

Broomfield House, Stable Block and Park: Market Context Analysis

Enfield London Borough Council

January 2016

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1 Introduction

1.1 Purpose of Report

This market analysis has been prepared for Enfield London Borough Council in support of the options appraisal for Broomfield House and Stable Block undertaken by Fourth Street. The report is structured as a stand-alone document providing detailed research and analysis for the project.

1.2 Background to the Study

Fourth Street was appointed in December 2014 by Enfield London Borough Council as part of a wider team for a *Conservation Management Plan* and *Options Appraisal* for Broomfield House, Stable Block and Park. The team is led by Donald Insall Associates who are the conservation architects working on the *Conservation Management Plan*. Fourth Street's scope includes the *Options Appraisal* for Broomfield House and Stable Block. The team is further supported by PPS Group who are responsible for public engagement.

The aim of the *Options Appraisal* is to develop and present alternative viable future uses for Broomfield House and Stable Block resulting in a *preferred option*. Options will be assessed based on a series of defined criteria as set out in the brief and based on Fourth Street's experience in undertaking options appraisals. The *preferred option* will be analysed in the context of wider implications of the development proposals in terms of planning policies, mitigation requirements and wider public benefits. The *Options Appraisal* process will result in specific recommendations regarding the *preferred option*.

1.3 Research and Consultations

This market analysis is based on bespoke desk-based research and consultations that will help to inform the options appraisal. The following organisations were consulted as part of this work:

- *London Borough of Enfield*
- *The Broomfield House Trust*
- *Heritage Lottery Fund (HLF)*
- *Historic England*
- *Extraordinary Design*
- *Love Your Doorstep*
- *Friends of Broomfield Park*

The following documents were used as background research:

- *A History of Broomfield in the 20th Century, Peter Brown*
- *A Living Landscape: Enfield Heritage Strategy 2008*
- *Access to Services Strategy 2007 – 2012*

- *Active and Creative in Enfield, a strategy for leisure, sport, arts, heritage and culture 2015-2020: Enfield Leisure and Culture Strategy (Draft)*
- *Broomfield House and Stable Block; Feasibility Study Stage A Report Final, Shephard Epstein Hunter 2012*
- *Broomfield House; Options for the Future, Paul Drury Partnership 2009*
- *Broomfield House; The Significance of the House and Park, Paul Drury Partnership 2009*
- *Broomfield Park: The restoration of an historic park, Volume I, Survey and Analysis, prepared by Parklands Consortium for LB Enfield 1997*
- *Broomfield: An Illustrated History of the House and Garden, Steven Brindle*
- *Children and Young People's Involvement Strategy 2012-2015*
- *Council Business Plan 2012/2015*
- *Creative Enfield: Enfield's borough-wide Arts and Creativity Strategy 2009-13*
- *Employment and Skills Strategy 2014-2017*
- *Enfield 2020: Sustainability Programme 2013*
- *Enfield Children and Young People's Plan 2011-2015*
- *Enfield Joint Health and Wellbeing Strategy 2014-2019*
- *Enfield Safer & Stronger Communities Board Partnership Plan 2014-15*
- *Enfield Strategic Partnership Community Cohesion Phase 2 Action Plan 2012 - 2014*
- *Enfield Strategic Partnership Engagement Toolkit*
- *Enfield's Biodiversity Action Plan, 2011*
- *Enfield's Community Cohesion Strategy 2010 – 2014*
- *Enfield's Joint Strategic Needs Assessment 2010-12*
- *Enfield's Future: A Sustainable Community Strategy For Enfield 2009-2019*
- *Every Bite Matters: Enfield Food Strategy*
- *Everybody Active: Enfield sport, physical activity and physical education strategy 2009 to 2014*
- *HLF bid 2012, submitted by LBE and prepared in association with the Broomfield House trust and Friends*
- *London Borough of Enfield Parks and Open Spaces Strategy 2010 – 2020*
- *Mansions at Risk in Public Parks in London: A Review for the Heritage Lottery Fund, 2013, Drury McPherson Partnership*
- *Medium Term Financial Plan*
- *Play Strategy & Action Plan 2012-2015*
- *Putting Enfield First (Council's corporate strategy)*
- *Report by Stewart and Paine on the condition of the Lanscroun Mural, 2014*
- *Restoring the Heart of Broomfield Park, 2012, The Broomfield House Trust and the Friends of Broomfield Park*
- *Shaping Enfield's Future: Place Shaping Strategy (Draft)*
- *Structural Appraisal Report for Broomfield House, 2014, Conisbee Consulting Structural Engineers*

- *Structural Appraisal Report for Broomfield Stable Block, 2014, Conisbee Consulting Structural Engineers*
- *The Enfield Plan Core Strategy 2010-2025 (Part of Enfield's Local Development Framework)*

1.4 Overview of Broomfield House, Stable Block and Park

Broomfield House, Stable Block and Park are located in the London Borough of Enfield. Enfield is a Northern outer London Borough located 12 miles from the centre of London. Neighbouring boroughs include Barnet, Haringey and Waltham Forest, and Enfield also shares borders with the Counties of Essex and Hertfordshire. Enfield covers an area of 82.2 square miles and has a population of 320,500 as of 2013, making it the fourth largest out of 32 London boroughs.

Five train lines pass through the borough, connecting Enfield with Heathrow Airport, Kings Cross, Moorgate and Liverpool Street. The north of the borough is bounded by the M25, and two major roads pass through Enfield, the A10 and A406.

The map below shows the location of Enfield Borough within London.

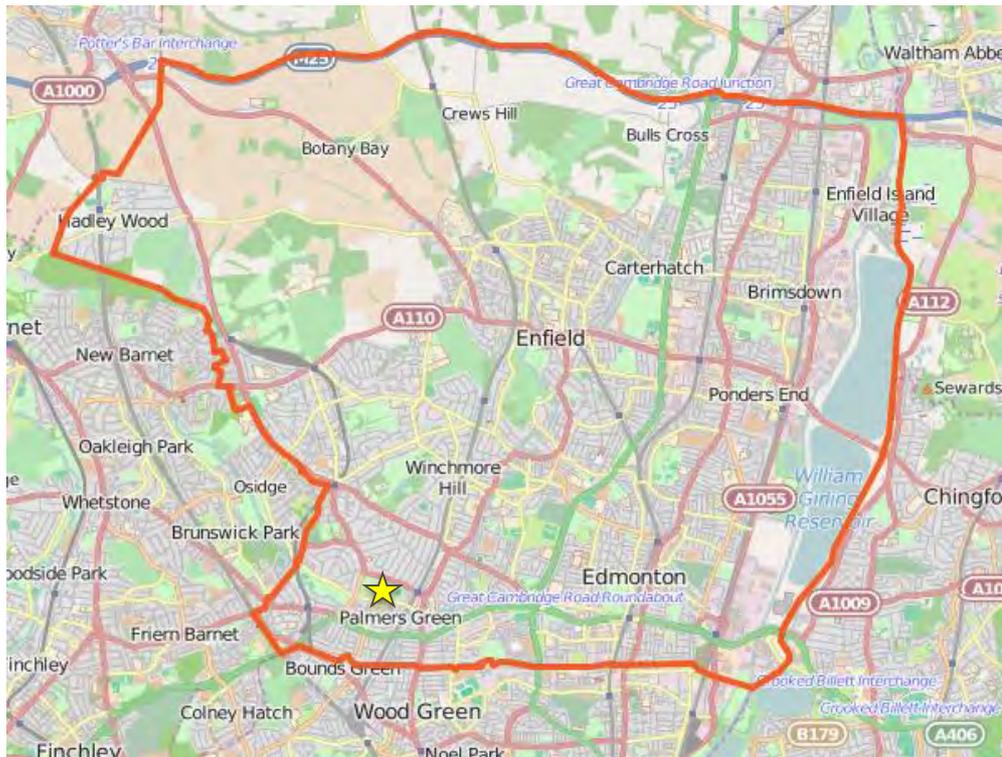
Figure 1: Map of Enfield Borough



Broomfield House, Stable Block and Park are owned by the London Borough of Enfield. Broomfield House was a former country house dating back to the 16th century and it is currently a building of historical

interest. The House is situated within the Grade II listed Broomfield Park in Palmers Green. The location of Broomfield Park within Enfield Borough is shown in the map below (highlighted in yellow).

