



moreMorden

Creating a Vision for Morden
Engagement Report

January 2019



contents.

This report has been prepared by Kanda Consulting on behalf of Merton Council and Transport for London (TfL)

01 p.06
Executive Summary

1.1 Focus Groups p.07

1.2 Pop-Up Events p.09

1.3 School Workshop p.10

03 p.22
Focus Group Findings

3.1 What do you associate with Morden? p.22

3.2 Design Theme 1: The Station Forecourt p.22

3.3 Design Theme 2:
Green and Open Space p.24

3.4 Design 3:
Type and Quality of the High Street p.25

3.5 Other Matters Raised p.26

3.6 Additional Workshop with Love Morden p.26

05 p.50
School Workshop Findings

5.1 Mapping the Town Centre - Icebreaker Findings p.50

5.2 Morden 2030 - Ideas Generation Findings p.51

02 p.14
Consultation Process

2.1 Focus Groups p.15

2.2 Pop-Up Events p.16

2.3 School Workshop p.18

04 p.31
Pop-Up Event Findings

4.1 moreMorden Survey p.31

4.2 Tell Us About Morden p.40

4.3 Future Uses p.46

executive summary.





01

This report provides a record of initial public, stakeholder **and school** engagement carried out by Kanda Consulting on behalf of Merton Council and Transport for London (TfL) for the Morden Town Centre regeneration project during September 2018 and January 2019.

1.1 Focus Groups

On Monday 17th September 2018 Kanda Consulting and Hawkins Brown held a series of focus groups at Morden Civic Centre on the design principles underlying the development of the strategic design framework for the Morden Town Centre Regeneration project. In total, 12 members of the local community attended the focus groups, representing Councillors from the surrounding electoral wards, residents' associations and religious organisations.

Attendees at the focus groups were asked to consider three key design principles:

- The Station Forecourt
- Green and Open Spaces
- Type and Quality of the High Street

Below is a summary of the comments made by stakeholders during the focus group sessions on each of the design principles.

1.1.1 The Station Forecourt

Focus group attendees believed that the station forecourt as it is currently designed is highly congested due to the bus standing, and bus stops being located directly in front of the station entrance. As a result, this causes accessibility issues for those who are visually impaired and creates an unpleasant arrival environment for commuters/visitors using the Station.

The attendees suggested relocating the station forecourt and dispersing bus stops along London Road and away from the station entrance.

Suggestions to open up the forecourt to allow people to pause, rest, meet and orientate themselves were also made. The importance of creating views

from the station, down the high street and through to Morden Hall Park to emphasise the park as an attraction to visitors to Morden was discussed.

1.1.2 Green and Open Spaces

Attendees of the focus group sessions stated that they felt that Morden was well served by green spaces, but that they could be better connected by clearly defined 'green' routes. It was mentioned that although there is sufficient green space in the area, there are not enough spaces for members of the public to stop and rest. It was therefore suggested that new pocket parks with public seating should be brought forward as part of the regeneration.

1.1.3 Type and Quality of the High Street

Feedback during the focus group sessions suggested that the current make up of the High Street provided appropriate retail for existing local communities. However, there was a general feeling that the existing retail units felt run down and many were not configured correctly to attract new business. As such the attendees reported that they would like to see more active frontages in the Town Centre to encourage members of the public to utilise the High Street more.

Attendees also stated that they would like to see Morden develop its own night-time economy. As such they would like to see more pubs/bars and late opening cafés as part of the plans to regenerate the Town Centre, with outside seating, in order to encourage members of the public to enjoy the area in the evenings.

1.1.4 Other Considerations

Attendees to the focus groups also suggested other potential measures to improve the Town Centre. This includes extending the Northern Line to Sutton to reduce congestion at Morden, and pedestrianising London road and redirecting traffic along Aberconway Road.

Attendees also mentioned that it is important that the new development provides safe routes through to the Town Centre. Many reported that, for many





moreMorden Morden Underground Station Pop-Up Event

people who live on the north end of London Road, the routes through to the Town Centre are unpleasant and as such many choose to use the tram to travel to Wimbledon rather than use Morden Town Centre.

1.2 Pop-Up Events

In September 2018, Kanda Consulting held a series of pop-up events located outside of key local amenities in Morden Town Centre. This included; outside Sainsburys Supermarket, outside Iceland and Lidl supermarkets and in Morden Underground Station. The pop-up events featured engaging material that aimed to gather feedback on what amenities the local community would like to see brought forward as part of the regeneration of Morden Town Centre, and to determine local priorities and aspirations for regeneration. The events were designed to gather data on areas of activity in the Town Centre and how the local community navigate through the Town Centre and to other nearby amenities.

The events were attended by over 150 members of the local community. Overall, the general consensus from attendees at the events was that there was a need for improvements to the Town Centre and that they generally welcomed the regeneration project. The following summary provides an overview of views recorded on the existing town centre and future regeneration.

1.2.1 The Existing Town Centre

A number of existing areas/amenities were identified as being of value to the community across all feedback methods and as such should be considered as assets/uses to enhance as part of the regeneration.

The most successful local amenities reported by the local community were Morden Underground Station and other transport connections, nearby green spaces, most notably Morden Hall Park, and local supermarkets. Recorded feedback showed that more people actively use the south end of London Road, from the station to the Civic Centre/library, with the general consensus being that the north end of London Road (asides from access to Morden Hall Park) was not an area of particular interest.

There was a general view that Wimbledon and Central London offer more 'up-market' retail opportunities, and that many used Morden Town

Centre as an area to pass-through on the way to these areas that boast higher-quality amenities.

In addition, concerns were raised that the Town Centre is untidy in areas and that the roads and the pedestrian experience are congested and unpleasant. A number of attendees noted an aspiration for the Town Centre to be more visually attractive.

This suggests that the Town Centre is perceived as a place that people have to use rather than want to use.

1.2.2 The Future of the Town Centre

Members of the public were asked what uses they would like to see brought forward as part of the regeneration of the Town Centre, and their priorities development.

Improvements to the existing retail offer of the Town Centre was discussed, with the aspiration that more independent, high quality shops be delivered as part of the regeneration. There was similarly an interest in night-time uses, including pubs, bars and restaurants.

Although there was an underlying interest in the idea of pedestrianising streets there were concerns that this would have knock on effects on road traffic with new diversions created. Many people raised that there were still improvements to be made to the pedestrian experience of the Town Centre.

The idea of arts and cultural events were also generally well supported, with an interest in building a more vibrant and sense of community.

Ultimately, the highest reported priorities for the regeneration were to create a place that supports residents' well-being for the long-term future of the Town Centre and to promote Morden as a destination through enabling retail, commercial and leisure opportunities.

1.3 School Engagement

On 9th January 2019 Kanda Consulting, on behalf

of TfL and the London Borough of Merton, held a workshop for local primary school pupils as part of the consultation on the Morden Town Centre regeneration proposals.

1.3.1 Overview and objectives

30 Students from five schools within the proximity of Morden Town Centre participated in a workshop that focused on how the area could be improved in the future. The objectives of the workshop were to:

- Engage the next generation of Morden Town Centre users/residents.
- Create positive forward momentum for the project.
- Capture the aspirations of young people in the area.
- Capture new forward-thinking ideas for Morden which will be different to those of older generations.
- Raise the profile of the regeneration of Morden Town Centre.

1.3.2 Workshop Activities

1.3.2.1 Mapping the Town Centre - Icebreaker

In order to orientate the students and establish the physical parameters of the workshop discussion each student was asked to mark on a map where they thought the boundary of the town centre was. This gave the students the opportunity to navigate landmarks on the maps such as their school, the shops they use and where they live. All students more or less focused on the Civic Centre and supermarkets near to the tube station. The maps have been collated into a GIF that can be shared via social media channels.

1.3.2.2 What I know in Morden - Facilitated discussion

To bring a common understanding of the town centre to the students, a large-scale map was used to focus discussions on parts of Morden the students were familiar with and enjoyed using. The students identified major landmarks including Morden Tube Station, supermarkets, Morden Hall Park, local mosques and schools. This helped to develop a common understanding of the amenities and facilities that were available in the local area.

1.3.2.3 Morden 2030 - Idea Generation

Students were asked to imagine it is the year 2030, and to think about what they would like to be available in Morden at this point in the future. Students were asked to draw or write down their ideas. There were 268 ideas generated with the most popular themes being more recreation and leisure opportunities (55), public space improvements (42), new shopping facilities (37) and improving travel options (17). Due to the large number of ideas generated, each school group was asked to share their favourite three options with the rest of group.

1.3.2.4 Morden 2030 - Poster Activity

With the students sharing their aspirations of what could be provided in Morden in the future, they were asked to come up with a poster incorporating the ideas they would most like to see in Morden. The poster set as a task that would be used to communicate to all Londoners that Morden is a

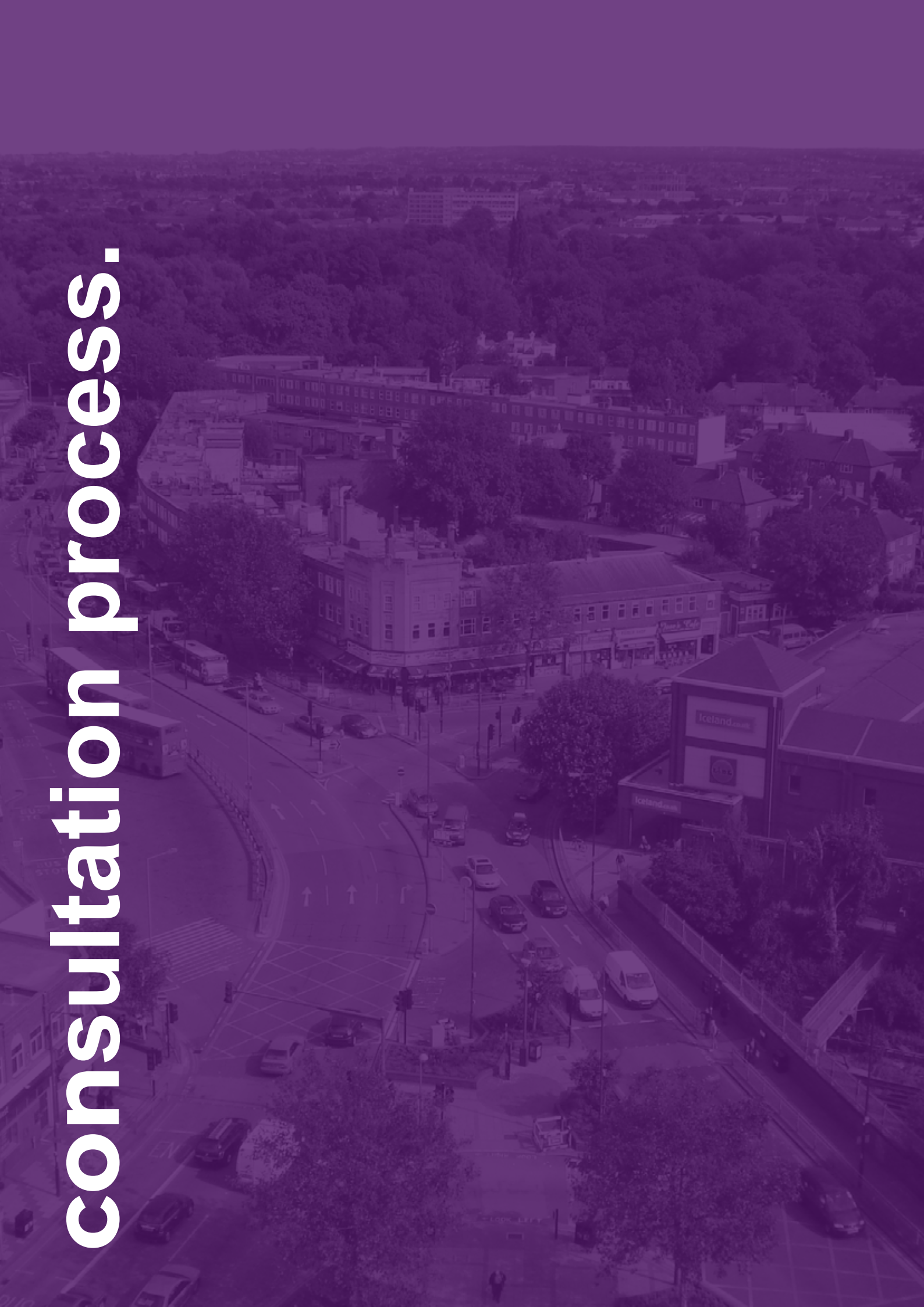
fantastic place to live and visit.

1.3.2.5 Morden Mayor 2030 - Post-workshop activity

An extra activity was provided to each school for the students to complete after the workshop.

This activity involves the students thinking about being the Mayor and coming up with three ideas that would help children, parents and grandparents in the area.

consultation process.





02

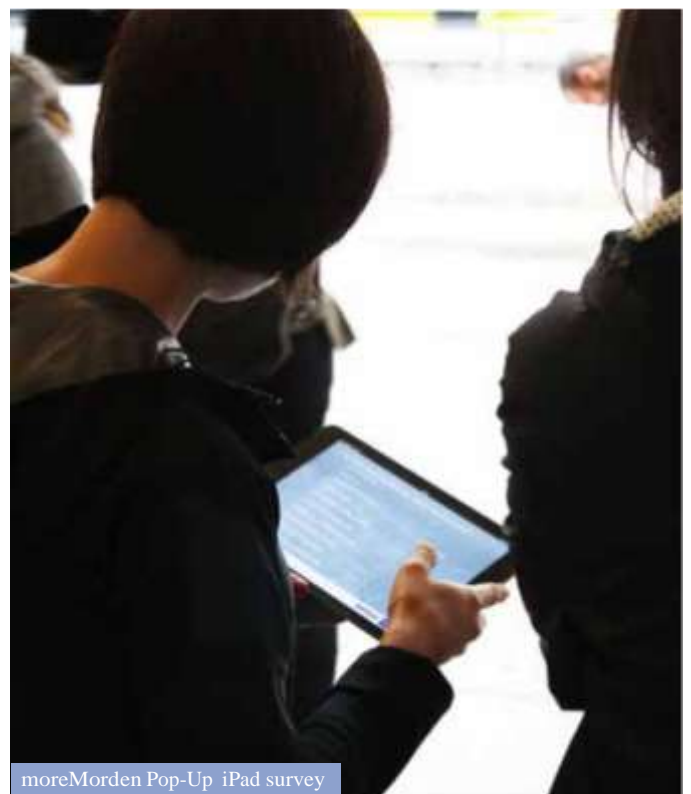
02 Consultation Process



moreMorden Pop-Up: 'Future Uses' discussions



moreMorden Focus Groups: 'Future Uses' tool



moreMorden Pop-Up iPad survey

Throughout September, the moreMorden team have consulted with a number of key members and representatives of the local community with an invested interest in the Morden Town Centre regeneration, and the general public and users of the Town Centre.

Focus group sessions and pop-up events were held to test emerging design principles and to understand how those with an invested interest in the local area would like to see the Town Centre regenerated. Feedback will be processed and will subsequently feed into the development of the Local Plan.

2.1 Focus Groups

During September 2018, Kanda Consulting and Hawkins Brown Architects held two focus group sessions with local Morden stakeholders.

The aim of the focus groups was to discuss the design principles that underpin the development of the strategic design framework for the Morden Town Centre Regeneration project with a number of community organisations, local councillors and key stakeholder organisations.

The design principles discussed include:

- The station forecourt
- Green and open space
- Type and quality of the High Street

2.1.1 Attendance

The focus groups were attended by a total of 10 individuals representing 3 local organisations and local councillors, including:

- **Cllr Pauline Cowper (Cannon Hill Ward)**
- **Cllr Nick Draper (St Hellier Ward)**
- **Cllr Dennis Pearce (St Hellier Ward)**
- **Cllr Peter Southgate (Merton Park Ward)**
- **Cllr Dickie Wilkinson (Merton Park Ward)**
- **Cllr Stephen Alambritis (Ravensbury Ward)**
- attended part of both sessions due to scheduling issues
- **Merton Park Residents Association (2 attendees)**
- **Merton Accessibility Transport Association (1 attendee)**
- **Morden Baptist Church (2 attendees)**

The following organisations and individuals were invited but were unavailable to attend:

- Cllr Najeeb Latif (Village Ward)
- Cllr Mark Kenny (Cannon Hill Ward)
- Cllr Nick McLean (Cannon Hill Ward)
- Cllr Peter McCabe (Ravensbury Ward)
- Cllr Natasha Irons (Ravensbury Ward)
- Cllr Edward Foley (Merton Park Ward)
- Cllr Anthony Fairclough (Dundonald Ward)
- Cllr Martin Whelton (Pollards Hill Ward)
- Cllr Kelly Braund (St Helier Ward)
- The Baitul Futuh Mosque
- Morden Hall Park National Trust
- Wandle Valley Regional Park
- Love Morden

2.1.2 Structure

The structure of the focus group sessions was as follows:

1. **Introductions to the moreMorden project, Kanda Consulting and Hawkins Brown**
2. **Ice-breaker exercise - 'What do you associate with Morden?'**
3. **Design theme discussions:**
 - **The Station Forecourt**
 - **Green and Open Space**
 - **Type and Quality of the High Street**

The sessions included a presentation on each of the emerging design considerations by Hawkins Brown followed by a group discussion on each principle prompted by a number of questions and materials.

The focus group findings are provided in Chapter 03 (p.22) of this document.

2.2 Pop-Up Events

Following the stakeholder focus groups, the moreMorden team held three 'Pop-Up' style events around Morden Town Centre.

The location and timing of the events were determined based to consult with a representative sample of users of/visitors to Morden Town Centre. The locations were also chosen based on those which would have the greatest footfall in the area, i.e. at well used local amenities.

The following pop-up events were held:

- **Wed 19 September: Sainsburys (supermarket), London Road, Morden**
- **Thurs 20 September: Iceland/Lidl (supermarkets), Aberconway Road**
- **Sat 22 September: Morden Underground Station**

2.2.1 Advertisement

The pop-up events were intended to catch passers-by, however, in addition the events were advertised via:

- **Merton Council's Twitter page: www.twitter.com/Merton_Council**
- **Merton Council's Facebook page: www.facebook.com/mertoncouncil**
- **Merton Council Intranet for council staff**
- **The moreMorden September 2018 newsletter**

2.2.2 Attendance

Over three days 151 individuals engaged with the moreMorden team and/or the engagement material presented. Morden Underground Station proved to be the most active pop-up event, with 105 individuals taking part.

2.2.3 Pop-Up Objectives

The aim of the pop-up events was to raise awareness of the project and understand a broad range of community views on Morden and opportunities for the future.

Engagement tools were designed to gather local knowledge of the area, ideas for what amenities could be brought forward as part of regeneration, and to determine local priorities and aspirations for regeneration.

2.2.4 Engagement Tools

The following engagement tools were used at the pop-up events:

moreMorden September 2018 Survey

Attendees at the event were encouraged to complete a survey about Morden. The following questions were asked to those who participated:

- **General contact information**
- **What brings you to the Town Centre today?**
- **How did you arrive at the Town Centre today?**
- **How often do you come to Morden?**
- **What do you value in the area?**
- **A statement that best describes how you feel about the Town Centre (a choice of pre-written statements)**
- **How familiar are you with the plans to improve Morden Town Centre?**
- **What is successful about Morden Town Centre?**
- **What would you like to see more of in the Town Centre?**
- **Your first, second, third, fourth and fifth priority for regeneration (choice of pre-written statements)**
- **What is your biggest wish for Morden?**

Tell Us About Morden

This exercise presented Morden and the surrounding area as a large format map with the following interactive prompts to gather the feedback:

1. **Where have you come from today?**
2. **What brings you to the Town Centre today?**
3. **Where in Morden do you go on a regular basis?**
4. **If you were to meet friends in the Town Centre, where would you arrange to meet?**
5. **Are there any areas you choose to avoid and why?**
6. **What route do you usually take to the Town Centre?**
7. **What mode of transport do you usually use? (drive/ walk/cycle/bus)**
8. **What route do you take to visit leisure facilities/parks?**
9. **Where do you go for leisure activities?**
10. **What retail destinations outside of Morden Town Centre do you visit and why?**

Future Uses

This exercise presented a number of ideas for amenities/public space that could be brought forward as part of the regeneration of the Town Centre to test with the local community. Those who engaged were encouraged to label those ideas which they liked, did not like, and were undecided on. Future uses that were tested included:

- Green space
- Public Square
- Supermarket/department store
- Children's play space
- Health and fitness
- Services
- Open/pedestrianised streets
- Cafés
- DIY stores
- Car parking
- Restaurants
- Night-life
- Cultural events
- Entertainment facilities/retail
- Markets
- Community centre

- Improved transport links
- Specialist services e.g. pet services
- Cycle parking
- Independent retail

More Information

Contact details were taken on a handout card for participants who wanted to be kept informed of the plans for the Town Centre. Participants could tear their details off, place into our feedback deposit box and take with them information on the following:

- Where to find more information on moreMorden
- Morden Leisure Centre development
- The Local Plan Process and where to find more information
- Sutton Tram Link extension and where to find more information

The findings from the pop-up events have been recorded in Chapter 04 (p.31) of this document.



moreMorden Morden Underground Station Pop-Up Event

2.3 School Workshop

Kanda developed an engagement strategy that set out to engage with a number of primary schools within an approximate 1.5km radius from Morden Underground Station. Merton Council made the initial approach to the primary schools inviting them to participate in a workshop regarding the regeneration of the town centre. The following primary schools accepted the invitation to participate in the workshop:

- Abbotsbury Primary School
- Hillcross Primary School (@HillcrossPS)
- Hatfeild Primary School
- Morden Primary School (@MordenPrimary)
- Poplar Primary School (@PoplarPrimary)

Each school sent along 6 students from year 6 to participate, making for a total of 30 students in the workshop.

2.3.1 Objectives

Large-scale regeneration projects have long-term impacts on how local people will use the area. As the next generation of residents in Morden, children will be some of the key beneficiaries of the proposed changes to Morden Town Centre, and as such are an important group to engage with. Additionally, children form an important network within any community; connecting with other children, their parents and other adults, and can help to socialise the idea that change is happening in an area.

To ensure the school workshop made a positive contribution to Morden Town Centre Regeneration Project, the following objectives were developed:

- Engage the next generation of Morden Town Centre users/residents.
- Create positive forward momentum for the project.
- Capture the aspirations of young people in the area.
- Capture new forward-thinking ideas for Morden which will be different to those of older residents.
- Raise the profile of the regeneration of Morden Town Centre.

2.3.2 Format

The workshop was designed to include a number of activities that would encourage the students to begin thinking about how they interact with Morden, what exists there currently and how they would like to see it change in the future.

2.3.2.1 Mapping the Town Centre

Children are often much more familiar with their local area than their parents, as free time and opportunities for play are often acted out through exploration. However, children are often much less familiar with exploring their local area through interaction with maps. To help orientate the students and establish the parameters of the workshop discussion, each student had an A4 map of Morden and they were asked to try and establish their bearings, locate key landmarks and point out the areas they use. Students were then asked to think about Morden Town Centre, and the types of activities that bring them to the centre and to draw on the map an outline of the boundary of what they thought was the town centre.

2.3.2.2 What I Know in Morden

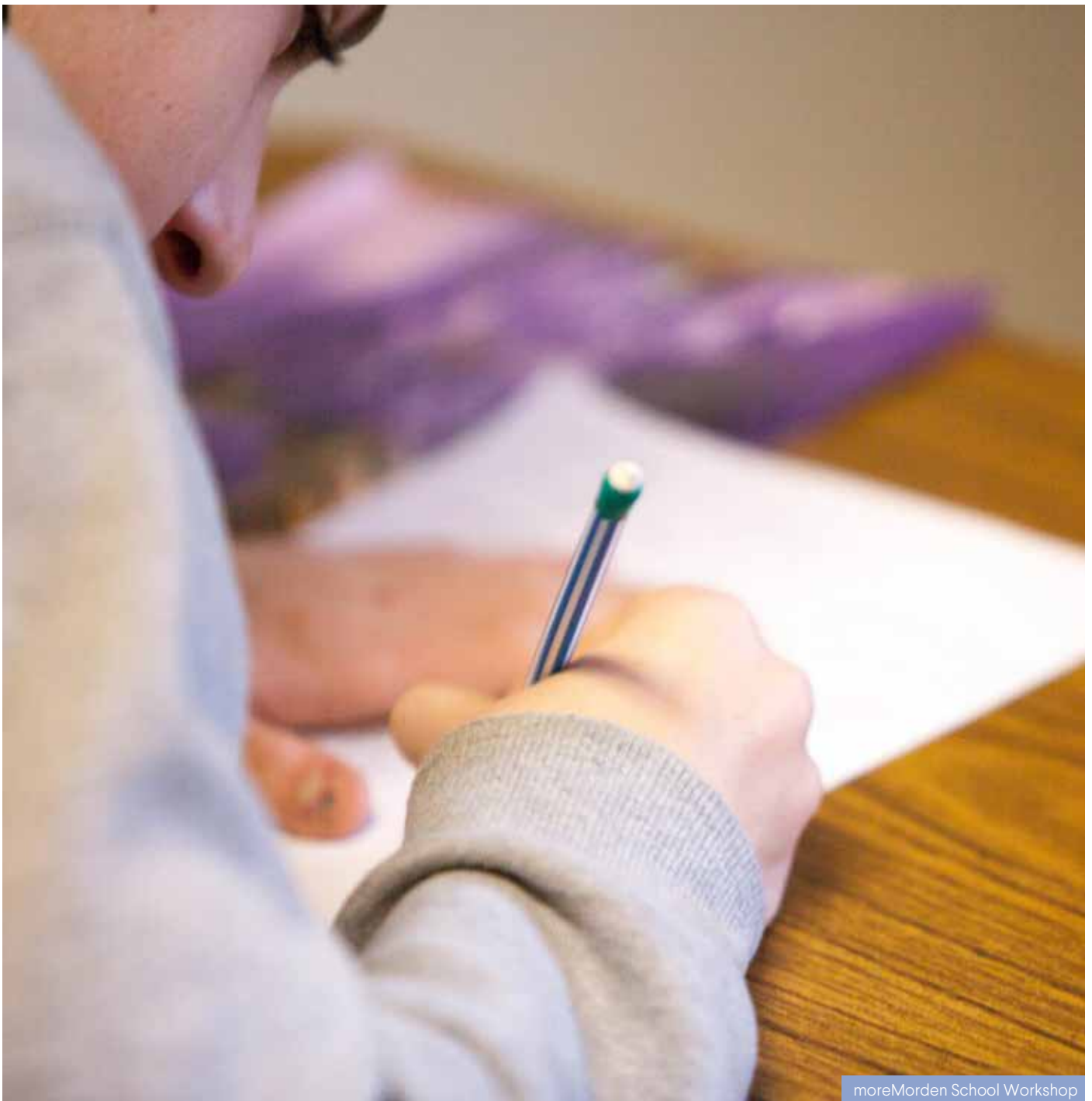
To help build a common understanding of the local area, the group of students were asked to think about the local places that they were familiar with and enjoyed using. Using a large-scale map, students were encouraged to share the places, amenities and facilities they recognised in the local area.

2.3.2.3 Morden 2030

As the children now shared a common understanding of the local area, they were encouraged to imagine Morden in the year 2030 and to discuss with each other and document, either through writing or drawing, the types of things they would like to see provided in the local area in 2030.

2.3.2.4 Morden 2030 - Posters

The final session of the workshop revolved around the students designing a poster advertising Morden in the year 2030. As the students were primed for ideas from the group sharing their aspirations for Morden, the students were encouraged to incorporate their favourite ideas into a poster that would let all Londoners know that Morden is a great place to live and visit. To aid students, a number of poster examples were provided and a poster template was developed to help guide them in designing their poster.



focus group findings:





03

03

Focus Group Findings

This chapter provides the detailed findings on each of the 'design themes' discussed during the moreMorden September 2018 focus groups.

3.1 What do you associate with Morden?

Members of the focus group were asked to write down and discuss, as a group, the following 'ice-breaker' question:

**Morden has many unique attributes.
What do you associate with Morden?**

The question prompted a discussion on what the attendees thought best represented Morden and what it means to those who visit and use the town.

There was criticism of the existing Town Centre, with topics of conversation covering; the lack of public toilets, the fact that many people have a negative view of Morden, and that it is often seen and used as a place you *need* to travel through to get where you *want* to go.

However, members of the focus group generally agreed that Morden did have many great assets worth noting, and its unique attributes were subsequently identified as:

- **Morden's heritage and its iconic 1920s art-deco style architecture**
- **The Morden Baitul Futuh Mosque,**
- **The 'end-of-the-line' Morden London Underground station**
- **Morden's green spaces (notably Morden Hall Park) and the demographic diversity of the area**

3.2 Station Forecourt

3.2.1 Who uses the underground? E.g. Commuters, tourists, recreational users

There was a general feeling throughout the focus group sessions that the Morden Underground Station was mainly used by commuters into central London from the surrounding areas and Sutton and is seen by many as the 'end of the Northern Line'. Whilst they agreed that the station is used by local residents, the consensus among attendees was that the users were travelling through Morden, using the station as a transport hub rather than visiting Morden as a destination in its own right.

3.2.2 How do you get to the station?

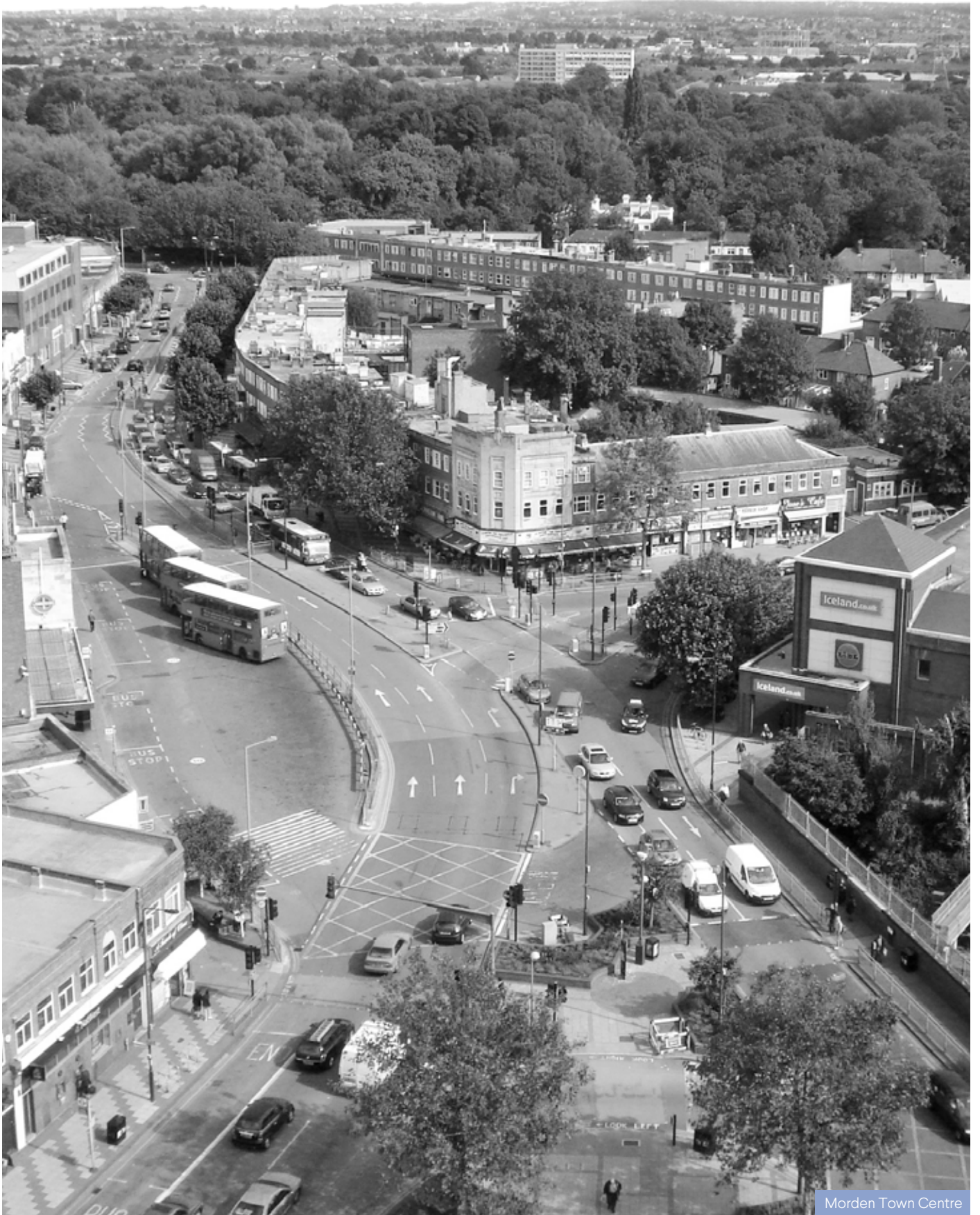
The attendees reported that the most common means of transport to the station are via personal car travel, stating that the car parks and non-controlled parking areas are always at full capacity from early morning and that traffic around rush hour is particularly high.

In addition, attendees also thought that many used buses to get to the station, reporting that the buses in the morning were always at full capacity by the time they got to the station.

3.2.3 Conversely where do people want to go when leaving the station?

Members of the focus groups mentioned that as most users of the station were commuters from areas surrounding the Town Centre most people travel from the station directly to their cars, park in nearby car parks, or to the bus stops located on the station forecourt.

Attendees generally reported that most users of the station do not tend to stop in the town centre, other than for quick essentials, instead preferring to head straight home.



Morden Town Centre

3.2.4 How easy is it to get to a final destination from the station?

Attendees at the focus groups believed that routes from the station were relatively well defined as the majority of users of the underground station are commuters who reach their final destination by driving in a private vehicle from the nearby car parks, or utilising buses from the station forecourt or from immediately across the road.

However, members of the focus group did mention that this was more difficult if you have accessibility issues as crossing London Road, just outside the station, was challenging due to the high levels of traffic and the confined area for pedestrians. They also stated that the positioning of the buses immediately outside the station presents challenges to visually impaired users as the crowds of people at rush hour waiting to catch the buses causes pedestrian congestion on the pavements.

3.2.5 What functions should a new forecourt Provide? E.g. meeting places, way-finding, retail opportunities etc.

Members of the focus groups stated that they would like the station forecourt to provide more space for members of the public to meet, pause and get their bearings.

There was a clear view from the afternoon sessions that the station forecourt should provide a space where there were clear views down the high street through to Morden Hall Park in order to emphasise the park as an attraction for Morden but also to show a vibrant high street and draw people in to the area.

Members of the focus groups also expressed a strong opinion that the bus standing should be moved away from directly in front of the station to open up the area and that the bus stops should be moved further down London Road in order to encourage members of the public to move further into the town centre and not only use it for transport connections.

3.3 Green and Open Space

3.3.1 Should the Town Centre incorporate areas of green and open space?

Attendees to the focus groups generally felt that Morden already played host to a number of green areas and that the issue was that these were not clearly signposted or promoted. As such members thought that the new town centre should seek to link the existing green spaces within the area such as Morden Hall Park and Kendor Gardens.

However, members of the focus groups felt that although the area was well served by larger green areas there were limited places throughout the area for members of the public to rest and relax, such as benches and public seating areas. As such they would like to see the regenerated town centre include small hard landscaped areas with some greenery included incorporated into the new town centre area.

3.3.2 Which areas of the Town Centre would suit this?

The focus groups mentioned that they would like to see the existing larger green spaces such as Morden Hall Park, Morden Park and Kendor Gardens clearly linked, creating a green route through the town centre. They also stated that they would like to see more open spaces on the high street, with some members stating a preference for occasional child's play equipment close to major commuter and pedestrian routes.

3.3.3 Which type of spaces should these be? E.g. Outside dining, resting, meeting people etc.

Members of the focus groups requested that small seating areas should be considered for people to sit and rest, such as pocket parks or small public squares. They also stated that they would quite like to see more outside seating areas for cafés and restaurants around the new development to create a more 'café culture' identity close to Morden Town Centre with a broader food and beverage offer.

3.3.4 Which spaces are currently used for these activities (if any)?

Attendees at the focus groups stated that the existing large open spaces are well used by the local population and that they are now used as locations for music festivals and public events. However, they stated that there are limited places in Morden in which those who work in Morden or who are visiting the area can pause to sit and have a coffee or eat their packed lunch.

3.4 Type and Quality of the High Streets

3.4.1 How can the retail offer improve on the High Street?

Most attendees at the focus groups stated that they thought the mix of retail currently on the high street serves the local public quite well, however they believe that the issue is that some of the shops in the area are not quite set up appropriately for the area, and that some of the shops look quite run-down. However, members of the focus groups mentioned that there is limited night life economy in Morden. Members of the focus groups mentioned that they would like to see more pubs and restaurants in the town centre.

3.4.2 Which features of the high street should be promoted? E.g. more space for pedestrians, greenery

Members of the focus groups felt that the current configuration of the high street was poor as London Road is wide and extremely congested making the high street hard to navigate by members of the public and an unpleasant environment through which to travel and difficult to cross, causing a divide between the north and south sides of the high street. They felt that pedestrian routes should be emphasised in the new configuration of the high street, creating wider pavements and utilise greenery as a means of way-finding.

The focus groups also mentioned that they would like to see more active frontages along the high

street, creating a more attractive retail atmosphere where people will stop and explore, as well as seating outside cafés and restaurants to encourage a café style culture in Morden.

Members of the focus groups also felt that the high street should be arranged to enable a clear view of Morden Hall Park in order to emphasise the green credentials of the area.

3.4.3 Where should large retail units be located? E.g. Supermarkets

Members of the focus group thought that the current placement of the larger retail units was good, however, they believed that there was poor accessibility from the station to the larger retail units from the station due to the congestion on London Road. They stated that they would like to see London Road reduced to pedestrian access only or buses and taxis only to reduce traffic flow through and improved the environment on the high street from a pedestrian and accessibility point of view.

3.4.4 Where should evening activity be located?

The morning focus group concentrated on the lack of existing evening activity, stating that there was limited opportunities for activity in the evening. Half the high street is closed by the time many residents return from work there is little incentive for commuters or those who work in the town centre to stay in the area after work, instead preferring to go on to Wimbledon or Tooting or go straight home. As such they emphasised the point that they would like to see more variety of cafés and restaurants in Morden.

In the afternoon focus group members stated that they thought it would be a good idea to retain London Road as primarily a retail area and create a new restaurant, café and bar area within the Abbotsbury triangle. They stated that if a new route was created through the Abbotsbury triangle to Morden Hall Park then when people leave the station they would see two clear routes through to the Park, one of which contains retail the other contains cafés and bars with outside areas for people to sit, eat and drink, creating clearly defined activity zones.

3.4.5 Should evening activity be concentrated in one area or spread throughout the centre?

Members of the focus group in the afternoon suggested that they would like to see the evening activity located within the Abbotsbury triangle area, they suggested that this area could be signified by a new pedestrian area through the Abbotsbury triangle from the station.

3.4.6 How should this relate to the street? E.g. Outdoor seating covered areas

Attendees at the focus groups stated that they would like to see outside seating for cafés and bars to encourage a more café style culture in Morden. They also stated that they would like to see more benches and public seating areas around the high street to give members of the public the opportunity to rest and take in the surrounding area.

3.5 Other Matters Raised

Members of the focus groups also raised other potential measures to improve the town centre such as extending the Northern Line to Sutton to reduce congestion at Morden and pedestrianising London road and redirecting traffic along Aberconway Road.

The focus groups also mentioned that it is important that the new development makes people feel safe and provides safe routes through to the town centre. Several attendees mentioned that many people who live to the north of London Road currently find the routes through to the town centre are unpleasant and as such many people choose to catch the tram to Wimbledon rather than use Morden Town Centre.

The focus groups stated that the Baitul Futuh Mosque attracts visitors from all over the country, as such many people drive to the mosque on Fridays. This makes traffic around the area extremely congested, they stated that this was something that we needed to bear in mind whilst redesigning the town centre. Members also stated that a lot of the culturally specific shops were divided along religious lines, and that it is important that this balance is kept in the new development.

3.6 Additional Workshop with Love Morden

On 31st October Kanda Consulting (on behalf of London Borough of Merton and Transport for London) met with John Merriman from Love Morden to discuss the regeneration of Morden Town Centre in the Morden Civic Centre. During the meeting a member of Kanda staff gave a short presentation to Love Morden on three key design principles:

- **The Station Forecourt**
- **Green and Open Spaces**
- **Type and Quality of the High Street**

Then followed a discussion between Love Morden and Kanda Consulting regarding the regeneration of Morden Town Centre.

Prior to attending the meeting John Merriman had consulted the local public on what they would like to see arise out of the regeneration of Morden Town Centre. All comments received were compiled into a single document which was submitted to the More Morden Project team. The comments raised in the meeting and comments given in the document collated by Love Morden have been summarised below.

1. Public Space

One of the key issues raised in the meeting was the fact that Love Morden would like to see the public realm within the regenerated town centre become more pedestrian friendly. There is a concern amongst members of the public that the town centre has pinch points in its design that cause high levels of congestion amongst pedestrians.

In addition to ensuring that the public realm is made more accessible is that they would like to see covered pedestrian areas in which events could be held and give members of the public the opportunity to rest in a covered area in the public sphere.

2. Design and Housing

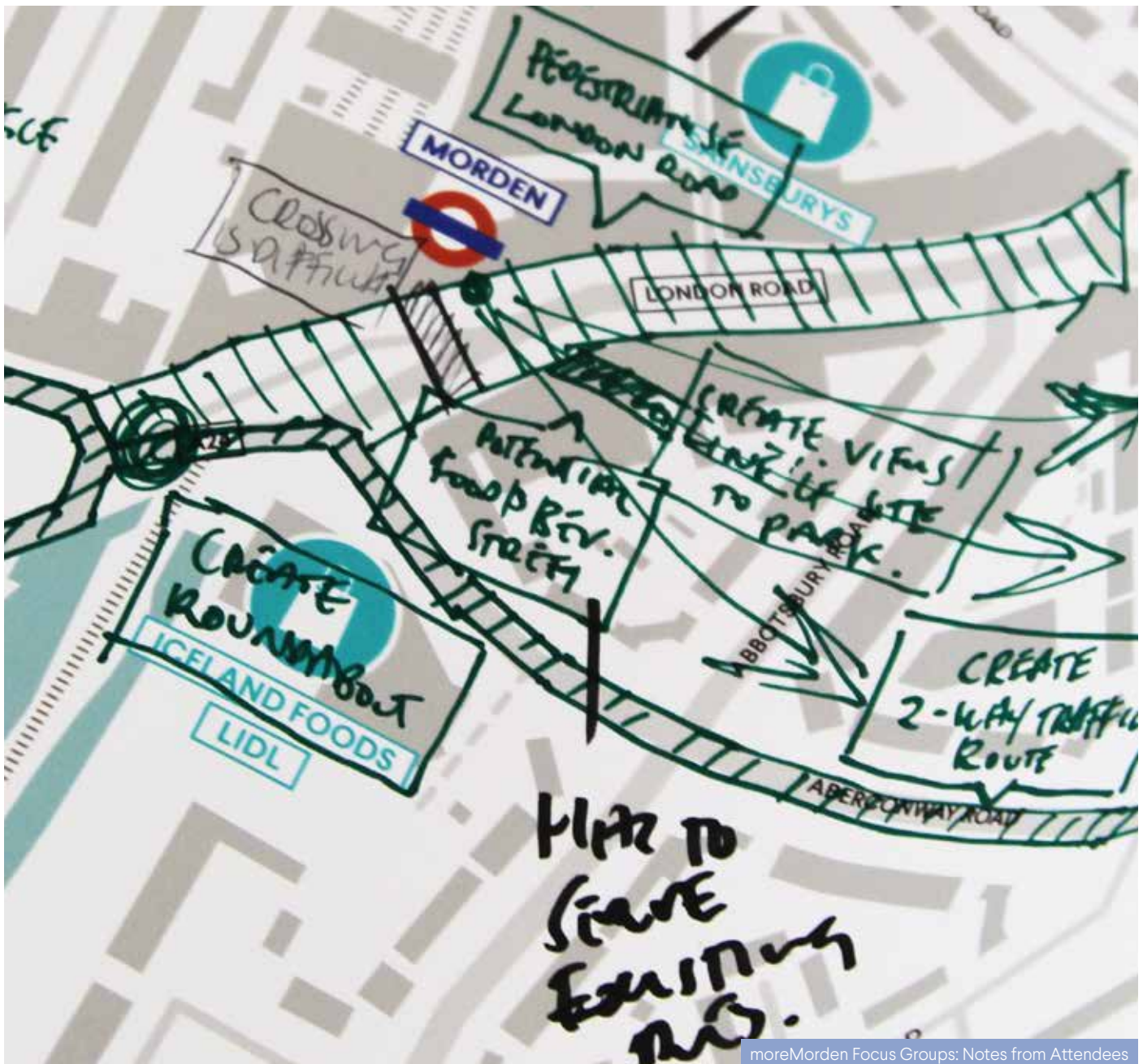
A key issue raised was that the regenerated town centre must provide affordable housing through a mix of tenures for current and future residents of the area.

3. Green Spaces

Love Morden and the members of the public who contributed to the document considered that Morden was well provided for in terms of green spaces. However, there were no clear links between them and that they could be better signposted through for example clear directional signage, improved park entrances or established routes like the Wimbledon Way (<http://thewimbledonway.org/>), so that members of the public could better access the green spaces available to them.

A number of other issues were raised by Love Morden including:

- Having public spaces that allow for community events
- Transport and Parking requirements for the town centre
- Providing creative and flexible spaces
- Prioritising cycle routes
- Providing better public realm spaces
- Creating healthy spaces through good design
- Having variety of shops and restaurants
- Creating an entrance to Morden Park closer to the town centre
- Creation of areas for children to play
- Making Morden a destination with a night time economy



moreMorden Focus Groups: Notes from Attendees



04

04 Pop-Up Event Findings



moreMorden Pop-Up: 'Tell Us About Morden' feedback

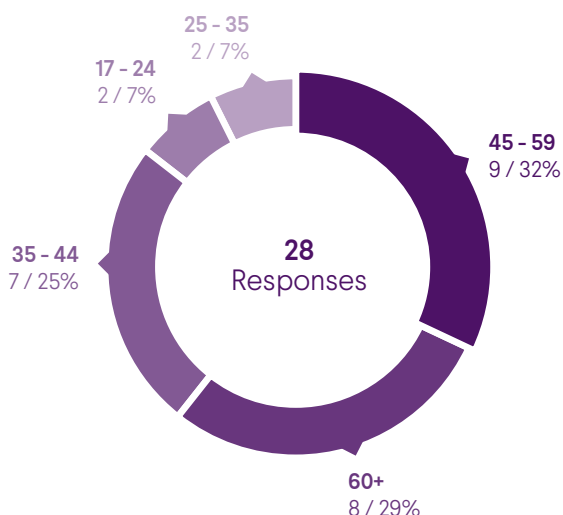
This chapter sets out the findings from the engagement tools used in the pop-up events in the local area. Feedback is based on comments from 151 attendees. Some participants chose to only provide feedback using one or two tools rather than all three.

4.1 moreMorden Survey

The moreMorden Survey comprised of 9 questions (excluding personal details) that respondents completed on iPads exclusively at the pop-up events.

30 surveys were completed over the three events.

Age

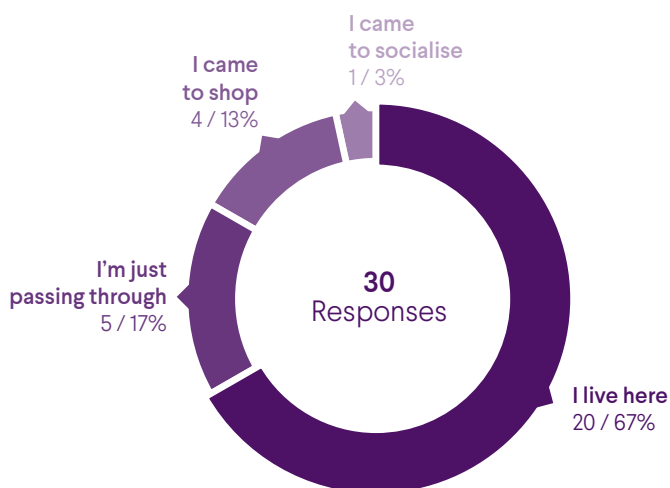


The majority of survey respondents (32%) fell into the 45-59 age group.

The vast majority of respondents (86%) were aged 35 or over showing an invested interest in the regeneration of Morden Town Centre in older age groups.

0 respondents selected '16 or below'

What brings you to the Town Centre today?



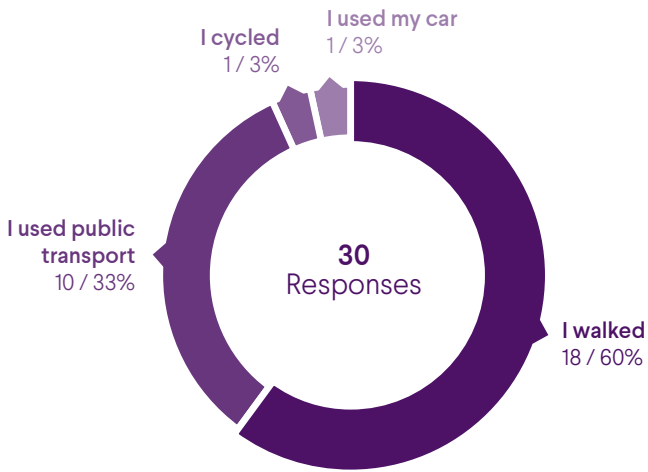
The majority of respondents (67%) were residents to the area.

The second highest response was 'I'm just passing through', highlighting how Morden is often used as transport hub to connect to the local area and wider London.

No respondents reported that they worked in the area.

0 respondents selected 'I am working'

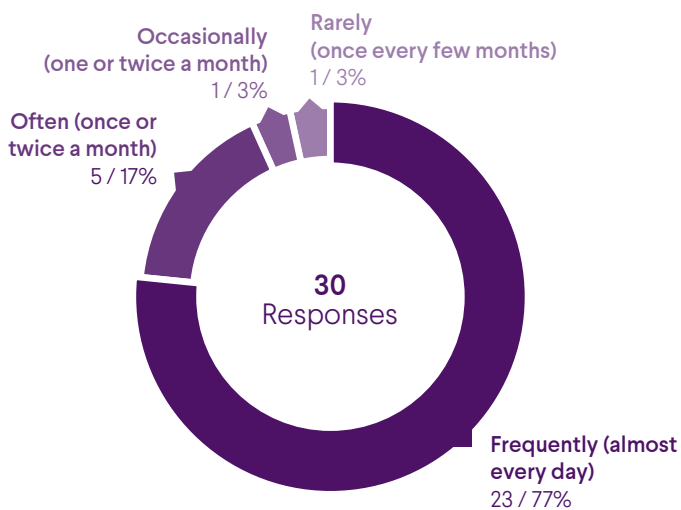
How did you arrive at the Town Centre today?



The majority of respondents (60%) reported that they walked to the Town Centre on the day they attended the event.

33% of respondents reported that they had used public transport. These findings are supported by feedback from the 'Tell Us About Morden' tool, with most feedback suggesting the visitors to the Town Centre mostly travel via foot or local buses.

How often do you come to Morden?



Responses indicated that Morden Town Centre was well used, with most visiting 'frequently (almost every day)'.

This suggests that those who use the Town Centre regularly have a greater invested interest and want to be involved in shaping the plans for development in its regeneration.

What do you value in the area?



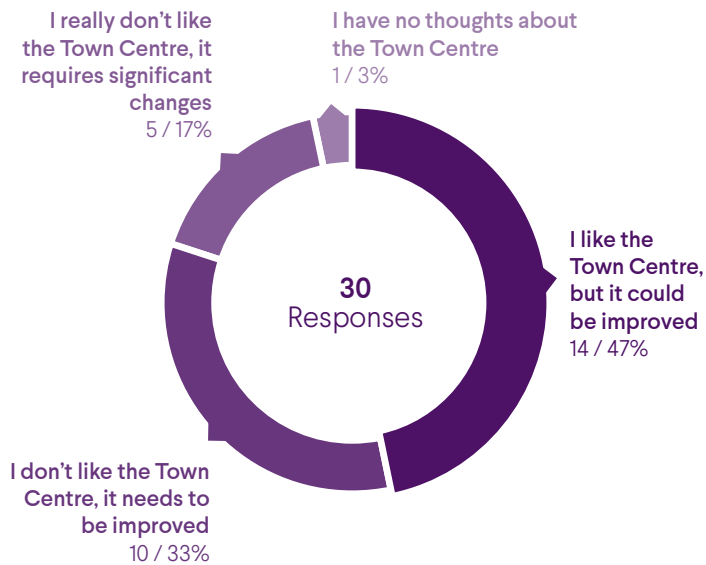
Respondents were asked what they valued in the local area. The question format was open ended and out of 30 responses 51 unique comments have been identified.

Transport connections was the most referenced answer (20 comments), particularly the London Underground station but also local buses and nearby tram links.

Green spaces in the area also received a high number of references (15 comments) - particularly Morden Hall Park, which is seen as a huge asset to the area.

Housing and a sense of community were also mentioned as positive attributes.

A statement that best describes how you feel about the Town Centre.

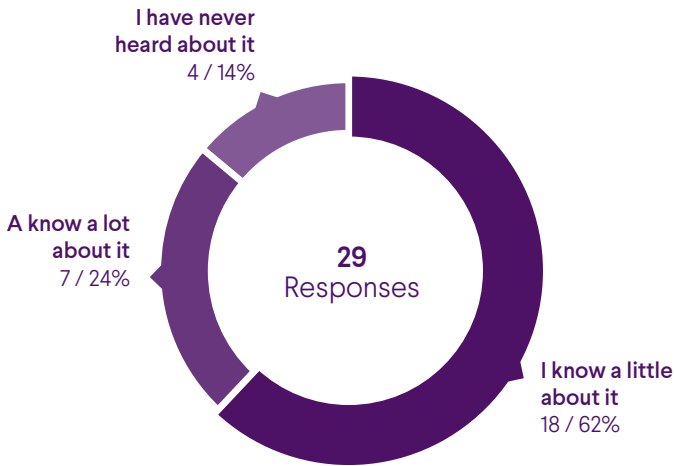


Almost all (97%) of respondents reported that they felt that Morden Town Centre needed to be improved. There were no responses to suggest that the Town Centre should remain as it is.

Those completing the survey referenced that while Morden does have some positive attributes, it could benefit from investment.

0 respondents selected 'I love the Town Centre and would not change a thing.'

How familiar are you with the plans to improve Morden Town Centre?



Very few respondents (14%) had not heard of the plans to improve Morden Town Centre, highlighting an interest in the plans for regeneration and the extents of earlier public consultation efforts.

However, the most common answer, 'I know a little about it' (62%), suggests that there is a general level of awareness of the project but few people were well informed.

What is successful about Morden Town Centre?



Members of the public were asked to give examples of aspects of the Town Centre that they thought were successful. The question format was open ended and comments have been categorised.

Over half of comments (20 / 59%) concerned the existing transport links, most notably the London Underground station.

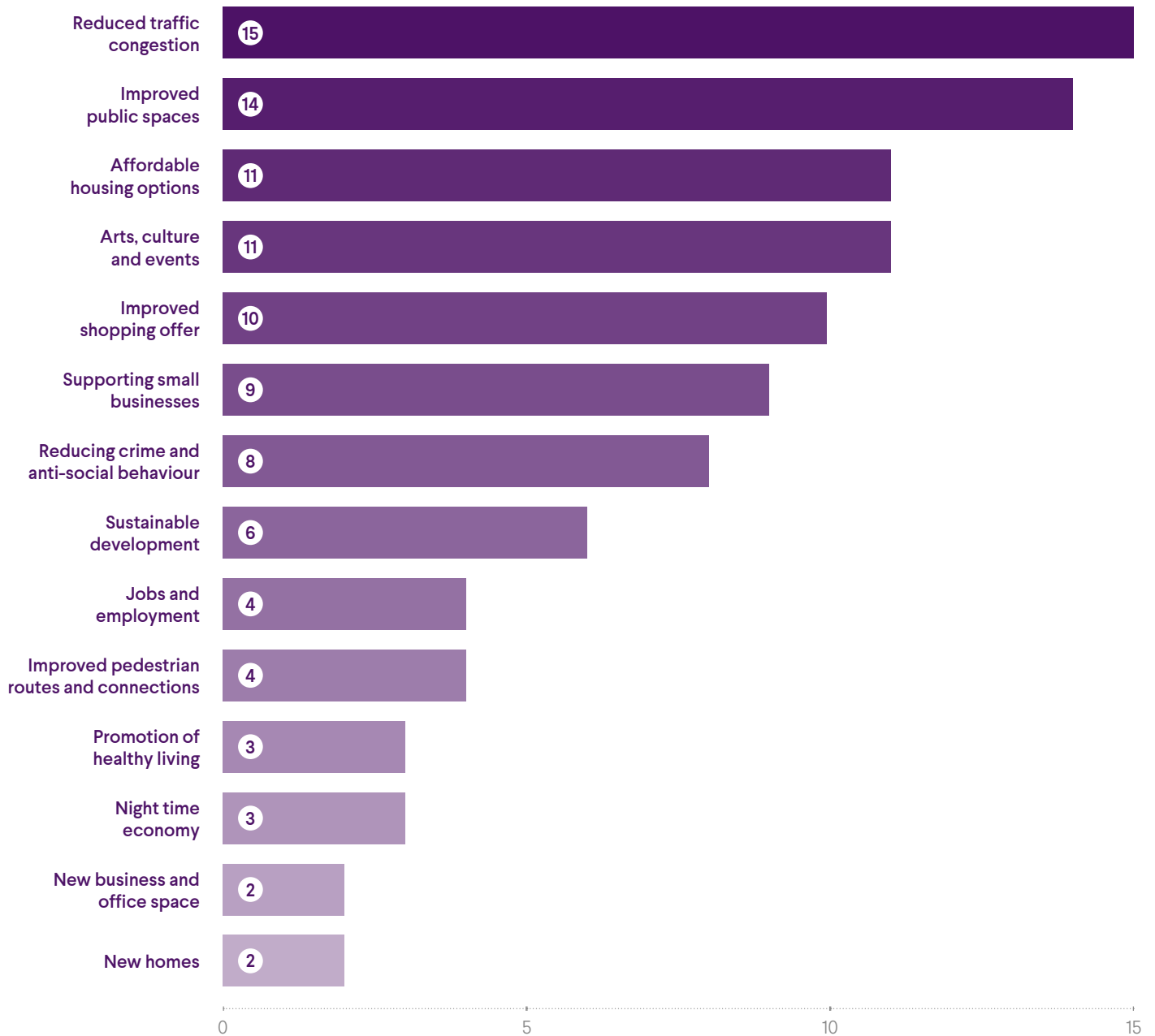
Less represented was Morden Hall Park, shops and the community, with 2 comments each.

Approximately 9% of respondents stated that they did not think there was anything successful about Morden Town Centre.

Comments categorised under 'Other' covered the following:

- The architecture of the station,
- Morden Court Parade,
- Morden Library
- Vibrancy of the local community (described as 'buzzy' and 'colourful')

What would you like to see more of in the Town Centre?



This question required participants to select their top three top priorities for Morden from a list.

The majority of respondents reported reduced traffic congestion as a priority, highlighting issues with the existing conditions on London Road and Aberconway Road (15 comments).

The view that there should be more improvements to public spaces was well represented with 14 comments.

This typically concerned improvements to the public space in front of the Civic Centre, and the pedestrian experience of the Town Centre. There was recognition here that Morden Hall Park was a valuable community asset.

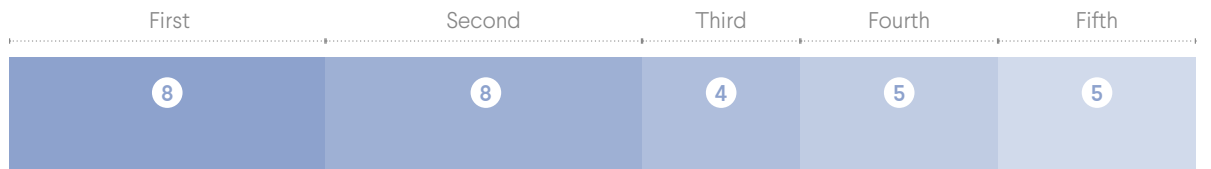
Affordable housing options (11 comments), art, culture and events (11 comments), and an improved shopping offer (10 comments), indicating that housing and amenities are something people would like to see provided. Many people suggested that Morden needed to offer a greater range of 'things to do' other than shopping.

Priorities for regeneration

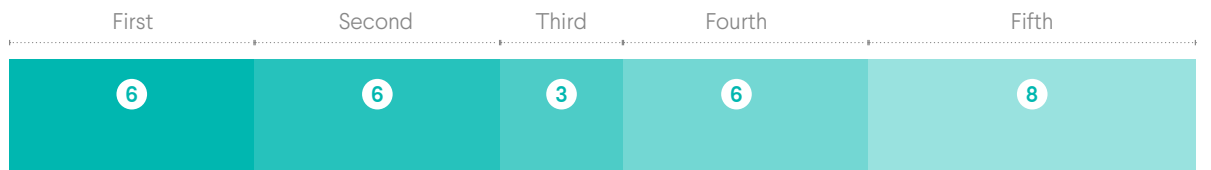
Creating a place that supports residents' well-being for the long-term future of the Town Centre



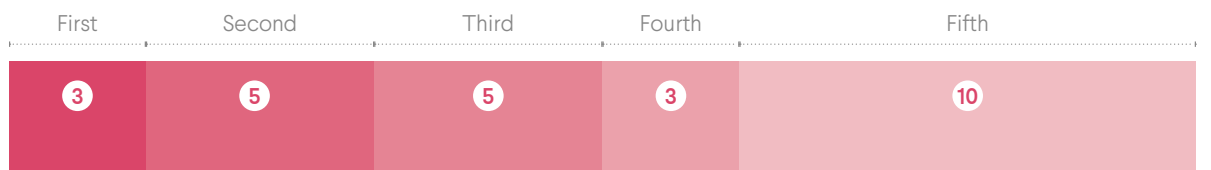
Enabling retail, commercial and leisure opportunities that makes Morden the destination of choice for consumers and businesses



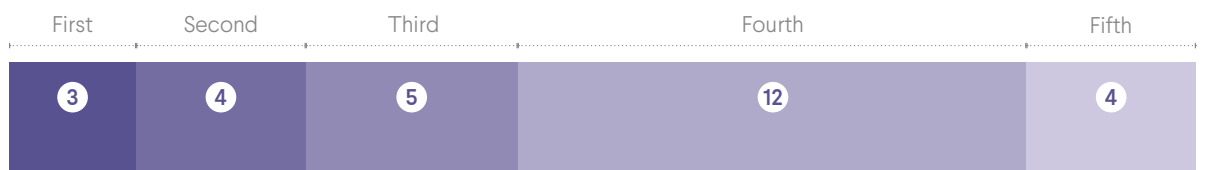
Improving and increasing the public realm to prioritise pedestrians



Delivering new homes and places for Morden's growing communities



Integrating sustainable and accessible public transport services to provide connectivity across the local area and Greater London



Members of the public were asked to list the following aspects of regeneration in order of priority, these have been presented in order of the general consensus. These have been determined based on a point scoring system that values a first through to fifth choice (with first choices valued higher), to determine an overall total score for each 'priority'.

Generally, respondents felt that creating a place that supports well-being was the greatest priority, with the majority of respondents selecting it as a first, second or third choice. Verbal comments from participants supported this, with many people suggesting that more could be done to make Morden

the type of place people want to save time. 8 of 27 respondents chose this priority as their first choice, equal to enabling retail, commercial and leisure opportunities.

The third priority to receive the most positive response was improving and increasing the public realm to prioritise pedestrians.

Delivering new homes and places ranked fourth, whilst integrating sustainable and accessible public transport services received the lowest support, partly due to the fact that many consider the Town Centre well served by transport connections as it is.



moreMorden Pop-Up: Engagement tools

What is your biggest wish for Morden?



Finally, respondents were asked what their biggest wish for Morden was. The question was open ended and 46 'wishes' were made from 30 survey responses.

The biggest wish for Morden, with 11 comments, was a 'better pedestrian experience', with particular mention to the pedestrian experience on London Road and quality of the street environment.

Better shops was well represented with 8 comments. With many making reference to the need for more 'up-market' shops with Wimbledon's retail offer being referenced.

Entertainment facilities were well represented with 6 comments although there was also mention of there being fewer betting shops. Again, participants mentioned the need for a more diverse entertainment offering, such as cinemas or galleries.

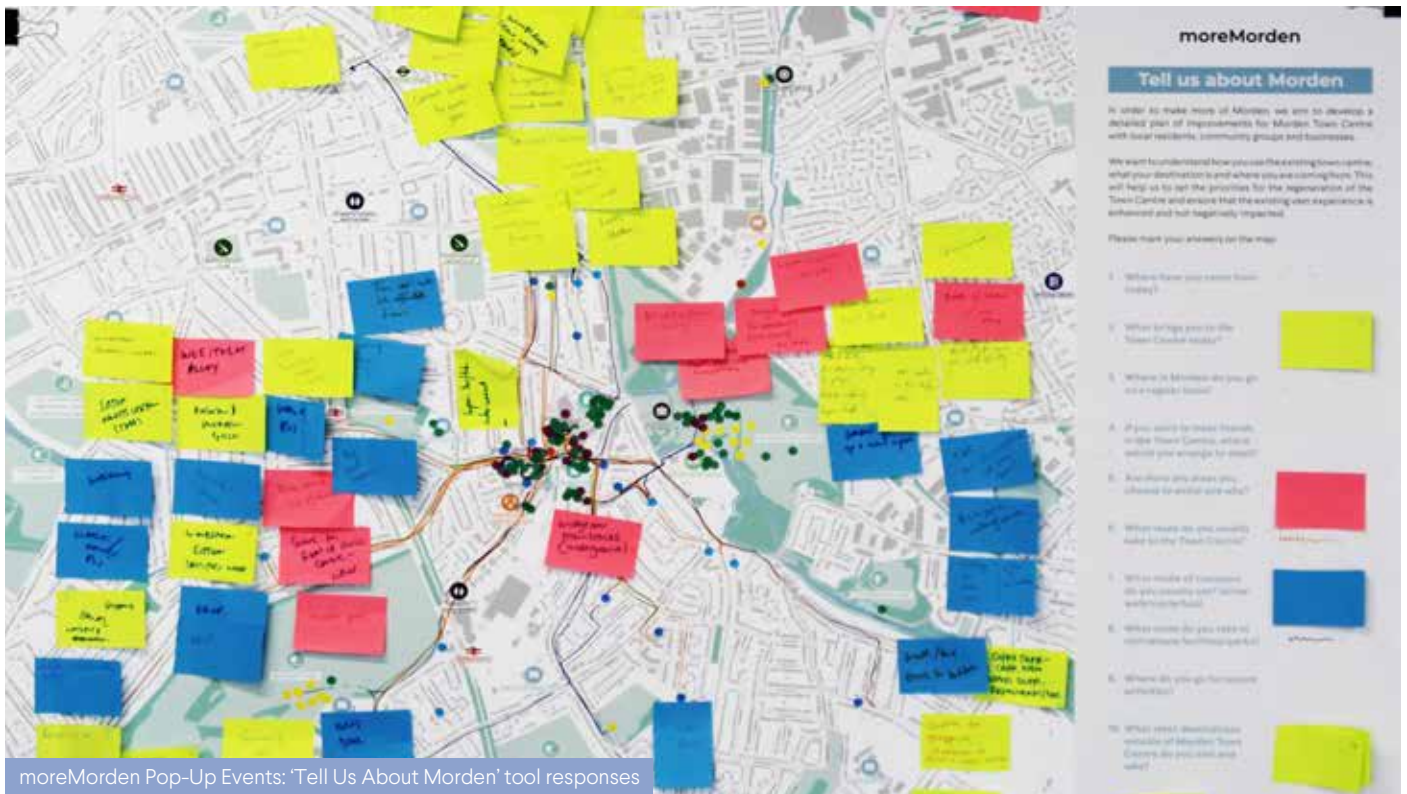
Five people mentioned the need for Morden Town Centre to be more visually attractive. This was a comment that came up frequently in conversations with attendees at the events. People felt that Morden doesn't make the most of its assets and lets itself down on first impression.

'Other' comments covered:

- More schools
- Medical facilities,
- Art spaces and encouraging street art
- More public toilets
- Longer library opening hours
- Tram links to Sutton



moreMorden Pop-Up: Engagement Tools



moreMorden Pop-Up Events: 'Tell Us About Morden' tool responses

4.2 Tell Us About Morden

The 'Tell Us About Morden' activity aimed to capture location specific data on how the Town Centre is used.

The mapping activity featured several interactive prompts for discussion. Responses were typically recorded during conversation with a member of the moreMorden team and visually records this discussion.

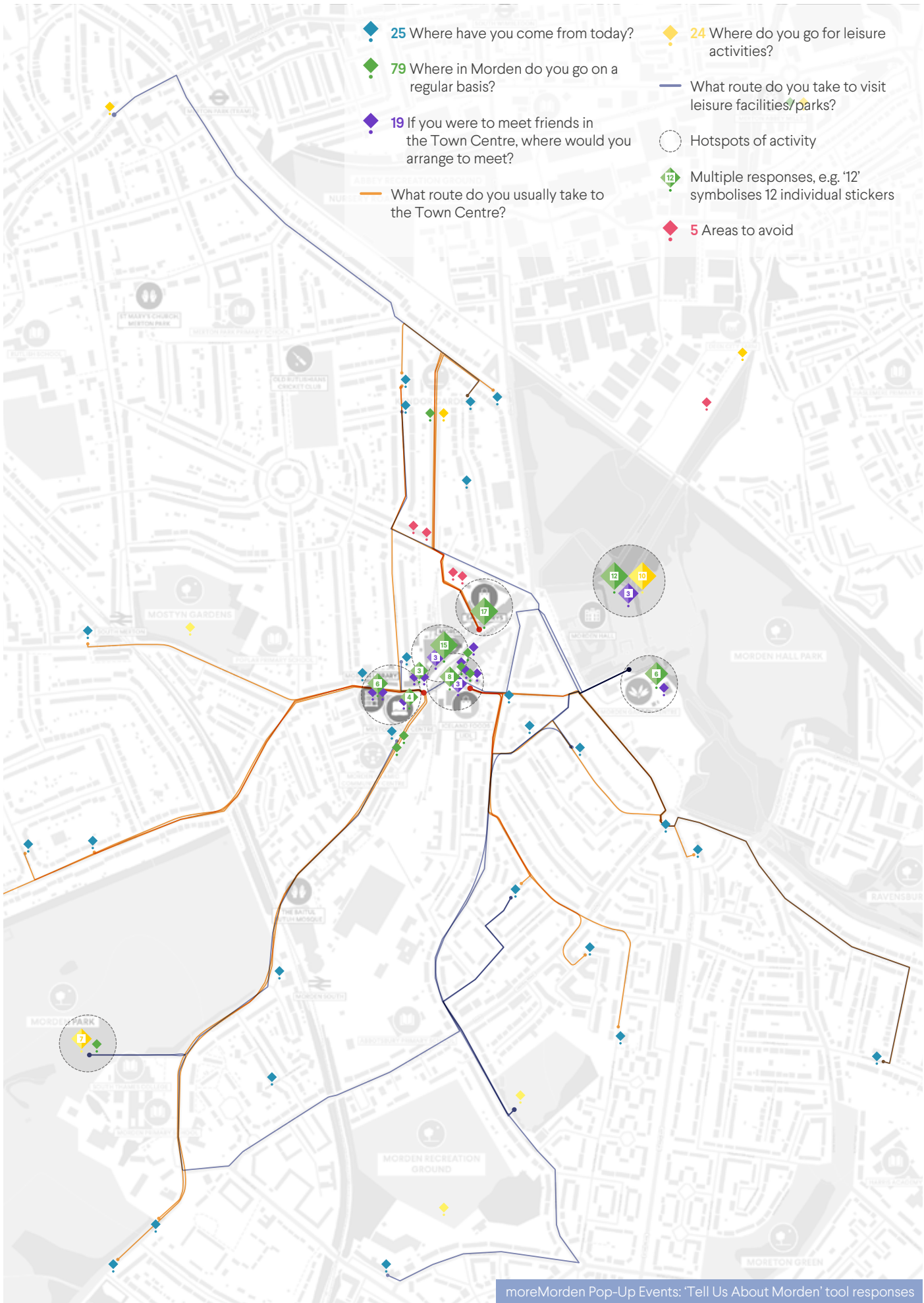
4.2.1 Routes

Part of the activity was to capture user's routes to the Town Centre, typically from their home addresses. Data suggests that users of the Town Centre typically come from all directions in the local area, but access it at 3 points; onto London road via the alleyway to the west of Sainsburys Supermarket, via the south of London Road (at the crossroads with Aberconway Road), and via the east end of Aberconway Road.

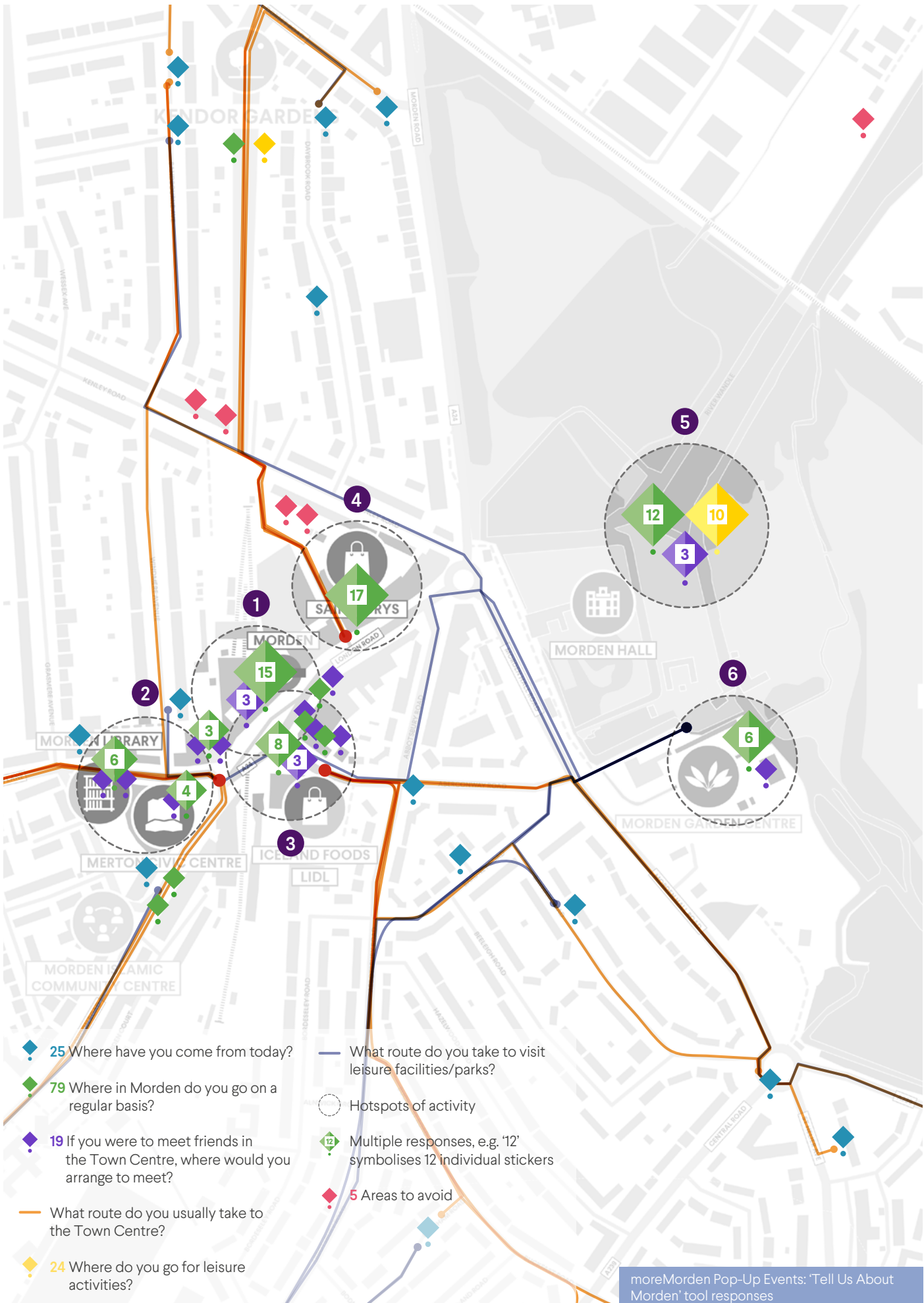
These points are located in close proximity to a number of well used amenities, including local supermarkets and the library.

No users reported accessing the Town Centre via the north end of London Road.

When mapping routes to nearby leisure facilities/parks, users typically reported that they do not travel through the Town Centre. Discussions around this activity typically suggested that this was due to pedestrian and road traffic congestion prevalent in the Town Centre, discouraging users from using it as a preferred route.



moreMorden Pop-Up Events: 'Tell Us About Morden' tool responses



- ◆ 25 Where have you come from today?
- ◆ 79 Where in Morden do you go on a regular basis?
- ◆ 19 If you were to meet friends in the Town Centre, where would you arrange to meet?
- What route do you usually take to the Town Centre?
- ◆ 24 Where do you go for leisure activities?
- What route do you take to visit leisure facilities/parks?
- Hotspots of activity
- ◆ 12 Multiple responses, e.g. '12' symbolises 12 individual stickers
- ◆ 5 Areas to avoid

moreMorden Pop-Up Events: 'Tell Us About Morden' tool responses

4.2.2 Destinations

In addition to route mapping, the 'Tell Us About Morden' activity also recorded frequent destinations within/around Morden Town Centre. These were recorded as; places users go to on a regular basis, places to meet friends, places users go for leisure activities.

The data suggests seven hotspots of activity - clusters of the aforementioned destinations, these have been identified as:

1 Morden Underground Station

Most respondents identified the station as a destination to go to on a regular basis, typically for its North Line connection and the buses located at the station forefront.

The station was also a popular place to meet friends as they had travelled via the Northern Line or bus to the Town Centre.

2 Merton Civic Centre/Morden Library

Morden Library was identified as a destination in the Town Centre. It was identified that students or pensioners were the most frequent user groups of the library.

The public space outside of the Civic Centre, and the library itself, were identified as places to meet friends.

3 Iceland/Lidl Supermarkets

Two of three major supermarkets in the Town Centre are located next to each other and were reported as a common destination for users. Across the road are several coffee shops and the Merton and Morden Guild which were similarly identified as destination and a place to meet friends.

4 Sainsburys Supermarket

The third major supermarket in the Town Centre, Sainsburys, was identified as the single most noted destination of the Town Centre. No users reported meeting friends at this end of the high street, suggesting that places to meet are typically located on the south end of London Road and become increasingly less common towards the north end.

5 Morden Hall Park

Morden Hall Park was identified as the most active hotspot in the area. The Park was identified as the single most used place to go for leisure activities and also the closest to the Town Centre. Morden Hall Park was also identified by three respondents as a place to meet friends.

6 Morden Hall Park Garden Centre

The Morden Garden Centre was identified as an amenity that was visited on a fairly regular basis by users of the Town Centre. Some reported the cafe and the second hand book shop as the primary reasons to visit.

7 Morden Park (approx. 1km south-west)

One local amenity that was identified as a popular destination for leisure activities in and around Morden Town Centre was Morden Park. This is notable as it is a fair distance from the Town Centre (1km), with the biggest attractor being the swimming pool located there.

4.2.3 Further Feedback

In addition to data on routes and destinations, the 'Tell Us About Morden' activity also gathered feedback on the following areas:

Most commonly used mode of transport

The most commonly used modes of transport for users of Morden Town Centre included walking and using local buses. This supports earlier findings from the moreMorden survey (p.28).

Morden was commended by participants for its well connected London Underground Station (Northern Line) and is reportedly used regularly. Whilst respondents reported that they use the local tram links and cars as the most infrequent mode of transport.

Retail destinations outside of Morden Town Centre

The vast majority of conversation concerning retail destinations outside of Morden Town Centre typically made mention of Wimbledon for its 'up-market shopping'. A number of people said that they prefer to use Wimbledon for small shops but would go further out to Kingston for 'big' shops or high street brands.

Central London, typically Oxford Street, was mentioned as a frequent retail destination, notably supported by connections via the Northern Line.

Destinations that were mentioned less frequently included; Sutton, Kingston, Putney and Cheam. These were often visited for their 'variety' in shops, banks and larger/more convenient supermarkets (notably those where you can purchase clothing), which was identified as something that is missing in Morden.

Areas to avoid

Discussions concerning areas to avoid typically covered issues with litter/cleanliness issues or where the Town Centre seems 'run down'.

Responses typically made mention to behind the station and the locally infamous alleyway between Kenley Road and London Road, where anti-social activity reportedly occurs.

In addition, the public space in front of Merton Civic Centre/Morden Library is reportedly untidy or 'covered in litter', particularly in the early morning.

Separately, concerns were raised regarding congestion on London Road, with some respondents reporting that they choose to avoid the Town Centre altogether due to pedestrian and traffic congestion.



moreMorden Pop-Up Events: 'Tell Us About Morden' tool

4.3 Future Uses

The 'Future Uses' activity aimed to capture feedback on the types of amenities that could be brought forward as part of the regeneration of the Town Centre.

The activity featured 20 amenities to leave feedback on to establish those amenities that the users of the Town Centre would like to see prioritised in the project's delivery. The amenities were categorised into; social, public space uses, transport, and retail.

'Yes please', 'Maybe' and 'No thank you' stickers could be placed against each of the amenities. The amenities are organised in order of those which received the most positive responses opposite.

The use that received the single most positive response was 'independent retail'. Through 1-1 discussions with members of the local community we understand that a general interest in 'independent retail' was in fact an interest in more diversity/ better variety of shops. This was made clear after the moreMorden team clarified that the majority of the shops in the Town Centre today were in fact 'independent'.

For the most part, social uses received the greatest positive responses, with four featuring in the six uses most positively responded to. These include; night-life, restaurants, cafés, and cultural events.

There was a mixed response for 'public space uses', with many acknowledging that the Town Centre already benefited from great local leisure/park amenities. However, it was identified that 'children's play space' and 'open/pedestrianised streets' (typically London Road) would be welcomed.

The 'Transport' category received the fewest positive responses as most respondents identified that the Town Centre already benefited from good connections and services.

KEY

<ul style="list-style-type: none"> ● Social ● Public spaces 	<ul style="list-style-type: none"> ● Transport ● Retail
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moreMorden Pop-Up Events: 'Future Use' tool responses

1. INDEPENDENT RETAIL

30 | 0 | 0

Users of the Town Centre wanted to see the existing independent retail offer enhanced as part of the regeneration.

2. NIGHT-LIFE

28 | 1 | 5

There was significant interest in introducing things to do in the evening. Any negative responses covered concerns regarding noise/anti-social behaviour.

3. CHILDREN'S PLAY SPACE

24 | 0 | 2

'Children's play space' was suggested as a solution to anti-social behaviour from youth groups.

4. RESTAURANTS

24 | 0 | 0

More variety in the Town Centre's restaurant choices were suggested, suggestion included a more 'evening focused' offer and vegan restaurants.

5. CAFÉS

24 | 0 | 2

Cafés were identified as a popular meeting spot and there was a particular interest in cafés with late openings.

6. CULTURAL EVENTS

22 | 0 | 0

Interest in cultural events typically included the arts, galleries, theatres and dance events.

7. OPEN/PEDESTRIANISED STREETS

22 | 1 | 4

Negative responses largely covered concerns about how road traffic would be diverted as a result of open streets.

8. MARKETS

20 | 2 | 0

Most respondents mentioned the old Abbotsbury Road market, although it was criticised for being small/disorganised.

9. SUPERMARKET/DEPARTMENT STORE

17 | 0 | 8

Negative responses largely covered concerns about how the Town Centre is already well served by supermarkets.

10. COMMUNITY CENTRE

16 | 0 | 2

Respondents typically reported a need for a space for use for all demographics, most notably the older age group.

11. IMPROVED TRANSPORT LINKS

15 | 1 | 2

Many acknowledged that the Town Centre already benefited from well connected transport services.

12. PUBLIC SQUARE

15 | 0 | 0

Some respondents considered the public space in-front of the Civic Centre and Library as an existing public square.

13. ENTERTAINMENT FACILITIES/RETAIL

14 | 1 | 3

Many people felt that more leisure or entertainment facilities - such as music venues or cinemas - would be appreciated.

14. GREEN SPACE

14 | 1 | 0

Green space was welcomed however many acknowledged the Town Centre already benefited from nearby parks. References were made to 'greening' the high street rather than providing green spaces.

15. HEALTH AND FITNESS FACILITIES

12 | 0 | 1

Health and fitness facilities were welcomed but not considered a high priority.

16. SERVICES

12 | 2 | 0

New services were welcomed, most notably the return of banks to the Town Centre and better public toilet provision.

17. CAR PARKING

9 | 2 | 9

Although additional car-parking was considered as nice to have the existing provision is not considered an issue.

18. CYCLE PARKING

8 | 1 | 0

Additional cycle parking provision were welcomed but not considered a high priority.

19. DIY STORES

4 | 0 | 5

DIY stores were welcomed however it was considered that the amenity was well covered in the Town Centre.

20. SPECIALIST SERVICES

4 | 1 | 3

Specialist services, such as pet services, were not identified as a particular need.

school workshop findings.



A stack of papers is shown against a dark purple background. The top paper has a dark purple cover, and the page underneath is a lighter shade of purple. The number '05' is printed in white on the bottom right of the page.

05

05

School Workshop Findings

5.1 Mapping the Town Centre - Icebreaker Findings

All students were able to orientate themselves successfully and had some sense of what the town centre included, which was predominantly based on the Civic Centre, the Tube Station and supermarkets.

