

Mitcham Cricket Green Community and Heritage

REPRESENTATIONS ON SITES AND POLICIES PLAN AND DRAFT POLICIES MAP (Stage 4)

August 2013

1. Mitcham Cricket Green Community and Heritage is the civic society for the Cricket Green Conservation Area and its environs. We have been closely involved in the development of the Conservation Area Appraisal and Management Plan and numerous development proposals in the area. We are also part of the wider civic movement through membership of the national charity Civic Voice.
2. The Sites and Policies DPD is an important document shaping the future development and land use of the area and we welcomed the opportunity to comment on both the potential development sites and the draft proposals map at Stages 2 and 3. We welcome a number of the changes which have subsequently been made and offer some further comments below.
3. As part of this process we have worked with the future Merton team at Merton Council and with our ward councillors to establish a clearer community aspiration for the Cricket Green neighbourhood and a number of the key development sites and opportunities within it. The results of this work are published in the report of the Tune In Cricket Green community event which was held in March 2013 and the subsequent Cricket Green Charter. These consider a number of the specific development sites as well as setting out wider aspirations for the area. We ask that they be considered prior to adopting the final document and copies are enclosed.

Potential development sites

Island sites – Cricketers, Fire Station and Vestry Hall

4. This is the most prominent and important site in Cricket Green and these buildings form part of a unique assemblage of buildings on an island site in the heart of the Conservation Area. Its future was a central part of the Tune In Cricket Green discussions and the Cricket Green Charter states that:

“The island site – including the fire station and Cricketers – should be a focus of local community activity, and be developed and managed as a coherent whole”

5. We welcome the resounding rejection of the two recent appeals for demolition and redevelopment of the Cricketers pub for flats. It is notable that the Inspector's decision letter comments that:

“There were also representations that a residential scheme would be at odds with the continuity of community use of both the appeal site and the other buildings in the group, an enclave in what is otherwise public open space and formerly common land. However, there appears to be no planning designation of this site for community use or policy barrier to the principle of its use for housing.”

(paragraph 29)

6. The fire station is also now at risk following the decision to vacate it for a new fire station near Mitcham tram stop and the Vestry Hall's fortunes fluctuate from year to year.

7. Consequently, we urge that this opportunity is taken to introduce a clear priority for local community and cultural uses on this site and to exclude residential development. This is the opportunity to address the future of the island site in a comprehensive way so that all three buildings are addressed together. We believe there are also opportunities to connect the three sites both physically and in the way they are used and managed which would bring important benefits to the area while respecting their individual character and overall contribution to the Conservation Area. We are therefore disappointed that the draft document only singles out the fire station site instead of addressing the whole area as an integrated whole.

8. In respect of the fire station we support community focused mixed use development but not for this to include a residential element.

Brook House

9. We support the re-use of Brook House which has remained under-used for many years. We are not prescriptive about the future use of this building but the final document needs to acknowledge the constraints due to the sensitive access along Cricket Green, as recognised by the Cricket Green Charter:

“Retaining and enhancing the character of Cricket Green road running alongside the east of the cricket ground should be a starting point for any future development in Birches Close or at Brook House”

Birches Close

10. We support a significant re-think in the design, layout and re-use of this site which is currently a mess and poorly used. While supporting healthcare and related uses the final document needs to acknowledge the constraints due to the sensitive access along Cricket Green, as recognised by the Cricket Green Charter:

“Retaining and enhancing the character of Cricket Green road running alongside the east of the cricket ground should be a starting point for any future development in Birches Close or at Brook House”

11. We believe any development should be required to integrate better with Cricket Green by visually and functionally drawing the open space into the site.

Wilson Hospital

12. We support continuing health use for this site. If this were to cease then we believe consideration could additionally be given to sensitively designed hotel uses alongside the other suggested uses. Any development should also be required to enhance public access and provide new access routes to Cranmer School to reduce the impact of the “school run” on local roads.

Worsfold House & Chapel Orchard

13. We believe Worsfold House provides a significant area for potential development, generating community infrastructure levy for the benefit of the neighbourhood. We support residential use and recognise the potential to consider the best location for this through relocating some of the existing educational uses. We ask that consideration be given in the final document to addressing two issues in the Cricket Green Charter through:

- Enhancing public access between Church Road and London Road Playing Fields as part of any scheme
- Use of a Community Land Trust to undertake the development

Other sites

14. We have identified two additional sites for consideration:

- Hallowfield Way / La Sporta Hall – for economic and community uses respectively
- Canons former car park – an important area of open space between the listed mansion houses of Park Place and the Canons which has been identified as a potential site for the Mitcham Local Care Centre or for housing. We believe this should be retained as open land as part of a wider rediscovery of the cultural and historic importance of the Canons grounds.