Figure 2: Location of Broomfield Park within Enfield Borough



The Grade II* listed House began as a modest farmhouse but was later altered and extended. During the 17th, 18th and 19th centuries, Broomfield House was used as a private residence. In the early 20th century, the House along with 54 acres of surrounding land was bought by Southgate Urban District Council and reopened as a public park in 1903.

Following the purchase, there was a certain level of uncertainty regarding the preferred use for Broomfield House. From 1907 to 1910 Broomfield House was used by the Southgate County School, then later as a maternity centre and a dental clinic. The Broomfield Museum opened in 1925, then, during the Second World War, Broomfield House was used by the Royal Army Medical Corps. While for most of the 20th century there was a café on the ground floor.

Figure 3: Broomfield House circa 1960 and now



Source: Friends of Broomfield Park, The Broomfield House Trust

There were fires in Broomfield House in 1984, 1993 and 1994, and the building has remained neglected since. Since that time, there have been various options proposed for the restoration and use for Broomfield House, including a pub or sheltered housing, but none of these options have materialised to date.

The use of the building and park is currently restricted by a covenant dating from 1903 which limits the use of the House to town hall, library, or other municipal buildings.

A more detailed overview of the history of Broomfield House can be found in the following documents:

- *A History of Broomfield in the 20th Century, Peter Brown*
- *20150409 BH timeline, Colin Younger*
- *Broomfield: An Illustrated History of the House and Garden, Steven Brindle*

2 Executive Summary

2.1 Demand Analysis

The demand analysis for Broomfield House, Stable Block and Park is based on the resident population, tourists and schools, with residents forming the most important part of the demand.

The relevant resident catchment considered in this study includes Enfield Borough and its neighbouring boroughs of Barnet, Haringey and Waltham Forest, as well as parts of the counties of Essex and Hertfordshire. This resident catchment gives a total population of 1.5 million but this will not necessarily translate to actual visitors and users of Broomfield House. The competition for attracting residents is high in any densely populated areas, in particular Broomfield Park, which is located close to competing parks such as Trent Park, Grovelands Park, and Alexandra Park. We are also mindful of the direct competition for certain types of business from Forty Hall, which is just a short distance away.

Enfield has high proportions of Cypriot, Greek, Turkish and Albanian populations, and more generally, the borough has witnessed a growth in non-white populations in recent years. There is a need to adapt to local population changes and any future use of Broomfield House should be considered in the context of the specific ethnicity demographics in Enfield.

Enfield has a lower average household income in comparison with the rest of London and the borough is one of the most highly deprived Outer London boroughs. Furthermore, average house prices in Enfield are 30 per cent lower than the London average. That notwithstanding there is much potential for improvement and growth, not least as a consequence of in-migration by skilled professionals and creative businesses who are increasingly being forced out of the Inner London boroughs by ongoing property price pressure.

In terms of visitors to Enfield, those visiting friends and relatives (VFR) remain the most important market for this study. More than a quarter of leisure day visits include VFR visitors who tend to be guided by their hosts in terms of their visitor programme. Attractions and activities that are attractive to visit on a more frequent basis, as opposed to one-off visits, tend to be more popular with hosts and their VFR visitors.

As part of the demand analysis, Fourth Street has identified potential market demand for available and affordable Creative Studio Workspaces in London. There is a growing market for artists' workspaces and studios, with at least 3,500 spaces required in the next five years just to keep pace with current demand. Due to rising property prices and increasing development activity, the stock of affordable workspaces for artists is diminishing. Broomfield House and Stable Block could potentially be utilised to provide some additional and affordable workspaces for artists, subject to further consideration and development of options. In addition, some consideration would need to be given to the market for studio providers, which is highly competitive (numerous operators) and complex (variety of business models).

2.2 Supply Analysis

The supply analysis examines other local visitor attractions, in particular other parks and mansions located within parks. Since Broomfield House is located in a small urban park, it will most likely serve a local resident population and therefore the supply analysis is mostly limited to the Enfield borough.

Enfield's location in outer London limits the potential success of major visitor attractions, therefore the visitor offer in the borough is small. On the other hand, Enfield is one of the greenest boroughs in London with about a third of the area designated as greenbelt. There are a total of 98 parks in Enfield, eight of which have received a Green Flag award, which assesses the quality of parks and open spaces.

A number of research reports relating to parks and open spaces have been summarised in this report. Of note is the Heritage Lottery Fund (HLF) report *Mansions at Risk in Public Parks in London*, which looks at challenging historic buildings within parks. The report emphasises the importance of a masterplan for both the house and park as opposed to treating one or the other separately. Taking this approach increases the chances of securing both HLF funding and private funding.

This report looks at six detailed case studies in support of the supply analysis for Broomfield House. Three of these case studies are parks in the Enfield Borough with historic buildings within them, including Forty Hall & Estate, Grovelands Park and Trent Park. Each of the buildings within these three parks represent a different type of use such as a museum or a hospital. The three other case studies are examples of historic buildings that received Heritage Enterprise funding from the HLF for restoration. This funding scheme is of particular relevance to Broomfield House. Although all of these case studies show some resemblance to Broomfield House, none involves the scale of investment that Broomfield House would require in order for it to be fully rebuild it after the fire damage.

The final section of this report includes an appendix detailing the aims and objectives of a number of Enfield Council's strategy documents. This research and analysis places Broomfield House, Stable Block and Park in the context of the strategy, approach and priorities of different departments within Enfield London Borough Council, the owner of Broomfield House, Stable Block and Park.

3 Demand Analysis

3.1 Introduction

This section analyses the relevant demand factors affecting options for Broomfield House and Stable Block, including:

- Resident population
- Tourists
- Schools

Since this market analysis precedes the shortlisting of the options for Broomfield House and Stable Block, the research and analysis in this section is not linked to a specific option but rather serves as background information for assessing the *potential* market demand.

3.2 Resident Population

Broomfield Park is primarily a local attraction and to that extent the park and house will most likely serve a local resident population. Due to the size and popularity of existing attractions in Central London, it is not feasible for Broomfield Park, or Broomfield House at a future point, to compete with major Central London attractions. Broomfield House is therefore not expected to draw visitors or residents from further afield. For these reasons the relevant resident catchment for this study is limited to Enfield and neighbouring areas.

The resident catchment includes Enfield Borough and its neighbouring boroughs of Barnet, Haringey and Waltham Forest, as well as parts of the counties of Essex and Hertfordshire. The table below summarises the relevant resident population figures.

Figure 4: Resident population of Enfield and neighbouring boroughs / districts

County	Borough / District	Population
Greater London	Enfield	312,466
	Barnet	356,386
	Haringey	254,926
	Waltham Forest	258,249
Hertfordshire	Broxbourne	93,609
	Welwyn Hatfield	110,700
	Hertsmere	100,031
Essex	Epping Forest	124,659
Total		1,517,417

Source: ONS Census 2011

Although the total population in the relevant resident catchment is 1.5 million, it is important not to be misled by high population numbers. For densely populated urban areas, particularly London, the local

resident population does not necessarily translate into demand. The competition for attracting residents in densely populated areas will also be high. As an example, Broomfield Park will be in competition with Trent Park, Grovelands Park, and Alexandra Park, and other attractions within close vicinity. More information on competing local attractions can be found in the supply section.

