1. Background:

In November 2008, the Ponders End Design Panel (comprising Council Members (Cllrs Hall and Anwar) Council Officers, Design for London, and representatives of the local community), appointed Studio Egret West to work with the Council and community to create a Framework for Change for Ponders End, which includes a physical masterplan, as well as targets for service improvement, recommendations for small projects that will effect positive change, and infrastructure requirements. The Framework for Change also introduces three areas for which detailed plans will be drawn up and published as planning briefs. These three areas are Ponders End South Street Campus (proposed Academy site and around); Ponders End Central (Middlesex University and around); and Ponders End Waterfront (Columbia Wharf and around).

London Planning Awards

The Framework for Change has been shortlisted for the London Planning Awards under the “Best Conceptual Plan” category and will learn whether this has been successful on 29th March.

Mayors Great Spaces Award:

The Ponders End Framework for Change was recently selected as the first on a list of 36 of the Mayor of London’s Great Spaces, which releases £30k grant funding for design work, and the opportunity to work closely with Design for London, the London Development Agency and Transport for London to realise elements of the Ponders End Framework for Change and Planning Briefs. This is also an opportunity to raise the profile of Ponders End and Enfield, and may unlock more substantial funding in future.

2. Laying the Foundations – Governance, Planning and Consultation

Governance:

A governance structure within the community was established, with two key groups advising the Council Place Shaping team: the Community Engagement Steering Group (a group of voluntary organisations who act as a sounding board on matters pertaining to community engagement); and the Vision Team (a group of local residents and voluntary organisations who are working with the Council to shape the project). Following their appointment, Studio Egret West and team attended meetings of the Ponders End Vision Team, and of the Community Engagement Steering Group to plan delivery of the Framework for Change for Ponders End. The Council has been reviewing wider Place Shaping Governance arrangements and is testing the future governance model in Enfield Leeside. If successful, it is anticipated that the model will be rolled out across the remaining priority areas.

Consultation on the Framework for Change:

Following a period of planning with the Vision team and Engagement Steering Group an intensive programme of engagement work launched in the community on 22nd January 2009, the output of which informs the Framework for Change. The engagement took the form of six themed workshops, “walk and talk” events, an “open space” style workshop, one-one meetings, and youth events. For those unable to attend the events organised, a series of outreach meetings were coordinated, help was offered to those who found it hard to attend for mobility reasons, and a sitting service for carers was made available. The engagement activity was based in the “Pondercabin”, located in front of the Youth Centre in South Street. The ideas emerging from this work informed an Emerging Ideas exhibition at Tesco’s Ponders End on 18th/19th March 2009.

Following this exhibition, the emerging ideas were worked up in more detail and the draft Framework for Change was published on 20th August 2009 and was originally programmed to run for 6 weeks, finishing on 2nd October. As a result of demand from the Ponders End voluntary and community sector and the delay in publication of the planning briefs, this consultation period was extended to 18th December, exceeding the Enfield Strategic Partnership recommendation of a 12 week consultation period and enabling a significant amount of additional targeted consultation work to take place.
During the consultation period a great deal of effort has been invested in soliciting a detailed and representative response from the local community. Activities undertaken have included:

- Exhibition of banners at local venues;
- Publicity of consultation and exhibitions in local media including Ponders End Newsletter, Enfield Gazette and Enfield Independent;
- Copies of the Framework for Change distributed via a wide range of public and community venues in Ponders End with freepost feedback forms;
- Document and feedback form available for download on Enfield Council’s website;
- Feature articles in Our Enfield, including a questionnaire consultation to supplement responses;
  - meetings and group workshops held with 8 community organisations or informal groups;
  - Meetings with individual High Street retailers leading to formation of Retailers Forum;
  - Workshops help by Ponders End Community Development Trust to enable corporate feedback from the local voluntary sector.

**Community Responses to the Framework for Change:**

Although some responses are still being received, to date there have been a total of 123 responses (including individuals, businesses, organisations community & voluntary sector groups) to the Framework for Change received, including:

- 83 from individual residents (20 responses to Framework for Change document and 63 responses from Our Enfield questionnaire)
- 18 from community organisations (four of which are the result of workshops with wider community groups or networks which enabled broad participation);
- 10 local businesses;
- 11 statutory organisations.

Key findings from community consultation included:

- **Community Facilities** are important, and more are needed to support the vibrant voluntary sector in Ponders End. Opening up the Alma Towers bases for community use and adding community uses around a new library are supported.
- The **Recreation Ground** (Ryans Park) is clearly much loved, and people are supportive of improving it. There were objections to adding new buildings and putting an urban farm on the Recreation Ground.
- People are worried about **overcrowding, traffic and congestion**, especially around the High Street and South Street.
- **Producing food** locally and having a **market** are popular ideas.
- The **Waterfront area** could be used more as a place to access nature and for leisure. People would like it to be more accessible through a better bridge, signage and lighting.

The Framework proposals were generally well received by statutory partners with particular support given to green infrastructure proposals, with a recommendation to undertake separate assessments in relation to individual projects.

**Initial responses to consultation:**

Many of the points raised have already been acted upon as the consultation period has progressed and the programme for Ponders End and ‘Start with the Park’ have been developed in partnership with local residents and other community organisations.

Detailed transport assessment work has been undertaken to better understand the issues surrounding the Nags Head Road to South Street junctions. Following detailed transport assessment for the Academy we are now exploring further detailed traffic work along the A1010 corridor in Ponders End. This will assist in identifying the most appropriate way forward to resolve the current traffic concerns.

The Fair Share Trust are co-ordinating a food working group, and will be investing in food and health initiatives as one of their priorities for the remainder of the programme. Officers are working closely to co-ordinate this stream of work in conjunction with development of the Council’s Food Strategy, which is scheduled to be produced by the Summer 2010.

The programme for 2010/11 incorporates all the key consultation responses, as identified in section 3.
Next Steps for 2010/11

1. Publish the Framework for Change

The responses from consultation are being integrated into the original; consultation document and a final Framework for Change will be published in Spring 2010.

2. Three Planning Briefs for Three Areas of Focus:

The Framework for Change introduces three areas of focus for which detailed Planning Briefs are being prepared to encourage development and give clear guidance to potential developers. The three Planning Briefs will set out the principles of development, indicating the broad development parameters of land use mix, and quantum of development for the key sites. They will outline the planning policy framework that developments should adhere to, but it is intended that they will be flexible and be able to respond to a range of options for detailed design. The three key development areas are:

- Ponders End Central (the former Middlesex University site, Queensway and High Street near the Recreation Ground)
- Ponders End South Street Campus (South Street around Ponders End Station, the National Grid site, Welcome Point and Youth Centre, former Railway Inn and the area around Alma Road tower blocks).
- Ponders End Waterfront (the southern part of Brimsdown and Columbia Wharf area).

Consultation on the three planning briefs will begin in late Spring/early Summer 2010 and will run for twelve weeks.

The three documents will be presented to the Local Development Framework Cabinet Subcommittee at a meeting to be convened in the summer with the intention of them being adopted as Planning Briefs. Ultimately, the Planning Briefs will be adopted as Supplementary Planning Documents to the North East Enfield Area Action Plan.

3. Ponders End Delivery Plan:

Following the publication of the three planning briefs and final Framework for Change, a Delivery Plan will be published in late spring/summer 2010. Our delivery plans focus on creating synergy through partnerships, and maximising opportunities to use Council assets to pump prime transformational change.

3. Place Shaping in Action: Plans for 2010/11

The role of Place Shaping in Ponders End is to bring the plans and aspirations set out in the Framework for Change to fruition, working with a wide variety of partners to lever in funding and inspire local people to get involved with project delivery.

1. Ponders End Central

“Start with the Park” - kickstarting the renewal of Ponders End

Enfield is already demonstrating its commitment to place shaping in Ponders End by investing in its Recreation Ground to kickstart renewal (see appendix 1). £10k of the Mayors Great Spaces funding allocation is being used to lift the quality of design of the Park to an exceptional standard, with a view to creating a fun, contemporary and sustainable space, which, as the heart of the community, will start to improve quality of life for existing residents and also attract developers to the area. Design for London and the London Development Agency are working with Enfield on this. The park will also incorporate a safe walking and cycling route from the High Street, linking to the Academy in South Street.

Following extensive community engagement work, Enfield has already commissioned Phase 1, which comprises a number of improvements (refurbished band stand, refreshed tennis courts, a new “Adizone” - outdoor gym area and community orchard) and one more major move - a perimeter jogging/walking path made form the highest
quality, sustainable materials. The Council was successful in securing external funding towards the cost of the Adizone, which was opened by Olympic Champion Marlon Devonish and enthusiastically received by local school children. Work on the jogging path will start in early March.

Studio Egret West have been engaged to progress detailed designs for Phases 2 (central east-west avenue and new entrance that encourages safe walking and cycling, connecting existing and proposed housing areas to the new Academy site) and 3 (play area and community pavilion).

Enfield aims to complete Phase 2 by summer 2010 with a series of events to mark the occasion, which will be an opportunity for the Mayor of London to visit the area and see how the funding is being spent. These events will include the Working Neighbourhoods funded Edmonton to Ponders End Carnival; an event planned by the Metropolitan Police (last year held at Jubilee Park) which enables local people to meet representatives of the emergency services and see them in action; and a “start up the band” style event to celebrate the cultural diversity of the area and the refurbished band stand.

Phase 3 is planned for completion in early 2011 following a period of intensive community led design for the new pavilion. Additional funding may be sought from Heritage Lottery Fund to bring this project forward.

**Middlesex University Site and High Street**

The purchase of the Middlesex University site has now been completed and the owners are keen to push forward with their plans for the site. Place Shaping is working with the developer and Planning colleagues to ensure development meets the aspirations of the community, and acts as a catalyst to transform the High Street.

