

# Wandsworth

Client | Wandsworth Borough Council

## Background

**Wandsworth Borough Council commissioned The Mosaic Partnership in a £100,000 study to identify how their five towns – Balham, Clapham Junction, Putney, Tooting and Wandsworth Town could and should be best positioned to compete amongst the changing urban and retail landscape of London and Britain.**

The overall goal was to help each place understand their unique potential and to reposition themselves to offer a vision and a brand that is well tailored to the diverse needs of the people they uniquely serve, and to the market potential that exists.

## Objectives

The objectives for this study for The Mosaic Partnership was to work with local stakeholders in both the public and private sectors to:

- Establish a clear, measurable mid-term vision for each place;
- Create a competitive positioning strategy for each of the five town centres, built on their USP's and the assets that differentiate them in order to attract investment
- Develop a compelling brand and marketing strategy to support the vision and position together or for each place, and to address challenges and maximise opportunities; and
- Determine what strategies could help advance their vision, position and brand.

## Impact

### The Big Picture

While each is distinctive in their own right, Wandsworth's five towns share commonalities driven by geographic proximity and the natural tendency of certain demographic sets to locate in certain locales in London. Each place wanted the opportunity to create a unique and distinctive identity for itself. An analysis of customers and competition demonstrates that all of Wandsworth's towns share:

- Strong local populations and spending power
- A younger demographic, on average, than the rest of London
- Consumers who tend to spend money on experiences rather than products

- A business mix that serves local needs, but don't necessarily serve as a destination draw
- A disconnect between the types of businesses people want in prime areas and what is there

## A New Direction

Throughout the study there was analysis of both past and existing challenges to success for Wandsworth's towns. Understanding where each place has been – and how the Borough as a whole has changed – as well as where each place stands today was a critical part of setting a good foundation to build on.



### Balham Town Centre

Among the smallest and most quaint centres in Wandsworth Borough is Balham, home to a changing, eclectic mix of shops and eateries and a growing population of young professionals and starter families. This is the direction on which Balham has set its sights, with the following vision for the future:

Balham town centre thrives as a relaxed, social and eclectic hub. Here, it's all about the experiences to be had and the opportunities to be discovered. A neighbourhood shopping destination by day merges into a casual, easy

evening locale by night. Hidden behind the traditional fare are shops to explore, restaurants to enjoy, and entertainment to uncover. This is a place you will want to experience and explore.

The brand developed for Balham aims to position it as relaxing, comfortable and accessible and the corresponding marketing message of revealed encourages visitors to explore that something more revealed just around the corner.



**THE MOSAIC PARTNERSHIP**  
PEOPLE TRANSFORMING PLACES



### Clapham Junction Town Centre

It started as major hub, and a critical connection point, and so it remains.

Just as growth radiated out from the

station's front doors beginning in 1863; activities, experiences, unique business districts and neighbourhoods radiate out from the station today – the “spokes” surrounding the “hub.” The vision, then, is about collectively bringing together the experiences a visitor can embark upon with the station as the starting point:

Clapham Junction is a hub that connects into the heart of Battersea. Stepping off the train, you can step into any number of diverse experiences offered within the commercial districts and neighbourhoods that surround the station – St. John's Road, St. John's Hill, Lavender Hill, Northcote Road and Battersea High Street. This is a place that is all about making connections –for work or play, for shopping or leisure.

The supporting strapline of You've Arrived has been developed to support the Clapham Junction brand based upon the strategy of connections and encouraging people to understand that Clapham Junction is a destination in and of itself and that whatever you are looking for, you've arrived at your destination and can find it here.



### Putney Town Centre

The River Thames' weaving path through London means that many town centres throughout the city can list this tremendous

amenity as an asset. In Putney, however, the river has played a key role throughout the community's history in shaping it as a destination for recreation and leisure, in particular fostering a rowing culture that for more than 150 years has brought activity to the river and economic impact to the town centre. Promoting this historical connection of the centre and the water, and utilising it to support a differentiated offer for the future, is the primary goal for Putney town centre over the next five years. The vision is:

Leisure and good living are at the heart of the Putney town centre offer. The river and parks provide a serene setting for families, workers and visitors to enjoy; while the centre provides entertainment, restaurants, and casual shopping. There is synergy between the River Thames and the High Street, and a healthy balance of community-serving uses and commerce. Putney is neighbourhood, workplace and destination; a place to linger and enjoy.