The resident population of Enfield Borough are of the most interest for the purpose of this study. The following sections therefore focus on the scale and demographics, health, employment, education, ethnicity, housing and socio-economic data for Enfield residents.

3.2.1 Demographics

In comparison to the rest of London, Enfield has a larger population of both the younger (0-14s) and older (55+) age groups. Between 2012 and 2022, the 55-64 and 70+ age groups are expected to increase the most. The higher proportions of both younger and older residents in Enfield reinforce the importance of parks in the Borough, which tend to be used most often during the day by those who are not part of the workforce. This puts Broomfield Park in a strong position to cater to the needs and requirements of local residents.

In terms of ethnic data, Enfield has a slightly smaller White UK population in comparison to the London average. Enfield also has high proportions of Cypriot, Greek, Turkish and Albanian populations. The top five non-English languages spoken by Enfield school pupils in 2013 were Turkish, Somali, Bengali, Polish and Albanian. In response to the large Greek speaking and Turkish speaking communities in Enfield Borough, the Council has developed town twinning arrangements with Turkey and Greece.

The need to adapt to local residents is no longer a choice but rather a requirement. In the current challenging fundraising environment, and in the midst of a highly competitive London market, venues need to work harder to appeal to local residents by being relevant to their current needs, interests and aspirations. It presents a particular challenge for heritage assets of predominantly local importance, as the communities that most identify with it can easily be outnumbered by residents with no longstanding connection to it.

3.2.2 Health

Overall, the health of Enfield residents is similar to the England average, with life expectancy in Enfield slightly above the national average. On the other hand, infant death and childhood obesity rates are significantly higher than the England average.

Smoking prevalence is similar to London and the rest of the UK. The levels of binge drinking amongst 16-54 year olds are lower than the London average, whilst the 55+ group has a higher rate of binge drinking compared to London.

Activity levels in Enfield are broadly similar to the national average, with 33 per cent of Enfield adult residents surveyed in the Active People Survey saying they undertook moderate intensity sport and active recreation on at least one day each week for at least 30 minutes continuously in any one session.

To the extent that a redeveloped Broomfield House can encourage greater use of the Park, then it could have a tangential impact on local health indicators, but this is unlikely to be significant.

3.2.3 Employment & Economy

There are approximately 110,000 jobs located in Enfield, including the self-employed, with the main sectors being food and drink, logistics and distribution. Roughly 24 per cent of employees work in the public sector, while half of Enfield's residents that are employment working outside the Borough.

The role of large businesses, especially the dominance of the manufacturing sector, as major sources of employment has reduced in recent decades as micro-businesses have picked up. Small businesses are an important employer in Enfield, with about 90 per cent of businesses employing less than 10 people while less than 1 per cent of businesses employ more than 50 people.

Unemployment rose in the early 2000s and again after the recession, and the rate has remained above both the London and national average. The average gross household income for Enfield in 2012 was £38,473. By comparison, the figure for London was £41,087 and £35,994 for Great Britain. On almost all measures, Enfield is one of the most highly deprived Outer London boroughs, though only marginally below average when compared to London as a whole. Overall, Enfield ranked 64th most deprived out of the 326 local authority areas in England, and in London it ranks 14th out of the 32 London boroughs.

The data shows the scope of potential for Enfield to close the economic gap on other Outer London boroughs. House price increases in Enfield were much lower in 2012-13 than the London average and the average house price in Enfield is 30 per cent lower than the London average. This considerable price difference in housing indicates that Enfield still has the potential to make significant progress in the quality and appeal of living in the borough.

Effective redevelopment of Broomfield House can have a disproportionate economic impact *if* it succeeds in changing or improving perceptions of the place by employers, investors and residents. It is important to stress that any tourism gains generated through increased visitation are likely to be so marginal as to be virtually negligible in economic impact terms. However, the economic impact of tourism is, in any event, hugely overstated in most of the economic impact assessments that we review. By contrast, the place branding and placemaking effective of a sensitive and imaginative restoration that – at a minimum – removes the 'blight' of the scaffolded building and, at best, enhances people's perception of the whole environment, can have a material impact.

Parks, public spaces, local attractions and 'things to do' more generally have a substantial influence on the attractiveness of a place, and influence key decisions on where to live and where to start or locate a business. This is not to suggest that place criteria outweighs the more prosaic factors like the availability of schools, transport links and affordability. All of these other things being equal, however, the 'softer' criteria – such as parks and public spaces, things to see and do – often come into play.

Recent research in the Netherlands, for example, shows that a view of a park and having a park nearby can raise house prices by 8 per cent and 6 per cent, respectively. Redevelopment of public spaces can also

help regenerate an area and this in turn leads to higher house prices and overall improvement in the economy of the area.

3.2.4 Socio-Economic Trends

Enfield's population has increased by 40,000 (14.4 per cent) from 2001 to 2012, which is slightly above the overall London increase of 13.5 per cent. There has been an exceptional 24 per cent growth in children under 16, which represents the sixth highest growth of all local authorities in England. The non-UK born population has increased by 60 per cent or 41,000, which is predominantly driven by migration from Turkey, Poland, Nigeria, Ghana and Somalia. The White British population has been decreasing while the Black African population has been increasing. This further reinforces the need to adapt to changing resident populations in Enfield.

One of the most pronounced difference between Enfield and London statistics is the divergent house price trends. Since the previous national house price peak in November 2007, Enfield's average price was down 1.3 per cent as of September 2013, while London was up 12.6 per cent. This resulted in Enfield jumping from 21 per cent cheaper than the London average to 31 per cent cheaper. As mentioned in the previous section, the options for Broomfield House and Stable Block should be in line with Enfield's business plan and any specific strategies that take priority. Even though Broomfield Park is small in relation to Enfield borough, any change taking place regarding Broomfield House can send important *signals* to the market.

The total workforce including self-employed increased by approximately 9 per cent from 2001 to 2012, compared to an increase of 15 per cent in London. The borough thus has considerable potential to improve employment prospects, especially as it becomes a more appealing place to live – through a combination of housing quality/affordability and quality of life – for skilled professionals. Professional and managerial workers with higher disposable income are increasingly looking for quality homes in outer London as inner London housing becomes unaffordable. Employment and skills development are among the council's key objectives, and more specifically Enfield's *Employment and Skills Strategy 2014-2017* priority is to "*capitalise on the employment and training opportunities arising from regeneration programmes.*" Any redevelopment plan for Broomfield House should be looked at in the context of its effect on local employment and skills.

3.3 Tourists

Since the recession there have been a number of changes in both day tourism and overnight tourism patterns. Visitors are now more wary of how they spend their money, as leisure budgets have generally shrunk for households. Domestic tourists tend to seek the most value in the shortest time possible. This includes planning multi-activity trips, combining visiting friends or family with leisure trips and taking more short breaks at the expense of long holidays.

The effect on visitor destinations is that they need to be savvier in their visitor offer since customers will carefully consider value for money. Nevertheless, there are a number of ways to appeal to more

discerning customers through for example offering discounts and deals. Customers are also increasingly more reliant on online reviews and recommendations.

3.3.1 Day Visitors

The GB Day Visitor Survey defines tourism day visits as *not taken on a regular basis and located outside of the participant's 'usual environment'*.

Based on this definition, the following table gives an overview of day tourism visits to Enfield and surrounding London boroughs.

