

Lindsay Mitchell

SWBA Ltd Estate Co-ordinator

E-mail: lindsay.mitchell1@btinternet.com Visit the SWBA

Web-site: www.swbaltd.co.uk

Dear Sir/Madam

You invited comments on the above document by 23 March. I am responding on behalf of the South Wimbledon Business Area (SWBA) . We very much support the thrust of the proposals which are designed to improve the appearance of the borough, encourage investment and increase employment opportunities, particularly for Merton's residents.

Thus, the SWBA welcomes paragraph 4.43 which suggests that action should be taken to improve employment opportunities for Merton residents as well as paragraph 4.58 which proposes that an Employment and Skills Strategy should be developed.

The SWBA also welcomes the proposal that steps should be taken to deal with signage clutter (paragraph 6.44) .

The document also rightly argues in section 9, DMT4 that the use of public transport, walking and cycling should be promoted. The SWBA has long advocated that a through bus -route would significantly reduce commuting to the estate by car but disappointingly such a proposal was recently rejected. We very much hope that a bus-route serving the estate will form part of the proposals for the re-development of Merantum Way.

Regards