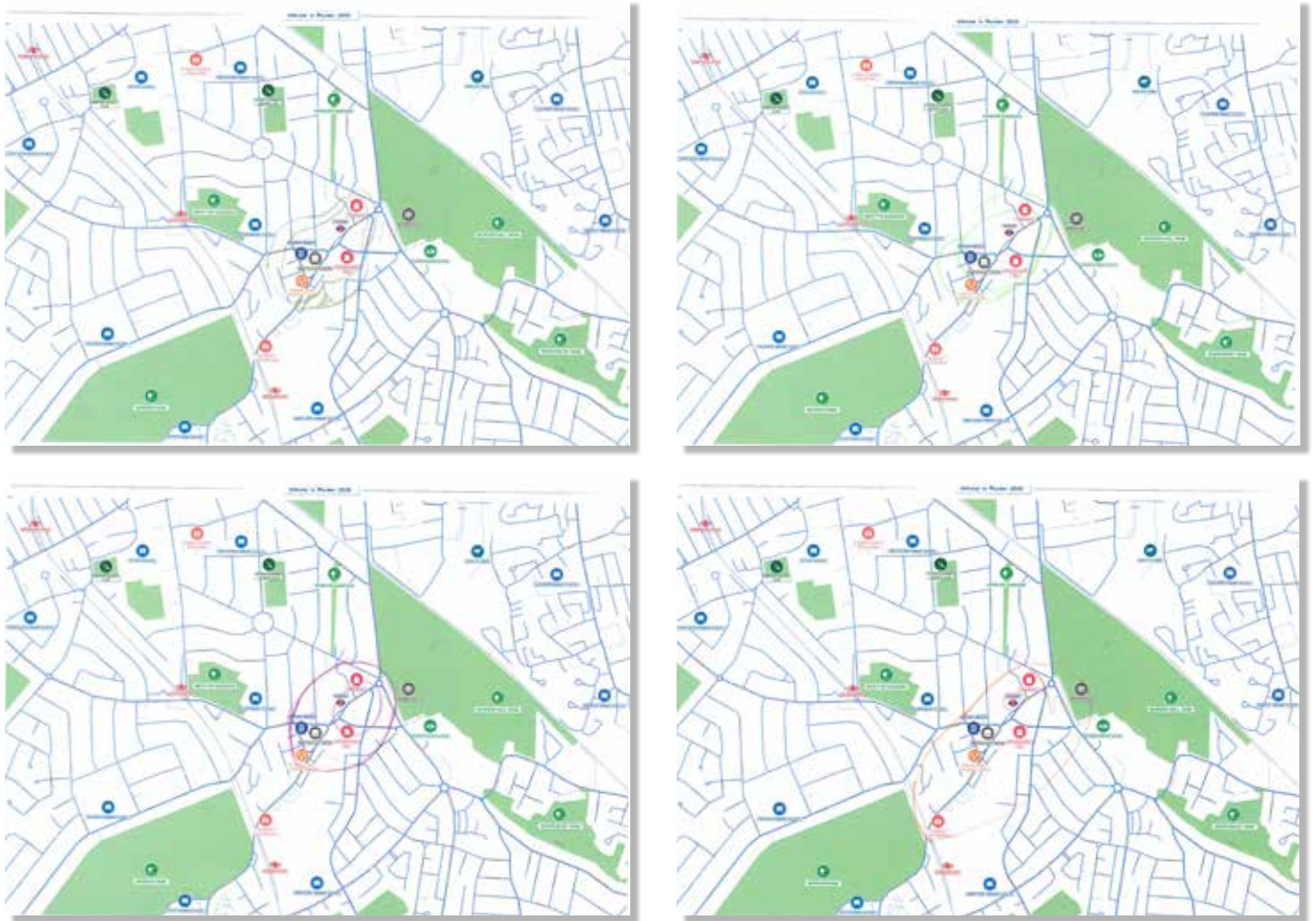


Table 1: Example of the various Town Centre definitions

5.2 Morden 2030 - Idea Generation Findings

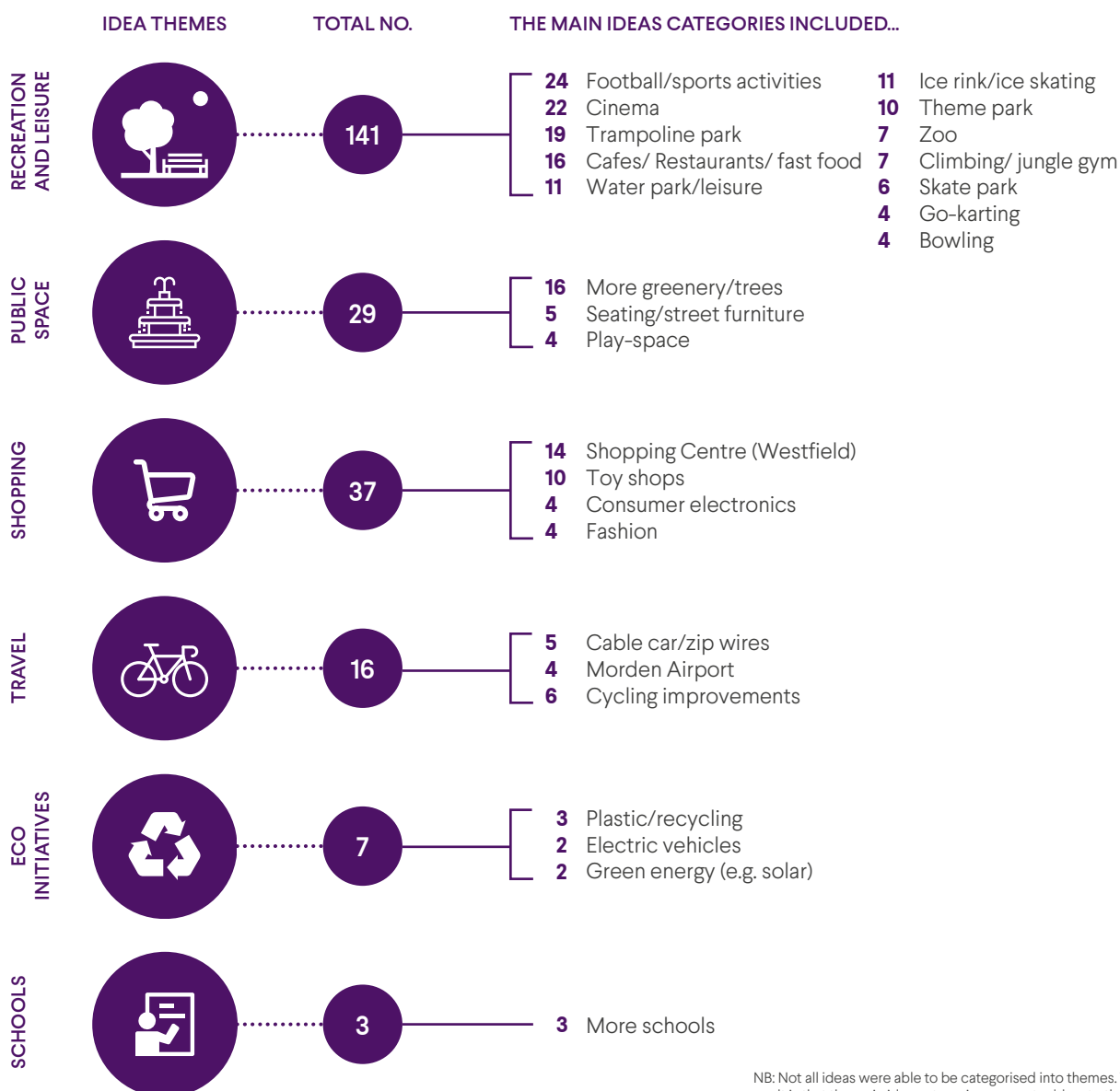
The children were particularly excited about thinking about new amenities, facilities and activities being available in Morden and generated 268 ideas in this regard. The following table sets out the common themes and most discussed elements.

Due to the significant number of ideas that the students generated, each school was asked to identify the top three ideas they each had.

The list opposite contains the top ideas that were identified.

- Cinema
- Shopping centre (fashion retail – like a Westfield)
- Eco friendly
- Adventure park/water park/ sports ground
- Cycle/pedestrian friendly
- Trees and plants
- Football pitches
- Trampoline park
- Shops/businesses that are run from green energy/produce their own energy (i.e. solar)
- An actual town centre
- An area for schools to meet
- Teacher spa next to every school
- Lots of electric charging points
- Civic centre green/living wall

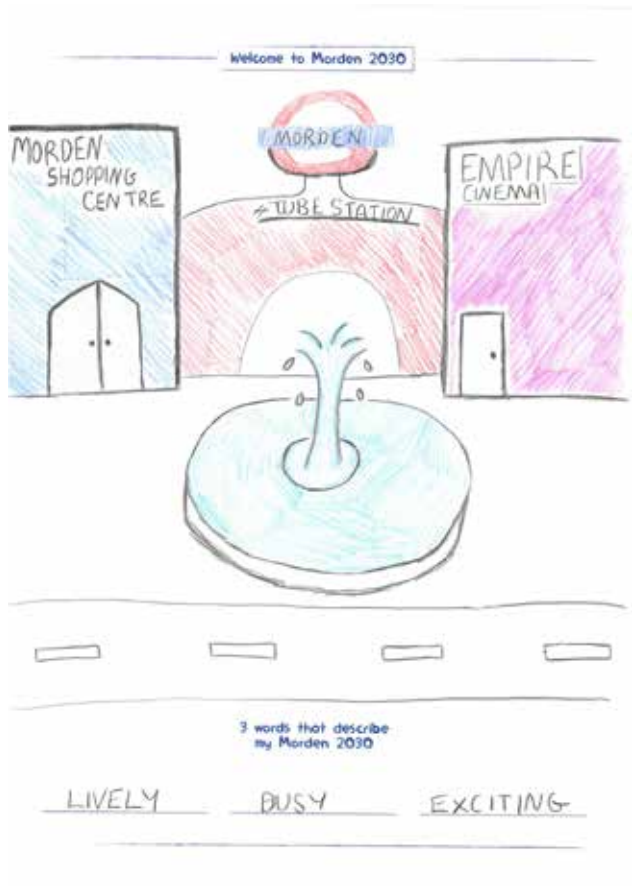
Morden 2030 - Idea Generation Findings



NB: Not all ideas were able to be categorised into themes. The result is that the main idea categories may not add up to the total.

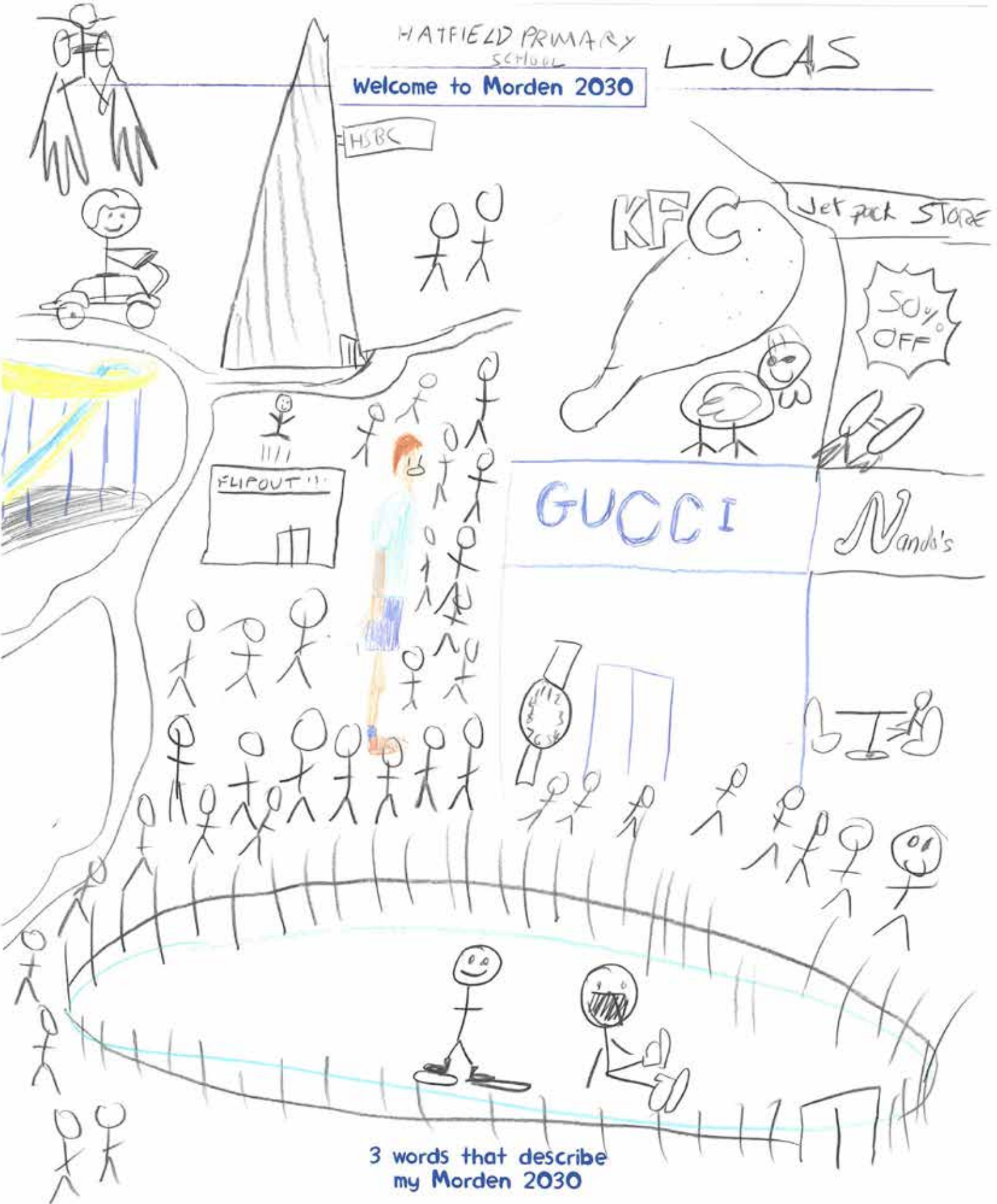
5.3 Morden 2030 - Poster Activity

The final session of the workshop revolved around the students designing a poster advertising Morden in the year 2030. As the students were primed for ideas from the group sharing their aspirations for Morden, the students were encouraged to incorporate their favourite ideas into a poster that would let all Londoners know that Morden is a great place to live and visit. To aid students, a number of poster examples were provided and a poster template was developed to help guide them in designing their poster. The posters below highlighted some examples of what the students produced.



Example completed Morden 2030 posters

Welcome to Morden 2030



3 words that describe my Morden 2030

FUN

BUSY

HAPPY



moreMorden