Figure 5: Day Tourism Visits

		Visits		Expenditure	
		Millions	Percentage	Millions	Percentage
Greater London	Enfield	7.99	37%	£193.93	37%
	Barnet	6.15	29%	£127.01	24%
	Haringey	4.36	20%	£113.11	21%
	Waltham Forest	2.87	13%	£95.66	18%
Total		21.37	100%	£529.71	100%

Source: The GB Day Visitor 2013

The results show that Enfield is relatively successful at attracting day tourism visits with 8 million such visits in 2013, which compares favourably to the neighbouring London boroughs. In terms of day tourism expenditure, Enfield once again dominates with 37 per cent of expenditure or £194 million, giving an average expenditure of £24 per visit.

The vast majority of these trips – common with most of the Outer London Boroughs – can be defined as ‘Visits to Friends and Relatives’. What these day trippers do once they are in the Borough is thus heavily influenced by the leisure habits of their hosts. This simply reinforces the point that the House’s ultimate market should be its local residents and communities as this is itself the best way to attract tourists.

We are also mindful of significant methodological problems with the GB Day Visitor survey and, indeed, the way in which Day Visitors are defined. The ‘8 million visitor’ statistic needs to be interpreted with great caution as: (a) this is likely to be highly overstated, and (b) it no doubt contains only a very small proportion of day visitors that will ever spend time at a leisure, heritage or cultural attraction.

3.3.2 Leisure Day Visitors

In order to understand the general behavioural patterns of leisure day visitors, this section looks closer at Leisure Day Visits. The Domestic Day Visitor Survey defines a Leisure Day Visit as *any excursion of any duration from home which involves any leisure activities*. The most popular activities undertaken during leisure day visits include visiting friends or family, outdoor activities and going out for a meal.

The VFR market remains the most important tourist market for the purpose of this study. The table below, which shows the activities undertaken by England residents on a leisure day visit, gives an

indication of the VFR market. More than a quarter of leisure day visits include visiting friends and relatives and this has an impact on the type of attractions and activities visitors find appealing. Those visiting friends or family will often be guided by their hosts and therefore it is their hosts who will be the decision makers as to how they will spend their time. Hosts will tend to choose attractions and activities that are interesting and engaging, even on frequent visits. In other words, attractions that are *repeatable*.

Figure 6: Activities undertaken by England residents during a leisure day visit, 2013

Activity undertaken	Percentage
Visiting friends or family	27%
Undertaking outdoor activities	26%
Going out for a meal	17%
Going on a night out	12%
Taking part in sports	11%
Special shopping	10%
Other leisure / hobbies	8%
General day out	6%
Going out for entertainment	5%
Watching live sporting events	4%
Going to visitor attractions	3%
Special public events	2%
Other day out for leisure	2%
Special personal events	2%
Day out to health / beauty spa	1%

Source: *The GB Day Visitor 2013*

The table below looks at the visit duration of leisure day visits by England residents as measured by the GB Day Visitor survey. The results show that slightly over half of all leisure day visits by England residents last between 1 and 3 hours.

Figure 7: Number of leisure day visits by England residents based on visit duration, 2013

Visit duration	Visits (millions)	Percentage
Less than an hour	1,141	16%
1 hour to 1 hour 59	2,069	30%
2 hour to 2 hour 59	1,560	22%
3 hour to 3 hour 59	940	13%
4 hour to 4 hour 59	522	7%
5 hour to 5 hour 59	255	4%
6 hours or more	482	7%
Total	6,969	100%

Source: *The GB Day Visitor 2013*

3.3.3 Overnight visitors

Overnight visitors are those that stay for 24 hours or longer. According to The GB Tourist 2013 survey, overnight trips to Enfield totalled 170,000.

Figure 8: Overnight trips to Enfield, averages for 2011-2013

Local authority (in millions)	All Tourism			Holiday			VFR			Business		
	Trips	Nights	Spend	Trips	Nights	Spend	Trips	Nights	Spend	Trips	Nights	Spend
Enfield	0.17	0.52	£27	0.02	0.08	£5	0.13	0.36	£15	0.02	0.06	£5
Percentage of all Enfield tourism	100%	100%	100%	12%	15%	19%	76%	69%	56%	12%	12%	19%

Source: The GB Tourist 2013

Here too, it is clear that the primary reason for visiting Enfield is to visit friends and relatives, so the key to attracting these tourists is to be perceived as a 'repeatable' experience by their locally resident hosts.

Although the number of staying tourists is much smaller than the day visitor segment, please note that the source data – the GB Tourist Survey – is a much more robust study that produces more accurate results. Moreover, staying visitors have a propensity to visit leisure, heritage or cultural destinations that is inordinately higher than it is for day visitors.

3.4 Schools

Educational visits from local schools form a key proportion of visitor numbers for some venues. Admission prices are often cited as one of the major barriers to conducting more school trips. Attractions that do not charge an admission fee are therefore at an advantage. Distance is another important decision making factor regarding school visits. Educational visits are more likely to take place within close vicinity of the school.

Enfield Council data shows that there are around 100 primary and secondary schools in Enfield borough. Below is a breakdown of the number of pupils in different types of schools in Enfield and surrounding boroughs.

Figure 9: Number of school pupils

	Nursery	State-funded primary	State-funded secondary	Special	Pupil referral units	Independent	All schools
Enfield	0	32,300	22,573	547	67	1,482	56,970
Waltham Forest	329	25,138	15,402	701	107	2,058	43,735
Barnet	502	30,388	22,853	432	70	7,036	61,280
Haringey	396	23,426	12,565	458	100	3,120	40,065
Total	1,227	111,252	73,393	2,138	344	13,696	202,050

Source: Schools, pupils and their characteristics: January 2014, Department of Education

Although the number of school-aged children in Enfield and in North London generally is fairly high, this will not automatically translate to school visits. Competition in London is also very high, with schools

being able to choose from the likes of the Science Museum and Tate Modern, making it difficult to compete.

Moreover, school visits are typically a double-edged sword for destinations of local significance. Local history and heritage attractions – quite rightly – tend to offer free access and extra services to local schools as part of their Mission and as a public or educational service. Only a very small proportion of these students, however, will ever return as paying visitors. The perception that they have ‘been and done it’ lasts an extraordinarily long time. The consequence of offering free access to local students is thus an adult market that has very little incentive to come back as a paying visitor.

3.5 Potential Market Demand – Creative Studio Workspaces

Fourth Street has identified and assessed potential market demand for available and affordable artist workspaces, which could be a viable option for the future utilisation of Broomfield House and Stable Block.

For the purpose of this analysis, the definition of an artist is someone whose output *‘involves the production of original works of research, exploration or artistic expression, either one-of-a-kind or in a limited number of copies, conveyed through painting, sculpture, the print arts, installations, performance, digital arts, sound art, video art, interdisciplinary arts or any form of expression of a similar nature.’*

3.5.1 Demand for creative studio workspaces

According to a recent *Artists’ Workspace Study*, London is home to almost two-thirds of all artists’ studios in the UK. The majority of these artists are concentrated in the borough of Hackney, with 58 per cent of all of London’s artists’ studio buildings and 53 per cent of units. It is worth noting that Hackney Borough borders two of Enfield’s neighbouring Boroughs – Haringey and Waltham Forest. The majority of the remaining artists’ studios are concentrated in the inner east Boroughs of Tower Hamlets, Lewisham and Southwark. The figure below illustrates the geographic distribution of studios in Greater London.

Figure 10: Geographic distribution of studios in Greater London



Source: Artists' Workspaces Study, Report and Recommendations: September 2014, Mayor of London

Due to the concentrated location of artists' studios, there is a high demand for artists to work in London. There are currently 11,500 people working from artists' workspaces, and as many as one in six new jobs being created in these industries. This is compounded by an additional 35,000 graduates from Art & Design Colleges in London each year searching for work in the creative sector. The level of demand has increased over the past 10 years, with no indication that it will slow down in the future. The demand is so strong that ACME (a major providers of artists' studios in London) have an estimated waiting list of almost 3,500 artists waiting to occupy a studio.

