantly change. It is not a viable approach to base the regeneration strategy on the hope that businesses will see the potential in the area, A more direct and sustainable approach to revival is needed to kick start investment. This is one that creates the footfall first, to give businesses the confidence to invest, as well as a range of physical enhancements that, on their own, would be unlikely to have any significant long term economic benefit.
- 3.31. **The scheme is a 'waste of money'**
- 3.32. The general objection that scheme is not good use of public money will to some extent be linked to other assumptions about the likely impact of the scheme. A theoretical objection to the scheme in principle is highly likely to lead to a conclusion that it is necessarily wasteful.
- 3.33. However at the level of practical implementation, the borough is bound to ensure that its expenditure represents good value for money and this is secured through effective procurement and management processes.
- 3.34. At the level of funding opportunity cost, it is pertinent to note that approximately 65% of the scheme would be funded by TfL via various funding streams which in any case would be predicated on the implementation of physical works in the public realm. This funding could not be used – for example – on social services or education expenditure.
- 3.35. Of the locally based funding, developer contributions (S106) are also based on specific criteria which relates to accessibility related works close to the relevant development.
- 3.36. Council capital funding decisions are based on longer term decisions about measures of wide benefit. In the case of Mitcham, as the plethora of reports over the last 15 years demonstrates, the issues associated with town centre decline have been long standing and well noted. In the current case, the council's capital funding is being used to 'lever' external funding in order to ensure that the scale and scope of the investment is sufficient to achieve the required 'step' change in the town centre.

- 3.37. **Issues of detail**
- 3.38. **Street drinking is a major negative in the town centre**
- 3.39. Issues associated with alcohol abuse are often complex and the impact of these are evident in Mitcham. Despite a well-established Controlled Drinking Zone across the borough it is clear that street drinking in certain areas of the town centre do have a negative impact on the way that spaces are used and experienced.
- 3.40. Whilst the regeneration work is not scoped to provide a specific response to these issues, it is being used to galvanise action across the council through supporting work. It is known, for example, that a majority of street drinking can be attributed to certain sections of society and recent work with Safer Merton is being used to provide coordinated outreach (support, prevention and enforcement) with the police. Likewise, community groups are now developing their stance on reclaiming current and future public spaces and on-the-ground community and business engagement officers are helping to identify those drinkers to best target.
- 3.41. **The design of the canopy is inappropriate**
- 3.42. The consultation document displayed one design option for the canopy. This has now been worked up in greater detail and a revised graphical representation forms the basis of a planning application currently underway. The approval for the market canopy is contingent on planning permission being obtained. The proposed design reflects a range of parameters including: functionality, appropriateness, cost, maintenance and deliverability.
- 3.43. The Design and Access Statement produced by the council's Design Consultants (Studio Weave) sets out the design development process behind the proposed design, including size, roof type and responses to local concerns such as vandalism, maintenance, lighting etc.
- 3.44. The design itself is tied into the history of the area with its references to historical buildings, local people and lavender. These designs have also been worked through with the market traders who have responded positively to the design.
- 3.45. **That the location and or payment system for proposed toilet is incorrect**
- 3.46. The earlier consultation in 2012 identified some demand for a toilet facility. This would also correlate with the view that toilet provision can make the town centre a more practically attractive location and also address specific anti-social behaviour issues such as street urination. The location of the toilet, adjacent to the market and main shopping areas, reflects

its role not only as a public convenience but also as a contributing factor to the wider regeneration objectives. While a less obtrusive location may be preferable due to the use of the building, this itself would reduce its functionality and may also result in reduced 'natural' observation which can help to discourage inappropriate usage. In addition a serviceable location with easy access to water, drainage and power is also essential to ensure cost effective installation.

- 3.47. The proposal for coin entry has a number of objectives including to create a long term revenue stream to assist with ongoing cleaning and maintenance costs and to help to reduce the likelihood of inappropriate use
- 3.48. It is further proposed to install an external free to use urinal outside the toilet which will help to offset demand for it benefiting people of both genders. There remains a longer term option of changing the coin entry function (either removing, reducing or increasing the cost) however this would be assessed in the wider context of usage of the facility.
- 3.49. **That proposals to place cyclists closer to pedestrian areas is dangerous**
- 3.50. Cycling is a key transport priority as it can reduce demand for road space, increase healthy lifestyles and have environmental benefits. Cycling on footways in and around the Fair Green, Majestic Way and London Road is perceived to be a present danger for pedestrians and there is some evidence that older and less mobile pedestrians feel particularly unsafe. The Fair Green historically represents a cross roads and there are key 'desire lines' which run through it. While a ban on all cycling in the central area is possible, it would be difficult to enforce in practice and also significantly disadvantage cyclists (for example those who wish to access Eastfields Railway station)
- 3.51. There are a number of 'facilitating' measures within the scheme proposals which can assist cyclists safely entering the main shopping areas and therefore it is logical to provide for some 'through route' in the key point of potential conflict between pedestrians and cyclists in Majestic Way. This through route will provide a clearly defined path for cyclists with appropriate surface treatments and assist both pedestrians and cyclists in planning their way down this narrow street.
- 3.52. Similarly the proposed way cycle way on the edge of the Fair Green parallel to Upper Green West is a well-defined route, on a different level, with clear demarcation from the adjacent footpath. This allows for those less confident cyclists to proceed west bound in a segregated and safe manner.
- 3.53. Currently officers are considering the opportunity for introducing a contra flow cycle lane on Upper Green West to allow direct access to the Western Road junction and this

assessment will be presented to the Cabinet Member when complete.

- 3.54. **That the measures around Three Kings Piece are unnecessary and that more fundamental issues relating to water quality and cleanliness should be addressed instead.**
- 3.55. This view has been expressed to officers partly in relation to the proposed 'board walk' and partly in relation to proposals for artistic seating on the edge of the pond. Officers have accepted this view and have undertaken to carry out a full assessment of water quality and necessary remedial measures to improve it.
- 3.56. This assessment has identified high levels of silting in the pond which impacts oxygen levels and pond life. A number of remedial measures have been proposed and these require further discussion with stakeholders. This would be addressed in advance of a wider scheme for a board walk.
- 3.57. The issue of longer term maintenance, particularly in terms of littering, is associated with the proposed on going arrangements. It should be further noted that the 'ethos' of the scheme (both in the Fair Green and in the Three Kings Piece) is that by increasing overall usage of the areas of public amenity, a critical mass of people will help to reduce anti-social or inappropriate usage of the area which can generate significant litter. In terms of specific measures to reduce litter, increased signage and waste bins will be considered as part of the works in this area. More significant litter reduction measures (e.g. netting) would need to be carefully assessed for impacts on wildfowl, but if appropriate can be considered.
- 3.58. **Objection to loss of trees to facilitate proposed measures**
- 3.59. Within the consultation document a total of up to 29 existing trees are identified as being removed as part of the proposals. A total of 87 new trees are indicated as replacing those trees. However 19 of the lost trees are linked to the Holborn Way realignments as are 64 of the replacement trees. The Holborn Way element of the scheme is still subject to further funding and in addition there are additional concerns as to the impact on Sadler Close (see below) which have resulted in a revised plan for Holborn Way. The main design objectives for Holborn Way are not dependent on changes directly affecting Sadler Close. This means that most of the tree changes are not likely to occur in the short term, if at all. Turning to the Fair Green proposals, the tree losses have been mitigated through on-going discussion with the Green spaces team.
- 3.60. The loss of any mature tree is regrettable, however the design objectives for the Fair Green have sought to minimise these and to retain as many trees as possible. A number of specific

design changes have been made to reflect the need to retain trees. Trees will only be removed where no viable alternative exists within the wider scheme context (for example at the entrance to the new bus only street). Furthermore, the process of detailed design may allow for some further mitigation of tree loss (for example on Upper Green East, if issues such as root expansion is not as extensive as thought).

- 3.61. **Objection to the absence of contra flow cycle facilities on the south side of Upper Green West.**
- 3.62. The scheme design proposes that cyclists who wish to proceed from Upper Green East to Western Road have 2 options
- i. To cross onto the Fair Green and proceed westbound using a segregated cycle lane before crossing the Western Road junction using the pedestrian phases
 - ii. Alternatively proceeding to use the Raleigh Gardens gyratory using a new cycle lane for this purpose
- 3.63. Both of these options have some plus and minus points
- 3.64. In the case of i) for less confident cyclists a new segregated facility is provided westbound where currently only the gyratory option exists. However for more confident cyclists this segregated facility involves 3 crossing movements to return to the westbound Western Road carriageway
- 3.65. In the case of ii) a new facility is provided on Raleigh Gardens for cyclists however the movement from Upper Green East to Raleigh Gardens would potentially discourage less than confident cyclists.
- 3.66. However, as set out in the overall plan, a number of key cycling enhancements are achieved as part of the scheme proposals (particularly the north to south movement from London Road South through to London Road north). The East to West movement proves problematic for 3 reasons
- 3.67. The gyratory itself stops a direct east to west movement for any traffic
- 3.68. The south side of Upper Green West is difficult to achieve due to the issues of the capacity of the junction, the space needed for pedestrians and the loading bays planned for Upper Green West
- 3.69. Even if these loading bays were moved, the complexity of the junction of Upper Green East/West and the need to accommodate contra flow bus movements, would not allow cyclists to move across this junction in one movement.
- 3.70. The wider regeneration benefits of the contra flow bus lane facilitating bus movement into the Fair Green are consider

most reflective of the priorities set out in the consultation in 2012.

- 3.71. A cycle lane on the south side of Upper Green East / West will have a significant risk in diluting the bus operational benefits of the scheme in terms of securing TfL Business plan approval, but also negatively impacting bus demand in Mitcham which in turn could reduce the footfall benefits of the scheme.
- 3.72. However Officers are fully investigating the design potential for incorporating a facility on the south side of Upper Green West despite these difficulties. The outcome of these investigations and officers design recommendations will be fully detailed upon completion of the assessment of phases 2 to 6 and subsequent report to the Cabinet Member.
- 3.73. **Reducing junction and/ or road capacity would significantly increase congestion in the area**
- 3.74. There is concern that the proposed changes to junction design and to road alignment particularly in Upper Green West could create traffic gridlock.
- 3.75. As set out in the report, the latter Phases of the scheme (2 to 5) are still subject to final TfL sign off and that should TfL sign off be withheld or require a substantive change to these phases then these changes will be presented to Members for further consideration.
- 3.76. However the plans set out in the Rediscover Mitcham consultation are based on the work the council has already done with traffic consultants (Hyder Consulting Ltd) to assess the impact of these road layout proposals using system wide traffic simulation software. The objective of this traffic modelling is to simulate the proposed road layout and to ensure that the traffic impacts are not negative in terms of congestion.
- 3.77. Officers are aware that measures which increase congestion are not acceptable on any level. In terms of the boroughs obligations as the highway authority and the relevant legislative framework within which it works, significant increases in road congestion would be unacceptable. Moreover the main roads through the town centre are Strategic Roads – they have regional significance and a particular status within the TfL road hierarchy. This means that TfL approval for changes to these roads is particularly focused on local and wider impacts on traffic.
- 3.78. Finally, within its own terms, the regeneration proposals are not consistent with increasing congestion around the area. Given that a significant part of the scheme is about encouraging bus use and footfall linked to this, measures that would negatively impact bus reliability would also reduce bus usage and offset the benefits to the town centre. Additional congestion also

- makes it more difficult for pedestrian access and creates more pollution.
- 3.79. As such the scheme proposals will not be taken forward if they are found to increase congestion in the area.
- 3.80. **The realignment of Holborn Way will significantly negatively impact residents of Sadlers Close**
- 3.81. Within the consultation a 'master plan' concept was set out for the entire town centre. Clearly this type of multi-faceted and multi-year plan will have different degrees of certainty and deliverability attached to different phases. In the case of Holborn Way (Phase 6) the proposal of realignment was contingent on funding, a clear business case for car park extension and specific consultation of residents of Sadler Close.
- 3.82. However there are also additional options for narrowing Holborn Way which could also achieve similar (if slightly different) outcomes associated with reducing the sense of vehicle dominance and extent to which Holborn Way acts as a barrier to movement around different parts of the town centre. As such, although there is, according to the consultation, significant support for the principle of narrowing Holborn Way, the plan illustrated in the consultation is only one option of how to achieve this. In that context, it would be highly unlikely that officers would seek to pursue one option which had disproportionate disadvantages to the residents of Sadler Close.
- 3.83. As such within Figure 1 of scheme proposals a narrowing proposal for Holborn Way with minimal impact on Sadlers Close is shown and this is now subject to further analysis in terms of traffic and safety impacts.
- 3.84. **That short term parking will not achieve the regeneration benefits claimed**
- 3.85. A recent Living Streets report identified that shopkeepers often overestimated the benefits of parking to their customer base and that pedestrians provided the greatest number of visitors and spend to town centre. A London Buses report also suggested that bus users had the largest spend per head per month in local town centres. While there may be an element of interest group self-representation in these claims, it is definitely the case that Rediscover Mitcham is primarily aimed at promoting local trips into the town centre using 'sustainable' modes such as walking, cycling and public transport. It is also relevant that parking and loading provision close to shops also has social inclusion benefits in terms of improving access for disabled drivers and supporting the servicing needs of local business.
- 3.86. Nevertheless, Rediscover Mitcham, as a regeneration project must put in place as many possible measures to promote its success. The recent 'Portas Review' into high street

revitalisation did identify parking as a key element in the overall 'convenience package' which helps to encourage footfall. Mitcham, situated on a major through route, does suffer from large amounts of through traffic, but if at least some of this passing trade could be persuaded to stop for a short period, then some benefit could be derived from it for the town centre. To that end, limited, well sited, convenient and well controlled parking provision close to shops and the market is a desirable measure in support of the other much more extensive measures to promote sustainable access.

- 3.87. **That the town centre is not sufficiently 'child friendly' and that these proposals will make things worse**
- 3.88. There is little doubt that a large part of the wider revitalisation of the town centre will be focused on young people and young families because a key part of Mitcham's attractiveness is as a relatively affordable place for family housing. There are a number of schools close to the town centre and a great deal of the attraction of the area lay in the range of open spaces within close proximity to the town centre.
- 3.89. Within the Rediscover Mitcham proposal there are a range of measures that, through promoting access, the sense of security and overall usability of the town centre, can particularly benefit families and young people. In addition, certain public realm measures (such as more seating at local meeting points and the introduction of a water feature) may encourage young people to use the town centre more. The introduction of a fixed market canopy which can double as a performance and community space should also assist this process.
- 3.90. Within the early phases of the consultation and workshops, there were representations about providing a play facility on the Fair Green. This was considered in relation to issues such as the maintenance, flexibility and exclusivity of such a facility and most pertinently the lack of space for it. The status and role of the Fair Green has never – historically – been that of a public park and it may be that play facilities are better located in surrounding parks and green spaces.
- 3.91. Within the earlier report (see Appendix 1) there is a discussion of the need to balance competing objectives within the scheme design. This inevitably requires prioritisation and a 'whole scheme' view of how the main objectives of the scheme can best be met. In terms of the Fair Green design, this leads to the conclusion that the wider role of the space as a town green, cross roads and heart of the town centre mitigates against permanent structures such as playgrounds.
- 3.92. However the 'One Mitcham' community empowerment project does foresee a legacy of on-going events and initiatives and this does potentially allow for 'pop up' events and facilities

which could be focused on children and young people. Child and family friendly events currently take place on the Fair Green and the scheme design allows for these to continue.

4 ALTERNATIVE OPTIONS

- 4.1. **Do nothing:** the current viability of the town centre has been identified as a concern for a number of years and a number of proposals have been put forward but none taken forward to fruition. Given the funding available, the decision to do nothing would recognise that the council has no role to play in the physical regeneration of Mitcham in the foreseeable future and rely on a development led regeneration. Such an approach would have to submit to priorities of the developers, which experience suggests, would not chime well with the desires and needs of the local community.
- 4.2. **Widen the scheme:** There have been investigations as part of earlier initiatives into fundamental realignments of the road network in Mitcham, including the removal of the existing one-way system. Whilst this scheme has merits as part of town centre redevelopment, it is likely to require changes to buildings and therefore without a facilitating development, would involve council acquisitions of private property. This would not be achievable within the current budget of Rediscover Mitcham and moreover without a commercial development on line, it would be difficult to justify losing existing local businesses in order to achieve what is effectively changes to roads, rather than emphasising wider town centre regeneration benefits. However, although Rediscover Mitcham does not facilitate removal of the gyratory, equally it does not reduce the possibility of future changes or make it less feasible.
- 4.3. There is also recognition within the scheme design objectives, that there remains an aspiration to encourage appropriate new development within Mitcham and that the existing project should not limit the potential for this to happen. As such, the Rediscover Mitcham scheme supports future development opportunities by ensuring that the public highway changes do not impact development sites and in fact support them by, where possible, extending the available development space. For example, at the junction of Raleigh Gardens and Upper Green West the removal of bus route 200 will create a future development site in council ownership and at the junction of Holborn Way and Upper Green West the extension of footway space will also allow for a potential future development site in council ownership. .
- 4.4. **Seek to achieve the objectives of the scheme in different ways.** The main alternative proposal from some community stakeholders is to focus on supporting the shops and market around an improved Fair Green, while also improving accessibility from existing bus stops in the area. This approach

seeks to deliver the benefits of the scheme without the perceived 'cost' of buses entering the current pedestrianised area. However in practice this type of approach is not likely to deliver the benefits of increased footfall in the pedestrian areas.

- 4.5. Firstly there is no fundamental change in the reason for people who currently use bus stops outside the Fair Green to access the Fair Green. People must be given a reason to make that crossing. It is pertinent to ask the theoretical question "who has crossed a road simply because the crossing is well designed?" In other words, if people currently choose not to cross into the Fair Green from these stops, improving the crossings without also improving the shopping offer is unlikely to change their behaviour. Secondly, it is suggested, the lack of footfall does not address the core problem which is attracting new business into the town centre that will provide this reason for people to use the area. However, this view offers no clear justification as to why offering potential footfall from areas around the Fair Green simply by improving crossings, is going to be more attractive to businesses than offering actual footfall by relocating buses. Without the businesses and the activity the scheme will become 'public realm' focused but Mitcham is not an ornamental garden, rather a working town centre which has a local population to serve.
- 4.6. As such officers consider that this proposal in fact is more closely aligned with altering the objectives of the scheme into a 'tidying up exercise' rather than the claimed 'win-win' of offering regeneration benefits without loss of pedestrian space. It simply does not address the fundamental issues of economic decline of the town centre.
- 4.7. **Fundamentally alter the objectives of the scheme:** The scheme is primarily conceived and funded as a holistic town centre regeneration scheme. This approach therefore integrates different objectives into a coherent approach. As made clear in the report to Street Management Advisory Committee in January 2013, one of the weaknesses of the interventions since the previous development led scheme did not proceed, was the piecemeal approach to the public realm and regeneration. One such approach would be to focus entirely on the improvement of the open space as an 'end in itself'. However this does not address the cycle of decline. It is highly unlikely that an improved Fair Green will, alone, result in significant improvement to the viability of the town centre. Whilst the Fair Green may be a destination to some, unless it is integrated into a more attractive and accessible town centre as a whole, it will become an underused area as local people continue to visit elsewhere. This will then result in the gradual degradation of the area as even the qualitative elements of the scheme are lost over time.

5 PROPOSALS

5.1. Proposals within the strategic context

5.2. Within the earlier report to SMAC and consultation material, emphasis has been placed on putting the specific proposals within the context of a vision for Mitcham. The vision for Mitcham as set out in the consultation is as a bustling town centre with a good variety of shops and local services. A town centre people can move around easily and safely. is accessible and one that people can enjoy.

5.3. The Core Strategy 2011 set out the objectives to create an economically sustainable and viable town centre through improved quality and quantity of commercial, retail, residential and community uses. In addition it seeks to create a socially and environmentally sustainable community, a vibrant and attractive public spaces, achieve high quality urban design, architecture and open spaces, provide a greater quantity and mix of land uses in the town centre, enhance accessibility to and around the town centre, whilst promoting sustainable transport

5.4. Further analysis has been done to understand the challenges and opportunities represented in Mitcham

5.5. The following graphics offer a broad stroke analysis of the key issues and challenges facing Mitcham and how Rediscover Mitcham reflects these challenges while retaining the objectives set out the wider vision

Analysis: Challenges



The wider context of Mitcham includes a number of specific challenges associated with the public realm, accessibility and areas in decline

Analysis: Active frontages



The impact of the inaccessibility of the Fair Green on the core town centre particularly in London Road is displayed in the active frontages analysis

Analysis: Shopfront conditions



Shop fronts are a key 'weathervane' in understanding retail vitality

Proposed Actions: rediscover Mitcham



The proposals in Rediscover Mitcham are designed to address these challenges in the context of the wider vision

- 5.6. **Final proposals Phase 1 (Fair Green, Majestic Way, Three Kings Piece)**
- 5.7. Phase 1 is not dependent on traffic modelling assessment outcomes and as such Officers are seeking authority to proceed with formal consultation and construction of this phase of works, subject to final detailed technical assessments and planning permission (where required)
- 5.8. Based on the outcome of the consultations, both in November 2012 and July 2013, officers propose to implement the public realm scheme as set out in 2.5 to 2.7
- 5.9. A number of graphical images have been produced to provide an impression of the layout, quality and feel of the proposed scheme

Draft image – Fair Green from London Road North



Draft Image – Fair Green from Upper Green East (including bus street Phase 3 works but this is subject to further approval)



- 5.10. Considering further details, the following issues should be noted:
- 5.11. The specific material product will be determined through a cost effective procurement process and therefore may slightly vary from the examples used below
- 5.12. **Paving, paths, raised tables and kerbs**
- It is proposed to reuse the existing red brick paving on the footpaths of the perimeter street adjacent to the shops and businesses and the pavements along the London Road bus street.

Example of red brick style paving



- The internal paths of the Fair Green garden area will be paved in York Stone
- The Market Square will be paved in York Stone

Example of York Stone style paving



- The internal paths of the Fair Green main area will be laid in compacted gravel with a fine loose surface, to facilitate comfortable walking

Example of bonded gravel path



- All other approaching streets and junctions within Phase 1 will be paved in a high quality concrete paver

Example of good quality concrete paving slab



- Granite and concrete kerbs.

- Where raised tables are installed they will be constructed using granite setts similar to those used in the recent Wimbledon town centre improvement scheme as illustrated below

Granite setts used on raised table



5.13. **Lighting Proposals (for all phases)**

- The main highway lighting column to be used in Western Road, Upper Green East/West, Holborn Way, St Marks Road and London Road South is proposed similar to that as illustrated below, and two-level lighting (for pedestrians and for road traffic)



A decorative illuminated blue spike (as illustrated) would be used for lighting in Holborn Way to complement to 'urban boulevard'



- The lighting column to be used on London Road and Perimeter Street is proposed as illustrated



- Lighting brackets to be attached to buildings along Majestic Way (subject to Freeholders agreement)

- In addition it is proposed to provide ‘mood’ lighting for both aesthetic and practical reasons, including:
 - Ambient ‘up lighting’ for specific trees
 - Ambient lighting for low walls
 - Feature lighting for Clock Tower
 - Lighting associated with water feature
 - Lighting of the canopy on the north (Boots) side of Majestic Way

5.14. Seating Proposals

- Low walls up to 500mm with wooden backed tops for seating around Fair Green
- Addition standard benches located in appropriate locations for supplementary seating

5.15. Public Amenity, Art and Conservation Proposals

- Provide self-cleaning toilet cubicle with coin operated (20p charge) and radar key access (for disabled people) adjacent to Market Square. It is proposed that initially this facility is open from 08:00 to 18:00 to prevent anti-social behaviour and misuse.
- The proposed model is refurbished type as illustrated below



- In response to concerns regarding the aesthetic appeal of the toilet cubicle building, officers will work with the manufacturers to identify a method for “softening” its appearance that best suits the

character of the Fair Green and provide additional shielding for the urinal adjoining toilet cubicle (open 24 hours)

- Restore and relocate Clock Tower to a new location in Fair Green Garden area to create a focus for ceremonial events and a meeting point. In addition, historical information about the Clock Tower would be provided in its vicinity.
- Provide new water feature in the main part of Fair Green. The key consideration for an architectural water feature is the level of water filtration required. For a 'play' feature a very high level of water filtration is required to address stringent health regulations. This makes a play feature potentially uneconomic. Officers are conducted further investigations into the viability of different options but it should be made clear that an architectural feature explicitly excludes people entering the water and this will need to be enforced through both signage and existing bylaws associated with water features.

5.16. **Market Area**

- Provide new fixed canopy with integrated lighting and CCTV over market square subject to planning permission being granted
- The structure with a 16m x 22m footprint is intended to provide enough space for 28 stalls which allows some space for market growth. A separate food court area will be situated to the south east of the canopy

Proposed Market Canopy Structure



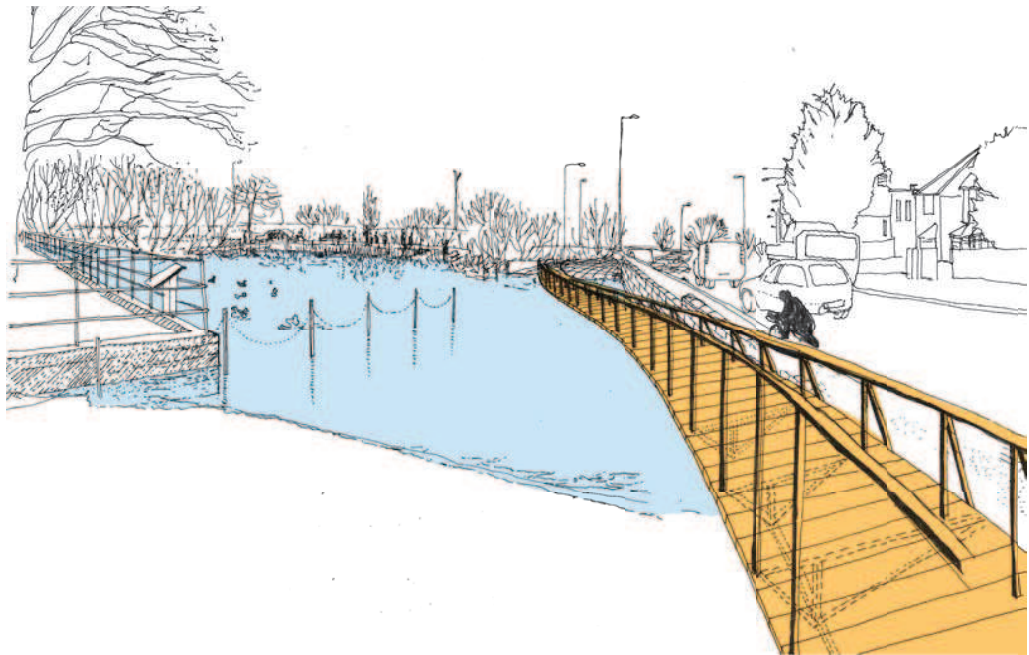
5.17. **Three Kings Piece**

- 5.18. It is proposed to provide a new boardwalk alongside Three Kings Piece pond running parallel to Commonsides East where currently no footpath exists. This will allow an improvement to the adjacent marked cycle lane on the road. There will be complementary

improvements to surrounding pedestrian links across Three Kings roundabout. The roundabout itself will be improved to provide an element of 'gateway' feature for vehicular traffic approaching Mitcham town centre from this direction

The final design of the boardwalk will be dependent on a detailed assessment of the structural conditions of the base of the pond but the design will be sensitive both the historical and ecological context of the pond.

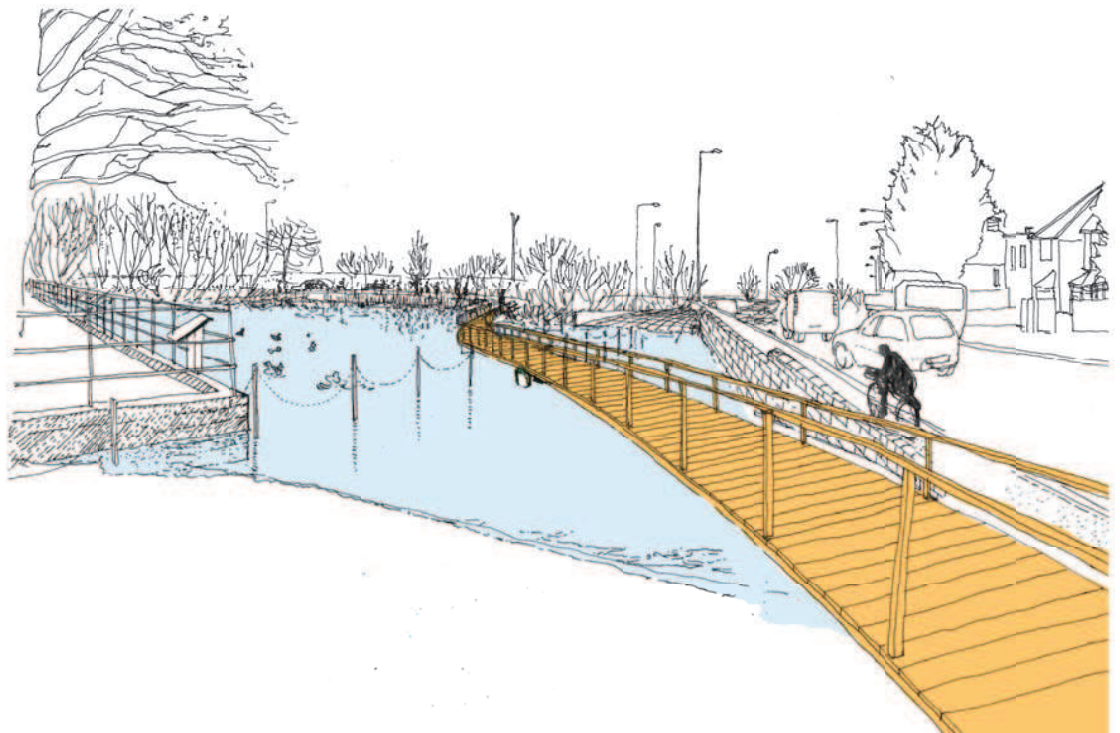
- 5.19. Currently a number of potential base designs for the boardwalk are under investigation, specifically



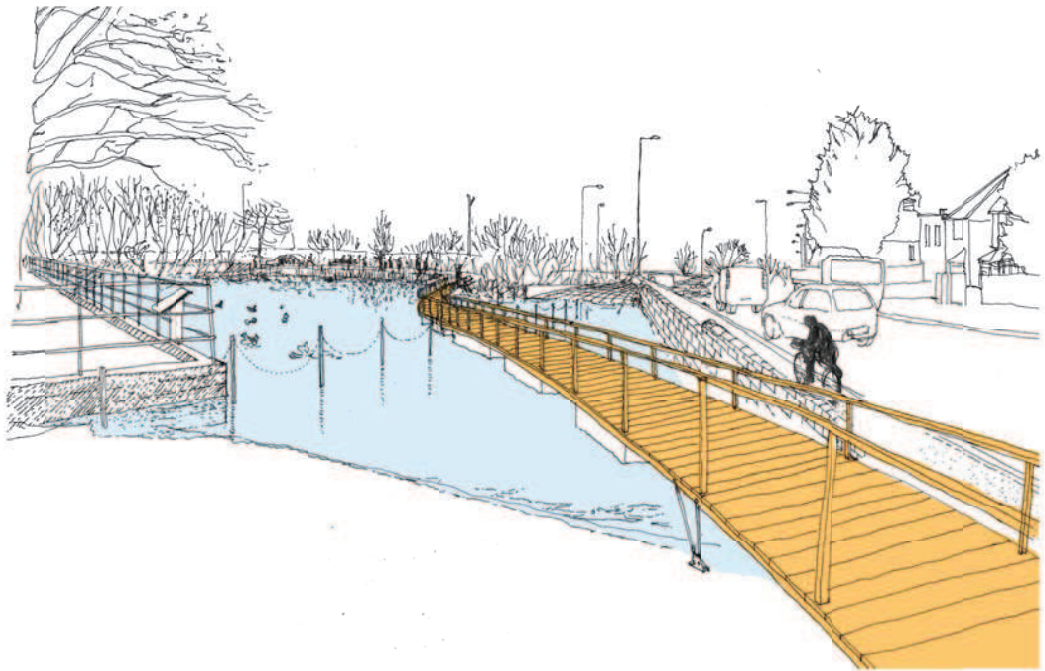
Cantilever



Pads



Piles

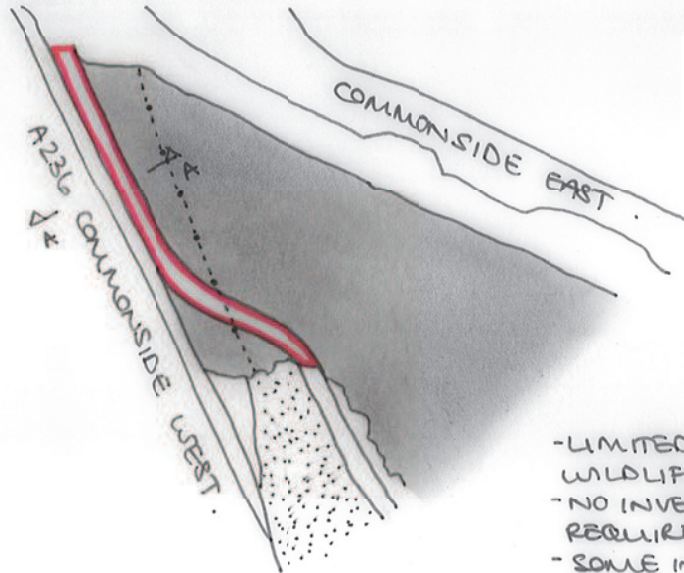


Pontoons

- 5.20. Currently the favoured option is that of a cantilever which will have the least impact on the pond. This option is set out in more detail below

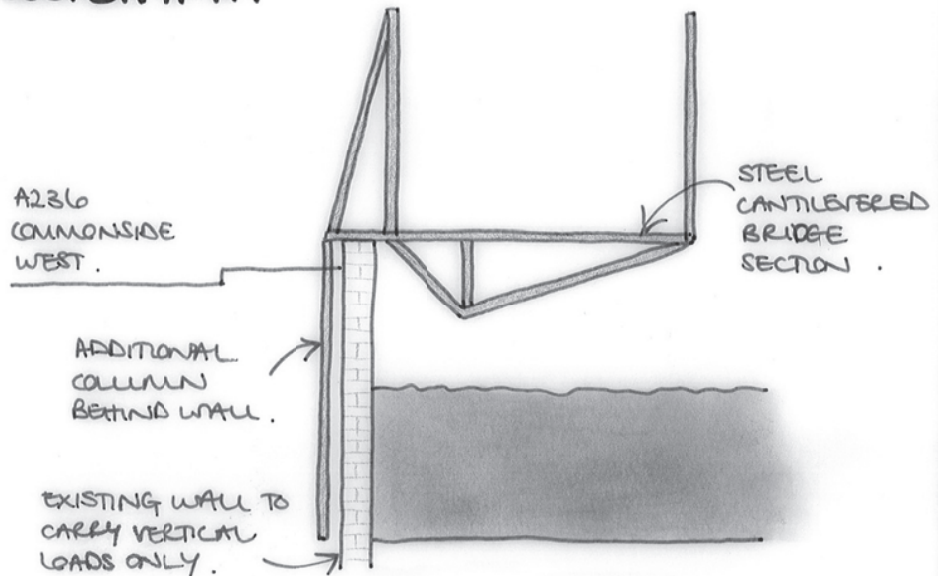
Project: MITCHAM - THREE KING'S BOARDWALK .	Job No.: J1677
	Sheet No.: SH-003
Part of structure: CANTILEVERED OPTION .	Eng: AB
	Date: 12/7/13 .

LOCATION PLAN .



- LIMITED IMPACT ON WILDLIFE / POND .
- NO INVESTIGATION REQUIRED WITHIN POND .
- SOME INVESTIGATION OF WALL REQUIRED .

SECTION A-A .



5.21. A final design and full impact assessment will be presented to the Cabinet Member prior to detailed design

5.22. **Vehicular Access and Parking Proposals (Phase 1)**

- The overall proposals are framed within the policy objective of supporting local shops and the market. Access to the Fair Green should be considered in this context. However the precise balance of vehicular access versus pedestrian amenity will need to be monitored once the new scheme is implemented. Once it has had time to 'bed in' readjustments may be necessary. As such the current proposals would be subject to further assessment during the first 3 years of the finalised scheme being completed. The initial proposals are that:
- Perimeter Street – all vehicles are allowed to access this street 24 hours per day but that loading/ unloading be permitted in designated parking bays only between the hours of 5pm to 10am to ensure that the bays are only used for short term parking during this time. As such it is also proposed that these bays allow 20 minute free parking and 3 hour parking for blue badge holders. This street would also have a weight limit to ensure inappropriate large vehicles do not enter the Green.
- These proposals would be subject to further consultation via the TMO process.

5.23. **Maintenance Arrangements for Fair Green Area (Phase 1)**

- On-going maintenance is a key issue in terms of retaining the qualitative edge of the scheme. In particular in the context of the scheme's 'catalyst' role for regeneration it is important to prevent rapid degradation of the 'core area' around the Fair Green itself.
- Within the scheme budget provision an on-going maintenance fund should be retained for minor capital works once the scheme is built, over and above the general maintenance provision within the directly responsible departments.
- In relation to this 'maintenance fund' as the council's internal "client" for the Rediscover Mitcham improvement works it is proposed that the Future Merton team work with other internal council departments (specifically the Greenspaces and Highways Teams) to develop a Service Level Agreement to establish an agreed maintenance regime for the Fair Green and Three Kings Piece. This will also include a management protocol of third party maintenance agreements for special items (including water feature, clock tower, toilet, boardwalk)

- Future Merton is keen to engage with the OneMitcham initiative to consider how local people can have a more direct role in ensuring that the Fair Green in particular reflects the aspirations of the community. It is proposed that more details of this is provided to the Cabinet Member once discussions with key stakeholders are further progressed and a fully developed legacy strategy for OneMitcham is defined.

5.24. **Phases 2 to 6**

5.25. Based on the outcomes of the consultation and best fit to the wider policy context for regeneration of Mitcham, officers propose to finalise detailed assessment of Phases 2 to 6 as set out in 2.8 to 2.15 above.

5.26. These detailed assessments will include determining in detail the final traffic and modal impacts of these phases of the scheme. At this stage the following modal proposal are subject to these modelling assessments and final sign off of the TfL Major Projects business case.



Artists impression of Phase 3 – bus street in London Road

5.27. **Modal Proposals**

5.28. **Vehicular Access, Parking and Loading**

5.29. London Road (Bus Street) – that local buses only and cycles are permitted to use this street, 24 hours per day, 7 days per week. As such Licensed Taxis, motorcycles and non-local Public Services Vehicles would not be permitted to use the street at any time.

- 5.30. Upper Green West (outside Iceland) – a short stay (20 minute) free parking and loading bay is proposed to operate off peak (that is all hours except 7 till 10am and 4 till 7pm) During peaks no stopping will be allowed
- 5.31. Subject to agreement within the councils wider parking policy framework for free parking to be provided at specific off street car parks at times to be agreed

5.32. **Buses**

- All changes to bus services and stopping arrangements are subject to agreement by Transport for London. TfL intends to hold a specific consultation for this purpose in early 2014 should the council determine to proceed with the bus only street proposal
- The proposals have the following impact on bus services

Stop Closures

- **Stop C** Raleigh Gardens,
- **Stop D** Raleigh Gardens,
- **Stop G** Raleigh Gardens,
- **Stop H** Upper Green West

New Stops

- Western Road (Outside Lidl entrance)
- London Road (former pedestrian area) former McDonalds site for southbound buses
- London Road (former pedestrian area) next to Fair Green for northbound buses
- London Road (former pedestrian area) outside World Mission Church for northbound buses

Integrated Stops

- **Stops E & Q** combined in new location on London Road South outside Glebe Court

Minor Stop Relocations

- **Bus Stop B** (London Road North) to be located slightly northwards
- **Bus Stop L & Bus Stop J** (Upper Green East) to be slightly relocated to allow for new pedestrian crossing on Upper Green East outside Post Office

New Bus Stands and Stops

St Marks Road – stand for 2 buses on north side of St Marks Road

Table 3 – Bus Stop Impacts of Bus Lane Proposal

Bus Route	STOP C (to close)	STOP D (to close)	STOP E (to remain)	STOP G (to close)	STOP H (to close)	FAIR GREEN
127	NB service relocated to Fair Green				SB service relocated to Fair Green	
152		WB service relocated to by Lidl car park			SB service relocated to Fair Green	
200				New stop provided on Raleigh Gardens*		
201		NB service relocated to Fair Green			SB service relocated to Fair Green	
264	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
270	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
280	NB service relocated to Fair Green				SB service relocated to Fair Green	
355	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
S1			Service being rerouted to run north			Rerouted service will stop on Fair Green
118	Service stops not affected by proposed changes					

The estimated maximum number of buses using the bus only street per 24 hour period is set out below in **Table 4**

Route	Mon to Fri		Sat		Sun				
	Direction 1	Direction 2	Direction 1	Direction 2	Direction 1	Direction 2			
127	63	63	52	52	34	34			
152	95	95	79	79	54	90			
200	92	92	98	98	90	90			
201	68	68	63	63	48	48			
264	136	136	109	109	84	84			
270	111	111	108	108	101	101			
280	112	112	94	94	91	91			
355	98	98	105	105	76	76			
S1	58	58	51	51	35	35			
Total Buses Per Day	833	833	1571	759	759	1439	613	649	1172
		Av /PH	65	Av /PH	60	Av /PH	49		

Temporary Changes affecting buses

- Temporary bus stop to be created adjacent to bus stop H to allow for construction of Western Road junction changes prior to opening of London Road bus street. Once the London Road bus street is open this stop will be closed and the area returned to the Fair Green.

Bus Lane London Road South

- Officers are aware that the 24 hour operation of this bus lane is of concern to local Members and residents. Early discussions with TfL suggest that some amendment of these restrictions is possible but further analysis is being carried out as part of the wide scheme proposals. Subject to TfL agreement, the hours of operation of this bus lane will be reduced.

5.33. Pedestrians

- New pedestrian crossings will be installed across Upper Green West and Raleigh Gardens as indicated on the plan
- The pedestrian crossing outside Hartfield Motorcycles will be moved to a new location opposite Post Office
- Junction redesigns at Western Road and St Marks Road will reduce crossing distances and pedestrian stages thus simplifying the use of these pedestrian crossings
- Junction redesigns at Upper Green East/West and London Road South will maintain or improve existing pedestrian facilities
- Additional pedestrian crossing facilities at Three Kings Roundabout

5.34. **Cycling**

- Use of the Contra Flow bus lane on London Road south
- Cycle use of 2 way bus street on London Road (former pedestrian area)
- New informal 2 way cycle use on Majestic Way by means of intuitive paving layout and signage, retaining pedestrian priority
- Cycle access to one way Perimeter Street from Montrose Gardens to Upper Green West
- New with-flow cycle lane on Raleigh Gardens
- Segregated 1 or 2 way cycle lane on south side of Fair Green running parallel with Upper Green West and Upper Green East
- Potential for against flow segregated cycle lane on Upper Green West depending on impact on traffic signals, parking and pedestrian safety
- New toucan crossing to allow cyclists to reach segregated way cycle lane on Fair Green by safely crossing Upper Green East (replacing existing pelican crossing in new location)
- Advanced stop lines for cyclists on redesigned junctions
- Additional cycle parking in appropriate and convenient locations
- Additional cycle priority and cycle lanes at Three Kings Roundabout

6 **TIMETABLE**

6.1. The overall project timescales are set out in Table 5

Milestone	Description	Target Completion Date
Obtain approval for key elements of Phase 1 of the scheme	Completion of the range of permissions required for authority to initiate the scheme works for Phase 1	October 2013
Carry out facilitating works for Phase 1	Removal of Clock Tower for restoration	November 2013
Start Construction Phase 1	Fair Green and Majestic Way	January 2014
Obtain approval for key elements of Phase 2 to 6 of the scheme	Completion of the range of permissions required for authority to initiate the scheme works for Phase 2 to 6	January 2014
Complete Phase 1	Complete works on Fair Green and Majestic Way	End July 2014
Three Kings Piece	Implement Boardwalk and associated	End July 2014

Milestone	Description	Target Completion Date
	measures	
Initiate Phase 2	Western Road Junction	Beginning August 2014
Complete Phase 2	Complete Western Road Junction	December 2014
Initiate Phase 3 and 4	London Road Bus Street and facilitating works	January 2015
Complete Phase 3 and 4	Open London Road to buses and cycles	August 2015
Initiate Phase 5	Upper Green East	September 2015
Complete Phase 5	Complete Upper Green East Works	December 2015
Initiate Phase 6	Holborn Way narrowing	2016 onwards
Snagging	Completed scheme returned to highway maintenance	January 2016

6.2. The main procedural timing concern is the need to ensure that financial spend is contained within appropriate financial years linked to funding (see 7 below for funding breakdown). TfL Major Schemes, Local Implementation Plan funding and Outer London funding all require monies to be spent within a given timescale.

7 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

The project is funded through multiple streams as set out below in the table below.

Table 6 – Budget profile

Totals	<i>LIP</i>	<i>Major Scheme</i>	<i>OLF</i>	<i>Merton Capital</i>	<i>S106</i>	GRAND TOTAL
Total Budget Provision	£858,513	£2,984,164	£80,000	£1,500,000	£370,000	£5,792,677

- 7.1. Based on early outline concept estimates the nominal approximate allocation of budget phase of work is set out in **Table 7**

Scheme Management and Development Costs	£420,000
Phase 1 – including Fair Green and Majestic Way	£2,000,000
Phase 2 Western Road Junction, Raleigh Gardens	£1,000,000
Phase 3 and 4 London Road North, St Marks Road, London Road South	£1,500,000
Phase 5 Upper Green East	£850,000
Construction Budget	£5,350,000

- 7.2. This budget allocation places significant emphasis on the core area of the Fair Green and in particular ensuring a high quality outcome and legacy. It also reflects that Mitcham has benefited from traffic signal upgrades from TfL in recent years and this infrastructure can be re-used.

- 7.3. An estimated breakdown for Phase 1 is set out in **Table 8**

Phase	Area	Description of Item	Material	Total
1A	Fair Green Garden	Take Up and Remove	Remove redundant material to site	£2,000
1A	Fair Green Garden	Traffic Management	Signs and management	£2,000
1A	Fair Green Garden	Utilities Provision	Including design fees	£40,000
1A	Fair Green Garden	Turf	Grass	£212
1A	Fair Green Garden	Ambient Lighting Trees	2 x Uplighters per tree	£3,000
1A	Fair Green Garden	Earthworks	Landscaping and relaying	£13,820
1A	Fair Green Garden	Free Standing bench	Zenith benches	£7,800
1A	Fair Green Garden	Internal Paths	York Stone 750x600	£12,400
1A	Fair Green Garden	Internal walls for planting areas	400mm walls, 300mm width	£94,000
1A	Fair Green Garden	Lighting Columns	Re use and repaint existing columns	£3,000
1A	Fair Green Garden	Plantings	Locally appropriate plantings	£2,000

1A	Fair Green Garden	Seats on walls	Wooden with backs	£6,400
1A	Fair Green Garden	Turf	Renew grass areas	£2,140
1A	Fair Green Garden	Utilities Provision	Including design fees	£30,000
	Fair Green Garden	Clock Tower Restoration		£45,000
1A	Footway Fair Green Garden	Cycle Path	Pigmented Green Tarmac	£1,020
1A	Footway Fair Green Garden	Drainage Works	Surface water removal	£10,000
1A	Footway Fair Green Garden	Ducting	Ducting for lighting	£31,929
1A	Footway Fair Green Garden	Lighting Columns	Re use and repaint existing columns	£1,500
1A	Footway Fair Green Garden	Perimeter Footway	York Stone 750x600	£29,360
1A	Footway Fair Green Garden	Take Up and Remove	Remove redundant material to site	£2,000
1A	Footway Fair Green Garden	Chemical Treatment	Anti-gum adhesion	£2,936
1A	Market Square A	Drainage Works	Surface water removal	£10,000
1A	Market Square A	Ducting	Ducting for lighting	£3,263
1A	Market Square A	Earthworks	Sub base for Market	£7,800
1A	Market Square A	Market Square Renewal	York Stone 1.5m x 1.5m	£39,000
1A	Market Square A	Lighting Columns	Re use and repaint existing columns	£2,000
1A	Market Square A	Project Management	Engineering and planning	£15,000
1A	Market Square A	Traffic Management	Signs and management	£2,000
1A	Market Square A	Chemical Treatment	Anti-gum adhesion	£3,120
1A	Market Square A	Public Toilet	Wessex Free Standing and Urinal and connection	£50,000
1A	Market Square B	Clock Tower Take Up	Remove paving, break out base and take clock to site	£2,000
1A	Market Square B	Drainage Works	Included in A	
1A	Market Square B	Ducting	Ducting for lighting	£3,263
1A	Market Square B	Earthworks	Sub base for Market	£7,800
1A	Market Square B	Market Square Renewal	York Stone 1.5m x 1.5m	£39,000
1A	Market Square B	Restoration	Restore formwork, lighting and mechanism	£8,000
1A	Market Square B	Lighting Column Highway	Existing highway standard	£1,600
1A	Market Square B	Lighting Columns	Re use and repaint existing columns	£2,000
1A	Market Square B	Traffic Management	Signs and management	£1,000
1A	Market Square B	Take Up and Remove	Remove redundant material to site	£1,000
1A	Market Square B	Chemical Treatment	Anti-gum adhesion	£3,120
1A	Market Square B	Construct and design plinth	Seating plinth	£10,000
1A	Market Square B	Reinstall	Using existing paving pattern	£5,000

1A	Market Square B	Project Management	Engineering and planning	£15,000
1A	Market Structure	Design	Architectural/ Structural Lighting	£22,000
1A	Market Structure	Fabricate		£120,000
1A	Market Structure	Installation	Assuming major earthworks carried out as part of Market Square A + B	£3,000
1A	Market Structure	Project Management		£10,000
1A	Perimeter Street Upper Green East	Cycle racks	Sheffield Stands	£3,360
1A	Perimeter Street Upper Green East	Project Management	Engineering and planning	£15,000
1A	Perimeter Street Upper Green West	Project Management	Engineering and planning	£15,000
1A	Perimeter Street, Upper Green East	Kerbs	150mm granite	£20,703
1A	Perimeter Street, Upper Green East	Roadway	Tarmac	£3,870
1A	Perimeter Street, Upper Green East	Table top at axis of Majestic Way	Granite sets 200 x 100	£8,635
1A	Perimeter Street, Upper Green East	Take Up and Remove	Remove redundant material to site	£10,000
1A	Perimeter Street, Upper Green East	Transition ramps x 3	Granite sets 100 x 100	£1,013
1A	Perimeter Street, Upper Green East	Utilities Diversion Provision	Including design fees	£40,000
1A	Perimeter Street, Upper Green East	Drainage Works	Surface water removal	£15,000
1A	Perimeter Street, Upper Green East	Ducting	Ducting for lighting	£9,135
1A	Perimeter Street, Upper Green East	Lighting Columns	Re use, reconnect and repaint existing columns	£7,000
1A	Perimeter Street, Upper Green East	Markings	Lining	£2,000
1A	Perimeter Street, Upper Green East	Parking Bay	Granite sets 200 x 100	£9,570
1A	Perimeter Street, Upper Green East	Pavement	Red Brick Pavers	£6,372
1A	Perimeter Street, Upper Green East	Project Management	Engineering and planning	£15,000
1A	Perimeter Street, Upper Green East	Traffic Management	Signs and management	£5,000
1B	Perimeter Street, Upper Green West	Excavation Costs	Road construction underpinnings	£9,030
1B	Perimeter Street, Upper Green West	Chemical Treatment	Anti-gum adhesion	£1,240
1B	Perimeter Street, Upper Green West	Take Up and Remove	Remove redundant material to site	£1,000
1B	Perimeter Street, Upper Green West	Cycle racks	Stainless Steel Sheffield Stands	£1,400
1B	Perimeter Street, Upper Green West	Drainage Works	Surface water removal	£10,000
1B	Perimeter Street, Upper Green West	Ducting	Ducting for lighting	£6,525

1B	Perimeter Street, Upper Green West	Excavation Costs	Road construction underpinnings	£8,120
1B	Perimeter Street, Upper Green West	Kerbs	150mm granite	£14,941
1B	Perimeter Street, Upper Green West	Lighting Columns	Re use and repaint existing columns	£3,500
1B	Perimeter Street, Upper Green West	Markings	Highway markings	£2,000
1B	Perimeter Street, Upper Green West	Parking Bay	Granite sets 200 x 100	£9,020
1B	Perimeter Street, Upper Green West	Pavement	Red Brick Pavers	£5,184
1B	Perimeter Street, Upper Green West	Roadway	Tarmac	£3,480
1B	Perimeter Street, Upper Green West	Take Up and Remove	Remove redundant material to site	£10,000
1B	Perimeter Street, Upper Green West	Traffic Management		£2,000
1B	Perimeter Street, Upper Green West	Utilities Provision	Including design fees	£40,000
1B	Fair Green Main	Project Management		£15,000
1B	Fair Green Main	Alterations to wall	part demolition of granite wall	£4,000
1B	Fair Green Main	Ambient Lighting Trees	2 x Uplighters per tree	£10,500
1B	Fair Green Main	Benches	Zenith benches	£3,900
1B	Fair Green Main	<i>Bus Lane Kerbing</i>	<i>Temporary layby and footway amendments</i>	<i>£8,710</i>
1B	Fair Green Main	Chemical Treatment	Anti-gum adhesion	£320
1B	Fair Green Main	Concrete Wall with Granite Veneer boundary to bus lane	300mm wide x 400mm high	£30,000
1B	Fair Green Main	Concrete Wall with Granite Veneer boundary to Western Road	300mm wide x 400mm high	£12,500
1B	Fair Green Main	Ducting	Ducting for lighting	£26,100
1B	Fair Green Main	Edging Strips	Steel natural edging effect on paths	£4,280
1B	Fair Green Main	Excavation Costs Paths	Construct underpinnings of paths	£4,280
1B	Fair Green Main	Footway to Perimeter Street	York Stone 750x600	£3,200
1B	Fair Green Main	Hedges	Mature hedges	£4,800
1B	Fair Green Main	Internal Paths (keeping wall)	Loosed topped with compacted gravel 1.25m wide with edging strips	£12,840
1B	Fair Green Main	Lighting Columns	Re use and repaint existing columns	£5,000
1B	Fair Green Main	Mature Trees		£5,000
1B	Fair Green Main	Planting	Appropriate local plantings	£1,000
1B	Fair Green Main	Take Up and Remove		£10,000
1B	Fair Green Main	Temporary Kerb works for Bus	Reuse existing kerbs and provide temporary footpaths	£5,000
1B	Fair Green Main	<i>Temporary path</i>	<i>Crossing movements green area</i>	<i>£600</i>

1B	Fair Green Main	<i>Temporary Turfing for Bus lane</i>	<i>Green area made good for interim period</i>	£2,352
1B	Fair Green Main	Traffic Management		£2,000
1B	Fair Green Main	Turf	Relay grass	£7,528
1B	Fair Green Main	Utilities Provision	Includes Design Fees	£40,000
1B	Fair Green Main	Water Feature		£65,000
1C	Majestic Way	Repaving		£400,000
1D	Three Kings Piece	Boardwalk and Cycle Scheme		£250,000
				TOTAL £1,976,491

- 7.4. Overall the estimated cost **£1,976,491** sits within the budgeted amount with significant contingency for service diversions and officers are confident to recommend that this element of the scheme can be funded through the following sources as set out in **Table 9**

TfL Major Schemes (development)	£100,000
TfL Local Implementation Plan	£600,000 (including carry over from 2012/13)
OLF Regeneration	£80,000
LBM Capital	£700,000
S106	£370,000
TfL Major Scheme (implementation)	£480,000

- 7.5. Currently further detailed costs as for Phase 1 are being developed for latter phase of work.
- 7.6. In total for all phases it is estimated that construction costs should not exceed £5m including 'special items' such as the boardwalk, clock tower and water features This provides approx. £350,000 contingency (7%) based on the available budget
- 7.7. Additionally the borough is bidding for extra funding from bodies such as the Heritage Lottery Fund and SITA Environmental fund with the objective of funding specific items and therefore increasing the general project contingency.
- 7.8. As set out in the earlier report to SMAC, TfL Major Schemes funding will be dependent on the business plan being approved, which in turn will be considered in the context of multi modal, public realm and accessibility enhancements and the cost/benefit of these works.

8

LEGAL AND STATUTORY IMPLICATIONS

- 8.1. This scheme is carried out either on public highway or on public land and appropriate permissions will need to be sought to ensure that works are implemented in line with legal requirements.
- 8.2. For Phase 1 works the waiting/loading restriction, general parking places, disabled bays and loading bays the Traffic Management Orders would be made under Section 6 and Section 45 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice of its intention to make a Traffic Order (by publishing a draft traffic order). These regulations also require the Council to consider any representations received as a result of publishing the draft order.
- 8.3. Planning permission and listed building consent will be required under the Planning (Listed Buildings and Conservation Areas) Act 1990 and the Town and Country Planning Act 1947 respectively for
 - The relocation of the Clock Tower
 - The erection of the Market Canopy
 - The removal of the canopy adjacent to Farm Foods
- 8.4. Application is being made to the relevant Council committee for planning permission and to English Heritage for listed building consent. The final process for achieving this is still being finalised, but it may involve the temporary delisting of the Clock only for it to be relisted once moved to its new location.
- 8.5. For subsequent phases of the scheme the changes to crossing facilities can be introduced under powers conferred by Section 23 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice to the public of its intention to introduce, alter or remove a formal crossing facility by Notice. This process only requires the Council to consult with the Police
- 8.6. The former London Road and former Upper Green East and West were designated as part of 'common land' and as such because more than 250sq yards are needed to be reverted for highway then it will need to be exchanged for other land under the Acquisition of Land Act 1981. There is suitable land on the edges of the space where highway land is being reclaimed.
- 8.7. It is the intention to register all the final design of the Fair Green as 'Town Green' to ensure future protection as an open space.

9 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 9.1. An Equalities Impact Assessment (EQIA) has been carried out as part of the scheme development process. This is attached as Appendix 5
- 9.2. The scheme is intended to increase accessibility of the pedestrian environment around Mitcham town centre however changes to the public realm must also be closely assessed to determine their impact on people with mobility impairments. As such officers have requested that the scheme proposals be audited by an access consultant and this audit is attached in Appendix 6
- 9.3. The Rediscover Mitcham project falls within the wider ‘One Mitcham’ community engagement and empowerment initiative. One Mitcham is a multi-themed series of measures to promote business vitality and community utilisation of the town centre. A number of events (such as special market days, cycle cinema and play events) have been held to support these objectives. There is explicit recognition through the One Mitcham initiative that community cohesion is a necessary part of the wider regeneration plans and that physical changes to the town centre will not in themselves engender this cohesion.
- 9.4. It is also the case that the introduction of the proposed ‘bus only street’ has the potential to create some divisions within the community amongst those for and against this proposal. As such a key part of the One Mitcham initiative will be working with local people to ensure that the new town centre layout becomes a community focus to the benefits of all people who use the area.
- 9.5. Officers have also offered to provide specific support for people with mobility impairments or learning difficulties to ensure that any specific issues related to accessibility are identified and addressed]
- 9.6. There are no human rights implications apparent at this time

10 CRIME AND DISORDER IMPLICATIONS

- 10.1. The scheme development process has included early consultations with a range of agencies involved in reducing crime and disorder including the Police, Safer Merton, Street Pastors and CCTV managers.
- 10.2. There are a number of proposals which were discussed in detail relating the crime and disorder implications of this scheme

- The relocation of bus stops involving different services to a central location
 - The redesign of the public space including plantings, seating and points of potential congregation
 - The erection of a market canopy
 - The impact of changed pedestrian and vehicle circulation
 - Additional cycle routes close to pedestrian areas
- 10.3. The scheme involves the relocation of and addition to existing CCTV coverage in the town centre and new lighting to support this. There is recognition that increased activity within the Fair Green area could result in anti-social behaviour however the core regeneration strategy is based on such activity actually reducing because of this due to diversifying the use of open spaces and increasing community ownership of them.
- 10.4. As is evident in the consultation outcomes there are currently concerns associated with certain anti-social activities in particular street drinking and to address this 'joined up' approach of engagement and enforcement is required.

11 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

- 11.1. A risk assessment was carried out for the scheme in the earlier report to SMAC (Appendix 1) and the risk register has not changed for the overall project parameters.
- 11.2. Subject to approval of the scheme in principle the key risks are associated with safe implementation of the works.
- 11.3. These risks are managed through management of the design and implementation programme and in particularly assurance that all necessary health and safety requirements, processes and checks are put in place.
- 11.4. Adherence to a comprehensive Construction, Design and Management process, directed through a Co-ordination role, support this management as it ensures that all works are carried out using best practice, full documentation and meeting legal requirements.

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

APPENDIX 1 – EARLIER REPORT TO SMAC 31ST JANUARY 2013
APPENDIX 2 – BROCHURE AND SURVEY AND RESPONSE TO SURVEY
APPENDIX 3 - QUANTITATIVE OUTCOMES OF CONSULTATION
APPENDIX 4 - LIST OF QUALITATIVE COMMENTS RECEIVED IN CONSULTATION

APPENDIX 5 – EQUALITIES IMPACT ASSESSMENT
APPENDIX 6 – ACCESS AUDIT

APPENDIX 1

EARLIER REPORT TO SMAC 31ST JANUARY 2013

Committee: Street Management Advisory

Date: 30st January 2013

Agenda item:

Wards: Figges Marsh

Subject: Mitcham Town Centre Regeneration Scheme (1)

Lead officer: Chris Lee, Director of Environment & Regeneration

Lead member: Councillor Andrew Judge, Cabinet Member for Environmental Sustainability and Regeneration

Forward Plan reference number:

Contact officer: James McGinlay, Head of Sustainable Communities Ext 4154

Technical Enquires: Ashley Heller, Project Manager Ext 4675

Recommendations:

That the Street Management Advisory Committee considers the issues detailed in this report and recommends that the Cabinet Member for Environmental Sustainability and Regeneration:

- A. Notes the content of this report and the issues set out related to the implementation of a town centre improvement scheme in Mitcham
 - B. Notes the outcome of the informal consultation conducted in November/ December 2012 on the issues raised and officers response to them in relation to the broad scheme proposal
 - C. Notes the considerations related to the procurement, implementation and legalities associated with the scheme and the steps officers are taking to ensure these issues are appropriately addressed as part of the project
 - D. Agrees that the proposed outline design concepts as set out be developed and taken forward to further public consultation in the timescales set out
-

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. This report informs the Street Management Advisory Committee of the background and progress to date on a town centre improvement project for Mitcham.
- 1.2. It sets out the main issues related to the scheme, representations received by stakeholders / members of the public and officers' suggested response to them in the context of project delivery. The report also proposes an outline scheme design to take forward for further consultation and possible implementation
- 1.3. This report also sets out a procurement and implementation strategy to ensure delivery of the scheme in line with funding conditions and timescales.

2 DETAILS

- 2.1. Despite its clearly defined identity and historical continuity, Mitcham Town Centre has suffered gradual decline since at least the 1960's. The fundamental causes of this decline are likely to be multifaceted but may include housing policy, impact of out of town and supermarket retail on local independent shops, the increasing traffic dominance relating to Mitcham as a 'through route' and the consequent 'knock on' effects on business confidence in the area. In addition the long term absence of a rail station close to the town centre reduced perceived accessibility and therefore the attractiveness of the area as a residential commuter location which has helped drive regeneration in nearby areas such as Tooting and Streatham.
- 2.2. The council has - for at least the last 25 years - recognised this decline and investigated solutions to address it. While it is not the purpose of this paper to offer a detailed analysis of earlier initiatives, it is instructive to summarise a number of points which have relevance to the current project.
- 2.3. Initially, a key focus of interest was the reduction of traffic congestion levels in the town centre. In context, it was long recognised that the A23 route (Streatham to Croydon) was a congestion 'hot spot' and Mitcham was detrimentally impacted by this. The Department of Transport did, until the early 90's have a paper scheme to extend the M23 to Streatham running through Mitcham. However this scheme had already become unfeasible by the time of the building of the Holborn Way bypass in the early 1990's.
- 2.4. The objective of the bypass was clear. By removing traffic, the London Road 'high street' would become more attractive and accessible for pedestrians and given the level and type of traffic currently using Holborn Way, it would be difficult to criticise this concept even though it has not resulted in the desired rejuvenation of the retail core.
- 2.5. By 1999 (less than 7 years since the completion of Holborn Way) alternative strategies were being considered to reintroduce more activity to London Road that had been lost since the pedestrianisation
- 2.6. A number of studies took place over the next 4 years
 - LPAC Town Centre Health Check Survey (LBM, 1999)
 - Mitcham Town Centre Capacity Study (WS Atkins in association with Drivers Jonas, May 1999)
 - Mitcham Urban Village – A Plan for the Future (2000)
 - Mitcham Urban Village Consultation Programme (Town Centre Limited, July 2001)
 - Mitcham Urban Village Street Environment Study (Urban Initiatives, August 2002)
 - Mitcham Urban Village Transportation Improvements (JMP Consultants, September 2003)

- Mitcham Town Centre – Urban Design Brief (Space Syntax, February 2005)
- 2.7. The studies unsurprisingly identified many of the concerns relating to the town centre which have informed the current scheme under development, in particular, the poor accessibility issues especially for pedestrians and cyclists.
 - 2.8. The Mitcham Urban Village concept (formed at a time of the property boom) was focused on new developments (housing/ live work/ retail) to create a restored town centre. This was to be supported through environmental and traffic management proposals, an upgraded Fair Green and significantly reduced traffic capacity on surrounding roads.
 - 2.9. Additionally in 2003, separate proposals by JMP Consultants were developed for a bus based regeneration scheme in which south bound only buses were allowed into London Road complemented by a new bus station on the corner of Holborn Way and Upper Green West. These proposals were taken to relatively advanced stage of detail with consultation showing 63% of people in favour of the bus link and 72% in favour of the bus interchange. The council subsequently approved the scheme on 26th November 2003.
 - 2.10. Despite this approval, the scheme was not implemented, due to emerging plans for the comprehensive redevelopment of the town centre, which would have significantly impacted on the road layout. However, this development approach did not receive sufficient local support and was therefore never approved, although the borough continued to adopt a development led strategy for regeneration of Mitcham as set out in the Supplementary Planning Document Development Brief published in 2006.
 - 2.11. In parallel to this strategy a number of smaller scale interventions were implemented to promote the town centre, upgrade the environment and restore business confidence. These included
 - Relocation of the Market and clock tower
 - A dedicated Town Centre Manager and the creation of the Mitcham Means Business branding
 - Public realm improvements to the Fair Green, including new planting
 - 2.12. In 2008 a Living Streets Pedestrian Audit carried out prior to the opening of Eastfield Station still identified poor accessibility around the area as a major concern and barrier to movement.
 - 2.13. The opening of Eastfield Station did nevertheless facilitate significant investment in upgrading the key walking route to the station via St Marks Road and the Laburnum Estate, which was completed in 2009.
 - 2.14. More recently in 2011/12 a public realm, bus access and loading scheme was implemented on Upper Green East. This work addressed specific issues related to the layout and operation of the area.
 - 2.15. In summary, the scope of initiatives has moved away from large scale road based solutions, through to developer led regeneration and finally to smaller scale incremental measures. These initiatives, while each well

considered, have not either individually or cumulatively resulted in the significant enhancement to the prospects for the town centre.

2.16. Whilst the previous initiatives have not had the required transformational impact, recent changes peripheral to the town centre itself (both negative and positive) ensure that the imperative for real improvement remains. These include:

- The opening of Mitcham Eastfield Station;
- The construction of a number of large housing developments on the periphery of the town centre;
- The opening of a large supermarket on the edge of the town in Western Road;

2.17. The council's Future Merton (FM) team, in reviewing the earlier initiatives, and considering the current funding opportunities has formulated a holistic approach to addressing the issues in Mitcham. The principles of this approach are: -

- Ensuring that physical and community focused measures are 'joined up'
- Being mindful - rather than reliant - on commercial development potential
- Concentrating on elements of the environment for which the council has direct responsibility for and the ability to change
- Focusing on accessibility and business viability and understanding the relationship between the two.

2.18. To achieve this strategy FM has created a single branding (Rediscover Mitcham) under which a package of funding has been brought together to achieve a transformational level of change.

2.19. Rediscover Mitcham integrates 3 types of initiatives – improving accessibility, supporting business and the community and upgrading the public realm.

2.20. The main principle of the scheme is that by increasing the accessibility and attractiveness of the Fair Green and London Road, overall activity will increase, which will, in turn, support businesses and engage the local community in their town centre.

2.21. The business and community initiatives are delivered under the auspices of the Mayors Outer London Fund (OLF). The OLF initiatives are grouped under 5 headings:

Shop fronts

- Improve the perception and feel of the shopping offer, attract further custom and additional business to the centre.

Market regeneration

- Create a vibrant and coherent market with a unique selling proposition to attract visitors specifically to Mitcham

Business support

- Retain and grow businesses to make a more viable town centre, taking advantage of the fact that rental values are competitive in comparison to neighbouring town centres.

Marketing and communications

- Improve the image of Mitcham as a hub for local initiatives to attract shoppers and visitors and help create a sense of place/identity especially for young people

Community engagement

- Improved community cohesion and ownership of regeneration projects through an exchange mechanism, with community needs placed at the heart of regeneration activities

In addition, two of the OLF activities specifically integrate with the wider physical accessibility improvement initiatives. These are:

Open space improvements

- Enhance spaces that the community can use safely and host events to boost business and activity

Public Realm improvements

- Coordination of OLF funding with wider public realm funding streams to ease movement and aesthetic quality of the public realm within the town centre, and to neighbouring areas

2.22. The OLF initiatives that are intended to facilitate accessibility improvements are further supported by the wider physical enhancement plans to the town centre. These improvements have specific objectives:

- **to improve access** to Mitcham town centre, specifically the Fair Green primarily for pedestrians and buses but also for cyclists, short term parking and servicing for businesses
- **to reduce car dominance** by reprioritising the way road space, is used and the area feels, increasing space for pedestrians, improving bus facilities and enhancing the quality of the public realm
- **to introduce more pedestrian activity** to Mitcham Town Centre by reducing severance
- **to upgrade the public realm** by improving the design and visual appearance of the area

2.23. To achieve these objectives a programme of work, with 5 distinct phases, has been developed, with each phase focusing on a specific geographical area determined by a broad assessment of key accessibility issues, as well as achievability within the project timescale and budget. These are summarised in Figure 1

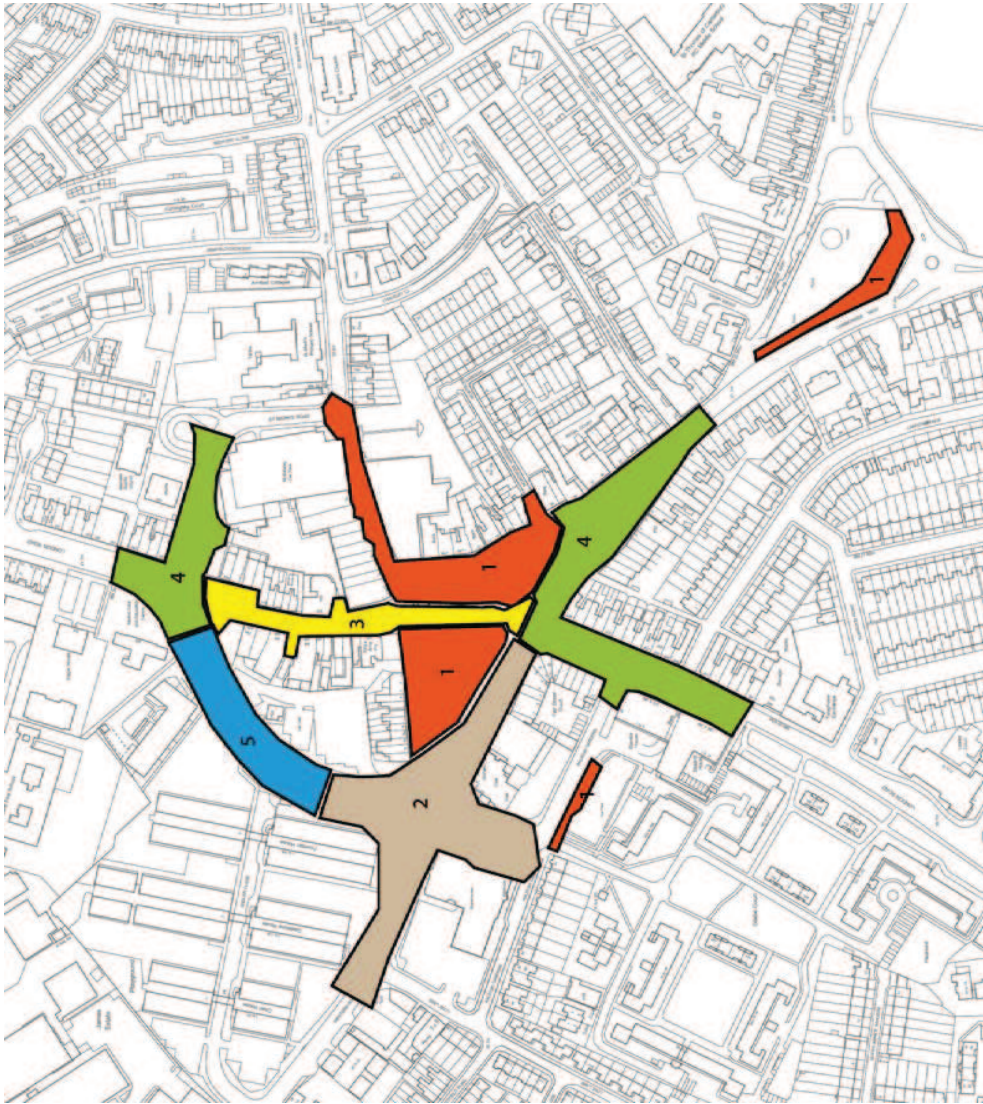


Figure 1 – Overall Phasing Rediscover Mitcham

- 2.24. **Phase 1** encompasses the Fair Green and Majestic Way. This area has been phased first due to the minimal impacts on the road network of works in this area as well as the wider project benefits of a quick, clear and demonstrable physical improvement to the heart of the town centre. This will increase confidence in the council's commitment to achieving real improvements thereby supporting many of the business and community activities. In addition Phase 1 would incorporate the creation of a new bus standing facility in Raleigh Gardens which will facilitate the relocation of bus route 200 in Phase 2 and also a gateway improvement to Three Kings Piece to improve accessibility and leisure opportunity..
- 2.25. Phase 1 places a strong focus on reinvigorating the existing market space with the possible provision of new stalls and weather protection and lighting to improve operation of the market as well as increasing its physical presence in the area.
- 2.26. The iconic Clock Tower would be relocated during Phase 1. There is the opportunity to relocate the Clock to its original position before its move due to the market relocation or to an entirely new location. Local people should have a key role in determining this.
- 2.27. **Phase 2** focuses on the Western Road/ Holborn Way junction which represents a key severance point between the town centre and the areas immediately to the west of it. This severance will be accentuated by new development on Western Road including the ASDA superstore and the housing development on the Old Gas Works site. Upper Green West is also included in Phase 2 as a major through route in the town centre. Cycle improvements within the area will also be a key priority.
- 2.28. **Phase 3** contains the pedestrianised area of London Road. This area runs through the centre of the Fair Green and is an important access point to local facilities, as it runs through the centre of the shopping area and branches off to Majestic Way.
- 2.29. One of the key concepts proposed within Phase 3 is the introduction of a 2 way bus lane through this pedestrian area. The bus lane proposal has proved to be a highly discussed topic in local workshops and community group meetings, although, as set out in Section 5, it remains widely popular amongst the general public. The main objections to the bus lane proposal are
- It will split the Fair Green in half and create a busy road where now there is peace and quiet;
 - It will be dangerous for pedestrians;
 - It will not achieve benefits for the town centre.
- 2.30. It is clear that introducing buses into the Fair Green will have some disbenefits in terms of noise. However the design of the Fair Green itself can reduce the impact of noise from all sides, for example through the use of plantings/ features/ trees, to reduce the intrusion of traffic.
- 2.31. The Fair Green is not used currently as a park like space for most of the year; as such it is questionable if providing 2 genuine park like spaces

(with seating, lighting, paths, and amenity) will be an overall disbenefit to the town centre.

2.32. In general, as set out above, the ethos of the proposals is to recognise the need to balance objectives. Mitcham benefits from significant open space in its immediate vicinity. However the town centre itself must also operate effectively as a town centre (retail, access, safety, community integration etc) and the overriding prioritisation of ‘peace and quiet’ needs to be considered within this context. Moreover the proposals actually result in an increase in green space rather than a reduction as the following demonstrates.

2.33. The Historic, Existing and Proposed layouts have been compared according to three different methods:-

- Registered Town Green

This compares the current area registered as Town Green with the area proposed to be re-dedicated as Town Green.

- Extent of Green

This compares the Historic, Existing and Proposed areas of what effectively makes up the Fair Green – what is likely to be perceived as the ‘Fair Green’. This includes the area used for the market and internal footpaths, but excludes the footpaths outside the buildings surrounding the green.

- Landscaping

This compares the Historic, Existing and Proposed areas of soft landscaping. This includes internal paths but mainly excludes paths surrounding landscaping. On the Proposed area, the path on the south side has been included. This is to account for the adjacent segregated cycle lane, which is not included in the calculation, and is not for general use by pedestrians.

The areas are shown in the **Table 1** below.

	Town Green	Extent of Green	Landscaping
Historic	N.A.	4,112m ²	2,906m ²
Existing	3,777m ²	5,551m ²	4,504m ²
Proposed	4,436m ²	5,653m ²	3,737m ²
Extg-Prop Diff.	+659m ²	+102m ²	-767m ²

2.34. As can be seen the extent of the green increases under the current proposal but also there is a very significant increase in protected ‘town green’ which secures the future of the space for current and future residents in Mitcham

2.35. Under the proposed scheme, there will be an extension of pavement space around the Fair Green area together with a small loss of green if the existing footpath were replaced with a bus lane and pavement. However, this loss would be mitigated by new green space close by – In particular, a significant extension of pavement space could be achieved

at the intersection of Upper Green West and Holborn Way as well as an increase in green space due to the narrowing of Upper Green West. An important objective of the proposals is to ensure no net loss of green area.

- 2.36. In addition, careful design of the Fair Green can improve its usability through provision of seating, better lighting and paths and the perception of increased safety due to the higher pedestrian activity aided by the bus stops immediately adjacent.
- 2.37. While the importance of retaining the green is an essential and fundamental element of the proposal, the vitality of the town centre is also of importance as is the quality, usability and attractiveness of the green space. Mitcham benefits from significant green space both immediately to the south and north (Mitcham Common and Figges Marsh) and the Fair Green has a dual function as a green space and part of a functioning suburban town centre. The objectives of the Rediscover Mitcham scheme are to achieve a balanced approach to maintaining the benefits of the green while ensuring that local shops and services are given every opportunity to succeed as along with ensuring that the transport connectivity in Mitcham reflects the needs of the local population.
- 2.38. In terms of safety the design itself will need to take into account issues such as safe crossing points, lighting, speed control and signage.
- 2.39. There are a number of examples of buses using an area generally perceived to be 'pedestrian priority' for example, St Johns Road Clapham, Barking town centre, Chipping Norton in Oxfordshire, Hackney Mare Street and Oxford city centre. There is no evidence that accident rates are significantly impacted due to the entry of buses into pedestrian area however the specific design and operation of the bus lane would need careful assessment. It is highly likely that a 20mph zone would be in place for any roadways within the Fair Green envelope.
- 2.40. The pictures below show a 'shared space' concept however given the frequency of services in Mitcham, the need to ensure bus reliability and the impacts on visually impaired people, it is envisaged that buses in London Road would use a more traditional clearly defined carriageway space. As can be seen from examples below, there are a number of means of integrating buses into areas with significant pedestrian footfall.



- 2.41. Clearly there is greater potential challenges in terms of road space replacing a pedestrian only zone; however the existing pedestrian zone is used by vehicles currently (for example parking, market access, loading activities). A road like design with limited formalised traffic access can be designed to promote safe use by both drivers and pedestrians.
- 2.42. The possible relocation of buses into Mitcham results in an average frequency of 90 buses per hour during peak times or a bus every 40 seconds. However in practice buses are likely to be spaced irregularly with significant periods of low bus activity even during the peak hour
- 2.43. The objective of the bus lane proposal is to reintroduce activity to the London Road pedestrianised area and to Fair Green. Based on London Buses figures approximately 5995 people board and alight buses each working day on stops which could be relocated to the new bus lane. This provides potential for up to 1,348,875, additional pedestrian journeys through the Fair Green each year (based on 225 working days pa.) This excludes weekend usage. People walking to and waiting, alighting and walking from bus stops in the Fair Green area are potential customers of shops and a revitalised market that currently do not exist.
- 2.44. Recent TfL research into travel patterns and spend in town centres concludes that those who take a bus or walk to town centres contribute the highest proportion of monthly spend in town centres. Whilst the spend per visit (£32) is lower than car users, this higher overall monthly spend is due to the higher frequency of visits by bus and on foot. This pattern of monthly spend by mode has remained consistent over time.
- 2.45. A map of local bus stops also suggests that there will be minimal disbenefit for existing shops

Figure 2 – bus stop locations around Mitcham



The main effects of relocating bus stops to Fair Green are on stop G which is located close to Iceland, C and D which is located next to Lidl and stop H which is on Upper Green West on the Fair Green. However, both Lidl and Iceland will benefit from the improved pedestrian links across Western Road and also already benefit from their own car parks.

- 2.46. For stops A and B (London Road) which serves north and south bound routes 127,152,201,264,270 there may be some negative impact in terms of passengers relocating to Fair Green. However, the extent of this would need to be assessed through monitoring and, to some extent, these impacts could be mitigated through the improved pedestrian linkages across St Marks Road better linking London Road.
- 2.47. A summary of impacts by route and stop is set out below in Table 2

Table 2 – Bus Stop Impacts of Bus Lane Proposal						
Bus Route	STOP C (to close)	STOP D (to close)	STOP E (to remain)	STOP G (to close)	STOP H (to close)	FAIR GREEN
127	NB service relocated to Fair Green				SB service relocated to Fair Green	
152		WB service relocated to by Lidl car park			SB service relocated to Fair Green	
200				New stop provided on Raleigh Gardens*		
201		NB service relocated to Fair Green			SB service relocated to Fair Green	
264	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
270	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
280	NB service relocated to Fair Green				SB service relocated to Fair Green	
355	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
S1			Service being rerouted to run north			Rerouted service will stop on Fair Green
118	Service stops not affected by proposed changes					

* As a short term measure it is proposed to provide the 200 bus service with a new stop and stand in front of Raleigh Gardens car park. As part of a later phase of the project it is also intended that the 200 service will be routed to terminate and start on Fair Green – either with a layover stand on St. Marks Road or for the service to extend further north from the town centre.

- 2.48. In addition to greater pedestrian numbers in Fair Green, there are direct public transport benefits of the proposal by improving bus to bus interchange, reducing bus journey times and thereby increasing practical frequency to key locations. This further promotes Mitcham’s attraction as a commuter town which is promoting growth in the local housing market.
- 2.49. There are also existing operational concerns with some of the bus stops that could potentially be removed by the new bus lane, in particular bus

stop H which requires buses to pull across 2 lanes of traffic on Upper Green West

- 2.50. There is no certain way of regenerating town centre and clearly it is not being suggested that all of the potential new journeys will result in new spend, however increasing visitor numbers is always a key objective. In the case of Mitcham increasing visitor numbers may encourage new and existing shops to improve their retail offer. It is also of relevance to note that improving bus access to the town centre will also improve access to employment, training and education for local residents thereby improving the social inclusion in the area.
- 2.51. **Phase 4** relates to junctions and roads immediately surrounding the Fair Green to the south and north including Upper Green East and at the opposite end of the pedestrian area, St Marks Road junction with London Road and Holborn Way. These areas represent important gateways into Mitcham, but are also traffic sensitive, which partly explains the decision to phase them toward the latter stages of the project thereby helping to ensure that movement issues associated with traffic management during construction are minimised
- 2.52. **Phase 5** whilst within the master plan, falls outside the funded Rediscover Mitcham project. This phase addresses the wider Holborn Way by pass which bounds the town centre and is a key strategic route but also a severance point. Progression of Phase 5 is more closely linked to future commercial development coming forward but is built on land in council ownership.
- 2.53. The development of final proposals based around the area within phases 1 to 4 is linked to funding opportunities and constraints, technical assessment approval processes and the overall project delivery strategy. The timetable for the project delivery is set out in section 5 below.
- 2.54. As set out in 2.25, Phase 1 offers the first opportunity for physical improvements to take place. However in order to take advantage of this opportunity the early design stage for Phase 1 has been carried out without the full understanding of the possible design constraints which may become apparent in Phase 2 – 4. Consequently the design proposals which have been worked up to date are relatively generic and adaptable to a number of scenarios that may occur in Phases 2 – 4.
- 2.55. The design proposal for Phase 1 has been developed after extensive consultation (see section 5 and Annex 1 for a full analysis of the consultation). To date the consultation has been undertaken in 3 stages:
- - Stakeholder engagement – a range of discursive meetings with key local stakeholders to establish to broad parameters of the project.
 - A wide scale public engagement exercise based on the Rediscover Mitcham brochure (attached as a supporting

document) in which 25,000 leaflets were distributed across the CR4 postcode and which a number of broad concepts for Phase 1 Fair Green were set out.

- A series of workshops in Mitcham town centre to address the broad design outline of the Fair Green and also specific issues related to accessibility for mobility impaired people in the area.

2.56. In broad terms the consultation demonstrates support for a set of coherent proposals which amount to more than simply a public realm upgrade scheme in Mitcham. This consultation gives a clear 'direction of travel' which enables officers to develop a specific set of proposals for further consultation in spring 2013. However there is also recognition that more detail will need to be provided to the public - which a further consultation will achieve.

2.57. However subject to consultation and further approval in outline terms main elements of the project that will be taken forward are as follows

- **Phase 1 – Fair Green, Majestic Way**
- Objectives - Retaining the traditional feel of the Fair Green, better integrate it into the surrounding town centre, make it more accessible for all, ensure it remains a community hub and event space, support businesses surrounding the Fair Green, increase the prominence of gateways into the town centre.

Proposed measures to be taken forward for further consultation

- A traditional park like space to be created on the Fair Green including footpaths, appropriate lighting (both functional and ambient), seating, appropriate railings
- Upgraded paving or where possible reusing existing paving.
- A community hub (such as a performance space or bandstand) which will facilitate and support community events.
- A revitalised market square with weather protection and lighting to allow greater utilisation of the area in terms of times of operations, to offer weather protection and to provide a greater presence for the market to help attract more diverse stalls
- Move the clock tower to ensure that it reflects the priorities of the new design and to investigate the concept of improving the feature status of the clock tower (e.g. by creating a bespoke plinth) and taking the opportunity to refurbish the mechanism and reinstall the lights and generally restore
- To provide a one-way, traffic calmed circulatory road with associated loading and short term parking bays along the edge of Fair Green (East and West). This will be accessed by an entrance on Upper Green East using the existing entrance onto Montrose Gardens and a new exit onto Upper Green West
- A temporary relocation of bus stop H on Fair Green to allow for wider scheme implementation.

- A new appropriately designed 'boardwalk' to run along side/ over Three Kings Piece to better connect the town centre to Mitcham Common and to improve the functionality, attractiveness and gateway status of the area as a leisure location
- A key concern within the consultation is the provision of a public toilet. It is recognised that a conventional toilet facility is unlikely to be sustainable in financial terms. In addition there is a 'community toilet scheme' which although underused could be promoted more effectively. However officers would consider it prudent to research affordable options for some form of limited toilet provision (for example coin operated part time facility) as this would support visitor numbers to the town centre. A more detailed recommendation can be brought forward as part of the further consultation. The location of such a facility would need further consideration but could fall within the Phase 1 boundary.
- **Phase 2 - Western Road and Upper Green West Junction**
- Objectives – to reduce the actual and perceived separation and disconnection created by this junction, improve crossing facilities, reduce traffic dominance, increase pedestrian space, to improve pedestrian links to Western Road area.