Green corridors, open space and nature conservation

15. We welcome the more inclusive approach to open space and the addition of many small sites which have previously been excluded. We do not support deletion of Lower Green West as a recognised Green Corridor – it fulfils the necessary criteria and is separated from the rest of the Green Corridor on the cricket ground only by a road. As noted in the Plan, the Mayor’s Biodiversity Strategy states that “*small discontinuities, such as division by a road, are allowed*”. In historic, physical and administrative terms, Lower Green West is an integral part of the network of local green space which connects to Mitcham Common.

16. We welcome inclusion of St Peter and St Paul Churchyard, London Road Playing Fields, Three Kings Pond (and the addition of Commonside Rough) and Canons Pond as Sites of Interest for Nature Conservation. We would encourage renaming the Cranmer Green Pond SINC as Cranmer Green and Pond for clarity – it covers a much wider area than the pond.

Wandle Valley Regional Park

17. It is helpful to have the boundaries of the Regional Park accurately defined in the development plan. We support the majority of the proposed changes in and around Cricket Green, including the Methodist Church, obelisk, Canons Leisure Centre, Canons Lodge, Vestry Hall and Fire Station.

18. We do not agree with the proposed exclusion of the Cricketers pub site from the Wandle Valley Regional Park. The rationale has been overtaken by events with rejection of the two recent appeals for residential use. Its inclusion would be consistent with the designation of the island site proposed above and the inclusion of both the Vestry Hall and Fire Station.

Local list

19. We encourage inclusion of the following in the Local List:

- Three Kings Pond – noted for the historic carriage ramps
- War memorial on Lower Green West

Web: www.mitchamcricketgreen.org.uk

Email: info@mitchamcricketgreen.org.uk

Twitter: @mitchamcrktgrn

Mail: c/o MVSC, The Vestry Hall, 336/338 London Road, Mitcham, Surrey
CR4 3UD

MERTON COUNCIL
future Merton

Tune in Cricket Green

Cricket Green is changing.
How it changes is up to you...

7th March
3.30pm-6.30pm

Vestry Hall

33B London Road
Mitcham CR4 3UD

Come and join a fun, free event to help shape how the Cricket Green neighbourhood develops in future. What should Cricket Green look like? What could happen on development sites? What makes Cricket Green special to you? What will make Cricket Green better?

This is a chance for local people to come together to create a vision for the Cricket Green area that will be heard and respected. Bring your friends, neighbours and family. **Tune in and get involved.**

Your local voluntary civic society, Mitcham Cricket Green Community & Heritage, is working in partnership with Merton Council's futureMerton team and local Councillors, to produce a people's vision for the future that will guide how our neighbourhood develops and changes. Don't miss out!

Register or keep in touch,

Email us at: info@mitchamcricketgreen.org.uk
or leave a message on: 07810 657729



MITCHAM CRICKET GREEN
COMMUNITY & HERITAGE

www.mitchamcricketgreen.org.uk
www.merton.gov.uk/mitcham



Tune In Cricket Green

Key findings and our charter for change in Mitcham Cricket Green

March 2013



Introduction

Mitcham Cricket Green Community & Heritage (MCGC&H) is working in partnership with the futureMerton team at London Borough of Merton Council (LBM) and local councillors to generate community-led proposals for the future development of the Mitcham Cricket Green area.

Mitcham Cricket Green is an attractive and historic part of the borough and is facing pressure to change, evidenced in the form of numerous planning applications and development proposals for several sites in the area. This has resulted in a number of planning appeals and a general concern from residents that the proposals coming forward are not appropriate for the area.

Merton Council is keen to understand the appetite for change within the community and the form this change could take, from design to appropriate use, and what this means for Mitcham Cricket Green as a place.

MCGC&H and LBM jointly commissioned Liane Hartley from Mend and Rob Cowan from UDS to facilitate a public event and, from this, articulate a set of key issues for specific sites as well as overarching principles in the form of a charter to guide future change in Mitcham Cricket Green.

The purpose of this event was to:

“provide a community-led approach to informing future planning and development of Mitcham Cricket Green Conservation Area and its immediate environs by establishing guiding principles and identifying specific expectations for sites with development opportunity”. Tony Burton (MCGC&H)

Over 45 people attended, including local ward councillors (Ian Munn, Russell Makin, Judy Saunders) and the Cabinet Member for Environmental Sustainability and Regeneration (Andrew Judge). This report forms the output of this event and is structured as follows:

- Tune In Cricket Green Event
- Postcards from Future Cricket Green
- News Bulletin
- Destination Game – key site issues
- Looking ahead – our Cricket Green Charter
- Annex – attendance



Tune In Cricket Green Event

The “Tune In” concept refers to the purpose of the event being to channel people’s views, perceptions and ideas into how they saw Mitcham Cricket Green changing and, crucially, how they wanted to see it change.

Community views about what they *didn’t* want to see happen have been regularly expressed, especially in response to planning applications. Tune In Cricket Green provided an opportunity to gauge what local people would like to see happen or change. We wanted to see what a “yes” from the community would look like.

