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# Topic paper – Economic evidence base: town centres and retail

March 2022 (Ref: LBM01a)

## 1. Executive summary

- 1.1. National policy and the London Plan requires Local Plans to be justified by up to date evidence on town centres and economic development.
- 1.2. This topic paper explains how Merton’s Local Plan policies on town centres and retail are justified against a range of evidence, from the London Plan 2021 and supporting regional and subregional evidence (2017, 2018, 2019, 2020) as well as a thorough and exhaustive analysis of data on planning activity and town centre changes that Merton has gathered annually since 2004.
- 1.3. The global Covid-19 pandemic was a once in a century event (hopefully). It had a catastrophic effect on the global and local economy and while we were in lockdowns, fundamentally changed the ways we worked, travelled, shopped and lived our lives. Therefore “up to date evidence” gathered during 2020 and 2021 is a guideline but, in most cases is a data outlier and not an indicator of long-term trends. Greater flexibility between commercial land uses via permitted development rights also contributes to forecasting ranges.
- 1.4. Section 2 of the topic paper sets out the relevant policy information to demonstrate Merton’s Local Plan policies comply with the London Plan and the NPPF.
- 1.5. Section 3 sets out town centre profiles for Merton’s Major and District centres.
- 1.6. Section 4 analyses site sizes across all Merton’s town centres and neighbourhood parades and provides evidence for the impact assessment threshold of 280sqm.
- 1.7. Section 5 provides a summary and our conclusions.
- 1.8. Appendix A provides some background and data on Merton’s economy and engagement on town centre matters.
- 1.9. Appendix B provides the GLA’s economic update December 2021.

## 2. Policy comparison

2.1. In March 2021 the London Plan was published. It is part of every London borough's statutory development plan and contains policies on the economy and retail including:

- Policy GG2 Making the best use of land
- Policy GG5 Growing a good economy
- Policy SD1 Opportunity Areas
- Policy SD6 Town centres and high streets
- Policy SD7 Town centres: development principles and Development Plan Documents
- Policy E1 Offices
- Policy E4 Land for industry, logistics and services to support London's economic function
- Policy E5 Strategic Industrial Locations
- Policy E6 Locally Significant Industrial Sites
- Policy E7 Industrial Intensification, co-location and substitution
- Policy E8 Sector growth opportunities and clusters.
- Policy E9 Retail, markets and hot food takeaways
- Annex 1 which classifies town centres across London by size, capacity and influence (e.g. Major, District etc), and by the capacity for additional growth in office, retail, the night time economy and for residential.

2.2. These policies are based on evidence gathered between 2017 and 2019 (when the London Plan was submitted for examination) and include the Submitted Documents:

- 13D1 London Industrial Demand Study 2017
- 12D2 London Office Policy Review 2017
- 13D3 London town centre health checks 2018

2.3. Policy SD7b and c sets out what Development Plan Documents should do to support the town centre first approach:

*B. Boroughs should support the town centres first approach in their Development Plans by:*

*1) assessing the need for main town centre uses, taking into account capacity and forecast future need*

*2) allocating sites to accommodate identified need within town centres, considering site suitability, availability and viability, with limited exceptions for existing viable office*

*locations in outer London (see Policy E1 Offices). If suitable and viable town centre sites are not available, boroughs should allocate appropriate edge-of-centre sites that are, or can be, well integrated with the existing centre, local walking and cycle networks, and public transport*

*3) reviewing town centre boundaries where necessary*

*4) setting out policies, boundaries and site allocations for future potential town centres to accommodate identified deficiencies in capacity (having regard to Policy SD8 Town centre network and the future potential town centre classifications in Annex 1).*

*C In Development Plans, boroughs should:*

*1) define the detailed boundary of town centres in policy maps including the overall extent of the town centre (taking into consideration associated high streets which have particular economic or social value) along with specific policy-related designations such as primary shopping areas, primary and secondary frontages and night-time economy in light of demand/capacity assessments for town centre uses and housing*

*2) consider the protection of out-of-centre high streets as local parades or business areas and develop appropriate policies to support and enhance the role of these high streets, subject to local evidence, recognising the capacity of low-density commercial sites, car parks and retail parks for housing intensification and mixed-use redevelopment (see Policy H1 Increasing housing supply)*

*3) develop policies through strategic and local partnership approaches (Policy SD9 Town centres: Local partnerships and implementation) to meet the objectives for town centres set out in Policy SD6 Town centres and high streets to support the development, intensification and enhancement of each centre, having regard to the current and potential future role of the centre in the network (Policy SD8 Town centre network*

*4) develop policies for edge-of-centre areas, revising the extent of shopping frontages where surplus to forecast demand and introducing greater flexibility, permitting a range of non-residential uses taking into account local circumstances*

*5) identify centres that have particular scope to accommodate new commercial development and higher density housing, having regard to the growth potential indicators for individual centres in Annex 1. Criteria to consider in assessing the potential for intensification in town centres include:*

*a) assessments of demand for retail, office and other commercial uses*

*b) assessments of capacity for additional housing*

*c) public transport accessibility and capacity*

*d) planned or potential transport improvements – to indicate future capacity for intensification*

*e) capacity and proximity of social infrastructure*

*f) existing and potential level of density of development and activity*

*g) relationship with wider regeneration initiatives*

*h) vacant land and floorspace – as a further measure of demand and also of under-utilisation of the existing centre*

*i) potential to complement local character, existing heritage assets and*

*improve the quality of the town centre environment*

*j) viability of development.*

*6) identify sites suitable for higher density mixed-use residential intensification capitalising on the availability of services within walking and cycling distance and current and future public transport provision including, for example:*

*a) comprehensive redevelopment of low-density supermarket sites, surface car parks, and edge-of-centre retail/leisure parks*

*b) redevelopment of town centre shopping frontages that are surplus to demand*

*c) redevelopment of other low-density town centre buildings that are not of heritage value, particularly where there is under-used space on upper floors, whilst re-providing non-residential uses; delivering residential above existing commercial, social infrastructure and transport infrastructure uses or re-providing these uses as part of*

*a mixed-use development.*

2.4. In July 2021 the National Planning Policy Framework was published, updating the national policy for plan-making. Aside from the paragraph numbers, no changes were made to Chapter 7 “ensuring the vitality of town centres” between the NPPF Feb 2019 and the NPPF July 2021.

NPPF 2021 paragraph 86 states:

*Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should:*

*a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;*

*b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;*

*c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;*

*d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;*

*e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and*

*f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.*

2.5. The NPPF also sets out national policy on plan-making. Paragraph 31 states: *The preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals.*

2.6. Paragraph 35 provides the tests of soundness on which all Development Plans are measured:

*Plans are “sound” if they are*

*(a) Positively prepared – providing a strategy which, as a minimum, seeks to meet the area’s objectively assessed needs; and is informed by agreements with other authorities, so that unmet need from neighbouring areas is accommodated where it is practical to do so and is consistent with achieving sustainable development;*

*b) Justified – an appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence;*

*c) Effective – deliverable over the plan period, and based on effective joint working on cross-boundary strategic matters that have been dealt with rather than deferred, as evidenced by the statement of common ground; and*

*d) Consistent with national policy – enabling the delivery of sustainable development in accordance with the policies in this Framework and other statements of national planning policy, where relevant*

2.7. The National Planning Policy Guidance contains more details on the evidence required to plan for businesses. This pre-dates the NPPF 2021 but is still relevant guidance.

- ***What are the steps in gathering evidence to plan for business?***

*Strategic policy-making authorities will need a clear understanding of business requirements in their area. The steps in building up this evidence include:*

- *working together with county and neighbouring authorities, Mayors, combined authorities and with Local Enterprise Partnerships to define the most appropriate geography to prepare policies for employment;*

- *preparing and maintaining a robust evidence base to understand both existing business needs and likely changes in the market, with reference to local industrial strategies where relevant; and*

- *engaging with the business community to understand their changing needs and identify and address barriers to investment, including a lack of housing, infrastructure or viability.*

*Paragraph: 040 Reference ID: 61-040-20190315 Revision date: 15 03 2019*

- **How can authorities use this evidence base to plan for business?**

Authorities can use this evidence to assess:

- *the need for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development;*
- *the existing and future supply of land available for economic development and its suitability to meet the identified needs. This should be undertaken at the same time as, or combined with, Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land.*
- *the likely availability and achievability of employment-led development, taking into account market signals;*
- *the role, capacity and function of town centres and the relationship between them, including any trends in the performance of centres;*
- *locations of deprivation which may benefit from planned remedial action; and*
- *the needs of the farming and food production industries, including the location and extent of the best and most versatile agricultural land, and the ways in which planning could support investment in those industries.*

Paragraph: 041 Reference ID: 61-041-20190315

### **Permitted development: greater flexibility outside the planning system**

2.8. In September 2020 government introduced changes to the General Permitted Development Order to allow much greater flexibility for town centre type uses to change to other town centre type uses. It groups the former use classes of A1 (shops), A2 (financial and professional), A3 (restaurants and cafes) as well as parts of D1 (non-residential institutions) and D2 (assembly and leisure) and puts them all into one new use class E. This means that, for example, a shop can change to a restaurant or a health centre or back again without having to seek planning permission and without recourse to the Local Plan. From 1<sup>st</sup> August 2021 Use Class MA allows anything in Use Class E to convert to residential without the need for planning permission or reference to the Local Plan under certain conditions (for example, shops, banks, restaurants or health centres can convert to residential). One of those conditions is based on the size of premises, having to be smaller than 1,500sqm. The evidence in Section 4 of this topic paper demonstrates that over 90% of premises in Merton's town centres and neighbourhood parades are smaller than 1,500sqm and would qualify for this aspect of permitted development.

2.9. It should be noted that in this topic paper although Use Classes E, F1 and F2 have been introduced in 2020 to supersede Use Classes associated with retail and other town centre uses (A1, A2, A3 etc...), for the purposes of this topic paper the old use classes or text (e.g. "financial and professional services") are used to illustrate a finer grain of different land uses.

# 3. Profiling Merton’s Town Centres

## Profiling Merton’s town centres

3.1. The London Plan 2021 classifies Merton’s town centres as set out in Table 3.1 below. Town centres from surrounding boroughs have been included for comparison.

3.2. It also establishes Local Centres and neighbourhood parades across the borough to ensure residents have access to shops and essential services locally, reducing the need to travel.

Table 3.1 Merton’s town centres – classification in the Local Plan 2022

Classification	Merton’s town centres in new Local Plan 2022	Neighbouring borough’s town centres
<b>Metropolitan Centre</b>	None	Sutton (LB Sutton); Kingston (RB Kingston upon Thames); Croydon (LB Croydon)
<b>Major Centre</b>	Wimbledon	Putney; Tooting Wandsworth Town (LB Wandsworth); Streatham; LB Lambeth
<b>District centre</b>	*Colliers Wood, Mitcham and Morden	New Malden (RB Kingston); Norbury (LB Croydon); Rosehill (LB Sutton)
<b>Local Centre</b>	Arthur Road, Motspur Park; North Mitcham; Raynes Park, South Wimbledon; Wimbledon Village	Various

*\*Colliers Wood is taken forward in Merton’s Local Plan 2022 as a District Centre for the first time based on the scale and range of town centre services it provides.*

## Merton’s town centre provision – overall characteristics

3.3. In total, Merton’s designated town centres and designated neighbourhood parades contain 2,190 ground floor units of 364,110 square metres of town centre type floorspace. Despite recent declines pre and during the pandemic and changes in

consumer behaviour, retail remains the highest proportion of units and floorspace with 975 shop units and a total of 260,975 square metres of floorspace.

Table 3.2 Scale and quantum of town centre type uses in Merton 2021 (not upper floor offices)

<b>Merton</b>	<b>units</b>	<b>floorspace (sqm)</b>
<b>Total</b>	2,190	481,615
<b>Retail (A1)</b>	975	260,976
<b>Financial and professional services (A2)</b>	223	30,289
<b>Cafes and restaurants (A3)</b>	236	27,254
<b>Bars and pubs (A4)</b>	43	26,393
<b>Hot food takeaways (A5)</b>	129	8,857
<b>Ground floor office (B1)</b>	60	18,337
<b>Ground floor storage (B8)</b>	8	23,578
<b>Education, medical, religious etc (D1)</b>	99	17,287
<b>Assembly, leisure and entertainment (D2)</b>	15	8,098
<b>Sui generis</b>	79	16,108
<b>Redevelopment units</b>	25	5,970
<b>Vacant units</b>	165	38,469

(source: Merton's shopping survey 2021)



Table 3.3: Comparative unit / floorspace in Major and District Centres in Merton

Offer	Wimbledon units	Wimbledon floorspace (sqm)	Colliers Wood units	Colliers Wood floorspace (sqm)	Mitcham units	Mitcham Floorspace (sqm)	Morden units	Morden floorspace (sqm)
<b>Total</b>	302	129,291	56	37,641	173	21,058	182	23,791
<b>Retail (A1)</b>	118	55,049	21	30,923	96	12,504	76	12,094
<b>Financial and professional services (A2)</b>	33	11,895	7	779	18	2,238	27	2,855
<b>Cafes and restaurants (A3)</b>	47	11,516	13	2,139	11	872	26	2,628
<b>Bars and pubs (A4)</b>	13	16,584	2	450	2	514	3	1,140
<b>Hot food takeaways (A5)</b>	4	261	4	201	12	1,011	12	802
<b>Ground floor office (B1)</b>	6	10,114	2	450	0	0	5	3,048
<b>Ground floor storage (B8)</b>								
<b>Education, medical, religious etc (D1)</b>	5	2,581	2	2	8	1,405	4	603
<b>Assembly, leisure and entertainment (D2)</b>	3	2,380	1	192	3	584	3	7118
<b>Sui generis</b>	1	1,297	1	1057	4	485	4	291
<b>Vacant units</b>	45	19,660	2	132	12	1705	9	959

(source: Merton's Shopping Survey 2021)

# Profile – Wimbledon

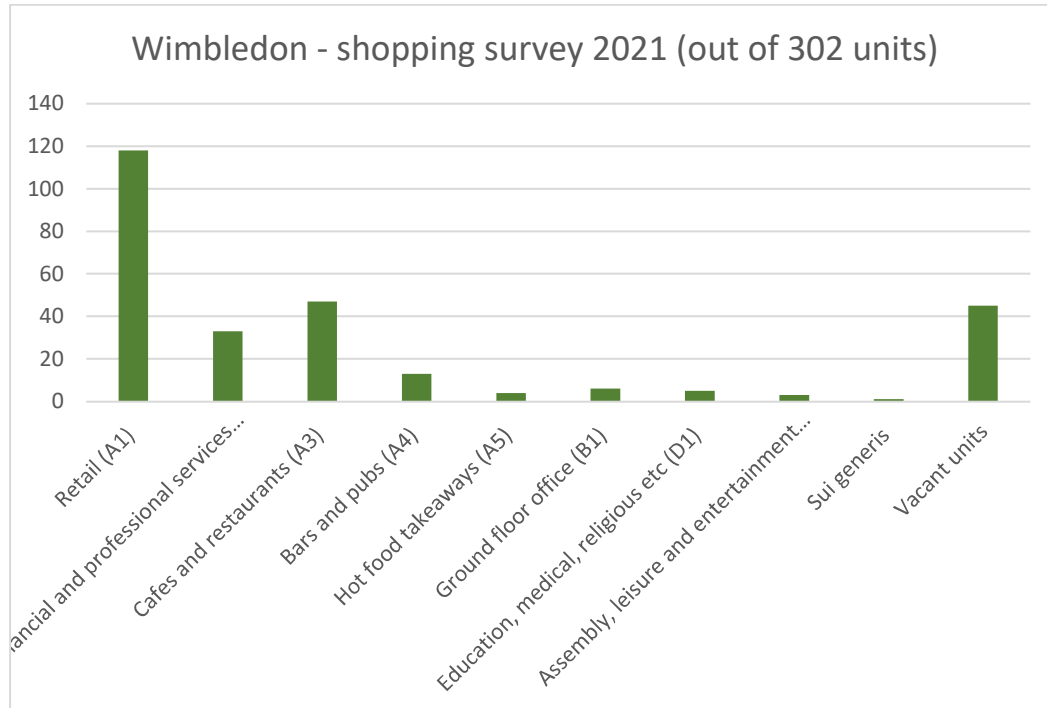
4.1. Annex 1 of the London Plan 2021 defines the growth potential for the town centre network across London. This classification provides a hierarchy, recognising the different size and draw of town centres.

4.2. Wimbledon is defined as a major centre • Major centres – typically found in inner and some parts of outer London with a borough-wide catchment. They generally contain over 50,000 sqm of retail, leisure and service floorspace with a relatively high proportion of comparison goods relative to convenience goods. They may also have significant employment, leisure, service and civic functions.

4.3. In the London Plan 2021, Table A1.1 Wimbledon is defined as:

- Having high commercial growth potential (see London Plan 2021 Fig A1.2)– includes town centres likely to experience strategically-significant levels of growth with strong demand and/or large-scale retail, leisure or office development in the pipeline and with existing or potential public transport capacity to accommodate it (typically PTAL 5-6). Wimbledon is one of the few outer London town centres with this classification.
- Having Speculative Office potential (FigA1.4 and Table A1.1) Wimbledon is one of only four town centres in the whole of London that is defined as having speculative office potential, defined as These centres have the capacity, demand and viability to accommodate new speculative office development. This classification is fully supported by the scale and volume of office growth and refurbishment that has taken place in the past five years and continues. As sets out in the [Document 0D91 FutureWimbledon SPD](#) (November 2020), Wimbledon has emerged as an active office market in recent years, and accommodates the majority of major office development in the borough. It is an attractive location for investment in south-west London. The rise in home working and flexible working for office-based employees has not led to a downturn in pre-app demand for workspace.
- Having a strategic night time function of regional or subregional significance, “involving a broad mix of activity during the evening and at night, including most or all of the following uses: culture, leisure, entertainment, food and drink, health services and shopping.” This assessment is based on Wimbledon’s number and range of cafes, restaurants and bars, the presence of the cinema, Polka Children’s Theatre and New Wimbledon Theatre.

Image 4.1



(source: Merton's Shopping Survey 2021)

## - Key attractors

4.4. Despite the recent loss of high street brands such as Debenhams, Wimbledon still has a wide range of key attractors to the town centre. These include:

- Good access to central London, Kingston, Croydon, Surrey and the south coast, via the train, tube, tram and bus network at Wimbledon station in the heart of the town centre.
- A broad range and diversity of restaurants and cafes. Wimbledon is Merton's only town centre to offer chain dining experiences such as Nandos, Wagamama, Sticks and Sushi, Joe & the Juice, Café Nero, Tortilla, Starbucks, Itsu as well as a much smaller range of independent restaurants.
- New Wimbledon and Polka Theatres.
- Proximity and easy access to regional attractors such as Wimbledon Village and Common, the All England Lawn Tennis Club and the watersports and other activities at Wimbledon Park.
- The shopping offer remains the largest and best in the borough for recognised brands.

4.5. These attractors play an important role in Wimbledon’s resilience in the face of a systemic change on the high street and represent an offer not shared by other, larger Metropolitan centres that are similarly affected by the high street brand contraction and the change in shopping habits (e.g. Sutton, Wandsworth Town). The fact that “Wimbledon” is an internationally recognised place, associated with the All England Lawn Tennis Club Wimbledon Championships, helps with business and location branding.

4.6. Wimbledon is characterised by the greatest mix of town centre type uses as is expected from a Major Centre. This includes comparison retail but also a significant number and range of restaurants, cinema screens, theatres and other businesses that support both a daytime and evening economy. There is a relatively high percentage of vacancies, at 15% or 45 units (almost 20,000sqm floorspace); however many of these are within Centre Court Shopping Centre, which is allocated for redevelopment as Site Wi16 in Merton’s Local Plan and has active proposals for investment within the next five years.

4.7. This is illustrated by the number of investments in developments within Wimbledon town centre, as illustrated in Chapter 6 “delivery” of [Submitted Document 9D1 FutureWimbledon SPD](#)

Table 4.2 update of Future Wimbledon SPD office pipeline with 2021 planning records and office capacity data

Planning status	Site address	Ownership	Proposal	Phase	Office capacity (sqm)
Recently completed	Wellington House	Private	Office refurbishment and upward extension	Recently completed	1795
Recently completed	22-24 Worple Road	Private	Office refurbishment, alterations and upward extension	Recently completed	5684
Recently completed	153-161 The Broadway	Private	Redevelopment of site to provide hotel (Premier Inn)	Recently completed	0
Recently completed	Polka Theatre	Private	Redevelopment of theatre	Recently completed	0
Recently completed	271-273 The Broadway	Private	Redevelopment for 14 residential units and commercial unit at ground floor	Recently completed	0
Recently completed	120 The Broadway	Private	Alterations and extensions to office building to	Recently completed	5,390

Planning status	Site address	Ownership	Proposal	Phase	Office capacity (sqm)
			upgrade to Category A offices		
Recently completed	1-4 Francis Grove	Private	Redevelopment to create a nine storey building, providing Category A offices	Recently completed	8638
Recently completed	Swan Court 11 Worples Road Wimbledon SW19 4JS	Private	Redevelopment to create a six storey building, providing new offices	Recently completed	333
Under construction	27-39 Hartfield Road	Private	Redevelopment for hotel with commercial units on ground floor	0-5 years	0
Under construction	YMCA 196 The Broadway	Private	Redevelopment to provide residential flats, YMCA accommodation, and ancillary uses	0-5 years	0
Under construction	229 The Broadway	Private	Design improvements to existing building	0-5 years	0
Planning permission recently granted	141 The Broadway	Private	Redevelopment for 20 apartments and new ground floor commercial unit	0-5 years	0
Planning permission recently granted	17-27 The Broadway	Private	Refurbishment and upward extension to create flexible restaurant/bar/cinema space	0-5 years	0
Planning permission recently granted	188-194 The Broadway	Private	Redevelopment to create a seven storey office building, providing Category A offices	0-5 years	2062
Planning permission recently granted	Wimbledon Bridge House	Private	Refurbishment with alterations to building frontage and extra three storeys of offices	0-5 years	21,549
Planning permission recently granted	St George's East, 5 St George's Road	Private	Redevelopment to create a 12 storey building of Category A offices	0-5 years	25,891

Planning status	Site address	Ownership	Proposal	Phase	Office capacity (sqm)
Planning permission granted - not started.	The Phoenix Hotel 123-125 Merton Road	Private	Demolition of existing hotel and development of 21 flats	0-5 years	0
Planning permission granted. Not started - site advertised for office rental	Barry House, 20-22 Worple Road	Private	Redevelopment of office building to residential	0-10 years	0
Planning permission granted. Not started - site advertised for office rental	Beacon House, 26-28 Worple Road	Private	Redevelopment of office building to residential	0-10 years	0
In planning	41-47 Wimbledon Hill Road	Private	Redevelopment for hotel and offices with commercial units on ground floor	0-5 years	244
In planning	12 Hartfield Road, 9 Broadway Place, 7-27 The Broadway	Private	Redevelopment for ground floor shops and restaurant with offices on upper floors	0-5 years	6713
In planning	13-19 Wimbledon Hill Road	Private	Demolition of existing commercial building and reprovision of c250sqm of offices and 20 apartments	0-5 years	-594
In planning	19 Worple Road	Private	Redevelopment to create an eight storey building, providing new Category A offices	0-5 years	7702
In planning	2a Trinity Road	Private	Demolition of former private members club and replacement with 18 apartments	0-5 years	0
In planning	56 Wimbledon Hill Road	Private	New build office plus residential	0-5 years	85
In planning	40 St George's Road	Private	Conversion to provide additional office space	0-5 years	235

Planning status	Site address	Ownership	Proposal	Phase	Office capacity (sqm)
Pre application and site allocation Wi16	Centre Court Shopping Centre	Private	Pre application advice for Centre Court Shopping Centre redevelopment and reconfiguration, (including co working and flexible workspace)	0-10 years	9000
Pre application and site allocation Wi6	Highlands House, 165-171 The Broadway	Private	Including offices	5-10 years	1600
Site allocation Wi2	Broadway car park, 111-127 The Broadway	Public sector	A suitable mix of town centre type uses such as retail, café and restaurants, community, cultural, leisure and entertainment, offices and hotel.	5-10 years	2000
Site allocation Wi5	Hartfield Road car park 42-64 Hartfield Road	Public sector	A mix of uses appropriate to a town centre including retail, offices, assembly and leisure and hotel. There may be some scope for residential on upper floors facing Hartfield Road where this improves viability	5-10 years	2000
Site allocation Wi9	28 St George's Road	Public	A suitable mix of town centre type uses such as community use, retail, financial and professional services, offices, hotel and residential.	5-10 years	500
Site allocation Wi10	Prospect House, 30 St George's Road	Private	Offices or hotel	0-5 years	500
Site allocation Wi11	Victoria Crescent 39-59 The Broadway, 1-11 Victoria Crescent	Private	A suitable mix of town centre type uses such as retail, café and restaurants, community, cultural, leisure and entertainment, offices and hotel.	5-10 years	2000

Planning status	Site address	Ownership	Proposal	Phase	Office capacity (sqm)
Site allocation Wi13	8-20 Worple Road and 20-26 St Georges Road	Private	A mix of town centre types uses such as retail, financial and professional services, offices, hotel or Community (including health/day centre), residential on upper floors to enable commercial led development.	5-10 years	2000

(Source: [Submitted Document 9D1 FutureWimbledon SPD updated with the latest planning and investment information](#) )

## - Market positioning

4.8. As reflected on its status as a Major Centre, Wimbledon has the borough's largest number of shop units (302) with a diverse range of sizes. 39% is attributed to retailing; however the high street contraction has led to a high vacancy rate in this area.

4.9. Wimbledon has by far the strongest presence in the borough of opportunities for socialising and entertainment, with 20% of the town centre made up of cafes, restaurants and bars, two theatres and a cinema.

