The last two years has seen the transformation of Wimbledon town centre. A new public space, improved pedestrian facilities, high quality paving, lighting, seating, cycle parking, pedestrian signage and better facilities for residents, businesses, commuters and other users of the town centre have helped make Wimbledon a real destination to be proud of.

I. Z. Southwood (b. 1990) was awarded the Grocers’ Golden Jubilee Scholarship to study at the Slade School of Fine Art, University College London and is currently in her third year, specialising in media.

The Stag - a new icon for Wimbledon

Providing a focal point for the town centre, the stag completes the Destination Wimbledon scheme, funded entirely by private sector contributions and project managed by Merton Arts Team.

Key Facts:
Linear sculpture made of 25mm thick weathering steel
Height – 3150mm
Width – 3104 mm

‘As a child growing up in Wimbledon, my memories were not of the tennis or the ‘wombles’ but of the local landscape. In particular, the grand mysterious stag that sits on Stag Lodge in Wimbledon Village. The Common and the station have been two of the most influential landmarks in Wimbledon’s evolution.’ I. Southwood

“The sculpture will provide a creative link to the town’s heritage and its relationship with the Common. It is anticipated that the sculpture will develop into an iconic meeting place and demonstrates Merton’s support for public art and contemporary sculpture." Merton Arts Team, louise.wilson@merton.gov.uk

Planned and built by London Borough of Merton with support from

- Transport for London
- Network Rail
- South West Trains
Despite its worldwide reputation, the town centre in Wimbledon was tired and unwelcoming for pedestrians. Leading up to the London 2012 the council wanted to ensure that Wimbledon could benefit from a once in a generation event and take the opportunity to create a better and safer town centre.

### Key Measures Destination Wimbledon

**Station Forecourt and Wimbledon Bridge**
- New forecourt, seating, trees, cycle parking, lighting and signage.
- Extended paving, seating and cycle parking
- Improved crossings

**Hartfield Road Junction**
- Improved crossings and paving
- Reduction of street clutter
- More space for pedestrians

**Centre Court to Queens Road**
- More pedestrian space
- Improved paving
- New seating
- Cycle parking
- Night time urinal

**Alexandra Road Junction**
- Decluttering

After extensive consultation, the Destination Wimbledon scheme has focused on 4 key areas which represent the heart of the town centre.

**Important Facts**
*Destination Wimbledon has undergone extensive consultation. In 2010, 6,000 leaflets were distributed across the town centre and a roadshow held on the station forecourt*  
*Over 70% of respondents wanted a pedestrian only station forecourt, a set of steps outside the station, the new diagonal crossing at Alexandra Road and wider pavements for pedestrians across the town centre*  
The built scheme cost was **£2.5 million**
*£1.9m was met by TfL/ The Mayor of London  
£250k was met by Network Rail and South West Trains  
£200k was met by contributions from various developers around Wimbledon  
£150k was met by the London Borough of Merton*  

**Find out more**
You can find out more about the Destination Wimbledon scheme and how to get involved in your local community activities by visiting the London Borough of Merton website at [www.merton.gov.uk/wimbledon](http://www.merton.gov.uk/wimbledon)
Planning and delivering a public realm improvement scheme in a busy town centre is about partnership and engagement. Destination Wimbledon has - from the start - been strongly focused on working jointly both externally - with stakeholders, funders and contractors and interally to ensure the council could best manage resource.

Below we have highlighted some key contributors to the successful implementation of the scheme.

### Working in Partnership

<table>
<thead>
<tr>
<th>Company</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUTURE MERTON</td>
<td>Project Management, Concept Design, Urban Design, Public consultation</td>
</tr>
<tr>
<td>MERTON TRAFFIC &amp; HIGHWAYS</td>
<td>Project Engineering, Works Supervision, Liaison with utilities companies</td>
</tr>
<tr>
<td>FM CONWAY LTD</td>
<td>Highway construction, Construction of new steps outside Station and Centre Court</td>
</tr>
<tr>
<td>HYDER CONSULTING LTD</td>
<td>Design of steps outside Station and Centre Court</td>
</tr>
<tr>
<td>JC DECAUX LTD</td>
<td>Movement of bus shelters and advertising signs</td>
</tr>
<tr>
<td>TRANSPORT FOR LONDON</td>
<td>Work associated with traffic signals and bus services changes</td>
</tr>
<tr>
<td>MAY GURNEY LTD</td>
<td>Electrical and lighting works</td>
</tr>
<tr>
<td>JACOB'S CONSULTING LTD</td>
<td>Traffic signal design</td>
</tr>
<tr>
<td>MERTON LEISURE &amp; CULTURE &amp; I. Z. SOUTHWOOD</td>
<td>Implementation of the Stag</td>
</tr>
<tr>
<td>SOUTH WEST TRAINS &amp; NETWORK RAIL</td>
<td>Permission for station forecourt transformation, Funding contribution, Co-ordination of work on Station</td>
</tr>
<tr>
<td>CENTRE COURT SHOPPING CENTRE</td>
<td>Permission for shopping centre entrance changes</td>
</tr>
<tr>
<td>WIMBLEDON CHAMBER OF COMMERCE</td>
<td>Support with business engagement</td>
</tr>
<tr>
<td>LIVING STREETS</td>
<td>Identification of key pedestrian issues in town centre</td>
</tr>
<tr>
<td>MERTON CYCLING CAMPAIGN</td>
<td>Input into cycling priorities</td>
</tr>
<tr>
<td>RESIDENT REPRESENTATIVE GROUPS</td>
<td>Input into resident priorities and concerns</td>
</tr>
</tbody>
</table>

In addition there has been significant assistance in the broader facilitation of the scheme including funding and work approvals: