



Eddie's Meat Market

ANGEL EDMONTON ACTION PLAN

January 2022

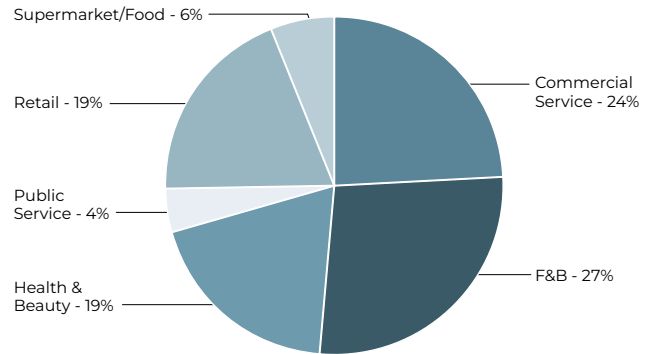
Angel Edmonton Action Plan

Enfield's Diverse and Local Town Centre

Angel Edmonton's commercial activity is centred on Fore Street, a well-used local high street with a significant proportion of independents whose broad offer reflects the cultural diversity of the neighbourhood. The town centre has a relatively large number of supermarkets and other food or convenience stores and a large number of food and beverage outlets, notably takeaways.

The area has had high population growth which will continue over the next decade, supported by major nearby residential development and regeneration, including Joyce and Snell's and Meridian Water.

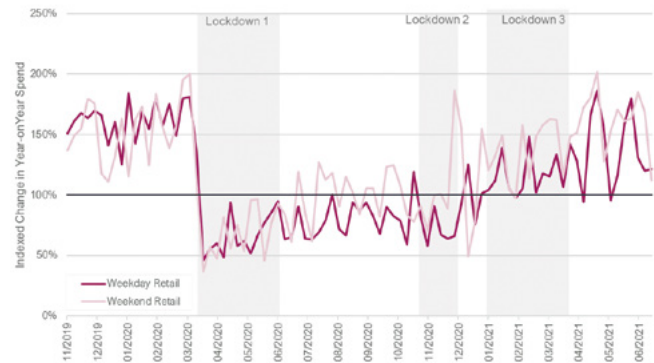
Types of Businesses Located in High Street Units



High Street Performance

The performance of Angel Edmonton's economy over the last five years suggests it has been a good location for small and micro businesses. The vacancy rate has remained consistently well below the London average.

Unlike the other centres, Angel Edmonton has shown strong resilience during the Covid-19 pandemic. As shown in the graph of Mastercard spend, spending was able to recover much more quickly after an initial fall in March 2020, and then remained at or above pre-pandemic levels for the rest of 2020 and 2021. A number of shops were able to continue trading through the lockdowns and reopened successfully, suggesting it has an economy largely focused on everyday essential services and convenience shopping – and potentially, a particularly strong loyalty from the local community to their town centre traders.



Source: Mastercard Retail Location Index Data, 2021

Key Challenges and Opportunities

The analysis of detailed evidence, as well as conversations with the community has revealed a number of key challenges and opportunities in Angel Edmonton. This action plan will need to directly respond to these challenges whilst recognising what is working well already and building on the opportunities that already exist.

Challenges:

- Poor quality public space
- Lack of space to dwell – public and private
- Severance, disconnection and traffic
- Limited cultural and food and beverage offer
- Deprivation and antisocial behaviour

Opportunities:

- Considerable council ownership of high street
- Major opportunities from large scale development
- Strong loyalty of the community to local traders
- High street investment through the GLA's Good Growth programme

Vision: Representation, Opportunity, Forum

From a place of retail transaction to a future town centre defined by the interaction of its brilliantly diverse communities. Filled with spaces and offers which celebrates and brings together all, including those arriving through new development.

This is an ambitious vision, and therefore a series of goals have been set to help guide and structure the actions that will be needed to achieve the overall vision.

