

# Love Wimbledon BID comments

Page: [Chapter 1 Planning London's Future \(Good Growth Policies\)](#)

Section: [N/A](#)

We share and support the six Good Growth principles that guide the Plan.

We welcome the ambition and broad thrust of the draft London Plan, and its emphasis on “Good Growth - sustainable growth that works for everyone, using London’s strengths to overcome its weaknesses”. We also welcome the strong connections between the development of London’s economic competitiveness with the quality of its environmental and social wellbeing.

We are conscious that achieving the London Plan’s objectives depends on delivery at a local level. We are keen to partner with the Mayor and others to be an exemplar for delivery of the Plan. As a BID we are also keen to work with the Mayor to ensure effective implementation and enforcement of the Plan’s provisions.

Page: [Policy GG1 Building strong and inclusive communities](#)

Section: [N/A](#)

It is essential that town centres are encouraged to develop and grow to maintain their role as a core for the community. Retaining the correct balance of retail, entertainment, night time economy within safe and people centric and green streets creates the environment for healthy social interaction that builds strong communities.

BIDs are often instrumental to bridging the divide between residents and businesses whilst activating the streets and bringing the town centre back to life.

Page: [Policy GG2 Making the best use of land](#)

Section: [N/A](#)

Any policy that increases the care with which land use is determined, especially its relative scarcity raises its value, such as Wimbledon is to be welcomed. However, it is important that the level of local discretion on specific planning decisions in relation to smaller areas of land, which do not have wider strategic significance, is not reduced as a result of this Policy.

Enabling distinctive buildings to be maintained whilst broadening their use for example to affordable workspace is to be encouraged as this helps to contribute to Policy GG1

Be aware of the tensions between existing established residential communities having to live cheek by jowl with vibrant town centres that may operate on a 20 hour day - the two are not always compatible, which builds resistance to change and development.

Page: [Policy GG3 Creating a healthy city](#)

Section: [N/A](#)

It would be particularly useful to take account here of the role of Business Improvement Districts (BIDs) in the delivery of this Policy in local areas where they are established: working with our local authority & GLA we can contribute significantly to the improvement of the quality of streets in line with this Policy.

Page: [Policy GG5 Growing a good economy](#)

Section: [N/A](#)

The development of Crossrail 2 will be key to ensuring strong connectivity for London and Wimbledon has a strong role to play in this

Page: [Policy GG6 Increasing efficiency and resilience](#)

Section: [N/A](#)

BIDs can be a very strong partner in the local delivery of strategic and local infrastructure - Local Authorities and the GLA should be mandated to include BIDs in your working partnership relationships

Page: [Introduction to Chapter 2](#)

Section: [N/A](#)

Sustainable and inclusive regeneration whilst maintaining individual character and personality of the area will be paramount to be successful

Page: [Policy SD1 Opportunity Areas](#)

Section: [N/A](#)

The designation of specific Opportunity Areas (OAs), solely linked to the location of newly planned transport infrastructure projects is questioned. Rail transport corridors do not define how areas work, they may give rise to development opportunities, but they can also be, as is the case with Crossrail 2 at Wimbledon a significant threat to town centre prosperity if poorly managed and designed. The difficulty will come if the Mayor's approach to a specific OA requires expenditure by the Borough concerned, for which it does not have the available funds. A process for full consultation on the relevant issues will be essential.

Page: [Crossrail 2](#)

Section: [2.1.25](#)

Wimbledon OA should be clarified. There are already interchange opportunities between National Rail, trams and underground and as such as the 21st busiest station in the country is currently a major transport hub. Crossrail 2 will allow for significant growth and intensification, with commercial development prioritised to help meet the Mayor's ambition to promote growth in employment. However the planning and phasing of this vital infrastructure project must be managed carefully to ensure the heart of the town centre is maintained through the period of construction, otherwise the Opportunity Area will not be realised.

However irrespective of this Wimbledon is currently attracting investment and growth. Businesses are increasing and growing and it remains an attractive town centre whilst increasing the number of jobs. It therefore has the potential given the PTAL rating, commercial sqm, low vacancy rate and growth potential it should be upgraded to a Metropolitan town centre

We recommend that it is recognised in The London Plan that vital and viable town centres across London, with a mix of services and employment opportunities become sustainable communities, reducing the need for people to travel across the city with positive ramifications for issues such as congestion, air pollution and capacity. Promoting a work local campaign for businesses alongside a shop local initiative should be developed and incentives provided to support this.

Affordable workspace within town centres needs to be made a requirement to ensure town centres do not become unaffordable for any business except the multinationals that then lose the buy in to the local community and economy.

Provisioning for cultural uses is equally important to encourage social engagement within town centres providing your visit to your local town as a humanising, enjoyable and fulfilling experience rather than the previous demands of retail therapy.

Residential housing within this mix can cause tensions as town centres are busy bustling places 24/7. This is often incongruous with residents so planning must take this into account. Night time deliveries, cleansing, waste collections etc alongside the night time economy can create disturbances all night leading to complaints from residents, leading to planning authorities clamping down on businesses and therefore the very vitality of the town centre that you are trying to promote.

Cheek by jowl living of residential in vibrant town centres favours residents as they get the vote in the local election!

Page: [Policy SD7 Town centre network](#)

Section: [N/A](#)

Support - With a PTAL of 6a, unique transport connectivity, 21st busiest station, high order comparison retail, 2 department stores, over 30 national and international HQ offices, over 15,000 employees, eighth largest theatre in London with West End productions frequently visiting, the first children's theatre and according to your Town Centre health Check over 300,000 sqm of total floorspace, Wimbledon should already be a metropolitan centre.

With the potential additional investment and infrastructure of CR2 Wimbledon will without doubt become a metropolitan centre and needs to be recognised as such within this policy

Page: [Policy SD8 Town centres: development principles and Development Plan Documents](#)

Section: [N/A](#)

Support - Town centres first policy is to be applauded, but development proposals produced by local authorities who don't have the finances or in house expertise to produce a robust document must be resourced sufficiently by the GLA to do so, otherwise the policy will fall to market forces with no cohesive and strategic vision being applied.

Support - We support the emphasis placed on 'Local Partnerships and Implementation'. Town centres, as recognised in The London Plan, are areas of density with diverse land-use and a strong commercial presence. Therefore, development and intensification will be more challenging, especially where development threatens to damage London's rich culture, heritage and character or impact upon standard of residential quality of life. Local intelligence will be critical to achieving ambitious, yet sensitive intensification, that will prevent the unintentional loss of key economic drivers.

As a BID we are advocates for strong public-private partnerships that we think can deliver on many of the ambitions of the Mayor bringing local intelligence to the fore. We think that an important measure of success for the Mayor will be understanding how these agents of delivery evolve, especially in terms of their engagement with the property sector providing a strategic element to London's regeneration and renewal. Love Wimbledon BID has hosted a Landowners Forum and has good relationships with many landowners/freeholders. These relationships should be actively encouraged by the Mayor in order to foster community involvement in their property ownership.

Town Centre health Checks are a great tool, but are expensive to undertake comprehensively. Love Wimbledon values the GLA's town centre health check and would request access to this data to inform the process fully. It is of far more value for a centralised health check to be undertaken neutrally by the GLA for use by the boroughs and BIDs.

Wimbledon has an article 4 which has protected the majority of it's commercial floorspace. However tis should have some flexibility to be able to extend this as further developments are realised.

Page: [Policy D1 London's form and characteristics](#)

Section: [N/A](#)

The overall Policy stated here is welcome. However, this policy does not reflect the diversity of London's form and characteristics, particularly its town centres, that originates from the coalescence of so many individual villages. It will be essential, however, that its implementation is left substantially in the hands of Boroughs, and it does not lead to the Mayor becoming involved in what will often be invariably be local planning decisions. The Policy should be amended to cover this point.