3.5.2 Provision of creative studio workspaces

This heightened demand for creative studio workspace is not being met in Central London. The 2010 *Cultural Metropolis* report identified a significant shortfall in artists' studio provision across the city. Due to rising property prices and increasing development activity, the stock of affordable workspaces for artists is diminishing.

The continued migration of artists from one location to another is not a new phenomenon and is known to be linked to all of the issues that underpin gentrification – both its positive and negative effects. The presence of creative communities in an area often leads to improved perceptions and rising property values, which brings with it a host of new development and commercial opportunities. As property prices

increase, studio space becomes a much less attractive proposition relative to other commercial and residential alternatives, which ultimately drives artists and other creative agents out of the area and in search of new premises.

The *Artists' Workspaces Study* forecasts that up to 3,500 artists (30 per cent of the London artist population) are likely to lose their workspace in the next five years. As the median income for artists is only £10,000 per annum, ranking the profession amongst the lowest earners in London, even minor increases in property prices can have a large adverse effect.

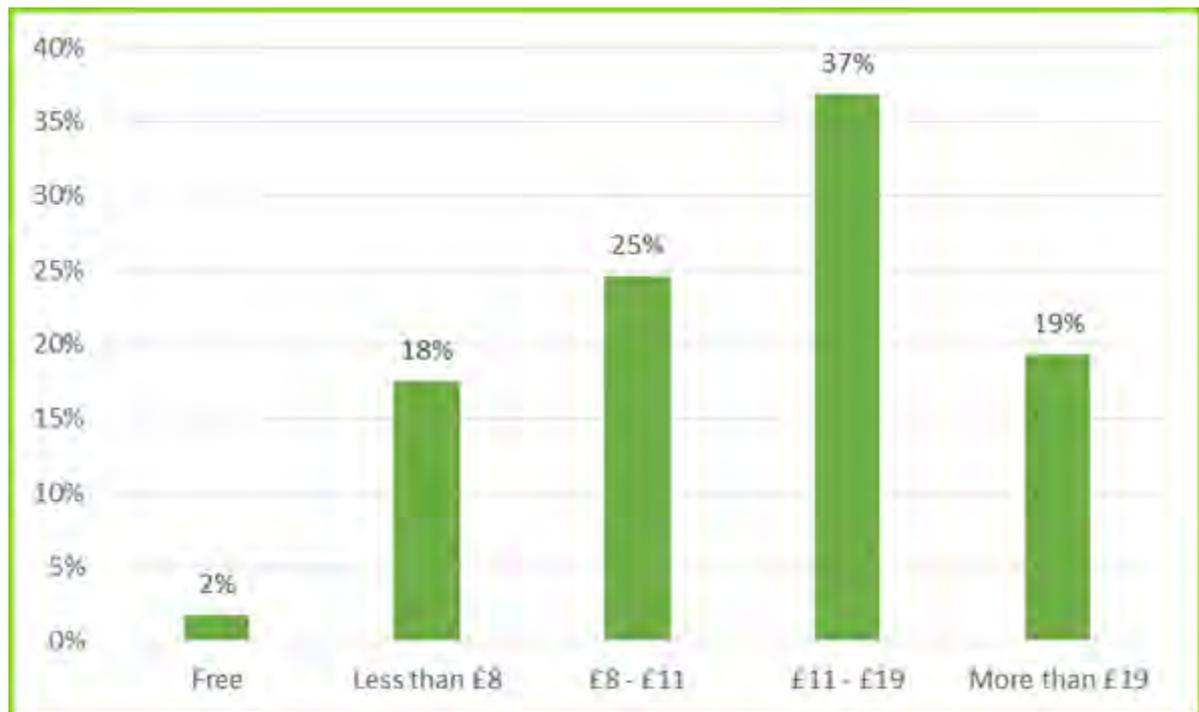
Rental prices

The effect of increasing property prices on workspace affordability can be demonstrated through increases in average studio rent. In 2004, average studio rents were £7.54 per square foot per annum, which increased to £9.72 in 2010. Adjusted for inflation, this roughly equates to £10.10 in 2014 terms.

As illustrated in the graph below, over 56 per cent of studios now have an average rent of more than £11 per square foot per annum and almost 20 per cent have an average rent of more than £19 – 88 per cent above 2014 adjusted prices.

In addition, the overall average rent for artists' workspaces in London (across the main studio providers) is £13.73 – 36 per cent above 2014 adjusted prices.

Figure 11: Average studio rents (£ per square foot per annum)



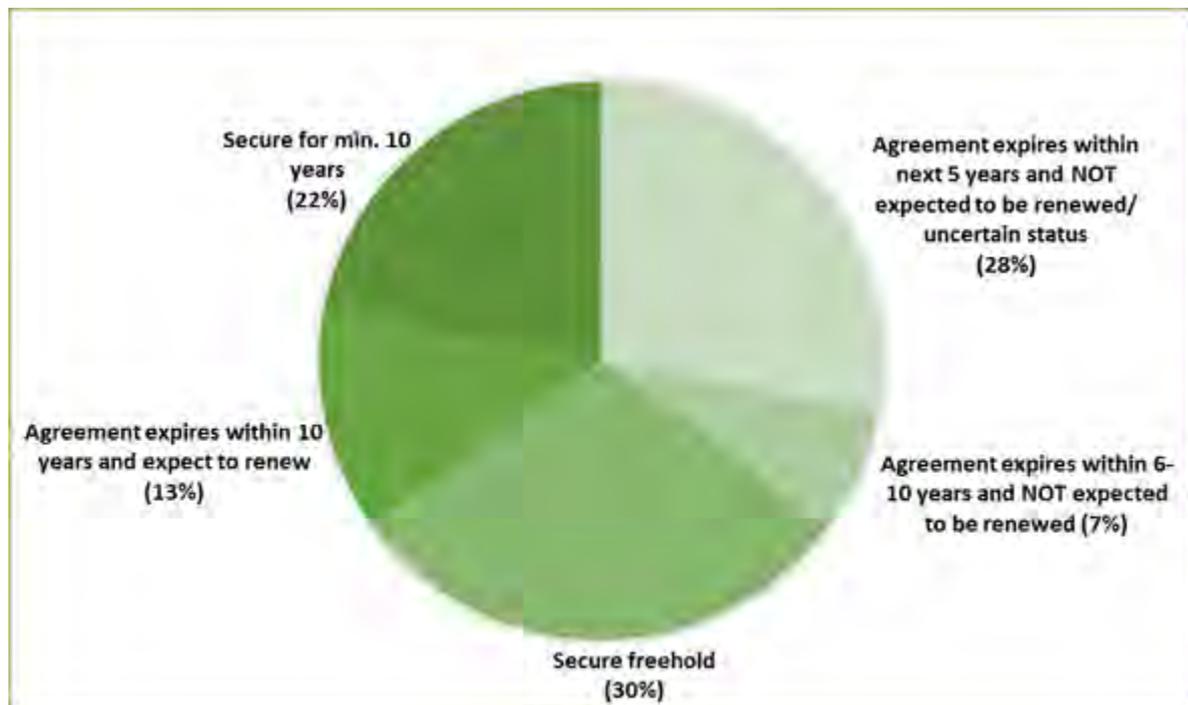
Lease security

Artists' that do succeed in renting a workspace tend to face a vulnerable or insecure tenure of lease. With 51 per cent of occupied workspaces being on rented / licensed terms and 32 per cent being a leasehold agreement, many studios are vulnerable to either non-renewal of the lease, a change of use (to a more profitable enterprise) or becoming a development.

A survey conducted amongst the 20 largest artists' workspace operators (that account for 58 per cent of total London studios) found that a significant proportion of studios managed by these providers are 'at risk'. The graph below highlights the threat facing workspaces in London:

- Within the next five years, nearly a third of artists' studios will be under threat, as operators do not expect to be able to renew agreements.
- Within the next ten years more than 35 per cent of artists' studios will be under threat.

Figure 12: Percentage of 'at risk' studios amongst the 20 largest artists' workspace providers



Source: Artists' Workspaces Study, Report and Recommendations: September 2014, Mayor of London

3.5.3 Broomfield House opportunity

The growing demand for artists' studios presents an opportunity for London Boroughs to capitalise and gain market share in the industry.

As artists are forced outside the traditional inner east localities, local councils from across London are already collaborating with art organisations to regenerate heritage sites to provide additional (and affordable) creative workspaces. For example, the London Borough of Newham has partnered with art charities to reopen the Old Manor Park Library as an arts centre complete with workspaces for artists.

However, with at least 3,500 additional workspaces required in the next five years just to keep pace with current demand, more studios are required. Subsequently, Broomfield House could potentially be utilised to provide additional studio space for artists and also introduce Enfield as an alternative destination for creative workspaces.

Crucially, these workspaces could also be provided at an affordable rate. As the average house price in Enfield is at 30 per cent below the London average, studios could be leased out at a rate lower than those currently located in the more expensive inner east.

Benefits of artists' workspaces

The following section identifies various economic and social benefits that may result from the provision of artistic workspaces in Broomfield House.

- Due to the high levels of demand, there is a strong probability of securing quality tenants. This translates to a reliable rental stream.
- Artistic workspaces facilitate the development of a local creative and cultural community.
- It can also generate additional investment opportunities, including local business investment, public funding and grants (such as HLF and Arts Council England funding).
- Positive exposure for Enfield Borough and Broomfield House as a 'champion' of sustaining arts and culture within London (and preserving London as the cultural capital of the UK).

3.5.4 Studio providers

It is also worth analysing the market for studio operators in order to identify any issues for future tenancy agreements for Broomfield House, should this option be considered.

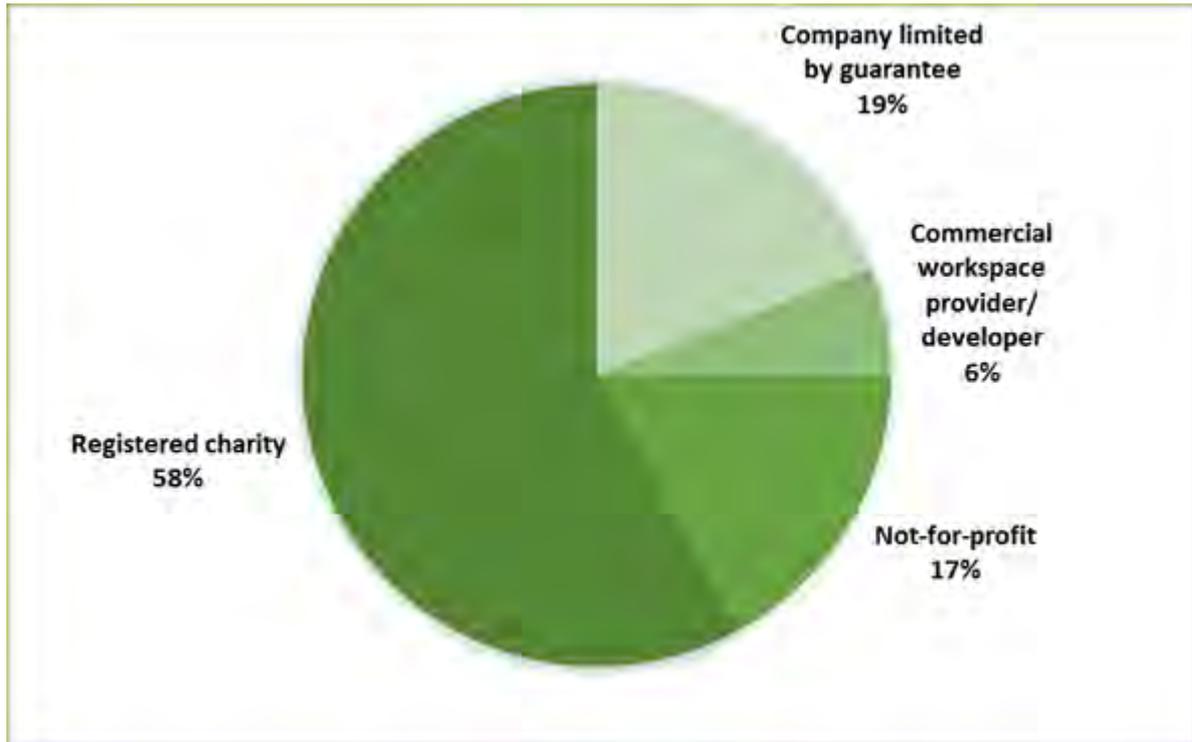
The market for studio providers is highly competitive. There are over 60 providers operating studios in London, representing a high degree of competition. Of these, the 20 largest providers account for over half the creative studios in London and over half the people working from artists' workspaces.

Further analysis demonstrates that roughly 10 per cent of the total market is operated by just the two largest providers – Artists Studio Company and ACME Studios. There is a relatively defined hierarchy of providers, with two very large companies, a number of middle-tier providers and a wealth of smaller, single-site providers of varying quality.

In addition, the market for studio providers is also relatively complex. Due to the low profitability of creative studios, yet high demand for studio space, affordable artists' workspace is a valuable, yet vulnerable asset. Studio providers and artists work together to develop an appropriate business model that ensures studio space remains affordable and accessible. As a result, many providers operate on a charitable or not-for-profit basis and seek external (public) investments for additional support, including grants.

As outlined in the graph below, of the 20 largest studio providers, 75 per cent operate their organisations as a registered charity or not-for-profit enterprise.

Figure 13: Percentage of organisation type



Source: Artists' Workspaces Study, Report and Recommendations: September 2014, Mayor of London