4.10. Wimbledon has the largest retail presence in the borough's town centres (118 shop units with over 55,000sqm of floorspace; with only three convenience units). However Wimbledon town centre also has a high vacancy rate (15% of the total town centre units are vacant, equalling 45 units comprising nearly 20,000 sqm floorspace) which were mainly formerly used as shops. This can partly be accounted for because Wimbledon is also characterised by the most comparison retailing and high street fashion brands, many of which are no longer trading in any high street including Wimbledon (e.g. Debenhams; Miss Selfridge; Gap; Topshop etc). However there are already strong signs of recovery. Closer analysis of the vacancy rate shows a high number of vacancies in Centre Court Shopping Centre which was bought by new owners in April 2021 and is actively being considered for redevelopment and is allocated in the new Merton Local Plan as site Wi16.



4.11. Wimbledon also has a very significant office market, achieving office rents comparable to Victoria and central London. Recent years has seen significant investment in repurposed and new offices in Wimbledon. In 2020 the FutureWimbledon SPD analysed office development and this is updated here. The office topic paper goes into more detail on office provision in Wimbledon, which, it should be noted, is the only office attractor in Merton.

4.12. CoStar report in July 2021 strong sales in the Wimbledon area, with values of up to £961 per square foot being achieved on Wimbledon Broadway. It also demonstrates that by far the most commercial sales took place in Wimbledon town centre compared to the rest of the borough. The most recent CoStar report (July 2021) is contained as Appendix B to this topic paper.

## - Capacity for retail

4.13. While there is space and land available for retail uses, it is questionable whether retailing will ever return to the high street in the scale and quantity of c.2007 due to changes in consumer behaviour that were apparent before the pandemic. The high vacancy rate suggests a current oversupply of retail space. No further allocations or capacity is given for retail only and the proposed redevelopment (and site allocations) of two of the largest landownerships in mainly retail use: Victoria Crescent (Site Wi11) and Centre Court Shopping Centre (Site Wi16) a range of flexible town centre uses is considered more appropriate.

## – Capacity for offices

4.14. As stated elsewhere, Wimbledon is one of only four town centres classified in the London Plan 2021 as having capacity for speculative office development. While the 2021 London Plan is based in part on 2018 (pre pandemic) data, the scale and volume of planning activity for private sector office developments in Wimbledon demonstrates that this approach continues to be supported by the market. Wimbledon town centre is Merton's only office location; demand is high, space is limited and the town centre is able to attract office rents of £57 per square foot, comparable with central London.

4.15. Merton, mainly in and around Wimbledon town centre, has between 28,000 and 39,000 sqm capacity for offices in the next 10 years but this is dependent on Wimbledon maintaining:

- its attractiveness and market position; and
- Demand for offices continuing along current trends (and not, for example, a further significant increase in working from home); and
- Whether flexible office space rental increases (this can increase jobs densities and requires a different design and layout to conventional offices).

## – Capacity for leisure

4.16. As already stated, the London Plan classifies Wimbledon as having importance for a night time economy of regional or subregional importance. With the Polka Children’s Theatre and New Wimbledon Theatre, 20% of units being cafes, bars and restaurants, its easy access and brand offer, Wimbledon already has a significant leisure offer for a town centre of its size and scale. However, aside from the two theatres, Wimbledon’s leisure offer is not unique and is mainly based around chain providers (particularly in food and beverage) that exist in other Metropolitan and Major town centres such as Kingston, Croydon and central London and so can lose custom to elsewhere. The town centre is tightly bound by residential areas and the vibrancy of the evening economy has to be balanced with ongoing concerns from nearby residents that Wimbledon’s evening economy is harmful to residential areas. Merton’s licensing laws do not permit unlimited alcohol licenses in the town centre to help manage this. There are also leisure offers beyond the town centre – Wimbledon leisure centre to the east of The Broadway; Wimbledon Village Stables in Wimbledon Village and access to the museums, sports and activities at the All England Lawn Tennis Club; Wimbledon Park; Wimbledon Common and the AFC Wimbledon Stadium.

4.17. Due to the sheer range and scale of leisure-type activities, no specific floorspace capacity is provided for leisure uses. However the redevelopment of allocated sites at the heart of the town centre such as Centre Court Shopping Centre (Wi16) Victoria Crescent (including the cinema) (Wi11) and Hartfield Road car park (Wi5) have the capacity to increase the number and range of leisure activities within the town centre. It is also expected that changes to retail store formats to incorporate leisure activities (e.g. gaming, fitness) will expand the leisure functions as ancillary to the retail experience.

## - Primary shopping area and Allocated sites

4.18. NPPF paragraph 86(d) requires Local Plans to

- (a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;*
- (b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;*
- (c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;*
- (d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;*
- (e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and*
- (f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.*

4.19. The Local Plan 2022 reviewed Wimbledon's town centre boundary and primary shopping area and proposes amendments to the 2014 allocations. These are based on the annual site by site shopping surveys of all of Wimbledon's ground floor units and comparisons of the same over time. It is also based on the Borough Character Study (2021) analysis of neighbourhoods and local character, which demonstrates the proximity of Wimbledon's long-established, high value and attractive residential neighbourhoods to the town centre boundary. Analysis of the physical characteristics of the town centre ties in with the vitality and economic viability of shop units and therefore the designation of the Primary Shopping Area. It is clear that units that are not easily visible from the central core around Wimbledon Station (for example, those to the rear of Centre Court Shopping centre or those down the eastern end of The Broadway) suffer from less footfall, are less attractive to business occupiers and have a higher vacancy rate and turnover.

Image 4.3 extract from Merton's Policies Map showing Wimbledon town centre



4.20. To ensure that Wimbledon town centre continues its role as a Major Centre in the London Plan, the Local Plan 2022 proposes the allocation of the following sites within the town centre boundary.

Image 4.4 extract from Merton's policies map showing site allocations in the Wimbledon area

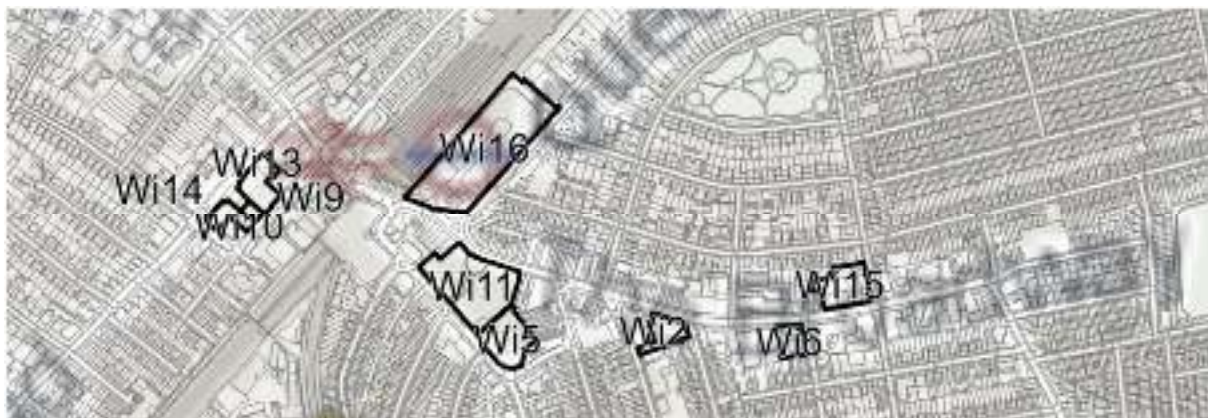


Table 4.5 Wimbledon site allocations and reference to the NPPF and London Plan 2021

Site allocation	Allocated for	Compliance with NPPF	Compliance with London Plan
<b>Wi2 Broadway car park, land adjoining New Wimbledon Theatre</b>	A suitable mix of town centre type uses such as retail, café and restaurants, community, cultural, leisure and entertainment, offices and hotel.	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses. Para 125 make efficient use of land (surface car park).	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office and evening economy; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops low density under used site (surface car park); potential to complement local character and existing heritage assets.
<b>Wi5 Hartfield Road car park</b>	A mix of uses appropriate to a town centre including retail, offices, assembly and leisure and hotel. There may be some scope for residential on upper floors facing Hartfield Road where this improves viability	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses. Para 125 make efficient use of land (surface car park).	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office and evening economy; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops low density under used site (surface car park); potential to complement local character.
<b>Wi6 Highlands House, The Broadway</b>	A suitable mix of retail, financial and professional services restaurants cafes, drinking establishments, offices, community (including health/day centre), sporting/leisure use, residential and hotel.	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses.	SD7(5) and Annex A – can help meet demand for commercial growth, improved speculative office and evening economy; has good PTAL; has capacity for and proximity to social infrastructure; redevelops 1960s office site; potential to complement local character.
<b>Wi9 28 St George's Road, Wimbledon</b>	A suitable mix of town centre type uses such as community use, retail, financial and professional services, offices, hotel and residential	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses. Para 125 make	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office, and residential capacity; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops low density under used site (surface car park); potential to complement local character.

		efficient use of land (surface car park).	
<b>Wi10 Prospect House, 30 St George's Road, Wimbledon</b>	Offices or hotel	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses. Para 125 make efficient use of land.	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office; has excellent PTAL;
<b>Wi11 Victoria Crescent 39-59 The Broadway</b>	A mix of uses including retail, pub or drinking establishment, financial and professional services, assembly and leisure, hotel with the re-provision of public realm. The priority for the site should be town centre uses. There may be some scope for residential on upper floors facing Hartfield Road where this improves viability.	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses.	SD7(5) and Annex A – can help meet demand for commercial growth, evening economy; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops key town centre site including public piazza; potential to complement local character.
<b>Wi13 8-20 Worple Road and 20-26 St George's Road</b>	A mix of town centre types uses such as retail, financial and professional services, offices, hotel or Community (including health/day centre), residential on upper floors to enable commercial led development.	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses.	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office; has excellent PTAL;
<b>Wi15 YMCA Wimbledon 196-200 The Broadway</b>	A suitable mix of retail, financial and professional services, restaurants /cafes, drinking establishments, offices, community use and residential	Para 86(a) growth and diversify, respond to rapid change; (d) meeting needs for retail, leisure, office and main town	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office and residential;  Planning application for 121 room YMCA homeless hostel, 135 apartments, gym and

	(including hostel or hotel).	centre uses and (f) encourage residential development on appropriate town centre sites	flexible commercial space ( <a href="#">20/P1738</a> ) granted June 2021
<b>Wi16 Centre Court Shopping Centre, The Broadway</b>	A mixture of town centre types uses such as community (including health/day centre), retail, restaurants and take-away, financial and professional services, offices, hotel, residential.	Para 86(a) growth and diversify, respond to rapid change; (d) meeting needs for retail, leisure, office and main town centre uses and (f) encourage residential development on appropriate town centre sites	SD7(5) and Annex A – can help meet demand for commercial growth, speculative office; has excellent PTAL;  Pre application <a href="#">community consultation ( October 2021)</a> and dialogue with council

# Profile – Colliers Wood

5.1. Annex 1 of the London Plan 2021 defines the growth potential for the town centre network across London. This classification provides a hierarchy, recognising the different size and draw of town centres.

5.2. Colliers Wood is defined as “unclassified” but with future potential to be a District Centre • *District centres – distributed more widely than Metropolitan and Major centres, providing convenience goods and services, and social infrastructure for more local communities and accessible by public transport, walking and cycling. Typically, they contain 5,000–50,000 sqm of retail, leisure and service floorspace. Some District centres have developed specialist shopping functions.*

## - Justification for District Centre status in the Local Plan and next London Plan

5.3. Merton’s Local Plan classifies Colliers Wood as a District Centre, based on its compliance with this definition, summarised below:

**Table 5.1 Justification for District Centre Status**

<p><b>Distributed more widely than Metropolitan and Major Centres</b></p>	<p>Colliers Wood is proposed as one of three District Centres alongside Mitcham and Morden. It is within 20 mins walk of Wimbledon (Merton’s only Major Centre) and Tooting (also a Major Centre, in LB Wandsworth).</p>
<p><b>Providing convenience goods and services, and social infrastructure for more local communities</b></p>	<p>Colliers Wood has a significant convenience and comparison goods function, set around largely out of centre retail sheds format. Sainsburys and Marks and Spencer share a +6,000sqm superstore at the heart of Colliers Wood; Lidl; Aldi, the Co-op and Tesco Metro are also represented in the town centre. The centre also contains significant comparison retail including Dunelm, TK Maxx, Next; JD Sports; Boots; New Look; Currys and WH Smith which are also present in big box format across two sites (Priory Retail Park, site CW5 and The Tandem Centre).</p>
<p><b>Accessible by public transport, walking and cycling</b></p>	<p>Colliers Wood has a high PTAL, accessible by underground station within the town centre, well served by busses and with 20 minutes walk from</p>



	Wimbledon mainline station. The Wandle Trail and Cycle Superhighway 7 both pass through the centre.
<p><b>Typically, they contain 5,000–50,000 sqm of retail, leisure and service floorspace. Some district centres have specialist shopping functions.</b></p>	<p>Colliers Wood contains 37,641 sqm of retail, leisure and service floorspace (substantially larger than the established district centres at Mitcham (21,058sqm) and Morden (23,791sqm)) The floorspace is spread across only 56 units (compared to over 170 each for the other district centres as it is largely in a big box retail park format. However the retail park units are starting to subdivide. Their redevelopment is supported, however in many cases lease lengths prevent comprehensive redevelopment in the short-medium term.</p>

5.4. In the London Plan 2021, Table A1.1 Colliers Wood is defined as:

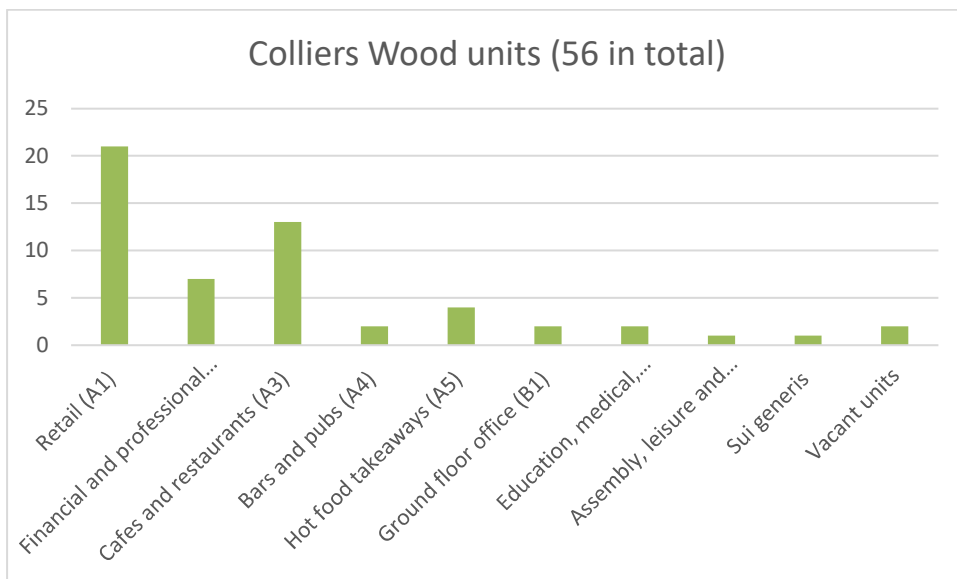
- Having medium commercial growth potential (see London Plan 2021 Fig A1.2)
- Having high residential growth potential, recognising that all town centres have some residential growth potential (high, medium or incremental development)

5.5. Colliers Wood is not identified in the London Plan as having any potential for office or night time economy growth on a regional or subregional level.

5.6. The London Plan also identifies Colliers Wood as part of the “Wimbledon / South Wimbledon / Colliers Wood” opportunity area, with an indicative target for 5,000 homes and 6,000 jobs within the Opportunity Area boundary which is defined on Merton’s Policies Map 2022.

5.7. Colliers Wood can contribute to both the homes and jobs target via the site allocations and via the intensification of existing big box retail which may take place through permitted development as well as through planning proposals.

Graph 5.2: Colliers Wood existing units



(Source: Merton's Shopping Survey 2021)

## - Key attractors

5.8. For a District Centre, Colliers Wood has a strong retail presence across both convenience and comparison goods. This includes:

- Significant representation from almost all major supermarkets. Savacentre contains Sainsburys and Marks and Spencer (food, clothes and homewares lines) in +6,000sqm of floorspace. Lidl, Aldi, Co-op are represented in large store format and Tesco Metro and another Sainsburys Local is found on the high street.
- The centre also has a significant comparison retailer presence for a District Centre: TK Maxx, Next; Dunelm; Currys; JD Sports; Sports Direct; Boots and WH Smith, all in retail park format with free parking provided.
- Merton Abbey Mills provides unique shops, food and beverage and a small theatre in a market-style setting around the former mill houses along the river Wandle; the area sometimes hosts markets and festivals. Merton Priory's new interpretation centre will help publicise the little known Scheduled Ancient Monument, connected to Henry VIII.
- Proximity and easy access to regional attractors such as Wimbledon Town, Tooting Broadway and St George's Hospital are also relevant as Colliers Wood is very easy to get to, via road, underground or cycling.

5.9. Allocating Colliers Wood as a District Centre will help in the long term to meet the Opportunity Area jobs targets and to encourage the redevelopment of the retail parks to other uses, potentially including housing. The alternative is that the area remains unclassified and

commercial intensification is dissuaded as “out of centre”, which would harm the ability of Colliers Wood town centre to deliver a variety of town centre type uses in the long term. For the retail parks to redevelop, the retail leases need to be coterminous and there are environmental issues to be overcome such as the presence of the National Grid powerlines crossing Priory Retail Park and local flood risk from the river Wandle.

## - Market positioning

5.10. Colliers Wood is over represented by high street brands of comparison retail and so is vulnerable to retail contraction. However it seems to be resilient due to its location with a large residential hinterland, significant amount of free car parking adjacent to retail stores and the size and scale of retail offer and vacant units have been reoccupied relatively swiftly.

5.11. Colliers Wood has a small food and beverage presence, with chain occupiers (Nandos, Starbucks) near the Tandem Centre and a unique offer around Merton Abbey Mills and on the High Street. It also hosts a library, post office, underground station and three pubs.

5.12. Colliers Wood is always likely to be subservient to its nearby Major Centres at Wimbledon and Tooting Broadway (in LB Wandsworth) which have a different offer and currently outclass Colliers Wood for leisure activities.

**Table 5.3: Colliers Wood – existing and future capacity as at 2033**

Use categories	Existing floorspace (sqm)	Higher range future capacity within (sqm)	Lower range future capacity within (sqm)
Retail	30,923	32,000*	15,000*
Leisure (including food and beverage)	4,041	15,000*	7,000*
Office	450	800	250
<b>TOTAL</b>	<b>35,414</b>	<b>47,800</b>	<b>22,250</b>

\* Expected to be blended leisure /retail activities

## - Capacity for retail

5.13. Although it has a low vacancy rate, with 30,923 sqm existing retail (82% of town centre uses) Colliers Wood is arguably over represented with retail floorspace. No further site allocations or capacity is proposed for retail only and the proposed redevelopment

(and site allocation) of Site CW5 Priory Retail Park for a mix of town centre type uses is considered the most flexible and realistic approach to cater for market demand.

## – Capacity for offices

5.14. Colliers Wood has approximately 500sqm of office capacity in total, and half of this is accounted for by the London Underground offices at Colliers Wood underground station. There is no market demand for significant office growth in Colliers Wood and there has not been such demand for more than a decade.

## – Capacity for leisure

5.15. As already stated Colliers Wood continues to have a small food and beverage offer and its main capacity for leisure adjacent the town centre is at Merton Abbey Mills and elsewhere along the Wandle Trail. Colliers Wood already contains a library, community centre (to be retained or re-provided in site allocation CW3) two hotels and several gyms. The leisure offer has reduced over time with the closure of two children's indoor soft play centres in the past five years. While 4,041sqm floorspace exists for leisure activities now, it is expected that changes to retail store formats will introduce leisure activities as ancillary to retail as a standard high street offer. Colliers Wood may have an advantage in that regard due to relative ease of repurposing big box format retail space to blend retail and leisure activities and diversify the offer.

## - Primary shopping area and Allocated sites

5.16. NPPF paragraph 86 requires Local Plans to:

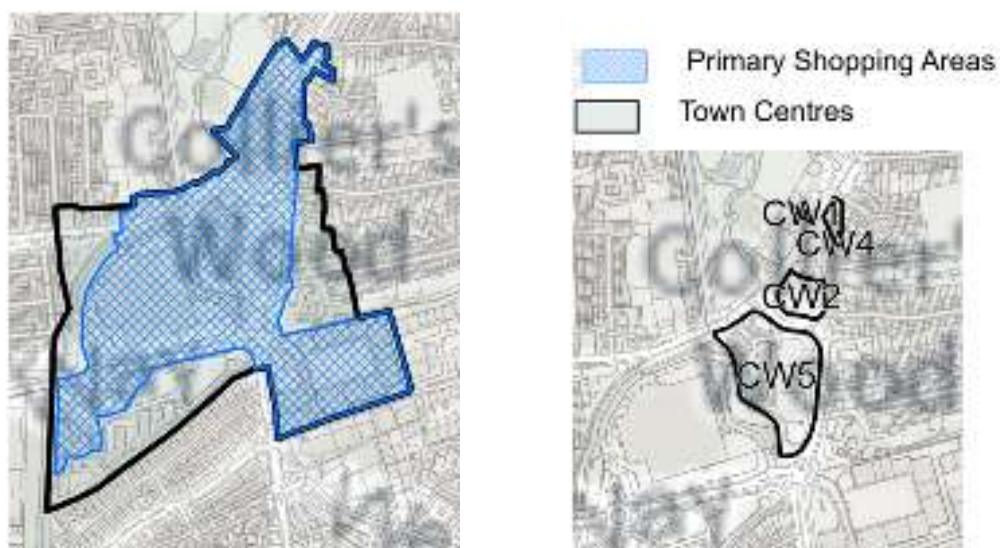
- (a) *define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;*
- (b) *define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;*
- (c) *retain and enhance existing markets and, where appropriate, re-introduce or create new ones;*
- (d) *allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;*
- (e) *where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified*

*needs can be met in other accessible locations that are well connected to the town centre;  
and*

*(f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.*

5.17. The Local Plan 2022 reviewed Colliers Wood's town centre boundary and primary shopping area and proposes amendments to the 2014 allocations. These are based on the annual site by site shopping survey of all of Colliers Wood's ground floor units and comparisons of the same over time. It is also based on the Borough Character Study (2021) analysis of neighbourhoods and local character.

**Image 5.5: extract of Policies Map – Colliers Wood**



5.18. To ensure that Colliers Wood town centre can contribute to the London Plan Opportunity Area and improve the public realm and accessibility around the town centre, the Local Plan 2022 proposes the allocation of the following sites within the town centre boundary.

Table 5.6 Colliers Wood site allocations and reference to the NPPF and London Plan 2021

Site allocation	Allocated for	Compliance with NPPF	Compliance with London Plan
<b>CW1 Baltic Close</b>	Residential, commercial mixed use scheme	Para 125 make efficient use of land (surface car park). 86(f) (f) encourage residential development on appropriate town centre sites	SD7(5) and Annex A – redevelops low density under used site (surface car park);
<b>CW2 Car Park south of Britannia Point</b>	Delivery of new homes as part of a mixed-use development. Residential on upper floors with any of the following on the ground floor (financial and professional services, food and drink, office, assembly, health/day centre) or other sui generis use that is a suitable mix right for a town centre.	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate town centre sites. Para 125 make efficient use of land (surface car park).	SD7(5) and Annex A – can help meet demand for residential capacity; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops low density under used site (surface car park);
<b>CW3 Colliers Wood Community Centre</b>	Mixed-use community and residential.	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate town centre sites.	SD7(5) and Annex A – can help meet demand for residential capacity; has excellent PTAL; has capacity for and proximity to social infrastructure;
<b>CW4 Colliers Wood Station 2-24 Christchurch Road</b>	Any of the following or a suitable mix of retail, financial and professional restaurant or café, hot food takeaway, drinking establishment, leisure/health centre, offices and	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate	SD7(5) and Annex A – can help meet demand for residential capacity; has excellent PTAL; has capacity for and proximity to leisure and social infrastructure;

	residential on upper floors. The Post Office should be retained	town centre sites.	
<b>CW5 Priory Retail Park</b>	Creation of streets - a suitable mix of town centre uses on the ground and lower floors (shops financial and professional services, food and drink, office, assembly, health/day centre or other sui generis use appropriate for a town centre), residential on upper floors and public space	Para 86(a) growth and diversify, respond to rapid change; and (d) meeting needs for retail, leisure, office and main town centre uses and (f) encourage residential development on appropriate town centre sites.. Para 125 make efficient use of land.	SD7(5) and Annex A – can help meet demand for residential capacity; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops key town centre site including creating streets; potential to complement local character.

# Profile – Mitcham

6.1. Annex 1 of the London Plan 2021 defines the growth potential for the town centre network across London. This classification provides a hierarchy, recognising the different size and draw of town centres.

6.2. Mitcham is defined as a District Centre • **District centres** – *distributed more widely than Metropolitan and Major centres, providing convenience goods and services, and social infrastructure for more local communities and accessible by public transport, walking and cycling. Typically, they contain 5,000–50,000 sqm of retail, leisure and service floorspace. Some District centres have developed specialist shopping functions.*

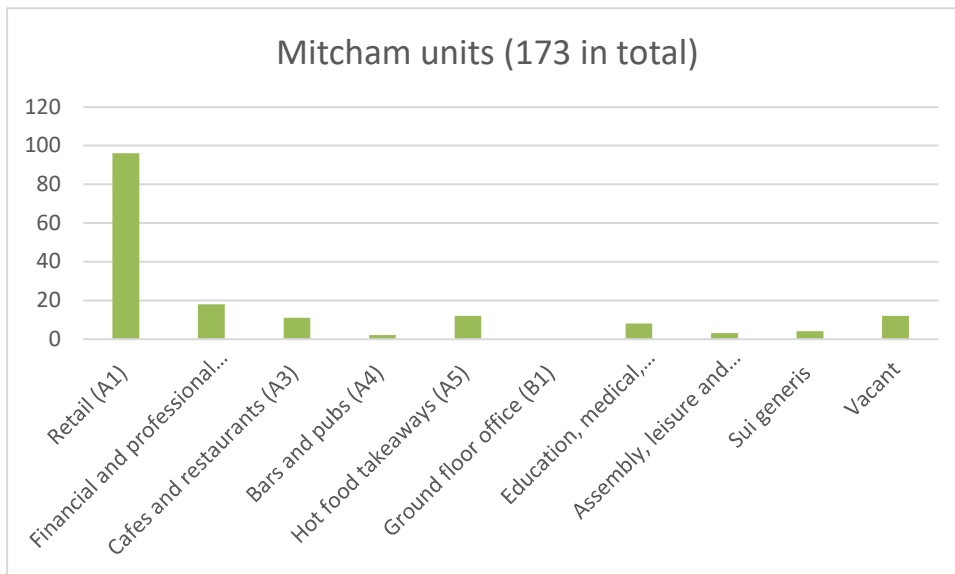
6.3. In the London Plan 2021, Table A1.1 Mitcham is defined as:

- Having low commercial growth potential (see London Plan 2021 Fig A1.2).
- Having high residential growth potential, recognising that all town centres have some residential growth potential (high, medium or incremental development).
- Being a “strategic area for regeneration” which is being delivered partly through the planning process by local estate regeneration at Mitcham Eastfields and the allocation of sites in and around the town centre.

