



PALMERS GREEN ACTION PLAN

January 2022

Palmers Green Action Plan

Enfield's Growing and Dynamic Town Centre

Palmers Green, in the southwest of the borough, is a relatively diverse town centre, primarily driven by a mix of food and beverage, but with a more even spread of uses than others in Enfield.

Retail is the largest employment sector in the town centre, but there is also a strong concentration of knowledge economy and creative jobs, with a growing SME and startup business community. Palmers Green is the only town centre of the five that has a large working age population living in the catchment.

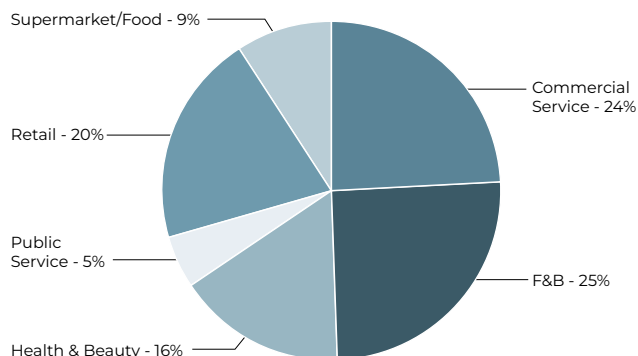
The town centre boasts an impressive number of engaged and active business and community groups, including the Action Team, The Green Lanes Business Association, Fox Lane and District Residents' Assoc. and the Friends of the nearby Broomfield Park.

High Street Performance

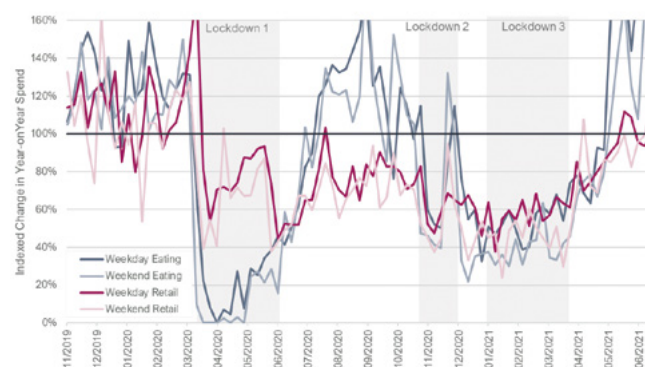
Palmers Green was performing relatively well before the Covid-19 pandemic. The number of jobs and businesses grew much faster than borough or London averages over the last five years, thanks to the range of the offer. Voids have been historically low, with the strong demand for space resulting in the overspill of high street business and knowledge economy services into residential properties on Green Lanes.

However, the Covid-19 pandemic had a significant economic impact. As shown on the graph of Mastercard spend data, the national lockdowns resulted in a dramatic fall in retail and eating spending in the town centre. Despite some eating recovery over the summer (likely boosted by Eat Out to Help Out), the second and third national lockdowns caused spending to fall again to 40-60% of normal levels.

Types of Businesses Located in High Street Units



Recovery since has been sluggish with spending only reaching normal levels in summer 2021, though traders telling us that footfall still remains depressed.



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 Palmers Green. 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:

- Lack of public spaces to dwell
- Lack of workspace / cultural venues
- Low levels of greening
- Lack of identifiable 'centre' of town

Opportunities:

- Enterprise and economic growth
- Active community and stakeholders
- Low vacancy rates
- Broomfield Park
- Night-time economy
- New business interest

Vision: Green, Community, Enterprise

A town centre which grows and greens through involvement of its community, diversifying the economy, promoting cultural activity and improving the public realm. Empowering local people and businesses to take an active stake in their town centre.

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. Get people to come back into Palmers Green
2. Make visitors feel comfortable again after social distancing

Short-term Goals (3-12 months)

1. Ongoing engagement to continue to refine and develop vision and action plan with community
2. Test innovative new ideas and approaches
3. Better understand the trading/commercial environment and test demand for new uses

Medium-term Goals (1-2 years)

1. Encourage greater diversification on the high street
2. Establish Palmers Green as a place of enterprise and employment

Long-term Goals (3-5 years)

1. Enable community-led high street development
2. Grow and diversify the economy through new business spaces and supporting the knowledge and creative industries

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 Palmers Green we will also look at business growth 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: Area brand and governance

Theme 2: Evening economy

Theme 3: Workspace

Theme 4: Parks and greening

Theme 5: Vacant units/upper floors

Theme 6: Cultural offer

Palmers Green 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 repainting and reinstating 'Welcome to Palmers Green' signs, repairing clock, repainting railings, replacing cracked pavements.	Theme 1: Area Brand and Governance	Lack of public spaces to dwell Appearance of public realm Lack of identifiable 'centre' of town	Environment and Operational Services, Town Centre Development	Underway and ongoing
Outdoor trading and dwell space	Creating of new outdoor space for trading / dining and events. Test Devonshire Road with opportunity for longer term / permanent square.	Theme 2: Evening Economy Theme 3: Workspace Theme 1: Area Brand and Governance Theme 6: Cultural Offer	Need for affordable and flexible workspace Constraints on growth of enterprise Lack of public spaces to dwell	Town Centre Development, Healthy Streets, Licencing, Environment and Operational Services, Culture Palmers Green Action Team, Friends of Broomfield Park, Green Lanes Business Association, Fox Lane and District Residents' Assoc.	Spring'22
Greening	Greening along green lanes with a focus on addressing lack of green infrastructure. Deliver 'Green Route' to connect to Broomfield Park.	Theme 4: Parks and Greening	Appearance Lack of identifiable town 'centre' Lack of public spaces to dwell	Environment and Operational Services, Town Centre Development Palmers Green Action Team	Commenced
New uses	Utilise an empty shop to test new uses on the high street and have dialogue with potential operators to deliver new workspace in the town centre. Possibility to use large vacant spaces as a meanwhile approach for culture and new businesses.	Theme 3: Workspace Theme 5: Vacant Units Theme 6: Cultural Offer	High demand for space and low vacancy rates Need for affordable and flexible workspace	Town Centre Development, Planning Workspace providers, local businesses, Palmers Green Action Team	Summer'22
Culture	Winter programme of lighting, street performances and events Stories of Enfield to thread the poetry of famous resident and poet Stevie Smith across Palmers Green High Street.	Theme 1: Area Brand and Governance Theme 6: Cultural Offer	Lack of public spaces to dwell Appearance	Culture, Town Centres Development, Street Lighting Palmers Green Action Team	From Nov'21

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