

Welcome

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# Wimbledon Stadium, Plough Lane

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Galliard Homes and AFC Wimbledon

# Introduction – Key Messages

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Enhancing the cultural heritage of South West London through AFC Wimbledon returning to their historic home

Sustainable regeneration of the site with a mixed use community

Substantial community benefits

# AFC Wimbledon – Cultural Return

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- Wimbledon FC played in Wimbledon from 1889 to 1991. A proud history of achievement – from non-League to Premiership.
- Attendances diminished following relocation to Selhurst Park and subsequent relegation. The club was allowed to relocate to Milton Keynes in 2002.
- The fans withdrew their support and started AFC Wimbledon. Owned and run by the fans, and rooted in the community. A beacon of success – on and off the pitch.
- AFC Wimbledon has played in Kingston since its formation, but its published objective has been to return to Merton, the club's 'spiritual home'.
- The old stadium in Plough Lane has been demolished. A detailed sites analysis concluded that the Wimbledon Stadium site is the most suitable option for AFC Wimbledon.
- The proposals for this site would enable the continued growth and success of the club along with substantial economic and community benefits.



Winning the 1963 Amateur Cup Final vs Sutton United



Celebrating the 1988 FA CUP Final win vs Liverpool

# AFC Wimbledon

## The need for a new home

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- The club purchased the ground at Kingsmeadow in 2003 and has made substantial improvements in its capacity and facilities.
- But we have now out-grown the ground. 5,000 capacity limits income and prevents club from competing on level playing field with other clubs.
- The site is cramped, with no room for expansion.
- Limited matchday facilities such as catering, bars, ticketing and club shop.
- Lack of space and facilities to generate income through non-football activities, such as conferencing and banqueting.
- And it is not in the area which AFC Wimbledon proudly represents.



Kingsmeadow Stadium –view from terraces



Club shop



Ticket Booth

## AFC Wimbledon – A good neighbour

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- The scheme will bring substantial economic benefits including the spending from fans boosting the local economy.
- Overall the development will create over 350 jobs during construction. Once operating the development would create over 100 jobs.
- A family club, creating a welcoming environment to visitors.
- A steady improvement in the behaviour of football fans nationwide over the years. Arrests down by 45% since 2000/01. Three arrests of AFC Wimbledon supporters at home matches in 2013-14.
- We do not intend to hold concerts or share the ground with another club. The London Borough of Merton will hold the freehold and be able to control the number and type of events in the stadium.



# AFC Wimbledon

## The club's community work

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A central plank of the club's ethos is its commitment to integrate itself into the community from which it draws its strength. This is manifested in an award-winning programme of community events which are delivered from its charity – The AFC Wimbledon Foundation. The Foundation's activities generate an estimated £1.4 million in social value for the area and plans are underway to extend them substantially.



# AFC Wimbledon – Community Asset

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- One of the most exciting benefits of the proposed new stadium is that it would allow the club to extend the range, scale and scope of this work from a new base in the heart of its community. For example:
- **SPORTS PARTICIPATION** - Holiday Football Courses, Football League Kids Club, Football League Girls Cup, After School Clubs, Saturday Football Club,
- **EDUCATION** - Stadium School Mathematics Project, Flying The Flag, School Literacy Support, School Poetry Competition, 'What's Your Goal?', 'RESPECT',
- **SOCIAL INCLUSION** - Street League Academy, Football Fans Against Homophobia, Raising Stars Development Programme, The AFC Wimbledon Experience, The Big Blast Band, Comic Relief, Sport Relief, The Big Challenge, One Game, One Community



# AFC Wimbledon – Community Asset

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- **HEALTH** - Walking Football, Blood Pressure Awareness, Prostate Cancer
- **COMMUNITY EVENTS** - Merton Abbey Mills Kidsfest, Winter Wonderland, Wimbledon Village Fair, Mitchum Carnival, Scout Movement Badge Work, Paint A Womble Day, The Wonderful Wall Of Wombles
- **AFC WIMBLEDON EVENTS** - Matchday Birthday Parties, Matchday Inflatable Shoot-Out
- **FUNDRAISING** - Charity Mascot Races, Bucket Collections, Minithon
- In 2012, AFC Wimbledon received the Prime Minister's Big Society Award for its great community work.