The radio theme also fitted with:

- the area’s **cricketing history**, which has a long tradition of being associated with **radio**
- the need to tune into mood, sentiment and **shared wavelength**, and to gain **feedback**
- this event to be a vehicle for **broadcasting** to the community that there is an opportunity to shape decisions and that the Council wants to listen
- testing people’s **bandwidth** or tolerance for change in their local area; going from a position of some saying they want no change to saying, actually, there are some areas for flexibility and opportunity
- using the participants to help **broadcast outcomes**, encourage more people to get involved, keep people updated and share ideas
- a wish to **co-produce** a shared vision – so people’s individual thoughts ideas and decisions are part of a collective voice
- a desire to **connect** and **plug** into people’s ideas, views, choices and **local networks** and local intelligence

The event was designed around the need to raise people’s sights, recognise opportunities and put forward aspirational ideas for change.

It was promoted widely. Over 1,300 flyers were put through letterboxes by local volunteers and email invitations were sent to over 700 people. Local schools, churches, Scouts and other groups were contacted and it was promoted online, via social media and in the Wimbledon Guardian. The local voluntary, community and faith sectors were approached via Merton Connected.

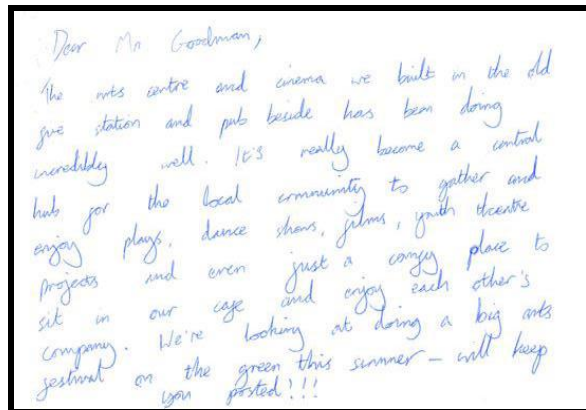
A programme and agenda were developed around the different radio and communication themes, with activities organised under each theme. These were designed to get the group thinking about how they currently used Mitcham Cricket Green and what specifically could change or be improved.

1.	Switching on.... Welcome + Hello
2.	Tuning in.... My Cricket Green Postcards from Future Cricket Green Discussion
3.	Setting the frequency.... News Bulletin Destination Game Change We Want
4.	Powering down.... Thank you and next steps

Postcards from Future Cricket Green

The purpose of this exercise was to get the group to think about the area they would like to see in the future – how it had changed; what they liked about it; what had stayed the same; what they loved; why it was attractive and popular. We had some great results and people responded spontaneously to the postcards themselves because they featured some of the best loved places and features of Mitcham Cricket Green.

"We really would like to keep this Fire Station – if this didn't happen I would like to use the station as a community area for a drama group and occasional cinema & Bollywood films etc. A night club for young people – it wouldn't upset the locals too much"



"Dear Mr Goodman, The arts centre and cinema we built in the old fire station and pub beside has been doing incredibly well. It's really become

a central hub for the local community to gather and enjoy plays, dance shows, films, youth theatre projects and even just a comfy place to sit in our café and enjoy each other's company. We're looking at doing a big arts festival on the green this summer – will keep you posted!!"

"Bring library onto pub site. Have a learning centre catering for elderly (computer classes?) and something for youth activities"

"Promote Cricket Club more"

"This is a picturesque and very socially desirable village which hides its light a bit."

"Good quality development – well managed"

"Fire station – when closed to find another use and not to pull it down"

"Cricket ground – I would like this to stay the same"

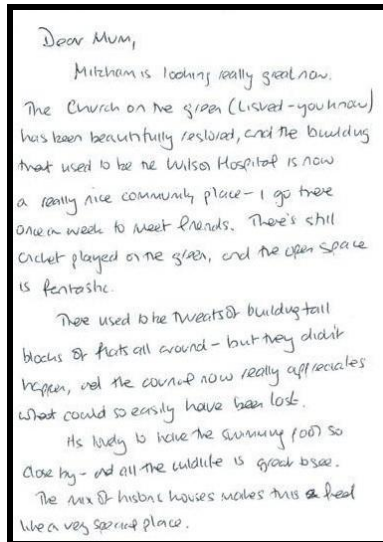
"Easier, safer and quicker crossings around Cricket Green for pedestrians and children."

"I am now standing at the cricket ground and the design is wonderful – the amount of children and young people playing, it looks like Wimbledon tennis ground. The attraction is wonderful."

"The Wilson is now a state of art hospital for the local residents"

"District needs means of gradually becoming less run down. Better facilities generally to attract people during day and later to reside"

“Band stand, entertainment, history walks, community hall, for all ages”



“Dear Mum, Mitcham is looking really great now. The church on the green (listed – you know) has been beautifully restored, and the building that used to be the Wilson Hospital is now a really nice community place – I go there once a week to meet friends. There’s still cricket played on the Green and the open space is fantastic.”