The new brand developed for Putney reflects the blue waters of the River Thames, the beautiful green of surrounding parks and trees



Client | Wandsworth Borough Council





### Wandsworth Town Centre

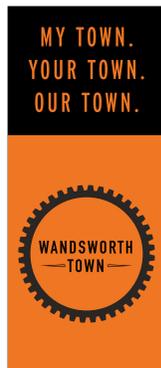
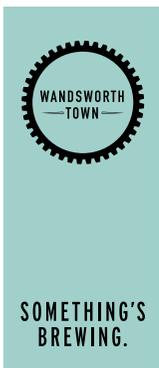
Capturing Wandsworth Town's brand is really all about the vision for what the centre can and will become in the future as development continues to shape it. With major investment already happening, the focus is on connecting the offer and creating a compelling destination for retail, leisure and living that

draws people in and encourages them to linger, explore and support the local economy. The vision is:

Wandsworth Town is a significant retail and leisure destination and a quickly growing residential centre. The modern developments and diverse shopping, dining and nightlife options meld with the historic, industrial-inspired buildings and cultural venues to create a unique attraction for both locals and visitors. Accessible, walkable and well-connected, the engaging public realm invites you to explore the diversified offer of Wandsworth Town, while the connections to green spaces and waterways provide a break from the bustling environment.

### The Next Steps

A specific set of next steps and implementation recommendations for each town place were set out in the full report. In addition, there are several overarching recommendations that emerged through that planning process that are recommended to be championed at the Council level as they are affecting – in some way – all of the towns through the Borough



# Wandsworth

Client | Wandsworth Borough Council



# Wandsworth

Client | Wandsworth Borough Council

and –via a creative design – the sometimes hidden cultural offer that Putney has to celebrate.

The strapline developed for Putney – The Perfect Balance – aims to support the Putney brand by building on Putney’s unique selling points as a calm, relaxing leisure destination which also provides access to things to do, places to shop and eat, and to get both what you need and what you want. In total, Putney provides “the perfect balance” – whether you live here are just visiting, have something specific in mind to do, or just want to relax and explore, in Putney you’ll find the perfect balance of offer and opportunity.

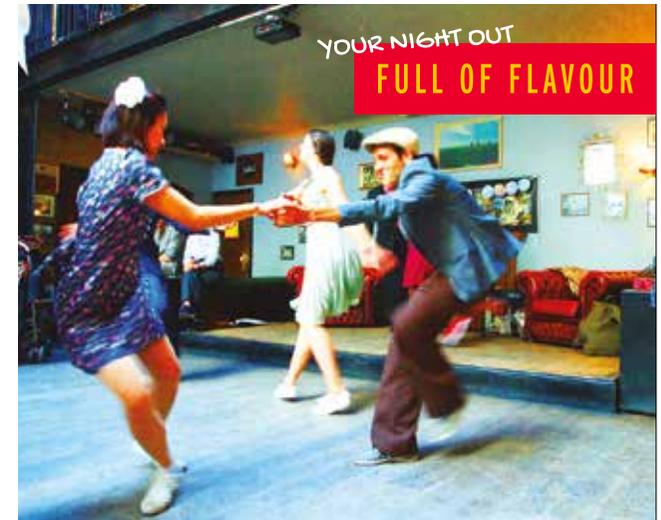
## TOOTING

### Tooting Town Centre

While in some ways little has changed in Tooting town centre over the last five years, in other important ways everything is different. Many of the public realm and retail environment concerns that stakeholders have struggled with continue to create challenges. But fresh interest in Tooting, shifting demographics, and a growing leisure and evening economy are bringing new opportunities. To that end, the vision for Tooting is:

Tooting town centre prospers as a tolerant, diverse and progressive heart for the community and a one-of-a-kind cultural destination for visitors. A busy go-to stop for goods and services during the day, the shops in the centre feature both the ordinary as well as extraordinary ethnic goods. Restaurants with cuisine from around the globe tempt you to stay and uncover an easy-going evening offer. In Tooting, you’ll experience an international flavour in a local, neighbourhood atmosphere.

Strong, bold and vibrant with a multicultural twist, the Tooting brand has been developed to promote a unique centre that celebrates what it authentically is – energetic and chaotic, cultural and bold, a bit unrefined but always “the real deal”. To support this, a strapline celebrating the authentic and eclectic offer of Tooting, and celebrating in many ways the foodie culture that underpins it – Full of Flavour – has been developed.



TOOTING

TOGETHERFORTOOTING.COM