



MITCHAM MATTERS

Consultation Report



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MITCHAM MATTERS



Winter Weekend, December 2023

Shaping the future of Mitcham Town Centre together

In 2023/24, 787 residents responded to the 'Mitcham Matters' survey.

This report displays the key findings of the consultation and outlines strategic objectives to guide the future of Mitcham town centre.

1.1 FOREWORD

We'd like to thank everyone who has taken the time to be a part of the 'Mitcham Matters' consultation. 691 residents responded to the initial survey and a further 96 residents aged under 25 years old responded to a focused survey aimed at young people. A total of 787 residents formally responded to the survey both online and at engagement events.

It is also important to highlight the countless valuable conversations had with residents, community groups, businesses and other stakeholders that have all been fed into this report.

This report was produced in Summer 2024 and published in November 2024.

1.2 HOW TO READ THIS REPORT

This report provides a summary of the feedback received from the Mitcham Matters consultation.

It provides graphs that illustrate the quantitative data from the survey as well as quotes obtained from comments made through text boxes in the survey to illustrate more qualitative feedback and comments that fall outside of what the questions can capture. These quotes are displayed in speech bubbles throughout the report.

It is important that both quantitative and qualitative feedback is considered in unison.

1.3 THE START OF THE CONVERSATION


Mitcham town centre is an important focal point for the east side of the London Borough of Merton. It is where residents, workers and visitors come together to shop, work, socialise and access services.

However, the town centre, along with many country wide, is facing challenges as consumer habits continuously develop. The impact of these changing trends were exacerbated by the Covid-19 pandemic. It left high streets and town centres nationwide with a dwindling markets and vacant units. However, Mitcham's unique character, made up of its proactive communities and its existing infrastructure, provides an optimistic and positive backdrop for its future.

Within the next ten years, Mitcham will also continue to develop as new buildings come forward that will deliver much needed homes in and around the town centre which will also boost the local economy.

It is important that Mitcham as a place is shaped by those who know it: its communities. Through surveys and conversations, the Mitcham Matters consultation report seeks to unify the values of Mitcham's communities to help direct and influence the town centre's future.

This report is the start of the conversation...



"We do ourselves down... we need some bold creative thinking to turn things around..."

1.4 CONSULTATION PROCESS

It was incredibly important that we spoke to as many residents as possible, particularly those who infrequently or never use the town centre.

The consultation was conducted via two in-person events and using online platforms. Outside of the events, conversations with local community groups, business owners, advocacy groups and individuals also took place.

The shaping of this document captures the feedback from:

- An initial survey that received 691 responses which took place online from 26 May to 31 August 2023.
- Two in-person events on Mitcham Market Square on Friday 26th May 2023 and at Mitcham Carnival on Sunday 25 June 2023.
- A focused young peoples survey that received a further 96 respondents from residents under 25 years of age was carried out as they were poorly represented in the initial survey in February 2024.
- Various meetings and conversations with key stakeholders such as community groups, businesses, residents and advocacy groups.

The survey was structured across three key themes that were:

- Public Space – potential opportunities to improve public spaces.
- Uses – explored supporting uses that may benefit the town centre.
- Mitcham Market – potential events to activate and enliven the market square.

The online survey was publicised via the council's social media channels and newsletters and locally using posters. Sponsored social media posts were geographically located to those who live in and around Mitcham were also used.

Initial findings were presented at the Mitcham Community Forum on Thursday 5 October 2023.

1.5 WHO TOOK PART?

Although it was not mandatory for respondents to provide personal information, many did which helped build a profile of who participated.

Age

545 respondents of the 691 respondents who participated in the initial survey provided their age. The following participated in the survey:

- Under 16: 1 (0.1%)
- 16-24: 15 (2.2%)
- 25-44: 227 (32.9%)
- 45-64: 204 (29.5%)
- Over 65: 98 (14.2%)
- Not provided: 146 (21.1%)

Due to a low representation of those below 25 years of age, an additional focused study with young people was conducted to ensure that this demographic was better represented in this study. In total, an additional 96 respondents under 25 participated. The results of this study is outlined in a separate section in this report. This additional study helped boost their overall representation of under 25's from 2.3% to 14.2%.

Gender

Below is a breakdown of the 508 respondents that provided gender information.

- Female: 351 (50.8%)
- Male: 155 (22.4%)
- Other: 2 (0.2%)
- Not provided: 183 (26.5%)

Although females were better represented, no further studies took place to increase participation from other groups.



top: digital advertising used to promote the consultation
bottom: social media advertising to target those in and around Mitcham

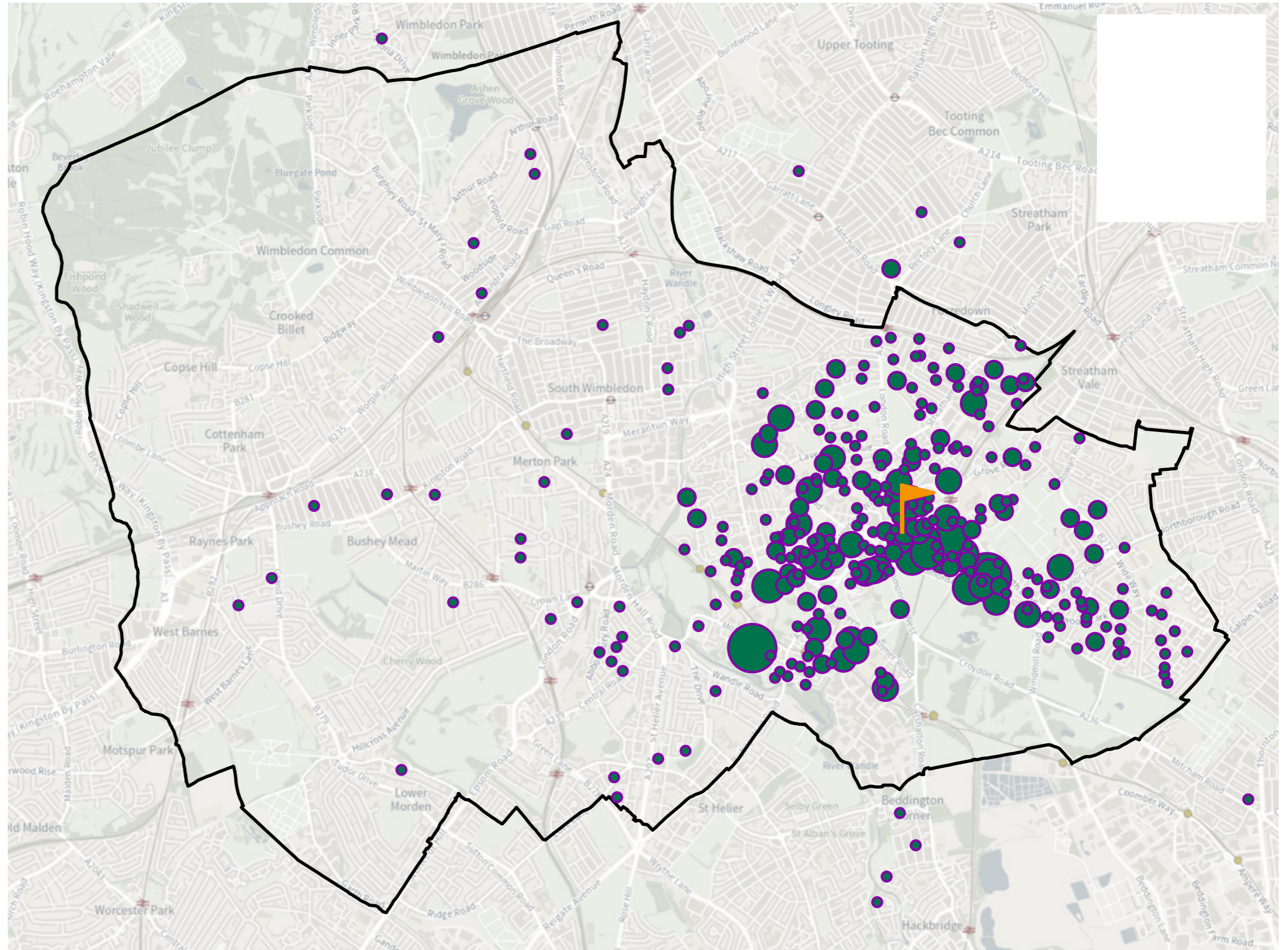
How often do you visit?

626 respondents answered 'how many times do you visit the town centre?' Most residents who participated in the survey visit the town centre a few times a week. Just under a quarter of residents visit the town centre a few times a year or less. Over 50% of residents visit the town centre a few times a week or more.



Where do you live?

The map shows a geographical spread of respondents who provided their postcode. It is clear from the data collected that the survey was completed by a focused geographical range of residents that live in and around the town centre with a minority of respondents living further beyond.



CONSULTATION RESPONSES

1.6 CONSULTATION RESPONSES

This section of the report analyses the survey feedback given by respondents. It looks at both the quantitative feedback captured by the survey questions as well as quantitative feedback captured from the open comments and conversations had with stakeholders.

The target audience for this consultation was broad, and therefore the questions asked were simple and were used to prompt further discussion and thoughts that would be captured in the open comments section of each question. These comments can be found in the appendix.

The questions asked in the survey were:

What would improve the public space?

- Public Art
- Seating
- Nature
- Play
- Murals
- Anything else (open comments)

What uses would improve Mitcham town centre?

- Cultural
- Community
- Workspace
- Health
- Bars and Restaurants
- Anything else (open comments)

What would you like to see in Mitcham Market Square?

- Family events
- Themed events
- Health/sports events
- Evening events
- Community events
- Anything else (open comments)

What would you most likely use after 6pm?

- Cinema
- Restaurants
- Bars
- Night market
- Anything else (open comments)

As well as the survey, additional focused engagement took place with young people. Meetings with some of Mitcham's groups and organisations also took place to discuss specific challenges and opportunities in the town centre.

A summary of what was discussed can be found in this chapter.

“Please consult young people in your plans. I’m worried the average age of someone who fills these things out are not representative of the future of Mitcham and the people who will be investing the most in this area are young millennials and gen z.”



above: Meeting with Merton CIL's Access Champions

1.7 PUBLIC SPACE

The survey asked residents ‘**what would improve the public space in Mitcham town centre?**’ In order of most supported to least, the following results were obtained:

- **Nature** (75% of respondents supported improvements)
- **Seating** (52% of respondents supported improvements)
- **Play** (45% of respondents supported improvements)
- **Public Art** (40% of respondents supported improvements)
- **Murals** (31% of respondents supported improvements)

Summary

Nature is a priority. Mitcham has unique natural assets that can be celebrated more, such as the Fair Green and its proximity to the Canons House and Grounds and Mitcham Common. Several respondents highlighted opportunities to tie in with the historic landscape of the Mitcham area through the use of specific plant species. The maintenance and management of plants is a key consideration also. A balance must be struck between planting types, management regimes and public safety i.e. not obstructing views.

A large proportion of respondents noted a need for additional policing to respond to anti-social behaviour within the town centre, particularly around where seating is available. Additionally, improved street lighting to make it feel safer in the evenings was also mentioned.

Residents identified the market square and Fair Green as underutilised spaces within the town centre, and the opportunity it provides for activation through temporary events to breathe new life into the town centre.

Although ‘play’ scored third overall across all ages, it scored second highest with 25-44 year olds. Opportunities to integrate play in the town centre will require careful consideration, however it could provide opportunities for intergenerational interactions and make the town centre more family friendly.

“Mitcham has always thrived but is slowly dying and has become a drive through town rather than a destination.”

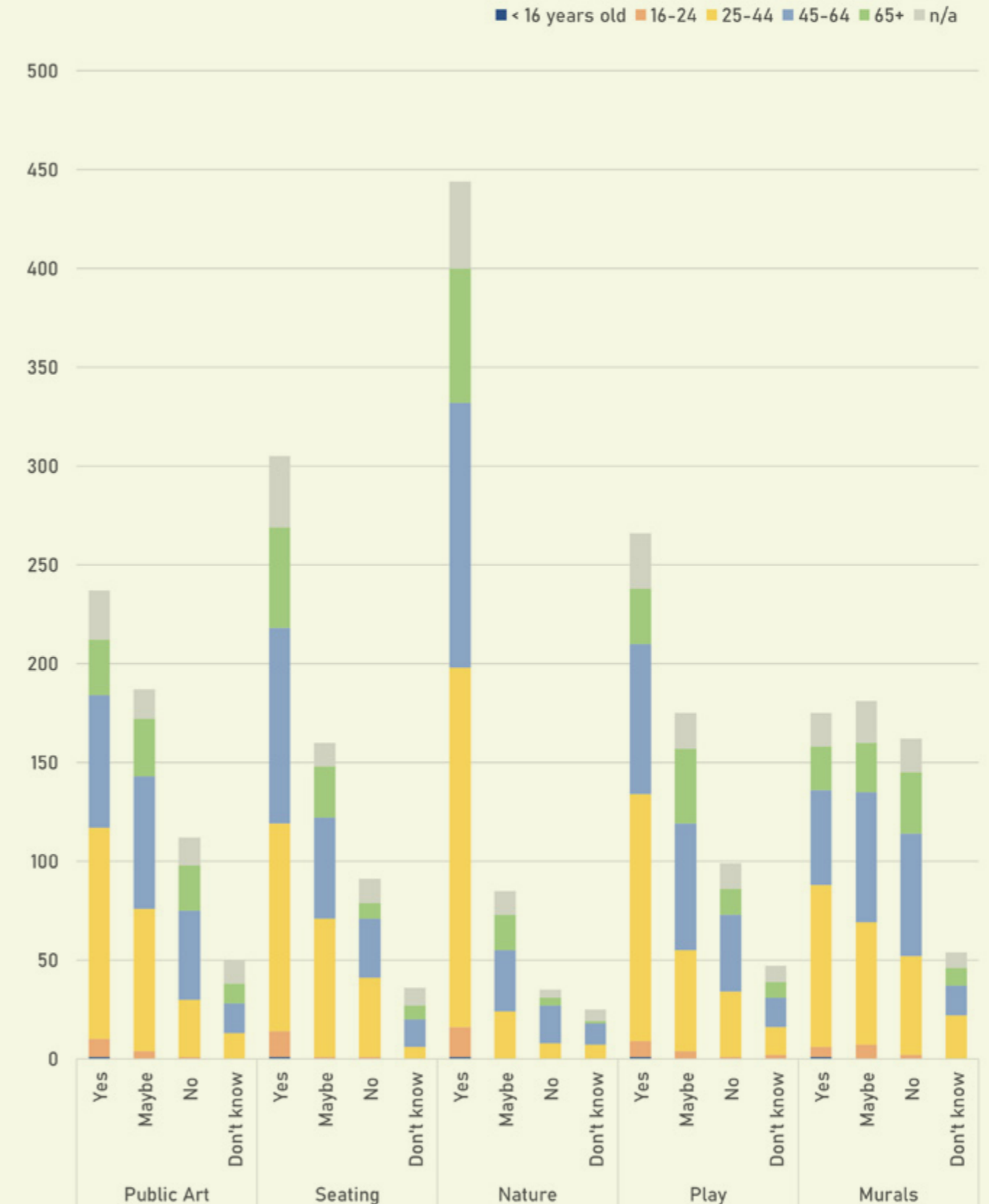
“Artwork - especially pieces that reflect the area's heritage, history and people... Something to differentiate Mitcham from other areas, a reason for people to visit.”

“The centre has great bones, it is just not utilised. The community does not feel safe due to the drunks and crime related issues.”

The town centre itself is located near multiple primary schools, and it is used by many families as a route to and from school. Some parents had expressed that they either walk around the town centre or try to avoid it due to feeling unsafe.

Public art and murals had the strongest mixed opinion. Comments were made that if any art was delivered, it should reflect and celebrate Mitcham, either through its content or through using local artists. There were mixed comments about the use of art to improve the public realm, with some saying it doesn’t deal with more prevalent issues such as public safety, and others saying it would bring more people into the town centre and help boost civic pride.

What would improve the public space in Mitcham town centre?



1.8 TOWN CENTRE USES

The survey asked residents ‘**what uses would improve Mitcham town centre?**’ In order of most supported to least, the following results were obtained:

- **Bars and Restaurants** (76% of respondents supported)
- **Cultural** (67% of respondents supported)
- **Health Services** (60% of respondents supported)
- **Community** (54% of respondents supported)
- **Workspaces** (43% of respondents supported)

Summary

Within the survey, restaurants and cultural spaces have been identified by all age groups as uses that would improve the town centre. The open comments gave more specific insight into the residents aspirations for what should be located in the town centre.

It is clear that there needs to be more variety and quality in the town centre. The loss of Morrisons remains a turning point for many residents; signalling Mitcham’s decline. The town centre does host many larger retailers such as Iceland, Lidl and Asda. However, many residents have mentioned that Morrisons provided a different range of products and was located more conveniently for many residents.

Quality places to visit and experience, such as restaurants, cafés and cultural venues were mentioned significantly across all age groups. Many residents specifically mentioned that more family friendly places, such as pubs or play areas, are needed. The lack of youth provision within the town centre was also mentioned frequently; specifically stating that it would provide much needed support to young people who engage with the town centre. It is important to note that Mitcham town centre sits between multiple primary schools so students walk through or around the town centre to get to school.

There were multiple mentions of creating a better relationship with the library or bringing its uses more centrally.

“We really need ... well looked after spaces for people to gather ... the town centre has nowhere for mums to go and get out of the house.”

“It’s a town centre, a village with beautiful surroundings but absolutely nothing to bring people in.”

“Mitcham is desperate for cultural improvements, a cinema, theatre or multi use space that could be used for cultural events that is well managed and accessible for public use.”

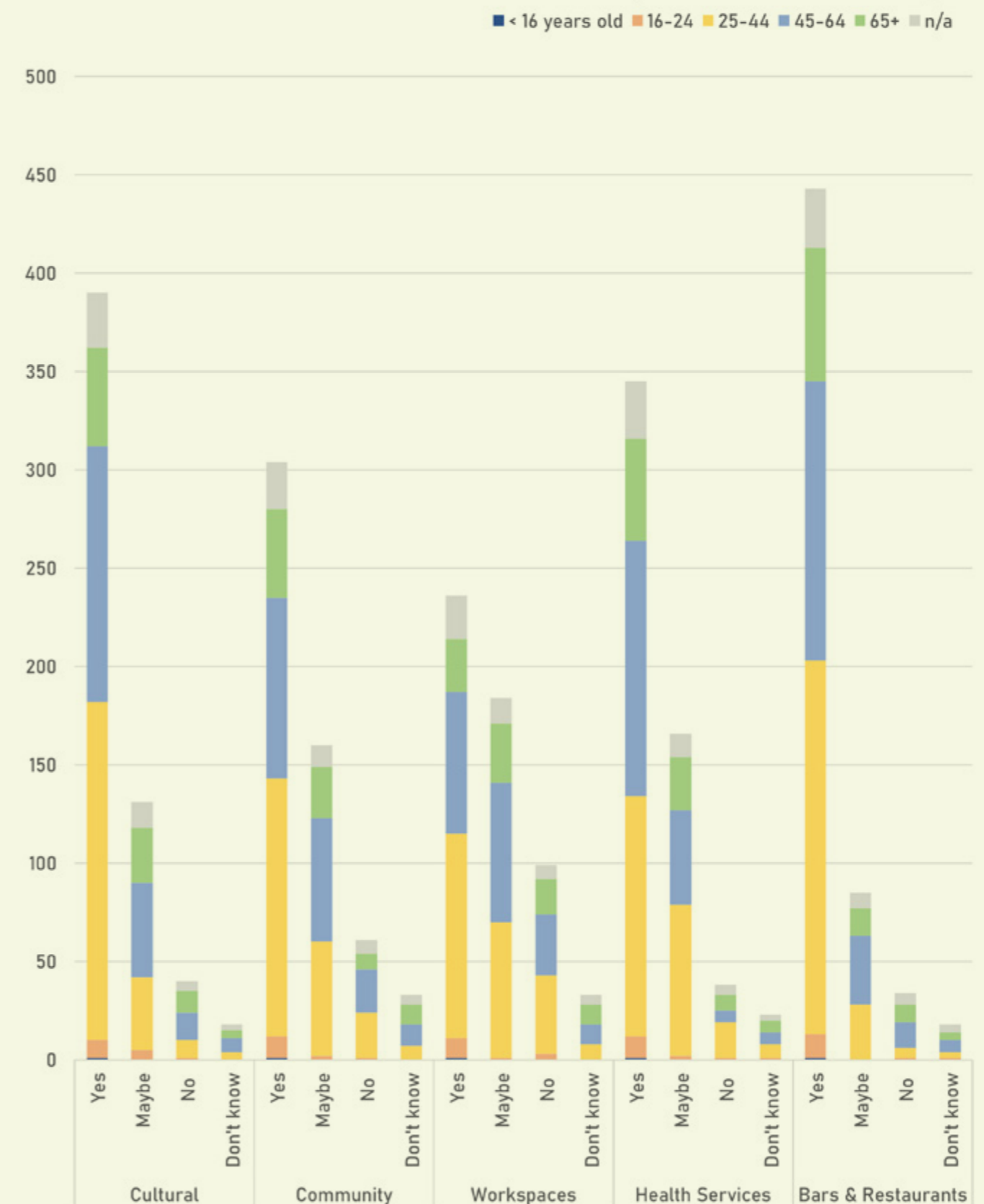
“We must have so much hidden talent in the kids in Mitcham, yet there is **nothing** around to support them.”

Alongside the lack of variety in shops, residents also highlighted the lack of publicly accessible toilets and banking services. There were also multiple mentions of combating empty shops.

Many residents have stated that the town centre is car and traffic dominant with illegal parking taking place and that better infrastructure is needed to manage the movement and parking of cars.

It is clear from the comments that the existing town centre lacks much needed variety and reasons to visit. Some residents mentioned that there are too many betting shops and barber shops.

What uses would improve Mitcham town centre?



1.9 MITCHAM MARKET

The survey asked residents ‘**what would you like on the market square?**’ In order of most supported to least, the following results were obtained:

- **Themed market events** (84% of respondents supported)
- **Community events** (77% of respondents supported)
- **Family events** (65% of respondents supported)
- **Evening events** (57% of respondents supported)
- **Health and sports classes** (46% of respondents supported)

Summary

The market square is spatially at the heart of the town centre alongside the Fair Green. It acts as a crossroads for those walking through the town centre and is a space where Mitcham’s communities can come together. The market square was formalised during the Rediscover Mitcham project in 2017 where new market infrastructure, such as additional lighting and electrical outlets was delivered.

Covid-19 had a significant impact on the market, with many traders closing shop. It is clear from the comments that local residents highly value the market square and see lots of potential for this space that is currently underutilised.

Themed events markets, such as Christmas markets and farmers markets, were mentioned multiple times throughout the consultation. These markets were wanted across all age groups. Several residents highlighted the opportunity to celebrate Mitcham’s diverse demographic and cultural backgrounds through events. Some mentioned that these types of markets can be trialled once a month to better understand demand.

It is clear from the comments that the market needs to offer more consistently, with many residents saying there needs to be a ‘proper’ market with regularity. The continued theme of public safety and deterring street drinkers also impacts on the success of the market.

“It’s a lovely town square, spatially a real heart of the town, however is lacking any real attention.”

“We have a market space that just sits there, doing nothing week in, week out, contributing to the general, air of drifty nothingness on Fair Green.”

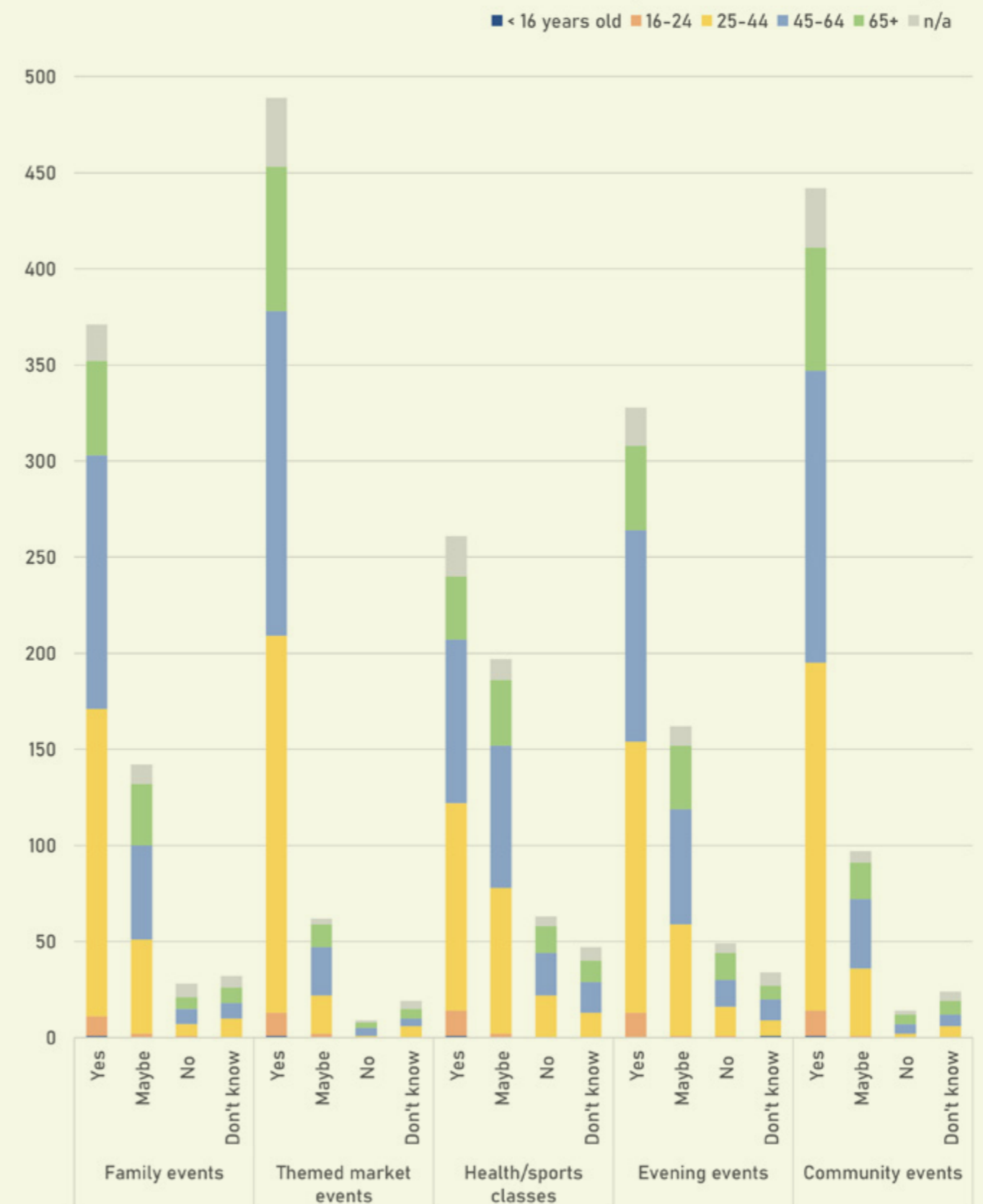
“[It’s] not nice to sit on the square overlooking a giant constant traffic jam!”

“I think the square is great but I tend to avoid it because there’s always people there drinking or fighting - it’s very off putting.”

Markets such as those found in Wimbledon, Surbiton and West Norwood were referred to multiple times.

Multiple comments were made about how the market square can also be used for other events, such as live music and performances.

What would you like on the market square?



1.10 YOUNG PEOPLE [UNDER 25]

A specific focused engagement study with under 25 year olds was completed as they were poorly represented in the initial survey.

The survey asked residents 'what would make you visit the town centre more?' In order of most supported to least, the following results were obtained:

- **Cultural spaces and venues** (77% of respondents supported),
- **Eating establishments** (77% of respondents supported),
- **Social spaces** (68% of respondents supported),
- **Planting and green infrastructure** (66% of respondents supported),
- **Public Art** (58% of respondents supported).
- **Community events** (39% of respondents supported),
- The majority of respondents supported the introduction of **social spaces, planting and public art**.

Summary

The supplementary engagement with young people provided an additional insight into how young people feel about the town centre.

Over 60% of the young residents visit Mitcham town centre a few times a month or more frequently, with over a quarter of them visiting daily. Over a quarter of young people use the town centre to get to school or work or to see friends and family, and almost half of them visit the town centre to shop.

When asked directly about what they thought of the town centre, under 10% of young people said they 'like it', 42% said it was 'ok' and 27% thought it was 'rubbish' and the remainder said they 'didn't know'.

Open feedback suggested that Mitcham town centre has a negative perception. Many of the comments suggested that the look and feel of the town centre is outdated and many mention not feeling safe, specifically because of negative people that frequent the town centre (such as street drinkers). Some young

I don't go there often and it's a little scary there. I don't know why and it's not really modern. 14 year old female

It needs a bit of an update. As a lot of shops have closed down and haven't changed in over 10 years. It would be nice if there was more activities for young people such as: cinemas and art galleries. And places for community such as: libraries and youth clubs for young people. 22 year old female

No facilities for young people. Full of charity shops, barbers, nails and hair shops. 14 year old male

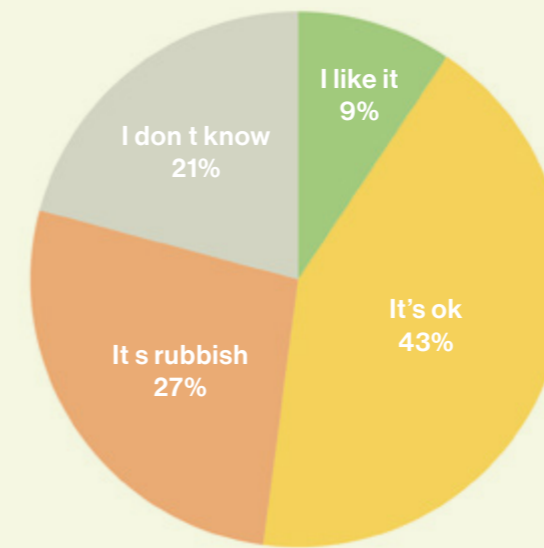
It's not the safest area. You always have to go accompanied when walking through there. 17 year old female

people specifically mention crime as a reason not to visit the town centre.

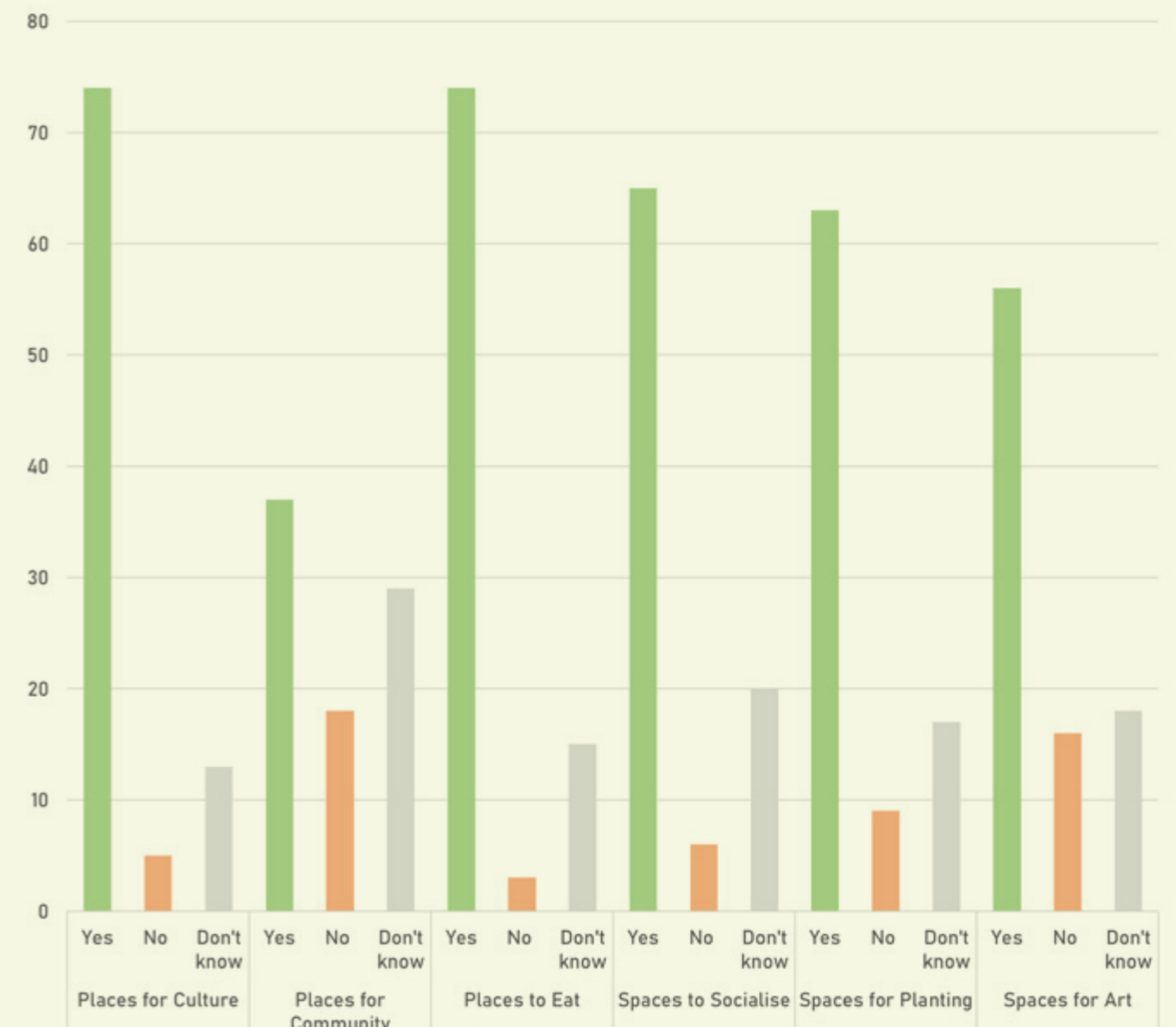
Interestingly, young people supported similar initiatives as highlighted in the initial survey like developing the town centres retail and food offer as well as improvements to cultural infrastructure.

Many comments suggested that there is not much to do or nothing interesting happening that differentiates Mitcham from other places - 'it's just there'.

What do you think of the town centre?



What would make you visit the town centre more?



1.11 NIGHT TIME ECONOMY

The survey asked residents ‘what one thing they would like available after 6pm?’ In order of most supported the, following results were obtained.

- Restaurants (47% of respondents supported)
- Cinema (26% of respondents supported)
- Night Markets (14% of respondents supported)
- Bars (7% of respondents supported)
- Other (6% of respondents supported)

Summary

Although Mitcham town centre currently has a very limited offering after 6pm, the council is keen to better understand what challenges the town centre faces to improve its night time economy. It’s important to highlight that a night time economy is anything that takes place after 6pm and therefore early evening family activities also fall within the night time economy.

Residents usually visit neighbouring town centres or high streets for the evening but have expressed that if there were good options in Mitcham, they would use them.

It is clear from the feedback that feeling safe in the town centre is preventing residents from using it, alongside the lack of offering. Police presence and public safety was mentioned multiple times within the feedback.

People avoid the town centre in the evening as they feel unsafe as a result of street drinkers and lack of street lighting.

Almost half of the participating residents want more places to eat. Respondents suggested food markets as a way to deliver this. There is an opportunity to celebrate the diverse identity of Mitcham’s communities. Some commented that things to support young people would also be welcomed.

“[We need a] safe environment. I would not go there after 6.”

“We tend to end up going to Tooting or Wimbledon for evenings out.”

“[We would like] things to do in the evening time, like some music events, a cinema would be great too.”

“[We need] places that feel welcoming and are fresh, vibrant and inclusive...”

1.12 FURTHER ENGAGEMENT

ACCESS CHAMPIONS - MERTON CIL

Merton Centre for Independent Living (Merton CIL) is a user-led pan-disability Deaf and Disabled people’s organisation based in Mitcham. A meeting was held with Merton CIL’s Access Champions who are a small and proactive group of local Deaf and Disabled people whose aim is to make Merton more accessible for all. The Access Champions highlighted many challenges with the existing usability of the town centre. The key challenges were:

- There is limited access to good public toilet facilities for Disabled people in the town centre. Access to a ‘Changing Places Toilet’ would be ideal.
- People using mobility aids, such as wheelchairs and scooters, have limited access to shops due to a lack of step free access. Not all businesses have ramped access, therefore people using mobility aids have a very limited choice of businesses that they can access.
- The existing traffic light crossings are not convenient as they have long waiting times and are confusing.
- Antisocial behaviour within the town centre creates an unwelcoming atmosphere and makes people feel unsafe.

For more information on Merton CIL please visit the website www.mertoncil.org.uk

ALZHEIMER’S SOCIETY

A meeting with Merton’s Dementia Friendly Communities Coordinator highlighted many general issues that need consideration to improve the accessibility of the town centre.

- Providing level surfaces for walking and crossing roads.
- Spaces that encourage activity and points of interest, such as walking routes and outdoor exhibitions.
- Access to a ‘Changing Places’ toilet.
- Well-lit public spaces without disorientating shadows.
- Clear and regular, high contrast and eye-level signage.
- Seating at regular intervals with back support.

MITCHAM BUSINESS ENGAGEMENT

In 2023, the Merton Chamber of Commerce worked with council colleagues and a local group of proactive businesses to seek ideas for a business led approach to making ‘Mitcham Connected’. As part of this business engagement, a plan of action was developed. In summary the plan makes the following suggestions:

- Focus on place making of the town centre to improve the look and feel and increase dwell time.
- Programme regular events to boost activity in the town centre.
- Better connect with town environs such as Mitcham Community Orchard and Gardens, Canons House, Vestry Hall, Mitcham Carnival etc.
- Coordinate promotional plans that combines activities across Mitcham as a whole.
- Set up key performance indicators to monitor progress, such as the number of events, number of stall holders, number of subscriptions to newsletters etc.

MITCHAM SOCIETY

Mitcham Society formally responded to the ‘Mitcham Matters’ consultation with its ‘ten point plan’ that can be found on their website www.mitchamsociety.org.uk. In summary it focuses on:

- Reducing motor traffic, including removing the roads around Fair Green and the market space.
- Making the road crossings more pedestrian friendly.
- Providing standalone public toilets.
- Come down harder on littering and flytipping.
- Restoring the wildflower planting at the Clock Tower and making the public water fountain work again.
- Pay attention to the small greens and grassed areas.

Alongside their formal response, a series of walk and talk meetings have taken place where additional key opportunities for the town centre were discussed. In summary:

- Identifying ways to improve planting in the town centre which would improve the look and feel and levels of biodiversity as well as boost civic pride.
- Promoting Mitcham through competitions such as ‘London in Bloom’ to display Mitcham in a positive light.
- Celebrating heritage features and stories such as the drinking fountain.
- Promoting partnership between council, communities and land owners.

1.13 PREVIOUS ENGAGEMENT

Prior to the 'Mitcham Matters' consultation, the council had carried out other relevant engagement with local communities that relate to the future of Mitcham town centre. Below is a summary of the relevant feedback from those exercises.

MERTON CHARACTER STUDY SPD, 2021

A digital survey was designed for the borough wide Character Study SPD between 7 September and 5 October 2020. 416 people responded to this from within all areas of the borough. 30 respondents took part specifically on Mitcham. The purpose of the survey was to understand what people valued about each neighbourhood and better understand what could be changed and improved.

When asked what residents thought was special about the character of Mitcham, the following answers were given:

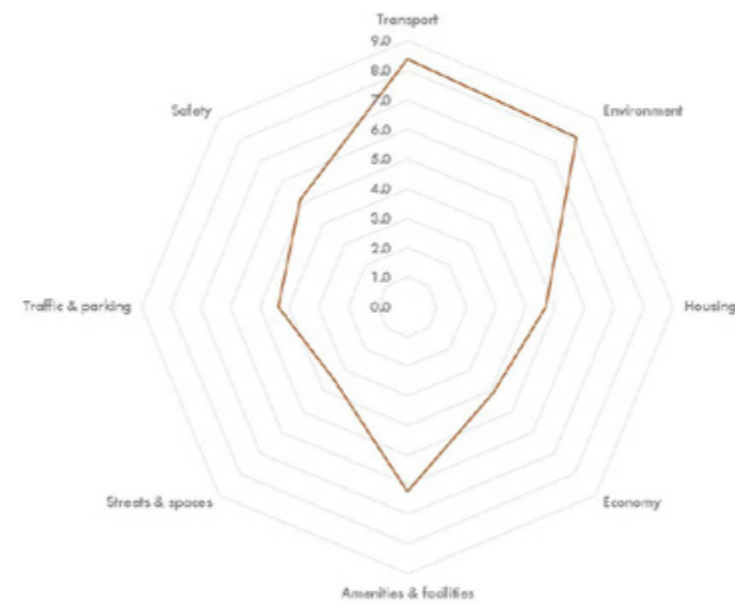
- Shops and services
- Green spaces
- Well connected to Central London
- Historic features like Cricket Green area
- Diverse and tolerant community

When asked what residents thought could be improved and why, the following answers were given.

- Mitcham high street feels uncared for
- Rubbish and street cleaning
- Tree maintenance and planting
- Need better shops, cultural activities, leisure and sports facilities
- More police presence for antisocial behaviour
- Neglected private homes
- More space for walking and cycling and better cycle connections
- Support for a better market in Mitcham
- Car parks suggested as development sites for new businesses and housing

The diagram opposite illustrates how residents feel about specific topics that make a place. Housing, economy, safety, traffic and parking and streets and spaces all score poorly for Mitcham. Environment, transport and

amenities scored well whilst amenities and facilities scored moderately.



above: diagram from the Merton Character Study SPD

YOUR MERTON

The 'Your Merton' engagement exercise took place across the spring and summer of 2021. More than 10,000 visits were made to the website and comments were made from all parts of the borough. The comments received were used to plan how the council could support the recovery from Covid-19 and develop an ambition for the borough.

Although the engagement was borough wide, the overarching themes are relevant for Mitcham and should be carefully considered when planning for Mitcham's future. There was clear ambition for high street regeneration, and frustrations around traffic and street cleanliness. Respondents also highlighted that Merton's communities and green spaces were the borough's best assets.

Specific feedback regarding Mitcham was is summarised below.

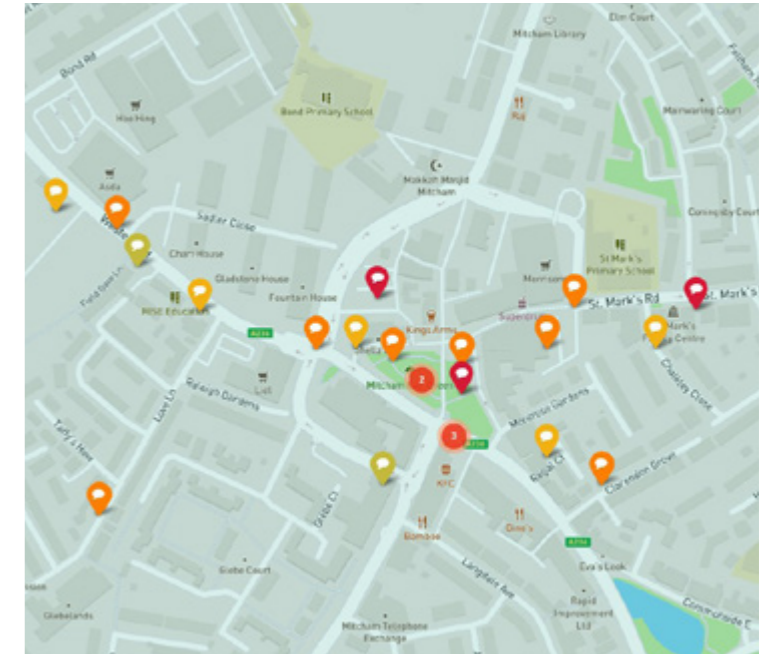
Several respondents, particularly from the Mitcham area, mentioned groups of men drinking during the day and antisocial behaviour as detrimental to their sense of community. Only a very small number of respondents

explicitly mentioned that this was affecting their personal sense of safety. The survey showed that concerns around anti-social behaviour and public substance and alcohol use varied across the borough and was more of an issue in Mitcham.

One third of respondents included references to littering and cleanliness in their responses about their feelings towards the area and it was identified even more frequently as one of the key frustrations. Mitcham stood out as the part of the borough where the issue received the greatest attention.

Comments also reflected a sense of poor maintenance and saw buildings in disrepair becoming 'an eyesore'. Mitcham residents often felt neglected and described what they saw as uneven provision between different parts of the borough.

The map shows where residents identified specific locations with issues. The comments provided clearly identified that the quality and range of shops is lacking, traffic is an issue and that the town centre does not feel safe.



above: diagram from Your Merton report

LINKS TO DOCUMENTS

[Borough Character Study SPD](#)

[Your Merton Report](#)

3 STRATEGIC OBJECTIVES

A town centre shaped by its communities

1.14 3 STRATEGIC OBJECTIVES FOR MITCHAM

The future of the town centre will only be successful if it is shaped by the communities it serves. Meaningful growth of the town centre does not rely solely on policies, but it is the partnership between a pro-active council and local communities that feel empowered to make positive changes that impact their environment.

The proposed strategic objectives create a positive focus for the future of Mitcham town centre shaped by its communities.

They are strongly informed by the consultation feedback received by over 700 people as well as the countless conversations had across the last year.

Each objective is supported with a series of actions the council will take to deliver them.

Throughout the production of this report, the council has been responding directly to feedback with town centre improvements and pilot events. More information can be found in this chapter.

“...Mitcham needs a reason to bring people to the town centre... It needs to be treated with the potential that it has...”

“Mitcham Eastfields station on a Saturday morning is quite a sight to see - all the young professionals who have moved to the area with money to spend are leaving the area to go to Balham for brunch!”

“We do ourselves down... we need some bold creative thinking to turn things around...”

1. PUTTING PEOPLE FIRST

1.15 PUTTING PEOPLE FIRST

It is vital that the town centre is welcoming and comfortable for all to use. It must put people first.

Feedback from the consultation makes clear that people think negatively about Mitcham, particularly around issues of public safety and the lack of things to do. However, there is much optimism about its future and the opportunities Mitcham has on offer. The following points highlight how the town centre can be revitalised whilst putting people first.

CREATING A SUSTAINABLE TOWN CENTRE THROUGH STEWARDSHIP

Using this consultation as a starting point, the council will seek to create new opportunities for local people to flourish and be active citizens - to be participants of the town centre and not just consumers. Whether that's taking part in designing something new, hosting an event for all to enjoy or planting some bulbs, empowering people to make positive changes in their neighbourhood will help craft a town centre unique to the communities it serves. This will create places where people feel proud to live in for years to come. The council will:

- Create opportunities and help facilitate projects that support local people.
- Deliver projects that encourage activity and points of interest to encourage residents to participate and interact with the spaces in the town centre.

COMBATING BARRIERS FOR AN ACCESSIBLE, INCLUSIVE AND SAFER TOWN CENTRE

The consultation raised many challenges residents face when visiting the town centre. The two most significant were feeling unsafe in the town centre and the lack of publicly accessible toilets. Feedback was also given that the town centre was less accessible for people using mobility aids, such as wheelchairs, due to the lack of step-free access. The council will:

- Continue to work in partnership with the police to deliver pro-active measures to improve public safety.
- Explore ways of improving the public toilet provision.
- Explore ways to support local businesses to make them more accessible.
- Improve accessibility so that the town centre meets the needs of people of all ages and abilities.

A FOCUS ON WELLBEING TO MAKE A HEALTHIER TOWN CENTRE

Creating a healthy town centre is critical. Town centres are not only where people shop, it's where people chat and play. The spaces and places in the town centre can help tackle loneliness and a sedentary lifestyle which will improve the peoples quality of life. The council will:

- Explore ways to improve the public realm to support active travel and play, putting people before cars.
- Seek to improve air quality and greening.
- Host and support events that bring Mitcham's diverse communities together.



above: OurParks free exercise class on the Fair Green
overleaf: Mitcham market banner co-design drawing workshop

“My favourite thing about Mitcham is there is a community in the area ... there is diverse culture and you will find people of all backgrounds and nationalities.”

2. BUILDING POSITIVE PARTNERSHIPS

“We should celebrate the diverse community of Mitcham.”

1.16 BUILDING POSITIVE PARTNERSHIPS

The success of Mitcham town centre cannot be achieved by a single person, it must be a partnership with residents, businesses, advocacy groups, land owners, the council and others. Town centres are made up of complex places and spaces, and therefore forming positive partnerships with an optimistic and shared vision to holistically improve Mitcham town centre is paramount.

HEARING FROM ALL VOICES

Mitcham town centre serves a diverse group of people, all of whom have their own experiences and memories of the town centre. Although not everyone will agree on what is good and what is bad, it is important that everyone is listened to and that decisions in the town centre are informed by the communities that use it and are justified. The council will:

- Explore how we can improve engagement to reach a wider audience.
- Strongly encourage third parties working in Mitcham to pro-actively engage with Mitcham’s diverse communities.
- Pro-actively engage with young people to ensure they are heard.

UNIFYING MITCHAM

Mitcham town centre binds together the Library, Vestry Hall, Canons House and Grounds and Mitcham Common. Currently these assets create an archipelago of separate places, however they should be seen as a harmonious and unified partnership that creates a single place. The council will:

- Host and facilitate more activity on the market square and Fair Green to complement activities that take place in the Canons House and Grounds, Vestry Hall, Library and the Mitcham Common.
- Improve signposting and public communications to each place.

GOOD GROWTH IN THE TOWN CENTRE

Growth that is socially and economically inclusive and environmentally sustainable is key. The Mayor’s London Plan provides an overall strategic plan for London and defines what Good Growth is. The council will:

- Collaborate with pro-active local groups and residents to deliver projects that make positive impacts.
- Positively engage with local businesses and provide the support needed to help them flourish.
- Strongly promote a design-led approach for all projects in the town centre.



top: Pop up Youth Club with the Salvation Army on the market square
bottom: Royal British Legion D-Day event on the market square, June 2024
overleaf: Opening of the coffee morning at the RBL, February 2024

3. ENHANCING THE EXPERIENCE

“ I dream of something in Mitcham at weekends where I can just walk into the Town with stalls, cafes - sit and have a coffee read the paper - instead of driving to Wimbledon, Wallington or Surbiton!”

1.17 ENHANCING THE EXPERIENCE

A successful town centre serves the needs of its communities. However, it is clear from the feedback the current offer lacks variety with residents going elsewhere to satisfy their needs. Mitcham has an established character that needs enhancing. With the rise of online shopping, a positive and optimistic approach to the town centre must be taken. Providing spaces and places where residents can work, create, socialise, exhibit, worship, shop will offer experiences that will help the town centre succeed. Mitcham needs to be less about transactions and more about positive experiences.

MORE CULTURE FOR MITCHAM

The town centre once had cultural infrastructure, such as a public bandstand and the Majestic Cinema. Nowadays access to cultural uses in the town centre is lacking, however there is a strong demand from residents to introduce more cultural events and uses into the town centre to celebrate Mitcham's diverse communities whilst also improving access to arts and culture. The council will:

- Seek ways to introduce culture back into the town centre.
- Network with local cultural workers and facilitators to feed into the town centre

BETTER UTILISING THE MITCHAM'S EXISTING SPACES

The town centre is more than just bricks and mortar. In the heart of the town centre are two unique open spaces, the Fair Green and the market square. The feedback obtained during this consultation identifies that they are both poorly utilised and more can be done with these spaces to bring people together, increase footfall in the town centre and celebrate Mitcham's communities. Furthermore, existing businesses could explore ways of offering more in their spaces to diversify their offer and broaden their customer base.

- The council will grow Mitcham market to provide a more consistent and quality offering.
- The council will host and facilitate more

activity on the market square and Fair Green to complement activities that take place in the Canons House and Grounds, Vestry Hall and Library.

MEANWHILE USES AND TEMPORARY ACTIVATION

The appearance of vacant shops can create a negative perception of the town centre. It may signal that its local economy is struggling and it also makes public spaces feel less surveyed. Opening times of shops may also impact on this as security shutters remain closed. These units require pro-active landlords to take the lead. These spaces provide the perfect opportunity to test ideas and introduce new uses into the town centre with the potential for them to grow. The council will:

- Continue building relationships with landowners to encourage innovative ways to activate vacant and dormant premises.

CREATING A UNIQUE NIGHT TIME ECONOMY

Night time economy refers to activity that takes place between 6pm and 6am. Currently the offer is very limited with only a few establishments remaining open after 6pm. Mitcham's offer will have to carefully consider what is offered in surrounding town centres and high streets, such as Tooting, Wimbledon and Croydon.

- The council will explore ways to boost Mitcham's night time economy with a specific focus on a family friendly night time economy.



above: traders at Mitcham Market
overleaf: live music at the 'Dinner Club' pilot street food event, May 2024



KEEPING THE CONVERSATION GOING...

1.18 IN THE LAST YEAR...

Over the past year the council has responded to the feedback received from the consultation and will continue to do so. The following projects and initiatives have taken place September 2023 - September 2024 and will continue to grow moving forward.

- New public bins installed to improve the look and feel of the town centre
- Defibrillator installed in the town centre, donated by FM Conways to improve public safety.
- Supporting local businesses by providing free business advice from Grow Local London.
- The Winter Weekend event trialed a 4 day Christmas event which consisted of a small synthetic ice rink, Christmas market and live performances on stage from local schools and FlexFM.
- Using funding from the Mayor, the council delivered food and crafts market and street food event to pilot events on the market. All stalls were free for traders to support local businesses. This has led to a consistent once a month Saturday market.
- Working with local groups to deliver events, such as D-Day celebrations with the Royal British Legion.
- Free week 60 minute exercise classes on the Fair Green by Our Parks
- The council's Detached Youth Work Team in partnership with the Salvation Army's Omnibus have a weekly pop-up community engagement so that residents can talk to them and other services.
- Improvements to planting along Sibthorpe car park planted with a local primary school.
- Safe Zone now operating in Mitcham town centre on the last Friday of each month 6pm-10pm. Offering support and advice to those feeling vulnerable or at risk, manned by Merton Street Pastors with support from partners such as Police
- New signage erected regarding the alcohol related borough wide Public Space Protection Order (PSPO) operating in the town centre. This is supported by weekly patrols in the town centre to engage with street drinkers and enforce where necessary.
- Over 500 shrubs/ plants planted around St Marks Primary to deter intruders and ASB.



top: Winter Weekend, December 2023
middle: Dinner Club street food market pilot, May 2024
bottom: Pop up Youth Club every Friday

CONTACTS

Mitcham Town Centre Manager
Email: Regeneration@merton.gov.uk

Figges Marsh Police Safer Neighbourhood Team
Email: FiggesMarsh.SNT@met.police.uk
Phone: 020 8721 2724

Safer Merton/ Anti Social Behaviour Team
Email: ASBU@merton.gov.uk
Phone: 020 8545 3753

Crime Stoppers – Report Anonymously
Email: www.crimestoppers.uk.org
Phone: 0800 555 111

Fly Tipping
Web: www.fixmystreet.merton.gov.uk
App: FixMyStreet
Phone: 020 8274 4902

Road, pavement, street lighting issues
Web: www.fixmystreet.merton.gov.uk
App: FixMyStreet

Waste Enforcement
Email: Waste.Enforcement@merton.gov.uk

Noise Nuisance Team
Email: NoiseandNuisance@merton.gov.uk
Out of hours service (May to August: between 11pm and 4am on Friday and Saturday nights): 020 8543 9750

Parking Services
Visit: [Contact Parking Services | Merton Council](#)
Phone: 020 8545 4661

If instances of criminal behaviour occur, these should be reported to the Police.

In an emergency call 999

In a non emergency call 101

or report online www.met.police.uk/report

LIBRARY

[Merton's Local Plan](#)

[Character Study SPD](#)

[Your Merton Report](#)





APPENDIX

01: OPEN COMMENTS FROM INITIAL SURVEY

02: OPEN COMMENTS FROM YOUNG PEOPLES SURVEY

OPEN COMMENTS FROM INITIAL SURVEY

| PUBLIC SPACE COMMENTS | TOWN CENTRE USES COMMENTS | MARKET SQUARE COMMENTS | AFTER 6pm COMMENTS | GENDER | AGE |
|---|---|---|--|-------------------|-------------|
| Cleaner streets. | | | Nothing. | Male | 65 and over |
| Public Toilets Better promotion and co-ordination of heritage/history Transport links | | | | Female | 65 and over |
| The main problem in Mitcham is the lack of policing and the street drinking and anti social behaviour, including unsafe shops where attacks are frequent. It is just not a pleasant environment to visit. So you need all of the above, but also much better enforcement of anti social behaviour and much more support and diversion for street drinkers. | Higher profile for police and Community organisations addressing drink and drug use and homelessness. | Unless the shops become more wide ranging and attractive and policing is improved none of these will work. | x | Female | 45-64 |
| forget the stupidity of slavery links! for a start Lord Nelson's connection to slavery would end all links in this borough overnight!! | another Aldi to take over the Morrisons space | Childrens entertainment | | Male | 65 and over |
| | | | | | |
| The public space in Mitcham is fairly nice. Some more flowers might be nice. I think the problem is the lack of appealing/interesting businesses to drive footfall. | There is already a library 2 mins walk from Mitcham Town centre. Why would a consultation on Mitcham ask if we want a library? Are there plans to move it? Cafes would be good. Maybe some kind of small interactive/play space for kids. | It's a lovely town square, spatially a real heart of the town, however its lacking any real attention. | | Female | 25-44 |
| | Security | | | Female | 25-44 |
| Better use of the market area. Encourage more stall holders Police antisocial behaviour better | | | | Female | 45-64 |
| | | | | Male | 25-44 |
| | Youth Centre as the nearest one is in pollards hill. Food bank for people without food. Advice banking shops. | Small business fairs. Mitcham Market. Christmas fairs. Fairs to bring the community together. | | Female | |
| | We really need a proper coffee shop and a reputable pub chain so there are well looked after spaces for people to gather for meals and meetings with friends. For example the town centre has no where for mums to go to get out of the house. | | | Female | 25-44 |
| The square next to fair green is so badly under utilised. It would be perfect for a good weekly market with a better variety of vendors, like a good bakery, mobile coffee van, street food, pop up bar etc. It could be excellent but it feels like a wasted, neglected area. | | | | Male | 25-44 |
| Better anti-littering campaign | | | | Female | 25-44 |
| More coffee shops in town or places for people to meet up and sit down. more stalls by fruit and veg stall. Need to move the drunks on that pollute the public spaces, not making people with kids feels safe to be there | With population increasing in the area we need more bars or restaurants. Hardly no pubs or cafes to go to. Need to make it more of a hub then a retail park. | All the above will be a nice change. But an event can't just be a table and a few chairs with people offering coffee and tea. Needs to appeal to parents as well as kids. More stuff can be done over by the cannons green especially in summer | | Male | 25-44 |
| | | | | | |
| Pedestrianising London Road around Fair Green completely would be the ideal scenario, or adding a perimeter of trees and greenery to separate road from the Green, a bit like on the edge of Figges Marsh. In general Fair Green needs to feel like the most important thing/focal point for community, rather than something that just fits into the road structure. Some focal points like a table tennis table or somewhere play oriented would be nice. Making it more attractive for local businesses to set up/meanwhile use of buildings in the meantime. I think the red brick aesthetic character of some of the buildings (eg the White Lion) could be leaned into - greater red brick density of housing would be a really positive thing. | | The square is too road/car oriented/noisy IMO for me to come to something like an exercise class. The priority should be for pedestrians. Carol services/night markets/ open outdoor cinema would be sweet. | | Female | 25-44 |
| | | | | Prefer not to say | 45-64 |
| Discourage the day drinkers from loitering in the town centre and smoking weed and smelling | There is already a library Invest more in that | Build the market space with a diverse range of stalls. Pop up shops and bars/ restaurants would be nice Empty shops to be used as community spaces with exercise classes and activities during the day and evening for those who work | | Female | 25-44 |
| Shops which people need. A banking space Post office | | | | Male | 45-64 |
| Flowers and green spaces well maintained | Family friendly cafe and pubs. Variety of shops: food, clothe, toys, flower shop Variety of restaurants Less barbers and nails salon! | | | Female | 25-44 |
| Clean kids play area. The paths are great for scooting. | A bookshop or good newsagents. A nice coffee shop. Tag is not too bad though. | | | Female | 45-64 |
| Smarten up shop fronts. Clean up litter and fly tipping | | | | Female | 45-64 |
| | | | | | |
| Dine in restaurants, small business owned shops, bigger market | | | | | 25-44 |
| Stop the open drug dealing and street drinking, otherwise there will be no point having public art, children's space etc as too unsafe to use | You didn't include bank, chemist, supermarket which is exactly what the town centre needs, as this is what a town centre is for...shops | | | Female | 45-64 |
| | | | | | 45-64 |
| Mitcham needs to be cleaned up and more of a variety of shops and businesses. It is filled with barber shops, betting shops and chicken shops. We need cafes and restaurants! Places for people to meet up. | | | | Female | 25-44 |
| The town centre lacks a central community point for people to congregate. It needs a reason for people to travel to it rather than pass through it to encourage business to grow, such as a cinema or other activity. There's also certain locations (the betting shop on Upper Green East for example) which encourages antisocial behaviour and makes the area undesirable | A independent community focused performance venue, similar to the CryerArts project in Carshalton or a cinema, to encourage people to commute to the area rather than just pass through it to do their shopping. I think the closure of many good well run pubs in the area has also led to the degradation of community spirit | I think events like the coronation big lunch are a positive step forward. More craft fairs, or a regular farmers market would help. Wallington Green holds a regular farmers market which was also attended by the former MP which helped support local businesses. Also using the diversity of mitcham's population as it's strength and hold more cultural events | | Male | 25-44 |
| | | | | | |
| Turn the grass area into a proper garden as it use to be. Plant trees. Too much traffic. XX | The large pub is falling into pieces. There are too many charity shops and Poundland style stores. | Where are the veg and fruit food market that was promised to local residents. What a waste of space | It will bring youths into the area causing mayhem and violence. No o e would come if this happens XX | Male | 45-64 |
| Less empty shops and a reason to go there | Shops. Since the close of Morrisons there is no supermarket this side of mitcham. Different types of businesses eg A florist. Somewhere to eat/hang out. Things to do | | | Female | 45-64 |
| Get rid of the drunks might help | Mitcham already has a library, didn't you know !!! | Because of the way Mitcham is now layed out I wouldn't want to go to evening events, it doesn't feel safe now. | | Female | 45-64 |

| | | | | | | |
|---|--|---|---|-----------------------|-------------------|-------|
| Mitcham Town Centre looks very poorly almost like ghost town. Absolutely nothing to do there. | | | | Female | 25-44 | |
| A public toilet | | A replacement for morrisons and a bank | | Male | 65 and over | |
| | | | | | | |
| The public space is fine - plenty of seating, lots of trees and grass for nature to flourish. Parking is fairly good. It all means very little if there are no decent shops! There is nothing for me to go into Mitcham Town Centre for now Morrisons have shut. I only spend hours driving through it to go to Colliers Wood and Wimbledon shops! | | Decent shops, restaurants, coffee shops, bars to make Mitcham Town Centre a destination. It's a Town Centre, a village with beautiful surroundings but absolutely nothing to bring people in. A few years ago Mitcham Town was on the About London show BBC London where local people were interviewed asking what was interesting about the town - everyone said nothing they all shopped, banked and ate out elsewhere! Shameful | | Female | 65 and over | |
| | | | | | | |
| More bins! | | Less chickens beauty, betting & Barber shops | Plants | Female | 45-64 | |
| Public loos ,more shops to visit , | | More shops ' public loos , | | Female | 65 and over | |
| Visually appealing shop fronts | | Council office so people don't have to travel all the way to the civic centre | Contained Family friendly spaces to sit and eat | Female | 45-64 | |
| | | | | Male | 25-44 | |
| Get rid of decaying buildings, add more flowers, baskets. | | More eat in restaurants, cafe culture coffee shops. A place to buy a loaf of proper bread or a pair of shops. Less cafe, chicken shops. Bring it back to being a village where you can meet friends. | Celebrate events. Christmas markets, st Georges day, Easter ect. | Female | 45-64 | |
| | | | Farmers market | Male | 65 and over | |
| I A tube line and several stations distributed across Mitcham and connecting with bus routes, and overground. 2 A widening and rerouting of the A23/A235 from Brixton to the M25 and Gatwick, using underground and elevated sections 3 A widening and rerouting of the A237 to the M25/Z3, using underground and elevated sections Once Mitcham is no longer a gyratory system for organising relief traffic from the choked A23 along Victorian lanes, you have the opportunity to create a decent living space. | | Shops, a good open-air market | | Prefer not to say | 25-44 | |
| | | | | Female | 65 and over | |
| Regular cleaning on the pavements, including jet washing | | | | Male | 25-44 | |
| | | | | | | |
| Mitcham doesn't need anymore green spaces, seating or terrible art installations (still shocked about the roadside waste of money). Mitcham needs a reason to bring people to the town centre. It needs coffee shops, co-working spaces, independent businesses, markets, cinemas, gym/well-being spaces, even a theatre space. On top of this it needs to be kept clean. It needs to be treated with the potential that it has, not just a place where working class people live which is forgotten. When that comes, more seating and play areas can come too but that should absolutely be the priority. | | - A heated lido or a more upmarket spa leisure space. We lost one gym and only have a Leisure centre in the middle of the canons which is not a lit path and dangerous for women in the winter to travel to. - Weworks - plenty of space for this and there are no WeWork offices south of the river. - Market space. Let's keep people shopping and investing in Mitcham rather than being reliant on Tooting - Bookshop / Bookbar - speaks for itself - Cinema - Shopping centre (a proper one in south London is desperately needed) | - markets for established independent businesses - food, drink, jewellery, art, antiques - A proper outdoor cinema (not council run with bad films and tacky power up bikes) - a clean and well presented square. A water feature maybe? We can learn a lot from Spain in how they use these spaces. - PLEASE consult young people in your plans. I'm worried the average age of someone who fills these things out are not representative of the future of Mitcham and the people who will be investing the most in this area are young millennials and gen z. Everything council produced in this area looks cheap and uninviting but people here want more and quality. They deserve better and if those gaswork flats are to sell, there needs to be more on offer in the area. | Female | 25-44 | |
| | | public toilets | | Male | 65 and over | |
| Remove drug and alcohol addicts. Remove fly tipping and shop rubbish daily. Wash the streets and pavements. Move buses from centre to the periphery. Create a free outside performance hub. Keep on top of cleaning. Town centre has been rejigged dozens of time since I became a resident of Merton. Build an under-pass to take through traffic north south east n west. Nothing will be done. | | "a good use" What does that mean? Trees and gardens. Gardens that are maintained, watered and replanted. Clear rubbish every bloody day not once a year. | Regular cleaning. No Euro bins overflowing. No busses cutting through. No drunks and drug takers. | Female | 65 and over | |
| Less crime and a lot cleaner it's dirty and grubby and just undesirable | | I nice clean supermarket and so tidy shops | Community events, charity events | Male | 25-44 | |
| Unfortunately the area surrounding the public space in Mitcham is dilapidated. The amount of betting shops, cheap takeaways and antisocial behaviour makes it unsafe to walk through. There are always gangs of drunk men playing loud music in the green area. There are no community spaces or people to visit. It has been left to crumble over time. No investment has really been put into the area. | | | Be lovely to have surviving cafe spaces and independent restaurants or bars that stand against the betting shops. There is only a ginns and two pubs. | Female | 25-44 | |
| More shops as people are not coming into mitcham its run down and unless merton start blighting it iup and doing , Youth club to open in town centre to get the kids of the streets open it in town centre I run it | | | Years ago enjoyable place to live.promise loads and nothing | Female | 45-64 | |
| | | | | Male | 25-44 | |
| More park areas, green space, for example fair green has a nice seating area, we need more of this as the benches are always taken up by alcoholics and drug addicts | | We definitely need like Costa, Starbucks, clothing stores and food store, home store like Wilko | | Female | 16-24 | |
| More greenery. | | Toilets are a necessity. More entertainment, cinema or bowling. | Anything to make Mitcham worth visiting. | Female | 65 and over | |
| A nice community cafe A soft play centre A supermarket to replace Morrisons Less betting, vape and fast food shops | | | A nice quality market Street food | Female | 25-44 | |
| | | | | | | |
| Police patrolling the centre and better cleaning. Maybe a children centre with activities for the whole family would help. Enforce law about no drinking or using drugs in the town centre should be a priority as currently the atmosphere is not the best for families and kids. | | | There are so many unused space in the centre, the council could definetly invest in families-focused activities. I think it would help in cleaning the area. | Police/security | Female | 25-44 |
| | | | | | | |
| | | | | Female | 25-44 | |
| | | | | Prefer not to say | | |
| | | | | Male | 25-44 | |
| There is nothing attractive in Mitcham town centre, something that may attract residents to go there like maybe a cinema, a proper town centre with proper shops and restaurants or even children attraction for families. There is nothing absolutely | | The town centre looks very ugly maybe a make over will do | | | | |
| Stopping the drinking groups. Cleaning up. Better shops especially a supermarket. Since the new road layout has opened traffic is a nightmare. There are far to many pedestrian lights in a small area. | | | The new market we were supposed to get after the poor regeneration. One stall doesnt warrant a market we need a variety of stalls. | Proper market | Female | 45-64 |
| | | | | Female | 45-64 | |
| clean the streets a bit better. jet wash where seating areas are | | no more betting shops. mostly where the trouble starts | musical event , school band, some one that wants to sing , dance mini britains got talent | Female | | |
| Better shops and restaurants. Nobody will come to Mitcham to shop as there is no parking and no decent shops | | We already have a library | We have the cannons for sports and we do not want outside evening events as too noisy | Nothing in particular | Prefer not to say | 45-64 |

| | | | | | |
|---|--|--|-----------------|-------------------|-------------|
| Enforce no drinking, provide better shops, more cafes, wild flowers, clean pond | We need quality shops | | | Prefer not to say | |
| More variety of market stalls Less empty shops Seasonal flowers beds Macdonalds fast food nearest one is in tooting | Inside bowling Community centre | Old and dying out crafts | | Female | 45-64 |
| A variety of shops | | | | Female | 25-44 |
| Better shops not flats | | | | Female | 25-44 |
| Free parking and better access. The traffic is appalling. Clearly better shops are needed. | Decent supermarket. Tesco/ sainsburys / Waitrose. Some good bars and restaurants. | | | | 25-44 |
| Trial a farmer's market once a month, in the market area, with decent hot food stalls also, re: the Norwood Feast, which I assume is still going. Make more of the market space generally, eg: a Christmas fayre for a weekend or two end Nov/beginning Dec? Those things may sound middle class but a) there are plenty of those folk around Mitcham and at present they go elsewhere or they're not catered for at all and b) who says working people don't want a bit of a tivity, nice cooking smells, treats, Christmassy things? We have a market space that just sits there, doing nothing week in, week out, contributing to the general, air of drifty nothingness on Fair Green. Without more footfall, Boots will close, Superdrug will close... this is not necessarily only an area of working or non-working people on very low incomes - with no reason to stay open, other shops will close and the feeling of depressing inevitability of litter, people just lounging, smoking, listlessness. Enough! We need more! | Use that blank space where the market never is. A) Create actual markets B) A fun wee ice skating rink in the winter? C) Bouncy castle? The coronation did some interesting and groovy things with that space - do more, make it somewhere people "expect" there to be an event happening? Also, please work with the developers to support something happening with the Morrisons space asap. That end will become dangerous without positive footfall. | See my other answers :) Get regular events going, then as that ramps up, promote the idea of busking to local musicians. We must have so much hidden talent in the kids in Mitcham, yet there is "nothing" around to support them. Then you can start to extend events out to include the Library, the Pond - stuff that is actually potentially really nice about Mitcham. Ah! A dog show in the summer! How about kids' talent competitions? Honestly, that space is a blank canvas, it can be used for so much. | | Female | 45-64 |
| Mitcham needs a variety of shops, not betting shops or charities. It needs more upmarket style. | Good restaurants not chicken shops | Food market like a French or farmers market on a regular basis | | Male | 45-64 |
| Weekly markets. Bins and streets cleaned more often. More attractive store fronts. | Decent coffee shop. Markets. Community theatre. Band stand. | Evening cinema. Concerts and live music | | Female | 25-44 |
| Having independent shops & a market to encourage spending in Mitcham not the alcoholics sitting under the clock tower or the toilet Cafe!! | A thriving market again | Flowers | | Female | 45-64 |
| | Independent shops, bike parking facilities, choice of cafes and restaurants, bars and bistros. Local farmers market/craft fairs | Live music | | Female | 25-44 |
| | | | | | |
| A decent market and a supermarket to replace Morrison TOLIETS | A cinema | Toliets | | Female | 45-64 |
| | | | | Female | 45-64 |
| Less cars | Bank hub | book shop | | Prefer not to say | 45-64 |
| Shops and stalls | Live music | | | Male | 45-64 |
| Improved public safety and clearer communication regards property developments in the area. | Better use of the main square (for events, weekend farmer markets or similar) | Already covered in previous answers | | Male | 25-44 |
| Less barbers and beauty shops, market stall back and easier parking | Suoermarket | No public drinking | | Female | 45-64 |
| | | | | | |
| The fact there are roads and bus lanes crisscrossing throughout the centre of Mitcham leads the area to feel disjointed. I understand the importance of these different roads but it makes navigating the area for pedestrians difficult. The shops which are left in Mitcham are scattered, and the whole area has been thought out for the ease of road users, not pedestrians | Decent shops, a good variety. Not just endless barber shops. We need a banking hub, a decent supermarket and a general store. Shops which are popular will bring people back into the centre of Mitcham. Mitcham has always thrived but is slowly dying and has become a drive through town rather than a destination | A decent market, selling a range of items. | | Female | 45-64 |
| | | | | Female | 45-64 |
| | | | | Female | 45-64 |
| Good cafe, attractive shops, open Burn Bullock pub please I- make it the best Mitcham pub it has massive potential! And opposite in the other pub should be some creative art construm with pub and cafe here or in Mitcham centre should be something like POP BRIXTON cultural community space for young old everybody made from containers! Close all smelly shop! Create some space for local Craft people, small businesses, lovely restaurants cafe with library together something like barbed and bibles in USA. Rebuild the old dance hall parking under is place for criminals and drug dealers. Art gallery or something kids and adult centre... healthy food shops, or some nice shopping mall like Morley's. Mitcham centre need complete restart it is terrible place to go at the moment the cafe in the middle need to go and be replaced with new something like cafe in the container and some healthy fast food like Leon or Japanese or similar. | Fish and chips place! Cafe nice cafe! Activities for kids and parents all together. Relax zone. Greenery educational but fun place and space for local creative business and safety cameras!!!!!! Better transport to central London Nice flats and local bakery! | Cleanse and nice container cafe and healthy fast foods like pop Brixton | | Female | 25-44 |
| | | | | | |
| Crack down on drug deals and drinking in Fair Green. | | | | Female | 65 and over |
| Improved cleaning More bins | This question doesn't make any sense ? | Variety of stalls Florist Good quality fruit/veg etc | | Female | 65 and over |
| Less traffic. More greenery. Fewer druggies, winos... Make more of Mitcham's history: cricket, mint, lavender, watercress, National trust, marzipan, fireworks... | Expand on the virtual reality initiative you had in 2019. Interactive languages station to reflect Mitcham's cultural mis. Allotments/raised beds. Bring back beautiful floral displays. | Pétanque | | Female | 65 and over |
| Monitor antisocial behaviour outside betting shops. Hanging baskets of flowers & planters. Smarter shop fronts. | Farmers market. Pop up restaurants like tooting or Brixton market. More coffee shops. Craft market. More independent retailers. More chain retailers. Community activities like giant chess boards or a community growing space (like in Brixton). Bulldoze the Iceland and replace with a multistorey with parking, gym, cinema and restaurants. Maybe knock down some ugly housing stock 'by accident' whilst you're at it. | | | Male | 25-44 |
| Decent services, shops, market layout, tidy well kept green areas, rubbish cleared up. Get the basics right. It's so depressing to see how badly its managed. | Healthier food options, good places to eat/drink, community activities. | | | Female | 45-64 |
| Cleaning | Coffee shops, variety of shops | | | Female | 25-44 |
| | It needs a good/decent cafe outlet and some other shops to give some variety. A leisure use would be beneficial. Removal of that awful telephone box/advert which is unsafe. Generally feels run down at the moment, anti social behaviour and feeling of it being unsafe | | | Female | 25-44 |
| Not allowing crowds gathering who are drinking alcohol, participating in drug taking and playing extremely loud music | | Police presence | Police presence | Female | 45-64 |
| Better shops, more market stalls. Increase hedges, plants and trees around Mitcham Town Centre. Re-look at pedestrian access, as it is all set up for the benefit of cars rather than the people who live here. The traffic problem really spoils Mitcham and the area around the duck pond. There are no zebra crossings anywhere and some of the crossings are in the wrong place for where people actually use them or have silly trip hazard borders to them. | There is a cafe building by The Canons but csn never tell if it is actually open or not. Why is there not a proper cafe, bar or restaurant in there? Plenty or people walk around there and nothing to spend your money on in Mitcham! Have to go elsewhere. | Pop up events, butcher, baker stalls. More hedging trees around square to block out buses and all the horrible traffic and fumes. Not nice to sit on the square overlooking a giant constant traffic jam! Mitcham needs a bypass as no one is coming to Mitcham for anything, just trying to get through it to Croydon or Streatham. | | Female | 25-44 |

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|---|--|--|--|-------------------|-------------|
| More places to visit with the family | We have no bars, restaurants, good shops in Mitcham. It would be nice to see a complex | | | Female | 45-64 |
| Pedestrianise the bus lane and encourage market stalls etc Really need an anchor supermarket in the centre Have PCSO presence to ensure it is a safe space Some kind of activities as a community focal point - music etc The physical environment is ok - but we need investment for businesses and locals | | | | Male | 25-44 |
| | | | | | |
| There are nice benches and area in the town already, but I feel anxious even just crossing there as it is always full with people who look like alcoholics or drug users. | | | | Female | 25-44 |
| Get rid of the drunks sitting on the seating and sleeping there | | Mcdonalds drive thru | | Female | 25-44 |
| More child friendly areas. Less people sitting around drinking alcohol. | More places to shop especially for children. | | | Female | 25-44 |
| Regular cleaning, shops and cafes. | Cafes, soft play kids club | Regular cleaning | | | 25-44 |
| Clamp down on the BBQs, street drinking and loud music by the mass gatherings that congregate on Fair Green | | | | Male | 25-44 |
| Remove all betting office, and give the licence to something interesting as food shop, bars, restaurants and fashion shops | | | | Male | 45-64 |
| I have been living in mitcham for many many years now mitcham is my home the town centre was one place where I could eat with my families I think it needs some arts and some kind beautiful display | | | | Male | 16-24 |
| Community support officers or more police presence to stop antisocial behaviour. | Youth support services or outreach for the young people who are prone to antisocial behaviour. | Cultural/religious events for the diverse population in Mitcham. | | Female | 25-44 |
| More high quality shops | Upgrade existing play areas such as London road | A regular market/ food market would draw people in | | Female | 45-64 |
| Public amenities such as shops, gp surgeries etc | | | | Female | 25-44 |
| Stop people loitering and more police presence. Also improve the traffic lights and the road layout. | | | | | |
| Some police presence. Litter clearance. Improved shopping experience. Removal of graffiti to improve image of town centre. | Major investment from Council to encourage better quality retail outlets. Crap down on the drug sellers. | Care and attention | | Female | 65 and over |
| less betting shops, more cafe for brunch Street food market | police station events for community: Open air cinema, open air Bingo night | | | Male | 25-44 |
| Trendy cafes and shops Flagship retailer in fashion / food | Live music | Live music | | Female | 25-44 |
| Coffee shops, remove betting shops barbers shops and drunk people | | | | Female | 25-44 |
| | | | | | |
| Deterrence of alcoholics and vagrants. A children friendly place for families to thrive. Not asbo behaviour from some of the frequenters. | Perhaps a place for people to talk through the issues they are having. A place where they get help and guidance on all the difficulties life throws at you from financial problems to how to get the best sleep, how to stop smoking and drinking etc. | | | | |
| Better facilities, a nice coffee shop (family friendly), removal of betting shop | | | | Female | 25-44 |
| Better shops, more police patrols, especially at night. | Coffee shops/brunch. A reasonable quality fashion retailer, better than peacocks. Build a bridge over the railway line at mitcham eastfields. This is long overdue | | | Male | 25-44 |
| More police officers or community officers at certain times to keep the drunk and drugged up community away. There are quite a few beggars and drunks scattered around Mitcham drinking all day. Also a replacement for Morrisons. Eg Aldi or Sainsbury's | A replacement for Morrisons, eg Sainsbury's or an Aldi. A play center for children or even a nice community spot for kids after school. Maybe a nice coffee place. | Community center for the youth that are out with nothing to do. | | Female | 25-44 |
| A nice cafe, wider variety of shops, nice sit in restaurants rather than take aways, activities for children, things to make the town centre a pleasant place to spend time in and meet friends at. | | A Christmas/winter Market in the winter would be lovely, & other seasonal events through out the year | | Female | 25-44 |
| Stop alcoholics and drug addicts loitering in that area. They are the predominant users of that space, which makes family's with children uncomfortable. | | | | Prefer not to say | 25-44 |
| There is no reason, no draw, to go into the town centre. No good shops, no good restaurants, no entertainment= no reason. Parking awkward but again no one wants to stop anyway. | | | | Female | 45-64 |
| Change the one way system. Attract a better class of shop. Less mail bars and betting shops. | Sort out the rundown empty pubs used as Squats at the moment | Just better Quality of shops and restaurants, | | Male | 45-64 |
| There are too many drunks sitting in groups in the square which is why I don't actually go towards that area. Too many chicken and charity shops. We know high streets and town centres are facing an identity crises with lack of shops but it would be nice to see some sort of variation and an end to the loitering and drunken people. | More variations of shops and services. | | | Female | 25-44 |
| | | | | | |
| | Supermarket to fill gap left by Morrisons leaving | | | Female | 25-44 |
| Getting rid of the betting shops and drunks | Play areas for children, like indoor soft play etc. The outdoor market area in the square is not utilised at all. As more people are moving into the area from balham and clapham, the market can easily be encouraged to be turned into an artisan type market on sundays, like the one in Wimbledon. Start advertising out of mitcham for clients and rebrand the market. The clients are definitely there, just that we don't have anything for us. Look at pawalek cafe for example. Hard to get a table, despite high prices! | Sorry, I answered that questions previously. Local produce market, pop up classes for kids, like music production, art, healthy living. Perhaps particularly ethnic based events, to enhance community cohesion, eg food stalls to celebrate culture. | | Female | 45-64 |
| | | | | | |
| An open area focusing on nature, a quality cafe would be lovely but sometime this can also attract the wrong crowds. More interactive features for kids to enjoy | | | | | |
| Having a zero tolerance for antisocial behaviour and loitering among druggies, alcoholics, drug dealers and the homeless I, who often encompass all of the above. Bring in bodies to bring order back to the centre so we can feel safe. | Do not bring bars or any establishment that would add more poison such as alcohol into the area, all of our problems stem from addiction and crime. Establish family friendly cafes and restaurants, maybe family orientated events such as a local kids theatre showcasing a play. | Maybe a day just for senior citizens to come and play board games in the centre or have a social event for them to interact with others. Was have a lot of aging citizens who would love to have events that think of them. | | Female | 25-44 |
| Existing spaces being clean, well maintained and give a sense of safety. Nice shop windows (not blocked off line Poundland and betting shops, o messy with nothing to look at like Iceland or local food shops) No empty dark car parks on the main areas (Iceland car park) Less traffic. Cafe and restaurants possibly with al fresco seats. Cafe where you want to go and sit, with toilets and power so you can work from there or sit for a while. More safety and antisocial behaviours - less gangs of loudly shouting kids, less wandering people often drunk/on drugs/asleep on the streets, aggressive behaviours, arrassment, flytipping, etc. | There's a library already! But it's poorly served with books and items compared to colliers wood one. Activities are not well advertised on the merton website and are mainly for kids or under-educated people (ie. Computer training, english etc). All good but would be nice to see also activities and courses for adults: book club, knitting, dancing, crocheting, yoga, etc. | Live music, dancing events. Better served market (currently 2 stands!!) Christmas market would be nice. Sports can be held at the cricket green. It would also benefit from a cafe to attract people not involved in cricket (locals, players families - similar to the East Molesey Cricket Club). The cricket club may also host weekend runs. Running clubs or walking clubs may also be good to build community and improve health of more sedentary people. | | Female | |
| Remove the drunk people always seating on the main square. Does not feel safe to go there with children. Better care of the Three Kings pond. | There is nothing to do/enjoy in the center. Would love to spend my money in local cafes, restaurants, bars, shops but there is currently none (good ones). | A farmer's market will go along way. | | Female | 25-44 |

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|--|---|---|--|-------------------|-------------|
| A variety of shops. At present, Mitcham is not a destination for me. If I need shopping I go to Tooting or Wimbledon. We need greater diversity in our population and investment in the town centre. It is run down and depressing. More market stalls needed, perhaps following the Tooting model which is really exciting. Housi g and planning need to be imaginative and enticing, we do not need a more cheap flats. Could we entice a cinema to Mitcham, a skating rink, a bowling alley? What about a transport hub, which was originally planned many years ago? Expand the tram to Mitcham and have a bus depot there?what about regular French markets like Wimbledon? | Outside exercise classes such as Tai Chi? Maybe summer outside dancing? | | | Female | 65 and over |
| better parking. | | | | Female | 65 and over |
| Mitcham is not save and not clean so we need do more thinking | | Yes more space when children and pepper can walk and run | | Female | 25-44 |
| keep it clean, better parking, better shops | mmm question not clear do you mean "would get a good use"? generally shops attract people or nice spaces..what we have is run down . even 3 kings pond is not a nice place to go | keep it clean | | Female | 65 and over |
| Boundaried spaces instead of in between spaces. Some flowers, ss there was, but on limited areas that wouldn't intrude on human activity. More frequent cleaning of pavements with a pressure washer. safety | Refusal to grant or renew any further gambling licences/betting shops. Promotion as a hairdressing centre. | | | Male | 65 and over |
| | market | | | Female | 25-44 |
| It would probably be best for the council to deal with crime by bringing back social clubs and activities for teenagers to avoid them being in gang due to boredom. Put more charging point for EV and hybrids | | | | Female | 45-64 |
| | | | | Female | 25-44 |
| Some sort of patrol/action against the outdoor lager enthusiasts and other anti-social behaviours | A much, much better retail offering - there is nothing to draw a shopper to Mitcham town centre. If that requires NDR reductions, so be it | | | Male | 25-44 |
| Make it more pretty using flowers in summer and more lights in winter | | | | Male | 65 and over |
| Make it more vibrant and friendly. The need is to develop the surroundings to encourage people to visit. I used to visit a few times a week for my regular shop at Morrisons but now it's closed down, I don't go there. The remaining shops have run down too. | Better development of the shops. Morrisons closing has pushed many away from the town centre and get in their cars to drive to other super markets. The remaining shops are all run down I.e Superdrug etc where they haven't invested in these shops like their other branches which suggests they don't see a future in this town either. | | | Female | 25-44 |
| A water feature, either a fountain or a feature that spurts water from the floor for the children to run through | Ore police officers patrolling | Community swap/bring and sell schemes, eg: clothing, food, household items | | Female | 45-64 |
| Cycle lanes, public chess boards | Better shops: no kebab shops, no cake shops, no vape shops, etc. | Farmers market | | Prefer not to say | 25-44 |
| Bring an assortment of shops, nice coffee shops, police presence, no pawn/gambling shops. Improve pedestrian areas. BRING BACK A SUPER MARKET SUCH AS MORRISONS, please! | | | | Female | 25-44 |
| Regular street cleaning, visible policing | Respect us enough to use correct English in your questions! | | | Female | 45-64 |
| No street drinkers would make it a more pleasant place to sit ! | A decent supermarket, now that Morrison's has gone. | A better market, rather than the few scruffy stalls that are there. | | Female | 45-64 |
| Better support for homeless/drug and alcohol dependents who sometime gather. In mny experience never harass anyone but could be viewed as intimidating by some i.e. vulnerable kids/older generation. | Balance. Too many bookies shops currently for example. | As previous question. Balance. No one thing/shop/event dominating. More support for market traders. I believe it is very difficult for them during the winter months i.e. access to heating of some form. | | Female | 45-64 |
| | | | | Female | 25-44 |
| Nicer buildings. The iceland building an the one next to is is very ugly. | | | | Male | 25-44 |
| Stop the drinkers congregating in the centre. | Police. | More police | Restaurants - NOT fast food establishments | Female | 65 and over |
| More events in Market Square. More rubbish bins and more stalls. | A community events hub to run local events to boost the local economy. A youth club or boys club once a week to help get the kids off the street. | More Stalls, Family Fun Day Events which would ultimately boost the local economy | | Male | 25-44 |
| | A greater range of shops. Banks /ATM machines. Coffee shop with large seating area | | | Female | 45-64 |
| | We do not need more chicken shops and barbers. Can we have something more trendy like restaurants with different cuisines, coffee shops, gym, specialty shops | | | Female | 25-44 |
| Encourage new businesses, more parking | | Remove drunk people | | Female | 45-64 |
| | Clothes shop, shoe shop, art & craft shop, Costa coffee shop, savers, primarks, restaurants, | | | Female | 45-64 |
| | | | | Female | 45-64 |
| More leafy and green spaces | Affordable housing | Fountain Benches Grass ans trees | | Female | 25-44 |
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| | | | | | |
| Serious investment in the town centre. The pop-up seating and screen during the coronation was the best idea to come out for ages, and should be a regular occurrence - keep it during all of Wimbledon tennis (I know you do this in Mitcham park but this also needs more advertising as it's not very well known- do both locations). Keep it for other big events too, hold events to celebrate music or culture. During these events, encourage local food/drink businesses to set up a stall or van in the market square. We have a public coffee shop next to Canons Leisure Centre that has no foot traffic at all. 30 metres down the path there is a playground that is always busy with kids and their parents. Why is there nothing to bridge this gap? Surely you can make a little pop-up stall to take coffee/snack orders with a contactless payment terminal by the playground, and the parents can collect their orders (or have it delivered) at the coffee shop? | Like-for-like replacement for the Morrisons- Aldi is probably most likely but even a local/express version of a Sainsbury's or Tesco is fine. Pawelek coffee shop is living proof that Mitcham can have a good quality coffee shop/restaurant as long as you build a community around it. | See first comment. More use of the public seating for the screen - esp. around Wimbledon, big sporting matches. Use the square as the primary location for small events for live music, cultural celebrations, etc. with food stalls supporting it along the sides. More emphasis on higher quality market stands is possible with a weekly/monthly market day You have all of the right ideas in Q6 but this needs to be a regular occurrence. | | Male | 16-24 |
| Cleaner pavements | Youth club | Some public toilets | | Female | 65 and over |
| Get nicer shops, clean up the area, better public transport to get to the area from north Mitcham, develop nicer housing, reduce crime in the area and put schemes in to stop young people messing about and causing antisocial behaviour. | Proper market, chain restaurants or cheaper restaurants | | | Prefer not to say | 16-24 |

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| Less vehicle traffic. Independent businesses and markets/stools. | Work spaces available later in the evening than most Merton libraries offer. | | Work spaces. | Prefer not to say | 25-44 |
| The alcoholics and druggies to be removed by finding them a home. Bring in some shops that are not hair dressers Another coffee shop? Restaurants? | | | | Female | 25-44 |
| Being clean!! The streets and pavements are always covered in detritus and there are too many fly tips and not enough CCTV or enforcement. | This question doesn't make sense- does someone check your copy before publication? | More greenery, trees shrubs, grass | | Male | 45-64 |
| Just make it cleaner and more inviting | Decent shops More parking | | PARKING | Female | 45-64 |
| Less barbers and bookies as most of the unfavourable people that sit around venture into these frequently and use public space then to be communal, meet in groups with big noisy cars. Police presence to deter unfavourable behaviour. | Proper supermarket now that Morrisons gone, less of the "shops" already there and a better variety of shops, clothes, book shop, toys...anything really thank the tat already there | | | Female | 25-44 |
| | | | | Female | 25-44 |
| A few more flowers and someone to care about 3 Kings Pond, which is gradually falling into neglect because no one cares about it. Instead of webbed feet on benches some care for the wildlife, it's a poor neglected area. | Less takeaways, vape shops and hairdressers, and more proper food shops. Something done about the awful Iceland building which looks like a slum! We feel really neglected here, you only gloss over things and never get right into reinventing Mitcham properly into a nice place to be, not a place to avoid! I don't really know why I'm wasting my time writing this, nothing will get done! | | | Female | 65 and over |
| Maybe encourage market traders to sell on various days? Fresh produce (now Morrisons has left), farmers market style. Also encourage local handmade businesses based in Mitcham to trade on various days - create a community. | Handmade and farmers markets in the square | Farmers and Handmade markets | | Female | 25-44 |
| The existing work which has been done to set up a nice space should be maintained and kept. It makes no sense to leave weeds to take over. Plant grass and flowers and keep it looking nice. Ensure that there is no public drinking/ anti social behaviour in the square. It would be beneficial if there were nice cafes to go to for a flat white with nice home made cakes and fewer charity shops/ small shops. | Nice cafes and coffee shops. It should be a welcoming and inviting town centre but despite living in Mitcham I rarely go there. I do my shopping online and visit restaurants and cafes in Balham, Clapham and similar. | I'm not sure events would necessarily be the solution to make Mitcham town centre more inviting in the first instance. Focus on artisan shops/cafes and then events as a second priority. | | Female | 25-44 |
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| Less litter, cafes, restaurants, monitoring crime levels/drinking in public, better shops, better lighting | Definitely cafes, restaurants and a bar | | | Female | 25-44 |
| | | | | Male | 25-44 |
| Improve the quality of shopping in Mitcham. Too many barbers, betting shops. | We have a perfectly good library and good medical facilities already | People need to feel safe and secure. Too many drinkers on benches. | Safe environment. I would not go there after 6 | Male | 65 and over |
| | | | | | |
| What's needed is a variety of different businesses that attract people from outside of Mitcham to the town centre such as nice places for brunch or dinner or a nice place for drinks and different shops/businesses that aren't aimed at lower socioeconomic groups such as the Poundland and bookies. The current businesses are used by some locals but don't attract anyone else in and are more greasy spoons and dodgy, not very nice pubs. Also intimidating people tend to sit and drink on the current seating so personally I wouldn't use it until this is dealt with. | Nice bars and restaurants that help draw other people in such as young professionals. It feels like a very low socioeconomic area currently which is reflected in the businesses and there needs to be balanced to even this out. Young professionals, such as myself and my husband live in Mitcham but venture elsewhere for brunch, drinks, coffee etc. A bakery or decent coffee shop would be nice. | Again I think you need to work on drawing people in to the area for things like evening events. Markets would be great but need to ensure good Comms/advertising to increase awareness to surrounding towns to draw others in. | | Female | 25-44 |
| | Another supermarket to take over the old Morrisons unit, a gym and some coffee shops | | | Female | 25-44 |
| Banks and a good supermarket. A decent open air market and police office (plenty of empty shops to put one)to stop anti social behaviour. | Shops, shops and shops. Street entertainers. Encourage more entertainment like the south bank. | It's called the fair green, how about a fair occasionally or a merry go round. | | Male | 65 and over |
| Public conveniences. An elderly lady would think twice about entering a betting shop or a pub on her own and these are the only places to use. The next nearest is Asda which is quite a walk. Also the number of empty shops and the same category such as barbers, nail shops which seem to dominate Mitcham. | The number of quality restaurants is now down to one, Gino's, all the others have been closed. | | | Female | 65 and over |
| Nice cafes and friendly area for young children. | | | | Male | 45-64 |
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| Overall Mitcham needs regeneration, it is like a dump, nothing really there and so untidy and dirty. | Overall it needs a face lift - it is all old and dirty looking. | | | Female | 45-64 |
| No drug and no drunken people zones! | Restaurants Supermarkets other than Lidl | Farmers market with decent fruit/veg | | Male | 45-64 |
| | Supermarket | | | Female | 25-44 |
| | | I think the square is great but I tend to avoid it because there's always people there drinking or fighting - it's very off putting | | Female | 25-44 |
| | | | | | |
| Better policing and more outdoor places to eat. | Old people drop in centres. Craft centres | | | Female | 45-64 |
| Get rid of the gambling businesses and anti social behaviour. Improve by making a tram link through the centre and encourage retail businesses opening | Starbucks and street food markets | Music festivals | | Male | 45-64 |
| Art shop eg Hobbycraft Wilkinson (nearest one is in Tooting B) Food chain e.g. Nandos or nice family restaurant, there's nothing like that in Mitcham | Ethnic markets, there the soul of the town Also local markets at the beginning & end last Saturday in the month that would be great Music opportunities for people to busk/perform | As mentioned. Looking cleaner, the shops look drab & grey Make the Boots larger, as its s%t, get rid if farmfoods & bring in something else | | Female | 25-44 |
| Affordable farmer's market, community events, enforce against people who fly tip (for example by finding dirty shops weekly if needed until the comply), help shops look prettier, get a variety of different shops | Definitely need more cafes and restaurants | Anything that brings the town centre to life - local artists (singers etc) | | Female | 25-44 |
| Less stationary traffic - less traffic lights within such a short space creating havoc by Lidl's when cars are turning right into already stationary cars! Also insist all shop owners/renters keep the shop facades graffiti free and clean. Put CCTV up on the gates by Barnard Marcus - huge fly tipping problem. | Good eclectic shops - encourage shopkeepers to be proud of the town it's a mess to even drive through. A water tap to encourage people to fill up reusable bottles. We already have a library and lovely Heritage House, Canons walk through, the gorgeous pond - we need decent shops, coffee bars and restaurants to get people back into the town! | A decent market even if its just weekly Saturdays/Sunday. Similar to Wallington which Mitcham should try to emulate - decent eclectic shops, banks, coffee shops, cafes, hairdressers/barbers - a mixture for all different needs. And a great Saturday market for local food and businesses - even has a French cheese supplier stall and flower stall - oh to see those in Mitcham Square. | | Female | 45-64 |

