

# Annex 1

## Meridian Water Project Overview

Meridian Water is a 20 year project which will bring 10,000 new homes and 6,000 new jobs to Enfield across an 85ha site including 55ha of developable land.

As with any scheme of this scale, one of the greatest challenges is to establish an approach to development which creates a sense of place from day one and doesn't leave residents and businesses who invest in the early phases of development from feeling like they are living or working on a building site for decades.

Part of that process is to bring forward meanwhile uses which animate the scheme by creating jobs and visitors onto sites which will almost certainly evolve in terms of their final use. These meanwhile uses are also important for a number of other reasons:

- They bring visitors to the area which is vital both in terms of raising the profile of Meridian Water but also in justifying early investment in transports infrastructure – the new Meridian Water station being a notable example in this instance.
- They keep sites secure from, for example, fly tipping. Meridian Water has suffered significantly from illegal fly tipping which is both expensive to remove and creates a negative image of the area for potential investors.
- They create opportunities, including jobs, for residents in surrounding areas, an essential part of realising integration between existing and new communities.
- They realise income to improve overall viability of the development.

The Council has identified the empty Orbital Business park sheds and IKEA clear site as a part of its meanwhile strategy. The site, at approximately 4 ha, and is one of the larger meanwhile opportunities across the development and could provide meanwhile uses that could benefit from both the cleared land and a number of large sheds with excellent ceiling heights.

The Council's decision to enter into discussion with Vibration Group was on the basis that their proposals meet all of the key aspirations set out above.

Cabinet supported the principle of progressing a proposal with Vibration Group in July 2018. In making its decision Cabinet considered that the industrial sheds would be converted into a major cultural and music venue in London celebrating music, film, art performance and theatre, complemented by music festivals and other outdoor content during the summer months – establishing Meridian Water as an exciting cultural destination. It was noted that this would make a major contribution

to the borough's cultural offer, establish a night time economy offer and significantly raise the profile of Meridian Water.

Cabinet also considered the track record of the operator – noting that the provider had demonstrated that carefully curated culture attracts footfall to an area, generates considerable PR and changes the perception of an area, all of which are key aspirations for Meridian Water.

The initial Field Day Festival, the first of what we anticipate being many events, was successful with the SAG feeding back that Field day had a compliant and pleasant crowd with a considerably low number of people using welfare facilities. The event went well and raised the profile of the Meridian Water with 25,000 people in attendance and the new transport infrastructure coped well with the train station being well used.

Simon Gardner  
Socio- Economic Lead Meridian Water Team