



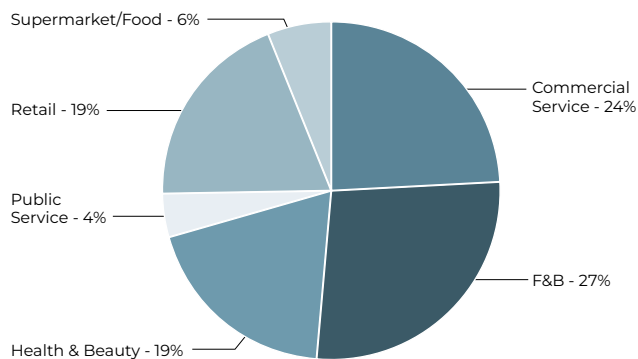
# Southgate Action Plan

## Enfield's Connected Town Centre

Southgate sits on the western edge of the borough and is the only one of Enfield's town centres on the main tube line, with a beautiful 1930s Grade II\* listed station and concourse.

Alongside retail, the town centre has relatively high activity in the knowledge sector and a number of small businesses, but has suffered considerably from office-to-residential permitted development conversions. To date, seven schemes in Southgate have seen 12.6% of total borough floorspace lost, with more in the pipeline.

### Types of Businesses Located in High Street Units

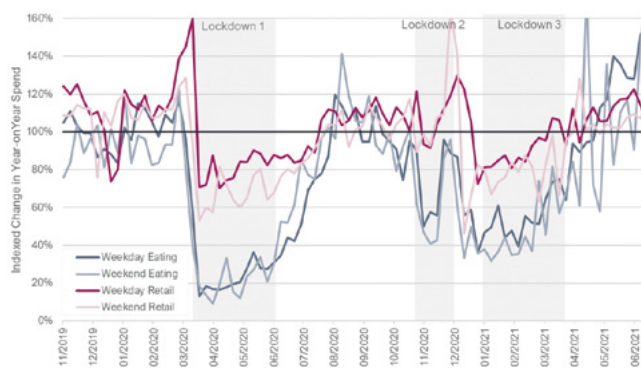


## High Street Performance

Southgate was performing well before the Covid-19 pandemic. The number of jobs and businesses grew much faster than the borough or London averages in recent years, due to its diversified economy. Churn rates were high, but vacancies low.

The Covid-19 pandemic however, had a significant impact on the high street. 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, with Mastercard eating spending falling to just 20% of normal levels in March 2020.

Since the first lockdown, however, retail spend has been more resilient in Southgate and was able to recover to and sustain normal levels fairly quickly, though casualties included both the town centre's pubs.



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 Southgate. 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 state of public realm
- Lack of stakeholder voice until recently
- Lack of public spaces to dwell
- Loss of workspace to residential conversion
- Lack of evening economy
- High retail churn rate

### Opportunities:

- Connections
- Strong 1930s heritage
- Low vacancy rate
- Strong local cultural partners
- Prominent assets with redevelopment potential
- High level of council ownership
- Nearby green spaces

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## Vision: Connection, Accessibility, Identity

The future Southgate will succeed through its connections. A place where the community comes together to enjoy the town centre's diverse offer and green and attractive public realm. Where the full range of businesses have a voice and an identity. Where active travel routes connect the town centre to green spaces and other parts of the borough.

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
2. Make visitors feel welcome and comfortable again after social distancing

#### Short-term Goals (3-12 months)

1. Build involvement from a broad range of stakeholders
2. Identify the opportunities to support a refreshed Southgate "brand"
3. Ongoing engagement to continue to refine and develop vision and action plan with community

#### Medium-term Goals (1-2 years)

1. Build a strong place identity
2. Empower stakeholders through decision-making and management
3. Focus on a mixed economy, reversing the loss of workspace
4. Build up the night-time economy
5. Restructure the public realm

#### Long-term Goals (3-5 years)

1. Connected stakeholders delivering alongside the council
2. Connected and thriving public spaces
3. A new "brand" / identity which celebrates heritage connection
4. Connected and integrated transport

### 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 Southgate we will also look at footfall and perception 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**

**Theme 2: Cultural/evening partnerships**

**Theme 3: Southgate Group/identity**

**Theme 4: Active Travel**

**Theme 5: Workspace**

**Theme 6: Southgate Masterplan**

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# Southgate Action Plan: January 2022

Action	Detail	Relevant Theme(s)	Challenges being addressed	Delivery Team	Timeframe
<b>Town Centre Welcomes</b>	Cleaning, repairing, repainting to improve the general environment of the town centre including damaged pavement slabs and parking lay-bys along the high street, repaint guard railings and bollards around the station and along Chase Side.	Theme 1. Public Realm Theme 3. Southgate Identity	Poor state of public realm Lack of public spaces to dwell	Council teams: Environment and Operational Services, Town Centre Development,	Commenced
<b>Greening</b>	Build on installation of parklet on Chase Side to find other areas to green and improve in the town centre.	Theme 1. Public Realm Theme 5. Workspace Theme 3. Southgate Identity	Poor state of public realm Lack of spaces to dwell Lack of evening economy	Council teams: Environment and Operational Services, Town Centre Development, Southgate Task Force	Commenced
<b>Outdoor Trading</b>	Support outdoor dining and trading throughout the town centre, working with local businesses to facilitate.	Theme 1. Public Realm Theme 3. Southgate Identity	Lack of evening economy High churn rate Diversity of high street offer	Council teams: Town Centre Development, Licensing Businesses, Southgate Task Force	Commenced
<b>Culture</b>	Christmas programme of lighting, street performances and events.  Support partners to introduce new cultural activity and promote. Including Southgate Club, and cafés / bars.  Involvement in borough-wide light festival	Theme 2: Cultural & evening partnerships	Lack of spaces to dwell Lack of evening economy High churn rate Diversity of high street offer	Council teams: Town Centre Development, Culture, Licencing, Street Lighting  External: Businesses, Southgate Task Force	From Nov'21
<b>Partnerships</b>	Work with TfL to improve public realm outside the station (e.g. improve bins, planting grass beds etc).  Work with the owner of the old police station to understand opportunities for meanwhile use.  Work with Barnet and Southgate College to bring events and training onto high street.	Theme 2: Cultural & evening partnerships Theme 5: Workspace Theme 6: Southgate Masterplan	High churn rate Diversity of high street offer	Council teams: Environment and Operational Services, Town Centre Development, Planning, Strategic Property  External; TfL, police station owner, Barnet and Southgate College	Ongoing – longer term

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