Proposed measures to be taken forward for further consultation

- Reduce crossing distances on each existing arm of the junction including removal of the left turn only lane from Western Road to Holborn Way and replace with a straight ahead/ left turn lane.
- Remove bus route 200 from its current standing position to a temporary new facility on Raleigh Gardens in order to facilitate an increase in pedestrian space and reduce size of junction.
- Move the stop for bus route 152 to Western Road adjacent to Lidl Car Park.
- Introduce a new direct crossing from Upper Green West (Iceland area) to Fair Green.
- Narrow Upper Green West from 3 to 2 lanes of eastbound traffic and to create a new short stay parking/ loading bay on Upper Green West outside Iceland.
- Improve access through this junction for cyclists particularly approaching from the west and east directions
- Upgrade the fabric of the public realm in the area.
- **Phase 3 – London Road pedestrian zone**
- Objectives – to create an accessible and well used route into the Fair Green supporting the retail and market facilities in London Road/ Majestic Way and the Fair Green, promote secure use of the town centre throughout the day and night, improve direct links in and out of the town centre.

Proposed measures to be taken forward for further consultation

- To consider and offer to the public for consultation a 2-way bus and cycle lane proposal through the pedestrian area on London Road and to design this lane in a manner that integrates into the wider objectives and the Fair Green open space (e.g. in terms of the width of the lane which would be minimised, the design of kerbs and stops, the lighting and paving) and shelters
- To upgrade crossing facilities at the 2 ends of the London Road pedestrian areas to both improve pedestrian facilities and facilitate the movement of buses into and out of the area.
- Upper Green East/West – facilitate bus movement into Fair Green which would involve the creation of a ‘contra flow’ bus lane. running from the junction of Raleigh Gardens northbound toward Fair Green.
- Simplify crossing movements for pedestrians and address pedestrian over crowding.
- Integrate junction redesigns into wider town centre ‘public realm’ enhancements through paving and lighting upgrades.
- **Phase 4 – Upper Green East and Fair Green South side, St Marks Road**
- Objectives – to improve pedestrian movement across this road better linking local facilities, facilitate safe cycling, facilitate movement into and out of Fair Green

Proposed measures to be taken forward for further consultation

- To move existing pedestrian crossing to opposite post office therefore better linking Upper Green East shops with Fair Green
- Where possible to achieve any possible pavement widening on Upper Green East to promote access to Three Kings Piece
- St Marks Road – reduce the crossing widths and simplify crossing movements by reducing the size of the junction and removing unnecessary pedestrian islands. Create a bus entry/exit movement to London Road North.

Phase 5 – Holborn Way

- Objectives – to reduce the feeling of traffic dominance of this road and to provide a boulevard accessing Mitcham town centre not only an urban heavily trafficked through route, promote access to Sibthorpe Road car park and to improve the operational effectiveness of this car park, facilitate longer term development opportunities

Proposed measures to be taken forward for further consultation

- To make small changes to the alignment of Holborn Way to straighten it up and to increase the space available for Sibthorpe Road car park

- To create a new “T” junction from Sibthorpe Road car park onto Holborn Way and to remove the existing in and out access to the car park
- To create a new crossing point on Holborn Way
- To design the public realm in Holborn Way to better reflect a balanced status of access route and through route (e.g. through use of trees, planting, central reservation and lighting upgrades)

2.58. These proposed measures are summarised in Figure 3 and represent a direction of travel and would be subject to change through the ongoing design process, the public consultation and the constraints due to technical challenges such as the impact on traffic congestion and the impact of underground utility costs.



- 2.59. A key consideration around the viability of any final scheme proposal will be the maintenance impacts. These issues will include
- the identification of materials/ furniture which are readily available, sustainable and affordable.
 - the consideration of impact of location on maintenance issues (e.g. visibility, potential for accidental damage, etc).
- 2.60. Currently the maintenance arrangements around the Fair Green area are shared between the Waste, Traffic & Highways and Open Spaces teams. This could result in some confusion as to specific responsibilities.
- 2.61. A major objective of Rediscover Mitcham will be ensuring that interventions maintain their qualitative edge over time. To that end as project client, Future Merton would seek to agree with each relevant department a clear set of responsibilities for each area and items such as the clock tower.

3 ALTERNATIVE OPTIONS

- 3.1. **Do nothing:** As set out above the current viability of the town centre in the town centre has been identified as a concern for a number of years and a number of proposals have been put forward but none taken forward to fruition. Given the funding available, the decision to do nothing would recognise that the council has no role to play in the physical regeneration of Mitcham.
- 3.2. **Widen the scheme:** There have been investigations as part of earlier initiatives into fundamental realignments of the road network in Mitcham, including the removal of the existing one-way system. Whilst this scheme has merits as part of town centre redevelopment it is likely to require changes to property lines and therefore without a facilitating development, would involve council acquisitions of private property. This would not be achievable within the current budget of Rediscover Mitcham and moreover without a commercial development on line, it would be difficult to justify losing existing local businesses in order to achieve what is effectively a road based scheme.
- 3.3. However although Rediscover Mitcham does not facilitate removal of the gyratory equally it does not reduce the viability of future changes or make it less feasible.
- 3.4. There is also a recognition within the scheme design objectives, that there remain aspirations to encourage appropriate development within Mitcham and that the existing project should not limit the potential for these projects.
- 3.5. As such the Rediscover Mitcham scheme supports future development opportunities through ensuring that the public highway changes do not impact development sites and in fact support them by, where possible, extending the available development space. At the junction of Raleigh Gardens and Upper Green West the removal of bus route 200 will create a future development site in council ownership and at the junction of Holborn Way and Upper Green West the extension of footway space will

also allow for a future development site in council ownership should these achieve the necessary permission.

- 3.6. **Fundamentally alter the objectives of the scheme:** The scheme is primarily conceived and funded as a holistic town centre regeneration scheme. This approach therefore integrates different objectives (outputs). However, this also impacts on the focus and balance of the measures (inputs). For example a scheme that was entirely based on accessibility objectives would potentially have a different design approach. Similarly a scheme that was entirely focused on public realm improvements may also differ in terms of fundamental concepts. An obvious specific example would be achieving a balance between the unique open space benefits offered by the Fair Green and the Fair Green as the heart of the town centre. The design ethos presumes that both objectives are important and therefore accepts that there is an element of compromise between the two.
- 3.7. An alternative approach would be to focus entirely on the improvement of the open space as an 'end in itself' however this does not address the cycle of decline. It is highly unlikely that an improved Fair Green will, alone, result in significant improvement to the viability of the town centre. Whilst the Fair Green may be a destination to some, unless it is integrated into a more attractive and accessible town centre as a whole it will become an underused area as local people continue to visit elsewhere.

4 CONSULTATION UNDERTAKEN OR PROPOSED

- 4.1. Given the phasing, scale and scope of the scheme consultation is a key element. Consultation outcomes are summarised in Appendix 1
- 4.2. The consultation process has 5 stages in total, 3 of which have been completed to date
- 4.3. **Stage 1** was an informal consultation to establish the broad outline of the project. This has included a stall at Mitcham Carnival in June 2012, followed by a range of informal meetings with stakeholders such as local ward Members, the Mitcham Community Forum, Friends of Mitcham Common, Mitcham Business forum and council officers. In addition as part of the Outer London Fund community empowerment work stream, London Sustainability Exchange were employed to create a community panel to involve local residents in the early awareness raising for the project. Specific proposals were not raised at this stage but a number of potential priorities and issues were discussed.
- 4.4. **Stage 2** was a wider dialogue process setting out very broad concepts and using the local issues identified in Stage 1 as a starting point. Framed as a 'problem – solution' discussion, the objective of this stage (which included the distribution of 25,000 brochures and a Fair Green Roadshow (over 3 days) which was visited by approximately 300 peoples), was to establish local priorities on which to base more detailed design. A brochure is provided a supporting paper to this report.
- 4.5. The brochures were distributed with the winter edition of My Merton to all properties in the CR4 postcode. There were some concerns reported

back of delivery failures. Additional copies of the brochure were left in the town centre as well as being made available on the Merton Council internet site, with a link directly from the home page.

- 4.6. **Stage 3** was a set of contacts with stakeholders and local residents dealing with design specifics for each phase. This was implemented through a series of workshops held between 8th and 15th January. The summary of these workshops is included in Annex 2. The workshops saw 36 local people give up to 3 hours each discuss the connectivity around Mitcham, key concerns and opportunity and also to discuss the potential for events to be held on the Fair Green.
- 4.7. These workshops set out a number of priorities in the area
- Mitcham is in need of improvement, and a focal point
 - has a market that needs to be made more of (with varied goods and a wider offer)
 - needs more planting and better use of redundant spaces (e.g. car parks)
 - needs better lighting, and easier traffic flow through the centre
 - has potential, and many people who are willing to help
- 4.8. In relation to the Fair Green a number of key design pointers were identified from the workshops. The role of Fair Green as a park (place) a through route and a focus for the town centre was raised by many in the workshops as a three-part function of what many perceive to be the 'heart' of Mitcham town centre. There is a need to obtain balance between these three functions: people want a place that has better shops, a better market, better linkages and places to sit.
- 4.9. This leads to some clear principles for the design team to take forward:
- The Fair Green cannot be conceived purely as a village green
 - The Fair Green must connect the town centre
 - There must be a community function/facility in the green
 - The green must retain its 'green and pleasant' feel
 - Mitcham Town Centre is a wider area: do not consider Fair Green in isolation
- 4.10. It should be noted that many perceive the town centre as wider than simply the Fair Green, and that this notion of a more unified approach to linking up the various parts of Mitcham (including the Canons, Cricket Green and Figges Marsh) needs to be reflected in design analysis and delivery with regard to public realm improvements in Mitcham.
- 4.11. **Stage 4** will be a further consultation on the final proposals for. This consultation will be held in April 2013. The form and extent of this consultation will broadly follow that of Stage 2 including a mail out to all residents in the CR4 postcode.
- 4.12. Stage 5 recognises that certain elements of the scheme will also require statutory consultation under the Traffic Management Order making process as set out in section 7.

- 4.13. In addition to council led consultation specific changes to bus routing and stopping arrangements would be consulted upon separately by TfL Buses as part of their route change procedure in which all users of the route were given the opportunity to comment on bus route changes.

5 TIMETABLE

- 5.1. Given that the project objectives are fundamentally linked to regenerating Mitcham, it is appropriate that a challenging but achievable timescale is in place. It must also be considered that in Mitcham the absence of delivery on earlier major scheme proposals increases the likelihood of 'consultation fatigue' and broader cynicism about the councils determination to deliver real change. This suggests against a long period of inaction and the project has been framed in this context.

- 5.2. The overall project timescales are set out in Table 1

Milestone	Description	Target Completion Date
Identify outline design concepts	A number of broad ideas which can be offered to the public for further input	September 2012
Complete Project Set Up	Agree all necessary project management structures and processes	November 2012
Carry out informal priorities dialogue	Wider public consultation on refined outline design	November/ December 2012
Agree concept design for Fair Green	Reflecting public dialogue outcomes a concept design produced and approved	January 2013
Agree outline design concept for road layout Phase 2/3/4	Reflecting public dialogue outcomes final design produced still subject to technical sign off from TfL	March 2013
Carry out scheme consultation	Conventional consultation on Scheme	April 2013
Technical Assurance	Achieve necessary technical assurances for Phases 2,3,4	July 2013
Implementation	Construct Fair Green Phase 1	August to December 2013
Implementation	Construct Western Road/ Upper Green West Phase 2	January to June 2014
Implementation	Construct London Road/ Upper Green East Phase 3 & 4	September 2015
Completion	Completed scheme returned to highway maintenance	September 2015

- 5.3. In very broad terms the main practical timing concern is the need to ensure that financial spend is contained within appropriate financial years linked to funding

- 5.4. Although any physical works are not likely to be particularly complex in themselves, construction will be constrained due to the very busy location which will require careful planning and traffic management.
- 5.5. From the above, It is clear that the period from February 2013 to July 2013 is of crucial importance as within this timescale it will be necessary to achieve a degree of certainty over the design for the final scheme and consult upon it, prior to construction of Phase 1. This will ensure that Phase 1 can be constructed with knowledge of how it will fit into the wider scheme and which design option is to be built.
- 5.6. It is intended to update the Street Management Advisory Committee on the progress of this work in May 2013.

6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

The project is funded through multiple streams as set out below in the table below.

Table 3 – Budget profile

Source	Description	Amount £	Notes
OLF	Mi3: Open Space Improvement	£80,000	Soft landscaping
OLF	Mi4: Public Realm Improvement	£280,000	Hard landscaping
TfL (LIP)	Allocation for Mitcham Town Centre (Corridors, Neighborhoods & Supporting Measures)	£320,000	Year1 2012-13
TfL (LIP)	Allocation for Mitcham Town Centre (Corridors, Neighborhoods & Supporting Measures)	£280,000	Year 2, 2013-14
LBM (Capital)	Future Merton capital funding allocation for "gyratory removal"	£1,500,000	Agreed

Source	Description	Amount £	Notes
LBM (S106)	ASDA – “Environmental Contribution” (Town Centre)	£180,000	Agreed
LBM (S106)	ASDA - “Environmental Contribution” (late payment fine)	£3,988	Agreed
LBM (S106)	ASDA – “Sustainable Transport” (Western Road)	£70,000	Agreed
LBM (S106)	ASDA – “Sustainable Transport” (late payment fine)	£1,550	Agreed
LBM (S106)	Mitcham Gasworks – “Sustainable Transport” (@ £500 per unit)	£143,000	Maximum approximate
TOTAL		£2,858,538	
MAJOR SCHEME		£2,900,000	
		£5,758,538	

- 6.1. Major Scheme funding is a key element of the funding mix. TfL Major Schemes are conceived as ‘holistic’ step change type improvements to a town centre which integrate accessibility, public realm and regeneration objectives. The Major scheme approval process is defined in a number of approval gateways. In December 2012, Mitcham achieved ‘Step 1’ approval which unlocked £300k of the £2,900,000 set out above. As the final design and project delivery plan for the scheme develops, further gateway approvals will be unlocked.
- 6.2. The approval process is also linked to the TfL business case process. In effect this means that the wider benefits of the improvements are measured and estimated in economic and transport terms. This business case process focuses the scheme design on accessibility as well as ‘urban realm’ upgrades which while positive are not likely to have major economic benefit in themselves.
- 6.3. Based on early outline concept estimates the nominal allocation of budget by work activity is set out in Table 4

Project Management	£425,000
Project Development	£125,000
Phase 1	£895,000
Phase 2	£1,000,000
Phase 3 and 4	£3,313,538

- 6.4. The outline estimates for the early design concepts are positive in terms of affordability, but significant contingency is built in due to the potential for cost increases and in particular the issue of utility diversions.
- 6.5. Given the scale of the scheme and the requirement of the TfL Major Scheme programme, it is likely that the value of works will be in excess of the European Union procurement limits of £4,348,350
- 6.6. Phase 1, given the required timescales would be excluded from the 'package of works' and would likely be carried out via the boroughs term contract arrangements. However Phases 2 to 4/5 may be offered competitively to a pre approved list of contractors on the TfL London Highways Alliance Contract or similar framework agreement.
- 6.7. In order to deliver the Rediscover Mitcham project, an internal project team has been established incorporating Future Merton as project sponsor and client with officers from Future Merton and Traffic and Highway Services working together in a project team. A Project Board incorporating the Head of Sustainable Communities, Head of Street Scene and Waste, Traffic & Highways Services Manager, Future Merton Manager and Placemaking & Public Realm Manager has been established for overall governance purposes.
- 6.8. Where required, specific external resources can be drafted in on ad hoc basis to assist in technical areas. Some examples are:
- Assessing the traffic management impacts of changes to the road layout and traffic movements
 - Designing a new market layout and weather protection
 - Reviewing the scheme to ensure that the accessibility needs of mobility impaired people are taken fully into account

7 LEGAL AND STATUTORY IMPLICATIONS

- 7.1. This scheme is carried out either on public highway or on public land and appropriate permissions will need to be sought to ensure that works are implemented in line with legal requirements.

- 7.2. Where – exceptionally – any improvements are made to private buildings or land, the full consent will be required from the responsible third party and a legal agreement entered into in terms of the scope of works and other conditions.
- 7.3. Some of the Fair Green following the 1993 pedestrianisation scheme was registered as “Town Green” which is a specific legal status under the Commons Registration Act 1965. As such legal advice has been taken relating to potential impact of a scheme on the Fair Green which may change the boundary or design of the green.
- 7.4. This advice clarifies that neither the former London Road nor the former Upper Green East and West were ‘stopped up’ as public highway in 1993 when the pedestrianisation was carried out and that neither was registered as Town Green although the core Fair Green area was.
- 7.5. However the former London Road and former Upper Green East and West were designated as part of ‘common land’ and as such should more than 250sq yards are needed to be reverted for highway or other purposes then it will need to be exchanged for other land under the Acquisition of Land Act 1981.
- 7.6. Fortunately the scheme assumes that the reduction in road space around the Fair Green will allow for an exchange to take place between highway land and common land.
- 7.7. It would be the intention to register all the final design of the Fair Green as ‘Town Green’ to ensure future protection as an open space.
- 7.8. The changes to crossing facilities can be introduced under powers conferred by Section 23 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice to the public of its intention to introduce, alter or remove a formal crossing facility by Notice. This process only requires the Council to consult with the Police.
- 7.9. For the waiting/loading restriction, general parking places, disabled bays and loading bays the Traffic Management Orders would be made under Section 6 and Section 45 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice of its intention to make a Traffic Order (by publishing a draft traffic order). These regulations also require the Council to consider any representations received as a result of publishing the draft order.

8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 8.1. The scheme is intended to increase accessibility of the pedestrian environment around Mitcham town centre. The implementation of the changes to the current layout affects all sections of the community especially the young and the elderly and assists in improving safety for all road users and achieves the transport planning policies of the government, the mayor for London and the borough. The council carries

out careful consultation to ensure that all road users are given a fair opportunity to air their views and express their needs.

8.2. Specific measures include:

- Shortening pedestrian crossing distances
- Reducing impediments to pedestrian movement
- Increasing the space for pedestrian circulation
- Redesigning with crime reduction objectives taken into consideration
- Where possible reducing and gradients
- Introducing and standardising tactile paving services
- Improving and rationalising signage and local information
- Improving interchange

The outcomes of the scheme are of general benefit, but may be of particular benefit to people with mobility impairments, older people more reliant on public transport, other groups more likely to access the town centre area on foot or by cycle. As such this scheme is likely to have a positive impact on equality and community cohesion.

8.3. As part of the Stage 3 consultation a specific workshop was held with mobility impaired people and a report of this workshop is appended to this report in Appendix 3

8.4. There are no human rights implications apparent at this time

9 CRIME AND DISORDER IMPLICATIONS

9.1. The scheme development process has included early consultations with a range of agencies involved in reducing crime and disorder including the Police, Safer Merton, Street Pastors, CCTV managers.

9.2. The objective of these consultations has been to ensure that the design of the scheme has a positive impact on crime and disorder reduction where possible and in no case creates potential for greater crime and disorder.

9.3. Within the consultation, personal security was mentioned as a concern for people visiting Mitcham and a preventative factor in people visiting more often. As such it will be of particularly importance to ensure that the design of the scheme focuses on the perception of safety

9.4. The scheme design will be audited under Section 17 of the Crime and Disorder Act 1998 which places a duty on the local authority to ensure that it takes into account crime and disorder impacts of its actions.

9.5. The scheme involves the relocation of and addition to existing CCTV coverage in the town centre.

10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

10.1. A simple Strength, Weakness, Opportunities and Threats summary is contained below

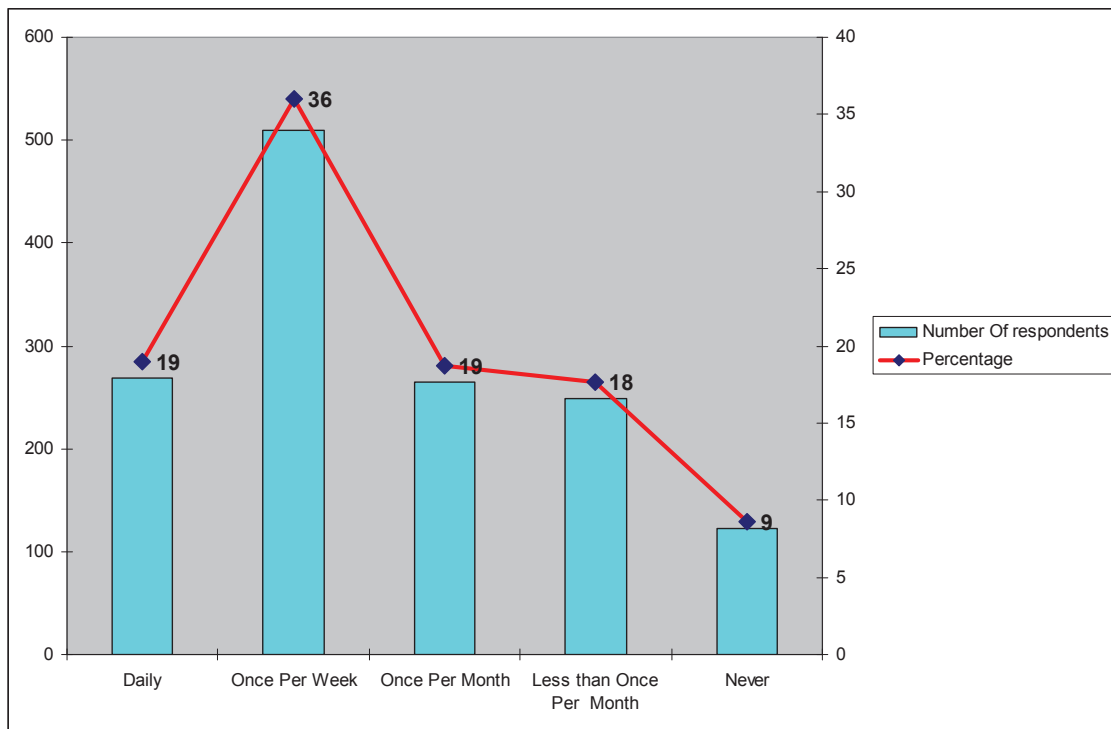
<p>Strengths</p> <ul style="list-style-type: none"> • Strong support for scheme amongst public • Scheme is relatively simple in terms of engineering • Key stakeholders part of project delivery structure • In house delivery promotes flexible approach 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Technical evaluation of traffic flow impacts could have high impact on final design • Balanced scheme seeking both accessibility, regeneration and urban design benefits will compromise the 'optimal' design should the scheme be only about regeneration or urban design or accessibility • Need to ensure that design of bus lane meets legitimate concerns regarding the status of the Fair Green
<p>Opportunities</p> <ul style="list-style-type: none"> • Strong sense of need for change in town centre • Recent changes to Mitcham town centre such as new station, housing and superstore create momentum for change • Congruence of scheme objectives with wider regeneration policies both regionally and nationally. 	<p>Threats</p> <ul style="list-style-type: none"> • Major unforeseen budget cuts at national or local level could impact funding availability • Bus lane proposal remains controversial • Scepticism over councils ability to deliver major scheme in Mitcham • Ensuring deliver to timetable • Unforeseen utility diversions and underground conditions which increase costs and delay

10.2. The borough has appointed an external independent Construction, Design & Management Co-ordinator (CDMC) as required by the CDM regulation 2007 This CDMC has responsibility for quality auditing the range of health and safety and design processes associated with the project and ensuring compliance with relevant legislation. The project management method for the scheme ensures that documentation management procedures support the CDM process. All work implementation will necessitate a full method statement from the contractor. Any work on private property will require technical approval from the landowner including a review of method statements. The Health & Safety Executive will be notified of the commencement of works via an F10 form submission and the works may be subject to inspection during H&S inspectors during implementation.

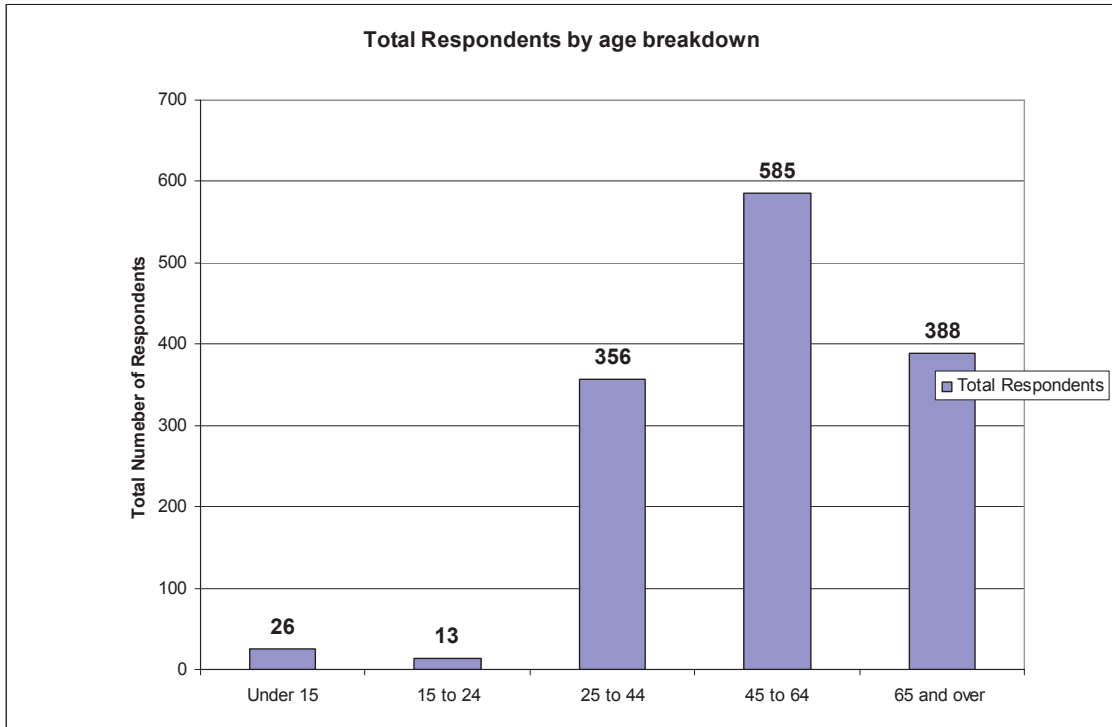
11 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

11.1. Appendix 1 Stage 2 Detailed Analysis

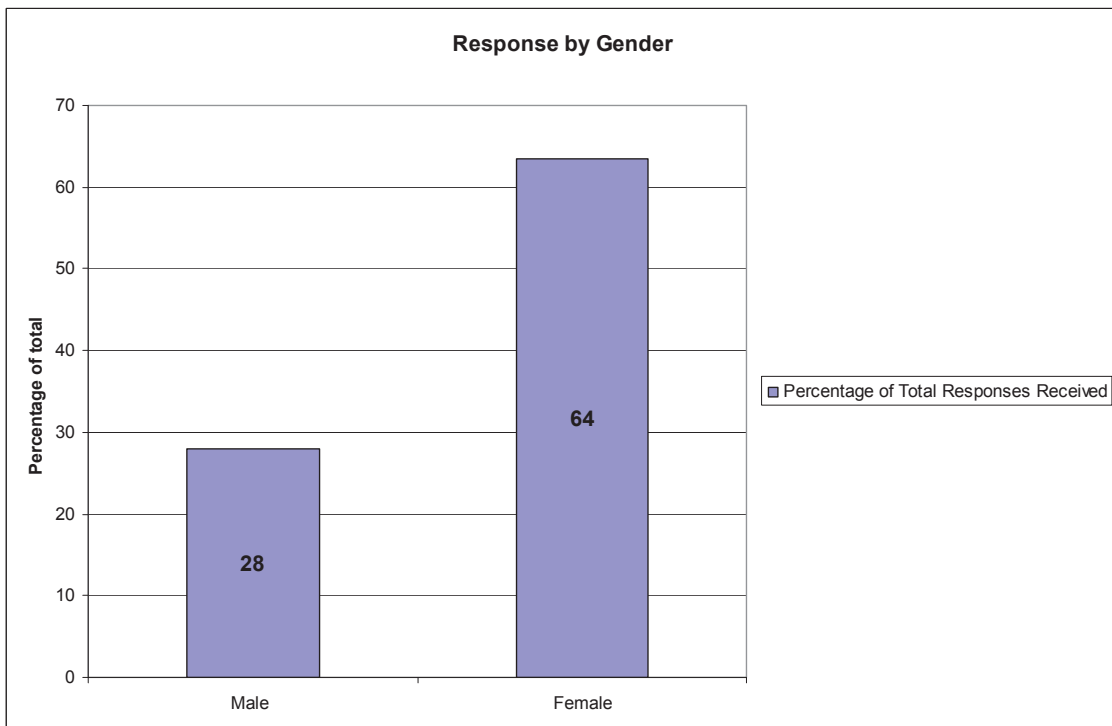
The total number of responses received was 1446 and the following charts set out the responses by demographic breakdown



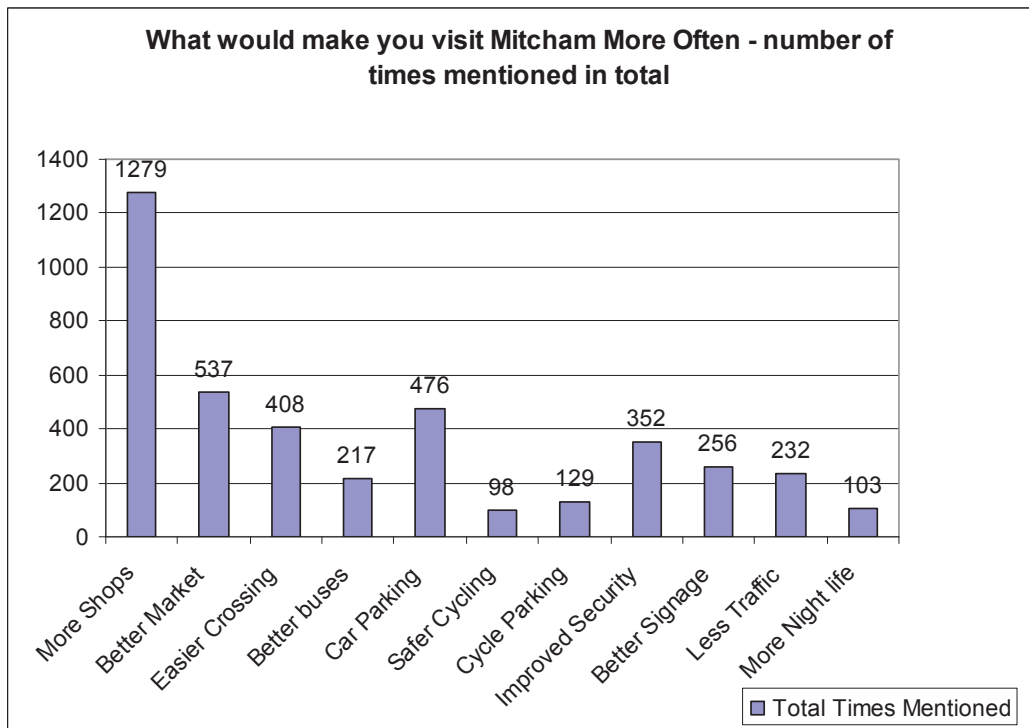
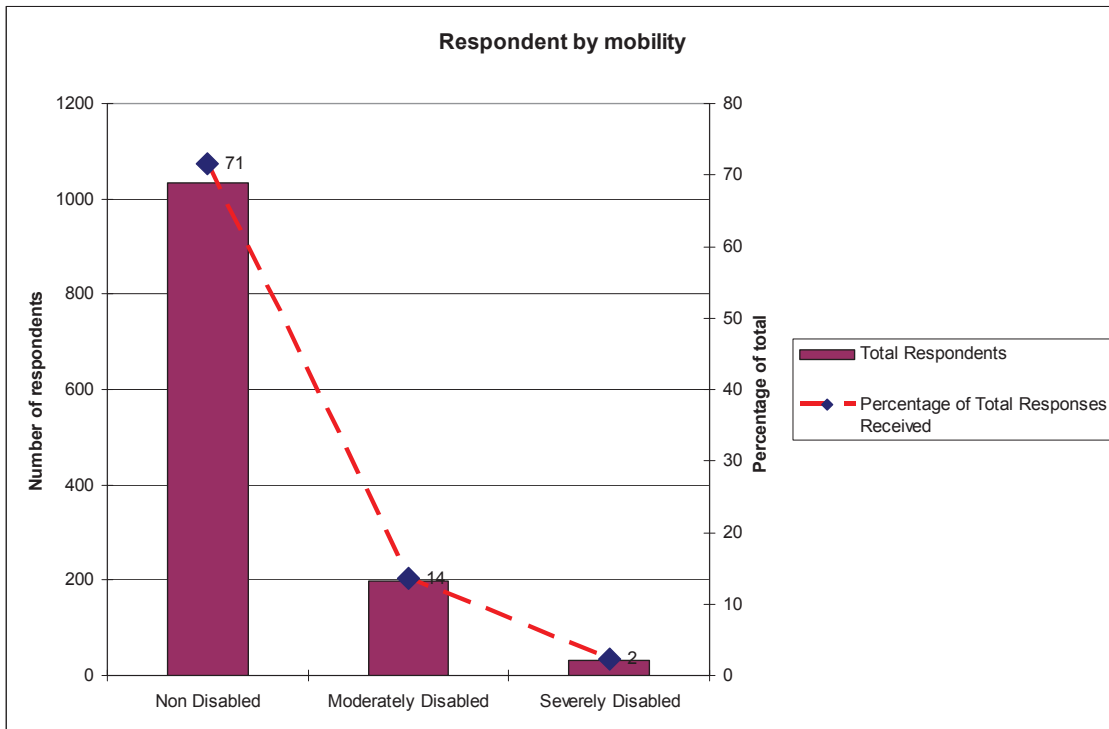
- Most respondents visited Mitcham frequently (at least once per week)

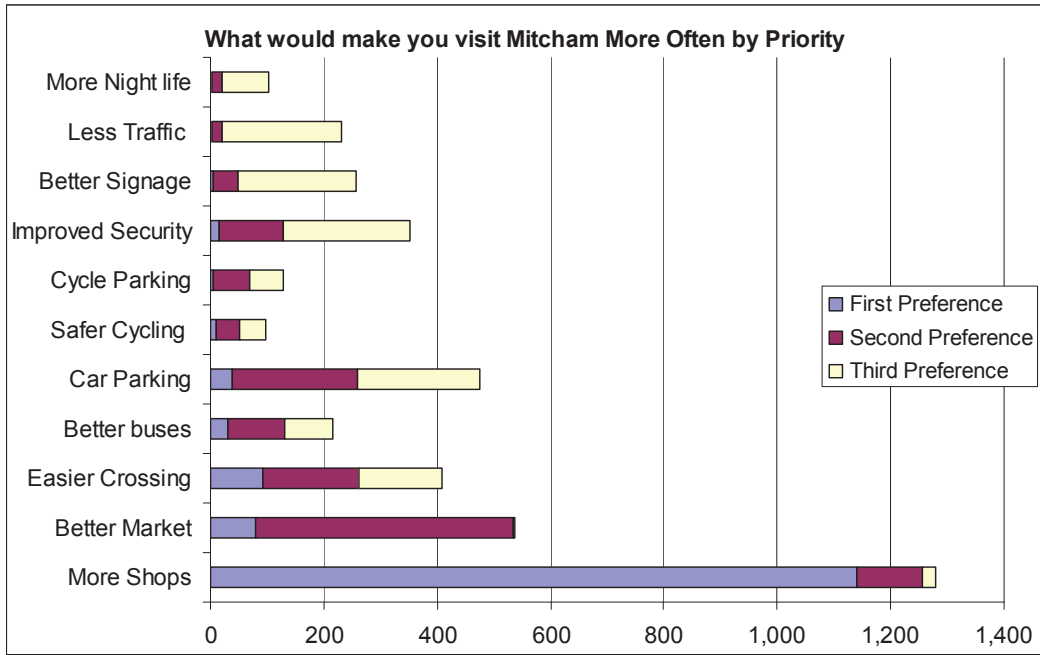


- The age range is heavily weighted toward older people. Further outreach needs to be carried out with younger people during the later stages of the consultation. Early contact has been made with the Children’s and Young Peoples Participation Team to improve levels of engagement.

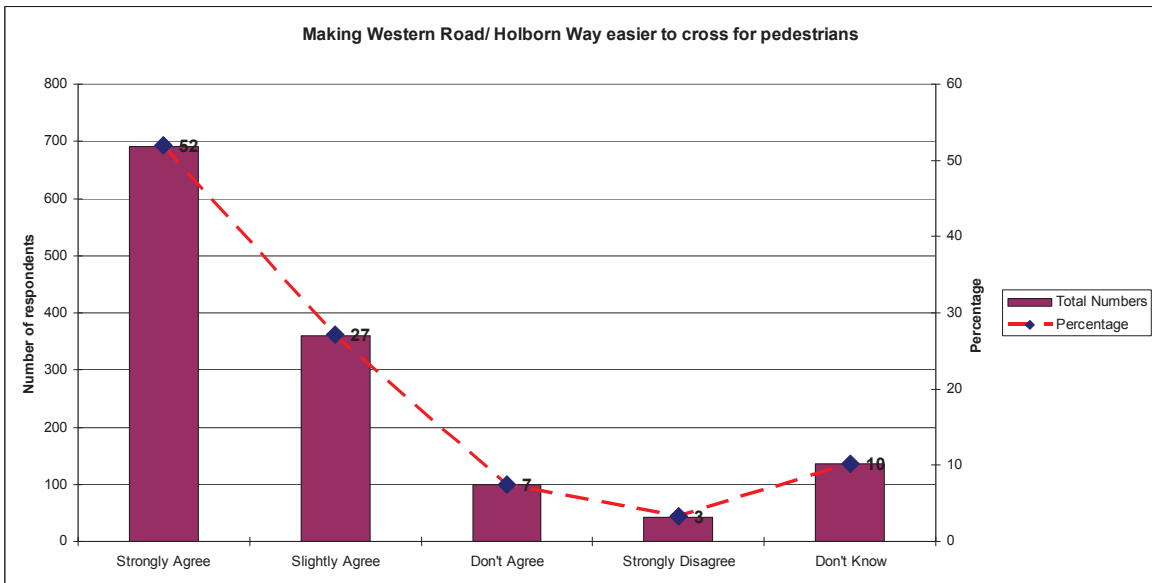


- Over twice as many women responded as men

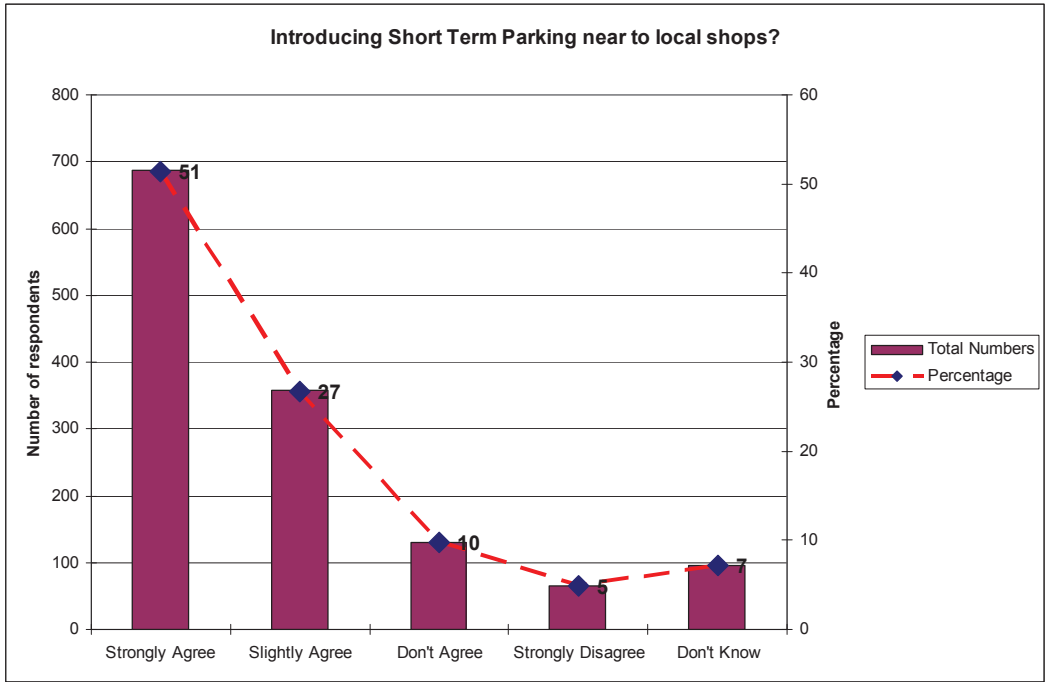




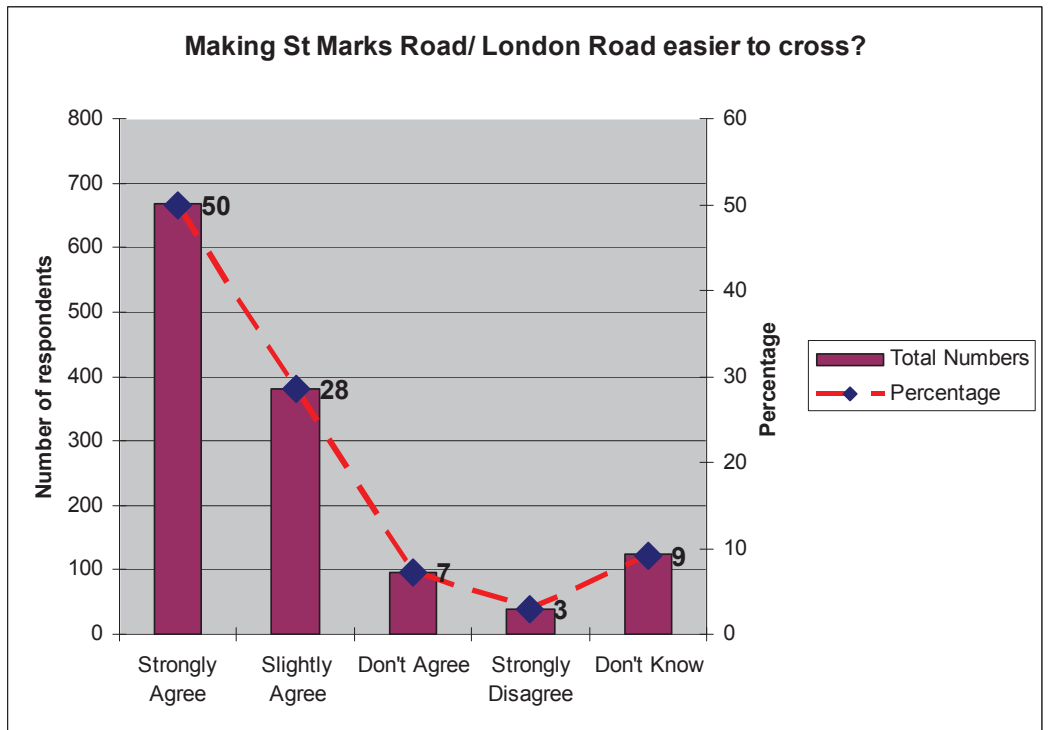
- Clearly the shops are the main focus of peoples concerns, but the market is also a key issue. Crossings, car parking and personal security are also relevant considerations.



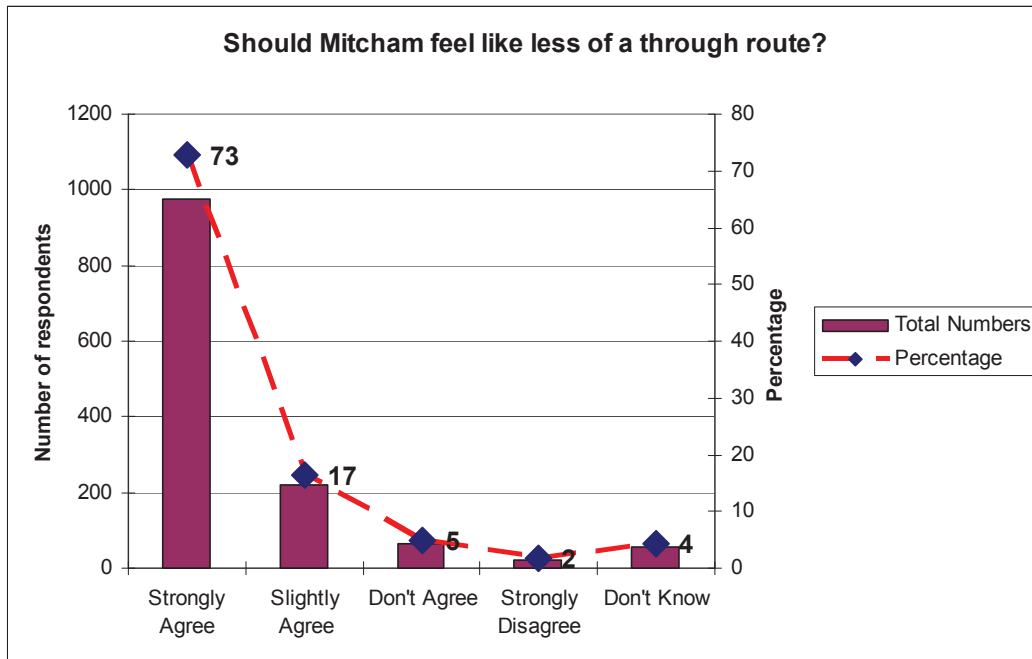
- There is strong support for improving the pedestrian links across Holborn Way. This is consistent with studies identifying this junction as a key disconnection point in the town centre



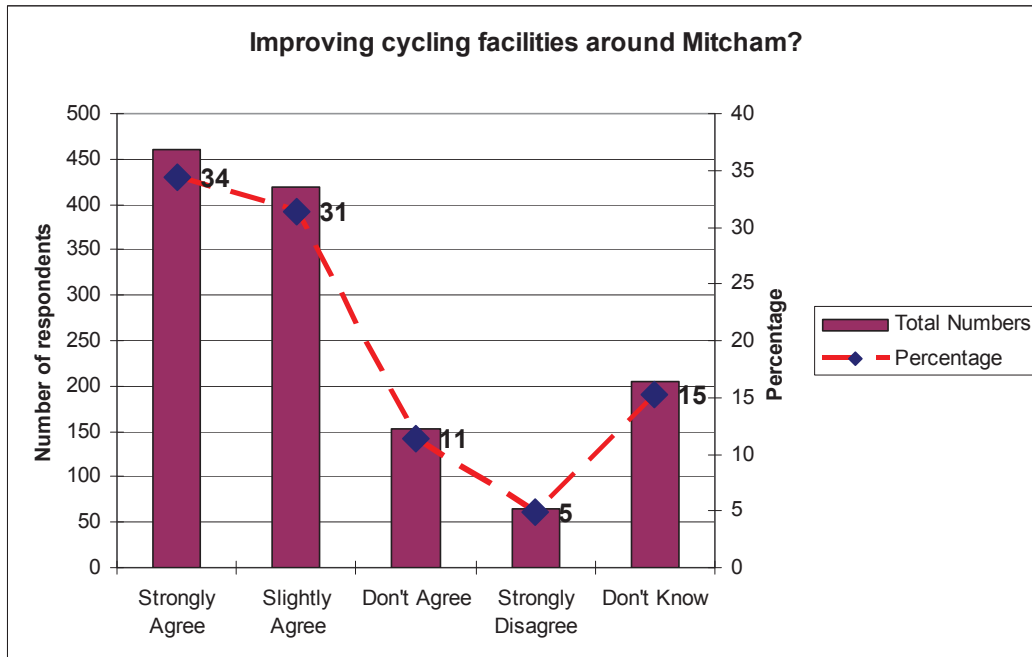
- Although there is a significant amount of parking it is somewhat removed from the Fair Green and is chargeable. Given the current quality and extent of local shops it may be of value to consider the provision of convenient short term parking at low or no cost (e.g. up to 20 minutes)



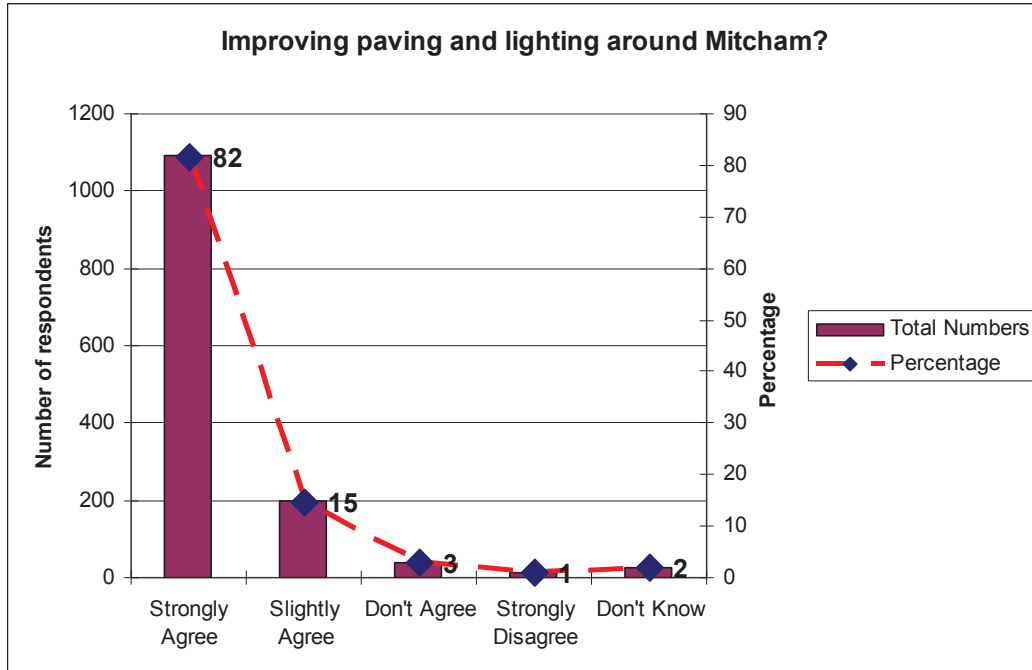
- This junction is relatively poorly used by pedestrians and vehicles. It is the northern gateway into the town centre but London Road pedestrian area is perhaps the least successful retail area in Mitcham.



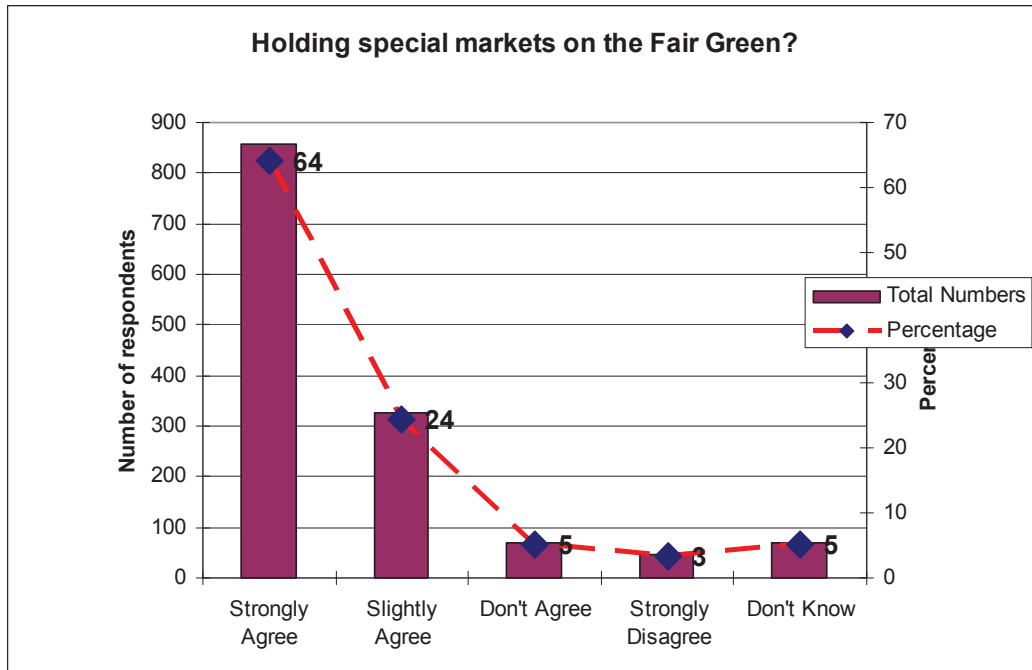
- Mitcham is and will likely remain a major through route due its locality adjacent to the Strategic road network . Through the design process it may be possible to reduce the sense of 'traffic dominance' but clearly the traffic management impacts will play a major part in what can be achieved.



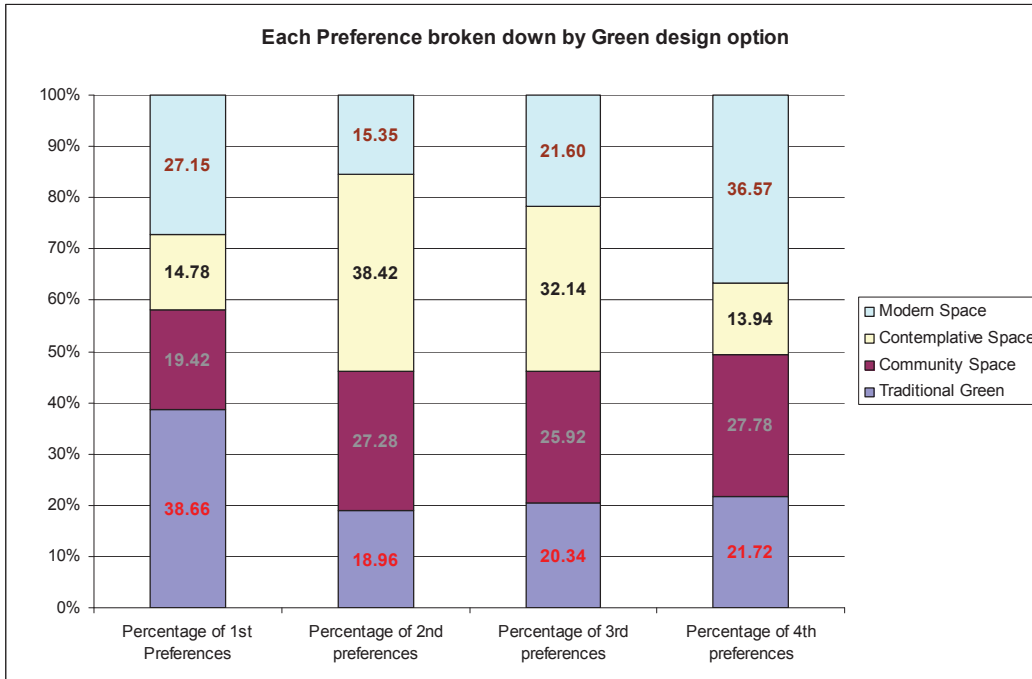
- Mitcham is an important location for cyclists for the same reason it is for motorists – i.e. its connections. However the traffic dominance can work against safe cycling. This may help explain the perception of unsafe cycling on the Fair Green and conflict with pedestrians. Better facilitating safe and legal cycling could help address this issue.



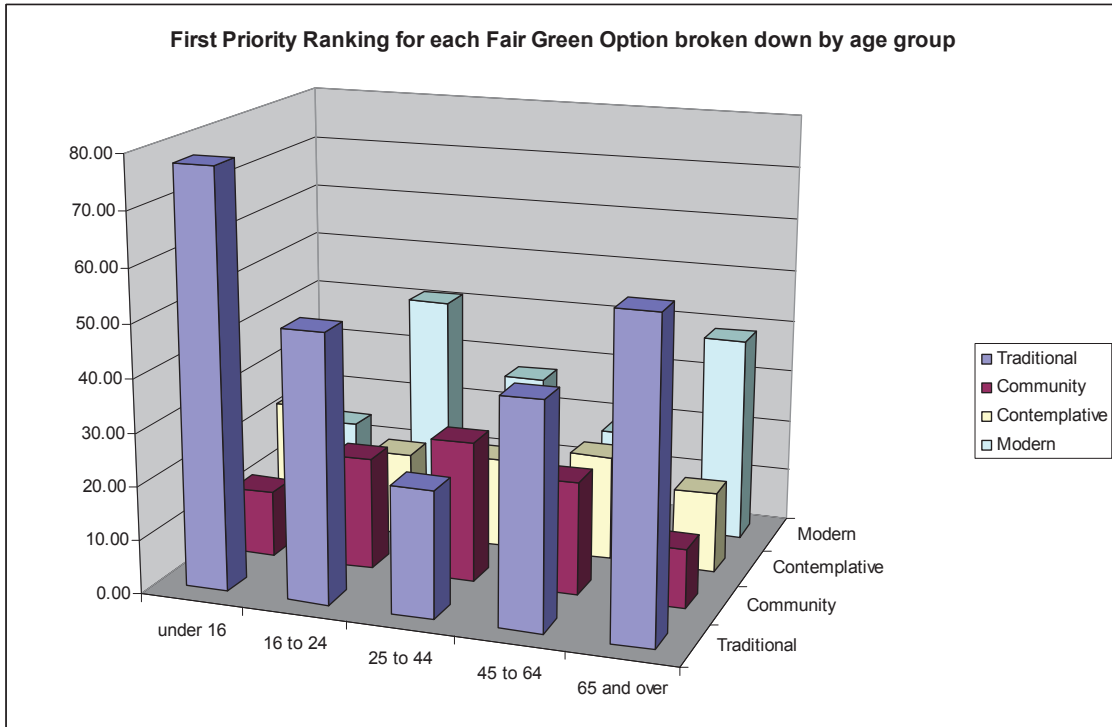
- Lighting is often mentioned as a concern in public meetings, particularly since the closure of McDonalds. Perception of safety can also be influenced by levels of lighting.



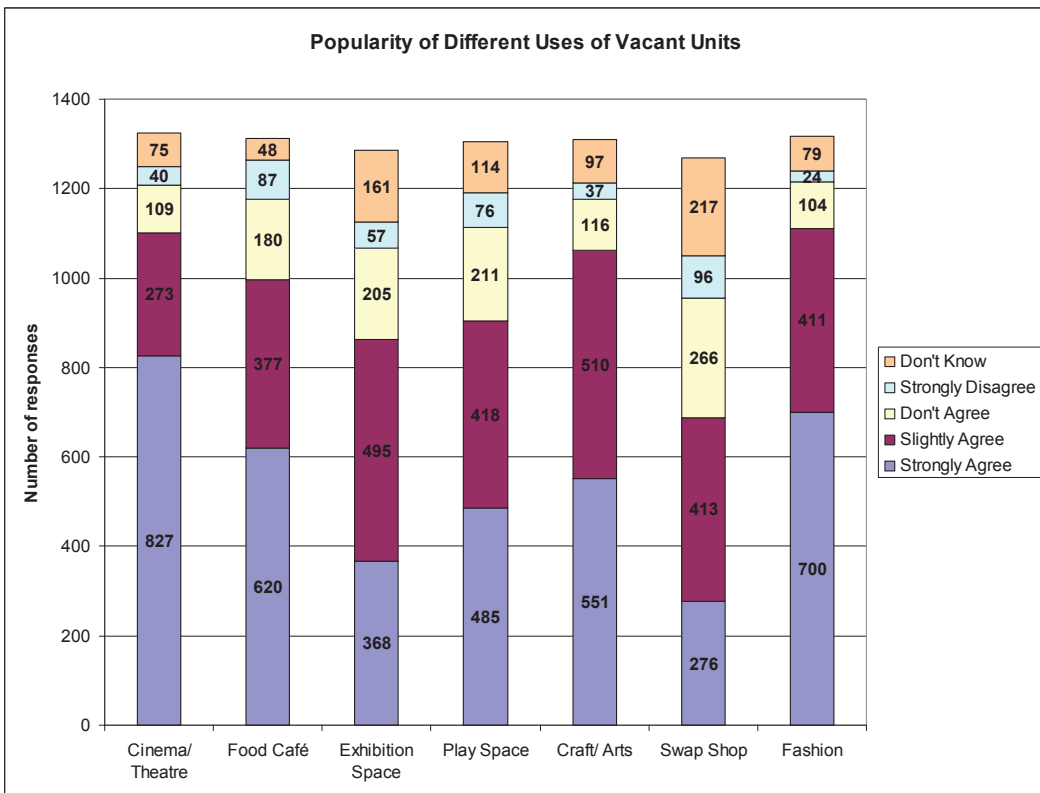
- The current market 'offer' is perceived to be of limited quality. However as set out in the 'visiting Mitcham more often' responses, a better market could be a key driver of improvement in the area



- A traditional Fair Green layout was the most popular first priority of the options offered followed by a modern space. However the modern space was also the most chosen 4th priority, which suggests it splits opinion. The contemplative space which in design terms is closest to the traditional green gained the greatest number of 2nd priorities which suggests that a broad 'vision' of a park like space could be the most popular aspiration for the Fair Green

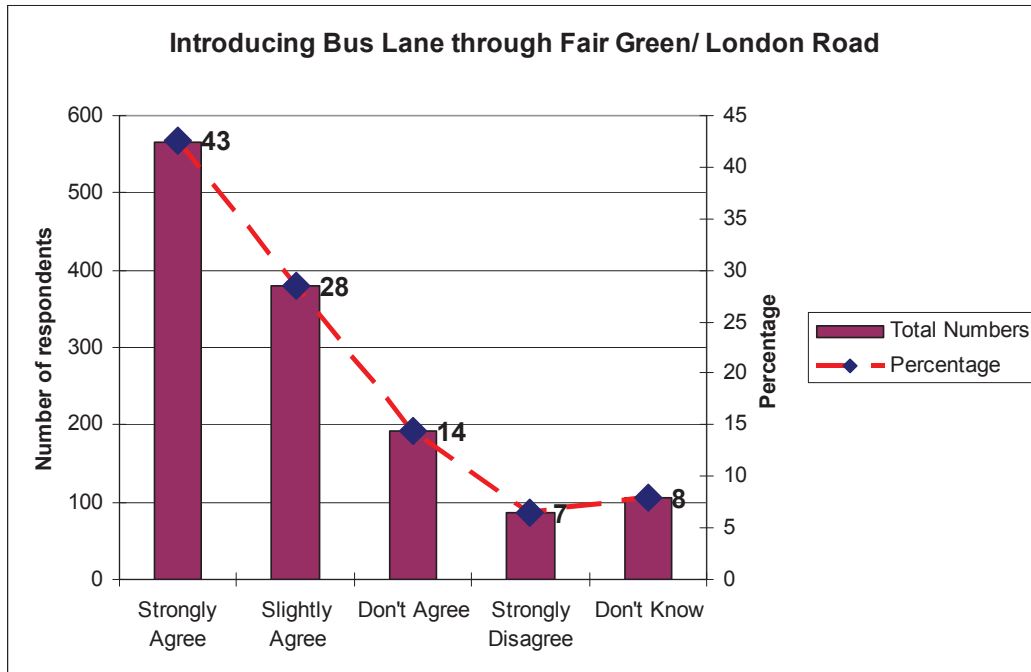


- Interestingly the traditional green was the most popular option for all age groups.

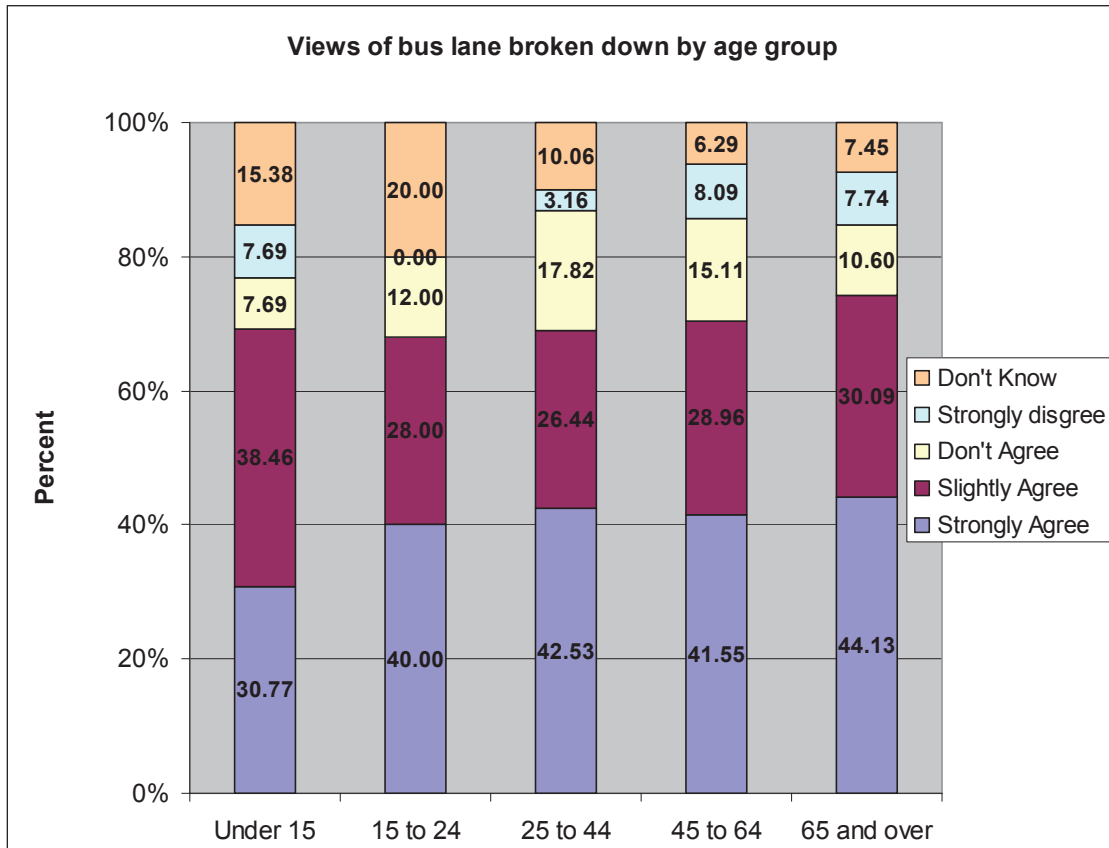


11.2. Bus Lane Proposal

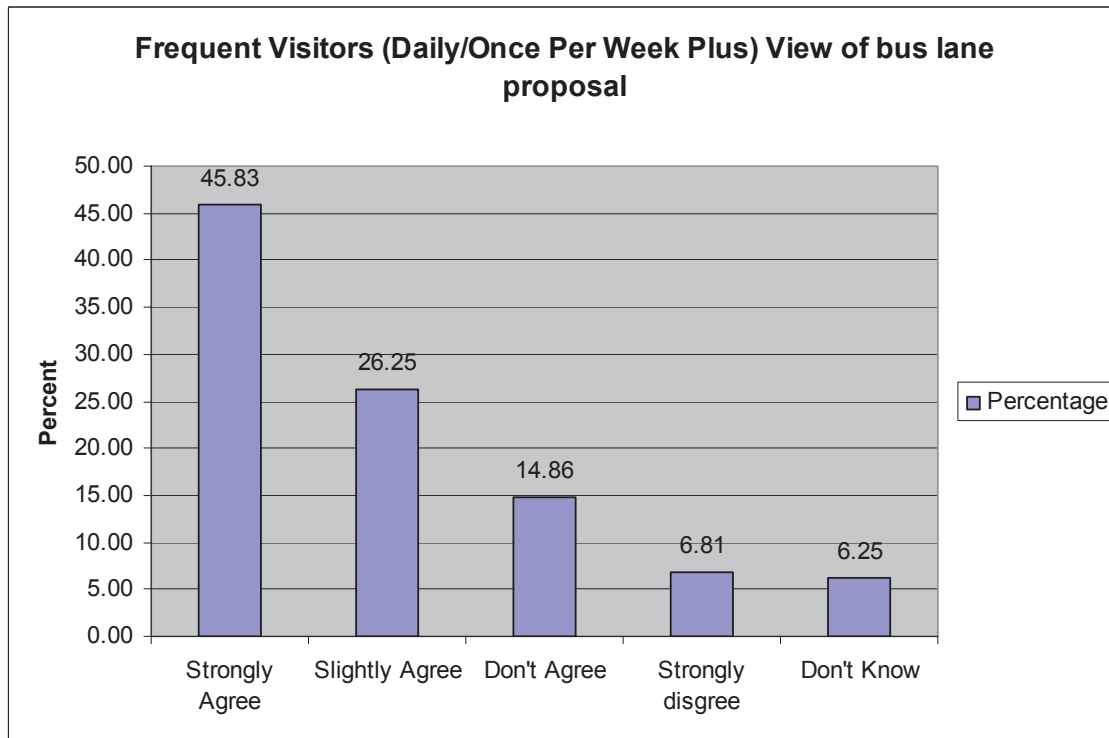
Although the bus lane is controversial it is well supported by the general public



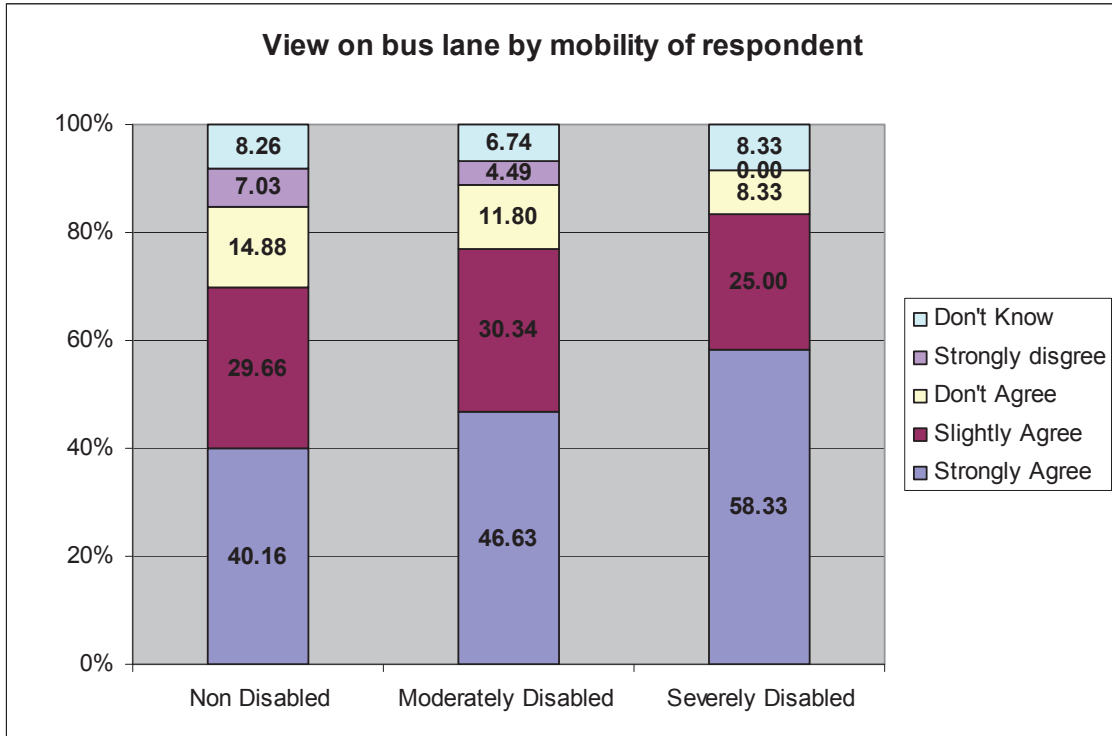
The 71% approval rate is very close to the support for the earlier “south bound” bus lane proposal in 2003 which had previously been agreed by the council.



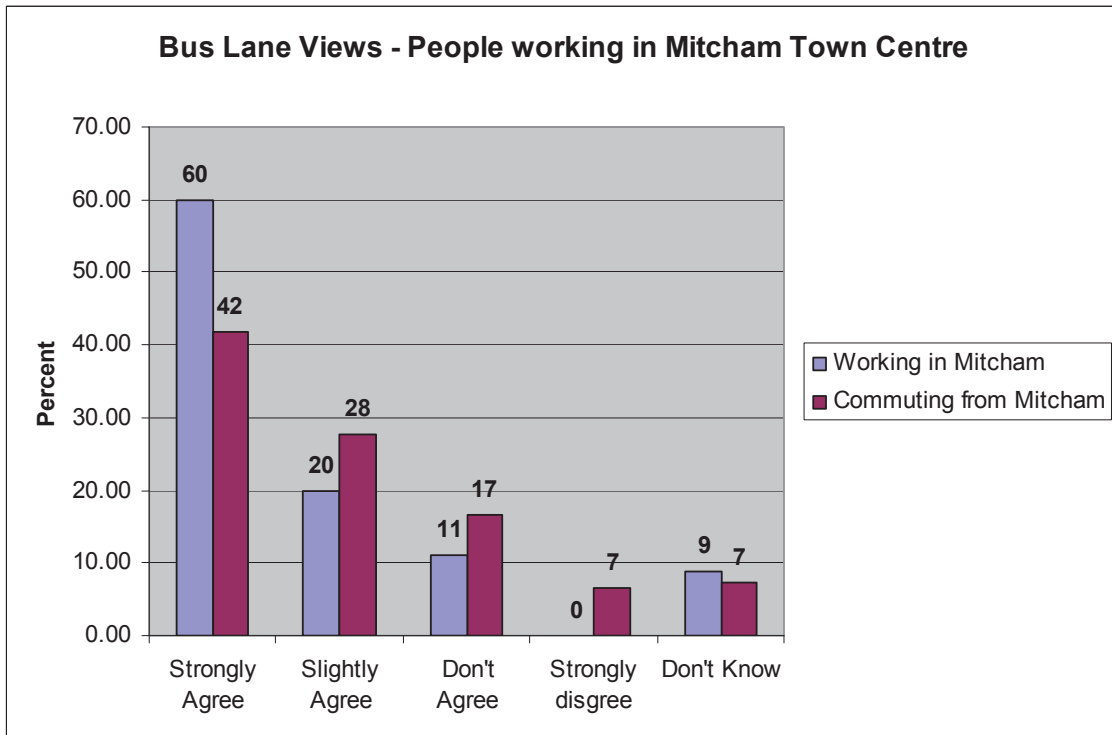
Support for the bus lane is highest amongst older people



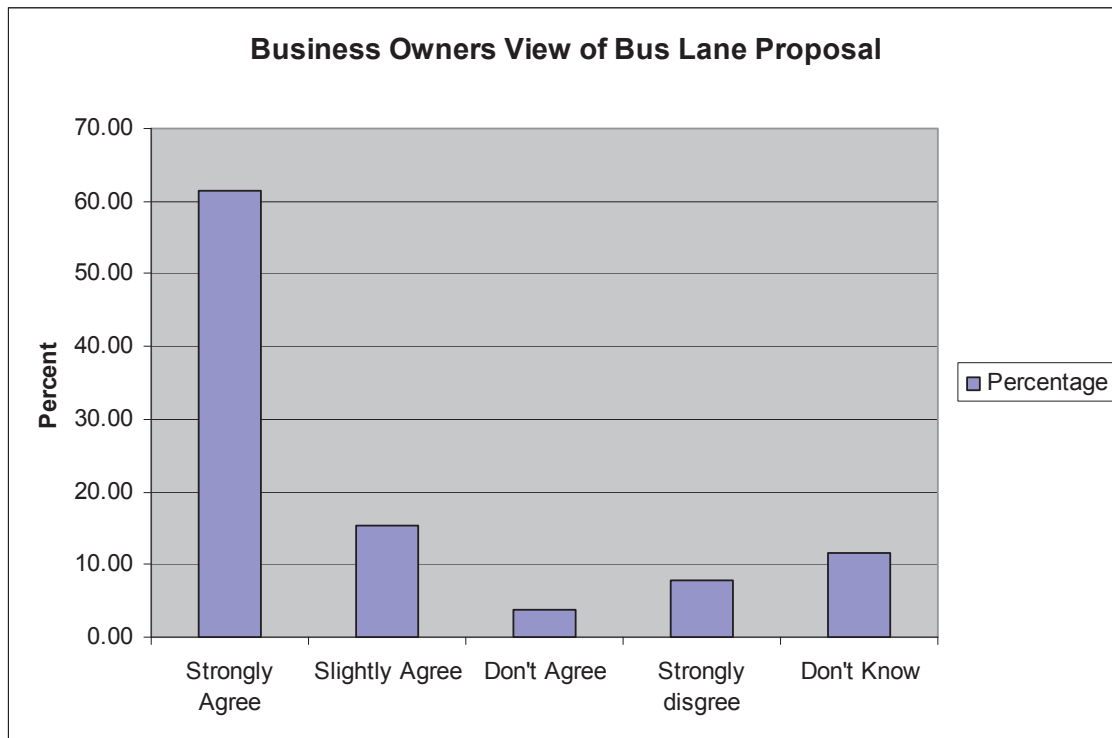
Frequent visitors to the town centre are slightly more in favour of the proposal than all respondents on average,



The more disabled people are more strongly in favour of the bus lane which suggests social inclusion impacts.



People working in the town centre very strongly agree with the proposal as do business owners.



11.3. "Other" issues mentioned in the consultation included

- The absence of toilet provision in the town centre
- The preponderance of certain types of shops (such as betting shops and hairdressers)
- A sense of personal insecurity due to gangs/ street drinkers/ anti social behaviour
- Emphasis on the impacts on traffic dominance
- Concern about the lack/effectiveness of lighting in the town centre
- A general feeling that the Fair Green did not act as a community hub in its current layout

- 11.4. **Appendix 2 – Key Outcomes of Design Workshops/ 8th/ 11th/ 15th
January 2013 Fair Green and Mitcham Town Centre. Report
prepared by Studio Weave**

Studio Weave - Fair Green Workshop Report

Mitcham OLF Project
21 January 2013



Mitcham Area Action Plan - Proposals Map, Feb 1980 (brought to workshop by a participant)

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Our VAT Registration number: 973 4536 91.

INTRODUCTION

About This Document

This report outlines the findings from a series of three workshops carried out in early January.

1 SCOPE OF WORK

1.1 The Brief

Studio Weave (the design team) have been appointed by LB Merton Council and the Greater London Authority to deliver market regeneration, shop front and open space improvements for Mitcham Town Centre with funding from the Outer London Fund.

As part of this work, design team were asked to facilitate three workshops to help to inform the concept for the design of the Fair Green. This workshop series was designed to build upon the findings of the 'Rediscover Mitcham' questionnaire, issued in late 2012, and to achieve the following outcomes:

- A clear set of objectives from which public realm improvements can be derived
- An understanding of what people want the space to look and feel like, and how it should be organised
- An understanding of how people perceive the needs of others in the community
- An understanding of people's feelings towards the proposed Highway changes (bus route, junctions etc)

The following elements were discussed in the workshops:

- Links and movement (derived from the concept of 21st Century Fair Green)
- Green Spaces (derived from the concept of Contemplative Fair Green)
- Activity & Community (derived from the concept of Traditional & Community Fair Green)
- Highways proposals

2 THE WORKSHOPS

2.1 Location, Dates, Times and attendance

All workshops were held at: St Mark's Family Centre Hall

Workshop 1 - Tuesday 8th January (15.00 - 18.00) - approx 14 attendees

Workshop 2 - Wednesday 9th January (15.00 - 18.00)*

Workshop 3 - Friday 11th January (10.00 - 13.00) - approx 14 attendees

Workshop 4 - Tuesday 15th January (18.00 - 21.00) - approx 10 attendees (with two repeat visitors)

*Note: Workshop 2 was facilitated by Merton Council and the Centre for Accessible Environments to deal with wider issues concerning mobility impaired people and is not incorporated into this report.

2.2 Workshop structure

The workshops were lead by Studio Weave and Merton Council Future Merton team. A brief presentation discussing the principles behind a design approach to each theme was given, and then round table discussions around each theme followed. At the end of each session, a spokesperson from each group gave feed back with their top five messages to the design team with regard to the topic discussed.

Groups of around 4 people per table (5 tables), were gathered, with one facilitator from the project team on each table.

2.3 Workshop agenda

Please see below and overleaf for the agenda followed at each workshop.

5mins	Brief Introduction (Ross Mitchell or other Council representative, Merton Council)
5mins	Topic 1: Links and Movement Links and Movement - instructions for first topic (Maria Smith, Studio Weave)
5 mins	Your Map of Mitcham Each participant creates their own map of Mitcham - this does not have to be wholly accurate: the purpose of the exercise is to understand how people remember the area. What we learn: a list of what places are most memorable to people, and to see how they connect from memory rather than in reality.
20mins	Round table discussion: what is important to you about links & movement in Mitcham? Make notes on your map, draw routes of where you usually go, write names of favourite shops, mark out a special place to you. Note your 5 key points for the design team to take away, and discuss these with your table. Come up with 5 key points for your table, with regard to this topic and note these on the worksheet
10 mins	Table feedback - Topic 1 Each spokesperson feeds back on what they discussed, and tells the group their top five points. What we learn: how people move around Mitcham and why, favourite locations in Mitcham and list of key areas to focus upon (improvement)

2.3_Workshop agenda (continued)

5 mins	<p>Topic 2: Green Spaces Green Spaces - instructions for second topic (Maria Smith, Studio Weave) OS Maps placed onto tables</p>
20 mins	<p>Round table discussion Group to highlight green spaces on the map, and to grade them according to their quality.</p> <p>Brown = poor quality Yellow = medium Green = good quality Purple = ideas for new green spaces</p> <p>Sum-up with 5 key messages (or questions) to the Design Team</p>
10 mins	<p>Table feedback - Topic 2 (as above, spokesperson to summarise)</p> <p>What we learn: priority areas for intervention, alongside new ideas as to how to treat them</p>
15 mins	<p>--- Break & Refreshments ---</p>
5 mins	<p>Topic 3: Activity & Community Activity & community - instructions (Caf Fean, Studio Weave)</p>
10 mins	<p>Events on Fair Green</p> <p>Imagine you had unlimited Council funding...</p> <p>If you could put on an event on the Fair Green, what would you do</p> <p>Who would you work with?</p> <p>What would make it different and special to Mitcham?</p> <p>What would make people want to come again?</p> <p>How would it attract different ages and backgrounds, people from Mitcham and elsewhere?</p> <p>Participants agree a table list of answers to these five questions.</p>
10 mins	<p>Table feedback - Topic 3 (as above, spokesperson to summarise)</p> <p>What we learn: what sorts of events and activities would be welcomed in Mitcham, who can help make these happen, what people think will encourage re-visits.</p>
10 mins	<p>Open discussion about proposed Highways changes</p>
20 mins	<p>Sum up / Next Steps</p>



3 WORKSHOP FINDINGS

Workshop in full flow - 8th January

3.1 Summary

36 local people participated in the Fair Green workshops.

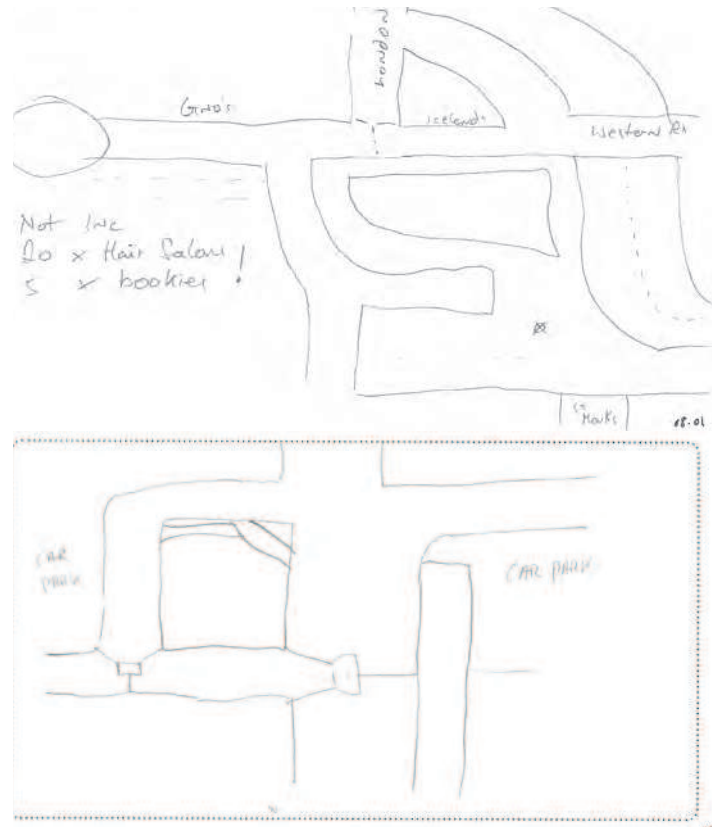
Participants mapped Mitcham from memory, discussed links and movement, open space opportunities and co-created an event to put Mitcham on the map for the world to see: we would like to thank all those involved in taking part - the insights listed in this report are invaluable for our work on Public Realm improvements, and also for the Future Merton team, who are managing the wider Public Realm initiatives.

The following headlines were drawn from the consultation:

Mitcham...

- is in need of improvement, and a focal point
- has a market that needs to be made more of (with varied goods and a wider offer)
- needs more planting and better use of redundant spaces (e.g. car parks)
- needs better lighting, and easier traffic flow through the centre
- has potential, and many people who are willing to help

We will draw from these headline findings, and those explained further in this document, to inform the concept design for the Fair Green.



An example of the memory maps of some participants

3.2_Topic 1: Links and Movement

3.2.1_Memory Maps

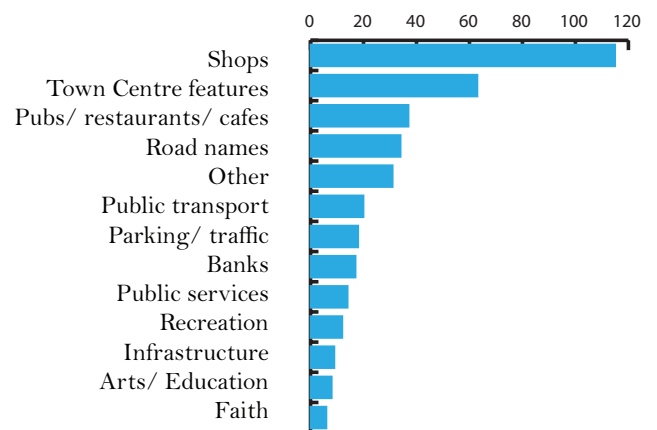
Participants were asked to draw their map of Mitcham from memory, highlighting any important places, names of favourite shops and regular routes taken through the Town Centre.

Interestingly, many of the 30 maps collected show a great number of roads, with the Clock Tower normally marking out the centre or the 'heart' of the area. In some discussions, the notion of linking up Fair Green and the other 'hubs' of the town centre were mentioned.

The shops in Mitcham were most frequently referenced, with 115 instances of shops being noted. The shops referred to most frequently were the chain stores, namely Morrisons (16), Lidl (11), ASDA (6), Boots (5), Peacocks (5), Superdrug (3) Iceland (2) and Tesco (1). Independent shops, and shopping parades were also mentioned, as were betting shops, coffee shops, charity shops and pound shops.

The Clock Tower was a key locating point for many, and roads dominated many of the drawings. 'Pedestrianised area' was mentioned by many, and typical routes through varied: some walk through the town centre and find the pedestrianised area safe for children to run around, whilst others know Mitcham far better by car or by bus. The local eateries and pubs were note by many, with the White Lion and Gino's restaurant featuring frequently.