Page: [Policy D7 Public realm](#)

Section: [N/A](#)

The overall Policy stated here is again welcome. However, there are two main challenges which are not given due recognition. First, the question of the funding of the specific policies is not covered substantively and it is not clear how the requisite funding can normally be obtained. Second, again there is a risk that this will lead to the Mayor becoming directly involved in the detail of essentially local planning and development decisions. It will be important to guard against this. The Policy should be amended to deal explicitly with both of these issues. In addition, it would be beneficial to recognise explicitly in this section of Plan the role of town centre partnerships, such as Business Improvement Districts (BIDs), in managing and improving the public realm in their individual areas, working closely with their respective Boroughs. Strong partnerships, with good engagement from landlords, can make a tangible difference both in terms of funding public realm enhancements and positively shaping local planning and development decisions.

It would also be beneficial if the Policy was broadened to embrace a wider approach to local assets which includes Placemarks, not all of which will be heritage assets.



D7 Public Realm Page 123. Green Infrastructure in public realm and on carriageway; open street events; free drinking water are welcome innovations.

Page: [Policy D8 Tall buildings](#)

Section: [N/A](#)

We are very concerned that tall buildings now appear to be the default position for increasing density - they will not be appropriate in all town centres, however good the public transport. We welcome the definition of a tall building in Outer London being more than 30m.

Page: [Policy D10 Safety, security and resilience to emergency](#)

Section: [N/A](#)

Designing out crime should be a mandatory requirement of all planning applications

Page: [Policy D11 Fire safety](#)

Section: [N/A](#)

Sprinkler systems should be mandatory in properties over 5 storeys or occupied by more than 100 people.

Page: [Policy D12 Agent of Change](#)

Section: [N/A](#)

Agree that existing entertainment venues should not have to appease new local residents. However placement and location of new residential housing should be carefully considered as a result. Politicians sit on licensing panels and residents vote, businesses do not vote so the power struggle is always in favour of the residents.

Page: [Policy E3 Affordable workspace](#)

Section: [N/A](#)

The draft should reflect the fact that flexible and affordable workspace is critical to supporting the start-up economy, and should be at the heart of 'making the best use of land'.

A number of BIDs support or represent initiatives involving the use of 'meanwhile space' where land earmarked for development can be temporarily turned into a co-working environment.

We welcome Policy E3 setting out that the GLA will encourage Boroughs in their Development Plans to consider more detailed affordable workspace policies. However, further detail on how it will approach this would be helpful.

Page: [Policy HC5 Supporting London's culture and creative industries](#)

Section: [N/A](#)

Absolutely essential with the decline of public funding that our cultural attractions are supported.

Page: [Policy HC6 Supporting the night-time economy](#)

Section: [N/A](#)

We are very supportive of these proposals, particularly the possibility of us using outside spaces including the public realm - however once again the cheek by jowl proposal of intensifying residential in town centres will negate this policy

BIDs work hard to encourage a strong NTE within a location, hosting pubwatch meetings, setting up dispersal policies and cleansing policies for the late night venues, however the resident backlash seems to have an ever growing stronger voice leading to constricting cumulative impact zones that lose all rationale of the type of premises and conditions on the license.

Page: [Policy HC7 Protecting public houses](#)

Section: [N/A](#)

Pubs provide a social service to the community. They are safe, neutral meeting places and often participate in the community far more than any other business in town through sport viewing, live music, quiz nights etc

Pubs must be protected at all costs, particularly in light of the increased complaints from residents about noise from pubs that have trading there for 150 years and are run by very responsible landlords.

Page: [Policy G5 Urban greening](#)

Section: [N/A](#)

The Plan's introduction of an Urban Greening Factor to be built into all applications over a certain size is certainly welcome. The Policy could perhaps usefully give further attention to retrofit greening of existing urban landscapes too, and the potential funding sources / incentives thereof. Explicit linkages with the Mayor's Health and Inequalities Strategy and associated policy measures e.g. green / social prescribing, could usefully be emphasised here.