4 Supply Analysis

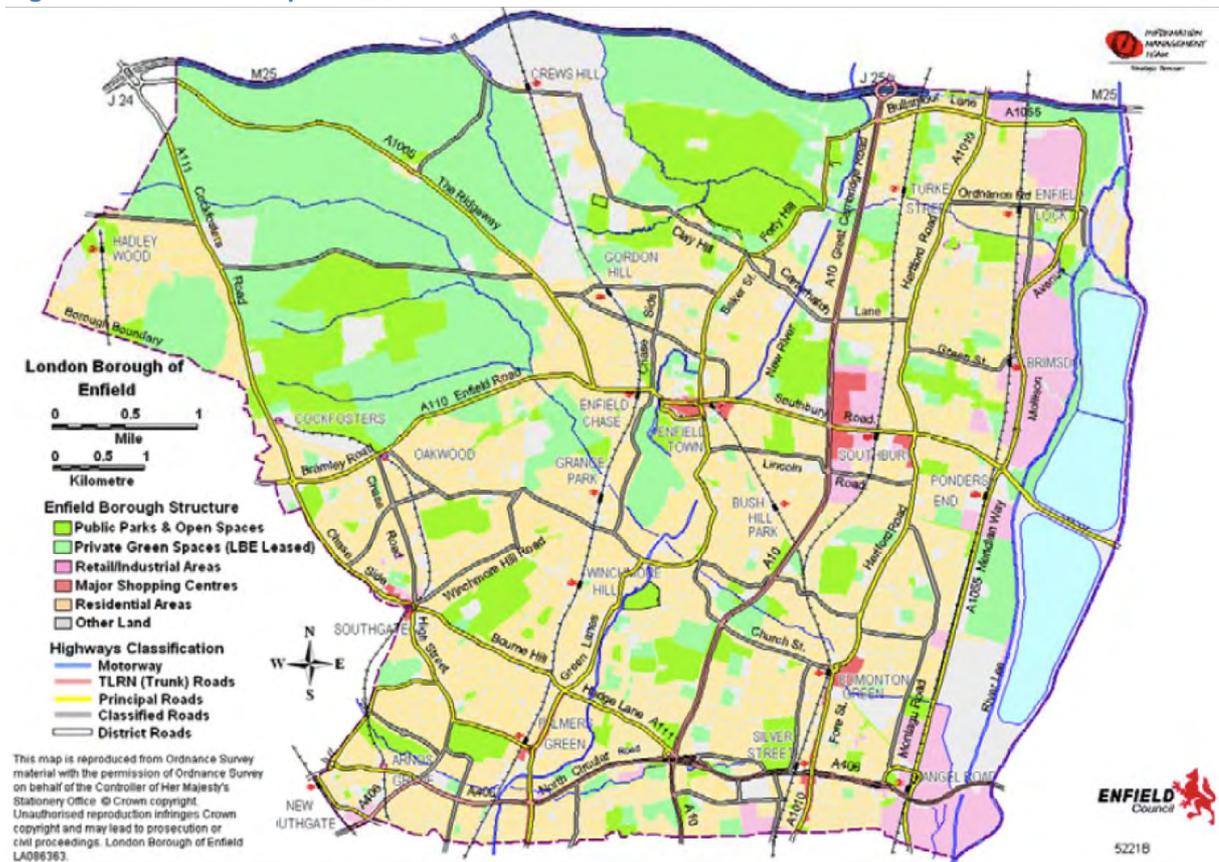
4.1 Introduction

This section gives an overview of local visitor attractions, with a particular focus on parks and mansions within parks. The supply analysis is limited to the Enfield borough area, as Broomfield Park is a small urban park that will most likely serve the local Enfield resident population. Therefore, it will be competing with other attractions in the area, particularly other parks.

Being an outer London borough, Enfield is one of the greenest boroughs in London with about a third of Enfield's area designated as 'green belt'. Enfield also has the longest river length of all London boroughs. The borough's green space is further enhanced with a number of public parks and open spaces.

Enfield Town is the borough's centre for retail, commercial and business uses. It is located in the centre of the borough and is serviced by a railway station (Enfield Town).

Figure 104: Detailed map of Enfield



Source: Enfield London Borough Council

4.2 Local Visitor Attractions

Being so close to Central London yet not close enough to tap into London's booming visitor market, Enfield borough, like many other outer London boroughs, is in a challenging position for the visitor attractions market. In many ways the proximity to Central London makes it difficult to sustain larger visitor attractions in Enfield due to the high level of competition. To that extent, small local attractions tend to be more sustainable in the long term. However, these attractions generally require a high level of loyalty from the local resident population and need to generate repeat visits, to ensure there is adequate tourist turnover to make it sustainable.

Popular visitor attractions and things to do in Enfield include:

- Go Ape, Trent Park
- Forty Hall
- Capel Manor Gardens
- Myddelton House
- Parkside Farm
- Whitewebbs Museum of Transport

There are also wider cultural and leisure activities on offer in the borough, including Millfield Arts Centre, Chickenshed, and Edmonton Green Shopping Centre.

4.3 Parks

Although the scope of work under the *Options Appraisal* set out in the brief is not concerned with Broomfield Park, but only with Broomfield House and Stable Block, it is our view that buildings within parks cannot be treated in isolation. In particular, options for mansions in public parks will be significantly affected by issues such as park opening hours, access, planning regulations, etc. For these reasons, the following sections set out some background research on parks generally, and specifically more detailed research on parks in Enfield.

4.3.1 Background Research

Parks are a particular breed of visitor attractions as they generally have limited opportunities to generate income and will therefore most likely receive revenue subsidy from the local authority. Recently, parks, and in particular historic buildings in parks, have benefitted from investment. At the same time, some innovative and ambitious new parks have been created to regenerate neglected urban districts (e.g. Lee Valley Park and its extensions).

State of UK Public Parks, HLF

The 2014 *State of UK Public Parks* report commissioned by the HLF highlights that the majority of parks still face significant challenges, including levels of funding and the growing reliance on the supporting role of friends and community groups. Most local authorities have increased charges for facilities in parks over

the last few years, including introducing and/or increasing fees for car parks, allotments and the private hire of grounds or buildings.

To date, just under 20 per cent of councils have transferred the management of individual parks to other organisations. It is expected that over the next few years more authorities will either sell or transfer the management of specific parks which are part of park services to community groups. One of the study's main findings was that parks will need to develop new business models for management to complement those that currently exist. In response, innovation charity Nesta has recently launched their 'Rethinking Parks' programme that is jointly funded by HLF and Big Lottery Fund to specifically support and promote future innovation within the parks sector. For this programme 11 parks across the country have been selected to develop and test new business models for parks, including:

- Voluntary and compulsory levies on businesses surrounding urban parks and squares – tested at Bloomsbury Square, London Borough of Camden;
- Endowment models for public parks – tested by National Trust in partnership with Sheffield and Manchester local authorities;
- Offering new services (such as pop-up meeting spaces) to local businesses near parks – tested across a range of parks in the London Borough of Hackney;
- Transfer of park management from the local authority to the Land Trust with a long term plan for community management of the park – tested at Everton Park in Liverpool;
- Co-location of public services offers within a parks setting – tested at Eastbrookend Park in the London Borough of Barking and Dagenham;
- Ongoing corporate donations (both money and skills) to sustain parks – tested by Groundwork North East, Darlington Council, Darlington Cares and the Green Spaces Forum;
- Training low skilled people in difficult circumstances to create routes to employment, while improving the maintenance and management of the parks service on a city-wide basis – tested by the Bristol Parks Forum and Bristol City Council;
- Introducing a membership subscription to increase park income and offering members additional opportunities over and above the existing free facilities in the park, for example preferential booking to concerts held in the park – tested at Heeley Park in Sheffield.

Mansions at risk in public parks in London

A 2013 report commissioned by the HLF, *Mansions at risk in public parks in London*, looks specifically at challenging historic buildings within parks. This report written by Drury McPherson Partnership looks at Broomfield House as one of its case studies.

The report highlights the importance of a masterplan for both the house and park. If a building within a park is treated in isolation this does not lead to successful funding applications or a viable long term use. The research shows that there has been a pattern of concurrent or sequential investment in both parks and houses through parallel *Parks for People* and *Heritage Grants*. This has proven to be a more efficient

way to deal with buildings in public parks. Private sector involvement is also more likely in the context of a credible masterplan.

To that extent, the authors recommend that HLF investment in parks should take place in the context of an integrated strategy to address the building. Ideally, there should be a strategic masterplan based on a conservation plan for the building as a whole.

Although buildings in public parks are often dependent on some form of revenue subsidy, this does not mean they cannot be successful. One key aspect of achieving success, according to the HLF report is the building's popularity with the public.

Recent Local Authority investment in mansions within parks has been largely in those with established public uses. The most challenging buildings where progress is not forthcoming are buildings that are empty or lack current public uses.

The projects that have been successful so far have either focused on raising the quality of the offer, realised opportunities to earn more income, and/or adopted a more commercial approach. In general, successful projects attempt to provide better value for public money.

4.3.2 Parks and Open Spaces in Enfield

The fact that Enfield is an outer London Borough, a third of which is designated as green belt, means that what the area lacks in visitor attractions it makes up for in parks and open spaces. The next section looks in more detail at parks within Enfield borough.