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| In nearly 60 years of living in Mitcham which was a once desirable quaint little village Clean safe prosperous idyllic to the now biggest embarrassment apart from Croydon in the SW LBM has a lot to answer for plying most of the money into the Jewell in the crown Wimbledon In 1965 the golf between the areas wasn't that wide but these days with Wimbledon wanting to disassociate themselves with the poor relation rubbished, built estates and filled them with And wonder why this once desirable town just look at the old photos of Mitcham is embarrassing and a joke Mitcham was the countryside that kings and queens would take the air Walter Raleigh owned the Eagle house QE1 came here 6 times, oldest team and cricket pitch in the world, part of the oldest railway in the world, a fun fair 500 years oldest in Europe, a church 1000 years old and logged in the domesday book as a place of significance the end of Mitcham I think | More gyms More brand shops More police presence More cleaning by people that clean and not talking on the phone with a brush Please sort out Mitcham We deserve more than a few boulders in between the weeds along the pathetic road plan that has destroyed the centre and caused excessive fumes from countless road jams Bring on U LEZ and get the bus | Where the Is Mitcham square | All of them | Male | 45-64 |
| Having Market stalls, different varieties eg craft, food, Art etc, would be wonderful for Mitcham. | A variety of shops, like shoe shop GIFT shops, and banks. | | | Female | 45-64 |
| Less betting and chicken shops and barbers More Starbucks and high end shops | Co-working space would be nice | Get it clean more often, we need the basics first. Clean and less antisocial behaviour. I would love to see Mitcham becoming more like Balham, Clapham etc | | Male | 25-44 |
| more shops | | | | Male | 65 and over |
| | | | | Male | 25-44 |
| We need more cafes and good bars and restaurants | | | | Female | 25-44 |
| | | | | | |
| | | | | | |
| | | | | Male | 45-64 |
| To put a coffee shop like Costa/Starbucks in Mitcham | Coffee shop like Costa/Starbucks, swimming pool | | | Female | 25-44 |
| Not sure that anything works unless the shops are inviting and offer what the local community want and need. | A community youth club for children | All of the above would be great | | Male | 45-64 |
| The difficulty re shops closing, street drinking. I go to other areas which is a shame. I want to support business but there nothing other than chemist to take me there. I pass through. So much investment has been put in but developing it won't work if we don't tackle poverty and its consequences first. It could be an amazing space if business invested, could totally imagine it. A thriving food market etc but we can't pretend we are in area of great need and that comes first. Doing more events and reclaiming the centre for families. Closing betting shops who leech off the poor and wreck lives. More community support presence. Look at what similar areas are doing to change things ... | Better promotion of the really lovely aspects of Mitcham. Social media etc. That attracts investment. We do ourselves down. Also Wimbledon constantly prioritised. Many have no idea about how pretty so much of Mitcham is. They only see the one way you drive past. The shopping centre area needs a total rethink. We need some bold creative thinking to turn things round. Some of the questions and suggestions on here make me think we haven't got that yet Get young people from area to generate fresh ideas, invest in them to make the change. | People working with community, engaging, problem solving. Presence in the area. Community champions? | Places that feel welcoming and are fresh / vibrant / inclusive | Female | 45-64 |
| Better shops in the shopping centre, a supermarket. It would also be helpful to decrease the amount of betting shops that attract street drinking and asb | | | | Prefer not to say | 25-44 |
| There is no reason to go to the town and often when you do there are menacing characters lurking in the shop fronts or outside the betting shop. Elsewhere squads or street drinkers. The main pub could be nice but it's rotting away. Why not get investment to make it nice? Have some security to help with the local levels of safety. The town needs a reason to go - a replacement for Morrisons, local events and community, nice food restaurants and take aways. There isn't any coffee shops - there needs to be a selection of them | Tram link, bridge over Mitcham east field train line as the traffic is awful | The space isn't nice as there isn't much space and lots of suspicious characters about. Perhaps more market stalls with genuine local business who want to make the town better | | | 25-44 |
| | | | | Female | 25-44 |
| To many barber and beauty shop, to many betting offices who bring bad people Some one as to take responsibility to give business permission to the people who want to do something good for the community like shops bar and restaurants All the bricks building where there is the parking, as to be replaced with a fresh one. Stop to built social housing, we want yang professional who want to invest to be in Mitcham. | | | | Male | 45-64 |
| Cleanliness | | | | Male | 65 and over |
| Public toilets | | | | | |
| | | | | | |
| | Supermarket | | | | |
| | | | | Male | 25-44 |
| Public toilets, cash machines, get rid of the betting shops too many drunk men leering at the youngsters. Turn the gym next to farm foods into a play zone for youngsters. Replace Peacock as Primark or Morrisons as Primark or Asda. B&M store where pound stretcher used to be. | Put McDonald's back, multiplex cinema bowling alley, pop up food stalls or something like box park Croydon | | | Prefer not to say | 25-44 |
| | | | | | |
| | Fitness studio | | | Female | 45-64 |
| | Shopping | | | Female | 45-64 |
| A sense of town centre, with bars, restaurants, insulated from main road of traffic, with attractive public space and high street retail stores like in Centre Court shopping centre Wimbledon | | Christmas markets, or other types of markets similar to Greenwich market | | Male | 45-64 |
| I would like to see more restaurants, Starbucks, Costa and bars. Also would like to see a cinema and burn & bullock reopened. Things for adults with disposable income to do. Currently we have to go elsewhere and not spend money in our area. It's a shame. Also open the cafe by cannons 7 days a week and advertise it. No point in having it open twice on a weekend for a few hours as a trial. Nobody even knows it's there right now. | | | | Male | 25-44 |
| Better cafes and pubs that focus on family and good quality food and drinks. | | | | Male | 25-44 |
| | | | | Male | 45-64 |
| Open some shops and get rid of the pound shops Have some more greenery and look after it. NOT that silly dual carriageway area which was painted blue and then allowed weeds to grow. | | | | Male | 45-64 |
| | | | | Female | 45-64 |
| More sit down restaurants, coffee shops, pubs, local shopping markets (Co-Op, Tesco Express or Sainsbury's local) and homes/flats (Morrisons site). | Said it previously | Said it previously | | Male | 45-64 |

| | | | | | |
|--|--|--|--|--------|-------------|
| I believe the investment will only bring about real transformation if antisocial behaviour is dealt with at the same time. There are already some good seats but they are taken up by groups of drinkers and possibly drug takers who make the town centre intimidating and unsuitable for children. I avoid shopping in Mitcham for that reason despite the fact I would rather spend my money locally. I wouldn't use the cafe either as I'm very uncomfortable being so near to the regulars who dominate that space. There's a risk that the investment would make the town look better but they would still dominate. I think it's essential to make the centre feel relaxed and family friendly, the opposite of what it is now. I've often seen the police just walk by when the drunks are arguing or shoving each other around. | A more invigorated food market with a mix of artisan products as well as good value to suit a wider variety of locals. A music or arts cafe for affordable access to culture. Green spaces used to share environmental message by how they are planted and interpreted, more like a garden, Activities around the gardens such as nature discovery based or drawing for all ages. A community space that can be used for exercise and craft classes that welcome local as a safe, social space for all generations. Cooking classes that reflect the wide variety of ethnic backgrounds so people can learn about food as culture as well as how to make healthy affordable food on low budgets. A well-being centre that is a hub for finding out about local services and volunteering opportunities as well as classes for mindfulness and similar activities. Dance classes and theatre. | Included within my previous answer | | Female | 45-64 |
| The public space in Mitcham is fine as it is, the amount of seating, open space, and trees are good. | Mitcham town centre is crying out for some life in it. Remove the betting shops and put in anything that will attract people to come. We already have a library. The problem is that it's easy to get to Colliers Wood, Wimbledon, Croydon or Streatham so it needs to be something that can't be found in those places. The clock tower/Fair Green area is a good asset that should be utilised. | Not sure what you mean by Mitcham Square, but assuming Fair Green. More regular stalls in the market place would be great. | | Male | 45-64 |
| Toilets Something to make it unique | Better use of the library and advertising | Something to celebrate the long history of Mitcham | Youth club | Female | 25-44 |
| Act against antisocial behaviour, more bins & litter removal, prevent & remove graffiti. | More / better coffee shops | Pop-up art fair | | Male | 25-44 |
| A proper coffee shop where people can convene during the day, a nice pub serving food to act as a hub for friends to gather, no more betting shops, barbers, vape shops, beauty shops, pound shops, take always - we want a hub where people can enjoy the space with the right amenities not just a spot for drunks to hang out or for people to get a hair cut or their nails done | Childrens soft play, there is one at canons leisure centre but only runs on certain days during the week which makes it non accessible for the majority of people with kids in school or nursery. Pet shop would be helpful too. Most of all coffee shop and bars/restaurants | Pedestrianised space without busses cutting through | | Male | 25-44 |
| Grass, bushes, flowers, nice outdoor cafes, wooden climbing / play equipment | Soft play cafe, m&s | | | | |
| Good shops, clean roads. Events like the Mitcham carnival, monthly. | Creative environments. Rent empty places to artists, crafts people. | | | Female | 45-64 |
| Heritage information boards showing old photos and writing bringing out wealth of history at strategic points. Needs to be managed as I wouldn't want them vandalised with graffiti | Pop up on local events | Free events promoting sport and health and well being | | Female | 45-64 |
| | To have some good shopping for everyone Maybe some good market stalls fruit veg A nice bakery | To may be do something each month like a pop up cinema A play day for children or a afternoon picnic to bring the community together | To use the space we to put some outside entertainment on for all | Female | 45-64 |
| | | | | Male | 25-44 |
| More shops please. More cafes and places to socialise. Basically to upgrade the quality of the community | | | | Male | 25-44 |
| Sutton has a play water fountain area just outside Sainsbury's, Mitcham town centre would benefit from one of those, open green space with benches and different type trees etc, nature trails | Costa, Starbucks, Nando's - halal | | | | |
| The roads alongside 3 Kings Piece should be closed. At the moment the pond is cut off from the Fair Green. This causes problems for the geese too. | | | | Female | 65 and over |
| Investment in shops, cafes, places to eat and drink - basically places to give the place a bit of life! And a decent supermarket after Morrisons went... Mitcham Eastfields station on a Saturday morning is quite a sight to see - all the young professionals who have moved to the area with money to spend are leaving the area to go to Balham for brunch! The transport links are fantastic (despite the London Bridge train disappearing which has made my commute hell on earth) so people are coming to Mitcham, now we just need things to do to keep us here. Canons is an amazing example of the kinds of places we need more of with the independent cafe and events and park and big screen for Wimbledon. The big screen in town for the coronation was great and it's good to see Mitcham being put on the map for things like that. | Shops - just not charity shops, chemists, vape shops, beauty shops or Lidl's! Maybe things like table tennis like on Figges Marsh, or things like festivals and pop up food and drink stalls. | | | Female | 25-44 |
| | | | | Female | 25-44 |
| | | | | Male | 25-44 |
| Organised activity | Activity that celebrates the diversity of Mitcham | | | Female | 65 and over |
| | | | | | |
| More play areas for children, nicer cafes and shops. Less rubbish. | Food world empty space needs turning into something like a trampoline park or clip and climb to attract more people to the area | | | Female | 25-44 |
| | | | | | |
| Less barber's and chicken shops. Morrisons back in the town centre More small family run shops (eg pet shop, record shop, butchers, green grocers, etc.). Ruislip is a lovely town centre. Something similar for Mitcham would be nice | NO ULEZ | A regular farmers market | | Female | 45-64 |
| | | | | Male | 25-44 |
| More variety of shops and more police presence to make the area feel safer. | Youth facilities | | | Female | 45-64 |
| Less rubbish being dumped. Level Pavements that aren't trip hazards. When repairs are done they are done properly. Cars parked illegally on the Pavements. | Decent restaurants. Not chicken shops. | | | Female | 65 and over |
| | | | | | |
| Ensure there is no flytipping. The alleyway next to Barnard Marcus Estate agents is a disgrace and a blight on the town centre. | A soft play Cafe Cafe Nero or Costa | | | Female | 25-44 |
| Public toilets that are maintained | | | | Female | 45-64 |
| public toilets | public toilets, free parking, police officers | | | Male | 45-64 |
| Rolling back on all policies by about 50years when it felt like a working, living community before so many road signs & regulations made it feel more like an open gulag | Approachable police on foot engaging with public | Ample parking so the elderly & less able-bodied can still access. Seating | | | |
| | Need a reason to spend money in the centre. The shops that are there aren't attractive. | | | Female | 25-44 |
| Encouraging the drunks to move on | Needs more big Named shops there. Maybe costa as well | | | Female | 65 and over |
| How many times will you try and improve the public realm in the town centre. Only fundamental changes to road system, architecture and offer of the area will add value. Tinkering round the edges with public art and murals is avoiding the real issue! | There has to be a focus to draw people to the town centre. If supermarkets and McDonalds don't want to be there, what's its USP? | | | Male | 45-64 |
| A supermarket to replace Morrisons Bring back McDonalds or have a Nandos Manned Public conveniences | There are no public toilets | N/a | | Female | 45-64 |
| | | | | | 45-64 |

| | | | | | |
|---|---|---|---------------------|-------------------------------------|-------------|
| | | | | Female | 25-44 |
| Nice coffee shop, butchers, some individual shops | | | | Female | 25-44 |
| | | | | Prefer not to say | 25-44 |
| Needs to be more socially attractive. There is limited (and reducing) numbers of why people would go to Mitcham to be social. | Sober social spaces, that are accessible for all age ranges throughout the day and evening. Perhaps something like a board game cafe | Signposting for local groups including MertonPlus | | Other (Please specify in box below) | 25-44 |
| More independent shops, more things to do for children, less undesirable people hanging out in the town centre, less rubbish lying around | Make Mitcham more attractive for young professionals | | | | |
| | | | | Female | 45-64 |
| | | | | Female | 25-44 |
| | | | | Male | 25-44 |
| | There is already a library in Mitcham? There is a severe lack of restaurants and cafes - the town is dependant on two pubs and a variety of take aways with a handful of sit down eateries. The town centre needs something to attract people to it - bowling or similar would be ideal - we used to live in Redhill which has just had a similar revamp. | | | Male | 25-44 |
| Control the riff raff that use the seating areas, clear rubbish, encourage more independent shop owners rather than the same handful of shop repeated selling the same things that seem like they are probably a front for laundering | Definitely more appealing bars and restaurants, cafes. | All of the above | | Female | 25-44 |
| I think the centre is pretty good already physically. It does need hourly checks by the police giving out fines for the drinkers who spend all day every day in the centre boozing. Maybe more street cleaning. Very happy for the council tax to go up to pay for this. | An off license that sells hipster beers | | | Male | 25-44 |
| | | | | | |
| Toilets I can only nip to Mitcham to get a particular item or service. I can't enjoy a couple of hours as there are no toilets. Last week I had to run to the library. Also there's no baby change. It has great potential | Needs something to attract people to the area. Play centre, museum | Cleaner from cigarettes drinking etc. families/people can sit and relax as not comfortable with these scenes | Activity centre/hub | Female | 25-44 |
| | | | | | 25-44 |
| Things to do evening time, like some music events, a cinema would be great too. | More police men patrolling to make the area safer. | | | Male | 25-44 |
| We do not need additional seating and we already have plenty of green spaces. Mitcham is lacking things to do, places to eat, socialise and work. There is nothing in Mitcham for working professionals. No co working spaces, bars, cinemas, bookstores, coffee shops etc. That is what Mitcham needs and anything else is a distraction. | We need a more upmarket gym and swimming pool. The one in the canons has poor opening hours, a lack of facilities such as a sauna or steam room and location wise is not safe for women to walk to in the dark. Shopping could also be vastly improved. | A farmers market - look to Penwortham Primary School for inspiration. Any council led event on the square has been a shambles - never runs to the advertised time and comes across as cheap and half thought out. | | Male | 25-44 |
| Jet washing the area. Speaking with shop keepers about keeping their pavement clean. Regular police patrols - not PCSO who has no power. | Council sub offices Police office. | Any community events to be carefully monitored. | | Female | 65 and over |
| Brunch place, high end coffee shop, open up the area for events, stalls on weekends for food stalls / trucks. Create more community on social media to support local businesses. | Review the quality of shops currently and what is needed to bring more life into the town centre. Target specific businesses. Also help create more community on social media and use the space for events to showcase local shops and attract better people to visit on weekends. Have more for families as well couple to have brunch, a drink / dessert etc. | Food stall trucks events. Children's play group. Singles event to meet others. Couples event to meet others. Mini fair ground, like theme park games and arcade event. | | Male | 25-44 |
| More regularly cleaning and recreational things that will stimulate the mind | | | | Male | 45-64 |
| Less charities shops More decent shops which means more parking. Plus restaurants and wine bars, maybe a cinema, somewhere people can spend their money without going out of the borough Less flats Less betting, nail shops and cheap food take always | | | | Female | 45-64 |
| Drinkable Water fountains , | A new shop to replace Morrisons . | | | Prefer not to say | |
| Recognise supermarket and shop Coffee shop or deli or small family run restaurant Restrict the number of betting shop | Having a more police presence in evening More control of unsocial behaviour and drinking in the town centre Installation of CCTV for public safety and improve lighting. | | | Female | 45-64 |
| | | | | | |
| Growing space Events and activities, including on area originally earmarked for a water feature Lively and varied market Waymarking to walks and historic sites - Eagle House, Mitcham Common, Three Kings Pond, The Canons Providing a clear identity as "Mitcham Village" | Cultural uses can be more pop-up and events/activity based Should be preferred location over the Wilson for new health and well being facilities Library should only move from current building if it were to improve the service Key is to retain sense of independent shops and diversity that defines local character | A working daily market Easy way to book and use space for free for community events, including access to power | | Male | 45-64 |
| Mitcham Village centre is an absolute dump at the moment. While acknowledging that efforts have been made to improve the area, it nonetheless reflects the apparent lack of respect for Mitcham Village residents. There has been a failure to invest in quality shops, cafes & restaurants; to create a user-friendly road system, (allowing for limited parking outside shops to facilitate loading, customer activity etc). Mitcham residents seem to be regarded as requiring, (deserving?) little more than fast food outlets, nail bars & charity shops. The place is depressing. Unsurprisingly it has gradually been abandoned by those seeking a better quality of life. The demographic of the area is changing. With the necessary will, imagination & money, Mitcham Village centre could be transformed from the wasteland it has become into a vibrant, exciting place for all ages to enjoy I hope that the efforts of those who in the past, & now presently are working for the betterment of Mitcham village, will be supported & encouraged. | Good supermarket/s; cafes; clean streets; officials to move alcoholics on from time to time to prevent seating areas becoming squalid & the preserve of drinkers. | CPSOs. Facilities for young people | | Female | 65 and over |
| Less seating and less open space for congregating - currently this just attracts groups of men, often drinking alcohol, which makes the town centre a place to avoid. Currently most businesses are targeted toward a low socioeconomic demographic (betting shops, discount shops, takeaways etc). A better balance including some nicer bars or restaurants would be great - currently we would jump on the train rather than going into Mitcham for these reasons, despite living here. | Isn't there already a library round the corner? Workspaces could be good to attract the business of professionals after working hours. | All sound great. I think this would also discourage groups of men congregating. | | Male | 25-44 |

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|---|---|---|---|-------------------------------------|-------------|
| PLEASE STOP WASTING TAX PAYERS' MONEY WITH ENDLESS, MEANINGLESS SURVEYS. THIS IS JUST A TICK BOX EXERCISE. MITCHAM RESIDENTS HAVE BEEN GIVING OPINIONS ON WHAT NEEDS TO CHANGE/IMPROVE SINCE ADAM WAS A BOY. MOST RECENTLY, WHEN THE TOWN CENTRE WAS REVAMPED/RE-CONFIGURED. TO-DATE, NONE OF OUR SUGGESTIONS HAVE MATERIALISED! PLEASE STOP WASTING OUR HARD EARNED CASH | PLEASE STOP WASTING TAX PAYERS' MONEY WITH ENDLESS, MEANINGLESS SURVEYS. THIS IS JUST A TICK BOX EXERCISE. MITCHAM RESIDENTS HAVE BEEN GIVING OPINIONS ON WHAT NEEDS TO CHANGE/IMPROVE SINCE ADAM WAS A BOY. MOST RECENTLY, WHEN THE TOWN CENTRE WAS REVAMPED/RE-CONFIGURED. TO-DATE, NONE OF OUR SUGGESTIONS HAVE MATERIALISED! PLEASE STOP WASTING OUR HARD EARNED CASH | PLEASE STOP WASTING TAX PAYERS' MONEY WITH ENDLESS, MEANINGLESS SURVEYS. THIS IS JUST A TICK BOX EXERCISE. MITCHAM RESIDENTS HAVE BEEN GIVING OPINIONS ON WHAT NEEDS TO CHANGE/IMPROVE SINCE ADAM WAS A BOY. MOST RECENTLY, WHEN THE TOWN CENTRE WAS REVAMPED/RE-CONFIGURED. TO-DATE, NONE OF OUR SUGGESTIONS HAVE MATERIALISED! PLEASE STOP WASTING OUR HARD EARNED CASH | | Female | 25-44 |
| Less road signs, less badly made shop signs, a regular standard of shop names, and shades to make it less of a poorer area. If murals are put up a nod to the cricket history plus lavender and peppermint kings of the town and nature there next to the wide open spaces. | A restriction on cars going through in the evenings. | The clock Tower cafe and seating only. | Cinema and restaurants | Female | 65 and over |
| More stores | | | | Male | |
| Carry the tram through the High street when laying the Sutton extension | BoxPark | Tram stop | | Male | 25-44 |
| Bring in big retail chains by offering subsidies | | | | Male | 25-44 |
| | | | | | |
| Shops people would like to visit. The council has little control over this but they should be pulling every lever they have at their disposal to encourage it. | Coffee Shops, Lunch Shops that aren't greasy takeaways. | | | Male | 25-44 |
| | | | | Female | |
| The amount of traffic around the one way systems makes it hostile to pedestrians and puts people off visiting. The 4 lane Holborn way creates a barrier between the west side and centre of town and encourages high traffic speeds. The lighted crossing is set up to favour vehicles and pedestrians often wait over a minute to cross, which encourages unsafe crossings. There needs to be a reduction in vehicle lanes around the gyratory and Holborn way to make mitcham a more pleasant place to visit. | More cycle lanes please with a joined up network. The current system is too fragmented which makes it useless. There should be a segregated route between mitcham and Morden and collier's woods. | | Coffee place/ work space | Male | 25-44 |
| Weekly Market More shops A reason to visit the centre of Mitcham e.g. shops, restaurants, coffee shops | A supermarket e.g. Sainsburys, tesco, Waitrose Coffee shop e.g. Costa, Cafe Nero Healthfood shops e.g. Holland and barret, Planet Organic. Clothes shops e.g. Primark, TKMaxx Restaurants | Music events e.g. Christmas carols. Food events - ethnic stalls, takeaway | | Female | 65 and over |
| The problem with Merton is that they cater more for children than for adults aged 18 - 50, most of these adults spend their money outside of Merton, probably shopping more in Kingston or in Central London. It's ridiculous the amount of gyms and estate agents you have, plus generic branded shops. I think Merton Council has missed the art of town planning and what people want. It's not public art! Or Seating! its venues, spaces for real cultural activities to exist. The carnival you organise is a joke! Brixton Lambeth County Fair is a great example entertaining adults and children. You need to provide more venues, spaces, instead of having closed shops and lack of anything for anyone to do! | | | | Female | 45-64 |
| Improve the shopping experience by encouraging the likes of tesco or sainsburys to open stores and encourage a more 'upmarket' appearance to the area | i cleanup and try to discourage graffiti encourage pride in the area | no drunks or drug addicts or people openly selling drugs | | Female | 65 and over |
| | | | | Female | 45-64 |
| Nothing mitcham is a dump | | | Knock it down and don't rebuild it | Male | 45-64 |
| irregular police presence and noticeable CCTV - there's a lot of antisocial behaviour and a feeling of impunity | | | | Male | 25-44 |
| If we're serious about the environment then we should pedestrianise the roads (except bikes and buses) currently running through the middle of the centre and run traffic around the village. Better options in the night time would also be great, though as many of our neighbours are Muslim, late night coffee shops and such would be best. | Just more to do overall, we tend to end up going to Tooting or Wimbledon for evenings out | Cultural events like outdoor theatre or dance etc. Maybe even from local schools or clubs | Late night cafe | Other (Please specify in box below) | 25-44 |
| More stalls as. Orris is has closed | A reputable food store. | | | Female | 65 and over |
| Public toilets increased police presence | | | | Female | 25-44 |
| A decent coffee shop. | Public toilets | | | Female | 65 and over |
| Mitcham is a historical village, I would like to see site create in Mitcham for a museum, the Wandie Museum is very small and there is not much information about Mitcham there. | Mitcham is a village with older people, there are no social facilities for over 60s after 4pm in Mitcham, such as social clubs, entertainment facilities where they can interact with their love ones. | I would like to see food stalls, coffee shops, flowers market, fruit and vegetable shops, pet grooming shop and a bicycle repair shop, book shop where someone can a cup of coffee in the company of a book, bowling on the greenspace for everyone. | | Female | 65 and over |
| Cleaner, betterore up market cafe n eateries, look less like a unkrmpt town cnt | | | Better cafes n eateries. Never eat from Mitcham | Female | 45-64 |
| More bars and toilets please!!! | Shopping, clothes, nicer restaurants | Kids activities, xmas market, carnival parade, pride parade. | | Female | 25-44 |
| Better shops and restaurants. The ability to park somewhere without needing a mobile phone or credit card even. | Cheap, coin operated car park. | Less derilects sitting drinking. | | Male | 65 and over |
| More stalls in the market place with the occasional themed one like different foods eg Italian or Caribbean, and a Christmas market. And possibly cover the area. | Advice centre, cash machines, banks, shoe shop, supermarket where Morrisons was. | See earlier question. Toilet facilities. | | Female | 65 and over |
| 1) A police force that gave a toss! Do you really think the daily large group of hard drinking dudes by the clocktower would be tolerated in Wibleton or Morden? 2) Fewer busses, bus routes through mitcham centre won't regenerate the town centre. | visible police patrols/ community warden etc to mitigate antisocial behaviours | Improved market. Is apparent that whoever thought the current layout and use made a big screw-up. Its time to talk to some grown-ups, why don't you invite the operators of Bixton Market and Tooting Broadway Market to visit Mitcham Square and give an opinion, then follow their advice! | | Male | 45-64 |
| | Night club do no work here | No drinking in town centre | | Male | |
| | shops and banks - we need them | | | | |
| Back to work scheme, support local businesses with local jobseekers. Volunteering for the community | | More policing needed at night, safety is an issue. Shoplifting and flytipping. Some shop conversions don't have wheelie bins. Waste to look into this or communal euro bins. | | Prefer not to say | 25-44 |
| 1) Less litter. 2) Plants maintained. 3) Shops. 4) Clean, tidy, well kept carpark. | Small market | | | Female | 65 and over |
| | Another bank branch and some decent shops to attract more footfall and people to the fair green. | | | Male | 25-44 |
| | Big TV screen, cinema. Mobile health services. | | | Female | 45-64 |
| | | | | | |
| | | Farmers market, pop up stores/different events. Local traders | | Female | 45-64 |