Memory maps: most frequently referenced



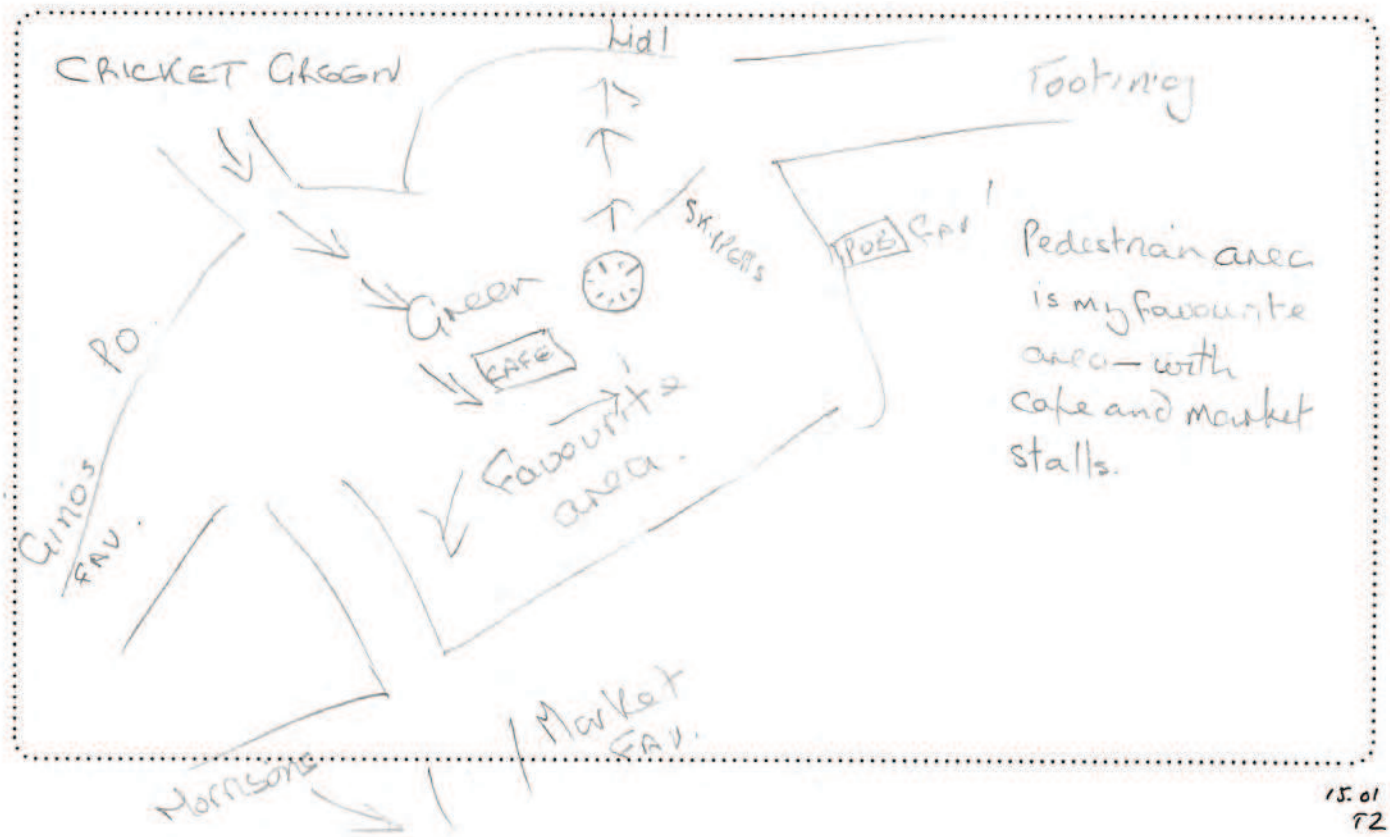
"The centre itself has a nice feel and plenty of potential"

"I normally drive through Mitcham - there are limited shops for me to go to, or to make me stay in the area. I would like to see more of the market in the area!"

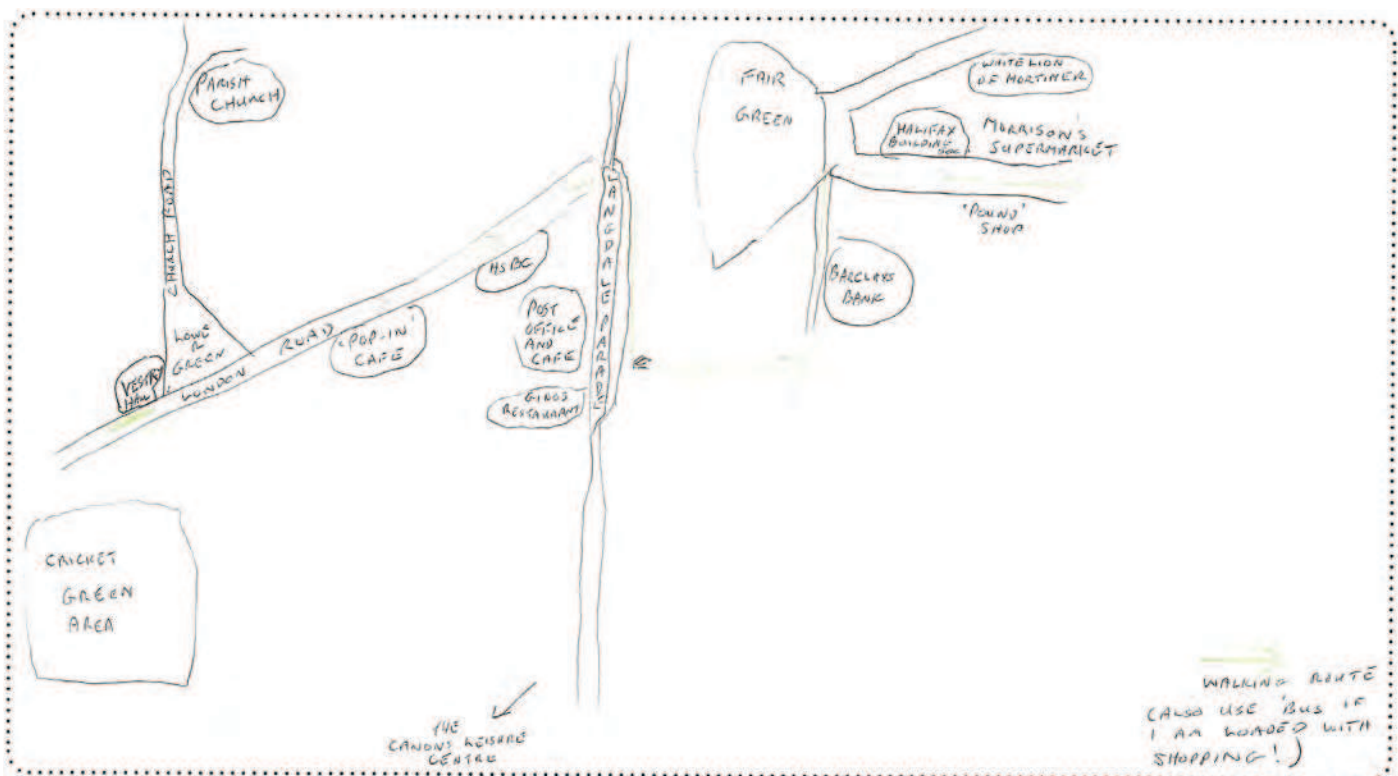
"McDonald's as was: excellent place for an anchor store"

"Too many roads"

"Traffic!"

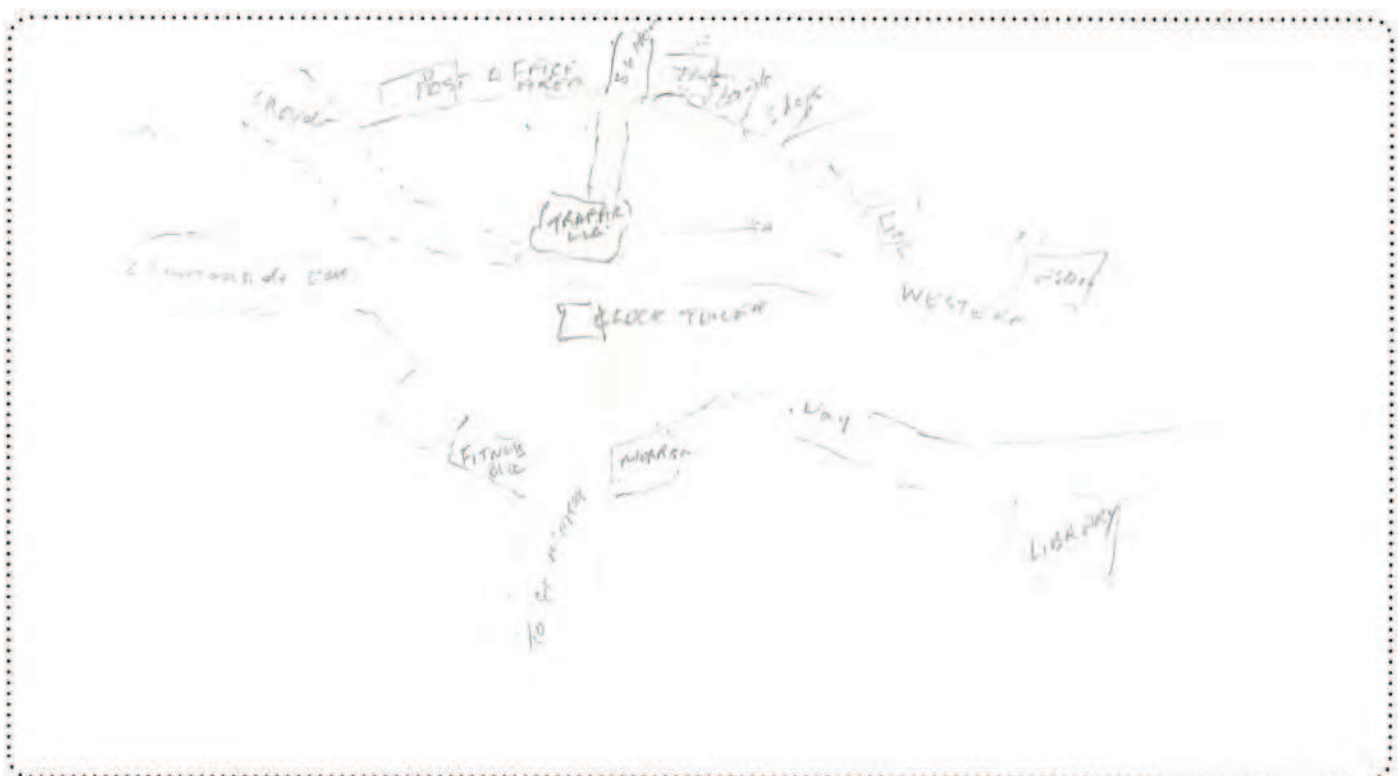
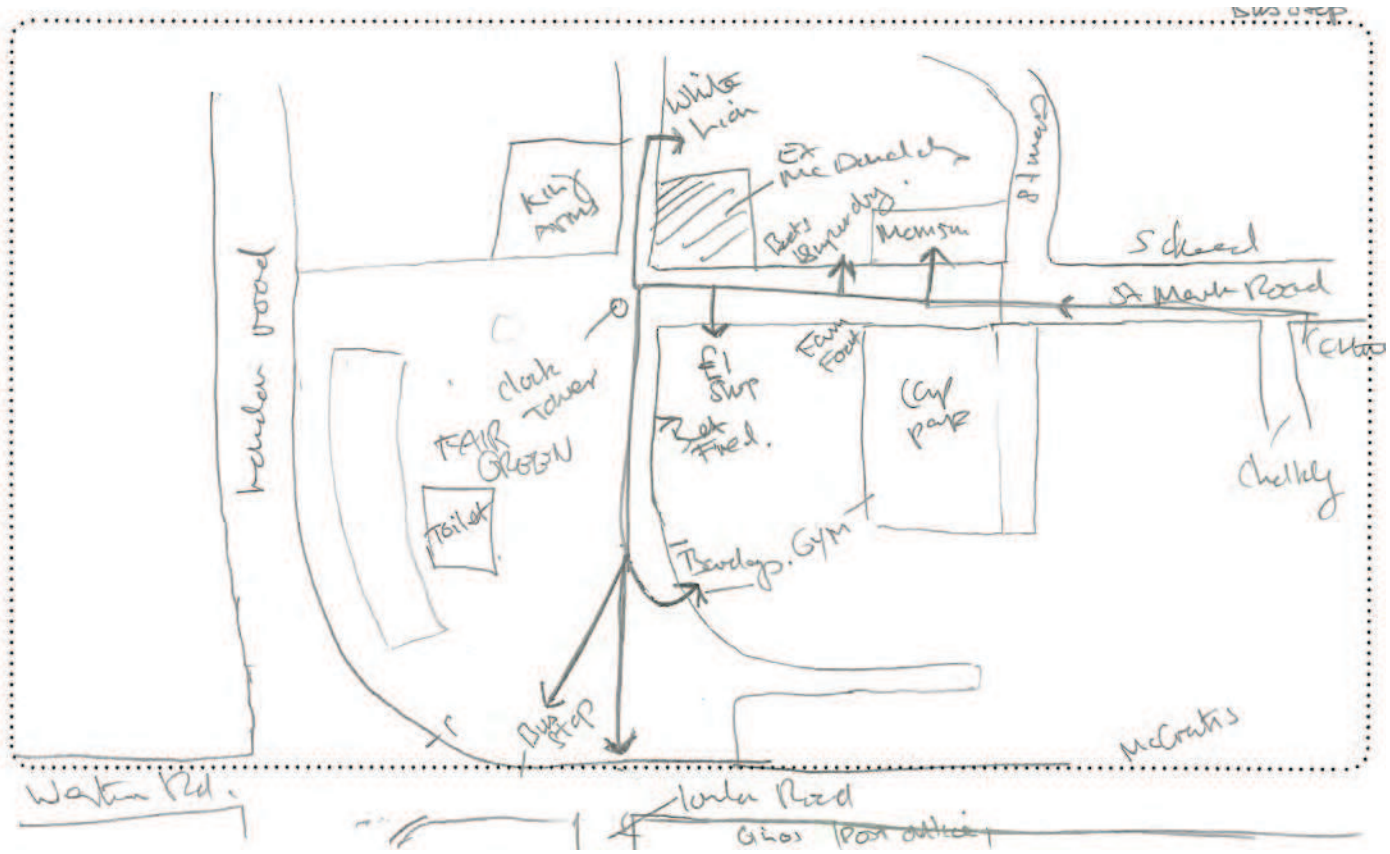


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The styles of memory map vary: some participants focused on thematic representation of the Town Centre, as in the map at the top of this page. For this participant, the centre of Mitcham is the green, and the locator is the Clock Tower. The participant is very keen on Gino's (which has had several mentions throughout this consultation), and the market square.

By comparison, the lower map shows a wider perception of Mitcham Town Centre, reaching from Fair Green, to Cricket Green and on to the Canons. Langdale Parade is significant for this participant, and local favourite spots are marked out along the road routes. A typical walking route is also mapped here.



The two maps shown here again express a gravitation towards the centre and the Fair Green with the Clock Tower. The routes shown in green on the lower map indicate typical journeys, and destinations such as Croydon are marked. Roads tend to dominate all of the drawings.

The map above shows a typical shopping trip, with a stop-off at the pub. The Ex-McDonald's is marked here: this empty unit was mentioned at each workshop as a missed opportunity.

3.2_Topic 1: Links and Movement

3.2.2_Links and Movement - discussion

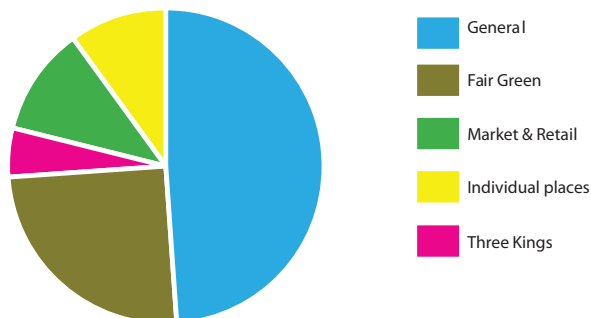
“Turn Mitcham from a ‘go through’ to a ‘go to’ place”

“Mitcham needs its Unique Selling Point”

“Love Cricket Green - make the most of it”

“Use green space or street trees to tame traffic and roads”

“Link between pond and green”



Individual responses

The pie chart above right shows the proportion of responses, under different themes. 117 comments were logged in total, in relation to Open Spaces. We have split these into themed categories for analysis. The most commonly referenced topics were:

General **49%**

Fair Green **25%**

Market & Retail **11%**

Individual places **10%**

Three Kings Piece/ Pond **5%**

General comments were made about how the design work is approached, ensuring that different ages and backgrounds are involved in the process. There was a call for more seating and more lighting to be introduced, across Mitcham, with 27 of the 57 total general comments made pertaining to some aspect of the design of the Town Centre.

Landscaping and planting within the Fair Green was welcomed, with some mentioning the possibility of a play area, water feature or a Band Stand. Community groups would be encouraged to make better use of Fair Green, and maintenance should be kept in mind.

People are asking for a more cohesive, attractive Market, with more independent shops and more restaurants to attract people to stay and spend time and money in Mitcham.

Upper Green, Holborn Way, Cricket Green, Figges Marsh, Iceland (as a potential development site), Langdale Parade, Mitcham Common, and Morrisons Carpark (for the view) were all identified as places with potential by individual respondents.

The area of Three Kings Piece and the Pond is treasured by many. People suggested it should be improved with lighting and seating.

Group discussions

The following headlines were drawn from group discussions around links and movement:

Calmer traffic

Too many crossings, difficult junctions and congestion were mentioned by all workshop groups. The need for a coordinated approach with regard to traffic flow and buses was also noted.

Fair Green: pedestrianised and better lit

A preference was expressed for Fair Green to remain pedestrianised. Some would like lighting to be improved, especially where McDonald's used to be. This is also a general point about the Town Centre.

Easier connections wished for

People would like to see easier connections for pedestrians across the Town Centre, with direct pathways to specific areas, including Three Kings Piece.

Improved 'look and feel' for Mitcham, with distinct focal points

"Flowers and beauty - not concrete!" this sentiment was expressed by all groups. A general improvement to shopfronts and parades was requested, and a focal point of some sort was wished for. The 'no drinking zone' is appreciated, and should be maintained.

Signage, planting and gateways encouraged

- People would like to see:
- Better signage throughout the town, but no clutter
- Planting to 'lift' the place
- 'Welcome to Mitcham' announcing your arrival at each gateway

Attractive and varied market

People like the market as an idea, and would like to see it tidied up with a unified look. Some mentioned the possibility of a structure to shelter the stalls from the rain and to provide other opportunities for use when the market is closed. A variety of markets were suggested, including antiques and Farmer's Markets.

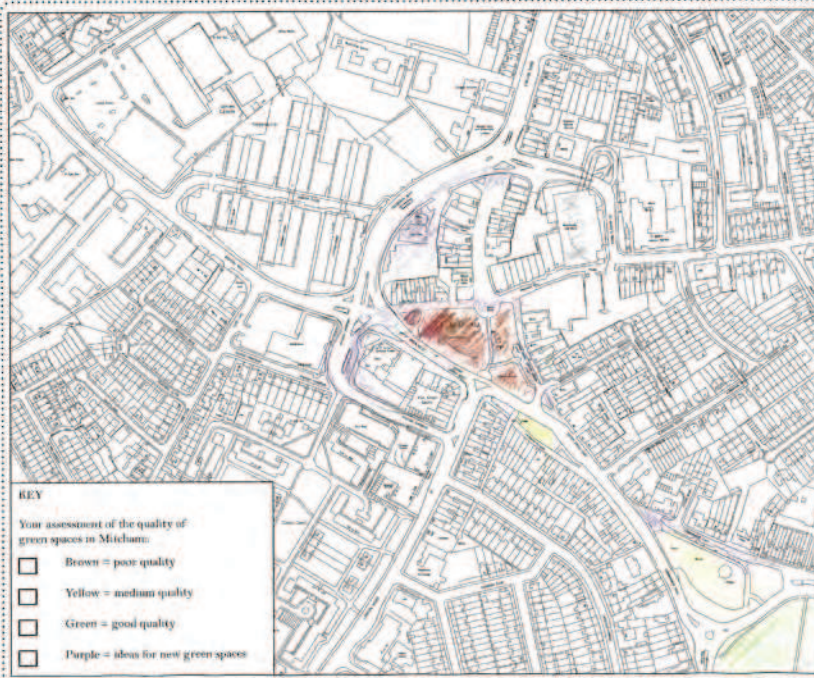
3.3_Topic 2: Green/ Open Spaces

Participants were asked to colour in an ordnance survey map of the Mitcham area, highlighting green or open spaces on the map, in terms of their quality at present. They were then asked to leave 5 key messages (or questions) to the Design Team, both as individuals, and as a group.

An example of these mappings can be seen below.



2) Please sum-up with 5 key messages / questions to the design team regarding Green Spaces in Mitcham both as an individual, and in your group



- 1) REDISCOVER FRAMINGS OF COMMON LAWN
 - 2) USE GREEN SPACE / STREET TREES TO TAME TRAFFIC - ROADS
 - 3) CELEBRATE PHYSIC GARDEN HERITAGE - MORE THAN LAMENGO
 - 4) DISTINCTIVE MITCHAM VARIATION ON INCREASINGLY EDIBLE BASED ON HERBS FRAGRANCE
 - 5) GREEN OVER UPPER GREEN WEST - NEW TOWN WIDE ROADS
- Your group's top five points for the design team:
- 1) TACKLE SPACE WASTED DUE TO POOR CAR PARKS + USE
 - 2) MORE ACTIVE MANAGEMENT OF TOWN CENTRE AS PLACE FOR EVENTS + ACTIVITIES
 - 3) IMPROVE WITH STRONGER JOINTNESS + BETTER OFFER
 - 4) LEAST HOSTILE ROADS - INDUSTRIAL LOOK - STREET TREES
 - 5)

The two maps above show a wider view of Mitcham, taking in the Common, and a more zoomed in version, from two different participants. We will analyse these responses and formulate a concept for the Fair Green for the end of January.



3.3.1_Topic 2: Green/ Open Spaces - Headline findings

Fair Green - parade of shops

The role of Fair Green as a park (place) a through route and a focus for the town centre was raised by many in the workshops as a three-part function of what many perceived to be the 'heart' of Mitcham town centre.

There is a need to obtain balance between these three functions: people want a place that has better shops, a better market, better linkages and places to sit. This leads to some clear principles for the design team to take forward:

1. The Fair Green cannot be conceived purely as a village green
2. The Fair Green must connect the town centre
3. There must be a community function/facility in the green
4. The green must retain its 'green and pleasant' feel
5. Mitcham Town Centre is a wider area: do not consider Fair Green in isolation

It should be noted that many perceive the town centre as wider than simply the Fair Green, and that this notion of a more unified approach to linking up the various parts of Mitcham (including the Canons, Cricket Green and Figges Marsh) needs to be reflected in design analysis and delivery with regard to public realm improvements in Mitcham.

3.4_Topic 3: Activity and Community

If you had unlimited funding... what would you do to put on an event, in Mitcham, to show the world and those who live and work locally, that Mitcham is on the map? We asked eight teams of participants to develop an idea for bringing something truly exciting to Mitcham - the results of this exercise follow below.

<i>"We've discovered Mitcham - it's been here all the time"</i>	<i>"Celebrating Mitcham's Rich Heritage"</i>	<i>"Mitcham Funtime"</i>
<i>"The Mitcham Story"</i>	<i>"Mitcham Extravaganza"</i>	<i>"The Mitcham Experience"</i>
	<i>"Mitcham Festival"</i>	<i>"The Big Mitcham Village Weekend"</i>

Event ideas

Ideas ranged from local history celebrations, to food festivals, to all-singing-all-dancing acts involving Danny Boyle (famed director and author of the 2012 Olympic Games opening ceremony) as chief coordinator. Event ideas included:

- Food festival, celebrating the diverse cultures present in Mitcham
- Celebration of Mitcham's heritage through walks, screenings, talks and re-enactments
- Large-scale events connected across the Town Centre and beyond
- Open air theatre, cinema screen on the Green, performance artists and dance bands

Who to work with

The following groups and individuals were identified as good catalysts for these events to happen (in alphabetical order):

ASDA; Abbey Fest; Artists; Businesses; Churches; Danny Boyle; Future Merton; Greenwich Leisure; Library services; Local cultural / history groups; Maxine Morgan (Local Groups/ People and business); Merton History Group; Merton in Bloom; Merton Leisure Department; Multicultural organisations; Older people; Polka Theatre; Restaurants in the town; Schools; Sport individuals / clubs; Voluntary groups; Wandle Industrial Museum; Wimbledon Theatre

What would make it different and special to Mitcham?

Many different answers were given from the different teams in answer to this question:

- An audience with a famous person from Mitcham
- Celebration of all things 'Mitcham'
- It would draw in locals to see more about the area and attract expats of Mitcham via advertising
- Making use of the Fair Green
- Maybe film screening in the evening - deck chairs for seating. Involve local schools
- Put Mitcham on the map, draw more people to town, puts all communities together
- Special offer or an offer that appeals to everyone
- Specific events for children
- The Mitcham Story, multicultural aspect



Jubilee Celebrations, 2012 - Thornville Grove, Mitcham



New Year's Eve Fireworks, 2012 - Central London



View from the top of Morrison's Car Park - a view that could be capitalised upon,

3.4_ Topic 3: Activity and Community (continued)

What would make people want to come again?

- Because they had a good time
- Ferris wheel where Morrisons Car Park is
- Make it great! Free transport to Mitcham on the day!
- Performance arts, music, try and showcase Mitcham - link local areas in positive way (improve the Duck Pond)
- Repeat events, establishing new businesses, publicity
- The Mitcham Experience' - historical features of Mitcham
- The interest

How would it attract different ages and backgrounds, people from Mitcham and elsewhere?

- Because it would appeal to older people who want to remember and younger who want to know more
- Excellent location, good timing and events; signposted from a-far, gateways
- Inclusive ideas; local focus
- Publicity - across London and beyond
- Stuff for all - fireworks, music, multicultural elements - inclusive events and activities



View from the top of Morrison's Car Park - a view that could be capitalised upon,

Activity and Community: Conclusions

There is a keen appetite for local, home-grown events, with good publicity and a meaningful, 'Mitcham' based message. Common themes across all of the ideas for events in the Fair Green and beyond included linking up the Town Centre, showing Mitcham's interesting history and cultural diversity, bringing back some of the heritage of the area, and offering something for all segments of the community.

The groups expressed their pride in their home town, jokingly setting Mitcham's 'brand' against that of Wimbledon. The many community groups and organisations are ready to work together, and representatives of those mentioned were known by many participants present.

The material we collected here and in the previous exercises will be extremely helpful to us in forming a concept for the design of the Fair Green, and in implementing a series of events and public realm improvements.

We would like to thank all those who took part in the workshops, and look forward to working together again very soon.

11.5. **Appendix 3 – Workshop Report Accessibility Issues around Mitcham**

Rediscover Mitcham: Town Centre Redevelopment

Workshop report

Accessibility and mobility issues: Fair Green

At St Mark's Family Centre

9 January 2013 1500 - 1800

The workshop was facilitated by Brenda Puech, Centre for Accessible Environments

Attendees

- 1 Mrs Pam Hoosang
- 2 Mr Martin Armstrong
- 3 Mr Richard Bellamy
- 4 Lyla Adwan-Kamara (Manager, Merton Centre for Independent Living)
- 5 Tom Walsh (Sustainable Merton)
- 6 Barbara Holdgate
- 7 Fred Day
- 8 Joy Rogers
- 9 Roy Dawson (Merton Community Transport)
- 10 Charles Barrabal (Living Streets, Merton Seniors, London Cycling Campaign)
- 11 Cllr Andrew Judge (Cabinet Member for Environment & Regeneration)
- 12 Ashley Heller (Merton Council)
- 13 Paul Garrett (Merton Council)
- 14 Chris Chowns (Merton Council)

Others who contributed views by telephone included

- Miss Jacqueline Mitchell
- Mr and Mrs Webster:
- Mr H Brown
- Errol Moore:
- Janet Jeffery

1 Introduction

It was explained to attendees that the redevelopment of Mitcham town centre was a long-time ambition of the Council. Finally the Council have secured funds to improve the town centre. Funding of £3 million had been made available by Merton Council and a further £3 million was made available by TfL for the redevelopment of Mitcham Town Centre.

There were four proposed phases of development over the next three years (2013 to 2015):

Phase 1 Improvement to Fair Green and Majestic Way

Phase 2 Improvements to Western Road and Upper Green West

Phase 3 Improvements to London Road

Phase 4 Improvements to Holborn Way

This workshop would focus on issues to do with Fair Green, but would also look at wider access issues.

Attendees were asked what they liked about the town centre and what aspects they found problematic.

Issues identified were as follows:

2 Issues with Fair Green

- **Issues with surrounding traffic gyratory:** There was a feeling that the gyratory system has killed off the local town centre by cutting off Fair Green from the surrounding areas. There is little or no access for pedestrians or bus users. There is nothing to encourage people to have a look within Fair Green. There was divided opinion as to whether limited traffic should be reinstated within Fair Green to revive its economy and to make it easier for shoppers to cross to and from neighbouring shopping areas. The traffic should include making it easier for cyclists and scooter users.

It was noted that major route generators and trip destinations include the Post Office and Skippers fish and chip shop.

- **Walking to the centre and pedestrian crossings:** Older people preferred to walk to the town centre. There are also many mobility scooter users. However, crossings to Fair Green are currently very difficult:
 - crossings are too complex and disorienting due to the number of staggers and changes in direction. It makes it especially difficult for visually impaired people.
 - there are too many phases involved,

- waiting time is too long and crossing time allowed is too short for each phase stranding pedestrians in the middle of the road;
 - traffic islands are very small and not large enough to accommodate the number of pedestrians; also pedestrians feel intimidated and under threat from fast moving vehicles, especially large lorries going past when on traffic islands;
 - traffic islands are also too small for scooter users
 - pedestrians also feel under threat from pollution due to the lengthy crossing time.
 - In particular Vestry Road crossing time is too short and waiting time too long (from Greggs bakery),
 - there are too many roads and phases to negotiate to cross to Tesco's
- Another barrier is the railway line which is difficult to cross.
- **Issues for bus users:** Coming in by bus was a popular way to access the centre. The 200 and 152 bus routes were particularly popular. Issues identified were:
 - Bus stops were too far from facilities and crossing points requiring long walks to find a suitable crossing point - e.g. the 200 bus stop. The pedestrian crossing location near the post office needs to be moved closer to the desire line for crossing. The 152 bus stop at LIDL is too far away from the crossing.
 - Grouping of bus stops at an out of the way bus terminal is not preferred by some. It is preferred to have bus stops on the roads and close to facilities and shops.
 - Bus stop locations for individual stops should be close to and opposite each other and passengers should not have to walk for a long time to find the corresponding stop on the way back.
 - Bus stop area allocation is too small and people queuing for buses create congestion on the footpath not allowing others to pass. Footpaths need to be made wider and even wider at bus stops.
- **Surfaces** of routes are an important consideration.
 - Pedestrians prefer smooth, level and firm surfaces. Uneven pavements and road surfaces are a hazard particularly for scooter users and visually impaired people.
 - Poor drainage causing flooding and ponding of water is a hazard for pedestrians.
 - The problem of road surfaces was also a problem stated by users of the 200 bus. The stop in front of Iceland has an uneven road surface to cross and is a trip hazard.

- The grassy area of Fair Green was used as a crossing point, but this has an uneven surface and is difficult to walk on particularly if you have a mobility impairment. There was a preference for a smooth, level and firm path to walk on.

- **Speed and volume of motor traffic:**

- Many expressed concern about high vehicle speeds. There was preference expressed for a 20mph zone for the area surrounding Fair Green.
- It was felt that as the population grows older, it is important to make routes and areas safer for walkers and scooter users.
- It was explained that TfL motor traffic flow requirements meant that Merton Council were constrained in their ability to provide for pedestrian and cycling facilities. Attendees pointed out that pedestrians and cyclists needed to be included in traffic counts as their needs were important too and they made a significant contribution to the town centre economy. It was noted that most shoppers were local people who had come in to the centre via buses or walking.
- People were concerned about pollution levels.

- **Safety:** is another issue of concern. Issues at Fair Green include:

- anti-social behaviour from gangs of youth known to frequent the Green,
- poor lighting in the car park opposite Morrisons.
- Fieldgate Lane near ASDA is an access road that has poor lighting and no overlooking.
- Safety from motor traffic is also an issue

3 Desirable features: With regard to features that people wanted to see on Fair Green, these included

- more and better crossing points into Fair Green are essential.
- better surfaces of roads and pavements with more dropped kerbs matched up on opposite sides of the road to allow crossing.
- There was also a preference expressed for small focused interventions with greater impact.
- **Street Market stalls:** People expressed a preference for encouraging a street market in the Green.
- **Quality and range of shops** should be improved. There was a preference for more arts and crafts shops, and more shops for families - e.g. for clothing and shoes. The only clothing shop was Peacocks.
- **More eating places/ cafes:** people were disappointed that McDonald's in Fair Green had closed

- **Public toilets**, including accessible toilets were essential. A pod type self managed toilet would be acceptable.
- **Bandstand:** This idea was very popular and was felt it would be extensively used and could be a community focus for events and temporary exhibitions along with music performances.
- **Seating:** This was essential to attract people to the area.
- Bins were also important to keep the place tidy and attractive
- Cyclists should be given suitable routes.
- Better lighting and use of low energy lighting and solar power to conserve energy
- More Blue Badge parking, as shoppers use local bays to access the town centre.
- **Concern about use of level surfaces for streets:** It was felt the use of level surfaces for streets in the context of heavy traffic would lead to dangers for pedestrians. It was noted that the design of streets was likely to be traditional with raised kerbs for footpaths.

4 Case studies

Mr A, an older resident, who has lived in the area for 40 years, prefers walking to the centre from his home in Cricket Green. He is able to easily visit his bank (HSBC) and the post office on the same side of the road as the bus stop, but in order to do any shopping in Fair Green he would need to cross the road which is intimidating due to lack of crossing points and heavy traffic particularly large lorries.

- Mr B, another local resident in his 80s, finds poor surfaces very difficult; also finds crossing the roads to Fair Green very difficult due to large number of crossing phases, not enough room on traffic islands; people get stuck on the islands due to insufficient time given to cross the road. This is a particular problem near Gregg's bakery.
- Mr C, manager of the local community transport, is concerned about being able to pick up clients and drop them off in the area. Access is difficult as bus stops are spread out because of the gyratory system and it is difficult to identify stops that people might be waiting at. Traffic islands are not large enough for mobility scooters. He would like access for community transport buses to extend into Fair Green.
- Mr D, who is over 80, feels the facilities he wants may not match the wishes of younger people. He feels it would be good to have:
 - a cinema combined with a dance hall (community hall).
 - a large shop or stall, or small mall offering more choice for families, e.g. for clothing
 - public toilets: I am an invalid and so I need accessible toilets (the only public toilet is the one in the car park in Mitcham and this is always

closed and only open for bus drivers). Morrisons have an accessible toilet in their staff storeroom area which they let me use after I asked a supervisor but then challenged me after I had used it. More accessible toilets are needed in Mitcham.

- Bandstand in the park for concerts for older people, who enjoy a variety of music including classical and brass bands to enhance the quality of the space and to go and relax.
- Mrs E is retired and has a disabled husband who uses crutches, and they both like making a visit into the town most days. They take the 152 bus (often not getting a seat) into town and walk 10 minutes to a café on the same side of the road and then get the bus back. They do not go into Fair Green as there is nothing to visit there.

She grew up in Mitcham and preferred it with a simple cross road traffic system before the gyratory was introduced. She said it used to have a lovely village like feeling. She feels the gyratory and roundabout has increased traffic, congestion and danger. She walked to school and everywhere as a child and feels it is not possible to walk easily now because there are too many cars. She cannot cross the roads in the centre, as cars do not allow her the time to cross and she gets into arguments with them. There are too many car lanes.

She feels there is a major security issue in Mitcham with gangs of unemployed youth and lack of employment opportunities. The town needs to invest in local, good quality shops to bring back customers and to employ local people. Currently investment seems to be only in housing, not in shops and local businesses.

She feels there is currently a poor range of shops in Mitcham centre and people have to travel to Sutton or Tooting for their shopping. She is forced to go to Sutton sometimes to shop and it costs her £12 for a cab back. She feels there needs to be a bigger range of shops in the centre including better clothing and shoe shops and music shops. This would bring employment into the centre and would reduce gang crime.

- Mr F is disabled and uses a walking stick. He sometimes drives into town and parks at Morrisons. Other times he uses the 118 bus and gets off outside the post office. He finds local shops okay, but if he is driving he will go out of town to the Sainsbury's at Colliers Wood.

He finds it difficult to cross the town centre roads as traffic comes round too quickly not allowing him to make the crossing. He finds the roads dangerous.

He would like to have a public toilet in Mitcham and a cinema and would like to see a café such as McDonalds back in Fair Green to be able to sit and have a snack.

5 Time scale

- Proposals to be finalised in April/ May 2013
- Phase 1 is to start in August 2013 to be completed by the end of year
- Other phases are due to end in 2015

12 BACKGROUND PAPERS

Rediscover Mitcham Consultation Broadsheet

Questionnaire attached

MERTON COUNCIL

Rediscover Mitcham

Your space, your place, your future

Have your say and help shape Mitcham's future

Merton Council has at least £3 million to invest in Mitcham town centre. We need your help to spend it.

Rediscover Mitcham is a fantastic, multi-million pound project over the next 3 years .

Now is the opportunity for residents, businesses, school children and all those who use Mitcham to let us know what the town centre should look like and how we can make it a better place where people can live, work and shop.

Rediscover Mitcham is all about the council involving local residents and businesses in a dialogue of ambition to create an attractive town centre to be proud of.



Come and see us on Fair Green from 9am till 5.30pm on 22, 23 and 24 November.

www.merton.gov.uk/rediscovermitcham

Inside

We want to make Mitcham a better place to be and ask you to help us do that. Take a look inside for a taste of the opportunities ahead and tell us what you think.



Get involved in the dialogue by completing the attached questionnaire, and have the opportunity to win up to **£150 in local shopping vouchers**. Last date to return your questionnaire to the council is 14 December 2012.



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Why Mitcham town centre needs you

A history to treasure and a place to breathe fresh life into

Mitcham is an historic place. Once a beautiful Surrey village, it is a town that has been swallowed up by industrial and suburban development over the years. Where it was once an area of thriving commerce and pleasant open space, we now find Mitcham dominated by busy roads, declining quality of shops and a deteriorating public realm. But beneath the postwar development, that unique town still exists. Surely, this is a place worth revitalising.

Mitcham – the place for royalty and industry

Mitcham was home to lavender fields – the ward name is no accident. The Mitcham lavender was known for its therapeutic qualities and offered welcome respite to those living in the city. Perhaps Queen Elizabeth I sought such remedies on her frequent visits.

During the Industrial Revolution, areas like Mitcham and the banks of the River Wandle were major manufacturing centres for textiles, snuff, copper, flour, iron and dye.

Mitcham – a place rich in heritage

Its impressive heritage has left Mitcham a number of architectural and landscape gems such as Eagle House, the famous clock tower, Cricket Green and the Three Kings Piece in Upper Green East.

Mitcham’s changing face

In more recent years, Mitcham, and in particular, Fair Green, has seen economic decline. Some of this decline has been due to the changing ways we do business. Increasing numbers of people buy and sell goods and services online. The town has also been affected by poor quality, unattractive buildings and road planning. We cannot rebuild the town centre or change the location of busy roads that run through Mitcham. However, we can

reduce the negative impact of some mistakes made in the past by identifying small scale local improvements and putting them together in a package of measures that will make a real difference. By making such changes we hope we can help make Mitcham a place where people want to live and do business.

A vision for Mitcham: A bustling town centre with a good variety of shops and local services. A town centre people can move around easily and safely. A town that’s accessible. A town that people can enjoy.

Mitcham: the vision

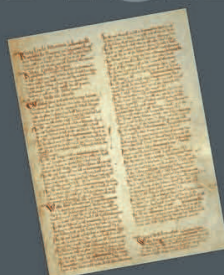
To make the vision for Mitcham a reality, we are bringing together funding from a range of sources. We have already been successful in securing £3 million to help towards improvements. We are also working with Transport for London to secure more funding to help us deliver our **Rediscover Mitcham** project.

For a town to really work and be successful, we need to understand the issues that affect those who use the area. This document explains some of the main local concerns identified in meetings we have started to hold with local people around the area and how an improvement scheme in Mitcham town centre could go some way to addressing those concerns.



Mitcham history

The Domesday Book records Mitcham as Michelham. It was governed partly by the Canons of Bayeux; partly by William, son of Ansculf and partly by Osbert.



During her reign Queen Elizabeth I made at least five visits to the area. Sir Walter Raleigh also had residences here. With an abundance of lavender fields Mitcham became renowned for its soothing air.



Mitcham was industrialised first along the banks of the River Wandle, where snuff, copper, flour, iron and dye were all worked. Mitcham became a calico cloth printing centre of England by 1750.

Reinvigorating the local economy

Business vitality and the town's retail offer

The shopping facilities in and around Fair Green are often inferior to surrounding retail parades in London Road and Upper Green East. There are now a number of closed shops and the area towards St Marks Road has been particularly badly affected by loss of business. The lack of successful businesses, in addition to the traffic issues affecting Fair Green, create a negative perception of the area, deterring businesses from investing in Mitcham.



Mitcham town centre layout

Mitcham is both a town centre and a busy thoroughfare. This makes it difficult for pedestrians and road users to move with ease around the Fair Green area of the town.

Buses are important to the town centre, as there is no railway or tramline in the immediate vicinity.

Think about how you get around Mitcham town centre

Imagine approaching Mitcham on foot from various directions. You will face a number of difficult junctions to cross:

Western Road – junction with Holborn Way and Upper Green East

This is a large junction. At its widest, it is six lanes across. Its design means that it is not possible for pedestrians to cross easily, so it can take several minutes to cross. It is also not possible to go directly from the 200 bus stop to Fair Green. It could be that if you got off the bus by Lidl, you may not want to cross this junction and visit the shops on the other side.

St Marks Road – junction with London Road

This junction is very wide to allow for a large volume of traffic. Unfortunately, this means that pedestrians have to walk a significant way to cross this junction. Additionally, its layout encourages drivers to drive fast into Holborn Way. You may notice that compared to other roads, St Marks Road is not as busy.

London Road South

The bus stop outside Tesco Metro is separated from Fair Green by two busy junctions. This deters people from visiting the town centre. If you are walking to Mitcham from the Cricket Green area, you may well just stop at the Tesco Metro and go no further.

Upper Green West

This area is dominated by through traffic and is frequently busy and severely congested. There is nowhere to stop for people wishing to park for a short time. The bus stop close to the junction with Holborn Way can create congestion problems. The dominance of traffic in this area has contributed towards Fair Green not being as enjoyable a place as it could be.

Fair Green

Fair Green should be the vibrant heart of Mitcham. In reality, the uninspired layout combined with the poor quality of paving, seating and lighting means Fair Green is tired and not the lively community hub it could be. So far, the attempts to improve the area have been piecemeal without any great impact for the better. A reasonable number of pedestrians use Fair Green, but the overall layout makes it appear underused and less attractive for that.

Front cover

Mitcham clock tower and Mitcham Lavender.

1. Picnic time time at Cricket Green.
2. The Fair Green is a public space which can set Mitcham apart from other suburban town centres.
3. Mitcham was once a picture postcard town.



The activity along the River Wandle led to the building of the Surrey Iron Railway, the World's first public railway, in 1803



The 1840s also heralded a change in industry, as horticulture gradually gave way to manufacturing, with paint, varnish, linoleum and firework manufacturers moving into the area.



Mitcham became a borough on 19 September 1934 with the charter of incorporation being presented to the 84 year old mayor, Mr. R.M. Chart, by the Lord Lieutenant of Surrey, Lord Ashcombe.

1. London Road close to the junction of St Marks Road in the 1950's.
2. Looking north, from the current day clock tower, we see trams pass through the heart of Mitcham in the early 20th century.
3. This picture from the 1950's shows the Fair Green as it once was.

Breaking the cycle of decline

Rediscover Mitcham is about breaking the cycle of decline in a realistic and achievable way.

The ideas for Mitcham on the following pages are based on the principles below:

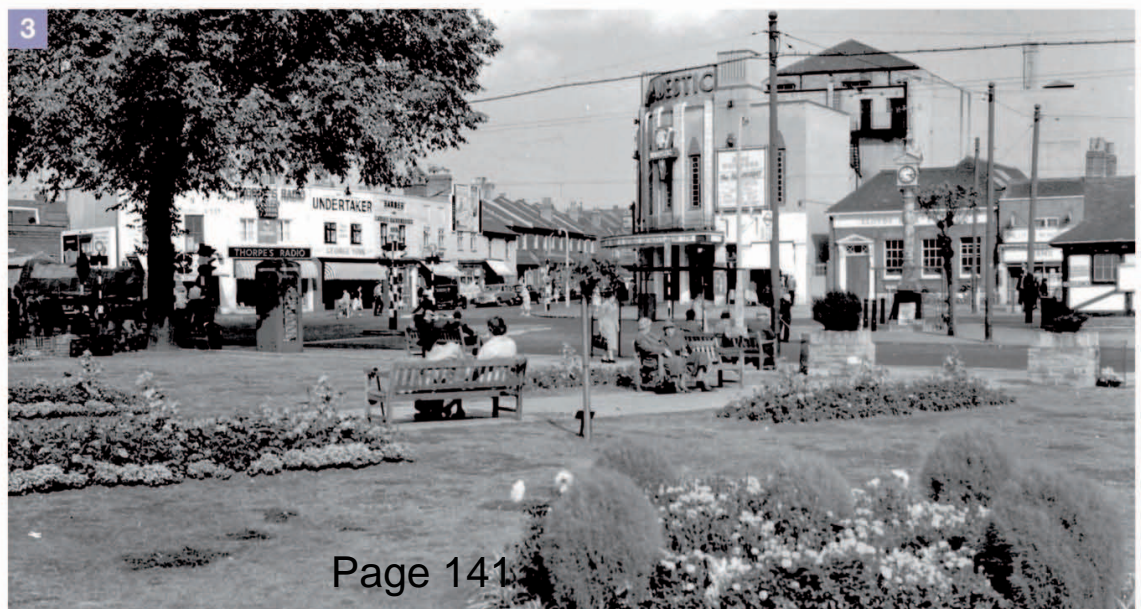
- The scale of funding available to the council, while significant, does not allow us to remove or divert traffic from the town centre gyratory. Therefore, any potential project will need to work within the existing road layout and building frontages.
- Pedestrian movement around the area is very important. However it is not possible or desirable to ignore the need for traffic to flow freely. Proposals will need to reflect this.
- Buses play a vital role in Mitcham, providing a public transport system in the absence of a town centre train or tram station. They bring pedestrians and potential shoppers to the area. A more effective bus service could increase shopper numbers and benefit local shops.
- An effective design and layout of Fair Green is essential to the success of the town centre. Fair Green is the heart of the town with a range of uses including a retail space, a market place, a pedestrian through route and a public space.
- It is important to recognise, retain and develop the existing strengths of Mitcham. Fair Green is historically an area which has always been busy and functional, but also attractive and a centre for community activity.



A thriving town centre

Rediscover Mitcham recognises Mitcham as a once thriving town centre, and its potential to be one again.

Rediscover Mitcham is not simply about physical changes to the roads and bus stops, but is also about working with the local community and businesses to identify what other measures and events will help them achieve a Mitcham to be proud of.



Your chance to get involved in shaping your town centre

How areas around Fair Green could look

The following drawings, plans and images represent our ideas for the area around Fair Green. Please study each plan and respond to the questions in the attached survey.



Western Road Junction

The Western Road junction is difficult for pedestrians to cross. Our suggestion for Western Road junction is to reduce the dominance of vehicles and improve the crossing facilities for pedestrians. This would better link Fair Green with the residential areas in Raleigh Gardens and Western Road as well as improve access from Lidl and Asda.

This proposal will also involve moving the 200 bus stop at this junction to another town centre location.

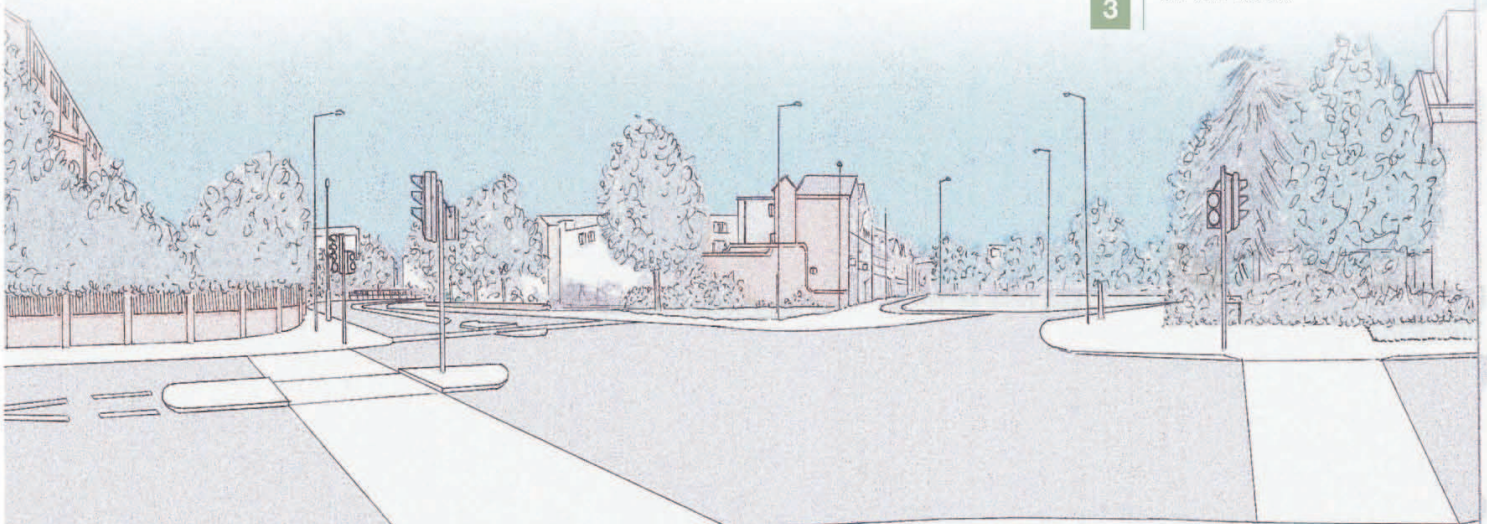


1. A number of locations are mentioned in this brochure. Please refer to this map if you are unsure of the places being referred to.

2. The Western Road junction is a major interchange in the centre of Mitcham. Its design was aimed to ensure that traffic could move through the area as quickly as possible.

3. This artists impressions shows a more pedestrian friendly junction in which the road layout is more akin to what you might expect approaching a town centre on foot. The crossings are shorter and less complicated and it feels easier to cross into the Fair Green.

3



1. Looking from London Road toward St Mark's Road, we currently see a large junction which can be intimidating for pedestrians with guard rails, and long crossing movements. The area has few shops and illegal parking has overtaken what should be a busy pedestrian street.

2. This artists impression shows how the junction could look if it were made pedestrian friendly. In this case buses are shown coming through the junction, but even if this did not happen we could improve its layout.

3. Introducing buses into the London Road pedestrian area through the St Marks Road junction could benefit the town centre shops.

St Mark's Road Junction

St Mark's Road junction is wide and unwelcoming for pedestrians. It creates a barrier between the shops in London Road and the pedestrian area. St Mark's Road junction could be gateway to the town centre as well as a new access point to London Road for buses travelling southbound towards Morden and Croydon and an exit point for buses going north bound towards Tooting and Streatham. This would require the junction to be redesigned. The entrance to St Mark's Road would be narrowed significantly to make it easier for pedestrians to cross. A new pedestrian crossing could be put in place across Holborn Way. This could provide more options for improving this part of the town centre for pedestrians .



2



3



Upper Green West

Upper Green West divides the shopping area and is difficult to cross. While only limited changes can be made to Upper Green West, we could see a new short term parking and loading layby opposite the Fair Green. If buses were able to enter the Fair Green, the bus stop on the corner of Upper Green West could be removed, enlarging Fair Green on this busy corner. A new cycle lane and footpath could run along the edge of Fair Green. Depending on the impact on traffic, the road could be reduced to two lanes giving more space back to Fair Green.

1. Upper Green West is major through route for traffic. It also has the effect of dividing the Fair Green from the shops on London Road.

2. Although Upper Green West will remain an important through route this image shows that its impact on the town centre could be 'softened' perhaps introducing more opportunity for short term parking.



1. Upper Green East, similar to Upper Green West, is a busy through road. There are limited crossing opportunities as the existing pedestrian crossing is quite a distance from the Fair Green. The post office on Upper Green East is an important local facility.

2. The artists impression shows a cycle lane which could run parallel to Upper Green East and West. This would be of benefit to cyclists going toward Colliers Wood and Tooting and reduce people cycling on pavements.

Upper Green East

Upper Green East is another road which really isolates the Fair Green from surrounding shops and services. The main idea here is to simplify the entrance to Montrose Gardens to allow vehicles to enter a one-way street around the Green. This could allow for short-term parking and loading and Blue Badge parking. The new paving and street furniture upgrades could be extended to this area. The road alignment will also be altered to widen the pavement so a cycle lane could be accommodated. Bus stops and laybys would be improved and simplified. We could also move the existing pedestrian crossing a little further along Upper Green East so that cyclists approaching from the Three Kings Piece direction could cross safely on the Fair Green. The crossing would then also be close to the heart of the Fair Green, reducing the barrier caused by the busy road.



London Road South

Buses crossing Fair Green could emerge onto London Road (south) using a new junction with Upper Green East and West.

Buses from the south could access the Fair Green via a new 'contraflow' bus lane running from London Road or use the existing gyratory system on Raleigh Gardens, depending on the impacts on traffic congestion. Buses approaching from the west could turn right onto Fair Green directly from Upper Green East or could also use the gyratory system.

1. This is quite a well used shopping area but does have a lot of busy junctions. It is not the easiest place to cross the road, but it is also a key traffic interchange.

2. Although the amount of traffic makes it difficult to make large changes, perhaps this area could be made to feel more part of the town centre, for example through better paving and lighting. The artists impression shows a bus lane going north bound toward Fair Green. This is one possible option, but only if it did not have an adverse effect on traffic in the area.



Fill out the enclosed survey , Help us create a great future for Mitcham and you could **Win £150 in shopping vouchers**

How do you travel?

We have outlined the ideas we have for improving pedestrians facilities and convenience around Mitcham. However, people using other modes of travel will also benefit from these proposals.

Bus services

If buses entered the Fair Green it would change the way buses operate in Mitcham. In general buses that go north and southbound could stop on the Fair Green.

The services that would stop in the Fair Green area are:

152, 200, 201, 127, 280, 270, 355, 361, S1

If these services were to stop at Fair Green, this could allow the closure of the bus stop on Upper Green West at the corner of the Fair Green. and possibly the bus stop on Raleigh Gardens (near Lidl).

Cycling

Promoting cycling is a key priority of the **Rediscover Mitcham** project. A number of important cycling routes pass close to the area. Making it easier for cyclists to come to and from Mitcham will have positive benefits on road congestion and will encourage local people to visit more regularly. In addition we are keen to promote commuter cycling from Mitcham towards Eastfields Station.

Summary of key cycling suggestions:

- New two-way cycle route running along Fair Green from east to west linking Upper Green East and Western Road.
- Cycle access north and south through the bus lane and from St Mark's Road towards London Road North in the south, avoiding the need to use Holborn Way.
- Cycling along Majestic Way towards St Mark's Road – but only if it can be done safely.

Driving

The improvements include new short term parking bays in Fair Green and Upper Green West. This would benefit local shops and be used for delivery vehicles, disabled parking and shopping for up to 20 minutes.

Although the wide range of ideas includes changes to junctions and road space, they will be carefully assessed to ensure that people driving through the area are not unduly disadvantaged.



People with mobility impairments

It is essential that any changes to the town centre take into account the mobility needs of all people who use the area. In particular we want to ensure that those people with mobility impairments do not feel that their accessibility needs are overlooked. As a starting point we will always ensure that any proposals are safe and compliant with the latest accessibility standards. However we will also be organising a workshop for people who feel they have specific mobility concerns and if you wish to participate please let us know by ticking the box on the attached survey form.

Four possible schemes for Fair Green

Fair Green would see the most significant changes if, as suggested, buses could be reintroduced using the old road alignment closed when the area was pedestrianised in the 1990's. New bus stops would be located for both north and south bound buses next to the Green and London Road.

A parking and loading access road could run along the edge of Fair Green occupying a similar space as the existing footpath and original road. This will be a pedestrian friendly space. The layout would be designed with safety in mind, with either pedestrians and vehicles sharing the same space or a more conventional kerbed road.

Landscaping and materials will be completely replaced and upgraded in consultation with local people. Below you will see some ideas for how Fair Green could be improved.

Redesigning Fair Green

A central part of the regeneration of Mitcham is improving the green space itself. Working with local groups we have come up with four possible approaches for improvements to Fair Green.

Fair Green 1

Traditional Fair Green Concept

A civic space, similar to the original layout prior to pedestrianisation.



Content

The green would be defined by railings around a grassed area, paths to wander along and flower beds. It would be a relatively formal, urban space, traditionally suited to an urban village green using traditional materials and street furniture. The repositioned clock would have pride of place as the focal point. Trees would be important but would also allow views across the green to the surrounding buildings.

Pros

This concept could:

- Restore the heart of Mitcham.
- Reflect the history and character of the place.
- Restore a sense of civic pride.

Cons

This concept could:

- Limit uses and activities possible on Fair Green.
- Require funds to maintain grass and planting to good standards.
- Look back to the past rather than forward to the future.

1. Parsons Green in West London is an example of a more conventional village green in a suburban setting.

2. There are some similarities with Mitcham Fair Green in the 1950's.

3. Currently the green space is quite bare with little seating or focus. There are also no paths for people to cross the green area.



1. Jubilee Gardens close to London City Hall on the South Bank is an example of a contemplative space which is relatively informal but also offers an opportunity to sit slightly back from the surrounding bustle.

2. A community green could include a local facility such as a play area. The size and design of the play area would need to be relative to the overall size of the Fair Green.

3. Some people have suggested that a bandstand or stage of some kind could be useful local focal point. Again, do you agree?

Fair Green 2

Community Fair Green

Concept

A community space designed to allow for activities for local people.

Content

The space would provide facilities such as a play space for children, which could be used by parents whilst shopping in the town. The space could also be designed to allow for a programme of local public events based around a variety of themes, put together by local people to develop community spirit. In some areas the space may need to be enclosed by railings of some kind to ensure safety from buses and service vehicles.

Pros

This concept could:

- Give the space to the community.
- Allow the community to define the space.
- Deter anti-social behaviour.
- Give the town centre a 'new' heart.

Cons

This concept could:

- Provide a flexible space for events but could appear a little barren in appearance when no events are happening.
- Require sufficient demand for the space to be used in such a way.
- Require the space to be actively managed by someone.

Fair Green 3

Contemplative Fair Green

Concept

A park-like space, in which people can relax.

Content

A friendly, characterful space, allowing escape from the traffic and bustle of the town centre. An informal layout with undulating landscape, not dissimilar to parts of the current green, but upgraded with better materials and maintenance. Enclosure of the space would be less important and the planting less structured. The space would be more important than the buildings around it defining the Green. The new Jubilee Gardens by the London Eye is a good example of such a space.

Pros

This concept could:

- Be easy to maintain.
- Provide escape from the hustle and bustle.
- Make use of much of the existing planting and landscaping.

Cons

This concept could:

- Be quite suburban.
- Mean a lack of focus on the town centre.
- Result in an inefficient use of space and not be very dynamic.
- Not necessarily be the place where people choose to relax.



Fair Green 4

21st Century Fair Green

Concept

A modern interpretation of a Town Green.

Content

This option would take inspiration from successful new and re-invigorated London spaces, such as Leicester Square, City Hall, Olympic Park and others. It would reinterpret this for the Mitcham context, with references to relevant historical and contemporary features such as the lavender fields. It could be loosely based on the traditional green character, but with a modern interpretation in terms of detailed design of seating, furniture, materials, lighting etc.

Pros

This concept could:

- Give a strong message of revitalisation and investment.
- Recreate the heart – a new jewel in a re-emerging crown.
- Bring a sense of confidence in a brighter future.
- Put Mitcham on the map.
- Rediscover and re-establish the town's identity.

Cons

This concept could:

- Involve the high cost of top quality materials and maintenance.

With all the above concepts, we all need to think about whether they fit into Mitcham's urban surroundings.

1. Wimbledon Station square is a recent example of a new public space created in Merton. While much smaller than the Fair Green, it does demonstrate how a contemporary space could look.

2. Leicester Square is a different example, with modern seating in a green setting.

3. Also from Leicester Square we see modern railings which may or may not be suitable for Mitcham. What do you think?

4. Try to consider how a redesigned Fair Green could look if it were bordered by lightly trafficked roads.



Before and after images of Fair Green



1. This image shows that even a very significant change to road layouts in and around Fair Green does not mean that the space will be reduced in size or that community activities are going to be affected. The council are very aware of the importance of the Fair Green space to the character of Mitcham and our objective is to ensure a successful space bordered by a successful town centre. The image shows the clock tower close to the market square, but it could easily be located elsewhere on the Fair Green.

2. Fair Green as it is today.

We recognise that a lot of information has been presented in this leaflet. We have decided to share our developing ideas with the residents and businesses in Mitcham so that at an early stage your views can genuinely be reflected in the final scheme proposals. The other side of this is that there is still a significant amount of technical work to be completed before we can come back to people with our final proposals. There are still a number of unknowns which may change what we can and cannot achieve including a large funding bid for £3million to Transport for London.

However, we also realise that many people will be concerned with the impact of changes to the town centre on the Fair Green space. It is certain that we have no intention of reducing the size of the Fair Green, even if its shape may alter slightly. If we have to take a small piece of the existing space (for example to accommodate buses) then another piece of land will be given back to the space.

The success of **Rediscover Mitcham** will depend on working together as a partnership. Mitcham can be both a pleasant and successful place which will benefit everyone who lives works and visits the area.

The thinking behind 'Rediscover Mitcham'

Why are we doing this now and how does this relate to what the council is doing in the rest of the borough?

In 2011 the council adopted its Core Planning Strategy. This says how the council will approach the development and planning of the borough over the next 15 years. The borough is divided into five sub-areas, each with a specific approach based on local needs. Raynes Park and Wimbledon have recently seen improvements. The council's attention is now focussed on Mitcham.

The policies in the Core Strategy have a certain amount of funding allocated to them by the council. The council must also secure funding and expertise from other sources if it is to secure real and effective change. One of the key needs of the Mitcham area is regeneration aimed at stopping and turning around economic decline.

The council had therefore successfully bid for funding for a package of regeneration measures for Mitcham under the London Mayor's Outer London Fund (OLF). This amounts to a total of £715k. Enhancements to the public realm, streets and open spaces in the town centre forms one part of this approach to regeneration. It is this part of the regeneration that is detailed in this leaflet, and which the council is now seeking your view on.

Other initiatives in the OLF bid will be running parallel to the development and implementation of the public realm enhancements. Because the public realm enhancements are a large project, they are being run and managed as a separate (but integrated) project. The OLF has a very great emphasis on working with local people and the following section explains the main elements of the project.

Working with local communities

We understand that it takes more than just physical improvement to a place to make it operate to its fullest. That's why a significant part of the work we'll be doing is being developed for and with the local community to ensure that the changes lead to better business opportunities and a more vibrant town.

Support for businesses and the community

We're working towards a Mitcham town centre which has good shopping with new, better quality shops, restaurants, cafes, bars, office space and a vibrant local market. This major investment in the town will lead to more money being spent locally in local businesses and more jobs being created for local people.

Specifically, we now have extra funding to:

- Identify ways to make existing community links stronger and more supportive of local growth.
- Consider how the night time economy can be revived for example through special events such as temporary cinemas
- Identify ways to bring back some of the empty shops into use to support the needs of the community, possibly with provision for entertainment or activities.
- Improve the quality of the market space and promote it better. This could include ideas such as specialist markets and night markets taking place.
- Tidy up shopfronts to make them look more attractive.
- Support local shops and businesses through Business Support – e.g. improve internet sales and marketing.
- Introduce community skills which could include training for local people for employment.
- Provide marketing and promotion activity alongside a series of events to highlight Mitcham's qualities.



Rediscover Mitcham

Your space, your place, your future

Mitcham town centre needs you

For Mitcham to have the best design and be a 21st century town we can all be proud of, your input is needed. We want to know your views about the proposals in this document so we can get going on creating a Mitcham that is lively and economically resilient.

At the heart of this town centre is the Fair Green so why not take part in a working group and help us design the best space for Mitcham. Please include your details on the attached questionnaire.

How do I make sure the council receives my views on the proposals?

We want to hear your views on the ideas in this brochure. Once the results of the consultation are in, we will then reflect these in the plans we are developing. We will then need to obtain the formal permissions that will be required to implement the changes. These include agreement from council members, the Emergency Services and Transport for London.

Some ideas will also need to be tested to ensure that they do not create problems with the road network in the area. This may result in some changes to the proposals but we will keep you informed.

Once we have got a good idea of local peoples priorities we can then come back to you in the first part of 2013 with some specific proposals. If these are acceptable then we can start the works on the ground.

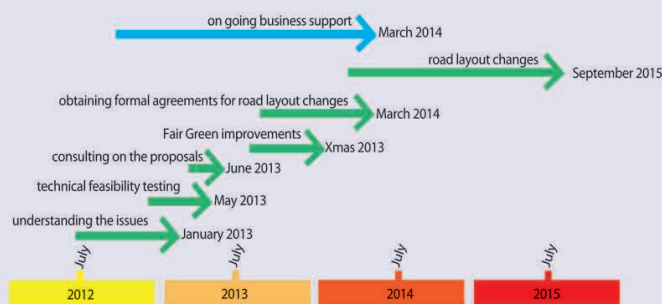
Keeping you up to date with what's going on

Once we have an agreed plan, we will ensure that this is publicised around Mitcham and also on the internet page www.merton.gov.uk/rediscovermitcham

The construction will involve some changes and disruption, so we will discuss these with local residents and businesses.

We will ensure that the construction is phased to minimise disruption in the town.

Rediscover Mitcham: What happens next?



Getting involved

This is a genuine opportunity for local people to have their views heard and reflected in a major set of changes to the town centre. Please take the time to fill out the survey as, without your views, we cannot ensure that the new town centre design meets your needs.

Don't forget

to send us your views on the enclosed questionnaire by 14 December 2012

If you have any questions about the information contained in this brochure please contact Future Merton either writing to: Rediscover Mitcham, 12th Floor, Civic Centre, Morden SM4 5DX or email: rediscovermitcham@merton.gov.uk

This project is supported by the Mayor's Outer London Fund, which is helping increase the vibrancy and growth of high street places across London.

SUPPORTED BY

MAYOR OF LONDON

Request for document translation

If you need any part of this document explained in your language, please tick box and contact us either by writing or by phone using our contact details below.

- Albanian Nëse ju nevojitet ndonjë pjesë e këtij dokumenti e shpjeguar në gjuhën amtare ju lutemi shenojeni kutinë dhe na kontaktoni duke na shkruar ose telefononi duke përdorur detajet e mëposhtime.
- Bangali এই ডকুমেন্টের কোনো অংশ আমাদের নিজস্ব ভাষায় বুঝতে চাইলে, দয়া করে বাংলায় (বাংলা) ঠিক ঠিক দিন এবং যিটি লিখে বা ফোন করে আমাদের সাথে যোগাযোগ করুন। যিহা (যোগাযোগের বিবরণ) নিচে দেয়া হয়েছে।
- French Si vous avez besoin que l'on vous explique une partie de ce document dans votre langue, cochez la case et contactez-nous par courrier ou par téléphone à nos coordonnées figurant ci-dessous.
- Korean 민원 본 서류의 어떤 부분이라도 귀하의 모국어로 설명받으려면, 상지속에 표시된하고 우리에게 전화나 사인으로 연락하십시오.
- Polish Aby otrzymać część tego dokumentu w polskiej wersji językowej proszę zaznaczyć kwadrat i skontaktować się z nami drogą pisemną lub telefoniczną pod poniżej podanym adresem lub numerem telefonu.
- Portuguese Caso você necessite qualquer parte deste documento explicada em seu idioma, favor assinalar a quadricula respectiva e contatar-nos por escrito ou por telefone usando as informações para contato aqui fornecidas.
- Somali Haddii aad u baxsan tahay in qayb dumeentigan ka mid ah laguugu sharxo luqaddaada, fadlan sax ku cagaamadee sanduuga oo nagula soo xiriir warqad ama telefoon adigoo isticmaalaya macluumaadka halkaan hoose ku yaalla.
- Spanish Si desea que alguna parte de este documento se traduzca en su idioma, le rogamos marque la casilla correspondiente y que nos contacte bien por escrito o telefónicamente utilizando nuestra información de contacto que encontrará más abajo.
- Tamil இது தகவல்கள் அல்லது பகுதிகளை உங்கள் மொழியில் விளக்கிவைக்க வேண்டுகோள். அதற்குத் தேவையான பகுதிகளைக் குறிப்பிட்டு, கீழே உள்ள விவரங்களை மூலக்கூறிய அடவையில் அல்லது தொலைபேசியில் தொடர்பு கொள்ளுங்கள்.
- Urdu اگر آپ کو اس دستاویز کے کسی حصے کی وضاحت چاہیے تو براہ کرم براہ کرم اس دستاویز کے نیچے دی گئی معلومات کو دیکھیں اور ہمیں لکری یا فون پر رابطہ کریں۔

Large print Braille Audiotape

Your contact:

Name.....
 Address.....
 Telephone.....

APPENDIX 2 – BROCHURE AND SURVEY AND RESPONSE TO SURVEY

Questionnaire
inside

MERTON COUNCIL

Rediscover Mitcham

Your space, your place, your future

Thank You All

Thanks to all of you who took the time to respond to the 'Rediscover Mitcham' consultation in late 2012

We have now had the opportunity to analyse the responses and to develop proposals which we believe meet your aspirations and help Mitcham become a better, more attractive and more successful place.

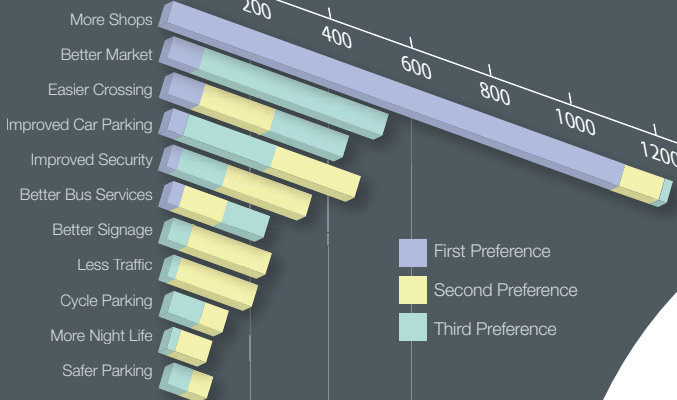
We received 1412 consultation responses and 350 of you visited our Road Show and took part in a series of workshops held in January. This is the largest ever response to a town centre regeneration consultation in Merton.

For background, in the consultation we asked people what would make them visit Mitcham more often.

The results clearly indicate that people's main priority for Mitcham is to ensure that the town centre has a good range of shops and services.



What would make you visit Mitcham more often



Your Priorities... Our Response

The council has already responded to your concerns by:

- Identifying parades that will benefit from shop front improvements like the one in the photo below which we will implement in Mitcham over the next few months.



- Appointing experts to carry out business support and market regeneration activities.
- Starting the process of revitalising the market by holding a series of events to raise its profile.

www.merton.gov.uk/rediscovermitcham



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Mitcham

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Junction and Upper
Green West

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Three Kings Piece
& London Road South

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Raleigh Gardens and
Holborn Way

1 & 2. Two recent “test events” to demonstrate the potential of Mitcham Market... ‘Make Mitcham Your Valentine’ and the ‘Spring Clean’.

An improved town centre is almost here

The good news is that following agreement by Transport for London to support the development of the scheme, **Rediscover Mitcham** has a budget of £6.2m and will be the largest town centre regeneration project in Merton so far. Therefore the decisions we make now will impact the town centre for future generations so please read this document and let us know if you support our proposals.

Inside you will find a survey form and a reply paid envelope. Please ensure that your voice is heard and send this survey back to us no later than Friday 26th July 2013. You can also fill out the survey online at www.merton.gov.uk/rediscovermitcham

FAQs and factsheets

There are answers to a number of ‘frequently asked questions’ about **Rediscover Mitcham** which can be found on our webpage www.merton.gov.uk/rediscovermitcham or alternatively write to us at the address below for a copy in the post.

Rediscover Mitcham
Future Merton
Civic Centre
London Road
Morden SM4 5DX

A vision for Mitcham

We all know that high streets across the country are under pressure due to competition from out of town shopping centres, the growth of internet retailing and from the overall economic climate. Mitcham also faces specific challenges such as low pedestrian numbers in some parts of the town, the lack of a busy ‘core’ area, little activity after dark and the negative impact of heavy traffic around the main shopping centre. Until recently the absence of a railway station had also reduced its attractiveness as a commuter town which has in

Rediscover Mitcham is a multi-million pound investment to achieve our vision of an attractive, prosperous, vibrant and accessible town centre

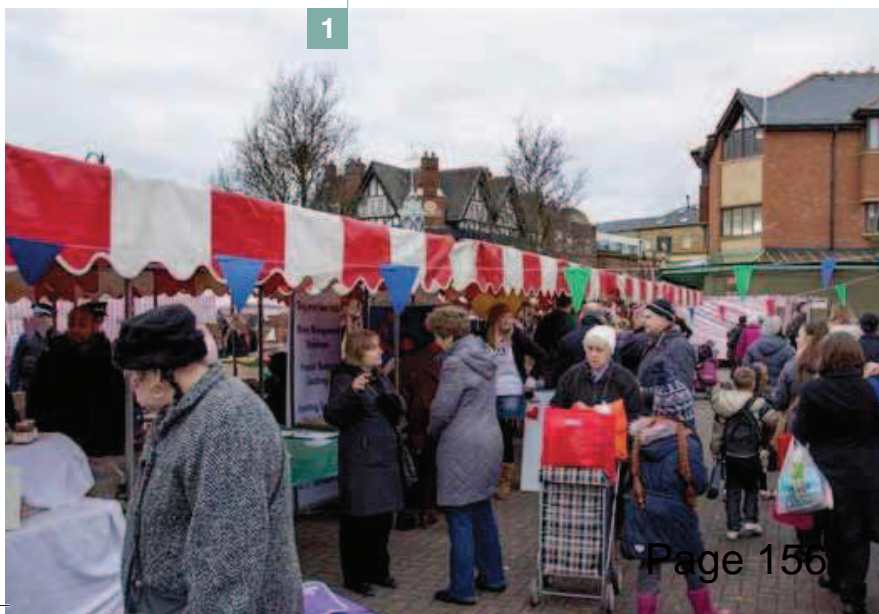
turn meant that investment and business has gone elsewhere. While Mitcham boasts some excellent local shops as well as national chains, the overall sense is that Mitcham has suffered in relation to nearby towns and this has been reflected in the gradual decline of the town centre. The recent opening of Eastfields Station and award winning new housing developments in and around Mitcham which attract a younger demographic, offer an opportunity to turn around these fortunes.

As such we need to give Mitcham every chance to succeed. This means increasing the use and vitality of the town in order to attract and sustain businesses and market stalls for people living, working and travelling through Mitcham.

A successful town needs a vibrant and attractive centre. The centre is the heart of the town and is the identity people think of when deciding about whether to visit, live or invest in the area.

There is no doubt that the Fair Green and its immediate surroundings are the centre of Mitcham and the key to its rejuvenation. **Rediscover Mitcham** is a partnership project to restore the heart of Mitcham. It aims to improve accessibility to the Fair Green and surrounding streets by making pedestrian movement around the area easier therefore contributing to a revival of the shops and market. While a key objective is to physically improve the town centre – the project is not just about that. Previous work to simply brighten up the area hasn’t delivered and the council is keen to commit to a longer term vision of Mitcham as a town that works well for residents and businesses. We ask you to think about the bigger picture and what is really going to bring people to Mitcham.

We also want to make the Fair Green an attractive, pleasant, safe and convenient place to be. This means improving the Fair Green itself and the routes to the Fair Green. To achieve our vision we want to make the Fair Green a simple and easy place to get to for people walking, cycling and travelling by bus and by car.



Getting the look of your town centre right

A theme for Mitcham

Whilst Rediscover Mitcham is much more than a 'tidying up' exercise, the look, feel and personality of the area is very important. We believe that the message from the consultation is that people want the town centre streets to be well lit, easy to navigate, safe, green and good to look at. We know from the consultation that providing space for relaxation, community events and activities is of great importance and any design must reflect this.

We have considered the history of Mitcham, its one time status as a Surrey village, and its current function as a suburban London town centre with local shops, services and transport facilities. We have also thought about the wide range of people who use the town centre, not just now but over the next 10 – 20 years, bearing in mind that the population of Mitcham is becoming younger and more diverse.

We have developed a palette of street furniture and finishes (paving, benches, lighting columns etc) which we believe best reflects good quality and achieves a balance between both the traditional and contemporary design, both favoured strongly in the last consultation. We have also paid careful attention to such matters as environmental sustainability through the reuse of some of the existing materials in the town such as paving and street lights. Where we are proposing new materials we will ensure that they are well designed, appropriate and robust to the 'wear and tear' that any busy town suffers.

Below are a number of material proposals which will characterise the **Rediscover Mitcham** scheme and create an improved and unified look to the town centre. Please let us know if you agree with these proposals.

- 1 & 2** New high quality paving in key areas.
- 3** Where possible reusing existing red paving on pavements.
- 4** New bonded gravel paths through the Fair Green.
- 5 & 6** Locally inspired plants and new turf.
- 7,8 & 9** Low walls and benches for seating.
- 10** Feature lighting for Clock Tower.
- 11** Example of gateway feature – to be decided by a competition.
- 12** Hedges to help define the green areas.
- 13** A water feature as a focus to the green area.
- 14** Reusing the existing lighting columns around the Fair Green.
- 15** An example of a 'lane way' which can be replicated on Majestic Way.

A new look for Mitcham



Turning a vision into reality

Before going on to the specific proposals within our plan we will discuss some other issues which impact the entire scheme.

Lighting Strategy

People wish to see more and better lighting throughout the town centre. In response we will install 'white' LED bulbs to improve the quality of the lighting and increase the number of lighting columns. We will reuse existing columns and also use lights fixed to buildings where possible. We will also use 'uplights' for feature trees and coloured lights in key locations. The Clock Tower will benefit from lighting to highlight its importance.

Signage and advertising

Signage will change to reflect the new layout of the town centre. We wish to eliminate clutter so will ensure that signs are situated in suitable locations. We will extend the pedestrian signage system that has already been installed in Mitcham. We recognise the importance of advertising boards to promote local shops but will ensure that the town is not overwhelmed with boards blocking pavements and obstructing pedestrians.

Trees and plants

We are very aware of the importance of minimising the loss of trees as part of this scheme, however the wider plan does require the removal of trees in some locations. On the map on page 5 we have outlined in brown where trees will be removed and in orange where they will be replaced by new trees.

Despite the removal of some trees, many more new trees will be planted to replace them. Consequently **Rediscover Mitcham** will increase the number of trees in the town centre and all trees will benefit from protection orders to ensure that they will be enjoyed by future generations.

Plants are attractive, can help reduce air pollution and the impact of traffic noise. There could be a role for community involvement in planting and tending certain beds. Mitcham, once famous for its lavender, will again become a town in bloom.

Toilets

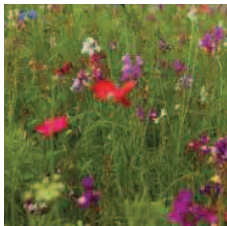
Unfortunately it is not realistic to re-open the toilets in Sibthorpe Road car park nor to provide a new toilet facility on a similar scale. However we recognise that an additional facility, to compliment the existing community toilet scheme, will benefit the town centre and encourage people to stay longer. As such we are proposing a small coin operated toilet with urinal in a central location close to the Fair Green and Market.

Ongoing management of the town centre

The town centre must be kept in good condition after the end of the improvement works. The council will continue to keep the streets clean and tidy but we are also keen to increase the role of the local community in the future of the town centre. **OneMitcham**, in which local people and our team of architects, business advisors and market experts work together to promote the interests of the town centre is one example of how **Rediscover Mitcham** is helping to boost the town centre. Go to www.onemitcham.com for more details of how to get involved.

Public Art

Public art adds character and identity to a place. We want to work with the community and **OneMitcham** to commission two gateway art installations at both ends of the Fair Green. You will already have seen some new murals in the town, which is part of the Artportunities initiative to brighten up Mitcham.



1. This free standing coin operated facility can offer some toilet provision in the town centre



SUMMARY OF PUBLIC REALM PROPOSALS



1. This image shows an artists impression of how the Fair Green will look under the councils proposals. The green space has been redesigned to provide a garden area housing the Clock Tower close to the market with a larger area for relaxation and events. The area will benefit from new paths, trees and landscaping. A water feature in the Fair Green will provide a new community focal point and promote use of this space. The green spaces are bounded by new pavements and a one way street to allow for short term parking/serving close to the shops.

2. A relatively small change to Majestic Way by removing the canopy on one side can make the area brighter.

3. This image demonstrates our proposed design for Majestic Way. It becomes more of a 'lane way' with ample space for both pedestrians and cyclists.

Fair Green and Majestic Way – the heart of Mitcham

In the earlier consultation we offered you four broad ideas about how the Fair Green could look in the future and asked for each to be ranked according to preference.

What the consultation told us is that many people prefer a traditional green as their first option, although many other people also like a modern space. A contemplative space is also a popular second option and this also sits well with both a traditional and modern green concept.

Our Proposals

In picture 1 we show what the Fair Green will look like. It includes a simply designed garden with seats, lights with a defined perimeter. You will see a space which can be used for community events. We propose to include a real focal point to the green with a water feature with decorative lighting. Remember that a space which is traditionally laid out can also have a modern design.

The new Clock Tower is moved back to its original position, in a formal garden, and restored to its former glory. This will provide a landmark and gives this forgotten part of the green a purpose. The Clock is now in a more appropriate and calm setting, with seating located close by.

Along the edge of the Green (Upper Green East and West) we are proposing to restore a one way street to the north and east.

This street serves a number of purposes:

- It allows people to park for a short time close to the market and shops. This may encourage more "convenience" type shopping for which Mitcham is well suited.
- It improves the access to the market for traders and stops them driving over pedestrian areas, as is currently the case.
- It improves servicing and loading for local shops.
- It creates more activity in the area.
- It serves as a route for cyclists.

This street will have pedestrian priority and a 20mph speed limit.

Majestic Way

Majestic Way is an important shopping area in Mitcham. Currently there are significant problems with cyclists mixing freely with pedestrians. Although cycling is banned it still continues. To some extent this route is sensible for cyclists because it provides a direct link to Eastfields station. Cycling is at the heart of the Mayor of London's transport plans and some of the success of **Rediscover Mitcham** will be measured against the benefits that it brings to cycling in the area. However we do not wish to see pedestrian safety compromised. Therefore we propose to create a new 'lane way' feel to Majestic Way in which cyclists can safely proceed along a clearly marked cycle way, keeping separate from pedestrians. This will be accompanied by a range of improvements to Majestic Way itself such as the removal of street clutter, improved lighting and paving. We are also keen to remove one of the canopies in Majestic Way to allow for more light into the area and to increase the sense of openness. Finally where Majestic Way meets St Marks Road we will improve pedestrian priority to ensure that vehicles entering the health club car park are not endangering pedestrians.



The Market

The market itself will be redesigned and managed with some weather protection and lighting to allow for longer hours of operation and to provide it with more presence. We hope this will encourage more stall holders to set up in the market. We have employed a specialist in market regeneration to work with stall holders to consider what steps can be taken to improve the market.

Based on the analysis of the strengths, weaknesses and opportunities of the market we are proposing the introduction of a fixed canopy roof over the market square. This canopy would incorporate lighting and a power supply.

The advantages of this structure are that it provides a permanent presence for the market and could also be used for community events when not in use by stall holders. Stall holders would remove their stalls at the end of each day.

This canopy has been designed to reflect the history of Mitcham with its intricately detailed roof which alludes to the long gone Holborn Buildings.

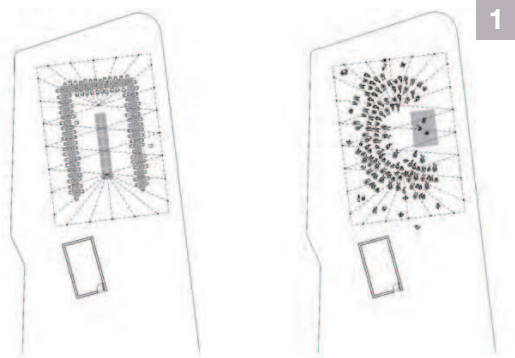
The canopy structure would be constructed of steel and glassfibre with a semi-transparent roof and would be designed to deal with the day-to-day wear and tear of market operation.

The market would be situated next to the new bus only street and we would expect that the area would be busy with people waiting for and travelling on buses throughout the day and evening. This will provide more business for the market but also ensure that even when the canopy is not in use, it will be well observed in order to discourage people from using it for anti social reasons.

Based on the 'test' events carried out so far in the market, and discussions with the stall holders, market managers and market experts, we propose that the market should be organised in two blocks with a central pedestrian route.

This will also allow people to see through the market to the Clock Tower offering an iconic view of Mitcham.

We would also like to provide a new seating area for the cafe building bounded by plants to provide a pleasant place to sit and enjoy your coffee.



1

1. These examples show how the canopy could be used for community events such as concerts.

2. This is an artist's impression of the design of the canopy.

3. This image shows how the design of the canopy could look when in place. The final design will depend on issues such as planning permission, costs and maintenance impacts.

4. This plan explains all of the proposed changes in and around the Fair Green. It shows how the new space will work and the scale of proposals such as the new streets and the market canopy.



2

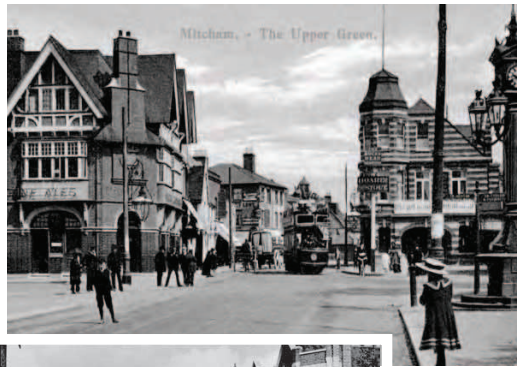


3



4

Fair Green has always been a crossroads reflecting Mitcham's position in the centre of South London. While the amount and type of traffic has changed dramatically since these photos were taken, the reintroduction of buses through the Fair Green does reflect the historical layout of London Road.



Our case for introducing a bus only street

When London Road was pedestrianised in 1993, it was in response to high volumes of traffic that were clogging up the town centre, and the previous Fair Green was surrounded on all sides by wide and busy roads. Holborn Way was built in response to this in order to remove this traffic from the heart of the town.

At this time pedestrianisation schemes were often seen as the 'cure all' solution for town centres. In fact while they do work well in many places where there is high pedestrian demand, in Mitcham the attraction of other shopping centres has proved too strong. The outcome is that the businesses and quality of the pedestrian area have suffered from decline and neglect.

Taking the stretch of road between the Kings Head pub and the junction of St Marks Road, 5,500 people use this area each day, this is less than 50% of the number 5 years ago. In Majestic Way over 10,000 people pass through the area each day. Both these figures are low compared, to, for example, Wimbledon where more than 20,000 people pass through the busiest footways during an average day. The area is particularly poorly used at night with a perception of crime and lack of personal safety. In this context it will be hard to persuade shops and market stalls to come to the area.

Using TfL bus survey data we estimated that by allowing buses into the London Road, around 5,000 to 6,000 extra pedestrian trips per day will be made into the Fair Green area. These people can provide custom and footfall for local shops and stalls as well as increase the amount of activity in the area which will improve the perception of safety, particularly at night time when the Fair Green is currently empty, isolated and feels intimidating.

Road safety is also a key concern, particularly as the area is used by many people including elderly people and children. A 20mph speed limit will be put in place and the overall design, including lighting, paving and street furniture, will help maximise pedestrian safety. There are many areas, often busier than Mitcham, where bus only streets run close to shops and there is no evidence that there is a significant impact on safety. Examples of successful bus only streets can be found locally in areas such as St Johns Hill in Clapham Junction, as well as in other parts of London such as East Ham, Barking and Peckham.

Of course there are also other advantages in bringing buses into the town centre. It means buses are integrated in one location, giving bus users more easy and convenient services to similar locations. It also allows for space currently being used by buses to be released for other uses, for example pedestrian space or future development opportunities. Removing outlying bus stops will also reduce congestion in the area. Another benefit is that it creates a through route for cyclists, separating them from general traffic and pedestrians.

Will Fair Green become smaller or larger?

Currently the grassed area known as Fair Green is made up of three types of land – highway land (from the pre pedestrianisation era), common land and town green. Although some of the grassed area will be used for the bus only street, most of this grassed area is currently highway land and has been for many years.

Rediscover Mitcham will in fact create a green space that is fully registered as town green rather than a mixture of different land types. Although this may sound very technical and irrelevant, this is particularly important because it means an enlarged green will be fully protected for future generations to enjoy.



The new design returns the green space back to two triangular greens.

London Road

(currently the pedestrianised area)

In the first consultation there was strong support for the bus only street with 71% of people agreeing and 21% disagreeing. In subsequent workshops that were held to discuss the Fair Green design in more detail, there were some objections to the bus only street mainly due to perceived concerns relating to safety and to splitting the Fair Green in two. However even today the Fair Green functions as two distinct spaces. Nevertheless we have sought to address these concerns in our proposals though the design of both the bus only street and the Fair Green.

Our proposals

A bus only street through the London Road does not have to be wide nor heavily trafficked. The street will be no more than 6.5 metres wide, less than the original road, closed in 1993. As mentioned we would put in place a speed limit of 20mph and there will be safe crossing points at key locations for people who prefer or need to use designated crossings. The bus only street will have lower kerbs than a regular road in order to create pedestrian friendly design. There will be three bus stops, one southbound and two northbound and they will be located at either end of the existing pedestrian area as indicated in the plan on page 5. Improved lighting and paving will improve the quality and brightness of the area.

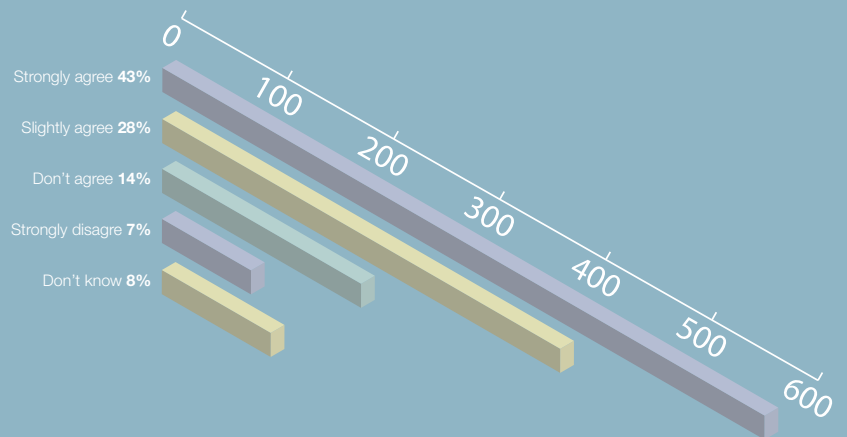
When considering the plan on Page 5 and the Fair Green layout plan on page 7 it is important to note the scale of the bus only street in relation to the surrounding area. The green space and footpaths still significantly dominate the Fair Green area. We have looked at public spaces

in other areas of London and it is clear from them that the design of the space itself is far more important for creating the sense of 'escapism' and calm than whether or not roads run immediately next to the space. As such we are keen to ensure that the boundaries of the Fair Green are clear and well defined something which it is currently lacking in places.

London Buses will also be consulting separately on the specific changes to bus routes as consequence of Rediscover Mitcham. You can find more details of these bus route impacts on our website www.merton.gov.uk/rediscovermitcham

1. Introducing a bus only street would encourage more activity in London Road throughout the day and into the night.

Introducing Bus Lane through Fair Green/ London Road



1. As this picture clearly shows, currently the Western Road junction is vast and creates a real barrier for pedestrians

2. The Western Road junction will see significant improvements for pedestrians.

We propose:

To make the junction much smaller.

To introduce more direct and shorter crossings for pedestrians.

To provide a direct crossing between the two sides of Upper Green West.

To relocate bus route 200 and create more space for pedestrians as well as improving the overall look of this junction.

reducing the feeling of traffic dominance.

The red dashed line on the drawing shows the existing curb line and how much space will be gained for pedestrians.

Western Road Junction

Your response to the consultation

There was very strong support for the idea of making the Western Road junction more pedestrian friendly.

Our proposals

We would like to transform this busy traffic dominated junction into something more appropriate for a town centre location. A junction that invites people to cross and knits together the parts of Mitcham currently split by Holborn Way.

This would involve relocating the 200 bus stop thereby creating a significant amount of pavement space on the corner of Raleigh Gardens. In addition we have suggested removing the left hand turn lane from Western Road to Holborn Way and instead creating a left and straight ahead lane. This left turn lane is often inaccessible due to vehicles queuing to go straight

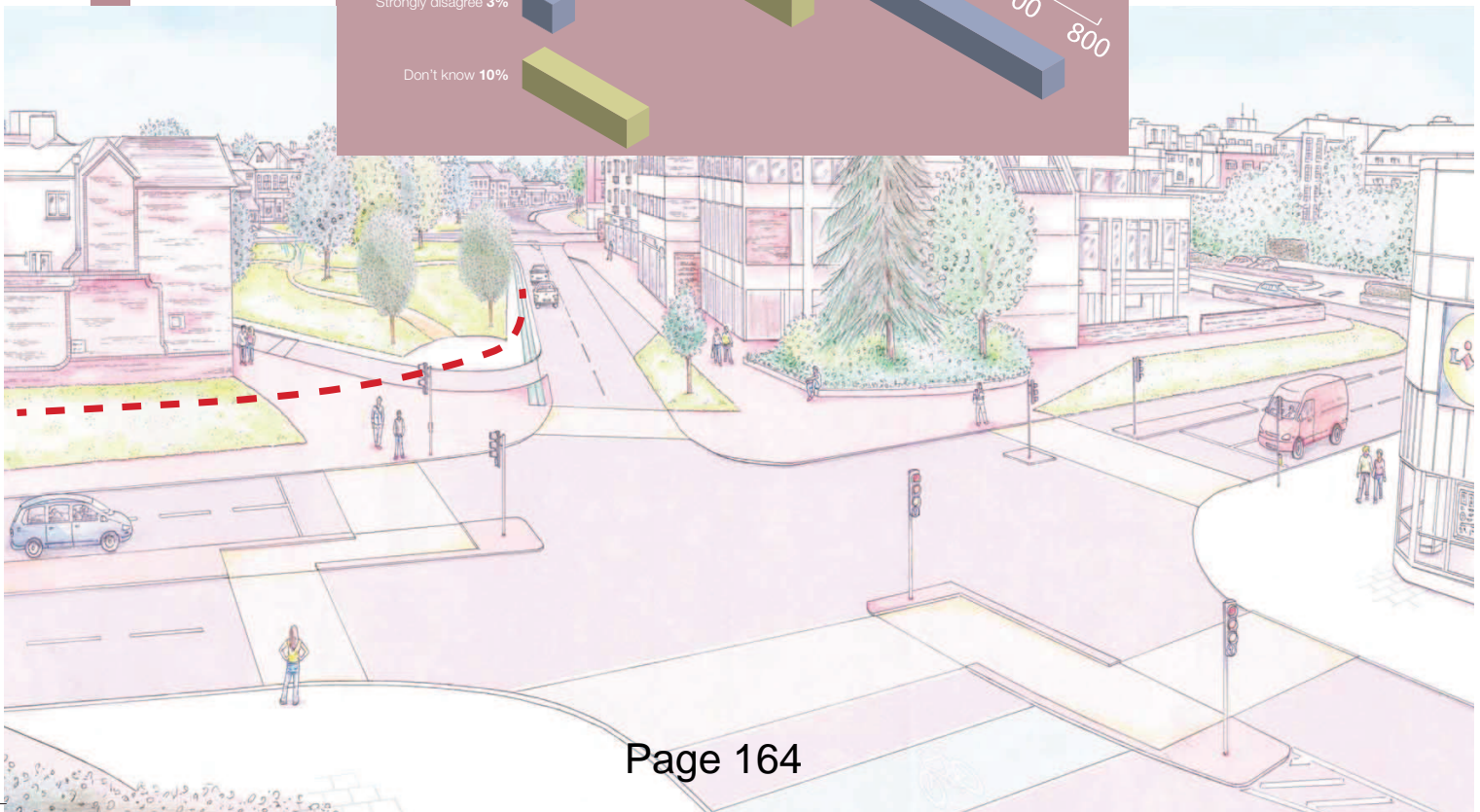
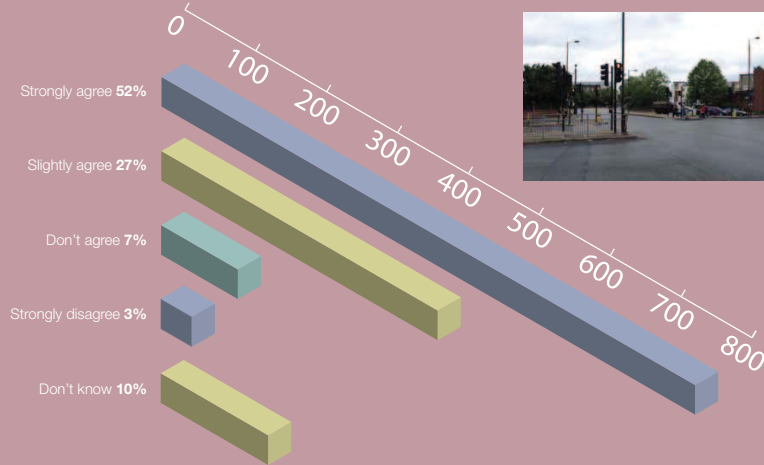
ahead so it is redundant and would be better used as footway space making the junction smaller.

The dedicated right turn lane from Holborn Way to Western Road will be removed and replaced with a shared ahead and right turn lane. The wide curve of the junction is tightened significantly to resemble a more conventional junction layout. This results in a significant increase in pedestrian space on the corner of Upper Green West which in turn creates in an enlarged Fair Green. We would intend to place an iconic 'gateway' feature on this corner.

We have simplified the crossings on every arm of the junction and also introduced a new crossing between Iceland and the Fair Green. Finally, we have catered for cyclists who wish to travel across the junction from Upper Green West to Western Road so they can cross safely at the same time as pedestrians.

Because buses would enter into the new bus only street in the Fair Green, this would allow the closure of the remote and poorly designed bus stops on the corner of Raleigh Gardens and the remaining service (152) will move to a new stop outside the entrance to Lidl in Western Road.

Making Western Road/Holborn Way easier to cross for pedestrians



Upper Green West

Fair Green is surrounded by wide and busy roads which do not give the opportunity for through traffic to stop. It will benefit the town centre to narrow these roads, to make them feel more part of the area and also provide some short term parking to support local shops. Upper Green West is currently a three lane road that is difficult to cross and feels like a through road rather than a town centre street.

Your response to the consultation

Support for short term parking closer to local shops is very high and this is a key part of the Upper Green West proposals.

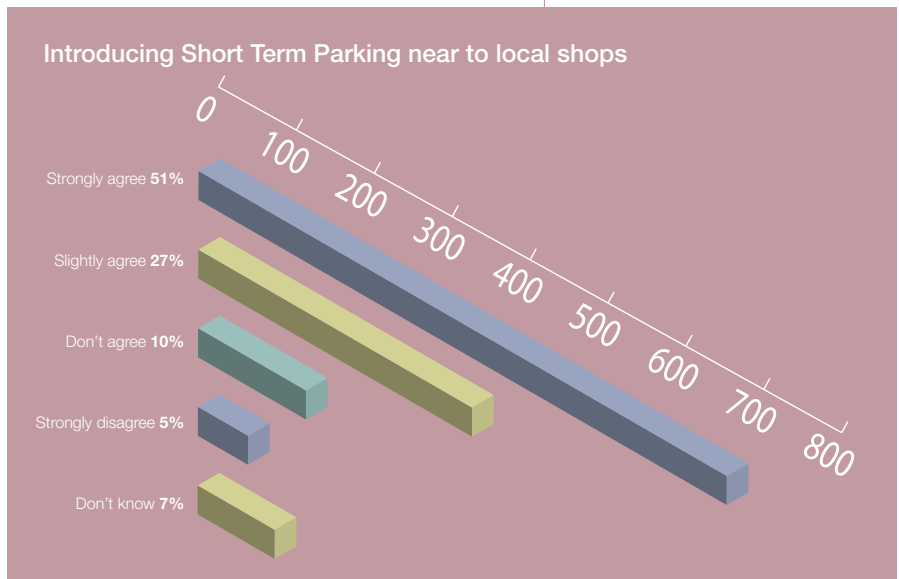
Our proposals

As part of the Western Road junction improvements we propose to create a new direct crossing between the Fair Green and the Iceland shopping parade. This will better link Upper Green West with the Fair Green.

In addition we propose removing one lane of traffic as analysis of traffic movements demonstrates that one of the lanes is rarely used. This allows the creation of a new parking and loading bay outside the shops for people to stop more conveniently. The bus stop currently on the corner of Upper Green West and the Fair Green would be closed and then moved to the bus only street in the Fair Green itself. This would improve traffic operation and safety as this bus stop currently causes traffic problems.

One of the advantages of narrowing Upper Green West is that it facilitates the provision of a two-way cycle lane along the edge of the Fair Green, without any loss of green space. This allows cyclists to safely proceed along Upper Green West in both directions. Also, with the junction improvements at Western Road and Upper Green East it also provides a missing link for cyclists who wish to travel in and out of Mitcham. Safe segregation of cyclists also benefits pedestrians as it reduces the likelihood of conflicts.

1. This picture shows a narrowed Upper Green West. This includes new parking and cycling facilities and an enlarged Fair Green.



1



1. These artists impressions shows how the boardwalk could look. It would offer a significant improvement in the accessibility of the area around the pond as well as providing for benefits to cyclists. We are still looking into the engineering and design issues associated with running the boardwalk along the road edge or slightly away from the road over the pond.

2. These bespoke benches celebrate the natural environment by pond as well as providing a place to relax.

Upper Green East and Three Kings Piece

The main proposal for Upper Green East is to move the existing pedestrian crossing from outside Hartgate Motorcycles to opposite the Post Office improving access between the town centre area and the common. This will result in a minor relocation of bus stops but no major changes to the road layout. The new crossing will allow cyclists to safely proceed to the new cycle lane. We will also widen the pavement on the north side of the road and improve the landscaping.

Moving further down toward the Three Kings Piece pond, we are suggesting that a new boardwalk could be constructed along the edge of the pond providing a direct link for pedestrians between the town centre and Mitcham Common. This boardwalk would open up the part of the pond currently inaccessible to pedestrians and make it feel a more visible part of the town centre.

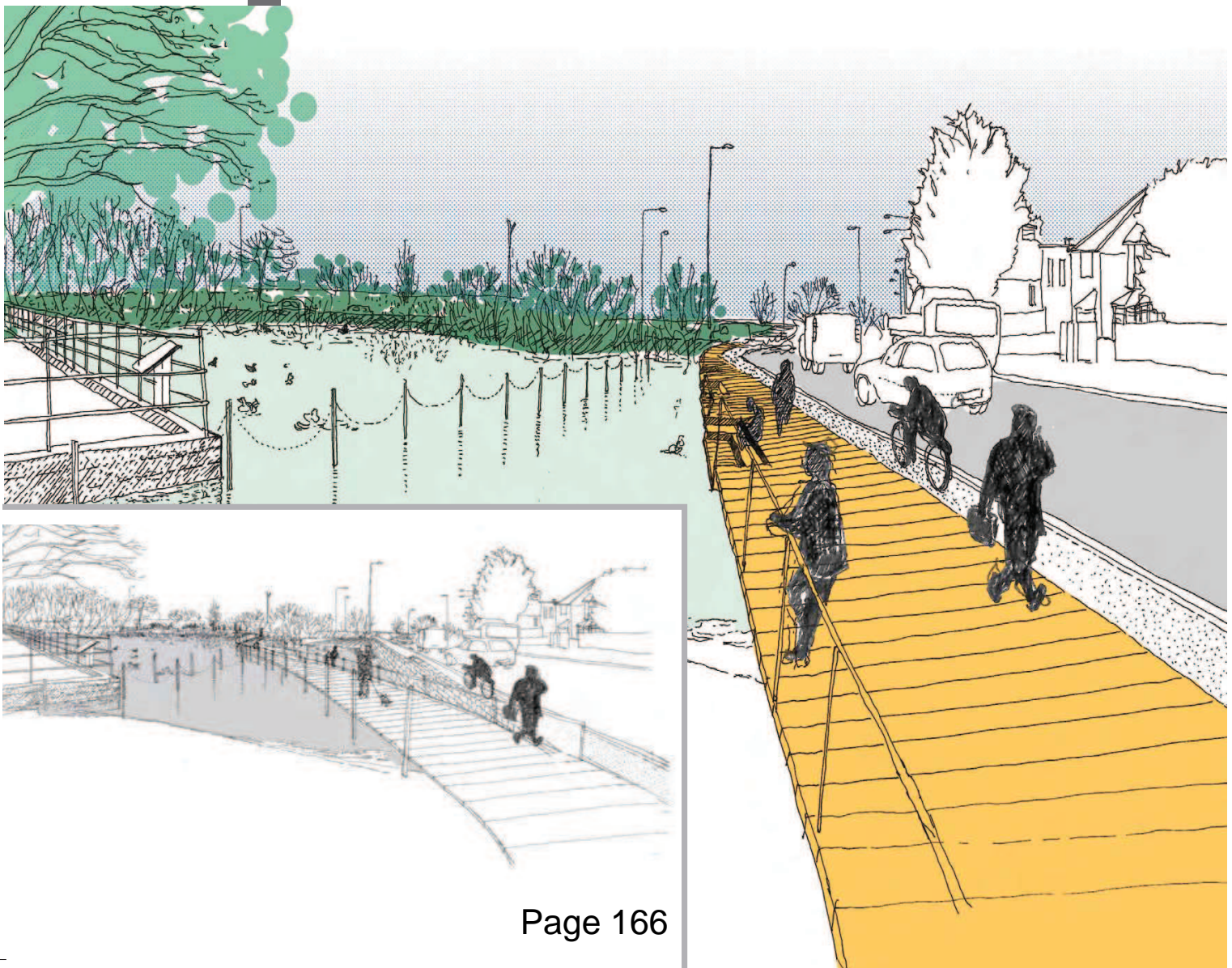


2

Additionally we can improve cycle safety past the pond and at the busy roundabout.

The area around the pond is a Conservation Area so we would be very careful to ensure that the final design of the boardwalk and any new benches is appropriate to the local environment and heritage.

1



London Road South

Bus only street options and impact on London Road/Junction with Upper Green East/West

As discussed earlier the council proposes the creation of a new bus only street through the old London Road which is currently pedestrianised.

We are currently using state of the art traffic modelling software to ensure that congestion does not increase around the area as a result of the Rediscover Mitcham proposal, but at time of going to press we are still evaluating the final traffic management options.

One option is the creation of a 'contra flow' bus/cycle only lane running from Raleigh Gardens to Fair Green. Should this be feasible it will require significant changes to the junction of Upper Green East, Upper Green West and London Road South. Primarily this involves making the junction slightly larger, but this is more than compensated by extending the Fair Green elsewhere. We will ensure that pedestrians links are in place across each part of the new junction.

The advantage of the contra flow bus/cycle lane is that it can offer greater benefit to buses and it creates a direct, short bus only link into the Fair Green. It also provides a safe through route for cyclists.

A further option is for north bound buses to enter the Fair Green using the existing gyratory (Raleigh Gardens and Upper Green West) before turning left into the new bus only street. This option would mean a slightly longer route for buses but has the advantage of being easier to achieve in terms of wider impact to traffic. This option would still provide for the contra flow cycle lane along London Road from Raleigh Gardens and would allow for pavement widening and planting outside the shops on London Road.

In both options it is possible to reduce the southbound traffic lanes from four to three to achieve pavement widening and reduce the impact of through traffic on this part of the town centre.

Our proposals

Picture 1 shows a bus/cycle lane running against the general flow of traffic. The area will be repaved and benefit from the high quality design that will be put in place throughout the town centre. Better crossing facilities are also put in place for pedestrians.

The bus only street will be separated from oncoming traffic by an island in order for buses to be able to safely reach the bus only street. The existing bus stop outside Tesco Metro would be moved a short distance back down London Road. This is to allow buses and cyclists to position themselves to get into the bus lane facility.

A new pedestrian crossing will be introduced across Raleigh Gardens to better link both sides of the road.

Both options would necessitate the removal of the existing parking and loading bay outside the shops between Raleigh Gardens and Upper Green West (see page 11). However the new extended parking and loading bay around the corner in Upper Green West can also be used for short term parking and servicing the shops on London Road.

1. This is a proposed new junction between London Road and Upper Green East and West. In this case the contra flow bus lane option is shown.

2. A redesigned London Road South with the 'contra flow' bus lane option. If, instead, buses use the Raleigh Gardens/Upper Green West one way system to get into the Fair Green, then the red bus lane in this picture would become a wider pavement and north bound cycle lane.

You can see the overall plan on Page 5.

1



2



1. The north end of London Road and junction with St Mark's can become a more pleasant area for pedestrians. The area will have improved lighting and planting.

Raleigh Gardens

Raleigh Gardens is the main part of the gyratory that surrounds Mitcham. We are aware that the removal of this gyratory is a key priority. However it is not achievable within the constraints of **Rediscover Mitcham**. This is mainly due to fact that it would involve changes to the buildings in the area. This is neither affordable nor desirable unless an alternative for local businesses is being put in place through a major new commercial development, which is currently not the case.

The work involved with **Rediscover Mitcham** certainly does not make any changes which would prevent further work on gyratory removal in the future. In the meantime the changes to Raleigh Gardens are minor and are generally about supporting the main works on the Fair Green. One specific proposal is the introduction of a new cycle lane on Raleigh Gardens to improve cycle safety on this busy road.

St Marks Road junction with London Road and Holborn Way

Your response to the consultation

There was clear support for improving the pedestrian facilities at St Mark's Road junction. This reflects the current problems with this area. The design of the junction does not promote pedestrian crossing as it is a complicated and large junction surrounded by obstacles.

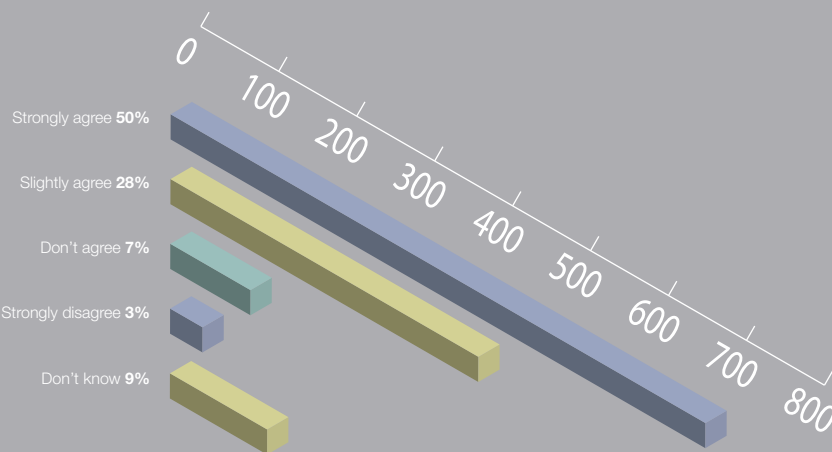
Our proposals

This area can be a well designed multi use junction that reflects its key role in moving pedestrians and vehicles both through the town centre and onto the Holborn Way bypass. By removing the guard railing and making the junction slightly smaller and simpler it is possible to make crossings shorter and quicker.

Buses and cycles can emerge and enter this junction through a new 'stage' of traffic that will be carefully designed to ensure that congestion for other road users is not increased.

The general appearance of the area can be improved so it becomes a more pleasant and welcoming place to be. This can include some additional seating, trees or green space.

Making St Mark's Road/ London Road easier to cross



Holborn Way

Consultation Response

The single greatest concern of people who responded to the consultation was the dominance of through traffic in Mitcham. Almost 90% of people who responded agreed that the council should try to do something about this.

Our proposals

We are proposing to slightly realign Holborn Way so it shifts to the north west. The main advantage of this proposal is that it allows the Sibthorpe Road car park to be extended therefore increasing car parking opportunities in the town centre. We estimate that approximately a 40% increase in parking spaces can be provided.

In addition a new junction could be added to allow for traffic to safely enter and exit the car park. The current arrangement which has 2 entry/exit points is not very safe and some people even use the car park to jump traffic queues on Holborn Way at busy times.

We are proposing to narrow Holborn Way to two lanes in both directions which allows pavements to be widened and the creation of a central reservation which can be planted with trees to create the feel of boulevard rather than a through road instead creating more of a town centre street that does not divide Mitcham into two parts.

In the future the car park site could be developed to create shops along the Holborn Way or other leisure uses.



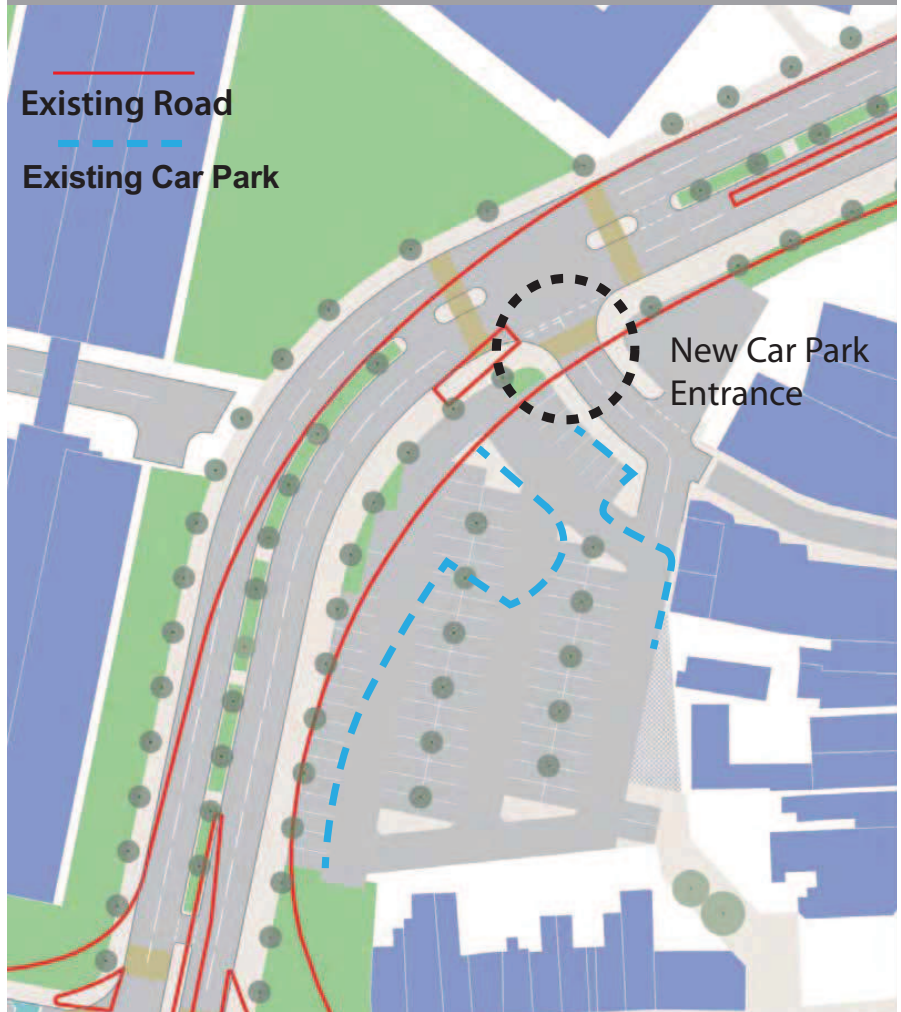
1. Holborn Way is currently a wide through route that does little to encourage people to cross and visit the town centre.

As the map shows the realignment of Holborn Way would involve a small change to the boundary of Sadler Close gardens. However this would be subject to specific discussion with residents of Sadler Close as well as Merton Priory Homes.

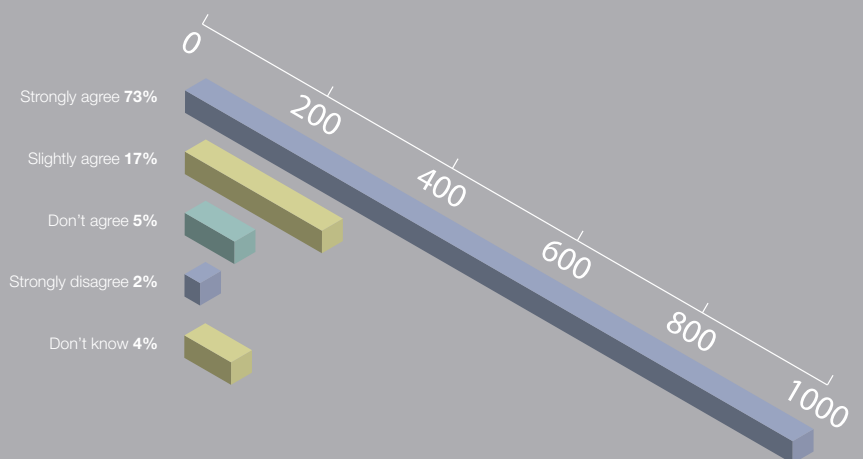
2. This map shows how Holborn Way would be slightly realigned to increase car parking and pedestrian space. (The red lines on the map is the current alignment of Holborn Way).

2

Making the bypass benefit the town centre



Should Mitcham feel less of a through route?



Rediscover Mitcham

Your space, your place, your future

What happens next?

Once we have your views we can start the process of gearing up to deliver the scheme. In some cases the proposals will require changes to traffic arrangements which will require a 'Traffic Order' to be consulted on which will allow people to comment on the final scheme design.

We will also form the artists impression contained in this document into a detailed visual plan of the scheme and ensure that this is well publicised in and around Mitcham as well as on the webpage

www.merton.gov.uk/rediscovermitcham

Project phasing plan

The following diagram sets out the construction programme over the next 2 to 3 years.



- 1, 2, 3** Upper Green East, Fair Green Garden, Market Square to March 2014
- 4 & 5** Upper Green West and main Fair Green to July 2014
- 6, 7 & 8** Majestic Way, Western Road and Upper Green West to December 2014
- 9** London Road to May 2015
- 10 & 11** London Road South and St Marks Road to October 2015
- 12** Upper Green East to December 2015
- 13** Holborn Way - Post December 2015

Don't forget to complete your questionnaire and return to us by 26 July 2013



Be a part of OneMitcham!
A town centre project to rejuvenate the market, shops & public space: making the most of what's happening in Mitcham.



Upcoming events - come along!

- Summer Solstice Market - 21st June
 - September Food Festival - 14th Sept
 - Christmas Winter Warmer - 7th Dec
- Many more events to come!
Visit www.onemitcham.com for details

* All our events take place at Mitcham Market, near the Clock Tower and the old McDonald's building

Free Business Support!

If you own or work for a business in Mitcham come on down to the Mitch Pitch; our very own pop up business centre located right in the heart of the market.

Every Tuesday and Thursday through the summer we will be offering free business advice, support, training and inspiration.

Drop in during July to pick up the Mitcham formula - one technique that will earn you more money immediately - whatever your business!

Contact us ...
e. team@onemitcham.com
t. www.twitter.com/OneMitcham
f. www.facebook.com/OneMitcham
w. www.onemitcham.com

Write to: Ross Mitchell, Future Merton, London Borough of Merton Civic Centre, London Road, Morden, SM4 5DX
Call: 020 8545 3837 - be sure to mention the OneMitcham project

The OneMitcham team is working to create an improved Town Centre, events and activities taking place in the area, offering free business support and opportunities for community projects.

SUPPORTED BY
MAYOR OF LONDON **Studio Weave** **LSX** **Revival** **merton**

This project is supported by the Mayor's Outer London Fund, which is helping increase the vibrancy and growth of high street places across London.

OneMitcham

OneMitcham is working in conjunction with Rediscover Mitcham running a whole host of events and activities to promote better business support and opportunities for community projects. To find out about public art projects, shop front improvements and upcoming events visit:

www.onemitcham.com

twitter: @onemitcham @futuremerton

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Rediscover Mitcham Survey

Your space, your place, your future

19 About you – by filling out questions 19 & 20 you will help us ensure that proposals developed for Mitcham are accessible for all those who use the town centre. Please tick all boxes that apply.

Please tell us your postcode

Are you?

Someone who goes to school or studies in Mitcham

A business owner in Mitcham town centre

A Shopper in Mitcham

A regular commuter into or out of Mitcham using buses

Are you? Male Female

Your age?

Under 15

15 to 24

25 to 44

45 to 64

65 and over

Thank you for completing this survey. Please return to us in the 'reply paid' envelope no later than Friday 26th July.

20 How would you describe yourself? Please tick only one box below

White

British

Irish

Gypsy or Irish Traveller

Any other white background (please write below)

Mixed/Multi ethnic group

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background (please write below)

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background (please write below)

Black or Black British

Caribbean

African

Any other Black background (please write below)

Chinese or other ethnic group

Chinese

Any other background (please write below)

Now that you have read the Rediscover Mitcham proposals booklet, please take the time to complete this survey and return to us in the 'reply paid' envelope to reach us no later than Friday 26th July 2013. Please feel free to photocopy the survey if you live in a household with a number of people who wish to complete it. If you would prefer, you can also fill in the survey online at: www.merton.gov.uk/rediscovermitcham

1 A Theme for Mitcham (Page 3)	Having considered the proposed materials (paving, benches, lighting etc) on Page 3 of the booklet what impact do you think they will have on the town centre?	<input type="checkbox"/> Very positive impact <input type="checkbox"/> Slightly positive impact <input type="checkbox"/> No impact <input type="checkbox"/> Slightly negative impact <input type="checkbox"/> Very negative impact
2 Public Toilet (Page 4)	Do you agree or disagree with the proposal to introduce a coin operated toilet and urinal in the town centre?	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Slightly Agree <input type="checkbox"/> Slightly Disagree <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Don't know
3 A new Fair Green (Page 6)	Do you agree or disagree with the proposed changes to the layout of the Fair Green set out on page 6?	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Slightly Agree <input type="checkbox"/> Slightly Disagree <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Don't know
4 A formal Garden (Page 6)	Do you agree or disagree with the proposal to create a formal garden with the Clock Tower as its centre piece?	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Slightly Agree <input type="checkbox"/> Slightly Disagree <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Don't know
5 A new Perimeter Street (Page 6)	Do you agree or disagree with the proposal to create a one way street around the edge of the Fair Green for access to short term parking and deliveries?	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Slightly Agree <input type="checkbox"/> Slightly Disagree <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Don't know
6 Majestic Way (Page 6)	Do you agree or disagree with the proposed changes to Majestic Way?	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Slightly Agree <input type="checkbox"/> Slightly Disagree <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Don't know

<p>7 Majestic Way (Page 6)</p>	<p>Do you agree or disagree with the introduction of a formal cycle lane through Majestic Way to Mitcham Eastfields Station.</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>8 The Market Canopy (Page 7)</p>	<p>Do you agree or disagree with the proposal to cover the market area?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>9 London Road Pedestrian Area (Page 8)</p>	<p>Do you agree or disagree with the proposal to introduce a 2-way bus and cycle street through the existing pedestrianised area of London Road?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>10 Upper Green West (Page 11)</p>	<p>Do you agree or disagree with the proposal to narrow Upper Green West to 2 lanes and to provide parking bays on one side of the road?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>11 Upper Green West (Page 11)</p>	<p>Do you agree or disagree with the proposal to introduce a 2 way cycle lane along the edge of the Upper Green West and the Fair Green?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>12 Upper Green East (Page 12)</p>	<p>Do you agree or disagree with the proposal to move the existing pedestrian crossing on Commonside East (outside the motorcycle showroom) closer to the town centre to a location opposite the post office?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>13 Three Kings Piece (Page 12)</p>	<p>Do you agree or disagree with the proposal to create a 'boardwalk' alongside the Three Kings Piece Pond (Duck Pond) for pedestrians?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>

<p>14 London Road South (Page 13)</p>	<p>Do you agree or disagree with the proposal to move and extend the existing parking bays at the northern end of the London Road South around the corner into Upper Green West?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>15 St Marks Road (Page 14)</p>	<p>Do you agree or disagree with the proposed changes to the layout of the junction of St Marks Road and London Road?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>16 Holborn Way (Page 15)</p>	<p>Do you agree or disagree with the proposal to make Holborn Way slightly narrower, increase the size of Sibthorpe Road car park and create a single entrance and exit point to the car park from Holborn Way?</p>	<p>Strongly Agree Slightly Agree Slightly Disagree Strongly Disagree Don't know</p>
<p>17 Turning a Theme into a Plan</p>	<p>Page 5 of the booklet shows the overall plan for the Rediscover Mitcham project. How satisfied are you with the overall proposals for Mitcham Town Centre?</p>	<p>Very satisfied Satisfied no opinion dissatisfied Very dissatisfied Don't know</p>

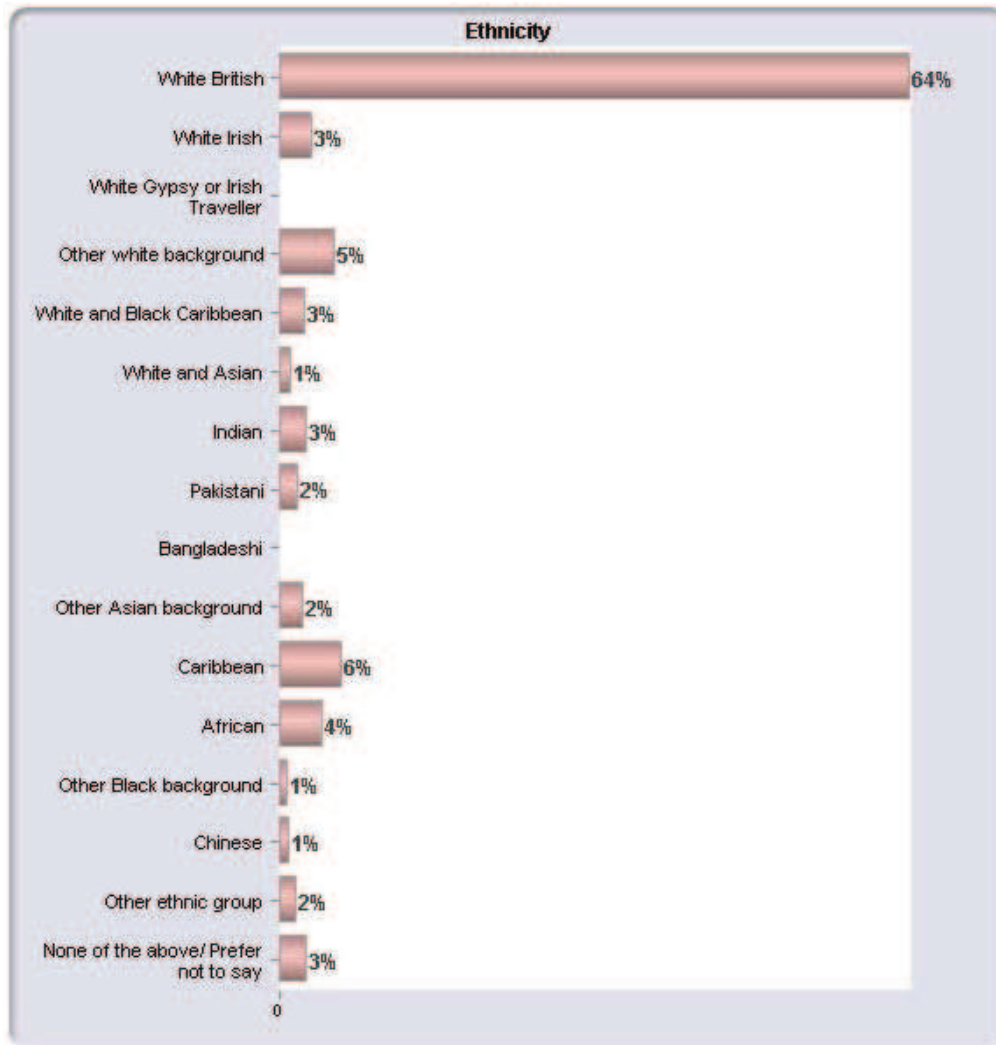
<p>18 Your comments Please tell us if you have any other comments about the proposed changes to Mitcham</p>	
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APPENDIX 3 - QUANTITATIVE OUTCOMES OF CONSULTATION

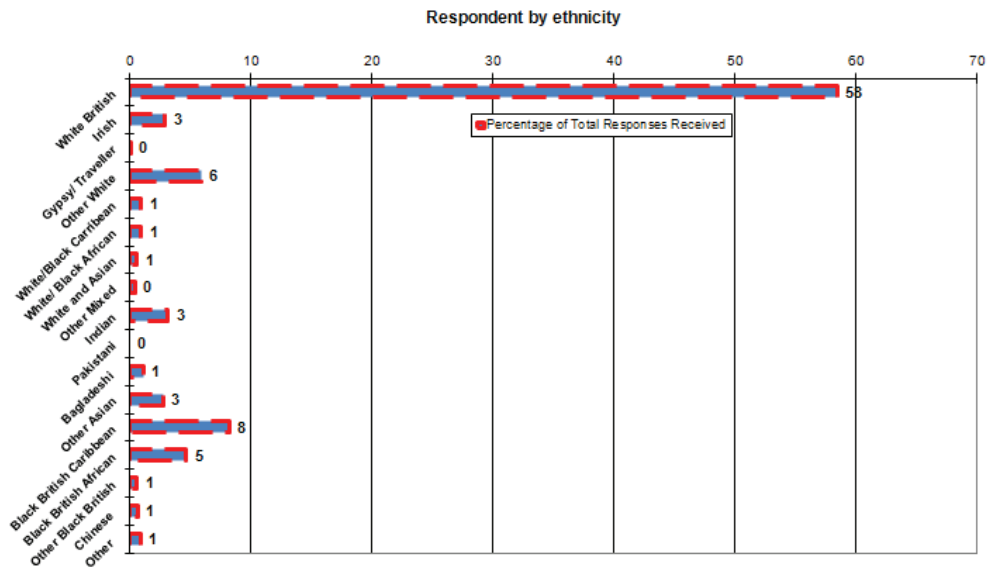
APPENDIX 2 – CONSULTATION OUTCOMES

Section 1 - Overall breakdown of responses

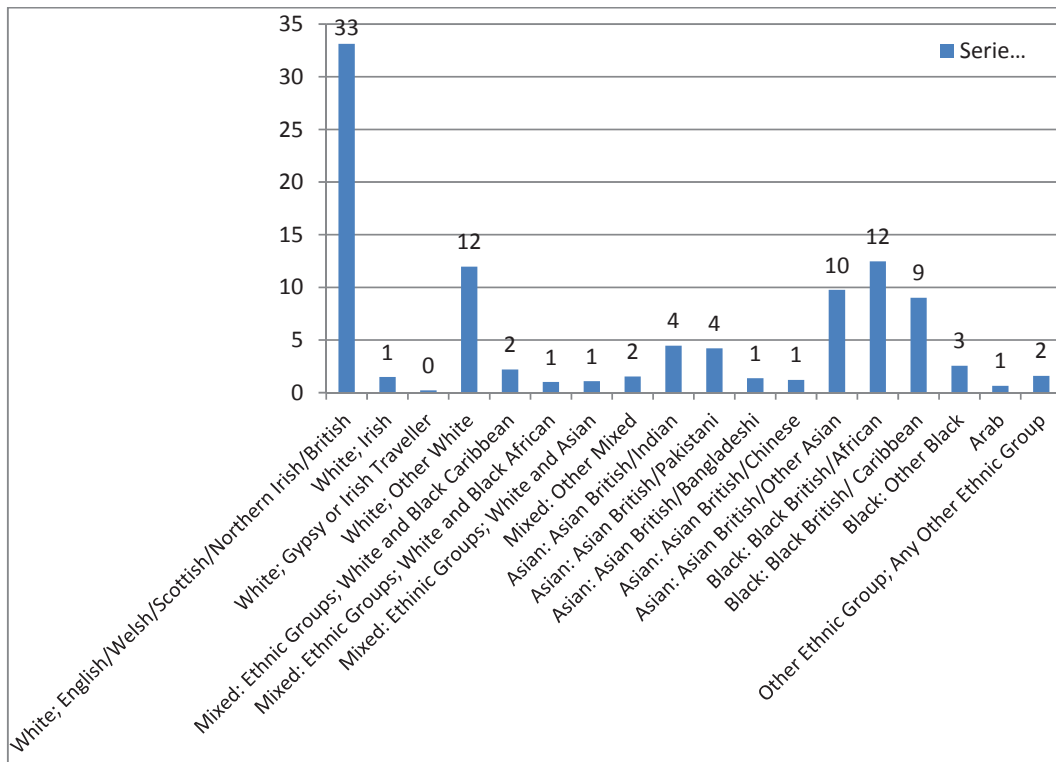
The ethnic breakdown of the responses in the 2013 was as follows:



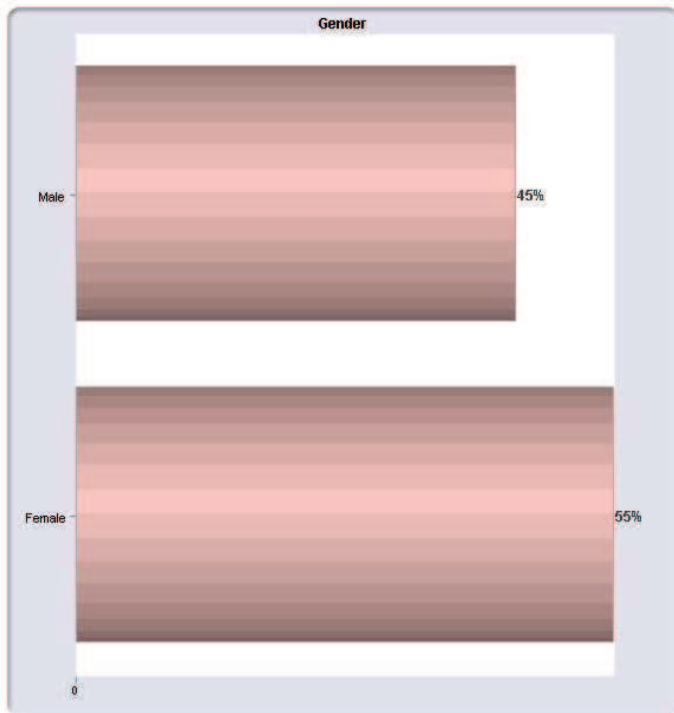
This was a slight increase in the percentage of non- white British respondents when compared to the 2012 consultation



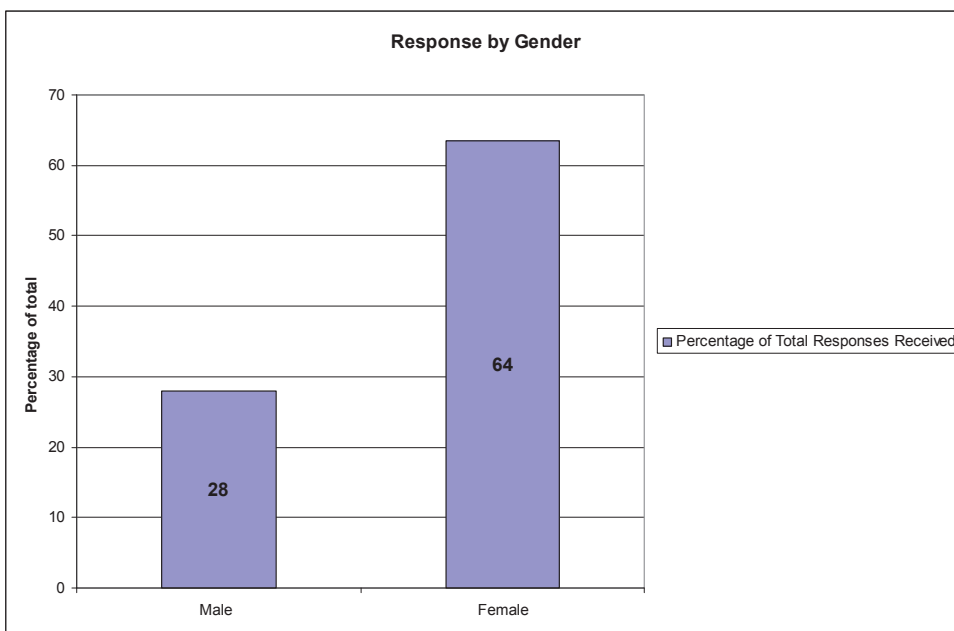
The overall ethnic breakdown for the Merton wards which fall mainly within the CR4 postcode is as follows



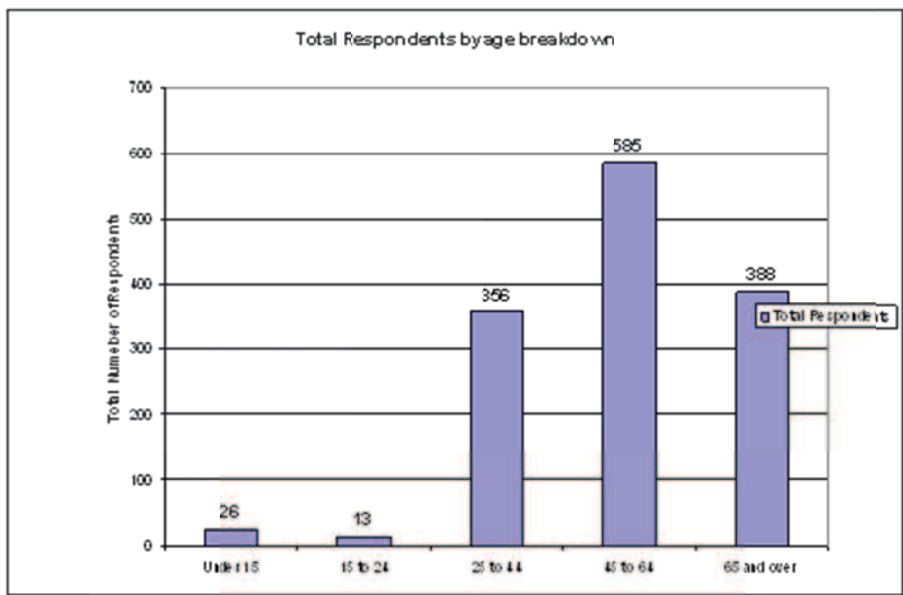
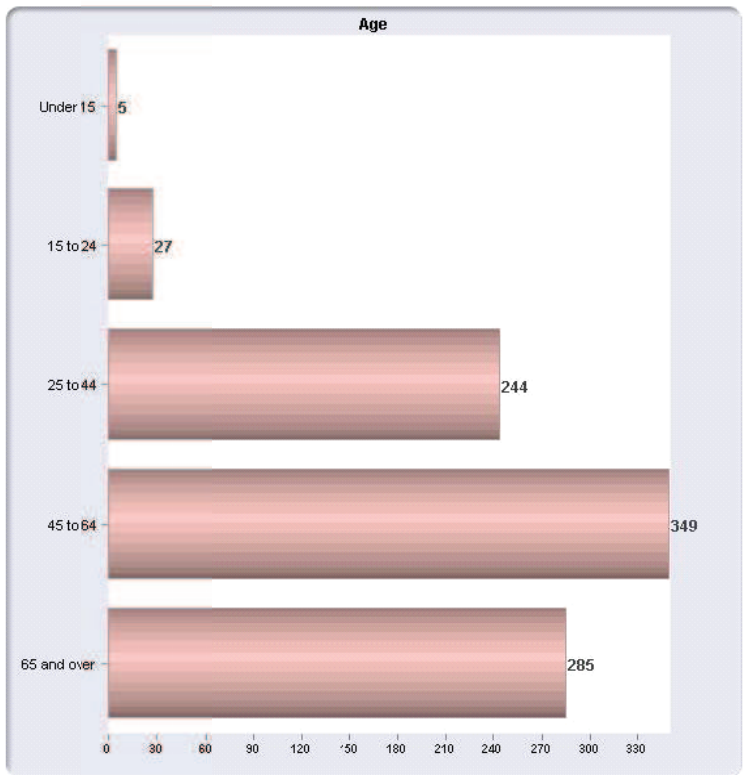
The gender breakdown of the respondents in the 2013 consultation was as follows



As can be seen in the table below, the gender breakdown was more balanced in 2013 than in the 2012 consultation

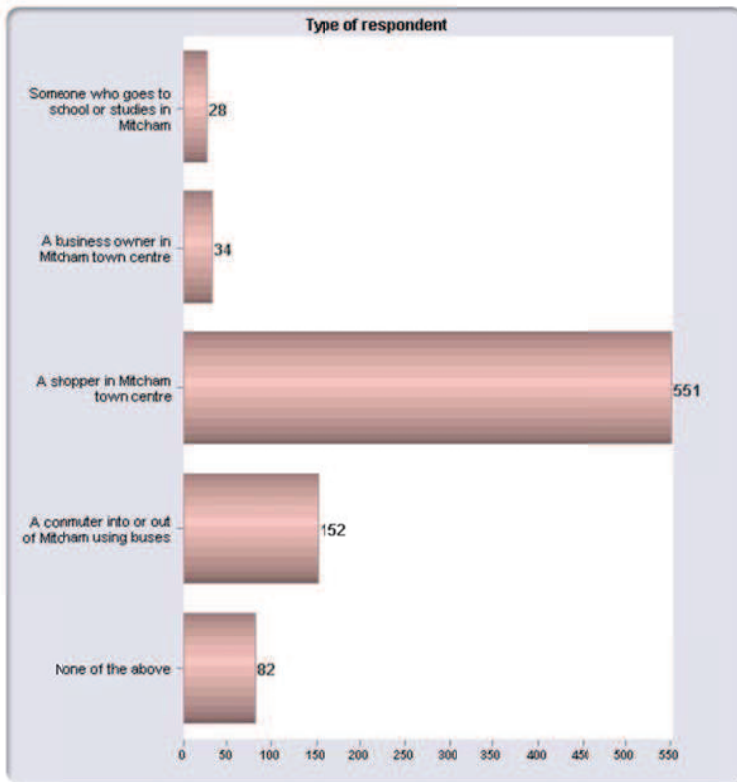


The age breakdown of the responses in the 2013 survey was as follows



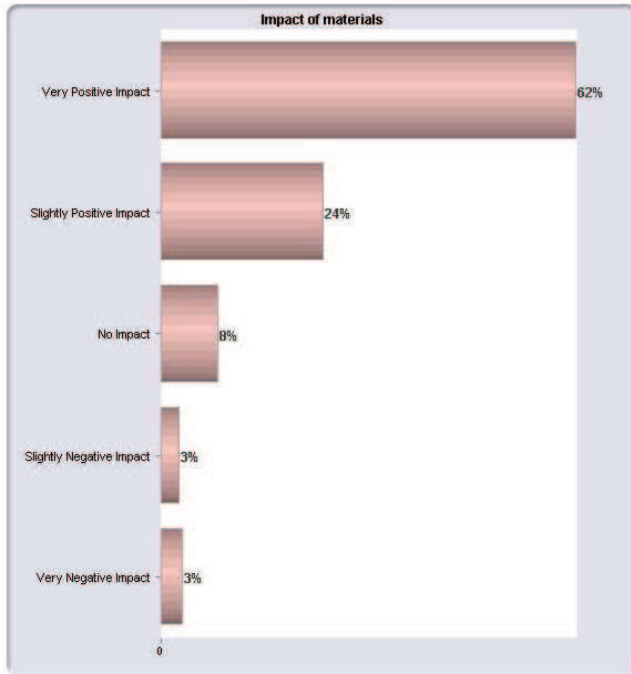
The age profile was very similar to the 2012 consultation

The respondents' relationship with Mitcham Town Centre is summarised in the following table:

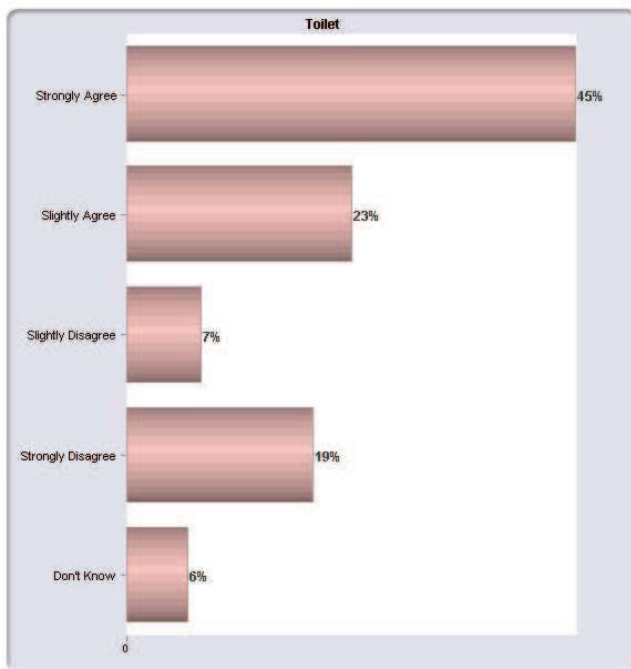


Section 2 Analysis of response by question

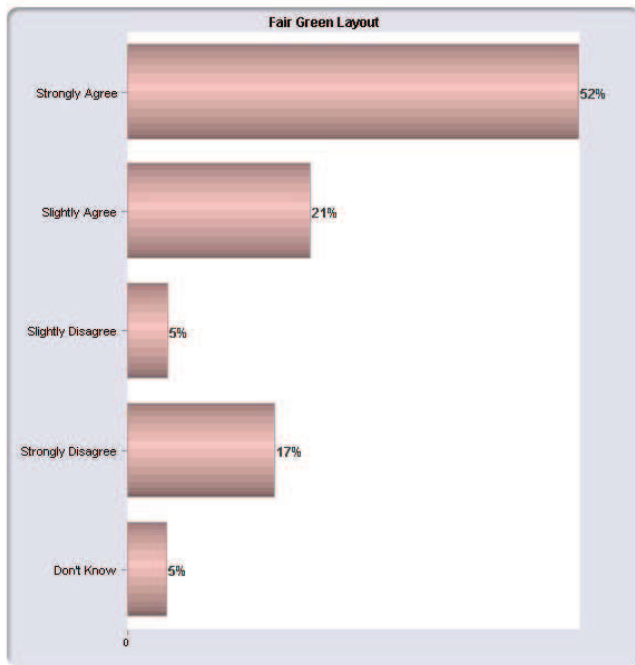
- 1) Having considered the proposed materials (paving, benches, lighting etc) on Page 3 of the booklet what impact do you think they will have on the town centre?



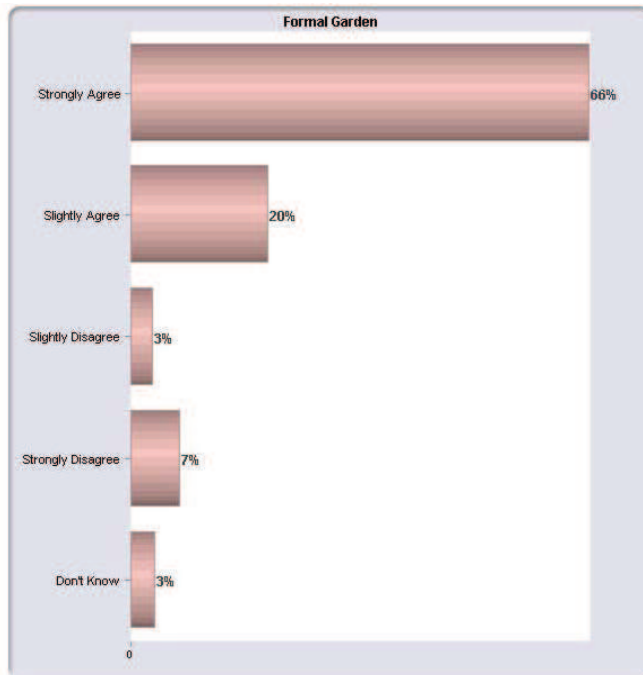
- 2) Do you agree or disagree with the proposal to introduce a coin operated toilet and urinal in the town centre



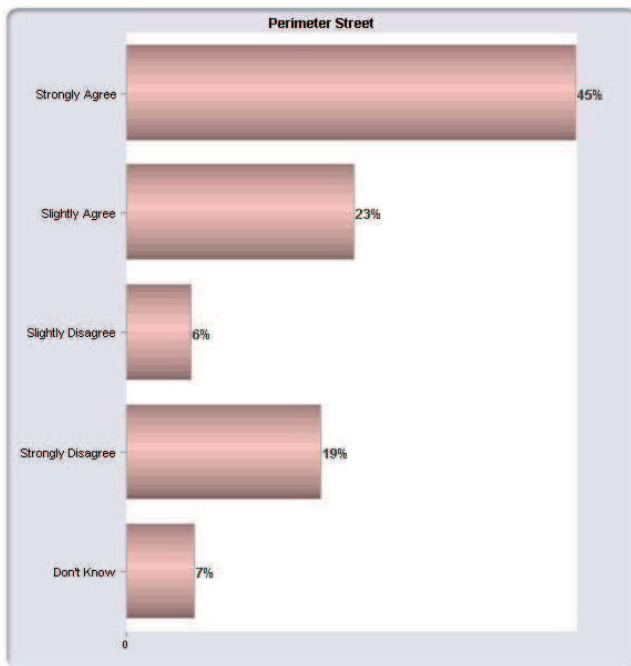
- 3) Do you agree or disagree with the proposed changes to the layout of the Fair Green set out on page 6?



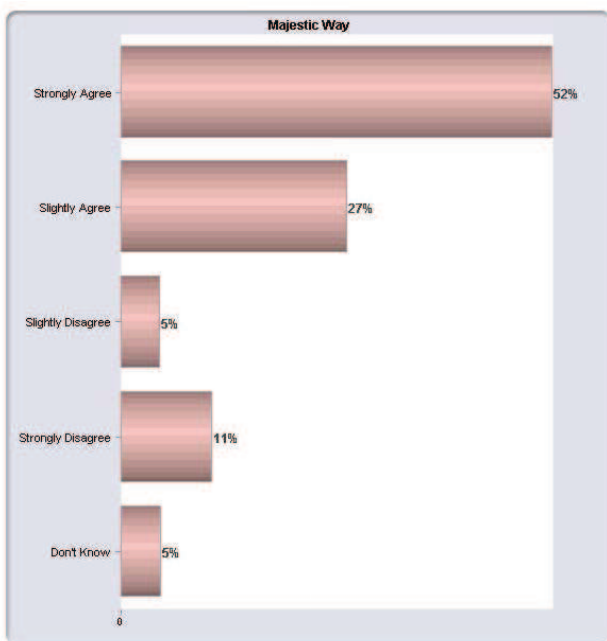
- 4) Do you agree or disagree with the proposal to create a formal garden with the Clock Tower as its centre piece?



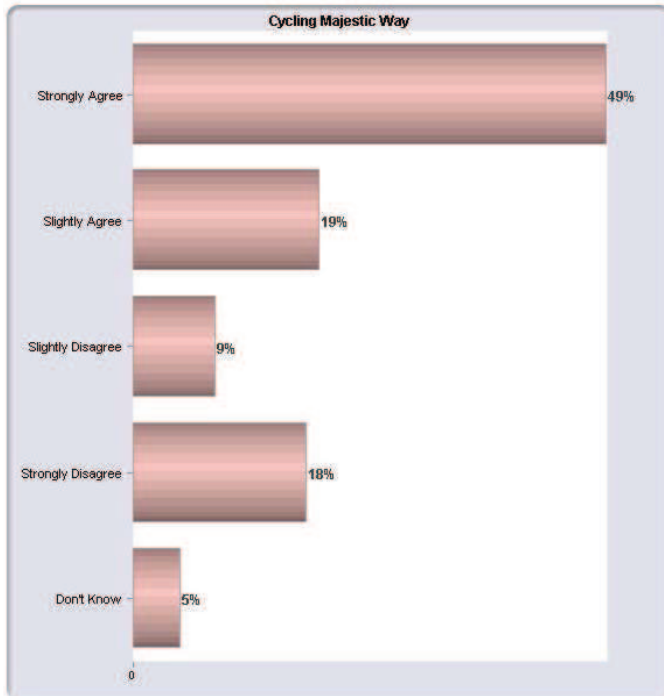
5) Do you agree or disagree with the proposal to create a one way street around the edge of the Fair Green for access to short term parking and deliveries?



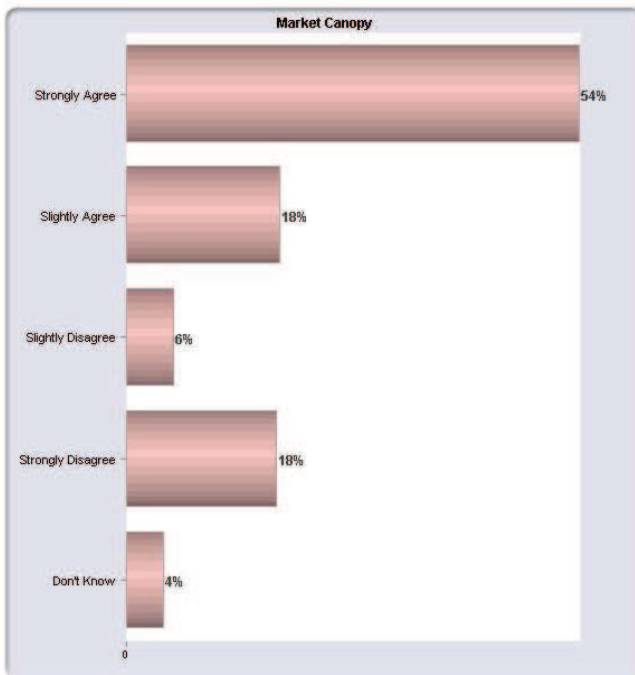
6) Do you agree or disagree with the proposed changes to Majestic Way?



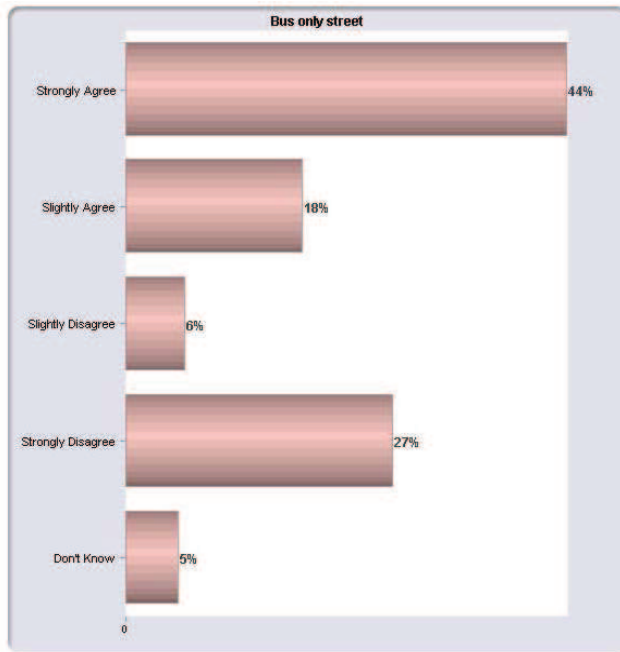
7) Do you agree or disagree with the introduction of a formal cycle lane through Majestic Way to Mitcham Eastfields Station.



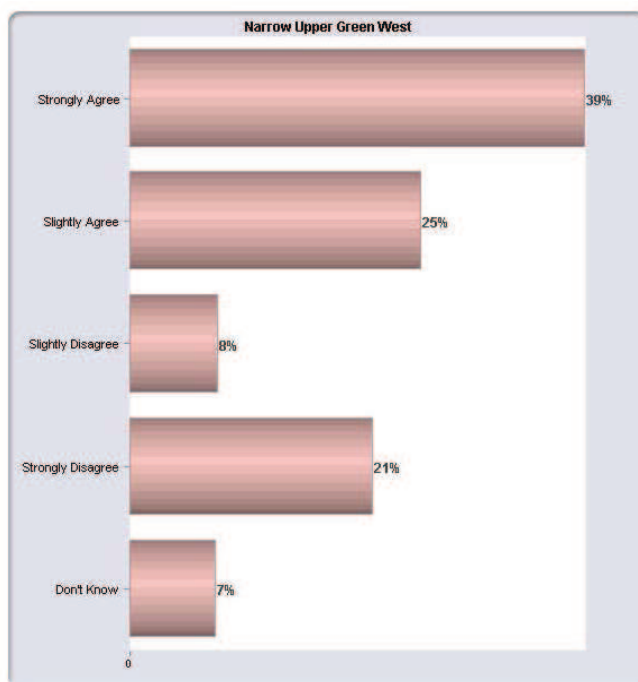
8) Do you agree or disagree with the proposal to cover the market area?



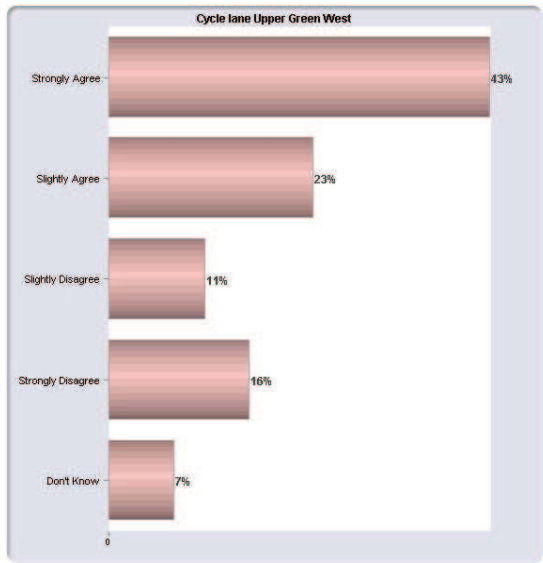
9) Do you agree or disagree with the proposal to introduce a 2-way bus and cycle street through the existing pedestrianised area of London Road?



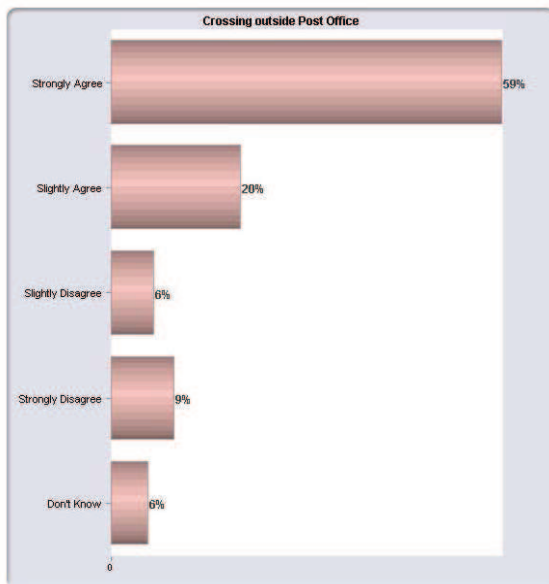
10) Do you agree or disagree with the proposal to narrow Upper Green West to 2 lanes and to provide parking bays on one side of the road?



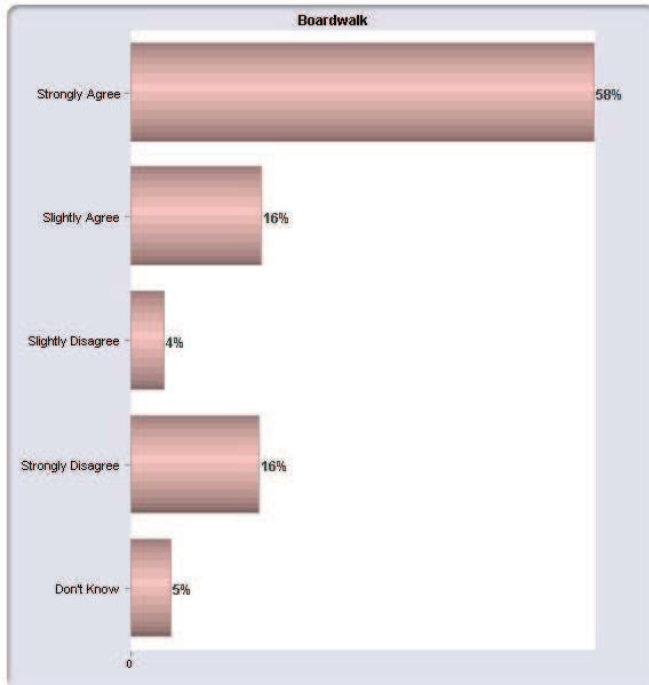
11) Do you agree or disagree with the proposal to introduce a 2 way cycle lane along the edge of the Upper Green West and the Fair Green?



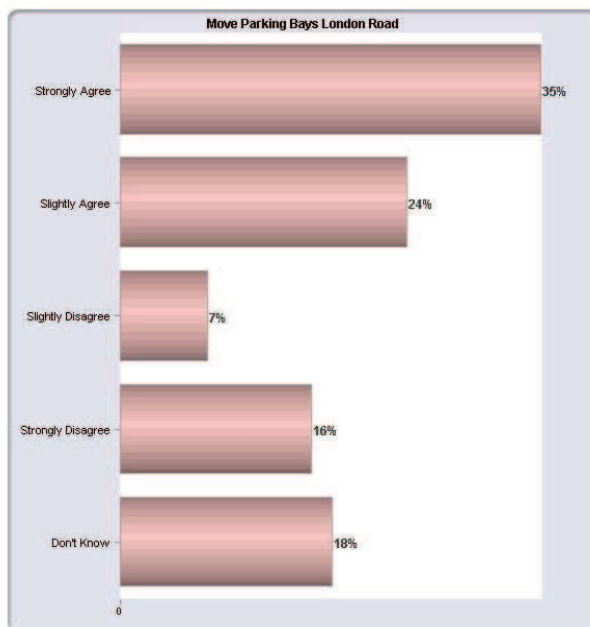
12) Do you agree or disagree with the proposal to move the existing pedestrian crossing on Commonside East (outside the motorcycle showroom) closer to the town centre to a location opposite the post office?



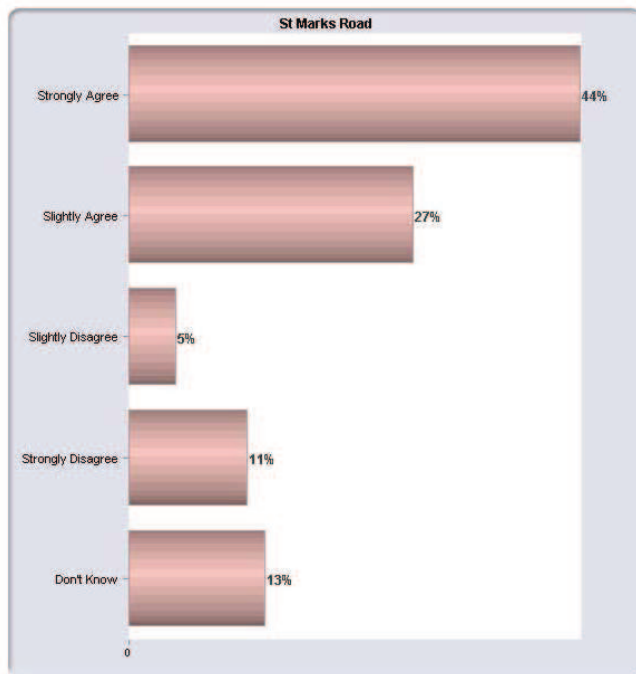
13) Do you agree or disagree with the proposal to create a 'boardwalk' alongside the Three Kings Piece Pond (Duck Pond) for pedestrians?



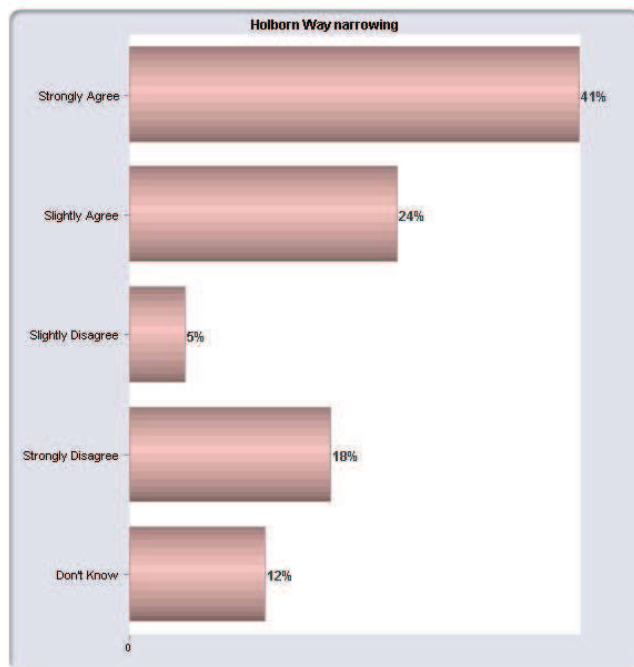
14) Do you agree or disagree with the proposal to move and extend the existing parking bays at the northern end of the London Road South around the corner into Upper Green West?



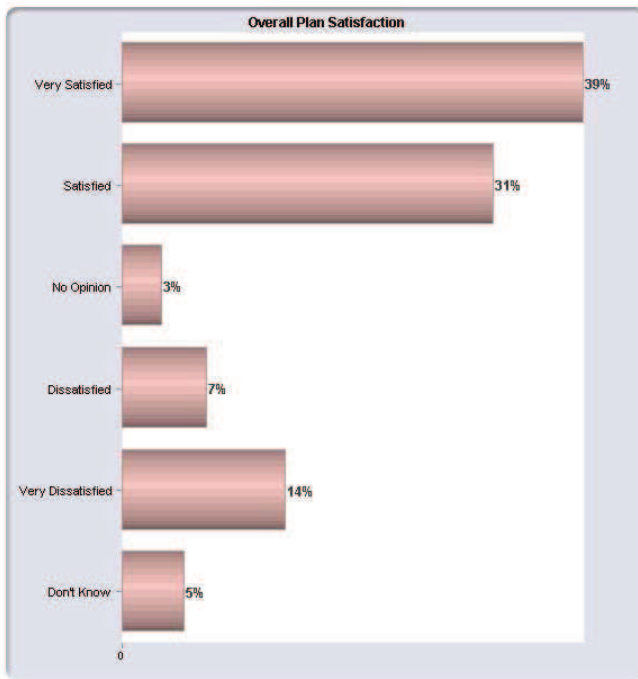
15) Do you agree or disagree with the proposed changes to the layout of the junction of St Marks Road and London Road?



16) Do you agree or disagree with the proposal to make Holborn Way slightly narrower, increase the size of Sibthorpe Road car park and create a single entrance and exit point to the car park from Holborn Way?



17) Page 5 of the booklet shows the overall plan for the Rediscover Mitcham project. How satisfied are you with the overall proposals for Mitcham Town Centre?



**APPENDIX 4 - LIST OF QUALITATIVE COMMENTS
RECEIVED IN CONSULTATION**

APPENDIX 3 – QUALITATIVE RESPONSES (by overall plan satisfaction)	
Rediscover Mitcham Survey (2) - 17 Overall Plan Satisfaction	Comments - 18 Comments
Satisfied	- Band stand in Madeira Road Green Area - traditional one - Portable theatre and performance tent in Upper Green West, summer months (July - au) - Provision of activity hub for children under 10 years in a location at Fair Green or at the Canons Leisure Centre (play frame / soft toys) - Toy shop in Fair Green area - Family friendly cafes and restaurants Large screen on Fair Green to feature national events, e.g. tennis - Lots of flower beds and baskets - Lots of seating on Fair Green - Health food shop - Outdoor exercise equipment - Farmers markets
Satisfied	*Keen for Cycle routes that are separate from Car Traffic. *Cinema is welcome. *Generally a safer environment for crossing roads when considering the design etc.
Satisfied	*Need quality shops *Must not allow for a gang culture *Suggest to liaise with Wandsworth Council's Regeneration team and how they successfully turned Wandsworth around!
Satisfied	*What about drinking and letting dogs off leads in around Fair Green? *I live in Mitcham but never shop there, CRIME is No 1 problem.
Satisfied	*Why can't the toilets not be opened in Sibthorpe Road Car Park? * A new toilet facility is needed in MTC, this is a necessity.
Satisfied	1) White led lighting is inappropriate for town centre. You have just removed our feature paving and replace it with slabs!! 2) I refuse to believe the photo represents the proposed toilet! Anything less not suitable. 4) This will need full time maintenance of course or it will be an eyesore. 8) The concept and design are both awful. 13) This is unnecessary and not any visual improvement.
Satisfied	1st priority should be to sort out litter and rubbish. 2nd priority should be to improve the shopping experience - nothing but bookmakers, fast food shops and charity shops at the moment.
Satisfied	20mph everywhere would be good
Satisfied	against canopy and WC and bus lane- changes may be hard for people with disabilities
Satisfied	Agree with new bus stop on Green Too many roads to cross from Lidl
Satisfied	All changes to roads is going to make more traffic and bus journeys easier
Satisfied	all good changes
Satisfied	Although I agree with your proposals to improve the Fair Green until you rid the place of the low life scum who use it as an outdoor drinking den, nothing is going to change so get your priorities right and banish the drunks and there's just a chance your ideas may succeed
Satisfied	Attention to content is important too i.e. encouraging business and cultural organisations into the area e.g. Brixton Village type activities. thanks

Satisfied	Bit (??) gap Covered market will look awful unadventurous use of gardens *(3rd point unreadable)
Satisfied	Bring in a farmers market on a Sunday regularly - encourage (lower rents/rates) for a baker/butcher etc.
Satisfied	Bus lane will make Fair Green unsafe
Satisfied	But you spend too much time worrying about the Drivers.
Satisfied	Can you get rid of the cafe in town centre (the old public toilet) we have enough cafes around the town centre already
Satisfied	Canopy will encourage rough sleeping Fair Green must encourage people to stay and include seating Need more chain stores
Satisfied	Keep area free from drunks
Satisfied	Change brings uncertainty but this proposal can benefit generations to come
Satisfied	Change needed - prepared to try anything
Satisfied	Complete refurbishment of Fair Green is overdue and much welcomed, as will be many new trees! Good luck!
Satisfied	Concern about pedestrian safety and congestion
Satisfied	Concerns about safety of cycling and pedestrian shared area and cyclists accessing junctions safely. People changing lanes could imperil cyclists. The bus lane should extend to stop line on Upper Green East westbound. Have separate bus and cycle gate on Upper Green East Similar bus gate on London Road South Northbound at Raleigh Gardens
Satisfied	Consider Cycle Hire scheme
Satisfied	Currently the only time I visit Mitcham is to go to the bank or take items to a charity shop. We need decent shops i.e. Marks and Spencer, Waitrose, nice gift shop. I would then shop in Mitcham.
Satisfied	Cycle Lane through Majestic Way Dangerous! Too many old people + children.
Satisfied	Disagree with removing bus stop outside lidl due to disabled access
Satisfied	Disappointed no pedestrianized shopping centre proposed Majestic way proposal disappointing - makes it just a throughway Would be a mistake to remove seats outside Morrison's Encourage more fresh food retailers into market Restrict King Jerk smell
Satisfied	Pavement between Baker lane and Majestic way should be improved Improve junction outside Burn Bullock
Satisfied	Ensure existing shop fronts are in keeping with new proposals. Ensure shops are what the people need and want. Ensure walk ways are lit up well. Ensure toilets are well maintained with baby changing room. Ensure new eating/food shop dispose of rubbish in correct way. Bus stops have shelters. Market is lit up well in winter months. Seating/bins/flowers.
Satisfied	fantastic proposal
Satisfied	farmers market in Mitcham Larger stalls with better products with local sources
Satisfied	fine cyclists who are on pavements
Satisfied	Generally very positive, once concern is that the structure that maybe used to cover the Market may not compliment all the changes, may be subject to vandalism, causing an eyesore.
Satisfied	get rid of drunks and put on more police patrols
Satisfied	Good effort.

	Having a business in Mitcham 4 Upper Green West although these changes may do some good we are very concerned about the layout in front of our shop. We want to know if we will still be able to put furniture out and will we be compensated for all the loss we will endure over the works being carried out We really need to speak to someone ASAP to satisfy our worries 020 8640 1888
Satisfied	
Satisfied	Hope changes bring better shops/restaurants in
Satisfied	Hope the changes happen as soon as possible
Satisfied	How about putting a small playground for kids? Would make it handy for mums if they want to have a picnic on new park.
Satisfied	How much is it going to cost tax payer
Satisfied	Hope it all works out as on paper it appears great - it will certainly enhance the area and enable more people to come in
Satisfied	I am more concerned about the demolition of the tennis courts at the Canons to be replaced by a floodlit football pitch. It would be cheaper to renovate the tennis courts for all to use and be much cheaper!
Satisfied	I am not too keen on the toilets but we do need them as I am not too keen on being in a toilet on my own
Satisfied	I am worried about the re impact /disruption whilst all this goes ahead but like the covered market idea and board walk plan for links to the pond. Although not a fan of road thru green, I can see how this might increase footfall and feeling of safety at night. I wish you could have a children's play facility/slide/sandpit/play house and wonder why such a thing not considered at all. There has been excellent use of living walls in Central London, (Westfield's + Kings X) could we use this in some way. I like the water feature idea and solar lighting.
Satisfied	I believe the area needs to be green and rubbish free. The Council needs to ensure that's however they develop the area that it is kept clean and tidy. That includes dog wardens, litter pickers and street sweepers!
Satisfied	I believe the proposed boardwalk will result in a significant increase in littering. The pond as well as become unsightly quickly and will require regular and high maintenance
Satisfied	I do not agree with a bus route through the pedestrianized area of London Road. The Fair Green is already surrounded by bus stops. This was altered many years ago, what a waste of money to bring it back.
Satisfied	I do not like the covered market idea. People do not feel safe walking through Mitcham in the evenings. This idea and cycle lanes make it worse
Satisfied	I don't like the image of the covered market stalls. It looks like a large cow shed. It blocks the view of the line of buildings where the old Lloyds bank used to be. This is the most attractive aspect of Fair Green. I fail to see how a Â£6.2m project can't provide free toilets in the centre of a town. I'd like to see the 280 buys use the lane through the centre
Satisfied	I don't like the image of the covered market stalls. It looks like a large cow shed. It blocks the view of the line of buildings where the old Lloyds bank used to be. This is the most attractive aspect of Fair Green. I fail to see how on a Â£6.2m project can't provide free toilets in the centre of a town. I'd like to see the 280 bus use the lane through the centre
Satisfied	I don't think a one way street will change anything the buses in Mitcham are great make it a place to shop and meet people for

	dinner / drinks (Son goes to school in Mitcham)
Satisfied	I explicitly do not wish for Holborn way to move into the space of Sadler close. This will significantly increase noise pollution and dust into our flat in Fountain House. It will devalue our property and we enjoy our green spaces. Otherwise the rest of the ideas are good.
Satisfied	I hardly even go into Mitcham, because the roundabout at Figges Marsh and the walk down into Mitcham itself is so unpleasant and the traffic lights so pro car (when it should be pro pedestrian) that I go into Tooting instead. Anything that can be done to that would help. I think that more needs to be done to attract a major coffee chain into Mitcham town centre. I know people say support local business, but most people I know don't want to head to a bar - they want a coffee shop and there are none 'known' that people want to rendezvous at.
Satisfied	I strongly agree we need a water feature in the middle of a revamped Fair Green. But can you please ensure there is comfortable wooden seating, with a back rest, in this area. The seating pictured on page 3 (photo No 9) would be ok. It seems to work well outside Wimbledon Train Station
Satisfied	I think at the moment there's a lot of space in Mitcham as your plan states. I think it's a good idea, and to the old people it needs to be safer.
Satisfied	I think the town centre has to look more like a neat and tidy town centre - Use Wimbledon as a reference with its cafes, nice restaurants and shops - you cannot just simply change the physical appearance of Mitcham town centre but attract good shops/companies and businesses to the area. Make sure there are enough bins for rubbish; make sure if there are garden displays/trees/flowers etc., they are well maintained and cared for.
Satisfied	I think you should widen the path on Western road, between the shell garage and Chelsea fields; it's hugely dangerous to walk along. I think you need to attract better shops into the town, fewer pound shops, fast food and betting shops, more coffee shops, restaurants, and every day names please. I also think you need to realise that way too much traffic flows through western road to the town centre and back out, heavy good vehicles constantly, and taking away road space and bus lanes and introducing cycle lanes brings in new risks and dangers. I certainly don't want more traffic down western road as it's terrible as is. You need to be VERY aware just how many lorries come through Mitcham constantly and make sure you don't bottleneck the cars with these plans. Sprucing up the town centre is great though, it's a no go area for me mostly as there's nothing there and it's not that nice. If that changed, I would utilise it a lot more as it's within walking distance. Please make it amazing.
Satisfied	I'd like you to come down hard on the drinkers, drug addicts and beggars because it's not working at the moment.
Satisfied	If these changes will make an input then good. I suspect we need more quality shops, less pound shops and the like. Some decent quality investment.
Satisfied	improve train services and other amenities to Eastfield and also night buses
Satisfied	in general support proposals but have doubts about bus lane
Satisfied	In 'Mitcham TC Car Park' few bays should be reserved for 'Mitcham Islamic Centre' Worshipers got problems of parking during prayers, kindly consider this request please.