# The Site

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- 5.1 hectares
- Accommodates greyhound stadium, stock car racing, commercial activities and approximately 900 car parking spaces
- Surrounding land uses are predominantly commercial/industrial
- Poor visual aesthetic and no buildings of architectural merit
- Poor active street frontage
- PTAL 2/3
- Site lies within the 1 in 100 year flood outline and partially within the 1 in 20 year flood outline.



- 1 Wimbledon Stadium
- 2 Summerstown
- 3 Plough Lane
- 4 National Grid Substation
- 5 Lambeth Cemetery

Aerial view of existing site

## Current Progress Summary

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- AFC Wimbledon, the Greyhound Racing Authority Acquisition Ltd and Galliard Homes have submitted a planning application to the London Borough of Merton.
- We have undertaken public consultation for the last two years with LB Merton, LB Wandsworth, TfL and the Environment Agency and their feedback has helped to shape the application.
- We delivered 18,000 invites to exhibitions held in June & July 2014. Over 1100 Merton & Wandsworth residents partook in the consultation with over 72% of respondents within a 2km radius indicated they supported the proposals
- Statutory Consultation has closed although responses received after this date will be reported to the Planning Applications Committee.
- As of 10<sup>th</sup> February, Merton had uploaded over 6000 statutory consultation responses to their website. Over 2400 are from residents & business in Merton and Wandsworth.
- Anticipate comments from Wandsworth Planning Committee in February 2015 and a decision by Merton Planning Committee in Spring 2015.

# The Masterplan Proposals

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- Demolition of existing buildings on site
- To build (in stages) a high-quality 20,000 seat stadium for Championship level football. The initial stadium will open with a capacity of approximately 11,000 with conferencing and banqueting facilities for about 500 people.
- 602 new homes with basement parking delivered by Galliard Homes
- A squash club/fitness club with contemporary training facilities
- A nursery
- Local retail space
- 297 car parking spaces and cycle parking
- High quality landscaping throughout

# The Masterplan Proposals

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# AFC Wimbledon

## The AFC Wimbledon Community Stadium Proposal

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View of stand from north east corner

# AFC Wimbledon

## The AFC Wimbledon Community Stadium Proposal

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- To integrate the stadium into the wider Plough Lane development, which will become a focal point and catalyst for further development in the local area.
- To use the new stadium to generate income to secure the long-term sustainability of AFC Wimbledon while maintaining affordable matchday admission prices.

The club and its charitable foundation aim to use the stadium facilities to:

- Attract all age groups from all sections of the local community.
- Promote sport participation, education, social inclusion and health.
- Provide employment.
- Enable the club to build close links with local businesses and residents.
- Work with local community groups to identify ways in which they can use facilities at the stadium.

# Squash Club

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## Proposals include:

- 6 squash courts (1 show court with spectator seating)
- gymnasium
- physiotherapy and hydrotherapy suite
- dance studio
- bar/café, admin
- office/reception
- changing rooms/showers.



Squash Club  
Lower ground floor



Squash Club  
Entrance



Squash Club  
Ground floor

## Proposed new homes

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- Galliard Homes are proud to partner AFC Wimbledon in the regeneration of this important site.
- Plans include 602 homes including a percentage of affordable homes.
- Residential accommodation includes mix of 3 bedroom maisonettes (each with its own private garden), 2 and 1 bedroom units and a limited number of studios.
- London Plan sets Merton a target of 320 new homes per annum.
- Designed so that residential buildings and stadium appear as one cohesive masterplan.



New public street between stadium and residential buildings

# View from Plough Lane

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Image of stadium and residential buildings from Plough Lane

# Internal Courtyards

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residential courtyard

# The Masterplan

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Aerial Image showing new homes and new AFC Community Stadium

# The Planning Policy Position

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- The site is allocated in the LB Merton emerging Sites and Policies Plan as ‘Site 37’ for “Intensification of sporting activity (D2 use class) with supporting development. Developments that facilitate more sporting activity may be enabled by more viable uses, subject to meeting planning policy, evidence and consultation.” The proposals will achieve ‘Sporting Intensification’ at the site through a carefully designed and balanced land use which will bring both community and economic benefits to the Borough and its residents.
- The incorporation of a football stadium is therefore considered to comply with policy. Application is supported by enabling residential development.
- We consider that AFC Wimbledon returning to their previous home will enhance the cultural heritage of the Capital.
- Contributions will form part of any approved application in order to support local services including education and health provision.