6.4. Mitcham is not identified in the London Plan as having any potential for office or night time economy growth on a regional or subregional level.



**Graph 6.1: Mitcham existing units**



Source: Merton shopping survey

## - Key attractors

6.5. Mitcham is a District Centre that serves its immediate residential hinterland. Its key attractors within or adjacent the town centre are its supermarkets (Morrisons, Lidl, Asda, Hoo Hing), Mitcham market and other shops and services. Mitcham has few chain retailers, chain cafes or restaurants; having a very strong independent sector. Due to the strong independent sector and relatively low retail rents, historically Mitcham has had a low vacancy rate; however recently vacancies have risen with the closure of betting shops and other closures around Fair Green.

## - Market positioning

6.6. Mitcham is a largely independent town centre and is under-represented by chain retail or food and beverage brands. Much of the retail floorspace is under 280sqm with the exception of supermarkets at Morrisons, Lidl, Iceland and Asda and Hoo Hing just outside the town centre boundary.

6.7. Mitcham has higher levels of deprivation in the town centre and the surrounding area compared to Colliers Wood and Morden (Source: [GLA indices of deprivation 2019](#)). The lower spend profile of people visiting Mitcham for its shops and services affects the business prosperity and the range of businesses and services that are attracted to Mitcham. There are far fewer known chains and a

stronger independent business presence, including many specifically serving ethnic minorities, compared to, say Colliers Wood.

6.8. However the surrounding area of Mitcham has significant housing sites being delivered through estate regeneration at Eastfields (c.400 additional homes) and via proposed site allocations at Site Mi1 Benedict’s Wharf (c.850 homes), Mi16 Mitcham Gasworks (c.400 homes) and at the heart of the town centre on Site Mi8 Majestic Way (c.160 homes) and other smaller sites in and around the town centre. With more than 1,800 households being introduced to Mitcham over the next decade, this extra spending power should improve the town centre offer and boost businesses. Therefore in the long term future capacity isn’t expected to reduce significantly, despite the current difficulties.

**Table 6.2: Mitcham – existing and future capacity as at 2033**

Use categories	Existing floorspace (sqm)	Higher range future capacity within (sqm)	Lower range future capacity within (sqm)
Retail	12,504	14,000	10,000
Leisure (including food and beverage)	4,871	7,500	5,000
Office	0	500	0
<b>TOTAL</b>	<b>17,375</b>	<b>22,000</b>	<b>15,000</b>

### - Capacity for retail

6.9. Mitcham has 12,504sqm of existing retail; aside from the three town centre supermarkets much of this is in small store format of less than 280sqm per premises. No further site allocations or capacity is proposed for retail only and the proposed redevelopment (and site allocation) of Site Mi8 Majestic Way for a mix of town centre type uses with residential on upper floors is considered the most flexible and realistic approach to cater for market demand.

### – Capacity for offices

6.10. Mitcham has no ground floor office functions at present and no market demand in the past or forecast in the future for office growth, even considering the increase in nearby homes.

### – Capacity for leisure

6.11. Mitcham currently has a slightly larger leisure offer in terms of floorspace (4,871sqm) than Colliers Wood. However this is

significantly larger in terms of hot food takeaways and places of worship. Mitcham library lies to the north of the town centre but there is a limited leisure offer within the town centre. In the long term, the additional spend capacity and demand for leisure from new households in the area will be vital to expanding the viability and vitality of leisure in and around Mitcham town centre. Unlike Colliers Wood, most store formats are small; additional leisure functions will be sole occupiers or result from site redevelopment. This may continue to support independent activities which have, historically, led to a level of resilience and lower vacancy rates in Mitcham.

## - Primary shopping area and Allocated sites

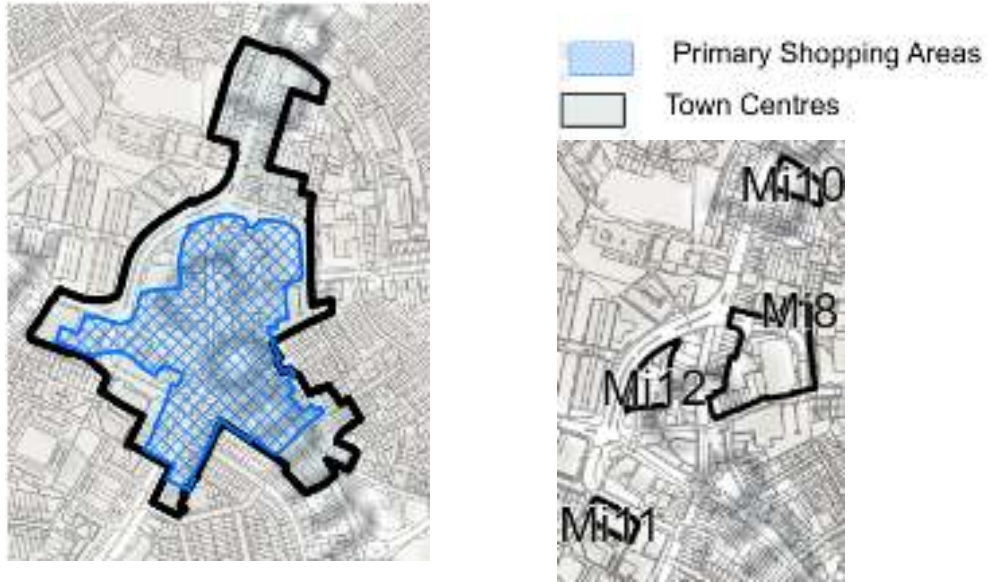
6.12. NPPF paragraph 86 requires Local Plans to:

- (a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;*
- (b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;*
- (c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;*
- (d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;*
- (e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and*
- (f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.*

6.13. The Local Plan 2022 reviewed Mitcham's town centre boundary and primary shopping area and proposes amendments to the 2014 allocations. These are based on the annual site by site

shopping survey of all of Mitcham's ground floor units and comparisons of the same over time. It is also based on the Borough Character Study (2021) analysis of neighbourhoods and local character.

**Image 6.3: extract of Policies Map – Mitcham**



6.14. The Local Plan 2022 proposes the allocation of the following sites within the town centre boundary.

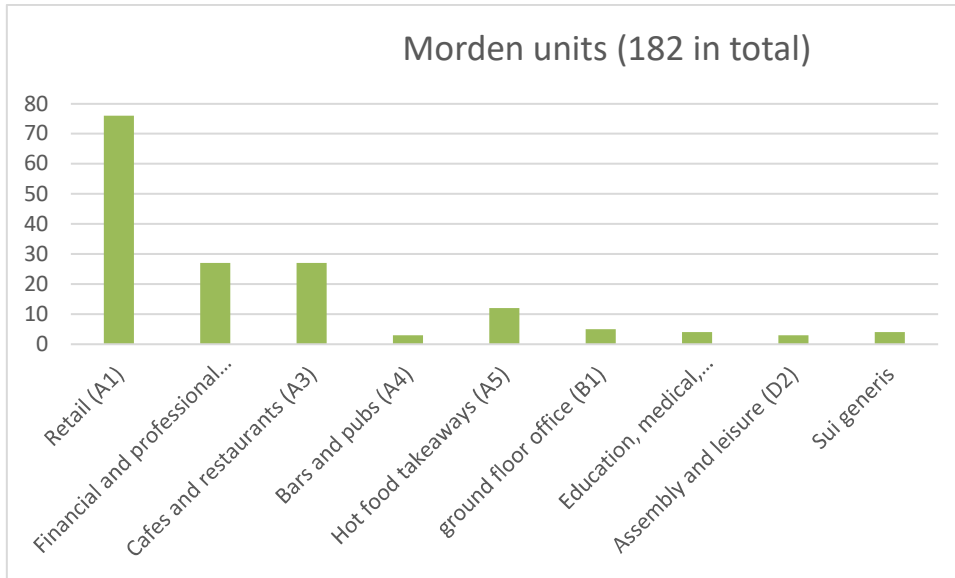
Table 6.4 Mitcham site allocations and reference to the NPPF and London Plan 2021

Site allocation	Allocated for	Compliance with NPPF	Compliance with London Plan
<b>Mi8 1- 12 Majestic Way</b>	Mixed use: retail, businesses, food and drink and community services (health centres, crèches, day nurseries, day centre on the ground floors, residential on upper floors.	Para 86(a) growth and diversify, respond to rapid change (f) encourage residential development on appropriate town centre sites; Para 125 make efficient use of land (part multi storey car park).	SD7(5) and Annex A – can help meet demand for residential capacity; has capacity for and proximity to social infrastructure; redevelops low density site (part multi storey car park);
<b>Mi10 Mitcham library</b>	Library to be kept and improved (either on site or closer to Mitcham town centre). The rest of the site considered for a suitable mix or any of community uses, office or residential.	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate town centre sites.	SD7(5) and Annex A – can help meet demand for residential capacity; has capacity for and proximity to social infrastructure.
<b>Mi11 Raleigh Gardens car park</b>	Residential	Para 86 (f) encourage residential development on appropriate town centre sites.	SD7(5) and Annex A – can help meet demand for residential capacity.  [ Planning permission 19/P4048 resolved for residential ]
<b>Mi12 Sibthorp Road car park</b>	Town centre type uses including retail, food and drink, offices, work spaces, leisure, community services and residential on upper floors.	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate town centre sites.	SD7(5) and Annex A – can help meet demand for residential capacity; has capacity for and proximity to leisure and social infrastructure;

# Profile – Morden

- 7.1. Annex 1 of the London Plan 2021 defines the growth potential for the town centre network across London. This classification provides a hierarchy, recognising the different size and draw of town centres.
- 7.2. Morden is defined as a District Centre • **District centres** – *distributed more widely than Metropolitan and Major centres, providing convenience goods and services, and social infrastructure for more local communities and accessible by public transport, walking and cycling. Typically, they contain 5,000–50,000 sqm of retail, leisure and service floorspace. Some District centres have developed specialist shopping functions.*
- 7.3. In the London Plan 2021, Table A1.1 Morden is defined as:
- Having **low commercial growth potential** (see London Plan 2021 Fig A1.2)
  - Having **high residential growth potential**, recognising that all town centres have some residential growth potential (high, medium or incremental development)
- 7.4. Morden is not identified in the London Plan as having any potential for office or night time economy growth on a regional or subregional level.
- 7.5. The London Plan also identifies Morden as being part of the “Wimbledon / South Wimbledon / Colliers Wood” opportunity area, with an indicative target for 5,000 homes and 6,000 jobs within the Opportunity Area boundary which is defined on Merton’s Policies Map 2022. Paragraph 21.27 describes the Opportunity Area and states the planning framework *should also explore the potential for development at Morden.*
- 7.6. Morden can contribute to both the homes and jobs target via the site allocations and regeneration proposals as set out extensively in the Local Plan policy N5.1 Morden and supporting evidence.

## Graph 7.1: Morden existing units



(Source: Merton's Shopping Survey 2021)

## - Key attractors

7.7. The key attractors for Morden are not found in the retail environment but are as follows:

- Morden underground station, the start of the Northern Line to either the West End or Bank and the City, with connections to National Rail at Balham and other locations, and the extensive bus service connections outside the station;
- Baitul Futuh Mosque, described as one of the largest Mosques in Europe and a major centre for the Ahmadiyya Muslim Community, many of whom live locally and own and run businesses in the town centre;
- The National Trust Morden Hall Park and its connections to the Wandle Trail up to Colliers Wood and Wandsworth;
- Morden Park and the Morden Leisure Centre;
- Merton Civic Centre and library, both for people using its services and also, pre-pandemic, the c.1,400 staff who worked out of this office;
- Transport for London's underground depot to the north and south of Morden station, with several hundred TfL staff working out of it.

7.8. With Morden's easy access via the northern line, its catchment is not just people living locally but anyone who chooses to access the civic centre, National Trust Park and Mosque, often from some distance outside the borough. Prior to the pandemic Morden underground station was recording over 10million passenger touch in and touch out Oystercard usage from

commuters and others using the underground station every year (TfL data is not available since 2019).

- **Market positioning**

7.9. Despite having over 10million touch in and touch out Oystercard journeys every year and over 2,000 people working out of Merton Civic Centre and Transport for London depot combined, to date Morden town centre has not managed to capture the spend from these potential customers. Morden is largely an independent high street, with a strong independent restaurant and café presence, serving the local workers or supporting and supported by the Mosque. Commercial rents have been relatively low and shop unit sizes are small. Due to this Morden has been remarkably resilient and has historically always had a low vacancy rate, although the emptying of the civic centre offices has reduced the trade capacity for many local restaurants and cafes.

7.10. Feedback from consultation results from the substantial amount of local engagement undertaken on Morden regeneration over a number of years demonstrates that many local residents say they do not shop or use the services at Morden, preferring the greater offer at Colliers Wood, Wimbledon and elsewhere.

**Table 7.2: Morden – existing and future capacity as at 2033**

Use categories	Existing floorspace (sqm)	Higher range future capacity within (sqm)	Lower range future capacity within (sqm)
Retail	12,093	12,000	11,600
Leisure (including food and beverage)	8,738	9,000	7,000*
<b>TOTAL</b>	<b>20,831</b>	<b>21,000</b>	<b>18,600</b>

7.11. In January 2019 Cushman and Wakefield undertook a retail and leisure assessment for Morden town centre to inform the regeneration proposals. While the data for floorspace is slightly different due to the difference between floorspace measured for planning purposes and C&W’s use of 2016 Experian data, the conclusions stand that an increase in retailing or leisure floorspace is unlikely to be justified given changing consumer behaviour and access to other opportunities.



## - Capacity for retail

7.12. Morden's retail environment has not changed in over a decade and changing consumer behaviour and proximity to other centres such as Colliers Wood (two stops on the northern line, 10 mins cycle through the National Trust Park or a short bus / car journey) will always detract from Morden becoming a retail destination. Most of the retailing units are expected to be retained in the regeneration but the retail space will not be expanded. No increase in retail floorspace is required, even taking the regeneration proposals into account. The Cushman report cited the need for new retail to be as flexible as possible in format to maximise commercial and leisure opportunities and take advantage of the changing market.

## – Capacity for offices

7.13. The biggest office space in Morden is Merton Civic Centre. Historically, other than the public sector (council, Transport for London, police and NHS) there has been very limited demand for office floorspace in Morden and this is not anticipated to change. There may be some capacity for new flexible workspace, but this would not have to be solely in the office format.

## – Capacity for leisure

7.14. As already stated, Morden has very quick and easy access to leisure activities at much bigger, dynamic centres such as Tooting Broadway's market, Balham, Colliers Wood / Merton Abbey Mills and Clapham Common via the northern line. Morden is close to significant leisure activities (the National Trust Park and Wandle Trail) and Morden leisure centre is 10 minutes walk away. While there will always be a need for local food and beverage provision and leisure capacity, this is not expected to increase as a result of the regeneration.

## - Primary shopping area and Allocated sites

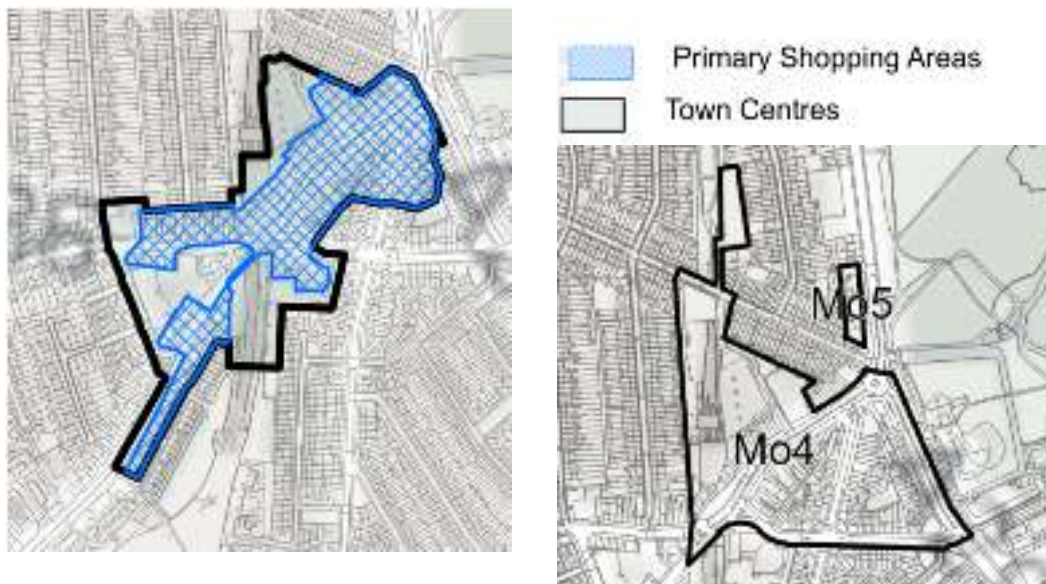
7.15. NPPF paragraph 86 requires Local Plans to:

- (a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- (b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;

- (c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- (d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
- (e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- (f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

7.16. The Local Plan 2022 reviewed Morden’s town centre boundary and primary shopping area and proposes amendments to the 2014 allocations. This is largely based on the proposals to regenerate the town centre, as set out extensively in evidence such as [5D1 Morden Strategic Development Framework](#), [5D4 Merton Council cabinet report delivery of the regeneration of Morden town centre](#); [5D6 Cabinet report “Morden town centre regeneration”](#) and [5d9 Creating a vision for Morden](#) engagement report.

**Image 7.3: extract of Policies Map – Morden**



7.17. As set out within the Local Plan and associated evidence, Morden Regeneration Zone is allocated as one site to support achieving comprehensive regeneration.

Table 7.4 Morden site allocations and reference to the NPPF and London Plan 2021

Site allocation	Allocated for	Compliance with NPPF	Compliance with London Plan
<b>MO4 (now MO1) Morden regeneration zone</b>	Mixed retail, office, commercial (including restaurants/cafes), community use (including health centre), transport infrastructure, public realm and residential.	Para 86(a) growth and diversify, respond to rapid change; and (f) encourage residential development on appropriate town centre sites. Para 125 make efficient use of land (partly surface car parks).	SD7(5) and Annex A – can help meet demand for residential capacity; has excellent PTAL; has capacity for and proximity to social infrastructure; redevelops low density (including surface car park);potential to improve local character.
<b>Mo5 Morden road clinic</b>	Healthcare led mixed-use scheme with residential or solely residential if an NHS primary healthcare facility with similar or greater capacity is provided within Morden town centre	Para 86(a) (d) meeting needs for retail, leisure, office and main town centre uses and (f) encourage residential development on appropriate town centre sites.. Para 125 make efficient use of land.	SD7(5) and Annex A – can help meet demand for residential capacity; has capacity for and proximity to leisure and social infrastructure

# Profile – Local Centres

8.1. Annex 1 of the London Plan 2021 defines the growth potential for the town centre network across London. This classification provides a hierarchy, recognising the different size and draw of town centres. It does not list Local Centres, which are usually smaller town centres designated to serve local needs or that have specific characteristics.

8.2. Merton’s Local Centres are Arthur Road, Motspur Park, North Mitcham, Raynes Park, South Wimbledon and Wimbledon Village. South Wimbledon is a new designation in this Local Plan.

## - Characteristics of Merton’s Local Centres

8.3. All of Merton’s Local Centres have similar characteristics, bar Wimbledon Village.

- Around half the units in each local centre are shops, generally foodstores serving the local neighbourhood. Shopping floorspace is around 5,000 sqm per local centre but this ranges from 1,400sqm for 16 shops in Motspur Park to over 7,000sqm for 79 shops in Wimbledon Village
- Most local centres support around 5 cafes and restaurants, apart from South Wimbledon and Wimbledon Village that have noticeably more in terms of numbers of units and floorspace.

8.4. Although changes over time are not illustrated below, there has been an increase in ground floor residential development via the conversion of shop units to flats under prior approval. This is particularly the case for South Wimbledon.

**Table 8.1: uses in each of Merton’s Local Centres**

Local Centres (New Local Plan 2022 designated areas)	Arthur Road Local Centre	Motspur Park Local Centre	North Mitcham Local Centre	Raynes Park Local Centre	South Wimbledon Local Centre	Wimbledon Village Local Centre	Total
<b>Shops units (A1)</b>	23	16	31	29	47	79	<b>225</b>
<b>Shops floorspace (A1)</b>	2,906	1,384	6,629	6,758	3,917	7,393	<b>28,986</b>

<b>Local Centres (New Local Plan 2022 designated areas)</b>	<b>Arthur Road Local Centre</b>	<b>Motspur Park Local Centre</b>	<b>North Mitcham Local Centre</b>	<b>Raynes Park Local Centre</b>	<b>South Wimbledon Local Centre</b>	<b>Wimbledon Village Local Centre</b>	<b>Total</b>
<b>Banks, estate agents etc (A2)</b>	5	1	9	7	22	13	<b>57</b>
<b>Banks, estate agents etc A2 floorspace</b>	502	56	598	610	1,807	1,259	<b>4,831</b>
<b>Cafes and restaurants floorspace</b>	4	5	6	6	13	22	<b>56</b>
<b>Cafes and restaurants units (A3)</b>	307	427	381	703	1,021	2,299	<b>5,139</b>
<b>Bars and pubs units (A4)</b>	1	1	1	2	2	3	<b>10</b>
<b>Bars and pubs floorspace (A4)</b>	400	397	169	566	425	2,442	<b>4,399</b>
<b>Hot food takeaway units</b>	0	3	5	3	9	0	<b>20</b>
<b>Hot food takeaway floorspace</b>	0	170	575	175	655	0	<b>1,576</b>
<b>Ground floor office units B1</b>	2	1	0	1	5	1	<b>10</b>
<b>Ground floor office floorspace</b>	624	65	0	100	402	65	<b>1,257</b>
<b>Health centre, place of worship, education etc unit(D1)</b>	3	1	1	3	6	4	<b>18</b>
<b>Health centre, place of worship, education etc floorspace (D1)</b>	342	125	101	321	2,044	307	<b>3,239</b>
<b>Gym, cinema, concert hall etc units (D2)</b>	0	0	0	1	0	0	<b>1</b>

Local Centres (New Local Plan 2022 designated areas)	Arthur Road Local Centre	Motspur Park Local Centre	North Mitcham Local Centre	Raynes Park Local Centre	South Wimbledon Local Centre	Wimbledon Village Local Centre	Total
Gym, cinema, concert hall etc floorspace (D2)	0	0	0	96	0	0	96
Sui generis units (Taxi, betting shop, petrol stations etc)	1	1	2	3	6	1	14
Sui generis units (Taxi, betting shop, petrol stations etc)	85	78	92	518	1,349	92	2,213
Redevelopment units	0	0	0	0	2	1	3
Redevelopment floorspace	0	0	0	0	1,246	1,05	1350
Vacant units	0	0	2	8	9	6	25
Vacant floorspace	0	0	208	1174	558	604	2,545
<b>Total units</b>	<b>40</b>	<b>31</b>	<b>59</b>	<b>64</b>	<b>125</b>	<b>137</b>	<b>0</b>

(Source: Merton's annual shopping survey 2021. Floorspace measured in metres).

8.5. Like other land uses in Merton, Merton's Local Centres are characterised by small shop units due to fragmented land ownership, high land values (which dissuades amalgamation) and the characteristics of the previously developed built environment. Most of Merton's Local Centres were built during Victorian and Edwardian periods, with some inter war and 1950s' / '60s buildings.

**Table8.2 : Size of commercial units in Merton’s Local Centres**

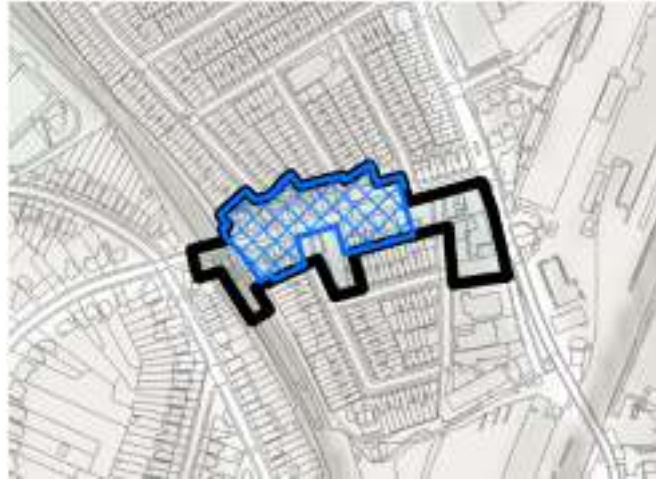
Floorspace in Local centres,	Total units in designated local centre	Number of units smaller than 280sqm	% units smaller than 280sqm	No. of units 280-500sq m	% of units with floorspace between 280-500sqm	No. units 500-1000 sqm	% units 500-1000 sqm	No units greater >1000 sqm	% units with space greater >1000sqm
Arthur Road	40	36	90%	1	3%	3	8%	0	0%
Motspur Park	31	30	97%	1	3%	0	0%	0	0%
North Mitcham	59	56	95%	1	2%	1	2%	1	2%
Raynes Park	64	58	91%	2	3%	3	5%	1	2%
South Wimbledon	125	118	94%	4	3%	1	1%	2	2%
Wimbledon Village	137	131	96%	3	2%	0	0%	2	1%
Total (town centres)	456	429	94%	12	3%	8	2%	6	1%

(Source: Merton’s annual shopping survey)

8.6. As can be seen in the table above, on average 94% of all commercial units in Merton’s Local Centres are smaller than 280sqm (the size of a Sainsburys Local or a Tesco Metro). As this is similar for Merton’s District Centres, this evidence helps to justify the size thresholds set out in Merton’s Local Plan policies on town centres, including TC13.5, Merton’s town centres and neighbourhood parades’ and TC 13.6 development of town centre type uses outside town centres. If larger units were permitted to locate outside Merton’s town and local centres without an impact assessment, these could act as attractors away from the town and local centres, contrary to the NPPF’s “town centre first” approach.

