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ENFIELD TOWN ACTION PLAN

January 2022

Enfield Town Action Plan

Enfield's Historic Market Town

Enfield Town sits in the heart of the borough and is home to a market that was first established in 1303 which is still operational today. It is a civic and cultural hub for Enfield along with being home to 7% of the borough's jobs and 8% of businesses.

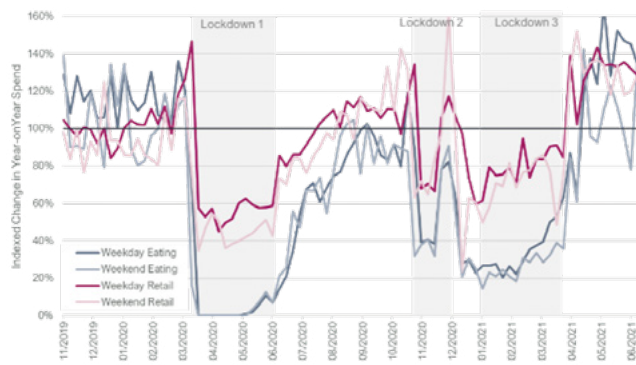
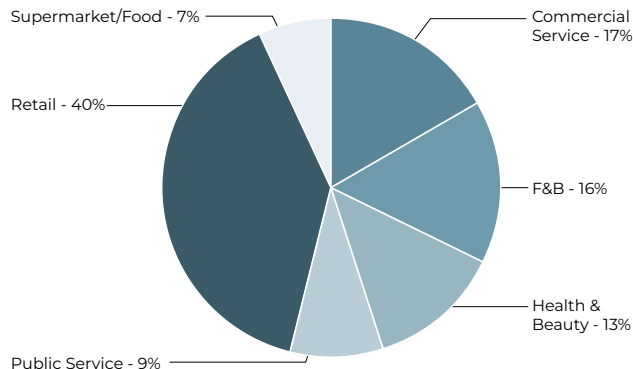
The town centre is heavily dominated by shops and is well served by banks and other services however given its size, has fewer pubs, bars and restaurants than might be expected. Town centre users tended to live nearby and use the centre regularly, with Saturday afternoons the busiest time of the week.

High Street Performance

Reliant on retail, Enfield Town was already struggling with the challenges facing the sector and high street decline before the Covid-19 pandemic. Vacancy rates have been consistently the highest in the borough at around 9-10% for the past five years.

There has been no net jobs growth over the last five years, and the economic impacts of the pandemic have further exacerbated these challenges. As shown on the graph of Mastercard spend data, the national lockdowns resulted in a significant fall in retail and eating spending in the town centre. Since then, activity has recovered, but traders tell us not to pre-pandemic levels.

Types of Businesses Located in High Street Units



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 Enfield Town. 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.

A vision for Enfield Town has been developed to address these challenges and build on the opportunities. It focuses on the centre's heritage and the traditional idea of a market town as a place for social connection, interaction between different groups and cultures.

Challenges:

- Retail dominance
- High vacancy rates
- Lack of public spaces to dwell
- Dominance of traffic
- Limited social, cultural, food and evening offers
- Limited collaborative governance between stakeholders
- Poor quality arrival

Opportunities:

- Connectivity – Enfield Town and Enfield Chase stations
- Development opportunities and long-term council ownership
- Market heritage
- Existing green and blue spaces
- Existing cultural assets
- Upcoming investment in public realm through Liveable Neighbourhoods programme

Vision: Connection, Culture, Celebration

A focal point for the borough: the embodiment of the modern-day market town. A place with a strong identity which celebrates the diversity of the borough through commerce, culture, and heritage.

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. Encourage people to come back into the centre with new pop-up activities and events
2. Make visitors feel welcome and comfortable again after social distancing

Short-term Goals (3-12 months)

1. Support governance with ongoing engagement
2. Test innovative new ideas and approaches for spaces across the centre

Medium-term Goals (1-2 years)

1. Test solutions to high vacancy rate
2. Have a better understanding of land ownership and build stronger relationships with landlords
3. Begin to deliver permanent placemaking improvements to public realm

Long-term Goals (3-5 years)

1. People spend more time in Enfield for cultural and evening activities
2. The town centre is known as a place of social connection in the borough
3. The heritage of the town is celebrated through culture and enhanced green and public spaces

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 Enfield Town we will also look at footfall, dwell time and the number of cultural events, 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: Market Town identity and promotion

Theme 2: Public realm and spaces to dwell

Theme 3: Active travel and wayfinding

Theme 4: Evening economy

Theme 5: Vacant units

Theme 6: Council ownership

Enfield Town Action Plan: January 2022

Action	Detail	Relevant Theme(s)	Challenges being addressed	Delivery Team / Partners	Timeframe
Town Centre Welcomes	Cleaning, repairing, repainting to improve the general environment of the town centre including replacing worn signage outside station and repainting guard railings, deep cleansing around bus stops and increased bin collections. Christmas programme of lighting, street performances and events and delivery of Winter Light Festival in February'22	Theme 1: Town Centre Welcomes Theme 2: Public Realm and Spaces to Dwell Theme 4: Evening Economy	Business & community perception – statement of intent Sense of town centre identities Community/stakeholder engagement	Environment and Operational Services, Town Centre Development, Culture	From Winter '21 – ongoing
Programme Library Green	Better utilise Library Green & test new events /activities: - large scale: programming of events, stalls, cinema, pop up food. - smaller scale: bringing library activities outside & connecting library better to the town	Theme 1: Market Town Identity and Promotion Theme 2: Public Realm and Spaces to Dwell Theme 4: Evening Economy	Lack of spaces to dwell in the town centre Limited social/cultural offer and reasons for people to come to the centre beyond shopping Low footfall in Library Green	Culture, Library Services, Parks and Open Spaces	Spring '22 – medium term
New approach to filling vacant spaces	Encouraging meanwhile uses in vacant units e.g. Culture Palace and artist studio / shop 'Field' to diversify uses in the town centre.	Theme 4: Evening economy Theme 5: Vacant Units	High vacancy rates in the town centre Barriers for community/cultural uses to access high street space Landlord hesitancy to adopt new approaches	Culture, Dugdale Centre, local community and business groups, , Artist Hive Studios, Palace Exchange and Gardens	Winter '21 - ongoing
Programme Fountain Island	Supporting outdoor trading opportunities and events on Fountain Island – reviewing for re-launch in spring'22. Support existing businesses and attract new ones to drive footfall and activity.	Theme 1: Market Town identity & promotion Theme 2: Public realm & spaces to dwell Theme 4: Evening economy	Lack of spaces to dwell in the town centre Limited outdoor trading opportunities in the town centre to attract people to come to the centre beyond shopping Underutilised space of Fountain Island	Town Centre Development Highway Services, Licensing, Culture	Spring '22
Public Realm and Active Travel	Liveable Neighbourhoods programme to deliver new and improved public spaces, alongside better pedestrian, bus and cycling facilities.	Theme 1: Market Town identity and promotion Theme 2: Public realm and spaces to dwell Theme 3: Active travel and wayfinding Theme 4: Evening economy	Lack of public spaces to dwell Dominance of traffic Limited social, cultural, food and evening offers Poor quality arrival	Healthy Streets, Planning, Culture, Town Centre Development Enfield Town Business Association Old Enfield Charitable Trust St Andrews Church Palace Exchange / Gardens	Ongoing

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