

Croydon London Borough

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Comment text:

I am currently serving as a councillor for Purley Ward in LB Croydon, and was first elected in May 2010. My submission takes as its starting point the Places of Croydon which are clearly identified in the Borough's planning documentation, most recently in the Local Plan review for which consultation only ended on 17 October 2016. The Places as defined in the Local Plan are accepted without demur by both political parties, so it makes absolute sense to base the mapping of ward boundaries on the boundaries of these defined Places. I'd like the place of Purley to be represented in its entirety by two wards as on the attached map "Purley Ward map v1": Purley & Woodcote (West Purley), and Purley Oaks & Riddlesdown (East Purley). More detail is provided below: Purley & Woodcote (West Purley) The name Purley & Woodcote is the former name of this area before the last re-organisation; it also features in the name of the Purley & Woodcote Residents' Association (PWRA - of which I am a committee member); this has a long and honourable association with the place of Purley. There are several advantages to having a single three member ward covering the west of Purley:

- Unlike the current ward distribution, virtually the whole of the place of Purley would be contained within the two Purley wards
- The Purley District Centre, which is also the funding base for the newly formed Purley Business Improvement District, would have a single coherent voice and councillor representation, unlike the current setup, in which Coulsdon West & Kenley intrude almost into the town centre
- The attached warding design fully respects PWRA territory and properly reunites Purley with Woodcote; at present part of the area known as Woodcote resides in Coulsdon West Ward, even though its postal address is still Purley.
- There is currently a large area of what residents & Royal Mail consider to be Purley (mainly Higher Drive and its offshoots and both sides of the Brighton Road South of Tesco) which reside in Coulsdon West & Kenley Wards. This proposal would re-unite nearly all of these residents with Purley, so that the Place of Purley overlaps very well with the proposed ward(s) of Purley. By contrast, I note that the Council's submission has the following disadvantages:
- Even more of what the Local Plan, residents and Royal Mail all consider to be Purley is moved into Kenley ward, contrary to the wishes of the local residents
- Parts of what residents consider to be Purley are already in Sanderstead Ward such as Purley Beeches and the surrounding streets; the Council's submission aggravates this situation and does not respect the fundamental importance of the Place of Purley.
- Bizarrely, this proposal leaves Purley town centre and the Purley BID area right on the edge of the ward instead of at its heart where it should be.
- This proposal completely ignores the current boundaries of the PWRA and neighbouring RAs such as KENDRA and the very active Riddlesdown Residents' Association (RRA). Riddlesdown & Purley Oaks (the Eastern area of the Place of Purley) This is proposed as a smaller two-seat ward so that in aggregate the two Purley wards have five seats, very closely reflecting the optimum size. The advantages of this proposed ward are as follows:
- When considered in conjunction with the proposed Purley & Woodcote ward above, the two wards almost perfectly overlap with the Local Plan Place of Purley and with Royal Mail's definition of Purley.
- This proposal unites the whole area known as Riddlesdown with the eastern part of Purley, giving it a strong voice on the council
- This proposal roughly incorporates the current area of the RRA, and the ward name also incorporates the familiar name of the area.
- This proposal also unites under the Purley Oaks banner some areas of eastern Purley which are currently within Croham ward. By contrast, I note that the Council's submission has the following disadvantages:
- The Riddlesdown & Purley Oaks area

would be split across three wards, giving it absolutely no sense of cohesion; indeed it would merely perpetuate the illogicality of the current warding pattern, with the area being split across Purley, Sanderstead & Croham wards. • The proposal does not respect the all-important boundaries of the Place of Purley.

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