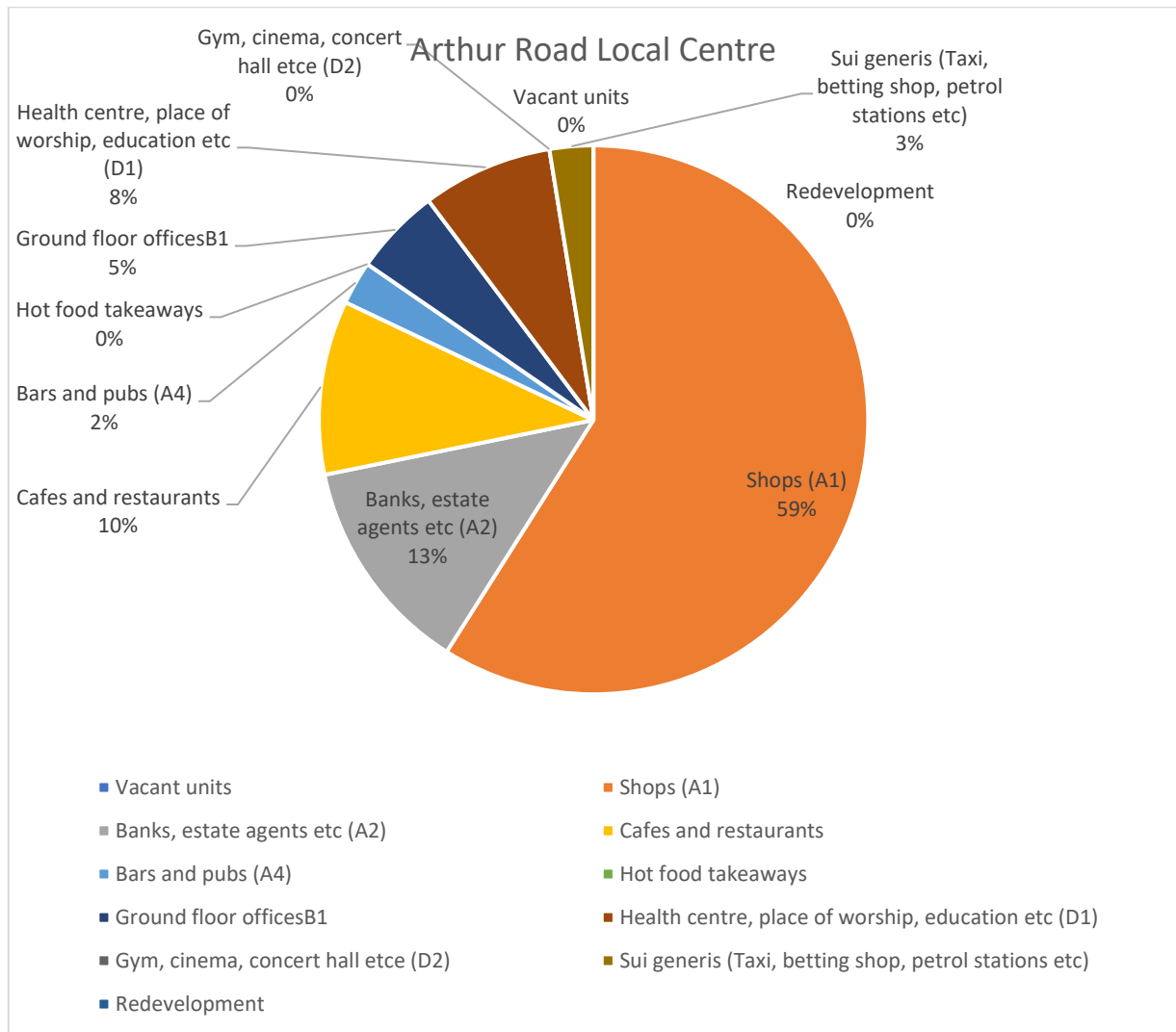
- Arthur Road

Image 8.3 Arthur Road Local Centre boundary - policies map extract (blue highlights the primary shopping area)



8.7. Arthur Road is a relatively small local centre in north Wimbledon, highly accessible by public transport via the District Line at Wimbledon Park underground station and in close proximity to the sports and leisure activities in Wimbledon Park.

Image 8.4 non residential Land uses in Arthur Road local centre (source Merton shopping survey)



8.8. Arthur Road has an attractive environment and is characterised by convenience shops, cafes and restaurants. It is well occupied; in the past the vacancy rate has risen above the national average, however



with only 40 shop units, even a small number of vacant units increases the percentage. It is a well established local centre serving the surrounding area.

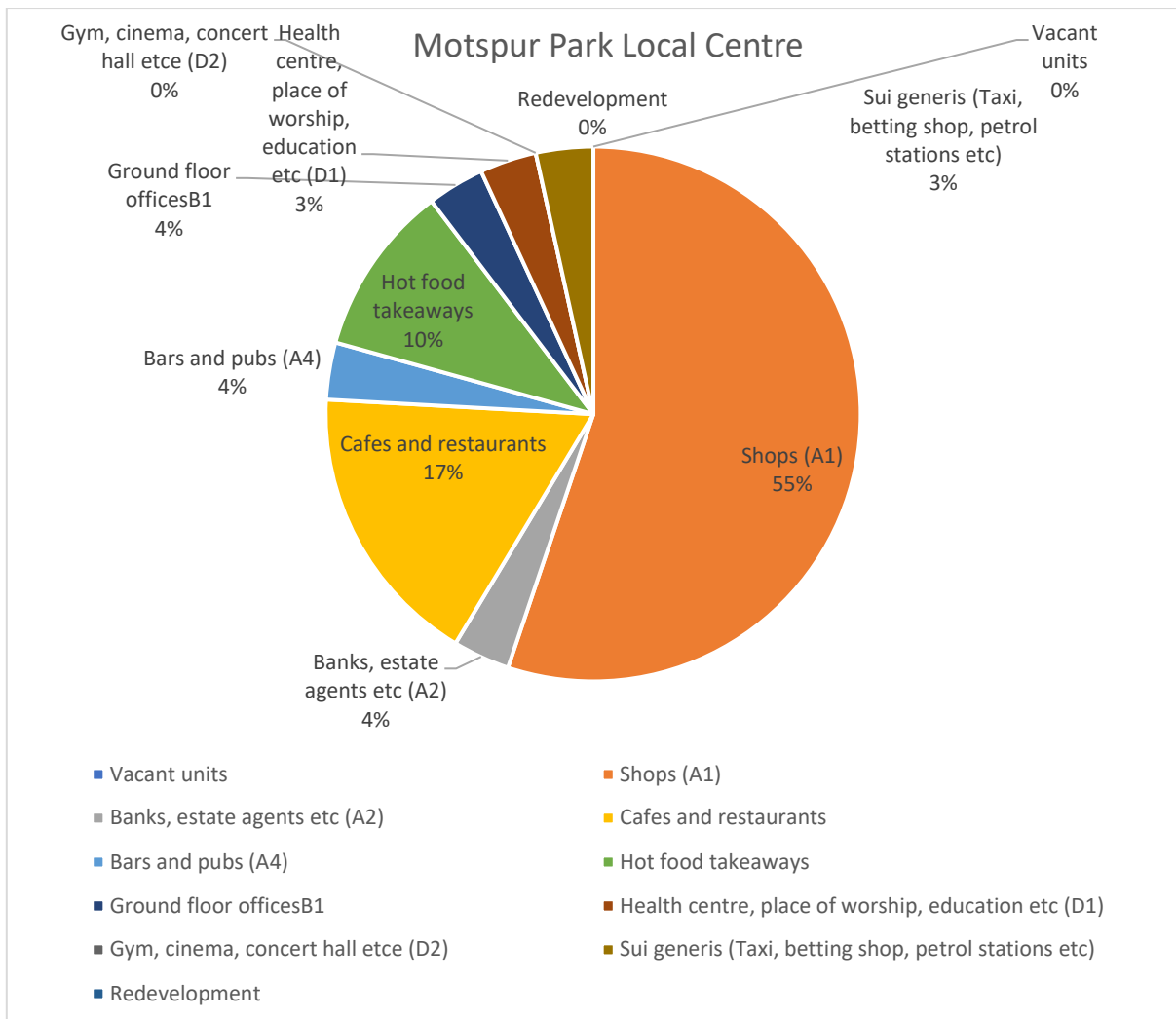
## - Motspur Park

Image 8.6 Motspur Park Local Centre boundary -policies map extract (blue highlights the primary shopping area)



8.9. Motspur Park is found along West Barnes Lane near the border with the Royal Borough of Kingston Upon Thames and near New Malden. It is the borough's smallest local centre, providing a total of c2,700 commercial floorspace across 31 shop units, 97% of which are less than 280sqm in size. It is well served by public transport, based around Motspur Park national rail station.

Image 8.7 non residential Land uses in Motspur Park local centre (source Merton shopping survey)



8.10. Motspur Park shops are largely convenience stores providing foodstuffs and other services to meet day to day shopping needs. It also contains a slightly higher proportion of cafes, restaurants and takeaways than other local centres. Motspur Park also contains West Barnes library and Blossom House School lies adjacent. It is well occupied.

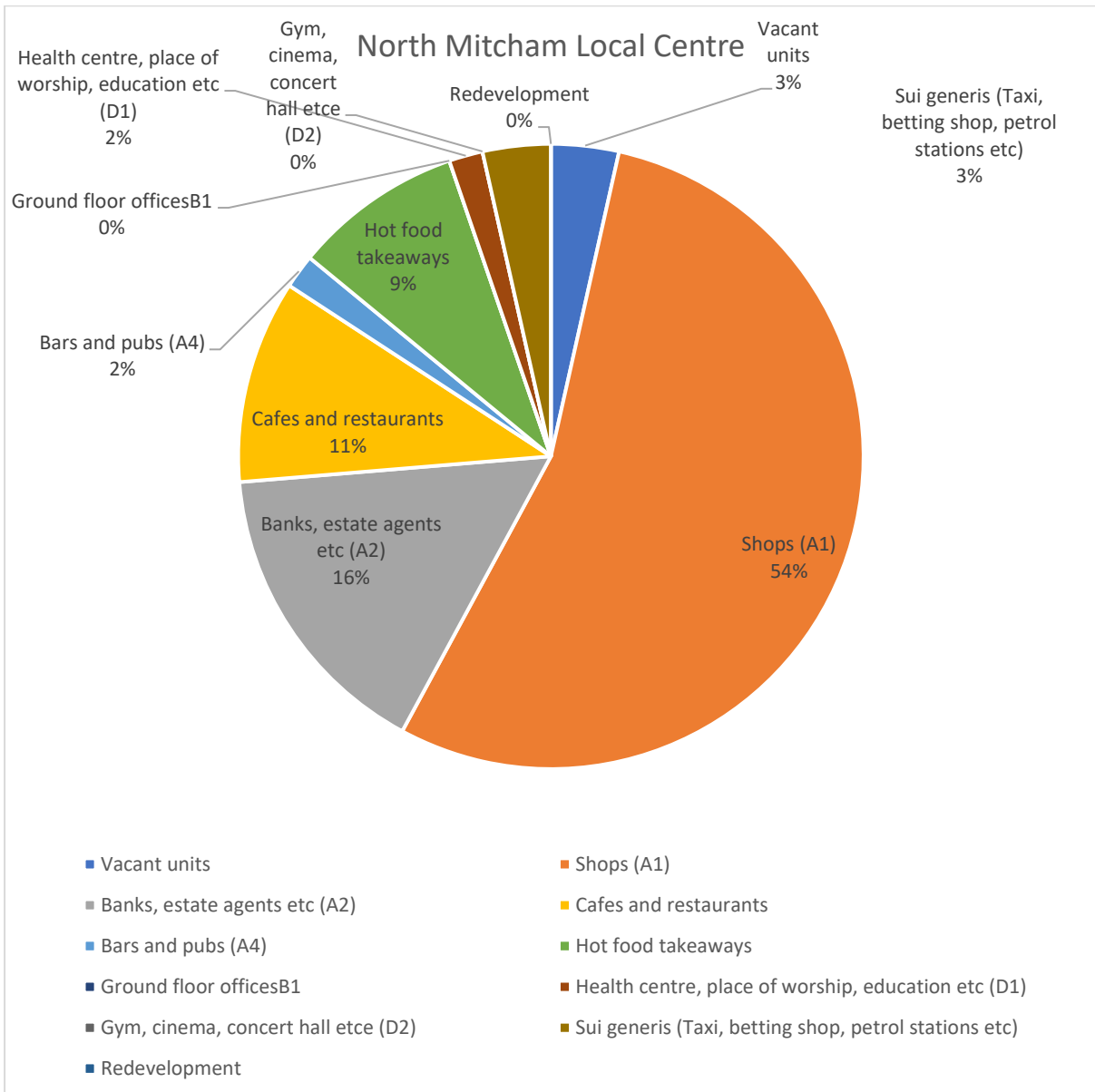
## - North Mitcham



Image 8.8 North Mitcham Local Centre boundary -policies map extract (blue highlights the primary shopping area)

8.11. North Mitcham is a medium sized local centre found in the north-east of the borough on the border with Tooting in Wandsworth. It contains 59 shop units with over 6,500sqm of floorspace.

Image 8.9 non residential Land uses in North Mitcham local centre (source Merton shopping survey)



8.12. North Mitcham is well served by public transport, with regular bus routes to Tooting Broadway underground station and Tooting rail station in the local centre, providing the “Wimbledon loop” and connections to central London, although often two trains per hour. North Mitcham has a higher proportion of estate agents, mainly independent) and hot food takeaways than other local centres. Lidl and Tesco are just two of the foodstores serving local needs.

## - Raynes Park

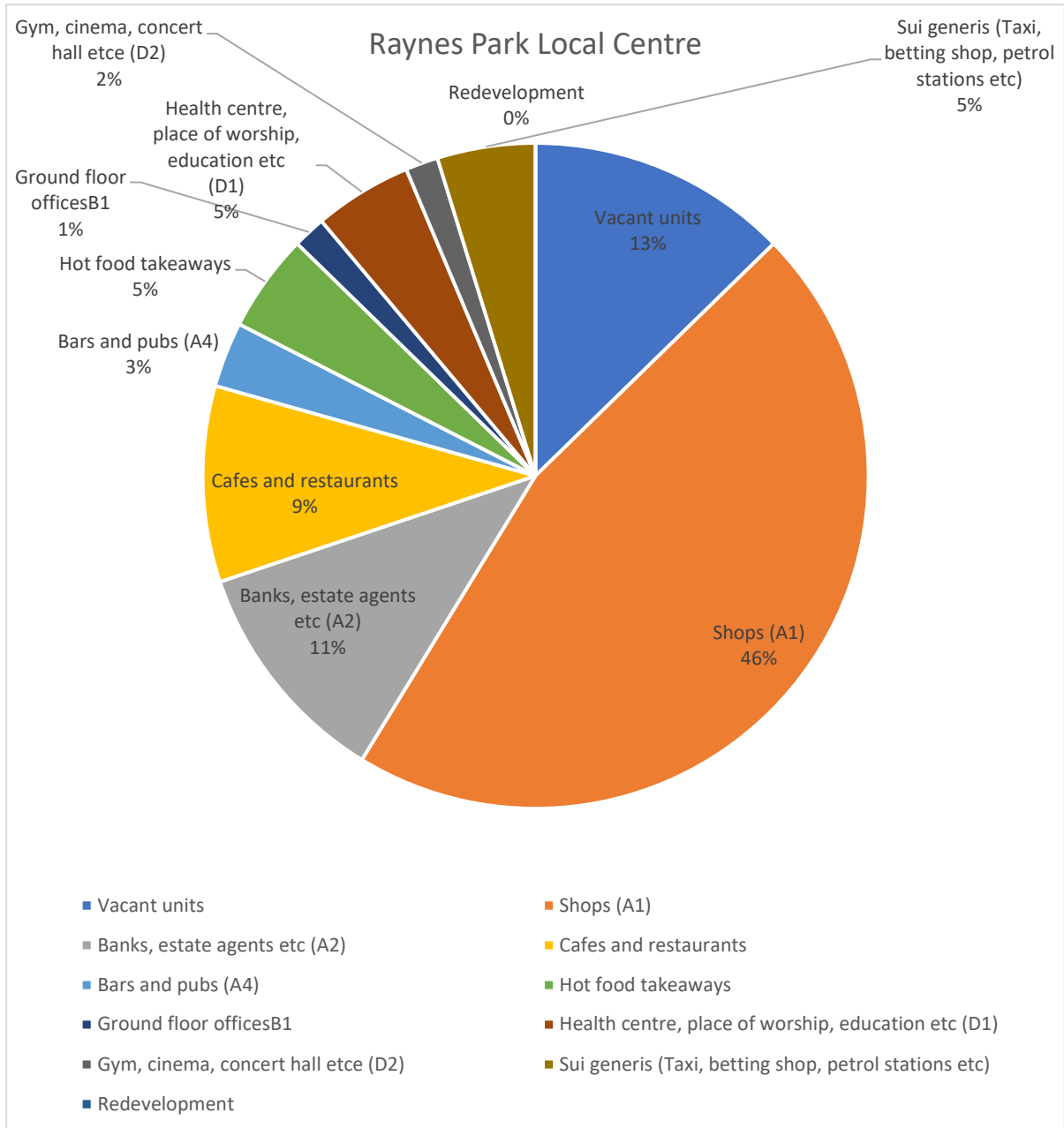
Image 8.10 Raynes Park Local Centre boundary -policies map extract (blue highlights the primary shopping area)



8.13. Raynes Park is one of the largest local centres, providing over 6,500sqm of floorspace in over 60 shop units. It has excellent public transport access via Raynes Park rail station, from which trains depart regularly to Wimbledon, Clapham Junction and central London, and also to Surbiton, Woking and further afield.

8.14. Raynes Park is well served by independent shops and chains such as Waitrose and Starbucks. Generally Raynes Park usually has a low vacancy rate, however at the time of the most recent survey in 2021 vacancies were higher than usual at 13%. This is not expected to continue as Raynes Park has an attractive environment, is easily accessible and provides access to other places and it meets the day to day needs of surrounding residential neighbourhoods. The railway embankment can act as a barrier to pedestrian movement and visibility and there are far fewer commercial premises on the southern side, where Raynes Park library is located.

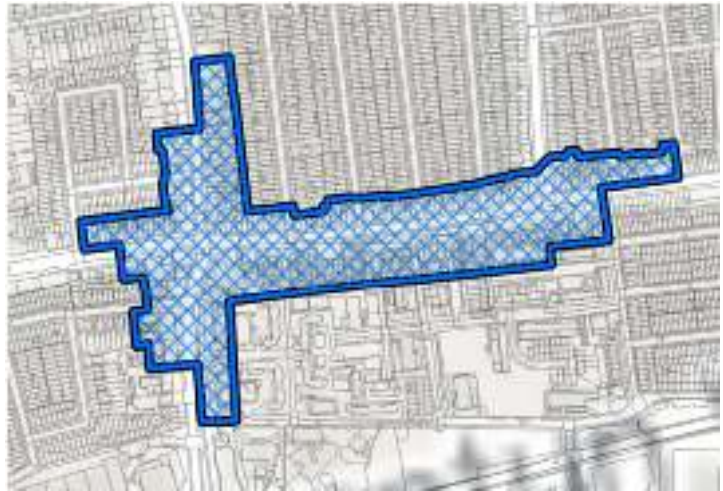
Image 8.11 non residential Land uses in Raynes Park local centre (source Merton shopping survey)



## - South Wimbledon

Image 8.12 South Wimbledon Local Centre boundary -policies map extract (blue highlights the primary shopping area and is contiguous with the local centre boundary)

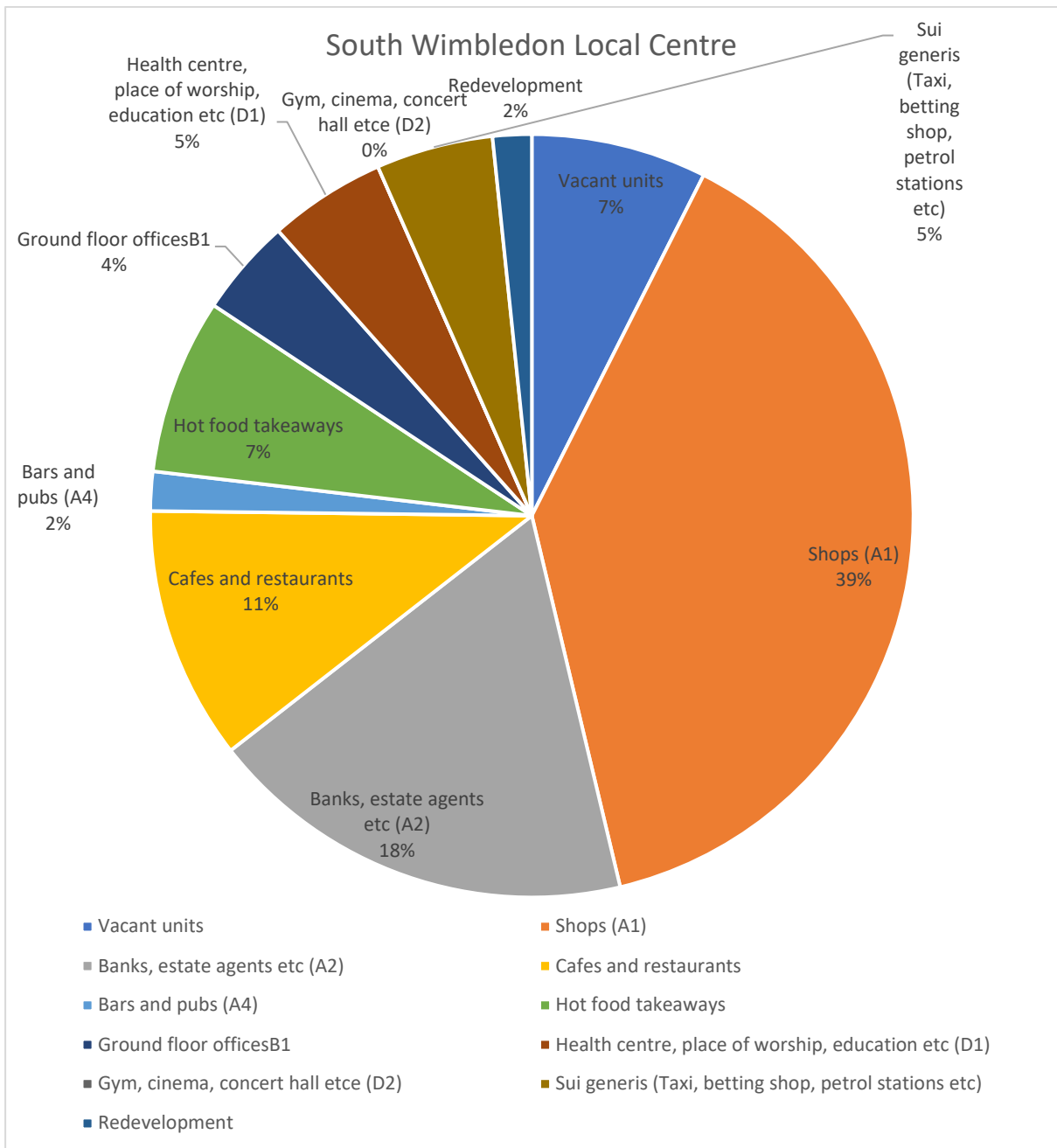
8.15. South Wimbledon is allocated in Merton's Local Plan 2022 for the first time as a Local Centre. The allocation is in response to quantitative and qualitative information. It was recommended as a Local Centre by local residents and community groups whose feedback to the Local Plan at Stage 2, 2a (Reg18) and Stage 3 informed both the principle of allocation and the proposed Local Centre boundary.



8.16. South Wimbledon Local Centre has excellent public transport access, with South Wimbledon station on the northern line and regular bus services to Tooting, Wimbledon and Morden. It is within 20mins walk of Wimbledon town centre. High Path estate lies adjacent to the station, with several schools nearby. The busy main roads make moving around the centre more difficult for pedestrians and does not encourage people to dwell.

8.17. South Wimbledon has the lowest proportion of shops at 39% and a high proportion of estate agents and financial services. Its convenience stores are small, including Tesco Metro and Sainsburys Local. Previously the area has been characterised by a concentration of hot food takeaways. Although not included in the graphic above, several shop units have been converted to residential under prior approval, particularly along the Kingston Road.

