‘Delivering the vision for Morden town centre’
consultation 30 Sep – 11 Nov 2015
How we consulted

The consultation ran for 6 weeks (30 September – 11 November 2015)

• Officers handed out postcards at Morden underground

• Posters at the station

• council’s website
  • Facebook
  • Twitter

• Merton Voluntary Services newsletter & staff bulletin article

• Wimbledon Guardian advertisement

• Meetings with members of the Merton Park Ward Residents Association and other local ward councillors

• Presentation to the Merton Youth Parliament and Morden Community Forum.

• Invited local primary schools pupils to take part linking to Merton’s Democracy Week.

• Display in Morden library

1,265 responses received
Q1: Live, work, passing through?

Answered: 1,241   Skipped: 24
Q5: Are these still the best things about Morden

Answered: 1,213    Skipped: 52

- Access to public transport,
- Good quality housing and suburban character of surrounding areas
- Parks, green spaces and leisure

Other comments
- Town centre out of date
- Transport overcrowded – poor links to other parts of south London (e.g. Brixton, Streatham)
- Morden Hall Park: What part will it play?
- Retail offer poor – no variety
- The green spaces are good - one of the best things about Morden
Q6: What needs improving?
Answered: 1,197    Skipped: 68

Other comment:
- Parking is a one of the worst things about Morden town centre
- Misuse of current parking is a concern
- Traffic congestion – heavy vehicles passing through the town centre

- Poor quality condition and range of shops
- Pedestrian overcrowding
- Bus standing area
Q7: Please rank the positive elements in order of importance for Morden town centre?

Answered: 1,186    Skipped: 79

Other comment(s)

Morden Hall Park should be part of the regeneration of Morden town centre

There is a need to improve the range and variety of shops
Q9: Which of the following measures would be appropriate to make Morden town centre a more attractive and pedestrian and cycle friendly place?

Answered: 1,070  Skipped: 195

- Move the parked buses from outside station: 29% disagree, 71% agree
- Divert traffic away from London Road: 35% disagree, 65% agree
- Improve the appearance of the station building: 7% disagree, 93% agree
- Create new public spaces: 12% disagree, 88% agree
- Improve cycle lanes: 24% disagree, 76% agree
- Improve cycle parking: 30% disagree, 70% agree
Q10: Should existing parking for commuters become parking for local shopping needs, making shopping the top priority?

Answered: 1,035    Skipped: 230

Other comments

Generally supported however:

• People should still be encouraged to use other transport modes

• Parking should be a priority for people visiting Morden and not people simply using Morden as a transport hub.

• Better bus services/cycle routes would encourage commuters to get to Morden by other means of transport.
Q11: Why do you currently visit Morden town centre?

Answered: 1,060    Skipped: 205

Other comment(s)

- Morden really isn't very interesting. However Morden Hall Park should serve as an inspiration as to what can be achieved.

- It would be nice to have some upmarket cafes in Morden - instead of having to trail up to Wimbledon Village

- Create a unique identity for Morden

- Lack of retail offer and variety
Q12: What would make you use Morden town centre more?

Answered: 1,058    Skipped: 207

Other comments:

- Get rid of the betting shops, pubs, charity shops, fast food shops.
- Rarely socialise in Morden in the evening - there's not much on offer.
- The town centre is not very pleasant so I don't use it at all.
- Proper restaurants, coffee shops and retail offer, like in Wimbledon and other nearby town centres (Sutton, Kingston etc)
- Better links to the neighbouring parks
Q13: Which of the following type(s) of facility would you like to see most within Morden town centre?

Answered: 1,045  Skipped: 220

- **Private gym/health clubs**
  - 55.61% Yes
  - 44.39% No

- **Cinema**
  - 82.60% Yes
  - 17.40% No

- **Restaurants**
  - 94.63% Yes
  - 5.37% No

- **Bar/nights clubs**
  - 52.67% Yes
  - 47.33% No

- **Music venues/live music**
  - 57.49% Yes
  - 42.51% No

Q13: Other comment(s)

Shops are also viewed as ‘leisure’ with suggestions for coffee shops, crafts shops and a wider/better range in independent shops.

Private gym/health clubs
~50/50 split on preference for private or council run gyms

Cinema
Preference for an independent cinema (with Odeon being in Wimbledon)

Restaurants
Improvements in “quality” of current provision

Bar/night clubs
Bars are supported but strong resistance to nightclubs

Music venues/live music
Support for a modestly sized music venue that would ideally be adaptable for other uses too.
Q14: Do you agree that public toilets should be reinstated in Morden underground station?

Answered: 1,040    Skipped: 225

- Strong support subject to cleanliness and maintenance
Q15: Other comments

Answered: 353  Skipped: 912

• Shopping offer to be improved – wider range of shops and a mix of national and independent retail and service shops to be provided.

• Reduce traffic volumes – creating a more pedestrian friendly environment

• Ensure appropriate parking provision (shoppers and commuters)

• Improve links with parks

10 respondents were concerned about the provision of school places

Wide variety of other matters raised by less than 10 respondents
Four workstreams underway

- Morden retail gateway (New Homes Bonus)
- TfL Morden Major schemes bid
- LEP Masterplan
- Morden Housing Zone
Next steps

Spring 2016:
- consultation feedback to residents
- GLA Merton Council Housing Zone agreement
- brief for selecting a developer (TfL framework)

Summer / autumn 2016:
- work on Major Scheme
- select development partner
- engage resident / businesses