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|---|--|--|-------------------|-------------|
| Improve the parking, market. Weekly events. | | | Male | 45-64 |
| Public toilet | More shops, banks and more building | | Female | 16-24 |
| A clean space (no flytipping and rubbish at every corner). Invite people to go out and enjoy more of the area even just for a walk. Areas closed to traffic - cars, bus, lorries. Flowers and well maintained spaces. Just take a walk in Wimbledon and replicate - no big and overflowing bins outside houses, no bags of rubbish in front of shops or at each corner. Less betting shops - currently the majority of shops/retail are betting shops, convenient stores, african food, charities, chicken shops or cheap takeaway - need more variety! Remove the recycling centre, reduce the lorries and heavy traffic, create transport links to Mitcham Centre. Make it a place where people want to stop rther than just pass by in the car while going elsewhere. Get new houses, bring new people in who go out, have kids, need shops, cafe, restaurants, gyms, brunch places etc. | Library with events for everyone - yoga, book club, films courses to learn things like knitting, sewing, gardening, photography, painting, music, choirs, playing instrument, making jams, cooking, doing crafts, dance. Current activities target only people with low education background to improve their skills, but everyone else is cut out. Educating events - safety online, self defence, management skills, soft skills, languages, health and wellbeing. | Good quality products market stalls - handcrafts, sustainable products, flowers, street food, christmas market (like abbey mills market or wimbledon village market). Bars and restaurants with 'al fresco' seating. Live music events. Events with music for dancing, good quality and varied selection of bars and restaurants (i.e. tooting market) pubs - the two existing pubs are so sad! hardly anyone in, only sport focussed. need pub quiz, different management, family friendly, brunch and sunday meals. clean streets from rubbish and from drugs and ASB. Mitcham Centre does not feel safe at night especially. get people clean from drugs and into work so they bring something back to the community. employ people on benefits and able to work to clean streets and flytipping. introduce a 'big skip' day (like wandsworth) where people can bring large items to throw away rather than dumping them on the street. | Female | 25-44 |
| Promote Mitcham as a village, clean the homeless and drug dealers from the square. Bring the police back. | Keep clean, more flowers. | community festival, car boot sale, maintain character of the square with low rise building | Female | 45-64 |
| Shopfronts are poor quality now. Regular rubbish everywhere. More restaurants - lots gone. | Police in town, civil enforcement. Parking issues on upper green west. Dangerous at night. Deal with street drinking. | | Male | 25-44 |
| Smarten up existing infrastructure. Better range of shops, not just betting and fast food. | | Better policing to monitor drunken behavior. Better litter picking. | Male | 45-64 |
| Nothing wrong with Fair green but people have little reason to visit the square or town. Clean the ponds so the birds don't die. Deal with the litter (by the pond especially) | Until traffic and parking is sorted, shops restaurants and businesses won't be motivated to invest here as its just a cut through/corridor town. | Farmers market, other specialist markets. Bank or banking hub, toilets. | Female | 45-64 |
| Public toilets | | | Female | 65 and over |
| Banks, coffee shops, restaurants. Less chicken shops. | more shops, sorry to say more chains like cafe nero, costa, pret. | Less drinking and rubbish | Female | 45-64 |
| Consider space for those with mobility scooters. Proper public toilet with baby change. Support for market traders (not to price them out). Bring back banks, indoor community space e.g skillshare, childcare and food waste cafe. Not just commercial or for young/rich. Arts rehearsal space or youth club. | would prefer art gallery than cinema. It's important not to gentrify too heavily and to prioritise local food and drink businesses. Community festival with local crafts/musicians/artists. Opportunity for local gardening projects (sustainable Merton). Regular schedule of different types of market. Dementia friendly health services. | Health/sports classes (tai chi). Multi story car park - Car boot sale, roller skating festival, musicians. Artist call out, panels in the square, public artwork. Use empty shop spaces. Consult other areas for example Brixton to learn from successes/mistakes. Consider green space biodiversity. No tall buildings, keep mitcham open to the sky. | Female | 25-44 |
| | | | Male | 45-64 |
| Market stalls that don't cost a fortune to put up/take down and pitch fees. Regular dates to celebrate in town centre. Christmas like in previous years. | | | Female | 25-44 |
| Please stop what you are doing to Mitcham. It has been slowly destroyed. | We have a library already in a beautiful building which I hope won't be destroyed | | Male | 45-64 |
| More decent clothes and shoe shops, not nail bars, hair dressers or barbers. Market stalls more affordable, pitch fee cheaper, someone to put them up and help the disabled. | | | Prefer not to say | 65 and over |
| Close down some of the betting shop and replace them with tea and coffee shops. Improve neighbourhood policing to stop people drinking out of beer cans and bottles in town centre and side alleys. Still lots of empty cans and bottles litter the area not nice for children to see. | | | Male | 65 and over |
| Cinema, more disabled parking, and general clean up off carpark next to Iceland as it smells terrible from urine and dumped rubbish | As above | Need to encourage locals out, and have a crime free environment for them to relax and stress out from khans ulez. And councils crazy bureaucrats | Male | 65 and over |
| More better sport facilities for kids. Fun play areas, kids/baby indoor play centre. | Bank, sports shop, pet shop. Outdoor area to eat and picnic. | This would be brilliant, would bring everyone together. Sports big time. | Female | 45-64 |
| | | | Female | 25-44 |
| Free flow of traffic. | To engage the youths. | Security | Female | 65 and over |
| Look at middlesbrough council have done, regenerate town through leisure and entertainment, e.g bowling and indoor golf. Board game cafe would be good too! | Multi use spaces should be considered, blend of work, pop-up shop spaces and entertainment - all in one area. | Music groups would be good but the square very loud due to volume of traffic. | Male | 25-44 |
| More supervision | Shops relevant to all peoples needs | | Female | 65 and over |
| Community festival, market and cafe. Promotion as a village. Low rise buildings. | | Health food shop | Female | 65 and over |
| | Evening car parking when the centre is not in use. | | Male | 25-44 |
| | | | Female | 45-64 |
| we have three kings pond for nature. Cars still drive along bus lane. Graffiti needs to be removed quicker. Too many hairdressers/takeaways. More useful shops. | Better food shops/fresh meat/butchers/grocers | Evening events need to be monitored and policed. | Female | 65 and over |
| | | | | 25-44 |
| Proper enforcement against ASB & in particular action against the outdoor lager enthusiasts | Needs a decent supermarket in town | | Male | 25-44 |
| The shops that are in the town centre could be better. | More restaurants and cafes rather than takeaway shops | Definitely more events to bring the communities together | Female | 25-44 |
| | | | Female | 25-44 |
| | You shut all the library's in Merton!! How you going to get private business to build things like cinemas whe. Your shutting down local shopping areas?? | | Male | 25-44 |
| | | | | |
| Public toilets | Public toilets | Public toilets | Female | 45-64 |
| | | | Female | 25-44 |
| | No more barbers or hair dressers nail bars or take aways. Need a supermarket Bank | | Female | 65 and over |
| More shops and banks | More shops and banks | | Male | 45-64 |
| | | | Male | 25-44 |
| | | | Female | 45-64 |
| More park 1 g near to shops for pop in access instead of the massively under used multi-storey car park. | A proper market area once a week | Anything that gets people together | Female | 45-64 |
| Ensure space is litter free, stop street drinking | More shops to bring in people into town centre | | Female | 45-64 |
| More Trees | Less traffic, stand still all the time. No ULEZ. Traffic and ulez =concentrated funes | | Female | 45-64 |
| Less traffic | Invest in Mitcham CC | | Prefer not to say | 25-44 |
| A nice kids park the closest ones to Mitcham are rubbish | A kids soft play/ gym class Something for children | | Female | 25-44 |
| Until the town has better shops, market stalls etc, then I find it hard to answer this question, you might as well waste more money on something that's not wanted. | See my answer to Q3 | More organisation pitches offering the people of Mitcham a taste of what they do to raise awareness of their charities. | Male | 45-64 |
| Stop the public drinking | A nice coffee shop | Open air cinema | Female | 45-64 |

| | | | | | |
|---|---|--|--|--------|-------------|
| Take away all the vape shops, take away the betting shops. The seated area around the clock is full of alcoholics- a support system reach out team for them, instead of benches. Mitcham use to have a Mc Donald's. A Costa's, starburks, tescos or sainsburys local would be nice and give better quality produce. Sadly again the nicest coffee to be had in mitcham is Greggs, we're you see a lot of thriving so I hope they don't shut down. | | | | Female | 25-44 |
| Mitcham will always stay a craphole if there are no decent shops on the high street. Unfortunately it's very representative of the people living here. Full of Chavs, people on benefits...drunks, junkies...crime is at all time high that's what Mitcham is about. Why do you think there are no decent shops around? NO BUSINESS want to go there. | More police to tackle crime and anti social behaviour. You can hide the dust under the carpet as much as you want, if you do not deal with the real problems, they will always come back. I'm glad to live on the colliers wood borders, only been to Mitcham town centre 5 times in 5 years and that more than enough. You must encourage wealthier people to come to Mitcham otherwise it will always be Merton 3rd world corner. Almost as bad as Croydon. | A nice food market. | | Male | 45-64 |
| Air quality, cleanliness, better shops | | Music performances, street art/theatre | | | |
| For it to look inviting. For it to not look like a dump. It's needs to be looked after. Up market shops such as Zara. Greenery such as lots of flowers. | | | | | 25-44 |
| | Shops worth visiting instead of closing them all for housing | | | Female | 45-64 |
| get rid of the bus lane in the two centre, , public toilet, a small play area | | | | | |
| More bins More cleaning Stop parking on path | | | | Female | 45-64 |
| Cherry Blossom Trees, well maintained green spaces with seating | | Local artists, jazz evenings, etc. The centre has great bones, it is just not utilised. The community does not feel safe due to the drunks and crime related issues. Once this is phased out, the community feel would be wonderful | | Female | 25-44 |
| More shops and a clean area along with the old market back. Better parking and to sort the road layout out | More places to eat to sit and relax less traffic. Banks, shops McDonald's less food shops and charities shops less ethnic hair dressers | Markets and fair stalls i less traffic lawns cut and trees trimmed less rubbish and buses | | Male | 45-64 |
| Public toilets. Get rid of the buses going through the middle- it cuts the centre in 2 instead of being one place. Have a variety of things going on in the centre of Mitcham to attract residents and visitors which might encourage a feeling of Mitcham as a community. | This sentence doesn't make sense. As Lavender Fields surgery closed, it would be good to have a new health centre for local people. | Different markets encouraged at different times eg craft market on 3rd Saturday of each month. Table top/ boot sale. | | Female | 45-64 |
| Less charity shops, more useful shops. Need replacement for Morrisons. | Ban scooters. | More regular community fairs e.g stores and markets. Meet ups/coffee corners. | | Female | 25-44 |
| Only if money is not spent on these rather than more important things. More decent shops. Bank. Less charity shops/betting shops. New person appointed needs to focus on attracting businesses to Mitcham. | A gym, less empty shop fronts. Ensure the few decent shops left don't close. | Shops. A farmers market. Christmas market/craft fair. | | Female | 65 and over |
| | | More variety in market stalls. | | Female | 65 and over |
| | Car boot sale at St Marks. Help with flytipping. Morrisons indoor market. Artists. Festival. Promote Village | Remember what Mitcham has, not what it doesn't. Use vestry hall more. Celebrate, stop talking Mitcham down. | | Female | 45-64 |
| public art only in temporary exhibits. Revive borough officer. Registered green | cultural use shouldn't be a building but out on the green. Town centre definition should include the iceland supermarket and the social club, the former barclays bank also. | fair green must be left | | Female | 65 and over |
| A giant large noticeboard for community to know what's going on in Mitcham | Nice market (sweets/cake stall). A top quality coffee stall in the town centre. | | | Female | 65 and over |
| A notice board would be useful as some people don't have internet. | | A decent market, not fruit and veg and smelly food. | | Female | 65 and over |
| | | | | Female | 45-64 |
| More things to do like bowling | | | | Female | 45-64 |
| | | Seatings | | Female | 45-64 |
| Public toilets - these are a must! Stop building more and more homes that impact facilities - parking, schools, doctors, dentist. Pond needs to be protected and promoted, ecological asset. | Independent bakers, and of course a replacement for Morrisons. Make more of the history of Mitcham. Not lose any more banks | Proper market with range of stalls, including fruit and veg. Pop up craft fairs. | | Female | 65 and over |
| Entertainment and games for children. | | | | Female | 65 and over |
| Some displays about history of town centre e.g bandstand and the fair. Better night light at fair green. | Continue to promote arts and music e.g Mitcham arts collective. Canons house and grounds becoming recognised as visitor attraction including sporting heritage. Continue to promote sports for all. | Open air games e.g chess, table tennis and boules. | | Male | 65 and over |
| Use of empty shops. | | | | Female | 65 and over |
| Public toilets | | | | Female | 45-64 |
| X | Miss Morrisons. Would like another supermarket in that place as Mitcham is dying. | would love evening events as not safe to come out now. Won't vote labour anymore. | | | |
| seating, but consider who is attracts. Too many betting shops that bring anti social behaviour | library in town centre would be good | Better coffee shop, safety, more activities, using vacant shops for other things. | | | 65 and over |
| | | | | | |
| Shops need to be not just betting, fast food or charity. Not much reason to go in to the town centre when there is little shopping opportunity | More varied shops, redeveloped pubs so they are not squats (burn bullock!) | | | Female | 25-44 |
| I am 5 years old and I think paintings on walls are beautiful. I really want a playground with the biggest slide ever and a big swing and see saw! | A book shop because I love books | An art class would be great | | Male | Under 16 |
| | | | | Female | 25-44 |
| Seating only attracts drunks and addicts to the area, same with children's play areas, so it would be better to get rid of those altogether. | Bringing back pedestrianisation to the main town area. Driving and parking have been badly effected by the recent road changes so it's difficult to drive to mitcham for shopping, this could do with improving. | | | Female | 25-44 |
| | | | | | |
| More entertainment | Local environment, play cafe. Affordable working spaces | Anything, music, community stall. Potential to co-ordinate festival using pubs to strengthen festival. Walthamstow festival. | | Male | 45-64 |
| More shops, restaurants. All seems to be closing down. Not much reason to go Mitcham anymore | Cinema, game place, youth clubs, make a proper open all times cafe on Canons grounds. More weekends events, proper market days like what Croydon or Sutton have with food from all of the world. Less bookies more things for families to do. | More shops, better quality market, | | Female | 25-44 |
| Better shops and restaurants | | | | Female | 45-64 |
| Community spaces like coffee shops, maybe locally run not chains. Bring back some of the Youth spaces mitcham use to have and and possibly some banks. Accessible and public toilets. More shops not more of the same things. More cultural events/spaces/shops. | Working spaces could help. More bars and restaurants. Library more accessible. Make Canons leisure centre more accessible with changing places. Food shopping in town centre as Lidl and Asda can be far for some. | Bring back the market, chance to get fresh fruit and veg. Other things sold like food/house supplies. Spaces for voluntary sector to engage with community to share needs/wants/ideas for future. More youth events/engagement. More arts and culture. More restaurants. | | Female | 25-44 |

| | | | | | |
|---|---|---|--|--------|-------------|
| Community spaces like coffee shops/ Youth centres. More shops as they have shut down. Accessible and public toilets. Seeing it being used. | | Bring back the market. | | Male | 25-44 |
| pedestrianise central parts. Better things for families. Seating already - however doesn't feel welcoming or safe with my family due to passed out people or drunks. Better links between green spaces | Community hub. Better spaces to share stories | Weekend market would be good | | | |
| | | Weekend market would be great. Issues with litter and bins. More places to eat and nice pubs are needed. | | Male | 25-44 |
| permanent arts trail would be fantastic celebrating local people. Bring Pawalek into the town centre! We need nice pubs. Whats happening with cannons house cafe Seating needs to be protected from drinkers. Action group. | Move the library to the town centre. Restaurants not bars. Pop up use in Morrisons. It needs to be authentic to Mitcham. | Weekend market special. Whatever happens needs to be consistent. | | Female | 25-44 |
| I work in Mitcham with SEN children. I do not actually dwell in the town centre! | | West Norwood Feast is a good example. | | Female | 25-44 |
| Better safety/policing/cctv | Better shops (shoes). More parking. Cinema/evening entertainment. Traffic is bad. | Farmers market like Wimbledon. Activities for youngsters. | | Female | 45-64 |
| aesthetics of Mitcham not great. Doesn't feel safe. The existing shops are not great. Parking is difficult. | High quality workspaces would be good. Better relationship with library. | Management | | | |
| Management of seating as it attracts anti social behaviour. | Community facilities connected to library. Traffic bad. | Toilets. Parking. Think intergenerational. Demolish the gyrotory! | | Female | 65 and over |
| Good public spaces but street drinkers/drugs need to be policed. | Finding out what's on is difficult. Facilities to deal with housing growth (health services). | Food markets, unlike the square, better. Dancing. | | Male | 45-64 |
| | | | | Female | 25-44 |
| Regular foot patrols by police Flower-baskets Shade-giving trees Independent cafes Improvements to architecture esp. of Majestic Way and the Iceland complex. Ideally (& I know ambitiously!), an extension to the Tramlink directly into the town centre | (I should point out that we already have a Library in the town centre!) I would generally favour cafes over bars or restaurants. However, more decent (and responsible) pubs would definitely be welcome. Trees, fountains, outdoor cafes would all be welcome, I think. Reduction of rates to encourage independent shops. Sympathetic over-shop flats giving a local, village feeling. | Musical performances (perhaps with bandstand) Church gatherings (Churches Together in Mitcham) Ultimately, the Croydon Tramlink! | | Male | 25-44 |
| More cleaning throughout the day. No drinking actually enforced. Replacement of dead plants and grass driven over. outdoor cafe space. | not clear on the question? Facilities? More restaurants, safe pubs/ bars, dessert places. | No drunks. Tidy streets. | | Male | 25-44 |
| I think it's disgusting as it's not disabled friendly, no toilets for disabled and wheelchair users, been raised with the councillor but nothing gets done even though the council and shops are in breach of the DDA. Shops around Mitcham you cannot get wheelchairs in and staff are clueless about the act and law regularising it. | The market stalls to be increased and more shops that are value able to the community as it is over loaded with hairdressers and nail saloons | | | Male | 45-64 |
| There needs to be shops back in Mitcham Town centre. They all seem to be closing down (Morrisons etc). A children's park would be a nice idea as currently the nearest play equipment is the canons which is still quite a walk | Coffee shops like Costa / Pret / Starbucks would be a good addition | | | Female | 25-44 |
| | | | | Male | 45-64 |
| | | | | Female | 25-44 |
| | | | | Female | 25-44 |
| More regular cleaning | | | | Female | 16-24 |
| Better quality of shops to attract people to mitcham and make it easier for residents to do their shopping locally | | | | Female | 45-64 |
| Community wardens, street pastors or pcsos to monitor anti social behaviour and groups of people engaging in inconsiderate or menacing behaviour. | Definitely more coffee shops, cafes and independent retailers. Less, or stricter controls on the number of hair salons, vape shops and nail bars. | Health and wellbeing workshops, pop up advice stalls/ shops and a citizens advice bureau. | | Female | 65 and over |
| Get business into the empty shops ASAP. Get rid of the betting shops if you can - they bring in a bad type of person. Get rid of the drunks who cause a nuisance. Get better, gentrified business into the area and lose the Halal Meats / Afro-Caribbean Wigs / naff stores which are, by their nature, not inclusive at all. Actuality penalise fly tipping and make shops / stores responsible for the maintenance / care of the shop fronts AND backs. See if you can get decent Publicans into the White Lion of Mortimer... | Literally just a decent coffee shop, decent bakery & butchers. A few restaurants would be nice. Bring back small business and get rid of the 'naff' ones like Poundland, Peacocks etc. Yes - it may price people out, but it will lead to a better area with more pride and beauty... | A good Market. Like the ones in Wimbledon / Barnes / Tooting etc. Not the current one which is naff and awful. Literally no growth will happen in this area when stuff like that is the main event. It's embarrassing. | | Male | 25-44 |
| | | | | Female | 45-64 |
| More bright flowers | Bring back proper shops we don't need anymore barbers or chicken shops | No graffiti | | Female | 25-44 |
| Type of shops, too many Betting shops, hairdressers. No nice clothes shops or coffee places to meet friends. The best chinese is now shut, been eating there for thirty years. In all honesty I go to Wimbledon too many drinkers, and just do not feel safe. Lots of litter and just very unpleasant. | | In all honesty I would not go. | | Female | 45-64 |
| | | | | Female | 25-44 |
| | A warden to move on drinkers | | | Female | 65 and over |
| | | | | Female | 25-44 |
| | | | | Female | 65 and over |
| fewer dossers | sports facilities | music, performances by local talent | | Male | 65 and over |
| Get rid of the undesirables that hover around the toilet cafes and surrounding area. | We already have a library in Mitcham. Bring Mitcham back to how it used to be. A proper village. Needs quirky shops, cafes, wine bars etc. Get rid of the barber shoes and shops selling cheap rubbish. | | | Female | 65 and over |
| | | | | Female | |
| At the moment Mitcham has no appeal whatsoever. The green areas are poorly maintained and feel intimidating to spend time because of the people who use them currently. There could be a market square in the centre of Mitcham as has been promised over a number of years but I'm not sure it would take off or be appreciated by most people in the area. Overall, the area has no attractions to draw people in and is/feels unsafe and depressing. | Not sure what would work in Mitcham. It a poor area with little or no community spirit. | A decent outdoor market would seem to fit the space but not sure it would work in Mitcham at this point. There are a pitiful one or two stalls there at the moment selling erm...nothing useful or appealing. It's not just me as no one seems to be buying anything from them when I go past on the bus. I don't stop to get off the bus in Mitcham as a rule. | | Female | 45-64 |
| Get rid of the drinkers that keep sitting on the benches drinking. And also stop beggars. | | | | | |
| Regular removal of litter | Decent supermarket | Visible police on the beat | | Female | 65 and over |
| | A Supermarket | A fully function market | | Female | 65 and over |
| Time of next bus arriving at all bus stops | A supermarket to replace Morrisons | | | Male | 65 and over |
| Needs to look more inviting. The main road passes straight through, it's not easy to actually stop when driving through. | Leisure centre is good, always busy, maybe expand. More places to exercise. Play basketball indoors. Places people can go and feel comfortable. Improve places to eat in mitcham, make parking more accessible so people don't just pass right through. The huge space for walking is great and all, but make the road wider, allow cars to pass and the area may actually feel less congested. | | | Male | 25-44 |