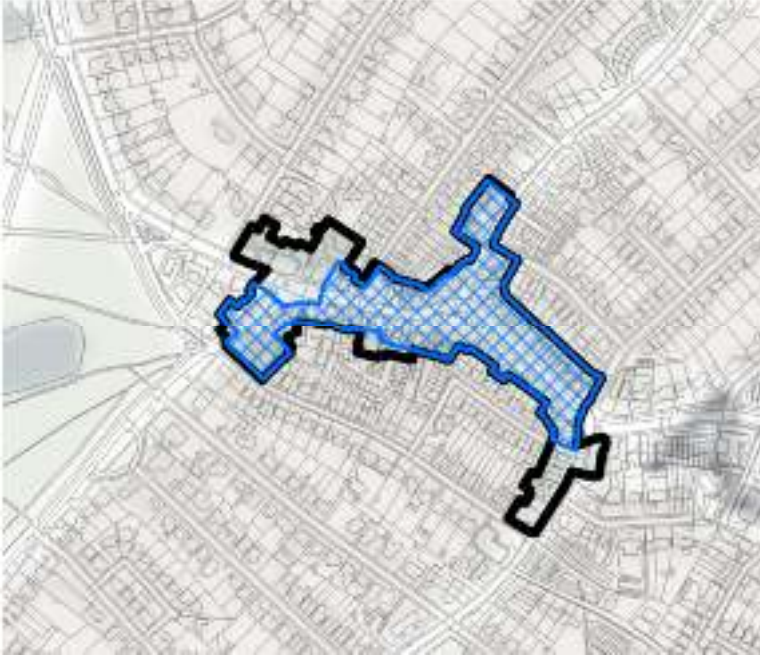
Image 8.13 non residential Land uses in South Wimbledon local centre (source Merton shopping survey)





## - Wimbledon Village

Image 8.14 Wimbledon Village Local Centre boundary -policies map extract (blue highlights the primary shopping area)

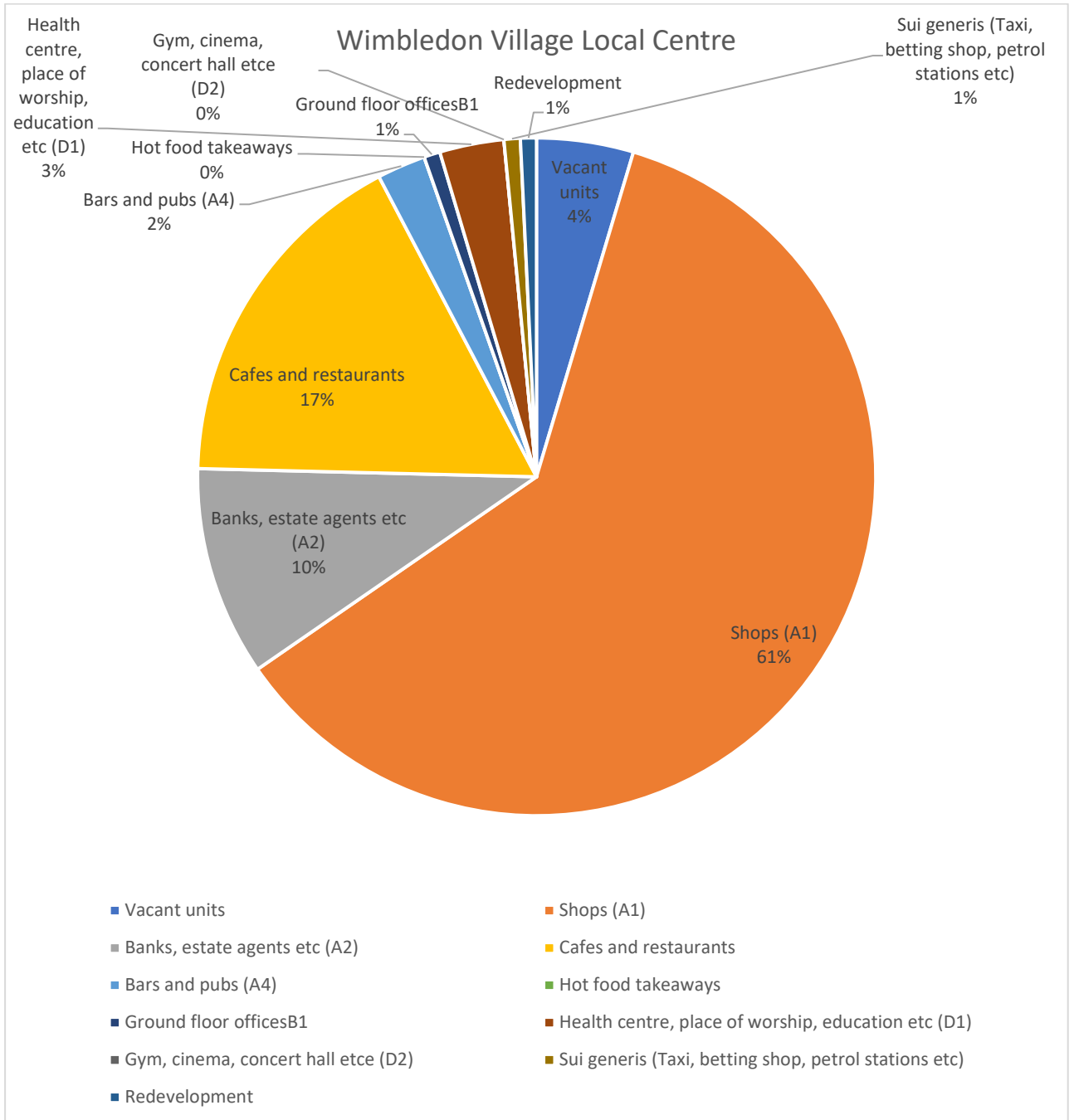


8.18. Wimbledon Village is the largest Local Centre, with 137 commercial units. It is wholly within and surrounded by historic conservation areas. Its striking built environment, high net wealth residential surroundings and proximity to attractors such as Wimbledon Common and the All England Lawn Tennis Club has given it a unique retail environment in Merton.

8.19. Although some high end clothing and footwear stores vacated Wimbledon Village in the last five years as brands consolidated into fewer high street locations and expanded their online offer, the Village is still partly characterised by national and international high value chains: Farrow and Ball, Le Creuset, The Ivy Café. There are far more health, wellbeing and beauty offers in Wimbledon Village than elsewhere in Merton and delicatessen and artisan foods are more on offer than supermarkets. There is a slightly higher proportion of estate agents, who tend to occupy larger shop frontages easily visible on the High Street. The vacancy rate has reduced; in previous years it was over the London average; this has been in part attributed to the very high commercial rents in the area.

However the Village remains very attractive to retailers, especially in personal care, food and beverage.

Image 8.15 non residential Land uses in Wimbledon Village local centre (source Merton shopping survey)



## 4 Site size and impact assessment threshold

The NPPF paragraph 90 states *When assessing applications for retail and leisure development outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m<sup>2</sup> of gross floorspace). This should include assessment of:*

*a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and*

*b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).*

*91. Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the considerations in paragraph 90, it should be refused.*

In Merton's Local Plan, Merton has set the size threshold for impact assessments to 280sqm. This is based on up to date local evidence on unit sizes in Merton and consideration of whether larger format stores would have an adverse impact on town centres dominated by small units.

Merton is a borough of small sites due to fragmented land ownership. This is true for all land including housing, commercial and community uses. Merton officers have analysed the size of shop units (Class E) in Merton's town centres, local centres and neighbourhood parades and in almost all cases bar Colliers Wood and Wimbledon town centres, over 90% of shop units in all other eight town centres and 25 neighbourhood parades are of less than 280sqm floorspace.

In addition, 280sqm is the threshold at which small shops can open during Sunday trading hours, thus giving them a small commercial advantage on specific days over larger stores.

Therefore it is considered that setting a threshold of 280sqm for out of centre retail development to provide an impact assessment is justified by up to date local evidence.

The source for all the information below is Merton's Shopping Survey 2004-2021

<b>Table A1 Floorspace in Town Centres (New Local Plan 2022 designated areas)</b>	Total units in town centre	Number of units with floorspace <280sqm	% <280sqm	Number of units with floorspace 280-500sqm	% 280-500sqm	Number of units with floorspace 500-1000sqm	% 500-1000sqm	Number of units with floorspace >1000sqm	% >1000sqm
Mitcham Town Centre	173	155	90%	11	6%	7	4%	0	0%
Morden Town Centre	182	168	92%	6	3%	4	2%	4	2%
Wimbledon Town Centre	302	228	75%	30	10%	18	6%	26	9%
Colliers Wood Town Centre	56	34	61%	9	16%	7	13%	6	11%
<b>Total (town centres)</b>	<b>713</b>	<b>585</b>	<b>82%</b>	<b>56</b>	<b>8%</b>	<b>36</b>	<b>5%</b>	<b>36</b>	<b>5%</b>

<b>Table A2 Floorspace in Local centres, Neighbourhood Parades and Colliers Wood (New Local Plan 2022 designated areas)</b>	Total units in local centre	Number of units with floorspace <280sqm	% <280sqm	Number of units with floorspace 280-500sqm	% 280-500sqm	Number of units with floorspace 500-1000sqm	% 500-1000sqm	Number of units with floorspace >1000sqm	% >1000sqm
Arthur Road Local Centre	40	36	90%	1	3%	3	8%	0	0%
Motspur Park Local Centre	31	30	97%	1	3%	0	0%	0	0%
North Mitcham Local Centre	59	56	95%	1	2%	1	2%	1	2%
Raynes Park Local Centre	64	58	91%	2	3%	3	5%	1	2%
South Wimbledon Local Centre	125	118	94%	4	3%	1	1%	2	2%
Wimbledon Village Local Centre	137	131	96%	3	2%	0	0%	2	1%
<b>Total (town centres)</b>	<b>456</b>	<b>429</b>	<b>94%</b>	<b>12</b>	<b>3%</b>	<b>8</b>	<b>2%</b>	<b>6</b>	<b>1%</b>

<b>Table A3 Floorspace in primary shopping areas (New Local Plan 2022 designated areas)</b>	Total units in primary shopping area	Number of units with floorspace <280sqm	% <280sqm	Number of units with floorspace 280-500sqm	% 280-500sqm	Number of units with floorspace 500-1000sqm	% 500-1000sqm	Number of units with floorspace >1000sqm	% >1000sqm
Wimbledon Primary Shopping Area	257	203	79%	25	10%	9	4%	20	8%
Mitcham Primary Shopping Area	121	105	87%	9	7%	7	6%	0	0%
Morden Primary Shopping Area	182	168	92%	6	3%	4	2%	4	2%
Raynes Park Primary Shopping Area	57	51	89%	2	4%	3	5%	1	2%
Wimbledon Village Primary Shopping Area	128	123	96%	3	2%	0	0%	1	1%
Motspur Park Primary Shopping Area	30	29	97%	1	3%	0	0%	0	0%
North Mitcham Primary Shopping Area	59	56	95%	1	2%	1	2%	1	2%
<b>Total</b>	<b>834</b>	<b>735</b>	<b>88%</b>	<b>47</b>	<b>6%</b>	<b>24</b>	<b>3%</b>	<b>27</b>	<b>3%</b>

<b>Table A4 Floorspace in neighbourhood parades (New Local Plan 2022 designated areas)</b>	Total units in neighbourhood parade	Number of units with floorspace <280sqm	% <280sqm	Number of units with floorspace 280-500sqm	% 280-500sqm	Number of units with floorspace 500-1000sqm	% 500-1000sqm	Number of units with floorspace >1000sqm	% >1000sqm
Cannon Hill Neighbourhood Parade	15	15	100%	0	0%	0	0%	0	0%
Central Road Neighbourhood Parade	9	9	100%	0	0%	0	0%	0	0%
Church Road Neighbourhood Parade	3	3	100%	0	0%	0	0%	0	0%
Colliers Wood Neighbourhood Parade	19	18	95%	1	5%	0	0%	0	0%
Coombe Lane Neighbourhood Parade	17	17	100%	0	0%	0	0%	0	0%
Cricket Green Neighbourhood Parade	8	8	100%	0	0%	0	0%	0	0%
Durnsford Road Neighbourhood Parade	18	18	100%	0	0%	0	0%	0	0%

Epsom Road Neighbourhood Parade	9	9	100%	0	0%	0	0%	0	0%
Grand Drive Neighbourhood Parade	23	21	91%	1	4%	1	4%	0	0%
Green Lane Neighbourhood Parade	18	18	100%	0	0%	0	0%	0	0%
Grove Road Neighbourhood Parade	7	7	100%	0	0%	0	0%	0	0%
Haydons Road Neighbourhood Parade	17	17	100%	0	0%	0	0%	0	0%
Kingston Road Neighbourhood Parade	10	10	100%	0	0%	0	0%	0	0%
Leopold Road Neighbourhood Parade	27	27	100%	0	0%	0	0%	0	0%
Manor Road Neighbourhood Parade	4	4	100%	0	0%	0	0%	0	0%
Martin Way Neighbourhood Parade	7	7	100%	0	0%	0	0%	0	0%
Merton Park Neighbourhood Parade	12	12	100%	0	0%	0	0%	0	0%
Northborough Road Neighbourhood Parade	10	10	100%	0	0%	0	0%	0	0%
Pollards Hill Neighbourhood Parade	14	13	93%	1	7%	0	0%	0	0%
Ridgway Neighbourhood Parade	11	11	100%	0	0%	0	0%	0	0%
St Helier Neighbourhood Parade	14	14	100%	0	0%	0	0%	0	0%
Streatham Road Neighbourhood Parade	36	34	94%	2	6%	0	0%	0	0%
Tamworth Lane Neighbourhood Parade	1	1	100%	0	0%	0	0%	0	0%
Tudor Drive Neighbourhood Parade	7	7	100%	0	0%	0	0%	0	0%
Wimbledon Chase Neighbourhood Parade	21	15	71%	5	24%	1	5%	0	0%
Total	337	325	96%	10	3%	2	1%	0	0%

# 5 Summary and conclusions

8.20. The NPPF requires up to date evidence to justify Local Plans policies on town centres and town centre type uses. The London Plan 2021 is the strategic development strategy for London and all London boroughs have to be in general conformity with it. Annex A of the London Plan provides town centre classifications. Although the London Plan is up to date, some of the evidence on which the London Plan is based (for example Submitted Documents 13D3 London Town Centre Health Check analysis 2018 and 13D2 London Office policy review 2017) is more than three years old.

8.21. Recent events since 2020 have caused huge destabilisation in the global economy, and it is widely recognised that these events are unprecedented, making up to date and robust economic forecasting difficult. However Merton Council has robust and detailed local evidence which justifies Merton's town centre and economic policies. This includes analysis of Merton's annual shopping survey 2004-2021 (of every non residential ground floor property in town centres, neighbourhood parades and beyond), analysis of planning records 2004-2021, evidence gathered for detailed work (e.g. Submitted Documents 5D1 Morden Strategic Development Framework 2019; 9D1 Future Wimbledon SPD 2020 and 12D1 Merton's Borough Character Study 2021; the GLA's London Economic Outlook (most recently December 2021) and CoStar reports (most recently July 2021). Dialogue with local Business Improvement Districts, Merton Partnership (including Merton Chamber of Commerce) and local plan feedback at consultation has also informed the policies, as set out in Submitted Document OD8 Statement of Consultation.

8.22. The council's analysis of all of these sources is contained in this topic paper, which justifies the policy, Policies Map and site allocation approach for town centres and town centre type uses that we have taken in Merton's Local Plan. It provides capacity details for retail and leisure in town centres.

8.23. Due to changes to the General Permitted Development Order, most town centre type uses (retail, leisure, offices, community uses, healthcare etc) are now in Class E and therefore can change between uses without the need for a planning application and without recourse to the Local Plan. The council will continue to monitor investment and development trends on

the ground, whether permitted development or via the planning system.

8.24. It is notable that, despite the unforeseen and unprecedented changes to the way we live and work caused by the global pandemic, combined with the UK leaving the EU, the analysis of up to date local data from 2021 and 2020 on development and investment (e.g. Merton's shopping survey 2021, planning records, engagement feedback etc) still supports the approach outlined in the London Plan 2021 for Merton's town centres. The up-to-date local data demonstrates that:

- Wimbledon town centre is still the prime – and only – location in the borough for speculative office development,
- the small shop units and independent character of Mitcham town centre has provided some resilience to the reduction of high street retail experienced by larger, more affluent town centres such as Wimbledon and Wimbledon Village,
- that the size and range of goods and services in Colliers Wood justifies its inclusion as a District Centre;
- aside from Wimbledon and Colliers Wood, over 90% of units in Merton's town centres, local centres and neighbourhood parades are 280sqm or less; and
- The regeneration of Morden town centre will not result in an increase in the town centre boundary, but will bring forward a greater range of different town centre type uses in line with resident's needs.



# Appendix A Background information

## Town centres – market signals and trends

There are a variety of sources for town centre and retail market trends, including the [GLA's "the retail sector in London" 2021](#) and other market evidence. This can be summarised as

Blending of leisure and retail - stores such as Gravity (Wandsworth town shopping centre) providing gaming, go-karting, mini golf and retail in the former Debenhams anchor store in Wandsworth town as consumers are attracted to "shops" for the experience, not just to buy stuff. Other examples include table tennis in bars; cooking classes in restaurants and pubs, climbing walls in former shopping centres and virtual reality experiences in retail stores.

Combination stores – Sainsburys and Argos; Tescos and Greggs; creating a one-stop shop for consumers while reducing costs for the retailer and high street numbers of stores

Click and collect and autonomous shopping – most chain stores offer a click and collect service instore. Amazon has also come to the London high street (Ealing) and offers a payless system to purchase goods instore.

Multi supermarket purchases – as consumers prioritise quality, they will go to different places to pick up food, not loyal to the one weekly shop. The discount supermarkets (Lidl, Aldi) have told Merton officers they can locate one store per 20,000 people to take advantage of the specialist shopping they offer.

Pop up uses – From Crown House Creative (café) in Morden; Sugarpova in Wimbledon Village and the Community Champions in Colliers Wood, pop up temporary stores are appealing to short term demand, interest and attractiveness.

Circular economy and climate change – the massive rise in secondhand sales online has translated into real life where pop up temporary events exchanging or selling second hand clothes and other are now a feature of Merton.

Across London and in Merton we have also seen less demand and higher vacancies in standard large format shops, increase in small market-style food and beverage, plant shops and small gyms.

## What evidence has Merton used?

Much has been written about the impact of the Covid19 pandemic on town centres and other businesses and on the way we now work, live and access services. Data and

evidence on town centres and the economy gathered from March 2020 onwards does not in any way represent a “business as usual” scenario and using this recent information to solely forecast future business trends would be a mistake. At the time of writing (February 2022) business support measures are being reduced but some are still in place. Appendix A to this report is the GLA’s medium term planning projections “London’s Economic Outlook – Autumn 2021, published in December 2021, which states on page 2 *The ongoing global pandemic is a major negative economic shock the size of which has not been seen in centuries.* It also states on page 7 that due to Covid19, the UK leaving the EU and the volatility of the international economy *There remains a very high degree of uncertainty about the future path of the economy at the current moment.* In these circumstances we have had regard to not only the extensive evidence on town centre usage and business function gathered while supporting businesses for Covid19 but also past trends, pre pandemic, such as the inputs into the London Plan 2021

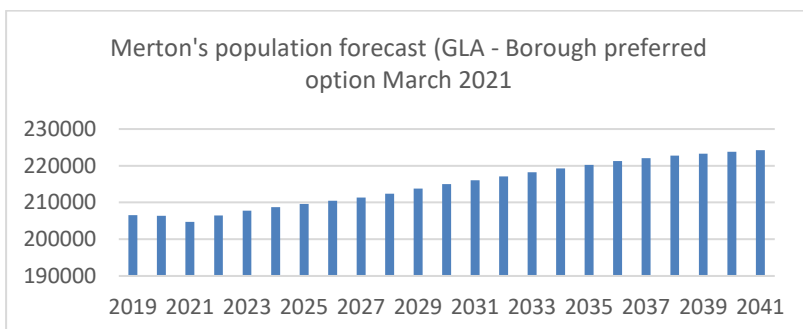
This is based on the following evidence:

- [Submitted Document OD32 the London Plan, published July 2021](#) and associated evidence, particularly that relating to the classification of town centres and Strategic Industrial Areas
- Merton’s Authority Monitoring Reports 2004 to date (including [OD28 Merton’s AMR 2019-20](#) ) and trends in planning decisions, prior approvals and site visits to inform changes that are taking place under permitted development.
- Merton’s annual shopping survey, site visits to every retail establishment annually tracking changes and trends in town centres, local centres and neighbourhood parades from 2010 to 2022
- Existing floorspace in each of Merton’s major and district town centres
- Existing land uses in each of Merton’s major and district centres
- Market signals (e.g. rents) in and outside Merton’s town centres and comparisons with other areas
- Comparisons with other nearby town centres
- Feedback from local surveys relating to town centres, including “Your Merton” 2021
- Engagement with Merton’s three Business Improvement Districts (LoveWimbledon; South Wimbledon Business Area and Willow Lane) (the latter two relate to Strategic Industrial Locations; Merton’s Chamber of Commerce and other business groups locally
- The delivery of business support measures and programmes during Covid19 and as part of the Covid19 recovery.
- Relevant and up to date data on population projections and economic forecasts (e.g. jointly prepared Borough preferred option population projections with GLA Demography; Nomis etc)

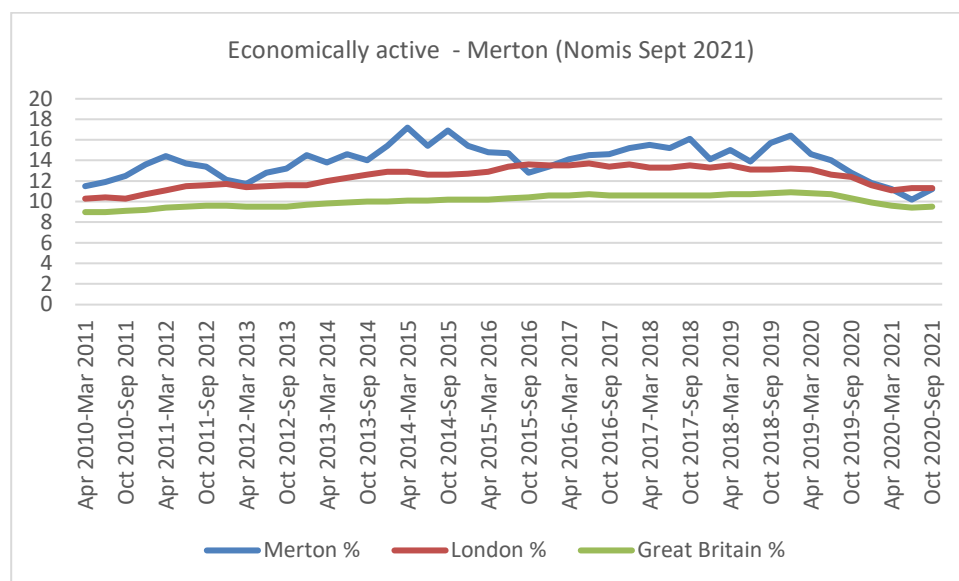
### **Demographic change and employment data**

London’s DataStore, run by the GLA and with contributions from boroughs and across the private sector, contains a wealth of information about high streets and how they operate.

As also referenced in [Submitted Document 14D4 Merton's Infrastructure Delivery Plan 2021](#), Merton's population in 2021 of 204,676 is projected to increase by approximately 5,000 people every five years, to 211,346 by 2027, 216,067 by 2031 and 222,080 by 2037 (BPO projections dated March 2021). The Borough Preferred Option (BPO) population projections are calculated using the Merton housing trajectory, as published in the Authority Monitoring Report (AMR) each year. This is considered to be the best estimate of assumed growth in Merton and is used for the Local Plan.



Economic activity includes people who are employed and self employed. Merton's levels of economic activity have usually exceeded the London and national average over the past decade.



On average across Merton, Merton has a higher representation in managerial professions than the London average. However this borough-wide average hides a disparity between the east and west of the borough.

**Employment by occupation (Oct 2020-Sep 2021)**

	Merton (%)	London (%)	Great Britain (%)
Soc 2010 Major Group 1-3	69.6	62	49.7

1 Managers, Directors And Senior Officials	17	12.5	10.7
2 Professional Occupations	32	29.9	23.4
3 Associate Professional & Technical	20.6	19.3	15.5
Soc 2010 Major Group 4-5	14.2	15.9	19.1
4 Administrative & Secretarial	9.7	10.1	10.2
5 Skilled Trades Occupations	4.5	5.8	8.9
Soc 2010 Major Group 6-7	8.4	12.4	16.2
6 Caring, Leisure And Other Service Occupations	4.1	7	9.1
7 Sales And Customer Service Occs	4.2	5.3	7
Soc 2010 Major Group 8-9	7.8	9.7	15
8 Process Plant & Machine Operatives	#	3.3	5.6
9 Elementary Occupations	6	6.4	9.4

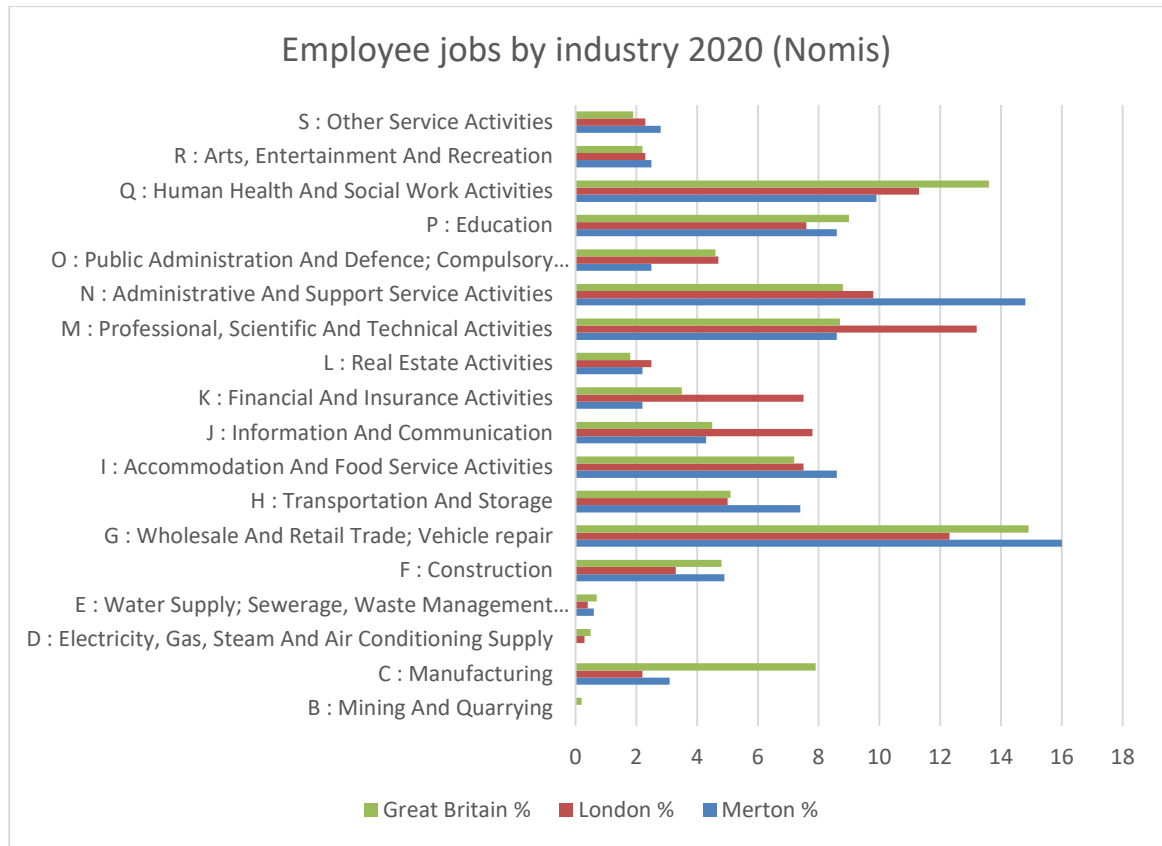
On average, Merton's residents have higher qualifications than the average for London and nationally. Again, this average hides disparities between western and eastern parts of Merton.