Goals

Immediate Goals (3 months)

1. Campaign to promote Angel Edmonton
2. Shape delivery of new public spaces and places

Short-term Goals (3-12 months)

1. Shape long term development and regeneration plans
2. Maximise use of existing spaces and places where people can congregate
3. Ongoing engagement to continue to refine and develop vision and action plan with community

Medium-term Goals (1-2 years)

1. Prepare new masterplans
2. Deliver new developments
3. Renew the Angel Edmonton “brand”

Long-term Goals (3-5 years)

1. Deliver new public spaces and places
2. Public realm focused on the needs of pedestrians
3. An enhanced retail, hospitality and cultural offer

How will we know that the interventions have worked?

We will collect and analyse data from across all five town centres including high street spend, vacancy rates, and business mix, as well as qualitative insight from businesses.

In addition, in Angel Edmonton we will also look at dwell time and the diversity of town centre users to establish whether the impacts have been felt on the ground.

Themes

To address the key challenges and deliver on the vision goals, several actions have been identified and grouped under priority themes. These themes and a summary of the actions are included here.

Theme 1: Public realm and space to dwell

Theme 2: Aligning council owned assets with Angel Edmonton's vision Theme 3: Street markets

Theme 4: Silver Street and Pymmes Park

Theme 5: Culture

Theme 6: Housing and Regeneration

Angel Edmonton Action Plan: January 2022

| Action | Detail | Relevant Theme(s) | Challenges being addressed | Delivery Team | Timeframe |
|--|--|---|--|--|---|
| Town Centre Welcomes | Cleaning, repairing, repainting to improve the general environment of the town centre including improving wayfinding, repainting bollards and guard railings at pedestrian crossings and improving lighting. Delivering murals and street artwork, including outside library, Trafalgar Place Alley - and other enhancements to the existing streetscape. | Theme 1: Public Realm and space to dwell Theme 4: Silver Street and Pymmes Park | Poor quality and unappealing public realm, fear of crime and ASB. Lack of spaces for people to congregate together Busy roads that create severance and a disconnected place | Council teams: Environment and Operational Services, Town Centre Development, Culture, Highways External: Good Growth Partners | Street scene improvements started Street art from Jan'22 |
| Community Space | Refurbishing the Fore Street Library to deliver a community 'living room' for a wider range of uses. | Theme 1: Public realm & space to dwell Theme 5: Culture Theme 6: Regeneration | Lack of spaces for people to congregate together. Diversity of town centre offer | Council teams: Town Centre Development, Library Services, Housing and Regeneration External: Good Growth Fund Partners | Spring'22 |
| Workspace | Delivering workspace and business support at Angel Yard to support 32 young local businesses and a wider engagement programme of events and support. | Theme 2: Aligning council owned assets with the vision for the place Theme 6: Regeneration | Need for destination New business support | Council teams: Town Centre Development, Property External: Good Growth Fund Partners, Launch It Trust | Summer'22 |
| Culture | Winter programme of lighting, street performances and events. Stories of Enfield poetry walk from Fore Street to Meridian Water. Cultural event activation at the Fore Street Living Room and Angel Yard. | Theme 1: Public realm & space to dwell Theme 5: Culture Theme 6: Regeneration | Diversity of town centre offer Limited cultural and food and beverage offer Need for destination | Culture, Library Services, Town Centres Development External: Good Growth Fund partners, Fisher Cheng Architects, Fore Street for All | From Dec'21 |
| Market | Developing public realm and support for Leeds Street Market to test then reintroduce a regular and expanded market. | Theme 3: Markets Theme 4: Silver Street & Pymmes Park | Diversity of town centre offer Need for authentic local offers, old and new Need for animation at station and improved public realm | Council teams: Town Centre Development External: Leeds Street Market traders, Good Growth Fund partners | Summer'22 |
| Town Centre Engagement & Governance | Supporting community with successful High Streets for All Challenge funding. Support 'Fore Street for All' lates events. Support development of Night Forum for area. | Theme 1: Public realm & space to dwell Theme 5: Culture Theme 6: Regeneration | Diversity of town centre offer Limited representative cultural offer Need for destination Limited cultural and food and beverage offer | Council teams: Town Centre Development, Culture External: Fore Street for All | Oct'21 Dec'21 |

For ongoing updates and to share ideas and feedback please visit: [Letstalk.enfield.gov.uk/AngelEdmontonAP](https://letstalk.enfield.gov.uk/AngelEdmontonAP)