| | | | | | |
|---|---|---|--------------|-------------------|---|
| Bring back a cash point | | | | Male | 65 and over |
| More connectivity as the one way system is very painful and makes me avoid the area due to parking and traffic. | | | | Female | 25-44 |
| Public toilets & of course more market stalls with good products & a supermarket | We need a supermarket in the town centre loosing Morrisons is devastating for pensioners | More stalls but not with rubbish a good market to encourage shoppers | | Female | 65 and over |
| | | | | | |
| The centre itself is better since the revamp but: 1. The surrounding shops and amenities need to be more varied to draw people in, to give people a reason to go there. There are too many betting shops, barbers' shops and poundland-type shops!! Do we need them all?! 2. The buildings eg Lidis, Iceland, ex-Morrisons ex-Barclays are eyesores. At the very least the owners of these buildings need to look after them but really a revamp is needed (or demolition preferably). It is hard to understand how such ugly buildings ever got planning permission - it is a real shame, they completely spoil the feel of Mitcham town centre - which should be a continuation of the conservation areas of the Cricket Green and Three Kings Piece. 3. Drunks and Druggies need to be removed from the area. Why would anyone else want to go there, especially with children? It feels intimidating. 4. The approach to Mitcham Town Centre from Figges Marsh is very tatty and desolate. Not a very encouraging approach, half the shops don't seem to open? The newly revamped central reservation is a bit of a "natural" disaster, and needs to be better planted - wild can look good, it's just not done well there because no one pays any attention to it. Needs a local group to take over. 5. As several shops and amenities have moved away from Mitcham Town centre recently why not use the opportunity to rethink? Move the library to the centre of Mitcham and create a community hub. The library is not in a very good position currently and there are plenty of examples of successful changes to other libraries that have really improved their usefulness to the community and brought a positive vibe to the area. 6. What is that function room above/next to Icelands? Get rid of it or make better use of it. It's not all bad, it has improved in some ways but it could be so much better. It certainly feels like Mitcham is the poor relation in the borough. | coffee shops | coffee shop | Female | 65 and over | |
| | | | | | |
| | | | | Female | 25-44 |
| A platform for creative people to showcase their work, i.e musicians, artists, poets, designers etc. A community hub/cafe for people to meet, buy products etc perhaps where Morrisons used to be or near the clock tower area. A youth club/hub A supermarket where Morrisons used to be. | | A market where creative people sell their work, i.e art, jewellery, clothes etc. Musicians performing Outdoor cinema | | Female | 45-64 |
| I feel it looks good already but I loved it when the wild flowers were planted in the planters by the cafe in the middle of the square. | This question makes no sense and makes me question how seriously you are taking this survey. | Music events | | Female | 45-64 |
| | | | | Prefer not to say | 25-44 |
| As someone who lives and works in Mitcham, I want to support local, independent businesses. I rarely go into Mitcham outside of work days because I don't see it as a "destination" (for shopping or leisure). It would be nice to have more options in the town centre but I'm not sure outdoor/unsupervised areas for children/young people to congregate or more seating for groups of men to use whilst drinking alcohol are the answer. | Options for people to improve knowledge, health and skills | | | | I'm not sure what would encourage me to visit Mitcham after 6pm |
| Regular cleaning | Supermarkets | | | Female | 45-64 |
| | | | | Female | 65 and over |
| | | | | | |
| Make the area more tidy, try encourage businesses to open shops , improve planting of Green areas. | | May be continental food markets. | | Male | 45-64 |
| Keeping it free of the constant rubbish from the shops and stalls and fly tipping by post office. A more diverse choice of shops. | Outside seating for coffee/tea etc other than the centre coffee shop which is the only one on offer. | Market stalls - it's perfect for good stalls selling a selection of products other than fruit and veg as there are already a glut of shops in the town that sell all those products | | Prefer not to say | |
| Less motor traffic, as in so many places in London, indeed in the whole of the country. Cleaner air will result. Tidier streets, less litter etc. (Why is Merton worse in this regard than other neighbouring boroughs e.g. Kingston, Sutton or Wandsworth?) | | | | Male | 65 and over |
| Litter bins with frequent collections. | | | | Female | 45-64 |
| Public toilets that are staffed. | Somewhere for the youngster to go too and hang out- youth club that offers skills improvement | More PSO or council wardens to improve the feeling of safety. | | Female | 45-64 |
| Banning the drinking of alcohol and policing it effectively. | A public toilet. | | | Female | 45-64 |
| More diverse shops. Currently it's food and charity shops, the place looks drab despite the redesign of the clock tower area. | | | | Female | 45-64 |
| More basketball court spaces for children and adults as it is a sport that is increasing in popularity by the day. | | | | Male | 25-44 |
| | | | | | |
| P | P | P | | | |
| | | | | Female | 45-64 |
| | Decent shops...butchers...bakersgreengrocers.....another supermarket also a decent pound shop....at the moment Mitcham is not a place people want to visit not like it used to be. | | | Female | 45-64 |
| | | | | Female | 25-44 |
| More trees, less bare concrete. Improved appearance of hideous shop fronts | | Greenery | Dance events | Male | 65 and over |
| | | | | Male | 25-44 |
| More shops | Since the closure of Morrisons and Pound stretchers, more shops are currently needed, to attract more people into the Town Centre. | | | Female | 65 and over |
| McD's as a lot of children would benefit in the area. Also bring back Morrisons. It needs to have a buzz and happy atmosphere | | | | Female | 45-64 |
| Having more visible police presence, especially late evening | | | | Female | 45-64 |
| | A nice coffee shop, more choice of restaurants/eating places. A supermarket to replace morrisons No more banks closing People would come to the likes of mitcham common and nice areas we do have in there was somewhere to have a nice coffee and a bite to eat which isn't just a greasy spoon cafe | | | Female | |
| | | | | | |
| Keeping it clean and to smarten the area | Mitcham needs nice restraints and to not add anymore barbers abd nail bars. | Evening events is asking for more trouble. A nice market could be nice considering Morrisons and Pound land gone. | | Female | 65 and over |
| | More retail spaces. | | | Female | 45-64 |
| | | | | | 45-64 |

| | | | | | |
|--|--|---|--|-------------------|-------------|
| More variety of shops and free parking | Community fridge Recycling centre for unwanted goods/swap shop | Better Christmas and special events markets community interactive events | | Female | 25-44 |
| Get rid of the low life that does around the fair green | | | | Male | 65 and over |
| More shops and relevant ones | | | | Male | 16-24 |
| Shops, coffee bars, bakery, restaurants, wine bars etc. | | | | Male | 45-64 |
| Make the roads flow again and reverse the stupid traffic flow and bottle necks that TfL and Merton Council has made. | Shopping centre with proper shops not charity and fast food and bookmakers. Get rid of all the drunks and make something of the centre. | Better carparks | | | 45-64 |
| More shops e.g. Costa | | | | Female | 25-44 |
| Rebuild And keep drinking people away | | | | Female | 25-44 |
| Remove the street drinkers, clean the pavements of dirt and grease. Wildflower areas (planted flowers would be awesome but they will get stolen) | Bakers, butcher that sells pork, restaurants, better shops that are a chain but not take aways or betting shops. Clothes shops. | Farmers markets selling individual produce. Not just from wholesaler. | | Female | 25-44 |
| There is hardly any streets bins, people are throwing garbage on street everywhere in Mitcham. Why there is no street bins? Most street pavement are old and ugly, changing street pavements and will make the area more appealing to people and will attract more residents to the area. | | | | Male | 25-44 |
| Making safer without drug addicts everywhere | family pubs cowork spaces | | | Male | 25-44 |
| Remove drunk/drugged people. Encourage shops like Costa, M&S, Primark to open. | | | | Male | 45-64 |
| Better range of shops and businesses E.g. cafes and places for families to have leisure time together. | Cafes and places for families E.g. soft play, trampolining. | | | Female | 25-44 |
| Make it feel safe. I'm not sure the roads always feel safe. | We love the library and use it very frequently. | | | Female | 25-44 |
| Some rubbish bins that are emptied daily, daily street cleaning, working CCTV so people feel safe, better market. | Sunday craft market like the old Abbey Mills? Local events such as Mitcham celebrating Black History Month with a Caribbean weekend by inviting local Caribbean groups/businesses to set up stalls and food trucks in the market area. The same could be done during other celebrations such as St Patrick's Day, Eid or Chinese New Year. We should celebrate the diverse community of Mitcham. Mitcham needs a supermarket now Morrisons has gone. | More lighting at night | | Female | 45-64 |
| Need better shop like Tesco, Sainsbury's. Coffee shops Starbucks, blank street. | Clothes shops. Museum, learning centre | | | | |
| Trees | | | | Male | 65 and over |
| Cleanliness and tidiness and an aura of care. The communal areas, verges, and pavements are a mess. | ??? Good food shops | Where is the square??? Fair Green? Clean covered organised market. A permanent structure that looks smart. | | Female | 45-64 |
| Keep a village feel | | | | | |
| You are taking away so many bins. Unfortunately people will not take their rubbish home so by your action you are encouraging littering and vermin. Have seen rats near Mitcham Eastfield station. You are ignoring flytipping. We are paying more for less service | A children's soft play area now that Eddie cats has gone. This would bring children and families into the area | | | | |
| Cleaner streets, less fly tipping. | Better lighting | | | Female | 45-64 |
| Vibrant and well stalled market place. | Better traffic system, it's not working. | | | Prefer not to say | |
| Entertainment, music, allow people to hire stalls, street food | | All or any of the above would be an improvement | | Male | 45-64 |
| A lovely brunch place! Children's activities. | | | | Female | 25-44 |
| | | | | Male | 65 and over |
| Not in a public space but it needs a good supermarket to entice visitors to Mitcham | | | | Male | 65 and over |
| Removal of betting shops and pound shops. More known brand shops and independent boutiques. Restaurants CCTV. Regular/ visible patrols of police Town centre parking | restaurants regular police patrols CCTV Farmers market | | | Female | 25-44 |
| | | | | Female | 45-64 |
| Keeping drunk, noisy people out of the area in the evenings/nights, so the residents can get some sleep. | A regular police presence at night to curb anti-social behaviour. | Peace and quiet in the evenings. | | Prefer not to say | 45-64 |
| Supermarket, cinema, clothes shop, various shops, bakery and cake shop, butchers, upmarket cafe, full market stalls, fish shop, museum, new restaurants. | Roller skating rink, ice skating rink, dance studio, music studio, theatre, health food store, cake decorating shop | | | | 45-64 |
| Free parking by the duck pond. Never taken the kids there as such a pain with where to park! | A bank, another supermarket like Lidl. Some new high street shops. Limit charity shops and take aways. | | | Female | 25-44 |
| | Space to hire so that baby events could be run. You have the hall opposite the cricket ground but no parking. Library is not in the centre. Cafe with play area for kids - get the mums into the centre. Hospital services? Walk in centre | | | | |
| More police presence to ensure the centre is not inhabited by people drinking and drug dealing. This is a daily occurrence. | Ensure that there is a variety of shops. Encourage more traders to open up new shops as opposed to the multitude of hairdressers there is currently. | As above more family events offering a diversity of cultural experiences whilst reflecting on the history of Mitcham. | | Female | 45-64 |
| Having more decent retail shops and supermarkets. Stopping the rise of chicken shops, butchers, vape shops, betting and mostly eradicating the number of drug users smoking weed and crack in town centre | Decent retail shops for clothes, shoes, supermarket | | | Female | 45-64 |
| Public toilets | | | | | 45-64 |
| More opportunities for shopping and eating such as coffee shops and restaurants. | | | | Female | 25-44 |
| More choice of shop not just nail bar chicken shop cafes bookies some cloth shop shoe shops wouldn't go a miss bring people in to Mitcham and less road works that are never being worked on | B and q primark | | | Female | 45-64 |
| A pedestrianised area in the main town centre. Accessible public toilets and especially for the disabled. More water refill stations for the public to fill their own bottles. Mitcham town centre needs more working ATM machines. More litter bins for the public for general litter and a recycling bin next to it. | A leisure centre with swimming pool, outdoor gym equipment and cycle paths. A repair cafe for the locals. Mitcham's could have an equivalent of thegoodlifecentre.co.uk, where the locals and other residents in Merton can learn the lost art of fixing things. An ecology centre to give schools and other community members, a chance to engage and be inspired by environmental education. | A place for residents to socialise and be creative. A place for art and music. | | Female | 45-64 |
| | A better range of shops. | | | Female | 45-64 |
| More police on the beat. Better shops. We have lost Morrisons and the current shops look shabby. I rarely see lots of people in peacocks anymore. Loose the betting shops. The whole town centre needs a fresh makeover | I think a community centre of sorts would be good as it could be a place for dance groups (all ages) music groups, book clubs or social clubs or older residents to meet up. | | | Female | 45-64 |
| Some places to sit with out any of the drunk people that hang around the town centre every day Maybe to have a nice little cart to sever lunch and drink on the green space | Some nice shops that we can all make use of no more hair salons | To try and involve the younger generation in the town centre to seek what they would like in their town centre | | Female | 45-64 |
| Shopping centre | Shopping centre | Children play | | Female | 25-44 |
| Get rid of seating where people with addiction problems gather. | | | | Female | 25-44 |

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|---|---|--|-------------|-------------------|-------------|
| Public toilets, a destination for visitors (high quality bar, cafe, shop, service), opportunity for live music (busing scheme) | Anything high quality and that makes use of vacant/underutilised land. Museum, more variety of bar/cafe with outdoor seating. A restaurant, even a chain restaurant. | A regular farmers market | | Male | 25-44 |
| | | | | Prefer not to say | 25-44 |
| I think it's more about the retail space. More coffee shops and restaurants. Less alcoholics. | | | | | |
| No more vape salons barbers fast food or charity shops how about proper shops | Coffee shop nice restaurant supermarket | | | Female | 45-64 |
| More coffee shops and shops that can cater for the local community. | Community hub where we could rent spaces for clubs and events | It would be amazing to have things like a Christmas Market, farmers market once a month. | | Female | 45-64 |
| More shops that have a purpose rather than charity shops. A really nice coffee shop. Drinks moved away! It's a huge deterrent and ruins the area. | Coffee shop, home bargains type shops, and a much tidier place | Drinks moved | | Female | 25-44 |
| Mitcham need a new face. More shop and restaurants to bring back people. They are so many drunk people hanging in the town centre a different hours. It is very discouraging to bring children to that area. Less betting shops it would help to stop so many drunk people hanging around the town center. | More high street shops and banks | | | Female | 45-64 |
| Less news agents and food shops, more independent cafes and shops. The town centre needs better traffic system there's too much traffic running around the town centre so makes it not a nice place to be, it's too disjointed. Bigger supermarket to bring back footfall - since Morrisons has gone there's little to no reason for people to go there. Get rid of ulez obviously | It needs to be made more inviting to some of the bigger brand shops but also independent ones The market needs a massive helping hand - of that was better more people would come into town. Try and entice pop food trucks to come to Mitcham once a week or every 2 weeks Canons swimming pool is a great asset but canons as a whole needs a major overhaul, it's run down and grotty but if it was cleaned up and the cafe run properly it could be a great area for families etc to meet up. | Get rid of the bus route through it and make it pedestrians only | | Female | 25-44 |
| Less traffic. | Digital/virtual reality media hub | Nice seating rather than sitting on walls near cafe/clock. Fewer undesirables in area. | | Female | 65 and over |
| | | | | | |
| Less drugs addicted | | | | Prefer not to say | 25-44 |
| Better shops | Shops | | | Female | 45-64 |
| | | | | | |
| Yes, do these surveys more often as we never seem to get consulted on any so called improvements to Mitcham Town Centre. I would like to see the following: 1. All listed buildings in Mitcham (particularly around the Cricket Green repainted/pressure washed where appropriate and gardens tidied up as currently they look dilapidated. 2. War Memorial near old Fire Station needs cleaning. It is dirty and needs pressure washing. You made a nice job with the obelisk so please do same. 3. Better signs as you enter Mitcham. Not just welcome to Mitcham Town Centre. Something like Mitcham. Home of the world's oldest cricket ground, twinned with ? (if there is a twin town) with a coat of arms on it or something. 4. More recycling bins. 5. Maybe some buildings or roads named after famous Mitcham residents like Alex Stepney (ex Man Utd goalkeeper) from Mitcham who won the European Cup with them. Maybe could do a mural or something with famous people from Mitcham if there is space. 6. More trees and hanging baskets round the Cricket Green, Canons, Three Kings Piece and Fair Green. The horse drinking troughs opposite the Burn Bullock etc could have some colourful plants put in them. 7. Air quality monitoring station as Mitcham is one of the most polluted towns in London. 8. More benches and better cricket facilities to encourage more people to play sport. 9. Encourage more people to tidy up their front gardens as this makes an area look better. 10. Do more about the fly tipping and graffiti in Mitcham-even on shops shutters as it make the area look unpleasant and unsafe. 11. Maybe an outdoor gym in somewhere like the Canons. We have these in some parts of Mitcham like Figges Marsh but not enough and not everywhere. 12. Better signs on places like the Three Kings Pond and other local historical/listed buildings telling people about their history. Could also create a walk people could do. 13. Maybe some bird boxes or insect/bug hotels in places like the Canons to encourage mo | More small or start up businesses. I think if you cleaned the listed buildings/war memorials, etc and planted some trees it might attract some businesses. Cricket Pavillion could do with a clean as well. | More trees, better quality products being sold in the market, maybe create a herb garden with some signs somewhere to celebrate the fact Mitcham used to be well known for producing herbs like Lavender, etc. An outdoor gym. We don't have many and I think it would encourage people to exercise more. Maybe a flower bed designed with plants to produce a picture of a cricket ball or wicket in the flower bed opposite the cricket pavillion. Maybe ask for some volunteers to help tidy up the area as well. The ditches opposite Mitcham Garden village and along Carshalton Road near Mitcham Junction are regularly congested with litter an overgrown vegetation and need tidying. | More police | Prefer not to say | 16-24 |
| | | | | Female | 25-44 |
| Better lighting and CCTV to feel safer. Make it a destination rather than just somewhere to change buses to better shopping | | A splash fountain | | Female | 45-64 |
| The cleanliness could be improved and efforts to deter anti social behaviour. It needs to feel safer. Now that Morrisons has closed, it needs a supermarket | More facilities for the elderly to have activities etc | | | Female | 45-64 |
| | | | | | |
| A decent coffee shop like Costa or Cafe Nero or a nice independent one | Better shops, I live a 10 minute walk away and have no reason to visit the town centre, there is nothing of interest for me there | Benches | | Female | 45-64 |
| Regular visible patrols from the police or local enforcement officers at key times eg 4-6 pm once secondary schools and colleges have finished and then in the evening to reduce anti social behaviour especially from those in the betting shop. Maybe create a no alcohol/drugs zone in the fair green | | | | Male | 45-64 |
| | | | | | |
| Good retail shops that will neanche the audience of the town centre. First you need to clean it up from smugglers in the betting shop and drunks on the benches. | | | | Male | 25-44 |
| Pot holes in the playground lavender needs to be repaired. More bancos around figgs march park, some people cannot seat on the grass. Would be interesting if there was some table and chairs those one made of cement, where people can enjoy playing cards, games, eating with family, or just have a nice say out, without seating on the floor. Its a huge Park and need mire structure for people who cannot seat on the floor because of bank problems or ageing. | | | | Female | 45-64 |
| More green space | Facilitates for the young ones. | More community spirited activities. | | Female | 45-64 |

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| A pavement water feature that kids can play in during the summer months. A mini lending Library such as in a phone box etc where residents can leave or borrow books. Simple children's play elements on paved areas such as hopscotch. Public seating for groups of people to relax and enjoy e.g picnic style tables and benches. Sports or leisure facilities such as outdoor gyms or table tennis tables. Improvement to the market area and encouraging more variety of stalls and shops especially more independent ones. | Mitcham is desperate for cultural improvements, a cinema, theatre or multi use space that could be used for cultural events that is well managed and accessible for public use. Plus more local cultural events e.g. cinema on the green, local hobby groups, kids events in the summer (such as the summer disco event at the Canons this summer holidays. A smaller multi-use indoor space that could be used as a social area (perhaps with a cafe), workspaces but could also be used by community groups such as local book clubs or craft groups. A greater variety of bars and restaurants are needed - the current ones are popular such as the tagg Eliez (but this is only really an outdoor space) and the Pawelek (but is outside of the town centre) however once these close there is nothing open for the evenings. Can we attract well known brands such as Costa coffee, pizza express etc? Better public seating might also attract more 'street food' type of stalls such as those at Tooting Market. | The area lacks any 'buzz'! It would be great to have an all year round programme of events for the whole community.g. Christmas craft markets, food markets, Kids Halloween events with competitions and trails e.g. finding answers by looking for them in shop windows and shops hand out little prizes etc. Outdoor cinema, outdoor kids disco, health classes groups starting finishing in the town centre e.g. walking, running groups. Music concerts on the square such as once a month brass bands, singers or choirs combined with food stalls. Kids holiday events similar to Kingston's 'Thumbs up its Thursdays'. A series of walking trails (maybe using an app or at least mapped) that start / end in the town centre to encourage locals and those further afield to use and learn about the town and area. Jumble trail events. Games session where people could gather to play games together. | | Female | 45-64 |
| Lunar Cinema Enchantment: Envision an 'Lunar Cinema' experience. Set up an outdoor theater in a park, with cozy seating like bean bags and blankets. Families can enjoy movies under the stars, a unique and memorable experience. Artisanal Markets: Introduce weekly artisan markets with local crafts, treats, and art. This fosters a lively atmosphere, supports local businesses, and cultivates community spirit. Pedestrian-Friendly Zones: Designate areas as pedestrian zones, promoting safe strolls, shopping, and dining without traffic. Enhanced Parks: Revamp parks with upgraded playgrounds, sports facilities, and events like family yoga and interactive game nights. Open-Air Music Festivals: Annual music festivals spotlighting local talent foster community connections and boost local businesses. Community Gardens: Collaborative gardens bring families together to grow crops, fostering pride and providing local produce. Versatile Sports Facilities: Multi-sport facilities cater to soccer, basketball, and tennis, offering family-friendly athletic options. Al Fresco Cafés: Encourage outdoor dining with sidewalk seating, creating family-friendly spaces. Diverse Eateries: Support indie eateries with varied cuisines, appealing to food enthusiasts and families. Blend of Chains and Indies: Integrate popular chain outlets with unique independent businesses. Family-Centric Events: Organize family-oriented events like food festivals and cultural workshops. Themed Playgrounds: Imaginative playgrounds with local themes engage children and define town identity. Community Art: Collective art projects like murals and sculptures foster town pride. Vintage Finds: Occasional flea markets and vintage shops add nostalgia and excitement to shopping. Cultural Venues: Intimate spaces for theater and live performances enrich the town's culture. Festive Celebrations: Vibrant holiday events, parades, and decorations promote unity. | | | | Male | 25-44 |
| | More supermarkets | | | Female | 45-64 |
| A flourishing market | Shops | | | Female | 45-64 |
| I push a double buggy and find all the men drinking and sleeping all over the town centre quite intimidating. Despite living in Mitcham I do all my shopping in Tooting as I feel safer there. | A play park for children would be great for all the young families nearby. Canons os great but just a little too far out. | Police presence would be great to deter all the drinking and public urinating. | | Female | 25-44 |
| Nice flowers and a clean up. | A safe seating area where people could gather and meet up. | Organised walks showing off Mitchams history. | | Male | 25-44 |
| Cleanliness | Big supermarket | | | Female | 45-64 |
| More shops and stalls to encourage people to visit. Maybe a cinema. Road layout is like a race track - I hate it when I have to drive through Mitcham. Also, difficult to get about on foot. E-scooters and bikes don't help. | I have said yes please to a library but I know that one already exists. I have said maybe to bars/restaurants but there are probably already enough as very few are ever packed when I visit. | Public toilets would be a good starting point. | | Female | 65 and over |
| Get rid of the drunks and groups of teenagers | | | | | 45-64 |
| Increased planting of trees and hedges - as the main town centre is surrounded by busy throughroads it makes the area unpleasant to sit/spend time in. | Family-friendly play and communal areas may encourage more people to spend extended time in the town centre, however the heavy road traffic is a barrier to this due to safety, noise and pollution. | | | Female | 25-44 |
| Removing all the men drinking and sleeping would make people feel safer in the town centre. | A clean area for children to play perhaps with a seating area. | Food market with different stalls | | Female | 25-44 |
| Public toilets-the Council's community toilet scheme has failed, with no-one willing to participate. This forces people to sneak into cafes, pubs or betting shops to use their facilities. | Mitcham already has a library-not sure why you are asking if we want another one? A permanent police presence, based at the Fair Green (police station) would provide community reassurance. | Where is Mitcham Square? Do you mean the Fair Green? | Police base | Male | 65 and over |
| Safety | Decent shopping | Less traffic | | Male | 25-44 |
| Nice flowers and plants like in other parts of Merton | Nice public seating that everyone can use without having to look at the people drinking and sleeping in the square every day. It is quite off putting and keeps people away from the town centre. | Water feature. Play area. Police. | | Female | 16-24 |
| | | | | Male | 65 and over |
| | | | | Female | 65 and over |
| | | | | Male | 25-44 |
| More police or community officers, cut down some of the greenery, and sort out the seating areas so that there is less areas for drunken and nuisance behaviour and people taking drugs | More supermarkets | More shops, areas cleaned up regularly | Better shops | Female | 45-64 |
| Have more security, to stop the drunks hanging around making you feel uncomfortable and unsafe. Clean the graffiti immediately. | No betting shops or barbers being able to open, more boutique type shops. | Just keeping it tidy | | Female | 45-64 |
| More bins, less litter, cleaner pavements, more police, decent signs above shops, decent shops | Coffee shops Clothes shops | | | Female | 45-64 |
| Better facilities, such as toilets, and filling all of the retail units. | | | | Male | 45-64 |
| Making it less scary to walk around by doing something about all the men sleeping and drinking. | Safe areas for people to relax and bring people into the town centre. | Christmas Market | | Female | 45-64 |
| Removing the antisocial behaviour | Perhaps some swings and a slide to encourage families to visit Mitcham and not shy away | Maybe some Police to show that people don't have to feel unsafe there as Mitcham town centre has such a bad reputation for drunks | | Female | 16-24 |
| Cleaning! | Road sweeping | Litter bins | | Female | 65 and over |
| | Cafes, independent shops, supermarket | | | Female | 25-44 |
| Toilets | Supermarket | | | Female | 65 and over |
| | I hope the gym and the Barclays bank return one day. Would love a cinema of any kind. A theatre (or upstairs of a pub) for plays, stand-up and quiz nights, not unlike the Streatham Space Project. | Food markets; cakes; cheese. | | Male | 45-64 |

