

[REDACTED]

From: A [REDACTED] Smith [REDACTED]
Sent: 20 December 2018 10:47
To: Future Merton
Cc: [REDACTED] Roshier; T [REDACTED] Butler
Subject: Draft Wimbledon Town Centre Masterplan - Representations on behalf of AELTC
Attachments: 181220 Wimbledon Town Centre Masterplan Representations.pdf

Dear Sir/Madam,

Please find attached written representations on the Draft Wimbledon Town Centre Masterplan which have been prepared on behalf of the All England Lawn Tennis Club.

We would welcome the opportunity to meet with the Future Merton team to review the matters discussed in the representations.

Please do not hesitate to contact me if you have any queries.

Kind regards,

A [REDACTED] Smith
[REDACTED]

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during 2012-2013 with the aim of ensuring Wimbledon remains the finest stage in world tennis.

The first phase of The Master Plan has been the remodelling and construction of a retractable roof at No. 1 Court to enable uninterrupted play irrespective of weather, thereby guaranteeing tennis for around 27,000 spectators on the two main show courts – No. 1 Court and Centre Court. Planning permission was granted in June 2015 (ref: 14/P3481) and construction is expected to be completed before The Championships 2019.

The second phase will involve the replacement of the existing covered courts on Somerset Road with a new world class indoor courts facility, a basement car park and 6 new external clay courts. The new facility will play a key role in the future operation of The Championships, as well as providing new Club facilities for Members. Planning permission for the project was granted on 29th May 2018 (ref: 16/P4651) and early works started on site in August 2018 with the main works contract due to commence in August 2019.

The above development projects are only the first step in the implementation of the Wimbledon Master Plan, which will continue to see the upgrade and improvement of facilities at the site over the next 10 to 15yrs (and beyond).

Representations on Draft Wimbledon Town Centre Masterplan

Whilst the main AELTC Church Road site does not sit within the boundary of the Wimbledon Town Centre Masterplan, many visitors access the site via the Town Centre both during and outside of The Championships.

The Draft Masterplan acknowledges that the SW19 postcode is recognised globally as a result of The Championships, however we recommend that recognition of the positive economic impact of The Championships be given in the 'Economic Development' section of the plan. The Championships are a major economic contributor directly contributing nearly £149M to the London economy on an annual basis and around £53M directly to Merton and Wandsworth (figures from Sheffield Hallam University's Report "The Economic Impact of the Championships (Wimbledon) – Oct 2016).

We support the reference to The AELTC and Museum as a strong tourism attractor in the 'Leisure and Tourism' section, and the acknowledgement of the AELTC as a *'major asset for the borough'* in *'providing an unparalleled global profile for two weeks every summer plus additional spending in the local area attracting over 500,000 visitors and employing 6,000 people'*. We would like to take this opportunity to highlight that the number of people employed during The Championships is up to 10,000 (rather than the 6,000 stated).

In our client's view, there is an under provision of hotels within the Wimbledon Town Centre which is a particular problem during the 2 week Championships period (when on average approximately 500,000 people visit the site) but also throughout the year when guests and Members from across the globe attend events on the main Church Road site. We therefore support the identification of the need for more hotel rooms in London in the 'Leisure and Tourism' section of the Draft Masterplan.

As identified on page 47 of the Draft Masterplan, The Championships bring half a million visitors and sporting fans to SW19 and many of these visitors use the Wimbledon Town Centre transport links to get to the front gates. Whilst recognising the importance of the Town Centre during The

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Championships, the Masterplan could go further in exploring how to improve the arrival of visitors at Wimbledon Station (particularly with the increased number of people expected to arrive as a result of Crossrail 2). Taxi facilities are incredibly important for providing access to the site during The Championships, and it is not clear from the Draft Masterplan what the intentions are for the existing taxi rank which is located directly outside of the Wimbledon Town Station. We recommend the Masterplan account for a taxi rank to remain in the immediate vicinity of the Station, and support any improvements to transportation services including the planned Crossrail 2 station which will significantly improve access to The Championships from central London.

The majority of visitors accessing The Championships from the Wimbledon Town Centre will walk or pass along Wimbledon Way. We therefore recommend that the Draft Masterplan recognise the importance of this route and the need to strengthen the route via public realm and landscaping improvements. This will assist in directing visitors from the station via Wimbledon Village and on to The Championships, ensuring a greater number of people pass by the many shops and restaurants on Wimbledon Way.

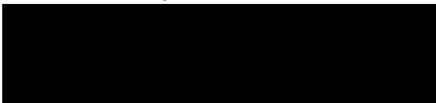
Improvements to Wimbledon Way would be consistent with the theme of 'Greening Wimbledon' which the Draft Masterplan identifies as an emerging priority from the community workshops held as part of the preparation of the plan. The AELTC have contributed to improvements to Wimbledon Way and would like to continue to have an active role in the promotion of this route to The Championships.

Summary

We would welcome the opportunity to meet with the Future Merton team to review the matters raised above and collectively work towards the formulation of a positive planning policy framework, which recognises the role of The Championships and supports the continued enhancement/improvement of the AELTC's facilities within the Borough.

We trust that the above provides a useful outline of the AELTC's position. Nevertheless, please do not hesitate to contact Jon Roshier or the writer should you wish to discuss any points raised in greater detail.

Yours faithfully



For and on behalf of
Rolfe Judd Planning Limited

cc J [redacted] Smith AELTC