Satisfied	Install solar panel on top of market staff canopy to power the stall and street lights around it.
Satisfied	Is it possible to have new shops, big shops like Wilkinson's and Pound lands which will be helpful for residents?
Satisfied	It is called Three Kings PEACE not Piece
Satisfied	It will bring new lives to the Mitcham people or public generally
Satisfied	It's going to be a wonderful place Safer Parking , Improved security, less traffic, easier crossing roads, more toilets, more trees, more seating for the market a nice canopy (wonderful)
Satisfied	It's the people that live in an area that make an area. Hopefully these changes will attract younger more vibrant people to the locality which will mean positive changes in the future.
Satisfied	Just make it more attractive. Shops with more variety needed
Satisfied	keep town clean
Satisfied	Lane reduction & narrowing will impede through traffic & enhance bottleneck effect Mitcham has already. Short Term parking on Upper East Green should come off green not road.
Satisfied	lot of congestion bottlenecks
Satisfied	Low fee coin operated toilet 20p max. Great proposal further investment need to be made to improve the image of Mitcham, quality of shops and continue to improve traffic congestion. Thank you.
Satisfied	Main response to survey was more shops + that is not necessarily going to happen. *Any chance of moving Library closer to Fair Green?
Satisfied	Market area - canopy p 6 and 7 looks out of keeping with the surrounding area, tacky and unsightly with providing a covering but strongly disagree with design on p 6 and 7. (12) Moving the crossing will be a vast improvement to the area/safety. P13 London Road I strongly disagree with northbound buses using gyratory.
Satisfied	Market canopy should not be permanently sites, too high Lower speed for new one way street Cyclist in Majestic Way should give way to pedestrian signage
Satisfied	Market canopy would spoil view across the Green if permanent. Speed in one way street should not exceed 5 or 10 mph for pedestrian safety. Also cyclists to be made aware of pedestrians through centre of Fair Green. Any art work must reflect the history of Mitcham, no modern art styles or garish colours. Future maintenance of the area must be guaranteed.
Satisfied	Mend potholes & repair all broken paving stones.
Satisfied	Mitcham in need of change
Satisfied	More and better shops needed Support Cinema
Satisfied	More lighting would be a definite advantage Also perhaps the area could be policed more, especially in the evenings
Satisfied	More normal shops Robert dyas / hardware shop Clothing shops Permanent market with allocated days. Mores stalls with better stock Don't shop in Mitcham as choice of shops is poor
Satisfied	More police presence dealing with begging in local areas. Happens all times of day and night. Sometimes the approach can be

	intimidating.
Satisfied	More space needed for all modes
Satisfied	More variety of shops (i.e.) shoe shop, less hairdressers and a bit of night life.
Satisfied	More variety of stalls for the market. Traffic needs to run more freely in Mitcham Town centre, not sure a one way system is a good idea. Traffic needs to run more freely in Mitcham Town Centre, not sure a one way system is a good idea. We need better shops!
Satisfied	My concerns are that with more seating areas and public toilets, it will encourage the people who sit drinking 'cans' all day. There are already some that sit on the benches by the clock tower. They are intimidating because you don't know how much they've been drinking and they often have dogs. With more places for them to sit and access to a toilet I think this will encourage anti-social behaviour.
Satisfied	My only concern as a parent who has lived in Armfield Crescent for 13 years and walked with my children from there down Majestic Way onto the Fair Green, where at the moment they don't have to worry about traffic is the presence of the perimeter roads and the breaking up of this space that will bring.
Satisfied	need another McDonalds
Satisfied	Need more cafes
Satisfied	need more different shops
Satisfied	Need quality shops/cinema to improve the area
Satisfied	Need to be facilities for free parking for Mitcham Islamic Centre; worshippers of the centre had problems and difficulty for parking. Please think about this matter and to provide some bays for parking free of charge, thanks.
Satisfied	Need to change road layout to reduce traffic congestion
Satisfied	need toilets
Satisfied	needs good value cafe and child friendly play space
Satisfied	No idea about the local events as no local paper delivered to Tamworth Lane The British Legion Club which you pass from M Eastfields to Centre is in desperate need of a coat of paint More flowers, e.g. M Eastfields roundabout
Satisfied	On reading through has consideration been given to disabled people - The toilet parking etc.
Satisfied	Open Sibthorpe Road toilets Do not increase council tax to pay for this
Satisfied	Open up existing toilet
Satisfied	Oppose bus lane and water feature due to small size of area Return Mitcham to old style with lots of flower beds. Keep area green and pedestrian friendly
Satisfied	Oppose moving 200 bus stand due to impact on 152 interchange
Satisfied	Parking bays - concerned that these may be abused and may be difficult to police
Satisfied	particularly formal garden with clock tower - toilet will be insufficient

Satisfied	Perhaps metal or concrete seating so it won't get vandalised easily and can be cleaned
Satisfied	Please ensure that there are sufficient bins Please ensure that drinking is prohibited in public areas Night street lighting is important
Satisfied	Please get rid of some of the betting shops on Fair Green as they attract anti-social behaviour in the evenings. Also please open up a new pedestrian walkway to access from Morrison's/Fit space to bus stop J.
Satisfied	-Please keep in mind people with mobility issues. -There is too much traffic already - a kids corner would be nice -
Satisfied	Please repair the clock tower clock asap
Satisfied	Problems with cyclists on paths. Too many hairdressers. Need better shops to bring in people
Satisfied	Proposal should not take grassed area from Sadler's close
Satisfied	Proposed changes are good for MTC, but this must be maintained and kept up to date, care must be administered with the plantings etc.
Satisfied	Proposed changes will bring some positive impact on Mitcham area. However, there is much more that could be done to improve the safety and attract more people to the area. The project does not include any major changes to improve access to central London or other areas. It would be great to see Mitcham being included on the line of Crossrail 2. Also there should be more done to keep Mitcham pond clean!!! The plans to rediscover Mitcham should include bigger changes that simply changing the layout of the roads. New shopping centre or Crossrail station would definitely help to make Mitcham more attractive place to live, work or to visit.
Satisfied	Q12 - is it possible to have both crossings?
Satisfied	Rather than have new parking bays in Mitcham, I think the existing parking in the area e.g. Raleigh Gardens, St. Marks Road, should be better utilised.
Satisfied	Recently moved to Mitcham - found it dirty and unkempt. I welcome the changes and hope it will be kept clean
Satisfied	Regarding the bus only street which I do not agree with, however kerbs will create a higher step onto the bus which will be harder for older people and small children to board the bus.
Satisfied	Return Mitcham to as it was in the 1950's
Satisfied	Safety signs for ducks crossing from TKP Pave the car parking area in Clarendon gardens Install more free outdoor gym equipment in cricket green
Satisfied	Satisfied so long as it includes policing to ensure in the evening it does not attract delinquents. Mitcham needs more policing everywhere to prevent them being no go areas.
Satisfied	security vital to success of area - too much gang culture due to social housing
Satisfied	Shopping offer in Mitcham is abysmal
Satisfied	Stop crowds congregating outside betting shops, very intimidating. They drink outside and are drunk.
Satisfied	Stop pandering to car owners, get them out of their vehicles and using buses and encourage them to start walking and help to

	cure the obesity problem
Satisfied	Stop people begging, stop people drinking on streets. Get road sweepers to clean streets after dustmen. Mitcham has become a dump.
Satisfied	Strongly oppose buses passing through the centre, on the whole ideas look good, but good things get ruined by people's lack of respect. Incentive to improve Mitcham is strong.
Satisfied	support making road narrow
Satisfied	Thank you Merton for excellent job done, the proposals seem very sound, excited to see changes in the area.
Satisfied	Thank you for the opportunity to comment - please note that the booklet + survey were only delivered to my home on Wednesday 24 July. The Traffic through Mitcham is awful. It took nearly an hour one evening to travel by bus from Mitcham tram stop to Manor Road. Hopefully the improved bus proposals will help. Town centre needs better shops and coffee shops like Costa. There is nowhere to buy a present; a florist is needed in the town centre.
Satisfied	The cycle lane will only work if both cyclists and pedestrians obey the rules, good luck!
Satisfied	The fundamental issue for Mitcham is access by vehicle and transport links to other areas of employment. The roundabout congestion at Figges Park with the route down to Mitcham Eastfields station and key bus and car routes into the town must be resolved before Mitcham can become less isolated and a more attractive place for families working in other areas to live.
Satisfied	Transport links are the key issue for economic regeneration which must lie at the heart of the future for Mitcham.
Satisfied	The proposed cover for the water area is ugly. Red pavements do not work - grey is far more practical I am enthusiastic about the development plan it will resolve a number of loiterers/gangs and help Mitcham become more pleasant. Could save by using A4 paper.
Satisfied	The smoke from the BBQ puts me off going to the Market, not good!
Satisfied	The town needs a spruce up, however have concerns that like many other places, chain operators may be encouraged to be detriment of local established privately run businesses.
Satisfied	Thinking of the elderly. Could the benches/seats be higher?
Satisfied	To make a covered market would it not block some of the shops? Why not put McDonald building to good use, like a building for young people there is a shortage in the area
Satisfied	Toilet should be free
Satisfied	Toilet should be free
Satisfied	Toilet should be free Bus lane unsafe Upper Green West narrowing will increase congestion
Satisfied	Toilets are not a good idea, most people like me are claustrophobic, I have to into the Star cafe/or the post office cafe, which means I have to spend monies. I don't mind paying to use a toilet
Satisfied	toilets essential - need kids changing area Figges Marsh crossing is major barrier
Satisfied	Toilets to be in less central location Need a bypass to ease traffic congestion

Satisfied	Traffic out of control - need more junction capacity to reduce congestion
Satisfied	Trees by Montrose Garden should be retained. Don't like water features Keep seats outside Morrison's for elderly Toilet should be in keeping with building Majestic Way should be for pedestrians only
Satisfied	Unfortunately the changes are centred on the concept of a market. I do not believe that a town centre is a place for a market with all the untidiness and dare I say dirtiness associated with it. The long standing Epsom market was situated well away from shops etc.
Satisfied	Unsure about disabled parking provision and accessibility.
Satisfied	Waste of money - too many barber shops - need better shops
Satisfied	We need outlet in Mitcham will make Mitcham proud
Satisfied	Why destroy pedestrian area for buses? Do not destroy any trees
Satisfied	Will Mitcham become safer for my children? Need security and reassurance. Police must deal with bad behaviour
Satisfied	Will not make any difference until loud anti-social foreigners/eastern Europeans leave Mitcham! Foreign food stall by the Market stinks!
Satisfied	Will there be any improvements to the park areas? Will there be more recycling facilities in the town centre? Bins are too small
Satisfied	Overall Excellent Plans
Satisfied	Wimbledon gets the money and Mitcham gets a TENT! which will be used as a doss house after hours
Satisfied	Wish it could have gone back to how it was in the 50/60/70/80's
Satisfied	Would prefer removal of all one way traffic. Recommend you have a cinema in the town centre, make full use of fair green with open air concerts, art exhibitions, make the area a place to linger and enjoy the atmosphere.
Satisfied	You cannot please all people all the time!
Satisfied	You should have water systems for the grass areas and plants and planters to stop things from dying and the canopy in Majestic Way is a nice bit of shelter when stopping from rain.
Dissatisfied	*Fair Green should be as it is, Pedestrianized without Cyclists. *Vehicles only in certain times, delivery only.
Dissatisfied	*Object to removal of Trees *Why was bus stop moved from Cricket Green to Glebe Court when there was such a good pulling in bay? Need to see more information on creating better shops.
Dissatisfied	A covered market place will only encourage people to congregate under shelter at night. A more solid market will not encourage shops to open as the costs will be so much more than market stalls. Making roads smaller in already overcrowded roads will cause even more congestion than it is now.
Dissatisfied	Again you managed to divide Mitcham into two. What about the shops. From KFC to telecom exchange and from Tesco's to Good fellow.
Dissatisfied	Although some proposals are positive, others will cause a negative change to the centre of Mitcham. The bus lane through the middle of Fair Green will be unwelcome, adding noise and pollution to the area, including next to the cafe seating area. There is

	<p>no mention of the phone boxes, which should be removed/moved. The covered market will shield the shops behind it, affecting their visibility and number of potential customers. The market area could be swapped with the formal garden. If it happens, the one-way street should be restricted to traders/shopkeepers. The appearance of shop fronts, buildings and roads in and around Fair Green could benefit greatly from minor improvements, e.g. re-painting of shops signs and road markings. This would help improve the impression of the area to daily commuters passing by the green. I am worried about proposed future maintenance. Reliance of public/volunteer input suggests no long term plan.</p> <p>Although the budget seems large, how much is dedicated to enforcing the various changes - control of the market (currently non-existent), post-planting care of shrubs, flowers and trees (currently poor at best), bike riders forcing pedestrians from the pavement, ignoring bike lanes (currently rife), etc. I understood the planned boardwalk budget was outside the Rediscover Mitcham remit. Has this changed? If so, can it be guaranteed that keeping the pond clear of litter, bread fed by people who can't read & don't understand the damage caused, and rats will be a priority once the boardwalk is built? It is not an attractive scene at present. Why do all the mature trees have to be sacrificed at Sibthorpe? Parking area - no problem, but keep the trees - or add to the existing stock.</p>
Dissatisfied	<p>Although there are some great potential achievements here there are wasted opportunities too. I'm particularly disappointed in the emphasis on car parking where Mitcham already has a surfeit of spaces: a truly imaginative project would offer the Holborn Way car park as an iconic centre-point to the town. Increasing its capacity (I haven't ever been there when it's full) is incredibly unimaginative. There really isn't anything, in fact, which will make Mitcham truly DIFFERENT: the only part of the proposal which does reflect the past is the awning over the market, and frankly it would be more appropriate to use it for solar panels. There's been too much emphasis during the campaign about buses through the fair green, frankly, and the project feels like the eye is slightly off the ball: a pity, because Mitcham needs and deserves redevelopment, and a lot of the basic stuff here is pretty good. In that respect it's a shame that so many of the questions effectively insist on yes/no answers, where a more thought-provoking process would be appropriate. It'll go ahead anyway as designed, unless the opposition spike it, because that's how Merton works: but I can't help feeling that for all the razzle-dazzle Mitcham is being asked to settle for less.</p>
Dissatisfied	<p>Although there are some interesting proposals much of rediscover Mitcham is based on dubious premises. For example there is no shortage of car parking and many car parks are under used at present. As a Sadler close resident whose flat is adjacent to Holborn way, I strongly oppose realignment. Traffic noise is barely tolerable at the moment and would be made worse if the road is moved closer to our flats.</p>
Dissatisfied	<p>Appeal lies in green spaces and village appearance. Not a large town and should not be compared with Wimbledon. Plan creates more roads and stops people relaxing on grass. Market will be isolated. Cyclists mixing with pedestrians is risky</p>
Dissatisfied	<p>bus lane asking for accidents Canopy is poor idea More shops and better toilets</p>
Dissatisfied	<p>bus lane is anti-pedestrian and will effect access to shops</p>
Dissatisfied	<p>Bus lane will be dangerous and reduce green space and effect community events</p>
Dissatisfied	<p>Clock Tower not being moved back to its original site which was elsewhere</p>

Dissatisfied	Counterproductive to route buses through Fair Green. The bus route proposals affects other proposals
Dissatisfied	Cycle path in Majestic Way dangerous Cycle path edge of Fair Green is dangerous Boardwalk unnecessary Road narrowing will cause traffic jams Waste of money
Dissatisfied	Do not like the idea of traffic through Mitcham
Dissatisfied	Don't forget we now have Asda with parking. Having the bus lane would not bring people from outside the area to shop in the Mitcham area. We do not need the traffic to flow more freely people are passing through on their way to Croydon there is only so much shopping one can do the roads before the centre needs to be sorted out it costs too much. At the moment people can let their children run around if you have a bus lane you always have to be looking out for children safety.
Dissatisfied	Don't make roads smaller for cars as there is too much congestion there already. Under cover market is great idea.
Dissatisfied	don't make traffic worse - put traffic lights on swan roundabout at weekends
Dissatisfied	For me, putting a new bus lane, through the Fair Green on the original London Road route is a non-starter. I worked in the florist some 25 years ago, when buses ran past over front door. At its narrowest point there is very little room for wide vehicles, footpaths and pedestrians to pass each other. The new generation buses are nearly 3metres wide, mirror to mirror. Allow one metre for passing each other and 2 x 1 and a half metre walk ways and you need 10 metres plus!. Running buses again across the Fair Green is an accident, waiting to happen. People are familiar with it as it is.
Dissatisfied	I agree that the Green needs vast improvements to make the area and Mitcham more attractive to visitors, businesses and most of all residents. However, if the main aim is to attract more shoppers to the Green's current shops/restaurants, then adding a large bus lane will *discourage* pedestrians from staying in the area. Who wants to sit outside the cafe, sipping coffee and inhaling constant bus fumes? As regards the short term parking/one way road, if you want to keep the market stall owners off the pavement, then perhaps this road could be used only by them to set up and take down their stalls? I also think the covered market could be moved to where you are proposing the clock tower be moved. As proposed, it looks clunky and blocks the very businesses you want people to notice! Move it to the "forgotten part of the green" (as you call it in the brochure) and give people a real reason to go to that end of the green. It would attract a lot more attention than a clock tower and some benches. I also strongly disagree with the proposed pay toilets. It will just be another place for people to spray paint or loiter. Who will clean it? "Self-cleaning" is not as thorough as it claims, based on experience of other pay toilets. Also, there is no mention of where the pay telephones will go (an unnecessary eyesore now). You mention relying on the public to clean and maintain the redesigned state of the green. Does this mean the council will have no responsibility as regards the landscaping or litter (see the Three Kings Pond and its terrible state, for example)? Perhaps some of the money could be allocated for future maintenance purposes. Also, what about some of the more obvious improvements such as cleaning up the store fronts and buildings in and around Fair Green? No matter how nice the Green would look, people don't want to shop in rundown, tatty shops. Some paint would go a long way to making these more attractive to visitors and shoppers (i.e. "kerb appeal")
Dissatisfied	I am particularly concerned at further potential erosion of the grassed areas of Fair Green. We were led to believe that loss of grass to build the current market square would only extend for 5 years. Now it is projected to be permanent. The loss of mature

	<p>trees is unacceptable. To offer replacements is missing the point. The London Mayor has stressed that town centres need extensive canopy cover. This can only be achieved by keeping mature trees and planting EXTRA trees as succession, not as replacements. Extra trees planted as saplings have a better take-up rate than planting semi-mature. This borough's history of enforcing post-planting care on their chosen contractors does not bode well for any Fair Green planting. On this subject I point out that the plan on the document was inaccurate, and missing out a number of trees, including a couple which are probably condemned under the new plans. I can understand the need to promote cycling in the plans, but Mitcham has been the site of too many breaches of bike-riding on pavements to fill me with optimism about law enforcement on cyclists. Finally, buses and pedestrians don't mix (page 7). TfL's figures for extra footfall into the centre do not stand scrutiny.</p>
Dissatisfied	<p>It is alright to create a better environment but you need to entice a better range of shops other than betting officers and barbers, which will encourage more people to shop and live in Mitcham. Look at shops in villages such as Banstead.</p>
Dissatisfied	<p>It is difficult to exit from Raleigh Gardens car park because of several lanes of traffic. Cycles should be banned from majestic way. Each question covers a wide idea so might agree with one aspect - probably the intention of the designer of survey. The cafe in the old toilet and the seating around the queen encourages some of the worst members of society - drinkers etc.</p>
Dissatisfied	<p>Jerk Chicken causes too much smoke CDZ not enforced Poor shops in Mitcham</p>
Dissatisfied	<p>Keep Fair green.</p>
Dissatisfied	<p>London Road say yes.</p>
Dissatisfied	<p>Mitcham needs to be more family friendly, more cleaner, more greener. more car friendly</p>
Dissatisfied	<p>Need better shops to get shoppers in Bus street will cut Mitcham in half making it dangerous for pedestrians</p>
Dissatisfied	<p>Need more seating at bus stops needed</p>
Dissatisfied	<p>Need to encourage essential businesses to open. Too many hairdressers ad betting shops Stalls to sell produce by weight not bowls</p>
Dissatisfied	<p>No change at junction of London road and lavender avenue - makes it hard to pull out. Not enough help for car drivers. Public toilets should be free</p>
Dissatisfied	<p>Please do not allow a once beautiful village to become even more of an eyesore as it has become over the years Go back to the drawing board and look at other ways before you start to finally destroy Mitcham</p>
Dissatisfied	<p>Point 13 what's the point of a boardwalk if the road is never cleaned or looked after it was changed before and is in a state with bottles, cans, plastic bags, people using it as a toilet, mainly drunks.</p>
Dissatisfied	<p>Put Mitcham back to how it was in 1960! No matter what the public say the Council will do what they have planned.</p>
Dissatisfied	<p>Q3. The proposed new parking should be curtailed so that there is no prospect of vehicles using this as a "through road". Q11. This proposal would result in the loss of the Mock Acacia Tree (the oldest in the TC) and introduce unnecessary pedestrian/cycle conflict. Q16. The Pond should be treated as a locally Listed structure. The Pond should be cleared regularly and aerated using a solar powered pumping system. The Proposed Board Walk is unnecessary, unsightly and does not respect the potential high quality of the existing green space. Q17. The Plan is very difficult to read; however, I do not agree with the proposal to remove</p>

	<p>trees from Sibthorp Car Park. If at some time this area is developed the developer should be required to replace any trees lost during development. The proposed new footpaths on the Fair Green are fussy and unnecessary. The loss of the Mock Acacia tree on Upper Green East shows contempt for its significance as the oldest tree in the TC. The proposed parking extension on Upper Green East should terminate at its junction with Majestic Way. Similarly, the parking extension to Upper Green West should terminate by the footpath leading into Sibthorp Car Park. The design for a covered Market should be more sympathetic to its setting. The example of a toilet block is wholly inappropriate. It should reflect the design of the existing TC Cafe on the Green. Any bus shelters erected should reflect the design of the wooden structure on London Road outside Glebe Court.</p>
Dissatisfied	Removal of trees will effect animals especially bees and nature
Dissatisfied	Scheme will result in traffic jams. Scheme against motorists
Dissatisfied	Shops not good enough Market generates rubbish Market poorly organised Need less but better shops around green
Dissatisfied	Strongly in favour of: A well placed and MANAGED market A focally placed clock tower for festivals (maypole etc.) Remembrance Day (NB with or without a well maintained garden) Well placed many cycle tracks Strongly against The reinstatement of a divisive bus route through this much improved centre of Mitcham Village.
Dissatisfied	The centre of Fair Green looked very nice when first built but a minority of the public have ruined it with litter chewing gum etc. Not only that but pigeons are a real curse as to be seen in Majestic Way on the phone boxes and near the former toilet (cafe). New toilets should be in a prominent position to prevent undesirables and vandalism. I think the new design will be spoilt as before.
Dissatisfied	The need for changes to the pedestrian crossing will be nullified by present day pedestrians who need to cross wherever they want. Nowhere is mentioned that the road surfaces are furrowed at their narrowest and busy sections. Finally, if the present majestic way is banned to cyclists, the post office do not observe this rule.
Dissatisfied	The problem with current layout are: 1) the two sets of traffic lights that are sited too close together on the gyratory section of London Road. 2) Two traffics merged into one on Raleigh Garden. At busy hours, the traffic built up and fill the whole length of Raleigh Garden, thus only very few vehicles can move from the gyratory section of London Road onto Raleigh Garden before traffic light turns red and stops the progression of traffic movement. Traffic from opposite side of London then takes up any gap on Raleigh Garden and leaving very little or no space at all for the "Gyratory" side to move even though the light are green. And this become cyclic. Now the traffic from both Upper Green, East & West merges onto gyratory section of London Road in a way that they cross each other's path. They often block each other in a traffic jam (mainly the traffic built up at Raleigh Garden). Narrowing Upper Green West and make contraflow on gyratory section of London Road will only add more problems. Whilst the distance of two sets of traffic light on the gyratory section of London Road cannot be change, making Upper Green west a two way, with one lane northbound and two lanes southbound can be improve traffic on Raleigh Garden. This will ease the flow of traffic in all direction, and then the contraflow on gyratory section of London Road is feasible. I do not agree with a master plan to change Mitcham in one go. It must be done by try and error in small changes, little at a time. Your study had shown that the decline of Mitcham centre was the pedestrianization and the closing off the accessible road. And this resulted in the area been
Dissatisfied	

	<p>particularly poorly used at night with a perception of crime and lack of personal safety. In this context it will be hard to persuade shops and market stalls to come to the area. With that in mind, changing the layout of St Mark and London Road junction and allow vehicle access in the evenings will improve night trade, hence more shops and lights.</p>
Dissatisfied	<p>The proposed changes are minor at best, they do not offer good value for money, and they lack imagination. A bus lane through the London Road is a CRAZY IDEA, where is the proof that 5000 to 6000 extra people will visit, this is rubbish.</p> <p>The public toilets in Sibthorpe road car park currently only used by LT staff should be opened to the public with no need to build new. Closing off one of the exits and removing the planters to Sibthorpe road car park alone would create far more parking spaces without having to alter Holborn way. All this money could be better spent on worthwhile improvements. When the buses previously used the Fair Green foot traffic was far less then now so it would be a H+S issue to have busses passing in both directions as well as the public</p>
Dissatisfied	<p>There is no improvements at all for the car driver. We do not count you know. The traffic needs to flow quicker; there are enough pavements already for pedestrians. Too many road narrowing plans. These plans will make Mitcham even worse for drivers. Labour in the 1970s should never have changed the existing roads. The traffic flowed to Croydon and Sutton perfectly ok.</p>
Dissatisfied	<p>These proposals, if implemented will cause traffic chaos and inconvenience to many for an indefinite period and in my opinion will benefit very few of us when complete. Have the planners given any consideration to these effects? I wonder</p>
Dissatisfied	<p>too much traffic around Mitcham- proposed changes will make it worse</p>
Dissatisfied	<p>Totally against bus lane for safety reasons Market canopy will encourage more litter and anti-social behaviour</p>
Dissatisfied	<p>waste of money</p>
Dissatisfied	<p>We do not want buses to go through he middle of Fair Green or to allow cyclist to ride through Majestic Way. Why are cyclist not being prosecuted for riding through Majestic Way at the moment?</p>
Dissatisfied	<p>Whilst most of the plans are good, the new 'upper green east and west' roads are totally unneeded. The expanded parking here is unneeded, and unless heavily monitored will be abused. Why can this not be provided via the expanded car parks? Also, why in the about you section can I only choose one of the 4 options, and why is there no 'Mitcham Resident' option? The two way cycle lane along the southern edge of the green would be much better as a single direction track, going the same way as traffic. As a two way track, it is too narrow, and the east-west route is impractical to get to as a cyclist.</p>
Dissatisfied	<p>Why is town parking not being doubled? Parking - close and easy is a major factor. Ok have 30 minute parking but must be plenty and easy. If you cover the market it will attract the wrong crowd when wet at night. Make all the seating like picture 9 on page 3 - impossible to lie on when drunk. Improve traffic flow through town.</p>
Dissatisfied	<p>Yet again the Consultation ignores the real challenges in MTC, who needs betting shops & hairdressers! Expand the green into a park.</p>
Dissatisfied	<p>Your proposals will cause considerable disruption to the Fair Green area for some time and in the end will achieve nothing. People will still have to cross busy roads to get to a bus stop, spend the money on more worthwhile subjects and stop cutting</p>

	down on services.
Very Dissatisfied	A boardwalk alongside the busiest roadside in Mitcham is absolutely ludicrous! There are enough accidents happening alongside that stretch of road without adding pedestrian deaths to the list In 65 years never seen the pond so dirty
Very Dissatisfied	A covered market. I don't think so. It would only serve as a concentration point for undesirables at night. No thought in that one! How is the traffic going to be controlled when exiting the road across the Fair Green, More delays in the traffic junction at Holborn Way
Very Dissatisfied	A poorly designed project. no real notice taken of public views No real consultation with the shops (maybe only a few that agreed with a bus street) Go back to the drawing board
Very Dissatisfied	A very poorly written document. Drawings are totally out of scale giving the wrong impression of space. Improve shop fronts - good improved seating - good improve lighting, good leave the clock tower where it is. Improve the market - good but not by covering it in.
Very Dissatisfied	Before money is spent on material (improvements) I think a vast clear up policy regarding health and safety should be implemented. Pavement cyclists nuisance and downright dangerous. Area blighted by drunks. No sanitation. Rectify asap
Very Dissatisfied	bus lane disadvantages pedestrians losing part of Sadler close is wrong Market should be returned to a green area as it was supposed to be temporary Fair green has been run down by council Cyclists and pedestrians do not mix Only one empty shop in Mitcham
Very Dissatisfied	bus lane totally mad do not make road narrower to restrict traffic cannot compare pedestrian traffic to Wimbledon
Very Dissatisfied	Buses would increase noise and pollution - don't do it!
Very Dissatisfied	Car parks always empty and big enough coin operated toilet will be unsightly and be vandalised Nothing existing proposed
Very Dissatisfied	Canopy is ugly although support idea cars are the problem
Very Dissatisfied	councillors don't listen
Very Dissatisfied	Difficult to interpret maps - unclear illustrations. Market poor Rates too high for shops Need to keep Three Kings Pond clean
Very Dissatisfied	Bright coloured canopies better than canopy for market
Very Dissatisfied	Fair green is safe for young and old
Very Dissatisfied	Green
Very Dissatisfied	Having a bus lane through Fair Green could be very dangerous for elderly and children if events are to be held on the Green and will cause more traffic jams in surrounding areas. There are too many bus lanes in Mitcham as it is Cycle lane through Majestic way is a bad idea and dangerous for pedestrians and will be difficult to police cyclist breaking the rules. Either dismount or use road network provided. Increasing parking spaces in car park is not needed as the multi storage car park is hardly used
Very Dissatisfied	I believe for £6.2 million pounds to transform Mitcham into a less motorist friendly area is ridiculous. Surely you could make it worse for motorist in less of a budget, and possibly use the saved funds to allow the use of private laptops in Mitcham library, for

	the benefit of posterity.
Very Dissatisfied	I cannot over emphasise how strongly I disagree with the bus lane proposal. I do not believe this will increase footfall but it will bring increased dangers and fumes.
Very Dissatisfied	I have lived in Mitcham for 65 years. It has never been somewhere that people went shopping. It has always been somewhere people passed through to go shopping in Croydon etc. The proliferation of charity shops and pound shops is indicative of the real Mitcham. As a former LBM Councillor I am sceptical of LBM consultations
Very Dissatisfied	Ideas as suggested depend on there being a bus lane so difficult to say what would be good. Health and safety is not even considered if a shopper survives the buses and parked cars it would be unwise to sit at the cafes because of the fumes and it you still shop you must mind the fact that a cyclist could knock you down very dangerous for children.
Very Dissatisfied	Introducing bus a mistake - suspicious survey
Very Dissatisfied	Keep Fair Green Grassy
Very Dissatisfied	Keep pedestrian area Move library Restore grass
Very Dissatisfied	Leave Mitcham alone
Very Dissatisfied	Main objection is to buses going through centre. Dangerous and it's unnecessary. People can walk 50 yards to shops; closer bus stops will not aid trade.
Very Dissatisfied	misleading and poorly distributed consultation Duck pond is dirty Bus road impacts safety reinstate Sibthorpe Road toilets No need for canopy or more parking
Very Dissatisfied	Mitcham is not like other areas, it is a pass through area, and I always have and always will travel further afield to seek my shopping and entertainment needs. Even if it was better I would not stop simply because there are too many undesirables. What is the point in wasting the money when it will not even make a difference? The council stopped caring years ago and is far behind other areas to make a significant difference.
Very Dissatisfied	Moving Holborn way closer to Fountain House Sadler Close will cause more noise and pollution and devalue property for Leaseholders. All that agree with this proposal should ask themselves one question would you like a main road closer to your property. Although majority of residents rent their property, it's about time those drawing up plans treated people living in social house with more consideration.
Very Dissatisfied	Narrow roads are a bad idea.
Very Dissatisfied	Need better flats for elderly and disabled Time to check for illegal immigrants Need a nice college
Very Dissatisfied	Need more good shops - issues are economic. Should not remove mature trees to allow for buses
Very Dissatisfied	No bus street.
Very Dissatisfied	No clock moves No buses
Very Dissatisfied	No cyclists.
Very Dissatisfied	No one has listened at all to views of public. Bus street is not wanted. All the other questions are pointless.

Very Dissatisfied	no pay toilet Shops are poor
Very Dissatisfied	No proposals for people trying to emerge from Glebe Court in their car
Very Dissatisfied	No road changes. Improve the Fair Green with better facilities open up the toilets in Sibford Road car park move the market to the road up between the two pubs. Make Majestic way a covered area completely
Very Dissatisfied	Not better fair green.
Very Dissatisfied	Oppose killing trees Relocate proposed toilet to Sibthorpe Road Too much relies on bus lane
Very Dissatisfied	Opposed to new roads around Fair Green
Very Dissatisfied	Opposed to proposal to remove a canopy in Majestic Way. They are transparent and good rain protection! We do not want a permanent structure on the open space. Individual stalls are visually more attractive. I am totally opposed to splitting the present "safe" open Green with bus routes. This would be used by 6 bus routes and with a service interval of 6/8 minutes during the day would mean a bus each way every 60 seconds.
Very Dissatisfied	Please leave Mitcham alone, every time you do anything you make it worse!
Very Dissatisfied	Preserve the natural green. Future generation will not go to town centre they shop online instead.
Very Dissatisfied	Put toilet in better location in car park
Very Dissatisfied	Reopen car park toilets too much going on in Fair Green space No bus lane - will cause pollution No cyclists Canopy will attract vandals Look after water on pond first Horrified at attempt to turn Mitcham into bustling town Very few empty shops in fact
Very Dissatisfied	Sadler Close resident very opposed to Holborn Way proposal
Very Dissatisfied	sort out Figges Marsh roundabout
Very Dissatisfied	Strongly object to bringing buses onto Fair green. New toilet agree - but will depend on location
Very Dissatisfied	Strongly objects to bus lane due to impact on community and cafe culture
Very Dissatisfied	Taking Sadler's Close green area is totally wrong - due to traffic and noise. Want compensation if this goes ahead
Very Dissatisfied	The 2-way bus and cycle street will not have any effect on the businesses in the area due to lack of investments (i.e. business) such as TK Max, Clarkes, M+S etc. And the tax payers money being wasted on recreating the surrounding area again in the area "Mitcham Sq." which was completed 5 years ago.
Very Dissatisfied	The Centre has declined because the council has done nothing to keep it in good condition. If suggestions go ahead then the whole area will be a hazard for shoppers and children. Buses are very dangerous for kids and the fumes will be bad and if that is survived then the children and the elderly could be knocked down by cycles. Why do you want to return to a system that shut the shops before? I and my family will not go there Nothing is drawn to scale
Very Dissatisfied	The last proposals only had 3 buses out of the 10 that serve the fair green going down the new road. How many will now use the new road?
Very Dissatisfied	The money could be better spent on cleaning up Mitcham Fair Green and three Kings Pond. Instead of stupid seating round the pond put in a nice fountain that would both serve as a visual attraction and help the pond

Very Dissatisfied	The pollution that will be brought into this heart of the Fair Green will have a negative effect to inducting more people to this area. A big no to the bus lane (Q9)
Very Dissatisfied	The road does not need changing. They work as well as they can. Introducing more traffic controls will lead to even more traffic flow problems and of course POLLUTION
Very Dissatisfied	These changes are merely a Band-Aid and will not change the intrinsic quality of the experience of being in and using Mitcham town centre. Why remove perfectly healthy, mature trees for a start which already enhance the town centre and give shade and why introduce another mismatched building into the town centre scheme with the covered market? The images you have provided of the proposed building do not show it in full context. How will this building sit beside all the others in the area? How will it blend with them? How will it make a cohesive townscape? How will a building that will remain empty when the market isn't taking place enhance the area? How will it not become the haunt of drinkers escaping the weather? A scheme is required that blends with the present buildings, that retains some of the better qualities of the fair green - like the trees - and lifts the whole area. This proposal is merely tinkering with what is there and will not solve Mitchel's intrinsic difficulties and its lack of aesthetic appeal.
Very Dissatisfied	This consultation is so biased towards this "bus lane" that nearly all the questions have to be answered negatively. If the bus lane is unwanted no true thought has been used except to bias the document towards a bus lane. The drawings are misleading to give the perception of wide open spaces.
Very Dissatisfied	This consultation is so biased toward the "Bus Lane" that nearly all the questions have a direct link to the answer for or against the "Bus Lane". No true thought has gone into this document except that to bias all answers towards a pro bus lane answer. This is a typically political document and in some ways even worse than the first one. The artists impressions are very mis-leading to give a false sense of space which is not there. No thought has gone into how some of these proposals affect the small shops on the Fair Green. They will be hidden by large market constructions and pop up toilets. Where market stalls to be stored at night, no thought are has been given to that. No true relationship between what is there now and what is proposed as nothing is to scale. The proposals for the Three Kings Piece/Pond show scant regard for the wild life in that area. Additional seating and a boardwalk would destroy their habitat. Rediscover Mitcham started out as a great concept for the regeneration of the area, but has now been destroyed for the sake of Â£3M from TFL to build an unwanted road that will split the pedestrian area into two, losing a lot of usable green space for the sake of a more dangerous cross roads.
Very Dissatisfied	This consultation is so biased toward the "Bus Lane" that nearly all the questions have a direct link to the answer for or against the "Bus Lane". No true thought has gone into this document except that to bias all answers towards a pro bus lane answer. This is a typically political document and in some ways even worse than the first one. The artists impressions are very misleading to give a false sense of space which is not there. No thought has gone into how some of these proposals affect the small shops on the Fair Green. They will be hidden by large market constructions and pop up toilets. Where market stalls to be stored at night, no thought are has been given to that. No true relationship between what is there now and what is proposed as nothing is to scale. The proposals for the Three Kings Piece/Pond show scant regard for the wild life in that area. Additional seating and a

	boardwalk would destroy their habitat. Rediscover Mitcham started out as a great concept for the regeneration of the area, but has now been destroyed for the sake of £3M from TfL to build an unwanted road that will split the pedestrian area into two, losing a lot of usable green space for the sake of a more dangerous cross roads.
Very Dissatisfied	This is a total waste of time & money
Very Dissatisfied	This is plan to get £3m from TfL to improve Fair Green
Very Dissatisfied	This not going to put right what you got so wrong back in the early 1990s. The only people who will benefit are TfL and a few councillors. Perhaps they have forgotten that the council elections are next year.
Very Dissatisfied	Too close to traffic lights where there is already a crossing. No one would enjoy working or sitting alongside the busiest road in Mitcham for pleasure. CSE is a better route to reach the common. We can never compete with larger towns and so long as we have day to day essentials that is all that is necessary. I feel further landscaping is unnecessary. Please don't move the clock tower again
Very Dissatisfied	Too much dependency on bus street improve seating, lighting, and re-open toilet in Sibthorpe Road
Very Dissatisfied	Totally opposed to the bus lane proposal - keep Fair Green pedestrianized with no loss of green area to the public and no introduction of any vehicle into this area. This is a backward step to the 1960s and serves only the interests of TfL. What other Council in Britain is proposing to drive a new road through a green amenity area with every prospect it will be destroyed with litter from increased levels of people waiting for buses blowing across what is left of the green area. Fair Green is historically one entity not as described in your Survey as two and this unity of the Green should be preserved for future generations.
Very Dissatisfied	Unless and until you stop the bottleneck of passing through motor cars/vans/heavy duty lorries going through the town centre you will never regenerate the area. NB. If I wish to drive from Tooting to Croydon, Sutton, Wallington, and Gatwick -- why do I have to go through Mitcham town centre? Please, please stop wasting tax payers money by pointless exercises. How can you travel from Colliers Wood to Croydon?? Yes go through town centre.
Very Dissatisfied	Very negative remarks made with no relevance to the Consultation.
Very Dissatisfied	waste of money canopy inappropriate for area
Very Dissatisfied	waste of money to change back Mitcham to how it was spend money on jobs and get rid of takeaways
Very Dissatisfied	We need less traffic lights and more roundabouts to allow the free flow of traffic. The whole scheme should be built around pedestrian only controlled traffic lights and roundabouts to make the scheme work in the town centre. Pedestrianisation is a good thing!!
Very Dissatisfied	We were told when a Council employer Brian Hodge was in charge of alterations to the centre that traffic could not go through centre as the drains would not take the weight of traffic vehicles. So has this been taken into account for costs? Also market area should be green now as now.
Very Dissatisfied	Who dreamt up the boardwalk is obviously someone who doesn't know Mitcham. The pond is dirty enough without putting in another place for it to get trapped in/under it. As for this duck foot seating what bird brain thought of that. All this pond needs is a really nice fountain.

Very Dissatisfied	Who is responsible for this bus street? Is this all because they want a special lane for their buses at the expense of the people of Mitcham. Not one of the Councillors involved actually lives at Fair Green
Very Dissatisfied	Why don't you mention that Mitcham was blighted by an earlier 'town centre' scheme which threatened total demolition of the area? Why don't you mention that Mitcham already has a thriving financial industry of banks and buildings societies - a situation which contradicts your 'dying' argument!
Very Dissatisfied	You have no guarantee this is going to work. The store keepers don't want it!
Very Satisfied	*Cinema is needed *Popular Restaurant *Bowling *Incentives to increase revenue in MTC
Very Satisfied	*Junction of Western Road/Bond Road - Needs new Traffic Lights *Three Kings roundabout needs Traffic Lights/Cameras/Yellow Box Junction to stop people blocking traffic *Barriers should be removed from Watneys Road
Very Satisfied	*More Police presence in Traffic Management *Western Road - Cycle Lane *London Road - Cycle Lane
Very Satisfied	A long term objective could also be to encourage business so that Mitcham has an array of a variety of shops including independent coffee shops, bakeries, diners, clothing shops etc. Mitcham is saturated with too many of the same shops, i.e. barber shops, supermarkets and convenience shops which doesn't add value to the area.
Very Satisfied	A very well thought out leaflet of ideas for Mitcham we need a bus running through the town centre to encourage shops and customers to the area. A free toilet please. Not that bothered about the water feature though. Well done
Very Satisfied	a welcome change well overdue
Very Satisfied	a wider range of shops will attract more people to visit area
Very Satisfied	About time
Very Satisfied	all good, let's get moving
Very Satisfied	All looks pretty good Make town centre 20mph please, thank you
Very Satisfied	Any improvements welcomed
Very Satisfied	Any regeneration of Mitcham town centre would be an improvement, but I cannot help but feel that it will be a cosmetic change and nothing else. Excessive traffic is the biggest problem
Very Satisfied	Any schemes that prioritise pedestrians and cycles is good
Very Satisfied	Anything would be better than it is at the moment - run down, neglected, abused.
Very Satisfied	Anything you do will enhance the area
Very Satisfied	Are you considering looking at the quality of shops? (There are too many betting shops in this small town centre, which makes the town centre off putting to visit). We are very pleased for the added green and cycle spaces
Very Satisfied	As you can see I am absolutely in favour of the proposals for the Fair Green. Please do not listen to the small number of objectors who neither live, work or shop in the area (Cricket Green Heritage ground) their plans to scupper these problems are purely political!
Very Satisfied	Awful windows with dirty curtains above Iceland.

Very Satisfied	Being a parent of a toddler I feel creating as little traffic as possible around Mitcham Centre is important. At present it feels like shopping on a roundabout. Cleaning up the duck pond and having buses cycles only around the centre would be a huge improvement
Very Satisfied	better shops
Very Satisfied	Birds may foul new boardwalk Gateway features should be classy and simple Need to back up proposals with business incentives
Very Satisfied	Boardwalk totally unnecessary No junction with bus lane Market structure is hideous
Very Satisfied	Born and brought up in Mitcham. Still live here. Looks much better.
Very Satisfied	Bring back McDonalds Limit number of betting shops Cheap parking space More food/cafe (good quality) Once again open McDonalds, or Burger King or Subway
Very Satisfied	Bus Lane on London Road, not a good idea. It has increased congestion in Mitcham and serves no purpose to have this in a small town like Mitcham.
Very Satisfied	Bus lane will increase pollution. Market stalls need to be better
Very Satisfied	But please keep the 3 Kings Pond clean. No one wants to sit around watching plastic bags float past.
Very Satisfied	Can anything be done to improve the appearance of the stretch of St Marks Road that runs around the back of Morrison's?
Very Satisfied	Canopy design is ugly should be green in colour
Very Satisfied	Canopy too high Cycling dangerous in Majestic Way Enough car parking Service Road on Green will spoil green space Traffic makes Mitcham unattractive Toilet in wrong location
Very Satisfied	changes are great
Very Satisfied	Changes made to Mitcham are great, needs tidying up.
Very Satisfied	Clock Tower. Must stay Love it!
Very Satisfied	coin operated toilet is great idea but needs regular inspection
Very Satisfied	Covered market will ruin view + supports traditional style canopy.
Very Satisfied	Create shop for 16-18yr olds to work in
Very Satisfied	Cycle paths will need to be strongly enforced to prevent pavement cycling. Sibthorpe Road car park used by council vehicles
Very Satisfied	Need notices in non-english
Very Satisfied	Do not narrow a major road like Holborn way better lighting in car park and access to car park Move the drunks out of the town centre People damaging the market at night
Very Satisfied	Don't like the toilet bit
Very Satisfied	Dreaming of a new park named 'New York Park' or 'Princess Diana'
Very Satisfied	Enforce asbos and anti-social measures. More police presence. Cameras situated around fairgreen. Paint and revamp existing buildings top of London rd. (Tooting end).
Very Satisfied	Excellent idea to cover Market area.

Very Satisfied	Excellent plan - you should consider tram spur
Very Satisfied	excited
Very Satisfied	finish project asap
Very Satisfied	formal gardens will not be appreciated - Mitcham needs less traffic Get rid of betting shops and barbers
Very Satisfied	Get rid of Betting Shops and Drunks in TC!
Very Satisfied	get rid of drunks and beggars off Fair Green
Very Satisfied	Good job, keep it up!
Very Satisfied	Good Plan
Very Satisfied	Great presentation, well done.
Very Satisfied	Have doubts that the road will be wide enough for 2 buses to pass
Very Satisfied	Having just opened a elaterid across from the library, I would like to see the parkway used not as a park for vans.
Very Satisfied	Hope drunks will not be around to spoil all the good work.
Very Satisfied	hope it all goes through get rid of street drinkers as they spoil it
Very Satisfied	Hopefully the proposals will bring trade to Mitcham, also a change to the environment.
Very Satisfied	How much cost for toilet? Keep pedestrian crossing outside motorcycle showroom
Very Satisfied	I absolutely agree with proposal to bring positive and deserving change
Very Satisfied	I am concerned that the changes in road structure, stopping the 'through' nature of the roads, adds to Mitcham's reputation as a traffic bottle-neck. I love the idea of adding light and activity to the centre of Fair Green. I do wonder if the market canopy will end up as a white elephant, being a smokers shelter rather than adding anything. Seems like a big expense for very little gain.
Very Satisfied	I approve of contraflow P13. I am concerned that too much depends on cyclists discipline. I see them as more of a hazard in London Road than buses (large and make a noise).
Very Satisfied	I believe Mitcham will be attractive if changes are made. I will suggest a plan of action like the shopping centre in Sutton high street. It will create more jobs to the local area and will attract more people. It is a vibrant area and I am proud to live in the area.
Very Satisfied	I don't like the position of where you want to move the bus stop for the 200 bus! How will the bus turn around if on St Marks road facing east when it needs to go south towards London road?
Very Satisfied	I feel that 200 bus stop could be moved round corner to Raleigh Gdns (???) to the space there Would not worry about realigning Holborn Way but first concentrate resources on improving their green area
Very Satisfied	I fully agree with the proposals for the regeneration of Mitcham town centre and believe this is what Mitcham has needed for some time. My one big concern is regarding the jerk chicken stall which while having coffee they constantly cause heavy smoke making area unbearable.
Very Satisfied	I have lived in Mitcham for 45 years and slowly seen it go downhill. Overall, what you're proposing to do i totally agree with. We

	definitely need a better range of shops, we have too many barbers and charity shops
Very Satisfied	I have no further comment. Everything is done by the very atmosphere of the area Mitcham, Congratulations.
Very Satisfied	I hope the proposed changes will make Mitcham more attractive to local people and bring visitors. Regarding the bus route will it affect the existing two cafes? And about three kings pond with the proposed boardwalk - how about cleaning the rubbish there?
Very Satisfied	I hope you will maintain the improvements better than you have in the past. The current neglect of the three kings pond is an example. I also feel your current street /pavement and pedestrianized areas are not monitored as regards cleaning the operatives spend too much time inactive!!! As many extra trees, shrubs please
Very Satisfied	I like everything about the proposals for the town centre. As I live in a flat it would be lovely to have gardens to sit in BUT something has to be done to rid the Fair Green of an increasingly large gang of alcoholics, who drink from cans and bottles in full public view despite the alcohol ban in Mitcham. Slightly concerned about cyclists through the town centre will they have dedicated lanes, because they belt through now at maximum speeds with little or no concern for pedestrians.
Very Satisfied	I live in Mitcham for forty years and love Mitcham. Please just make it nicer that we all can enjoy it more and be very proud of our Mitcham, thank you.
Very Satisfied	I love it the idea of the proposed, for me Mitcham Town will be much better than now. Thank you very much, for giving me the opportunity to fill these questions.
Very Satisfied	I strongly feel that the coin operated toilet should be placed in the sibthorp road car park and not in the middle of the town centre; the provision of cheaper parking and parking spaces is with no charge for up to half an hour is the only way to attract more shoppers.
Very Satisfied	I think anyone who has lived in Mitcham like me all their life 60+ years can see that Mitcham has deteriorated considerably and these proposals can only enrich the lives of everyone who visits or passed through town.
Very Satisfied	I think it's a great idea but we need more shops not hairdresser, betting shop, charity shops. You need to increase the footfall of people. You don't want bus full of people going through the town centre, you need them to get off and shop.
Very Satisfied	I think it's really critical for Mitcham to be regenerated that the 2 way bus/cycle lane is introduced into Mitcham Town Centre to bring much needed footfall to the area.
Very Satisfied	I think Mitcham Town centre should be regenerated to attract more middle class people to live here.
Very Satisfied	I think the changes are all good. Our big problem in getting the public (especially the eastern Europeans) to respect Mitcham. Fines for dropping litter, spitting, dropping fag ends would be good. Many people are here to work and send money home (another country), they do not see Mitcham as their home.
Very Satisfied	I think the proposed changes are long overdue and when completed will surely be of great benefit to most people who live, carry on business or transit through Mitcham.
Very Satisfied	I totally agree with your plans for Mitcham and I hope they go through. My grievance is that getting in and out of Mitcham is a nightmare and would like it if something can be done about that.

Very Satisfied	I was born in Mitcham and have lived and raised my family here. I am now 55 years old and cannot go to the Fair Green anymore because of the disgraceful way it has been managed over the last 20 years. I choose to shop elsewhere. The plans are a sight for sore eyes, but please no more charity shops, afro Caribbean barbers and betting shops. Please make it a proper High Street again and I will use it again.
Very Satisfied	I would hope it will encourage people to come into the town centre and also encourage new business' other than barber shops and chicken takeaway shops.
Very Satisfied	I would like to see the bus lane running through the town centre improving the business turn over. This is very important that this project starts asap
Very Satisfied	Idea is very good; a shopping centre is needed in our borough and Mitcham as well as Morden.
Very Satisfied	If all goes to plan, should be a great improvement. Need a good range of shops, not so many Barbers or Betting Shops!
Very Satisfied	If carried out as suggested, a big improvement! A better range of shops would improve the area.
Very Satisfied	Increased bus service for special Western Road 152 bus service only one bus 152 running please make other bus service for Mitcham area. More police patrolling off Lavender and surrounding area special night time. Be service for peoples extra health centre surgery. Thanks
Very Satisfied	Is there any way to incorporate new library space in the central hub of Mitcham? Or anyway to include the stretch of road towards library in this project? The look of the new pavements and street furniture is great, and I'm sure will enhance the area. The boardwalk around the pond looks great and I hope this will happen. As someone who walks via Western Road, the street and crossing changes in this area look like the will make a big difference. We now just need to encourage more shops (no more betting shops!) to come open. The new market structure looks like it will work well, as long as it isn't too dark.
Very Satisfied	It is a wonderful project.
Very Satisfied	It would be good if local shops could improve tier interiors and exteriors
Very Satisfied	It's got to be better than it is now!
Very Satisfied	It's ok for a start
Very Satisfied	Just do it
Very Satisfied	Keep Mitcham green - more wild flower areas - more history boards
Very Satisfied	Keep perimeter street to 10mph
Very Satisfied	Keep pond clean regularly, keep walkway clean from goose droppings!
Very Satisfied	keep up the good work
Very Satisfied	less traffic More areas to park more shops better lighting more events
Very Satisfied	Like the project very much, Primark, shoe shops & dress shops desired in MTC and off course a Cinema.
Very Satisfied	Lived in Mitcham 48 years - excellent proposals. Improve Mitcham Tram Stop
Very Satisfied	long overdue

Very Satisfied	Long overdue improvements!
Very Satisfied	Looking forward to the changes to brighten upper Mitcham town centre.
Very Satisfied	Looks good ...go for it
Very Satisfied	maintenance key issue and anti-vandalism
Very Satisfied	Make Mitcham no alcohol in all public areas
Very Satisfied	maximise rainwater filtration for green spaces improve walking and cycling links to Mitcham Common Overall well done
Very Satisfied	McDonalds back in the town centre. God bless all of you
Very Satisfied	Mitcham is renowned for its lavender and roots with Romany community but these have not been promoted in this plan. More visitor information signs telling of this would be nice. The fair, the cricket, should be celebrated as well as being a surrey village for so long.. Please remember some of us have been in Mitcham all our lives, we are not all newcomers
Very Satisfied	Mitcham Town Centre has been seemingly neglected for far too long. Any proposal is a positive move forward, as long it futuristic, i.e. long term plan.
Very Satisfied	Mitcham Town Centre has to have toilet facilities. However, many people, including myself hesitate to use the coin operated automatic type. It would be much better if the larger shops (ASDA and Morrison's) would provide toilets, as indeed they so in Sutton. Majestic Way - i think some seats should still be provided (particularly for elderly people with heavy shopping who need to rest) maybe along the sides
Very Satisfied	Mitcham town centre would benefit from more coffee shops. E.g. costa, Starbucks, cafe Nero and more clothes shops. Also a supermarket like Tesco or Sainsbury's.
Very Satisfied	Mitcham will still be full of drunken sat around being disobedient and making the place look rough. Teenagers hanging around doing no good and shoplifters in and out of the supermarkets to feed their habit. Making it look posh won't change the reputation!!
Very Satisfied	More cycle lanes are need around Mitcham
Very Satisfied	More playground for young kids is strongly needed in Mitcham!
Very Satisfied	More Police needed to stop crime.
Very Satisfied	move police station to centre of Mitcham More community activities More shops Make Glebe Court presentable
Very Satisfied	My concerns are the drinkers boozing on the green in the nice weather and leaving their empty cans and bottles everywhere and it will get worse
Very Satisfied	My own observation! Why were so many betting shops allowed licences 4 within a stone's throw of each other?
Very Satisfied	narrowing roads will increase congestion particularly at upper green west junction
Very Satisfied	need better shops and restaurants
Very Satisfied	Need better shops- too many charity and fast food shops. Need better lighting and smarten place up
Very Satisfied	need more diverse shops - sports, phone, stationary, coffee chain

Very Satisfied	need more greenery
Very Satisfied	Need more parking spaces Cover for the market stalls would be a great idea and maybe then more stalls will open
Very Satisfied	Need to deal with large amount of traffic Not sure about cycle lanes, could be wasted investment
Very Satisfied	need to smarten up Mitcham Nowhere to go Needs lavender Buses should not stand on Fair Green
Very Satisfied	need toilets urgently
Very Satisfied	need work to start asap to help retail sector
Very Satisfied	new cinema/ theatre needed
Very Satisfied	No bike lanes in Majestic way
Very Satisfied	No comment
Very Satisfied	No comments
Very Satisfied	No comments rather that we should have a bus stop of Bus 200 going to Morden. There should be another stop before St Helier avenue stop. Thanks.
Very Satisfied	Orange Cafe should provide a relaxed atmosphere
Very Satisfied	People behaviour is key to success
Very Satisfied	Personally feel that there are not enough clothes shops, e.g. Peacocks. Need more food shop posh ones such as McDonalds there should be a cinema and more facilities for youth - e.g. connect closed after just a few years. Too many betting shops and pubs encouraging drinking and drugs culture in the area Zero tolerance drink and drugs
Very Satisfied	Plan looks good on paper. Although worried about bus lane, however if the green currently functions as 2 separate areas this plan can bring it together
Very Satisfied	Please go ahead with your proposals as soon as possible.
Very Satisfied	Please improve exit for traffic from Glebe Court to Raleigh Gardens. On paper the plans look very nice. I hope they are workable.
Very Satisfied	Please make some extra toilets in Mitcham library - those studying for exams forced to use staff toilet.
Very Satisfied	Please make sure London Road, Streatham Road and Mitcham TC has better lighting
Very Satisfied	Pleased with current plans for Mitcham, variety of shops is important.
Very Satisfied	Proper cleaning of Mitcham should be made compulsory. Littering fines and cameras.
Very Satisfied	Proposal for Toilet should be free with an attendant at all times.
Very Satisfied	Proposal looks fantastic
Very Satisfied	proposals for buses are fantastic and will help businesses in area
Very Satisfied	Proposals will be good for town. Traffic in Mitcham is getting worse
Very Satisfied	Proposed changes long overdue. Will significantly improve business and private life in Mitcham. Mitcham will also be able to compete favourably with Tooting, Sutton, Streatham, Brixton and West Croydon!
Very Satisfied	Put the market in a permanent building

Very Satisfied	q7 - It will make it less safe as cyclist ride East! Not sure about crossing, what about people with shopping trollies? It looks bright and modern, well done!
Very Satisfied	Q9. Bus stop good idea but traffic should not cross it - it would mean more traffic lights Q13. Boardwalk silly, just clean up what we already have
Very Satisfied	Reducing number of lanes will increase congestion. Need traffic lights on roundabouts around town centre
Very Satisfied	remove 24 hours bus lane London Road south
Very Satisfied	Satisfied with changes
Very Satisfied	Short term parking must be overlooked or daily parking will take over. Short term i.e. one or two hours max is essential. Good job done many thanks
Very Satisfied	Sooner the better Clean up Three Kings Pond
Very Satisfied	stop spitting
Very Satisfied	stop street drinkers
Very Satisfied	stop talking and get on with it
Very Satisfied	Strong appreciation for scheme
Very Satisfied	strongly agree Need to work to stop street drinking Cull geese
Very Satisfied	strongly object to bus lanes
Very Satisfied	Support changes but wants to keep village feel
Very Satisfied	support short term parking not enough details about buses
Very Satisfied	Thanks for all the lovely ideas, hope it all goes ahead asap!
Very Satisfied	the changes will make Mitcham more beautiful and eco-friendly Hopefully business will improve with more footfall
Very Satisfied	The coin operated toilet is a good idea and I'm sure would be well used but it mustn't be expensive otherwise it won't get used. I expect most people would be happy to pay 20p.
Very Satisfied	The main concern that myself and others I have spoken to is that the new bus route may be a danger to children as it is so close to the marketplace.
Very Satisfied	The only concern I have is that Mitcham is currently a traffic bottle neck. If lanes are to be narrowed and/or reduced in number, the congestion could become heavier. In the later section "about you" there is no classification for resident. Are residents points of view able to be weighted appropriately in this survey?
Very Satisfied	The plans look good, especially making roads easier to cross
Very Satisfied	The plans look lovely. Thank you for all the effort. I hope it all goes ahead. We would definitely use Mitcham more.
Very Satisfied	The proposals look amazing. Can't wait for change.
Very Satisfied	The proposed change will alter Mitcham to a high degree and the impact will be great for the area. I strongly agree to introduce a coin operated toilet; otherwise it may be used for drug den.

Very Satisfied	The proposed market weather protection is ugly and out of place. Better to have several smaller that are less industrial looking and smaller scale. The proposes for three kings pond are completely mad and will detract from the beauty of the area. In general, the Council should explore planting more trees and shrubs along both sides of all roads that constitute the town centre to compliment the Fair Green (Upper Green west, London Road, Western Road Junction and Upper Green East). This will soften the harsh street scapes opposite and adjacent to the Fair Green and make up for the loss of "green" space caused by the new bus route which I do in the circumstances support. This would also provide a greener corridor between London Road and Three Kings pond linking also Fair Green with Three Kings (there are some trees outside Post Office but should be throughout length and both sides of all these principal roads). Council is to be congratulated on trying to save the Town centre before it is too late.
Very Satisfied	The road opposite Barclays bank (the Alley way) when it rains is a mess. Tarmac the whole alleyway. Remove the phone boxes which are next to Morrison's - the pigeons make them dirty. Outside Farm foods there is a hole where pigeons get in and have chicks. Block that hole.
Very Satisfied	The smoke level from outdoor B.B.Q is offensive. I feel that there should be a "limited capacity" of the amount of hairdressers and betting shops - it lowers the tone and is intimidating at night. People always lingering about.
Very Satisfied	The Town Centre needs an attraction to draw visitors such as a cinema, bowling alley or other family friendly, intergenerational venue. The venue would give people, including non-Mitcham residents, a specific reason to visit Mitcham and as a knock on effect should improve the local economy.
Very Satisfied	the town looks great but we need decent shops to visit Not sure about coin operated toilets but toilets yes
Very Satisfied	There are too many same theme shops at present, need a better mix to encourage outside shoppers The current market is rubbish! No fresh English fruit / veg stalls - needs to be like Kingston / Croydon but we don't have enough footfall to make that work
Very Satisfied	There is no night life in Mitcham. We need a cinema and wine bar. More shops please i.e... Chain shoe shops, phone shops, sports shops, children's toys/clothes. Wilkinson type store, WH Smiths.
Very Satisfied	These changes were long overdue and they should help local community and businesses.
Very Satisfied	This should be a breath of fresh air and a welcoming change to the area, the residents of Mitcham deserve to feel good about their area
Very Satisfied	toilet attendant to oversee young children
Very Satisfied	Toilet is ugly building - prefer 2 separate facilities for males and females. Should be safe crossing points on London Road bus lane
Very Satisfied	toilet should be clean and cheap scheme should rejuvenate Mitcham
Very Satisfied	toilet should be free as people need change traffic issues extend beyond town centre no more betting shops/ takeaways
Very Satisfied	Toilet facility important for baby changing it would be nice if there was something for children - play area / sand area I think Mitcham will look lovely after the big changes - i have lived in Mitcham all my life and don't like how it has gone downhill I would like my children to grown up in Mitcham too - to enjoy it and feel safe
Very Satisfied	Too many barber shops Can other toilet facilities be developed instead of new one?

Very Satisfied	Traffic needs improving and zero tolerance drinking area needs to be enforced. More police "on beat" in Mitcham.
Very Satisfied	urinal must be freely accessible 24-7 Large Acacia tree must not be removed to accommodate cycle lane Holborn Way narrowing could be achieved without impacting Sadler Close
Very Satisfied	Use McDonalds as Community or arts centre Community project for fruit and veg needed
Very Satisfied	Very good plan just do it
Very Satisfied	Very good, no comment
Very Satisfied	Very pleased to see an effort being made to make Mitcham a more desirable place to live we need to attract businesses too e.g. restaurants / entertainment
Very Satisfied	waited a long time for this and it should be supported
Very Satisfied	Ward councillor from Graveney - supports proposal for regeneration
Very Satisfied	We are very happy that something is finally being done to seriously upgrade Mitcham town centre. Hopefully the council will also think with 'new eyes' when it comes to shops and their licenses. I think we all agree 4 betting shops are 3 to many.
Very Satisfied	We like it. Could you consider making the area of Commons side East under the Beehive bridge residents parking only?
Very Satisfied	We look forward to seeing these changes very soon.
Very Satisfied	We look forward to the new changes and are sure they will provide a vast improvement to the area. We are looking forward to making Mitcham part of our shopping and social experiences.
Very Satisfied	We need more shops, less barbers and charity shops; something needs to be done to liven the town up. At night time it is full of drunkards and drug users. We need a thriving busy town people will want to come to.
Very Satisfied	we need positive change in Mitcham
Very Satisfied	We want traffic to move easier, narrowing roads to me not the answer.
Very Satisfied	Welcomed.
Very Satisfied	Well lit in the winter important More seating Extra bus to Colliers Wood
Very Satisfied	What is happening to Lower Green West area? Will the bus stop still be there and will other buses be stopping there when the 51 moves away.
Very Satisfied	where is money coming from Mitcham needs more clothes shops
Very Satisfied	who is funding it and when is it planned, Too many drinkers in town centre
Very Satisfied	Why don't you mention the wealth of social facilities serving Mitcham such as the Canons Leisure Centre and Park Place? Why don't you mention the dreadful standard of maintenance by the Council of the contextual area of the Centre especially the filthy state of Three Kings Pond! (Also lack of tree maintenance).
Very Satisfied	Will the toilet definitely have wheelchair access?
Very Satisfied	Would like to see McDonalds back in Mitcham, as would a lot of people!
Very Satisfied	Wow timely some changes

Don't Know	1 - Agree with toilets but not coin operated. 9 - Orange cafe is hub of community should be kept with green area not have bus lane alongside it. 17 - No need to bring traffic through Mitcham shopping centre will segregate businesses on either side. Shops already divided in different areas of town centre.
Don't Know	An editor should have proof read the text and ensured it was free of error. That is a trivial point, I know, but indicates some haste and lack of care which translates to the proposals. I believe the proposals are over complicated and counterproductive. Mitcham has never wanted to be like Tooting, Wimbledon or Croydon and the desire of planners and some traders to make it so will just add to its ruin. The gyratory system was a mistake but Holborn Way is there now and we might as well live with it. The town centre is being preferred at the expense of shops in London Road to north of Fair Green and south side of Fair Green.
Don't Know	cautious welcome
Don't Know	Do not see the need to increase Sibthorpe Road car park. I feel there is sufficient car parks that are usually empty. I feel it wrong to take the green from Sadler close estate these people are not lucky enough to have a garden and shouldn't lose what grass they have.
Don't Know	Fixed market canopy will undo all the good of the project
Don't Know	I believe road capacity needs to be increased There is a district need for more accomplished brand name shops
Don't Know	I like the idea of a covered market but do not like the design. It looks like it would be long on a farm, not in a modern town centre. Can the design be more innovative/striking? More attractive than a covered barn please. Majestic Way please replace the farm foods canopy with one that lets light through - It a good rain shelter so please replace it rather than just removing it. It is good to be able to go in and out of the shops even when it is raining, the canopies are good
Don't Know	I started filling in this form in good faith until it suddenly dawned on me that many of the proposals were determined by there being a bus lane through Fair Green - I gave up - The idea of improving Mitcham is excellent and many of the suggestions are good. I am only sorry that you felt it necessary to present such a loaded questionnaire.
Don't Know	I would just like to know what types of shops will be in the town as at the moment there is a lot of shops that are closed. What about healthy eating shops as well as healthy life styles
Don't Know	I would like to have better transport links as tube station. Mitcham Common - better taken care of, walking paths and benches. Three Kings Pond - to clean more often as it is very dirty and smelly!!! Shopping Centre in build in Mitcham Fair green - for example where McDonalds was, with a better range of shops.
Don't Know	I'm not an expert on this matter. As a resident of this area only thing i notice is that the traffic is very bad. Monday - Saturday its really horrible, no matter which way you go you will face the same problem, we need better car parking facility
Don't Know	install speed camera on gyratory install cycle lane on Holborn way Canopy look old fashioned
Don't Know	Keep junction at Montrose gnds clear not a good idea for busses and cycles to go up and down London road
Don't Know	Like ideas of buses - would like to see paid for toilet
Don't Know	Maintenance needed No Xmas lights in 2012 Traffic still unresolved No more barbers and betting shops We don't care anymore. Consultation just Lip service

Don't Know	Mitcham is a pretty village why spoil it. Traffic can be a problem but not very often.
Don't Know	Mitcham needs more shops and get rid of food vans
Don't Know	Mitcham TC does not have enough parking now for locals to shop with our extra shoppers coming into Mitcham to park. Local Roads are already used as Car Parks.
Don't Know	no bus
Don't Know	No comments made.
Don't Know	no cyclists in majestic way
Don't Know	Please, no changes at all, thank you
Don't Know	Re - The narrow road between - The White Lion of Mortimer Public House and the Kings Head Public House Buses could be delayed by big delivery vans to the public houses We are confused about the proposed new bus routes.
Don't Know	support cycle lanes
Don't Know	This project provides a god given opportunity to rid Mitcham of the perennial source of confusion to every local and every visitor. Change all the road names that include the words Upper, Lower, East, West and even London or Mitcham, e.g. Lucy Road, Wagon Way
Don't Know	toilet must be cleaned regularly pond must be cleaned regularly need more investment in Mitcham Common
Don't Know	Too many traffic lights. Too many take away. Too many hair dressers. Cricket green ruined by school kids and cars using Chatsworth Place to drop off children.
Don't Know	Where is the money coming from?
No Opinion	*Why not have free of charge toilets, not coin operated? *Leave existing pedestrian crossing and have one opposite the post office?
No Opinion	All these changes will mean nothing if Mitcham doesn't stop the intimidating gangs roaming the area, and the no drinking zone isn't working. You see people by the duck pond heavily drinking alcohol all day and there are too many bookmakers in town. It's just for gangs to meet up and plan who they can mug and rob.
No Opinion	Although improvements are needed by making Fair Green so lovely you will encourage more drop-outs. I think it will be trashed very quickly. Wasting good money you can change the area out not the people living there. The driving is so bad in Mitcham changing the roads will make it worse, unless more cameras are installed.
No Opinion	benches in Fair Green will encourage drinkers Stop public drinkers Market canopy will be vandalised
No Opinion	cr4 3s9
No Opinion	Don't know why you need to take part of Sadler Close ground as you are making less lanes for traffic so that should be enough extra space room.
No Opinion	I am not convinced about the bus lane through London Road or where some bus routes will be changed i.e. 118 to Streatham. Also tenants need to be found for the shops to make the town centre appealing to shoppers

No Opinion	Looking forward to seeing the suggested changes come to fruition. Better quality shopping would also help to improve area.
No Opinion	Mitcham needs more general shops i.e. shoe shops we have none! Also to many same themed shops the market should remain and improve but the stall holders say they will not be able to pay the rise in rates etc.
No Opinion	need to attract families Stop cycling on pavements stop dog fouling affordable car parking too many hooligans More lighting and CCTV
No Opinion	No bus lanes Fair Green nice without buses. Air cleaner and quieter Bike routes ok on Fair Green
No Opinion	On paper looks fine, in reality waste of money! Things will remain the same, rubbish and disruption.
No Opinion	Perhaps you should consider how to reduce traffic. If cyclists want to have separated lanes should the council charge a toll to pay for it?
No Opinion	Putting a cycle lane through the shops is mad, and a bus lane through the middle is not good.
No Opinion	Statue of Nelson at Iceland Corner Triangle with a fountain
No Opinion	The bus lane is a stupid idea it will destroy the centre of the Fair Green
No Opinion	The clock needs to be in working condition otherwise getting rid of it. The only things is that we need some kind of entertainment for adults and children, more clothes and shoe shops instead of fast food everywhere you can look into this please. i.e. cinema, sports grounds/areas, Mitcham theatre, shoe shops and clothes shops for adults and children sports shops too
No Opinion	Toilet to be staffed
No Opinion	Traffic Congestion must be a priority, always at a standstill, and very unhealthy.
No Opinion	Why not think about some round about instead of traffic lights, a spot where traffic is important and noisy. e.g. western road/Holborn way or upper green west/London road
No Opinion	Writing as an elderly pedestrian, I am minded supportive of provisions for cycle lanes in the area with the proviso that cyclists keep (or are kept) to the cycle lanes.

APPENDIX 5– EQUALITIES IMPACT ASSESSMENT

Equality impact assessment report

London Borough of Merton

Rediscover Mitcham

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Introduction

This document is the Equality Impact Assessment (EqIA) for the London Borough of Merton's Rediscover Mitcham project. The purpose of this EqIA is to identify the likely impact on Merton's diverse communities.

This report provides an assessment of the Rediscover Mitcham project. In relation to:

- Age
- Disability
- Sex/Gender
- Race or belief
- Religion
- Sexual Orientation
- Gender Reassignment
- Marriage and Civil Partnership
- Pregnancy and Maternity

Background to Rediscover Mitcham

In 2012 and 2013 the council held for the Rediscover Mitcham project a wide ranging consultation which included over 25,000 brochures being distributed across the Mitcham area and in total around 3000 responses. Public feedback has informed the final Rediscover Mitcham

Equality legislation

The Equality Act 2010 replaces previous anti-discrimination laws with a single Act, making the law easier to understand and strengthening protection and sets out the different ways in which it's unlawful to treat someone.

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Before the Act came into force there were several pieces of legislation to cover discrimination, including:

- Sex Discrimination Act 1975
- Race Relations Act 1976
- Disability Discrimination Act 1995

At the decision-making stage local authorities are required to assess how changes to policies and service delivery will affect different people.

In 2011 the Act extended protection against discrimination to nine 'Protected Characteristics'- which includes the following; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation. The Act has provisions for the following:

- introduces a 'Public Sector Equality Duty' to ensure that in exercising functions,
- delivering services and partnership work the council:
- eliminates discrimination, harassment, victimisation
- advance equality of opportunity between persons who share a protected characteristic and persons who do not share a protected characteristic foster good relations between persons who share a relevant protected characteristic and persons who do not share it

The London Borough of Merton Equality and Diversity Strategy

The Council's Equality Strategy 2013-17 provides a framework for Merton's equality objectives and aims to integrate equality and fair treatment issues into the council's day-to-day business.

The borough's increasing diversity makes Merton a culturally varied and interesting place to live and work and is something that we are proud of and consider to be strength. The strategy builds on the work of the previous Corporate Equality Scheme and focuses on those

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Areas of inequality which impact most on the lives of local people, responds to the changing demographics and promotes better understanding between different communities.

The aims of the Council's Equality Strategy are:

- bridging the gap between the levels of deprivation and prosperity in Merton particularly focusing on:
- raising educational attainment for all children and young people and reduce attainment gaps for target groups including children with special education needs or disabilities, those who are looked after in care, specific BAME groups, specific groups of White boys and those who are excluded from school.
- Tackling rising unemployment particularly among young BAME communities and disabled residents and supporting those who are long term unemployed back into work.
- Reducing health inequalities particularly the issues affecting some BAME communities, disabled and older residents.
- Increasing education and economic opportunity in the east of the borough.
- Improving understanding of the borough's diversity and foster better understanding between communities.
- Supporting those who do not usually get involved in decision-making to better understand how they can get involved and get their voices heard.
- Providing services that meet the needs of a changing population.
- Employing staffs that reflect the borough's diversity.

The council recognise that understanding its diverse community is essential to addressing some of the complex issues that create barriers and exclusion for some of our residents. Therefore, the council is committed to working toward the following objectives:

- Everyone having an opportunity to fulfil their potential.
- Individuals having choice and control to improve life chances and outcome.
- Everyone having ways to tackle the barriers that lead to inequality

Merton's Equality Objectives

Merton council recognise that understanding its diverse community is key to addressing some of the complex issues that create barriers and exclusion for some of our residents. Therefore the council is committed to working toward:

- Everyone having an opportunity to fulfil their potential
- Individuals having choice and control to improve life chances and outcome⁴
- Everyone having ways to tackle the barriers that lead to inequality

Age	A	Race	R
Disability	D	Religion or Belief	RB
Gender Reassignment	GR	Sex	S
Marriage and Civil Partnership	MCP	Sexual Orientation/	SO
Pregnancy and Maternity	PM		


Initial Screening

1. What are the aims, objectives, and desired outcomes of your proposals? (Also explain proposals)).	<p>The overall context of Rediscover Mitcham sits within the stated aim of regenerating Mitcham physically, socially and economically. The project is the main vehicle for implementing the public realm and accessibility measures. These will act as a form of 'enabling' or 'facilitating' works that will encourage longer term physical and economic investment by the private sector. This is consistent with the boroughs emerging Economic Development Strategy and the spatial vision and objectives of Merton's Local Plan.</p>
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	<p>The project has a number of objectives</p> <ul style="list-style-type: none"> - to improve access to Mitcham town centre specifically the Fair Green primarily for pedestrians and buses but also for cyclists, short term parking and servicing - to reduce car dominance by reallocating road space, increasing space for pedestrians, improving bus facilities and enhancing the quality of the public realm - to introduce more pedestrian activity to Mitcham Town Centre by reducing severance - to upgrade the public realm by improving the design and visual appearance of the area <p>In broad terms the overall principle of the project is to reintroduce activity into the Fair Green by better connecting it with the surrounding areas. This will assist regeneration by increasing pedestrian numbers, benefiting local businesses, promoting a more vibrant town centre and enhancing business confidence through investment and commitment by the council, TfL and others. This will be done by reintroducing bus services into Mitcham town centre, improving the quality and simplicity of pedestrian crossings by simplifying the road design, formalising and better managing facilities such as short term parking and servicing, enhancing opportunities for cycling in the town centre, improving the quality of the pedestrian environment through an enhanced design to Fair Green and improved street materials such as surface treatments and paving.</p>
<p>2. Who are the main people/groups</p>	<p>All the equality groups and wider local community within Mitcham town centre, surrounding area of the town centre. In</p>

<p>affected by your proposals?</p> <p>3. What data, information, evidence, research, statistics, surveys, and consultation(s) have you considered to undertake this screening?</p>	<p>addition, people who work or live in the rest of the borough and those who visit the borough for leisure and social activities. .</p> <p>Evidence, research statistics:</p> <p>Data collection for funding applications to Transport for London (TfL) including pedestrian and vehicle counts, Census 2011 data, residents survey data,</p> <p>Consultation and engagement:</p> <p>Consultation with local community, residents/community groups, workshops and engagement with local stakeholders for example local business, children and young adults; faith groups, and other organisations. In the town centre and surrounding area by distribution of newsletters, dedicated Merton webpage, social media including Facebook and witter , event such as Mitcham carnival and other community driven events</p>		
<p>4. Is there evidence to suggest that your proposal(s) could affect some groups of people in different ways?</p>	<p>Yes</p>	<p>√</p>	<p>Explain the reason for your decision</p>
	<p>No</p>	<p>X</p>	<p>The proposals will improve multi modal access in and around Mitcham town centre increase pedestrian footfall, bus service penetration, improve the urban infrastructure for example new lighting, paving, seating. This will have a positive impact on all the equality groups and wider community and is likely to particularly affect those that are less mobile and those who may feel less safe for example at night, such as young people, women, older people and people with disabilities.</p>

FAIR GREEN

1. New permanent market canopy
2. Improved cafe & seating area
3. New landscaped formal garden with high quality materials & seating around relocated & restored clock tower
4. Enlarged informal garden with new high quality landscaping, new trees, paths, focal point & ground fountain
5. Existing wall, arc of trees and events space largely retained
6. Bus route kept to minimum width and on raised table level with footway - only one bus stop on Fair Green
7. High quality materials & landscaping throughout
8. New 'perimeter street' providing short term parking, disabled parking & servicing
9. New segregated cycle route on south side avoiding gyratory
10. New self-cleaning public toilet by market 



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	Positive	Negative	Neither	Reason / Comment / Evidence

	Impact	Impact	
Age	√		<p>The significant improvement measures of the Fair Green to provide a range of additional access and community opportunities will benefit all equality groups. Mitcham has a relatively young age profile when compared to the rest of the borough and proposals such as a water fountain and community events space (under the market canopy) will promote the use of the town centre by children and young adults. In addition the increased lighting and activity in the area in the evening seeks to promote a night time economy which is also likely to benefit younger people greatly.</p> <p>In terms of older people additional accessibility improvements associated with improved bus penetration to the town centre and upgraded pedestrian facilities will be beneficial. The creation of high quality paths on desire lines across the Fair Green will increase the accessibility of this area and reduce walking distances. A new WC and urinal should also be of benefit to older people, children and young adults and reflects strong demands for this in the Rediscover Mitcham consultation exercises. The availability of short term parking will benefit older people who are drivers and passengers.</p> <p>Improvements to accessibility and usability of the town centre will also have a number of cross sector benefits which may be of specific benefit to older, reduced mobility and disabled people. In particular increased accessibility can reduce social isolation with</p>

				<p>benefits for mental and physical health. Additional usability of an area promotes social cohesion which may be of particular benefit to vulnerable people. A key objective of Rediscover Mitcham is to increase the vitality of the town centre and this will include more community based activities which are inclusive.</p> <p>Increase usability may also reduce the incidence of anti social behaviour and perception of lack of safety. Additionally better local provision of shops and services benefits those on lower incomes due to reduced reliance on transport which may be costly.</p>
<p>Disability and reduced mobility</p>	<p>√</p>			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Low height kerbs to assist people with ambulation impairments - Improved lighting to assist people with visual impairments - Enhanced bus service penetration to reduce transport interchange walk distances - Provision of formal and accessible paths across the Fair Green which will improve both accessibility and leisure opportunities for disabled persons - Increased weather protection for the market - Additional seating opportunities on the Fair Green

<ul style="list-style-type: none"> - Short term and Blue Badge parking facilities immediately adjacent to local shops and services - Provision of fully accessible WC - Improved definition of cycling areas to reduce impact of conflict between pedestrians and cyclists - - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments 	<p>Improvements to accessibility and usability of the town centre will also have a number of cross sector benefits which may be of specific benefit to older and disabled people. In particular increased accessibility can reduce social isolation with benefits for mental and physical health. Additional usability of an area promotes social cohesion which may be of particular benefit to vulnerable people. A key objective of Rediscover Mitcham is to increase the vitality of the town centre and this will include more community based activities which are inclusive.</p> <p>Increase usability may also reduce the incidence of anti social behaviour and perception of lack of safety. Additionally better local provision of shops and services benefits those on lower incomes due to reduced reliance on transport which may be costly.</p>	
		<p>Gender Reassignment</p>

Marriage and Civil Partnership				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity			√	<p>The overall increases in accessibility will benefit pregnant people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Low height kerbs to assist people with ambulation impairments and with buggies - Enhanced bus service penetration to reduce transport interchange walk distances - Provision of formal and accessible paths across the Fair Green which will improve both accessibility and leisure opportunities for young children - Increased weather protection for the market - Additional seating opportunities on the Fair Green - Short term parking facilities immediately adjacent to local shops and services

					<ul style="list-style-type: none"> - Provision of fully accessible WC - Improved definition of cycling areas to reduce impact of conflict between pedestrians and cyclists.
Race			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex			√		The provisions of the planning brief have neither a positive or negative impact on this equality group
Sexual Orientation			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.



	Positive Impact	Negative Impact	Neither	Reason / Comment / Evidence

Age	√			<p>The changes to the Western Road junction to provide enhanced pedestrian crossing facilities will benefit older people and children and young adults through the reduction in walk distance and walk time across the different arms of the junction. Increased pavement space on corners and on islands will also reduce crowding at key points. A new direct crossing will be introduced between Upper Green West and the Fair Green enhancing accessibility. The removal of bus 200 and its rerouting through the town centre will increase bus service penetration into the town centre and increase the convenience of bus services</p>
Disability and reduced	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Low height kerbs to assist people with ambulation impairments - Improved lighting to assist people with visual impairments - Reduced crossing distances - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments
Gender Reassignment				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will</p>

				benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Marriage and Civil Partnership				The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Pregnancy and Maternity	√			<p>The overall increases in accessibility will benefit pregnant people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Low height kerbs to assist people with ambulation impairments and with buggies - Enhanced bus service penetration to reduce transport interchange walk distances - Provision of formal and accessible paths across the Fair Green which will improve both accessibility and leisure opportunities for young children - Increased weather protection for the market - Additional seating opportunities on the Fair Green

					<ul style="list-style-type: none"> - Short term parking facilities immediately adjacent to local shops and services - Provision of fully accessible WC - Improved definition of cycling areas to reduce impact of conflict between pedestrians and cyclists.
Race			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√		The provisions of the planning brief have neither a positive or negative impact on this equality group.
Sexual Orientation			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.

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	<p>Reason / Comment / Evidence</p>
<p>1. Decluttering</p> <p>2. New paving to create 'laneway' feel with wider central 'carriageway'</p> <p>3. Improved lighting including cleaning and lighting canopy on Morrisons side</p> <p>4. Removal of canopy on Farmfoods</p> <p>5. Shared use with cycles but with pedestrian priority retained</p> <p>6. Raised table at St. Mark's Road</p>	<p>Positive Impact</p>
<p>MAJESTIC WAY</p>	<p>Negative Impact</p>
<p>Majestic Way</p>	<p>Neither</p>

Age	√			<p>Majestic Way will be decluttered and made more easily navigable for all pedestrians (of all ages including older, children and young adults) and this will increase the overall sense of accessibility. The new laneway concept with formalised cycling will reduce the potential for irregular conflict between pedestrians and cyclists. The consultation on Rediscover Mitcham identified that older people in particular were concerned about the current situation of cyclist using Majestic Way in an unauthorised manner. Improved lighting will increase the sense of safety and security in the area. The new raised table across St Marks will increase pedestrian priority and the sense of safety crossing over this busy junction.</p> <p>New short term parking opportunities on Upper Green West will improve car accessibility to the area</p>
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility persons primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments

				<ul style="list-style-type: none"> - Improved and reorganised seating - New short term parking opportunities on Upper Green West will improve car accessibility to the area
Gender Reassignment				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Marriage and Civil Partnership				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity		√		<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction

				<p>for people in wheelchairs and buggies</p> <ul style="list-style-type: none"> - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating. New short term parking opportunities on Upper Green West will improve car accessibility to the area
Race			√	<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Religion or Belief			√	<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Sex/gender			√	<p>The provisions of the planning brief have neither a positive or negative impact on this equality group.</p>
Sexual Orientation			√	<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such</p>

issues as hate crime could benefit from greater public safety in the area.



UPPER GREEN EAST

1. Widened pavement on N.E. side
 2. Improved landscaping on N.E. side
 3. Reallocated pedestrian crossing to be closer to shops and allow cycles to access segregated cycle route
 4. Re-positioned bus stops around relocated crossing
 5. Narrowed carriageway around bus stops
 6. Gateway art at entrance to Fair Green
- Three Kings Pond Area**
7. New pedestrian boardwalk across Three Kings Pond
 8. Improved landscaping & pedestrian facilities on roundabout

Age

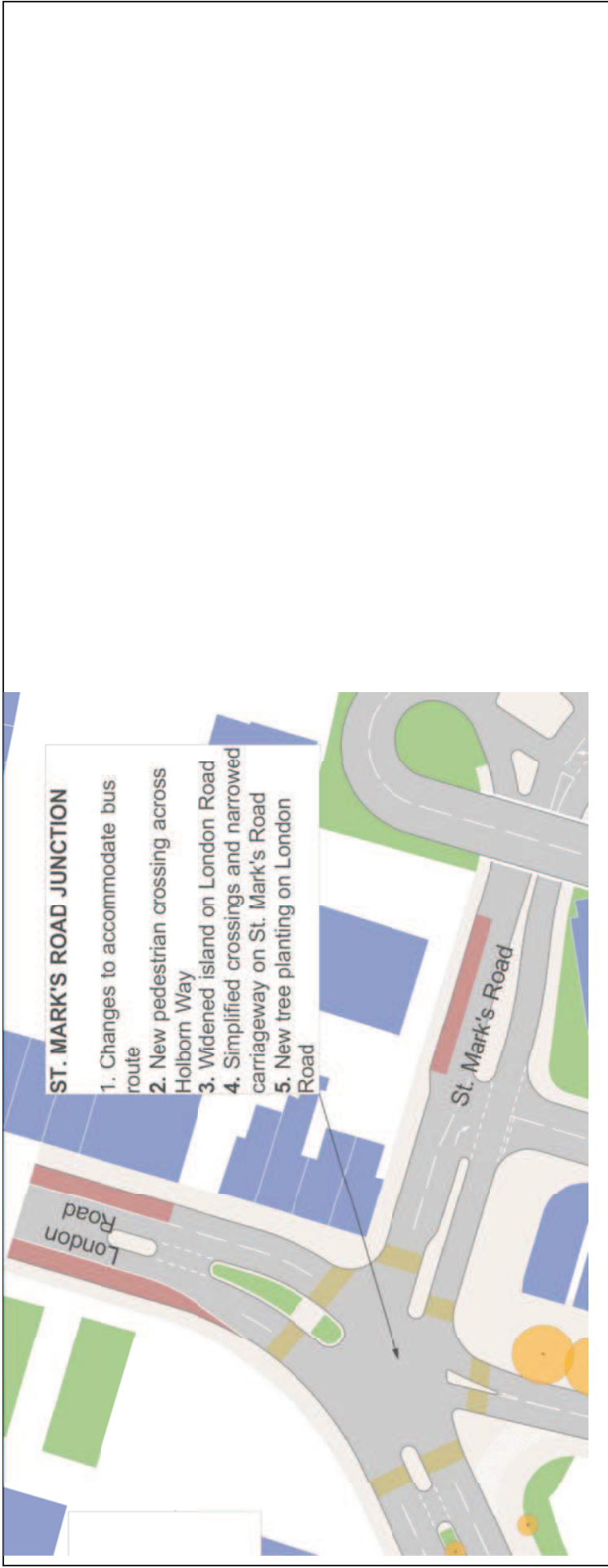
√

Upper Green will be decluttered and made more easily navigable for all pedestrians and this will increase the overall sense of accessibility. Pavements will be widened to increase space for pedestrians. This will benefit older, children and young adults, who are less able to avoid busy pedestrian flows. The new proposed boardwalk around Three Kings Piece will open up additional leisure opportunities for local people and will increase accessibility to Mitcham Common area. This may benefit older people who may have more leisure time and make significant use of the local area. A new crossing outside the Post Office on Upper Green East will increase access to this

				important local facility	Promotion of better cycling facilities while not directly benefiting older people have an indirect benefit by reducing the likelihood of pavement cycling which can be particularly intimidating for older people, children and young adults...
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating 	
Gender Reassignment				The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will	

				benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Marriage and Civil Partnership				The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Pregnancy and Maternity		√		<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating.

Race			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all the equality groups, and in particular those groups who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√	The provisions of the planning brief have neither a positive or negative impact on this equality group
Sexual Orientation			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all the equality groups and users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.



ST. MARK'S ROAD JUNCTION

1. Changes to accommodate bus route
2. New pedestrian crossing across Holborn Way
3. Widened island on London Road
4. Simplified crossings and narrowed carriageway on St. Mark's Road
5. New tree planting on London Road

Age	✓			St Marks Road will be decluttered and made more easily navigable for all pedestrians and this will increase the overall sense of accessibility. Pavements will be widened to
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XXX

				increase space for pedestrians. This will benefit older people, children and young adults who are less able to avoid busy pedestrian flows. Crossing distances will be reduced and kerbs will be lowered to assist people with mobility issues. The area will benefit from increased lighting and seating. An additional crossing facility across Holborn Way will benefit older people by reducing walking distances.
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating <p>An additional crossing facility across Holborn Way will increase access to special education facilities in Eagle House.</p>
Gender Reassignment				The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will

				benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Marriage and Civil Partnership				The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Pregnancy and Maternity		√		<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Increased pavement space which will increase the accessibility of the junction for people in wheelchairs and buggies - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating. - A new direct pedestrian crossing across Holborn Way will improve accessibility

XXXII

					to Bond Primary School
Race			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√		The provisions of the planning brief have neither a positive or negative impact on this equality.
Sexual Orientation			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.



NEW BUS STREET

1. London Road to be used by buses & cycles in both directions
2. Northbound stops at Fair Green & north end of London Road
3. Southbound stops by former McDonalds
4. All stops on carriageway with no additional lay-bys
5. Consistent minimum width of 6.5m
6. Low 50mm kerbs for pedestrian-friendly feel
7. Tarmac on London Road and raised table of granite setts across Fair Green
8. High quality bus shelters

Age	√		London Road will become a new bus through route which will increase penetration of buses into the heart of the town centre, improve interchange and overall transport opportunities for bus users, many of whom are older people, children and young
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XXXIV

				<p>adults. All bus facilities will be fully accessible with high quality waiting environments. The area will benefit from increased lighting and seating. The area will be busier and more observable and this will benefit older people using the area across the day and in the evening</p> <p>Promotion of better cycling facilities while not directly benefiting older people have an indirect benefit by reducing the likelihood of pavement cycling which can be particularly intimidating for older people.</p>
<p>Disability and reduced mobility</p>	<p>√</p>			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Increased penetration into key town centre locations of fully accessible bus services and associated improved interchange - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating

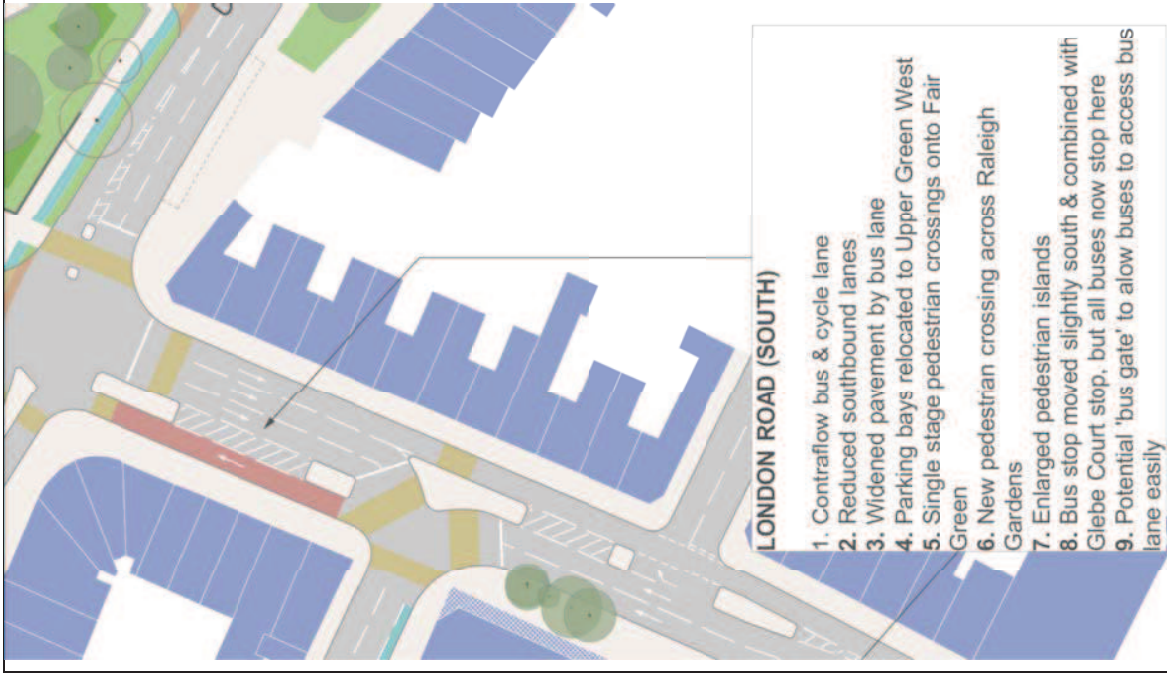
XXXX

Gender Reassignment				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Marriage and Civil Partnership				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity			√	<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Reduced kerb heights at key crossing points which will increase the accessibility of the area for people in wheelchairs and buggies -- Improved and reorganised seating. -

XXXXVI

Race			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√	The provisions of the planning brief have neither a positive or negative impact on this equality group.
Sexual Orientation			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.

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LONDON ROAD (SOUTH)

1. Contraflow bus & cycle lane
2. Reduced southbound lanes
3. Widened pavement by bus lane
4. Parking bays relocated to Upper Green West
5. Single stage pedestrian crossings onto Fair Green
6. New pedestrian crossing across Raleigh Gardens
7. Enlarged pedestrian islands
8. Bus stop moved slightly south & combined with Glebe Court stop, but all buses now stop here
9. Potential 'bus gate' to allow buses to access bus lane easily

Age	√			<p>London Road North will be characterised by a new contraflow bus through route which will facilitate penetration of buses into the heart of the town centre, improve interchange and overall transport opportunities for bus users, many of whom are older people, children and young adults. All bus facilities will be fully accessible with high quality waiting environments. The area will benefit from increased lighting and seating. The area will be busier and more observable and this will benefit older people using the area across the day and in the evening. The junction of London Road and Upper Green East/West will continue to benefit from crossing on each arm and these crossings will be designed to latest accessibility standards</p>
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Increased penetration into key town centre locations of fully accessible bus services and associated improved interchange - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating
XXXX				

Gender Reassignment				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Marriage and Civil Partnership				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity			√	<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Reduced kerb heights at key crossing points which will increase the accessibility of the area for people in wheelchairs and buggies -- Improved and reorganised seating. -

XL

Race			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√	The provisions of the planning brief have neither a positive or negative impact on this equality group.
Sexual Orientation			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.



Age	√			<p>Raleigh Gardens will be characterised by a series of minor road space allocation exercises which are facilitated by penetration of buses into the heart of the town centre, improve interchange and overall transport opportunities for bus users, many of whom are older people, children and young adults. A number of isolated and remote bus stops will be closed and moved to the Fair Green Bus Lane or to closer to the entrance of the popular Lidl supermarket on Western Road. This will reduce walk distances to key local shops and services</p> <p>The area will benefit from increased lighting and seating. The area will be busier and more observable and this will benefit older people using the area across the day and in the evening. Additional green spaces will provide for seating opportunities.</p> <p>Promotion of better cycling facilities while not directly benefiting older people have an indirect benefit by reducing the likelihood of pavement cycling which can be particularly intimidating for older people.</p>
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p>

XLIII

					<ul style="list-style-type: none"> - Increased penetration into key town centre locations of fully accessible bus services and associated improved interchange - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating
Gender Reassignment					<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Marriage and Civil Partnership					<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity			√		<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area

XLIV

					<ul style="list-style-type: none"> - Improved lighting to assist people with visual impairments - Reduced kerb heights at key crossing points which will increase the accessibility of the area for people in wheelchairs and buggies -- Improved and reorganised seating. -
Race			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex/gender			√		The provisions of the planning brief have neither a positive or negative impact on this equality group. .
Sexual Orientation			√		The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such

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issues as hate crime could benefit from greater public safety in the area.



XLVI

Age	√			<p>Holborn Way will benefit from reduced traffic dominance, improved crossing opportunities and a general improvement in the public realm with lighting, tree planting. This will make the area more pedestrian friendly which tends to be the mode most used by older, children and young adult people</p> <p>Improvements to the Sibthorpe Road Car Park including increase capacity will improve parking opportunities closer to the town centre shops and improve the safety of this car park.</p>
Disability and reduced mobility	√			<p>The overall increases in accessibility will benefit disabled and reduced mobility people primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist people with mobility impairments are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Up to date installation of compliant tactile surfaces to ensure effective way finding for people with visual impairments - Improved and reorganised seating - Improvements to the Sibthorpe Road Car Park including increase capacity will improve parking opportunities closer to the town centre shops and improve the safety of this car park

XLVII

Gender Reassignment				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Marriage and Civil Partnership				<p>The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.</p>
Pregnancy and Maternity			√	<p>The overall increases in accessibility will benefit pregnant women primarily through the provision of accessible public realm infrastructure which improves the overall permeability of the area as well as the overall level of public amenity. Specific proposals that will assist pregnant women are</p> <ul style="list-style-type: none"> - Reduced street clutter to assist people navigating the area - Improved lighting to assist people with visual impairments - Reduced kerb heights at key crossing points which will increase the accessibility of the area for people in wheelchairs and buggies -- Improved and reorganised seating. -

XLVIII

Race			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Religion or Belief			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.
Sex			√	The provisions of the planning brief have neither a positive or negative impact on this Protected Characteristic.
Sexual Orientation			√	The provisions of the Rediscover Mitcham public realm scheme will provide for better lighting, visibility, usability and overall sense of safety in the town centre. This will benefit all users of the town centre but people who are at particular risk from such issues as hate crime could benefit from greater public safety in the area.

Assessing Impact

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Assessing Impact

Please indicate how the proposals affect the Protected Characteristics listed below:

If you have identified potential negative impact(s) above, then it is necessary to complete an Equality Analysis. If there is no negative impact you do not need to complete an Equality Analysis.

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Appendix 1:

Merton's Equality and Diversity Policy Statement Policy statement

Merton Council is committed to promoting equal opportunity and valuing diversity in the community, as an employer and as a provider of services to the people of the borough and its visitors. The London Borough of Merton is committed to carrying out our legal responsibilities including:

- promoting equal opportunities, social inclusion and human rights;
 - eliminating unlawful discrimination and disadvantage;
 - eliminating harassment and victimisation;
 - promoting a positive attitude towards people of different backgrounds, disabled people and others;
 - encouraging participation by people of all backgrounds in public life;
 - valuing diversity and promoting good relations between individuals, communities and employees of all backgrounds; and
 - Taking the necessary steps towards meeting the needs of disabled people and others.
-
- Our aims and values
 - As a Community Leader we are committed to creating a socially inclusive and cohesive community by:
 - working with others to ensure that Merton is a safe place in which to live, work, study or visit;
 - promoting equal opportunity and equal access to employment, services, information and facilities;
 - listening and responding to the views of our communities through appropriate and widespread consultation and participation mechanisms which are accessible to all;
 - encouraging and supporting people to be active in social, cultural and political life;

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- ensuring the information we produce and the events we hold positively reflect and
- promote the diversity of our communities; and
- Ensuring organisations and businesses that provide goods and service on behalf of Council have appropriate equality procedures in place.

As a Service Provider we are committed to ensuring that our services are responsive and accessible to all by:

- providing fair and appropriate services that meet the wide range of needs of everyone in the community;
- making it easy for, and encouraging people to use our services, including people who are vulnerable, disadvantaged or harder to reach;
- ensuring our buildings and open spaces are accessible to everyone, making reasonable adjustments were appropriate;
- consulting and involving all sections of our community in the design, development and monitoring of
- our policies and services;
- monitoring take-up and evaluating services to ensure they do not discriminate or
- exclude individuals or groups;
- making sure our policies and procedures for giving grants, and for commissioning
- and buying in goods and services follow this policy; and
- Making sure that we always consider equality and diversity when planning and delivering services.

As an Employer we value the diversity of our workforce and are committed to ensuring fair practice in employment by:

- making sure our workforce is representative of the local community;
- ensuring recruitment and selection processes are non-discriminatory and encouraging applications from all groups in the community;
- providing a safe and accessible working environment that values and respects the identity and culture of each person;
- creating a culture and working environment free from discrimination, harassment and bullying;
- ensuring that all staff has access to learning and development opportunities so that their contribution and potential are maximised;

- supporting disabled staff to carryout their work and making reasonable adjustments where appropriate to do so;
- applying fair and equitable processes to pay and reward schemes, ensuring equal pay for equal work;
- providing support and training on equality and diversity to all our employees and Councillors; and monitoring the diversity of the workforce with regard to, age, disability, gender
- reassignment ,pregnancy and maternity, race sex, ,religion and belief sexual
- Orientation and salary.

APPENDIX 6 – ACCESS AUDIT



Centre for
Accessible
Environments

Rediscover Mitcham

Development of Mitcham town centre

Merton Council

Access Statement

July 2013

Prepared by Brenda Puech, NRAC Consultant for

Centre for Accessible Environments

Holyer House

20-21 Red Lion Court

London EC4A 3EB

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This report is available in alternative formats upon request

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1 Introduction

1.1 Scope

This statement supports the proposals for Rediscover Mitcham, the redevelopment of Mitcham town centre. It explains the measures adopted within the scheme to achieve a high standard of accessibility and inclusive design.

Good practice guidance on inclusive design will be followed throughout the development of the public realm.

1.2 Centre for Accessible Environments

Access consultancy services are provided by the Centre for Accessible Environments (CAE) who have proven knowledge in the requirements of disabled people and in advising on and implementing practical access solutions. CAE has appraised elements of the design and advised the designers to ensure that the best possible level of access is achieved and that proposals meet relevant legislation and recognised good practice guidance as outlined below.

1.3 Design guidance and standards

While there are no nationally agreed access standards or regulatory controls governing large external areas, the following best practice design guidance has been considered in the development of the design to ensure good standards of accessibility:

- Approved Document M of the Building Regulations for immediate approaches to buildings
- Inclusive mobility: A guide to best practice in access to pedestrian and transport infrastructure, DfT 2002
- Local Transport Note 1/11 Shared Space, DfT October 2011
- Local Transport Note 1/12 Shared Use Routes for Pedestrians and Cyclists, September 2012
- Traffic Advisory Leaflet 9/93 Cycling in Pedestrian Areas
- Local Transport Note 2/08 Cycle Infrastructure Design (cycling in vehicle restricted areas)
- Manual for Streets, Dept for Transport, Communities and Local Govt, 2007
- British Standard BS 8300:2009+A1:2010 – Design of buildings and their approaches to meet the needs of disabled people. Code of practice
- The requirements and implications of the Equality Act 2010 including guidance in the Equality Act Codes of Practice
- Designing for Accessibility, 2012 Edition CAE, RIBA Publishing

2 Public realm and external areas

2.1 Improved accessibility to Fair Green

The new scheme considerably improves the environment for pedestrians. Some improvements have been constrained due to the retention of the one-way motor traffic gyratory system and the new proposal works within the existing road layout and frontages.

Traffic speed limits in the streets around Fair Green will remain at 30mph, while the bus street within Fair Green will have a lower speed limit of 20mph.

Fair Green has been made more accessible to pedestrians including those with sensory, cognitive and mobility impairments through

- Provision of a bus route through Fair Green
- Provision of more and simpler pedestrian crossings across surrounding vehicular roads
- Wider than minimum pavements provided to the perimeter of the Green
- Improved environment in the Green with improved amenities such as public toilets, seating, covered market and high quality landscaped area.
- Car parking adjacent to the Green providing 5% designated spaces for blue badge holders

The design of the new perimeter road to Fair Green, combined with increased pedestrian activity generated by the bus stops, will encourage drivers to keep to a low pace conducive to a shared pedestrian space. Where the perimeter street passes around the market canopy, there is an acute bend that will reduce speeds.

2.2 Orientation and wayfinding

The design is intended to provide a legible public realm with good sightlines supported by orientation features, including

- bespoke entrance feature at Western Oval space with public art or gateway feature will provide a welcoming entrance and strong orientation
- returning the old cross roads alignment of London Road and Upper Green West
- the clock tower in Fair Green providing orientation
- pedestrian routes are easily identifiable, direct and convenient to assist wayfinding.

2.3 Bus stops

All bus stops will be provided with raised bus boarders to facilitate use of disabled ramps on buses therefore facilitating boarding by wheelchair users. Town centre bus shelters will be of a bespoke design, possibly matching that of the market canopy.

2.7 Footpath widths and gradients

- Footpaths alongside carriageways been widened in many places and are between 2.5-3m wide exceeding minimum width requirements of 2m.
- Perimeter footway to the east side of the Green will be 2m wide enabling people to go around the Green. There is no footway to the North Side of Green.
- Paths within Fair Green are 2m to 4m wide
- Secondary paved paths are 1.5m wide
- Linear gradients do not exceed 1:21 where possible, and cross falls will not be steeper than 1 in 40
- Kerb edges to the carriageway are a lighter coloured granite to provide visual contrast to aid visually impaired people
- Granite seating will be darker for same reasons

2.4 Surfaces

The quality of ground surfaces is of significant importance to disabled people. The scheme ensures that surfaces used by pedestrians, wheelchair users and cyclists will be smooth, even and well laid to avoid tripping.

These will be suitable and safe for walking and wheeled carriers. Surfaces will be firm, level and even and not slippery in dry or wet conditions. These will not be reflective or cause glare. Surfaces are chosen for durability qualities which is important to preserve tactile qualities, slip resistance and visual contrast.

Surface materials chosen include

- Market area to have Yorkstone pavers divided by granite setts
- Footway surfaces within and surrounding the Green to have Yorkstone paving
- Footway surfaces to internal paths within the Green which will be 1.5m wide. These will have loose topped compacted shale with a solid sub base to allow easy passage of wheelchairs.
- Footways surrounding green will be paved in flamed red block pavers

Tonal contrast will be used to identify different areas and features, and potential hazards.

Manhole covers are flush with the surface and of non-slip material.

2.5 Demarcation of pedestrian and vehicular areas

Where the bus street crosses the Fair Green the carriageway and footway will be on the same level as bus movements will be low. Traffic movements in general will be low as 1000 vehicles per day is low by general standards.

The perimeter street and London Road will have low 50-60mm kerbs along their length.

2.6 Cycle lanes including shared cycle- pedestrian routes

A cycle route has been provided on the footway to the edge of Fair Green on Upper Green East and Upper Green West. The cycle route will have a lane width of 1.5m. The cycle route will be adjacent to the carriageway in areas few people will desire to cross so the potential for pedestrian and cyclist conflict is deemed as minimal. The wider context of a straight across crossing across Upper Green West at both ends (on corner of London Road South and opposite Iceland) should reduce the demand for informal crossing on points in between – particularly from people with mobility impairments.

This will be demarcated from the footway with a 25mm kerb and therefore does not require tactile corduroy strips at the beginning and end. UDL guidance suggests that in this situation corduroy strips will only confuse people (*ref to UDL Paper*).

1.5m wide cycle lanes have been provided in Raleigh Gardens carriageway which provides adequate space for older and less mobile cyclists. The stop line for cars at junctions to Raleigh Gardens will be moved behind the pedestrian side road crossing width to provide greater protection for cyclists and pedestrians.

2.8 Pedestrian crossings of vehicular roads

Road junctions have been tightened with reduced traffic lane widths to provide shorter and more direct crossings for pedestrians.

Raised tables have been provided at minor road and side road crossings to prioritise pedestrian and to act as a traffic calming measure for motor vehicles.

Staggered signalised crossings have been retained in a few key places due to requirements by TfL to not reduce motor capacity. However, these have been simplified, with number of crossing stages reduced and shorter crossings provided. Staggered crossing central islands will be provided with standard height kerbs as is current standard practice to guide visually impaired pedestrians across the two right angles of the stagger. Kerbs at central islands are known to be a tripping hazard for pedestrians especially visually impaired pedestrians and their use will be monitored.

Larger central islands for pedestrians are provided to break up the sense of wide expanses of tarmac, as well as making people feel safer using the islands as means of informal crossing.

New straight ahead direct crossings have been introduced at a number of locations

- across Upper Green West providing essential direct access to Fair Green
- at Raleigh Gardens between the popular shops of Lidl and Iceland
- across Holborn Way providing access to town centre from the west side of Holborn Way
- relocated crossing on Upper Green east to provide more direct access to shops and in particular the local post office
- across Raleigh Gardens from Tesco Metro to provide more direct access to Fair Green Parade

Formal crossings are relatively close together in the new proposals and the overall result is a considerable improvement for the pedestrian environment.

Side road crossings

Where these are covered by the scheme, these will be provided with raised tables with buff blister warning paving at the edges to provide a warning to visually impaired people. There is a strong design objective to simplify the approach to tactile design and colour in conjunction with TfL guidance

2.3 Public toilet

A new coin-operated, self-cleaning automatic toilet with separate external urinal will be provided adjacent to the existing café on the Fair Green, to the south of the new market canopy.

The toilet will be accessible to wheelchair users meeting current best practice standards. The assistance alarm alert will go back to a central managed point.

2.6 Seating

There will be a number of low walls used to contain level changes to enable key trees to be retained and allow informal seating opportunities. These will all be about 400mm high and in key places have wooden seat tops and backs attached to them.

There will be a choice of seats to meet different users' needs: with and without arm rests, which are useful to assist people when they stand up but may restrict others from using the seat, different seat heights for people of different stature and those with mobility impairments, and mostly with backs for support. Generally the height of the seat will be 450mm to 475mm ;

There will be space for wheelchair users to be seated alongside seated companions. 1200 x 700mm

2.7 Parking

- **Car parking:** Sibthorp Road Car park has been enlarged to provide 90 spaces. In line with the requirements of BS 8300: 2009. When the plans are further detailed, 5% of spaces will be demarcated for blue badge holders with 2.4 x 4.8m bays with a 1.2m wide side and rear access zone to each bay. Bays will be marked by ground symbols and vertical sign posts.

Cycle Parking: Adequate cycle parking will be provided throughout the town centre. The layout of the street and spaces will inform suitable places for cycle parking which will generally be combined with seating and bins to maximise surveillance while also reduce street clutter.

2.8 Lighting

- Lighting for the Green will be provided by a combination of normal street lights, some feature lighting, and up-lighting of trees.
- Existing and new seating walls will incorporate down-lighting under the overhang/drip-mould of the seat.]
- The position of lighting and its supports will not obstruct pedestrian routes. Lighting will be attached to the walls of buildings where possible.
- Higher levels of illuminance will be provided at junctions and pedestrian route crossing points to assist with orientation and wayfinding.

3 Conclusion

The overall scheme provide better access to the Green with more direct bus routes across the Green and more conveniently located bus stops within the constraints of the existing one-way motor traffic gyratory surrounding the central Green,. This will transform access to the Green. There will also be shorter and simpler crossings replacing the current unfriendly and difficult many-staged staggered crossings to reach the Green the shopping areas surrounding it.

Car parking adjacent to the Green will provide 5% designated spaces for blue badge holders providing improved access for disabled people.

Other measures improving accessibility include improved pedestrian environment and amenities on the Green, a wheelchair accessible public toilet, seating, a covered market area and high quality landscaped area providing smooth and firm access for all.

The range of measures represent a significant increase in overall accessibility to the town centre for a wide range of users in particular disabled and older people whether they be pedestrians, cyclists, bus users or car users.

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NON-KEY DECISION TAKEN BY A CABINET MEMBER UNDER DELEGATED AUTHORITY

See over for instructions on how to use this form – all parts of this form must be completed. Type all information in the boxes. The boxes will expand to accommodate extra lines where needed.

1. Title of report and reason for exemption (if any)

Mitcham Town Centre Regeneration Scheme (2)

2. Decision maker

Councillor Andrew Judge, Cabinet Member for Environment & Regeneration

3. Date of Decision

26th September 2013

4. Date report made available to decision maker

The report was made available on the 10th September 2013 to the Chair and Members of the Street Management Advisory Committee and the Cabinet Member

5. Decision

Recommendations:

That the Cabinet Member for Environment & Regeneration:

- A. Notes the content and issues set out herein, related to the implementation of a town centre improvement scheme in Mitcham
 - B. Notes the outcome of the informal consultation conducted in June and July 2013, the issues raised, and officers response to them, in relation to the broad scheme proposals
 - C. Notes the considerations related to the funding, procurement, planning, implementation and legalities associated with the scheme and the steps officers are taking to ensure these issues are appropriately addressed as part of the project
 - D. Agrees that the necessary steps be taken for the implementation of Phase 1 of the scheme including further consultation related to Traffic Management Orders
 - E. Agrees that the steps necessary to progress the outline designs of Phases 2 to 6 of the scheme as set out in this report including further analysis related to cycle provision and traffic impacts are taken forward for further consideration by the Cabinet Member before approval for implementation
-



6. Reason for decision

Extensive consultation has taken place over the course of 9 months including 2 wide ranging and large-scale formal consultation exercises and the issues raised were considered and addressed in the report. The scheme proposals as set out in Phase 1 are broadly supported and are required to begin implementation in 2013/14 to meet financial constraints. The latter phases (2 to 6) are also supported but there remain specific technical issues to resolve which will require further determination.

7. Alternative options considered and why rejected

Do nothing: the current viability of the town centre has been identified as a concern for a number of years and a number of proposals have been put forward but none taken forward to fruition. Given the funding available, the decision to do nothing would recognise that the council has no role to play in the physical regeneration of Mitcham in the foreseeable future and rely on a development led regeneration. Such an approach would have to submit to priorities of the developers, which experience suggests, would not chime well with the desires and needs of the local community.

Widen the scheme: There have been investigations as part of earlier initiatives into fundamental realignments of the road network in Mitcham, including the removal of the existing one-way system. Whilst this scheme has merits as part of town centre redevelopment, it is likely to require changes to buildings and therefore without a facilitating development, would involve council acquisitions of private property. This would not be achievable within the current budget of Rediscover Mitcham and moreover without a commercial development on line, it would be difficult to justify losing existing local businesses in order to achieve what is effectively changes to roads, rather than emphasising wider town centre regeneration benefits. However, although Rediscover Mitcham does not facilitate removal of the gyratory, equally it does not reduce the possibility of future changes or make it less feasible.

There is also recognition within the scheme design objectives, that there remains an aspiration to encourage appropriate new development within Mitcham and that the existing project should not limit the potential for this to happen. As such, the Rediscover Mitcham scheme supports future development opportunities by ensuring that the public highway changes do not impact development sites and in fact support them by, where possible, extending the available development space. For example, at the junction of Raleigh Gardens and Upper Green West the removal of bus route 200 will create a future development site in council ownership and at the junction of Holborn Way and Upper Green West the

extension of footway space will also allow for a potential future development site in council ownership. .

Seek to achieve the objectives of the scheme in different ways. The main alternative proposal from some community stakeholders is to focus on supporting the shops and market around an improved Fair Green, while also improving accessibility from existing bus stops in the area. This approach seeks to deliver the benefits of the scheme without the perceived 'cost' of buses entering the current pedestrianised area. However in practice this type of approach is not likely to deliver the benefits of increased footfall in the pedestrian areas.

Firstly there is no fundamental change in the reason for people who currently use bus stops outside the Fair Green to access the Fair Green. People must be given a reason to make that crossing. It is pertinent to ask the theoretical question "who has crossed a road simply because the crossing is well designed?" In other words, if people currently choose not to cross into the Fair Green from these stops, improving the crossings without also improving the shopping offer is unlikely to change their behaviour. Secondly, it is suggested, the lack of footfall does not address the core problem, which is attracting new business into the town centre that will provide this reason for people to use the area. However, this view offers no clear justification as to why offering potential footfall from areas around the Fair Green simply by improving crossings, is going to be more attractive to businesses than offering actual footfall by relocating buses. Without the businesses and the activity the scheme will become 'public realm' focused but Mitcham is not an ornamental garden, rather a working town centre which has a local population to serve.

As such officers consider that this proposal in fact is more closely aligned with altering the objectives of the scheme into a 'tidying up exercise' rather than the claimed 'win-win' of offering regeneration benefits without loss of pedestrian space. It simply does not address the fundamental issues of economic decline of the town centre.

Fundamentally alter the objectives of the scheme: The scheme is primarily conceived and funded as a holistic town centre regeneration scheme. This approach therefore integrates different objectives into a coherent approach. As made clear in the report to Street Management Advisory Committee in January 2013, one of the weaknesses of the interventions since the previous development led scheme did not proceed, was the piecemeal approach to the public realm and regeneration. One such approach would be to focus entirely on the improvement of the open space as an 'end in itself'. However this does not address the cycle of decline. It is highly unlikely that an improved Fair Green will, alone, result in significant improvement to the viability of the town centre. Whilst the Fair Green may be a destination to some, unless it is integrated into a more attractive and accessible town centre as a whole, it will become an underused area as local people continue to visit elsewhere. This will then result in the gradual degradation of the area as even the qualitative elements of the scheme are lost over time..

8. Documents relied on in addition to officer report

Note of Proceedings of Street Management Advisory Committee 18th September 2013

9. Declarations of Interest

None

10. Publication of this decision and call in provision

Send this form and the officer report* to democratic.services@merton.gov.uk for publication. Publication will take place within two days. The call-in deadline will be at Noon on the third working day following publication.

*There is no need to resend Street Management Advisory Committee reports.

BODS Node	Total daily Boarders and Alighters		
	L716	L716	L7
	Bus Stop A London Road North Bound	Bus Stop B London Road South Bound	Bus Stop Gar

Assumption
Percentages of
Sat Sun

Stop code	20599 (A)		8803 (B)		R067
Bus Routes	Boarders	Alighters	Boarders	Alighters	Boarders
118					
127	142	125	121	78	164
152	102	147	247	91	
200					
201	81	166	222	64	
264	135	420	241	108	551
270	17	495	269	18	687
280	309	362	234	284	360
355	291	22	15	394	404
S1					
Total Weekday	935	1612	1228	959	2002
Total Weekend	1215.5	2095.6	1596.4	1246.7	2602.6
Total Per Annum	294525	467480	386820	278110	630630
Maximum Total Planning Assumption					504504

L715			L708		L706		L7	
Bus Stop C Raleigh Gardens			Bus Stop D Raleigh Gardens		Bus Stop E London Road South		Bus Stop F Western Road	Bus Stop G Raleigh Gardens
Bus stop closes			Bus stop closes				Bus stop closes	
R0675 (C)		R0675 (D)		37388 (E)		18661 (F)		R0675 (G)
Alighters	Boarders	Alighters	Boarders	Alighters	Boarders	Alighters	Boarders	
			289	341				
400								
	324	61			105	248		
	0	699					733	
	262	197						
464								
10								
538								
9								
			61	0				
1021	586	957	61	0	105	248	733	
1327.3	761.8	1244.1	79.3	0	136.5	322.4	952.9	
296090	184590	277530	19215	0	33075	71920	230895	
296090	184590	277530					230895	
236872	147672	222024					184716	

15	L707		L707		L732		L7
G Raleigh dens	Bus Stop H Upper Green West		Bus Stop J Upper Green East		Bus Stop L Upper Green East		Bus Stop Road
o Closes	Bus stop closes						
7 (G)	BP637 (H)		BP683 (J)		17574 (L)		3389
Alighters	Boarders	Alighters	Boarders	Alighters	Boarders	Alighters	Boarders
			738	192	147	712	289
	292	128					145
	153	200					
0							515
	169	246					161
			257	171	156	418	
			2	612	274	2	
	797	455					470
			3	492	233	0	
			176	11	3	198	0
0	1119	901	438	1286	666	618	1146
0	1454.7	1171.3	569.4	1671.8	865.8	803.4	1489.8
0	352485	261290	137970	372940	209790	179220	360990
	352485	261290					
0	281988	209032					

08	L709	L706
M London South	Bus Stop Q Glebe Court	

2 (M)	BP5331 (Q)		18660	
Alighters	Boarders	Alighters	Boarders	Alighters
341	182	245		
102	69	137		
			59	713
3	5	383		
83	94	70		
252	125	359		
37				
375	224	812	59	713
487.5	291.2	1055.6	76.7	926.9

108750 70560 235480

6381.457 Total Existing

5105.166 80% Existing

Topic Overview
**TRAVEL AND
SPEND IN
LONDON'S TOWN
CENTRES**

TfL Customer Research

June 2011



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Acknowledgement

This research was conducted by  on behalf of TfL during March 2011.

1. Summary of findings

Overall, the findings show that people who walk or use the bus to get to a town centre spend more per head per month than other mode users¹. While their spend per visit is lower, this higher monthly spend is due to the higher frequency of visits by bus and on foot. This pattern of monthly spend by mode has remained consistent over time.²

Comparisons between the type of town centres (as defined in the London Plan) show that shoppers spend less per visit in District town centres but that these are visited most frequently. In comparison, Oxford Street is visited less frequently but people stay longer when they get there and spend more.

2. Background

TfL have been conducting research since 1999, to understand the contribution of visitors to the economic health and viability of town centres across London. The most recent surveys were conducted during March 2011 with 4,746 visitors to fifteen town centres (Appendix A), to determine their shopping behaviour, frequency of visits and spend. For ease of interpretation for this Topic Overview, the town centres have been grouped according to the London Plan definitions of Metropolitan, Major, District and International – see table below. More detailed results for the fifteen individual town centres are available in the full report³.

Metropolitan	Major	District	International
Mainly in the suburbs, serve a wide catchment area, offer a high level and range of comparison shopping	Characteristic of inner London, important shopping and service centres, with a borough wide catchment area	Have traditionally provided convenience goods and services for more local communities are distributed across London	Main concentration of a wide range of globally attractive, specialist or comparison shopping
Bromley Croydon Ealing Wood Green Harrow Kingston	Bexleyheath Clapham Junction Woolwich Stratford	Harlesden Camberwell Hackney Greenwich	Oxford Street/Regent Street

¹ The results have been calculated from what shoppers said they spent in the town centre on a particular visit and are not an indication of total household expenditure. Comprehensive details of household expenditure can be obtained from the Office of National Statistics website

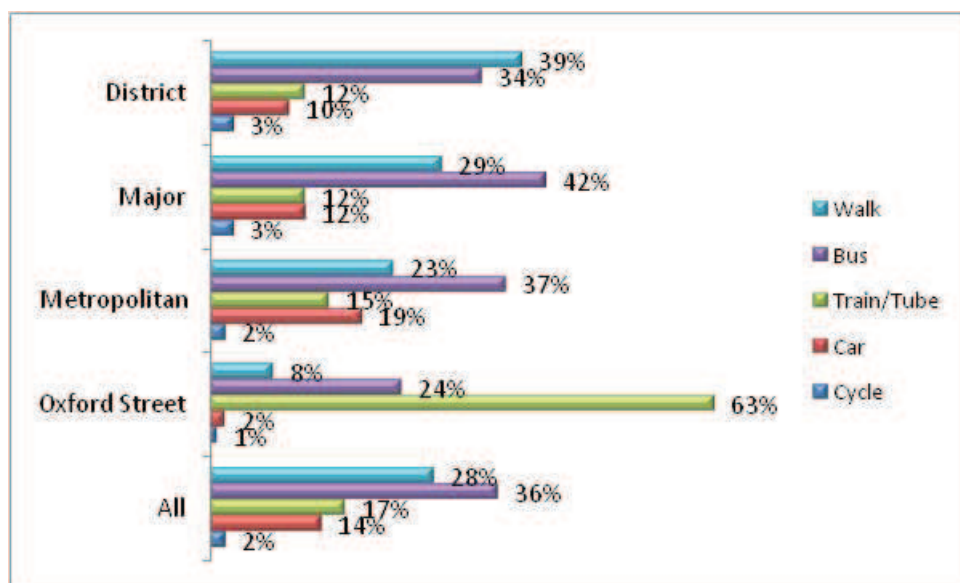
² Similar research was reported in 2004 and 2009. See: *Town Centres Survey 2003-4, 2004*, TfL Customer Research/Accent, *Understanding the contribution made by bus users to the economic health and viability of London's town centres*, 2009, TfL Customer Research/Synovate

³ *Town Centres 2011*, TfL Customer Research/Accent, 2011

3. Means of access

Walking is the most popular means of getting to District town centres, since more people are likely to live or work within a 10 minute walk of the centre. Bus is the most popular means of travel to Metropolitan and Major centres, while the Tube is the most popular choice for getting to Oxford Street. Hardly anyone drives to Oxford Street but around a fifth of visitors to a Metropolitan town centre will have arrived there by car.

Means of access by town centre type



Overall, there has been a steady decrease in car use over time. The largest change since 2009 is an increase in walking.

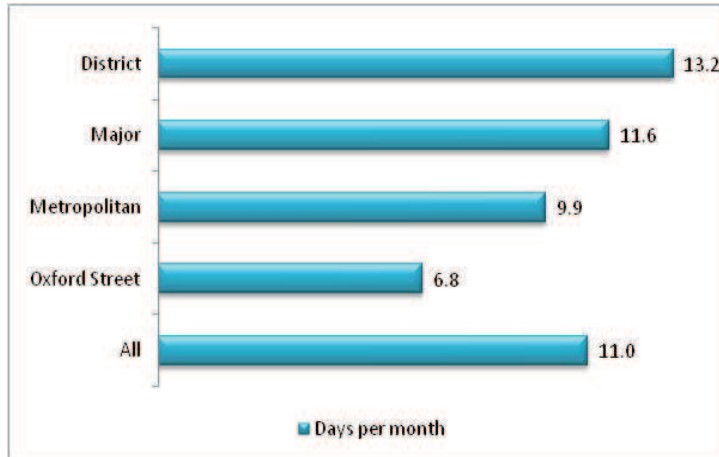
Means of access to town centres over time

	Bus	Walk	Car	Train/tube	Cycle
2011	36%	28%	14%	17%	2%
2009	38%	25%	16%	17%	2%
2004	34%	29%	20%	14%	1%

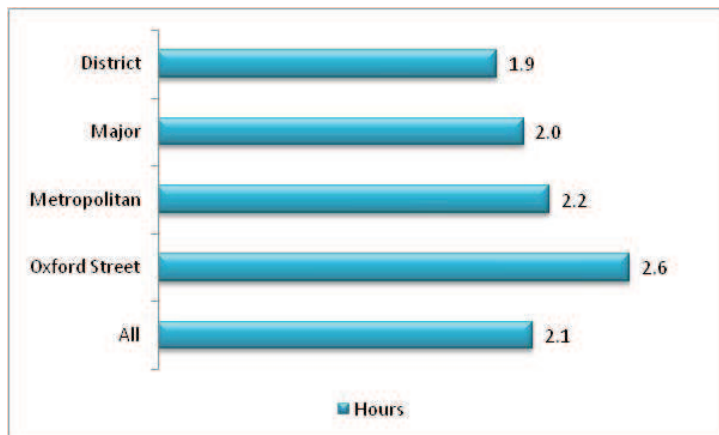
4. Frequency of visiting and spend by town centre type

District town centres are the most frequently visited (13.2 days per month on average); however people do not stay as long (1.9 hrs on average) as they do in the other town centres.

Average monthly visits by town centre type



Average time spent in town centres by type



There are also variations in average spend per visit by town centre type but less variation in average monthly spend. Visitors to District town centres typically spend less per visit (£22) due to the type of goods they buy. They are more likely to be buying groceries, confectionary, tobacco, newspapers, and using services e.g. bank, post office – see Section 6 for details . However, because they are visiting more frequently their monthly spend (£288) is around the average.

Average spend by town centre type



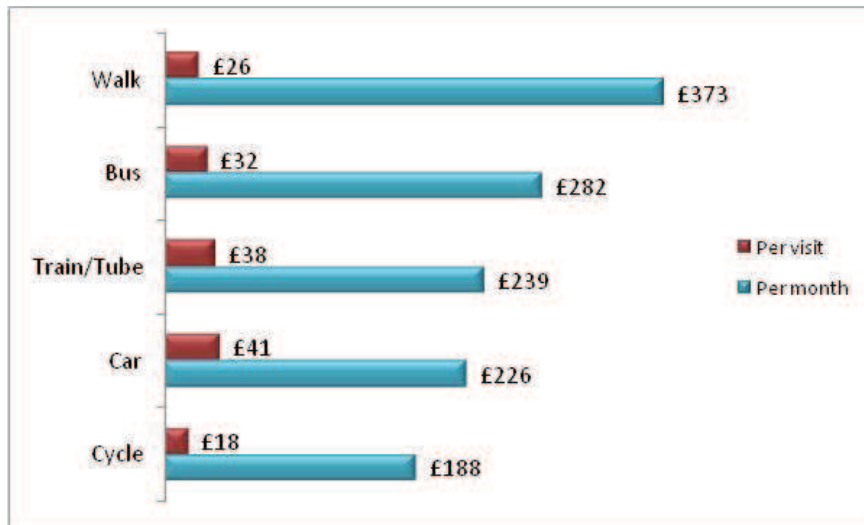
The Major centres, Metropolitan centres and Oxford Street, with their bigger/wider range of shops are visited less frequently but people stay longer and spend more in these locations. Oxford Street is not visited as often as the other town centres, however people stay there longer, and spend more. Typically people go to Oxford Street to shop for clothing, footwear and luxury goods, and on average spend 2.6 hours there.

5. Frequency of visiting and spend by mode

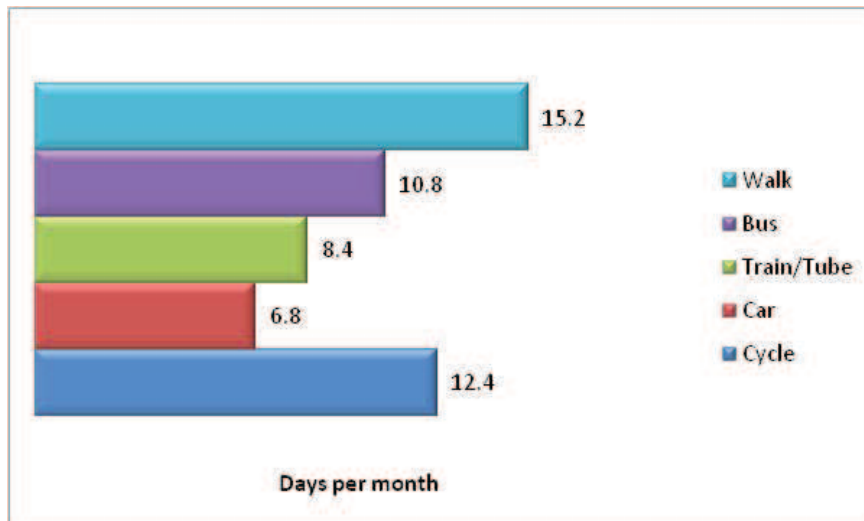
Those who walk or take a bus to town centres contribute the highest proportion of monthly spend in town centres⁴. Although they spend less per visit than visitors arriving by train/tube or car, they are visiting more frequently. Cyclists are the second most frequent visitors to town centres after those who walk, however as their spend per visit is the lowest they spend the least on average per month compared to users of other modes.

⁴ Similar research carried out at 2,800 supermarkets in Holland showed that pedestrians and cyclists contribute most to weekly supermarket turnover
<http://www.fietsberaad.nl/index.cfm?section=repository&repository=Cyclists+spend+as+much+in+supermarket+as+motorists>

Average spend by mode⁵



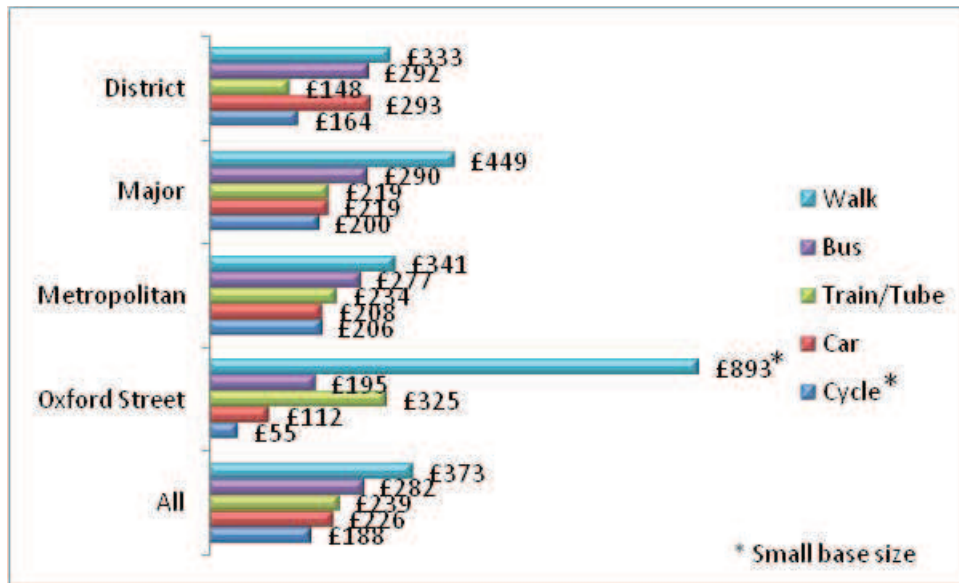
Average monthly visits by mode



With the exception of Oxford Street, this is consistent across all town centres, with pedestrians and bus users spending more per week per head than users of other modes.

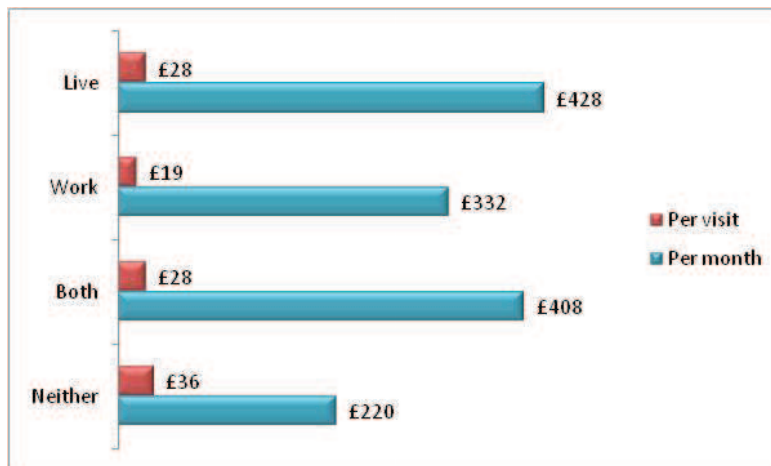
⁵ Average monthly spend figures are derived from spend per visit and frequency of visits for each individual respondent, rather than simply multiplying average spend per visit by average number of visits per month

Monthly spend by mode by town centre type



Around two fifths (37%) live and/or work within 10 minutes walk of the town centre they are visiting. The majority (74%⁶) will have walked there, and consequently they spend least per visit but most per month.

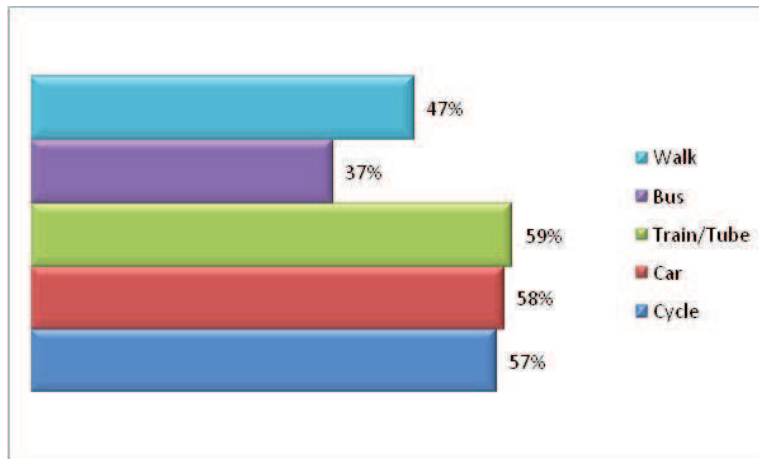
Spend by whether live and/or work within 10mins walk



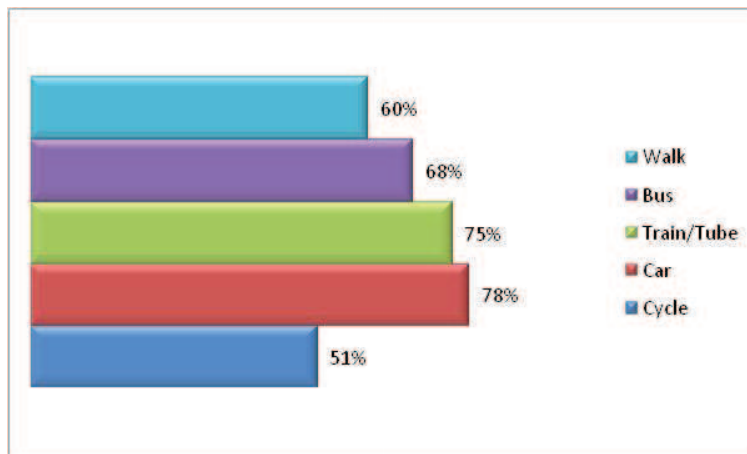
This higher monthly spend and frequency of visits amongst pedestrians and bus users also reflects the fact that they are least likely to shop by internet and less likely to visit other shopping centres.

⁶ Weighted average of 75% who live within 10 minutes walk and 63% who live and work within 10 minutes walk

Internet shopping



Visit other shopping centres



The pattern of monthly spend by mode has remained consistent over time, with an increase in average monthly spend by public transport users and pedestrians since 2004, but a decrease in spend amongst car users.

Average monthly spend over time

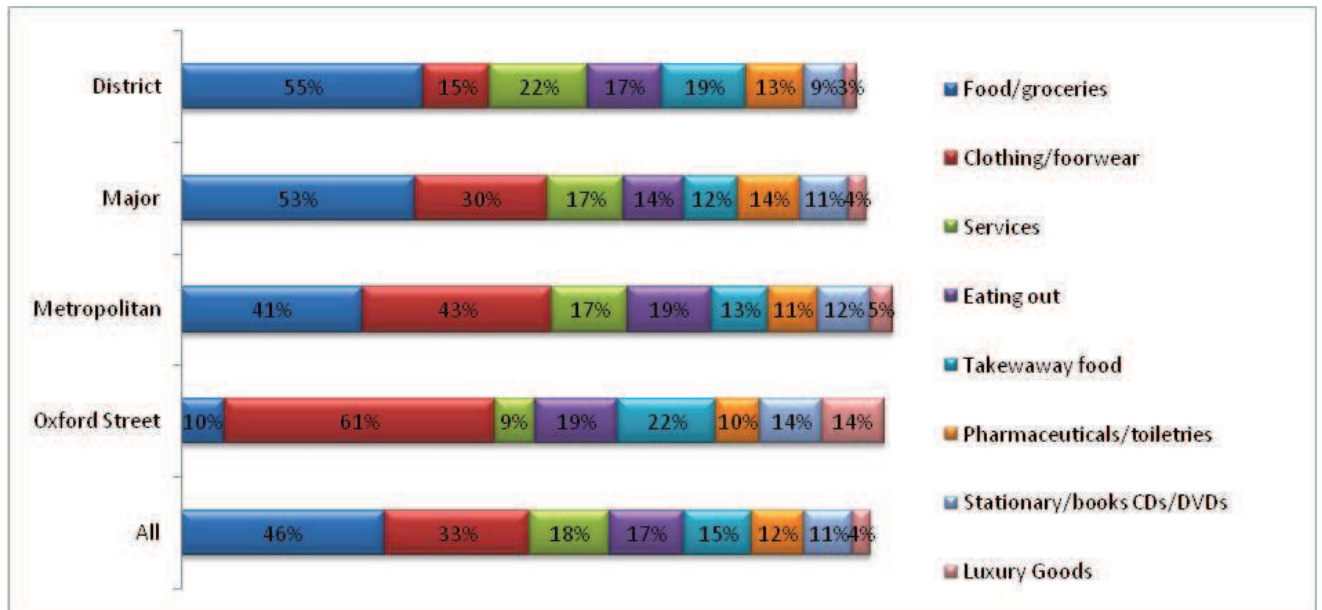
	Total ⁷	Bus	Walk	Car	Train/tube	Bicycle
2011	£290	£282	£373	£226	£239	£188
2009	£276	£265	£360	£243	£201	£258
2004	£276	£252	£364	£256	£184	na

⁷ Includes spend by Tram/Taxi/Other – not shown separately due to small base size

6. Types of goods purchased

The type of goods purchased inevitably varies by the range of shops available at each location and, as shown below, clear differences were found. Overall, though, the main types of goods purchased at town centres are dominated by food and clothing/footwear.

Types of goods purchased by town centre type



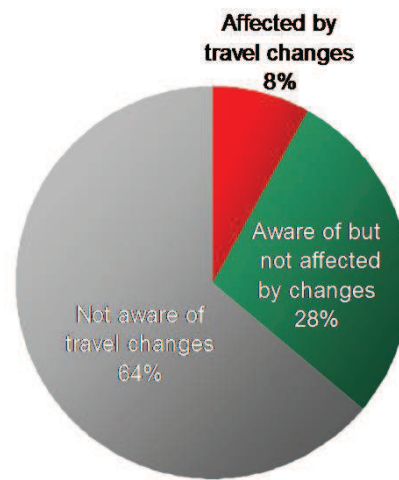
7. Oxford Street and Regent Street area

Shoppers were asked their reasons for visiting the Oxford Street area rather than going somewhere else. The highest response, amongst over a quarter of shoppers, was that “Oxford Street is the best shopping area.

Satisfaction with the layout of the pedestrian crossing at Oxford Circus, and possible disruption to shoppers with the Crossrail development work at the Tottenham Court Road end were examined.

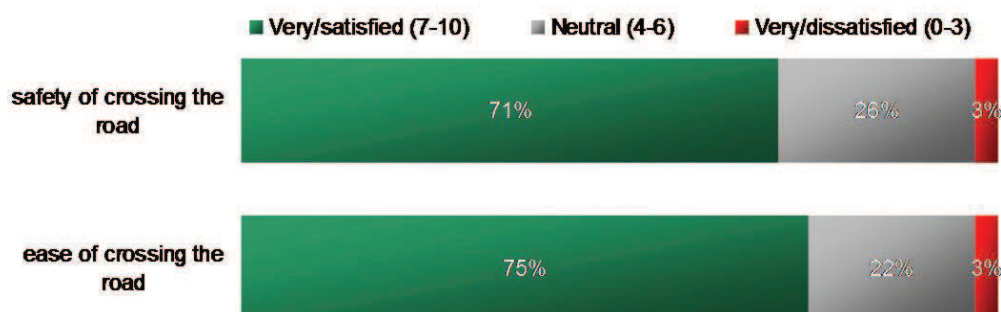
Travel changes at Tottenham Court Road

The travel changes and diversions around Tottenham Court Road have had little impact on visitors to Oxford Street, with nearly two thirds unaware of the changes. Amongst those aware around a half cited Crossrail as the reason for the changes/diversions. Awareness of changes is highest amongst those walking to Oxford Street, whilst bus users are more likely to feel that their journey was affected (38% compared to 13% tube/train and 23% walk).



Diagonal Crossing at Oxford Circus

This diagonal crossing at Oxford Circus was opened in November 2009 to ease congestion for pedestrians by allowing them to cross this intersection diagonally as well as straight ahead. Around half of visitors to Oxford Street had used the diagonal crossing and there were high levels of satisfaction with safety (mean score of 7.8) and ease of use (mean score of 7.9).



Appendix A

Sample and interview locations for 2011⁸

Location	London Plan location type	No of interviews
Bexleyheath	Major	313
Bromley	Metropolitan	364
Camberwell	District	316
Clapham Junction	Major	330
Croydon	Metropolitan	298
Ealing	Metropolitan	299
Greenwich	District	325
Hackney	District	318
Harlesden	District	303
Harrow	Metropolitan	295
Kingston	Metropolitan	319
Oxford Street/Regent Street	International	321
Stratford	Major	313
Wood Green	Metropolitan	331
Woolwich	Major	301

⁸ Town Centre locations vary in the 2004 and 2009 Surveys

Appendix B

Base size by mode and town centre type for 2011

Mode	Base size
Walk	1321
Bus	1728
Train/Tube	769
Car	751
Cycle	111
Tram/Taxi/Other	65

Town Centre Type	Base size
International	321
Metropolitan	1905
Major	1258
District	1262

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Committee: Street Management Advisory

Date: 30st January 2013

Agenda item:

Wards: Figges Marsh

Subject: Mitcham Town Centre Regeneration Scheme (1)

Lead officer: Chris Lee, Director of Environment & Regeneration

Lead member: Councillor Andrew Judge, Cabinet Member for Environmental Sustainability and Regeneration

Forward Plan reference number:

Contact officer: James McGinlay, Head of Sustainable Communities Ext 4154

Technical Enquires: Ashley Heller, Project Manager Ext 4675

Recommendations:

That the Street Management Advisory Committee considers the issues detailed in this report and recommends that the Cabinet Member for Environmental Sustainability and Regeneration:

- A. Notes the content of this report and the issues set out related to the implementation of a town centre improvement scheme in Mitcham
 - B. Notes the outcome of the informal consultation conducted in November/ December 2012 on the issues raised and officers response to them in relation to the broad scheme proposal
 - C. Notes the considerations related to the procurement, implementation and legalities associated with the scheme and the steps officers are taking to ensure these issues are appropriately addressed as part of the project
 - D. Agrees that the proposed outline design concepts as set out be developed and taken forward to further public consultation in the timescales set out
-

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. This report informs the Street Management Advisory Committee of the background and progress to date on a town centre improvement project for Mitcham.
- 1.2. It sets out the main issues related to the scheme, representations received by stakeholders / members of the public and officers' suggested response to them in the context of project delivery. The report also proposes an outline scheme design to take forward for further consultation and possible implementation
- 1.3. This report also sets out a procurement and implementation strategy to ensure delivery of the scheme in line with funding conditions and timescales.

2 DETAILS

- 2.1. Despite its clearly defined identity and historical continuity, Mitcham Town Centre has suffered gradual decline since at least the 1960's. The fundamental causes of this decline are likely to be multifaceted but may include housing policy, impact of out of town and supermarket retail on local independent shops, the increasing traffic dominance relating to Mitcham as a 'through route' and the consequent 'knock on' effects on business confidence in the area. In addition the long term absence of a rail station close to the town centre reduced perceived accessibility and therefore the attractiveness of the area as a residential commuter location which has helped drive regeneration in nearby areas such as Tooting and Streatham.
- 2.2. The council has - for at least the last 25 years - recognised this decline and investigated solutions to address it. While it is not the purpose of this paper to offer a detailed analysis of earlier initiatives, it is instructive to summarise a number of points which have relevance to the current project.
- 2.3. Initially, a key focus of interest was the reduction of traffic congestion levels in the town centre. In context, it was long recognised that the A23 route (Streatham to Croydon) was a congestion 'hot spot' and Mitcham was detrimentally impacted by this. The Department of Transport did, until the early 90's have a paper scheme to extend the M23 to Streatham running through Mitcham. However this scheme had already become unfeasible by the time of the building of the Holborn Way bypass in the early 1990's.
- 2.4. The objective of the bypass was clear. By removing traffic, the London Road 'high street' would become more attractive and accessible for pedestrians and given the level and type of traffic currently using Holborn Way, it would be difficult to criticise this concept even though it has not resulted in the desired rejuvenation of the retail core.
- 2.5. By 1999 (less than 7 years since the completion of Holborn Way) alternative strategies were being considered to reintroduce more activity to London Road that had been lost since the pedestrianisation
- 2.6. A number of studies took place over the next 4 years
 - LPAC Town Centre Health Check Survey (LBM, 1999)
 - Mitcham Town Centre Capacity Study (WS Atkins in association with Drivers Jonas, May 1999)
 - Mitcham Urban Village – A Plan for the Future (2000)
 - Mitcham Urban Village Consultation Programme (Town Centre Limited, July 2001)
 - Mitcham Urban Village Street Environment Study (Urban Initiatives, August 2002)
 - Mitcham Urban Village Transportation Improvements (JMP Consultants, September 2003)

- Mitcham Town Centre – Urban Design Brief (Space Syntax, February 2005)
- 2.7. The studies unsurprisingly identified many of the concerns relating to the town centre which have informed the current scheme under development, in particular, the poor accessibility issues especially for pedestrians and cyclists.
 - 2.8. The Mitcham Urban Village concept (formed at a time of the property boom) was focused on new developments (housing/ live work/ retail) to create a restored town centre. This was to be supported through environmental and traffic management proposals, an upgraded Fair Green and significantly reduced traffic capacity on surrounding roads.
 - 2.9. Additionally in 2003, separate proposals by JMP Consultants were developed for a bus based regeneration scheme in which south bound only buses were allowed into London Road complemented by a new bus station on the corner of Holborn Way and Upper Green West. These proposals were taken to relatively advanced stage of detail with consultation showing 63% of people in favour of the bus link and 72% in favour of the bus interchange. The council subsequently approved the scheme on 26th November 2003.
 - 2.10. Despite this approval, the scheme was not implemented, due to emerging plans for the comprehensive redevelopment of the town centre, which would have significantly impacted on the road layout. However, this development approach did not receive sufficient local support and was therefore never approved, although the borough continued to adopt a development led strategy for regeneration of Mitcham as set out in the Supplementary Planning Document Development Brief published in 2006.
 - 2.11. In parallel to this strategy a number of smaller scale interventions were implemented to promote the town centre, upgrade the environment and restore business confidence. These included
 - Relocation of the Market and clock tower
 - A dedicated Town Centre Manager and the creation of the Mitcham Means Business branding
 - Public realm improvements to the Fair Green, including new planting
 - 2.12. In 2008 a Living Streets Pedestrian Audit carried out prior to the opening of Eastfield Station still identified poor accessibility around the area as a major concern and barrier to movement.
 - 2.13. The opening of Eastfield Station did nevertheless facilitate significant investment in upgrading the key walking route to the station via St Marks Road and the Laburnum Estate, which was completed in 2009.
 - 2.14. More recently in 2011/12 a public realm, bus access and loading scheme was implemented on Upper Green East. This work addressed specific issues related to the layout and operation of the area.
 - 2.15. In summary, the scope of initiatives has moved away from large scale road based solutions, through to developer led regeneration and finally to smaller scale incremental measures. These initiatives, while each well

considered, have not either individually or cumulatively resulted in the significant enhancement to the prospects for the town centre.

2.16. Whilst the previous initiatives have not had the required transformational impact, recent changes peripheral to the town centre itself (both negative and positive) ensure that the imperative for real improvement remains. These include:

- The opening of Mitcham Eastfield Station;
- The construction of a number of large housing developments on the periphery of the town centre;
- The opening of a large supermarket on the edge of the town in Western Road;

2.17. The council's Future Merton (FM) team, in reviewing the earlier initiatives, and considering the current funding opportunities has formulated a holistic approach to addressing the issues in Mitcham. The principles of this approach are: -

- Ensuring that physical and community focused measures are 'joined up'
- Being mindful - rather than reliant - on commercial development potential
- Concentrating on elements of the environment for which the council has direct responsibility for and the ability to change
- Focusing on accessibility and business viability and understanding the relationship between the two.

2.18. To achieve this strategy FM has creating a single branding (Rediscover Mitcham) under which a package of funding has been brought together to achieve a transformational level of change.

2.19. Rediscover Mitcham integrates 3 types of initiatives – improving accessibility, supporting business and the community and upgrading the public realm.

2.20. The main principle of the scheme is that by increasing the accessibility and attractiveness of the Fair Green and London Road, overall activity will increase, which will, in turn, support businesses and engage the local community in their town centre.

2.21. The business and community initiatives are delivered under the auspices of the Mayors Outer London Fund (OLF). The OLF initiatives are grouped under 5 headings:

Shop fronts

- Improve the perception and feel of the shopping offer, attract further custom and additional business to the centre.

Market regeneration

- Create a vibrant and coherent market with a unique selling proposition to attract visitors specifically to Mitcham

Business support

- Retain and grow businesses to make a more viable town centre, taking advantage of the fact that rental values are competitive in comparison to neighbouring town centres.

Marketing and communications

- Improve the image of Mitcham as a hub for local initiatives to attract shoppers and visitors and help create a sense of place/identity especially for young people

Community engagement

- Improved community cohesion and ownership of regeneration projects through an exchange mechanism, with community needs placed at the heart of regeneration activities

In addition, two of the OLF activities specifically integrate with the wider physical accessibility improvement initiatives. These are:

Open space improvements

- Enhance spaces that the community can use safely and host events to boost business and activity

Public Realm improvements

- Coordination of OLF funding with wider public realm funding streams to ease movement and aesthetic quality of the public realm within the town centre, and to neighbouring areas

2.22. The OLF initiatives that are intended to facilitate accessibility improvements are further supported by the wider physical enhancement plans to the town centre. These improvements have specific objectives:

- **to improve access** to Mitcham town centre, specifically the Fair Green primarily for pedestrians and buses but also for cyclists, short term parking and servicing for businesses
- **to reduce car dominance** by reprioritising the way road space, is used and the area feels, increasing space for pedestrians, improving bus facilities and enhancing the quality of the public realm
- **to introduce more pedestrian activity** to Mitcham Town Centre by reducing severance
- **to upgrade the public realm** by improving the design and visual appearance of the area

2.23. To achieve these objectives a programme of work, with 5 distinct phases, has been developed, with each phase focusing on a specific geographical area determined by a broad assessment of key accessibility issues, as well as achievability within the project timescale and budget. These are summarised in Figure 1

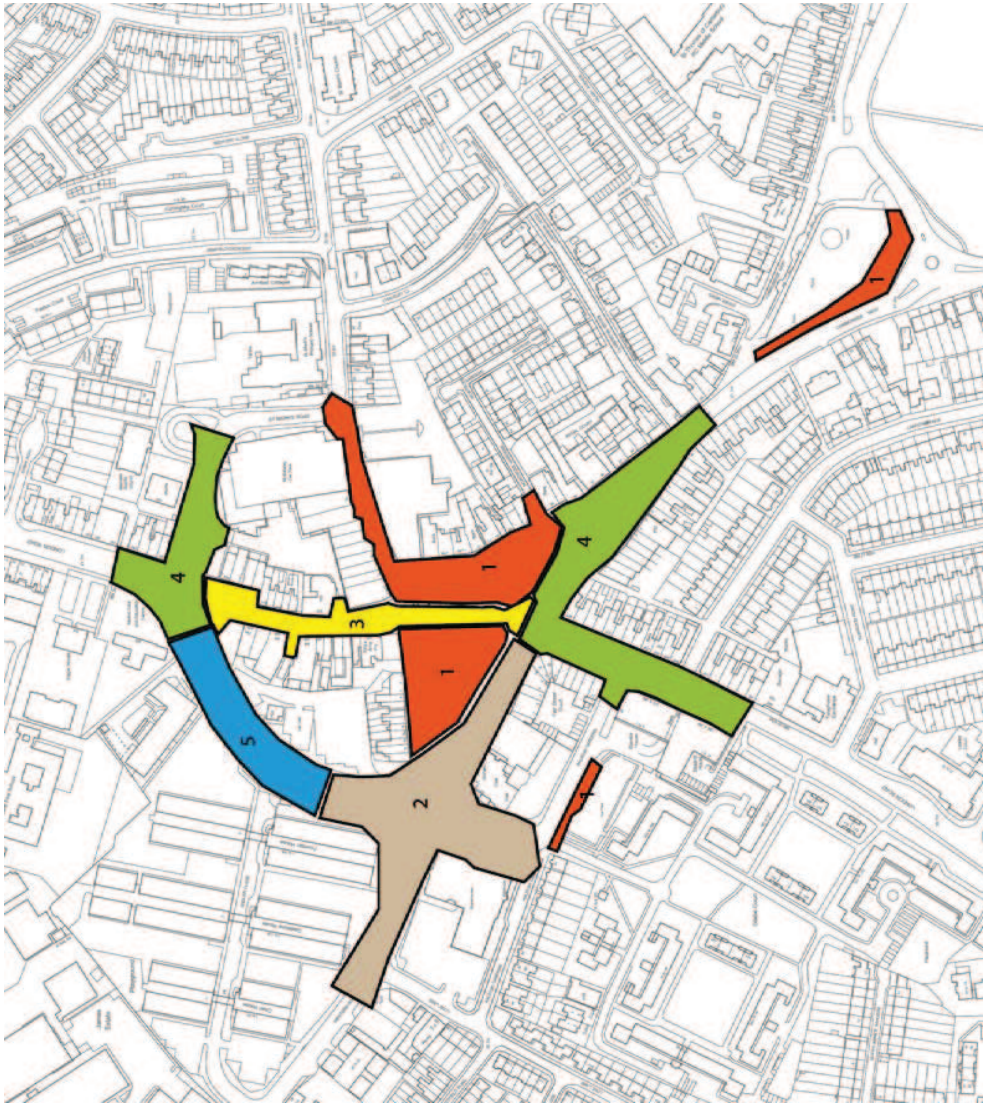


Figure 1 – Overall Phasing Rediscover Mitcham

- 2.24. **Phase 1** encompasses the Fair Green and Majestic Way. This area has been phased first due to the minimal impacts on the road network of works in this area as well as the wider project benefits of a quick, clear and demonstrable physical improvement to the heart of the town centre. This will increase confidence in the council's commitment to achieving real improvements thereby supporting many of the business and community activities. In addition Phase 1 would incorporate the creation of a new bus standing facility in Raleigh Gardens which will facilitate the relocation of bus route 200 in Phase 2 and also a gateway improvement to Three Kings Piece to improve accessibility and leisure opportunity..
- 2.25. Phase 1 places a strong focus on reinvigorating the existing market space with the possible provision of new stalls and weather protection and lighting to improve operation of the market as well as increasing its physical presence in the area.
- 2.26. The iconic Clock Tower would be relocated during Phase 1. There is the opportunity to relocate the Clock to its original position before its move due to the market relocation or to an entirely new location. Local people should have a key role in determining this.
- 2.27. **Phase 2** focuses on the Western Road/ Holborn Way junction which represents a key severance point between the town centre and the areas immediately to the west of it. This severance will be accentuated by new development on Western Road including the ASDA superstore and the housing development on the Old Gas Works site. Upper Green West is also included in Phase 2 as a major through route in the town centre. Cycle improvements within the area will also be a key priority.
- 2.28. **Phase 3** contains the pedestrianised area of London Road. This area runs through the centre of the Fair Green and is an important access point to local facilities, as it runs through the centre of the shopping area and branches off to Majestic Way.
- 2.29. One of the key concepts proposed within Phase 3 is the introduction of a 2 way bus lane through this pedestrian area. The bus lane proposal has proved to be a highly discussed topic in local workshops and community group meetings, although, as set out in Section 5, it remains widely popular amongst the general public. The main objections to the bus lane proposal are
- It will split the Fair Green in half and create a busy road where now there is peace and quiet;
 - It will be dangerous for pedestrians;
 - It will not achieve benefits for the town centre.
- 2.30. It is clear that introducing buses into the Fair Green will have some disbenefits in terms of noise. However the design of the Fair Green itself can reduce the impact of noise from all sides, for example through the use of plantings/ features/ trees, to reduce the intrusion of traffic.
- 2.31. The Fair Green is not used currently as a park like space for most of the year; as such it is questionable if providing 2 genuine park like spaces

(with seating, lighting, paths, and amenity) will be an overall disbenefit to the town centre.

2.32. In general, as set out above, the ethos of the proposals is to recognise the need to balance objectives. Mitcham benefits from significant open space in its immediate vicinity. However the town centre itself must also operate effectively as a town centre (retail, access, safety, community integration etc) and the overriding prioritisation of ‘peace and quiet’ needs to be considered within this context. Moreover the proposals actually result in an increase in green space rather than a reduction as the following demonstrates.

2.33. The Historic, Existing and Proposed layouts have been compared according to three different methods:-

- Registered Town Green

This compares the current area registered as Town Green with the area proposed to be re-dedicated as Town Green.

- Extent of Green

This compares the Historic, Existing and Proposed areas of what effectively makes up the Fair Green – what is likely to be perceived as the ‘Fair Green’. This includes the area used for the market and internal footpaths, but excludes the footpaths outside the buildings surrounding the green.

- Landscaping

This compares the Historic, Existing and Proposed areas of soft landscaping. This includes internal paths but mainly excludes paths surrounding landscaping. On the Proposed area, the path on the south side has been included. This is to account for the adjacent segregated cycle lane, which is not included in the calculation, and is not for general use by pedestrians.

The areas are shown in the **Table 1** below.

	Town Green	Extent of Green	Landscaping
Historic	N.A.	4,112m ²	2,906m ²
Existing	3,777m ²	5,551m ²	4,504m ²
Proposed	4,436m ²	5,653m ²	3,737m ²
Extg-Prop Diff.	+659m ²	+102m ²	-767m ²

2.34. As can be seen the extent of the green increases under the current proposal but also there is a very significant increase in protected ‘town green’ which secures the future of the space for current and future residents in Mitcham

2.35. Under the proposed scheme, there will be an extension of pavement space around the Fair Green area together with a small loss of green if the existing footpath were replaced with a bus lane and pavement. However, this loss would be mitigated by new green space close by – In particular, a significant extension of pavement space could be achieved

at the intersection of Upper Green West and Holborn Way as well as an increase in green space due to the narrowing of Upper Green West. An important objective of the proposals is to ensure no net loss of green area.

- 2.36. In addition, careful design of the Fair Green can improve its usability through provision of seating, better lighting and paths and the perception of increased safety due to the higher pedestrian activity aided by the bus stops immediately adjacent.
- 2.37. While the importance of retaining the green is an essential and fundamental element of the proposal, the vitality of the town centre is also of importance as is the quality, usability and attractiveness of the green space. Mitcham benefits from significant green space both immediately to the south and north (Mitcham Common and Figges Marsh) and the Fair Green has a dual function as a green space and part of a functioning suburban town centre. The objectives of the Rediscover Mitcham scheme are to achieve a balanced approach to maintaining the benefits of the green while ensuring that local shops and services are given every opportunity to succeed as along with ensuring that the transport connectivity in Mitcham reflects the needs of the local population.
- 2.38. In terms of safety the design itself will need to take into account issues such as safe crossing points, lighting, speed control and signage.
- 2.39. There are a number of examples of buses using an area generally perceived to be 'pedestrian priority' for example, St Johns Road Clapham, Barking town centre, Chipping Norton in Oxfordshire, Hackney Mare Street and Oxford city centre. There is no evidence that accident rates are significantly impacted due to the entry of buses into pedestrian area however the specific design and operation of the bus lane would need careful assessment. It is highly likely that a 20mph zone would be in place for any roadways within the Fair Green envelope.
- 2.40. The pictures below show a 'shared space' concept however given the frequency of services in Mitcham, the need to ensure bus reliability and the impacts on visually impaired people, it is envisaged that buses in London Road would use a more traditional clearly defined carriageway space. As can be seen from examples below, there are a number of means of integrating buses into areas with significant pedestrian footfall.



- 2.41. Clearly there is greater potential challenges in terms of road space replacing a pedestrian only zone; however the existing pedestrian zone is used by vehicles currently (for example parking, market access, loading activities). A road like design with limited formalised traffic access can be designed to promote safe use by both drivers and pedestrians.
- 2.42. The possible relocation of buses into Mitcham results in an average frequency of 90 buses per hour during peak times or a bus every 40 seconds. However in practice buses are likely to be spaced irregularly with significant periods of low bus activity even during the peak hour
- 2.43. The objective of the bus lane proposal is to reintroduce activity to the London Road pedestrianised area and to Fair Green. Based on London Buses figures approximately 5995 people board and alight buses each working day on stops which could be relocated to the new bus lane. This provides potential for up to 1,348,875, additional pedestrian journeys through the Fair Green each year (based on 225 working days pa.) This excludes weekend usage. People walking to and waiting, alighting and walking from bus stops in the Fair Green area are potential customers of shops and a revitalised market that currently do not exist.
- 2.44. Recent TfL research into travel patterns and spend in town centres concludes that those who take a bus or walk to town centres contribute the highest proportion of monthly spend in town centres. Whilst the spend per visit (£32) is lower than car users, this higher overall monthly spend is due to the higher frequency of visits by bus and on foot. This pattern of monthly spend by mode has remained consistent over time.
- 2.45. A map of local bus stops also suggests that there will be minimal disbenefit for existing shops

Figure 2 – bus stop locations around Mitcham



The main effects of relocating bus stops to Fair Green are on stop G which is located close to Iceland, C and D which is located next to Lidl and stop H which is on Upper Green West on the Fair Green. However, both Lidl and Iceland will benefit from the improved pedestrian links across Western Road and also already benefit from their own car parks.

- 2.46. For stops A and B (London Road) which serves north and south bound routes 127,152,201,264,270 there may be some negative impact in terms of passengers relocating to Fair Green. However, the extent of this would need to be assessed through monitoring and, to some extent, these impacts could be mitigated through the improved pedestrian linkages across St Marks Road better linking London Road.
- 2.47. A summary of impacts by route and stop is set out below in Table 2

Table 2 – Bus Stop Impacts of Bus Lane Proposal						
Bus Route	STOP C (to close)	STOP D (to close)	STOP E (to remain)	STOP G (to close)	STOP H (to close)	FAIR GREEN
127	NB service relocated to Fair Green				SB service relocated to Fair Green	
152		WB service relocated to by Lidl car park			SB service relocated to Fair Green	
200				New stop provided on Raleigh Gardens*		
201		NB service relocated to Fair Green			SB service relocated to Fair Green	
264	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
270	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
280	NB service relocated to Fair Green				SB service relocated to Fair Green	
355	NB service relocated to Fair Green					SB service to gain additional stop on Fair Green
S1			Service being rerouted to run north			Rerouted service will stop on Fair Green
118	Service stops not affected by proposed changes					

* As a short term measure it is proposed to provide the 200 bus service with a new stop and stand in front of Raleigh Gardens car park. As part of a later phase of the project it is also intended that the 200 service will be routed to terminate and start on Fair Green – either with a layover stand on St. Marks Road or for the service to extend further north from the town centre.

- 2.48. In addition to greater pedestrian numbers in Fair Green, there are direct public transport benefits of the proposal by improving bus to bus interchange, reducing bus journey times and thereby increasing practical frequency to key locations. This further promotes Mitcham's attraction as a commuter town which is promoting growth in the local housing market.
- 2.49. There are also existing operational concerns with some of the bus stops that could potentially be removed by the new bus lane, in particular bus

stop H which requires buses to pull across 2 lanes of traffic on Upper Green West

- 2.50. There is no certain way of regenerating town centre and clearly it is not being suggested that all of the potential new journeys will result in new spend, however increasing visitor numbers is always a key objective. In the case of Mitcham increasing visitor numbers may encourage new and existing shops to improve their retail offer. It is also of relevance to note that improving bus access to the town centre will also improve access to employment, training and education for local residents thereby improving the social inclusion in the area.
- 2.51. **Phase 4** relates to junctions and roads immediately surrounding the Fair Green to the south and north including Upper Green East and at the opposite end of the pedestrian area, St Marks Road junction with London Road and Holborn Way. These areas represent important gateways into Mitcham, but are also traffic sensitive, which partly explains the decision to phase them toward the latter stages of the project thereby helping to ensure that movement issues associated with traffic management during construction are minimised
- 2.52. **Phase 5** whilst within the master plan, falls outside the funded Rediscover Mitcham project. This phase addresses the wider Holborn Way by pass which bounds the town centre and is a key strategic route but also a severance point. Progression of Phase 5 is more closely linked to future commercial development coming forward but is built on land in council ownership.
- 2.53. The development of final proposals based around the area within phases 1 to 4 is linked to funding opportunities and constraints, technical assessment approval processes and the overall project delivery strategy. The timetable for the project delivery is set out in section 5 below.
- 2.54. As set out in 2.25, Phase 1 offers the first opportunity for physical improvements to take place. However in order to take advantage of this opportunity the early design stage for Phase 1 has been carried out without the full understanding of the possible design constraints which may become apparent in Phase 2 – 4. Consequently the design proposals which have been worked up to date are relatively generic and adaptable to a number of scenarios that may occur in Phases 2 – 4.
- 2.55. The design proposal for Phase 1 has been developed after extensive consultation (see section 5 and Annex 1 for a full analysis of the consultation). To date the consultation has been undertaken in 3 stages:
- - Stakeholder engagement – a range of discursive meetings with key local stakeholders to establish to broad parameters of the project.
 - A wide scale public engagement exercise based on the Rediscover Mitcham brochure (attached as a supporting

document) in which 25,000 leaflets were distributed across the CR4 postcode and which a number of broad concepts for Phase 1 Fair Green were set out.

- A series of workshops in Mitcham town centre to address the broad design outline of the Fair Green and also specific issues related to accessibility for mobility impaired people in the area.

2.56. In broad terms the consultation demonstrates support for a set of coherent proposals which amount to more than simply a public realm upgrade scheme in Mitcham. This consultation gives a clear 'direction of travel' which enables officers to develop a specific set of proposals for further consultation in spring 2013. However there is also recognition that more detail will need to be provided to the public - which a further consultation will achieve.

2.57. However subject to consultation and further approval in outline terms main elements of the project that will be taken forward are as follows

- **Phase 1 – Fair Green, Majestic Way**
- Objectives - Retaining the traditional feel of the Fair Green, better integrate it into the surrounding town centre, make it more accessible for all, ensure it remains a community hub and event space, support businesses surrounding the Fair Green, increase the prominence of gateways into the town centre.

Proposed measures to be taken forward for further consultation

- A traditional park like space to be created on the Fair Green including footpaths, appropriate lighting (both functional and ambient), seating, appropriate railings
- Upgraded paving or where possible reusing existing paving.
- A community hub (such as a performance space or bandstand) which will facilitate and support community events.
- A revitalised market square with weather protection and lighting to allow greater utilisation of the area in terms of times of operations, to offer weather protection and to provide a greater presence for the market to help attract more diverse stalls
- Move the clock tower to ensure that it reflects the priorities of the new design and to investigate the concept of improving the feature status of the clock tower (e.g. by creating a bespoke plinth) and taking the opportunity to refurbish the mechanism and reinstall the lights and generally restore
- To provide a one-way, traffic calmed circulatory road with associated loading and short term parking bays along the edge of Fair Green (East and West). This will be accessed by an entrance on Upper Green East using the existing entrance onto Montrose Gardens and a new exit onto Upper Green West
- A temporary relocation of bus stop H on Fair Green to allow for wider scheme implementation.

- A new appropriately designed 'boardwalk' to run along side/ over Three Kings Piece to better connect the town centre to Mitcham Common and to improve the functionality, attractiveness and gateway status of the area as a leisure location
- A key concern within the consultation is the provision of a public toilet. It is recognised that a conventional toilet facility is unlikely to be sustainable in financial terms. In addition there is a 'community toilet scheme' which although underused could be promoted more effectively. However officers would consider it prudent to research affordable options for some form of limited toilet provision (for example coin operated part time facility) as this would support visitor numbers to the town centre. A more detailed recommendation can be brought forward as part of the further consultation. The location of such a facility would need further consideration but could fall within the Phase 1 boundary.
- **Phase 2 - Western Road and Upper Green West Junction**
- Objectives – to reduce the actual and perceived separation and disconnection created by this junction, improve crossing facilities, reduce traffic dominance, increase pedestrian space, to improve pedestrian links to Western Road area.

Proposed measures to be taken forward for further consultation

- Reduce crossing distances on each existing arm of the junction including removal of the left turn only lane from Western Road to Holborn Way and replace with a straight ahead/ left turn lane.
- Remove bus route 200 from its current standing position to a temporary new facility on Raleigh Gardens in order to facilitate an increase in pedestrian space and reduce size of junction.
- Move the stop for bus route 152 to Western Road adjacent to Lidl Car Park.
- Introduce a new direct crossing from Upper Green West (Iceland area) to Fair Green.
- Narrow Upper Green West from 3 to 2 lanes of eastbound traffic and to create a new short stay parking/ loading bay on Upper Green West outside Iceland.
- Improve access through this junction for cyclists particularly approaching from the west and east directions
- Upgrade the fabric of the public realm in the area.
- **Phase 3 – London Road pedestrian zone**
- Objectives – to create an accessible and well used route into the Fair Green supporting the retail and market facilities in London Road/ Majestic Way and the Fair Green, promote secure use of the town centre throughout the day and night, improve direct links in and out of the town centre.

Proposed measures to be taken forward for further consultation

- To consider and offer to the public for consultation a 2-way bus and cycle lane proposal through the pedestrian area on London Road and to design this lane in a manner that integrates into the wider objectives and the Fair Green open space (e.g. in terms of the width of the lane which would be minimised, the design of kerbs and stops, the lighting and paving) and shelters
- To upgrade crossing facilities at the 2 ends of the London Road pedestrian areas to both improve pedestrian facilities and facilitate the movement of buses into and out of the area.
- Upper Green East/West – facilitate bus movement into Fair Green which would involve the creation of a ‘contra flow’ bus lane. running from the junction of Raleigh Gardens northbound toward Fair Green.
- Simplify crossing movements for pedestrians and address pedestrian over crowding.
- Integrate junction redesigns into wider town centre ‘public realm’ enhancements through paving and lighting upgrades.
- **Phase 4 – Upper Green East and Fair Green South side, St Marks Road**
- Objectives – to improve pedestrian movement across this road better linking local facilities, facilitate safe cycling, facilitate movement into and out of Fair Green

Proposed measures to be taken forward for further consultation

- To move existing pedestrian crossing to opposite post office therefore better linking Upper Green East shops with Fair Green
- Where possible to achieve any possible pavement widening on Upper Green East to promote access to Three Kings Piece
- St Marks Road – reduce the crossing widths and simplify crossing movements by reducing the size of the junction and removing unnecessary pedestrian islands. Create a bus entry/exit movement to London Road North.

