

The Case for the Morden to Sutton Tram



September 2014



1. The Ask

The extension of Tramlink is a priority of both Sutton and Merton Councils that has been part of strategic planning policy for over 20 years, as part of a shared aspiration to address the transport deficit in South London and support high quality sub-regional economic growth. The Councils have been working in collaboration with TfL to make the case for an extension of the Tramlink network from Wimbledon to Sutton Town Centre via Morden.

We are now at a critical juncture. TfL has completed a feasibility study to test the alignment of the route, the location of potential tram stops, and provide a broad estimate of the cost of construction. The boroughs have identified a funding package that could cover approximately 20% of the cost and have jointly led and funded a formal consultation exercise to complement the numerous informal engagement exercises that have taken place over the last two years. The response is clear. 84% of those consulted support the tram citing its transport and accessibility benefits. The Councils separately identified £500m GVA that will be supported by the tram. The preferred route runs from Sutton Town Centre round the gyratory and via St Helier to Wimbledon via Morden.

Our proposal benefits from cross party borough support, support from both Sutton and Merton's Chamber of Commerce and Sutton's Business Improvement District, Successful Sutton and Wimbledon's Business Improvement District, Love Wimbledon. Furthermore we are grateful for the explicit support from Paul Burstow MP and Tom Brake MP and Sutton's Assembly Member, Steve O'Connell.

We believe that this is now a compelling case for joint investment and we look forward to working with the Mayor and the GLA family to secure a place for Tramlink in the forthcoming TfL business plan.

Potential Tram Routes



2. The Benefits

Extending Tramlink to Sutton and Merton would bring many benefits to both boroughs. These benefits can be sub divided into the broad categories below.

Economic benefits:

- Creating 2,000 temporary construction jobs, and more than 10,000 additional jobs
- Unlocking the development potential of sites along the proposed route and bring forward opportunities for enhanced commercial, retail, leisure and residential development
- Reduce journey times locally and to Central London, supporting economic welfare benefits of £76m over 30 years.
- Enhanced development could generate over £500m Gross Value Added (GVA) and £50m in resident expenditure
- Higher levels of capacity on the road network enabling Sutton and Merton to develop as regional economic hubs with access to wider labour market talent across the South East
- Enhanced business rate revenues enabling the boroughs to provide high quality public services in line with residents' expectations.

Social benefits:

- A total of 59,000 people will benefit from access to Tramlink, including some of Sutton and Merton's most deprived neighbourhoods.
- Increased community liveability, with more revenue and space freed from vehicles to invest in high quality public realm improvements.
- Improved health outcomes with a more active lifestyle for people walking to and from public transport stops.
- Trams increase the sense of public safety and people generally feel safer travelling on Trams over Trains and Buses.

Environmental benefits:

- Improved local air quality and no local air pollution.
- Regenerative braking systems means energy captured in stopping the tram is recycled to use again.
- Enhance the provision of sustainable transport in both boroughs.
- Reducing road congestion and encourage residents to use sustainable transport.
- Lower CO₂ emissions which will contribute to Merton's carbon reduction targets and Sutton's One Planet Living targets.

4. Sutton and Merton's Offer

Wider benefits:

- Potential to expand the network further to other parts of Sutton, such as Sutton for Life, Sutton's Life Science Cluster.
- The Tram has been integrated into our plans for land use, walking, cycling and other public transport connections.
- The Tram will enable Sutton and Merton's growing population to access new business and work opportunities in a sustainable way.
- The Tram will conserve the quality of life that makes Sutton and Merton two of the most desirable places to live in London.
- In boroughs with limited to no Underground provision, trams would add significantly to transport capacity.
- 200 people can travel on a tram compared to around 90 on a bus.
- Trams are more accessible than trains, travelling more frequently and with stops every 600 metres or so.
- Step-free access and multiple entrances at street level mean that trams offer easier boarding and reduced journey times from home to final destination.
- Trams offer a smoother, quieter and more comfortable ride than a bus.
- In Croydon an estimated 19% of tram users would have previously used cars to make their journey.

Both boroughs understand that TfL have also produced a Business Case for the Morden to Sutton Tramlink extension. This has yet to be received by either boroughs but we understand that this too will calculate Wider Economic Benefits (WEBs).

TfL estimate that the cost is likely to be £250m. They have looked to boroughs to contribute given that this is not a scheme that is currently within the TfL Business Plan. It is a challenging time for Local Authorities finances and as a result we have been innovative in our approach to funding. We recognise that Tramlink will be positive for our boroughs, supporting high quality growth and jobs and that this brings with it an opportunity to raise funding without putting pressure on already stretched Council budgets. The offer for Tramlink has been devised from a combination of income from additional housing development that could be supported in the Town Centre once transport connections are improved, business uplift, uplift in council tax and the value of land safeguarded for the Tram through Section 106 agreements associated with town centre developments. The balance of revenue streams is indicative and further consultation will be required particularly with the business community in due course.

Revenue stream	Amount (£ million)
Borough-wide Community Infrastructure Levy	0.600
Sutton Town Centre Community Infrastructure Levy	9.257
Business Rate Supplement on businesses with a rateable value of over £50,000 per year	10.400
Council Tax from new developments	3.300
Value of secured land for route	13.335
Total contribution offer from Sutton	36.892
Total contribution offer from Merton	4.825 - 8.825
Joint Council offer	41.717 - 45.717

5. Public Support

Methodology

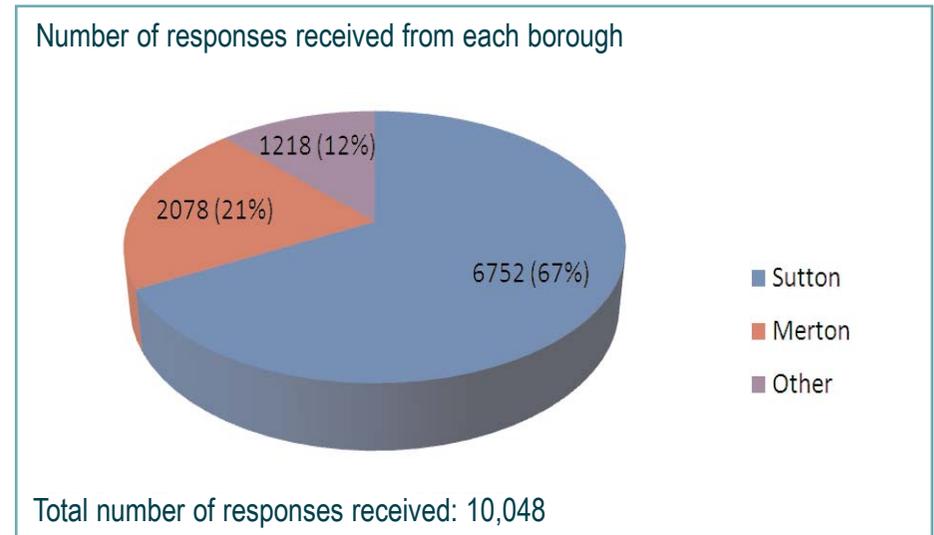
The OPM Group carried out a consultation programme on behalf of Sutton and Merton. The consultation was live from Monday 21 July 2014 until Sunday 17 August 2014. A mixed methods consultation methodology was used in order to reach as many participants as possible, and to particularly target those who may be most affected by the proposed Tramlink extension. This included a variety of communication channels to raise awareness of the proposals and the consultation such as a website, social media activity, press releases to local papers, posters in public places, and a mail-drop to addresses across the two boroughs to a total of 110,000 households. The feedback mechanisms provided to participants included a full questionnaire, a short postcard version of the questionnaire, and a dedicated freepost postal address and email address. Finally eight drop-in and high street events were held to reach more people and also to provide opportunities for participants to find out more detail about the proposals.



Summary of Responses Received

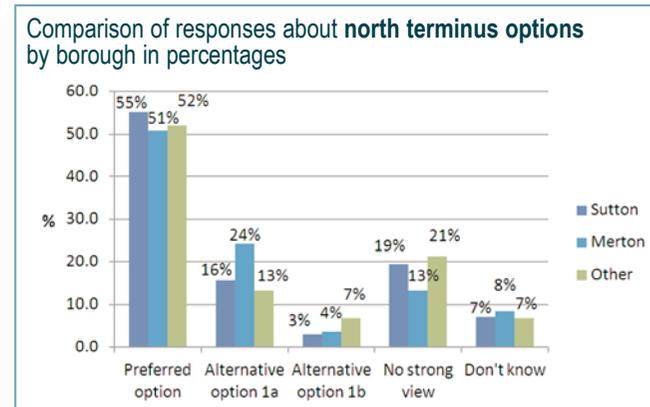
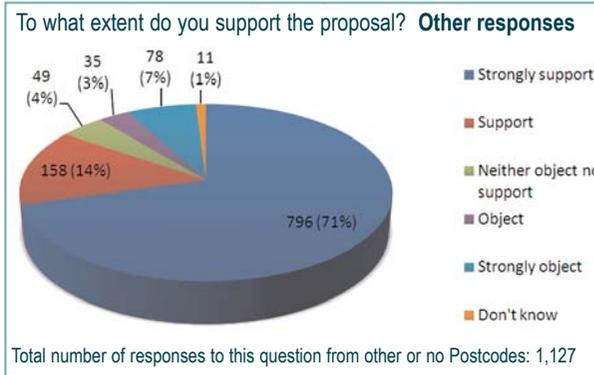
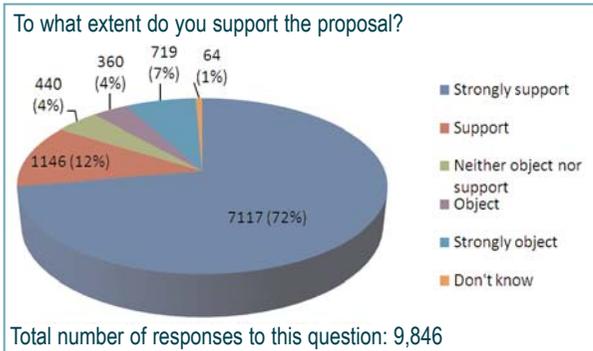
A total of 10,048 responses were received for this consultation through various offline and online channels.

Online questionnaire	Hardcopy questionnaire	Postcard	Email / Letter
684	385	8842	137



Summary of the Results

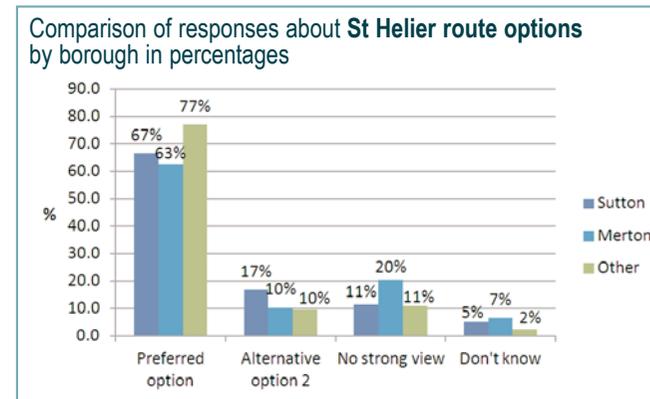
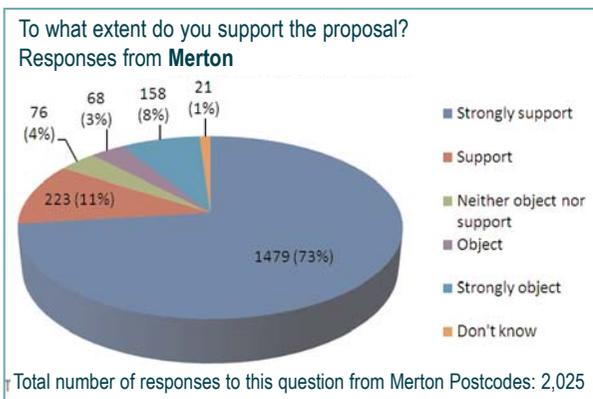
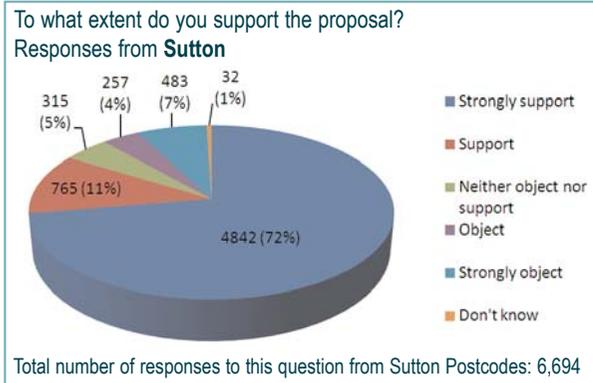
Of 9,846 responses to the question "To what extent do you support the proposal" 84% of respondents strongly supported or supported the proposals, 11% of respondents strongly objected or objected the proposals and the remainder had no strong views or were unsure.