## Flooding and Drainage

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- River Wandle located approximately 130m west of site.
- Site located in Flood Zone 3 “high probability” with a 1 in 100 (1%) annual probability of flooding. Part of site located within the 1 in 20 (5%) annual probability of flooding.
- No record of the site flooding from the River Wandle since 1968.
- Proposal will provide substantial improvement to the drainage of rain water that currently stores on site car park.
- All residential accommodation is located on raised podium structures with ground floors raised above different magnitude flood levels on the site.
- Neither the EA, GLA or LBM object to the proposals in principle on flood risk grounds. However, there are a number of areas within the technical submission which require further details and explanation before the EA will remove their holding objection.

# Transport and access

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- Site well served by several transport nodes within 10-25 minute walking distance. (Haydons Road, Earlsfield, Tooting Broadway, Wimbledon & Wimbledon Park stations).
- Buses 77, 44 & 270 stop close to the site.
- Supporters will be encouraged to use public transport.
- Stadium Management Plan has been prepared.
- Investigating off-site parking for coaches, cyclists and cars on matchdays.



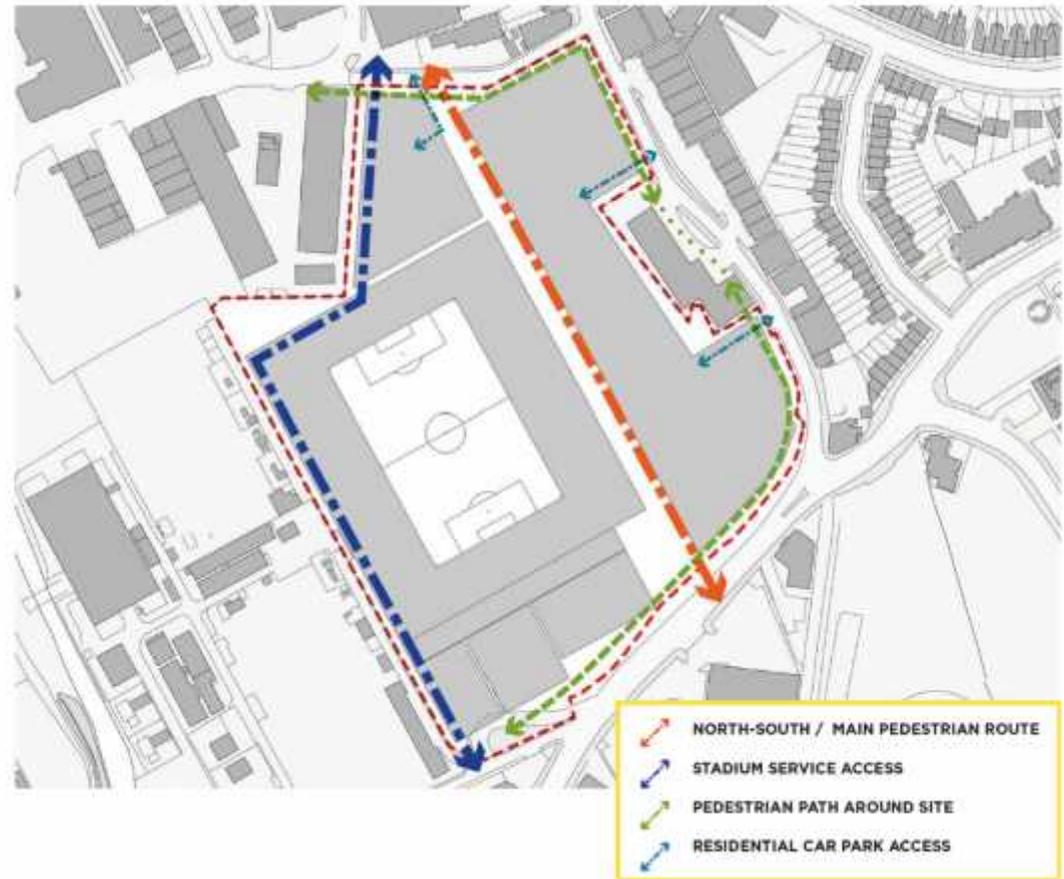
# Transport and access

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Stadium access road is a one way route starting on Riverside Road continuing along West stand before exiting onto Plough Lane.

Will be used as an access route for:

- Car parking below the South stand for staff and visitors
- Disabled parking
- Drop off bays for team coaches
- Drop off bays for delivery vehicles
- Day to day operations including ground keeping and maintenance



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