“There used to be threats of building tall blocks of flats all around – but they didn’t happen, and the council now really appreciates what could so easily have been lost. It’s lovely to have the swimming pool so close by – and all the wildlife is great to see. The mix of historic houses makes this feel a very special place.”

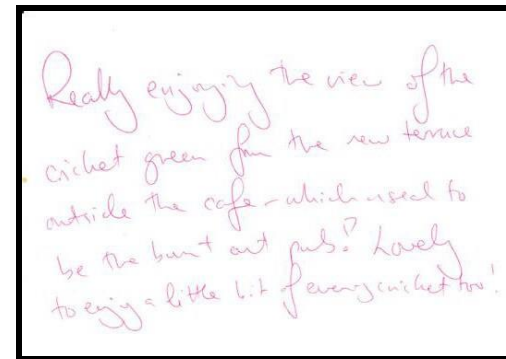
“Mitcham Cricket Green has:

- 1) *a new high tech library near schools*

- 2) *an active police station with community officers*
- 3) *Youth area*
- 4) *Café, social area*
- 5) *Facilities for elderly, community events*
- 6) *More structure*
- 7) *Better traffic control*
- 8) *A lovely green area with benches and cricket matches, lovely flowers/greenery*
- 9) *Fire station*
- 10) *Walk – scenery/views”*

“Cricket Green in bloom!! Lovely displays of flowers and shrubs everywhere. Great that the whole community is involved”

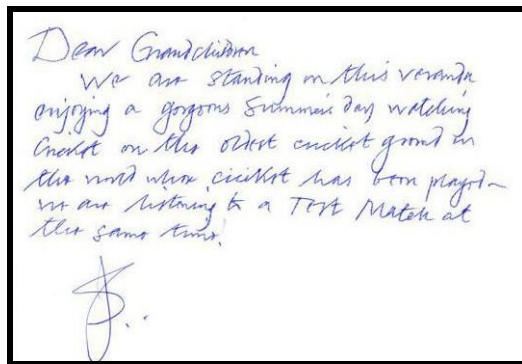
“The museum is really flourishing. Lots of schools coming in to learn about the past – great interactive events”



“Really enjoying the view of the cricket green from the new terrace outside the café – which used to be the burnt out pub! Lovely to enjoy a little bit of evening cricket too!”

"So pleased that the library is more central now. Got my books and then went for a coffee in the local café."

"Fortunately the Methodist Church was given heritage listed status so you will be able to enjoy it for years to come. I used this church when my children were young in the late 1970s and 1980s and hopefully you will continue to be able to use it also"



"Dear Grandchildren, we are enjoying a gorgeous summer's day watching cricket on the oldest cricket ground in the world where cricket has been played – we are listening to a Test Match at the same time."

News Bulletin

Having spent the first session getting the group to think about Mitcham Cricket Green today and then visioning their own personal future the discussion moved onto specific sites and the opportunities and aspirations they had for these.

This discussion was framed by a “news bulletin” of current proposals on the table, decisions in the pipeline and any potential phasing or timescales associated with these.

Paul McGarry (LBM) outlined these in the form of headlines in a news bulletin before we proceeded with the site-based discussions.

This ensured everyone had a realistic understanding of some of the things that were going on and the changes in the pipeline. It also helped avoid unrealistic suggestions, so the results from Tune In Cricket Green can be used to inform future decision-making.

Destination Game

This activity focused on future change and opportunities to develop specific sites in Mitcham Cricket Green. These sites were:

1. The “Island” site
2. Health facility sites – Wilson Hospital and Birches Close
3. Major sites – Brook House and Worsfold House
4. Canons House and grounds
5. Canons temporary car park site
6. La Sporta Hall and Hallowfield Way

Rob Cowan presented a fascinating overview of each site and put forward some exciting and fresh perspectives for what each site could be. This served to move the goalposts and boundaries for what the potential could be and freed people from “rut” thinking.


Rob then facilitated a discussion around each site that asked the group to focus on:

- What should happen there (ACTIVITY)
- What it should look like (VISUAL)
- What will make it special and important (IDENTITY)
- What would make it better or worse (+/-CHANGE?)