#### Qualifications (Jan 2020-Dec 2020)

	Merton (%)	London (%)	Great Britain (%)
<b>NVQ4 And Above</b>	59.8	58.7	43.1
<b>NVQ3 And Above</b>	71.6	71	61.3
<b>NVQ2 And Above</b>	83	81.5	78.1
<b>NVQ1 And Above</b>	87.1	87.6	87.7
<b>Other Qualifications</b>	8.3	7.2	5.9
<b>No Qualifications</b>	4.7	5.2	6.4

Merton's employees (not self employed) are represented strongly in administrative and support services, education, health and social work; retailing and vehicle repair, food

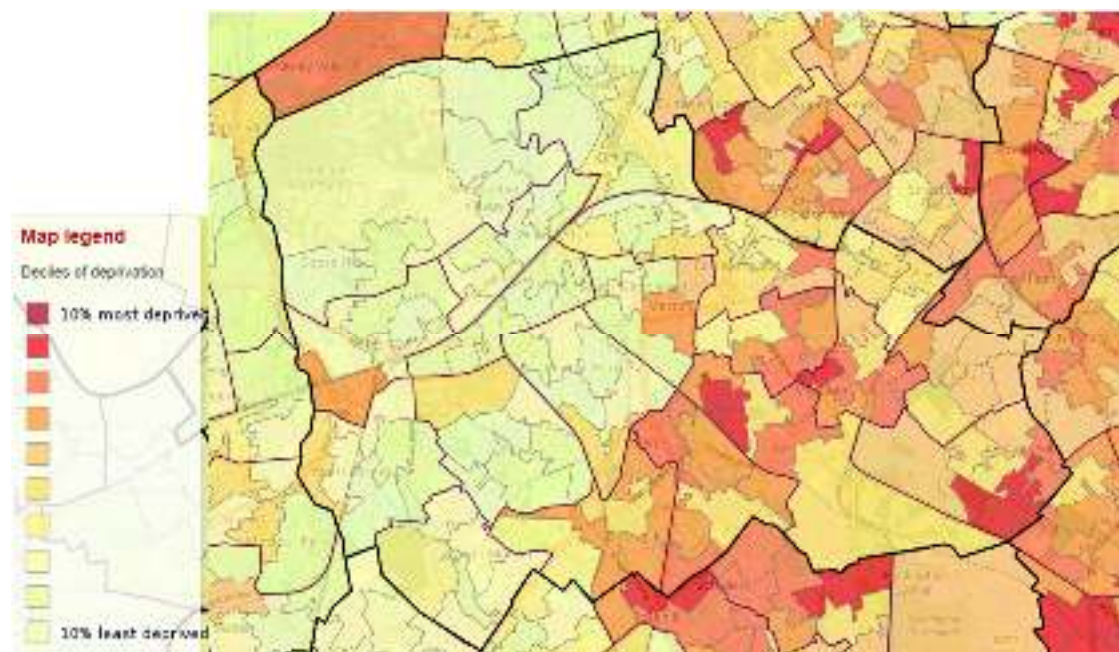
services and transportation. This fits with the character of Merton as a borough bounding inner and outer London.



Merton has a high proportion of micro businesses and a lower proportion of larger businesses compared to the London average. A comparison of this dataset over the ten years 2010 to 2020 shows that these proportions have largely remained unchanged. This is likely to have some connection to premises and site availability in Merton, with fragmented land ownership and high land values for all types of land and premises.

UK Business Counts (2021)	Merton	Merton	London	London
	(Numbers)	(%)	(Numbers)	(%)
<b>Micro (0 To 9)</b>	10,590	93.2	485,720	90.9
<b>Small (10 To 49)</b>	640	5.6	38,900	7.3
<b>Medium (50 To 249)</b>	105	0.9	7,805	1.5
<b>Large (250+)</b>	25	0.2	2,170	0.4
<b>Total</b>	<b>11,365</b>	-	<b>534,590</b>	

The indices of multiple deprivation combines statistics on employment, health, education, crime, barriers to housing and other factors to give a single source of deprivation at small area level (Lower Super Output Area) across the country. The most recent indices was compiled in 2019 and demonstrates the disparity between east and west Merton.



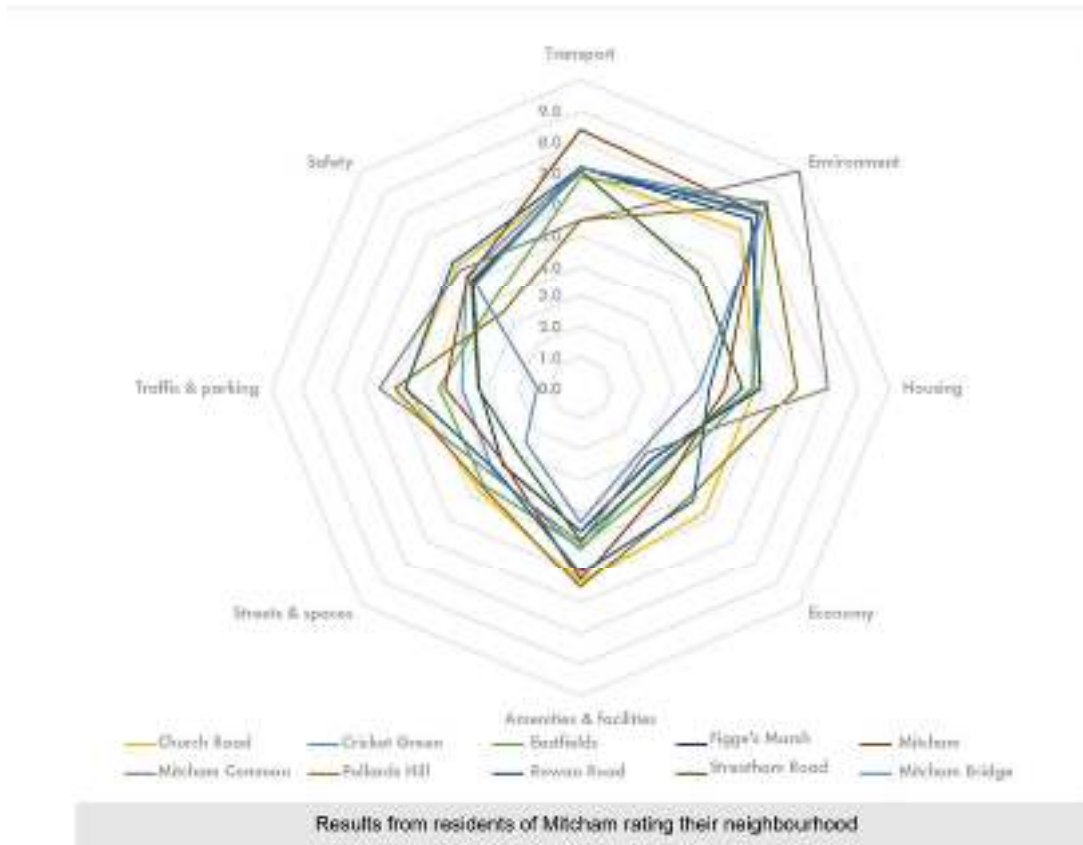
### Engagement on Merton's town centres

A substantial amount of engagement was undertaken

- For Wimbledon town centre 2018-2020 on Wimbledon town centre to inform and contained within [Document 9D1 FutureWimbledon SPD](#) and the Local Plan
- For Morden town centre 2016-2020 to inform the regeneration proposals, as documented in Submitted [document 5D1 Morden Strategic Development Framework](#); [Document 5D6 Morden town centre regeneration Cabinet report](#); [Document 5D8 Making More of Morden town centre statement of consultation 2016](#) and [5D9 Engagement report on creating a vision for Morden 2019](#)

Other engagement on the look and feel of town centres, high streets and local areas was carried out in 2020 for the [Borough Character Study 2021 \(Submitted Document 12D1\)](#). The key objectives for each neighbourhood chapter of the Local Plan has been informed by the feedback from this extensive engagement. Image 3.7 below is the example of how 98 residents living in and around Mitcham town centre rated their neighbourhood (see also Chapter 4 “Mitcham” of Merton’s Local Plan)

Image 3.7 extract from the Borough Character Study used in Local Plan Chapter 4 Mitcham

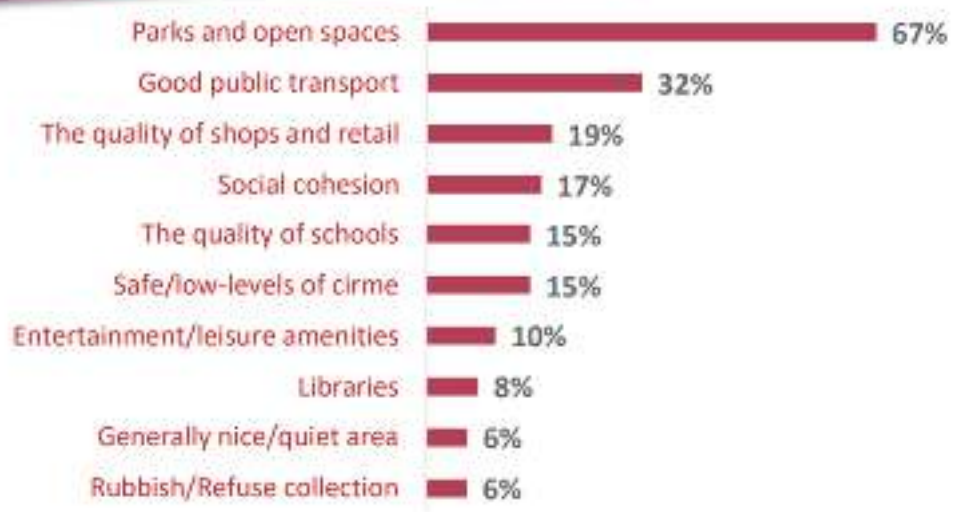


The “Your Merton” survey, conducted in 2021, was Merton’s biggest engagement and consultation dialogue, designed to explore how communities felt about their local area to help plan for the post pandemic recovery. Over several months the council undertook a range of different approaches to engagement. We asked a specialist research company to carry out telephone interviews with a random sample of 1000 adults and 100 young people set up an open access website (Commonplace) where anyone could tell us about their experience of living in Merton, the impact of the pandemic and their ambitions for the borough. We asked 13 local community groups to hold special focus groups to make sure we heard from seldom heard voices. We held a deliberative workshop with 25 residents to explore some of the key themes in detail. Over 10,000

The Your Merton final report identifies the assets residents were most positive about, the frustrations they feel about the future, the experiences of the pandemic and the shared ambitions for the future.

Image 3.4 extract from Your Merton final report

## Most valued aspects of Merton: top 10



One of these key themes was the use and experience of people using their local high streets prior to and during the pandemic and the final report clearly documents how there is a shared ambition for high street regeneration from residents across the borough.

Image 3.5 extract from Your Merton final report



Part of the engagement considered focussed views on high streets compiled from five areas of the borough. Residents priorities for their high streets are set out in Image 3.6 below. The feedback from your Merton corroborates earlier engagement derived from both the Local Plan consultations and the Borough Character Study as to the importance of socialising and leisure activities for Merton’s high streets.



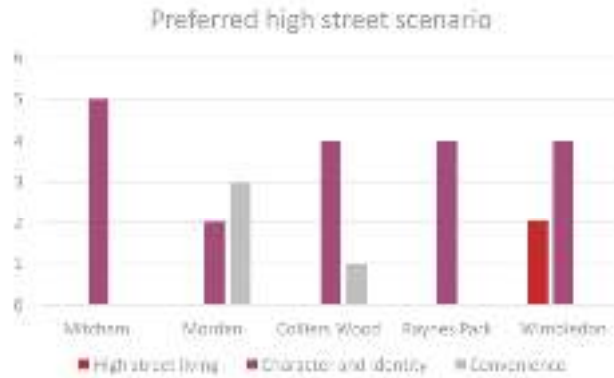
Image 3.6 feedback from “Your Merton” survey 2021

**Residents prioritised character, identity and socialising**

Across four of the five local areas a vision of the high street that prioritised character, identity and socialising through supporting independent shops was prioritised.

Residents in Morden were divided, with some favouring a vision focused on convenience and larger chain shops and others preferring independent shops and character.

A couple of residents in Wimbledon were the only ones to favour a high street that prioritised housing.



Appendix B

CoStar office market report for Merton - July 2021



# Office Submarket Report

## Merton

London

PREPARED BY



Brian Fraser  
Estates Surveyor



**OFFICE SUBMARKET REPORT**

Submarket Key Statistics	1
Leasing	2
Rent	5
Construction	7
Sales	10
Sales Past 12 Months	12
Supply & Demand Trends	14
Rent & Vacancy	16
Sale Trends	18

12 Mo Deliveries in SF

**0**

12 Mo Net Absorption in SF

**1.7K**

Vacancy Rate

**4.9%**

12 Mo Rent Growth

**-2.3%**

The impact of the pandemic on Merton's occupier market was notable last year, with leasing activity falling to a 15-year low. Fewer deals meant that net absorption was negative and continued to apply upward pressure on vacancies. This pushed already rising vacancies to the highest level since 2016 last year. This said, confidence seems to be building in the sector more recently, with a handful of notable deals starting to compress vacancies, and more broadly the UK's gradual easing of restrictions and the continued rollout of the vaccine.

Rental growth had already been reacting to rising vacancies pre-pandemic, with growth falling away from rapid increases several years ago. This movement is in line with the wider London market trends, though it came

later than much of the capital. One factor for prolonged growth has been the submarket's scarcity of new supply, with more lost to demolitions or conversions than built since the financial crisis. In lieu of new modern office space, refurbishments have been a popular value-add opportunity of owners, often commanding top-end rental values.

Investment activity has also been low of late, though momentum had already been sluggish due to the combination of political and Brexit-related uncertainty the year prior. This uncertainty, coupled with limited investment-grade stock, limited investment volumes, with only one notable exception of late.

## KEY INDICATORS

Current Quarter	NIA	Vacancy Rate	Market Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
4 & 5 Star	711,137	7.7%	£45.54	11.6%	0	0	0
3 Star	1,721,976	5.8%	£40.01	7.2%	(848)	0	12,936
1 & 2 Star	958,718	1.2%	£24.32	1.6%	503	0	0
<b>Submarket</b>	<b>3,391,831</b>	<b>4.9%</b>	<b>£36.75</b>	<b>6.6%</b>	<b>(345)</b>	<b>0</b>	<b>12,936</b>
Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	-0.1%	4.1%	4.4%	6.8%	2014 Q3	1.8%	2015 Q2
Net Absorption SF	1.7K	2,990	(11,016)	112,709	2003 Q4	(146,951)	2014 Q3
Deliveries SF	0	18,176	5,645	179,742	2010 Q1	0	2021 Q2
Rent Growth	-2.3%	3.3%	0.5%	15.3%	2016 Q3	-3.0%	2010 Q3
Sales Volume	£33.7M	£36M	N/A	£169.5M	2010 Q2	£425K	2006 Q1

Vacancies have started to compress in Merton's office inventory over the past few quarters. A resurgence of demand in recent months has led this decline, following on from a period of primarily negative net absorption and rising vacancies since 2015. The pandemic saw vacancies continue to rise in 2020, with many businesses in cash preservation mode, though some deals were still getting done.

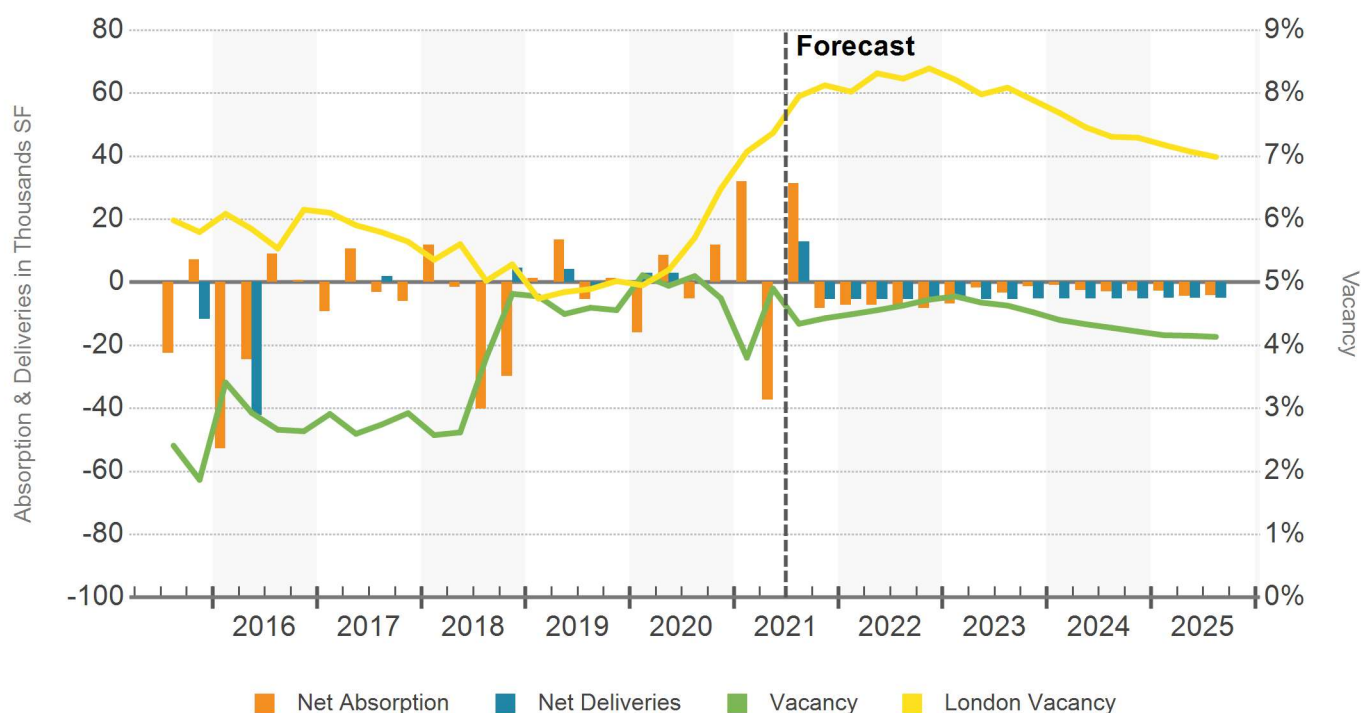
The most notable deals to take place recently were in early 2021, with Domestic & General Group's 37,000-SF renewal of Swan Court in January and the 37,000-SF letting of 265 Burlington Road in March the most significant. The deals are a boost for confidence in the submarket, with take-up for 21Q1 the strongest since 2015. The rollout of the vaccination programme and the gradual easing of restrictions will also be positives for landlords with more demand expected to rebound later this year.

There were also a number of notable deals last year, which kept leasing activity in touch with the submarket's

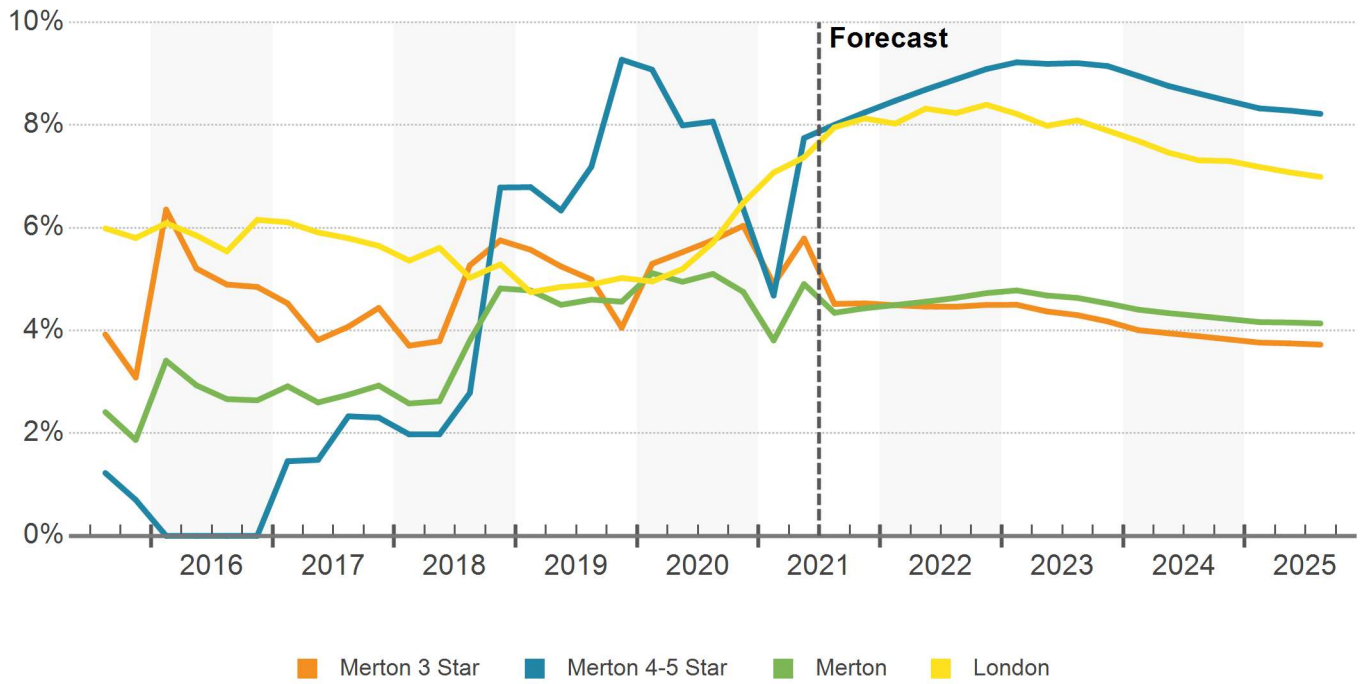
historical 5-year average, albeit slightly below it. Notable deals came from the medical field, including HPD's 12,000-SF letting at 22-24 Worple Road in July. The property has attracted notable demand of late, also securing an 8,000-SF letting to orthopaedic specialities Fortius Group in January. The property completed an extensive refurbishment in 2019, and with limited notable supply coming online in the submarket since the financial crisis, has been able to attract top-end rental values.

Demand for higher-rated inventory has been strong in the submarket recently. As noted, limited notable developments over the past decade has meant quality offerings are in low supply. This, coupled with the flight to quality seen over the past year or two, has seen the vacancy rate in this quality segment to halve (to 5%). Owners have been responding to this supply deficit, with refurbishments ramping up in recent years. The aforementioned Worple Road works following projects including Wellington House, Pinnacle House and the Nelson Local Care Centre.