We recommend that for such projects, the Mayor works with the myriad of public-private partnerships that exist across London, capable of acting as vehicles for delivery. Town centre management schemes, especially BIDs can prove vital in delivering similar projects.

Page: [Policy SI1 Improving air quality](#)

Section: [N/A](#)

There is undoubtedly a need for practical measures across the city to reduce air pollution triggered by intensive land-use, a congested road network and construction.

Strong public-private partnerships that can coordinate the work of stakeholders embarking on strategic planning and regeneration and utilise key local intelligence are the Mayor's best option for improving air quality.

CRP's numerous initiatives such as Click and Collect ([www.clickcollect.london](http://www.clickcollect.london)) and 'Clean Air Routes' ([www.cleanairroutes.london](http://www.cleanairroutes.london)) are evidence of this. So too is the contribution of Team London Bridge who have developed a 'Fresh Air Square' providing an environment where visitors can dwell with the offer of better air quality. These examples demonstrate what can be achieved through local partnership.

These tried and tested best practices could be rolled out across London instead of us having to tender for something different!

Also consider freight journeys - timings of construction vehicle traffic, renewal of bus livery and anti idling - there is so much to do here that requires public private partnership and innovation from GLA.

Page: [Policy SI6 Digital connectivity infrastructure](#)

Section: [N/A](#)

The importance of this issue for London's continued economic success internationally needs to be stressed more and the Policy could usefully highlight the detriment to London from failures to enhance the quality of the digital infrastructure across the capital. In a considerable part of the economically crucial areas of London digital download speeds are unacceptably low - this includes Wimbledon

In addition, the Policy should be amended to recognise the crucial role played here by both the major providers of digital/broadband services and the regulator, Ofcom. They have been repeatedly challenged to make improvements in the service in London and although some progress has been made, it is far from satisfactory.

Page: [Policy T2 Healthy streets](#)

Section: [N/A](#)

The overall intention of this Policy is strongly supported. Both Boroughs and Business Improvement Districts (BIDs) are already engaging to a degree with implementing the Mayor's Healthy Street Approach. It would be helpful, however, if the Policy explicitly recognised the inter-linking nature of this and other Policies, especially on transport.

We regard the Healthy Streets approach as a particularly important initiative, that can be potentially transformative for the sense of 'place' in areas of London.

While the Policy on reducing traffic and parking could obviously contribute to achieving this Policy, it should also refer to the statement in Policy T6 (para F) that adequate provision should be made for efficient deliveries and servicing and acknowledge that the ability for deliveries to be made smoothly and efficiently can affect the amount of traffic adversely (Policy T7), if access to specific locations is made more difficult. In short, a careful balance will need to be struck on these issues and it would be helpful if the Policy explicitly recognised this.

Page: [Policy T7 Freight and servicing](#)

Section: [N/A](#)

This Policy should be supported by stronger language encouraging new freight logistic and consolidation infrastructure. Recognition is needed and should be retained, but there is a need for coordinated planning of new infrastructure.

The Policy should be strengthened by mentions of how to deal with the last mile of logistics and construction vehicles specifically.

Page: [Potential options for raising the required funding](#)

Section: [11.1.65](#)

benefitting from uplift in land values? then don't sell off Wimbledon Police station - this is the most irrational decision!! Wimbledon property prices and land value are high - why sell off now when this could be utilised as an asset?

Page: [Annex One Town Centre Network](#)

Section: [N/A](#)

Support - With a PTAL of 6a, unique transport connectivity, 21st busiest station, high order comparison retail, 2 department stores, over 30 national and international HQ offices, over 15,000 employees, eighth largest theatre in London with West End productions frequently visiting, the first children's theatre and according to your Town Centre health Check over 300,000 sqm of total floorspace, Wimbledon should already be a metropolitan centre.

With the potential additional investment and infrastructure of CR2 Wimbledon will without doubt become a metropolitan centre and needs to be recognised as such within this policy