Liane Hartley took notes and recorded feedback on the session. The results are presented below:




The “Island” Site – Vestry Hall, Fire Station, Cricketers


Activity	Visual
<ul style="list-style-type: none"> • Fire station could be turned into a youth club or night club, lots of noise • It has a pole for pole-dancing! • Lots of other examples of “old fire station” clubs • Need more things for young people to do, this could help turn Mitcham Cricket Green into more of a destination and bring people in • This would be a great location for a cinema • Arts/culture centre – could have a multi-use arts hub here, anchored by a local theatre and drama company or amateur groups to share • This would be a good location for a museum covering all aspects of Mitcham Cricket Green 	<ul style="list-style-type: none"> • Should retain the historic exterior • Could be ultra-modern inside • Make use of big interior space • Keep the pole! • Think about how it could link to surrounding buildings 
Identity	(-)/(+) Change/Issues (?)
<ul style="list-style-type: none"> • Want it to be multi-use so that it is busy and buzzing at all times • Help develop a night-time economy other than pubs, want other things to do • We want to be attracting new people into the area to see it and appreciate it • A hub for different activities and somewhere to meet – there is nowhere for this at the moment – not even for a cup of tea? • People should want to linger, pass by, drop in – helps to build street activity and footfall • Could be a leisure destination for locals mainly, but draw people in 	<ul style="list-style-type: none"> • (-) By turning this into a destination serving a wider catchment area we could make an already severely congested traffic problem worse • (+) However, if we aimed the activity and attraction to local people they will be coming on foot – make it walkable and local facility primarily • (+) Not enough for young people, they need activities too • (?) price has to be affordable and appropriate to serve local population • (?) Needs to be open, appealing and accessible to everyone - not snobby or exclusive

Health facilities: Wilson/Birches

Activity	Visual
<ul style="list-style-type: none"> • Would like to see the Wilson site be transformed into a high quality hotel with a “really nice” restaurant • Could have a lovely Spa here – in keeping with its health, body and well-being use • The hotel could be used to cater for weddings and special occasions and as a conference centre • Could be used as a convalescence home for people that have been through and are recovering from health problems and severe illness • Discussion struggled on the potential future use of the Birches site beyond health uses in better designed buildings • A day centre for elderly at Birches could have a different entrance point if the site was reconfigured to create more of a street feel • Not a Tesco! 	<ul style="list-style-type: none"> • Wilson: Glamorous high quality, prestige – “ripe” for change • Birches: Take inspiration from design of Wilson when redeveloping this, create something that riffs its more classical design and makes the site more coherent and attractive • Create sense of “buildings in the park” – draw the green space in • Need to respect character of Cricket Green lane in accessing Birches • Natural level of buildings is quite low – would want any new build to respect that • Recognise the importance of Birches House and Wilson facade  <p><i>“Birches is a mess, it has no character and has poor quality buildings. We need to completely change the vibe and style.”</i></p>
Identity	(-)/(+) Change/Issues (?)
<ul style="list-style-type: none"> • Create a tranquil, retreat, recuperation feel • The area needs something more glamorous! A lovely hotel could be a place that locals can go too and feel proud of. • It could raise the profile and attractiveness of the area • We need to bring in new blood – there is no decent restaurant where locals can go, this is a real gap in the local area • Birches lacks appeal in its current state – this is an opportunity to raise 	<ul style="list-style-type: none"> • (+) raise profile of area with a quality hotel, creates a destination • (+) attract new visitors • (-) constrained access to Birches • (+) make access lane along Cricket Green shared space

<p>the quality and profile of the place</p> <ul style="list-style-type: none"> • Cricket Green generally feels like a big roundabout. This is not appropriate given its quality and importance. • Need to soften its edges, make it easier for people to pass through and join it up to other green spaces more coherently. 	<ul style="list-style-type: none"> • (?) scale of buildings to be in keeping with existing – no large buildings to dwarf the height and massing of others 
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Major sites: Brooke House/Worsfold House

Activity	Visual
<ul style="list-style-type: none"> There was a lot of discussion on the potential uses of the Brooke House site and this presented the widest variety of suggestions: <ul style="list-style-type: none"> Sister hotel and/or spa to the Wilson site. Built to a similar high spec and quality Home for elderly School/education facility Flats Worsfold site could be used for housing of a very distinct size and quality – commensurate with the prime location. Need to be high quality, desirable housing to cater for people that have the budget to come here and raise aspirations in the area Potential to use Worsfold site for retirement homes Worsfold site could be expanded to include neighbouring schools and all used for education – could do a land-swap with another site (such as Cricketers) to allow housing to go elsewhere? Development of Worsfold site could generate funds for investment elsewhere in Cricket Green 	<p>Worsfold</p> <ul style="list-style-type: none"> Need outstanding houses to raise the aspiration of the area. Link in to footpath network and open up access from Church Road to London Road Playing Fields Need to avoid extra traffic on Church Road and/or take action to ban lorries from using it <p>Brooke</p> <ul style="list-style-type: none"> There was a distinct dichotomy of opinion about the style of the Brooke House; some labelled it as “ugly”, whilst others say it is “lovely” and others “pastiche” Change of use rather than redevelopment likely Same need to respect Cricket Green access road as Birches Wary of traffic and parking issues 
Identity	(-)/(+) Change/Issues (?)
<p>There is a general concern that the Brooke House site feels wasted as its been vacant so long- especially given its location – creates a “dead space” feel:</p> <ul style="list-style-type: none"> <i>“Brooke House lacks identity, feels random and underused”</i> <i>“Doesn't contribute to the general feel of Cricket Green”</i> 	<p>Brooke</p> <ul style="list-style-type: none"> (-) vacant Brooks building obviously needs a new use as it is currently not viable (-) some don't like the design mainly because it doesn't contribute or add architectural value considering its location on the Green, needs

- *“Needs a purpose, cultural use will help give it that “*
- *“Stands on its own at the moment, needs to be **more inviting**”*

If Brooke House were redeveloped then any new building would have to be of an **outstanding quality** given location in the heart of Cricket Green

The **Worsfold** site is little known and **hidden away** – it needs to discover its identity and link in with the rest of the area


- more quality than this for such a privileged spot
- (?) new build would have to be of outstanding quality

Worsfold


- (+) if housing is to go here, we need to avoid low quality housing seen elsewhere in the vicinity – poor design, lack of attention to detail, weathers badly
- (+) there could be an opportunity for a community land trust to manage and drive quality here and involve community in decision-making, take responsibility for articulating the level of quality we *do* want
- (+) Community could commission and manage design according to set of aspirant design codes and have more control over the process



Canons House and grounds (excluding temporary car park)

Activity	Visual
<ul style="list-style-type: none"> • Canons House could be a good location for a wedding or conference venue – draw on example of Morden Park restoration • Need to tie different buildings and spaces into a more coherent whole, including Madeira Hall, and make much better use of them for events, activities, theatre, music and performance • The park and grounds could be restored, much better managed and well used while avoiding clutter, insensitive lighting and new buildings • Option to turn the site into a new Heritage Centre and local museum • There should be an educational, civic and open use to this site – could link and unite the story of the area 	<ul style="list-style-type: none"> • Small discreet spaces need to be brought together by a strategy that sensitively weaves together the cultural and physical logic of how they work together • Suffering from piecemeal and patchwork approach to the area – need to sew it back together again • There was a logic and story to these spaces once which has been lost and become disjointed over time • It's beautiful and peaceful but too hidden and poorly used • Value the sensitive lighting and dark skies 
Identity	(-)/(+) Change/Issues (?)
<ul style="list-style-type: none"> • Area is too little known and hard to navigate around – should be restored, well visited and feel more of a place • Whole area could become something to be proud of and draw in people from outside Cricket Green • Retain and polish jewels in the crown which give it immediate impact • Recognise and celebrate inclusion in Wandle Valley Regional Park • Should inspire a civic feel and be a place for celebration • Help understand relationship between Canons and Park Place • Should be bigger than just a patch of grass or green space – has a lot more to offer and a wealth of history behind it 	<ul style="list-style-type: none"> (+) enhance greenery and bring it out more, not just a background feature (+) more active management of park and grounds so it respects the area (+) need something that will attract and generate the activity we need to make this feel like more of a place without damaging its character (-) currently too hidden (+) could develop a community led management organisation to look after and run things (+) recognise economic value of this historic space (+) active use of Canons house with access for the community (-) currently the spaces are too disorienting and disparate and don't do the place justice (-) too much signage/seating would detract from the character and sense of "discovery"

Canons temporary car park site

Activity	Visual
<ul style="list-style-type: none"> The group talked extensively about the site's former position as central to a garden that stood in the grounds of Park Place and that over time this garden had been eroded, built on and severed to leave only the space and tree as a remnant. There is still a connection to Park Place which needs to be reinstated as part of a wider drive to bring greater coherence to the areas different sites of historic interest – using design and new opportunities for development. The group proposed retaining the car park given the other future activities planned which would attract visitors The site could be tidied up and used for activities There was discussion of the potential for small houses although the site was seen as very sensitive and its open aspect was value 	<ul style="list-style-type: none"> Make more of historic and physical relationship with Park Place The tree is very old and now a remnant which should be valued and its story as part of an historic landscape recognised 
Identity	Change/Issues
<ul style="list-style-type: none"> The site is commercially attractive so it need a robust and compelling case for being kept open for cultural activities The site will benefit from upgrading and gaining recognition for the value of the Canons and its grounds as whole as an economic asset and somewhere people want to visit There is potential to reveal the site's historic identity and link it more coherently to the surrounding area 	<ul style="list-style-type: none"> (+) strong cultural and economic case for it not being developed for housing linked to wider restoration of Canons house and grounds (-) feels wasted and forgotten at the moment (+) it is an economic asset as a temporary use (+) reinstate link to its surroundings – physically and historically

La Sporta Hall and Hollowfield Way

La Sporta Hall

- People liked the La Sporta Hall building because it is “unusual”
- This resonates with the range of comments made about Brooke House; in that local people are willing to accept unusual architecture that is not necessarily of immediate heritage value – if it is in the right context and of quality in its own right
- There was a suggestion of using it as a dance hall in response to growing demand

Hollowfield Way

The Benedict Wharf waste site was considered to be so hostile in its current use that it was a barrier to developing particularly aspirational ideas about the site along Hollowfield Way and what it could be used for.