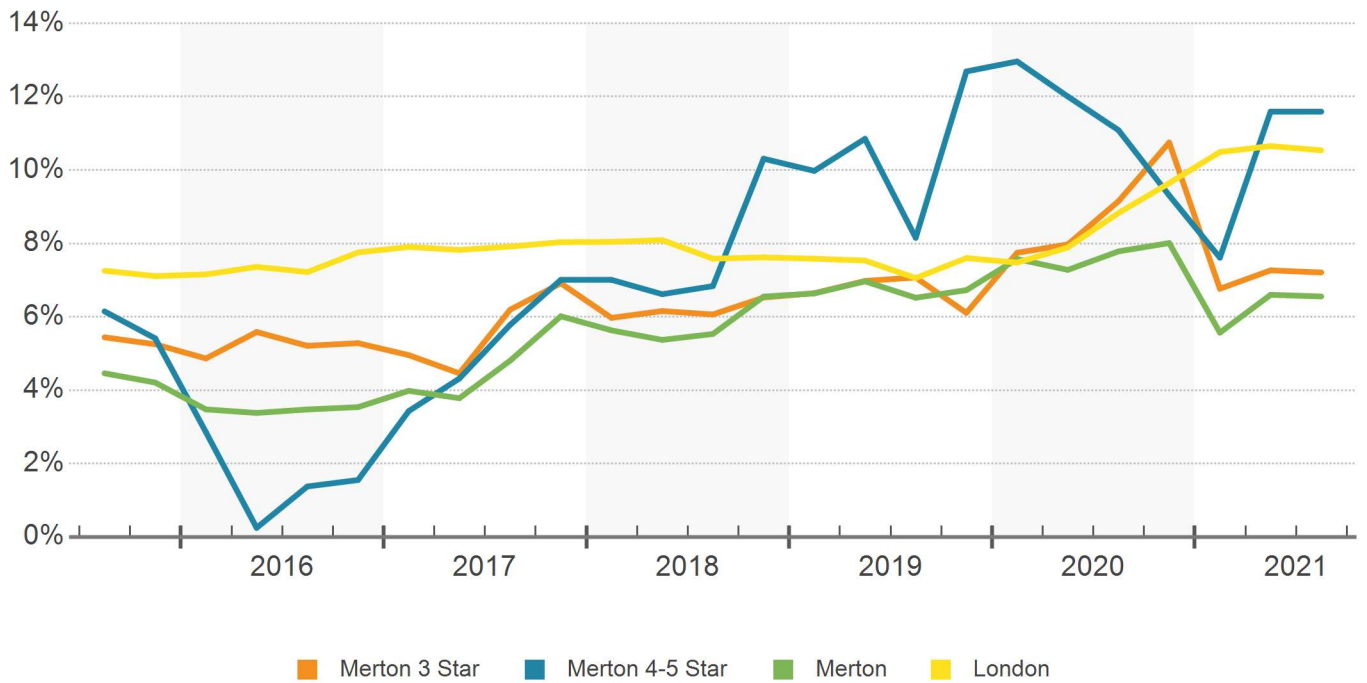
## NET ABSORPTION, NET DELIVERIES & VACANCY



## VACANCY RATE



## AVAILABILITY RATE



## 4 & 5 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

Property Name/Address	Rating	NIA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
<b>22-24 Worple Rd</b>	★★★★☆	42,690	1	12,000	27.7%	13,075
<b>Hill Place House</b> 55A High St	★★★★☆	13,994	1	556	0%	0
<b>Swan Court</b> 11 Worple Rd	★★★★☆	57,601	1	37,384	7.1%	(10,258)

## 3 STAR MOST ACTIVE BUILDINGS IN SUBMARKET - PAST 12 MONTHS

Property Name/Address	Rating	NIA	Deals	Leased SF	12 Mo Vacancy	12 Mo Net Absorp SF
<b>Beacon House</b> 26-28 Worple Rd	★★★☆☆	12,666	1	2,500	57.8%	1,988
<b>66-67 Alwyne Rd</b>	★★★☆☆	1,280	1	1,280	40.0%	1,280
<b>265 Burlington Rd</b>	★★★☆☆	37,487	1	37,487	100%	0
<b>Allington House</b> High St	★★★☆☆	5,603	1	1,295	0%	0
<b>Broadway Court</b> The Broadway	★★★☆☆	3,046	1	373	2.4%	0
<b>The White House</b> 57-63 Church Rd	★★★☆☆	8,353	1	4,273	0%	0
<b>Barry House</b> 20-22 Worple Rd	★★★☆☆	6,374	1	1,015	0%	0
<b>30 Homefield Rd</b>	★★★☆☆	1,664	2	2,140	45.0%	(616)



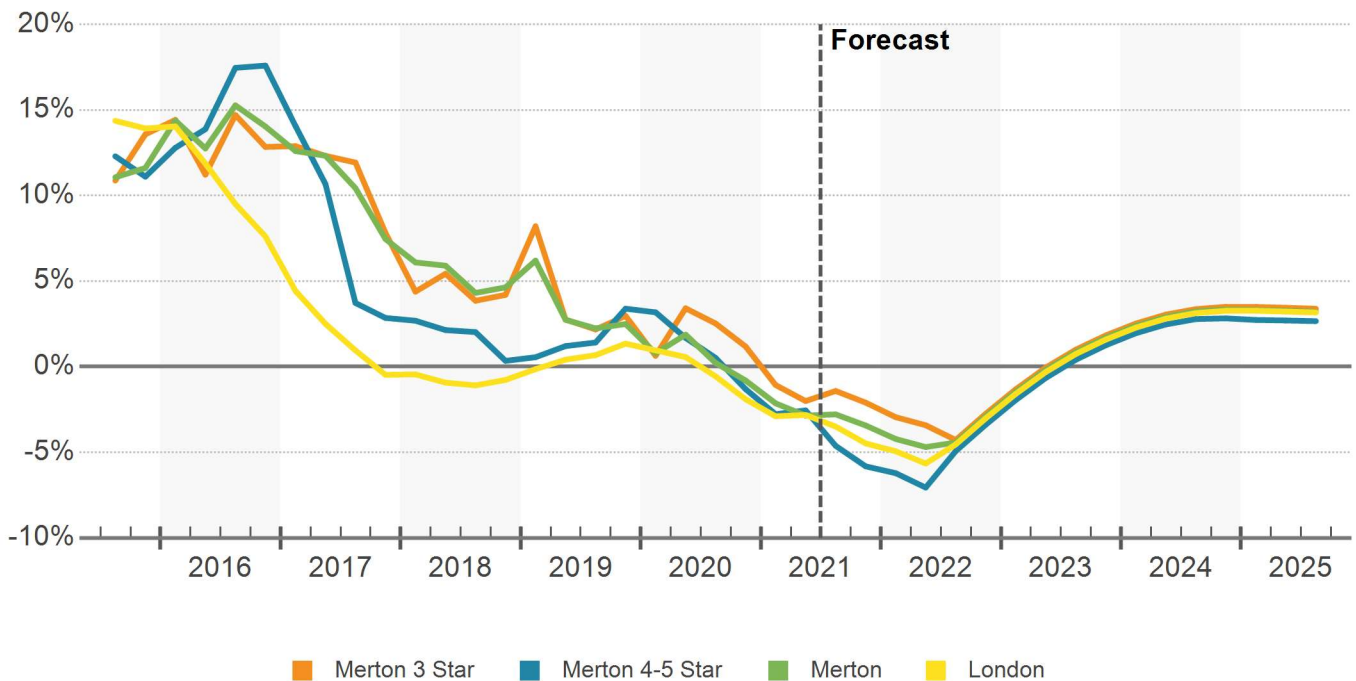
Rents in Merton's office market have broadly followed that of the London average over the past decade. Strong expansion several years ago was replaced by sharp deceleration, before finally slipping into losses in mid-2020. This slowdown came almost two years after the rest of the capital, suggesting that limited supply prolonged landlords' ability to push higher rents in higher-quality space, a trend seen in other supply-constrained areas, particularly in south London. The coronavirus is expected to see losses persist into 2022 before gently picking up thereafter.

Rental values are currently at around £37.00 /SF. At this level, rents are around a quarter above levels five years ago, making the submarket one of the most expensive south of the Thames. Average rental values here are more than 30% higher than in neighbouring Croydon,

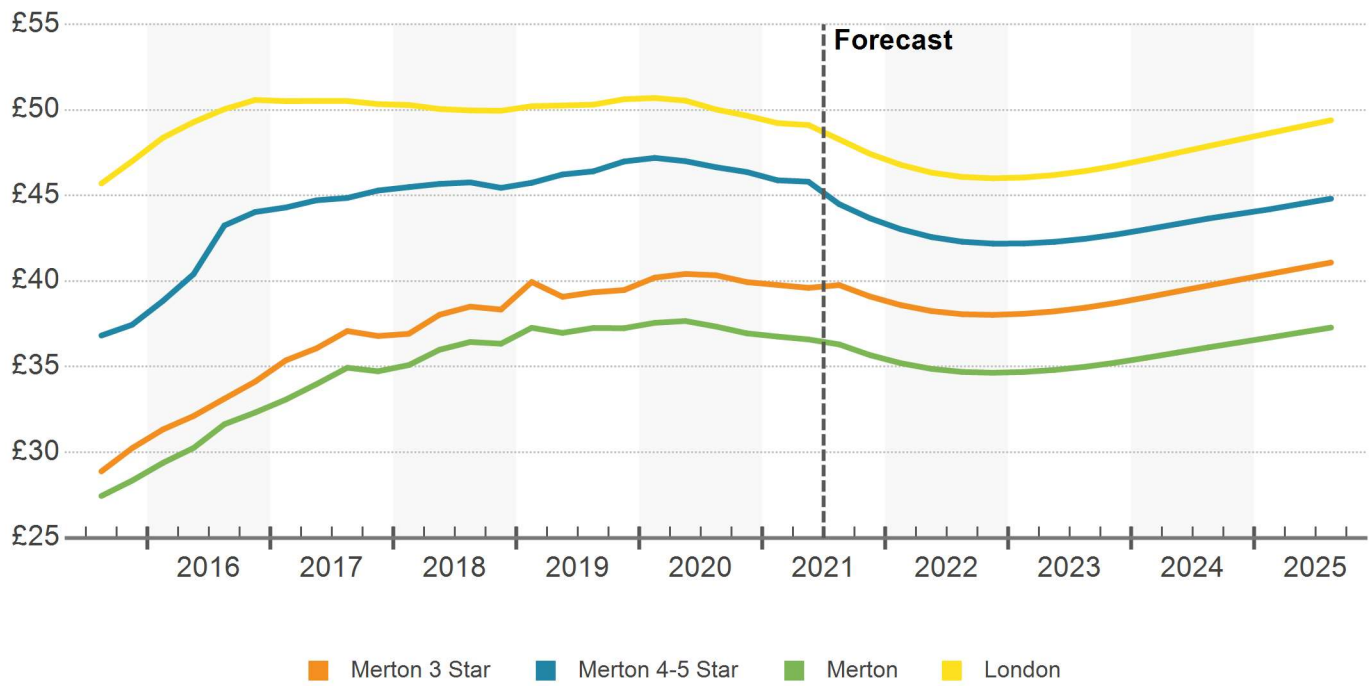
Sutton and Kingston upon Thames. The submarket also commands a small premium on the Southern Fringe and Richmond upon Thames submarkets, though rents are at a notable discount to the two Southbank submarkets.

One factor that has helped prop up rents here has been the limited new development over the past decade. There have only been a handful of deliveries in this time, with just two projects larger than 10,000 SF. There have also been several notable removals of stock in this time, with a wave of office-residential conversions removing inventory. This lack of high-quality space has enabled refurbished space to command top-end rental values. Among the highest asking rents in the submarket are at Central House on Alwyne Road at £53.50/SF and Wellington House on Wimbledon Hill Road from £55/SF-£57.50/SF.

## MARKET RENT GROWTH (YOY)



## MARKET RENT PER SQUARE FEET



Merton has been starved of large-scale development over the past decade, a theme common across much of south London. This lack of new supply has also been exacerbated by the large removal of stock from the submarket's inventory through demolitions and conversions.

More than 200,000 SF of space has been removed since 2012, compared to less than 30,000 SF of new deliveries. Among the most notable inventory losses came from conversions at Abbot Court (56,000 SF) and Brown & Root House (89,000 SF), which were repurposed for education and residential use, respectively.

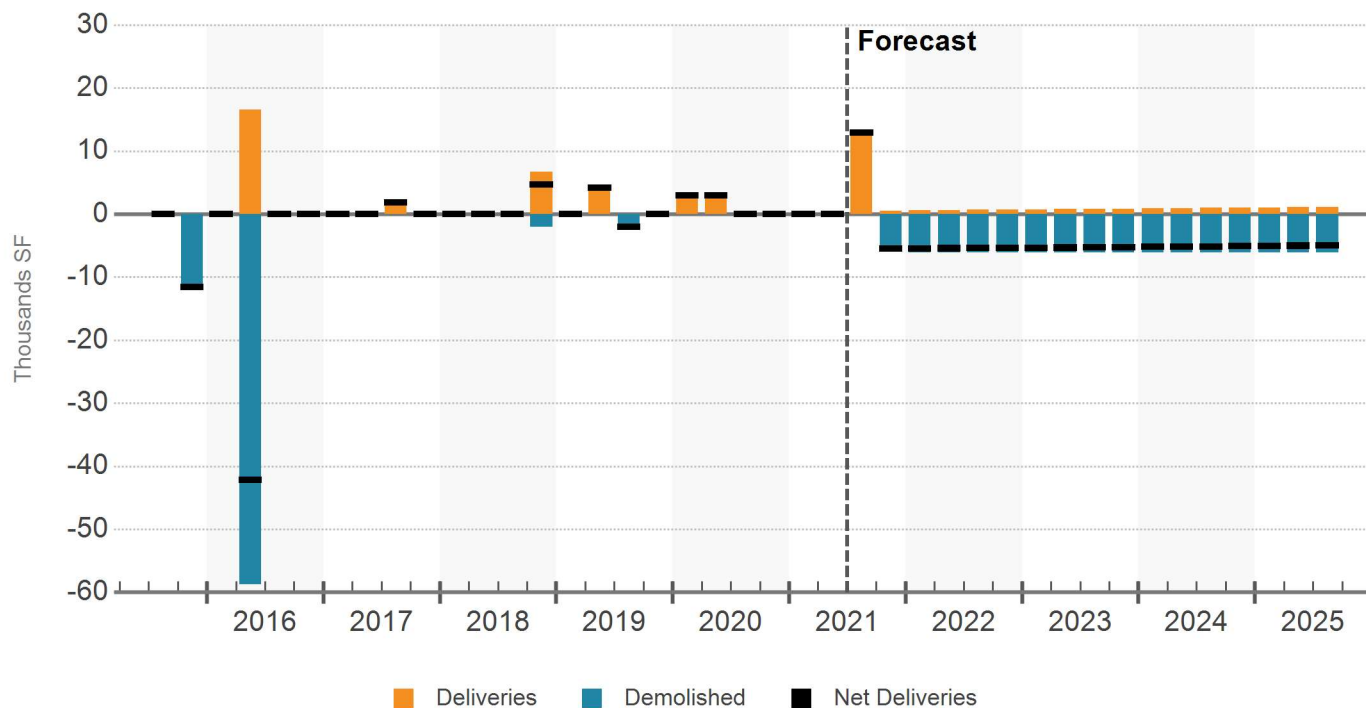
The most recent delivery in the submarket was the ground floor of 223 Streatham Road, a primarily residential property. The commercial space (suitable for A1, B1 and D2 use) totals around 3,000 SF and completed in early 2020. Over the past five years, the

only new supply addition larger than 10,000 SF was Hatton House, a 17,000-SF office building completed in mid-2016.

However, there have been several notable refurbishments in this time, with 22-24 Worple Road (44,000 SF) and Wellington House (30,000 SF) the most recent, completed in 2019. The former is letting well, while the latter was snapped up by software firm Intelliflo with asking rents of £57.50/SF. Other notable refurbishments to complete in recent years include Pinnacle House (44,000 SF) in 2017, which was fully let to Unibet upon completion, and the Nelson Local Care Centre (66,000 SF), which completed works in 2015.

There is little else in Merton's development pipeline, meaning little upward pressure on vacancies from construction. This could encourage some landlords and developers to undergo refurbishment works if demand starts to pick back up in the wake of the coronavirus.

## DELIVERIES & DEMOLITIONS



All-Time Annual Avg. Square Feet

17,448

Delivered Square Feet Past 8 Qtrs

5,930

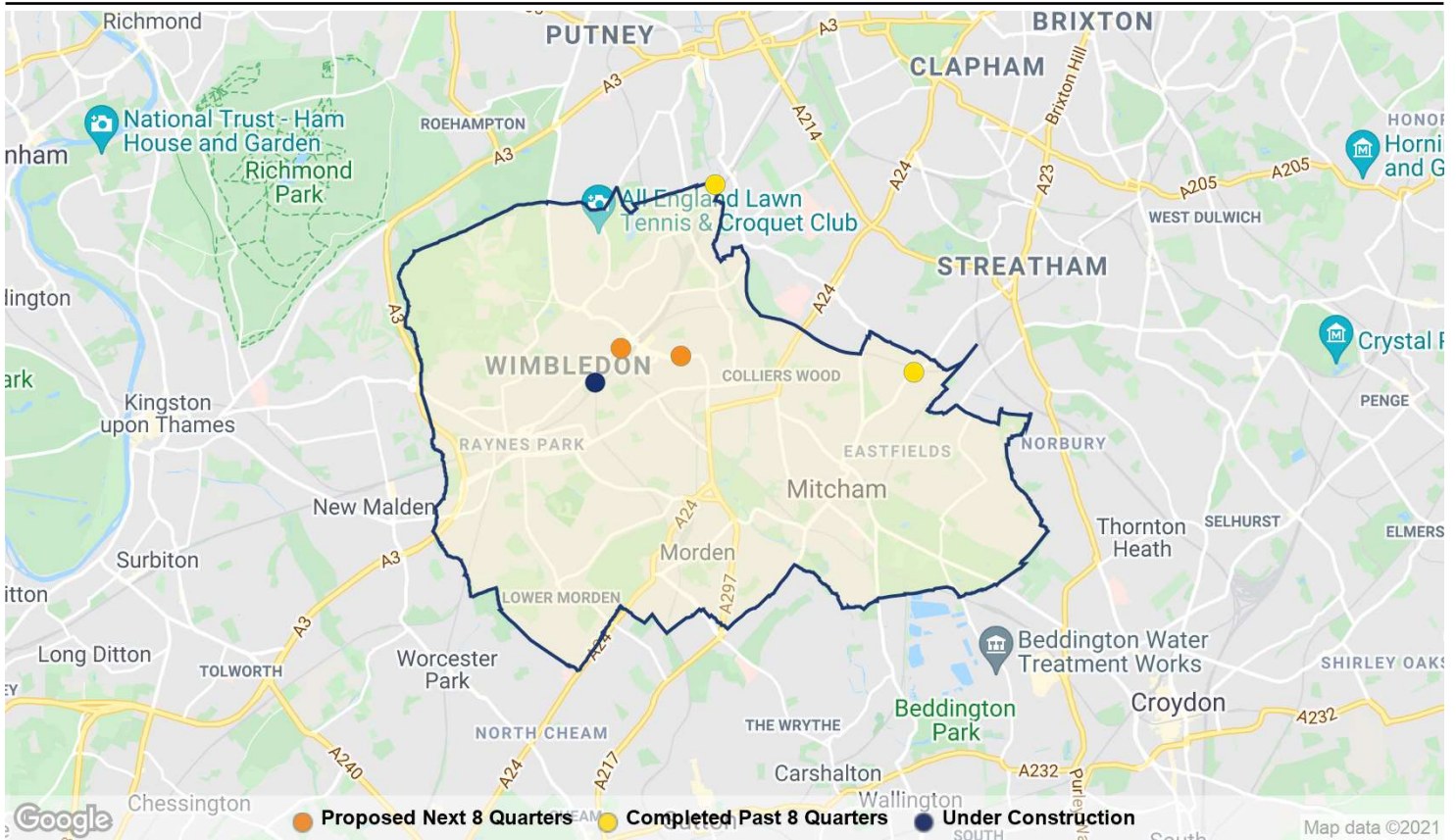
Delivered Square Feet Next 8 Qtrs

12,936

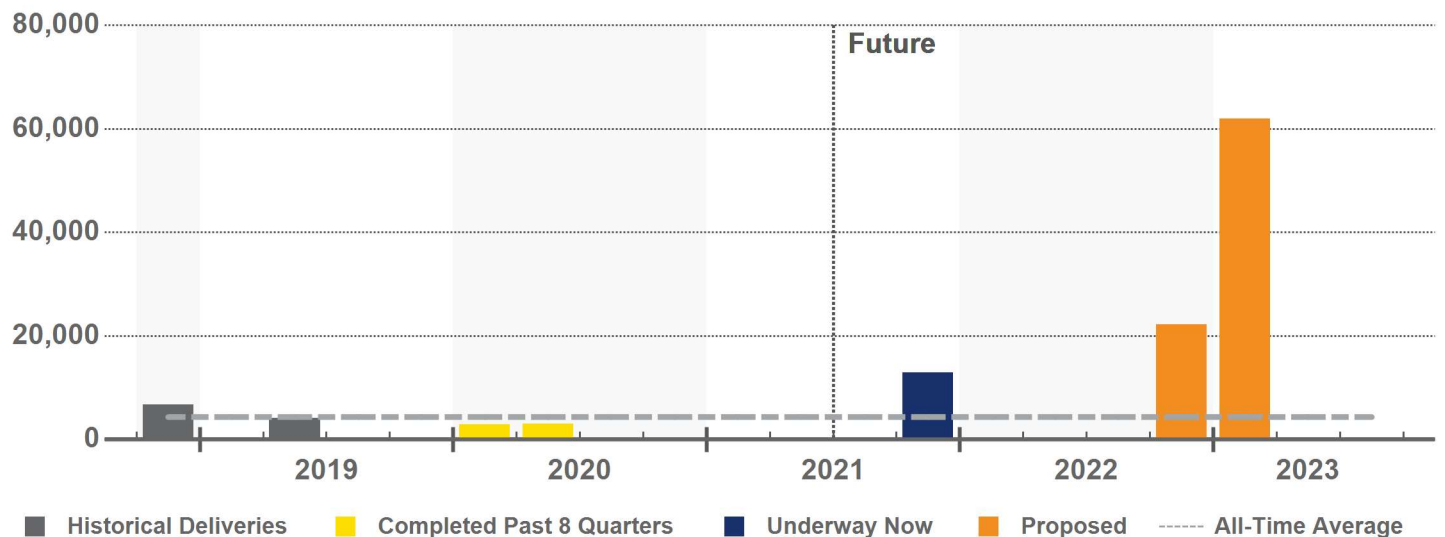
Proposed Square Feet Next 8 Qtrs

84,208

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



PAST & FUTURE DELIVERIES IN SQUARE FEET



## RECENT DELIVERIES

Property Name/Address	Rating	Bldg SF	Floors	Start	Complete	Developer/Owner
1 <a href="#">9 Ravensbury</a>	★ ★ ★ ★ ★	2,991	2	Sep 2019	Apr 2020	-
2 <a href="#">223 Streatham Rd</a>	★ ★ ★ ★ ★	2,939	4	Oct 2018	Jan 2020	- Featherstone Homes Ltd

## UNDER CONSTRUCTION

Property Name/Address	Rating	Bldg SF	Floors	Start	Complete	Developer/Owner
1 <a href="#">3 Elm Grove</a>	★ ★ ★ ★ ★	12,936	4	Aug 2020	Aug 2021	-

## PROPOSED

Property Name/Address	Rating	Bldg SF	Floors	Start	Complete	Developer/Owner
1 <a href="#">One Wimbledon</a> Francis Grove	★ ★ ★ ★ ★	62,019	11	Jul 2021	Jan 2023	-
2 <a href="#">188-194 The Broadway B...</a>	★ ★ ★ ★ ★	22,189	7	Dec 2021	Dec 2022	-

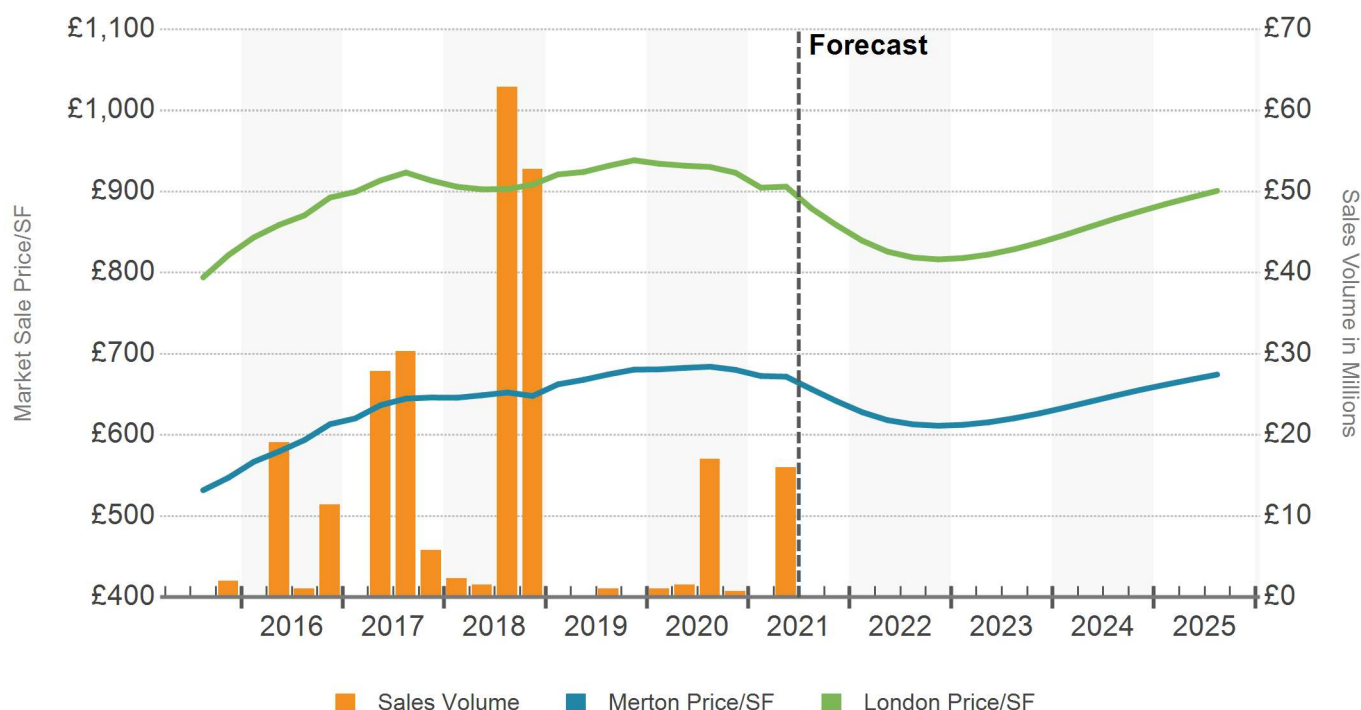
Investment activity has been sluggish over the past couple of years. The impact and uncertainty of the coronavirus has compounded wider economic and Brexit-related uncertainty, which had already been depressing volumes. These factors against a backdrop of limited quality supply has meant volumes have been below the submarket's long-term averages over the past couple of years.

There have been few deals in 2021, though there was one standout deal recorded last year. The most notable of these was NorthWest Healthcare Properties REIT's acquisition of Cancer Centre London on Parkside as part of a wider London portfolio. The Canadian public company purchased the 18,000-SF property from NMC Healthcare and Aspen Healthcare for around £17 million in a distress sale in August 2020.