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| | | | | Promoting interaction among our communities, eg sharing our concern, karaoke night. The greatness of a community is most accurately measured by the compassionate actions of its members | Female | 45-64 |
| | | | | | Female | 45-64 |
| An expansion of the pedestrianisation, roads and cars still dominate a vast amount of space getting into the town centre and Mitcham itself, it isn't welcoming or suitable especially for young families and children. There needs to be real infrastructure changes to the environment, increased size of pavements leading in and around the town centre as well. Increased foot traffic once real long term pedestrianisation takes place will see businesses have more customers and as such more revenue which leads to more money for the council and if policies support such restructuring then particularly independent businesses. It cannot be understated the need for protected bicycle lanes as well. The town centre has the potential to be the one stop destination for all residents if car and road dominance is removed | | | | Again, we need to have sustainable increase in foot traffic and even cycling. The town centre and fellow businesses will not succeed or be sustained by the current level of car dominance leading into the town centre. | Male | 16-24 |
| | | | | | Male | 25-44 |
| | | | | | Female | 45-64 |
| A decent cafe for families to meeting pre and post school rush, parents and toddlers can meet, parents can go to relax or work while their child is in tutoring, dance classes, or clubs. It is also ideal for elderly/pensioners to meet and chat. | A regular soft play facility for families, particularly grandparents to take their grandchildren. This can also be available to local schools during term time weekdays. This has become an increasing need particularly since the closure of Eddie Katz and Good Ship Lollipop. | Live music performances World food stalls - barbecue, jerk chicken Very similar to what took place for Mitcham Carnival this year. | | | Female | 45-64 |
| Shops that are useful, where you can browse, coffee shops etc fountains, | Spaces to facilitate safe community and family spaces. | | | | Prefer not to say | 25-44 |
| Family friendly cafes and restaurants | | | | | | 45-64 |
| Better shops and cafes for kids of all ages. A hub to encourage people to visit without necessarily needing to buy anything | Small non budget supermarket- there is nowhere to go for essentials. Having something like that would surely encourage people into town. Also a cafe where people can sit | | Any community event | Food market like Tooting | Female | 25-44 |
| Closing down betting shops and opening of more decent shops | | | | | Female | 25-44 |
| | | | | | Female | 25-44 |
| | | | | | Female | 45-64 |
| Stand alone Toilets, and restoring wild flowers | Less hairdressers and barbers | | | | Female | 45-64 |
| Public transport terminal and timings display board | High Street | | | | | 25-44 |
| Stop the constant road works as there's always traffic | free parking | | Food market/street food | Food market | Female | 25-44 |
| Police. The unlawful gangs that hang around the town centre make it a no go area. It is an absolute dump that people are scared of visiting. Need to remove the chicken, pizza and charity shops and create a village. | | | | | Female | 25-44 |
| | | | | | Female | 25-44 |
| Create safe and family friendly space with restaurants, decent shops and services | | | | | Male | 25-44 |
| | | | | | Female | 25-44 |
| A town map in the centre would be nice and how about a monthly farmers or artisan market like Wimbledon and Wallington? | A replacement supermarket for the closed Morrisons - development of the Burn Bullock & White Hart pubs | | Buskers/Street performers | | Female | 45-64 |
| | | | | | Male | 65 and over |
| Majestic way can get quite dark, especially in the autumn /winter. Having more daylight in the area would be good. Also for those shops that have closed down maybe turning them into pop up shops or community spaces | | | | | | 25-44 |
| A Sunday food market that reflects the diverse culture of Mitcham. Also, would be great to link with young people agencies/organisations to offer a market (maybe monthly).that fosters enterprise amongst young people. | Explore offering seasonal festivals that links businesses, market and local cimmuntiy assets. Film Festival would be great. | | Sorry, already covered in last question | | Male | 45-64 |
| There needs to be something to draw in and then keep people in the town centre. The lack of shops (there are too many barbers, betting shops, boarded up shops as well as anti-social behaviour) to make it a pleasant experience. | Start-up shops focusing on helping entrepreneurs would be a draw | | Just for the space to be used productively | | Male | 45-64 |
| Replace signs advising 'DO NOT FEED PEGIONS' Tidy the green areas more frequently. | We have a library. We have too many empty shops, why not convert to bars/restaurants | | | | Female | 65 and over |
| You have put some plants in what could roughly be described as black cascading style containers near Colliers Wood Underground Station. We don't have any in Mitcham and they would like nice in various areas like on the corner opposite the Burn Bullock pub near the horse trough and in the town centre. Bird boxes/insect "hotels". Maybe some of this could be put in the Canons, Fair Green and Three Kings Piece. Benches. Could do with being renewed in various areas like opposite the cricket pavilion, opposite Wilson hospital near the bus stop and a new one opposite St Peters and Paul's Church on Cranmer Green. More bins with separate compartments for recyclable and non recyclable items. The obelisk near Cranmer Green is nice and clean. Can the same be done to the war memorial near the Fire Station. It needs to be jet washed. Three Kings Piece pond. It could do with some more trees around the perimeter/edge of it. Three Kings Piece. We could do with some more trees alongside the fence where the railway track runs through. Pond opposite Wilson Hospital. Maybe this could be improved. Maybe we could have a wild flower meadow somewhere to help increase biodiversity, bees and make the area more colourful. Former Cumberland Hospital. Maybe put some trees around this in the Canons as its a bit of an eyesore from the road Renew all the plaques by local landmarks by things like the Three Kings Pond and create a self guided walk. | Open a Cricket Museum. Maybe the Wandile Museum could be used a cricket museum instead. We've got the world's oldest continuously used cricket ground but don't have many visitors and maybe this would help. Beer festivals. Maybe twice a year. Could be held in The Canons in Madeira Hall. This would be good as so many pubs have closed in Mitcham - especially as the new cafe is open. Farmers Market. Maybe once a month. We don't have any events in Mitcham. Wimbledon has the tennis, Morden has the Country Show so maybe we could have something Mitcham. Cricket Museum. Maybe the Wandile Museum near the Cricket Green could be used a cricket museum instead. We've got the world's oldest continuously used cricket ground but don't have many visitors and maybe this would help. We could have something like a Farmers Market. Maybe once or twice a month. Outdoor gym. We have only have one at Figges Marsh but its too far for people from other parts of Mitcham so maybe we could have one in the Canons as it would be good for people to exercise and maybe some other areas. The existing flower bed opposite the Cricket pavilion could planted in cricket themed design to illustrate Mitcham's association with cricket. Maybe some plants planted in the shape of cricket wicket or something would look good. Contact the owners of the listed buildings and ask them to tidy them up as they look run down. They need repainting and or jet washing. Especially the wall on Elm Lodge at the cricket green and other listed buildings around there. Replant with the horse troughs opposite the on the corner opposite the Burn Bullock with some colourful flowers. | Something to celebrate Mitcham's association with growing herbs like Lavender, etc and Cricket and all the previous items I've mentioned. Even if it's not the councils responsibility maybe owners of properties like listed buildings could be asked to tidy them up to improve the area. More local produce and start up businesses and trees around the perimeter of the Fair Green and other areas as we have lots of pollution and not enough greenery. Maybe a green wall to encourage bees and make the areas look nicer. | | Prefer not to say | 16-24 | |

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| | Bank or building society. Decent grocery shop. | | | Female | 65 and over |
| A place for information like housing, council tax ect. Also local toilets And an improved parking. I'm disabled and have a blue badge. I cannot walk fast but have received several parking fines due to being disabled. I did appeal and sent in hospital letters and I still had to pay. Seeing police about. | All of the above is really good. | It would be great to have a nice health and support and other classes there | | Female | 45-64 |
| More green and more cleanness | More policing | | | Male | 25-44 |
| Better litter arrangements. Less public drinking! More spaces which can be used by families. | | | | Female | 25-44 |
| Some tall trees to screen off the Former Cumberland Hospital near the running track in the Canons as it looks a bit unpleasant from the road and this would help with the air quality. more bulbs on green spaces so look nice when they flower. Some trees alongside the fence where the train track which runs through the Three Kings Piece. | More trees, plants, clean up buildings/war memorial - might help encourage more people to visit the area. | | | Prefer not to say | 25-44 |
| Morrisons! Another supermarket in that site + why not a water feature play area for children ...as was planned last time you were planning improvements to Mitcham...since the roads went through it and the pedestrian area was scrapped the market has imploded | There is a library already... so not sure why that is suggested in the list above Community hubs with a sustainable circular economy would be good...we certainly don't need coffee shop chains or nightclubs | Revisit some of the ideas last time Mitcham was looked at..the boardwalk and the play fountains were all scrapped..it is a small space and Tag Elez is fantastic | | Female | 45-64 |
| More department stores | | | | Female | 65 and over |
| Try and attract business to the area. Subsidise the rates for rental | | Better security. If the above are to be implemented make sure people feel safe doing it | | Male | 25-44 |
| Keep it clean. Children play area. Teenagers area | Convert empty buildings into Student accommodation. Students will make the area vibrant. | Improve the outdoor market. Build an indoor section | | Male | 65 and over |
| Cut the traffic by creating a central place, on and around the Fair Green as it was, before the road was put through again. | There has got to be parking whether you like it or not. | Cleanliness and respect for the area. | | Male | 65 and over |
| A efficient traffic system for cars, removal of the drunks, tramps and beggars. A shopping centre that you want to go to with well known shops | Time restricted free car park Better street cleaning | Police | Police | Female | 45-64 |
| Better shops and cafés and a safe space for the LGBTQ community | Better grammar | | | Male | 45-64 |
| | | | | | |
| Better shops | | | | Female | 45-64 |
| Get rid of drinkers and open usable shops | Less barbers and charity shops more useful shopping | | | Male | 65 and over |
| | | | | Male | 45-64 |
| Re decoration shops restaurants | All the above | | | Male | 45-64 |
| The Swapping Book idea is very welcome and good, but there could be more choice, if the book boxes would be bigger. | A good supermarket. | | | | |
| Public toilets | Reopen some banks. There is only one major bank left, not good enough! | | | Female | 25-44 |
| Since Morrisons have gone there is no shops and less people are visiting. I use to visit at least twice a week but now I go to Streatham Tesco's. There is very little in Mitcham now, all banks have gone as well. | | | | Female | 45-64 |
| Dig up the central reservation in the middle of the one way system (Holborn Way) which has been painted an unpleasant multitude of colors and replace it with some herbs like Lavender and other herbs Mitcham was once famous for. This would help improve the air quality, look nicer when they flower, provide a habitat for bees and remind people of Mitcham's association with producing herbs. More exercise facilities like outdoor gyms in the Canons and other outdoor areas as we have the highest level of obesity in Merton and people need to be encouraged to exercise and warm up before playing sport. Maybe we need a town centre manager even in a part time voluntary capacity if we don't already have one to try to revitalise the area as its looking rather run down. Maybe some more charging points for electric cars. Maybe we could rename the Wandle Museum the Wandle and Cricket Museum or have a cricket museum as we don't have one and we have a strong cricket heritage. This would help encourage more visitors. I would like to see some in the colourful plants like tulips planted in the flower beds around the clock tower as I think it would make look nicer. | Yes, more market stalls selling local produce instead of the usual items. A farmer's market selling local produce, an annual/twice yearly beer festival as we don't have many pubs here anymore or anywhere to socialise, improve all the flower beds in various locations as they are very colourful and never seem to get maintained, improve Mitcham Carnival and the Cricket Open day in September with more events. Improve the plants in the walled garden in Canons as they could be better and the improvements haven't been able to good enough nor do they attract enough visitors. Maybe something interesting like a fig tree, etc would be good or a sensory or colourful rose garden would look better. Contact the owners of listed buildings and ask them to clean or repaint the exterior, railings and tidy their gardens as they looking unclean. Maybe some volunteers could help with this and plant some bulbs in various locations like around the three kings pond, canons, around the cricket green, etc | Less litter, more plants, a better market selling local produce like food and vegetables. | | Prefer not to say | 16-24 |
| | | | | | |
| Public space should helps determine the relationship between people and their surroundings. Mitcham infact lacking to create a sense of belonging, cultural vibrancy and in turn to promote happiness and wellbeing. It is in the best interest of Mitcham to pave the way in creating better public spaces for their resident as loads of people every day visiting Tooting Broadway tooting shops market as tooting's council Wandsworth created Best Public space for people that lots of people not only tooting resident but out of tooting other connected areas even outside of London Redhill, Crawley etc. suburban places towns a lot of people visiting tooting the reason is diversified in Tooting they have good options of Halal Restaurants, eateries, cafe, shops, multi range of facilities different Banks Barclay, Santander, Mosques, cultural events, Lido, Sainsburys, Primark, asian shops, fresh diversified range of different Fruits vegetables clothes easily available. In Mitcham there are no good facilities and arrangements of public space no variety access of shops no Restaurants, even Banks like Santander, Barclay etc. Proper with good space of Mosque even their is no Family and community support, women and children community wellbeing setups centres, Tennis court, Football court, parks with children play grounds, and top of that in mitcham streets are dirty messy no proper cleaning and maintenance, Safety issues Mitcham Town centres become wander quiet at 3/5 pm but in tooting and other borough there is whole lively world full of spirit fun free cultural events late night Restaurants open tourists visitors even families have Nice lovely dine out lovely family time but Mitcham public space is deprived of all these. | Promote and build economy public services children parks with play grounds tennis football court, recreational places spots, family and kids oriented entertainments, learning and supporting Centres, Banks facilities, Restaurants, hotels, Mosques, cultural public events, Cleaning and maintenance of streets walls alleys, Safety and peaceful environments, need more diversity and variety of shops clothing asian grocery sainsburys saloons etc. | Family Events, community events, womens children support centres, children parks, safe environment. | | | 25-44 |
| Bring the banks back | | | | Female | 45-64 |
| Farmers market or local produced good. Out door restaurants/cafe's in the predestined area. More/better street cleaning of the town centre. | Less betting and charity shops. | | | Male | 45-64 |
| Regular cleaning and better shops | Ten pin bowling | | | Female | 45-64 |
| Improve the walled garden in the canons. Maybe it could have some climbing plants attached to the walls like grape vines and fig trees, I etc I think it would attract more visitors, look nicer and be good for educational purposes for schools, etc. | | | | Prefer not to say | 16-24 |
| | Some decent shops | | More police | Female | 65 and over |

| | | | | | |
|--|--|--|--|-------------------|-------|
| Maybe have a market selling local produce like food and drink. | An annual or more frequent 5 or 10k run or walk around Mitcham or Mitcham person common would be good and attract more visitors. It's ideal as close to London with lots open spaces. More sports events to make use of the athletics track in the canons. | | | Prefer not to say | 16-24 |
| Artwork - especially pieces that reflect the area's heritage, history and people. Perhaps a mural by Lionel Stanhope. A Lavender mural by Lucy Tiffany. Pieces by local artists. Nods to some of the area's famous faces. Lavender-coloured benches. A Lavender field planted at the Canons (a mini Mayfield Lavender farm accessible within London). Something to differentiate Mitcham from other areas, a reason for people to visit. | I'd love to see coffee shops, family-friendly restaurants/cafes, somewhere to sit down indoors, a soft play centre, kid-friendly activities. | | | Female | 25-44 |
| - cleaning pond from litter - Redevelopment of shop fronts to attract new business | - wider variety of retail and food shops - activities for children and young people | | | Female | 25-44 |
| Closing the betting shops and removing the street drinkers. | A proper market | | | Prefer not to say | 45-64 |

OPEN COMMENTS FROM YOUNG PERSONS SURVEY

| What do you think of Mitcham Town Centre? | Why do you think this? | What's your favourite thing about Mitcham? | How old are you? | What is your gender? |
|---|---|---|--|----------------------|
| It's rubbish | its a ghetto area. | nothing | none of ur businesss | |
| It's ok | its alright | | | Male |
| It's ok | Because I don't go there that often. | I don't know because we don't go there often. | 13 | Female |
| I don't know | I think this because I haven't been to Mitcham Town Centre. I'm sure it's lovely though. | I'm sorry to inform you that I have absolutely | 11 (or maybe 12, it depends on when you read this) | Female |
| I like it! | | Shops | 14 | Male |
| It's ok | it is a bit run down. | just the feeling of being there | 13 | Male |
| It's ok | nothing | nothing | 13 | Female |
| It's ok | Its just there | Its mid | 15 | Male |
| It's rubbish | too many knives | chinese takeaways | 17 | Female |
| I don't know | idk | | | |
| I like it! | because i hang out with my friends there | poundland | 13 | |
| It's rubbish | its always very dirty, the people there are unpleasent and theres rubish all over the place. | the shops | 15 | Female |
| It's rubbish | Im not safe there. | Nothing | 12 | Female |
| I don't know | Because i've never been there. | The Birds and some parks. | 12 | Female |
| I don't know | I Don't go there | Libary | 11 | Female |
| It's rubbish | There is nothing to do with no good shops or good restaurants | Nothing it's kinda dirty | 14 | Male |
| I don't know | I have not been at Mitcham Town Centre a lot and so I don't know the area well. | It has a lot of places to see | 11 | Female |
| I like it! | It's a great place to do shopping and other activities, however it needs a bit of an update. As a lot of shops have closed down and haven't changed in over 10 years. It would be nice if there was more activities for young people such as: cinema's and Art Galleries. And places for community such as: libraries and youth clubs for young people. | My favorite thing about Mitcham is there is a community in the area for example: with the Mitcham Winter fair people showed up and took part in the activities offered such as: Ice Skating. Also with Mitcham there is diverse culture and you will find people of all backgrounds and nationalities. There is a lot of inclusivity in the Mitcham area. | 22 | Female |
| I don't know | i dont go there. | not sure | 12 | Female |
| It's rubbish | | | | |
| It's ok | There is a lot of vandalism in Mitcham Town Centre. Also, Morrisons and Halifax have been closed, places that were essential to the people of Mitcham. Although, many unfortunate activities have happened, Mitcham is still okay. | My favourite thing about Mitcham is the access to transport. For example, there are many bus stops and a various amount of buses to take. | 12 years old | Female |
| It's ok | There are way too many people with their shops and makes noise | Its safe | 13 | Female |
| I don't know | | | | Female |
| It's ok | It's got shops and cafes around. | I like the park is relaxing and the library is a nice place, its also a convenient place got bus or tram around. However it lacks entertainment, it be nice to have some gallery or gaming centre/ places to have fun. | 17 | Female |
| It's ok | i don't go there often and its a little scary there i dont know why and its not really modern | the shops | 14 | Female |
| It's ok | outdated | the location is between many large towns such as tooting, wimbledon and croydon and the shops often hold good stock | 15 | Female |
| It's ok | They took away Morrisons. | The shops | 16 | Female |
| I don't know | I don't know | Nothing | 14 | Female |
| I like it! | i grew up with it. | peace.beauty. | 13 | Female |

| | | | | |
|--------------|--|---|-------------------|--------|
| It's ok | outdated | the location is between many large towns such as tooting, wimbledon and croydon and the shops often hold good stock | 15 | Female |
| It's ok | Not alot to do | Easy to get too | 14 | Male |
| It's rubbish | It's kind of scary and not really safe. | There's nearby supermarkets : lidl and asda. | I'm 12. | Female |
| I like it! | It's usually kept very clean and seems to be monitored frequently. | The people | 12 | Female |
| I don't know | | | 11 | Female |
| I don't know | Because I have not seen this place often. Maybe once or twice. | I'm not sure? | 12 | Female |
| I like it! | It has a lot of nature around and has lots of friendly people and lots of nice approachable shops! | It has lots of nature and shops but can be improved | 12 | Female |
| I don't know | | Convenience | 14 | Female |
| It's ok | outdated | the location is between many large towns such as tooting, wimbledon and croydon and the shops often hold good stock | 15 | Female |
| It's ok | there are too many people with cigarettes and its not ideal because there are no designated areas | The general environment and sense of community | 13 | Female |
| I don't know | I'm not sure. | I don't know. Because I have never been to Mitcham before. | 12 and 3 quarters | |
| It's rubbish | it's full of crackheads xxx | the trees | 15 | |
| It's ok | | The poundland | 14 | Female |
| I like it! | It's clean and there are good places to hang out. | It's my hometown and I love the parks. | 18 | Female |
| I like it! | Because the place is near where I live and I think the town centre is really aesthetic!! | Mitcham is a lovely place filled with aesthetics! | 16 | Female |
| It's rubbish | It has no supermarkets and stores like Sainsbury's, Tesco's and local facilities that the local community needs. It is not maintained properly with litter and rubbish everywhere. There are local markets that have their little tents there which block the pathway to other stores. Many stores and banks are already closing down and therefore we have to go some other area to do shopping, banking, school and facilities. With the Mitcham Town Centre bus stops, with litter everywhere and not located in a suitable area. | | 16 | Female |
| It's ok | Its like any normal place. | My favourite thing is parks | 11 | Female |
| It's rubbish | outdated stores | nothing | 15 | Female |
| It's ok | It's not the safest area, you always have to go accompanied when walking through there | The park near the town centre | 17 | Female |
| I don't know | | | | Female |
| It's ok | It's a great place to shop but it's not a great place to meet up with friends | The shops | 13 | Female |
| I don't know | never been | | | Male |
| I don't know | I never visit | Nothing really | 11 | Female |
| I don't know | I have not been | | 13 | Female |
| It's rubbish | There's nothing to do there | There is Lidl and Asda | 16 | Female |
| I don't know | I've never been there so i wont know | I don't know | 12 years old | Female |
| It's rubbish | because theres not alot of good shops | how its got alot of parks | 11 | Female |
| I like it! | Because its got all the good shops like farm foods, asda and poundland and is very close to transport links. | Farmfoods because I love going there with my mum in my free periods from sixth form | 17 | Female |
| I don't know | I don't really learn about it and have never been there | It has lots of shops | 11 | Female |
| It's rubbish | Filthy, sketchy, shops have dead flies in, food is decent | It's not as bad as Croydon | 12 | Female |
| It's ok | | | 15 | Female |
| It's ok | | Hair shops Peri peri Busses | 18 | Female |

| | | | | |
|--------------|---|---|-------------------------|--------|
| It's rubbish | No good shops there | KFC and food and Poundland but Poundland is always closed | 14 | Female |
| It's ok | It lacks good shops. | Nothing really | 14 | Male |
| It's ok | Because it used to be better but now there are lots of gangs and little kids running in front of busses and just trashing the place | I don't have a favourite thing | 15 | Female |
| It's ok | Because the only thing there is in Mitcham is just shops and we don't have much good clothes shops we only have peacocks like for example in tooting there is primark and we don't have like fancy restraints to go or cute aesthetic cafes, it is all small shops that no one goes to for example the shops near the clock. The only places people go to is what was Morrisons which was very very nice and Superdrug (that whole alley). Farmfood need a new build inside to be aesthetically pleasing to us to go but it prices are very good. I would personally long things that are currently trendy now like boba shop and cute cafe and have very unique shops for example the shops in Camden Town or the shops on tooting. I want Mitcham to be a place where people not only come to shop but also have fun like Croydon where they have arcades. | The changes with the road and buses was a very good thing | 18 | Female |
| It's ok | Lot of shops which makes my shopping easier. | The shops | 17 years old | Female |
| It's rubbish | It's boring | A bit safer than Croydon | 14 | Female |
| It's ok | To tell how Mitcham is going and can be improved for future | The clock and the nearest shops | 12 almost 13 | Male |
| It's rubbish | Lots of crimes happen there and there are barely any shops | Nothing | 13 | Female |
| It's rubbish | Nothing there a bunch of shops no one uses and soo many shut down | The Greg's everything else is bad | 16 | Female |
| It's ok | Not much to do, only go there to use the buses to go to other places. | Easy to travel to other places | 18 | Female |
| It's ok | It has good variety of bus routes but other than a few shops, There isn't enough regeneration in the area and as a young person who has lived here my entire life, I feel disconnected from the "community". | Having multiple transport routes to go to other places. | 18 | Female |
| It's rubbish | Because there are not a lot of things to do here and its unsafe. | transport to get out of Mitcham and go to tooting | 25 | Female |
| It's rubbish | they removed the shops that made Mitcham Mitcham | | 18 | Male |
| It's ok | | KFC | 17 | Female |
| It's ok | It's very dirty, there's not many shops and it's quite dull | Superdrug | 18 | Female |
| I don't know | i dont live here | idk | 16 | |
| It's ok | It's average | Charity shop | 17 | Female |
| It's ok | It's average and it could do with more supermarkets and shops | Lidl | 17 | Female |
| It's ok | Because I don't feel secure and there's not police around, it is always dirty and people misbehave there. | Nothing | 17 | Female |
| It's ok | They should make it better | | 17 | Female |
| It's rubbish | Drug Addicts | nothing | 16 | Female |
| It's ok | | | 18 | Female |
| It's ok | Needs more better clothing shops. And some restaurants either a Nandos or Taco Bell. | How i was close to Morrisons Lidl and Asda. | 19 | Male |
| It's ok | It's not good as it once was | Nothing | 21 | Male |
| It's ok | It reminds me that I used to live near to Mitcham and it's a nice place to visit | The Buses that go past, the chicken shops, fruit markets and the Park | 17 (Gonna be 18 in May) | Male |
| It's ok | Its nice and clean but theres just not much to do there. Theres not a good selection of shops aswell | | 16 | Female |
| It's rubbish | It's so much gang n crime | Nothing | 18 | Female |
| It's ok | I am not really sure since. Don't visit Mitcham | The African shop | 17 | Female |

| | | | | |
|--------------|--|--|----|--------|
| I don't know | No comment | No comment | 25 | Male |
| It's rubbish | No toilets | Pond | 10 | Female |
| It's rubbish | There is no decent shops and there is a lot of drunk people hanging about | Nothing | 16 | Female |
| It's rubbish | Drug users near the clock tower, Morrisons is gone and all good shops are either closing or already closed | The hairshop | 15 | Female |
| It's rubbish | It looks deserted and run down | The community feel in the area of Graveney around the community centre NEMCA | 21 | Female |
| It's rubbish | No facilities for young people. Full of charity shops, barbers, nails and hair shops | The duck pond, the bandstand and the cricket green | 14 | Male |
| It's ok | not much to do | | 17 | Male |

MITCHAM MATTERS