Total number of responses to this question: 985

Alternative option 1a: Terminus at South Wimbledon via Morden Road.

Alternative option 1b: Terminus at South Wimbledon via Nursery Road Playing Fields / Abbey Recreation Gnd.

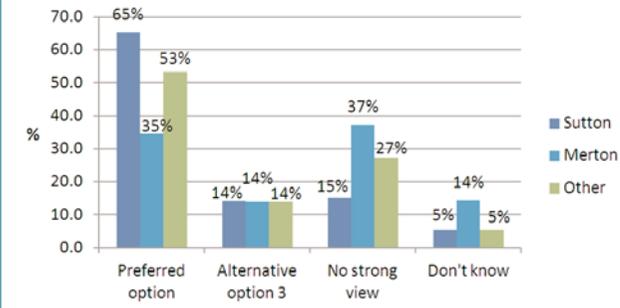


Total number of responses to this question: 1,009

Alternative option 2: Do not serve St Helier Hospital.

6. Appendix 1

Comparison of responses about **Sutton town centre route options** by borough in percentages



Total number of responses to this question: 1,009

Alternative option 3: Use Sutton High Street for northbound trams instead of St Nicholas Way.

For more information on the Consultation please view:

Extending Tramlink from Wimbledon to Sutton via Morden Road: Public Consultation Report



Boris Johnson
Mayor of London
City Hall
The Queen's Walk
London
SE1 2AA



September 2013

Dear Boris,

Businesses support the Wimbledon to Sutton Tramlink extension

It has been a pleasure to welcome you to Sutton and Wimbledon over the past few months to promote both Crossrail 2 and the Sutton Tramlink extension.

Since opening in 2000, the south London Tramlink has been a huge success. The tram is reliable, frequent and fast, and well-regarded by service users. We are delighted you have included a Wimbledon to Sutton extension to the Tramlink in your 2020 vision document. We now urge you to work with colleagues at TfL, as well as the London boroughs of Sutton and Merton, to secure the right funding package to make the extension achievable.

We firmly believe that extending the Tramlink network from Wimbledon to Sutton will:

- bring economic regeneration along the route of the extension in both Merton and Sutton
- provide a much-needed increase in accessibility to and from Sutton for commuters and shoppers
- reduce journey times within both boroughs and to/from central London
- provide a sustainable and cost-effective link for Sutton businesses to Crossrail 2
- provide more customers for local traders in both towns
- increase the recruitment pool of potential employees
- create up to 3,000 new temporary construction jobs, and 10,000 permanent jobs
- bring greater prosperity to the area as new businesses consider coming to Sutton
- provide a powerful catalyst for the long-term growth of the economy in south west London.

Engineering studies have concluded that bringing the tram to Sutton is not only feasible, but is a straightforward programme that is deliverable. On behalf of our members, in both Sutton and Wimbledon, we urge you to 'green light' the Wimbledon to Sutton Tramlink extension.

Supporting and connecting town centres is a vital part of your economic strategy for accommodating population and employment growth in London. Extending the tram to Sutton will facilitate growth, unlock development opportunities and increase employment and economic output in Sutton, Wimbledon and across the Tramlink network. Our businesses want the extension and we are committed to helping you and TfL make it happen.

Yours sincerely,

Ross Feeney
Chief Executive
Successful Sutton

Helen Clark Bell
BID Manager
Love Wimbledon

Diana Sterck
Chief Executive
Merton Chamber
of Commerce

David Duncan
Chairman
Sutton Chamber
of Commerce

www.successfulsutton.co.uk www.lovetwimbledon.org www.mertonchamber.co.uk www.suttonchamber.co.uk

Opportunity Sutton

London Borough of Sutton
Environment and Neighbourhoods
24 Denmark Road
Carshalton SM5 2JG

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