



A Month of Sundays
Summer 2021

EDMONTON GREEN ACTION PLAN

January 2022



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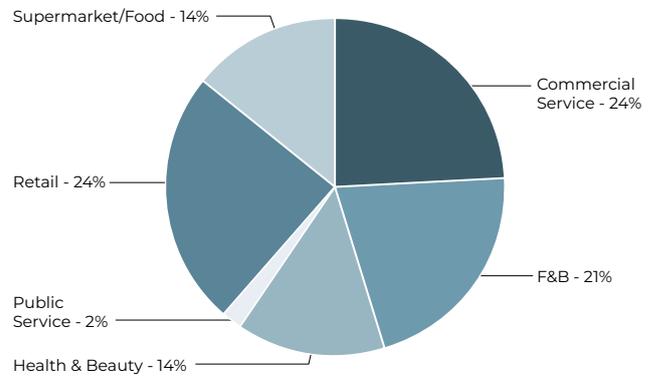
Edmonton Green Action Plan

The Shopping Centre

Edmonton Green is dominated by the Edmonton Green Shopping Centre, principally containing retail, including a bustling market, which represents well the considerable diversity of the area. Local employment is unsurprisingly dominated by this.

As well as the principal player in the town centre, the forthcoming redevelopment of the shopping centre by Crosstree Real Estate Partners will have the greatest impact on the future identity of the area. The masterplan for the site envisages 1,500 new homes, a new open high street, new market-place, enhanced library and community centre, and public space. Work is expected to begin in 2023 and take 10-15 years.

Types of Businesses Located in High Street Units



High Street Performance

Government datasets on the economy suggest that Edmonton Green has struggled in recent years, due to the dominance of the retail sector in the shopping centre and changing retail trends.

More granular spend and management data suggests a more positive story however, with a resilience through Covid-19 and a strong subsequent bounce-back. As shown on the Mastercard spend graph, spending had an initial large fall in March 2020 due to the national lockdown, but recovered much faster than in our comparable centres, with particularly strong retail spend in 2021. Much like neighbouring Angel Edmonton, there appears to be a particularly strong loyalty from the local community to their town centre outlets.

Pre-pandemic voids in the shopping centre had been let by summer 2021, to diverse tenants including the Department for Work & Pensions.



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 Edmonton 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:

- Identity – dominated by shopping centre
- Retail dominance
- Lack of public spaces to dwell
- Impact on surrounding area of large-scale redevelopment

Opportunities:

- Redevelopment and reshaping of shopping centre
- Crosstree (shopping centre developer) as a strong local partner
- Considerable council ownership
- Underused public space

Vision: Integration, Partnership, Independence

Transformation from a centre for shopping to a place with an identified heart which links with and acknowledges all its elements—from the market to the station, the shops to the Green itself. It is a place with a diverse, independent offer which benefits from strong collaborative management.

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 back into Edmonton Green
2. Engage with the redevelopment

Short-term Goals (3-12 months)

1. Shape development at planning stage
2. Boost activity outside the shopping centre red line
3. Ongoing engagement to continue to refine and develop vision and action plan with community

Medium-term Goals (1-2 years)

1. Embed the joint approach with Crosstree inside/outside the shopping centre redevelopment boundary

Long-term Goals (3-5 years)

1. Establish a single place identity
2. Create a place with all the attributes of a town centre

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 Edmonton Green we will also look at the success of a single-place identity, visitor perception, and positive socio-economic impact on its neighbouring areas (Angel Edmonton).

Themes

To address the key challenges and deliver on the vision goals, several actions have been identified and grouped under priority themes.

Theme 1: Town Centre Welcomes

Theme 2: The Broadway/Railway arches

Theme 3: Edmonton Green redevelopment

Theme 4: Joint identity

Theme 5: Angel Edmonton impact

Edmonton 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 wayfinding outside the station, cleaning and repainting community noticeboards and carrying out deep cleanses around bus stops.	Theme 1: Town Centre Welcomes Theme 2: The Broadway/ Railway arches Theme 3: Edmonton Green redevelopment	Activity outside the shopping centre Lack of spaces to dwell in the town centre	Council teams: Environment and Operational Services, Town Centre Development	Commenced
Edmonton Green Hub	Establishing dedicated community hub located within library to enable residents to access integrated support in one place.	Theme 4: Joint Identity Theme 3: Edmonton Green Development	Immediate activity & local engagement Activity outside the shopping centre	Multiple council services	Commenced
Edmonton Green Pavilion	Explore development of pavilion to engage residents and test new offers (workspace/urban growing etc) and build business case for permanent facility.	Theme 1: The Broadway/ Railway arches Theme 5: Angel Edmonton impact	Immediate activity & local engagement Retail dominance Activity outside the shopping centre Lack of spaces to dwell in the town centre	Council teams: Town Centre Development, Cultural Services, Healthy Streets, Property, Planning, External: delivery partner/s Crosstree,	Engagement spring'22
Railway Arches	Secured Section 106 funding for initial feasibility study into utilising the archways.	Theme 1: The Broadway/ Railway arches Theme 2: Edmonton Green redevelopment Theme 5: Angel Edmonton impact	Retail dominance and need for diverse offer Activity outside the shopping centre Lack of spaces to dwell in the town centre	Council teams: Town Centre Development, Strategic Property, Planning	Feasibility summer'22

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