An Options Appraisal is being prepared for the refurbishment and extension of Swan Annex. One option is to create a new cultural hub, comprising new library, museum, workshops, studios, gallery space and community hall and café (subject to external funding bid opportunities). The existing car park could be transformed into a public open space to host markets, art events, and to provide an outdoor seating space for the library and café. The building is ideally located near the Park, which is currently being transformed as part of the mayors Great Space initiative, and could be linked through improved public realm.

The Working Neighbourhood Fund (WNF) is being used to work with the existing High Street Forum (led by EBRA in partnership with the Place Shaping Core Team) to promote the qualities of the area, and to attract higher footfall to the shops. In addition to engaging with traders on day to day concerns, a WNF-funded campaign is in the planning stages to use an advertising hoarding and land beneath it to create a “gateway” attraction at the corner of South Street/High Street, which will tie into a media campaign promoting the personal service and unique products people can find on the High Street. In the longer term there are plans to work with EBRA and others to set up a local market in the High Street and to facilitate the sale of produce from growers in the Lee Valley in Ponders End shops.

In addition, we are in dialogue with both Enfield College (Colnel) and the PCT to create a stronger community relevance to the college and improve the health offer for Ponders End.

**2. Facilitating the Development of South Street Campus**

South Street Campus is strategically located at one of just a few gateways to the Lee Valley Regional Park, just north of the Olympics site, and all the leisure opportunities this has to offer. Place Shaping is working closely with ECSL to ensure the Academy is integrated into the area socially and physically, and will lever in the influence of Design for London to ensure the highest standards of contemporary sustainable design. The proposals for this area include the introduction of a new area of high quality pedestrian/cycle public realm adjacent to the Academy. The route from South Street will enable school users to access the building in a quiet, green, safe environment.

Part of the Mayor's Great Spaces funding will be used to carry out detailed design “charettes” (or workshops) with the community, users of Welcome Point, Cornerstone Nursery, residents of the Alma Towers and Met Police to ensure the design of the public realm space between the Academy, Station concourse and Alma Towers meets place shaping aspirations.

A business case is currently being prepared with Enfield Homes to scope the opening up and refurbishment of the bases of the Alma Towers, which are currently closed to community use. If the project makes financial sense, Place Shaping will lead on a series of community workshops to establish in detail which uses could be accommodated on these sites.
The Play Pathfinder play scheme, which was developed in close consultation with local people, is already on site and demonstrates commitment from the Council to enhance this area.

Working Neighbourhoods Funding is being used to bring a currently vacant shop in South Street back into use as a multi service hub. This is in the planning stages and is anticipated to open in Spring 2010.

The proposal to create a new pedestrian and cycle bridge across Ponders End Station were strongly supported by the local community and many of our statutory partners. Work continues to identify a suitable design that will enable the bridge across Ponders End Station to progress, and to address concerns from Meridian Business Park concerning access.

3. Ponders End Waterfront

The aspiration to completely transform this area of Ponders End into a high quality mixed use leisure and employment destination will require partnership working at the highest level. The release and development of the southern end of Brimsdown should be considered as a long term project demanding cooperation with the site owners and significant levels of funding to remediate and prepare the site. We are currently assessing the potential funding sources (such as Jessica, Interreg) that may enable this to happen, and dialogue is ongoing with the owners of the site.

In the short to medium term there are opportunities to work with the major players in the area – Thames Water, British Waterways, and the Lee Valley Regional Park to name but a few – to enable local people and those from further afield to enjoy all the Lee Valley has to offer. The Place Shaping Core Team has started this work by recently submitting a bid to Natural England for “Access to Nature” funding to work in partnership with Thames Water, local schools, residents of the Alma Tower Blocks, Enfield Children and Families, and Age Concern to create a new nature reserve in the Lee Valley to kick start the regeneration of Ponders End Waterfront. If successful, this bid has the potential to lever in £250k of external funding and enable further match funding sources to be identified (see appendix 2).

Place Shaping is also working to push to improve the design quality of industrial buildings coming forward in the Meridian Business Park (adjacent to the waterfront), and to facilitate small scale enhancements to the Business Park itself. In the longer term there may be scope to reconfigure this Business Park into a more intensively used space to enable more and more highly skilled jobs in the area.

4. Cross Cutting Projects

The Ponders End Job Broker is working with local people to help them get back into work, improve their skills or access training. The Job broker is a member of the new High Street and South Street Business Forum (run in partnership with Place Shaping and EBRA) and will be supporting local traders with recruitment issues. The Multi-Service Hub on South Street will provide a base for this, benefits advice and other place shaping work over the next year.

Food emerged as a strong theme in Ponders End – not just the food industries so visible today, but also the area’s history of food growing (orchards and nurseries in particular). The community is keen to reconnect to this tradition of growing and this will be enabled by means of the Council’s Food Strategy, currently in production.

5. Future Extension of Work in Ponders End

Whilst the initial proposals are targeted around delivery of the three planning brief areas, we acknowledge the wider Ponders End area, which include, but not limited to, enhancing Durants Park fronting The Ride; Wessex Estate; and improvements to the Welsh Estate.