Phase 5 – Holborn Way

- Objectives – to reduce the feeling of traffic dominance of this road and to provide a boulevard accessing Mitcham town centre not only an urban heavily trafficked through route, promote access to Sibthorpe Road car park and to improve the operational effectiveness of this car park, facilitate longer term development opportunities

Proposed measures to be taken forward for further consultation

- To make small changes to the alignment of Holborn Way to straighten it up and to increase the space available for Sibthorpe Road car park

- To create a new “T” junction from Sibthorpe Road car park onto Holborn Way and to remove the existing in and out access to the car park
- To create a new crossing point on Holborn Way
- To design the public realm in Holborn Way to better reflect a balanced status of access route and through route (e.g. through use of trees, planting, central reservation and lighting upgrades)

2.58. These proposed measures are summarised in Figure 3 and represent a direction of travel and would be subject to change through the ongoing design process, the public consultation and the constraints due to technical challenges such as the impact on traffic congestion and the impact of underground utility costs.



St Marks Road Junction improvement

Possible Bus Standing facility for 200 St Marks Road

Bus only entrance/exit to pedestrian area

New bus stops in London Road

New circulatory road Upper Green

Upgraded Market Square

New park space in Fair Green

New junction for bus entry/exit onto London Road/ Upper Green

New pedestrian crossing opposite post office

Contra flow bus lane London Road

Upgrade to Three Kings Piece area

Urban Boulevard on Holborn Way

New crossing opportunities Holborn Way

New junction for entry to Sibthorpe Road Car Park

New pedestrian friendly junction at Western Road

Move 200 bus stand to new location

Bus standing facility Raleigh Gardens

Cycle lane Fair Green

Additional pedestrian space at key locations

Public realm upgrade – lighting, seating, paving, declutter throughout

- 2.59. A key consideration around the viability of any final scheme proposal will be the maintenance impacts. These issues will include
- the identification of materials/ furniture which are readily available, sustainable and affordable.
 - the consideration of impact of location on maintenance issues (e.g. visibility, potential for accidental damage, etc).
- 2.60. Currently the maintenance arrangements around the Fair Green area are shared between the Waste, Traffic & Highways and Open Spaces teams. This could result in some confusion as to specific responsibilities.
- 2.61. A major objective of Rediscover Mitcham will be ensuring that interventions maintain their qualitative edge over time. To that end as project client, Future Merton would seek to agree with each relevant department a clear set of responsibilities for each area and items such as the clock tower.

3 ALTERNATIVE OPTIONS

- 3.1. **Do nothing:** As set out above the current viability of the town centre in the town centre has been identified as a concern for a number of years and a number of proposals have been put forward but none taken forward to fruition. Given the funding available, the decision to do nothing would recognise that the council has no role to play in the physical regeneration of Mitcham.
- 3.2. **Widen the scheme:** There have been investigations as part of earlier initiatives into fundamental realignments of the road network in Mitcham, including the removal of the existing one-way system. Whilst this scheme has merits as part of town centre redevelopment it is likely to require changes to property lines and therefore without a facilitating development, would involve council acquisitions of private property. This would not be achievable within the current budget of Rediscover Mitcham and moreover without a commercial development on line, it would be difficult to justify losing existing local businesses in order to achieve what is effectively a road based scheme.
- 3.3. However although Rediscover Mitcham does not facilitate removal of the gyratory equally it does not reduce the viability of future changes or make it less feasible.
- 3.4. There is also a recognition within the scheme design objectives, that there remain aspirations to encourage appropriate development within Mitcham and that the existing project should not limit the potential for these projects.
- 3.5. As such the Rediscover Mitcham scheme supports future development opportunities through ensuring that the public highway changes do not impact development sites and in fact support them by, where possible, extending the available development space. At the junction of Raleigh Gardens and Upper Green West the removal of bus route 200 will create a future development site in council ownership and at the junction of Holborn Way and Upper Green West the extension of footway space will

also allow for a future development site in council ownership should these achieve the necessary permission.

- 3.6. **Fundamentally alter the objectives of the scheme:** The scheme is primarily conceived and funded as a holistic town centre regeneration scheme. This approach therefore integrates different objectives (outputs). However, this also impacts on the focus and balance of the measures (inputs). For example a scheme that was entirely based on accessibility objectives would potentially have a different design approach. Similarly a scheme that was entirely focused on public realm improvements may also differ in terms of fundamental concepts. An obvious specific example would be achieving a balance between the unique open space benefits offered by the Fair Green and the Fair Green as the heart of the town centre. The design ethos presumes that both objectives are important and therefore accepts that there is an element of compromise between the two.
- 3.7. An alternative approach would be to focus entirely on the improvement of the open space as an 'end in itself' however this does not address the cycle of decline. It is highly unlikely that an improved Fair Green will, alone, result in significant improvement to the viability of the town centre. Whilst the Fair Green may be a destination to some, unless it is integrated into a more attractive and accessible town centre as a whole it will become an underused area as local people continue to visit elsewhere.

4 CONSULTATION UNDERTAKEN OR PROPOSED

- 4.1. Given the phasing, scale and scope of the scheme consultation is a key element. Consultation outcomes are summarised in Appendix 1
- 4.2. The consultation process has 5 stages in total, 3 of which have been completed to date
- 4.3. **Stage 1** was an informal consultation to establish the broad outline of the project. This has included a stall at Mitcham Carnival in June 2012, followed by a range of informal meetings with stakeholders such as local ward Members, the Mitcham Community Forum, Friends of Mitcham Common, Mitcham Business forum and council officers. In addition as part of the Outer London Fund community empowerment work stream, London Sustainability Exchange were employed to create a community panel to involve local residents in the early awareness raising for the project. Specific proposals were not raised at this stage but a number of potential priorities and issues were discussed.
- 4.4. **Stage 2** was a wider dialogue process setting out very broad concepts and using the local issues identified in Stage 1 as a starting point. Framed as a 'problem – solution' discussion, the objective of this stage (which included the distribution of 25,000 brochures and a Fair Green Roadshow (over 3 days) which was visited by approximately 300 peoples), was to establish local priorities on which to base more detailed design. A brochure is provided a supporting paper to this report.
- 4.5. The brochures were distributed with the winter edition of My Merton to all properties in the CR4 postcode. There were some concerns reported

back of delivery failures. Additional copies of the brochure were left in the town centre as well as being made available on the Merton Council internet site, with a link directly from the home page.

- 4.6. **Stage 3** was a set of contacts with stakeholders and local residents dealing with design specifics for each phase. This was implemented through a series of workshops held between 8th and 15th January. The summary of these workshops is included in Annex 2. The workshops saw 36 local people give up to 3 hours each discuss the connectivity around Mitcham, key concerns and opportunity and also to discuss the potential for events to be held on the Fair Green.
- 4.7. These workshops set out a number of priorities in the area
- Mitcham is in need of improvement, and a focal point
 - has a market that needs to be made more of (with varied goods and a wider offer)
 - needs more planting and better use of redundant spaces (e.g. car parks)
 - needs better lighting, and easier traffic flow through the centre
 - has potential, and many people who are willing to help
- 4.8. In relation to the Fair Green a number of key design pointers were identified from the workshops. The role of Fair Green as a park (place) a through route and a focus for the town centre was raised by many in the workshops as a three-part function of what many perceive to be the 'heart' of Mitcham town centre. There is a need to obtain balance between these three functions: people want a place that has better shops, a better market, better linkages and places to sit.
- 4.9. This leads to some clear principles for the design team to take forward:
- The Fair Green cannot be conceived purely as a village green
 - The Fair Green must connect the town centre
 - There must be a community function/facility in the green
 - The green must retain its 'green and pleasant' feel
 - Mitcham Town Centre is a wider area: do not consider Fair Green in isolation
- 4.10. It should be noted that many perceive the town centre as wider than simply the Fair Green, and that this notion of a more unified approach to linking up the various parts of Mitcham (including the Canons, Cricket Green and Figges Marsh) needs to be reflected in design analysis and delivery with regard to public realm improvements in Mitcham.
- 4.11. **Stage 4** will be a further consultation on the final proposals for. This consultation will be held in April 2013. The form and extent of this consultation will broadly follow that of Stage 2 including a mail out to all residents in the CR4 postcode.
- 4.12. Stage 5 recognises that certain elements of the scheme will also require statutory consultation under the Traffic Management Order making process as set out in section 7.

- 4.13. In addition to council led consultation specific changes to bus routing and stopping arrangements would be consulted upon separately by TfL Buses as part of their route change procedure in which all users of the route were given the opportunity to comment on bus route changes.

5 TIMETABLE

- 5.1. Given that the project objectives are fundamentally linked to regenerating Mitcham, it is appropriate that a challenging but achievable timescale is in place. It must also be considered that in Mitcham the absence of delivery on earlier major scheme proposals increases the likelihood of 'consultation fatigue' and broader cynicism about the councils determination to deliver real change. This suggests against a long period of inaction and the project has been framed in this context.

- 5.2. The overall project timescales are set out in Table 1

Milestone	Description	Target Completion Date
Identify outline design concepts	A number of broad ideas which can be offered to the public for further input	September 2012
Complete Project Set Up	Agree all necessary project management structures and processes	November 2012
Carry out informal priorities dialogue	Wider public consultation on refined outline design	November/ December 2012
Agree concept design for Fair Green	Reflecting public dialogue outcomes a concept design produced and approved	January 2013
Agree outline design concept for road layout Phase 2/3/4	Reflecting public dialogue outcomes final design produced still subject to technical sign off from TfL	March 2013
Carry out scheme consultation	Conventional consultation on Scheme	April 2013
Technical Assurance	Achieve necessary technical assurances for Phases 2,3,4	July 2013
Implementation	Construct Fair Green Phase 1	August to December 2013
Implementation	Construct Western Road/ Upper Green West Phase 2	January to June 2014
Implementation	Construct London Road/ Upper Green East Phase 3 & 4	September 2015
Completion	Completed scheme returned to highway maintenance	September 2015

- 5.3. In very broad terms the main practical timing concern is the need to ensure that financial spend is contained within appropriate financial years linked to funding

- 5.4. Although any physical works are not likely to be particularly complex in themselves, construction will be constrained due to the very busy location which will require careful planning and traffic management.
- 5.5. From the above, It is clear that the period from February 2013 to July 2013 is of crucial importance as within this timescale it will be necessary to achieve a degree of certainty over the design for the final scheme and consult upon it, prior to construction of Phase 1. This will ensure that Phase 1 can be constructed with knowledge of how it will fit into the wider scheme and which design option is to be built.
- 5.6. It is intended to update the Street Management Advisory Committee on the progress of this work in May 2013.

6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

The project is funded through multiple streams as set out below in the table below.

Table 3 – Budget profile

Source	Description	Amount £	Notes
OLF	Mi3: Open Space Improvement	£80,000	Soft landscaping
OLF	Mi4: Public Realm Improvement	£280,000	Hard landscaping
TfL (LIP)	Allocation for Mitcham Town Centre (Corridors, Neighborhoods & Supporting Measures)	£320,000	Year1 2012-13
TfL (LIP)	Allocation for Mitcham Town Centre (Corridors, Neighborhoods & Supporting Measures)	£280,000	Year 2, 2013-14
LBM (Capital)	Future Merton capital funding allocation for "gyratory removal"	£1,500,000	Agreed

Source	Description	Amount £	Notes
LBM (S106)	ASDA – “Environmental Contribution” (Town Centre)	£180,000	Agreed
LBM (S106)	ASDA - “Environmental Contribution” (late payment fine)	£3,988	Agreed
LBM (S106)	ASDA – “Sustainable Transport” (Western Road)	£70,000	Agreed
LBM (S106)	ASDA – “Sustainable Transport” (late payment fine)	£1,550	Agreed
LBM (S106)	Mitcham Gasworks – “Sustainable Transport” (@ £500 per unit)	£143,000	Maximum approximate
TOTAL		£2,858,538	
MAJOR SCHEME		£2,900,000	
		£5,758,538	

- 6.1. Major Scheme funding is a key element of the funding mix. TfL Major Schemes are conceived as ‘holistic’ step change type improvements to a town centre which integrate accessibility, public realm and regeneration objectives. The Major scheme approval process is defined in a number of approval gateways. In December 2012, Mitcham achieved ‘Step 1’ approval which unlocked £300k of the £2,900,000 set out above. As the final design and project delivery plan for the scheme develops, further gateway approvals will be unlocked.
- 6.2. The approval process is also linked to the TfL business case process. In effect this means that the wider benefits of the improvements are measured and estimated in economic and transport terms. This business case process focuses the scheme design on accessibility as well as ‘urban realm’ upgrades which while positive are not likely to have major economic benefit in themselves.
- 6.3. Based on early outline concept estimates the nominal allocation of budget by work activity is set out in Table 4

Project Management	£425,000
Project Development	£125,000
Phase 1	£895,000
Phase 2	£1,000,000
Phase 3 and 4	£3,313,538

- 6.4. The outline estimates for the early design concepts are positive in terms of affordability, but significant contingency is built in due to the potential for cost increases and in particular the issue of utility diversions.
- 6.5. Given the scale of the scheme and the requirement of the TfL Major Scheme programme, it is likely that the value of works will be in excess of the European Union procurement limits of £4,348,350
- 6.6. Phase 1, given the required timescales would be excluded from the 'package of works' and would likely be carried out via the boroughs term contract arrangements. However Phases 2 to 4/5 may be offered competitively to a pre approved list of contractors on the TfL London Highways Alliance Contract or similar framework agreement.
- 6.7. In order to deliver the Rediscover Mitcham project, an internal project team has been established incorporating Future Merton as project sponsor and client with officers from Future Merton and Traffic and Highway Services working together in a project team. A Project Board incorporating the Head of Sustainable Communities, Head of Street Scene and Waste, Traffic & Highways Services Manager, Future Merton Manager and Placemaking & Public Realm Manager has been established for overall governance purposes.
- 6.8. Where required, specific external resources can be drafted in on ad hoc basis to assist in technical areas. Some examples are:
- Assessing the traffic management impacts of changes to the road layout and traffic movements
 - Designing a new market layout and weather protection
 - Reviewing the scheme to ensure that the accessibility needs of mobility impaired people are taken fully into account

7 LEGAL AND STATUTORY IMPLICATIONS

- 7.1. This scheme is carried out either on public highway or on public land and appropriate permissions will need to be sought to ensure that works are implemented in line with legal requirements.

- 7.2. Where – exceptionally – any improvements are made to private buildings or land, the full consent will be required from the responsible third party and a legal agreement entered into in terms of the scope of works and other conditions.
- 7.3. Some of the Fair Green following the 1993 pedestrianisation scheme was registered as “Town Green” which is a specific legal status under the Commons Registration Act 1965. As such legal advice has been taken relating to potential impact of a scheme on the Fair Green which may change the boundary or design of the green.
- 7.4. This advice clarifies that neither the former London Road nor the former Upper Green East and West were ‘stopped up’ as public highway in 1993 when the pedestrianisation was carried out and that neither was registered as Town Green although the core Fair Green area was.
- 7.5. However the former London Road and former Upper Green East and West were designated as part of ‘common land’ and as such should more than 250sq yards are needed to be reverted for highway or other purposes then it will need to be exchanged for other land under the Acquisition of Land Act 1981.
- 7.6. Fortunately the scheme assumes that the reduction in road space around the Fair Green will allow for an exchange to take place between highway land and common land.
- 7.7. It would be the intention to register all the final design of the Fair Green as ‘Town Green’ to ensure future protection as an open space.
- 7.8. The changes to crossing facilities can be introduced under powers conferred by Section 23 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice to the public of its intention to introduce, alter or remove a formal crossing facility by Notice. This process only requires the Council to consult with the Police.
- 7.9. For the waiting/loading restriction, general parking places, disabled bays and loading bays the Traffic Management Orders would be made under Section 6 and Section 45 of the Road Traffic Regulation Act 1984 (as amended). The Council is required by the Local Authorities Traffic Order (Procedure) (England and Wales) Regulations 1996 to give notice of its intention to make a Traffic Order (by publishing a draft traffic order). These regulations also require the Council to consider any representations received as a result of publishing the draft order.

8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

- 8.1. The scheme is intended to increase accessibility of the pedestrian environment around Mitcham town centre. The implementation of the changes to the current layout affects all sections of the community especially the young and the elderly and assists in improving safety for all road users and achieves the transport planning policies of the government, the mayor for London and the borough. The council carries

out careful consultation to ensure that all road users are given a fair opportunity to air their views and express their needs.

8.2. Specific measures include:

- Shortening pedestrian crossing distances
- Reducing impediments to pedestrian movement
- Increasing the space for pedestrian circulation
- Redesigning with crime reduction objectives taken into consideration
- Where possible reducing and gradients
- Introducing and standardising tactile paving services
- Improving and rationalising signage and local information
- Improving interchange

The outcomes of the scheme are of general benefit, but may be of particular benefit to people with mobility impairments, older people more reliant on public transport, other groups more likely to access the town centre area on foot or by cycle. As such this scheme is likely to have a positive impact on equality and community cohesion.

8.3. As part of the Stage 3 consultation a specific workshop was held with mobility impaired people and a report of this workshop is appended to this report in Appendix 3

8.4. There are no human rights implications apparent at this time

9 CRIME AND DISORDER IMPLICATIONS

9.1. The scheme development process has included early consultations with a range of agencies involved in reducing crime and disorder including the Police, Safer Merton, Street Pastors, CCTV managers.

9.2. The objective of these consultations has been to ensure that the design of the scheme has a positive impact on crime and disorder reduction where possible and in no case creates potential for greater crime and disorder.

9.3. Within the consultation, personal security was mentioned as a concern for people visiting Mitcham and a preventative factor in people visiting more often. As such it will be of particularly importance to ensure that the design of the scheme focuses on the perception of safety

9.4. The scheme design will be audited under Section 17 of the Crime and Disorder Act 1998 which places a duty on the local authority to ensure that it takes into account crime and disorder impacts of its actions.

9.5. The scheme involves the relocation of and addition to existing CCTV coverage in the town centre.

10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

10.1. A simple Strength, Weakness, Opportunities and Threats summary is contained below

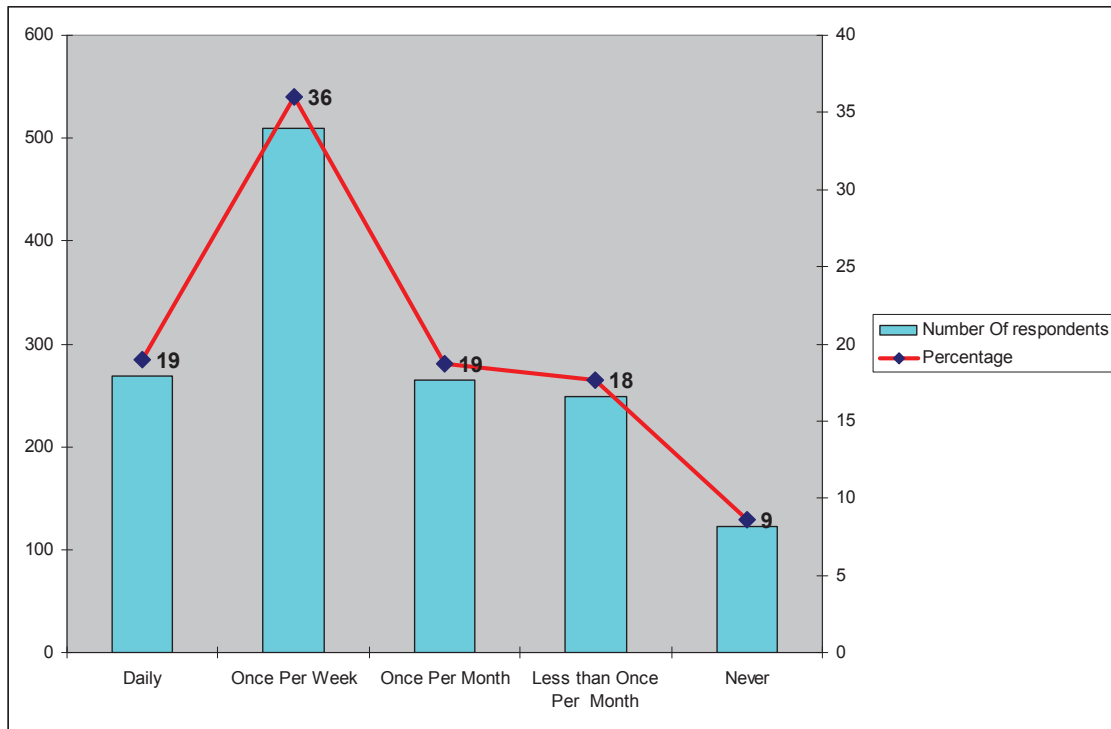
<p>Strengths</p> <ul style="list-style-type: none"> • Strong support for scheme amongst public • Scheme is relatively simple in terms of engineering • Key stakeholders part of project delivery structure • In house delivery promotes flexible approach 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Technical evaluation of traffic flow impacts could have high impact on final design • Balanced scheme seeking both accessibility, regeneration and urban design benefits will compromise the ‘optimal’ design should the scheme be only about regeneration or urban design or accessibility • Need to ensure that design of bus lane meets legitimate concerns regarding the status of the Fair Green
<p>Opportunities</p> <ul style="list-style-type: none"> • Strong sense of need for change in town centre • Recent changes to Mitcham town centre such as new station, housing and superstore create momentum for change • Congruence of scheme objectives with wider regeneration policies both regionally and nationally. 	<p>Threats</p> <ul style="list-style-type: none"> • Major unforeseen budget cuts at national or local level could impact funding availability • Bus lane proposal remains controversial • Scepticism over councils ability to deliver major scheme in Mitcham • Ensuring deliver to timetable • Unforeseen utility diversions and underground conditions which increase costs and delay

10.2. The borough has appointed an external independent Construction, Design & Management Co-ordinator (CDMC) as required by the CDM regulation 2007 This CDMC has responsibility for quality auditing the range of health and safety and design processes associated with the project and ensuring compliance with relevant legislation. The project management method for the scheme ensures that documentation management procedures support the CDM process. All work implementation will necessitate a full method statement from the contractor. Any work on private property will require technical approval from the landowner including a review of method statements. The Health & Safety Executive will be notified of the commencement of works via an F10 form submission and the works may be subject to inspection during H&S inspectors during implementation.

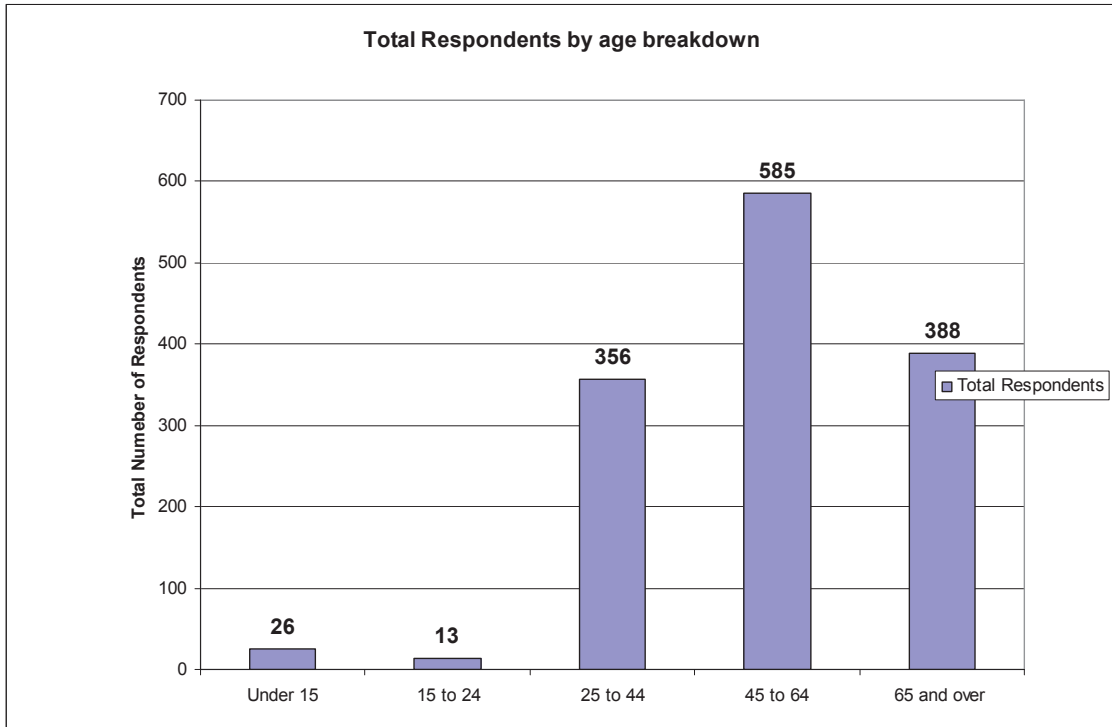
11 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

11.1. Appendix 1 Stage 2 Detailed Analysis

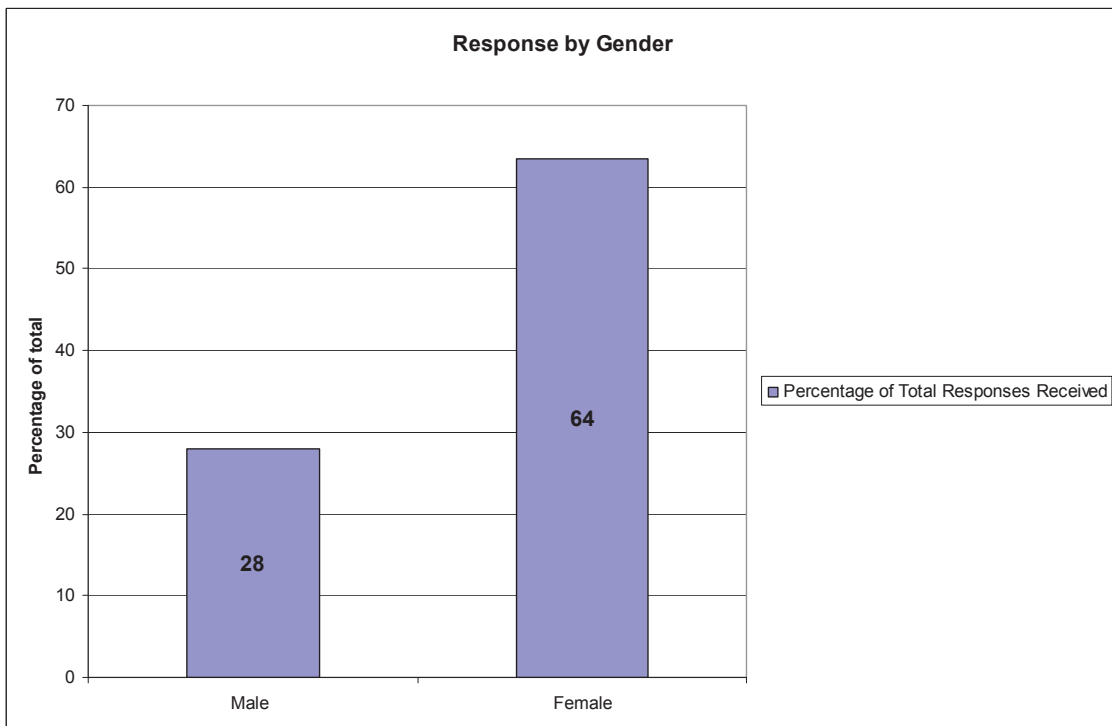
The total number of responses received was 1446 and the following charts set out the responses by demographic breakdown



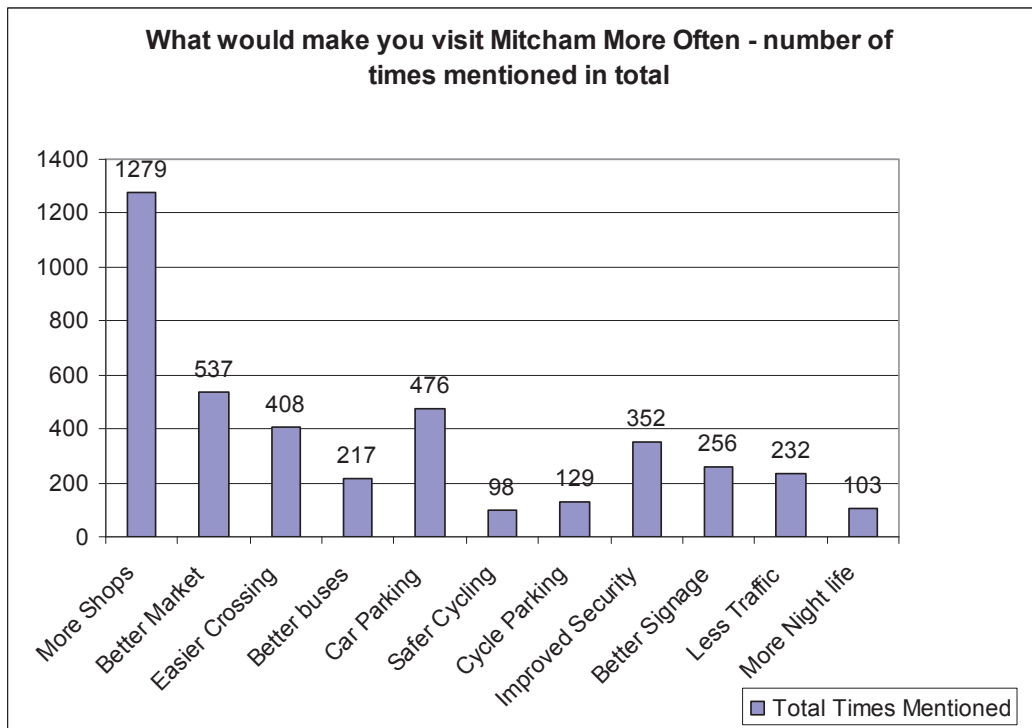
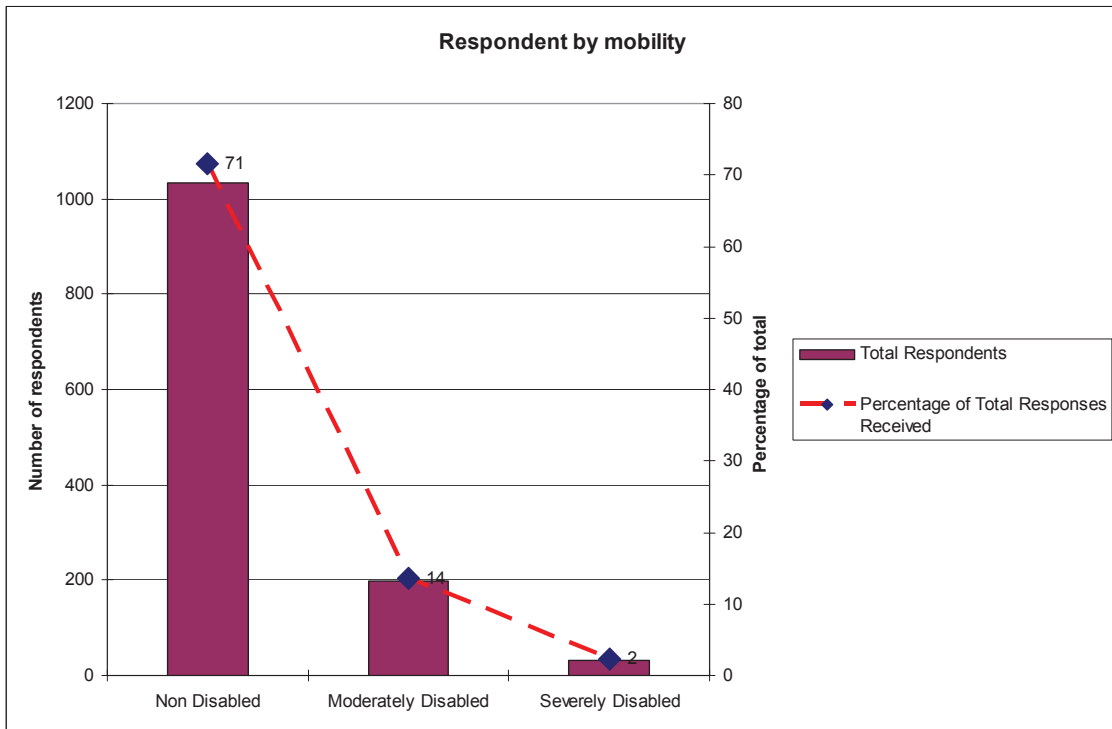
- Most respondents visited Mitcham frequently (at least once per week)

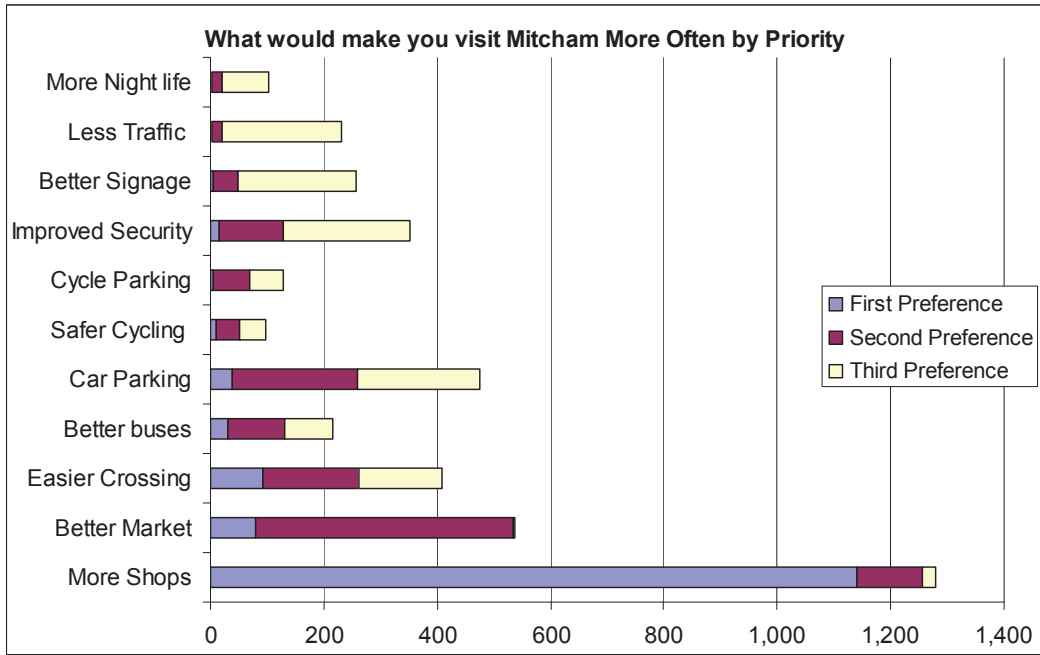


- The age range is heavily weighted toward older people. Further outreach needs to be carried out with younger people during the later stages of the consultation. Early contact has been made with the Children’s and Young Peoples Participation Team to improve levels of engagement.

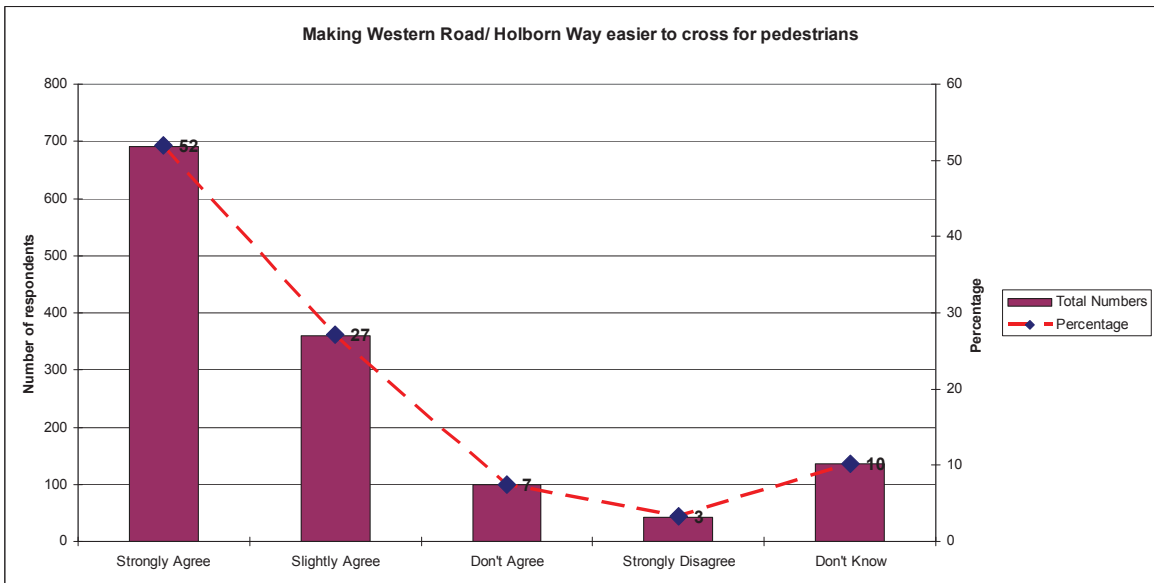


- Over twice as many women responded as men

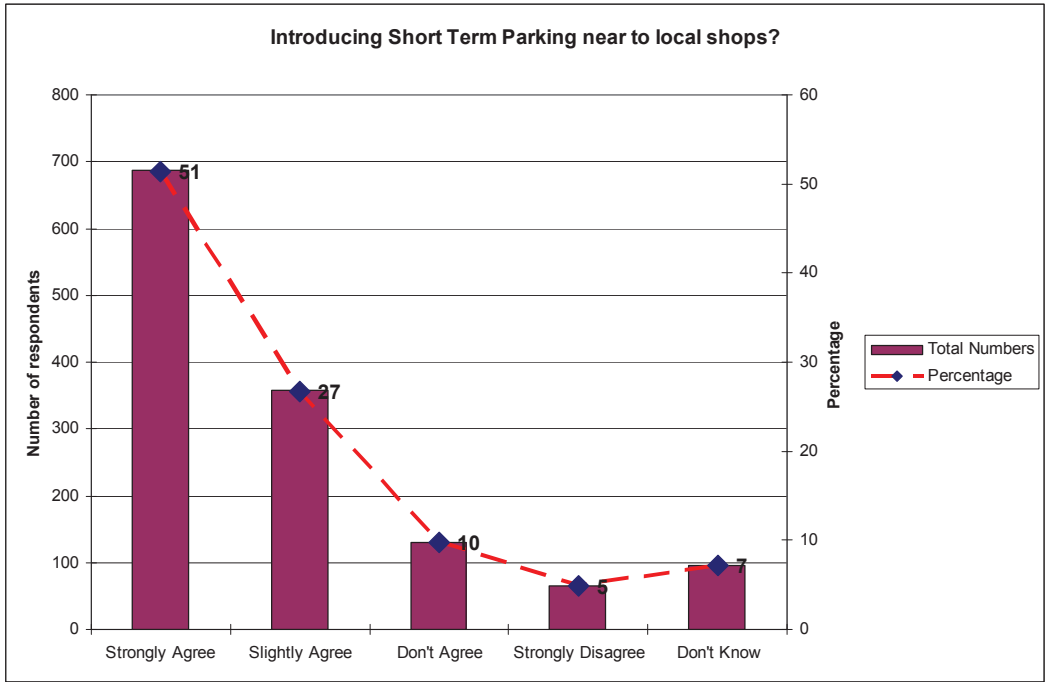




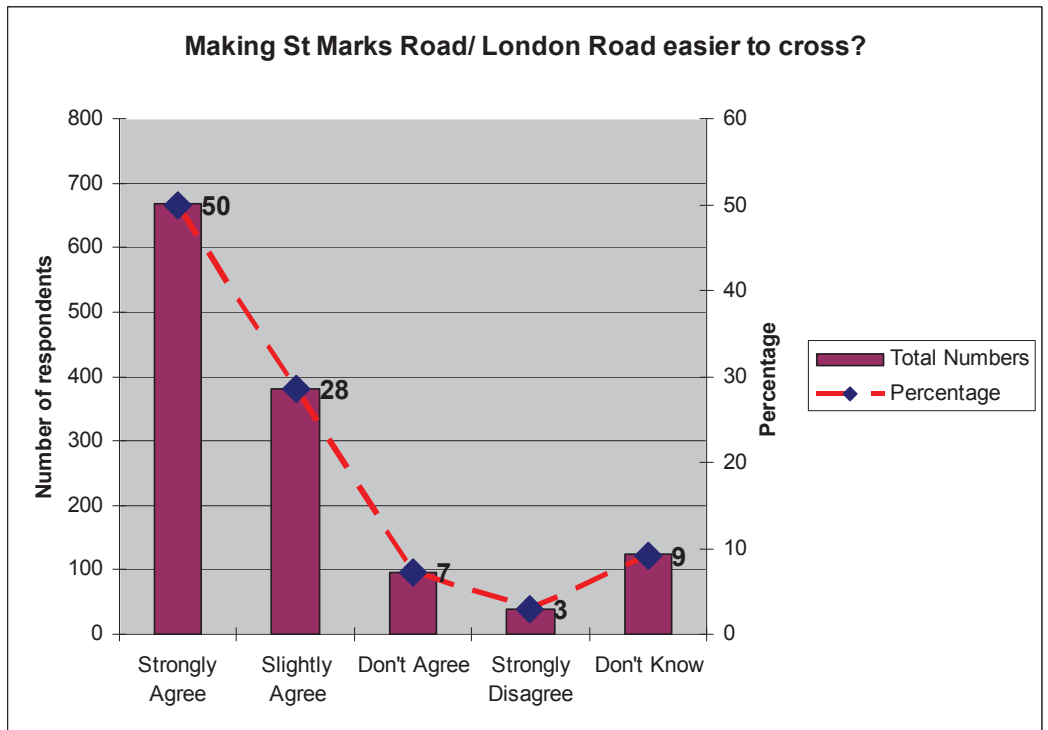
- Clearly the shops are the main focus of peoples concerns, but the market is also a key issue. Crossings, car parking and personal security are also relevant considerations.



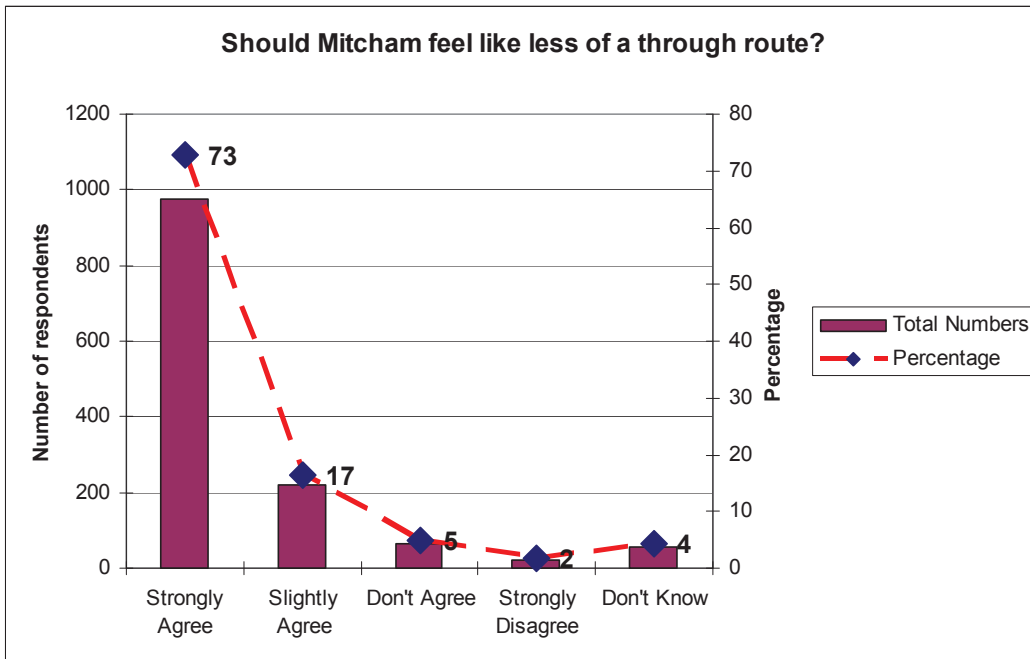
- There is strong support for improving the pedestrian links across Holborn Way. This is consistent with studies identifying this junction as a key disconnection point in the town centre



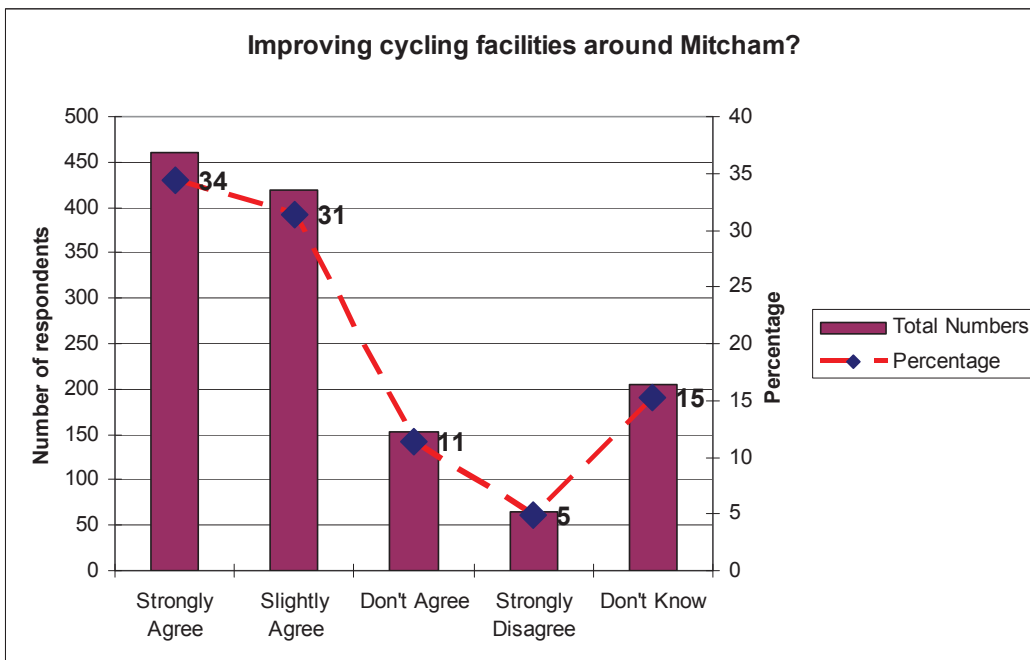
- Although there is a significant amount of parking it is somewhat removed from the Fair Green and is chargeable. Given the current quality and extent of local shops it may be of value to consider the provision of convenient short term parking at low or no cost (e.g. up to 20 minutes)



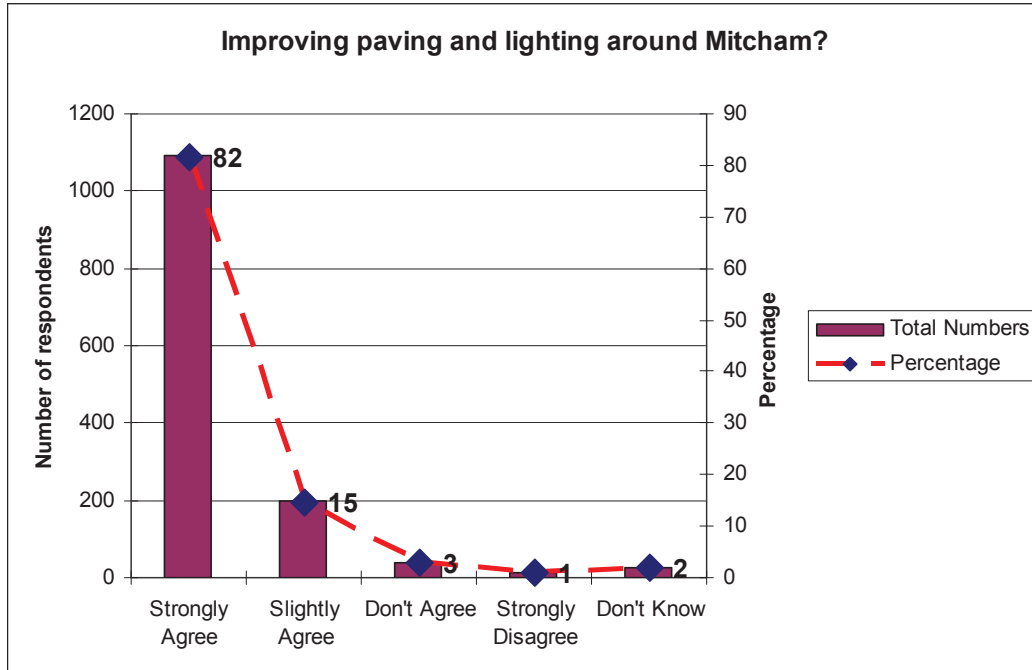
- This junction is relatively poorly used by pedestrians and vehicles. It is the northern gateway into the town centre but London Road pedestrian area is perhaps the least successful retail area in Mitcham.



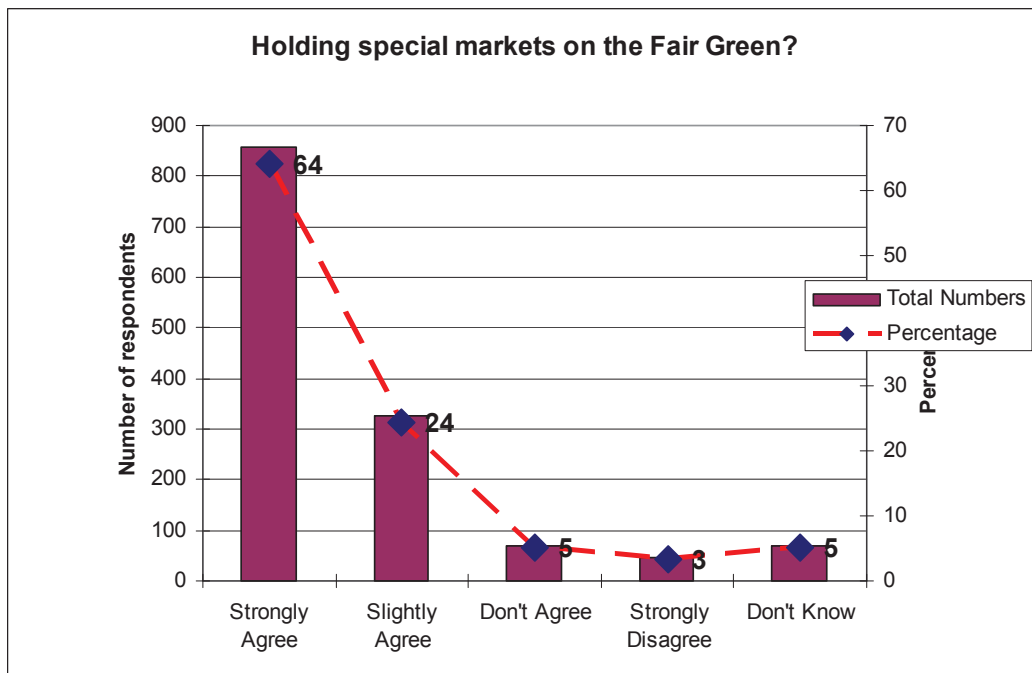
- Mitcham is and will likely remain a major through route due its locality adjacent to the Strategic road network . Through the design process it may be possible to reduce the sense of 'traffic dominance' but clearly the traffic management impacts will play a major part in what can be achieved.



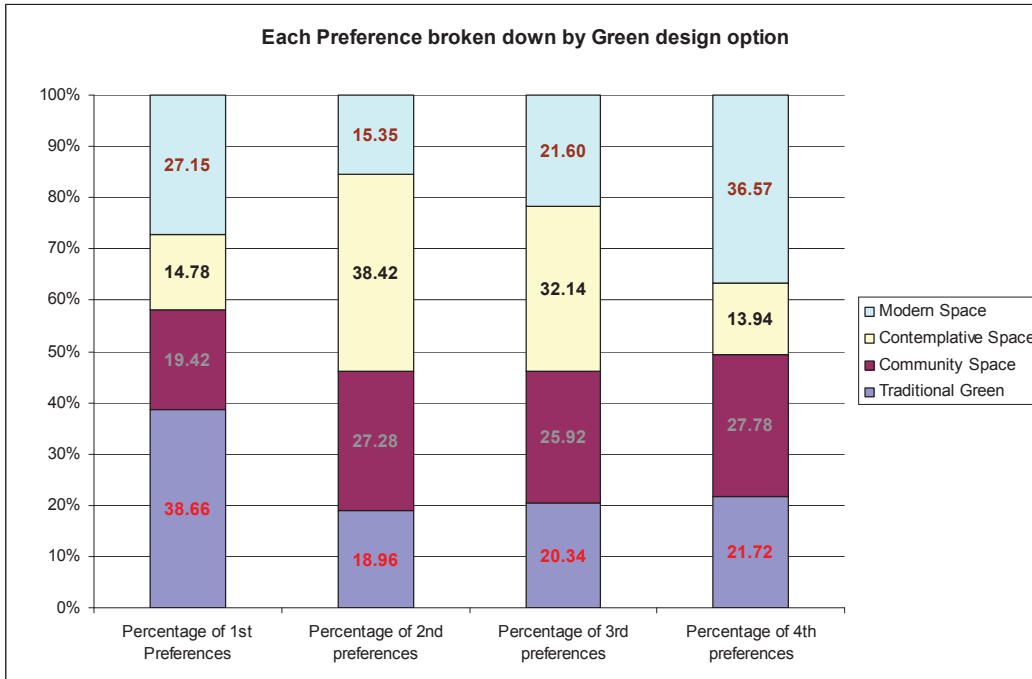
- Mitcham is an important location for cyclists for the same reason it is for motorists – i.e. its connections. However the traffic dominance can work against safe cycling. This may help explain the perception of unsafe cycling on the Fair Green and conflict with pedestrians. Better facilitating safe and legal cycling could help address this issue.



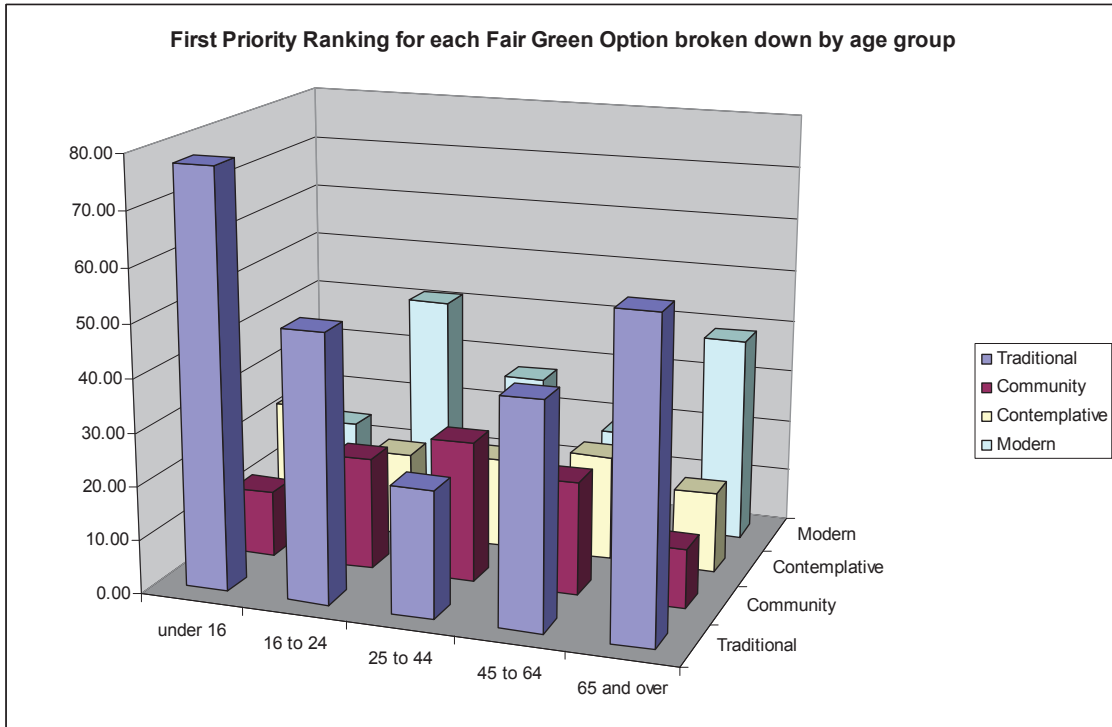
- Lighting is often mentioned as a concern in public meetings, particularly since the closure of McDonalds. Perception of safety can also be influenced by levels of lighting.



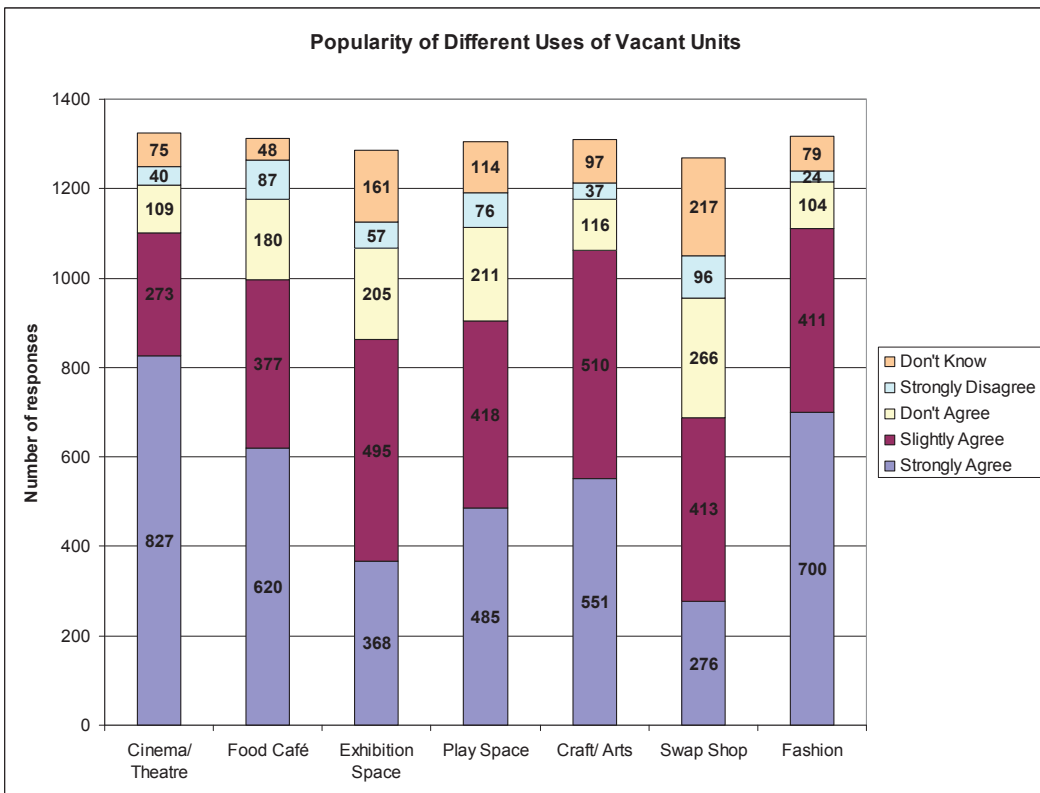
- The current market 'offer' is perceived to be of limited quality. However as set out in the 'visiting Mitcham more often' responses, a better market could be a key driver of improvement in the area



- A traditional Fair Green layout was the most popular first priority of the options offered followed by a modern space. However the modern space was also the most chosen 4th priority, which suggests it splits opinion. The contemplative space which in design terms is closest to the traditional green gained the greatest number of 2nd priorities which suggests that a broad 'vision' of a park like space could be the most popular aspiration for the Fair Green

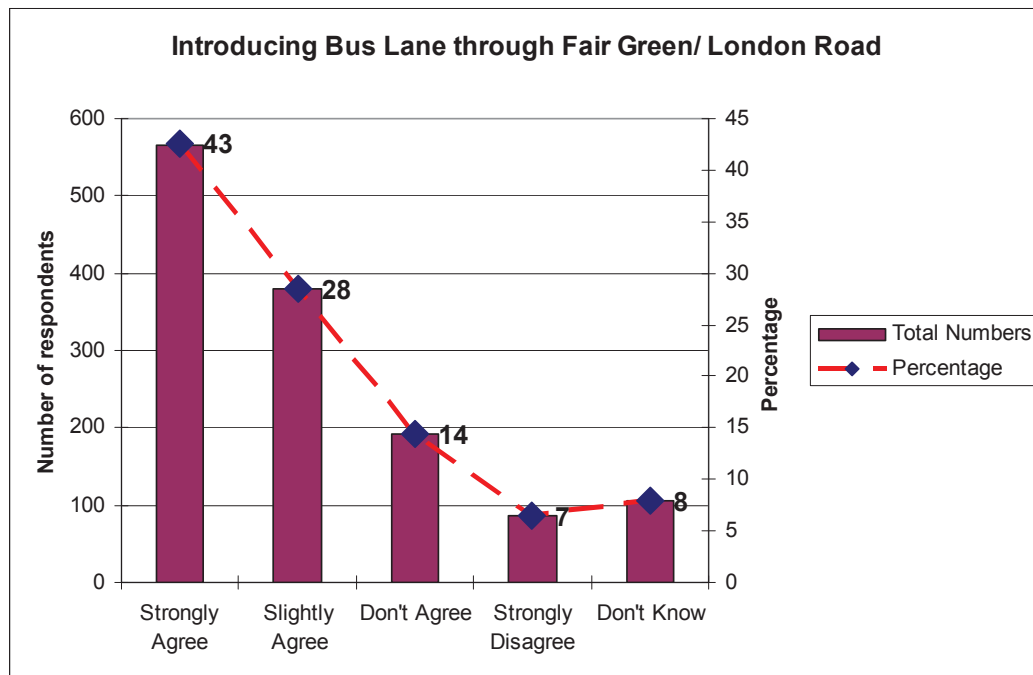


- Interestingly the traditional green was the most popular option for all age groups.

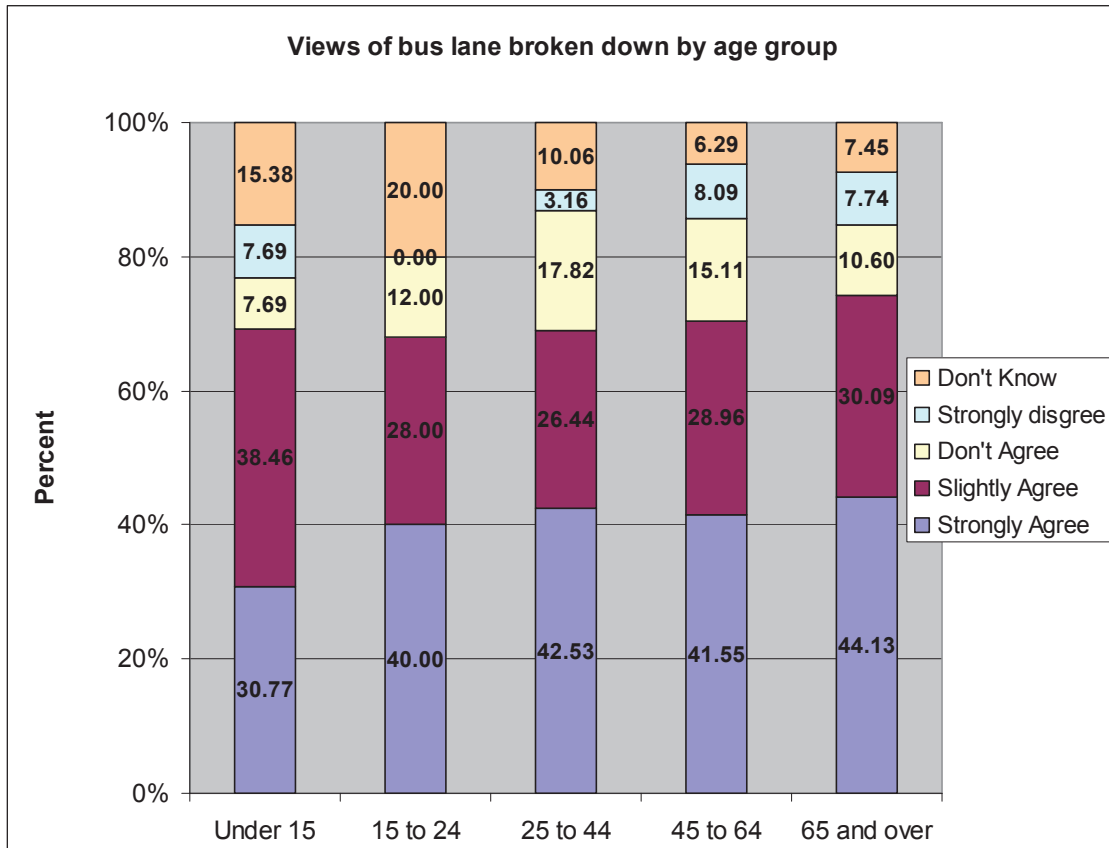


11.2. Bus Lane Proposal

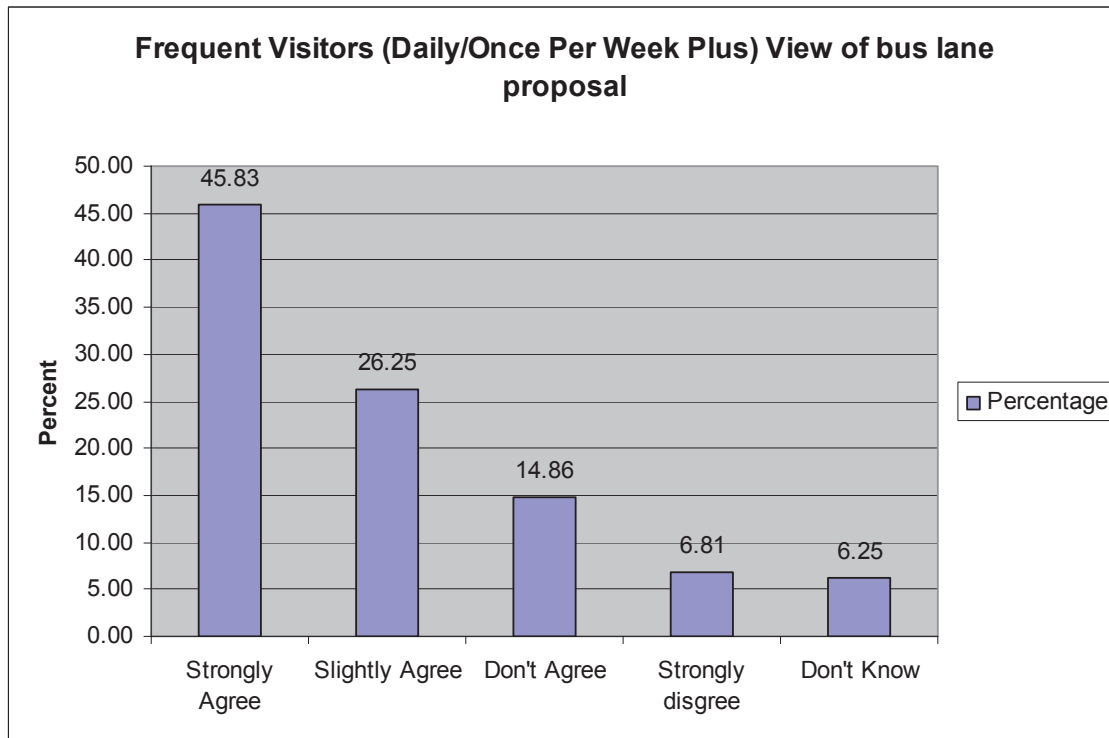
Although the bus lane is controversial it is well supported by the general public



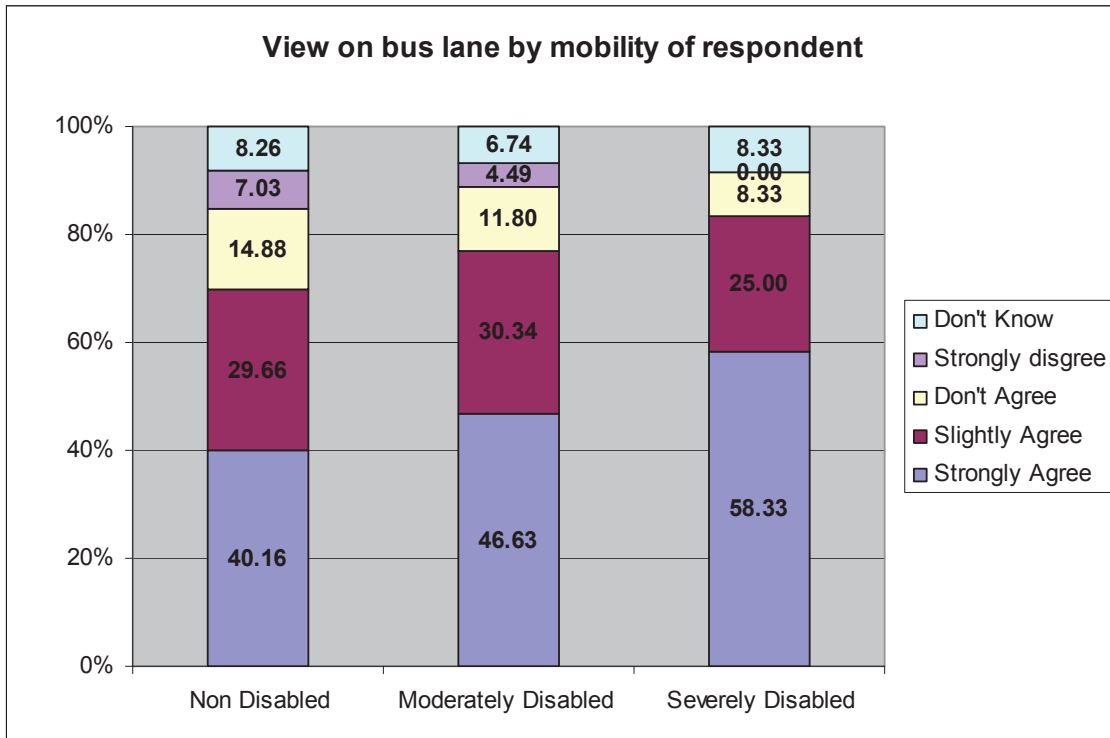
The 71% approval rate is very close to the support for the earlier “south bound” bus lane proposal in 2003 which had previously been agreed by the council.



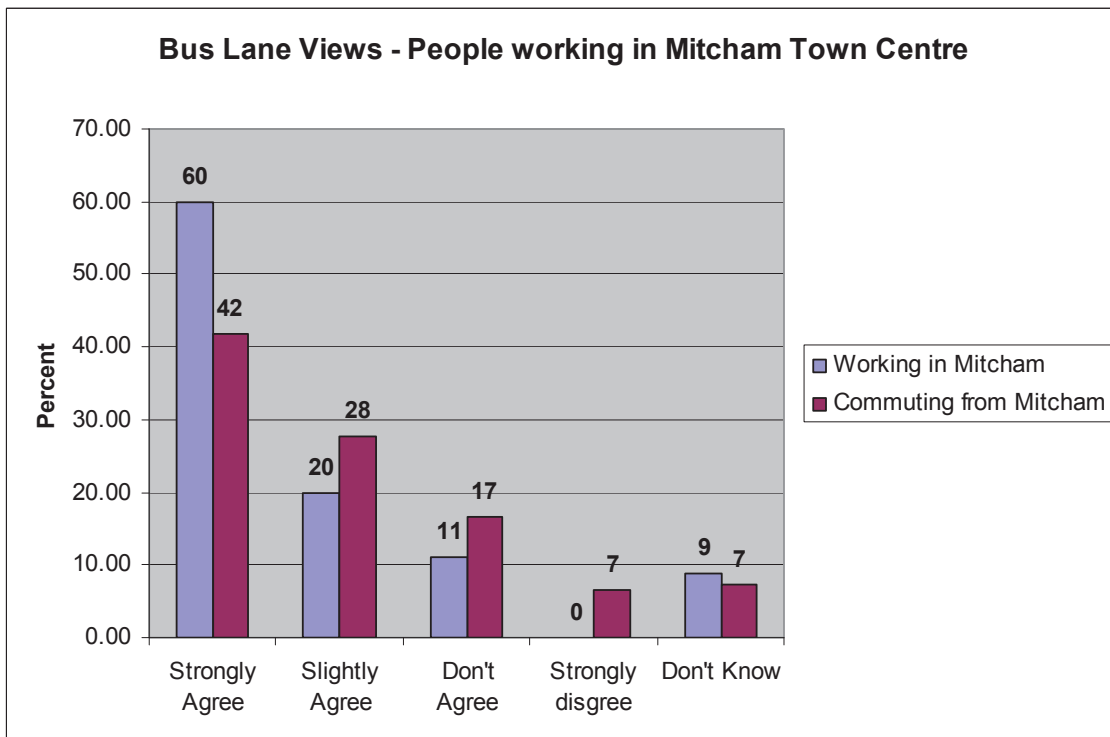
Support for the bus lane is highest amongst older people



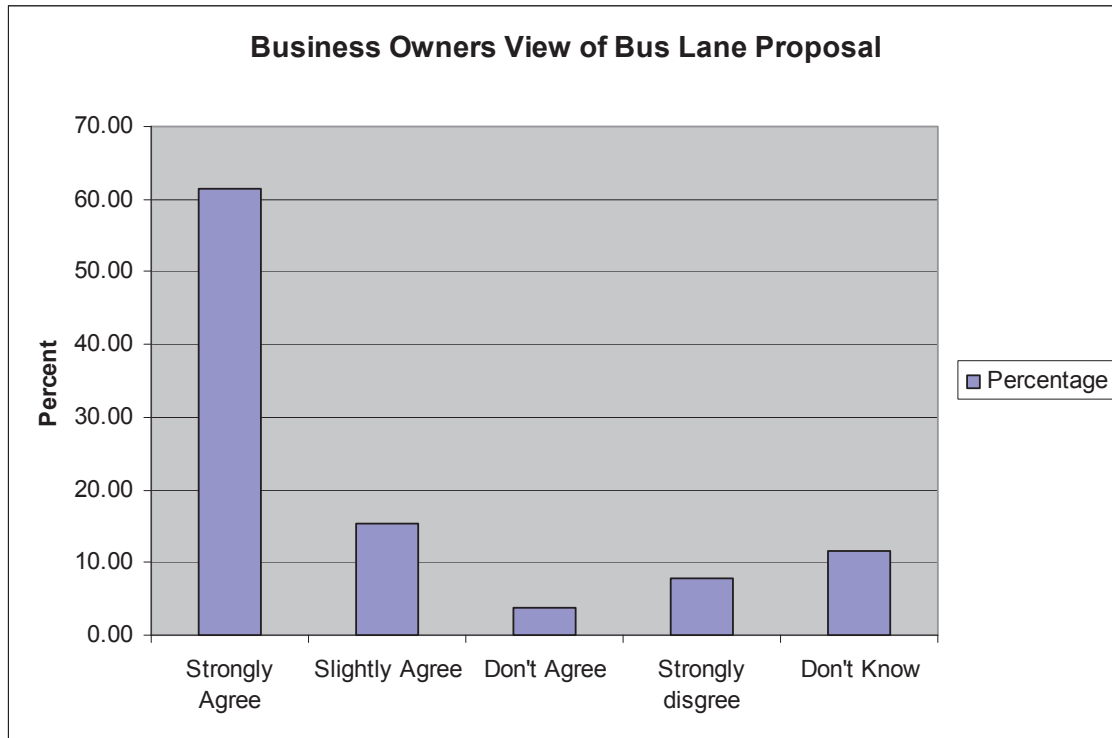
Frequent visitors to the town centre are slightly more in favour of the proposal than all respondents on average,



The more disabled people are more strongly in favour of the bus lane which suggests social inclusion impacts.



People working in the town centre very strongly agree with the proposal as do business owners.



11.3. "Other" issues mentioned in the consultation included

- The absence of toilet provision in the town centre
- The preponderance of certain types of shops (such as betting shops and hairdressers)
- A sense of personal insecurity due to gangs/ street drinkers/ anti social behaviour
- Emphasis on the impacts on traffic dominance
- Concern about the lack/effectiveness of lighting in the town centre
- A general feeling that the Fair Green did not act as a community hub in its current layout

- 11.4. **Appendix 2 – Key Outcomes of Design Workshops/ 8th/ 11th/ 15th
January 2013 Fair Green and Mitcham Town Centre. Report
prepared by Studio Weave**

Studio Weave - Fair Green Workshop Report

Mitcham OLF Project
21 January 2013



Mitcham Area Action Plan - Proposals Map, Feb 1980 (brought to workshop by a participant)

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INTRODUCTION

About This Document

This report outlines the findings from a series of three workshops carried out in early January.

1 SCOPE OF WORK

1.1 The Brief

Studio Weave (the design team) have been appointed by LB Merton Council and the Greater London Authority to deliver market regeneration, shop front and open space improvements for Mitcham Town Centre with funding from the Outer London Fund.

As part of this work, design team were asked to facilitate three workshops to help to inform the concept for the design of the Fair Green. This workshop series was designed to build upon the findings of the 'Rediscover Mitcham' questionnaire, issued in late 2012, and to achieve the following outcomes:

- A clear set of objectives from which public realm improvements can be derived
- An understanding of what people want the space to look and feel like, and how it should be organised
- An understanding of how people perceive the needs of others in the community
- An understanding of people's feelings towards the proposed Highway changes (bus route, junctions etc)

The following elements were discussed in the workshops:

- Links and movement (derived from the concept of 21st Century Fair Green)
- Green Spaces (derived from the concept of Contemplative Fair Green)
- Activity & Community (derived from the concept of Traditional & Community Fair Green)
- Highways proposals

2 THE WORKSHOPS

2.1 Location, Dates, Times and attendance

All workshops were held at: St Mark's Family Centre Hall

Workshop 1 - Tuesday 8th January (15.00 - 18.00) - approx 14 attendees

Workshop 2 - Wednesday 9th January (15.00 - 18.00)*

Workshop 3 - Friday 11th January (10.00 - 13.00) - approx 14 attendees

Workshop 4 - Tuesday 15th January (18.00 - 21.00) - approx 10 attendees (with two repeat visitors)

*Note: Workshop 2 was facilitated by Merton Council and the Centre for Accessible Environments to deal with wider issues concerning mobility impaired people and is not incorporated into this report.

2.2 Workshop structure

The workshops were lead by Studio Weave and Merton Council Future Merton team. A brief presentation discussing the principles behind a design approach to each theme was given, and then round table discussions around each theme followed. At the end of each session, a spokesperson from each group gave feed back with their top five messages to the design team with regard to the topic discussed.

Groups of around 4 people per table (5 tables), were gathered, with one facilitator from the project team on each table.

2.3 Workshop agenda

Please see below and overleaf for the agenda followed at each workshop.

5mins	Brief Introduction (Ross Mitchell or other Council representative, Merton Council)
5mins	Topic 1: Links and Movement Links and Movement - instructions for first topic (Maria Smith, Studio Weave)
5 mins	Your Map of Mitcham Each participant creates their own map of Mitcham - this does not have to be wholly accurate: the purpose of the exercise is to understand how people remember the area. What we learn: a list of what places are most memorable to people, and to see how they connect from memory rather than in reality.
20mins	Round table discussion: what is important to you about links & movement in Mitcham? Make notes on your map, draw routes of where you usually go, write names of favourite shops, mark out a special place to you. Note your 5 key points for the design team to take away, and discuss these with your table. Come up with 5 key points for your table, with regard to this topic and note these on the worksheet
10 mins	Table feedback - Topic 1 Each spokesperson feeds back on what they discussed, and tells the group their top five points. What we learn: how people move around Mitcham and why, favourite locations in Mitcham and list of key areas to focus upon (improvement)

2.3_Workshop agenda (continued)

5 mins	<p>Topic 2: Green Spaces Green Spaces - instructions for second topic (Maria Smith, Studio Weave) OS Maps placed onto tables</p>
20 mins	<p>Round table discussion Group to highlight green spaces on the map, and to grade them according to their quality.</p> <p>Brown = poor quality Yellow = medium Green = good quality Purple = ideas for new green spaces</p> <p>Sum-up with 5 key messages (or questions) to the Design Team</p>
10 mins	<p>Table feedback - Topic 2 (as above, spokesperson to summarise)</p> <p>What we learn: priority areas for intervention, alongside new ideas as to how to treat them</p>
15 mins	<p>--- Break & Refreshments ---</p>
5 mins	<p>Topic 3: Activity & Community Activity & community - instructions (Caf Fean, Studio Weave)</p>
10 mins	<p>Events on Fair Green</p> <p>Imagine you had unlimited Council funding...</p> <p>If you could put on an event on the Fair Green, what would you do</p> <p>Who would you work with?</p> <p>What would make it different and special to Mitcham?</p> <p>What would make people want to come again?</p> <p>How would it attract different ages and backgrounds, people from Mitcham and elsewhere?</p> <p>Participants agree a table list of answers to these five questions.</p>
10 mins	<p>Table feedback - Topic 3 (as above, spokesperson to summarise)</p> <p>What we learn: what sorts of events and activities would be welcomed in Mitcham, who can help make these happen, what people think will encourage re-visits.</p>
10 mins	<p>Open discussion about proposed Highways changes</p>
20 mins	<p>Sum up / Next Steps</p>



3 WORKSHOP FINDINGS

Workshop in full flow - 8th January

3.1 Summary

36 local people participated in the Fair Green workshops.

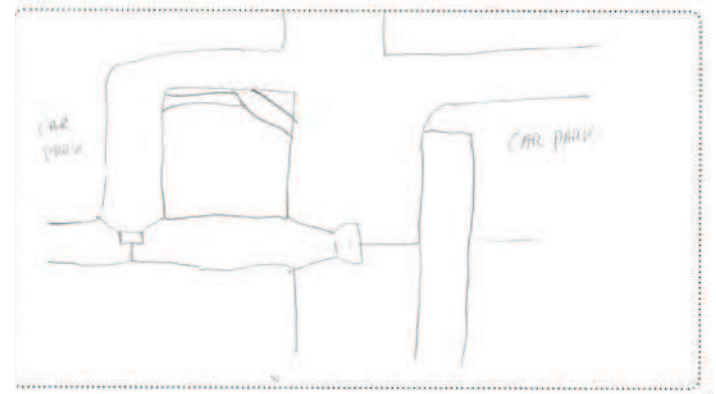
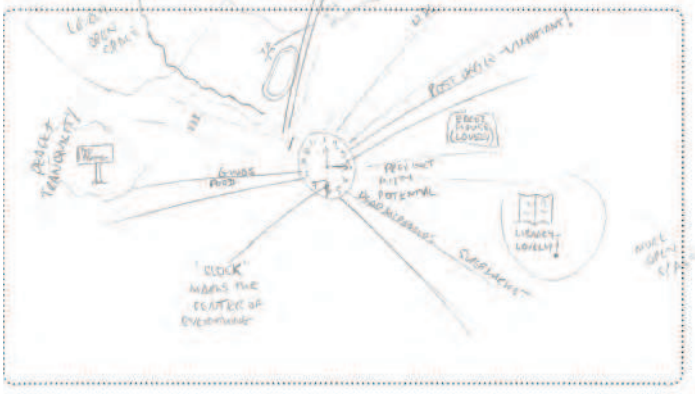
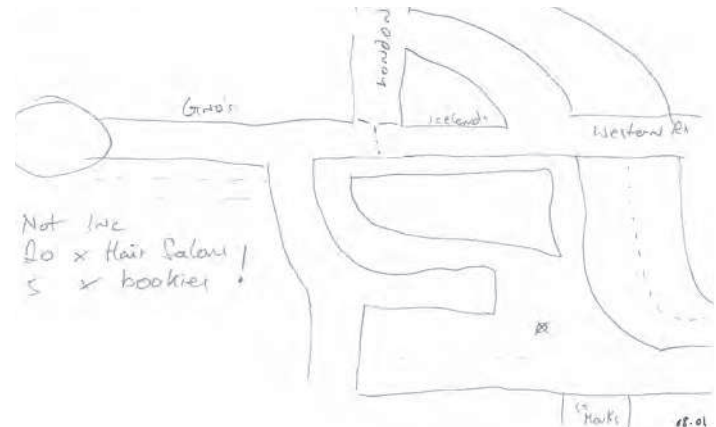
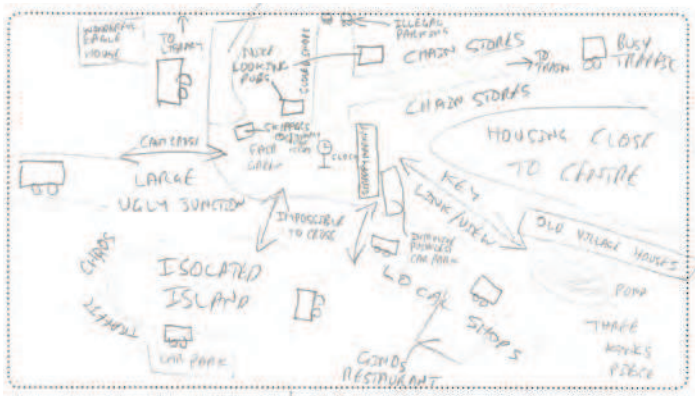
Participants mapped Mitcham from memory, discussed links and movement, open space opportunities and co-created an event to put Mitcham on the map for the world to see: we would like to thank all those involved in taking part - the insights listed in this report are invaluable for our work on Public Realm improvements, and also for the Future Merton team, who are managing the wider Public Realm initiatives.

The following headlines were drawn from the consultation:

Mitcham...

- is in need of improvement, and a focal point
- has a market that needs to be made more of (with varied goods and a wider offer)
- needs more planting and better use of redundant spaces (e.g. car parks)
- needs better lighting, and easier traffic flow through the centre
- has potential, and many people who are willing to help

We will draw from these headline findings, and those explained further in this document, to inform the concept design for the Fair Green.



An example of the memory maps of some participants

3.2_Topic 1: Links and Movement

3.2.1_Memory Maps

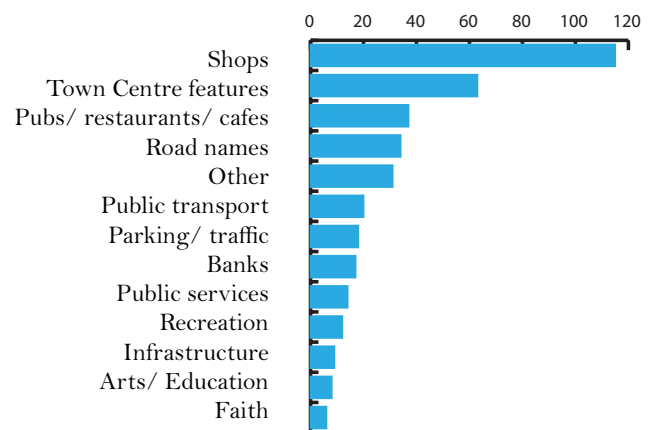
Participants were asked to draw their map of Mitcham from memory, highlighting any important places, names of favourite shops and regular routes taken through the Town Centre.

Interestingly, many of the 30 maps collected show a great number of roads, with the Clock Tower normally marking out the centre or the 'heart' of the area. In some discussions, the notion of linking up Fair Green and the other 'hubs' of the town centre were mentioned.

The shops in Mitcham were most frequently referenced, with 115 instances of shops being noted. The shops referred to most frequently were the chain stores, namely Morrisons (16), Lidl (11), ASDA (6), Boots (5), Peacocks (5), Superdrug (3) Iceland (2) and Tesco (1). Independent shops, and shopping parades were also mentioned, as were betting shops, coffee shops, charity shops and pound shops.

The Clock Tower was a key locating point for many, and roads dominated many of the drawings. 'Pedestrianised area' was mentioned by many, and typical routes through varied: some walk through the town centre and find the pedestrianised area safe for children to run around, whilst others know Mitcham far better by car or by bus. The local eateries and pubs were note by many, with the White Lion and Gino's restaurant featuring frequently.