- The group baulked at the thought of locating housing in the vicinity of the SITA access, as it would not be an appropriate residential location for many reasons; not least noise, pollution, safety
- There was a very strong and shared view that Church Road needs to be re-designated and removed from being heavy goods route
- The site was recognised as being in an important “gateway” to the Mitcham Cricket Green Conservation Area and should positively welcome people.
- The area is not appropriate for this type of heavy traffic, it is a real detraction, as well as being anti-social and dangerous
- Alternative future uses might be for light industrial or other economic development



Looking ahead – our Cricket Green Charter

This section draws out some of the key principles discussed at Tune In Cricket Green to set out a charter which should be used to inform policies and decisions about the future of the area. It provides the basis for developing supplementary planning guidance for Cricket Green.

The rich story of Cricket Green told through its buildings, open spaces and people sets the standard and makes development in the area a privilege. All development should be required to show it matches up to the quality of the area and contributes positively to its future.

Our Cricket Green Charter

Character and context

1. All new development should be considered in the context of the whole area and its contribution to the Cricket Green Charter
2. All new development should add to and not detract from the local character, and be respectful of setting, context, massing and height
3. Cricket Green's history and story should be revealed more effectively and the area given greater coherence
4. The diversity of building characters and styles across different periods is a vital asset, and any new development should add positively to this story

Open space

5. There should be no loss of open space, and the established common land and town greens should have absolute protection
6. The variety of open space should be positively managed for quiet enjoyment, recreation, sport and nature
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Quality

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12. High-quality modern development has its place in the future of the area if it makes a distinctive contribution that positively enhances the local area
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Lighting

14. The sensitive lighting and attractive nightscape should be respected

Affordability

15. Cricket Green should remain an affordable location to live

Activities

16. There should be more reasons for people to linger and things to see and do, including in the evening
17. There should be a community arts centre providing a focus for the area and opportunities to meet

Canons House and Park Place

18. Canons House, Park Place and their grounds should be restored, given greater unity and become a thriving centre of cultural and leisure activity which appeals beyond the local area

The island site

19. The island site – including the fire station and Cricketers – should be a focus of local community activity, and be developed and managed as a coherent whole

The development process

20. The potential of land swaps, planning gain and the community infrastructure levy to secure the best location and outcomes from development for the area should be fully exploited
21. There should be opportunities for greater community ownership and control over management of key sites and development decisions, including the potential of a Community Land Trust and local community trust

What next?

This report will be considered by Mitcham Cricket Green Community and Heritage and the future Merton team at the London Borough of Merton, working with local councillors. It will shape thinking on the way in which decisions are made on the future of Cricket Green.

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Cricket Green Charter

This charter should be used to inform policies and decisions about the future of Cricket Green

The rich story of Cricket Green told through its buildings, open spaces and people sets the standard and makes development in the area a privilege. All development should be required to show it matches up to the quality of the area and contributes positively to its future.

Character and context

1. All new development should be considered in the context of the whole area and its contribution to the Cricket Green Charter
2. All new development should add to and not detract from the local character, and be respectful of setting, context, massing and height
3. Cricket Green's history and story should be revealed more effectively and the area given greater coherence
4. The diversity of building characters and styles across different periods is a vital asset, and any new development should add positively to this story