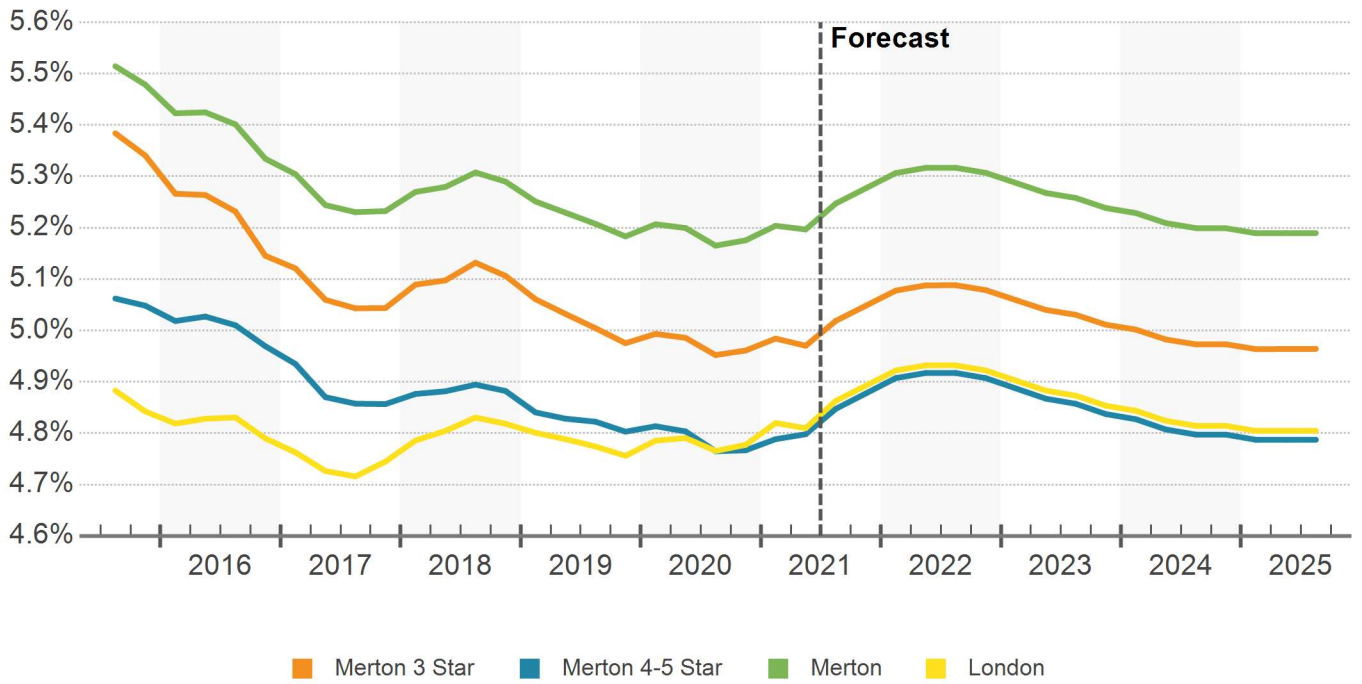
Aside from this however, only a handful of other deals have taken place of late, such as the £3 million sale of Phoenix House on Amity Grove. Heritage Land Capital completed the acquisition from Sunstone Properties in April, with a view for residential conversion. The sale price represents the land value of the site. Few other transactions have surpassed £1 million.

Activity was expected to start picking up across the sector in early 2020 as the UK's economy gets going again, but the reintroduction of tighter restrictions in the final months of 2020 and the reintroduction of the national lockdown in January, mean it is likely to take some time before investors are comfortable enough to return to the table for value-add opportunistic plays, which are common in the submarket.

## SALES VOLUME & MARKET SALE PRICE PER SF



## MARKET YIELD



# Sales Past 12 Months

Merton Office

Sale Comparables

Avg. Yield

Avg. Price/SF

Avg. Vacancy At Sale

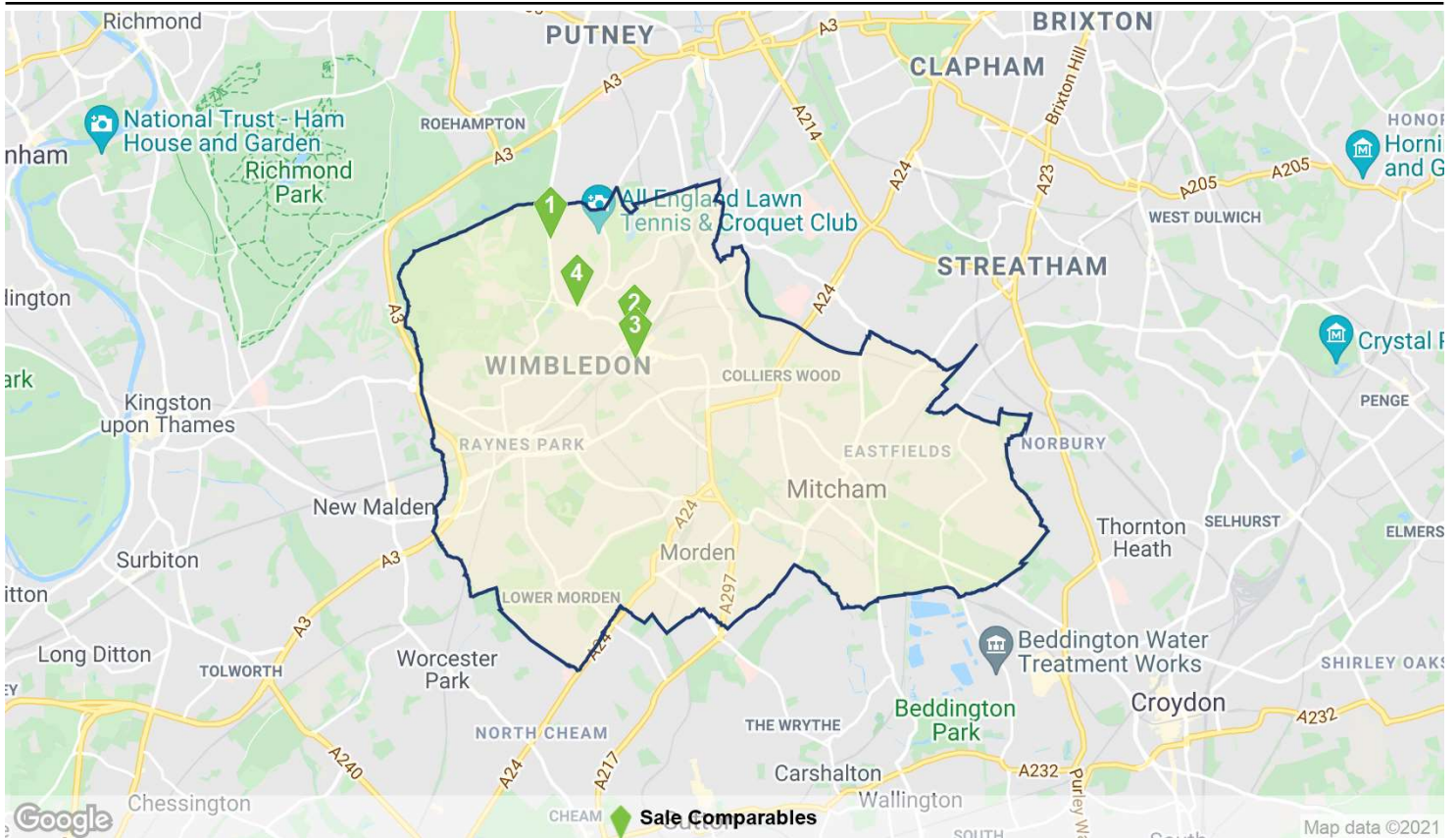
**4**

**5.2%**

**£844**

**0%**

## SALE COMPARABLE LOCATIONS



## SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	£700,000	£11,243,970	£16,000,000	£17,031,909
Price/SF	£664	£844	£752	£967
Yield	5.2%	5.2%	5.2%	5.2%
Time Since Sale in Months	1.1	6.4	6.9	10.7
Property Attributes	Low	Average	Median	High
Building SF	554	10,126	9,331	21,289
Floors	2	3	3	4
Typical Floor SF	277	2,999	2,925	5,869
Vacancy Rate At Sale	0%	0%	0%	0%
Year Built	1904	1951	1948	2003
Star Rating	★★★★★	★★★★★ 2.5	★★★★★	★★★★★





# Sales Past 12 Months

Merton Office

## RECENT SIGNIFICANT SALES

Property Name - Address	Property				Sale			
	Rating	Yr Built	Bldg SF	Vacancy	Sale Date	Price	Price/SF	NIY
<b>1</b> <b>Cancer Centre London</b> 49 Parkside	★★★★★	2003	17,606	0%	21/08/2020	£17,031,909	£967	-
<b>2</b> <b>Connect House</b> 131-137 Alexandra Rd	★★★★★	1986	21,289	0%	09/06/2021	£16,000,000	£752	5.2%
<b>3</b> <b>Ideas Factory</b> 26 Beulah Rd	★★★★★	1910	1,055	0%	09/12/2020	£700,000	£664	-
<b>4</b> <b>22 Lancaster Pl</b>	★★★★★	1904	554	0%	22/12/2020	-	-	-

## OVERALL SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2025	3,315,720	(20,030)	-0.6%	(14,764)	-0.4%	-
2024	3,335,750	(20,620)	-0.6%	(9,294)	-0.3%	-
2023	3,356,370	(21,245)	-0.6%	(13,186)	-0.4%	-
2022	3,377,615	(21,701)	-0.6%	(30,306)	-0.9%	-
2021	3,399,316	7,485	0.2%	17,966	0.5%	0.4
YTD	3,391,831	0	0%	(5,569)	-0.2%	-
2020	3,391,831	5,930	0.2%	(783)	0%	-
2019	3,385,901	2,176	0.1%	10,814	0.3%	0.2
2018	3,383,725	4,647	0.1%	(59,497)	-1.8%	-
2017	3,379,078	1,860	0.1%	(7,892)	-0.2%	-
2016	3,377,218	(42,150)	-1.2%	(67,421)	-2.0%	-
2015	3,419,368	(10,320)	-0.3%	14,484	0.4%	-
2014	3,429,688	(173,302)	-4.8%	(128,505)	-3.7%	-
2013	3,602,990	(40,282)	-1.1%	(18,871)	-0.5%	-
2012	3,643,272	0	0%	42,780	1.2%	0
2011	3,643,272	14,576	0.4%	32,847	0.9%	0.4
2010	3,628,696	32,032	0.9%	23,735	0.7%	1.3
2009	3,596,664	147,710	4.3%	20,248	0.6%	7.3

## 4 & 5 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2025	725,812	4,479	0.6%	6,651	0.9%	0.7
2024	721,333	3,840	0.5%	8,374	1.2%	0.5
2023	717,493	3,176	0.4%	2,430	0.3%	1.3
2022	714,317	2,649	0.4%	(3,632)	-0.5%	-
2021	711,668	531	0.1%	(12,870)	-1.8%	-
YTD	711,137	0	0%	(9,803)	-1.4%	-
2020	711,137	0	0%	20,657	2.9%	0
2019	711,137	0	0%	(17,696)	-2.5%	-
2018	711,137	0	0%	(31,857)	-4.5%	-
2017	711,137	0	0%	(16,372)	-2.3%	-
2016	711,137	0	0%	4,983	0.7%	0
2015	711,137	0	0%	14,812	2.1%	0
2014	711,137	0	0%	9,243	1.3%	0
2013	711,137	0	0%	26,302	3.7%	0
2012	711,137	0	0%	3,722	0.5%	0
2011	711,137	0	0%	5,874	0.8%	0
2010	711,137	32,032	4.7%	28,620	4.0%	1.1
2009	679,105	130,352	23.8%	84,370	12.4%	1.5

# Supply & Demand Trends

Merton Office

## 3 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2025	1,734,912	0	0%	2,535	0.1%	0
2024	1,734,912	0	0%	6,074	0.4%	0
2023	1,734,912	0	0%	5,579	0.3%	0
2022	1,734,912	0	0%	538	0%	0
2021	1,734,912	12,936	0.8%	38,341	2.2%	0.3
YTD	1,721,976	0	0%	3,404	0.2%	0
2020	1,721,976	2,939	0.2%	(31,329)	-1.8%	-
2019	1,719,037	4,176	0.2%	33,154	1.9%	0.1
2018	1,714,861	6,717	0.4%	(16,128)	-0.9%	-
2017	1,708,144	1,860	0.1%	8,750	0.5%	0.2
2016	1,706,284	(42,150)	-2.4%	(70,942)	-4.2%	-
2015	1,748,434	(10,320)	-0.6%	(7,125)	-0.4%	-
2014	1,758,754	(152,302)	-8.0%	(145,044)	-8.2%	-
2013	1,911,056	(40,282)	-2.1%	(32,236)	-1.7%	-
2012	1,951,338	0	0%	29,734	1.5%	0
2011	1,951,338	14,576	0.8%	32,055	1.6%	0.5
2010	1,936,762	0	0%	(7,929)	-0.4%	-
2009	1,936,762	2,277	0.1%	(57,906)	-3.0%	-

## 1 & 2 STAR SUPPLY & DEMAND

Year	Inventory			Net Absorption		
	SF	SF Growth	% Growth	SF	% of Inv	Construction Ratio
2025	854,996	(24,509)	-2.8%	(23,950)	-2.8%	-
2024	879,505	(24,460)	-2.7%	(23,742)	-2.7%	-
2023	903,965	(24,421)	-2.6%	(21,195)	-2.3%	-
2022	928,386	(24,350)	-2.6%	(27,212)	-2.9%	-
2021	952,736	(5,982)	-0.6%	(7,505)	-0.8%	-
YTD	958,718	0	0%	830	0.1%	0
2020	958,718	2,991	0.3%	9,889	1.0%	0.3
2019	955,727	(2,000)	-0.2%	(4,644)	-0.5%	-
2018	957,727	(2,070)	-0.2%	(11,512)	-1.2%	-
2017	959,797	0	0%	(270)	0%	-
2016	959,797	0	0%	(1,462)	-0.2%	-
2015	959,797	0	0%	6,797	0.7%	0
2014	959,797	(21,000)	-2.1%	7,296	0.8%	-
2013	980,797	0	0%	(12,937)	-1.3%	-
2012	980,797	0	0%	9,324	1.0%	0
2011	980,797	0	0%	(5,082)	-0.5%	-
2010	980,797	0	0%	3,044	0.3%	0
2009	980,797	15,081	1.6%	(6,216)	-0.6%	-



## OVERALL RENT & VACANCY

Year	Market Rent			Vacancy		
	Per SF	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2025	£37.57	3.2%	0.9%	135,783	4.1%	-0.1%
2024	£36.41	3.3%	-2.2%	140,763	4.2%	-0.3%
2023	£35.24	1.7%	-5.4%	151,872	4.5%	-0.2%
2022	£34.65	-2.9%	-7.0%	159,622	4.7%	0.3%
2021	£35.68	-3.4%	-4.2%	150,648	4.4%	-0.3%
YTD	£36.75	-0.5%	-1.3%	166,658	4.9%	0.2%
2020	£36.95	-0.8%	-0.8%	161,089	4.7%	0.2%
2019	£37.25	2.5%	0%	154,376	4.6%	-0.3%
2018	£36.34	4.6%	-2.4%	163,014	4.8%	1.9%
2017	£34.73	7.5%	-6.8%	98,870	2.9%	0.3%
2016	£32.32	14.0%	-13.2%	89,118	2.6%	0.8%
2015	£28.35	11.6%	-23.9%	63,847	1.9%	-0.7%
2014	£25.40	7.7%	-31.8%	88,651	2.6%	-0.8%
2013	£23.58	1.9%	-36.7%	122,917	3.4%	-0.8%
2012	£23.14	0.4%	-37.9%	154,859	4.3%	-1.2%
2011	£23.05	0.8%	-38.1%	197,639	5.4%	-0.5%
2010	£22.86	-2.4%	-38.6%	215,910	6.0%	0.2%
2009	£23.43	-1.5%	-37.1%	207,613	5.8%	3.4%

## 4 & 5 STAR RENT & VACANCY

Year	Market Rent			Vacancy		
	Per SF	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2025	£45.11	2.7%	-4.0%	58,847	8.1%	-0.4%
2024	£43.92	2.8%	-6.5%	61,053	8.5%	-0.7%
2023	£42.72	1.3%	-9.1%	65,623	9.1%	0.1%
2022	£42.19	-3.4%	-10.2%	64,910	9.1%	0.8%
2021	£43.67	-5.8%	-7.1%	58,664	8.2%	1.9%
YTD	£45.54	-1.8%	-3.1%	55,071	7.7%	1.4%
2020	£46.37	-1.3%	-1.3%	45,268	6.4%	-2.9%
2019	£46.98	3.4%	0%	65,925	9.3%	2.5%
2018	£45.44	0.3%	-3.3%	48,229	6.8%	4.5%
2017	£45.29	2.8%	-3.6%	16,372	2.3%	2.3%
2016	£44.04	17.6%	-6.3%	0	0%	-0.7%
2015	£37.45	11.1%	-20.3%	4,983	0.7%	-2.1%
2014	£33.71	9.3%	-28.3%	19,795	2.8%	-1.3%
2013	£30.84	4.7%	-34.4%	29,038	4.1%	-3.7%
2012	£29.45	2.7%	-37.3%	55,340	7.8%	-0.5%
2011	£28.66	-3.4%	-39.0%	59,062	8.3%	-0.8%
2010	£29.67	2.2%	-36.9%	64,936	9.1%	0.1%
2009	£29.04	-2.4%	-38.2%	61,524	9.1%	6.2%

## 3 STAR RENT & VACANCY

Year	Market Rent			Vacancy		
	Per SF	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2025	£41.41	3.3%	3.7%	63,805	3.7%	-0.1%
2024	£40.08	3.5%	0.3%	66,340	3.8%	-0.4%
2023	£38.72	1.8%	-3.0%	72,414	4.2%	-0.3%
2022	£38.03	-2.7%	-4.8%	77,993	4.5%	0%
2021	£39.10	-2.1%	-2.1%	78,531	4.5%	-1.5%
YTD	£40.01	0.2%	0.2%	100,531	5.8%	-0.2%
2020	£39.94	1.2%	0%	103,935	6.0%	2.0%
2019	£39.47	3.0%	-1.2%	69,667	4.1%	-1.7%
2018	£38.34	4.2%	-4.0%	98,645	5.8%	1.3%
2017	£36.79	7.8%	-7.9%	75,800	4.4%	-0.4%
2016	£34.12	12.8%	-14.6%	82,690	4.8%	1.8%
2015	£30.24	13.6%	-24.3%	53,898	3.1%	-0.2%
2014	£26.63	7.9%	-33.3%	57,093	3.2%	0.4%
2013	£24.67	3.1%	-38.2%	53,820	2.8%	-0.9%
2012	£23.93	-1.5%	-40.1%	72,397	3.7%	-1.5%
2011	£24.29	3.8%	-39.2%	102,131	5.2%	-0.9%
2010	£23.39	-4.6%	-41.4%	119,610	6.2%	0.4%
2009	£24.50	-3.3%	-38.7%	111,681	5.8%	3.1%

## 1 & 2 STAR RENT & VACANCY

Year	Market Rent			Vacancy		
	Per SF	% Growth	Vs Hist Peak	SF	Percent	Ppts Chg
2025	£25.03	3.4%	-3.7%	13,131	1.5%	0%
2024	£24.21	3.6%	-6.9%	13,370	1.5%	0%
2023	£23.38	1.9%	-10.1%	13,835	1.5%	-0.3%
2022	£22.94	-2.6%	-11.8%	16,719	1.8%	0.4%
2021	£23.56	-4.0%	-9.4%	13,453	1.4%	0.2%
YTD	£24.32	-0.9%	-6.5%	11,056	1.2%	-0.1%
2020	£24.54	-5.6%	-5.6%	11,886	1.2%	-0.7%
2019	£26.00	0.1%	0%	18,784	2.0%	0.3%
2018	£25.98	12.1%	-0.1%	16,140	1.7%	1.0%
2017	£23.17	13.8%	-10.9%	6,698	0.7%	0%
2016	£20.37	12.2%	-21.6%	6,428	0.7%	0.2%
2015	£18.16	6.8%	-30.1%	4,966	0.5%	-0.7%
2014	£17.01	4.8%	-34.6%	11,763	1.2%	-2.9%
2013	£16.22	-4.8%	-37.6%	40,059	4.1%	1.3%
2012	£17.03	2.3%	-34.5%	27,122	2.8%	-1.0%
2011	£16.64	-1.2%	-36.0%	36,446	3.7%	0.5%
2010	£16.84	-2.8%	-35.2%	31,364	3.2%	-0.3%
2009	£17.32	4.5%	-33.4%	34,408	3.5%	2.2%

## OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Yield	Price/SF	Price Index	Yield
2025	-	-	-	-	-	-	£680.28	217	5.2%
2024	-	-	-	-	-	-	£655.86	209	5.2%
2023	-	-	-	-	-	-	£626.75	200	5.2%
2022	-	-	-	-	-	-	£611.44	195	5.3%
2021	-	-	-	-	-	-	£641.56	205	5.3%
YTD	1	£16M	0.6%	£16,000,000	£751.56	5.2%	£671.65	214	5.2%
2020	7	£20.2M	0.8%	£4,685,977	£717.54	-	£680.35	217	5.2%
2019	3	£1M	0.1%	£1,030,000	£450.37	4.1%	£680.60	217	5.2%
2018	7	£119.5M	7.9%	£23,434,466	£450.51	5.0%	£648.20	207	5.3%
2017	6	£64M	3.4%	£12,794,400	£558.60	4.6%	£646.23	206	5.2%
2016	9	£31.5M	1.4%	£7,615,375	£760.10	4.5%	£613.33	196	5.3%
2015	7	£71.2M	6.7%	£17,791,136	£402.18	6.4%	£547.44	175	5.5%
2014	6	£14.9M	3.8%	£4,950,000	£191.59	6.6%	£450.33	144	6.0%
2013	13	£14.3M	6.4%	£3,570,000	£94.07	9.2%	£383.50	122	6.4%
2012	7	£16.5M	2.8%	£3,162,000	£164.19	10.5%	£360.73	115	6.5%
2011	5	£50M	1.3%	£9,998,000	£1,027.54	6.7%	£353.44	113	6.6%
2010	7	£119.7M	10.4%	£19,942,128	£322.50	7.2%	£338.51	108	6.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

## 4 & 5 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Yield	Price/SF	Price Index	Yield
2025	-	-	-	-	-	-	£878.88	232	4.8%
2024	-	-	-	-	-	-	£849.20	224	4.8%
2023	-	-	-	-	-	-	£813.27	215	4.8%
2022	-	-	-	-	-	-	£794.58	210	4.9%
2021	-	-	-	-	-	-	£837.87	221	4.9%
YTD	-	-	-	-	-	-	£889.48	235	4.8%
2020	-	-	-	-	-	-	£905.58	239	4.8%
2019	-	-	-	-	-	-	£896.31	237	4.8%
2018	-	-	-	-	-	-	£859.75	227	4.9%
2017	1	£30.3M	8.8%	£30,300,000	£485.48	4.6%	£840.45	222	4.9%
2016	1	£1.1M	0.5%	-	£315.09	5.4%	£792.35	209	5.0%
2015	1	£58.7M	12.7%	£58,700,000	£648.90	4.6%	£716.10	189	5.0%
2014	1	£800K	4.1%	£800,000	£27.59	-	£593.28	157	5.5%
2013	6	£0.00	6.2%	-	-	-	£509.61	135	5.9%
2012	-	-	-	-	-	-	£485.20	128	6.0%
2011	1	£46M	4.5%	£46,000,000	£1,436.06	5.3%	£462.30	122	6.2%
2010	2	£58.3M	24.5%	£58,250,000	£345.42	7.1%	£438.43	116	6.5%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

## 3 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Yield	Price/SF	Price Index	Yield
2025	-	-	-	-	-	-	£725.59	210	5.0%
2024	-	-	-	-	-	-	£699.28	203	5.0%
2023	-	-	-	-	-	-	£668.12	194	5.0%
2022	-	-	-	-	-	-	£651.42	189	5.1%
2021	-	-	-	-	-	-	£682.38	198	5.0%
YTD	1	£16M	1.2%	£16,000,000	£751.56	5.2%	£708.86	205	5.0%
2020	3	£17.8M	1.4%	£8,521,955	£763.54	-	£715.44	207	5.0%
2019	-	-	-	-	-	-	£715.97	207	5.0%
2018	5	£114.1M	15.1%	£37,256,667	£443.69	5.0%	£676.86	196	5.1%
2017	4	£33.7M	3.1%	£8,418,000	£646.18	-	£683.73	198	5.0%
2016	8	£30.5M	2.6%	£7,615,375	£799.58	4.1%	£648.76	188	5.1%
2015	3	£12.5M	4.9%	£4,154,847	£144.12	7.4%	£572.88	166	5.3%
2014	5	£14.1M	5.8%	£7,025,000	£289.64	6.6%	£470.35	136	5.8%
2013	7	£14.3M	9.7%	£3,570,000	£94.07	9.2%	£400.10	116	6.3%
2012	5	£16.3M	5.1%	£3,903,750	£163.88	10.5%	£376.04	109	6.3%
2011	3	£2.7M	0.8%	£896,667	£178.12	8.0%	£374.48	108	6.4%
2010	4	£61.1M	10.4%	£15,273,191	£304.13	7.2%	£360.85	105	6.5%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

## 1 & 2 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/SF	Avg Yield	Price/SF	Price Index	Yield
2025	-	-	-	-	-	-	£449.69	218	5.9%
2024	-	-	-	-	-	-	£432.64	209	5.9%
2023	-	-	-	-	-	-	£412.83	200	6.0%
2022	-	-	-	-	-	-	£402.57	195	6.0%
2021	-	-	-	-	-	-	£421.41	204	6.0%
YTD	-	-	-	-	-	-	£441.79	214	5.9%
2020	4	£2.4M	0.6%	£850,000	£498.88	-	£449.46	218	5.9%
2019	3	£1M	0.5%	£1,030,000	£450.37	4.1%	£456.22	221	5.8%
2018	2	£5.4M	0.8%	£2,701,166	£667.04	-	£439.24	213	5.9%
2017	1	£0.00	0.1%	-	-	-	£433.78	210	5.9%
2016	-	-	-	-	-	-	£415.88	201	6.0%
2015	3	£0.00	5.4%	-	-	-	£376.09	182	6.1%
2014	-	-	-	-	-	-	£307.94	149	6.6%
2013	-	-	-	-	-	-	£259.85	126	7.1%
2012	2	£195K	0.1%	£195,000	£195.00	-	£240.67	116	7.3%
2011	1	£1.3M	0.2%	£1,300,000	£857.52	-	£234.34	113	7.4%
2010	1	£310K	0.2%	£310,000	£205.84	-	£223.58	108	7.7%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.