Memory maps: most frequently referenced



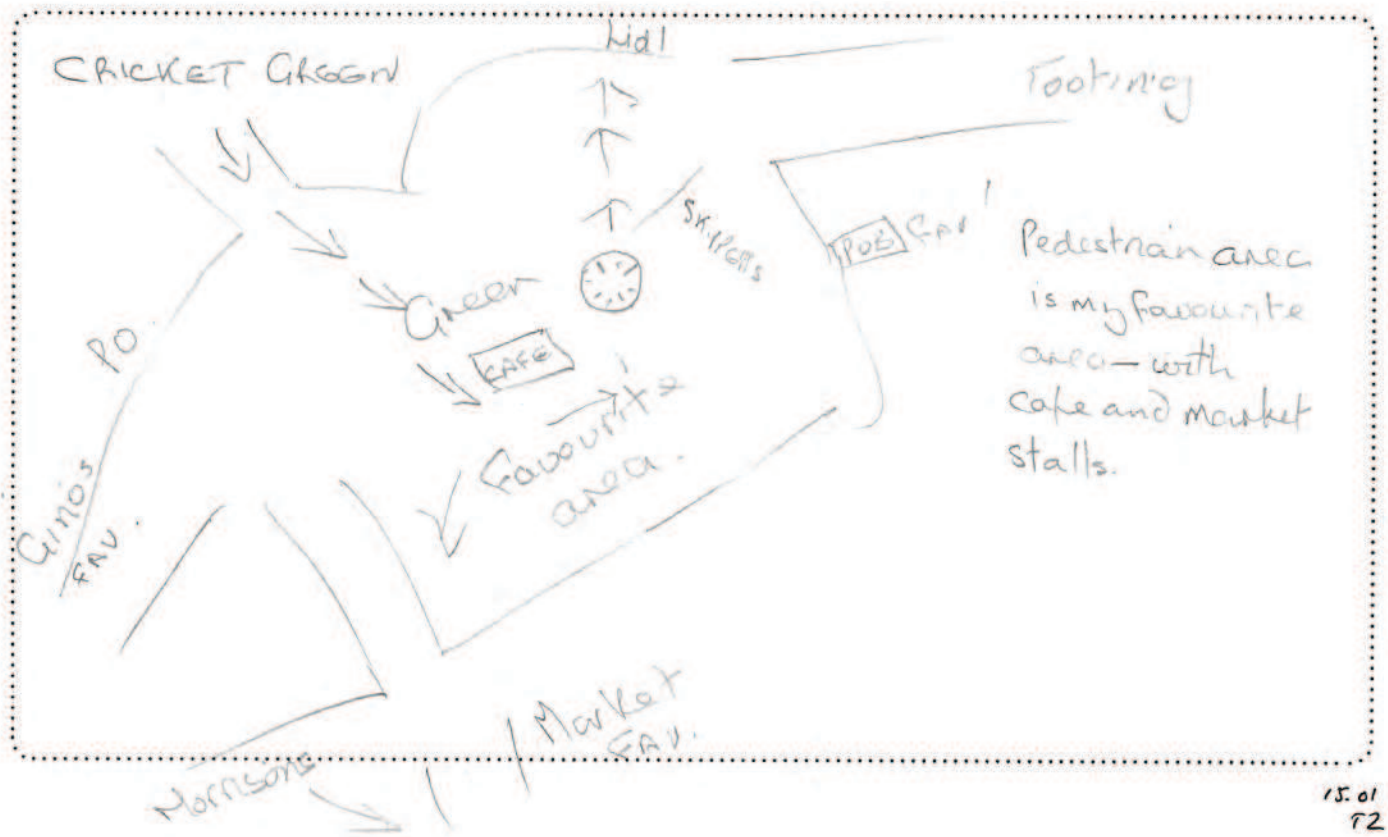
"The centre itself has a nice feel and plenty of potential"

"I normally drive through Mitcham - there are limited shops for me to go to, or to make me stay in the area. I would like to see more of the market in the area!"

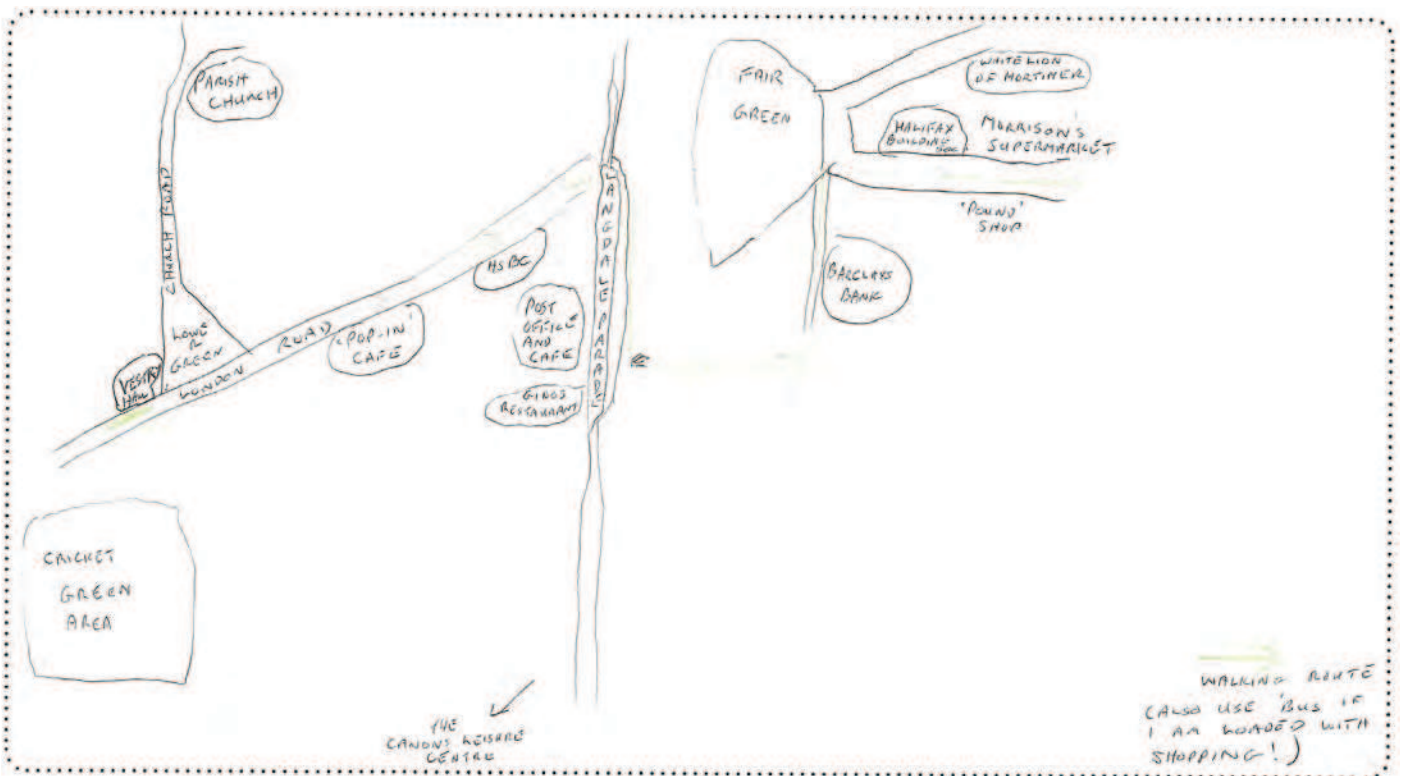
"McDonald's as was: excellent place for an anchor store"

"Too many roads"

"Traffic!"

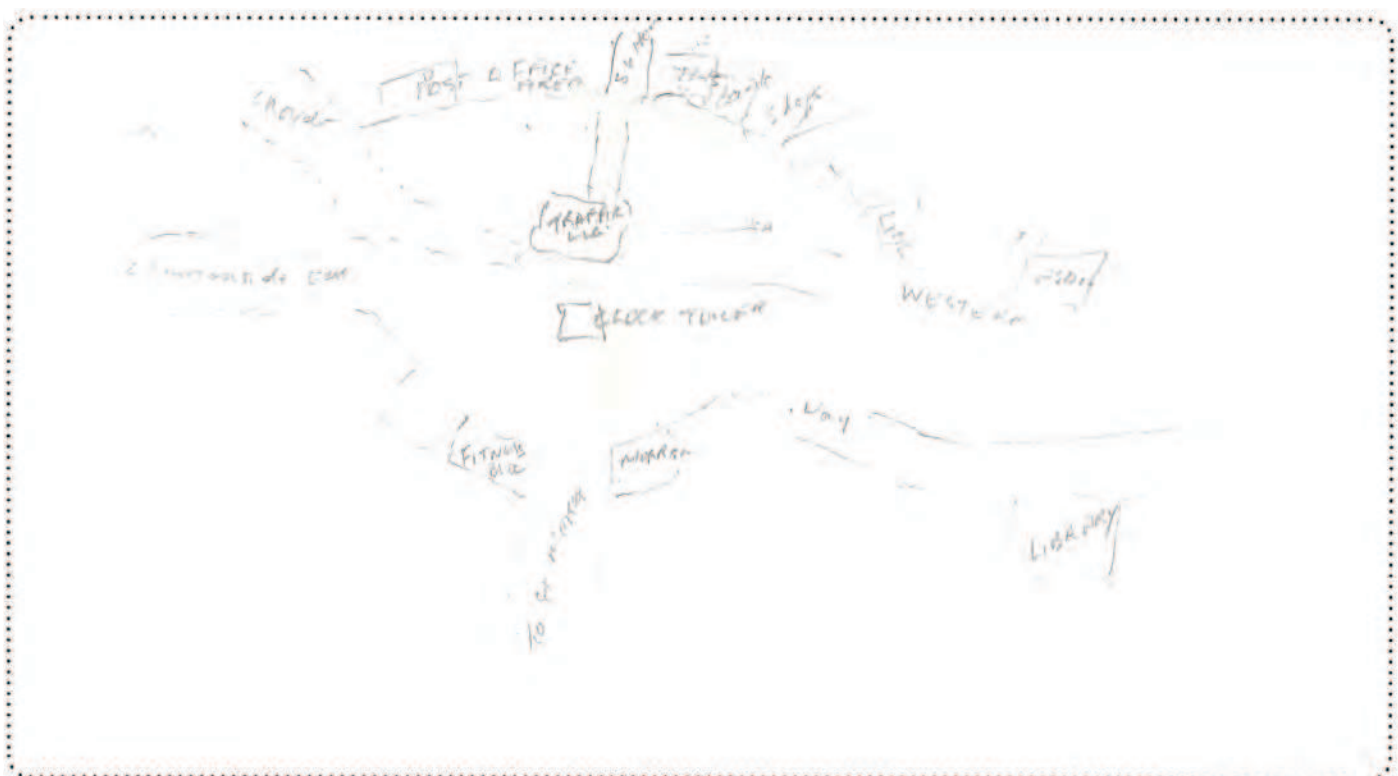
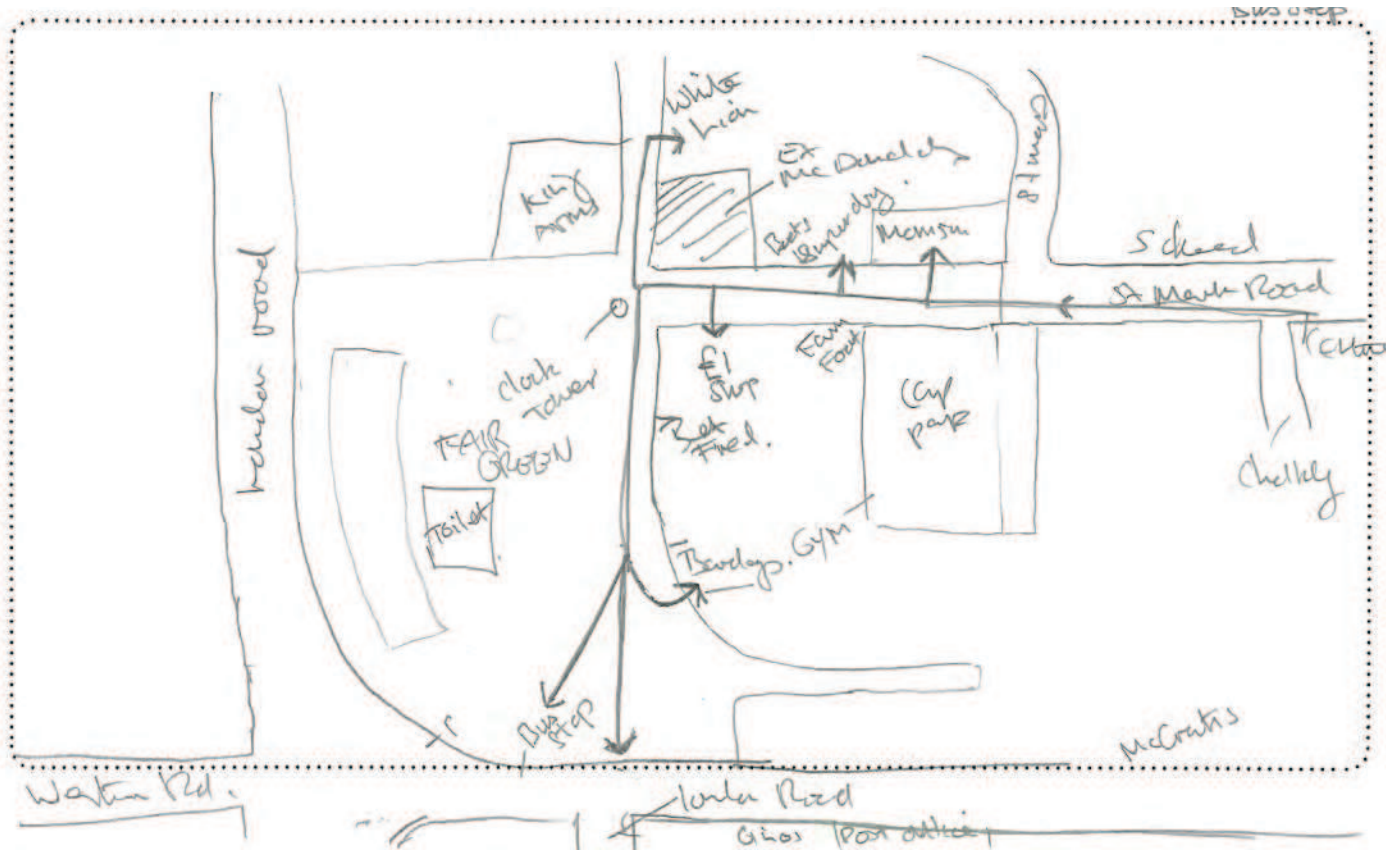


15.01
72



The styles of memory map vary: some participants focused on thematic representation of the Town Centre, as in the map at the top of this page. For this participant, the centre of Mitcham is the green, and the locator is the Clock Tower. The participant is very keen on Gino's (which has had several mentions throughout this consultation), and the market square.

By comparison, the lower map shows a wider perception of Mitcham Town Centre, reaching from Fair Green, to Cricket Green and on to the Canons. Langdale Parade is significant for this participant, and local favourite spots are marked out along the road routes. A typical walking route is also mapped here.



The two maps shown here again express a gravitation towards the centre and the Fair Green with the Clock Tower. The routes shown in green on the lower map indicate typical journeys, and destinations such as Croydon are marked. Roads tend to dominate all of the drawings.

The map above shows a typical shopping trip, with a stop-off at the pub. The Ex-McDonald's is marked here: this empty unit was mentioned at each workshop as a missed opportunity.

3.2_Topic 1: Links and Movement

3.2.2_Links and Movement - discussion

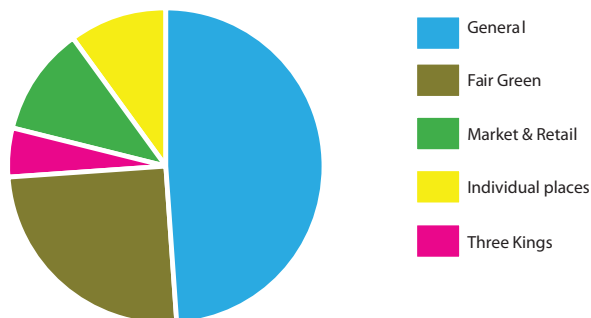
“Turn Mitcham from a ‘go through’ to a ‘go to’ place”

“Mitcham needs its Unique Selling Point”

“Love Cricket Green - make the most of it”

“Use green space or street trees to tame traffic and roads”

“Link between pond and green”



Individual responses

The pie chart above right shows the proportion of responses, under different themes. 117 comments were logged in total, in relation to Open Spaces. We have split these into themed categories for analysis. The most commonly referenced topics were:

General **49%**

Fair Green **25%**

Market & Retail **11%**

Individual places **10%**

Three Kings Piece/ Pond **5%**

General comments were made about how the design work is approached, ensuring that different ages and backgrounds are involved in the process. There was a call for more seating and more lighting to be introduced, across Mitcham, with 27 of the 57 total general comments made pertaining to some aspect of the design of the Town Centre.

Landscaping and planting within the Fair Green was welcomed, with some mentioning the possibility of a play area, water feature or a Band Stand. Community groups would be encouraged to make better use of Fair Green, and maintenance should be kept in mind.

People are asking for a more cohesive, attractive Market, with more independent shops and more restaurants to attract people to stay and spend time and money in Mitcham.

Upper Green, Holborn Way, Cricket Green, Figges Marsh, Iceland (as a potential development site), Langdale Parade, Mitcham Common, and Morrisons Carpark (for the view) were all identified as places with potential by individual respondents.

The area of Three Kings Piece and the Pond is treasured by many. People suggested it should be improved with lighting and seating.

Group discussions

The following headlines were drawn from group discussions around links and movement:

Calmer traffic

Too many crossings, difficult junctions and congestion were mentioned by all workshop groups. The need for a coordinated approach with regard to traffic flow and buses was also noted.

Fair Green: pedestrianised and better lit

A preference was expressed for Fair Green to remain pedestrianised. Some would like lighting to be improved, especially where McDonald's used to be. This is also a general point about the Town Centre.

Easier connections wished for

People would like to see easier connections for pedestrians across the Town Centre, with direct pathways to specific areas, including Three Kings Piece.

Improved 'look and feel' for Mitcham, with distinct focal points

"Flowers and beauty - not concrete!" this sentiment was expressed by all groups. A general improvement to shopfronts and parades was requested, and a focal point of some sort was wished for. The 'no drinking zone' is appreciated, and should be maintained.

Signage, planting and gateways encouraged

- People would like to see:
- Better signage throughout the town, but no clutter
- Planting to 'lift' the place
- 'Welcome to Mitcham' announcing your arrival at each gateway

Attractive and varied market

People like the market as an idea, and would like to see it tidied up with a unified look. Some mentioned the possibility of a structure to shelter the stalls from the rain and to provide other opportunities for use when the market is closed. A variety of markets were suggested, including antiques and Farmer's Markets.

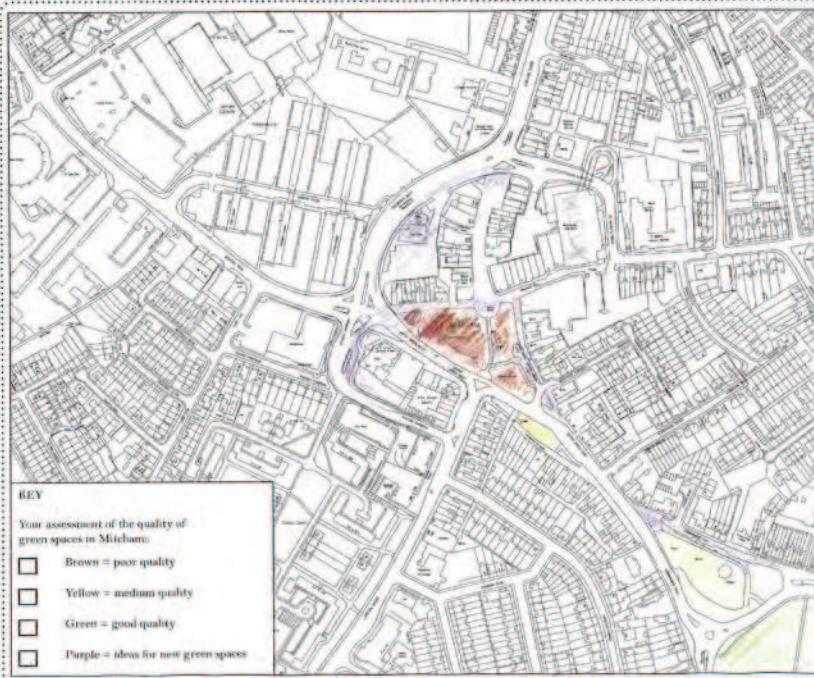
3.3_Topic 2: Green/ Open Spaces

Participants were asked to colour in an ordnance survey map of the Mitcham area, highlighting green or open spaces on the map, in terms of their quality at present. They were then asked to leave 5 key messages (or questions) to the Design Team, both as individuals, and as a group.

An example of these mappings can be seen below.



2) Please sum-up with 5 key messages / questions to the design team regarding Green Spaces in Mitcham both as an individual, and in your group



- 1) REDISCOVER FRAGMENTS OF COMMON LAND
 - 2) USE GREEN SPACE / STREET TREES TO TAME TRAFFIC - ROADS
 - 3) CELEBRATE PHYSIC GARDEN HERITAGE - MORE THAN LAMENGO
 - 4) DISTINCTIVE MITCHAM VARIATION ON INCREASINGLY EDIBLE BASED ON HERBS FRAGRANCE
 - 5) GREEN OVER UPPER GREEN WEST - NEW TOWN VIA 4 ROADS
- YOUR GROUP'S TOP FIVE POINTS FOR THE DESIGN TEAM:
- 1) TACKLE SPACE WASTED DUE TO POOR CAR PARKS + USE
 - 2) MORE ACTIVE MANAGEMENT OF TOWN CENTRE AS PLACE FOR EVENTS + ACTIVITIES
 - 3) IMPROVE WITH STRONGER JOINTNESS + BETTER OFFER
 - 4) LEAST HOSTILE ROADS - INDUSTRIAL ZONE - STREET TREES
 - 5)

The two maps above show a wider view of Mitcham, taking in the Common, and a more zoomed in version, from two different participants. We will analyse these responses and formulate a concept for the Fair Green for the end of January.



3.3.1_Topic 2: Green/ Open Spaces - Headline findings

Fair Green - parade of shops

The role of Fair Green as a park (place) a through route and a focus for the town centre was raised by many in the workshops as a three-part function of what many perceived to be the 'heart' of Mitcham town centre.

There is a need to obtain balance between these three functions: people want a place that has better shops, a better market, better linkages and places to sit. This leads to some clear principles for the design team to take forward:

1. The Fair Green cannot be conceived purely as a village green
2. The Fair Green must connect the town centre
3. There must be a community function/facility in the green
4. The green must retain its 'green and pleasant' feel
5. Mitcham Town Centre is a wider area: do not consider Fair Green in isolation

It should be noted that many perceive the town centre as wider than simply the Fair Green, and that this notion of a more unified approach to linking up the various parts of Mitcham (including the Canons, Cricket Green and Figges Marsh) needs to be reflected in design analysis and delivery with regard to public realm improvements in Mitcham.

3.4_Topic 3: Activity and Community

If you had unlimited funding... what would you do to put on an event, in Mitcham, to show the world and those who live and work locally, that Mitcham is on the map? We asked eight teams of participants to develop an idea for bringing something truly exciting to Mitcham - the results of this exercise follow below.

<i>"We've discovered Mitcham - it's been here all the time"</i>	<i>"Celebrating Mitcham's Rich Heritage"</i>	<i>"Mitcham Funtime"</i>
<i>"The Mitcham Story"</i>	<i>"Mitcham Extravaganza"</i>	<i>"The Mitcham Experience"</i>
	<i>"Mitcham Festival"</i>	<i>"The Big Mitcham Village Weekend"</i>

Event ideas

Ideas ranged from local history celebrations, to food festivals, to all-singing-all-dancing acts involving Danny Boyle (famed director and author of the 2012 Olympic Games opening ceremony) as chief coordinator. Event ideas included:

- Food festival, celebrating the diverse cultures present in Mitcham
- Celebration of Mitcham's heritage through walks, screenings, talks and re-enactments
- Large-scale events connected across the Town Centre and beyond
- Open air theatre, cinema screen on the Green, performance artists and dance bands

Who to work with

The following groups and individuals were identified as good catalysts for these events to happen (in alphabetical order):

ASDA; Abbey Fest; Artists; Businesses; Churches; Danny Boyle; Future Merton; Greenwich Leisure; Library services; Local cultural / history groups; Maxine Morgan (Local Groups/ People and business); Merton History Group; Merton in Bloom; Merton Leisure Department; Multicultural organisations; Older people; Polka Theatre; Restaurants in the town; Schools; Sport individuals / clubs; Voluntary groups; Wandle Industrial Museum; Wimbledon Theatre

What would make it different and special to Mitcham?

Many different answers were given from the different teams in answer to this question:

- An audience with a famous person from Mitcham
- Celebration of all things 'Mitcham'
- It would draw in locals to see more about the area and attract expats of Mitcham via advertising
- Making use of the Fair Green
- Maybe film screening in the evening - deck chairs for seating. Involve local schools
- Put Mitcham on the map, draw more people to town, puts all communities together
- Special offer or an offer that appeals to everyone
- Specific events for children
- The Mitcham Story, multicultural aspect



Jubilee Celebrations, 2012 - Thornville Grove, Mitcham



New Year's Eve Fireworks, 2012 - Central London



View from the top of Morrison's Car Park - a view that could be capitalised upon,

3.4_Topic 3: Activity and Community (continued)

What would make people want to come again?

- Because they had a good time
- Ferris wheel where Morrisons Car Park is
- Make it great! Free transport to Mitcham on the day!
- Performance arts, music, try and showcase Mitcham - link local areas in positive way (improve the Duck Pond)
- Repeat events, establishing new businesses, publicity
- The Mitcham Experience' - historical features of Mitcham
- The interest

How would it attract different ages and backgrounds, people from Mitcham and elsewhere?

- Because it would appeal to older people who want to remember and younger who want to know more
- Excellent location, good timing and events; signposted from a-far, gateways
- Inclusive ideas; local focus
- Publicity - across London and beyond
- Stuff for all - fireworks, music, multicultural elements - inclusive events and activities



View from the top of Morrison's Car Park - a view that could be capitalised upon,

Activity and Community: Conclusions

There is a keen appetite for local, home-grown events, with good publicity and a meaningful, 'Mitcham' based message. Common themes across all of the ideas for events in the Fair Green and beyond included linking up the Town Centre, showing Mitcham's interesting history and cultural diversity, bringing back some of the heritage of the area, and offering something for all segments of the community.

The groups expressed their pride in their home town, jokingly setting Mitcham's 'brand' against that of Wimbledon. The many community groups and organisations are ready to work together, and representatives of those mentioned were known by many participants present.

The material we collected here and in the previous exercises will be extremely helpful to us in forming a concept for the design of the Fair Green, and in implementing a series of events and public realm improvements.

We would like to thank all those who took part in the workshops, and look forward to working together again very soon.

11.5. **Appendix 3 – Workshop Report Accessibility Issues around Mitcham**

Rediscover Mitcham: Town Centre Redevelopment

Workshop report

Accessibility and mobility issues: Fair Green

At St Mark's Family Centre

9 January 2013 1500 - 1800

The workshop was facilitated by Brenda Puech, Centre for Accessible Environments

Attendees

- 1 Mrs Pam Hoosang
- 2 Mr Martin Armstrong
- 3 Mr Richard Bellamy
- 4 Lyla Adwan-Kamara (Manager, Merton Centre for Independent Living)
- 5 Tom Walsh (Sustainable Merton)
- 6 Barbara Holdgate
- 7 Fred Day
- 8 Joy Rogers
- 9 Roy Dawson (Merton Community Transport)
- 10 Charles Barrabal (Living Streets, Merton Seniors, London Cycling Campaign)
- 11 Cllr Andrew Judge (Cabinet Member for Environment & Regeneration)
- 12 Ashley Heller (Merton Council)
- 13 Paul Garrett (Merton Council)
- 14 Chris Chowns (Merton Council)

Others who contributed views by telephone included

- Miss Jacqueline Mitchell
- Mr and Mrs Webster:
- Mr H Brown
- Errol Moore:
- Janet Jeffery

1 Introduction

It was explained to attendees that the redevelopment of Mitcham town centre was a long-time ambition of the Council. Finally the Council have secured funds to improve the town centre. Funding of £3 million had been made available by Merton Council and a further £3 million was made available by TfL for the redevelopment of Mitcham Town Centre.

There were four proposed phases of development over the next three years (2013 to 2015):

Phase 1 Improvement to Fair Green and Majestic Way

Phase 2 Improvements to Western Road and Upper Green West

Phase 3 Improvements to London Road

Phase 4 Improvements to Holborn Way

This workshop would focus on issues to do with Fair Green, but would also look at wider access issues.

Attendees were asked what they liked about the town centre and what aspects they found problematic.

Issues identified were as follows:

2 Issues with Fair Green

- **Issues with surrounding traffic gyratory:** There was a feeling that the gyratory system has killed off the local town centre by cutting off Fair Green from the surrounding areas. There is little or no access for pedestrians or bus users. There is nothing to encourage people to have a look within Fair Green. There was divided opinion as to whether limited traffic should be reinstated within Fair Green to revive its economy and to make it easier for shoppers to cross to and from neighbouring shopping areas. The traffic should include making it easier for cyclists and scooter users.

It was noted that major route generators and trip destinations include the Post Office and Skippers fish and chip shop.

- **Walking to the centre and pedestrian crossings:** Older people preferred to walk to the town centre. There are also many mobility scooter users. However, crossings to Fair Green are currently very difficult:
 - crossings are too complex and disorienting due to the number of staggers and changes in direction. It makes it especially difficult for visually impaired people.
 - there are too many phases involved,

- waiting time is too long and crossing time allowed is too short for each phase stranding pedestrians in the middle of the road;
 - traffic islands are very small and not large enough to accommodate the number of pedestrians; also pedestrians feel intimidated and under threat from fast moving vehicles, especially large lorries going past when on traffic islands;
 - traffic islands are also too small for scooter users
 - pedestrians also feel under threat from pollution due to the lengthy crossing time.
 - In particular Vestry Road crossing time is too short and waiting time too long (from Greggs bakery),
 - there are too many roads and phases to negotiate to cross to Tesco's
- Another barrier is the railway line which is difficult to cross.
- **Issues for bus users:** Coming in by bus was a popular way to access the centre. The 200 and 152 bus routes were particularly popular. Issues identified were:
 - Bus stops were too far from facilities and crossing points requiring long walks to find a suitable crossing point - e.g. the 200 bus stop. The pedestrian crossing location near the post office needs to be moved closer to the desire line for crossing. The 152 bus stop at LIDL is too far away from the crossing.
 - Grouping of bus stops at an out of the way bus terminal is not preferred by some. It is preferred to have bus stops on the roads and close to facilities and shops.
 - Bus stop locations for individual stops should be close to and opposite each other and passengers should not have to walk for a long time to find the corresponding stop on the way back.
 - Bus stop area allocation is too small and people queuing for buses create congestion on the footpath not allowing others to pass. Footpaths need to be made wider and even wider at bus stops.
- **Surfaces** of routes are an important consideration.
 - Pedestrians prefer smooth, level and firm surfaces. Uneven pavements and road surfaces are a hazard particularly for scooter users and visually impaired people.
 - Poor drainage causing flooding and ponding of water is a hazard for pedestrians.
 - The problem of road surfaces was also a problem stated by users of the 200 bus. The stop in front of Iceland has an uneven road surface to cross and is a trip hazard.

- The grassy area of Fair Green was used as a crossing point, but this has an uneven surface and is difficult to walk on particularly if you have a mobility impairment. There was a preference for a smooth, level and firm path to walk on.

- **Speed and volume of motor traffic:**

- Many expressed concern about high vehicle speeds. There was preference expressed for a 20mph zone for the area surrounding Fair Green.
- It was felt that as the population grows older, it is important to make routes and areas safer for walkers and scooter users.
- It was explained that TfL motor traffic flow requirements meant that Merton Council were constrained in their ability to provide for pedestrian and cycling facilities. Attendees pointed out that pedestrians and cyclists needed to be included in traffic counts as their needs were important too and they made a significant contribution to the town centre economy. It was noted that most shoppers were local people who had come in to the centre via buses or walking.
- People were concerned about pollution levels.

- **Safety:** is another issue of concern. Issues at Fair Green include:

- anti-social behaviour from gangs of youth known to frequent the Green,
- poor lighting in the car park opposite Morrisons.
- Fieldgate Lane near ASDA is an access road that has poor lighting and no overlooking.
- Safety from motor traffic is also an issue

3 Desirable features: With regard to features that people wanted to see on Fair Green, these included

- more and better crossing points into Fair Green are essential.
- better surfaces of roads and pavements with more dropped kerbs matched up on opposite sides of the road to allow crossing.
- There was also a preference expressed for small focused interventions with greater impact.
- **Street Market stalls:** People expressed a preference for encouraging a street market in the Green.
- **Quality and range of shops** should be improved. There was a preference for more arts and crafts shops, and more shops for families - e.g. for clothing and shoes. The only clothing shop was Peacocks.
- **More eating places/ cafes:** people were disappointed that McDonald's in Fair Green had closed

- **Public toilets**, including accessible toilets were essential. A pod type self managed toilet would be acceptable.
- **Bandstand:** This idea was very popular and was felt it would be extensively used and could be a community focus for events and temporary exhibitions along with music performances.
- **Seating:** This was essential to attract people to the area.
- Bins were also important to keep the place tidy and attractive
- Cyclists should be given suitable routes.
- Better lighting and use of low energy lighting and solar power to conserve energy
- More Blue Badge parking, as shoppers use local bays to access the town centre.
- **Concern about use of level surfaces for streets:** It was felt the use of level surfaces for streets in the context of heavy traffic would lead to dangers for pedestrians. It was noted that the design of streets was likely to be traditional with raised kerbs for footpaths.

4 Case studies

Mr A, an older resident, who has lived in the area for 40 years, prefers walking to the centre from his home in Cricket Green. He is able to easily visit his bank (HSBC) and the post office on the same side of the road as the bus stop, but in order to do any shopping in Fair Green he would need to cross the road which is intimidating due to lack of crossing points and heavy traffic particularly large lorries.

- Mr B, another local resident in his 80s, finds poor surfaces very difficult; also finds crossing the roads to Fair Green very difficult due to large number of crossing phases, not enough room on traffic islands; people get stuck on the islands due to insufficient time given to cross the road. This is a particular problem near Gregg's bakery.
- Mr C, manager of the local community transport, is concerned about being able to pick up clients and drop them off in the area. Access is difficult as bus stops are spread out because of the gyratory system and it is difficult to identify stops that people might be waiting at. Traffic islands are not large enough for mobility scooters. He would like access for community transport buses to extend into Fair Green.
- Mr D, who is over 80, feels the facilities he wants may not match the wishes of younger people. He feels it would be good to have:
 - a cinema combined with a dance hall (community hall).
 - a large shop or stall, or small mall offering more choice for families, e.g. for clothing
 - public toilets: I am an invalid and so I need accessible toilets (the only public toilet is the one in the car park in Mitcham and this is always

closed and only open for bus drivers). Morrisons have an accessible toilet in their staff storeroom area which they let me use after I asked a supervisor but then challenged me after I had used it. More accessible toilets are needed in Mitcham.

- Bandstand in the park for concerts for older people, who enjoy a variety of music including classical and brass bands to enhance the quality of the space and to go and relax.
- Mrs E is retired and has a disabled husband who uses crutches, and they both like making a visit into the town most days. They take the 152 bus (often not getting a seat) into town and walk 10 minutes to a café on the same side of the road and then get the bus back. They do not go into Fair Green as there is nothing to visit there.

She grew up in Mitcham and preferred it with a simple cross road traffic system before the gyratory was introduced. She said it used to have a lovely village like feeling. She feels the gyratory and roundabout has increased traffic, congestion and danger. She walked to school and everywhere as a child and feels it is not possible to walk easily now because there are too many cars. She cannot cross the roads in the centre, as cars do not allow her the time to cross and she gets into arguments with them. There are too many car lanes.

She feels there is a major security issue in Mitcham with gangs of unemployed youth and lack of employment opportunities. The town needs to invest in local, good quality shops to bring back customers and to employ local people. Currently investment seems to be only in housing, not in shops and local businesses.

She feels there is currently a poor range of shops in Mitcham centre and people have to travel to Sutton or Tooting for their shopping. She is forced to go to Sutton sometimes to shop and it costs her £12 for a cab back. She feels there needs to be a bigger range of shops in the centre including better clothing and shoe shops and music shops. This would bring employment into the centre and would reduce gang crime.

- Mr F is disabled and uses a walking stick. He sometimes drives into town and parks at Morrisons. Other times he uses the 118 bus and gets off outside the post office. He finds local shops okay, but if he is driving he will go out of town to the Sainsbury's at Colliers Wood.

He finds it difficult to cross the town centre roads as traffic comes round too quickly not allowing him to make the crossing. He finds the roads dangerous.

He would like to have a public toilet in Mitcham and a cinema and would like to see a café such as McDonalds back in Fair Green to be able to sit and have a snack.

5 Time scale

- Proposals to be finalised in April/ May 2013
- Phase 1 is to start in August 2013 to be completed by the end of year
- Other phases are due to end in 2015

12 BACKGROUND PAPERS

Rediscover Mitcham Consultation Broadsheet

Questionnaire attached

MERTON COUNCIL

Rediscover Mitcham

Your space, your place, your future

Have your say and help shape Mitcham's future

Merton Council has at least £3 million to invest in Mitcham town centre. We need your help to spend it.

Rediscover Mitcham is a fantastic, multi-million pound project over the next 3 years .

Now is the opportunity for residents, businesses, school children and all those who use Mitcham to let us know what the town centre should look like and how we can make it a better place where people can live, work and shop.

Rediscover Mitcham is all about the council involving local residents and businesses in a dialogue of ambition to create an attractive town centre to be proud of.



Come and see us on Fair Green from 9am till 5.30pm on 22, 23 and 24 November.

www.merton.gov.uk/rediscovermitcham

Inside

We want to make Mitcham a better place to be and ask you to help us do that. Take a look inside for a taste of the opportunities ahead and tell us what you think.



Get involved in the dialogue by completing the attached questionnaire, and have the opportunity to win up to **£150 in local shopping vouchers**. Last date to return your questionnaire to the council is 14 December 2012.



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Why Mitcham town centre needs you

A history to treasure and a place to breathe fresh life into

Mitcham is an historic place. Once a beautiful Surrey village, it is a town that has been swallowed up by industrial and suburban development over the years. Where it was once an area of thriving commerce and pleasant open space, we now find Mitcham dominated by busy roads, declining quality of shops and a deteriorating public realm. But beneath the postwar development, that unique town still exists. Surely, this is a place worth revitalising.

Mitcham – the place for royalty and industry

Mitcham was home to lavender fields – the ward name is no accident. The Mitcham lavender was known for its therapeutic qualities and offered welcome respite to those living in the city. Perhaps Queen Elizabeth I sought such remedies on her frequent visits.

During the Industrial Revolution, areas like Mitcham and the banks of the River Wandle were major manufacturing centres for textiles, snuff, copper, flour, iron and dye.

Mitcham – a place rich in heritage

Its impressive heritage has left Mitcham a number of architectural and landscape gems such as Eagle House, the famous clock tower, Cricket Green and the Three Kings Piece in Upper Green East.

Mitcham’s changing face

In more recent years, Mitcham, and in particular, Fair Green, has seen economic decline. Some of this decline has been due to the changing ways we do business. Increasing numbers of people buy and sell goods and services online. The town has also been affected by poor quality, unattractive buildings and road planning. We cannot rebuild the town centre or change the location of busy roads that run through Mitcham. However, we can

reduce the negative impact of some mistakes made in the past by identifying small scale local improvements and putting them together in a package of measures that will make a real difference. By making such changes we hope we can help make Mitcham a place where people want to live and do business.

A vision for Mitcham: A bustling town centre with a good variety of shops and local services. A town centre people can move around easily and safely. A town that’s accessible. A town that people can enjoy.

Mitcham: the vision

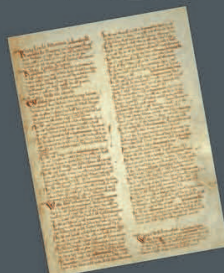
To make the vision for Mitcham a reality, we are bringing together funding from a range of sources. We have already been successful in securing £3 million to help towards improvements. We are also working with Transport for London to secure more funding to help us deliver our **Rediscover Mitcham** project.

For a town to really work and be successful, we need to understand the issues that affect those who use the area. This document explains some of the main local concerns identified in meetings we have started to hold with local people around the area and how an improvement scheme in Mitcham town centre could go some way to addressing those concerns.



Mitcham history

The Domesday Book records Mitcham as Michelham. It was governed partly by the Canons of Bayeux; partly by William, son of Ansculf and partly by Osbert.



During her reign Queen Elizabeth I made at least five visits to the area. Sir Walter Raleigh also had residences here. With an abundance of lavender fields Mitcham became renowned for its soothing air.



Mitcham was industrialised first along the banks of the River Wandle, where snuff, copper, flour, iron and dye were all worked. Mitcham became a calico cloth printing centre of England by 1750.

Reinvigorating the local economy

Business vitality and the town's retail offer

The shopping facilities in and around Fair Green are often inferior to surrounding retail parades in London Road and Upper Green East. There are now a number of closed shops and the area towards St Marks Road has been particularly badly affected by loss of business. The lack of successful businesses, in addition to the traffic issues affecting Fair Green, create a negative perception of the area, deterring businesses from investing in Mitcham.



Mitcham town centre layout

Mitcham is both a town centre and a busy thoroughfare. This makes it difficult for pedestrians and road users to move with ease around the Fair Green area of the town.

Buses are important to the town centre, as there is no railway or tramline in the immediate vicinity.

Think about how you get around Mitcham town centre

Imagine approaching Mitcham on foot from various directions. You will face a number of difficult junctions to cross:

Western Road – junction with Holborn Way and Upper Green East

This is a large junction. At its widest, it is six lanes across. Its design means that it is not possible for pedestrians to cross easily, so it can take several minutes to cross. It is also not possible to go directly from the 200 bus stop to Fair Green. It could be that if you got off the bus by Lidl, you may not want to cross this junction and visit the shops on the other side.

St Marks Road – junction with London Road

This junction is very wide to allow for a large volume of traffic. Unfortunately, this means that pedestrians have to walk a significant way to cross this junction. Additionally, its layout encourages drivers to drive fast into Holborn Way. You may notice that compared to other roads, St Marks Road is not as busy.

London Road South

The bus stop outside Tesco Metro is separated from Fair Green by two busy junctions. This deters people from visiting the town centre. If you are walking to Mitcham from the Cricket Green area, you may well just stop at the Tesco Metro and go no further.

Upper Green West

This area is dominated by through traffic and is frequently busy and severely congested. There is nowhere to stop for people wishing to park for a short time. The bus stop close to the junction with Holborn Way can create congestion problems. The dominance of traffic in this area has contributed towards Fair Green not being as enjoyable a place as it could be.

Fair Green

Fair Green should be the vibrant heart of Mitcham. In reality, the uninspired layout combined with the poor quality of paving, seating and lighting means Fair Green is tired and not the lively community hub it could be. So far, the attempts to improve the area have been piecemeal without any great impact for the better. A reasonable number of pedestrians use Fair Green, but the overall layout makes it appear underused and less attractive for that.

Front cover

Mitcham clock tower and Mitcham Lavender.

1. Picnic time time at Cricket Green.
2. The Fair Green is a public space which can set Mitcham apart from other suburban town centres.
3. Mitcham was once a picture postcard town.



The activity along the River Wandle led to the building of the Surrey Iron Railway, the World's first public railway, in 1803



The 1840s also heralded a change in industry, as horticulture gradually gave way to manufacturing, with paint, varnish, linoleum and firework manufacturers moving into the area.



Mitcham became a borough on 19 September 1934 with the charter of incorporation being presented to the 84 year old mayor, Mr. R.M. Chart, by the Lord Lieutenant of Surrey, Lord Ashcombe.

1. London Road close to the junction of St Marks Road in the 1950's.
2. Looking north, from the current day clock tower, we see trams pass through the heart of Mitcham in the early 20th century.
3. This picture from the 1950's shows the Fair Green as it once was.

Breaking the cycle of decline

Rediscover Mitcham is about breaking the cycle of decline in a realistic and achievable way.

The ideas for Mitcham on the following pages are based on the principles below:

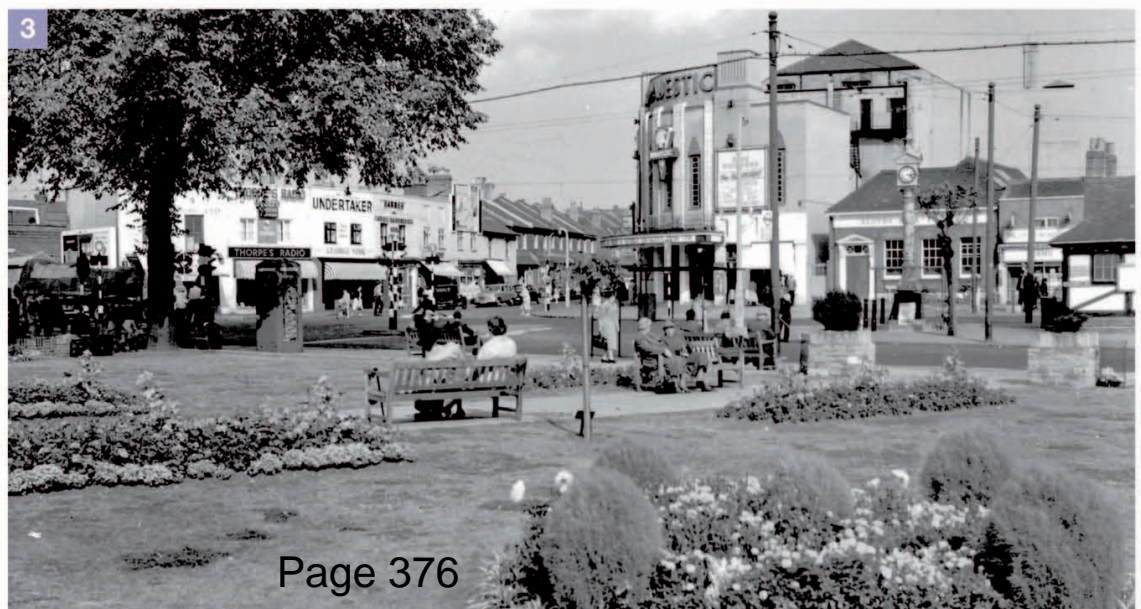
- The scale of funding available to the council, while significant, does not allow us to remove or divert traffic from the town centre gyratory. Therefore, any potential project will need to work within the existing road layout and building frontages.
- Pedestrian movement around the area is very important. However it is not possible or desirable to ignore the need for traffic to flow freely. Proposals will need to reflect this.
- Buses play a vital role in Mitcham, providing a public transport system in the absence of a town centre train or tram station. They bring pedestrians and potential shoppers to the area. A more effective bus service could increase shopper numbers and benefit local shops.
- An effective design and layout of Fair Green is essential to the success of the town centre. Fair Green is the heart of the town with a range of uses including a retail space, a market place, a pedestrian through route and a public space.
- It is important to recognise, retain and develop the existing strengths of Mitcham. Fair Green is historically an area which has always been busy and functional, but also attractive and a centre for community activity.



A thriving town centre

Rediscover Mitcham recognises Mitcham as a once thriving town centre, and its potential to be one again.

Rediscover Mitcham is not simply about physical changes to the roads and bus stops, but is also about working with the local community and businesses to identify what other measures and events will help them achieve a Mitcham to be proud of.



Your chance to get involved in shaping your town centre

How areas around Fair Green could look

The following drawings, plans and images represent our ideas for the area around Fair Green. Please study each plan and respond to the questions in the attached survey.



Western Road Junction

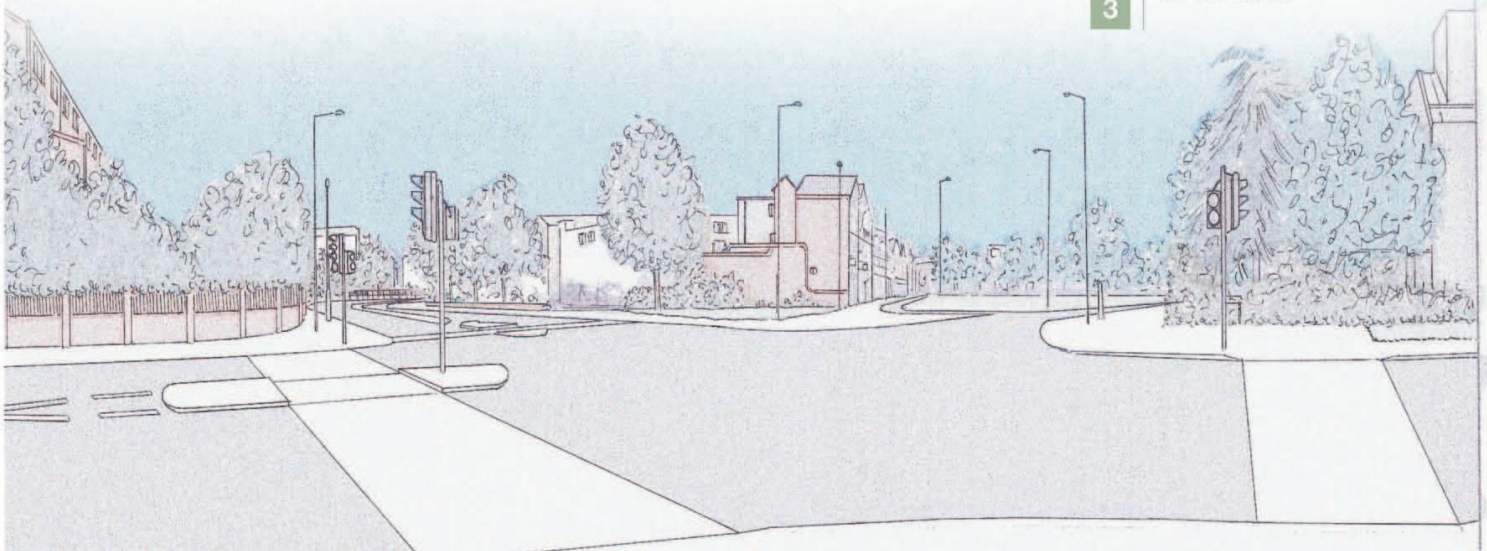
The Western Road junction is difficult for pedestrians to cross. Our suggestion for Western Road junction is to reduce the dominance of vehicles and improve the crossing facilities for pedestrians. This would better link Fair Green with the residential areas in Raleigh Gardens and Western Road as well as improve access from Lidl and Asda.

This proposal will also involve moving the 200 bus stop at this junction to another town centre location.



1. A number of locations are mentioned in this brochure. Please refer to this map if you are unsure of the places being referred to.
2. The Western Road junction is a major interchange in the centre of Mitcham. Its design was aimed to ensure that traffic could move through the area as quickly as possible.
3. This artists impressions shows a more pedestrian friendly junction in which the road layout is more akin to what you might expect approaching a town centre on foot. The crossings are shorter and less complicated and it feels easier to cross into the Fair Green.

3



1. Looking from London Road toward St Mark's Road, we currently see a large junction which can be intimidating for pedestrians with guard rails, and long crossing movements. The area has few shops and illegal parking has overtaken what should be a busy pedestrian street.

2. This artists impression shows how the junction could look if it were made pedestrian friendly. In this case buses are shown coming through the junction, but even if this did not happen we could improve its layout.

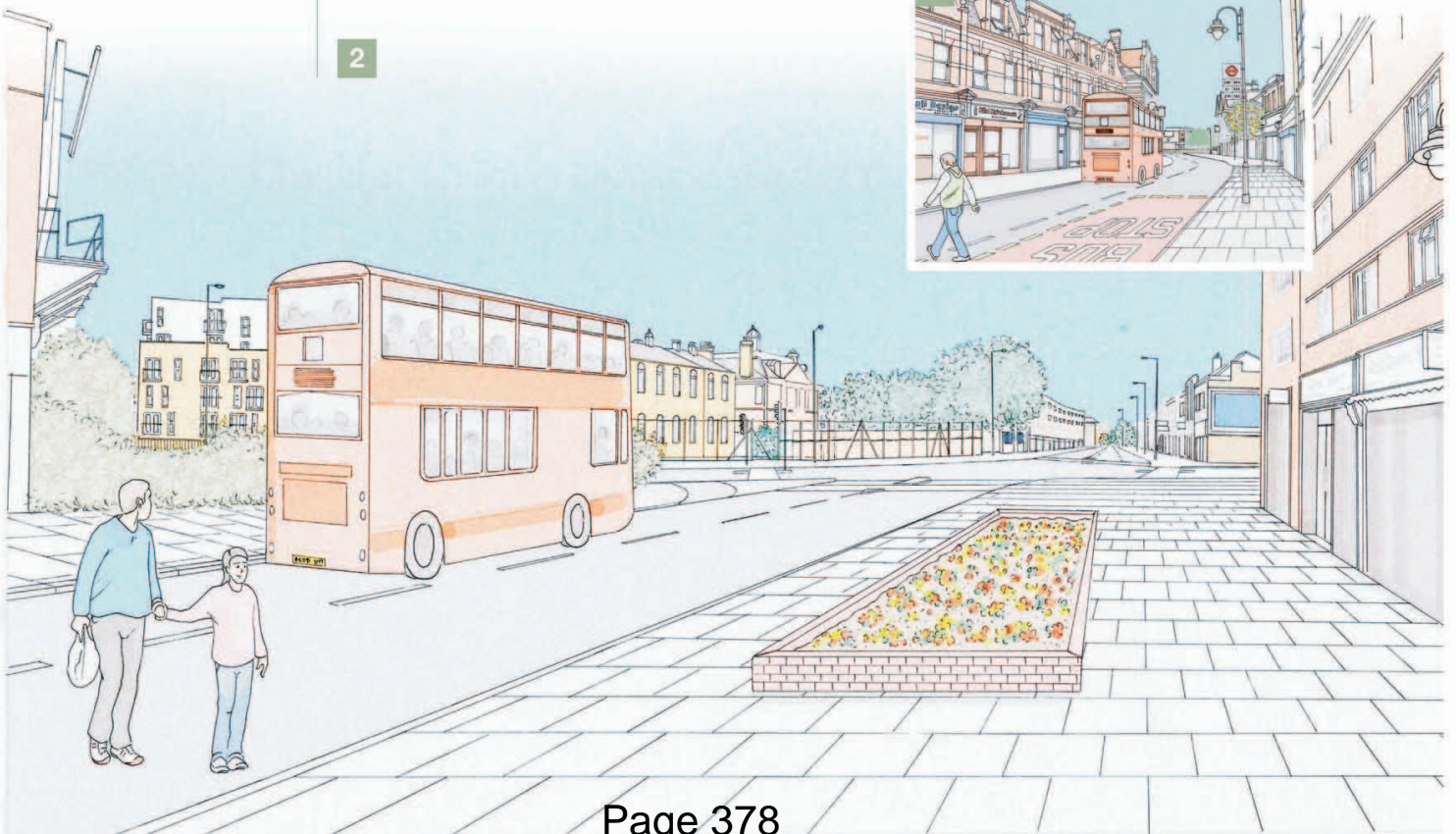
3. Introducing buses into the London Road pedestrian area through the St Marks Road junction could benefit the town centre shops.

St Mark's Road Junction

St Mark's Road junction is wide and unwelcoming for pedestrians. It creates a barrier between the shops in London Road and the pedestrian area. St Mark's Road junction could be gateway to the town centre as well as a new access point to London Road for buses travelling southbound towards Morden and Croydon and an exit point for buses going north bound towards Tooting and Streatham. This would require the junction to be redesigned. The entrance to St Mark's Road would be narrowed significantly to make it easier for pedestrians to cross. A new pedestrian crossing could be put in place across Holborn Way. This could provide more options for improving this part of the town centre for pedestrians .



2



Upper Green West

Upper Green West divides the shopping area and is difficult to cross. While only limited changes can be made to Upper Green West, we could see a new short term parking and loading layby opposite the Fair Green. If buses were able to enter the Fair Green, the bus stop on the corner of Upper Green West could be removed, enlarging Fair Green on this busy corner. A new cycle lane and footpath could run along the edge of Fair Green. Depending on the impact on traffic, the road could be reduced to two lanes giving more space back to Fair Green.

1. Upper Green West is major through route for traffic. It also has the effect of dividing the Fair Green from the shops on London Road.

2. Although Upper Green West will remain an important through route this image shows that its impact on the town centre could be 'softened' perhaps introducing more opportunity for short term parking.



1. Upper Green East, similar to Upper Green West, is a busy through road. There are limited crossing opportunities as the existing pedestrian crossing is quite a distance from the Fair Green. The post office on Upper Green East is an important local facility.

2. The artists impression shows a cycle lane which could run parallel to Upper Green East and West. This would be of benefit to cyclists going toward Colliers Wood and Tooting and reduce people cycling on pavements.

Upper Green East

Upper Green East is another road which really isolates the Fair Green from surrounding shops and services. The main idea here is to simplify the entrance to Montrose Gardens to allow vehicles to enter a one-way street around the Green. This could allow for short-term parking and loading and Blue Badge parking. The new paving and street furniture upgrades could be extended to this area. The road alignment will also be altered to widen the pavement so a cycle lane could be accommodated. Bus stops and laybys would be improved and simplified. We could also move the existing pedestrian crossing a little further along Upper Green East so that cyclists approaching from the Three Kings Piece direction could cross safely on the Fair Green. The crossing would then also be close to the heart of the Fair Green, reducing the barrier caused by the busy road.



London Road South

Buses crossing Fair Green could emerge onto London Road (south) using a new junction with Upper Green East and West.

Buses from the south could access the Fair Green via a new 'contraflow' bus lane running from London Road or use the existing gyratory system on Raleigh Gardens, depending on the impacts on traffic congestion. Buses approaching from the west could turn right onto Fair Green directly from Upper Green East or could also use the gyratory system.

1. This is quite a well used shopping area but does have a lot of busy junctions. It is not the easiest place to cross the road, but it is also a key traffic interchange.

2. Although the amount of traffic makes it difficult to make large changes, perhaps this area could be made to feel more part of the town centre, for example through better paving and lighting. The artists impression shows a bus lane going north bound toward Fair Green. This is one possible option, but only if it did not have an adverse effect on traffic in the area.



Fill out the enclosed survey , Help us create a great future for Mitcham
and you could **Win £150 in shopping vouchers**

How do you travel?

We have outlined the ideas we have for improving pedestrians facilities and convenience around Mitcham. However, people using other modes of travel will also benefit from these proposals.

Bus services

If buses entered the Fair Green it would change the way buses operate in Mitcham. In general buses that go north and southbound could stop on the Fair Green.

The services that would stop in the Fair Green area are:

152, 200, 201, 127, 280, 270, 355, 361, S1

If these services were to stop at Fair Green, this could allow the closure of the bus stop on Upper Green West at the corner of the Fair Green. and possibly the bus stop on Raleigh Gardens (near Lidl).

Cycling

Promoting cycling is a key priority of the **Rediscover Mitcham** project. A number of important cycling routes pass close to the area. Making it easier for cyclists to come to and from Mitcham will have positive benefits on road congestion and will encourage local people to visit more regularly. In addition we are keen to promote commuter cycling from Mitcham towards Eastfields Station.

Summary of key cycling suggestions:

- New two-way cycle route running along Fair Green from east to west linking Upper Green East and Western Road.
- Cycle access north and south through the bus lane and from St Mark's Road towards London Road North in the south, avoiding the need to use Holborn Way.
- Cycling along Majestic Way towards St Mark's Road – but only if it can be done safely.

Driving

The improvements include new short term parking bays in Fair Green and Upper Green West. This would benefit local shops and be used for delivery vehicles, disabled parking and shopping for up to 20 minutes.

Although the wide range of ideas includes changes to junctions and road space, they will be carefully assessed to ensure that people driving through the area are not unduly disadvantaged.



People with mobility impairments

It is essential that any changes to the town centre take into account the mobility needs of all people who use the area. In particular we want to ensure that those people with mobility impairments do not feel that their accessibility needs are overlooked. As a starting point we will always ensure that any proposals are safe and compliant with the latest accessibility standards. However we will also be organising a workshop for people who feel they have specific mobility concerns and if you wish to participate please let us know by ticking the box on the attached survey form.

Four possible schemes for Fair Green

Fair Green would see the most significant changes if, as suggested, buses could be reintroduced using the old road alignment closed when the area was pedestrianised in the 1990's. New bus stops would be located for both north and south bound buses next to the Green and London Road.

A parking and loading access road could run along the edge of Fair Green occupying a similar space as the existing footpath and original road. This will be a pedestrian friendly space. The layout would be designed with safety in mind, with either pedestrians and vehicles sharing the same space or a more conventional kerbed road.

Landscaping and materials will be completely replaced and upgraded in consultation with local people. Below you will see some ideas for how Fair Green could be improved.

Redesigning Fair Green

A central part of the regeneration of Mitcham is improving the green space itself. Working with local groups we have come up with four possible approaches for improvements to Fair Green.

Fair Green 1

Traditional Fair Green Concept

A civic space, similar to the original layout prior to pedestrianisation.



Content

The green would be defined by railings around a grassed area, paths to wander along and flower beds. It would be a relatively formal, urban space, traditionally suited to an urban village green using traditional materials and street furniture. The repositioned clock would have pride of place as the focal point. Trees would be important but would also allow views across the green to the surrounding buildings.

Pros

This concept could:

- Restore the heart of Mitcham.
- Reflect the history and character of the place.
- Restore a sense of civic pride.

Cons

This concept could:

- Limit uses and activities possible on Fair Green.
- Require funds to maintain grass and planting to good standards.
- Look back to the past rather than forward to the future.

1. Parsons Green in West London is an example of a more conventional village green in a suburban setting.

2. There are some similarities with Mitcham Fair Green in the 1950's.

3. Currently the green space is quite bare with little seating or focus. There are also no paths for people to cross the green area.



1. Jubilee Gardens close to London City Hall on the South Bank is an example of a contemplative space which is relatively informal but also offers an opportunity to sit slightly back from the surrounding bustle.

2. A community green could include a local facility such as a play area. The size and design of the play area would need to be relative to the overall size of the Fair Green.

3. Some people have suggested that a bandstand or stage of some kind could be useful local focal point. Again, do you agree?

Fair Green 2

Community Fair Green

Concept

A community space designed to allow for activities for local people.

Content

The space would provide facilities such as a play space for children, which could be used by parents whilst shopping in the town. The space could also be designed to allow for a programme of local public events based around a variety of themes, put together by local people to develop community spirit. In some areas the space may need to be enclosed by railings of some kind to ensure safety from buses and service vehicles.

Pros

This concept could:

- Give the space to the community.
- Allow the community to define the space.
- Deter anti-social behaviour.
- Give the town centre a 'new' heart.

Cons

This concept could:

- Provide a flexible space for events but could appear a little barren in appearance when no events are happening.
- Require sufficient demand for the space to be used in such a way.
- Require the space to be actively managed by someone.

Fair Green 3

Contemplative Fair Green

Concept

A park-like space, in which people can relax.

Content

A friendly, characterful space, allowing escape from the traffic and bustle of the town centre. An informal layout with undulating landscape, not dissimilar to parts of the current green, but upgraded with better materials and maintenance. Enclosure of the space would be less important and the planting less structured. The space would be more important than the buildings around it defining the Green. The new Jubilee Gardens by the London Eye is a good example of such a space.

Pros

This concept could:

- Be easy to maintain.
- Provide escape from the hustle and bustle.
- Make use of much of the existing planting and landscaping.

Cons

This concept could:

- Be quite suburban.
- Mean a lack of focus on the town centre.
- Result in an inefficient use of space and not be very dynamic.
- Not necessarily be the place where people choose to relax.



Fair Green 4

21st Century Fair Green

Concept

A modern interpretation of a Town Green.

Content

This option would take inspiration from successful new and re-invigorated London spaces, such as Leicester Square, City Hall, Olympic Park and others. It would reinterpret this for the Mitcham context, with references to relevant historical and contemporary features such as the lavender fields. It could be loosely based on the traditional green character, but with a modern interpretation in terms of detailed design of seating, furniture, materials, lighting etc.

Pros

This concept could:

- Give a strong message of revitalisation and investment.
- Recreate the heart – a new jewel in a re-emerging crown.
- Bring a sense of confidence in a brighter future.
- Put Mitcham on the map.
- Rediscover and re-establish the town's identity.

Cons

This concept could:

- Involve the high cost of top quality materials and maintenance.

With all the above concepts, we all need to think about whether they fit into Mitcham's urban surroundings.

1. Wimbledon Station square is a recent example of a new public space created in Merton. While much smaller than the Fair Green, it does demonstrate how a contemporary space could look.

2. Leicester Square is a different example, with modern seating in a green setting.

3. Also from Leicester Square we see modern railings which may or may not be suitable for Mitcham. What do you think?

4. Try to consider how a redesigned Fair Green could look if it were bordered by lightly trafficked roads.



Before and after images of Fair Green



1. This image shows that even a very significant change to road layouts in and around Fair Green does not mean that the space will be reduced in size or that community activities are going to be affected. The council are very aware of the importance of the Fair Green space to the character of Mitcham and our objective is to ensure a successful space bordered by a successful town centre. The image shows the clock tower close to the market square, but it could easily be located elsewhere on the Fair Green.

2. Fair Green as it is today.

We recognise that a lot of information has been presented in this leaflet. We have decided to share our developing ideas with the residents and businesses in Mitcham so that at an early stage your views can genuinely be reflected in the final scheme proposals. The other side of this is that there is still a significant amount of technical work to be completed before we can come back to people with our final proposals. There are still a number of unknowns which may change what we can and cannot achieve including a large funding bid for £3million to Transport for London.

However, we also realise that many people will be concerned with the impact of changes to the town centre on the Fair Green space. It is certain that we have no intention of reducing the size of the Fair Green, even if its shape may alter slightly. If we have to take a small piece of the existing space (for example to accommodate buses) then another piece of land will be given back to the space.

The success of **Rediscover Mitcham** will depend on working together as a partnership. Mitcham can be both a pleasant and successful place which will benefit everyone who lives works and visits the area.

The thinking behind 'Rediscover Mitcham'

Why are we doing this now and how does this relate to what the council is doing in the rest of the borough?

In 2011 the council adopted its Core Planning Strategy. This says how the council will approach the development and planning of the borough over the next 15 years. The borough is divided into five sub-areas, each with a specific approach based on local needs. Raynes Park and Wimbledon have recently seen improvements. The council's attention is now focussed on Mitcham.

The policies in the Core Strategy have a certain amount of funding allocated to them by the council. The council must also secure funding and expertise from other sources if it is to secure real and effective change. One of the key needs of the Mitcham area is regeneration aimed at stopping and turning around economic decline.

The council had therefore successfully bid for funding for a package of regeneration measures for Mitcham under the London Mayor's Outer London Fund (OLF). This amounts to a total of £715k. Enhancements to the public realm, streets and open spaces in the town centre forms one part of this approach to regeneration. It is this part of the regeneration that is detailed in this leaflet, and which the council is now seeking your view on.

Other initiatives in the OLF bid will be running parallel to the development and implementation of the public realm enhancements. Because the public realm enhancements are a large project, they are being run and managed as a separate (but integrated) project. The OLF has a very great emphasis on working with local people and the following section explains the main elements of the project.

Working with local communities

We understand that it takes more than just physical improvement to a place to make it operate to its fullest. That's why a significant part of the work we'll be doing is being developed for and with the local community to ensure that the changes lead to better business opportunities and a more vibrant town.

Support for businesses and the community

We're working towards a Mitcham town centre which has good shopping with new, better quality shops, restaurants, cafes, bars, office space and a vibrant local market. This major investment in the town will lead to more money being spent locally in local businesses and more jobs being created for local people.

Specifically, we now have extra funding to:

- Identify ways to make existing community links stronger and more supportive of local growth.
- Consider how the night time economy can be revived for example through special events such as temporary cinemas
- Identify ways to bring back some of the empty shops into use to support the needs of the community, possibly with provision for entertainment or activities.
- Improve the quality of the market space and promote it better. This could include ideas such as specialist markets and night markets taking place.
- Tidy up shopfronts to make them look more attractive.
- Support local shops and businesses through Business Support – e.g. improve internet sales and marketing.
- Introduce community skills which could include training for local people for employment.
- Provide marketing and promotion activity alongside a series of events to highlight Mitcham's qualities.



Rediscover Mitcham

Your space, your place, your future

Mitcham town centre needs you

For Mitcham to have the best design and be a 21st century town we can all be proud of, your input is needed. We want to know your views about the proposals in this document so we can get going on creating a Mitcham that is lively and economically resilient.

At the heart of this town centre is the Fair Green so why not take part in a working group and help us design the best space for Mitcham. Please include your details on the attached questionnaire.

How do I make sure the council receives my views on the proposals?

We want to hear your views on the ideas in this brochure. Once the results of the consultation are in, we will then reflect these in the plans we are developing. We will then need to obtain the formal permissions that will be required to implement the changes. These include agreement from council members, the Emergency Services and Transport for London.

Some ideas will also need to be tested to ensure that they do not create problems with the road network in the area. This may result in some changes to the proposals but we will keep you informed.

Once we have got a good idea of local peoples priorities we can then come back to you in the first part of 2013 with some specific proposals. If these are acceptable then we can start the works on the ground.

Keeping you up to date with what's going on

Once we have an agreed plan, we will ensure that this is publicised around Mitcham and also on the internet page www.merton.gov.uk/rediscovermitcham

The construction will involve some changes and disruption, so we will discuss these with local residents and businesses.

We will ensure that the construction is phased to minimise disruption in the town.

Rediscover Mitcham: What happens next?



Getting involved

This is a genuine opportunity for local people to have their views heard and reflected in a major set of changes to the town centre. Please take the time to fill out the survey as, without your views, we cannot ensure that the new town centre design meets your needs.

Don't forget

to send us your views on the enclosed questionnaire by 14 December 2012

If you have any questions about the information contained in this brochure please contact Future Merton either writing to: Rediscover Mitcham, 12th Floor, Civic Centre, Morden SM4 5DX or email: rediscovermitcham@merton.gov.uk

This project is supported by the Mayor's Outer London Fund, which is helping increase the vibrancy and growth of high street places across London.

SUPPORTED BY

MAYOR OF LONDON

Request for document translation

If you need any part of this document explained in your language, please tick box and contact us either by writing or by phone using our contact details below.

- Albanian: Nëse ju nevojitet ndonjë pjesë e këtij dokumenti e shpjeguar në gjuhën amtare ju lutemi shenojeni kutinë dhe na kontaktoni duke na shkruar ose telefononi duke përdorur detajet e mëposhtime.
- Bangali: এই ডকুমেন্টের কোনো অংশ আমাদের নিজস্ব ভাষায় বুঝতে চাইলে, দয়া করে বাংলায় (বাংলা) ঠিক ঠিক দিন এবং টিক দিনের বা কোন করে আমাদের সঙ্গে যোগাযোগ করুন। দিলা (লন্ডন)য়ের বিকল্প চিঠি বাড়তে।
- French: Si vous avez besoin que l'on vous explique une partie de ce document dans votre langue, cochez la case et contactez-nous par courrier ou par téléphone à nos coordonnées figurant ci-dessous.
- Korean: 민원 본 서류의 어떤 부분이라도 귀하의 모국어로 설명받으려면, 상지속에 표시된하고 우리에게 전화나 직간으로 연락하십시오.
- Polish: Aby otrzymać część tego dokumentu w polskiej wersji językowej proszę zaznaczyć kwadrat i skontaktować się z nami drogą pisemną lub telefoniczną pod poniżej podanym adresem lub numerem telefonu.
- Portuguese: Caso você necessite qualquer parte deste documento explicada em seu idioma, favor assinalar a quadricula respectiva e contatar-nos por escrito ou por telefone usando as informações para contato aqui fornecidas.
- Somali: Haddii aad u baxsan tahay in qayb dumeentaan ka mid ah laguugu sharxo luqaddaada, fadlan sax ku cagaamadee sanduuga oo nagula soo xiriir warqad ama telefoon adigoo isticmaalaya macluumaadka halkaan hoose ku yaalla.
- Spanish: Si desea que alguna parte de este documento se traduzca en su idioma, le rogamos marque la casilla correspondiente y que nos contacte bien por escrito o telefónicamente utilizando nuestra información de contacto que encontrará más abajo.
- Tamil: இதைத் தரவேண்டிய அங்கு இடத்தில் உங்கள் மொழியில் விளக்கம் கொடுக்கவேண்டும். தொடர்பு கொள்ளும் முறைகள் கீழே உள்ளன.
- Urdu: اگر آپ کو اس دستاویز کے کسی حصے کی وضاحت چاہیے تو براہ کرم ذیل دیئے گئے پتے پر لکھی ہوئی معلومات استعمال کر کے ہمیں لکھیں یا فون پر رابطہ کریں۔

Large print Braille Audiotape

Your contact:

Name.....
 Address.....
 Telephone.....

ENVIRONMENT AND REGENERATION DEPARTMENT

Chris Lee - Director

Open Letter

Sustainable Communities Division
London Borough of Merton
Merton Civic Centre
London Road
Morden SM4 5DX

Direct Line: 020 8545 3760
Fax: 020 8545 4105

My Ref : Mitcham OLF
Please Ask For: Ross Mitchell
Your Ref:

Date: 11 July 13

RE: Fourth Wall Creations – Three Kings Pond benches

To Whom it May Concern,

About Three Kings Pond

Three Kings Pond is a very important part of the Mitcham regeneration project. It acts as a stepping stone between our renewed town centre and the benefits offered by Three Kings Piece and the Common for both play and enjoyment of the natural environment. Few town centres across London boast such facilities and the pond area can help to link and strengthen these.

What is happening?

Artists Fourth Wall Creations have been appointed to propose some new benches for the Three Kings Pond area. They are drawing inspiration from the geese that inhabit the pond and their migration patterns.

Who has commissioned this work?

The work has been commissioned by LB Merton Council, as part of the Rediscover Mitcham project.

Who is paying for it?

This project is supported by LB Merton and the Mayor's Outer London Fund, which is helping improve vibrancy and growth of high streets and town centres across London.

What's next?

As part of the funded Rediscover Mitcham package we are looking to renew walls and brickwork in the pond area which are currently in a poor state of repair. Additionally LB Merton are seeking to put together a Heritage Lottery Fund and SITA funding package for an 'area based approach' to this including the boardwalk mentioned in the Rediscover Mitcham consultation brochure. This would allow us to further draw out the importance of the area.

What about other issues such as problem drinking and pond litter?

Problem drinking – The police have confirmed that additional staff are soon to start in the area and are implementing their summer campaign to reduce street drinking in the area. LB Merton's regeneration team are also working with Safer Merton to coordinate prevention activity on the ground.

Pond Litter – LB Merton's waste team are aware of this issue and will be putting more resource into clearing this in the short term. Additionally, there are opportunities for the community to help with keeping areas like the pond clean and we'd like to hear from you if you'd like to get involved in this.



What is the timeline?

The project needs to be conceived, designed and delivered by the end of September 2013. Fourth Wall Creations are working towards a deadline of 14th September 2013 for installation of the new work.

Why new benches?

The current street furniture is more functional than interpretative. We wanted to bring out the story of the pond and its inhabitants, by introducing a new, artistic and sculptural element to the pond area.

Where will the work be located?

We have consulted the Mitcham Society, MCGC&H and other community members as well as Council conservation officers to decide the best location of the new benches. This is still in progress. There are no plans to remove the memorial bench.

What about the benches that are already there?

We are currently looking at options which may include removing the existing benches that are in poor repair. This will depend upon the state of repair of the existing benches and available funding.

How can the community get involved?

Fourth Wall Creations have engaged with local heritage and community groups, Council representatives in charge of green spaces, and children and staff of St Thomas of Canterbury School. As designs develop, Fourth Wall Creations will keep these groups informed. The comments and suggestions made by these community groups will influence and inspire the final designs.

When will you have a definite proposal?

The phase of detailed design is under way, and Fourth Wall Creations will provide updated designs later this month.

When can we expect to see the new installations?

The new installations should be in place by the end of September 2013.

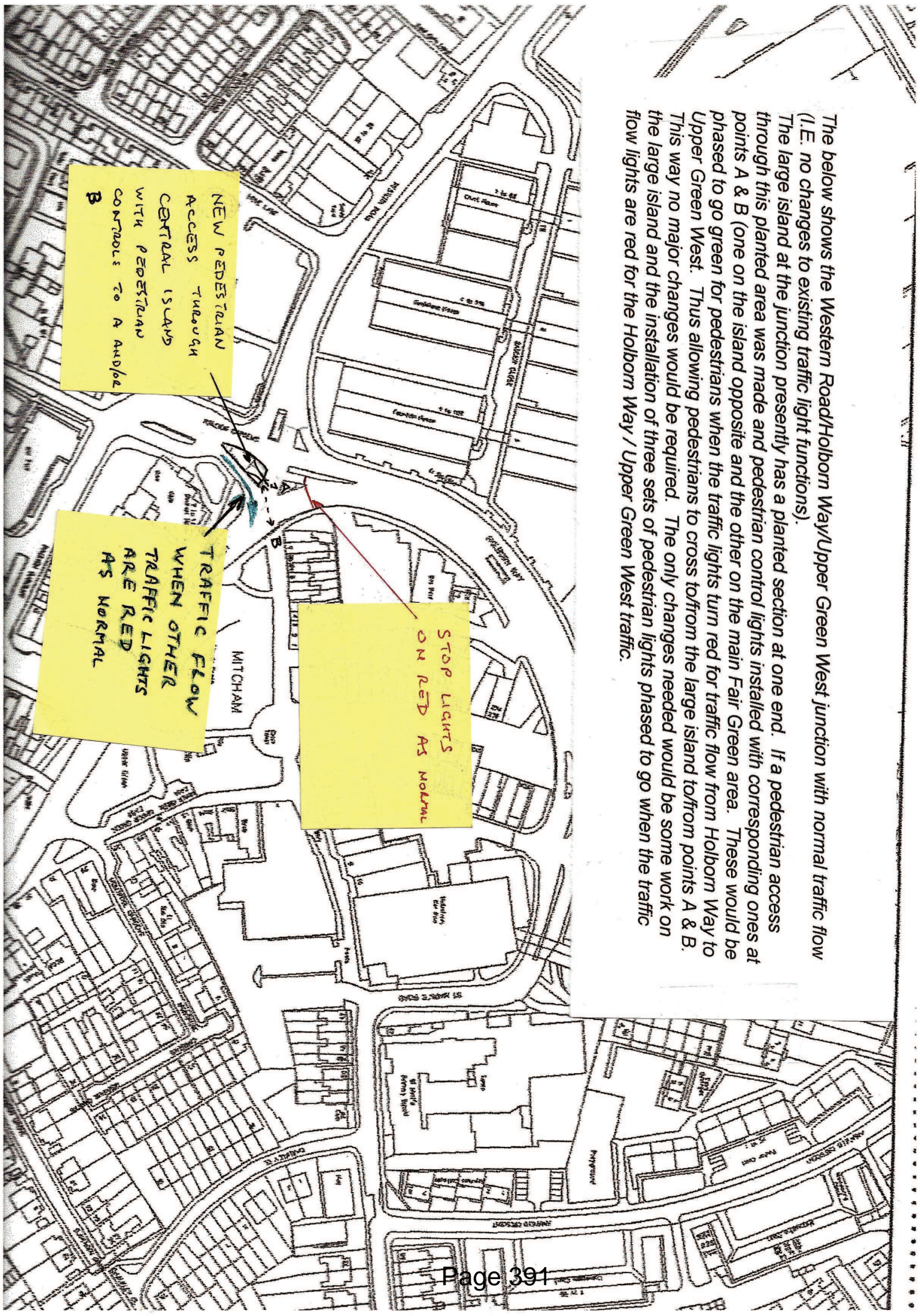
I hope that this goes some way to answering your questions. Please do not hesitate to get in touch should any aspect need further clarification.

Yours sincerely



Ross Mitchell
Project Facilitator
Future Merton

The below shows the Western Road/Holborn Way/Upper Green West junction with normal traffic flow (I.E. no changes to existing traffic light functions).
 The large island at the junction presently has a planted section at one end. If a pedestrian access through this planted area was made and pedestrian control lights installed with corresponding ones at points A & B (one on the island opposite and the other on the main Fair Green area. These would be phased to go green for pedestrians when the traffic lights turn red for traffic flow from Holborn Way to Upper Green West. Thus allowing pedestrians to cross to/from the large island to/from points A & B. This way no major changes would be required. The only changes needed would be some work on the large island and the installation of three sets of pedestrian lights phased to go when the traffic flow lights are red for the Holborn Way / Upper Green West traffic.



NEW PEDESTRIAN
 ACCESS THROUGH
 CENTRAL ISLAND
 WITH PEDESTRIAN
 CONTROLS TO A AND/B
 B

TRAFFIC FLOW
 WHEN OTHER
 TRAFFIC LIGHTS
 ARE RED
 AS NORMAL

STOP LIGHTS
 ON RED AS NORMAL

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Plans for Fair Green, Mitcham

Merton Council sent a representative to the AGM of the Friends of Mitcham Common on September 18th to open discussion about the future development of Fair Green.

I would like to object to a proposal to re-introduce buses to run through the open green.

- Fair green is unique in south London in providing a clear open green space within the town, for people to enjoy. And people do enjoy the space, as it softens the built environment and has a relaxing atmosphere. . I am old enough to have had long experience of this area and removing the road was aesthetically the best thing that has ever happened in Mitcham. To break it up again with a through road and a bus exchange would be a big step backwards.
- There used to be a busy two way road here, which was decidedly dangerous as it passed Wetherspoons because the pavements were very narrow. Buses today are so much wider that a two lane road would be out of the question unless pedestrians were banned.
- It is difficult to see how there could be a bus exchange here. It is easy enough to direct traffic from Tooting through the green but by no means simple to provide a counter flow.
- Any road across the green would be **in addition to** the existing roads which would still be needed for the rest of the traffic and it would increase the noise and visual intrusion of traffic in this area, destroying any tranquillity it has today.

More importantly

- Fair green was an outlying part of Mitcham Common but was ceded to the council in 1923. It is now administered by the council, technically as a pleasure ground, but it retains some of the legal protection given to the Common by the Metropolitan Commons (Mitcham) Supplemental Act of 1891. This complicates any proposed changes, as became apparent in the

last reorganisation. It was then hoped just to move a road from one place to another, only to find that once a road surface is removed the land below reverts at once to common land. New land must therefore be acquired to build extra road space elsewhere in the green— probably needing an Act of Parliament. This may well complicate any plan to open the old through road to buses. (It is highly likely that the paving of a large area of the green to provide a market was itself illegal.)

On these grounds I would urge you to reconsider and reject this plan.

Yours sincerely

Mrs X

(President of the Friends of Mitcham Common)

**DEPARTMENT of Environment & Regeneration
Director – Chris Lee**



London Borough of Merton
Merton Civic Centre
London Road
Morden, Surrey SM4 5DX
DX 41650 Morden

Direct Line: 0208 545 3425
Email: ashley.heller@merton.gov.uk

Our ref: : Cllr enquiry 12-ME1007 Cllr Kirby

Resident
Carlingford Gardens,
Mitcham, CR4 2AT

2 October 2012

Dear Resident

Re: Mitcham Town Centre

I understand that you made a recent enquiry to Cllr Linda Kirby related to surveying activities on Fair Green in Mitcham.

I am project managing the development of proposals for Mitcham. As I am sure you can appreciate the process of developing ideas is a long one which involves significant work associated with feasibility. Although I am not aware of the specific surveyors that you noticed, it is possible they were carrying out some ground assessments.

These assessments are not indicative of any particular proposals but rather general good practice to help the council understand what is possible within the area.

As to specific proposals I can assure you that these would be shared with local people as part of a very wide ranging consultation process and that there would be extensive opportunity for people to comment on these.

Please feel free to contact me with any questions or concerns you may have.

Yours Sincerely

Ashley Heller
Project Manager
London Borough of Merton

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DEPARTMENT of Environment & Regeneration
Director – Chris Lee



Your ref: BATC01003
Our ref: **ER13M1042**

London Borough of Merton
Merton Civic Centre
London Road
Morden, Surrey SM4 5DX
DX 41650 Morden

Ms Siobhain McDonagh MP
House of Commons
London SW1A 0AA

Direct Line: 0208 545 4675
Email: chris.lee@merton.gov.uk

18th April 2013

Dear Ms McDonagh

Re: Resident, Acacia Road Mitcham Surrey CR4 1SF

Thank you for your letter of 9th April regarding correspondence from your constituent on the subject Mitcham Town Centre.

Mrs X had written to the council as part of the earlier Rediscover Mitcham consultation held in November 2012. It is not normal practice for the council to respond to individual submissions as part of a wide ranging consultation however responses are logged and included in the wider reporting of the consultation outcomes.

Similarly a further wide ranging consultation will be held shortly to determine final views on the councils proposals for improving Mitcham Town Centre. Mrs X will of course be invited to respond to this consultation as will other residents of CR4.

Mrs X has made a series of detailed comments in her earlier letters. The council, in developing an holistic design for improving the town centre is taking into account a wide range of comments and views and seeking to integrate these into an effective plan taking including the technical, financial and legal issues associated with projects of this nature and we will ensure that Mrs X's comments are part of this process.

Yours sincerely

Chris Lee

Director of Environment & Regeneration

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DEPARTMENT of Environment & Regeneration
Director – Chris Lee



Your ref:
Our ref: **ER13S1108**

London Borough of Merton
Merton Civic Centre
London Road
Morden, Surrey SM4 5DX
DX 41650 Morden

Direct Line: 0208 545 4675
Email: ashley.heller@merton.gov.uk

25th July 2013

Dear Resident

Re: Your recent complaint

I am writing following my letter of 23rd July 2013, which responded to your complaint about the Mitcham town centre regeneration project and its consultation processes.

I now realise that there were a number of grammatical and spelling errors in that letter and I would like to apologise to you for that.

Despite this, I do hope that my response was of assistance however if you are not satisfied then you may request that this matter is considered under stage two of the council's formal complaints procedure by writing to the Complaints Team at complaints@merton.gov.uk within 25 days of the date of this email explaining your reasons for doing so and your expected outcomes.

Yours sincerely

A rectangular box containing a handwritten signature in blue ink that reads 'Ashley Heller'.

Ashley Heller

Project Manager

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DEPARTMENT of Environment & Regeneration
Director – Chris Lee



London Borough of Merton
Merton Civic Centre
London Road
Morden, Surrey SM4 5DX
DX 41650 Morden

Our ref: : 12-ME1518

Your ref: PANN01001/01101801

Direct Line: 0208 545 4675
Email: ashley.heller@merton.gov.uk

Siobhain McDonagh MP
House of Commons,
SW1A 0AA.

8th March 2013

Dear Ms McDonagh

Re: Resident, **Clay Avenue Mitcham Surrey CR4 1BS**

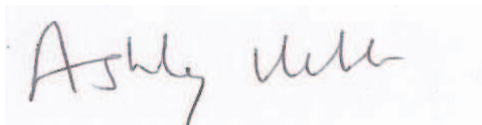
Thank you for your letter of 7th March to Mr John Hill on the concerns of your above constituent regarding the potential construction of a bus only street across Mitcham Fair Green.

Firstly it is important to stress, that although further consultation is planned on this proposal, an earlier Mitcham wide consultation determined that 71% of people supported this concept in order to enhance the regeneration prospects in Mitcham. This does give the council a significant mandate to take this proposal forward to a further design stage.

Secondly, although the funding for the Mitcham town centre regeneration scheme is multi streamed (including TfL, GLA, Section 106, borough capital) there is opportunity within this funding envelope to consider such matters as play areas and improved market stalls. In fact improved market stalls are likely to be a key element of the final scheme. However as explained to Ms Pannifex previously, although a play area is not ruled out, there are significant issues associated with the design, impact and upkeep of this area and also its role in terms of regeneration (which is the explicit objective of the scheme) and that these issues are still under consideration.

Please feel free to contact me with any questions or concerns you may have.

Yours sincerely



Ashley Heller
Project Manager
London Borough of Merton

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*SUGGESTED CHANGED TO ROAD JUNCTION @ FAIR GREEN
Holborn Way / Western Road / Upper Green West.*

On the attached map are some notes that would improve pedestrian crossing facilities from either the Iceland section or the Lidel section to the main Fair Green Section or the Sadler's Close flats section or back

These improvements would mean fewer pedestrian movements in crossing any of these major roads, a point that had been raised in surveys as one of particular need. It would also improve safety as pedestrians would be less tempted to try and cross Upper Green West.

No changes would be required to any road ways or traffic control lights other than a minor one to the large island, some road markings and three sets of pedestrian control lights phased to go green when the traffic control lights turn red for the traffic flow from Holborn Way to Upper Green West.

A considerable saving in cost to anything else that seems to be on paper at the moment.

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