



PlanWimbledon
Sustainability Prosperity Community

General Meeting Presentation

27 July 2021



Administrative items

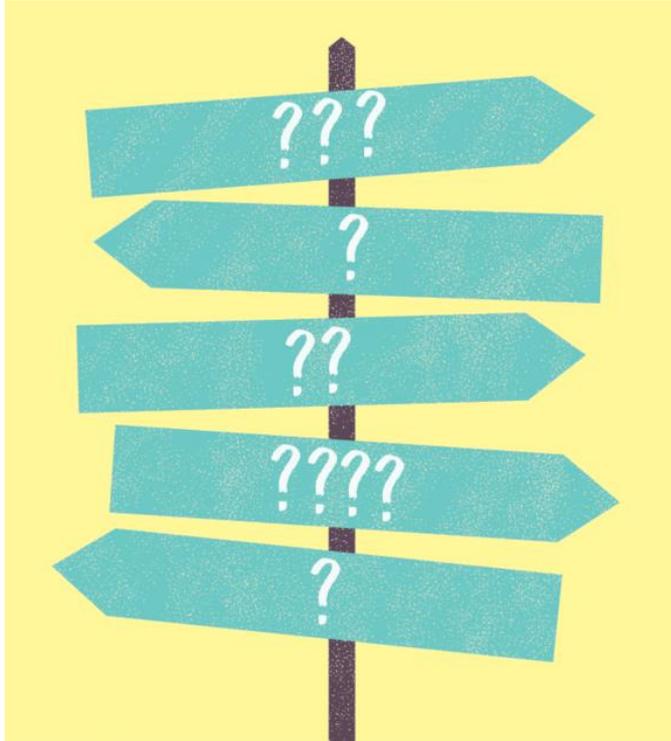
- Steering Committee attendance
- Approval of 15 June General Meeting minutes



PlanWimbledon
Sustainability Prosperity Community



Where do we go from here?



- Current situation
- What we have learnt
- Our options
- Key requirements
- Discussion & questions
- Proposed initial actions



PlanWimbledon
Sustainability Prosperity Community



Current situation

- On 22 March 2021, Merton Council's Cabinet agreed unanimously that our application met necessary legal criteria and should be taken forward for public consultation.
- The public consultation ran from 12 April – 24 May. The results were overwhelmingly supportive.
- Merton Council's Cabinet voted against our designation after a short discussion on 22 June
- **At the full Council meeting held on the 7 July, LBM voted**
 - **Not to designate us as a forum** 😞
 - **Therefore not to designate our proposed area**
- **Reasons why not:**
 - **Did not consider us representative of 1. business or 2. younger people**
 - **Questions about the democratic nature of PlanWimbledon's constitution and vote structure post-designation (esp. regarding businesses)**
 - **Areas of concern: Plough Lane / Weir Rd, NW Wimbledon, Merton Park and Wimbledon Town Centre**



PlanWimbledon
Sustainability Prosperity Community



Consultation considerations

- Non-responses to the consultation were interpreted by the council (Future Merton) as “negative” rather than “neutral”
- Our demographic and commercial / business support was more representative than in responses to the council’s own Local Plan
- Love Wimbledon’s “business survey” was done privately, in a different shape and in parallel to the public consultation required by law. Its results have not been fully disclosed. Nevertheless, Love Wimbledon’s representation was assessed as pivotal by Future Merton
- Future Merton declined to let us see the terms of the consultation before its launch. The consultation did not have a clear category for business responses.
- By having a Future Merton member on the board of Love Wimbledon, they effectively had full visibility on Love Wimbledon’s hostile campaign against us
- We felt goalposts were moved in Future Merton’s report to give the council the result it wanted



PlanWimbledon
Sustainability Prosperity Community





success factors

- Realistically: The key issue is Wimbledon town centre
- Feedback from Council: business engagement and representation is key (large biz & Love Wimbledon)
- The main hurdle: Interpretation of 'being representative'
- The goalposts are infinitely moveable by Future Merton (e.g. age profile, ever more specific requirements, etc.)
- Council decision might be discretionary under all circumstances



PlanWimbledon
Sustainability Prosperity Community



Our options

1 Give up trying to achieve designation

2 Submit new application(s) with adjusted boundary

a - Excluding the town centre (the 'doughnut')?

b - Excluding Weir Road & Plough Lane?

c - Excluding / including "all of" Merton Park?

d - Small business-led town centre focused area

3 Submit new, "stronger" application (keeping the town centre) by

a - Getting Love Wimbledon onboard – possibly for a much smaller area

b - Getting comprehensive coverage of all business locations, types and size (eventually adjusting for 2b and 2c)

... New political landscape in 2022 could open new opportunities?



PlanWimbledon
Sustainability Prosperity Community



Steerco's suggested actions

- Start complaints procedure which could lead to Ombudsman
- Investigate potential case for a Judicial Review
- Pursue option 3.b)
 - Develop Comms Strategy to raise awareness and build membership
 - Overhaul social media usage (aligned with Comms plan) - Ask membership for help for Twitter / Facebook / YouTube / IG / TikTok
 - Look into potential public support / high profile members programme
 - Continue business outreach
 - Engage with all councillors and Future Merton
 - Meet with Love Wimbledon
- Set up Planning Working Party to define what a NP could deliver
- Discuss funding and accounting needs, and constitution



PlanWimbledon
Sustainability Prosperity Community



Debate question

**Give up and pack our bags?
Or pursue a new application?**



PlanWimbledon
Sustainability Prosperity Community



Debate question

Do you still support the proposed area?



PlanWimbledon
Sustainability Prosperity Community



Debate question

In parallel,

- Start complaint procedure?
- Investigate legal procedure?



PlanWimbledon
Sustainability Prosperity Community



Debate question

Start planning representation activities?



PlanWimbledon
Sustainability Prosperity Community



Debate question

How can we grow our membership?



PlanWimbledon
Sustainability Prosperity Community



Debate question

What about some form of public support programme?

- Groups / Associations and high-profile individuals?
- incl. businesses or not? (e.g. AELTC)
- free / paid for?



PlanWimbledon
Sustainability Prosperity Community



Key requirements

1 Greater resourcing

- the task at hand is greater than initially anticipated
- there is much work to do under any option

2 More engagement with whole community

- increase general membership
- attract high profile participation
- address representativeness “issue”

3 More engagement with Council, Future Merton, Love Wimbledon, and other stakeholders



PlanWimbledon
Sustainability Prosperity Community



How You Can Help...

- Ask friends, family and neighbours to join us at planwimbledon.org – especially anyone younger than yourself 😊
- Help us to get businesses and local workers engage throughout the process
- Help us identify and reach out to “celebrities”, to increase our support and create a community buzz
- Follow-us on Twitter, YouTube, soon Facebook, etc.
- Help us find social media wizards
- Help fund the legal opinion about the feasibility of a judicial review



PlanWimbledon
Sustainability Prosperity Community





Q&A

www.planwimbledon.org





Thank you!

www.planwimbledon.org