Open space

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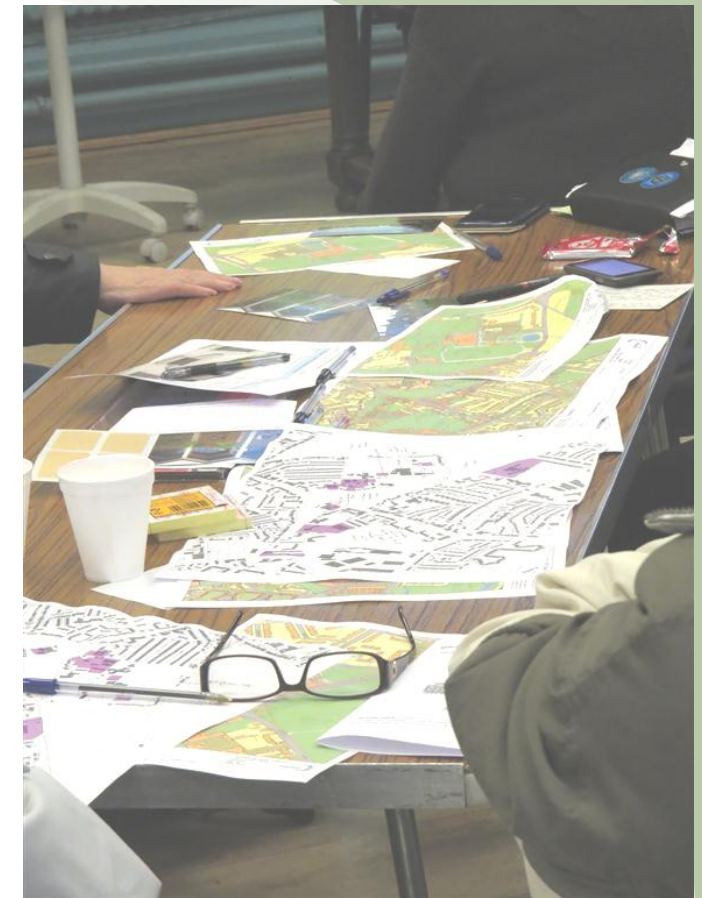
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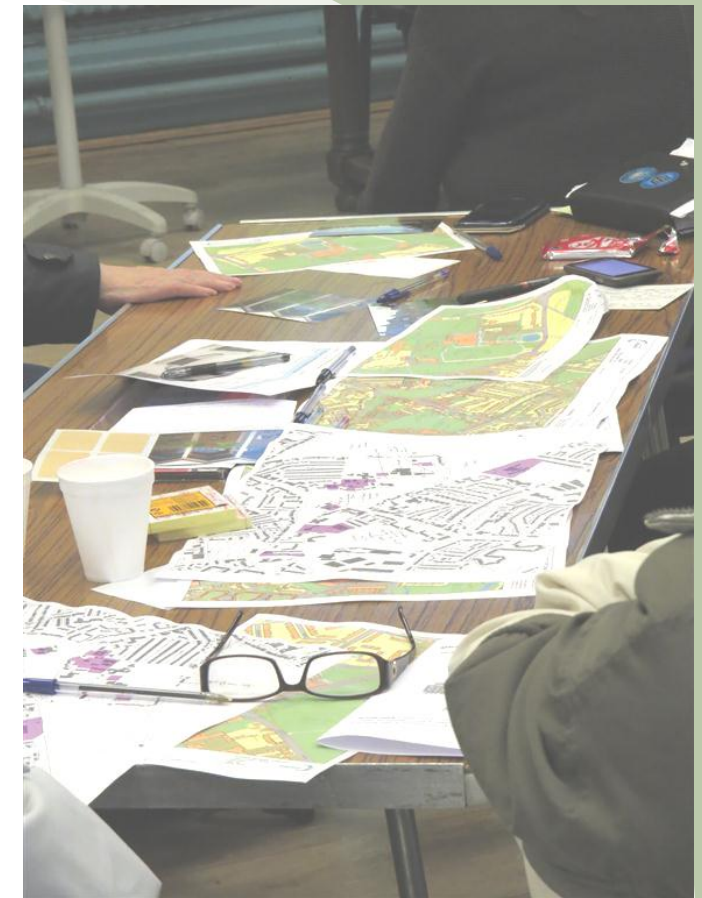
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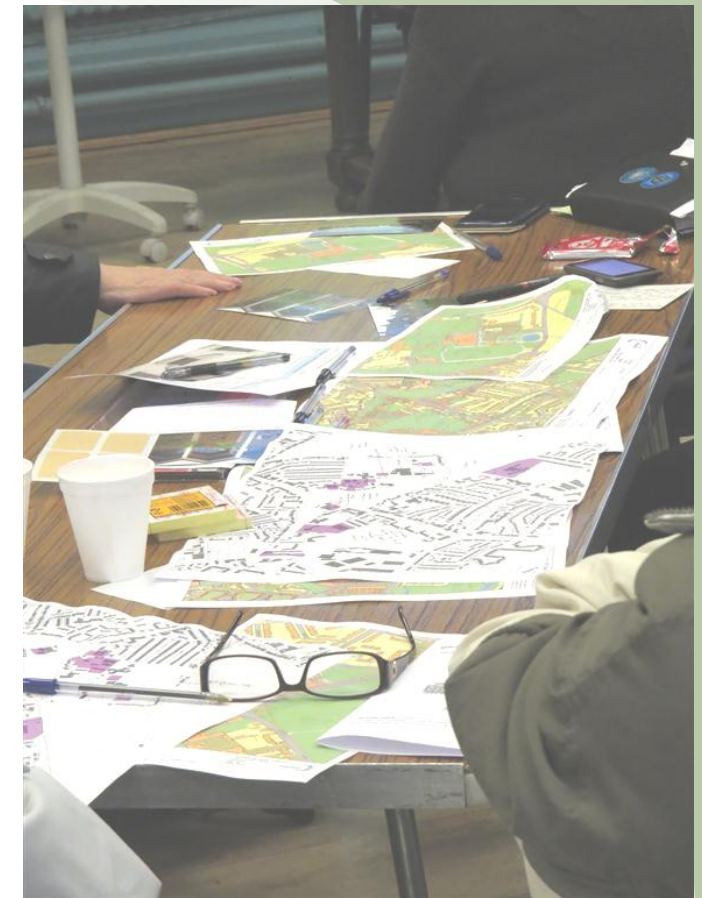
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