Official

Wandsworth Council
Town Hall
Wandsworth High Street
London SW18 2PU
Switchboard: 020 8871 6000

Date: 23/10/2025

Dear Resident,

Wandsworth Council is committed to being a Listening Council which puts local people at the heart of all its work. The Council is working with the independent research agency Thinks Insight & Strategy, to understand our residents' and communities' priorities, issues, and challenges. Plus Four Market Research are assisting with inviting local residents.

The Council has chosen Balham as a town centre case study for how we improve the experiences on our high streets – focusing on the wards of Balham, South Balham and Trinity. This will lead to both recommendations specific to the area as well as a broader set of town centre principles to support engagement with other Wandsworth communities and high streets.

We are now looking to speak to residents and local businesses about their experiences of Balham town centre.

The engagement will consist of 8 groups of 6-10 residents and local business owners. Each will have a c.30-minute walk around the high street and then return to a local community venue (2 hours in total). In addition, there will be 5 paired 60-minute interviews for those with disabilities.

To thank you for your time, you would receive an incentive payment of £60.

Your contribution to the research would be greatly appreciated, and we look forward to hearing from you.

Yours sincerely,

Jamie Fisher

Head of Policy and Strategy

Wandsworth Council