Enfield borough possesses a variety of country and urban parks, open spaces, farmland and waterways, along with access to neighbouring open spaces such as the Lee Valley and Epping Forest. According to a 2006 assessment of open space in Enfield, there are 342 public and private open spaces in the borough, accounting for over 2,000 hectares of land (a third of which is public space). Some 123 of these open spaces, amounting to roughly 900 hectares, are managed by Enfield Council.

Figure 115: Open space provision in Enfield by type

Open Space Type	No. of sites	Area (Ha)	Proportion
Regional Park	0	0	0%
Metropolitan Park	3	346.97	17.3%
District Park	10	214.63	10.7%
Local Park	18	90.85	4.5%
Small local park / open space	15	26.19	1.3%
Pocket Park	5	3.11	0.2%
Linear open space / blue corridors	16	24.14	1.2%
Public park Total	67	705.89	35.2%
Allotments, community gardens and urban farms	42	77.93	3.9%
Amenity green space	78	37.75	1.8%
Cemeteries and church yards	14	76.54	3.8%
Civic spaces /pedestrianised areas	0	0	0%
Greenspaces within grounds of institution	2	16.02	0.8%
Natural or semi-natural urban greenspaces	17	414.16	20.7%

Outdoor sports facilities / playing fields (education)	69	114.58	5.7%
Outdoor sports facilities / playing fields (public)	29	309.62	15.4%
Outdoor sports facilities / playing fields (private)	21	250.62	12.5%
Other	6	2.47	0.1%
Other open space total	275	1299.69	64.8%
TOTAL OPEN SPACE	342	2005.58	100%

Source: London Borough of Enfield Parks and Open Spaces Strategy 2010 – 2020

Over 13 million visits are made to Enfield’s parks annually. The most recent public service satisfaction survey showed an average satisfaction score of 73 per cent for the parks service, which makes it one of Enfield’s most popular services.

Despite the popularity of the parks service and the wealth of open space in the borough, the overall quality of public park provision is in need of improvement. According to Enfield’s *Parks and Open Spaces Strategy 2010-2020*, there are deficiencies in the quantity and quality of public parks in the borough, including an uneven distribution of children’s play provision and the need to improve facilities in some of the most deprived wards.

The Parks and Open Spaces Strategy highlights the importance of open spaces as a source of wider social benefits and cultural value. The social and cultural benefits, taken directly from the strategy, include:

- *Community focus – A sense of community can be provided by open spaces which host small and large events and both organised and informal gatherings. Open spaces also represent a source of local identity and pride;*
- *Cultural focus – Parks and open spaces are also important for people from different cultures. It is a tradition in many cultures to use public places such as parks, rather than homes for social gatherings;*
- *Social focus – Open spaces provide opportunities for social interaction and the development of social capital through family and group outings, community events and activities, meetings between friends and chance encounters. Participation in physical recreation has shown to contribute towards a reduction of incivilities and antisocial behaviour among participants;*
- *Health benefits – Open spaces provide benefits to health. Exercise and physical activity contribute towards physical and mental wellbeing. Peace and quiet, social interaction, opportunities for aesthetic appreciation and proximity to nature are beneficial towards reducing stress and anxiety levels;*
- *Educational focus – Open spaces provide opportunities for children’s play which is beneficial to child development. These benefits are not confined to children’s play areas but other features and experiences on offer within open spaces. Open spaces and watercourses provide visual stimulation, opportunities to develop an appreciation of wildlife and the natural environment, opportunities to improve cognitive, co-ordination and communication skills through play. Open spaces can provide a safe environment for informal play and adventure which can foster a sense of independence; and*

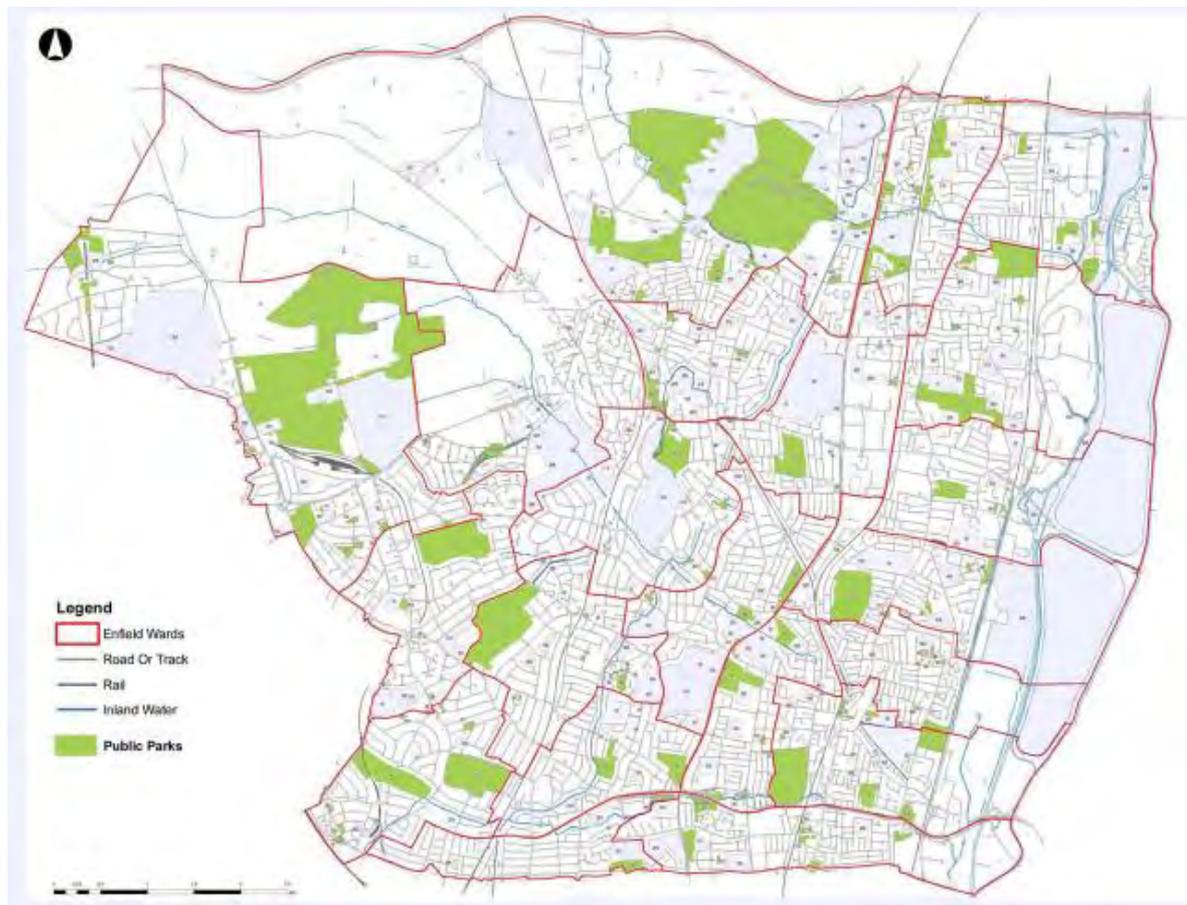
- *Heritage focus – Open spaces can be of historic value and provide opportunities for people to engage with and interpret the historic environment which can provide a sense of community identity.*

The results of the public consultation on the Parks and Open Spaces Strategy highlight the prevailing view that a recent decline in quality of some open spaces has led to vandalism and antisocial behaviour. To that end, the strategy focuses on improving the condition, appearance, facilities and management of parks.

Public Parks

There are a total of 98 parks in Enfield Borough according to the council’s website. The map below shows the location of public parks in Enfield.

Figure 126: Location of public parks in Enfield



Source: Enfield Parks & Open Spaces Strategy 2009 – 2024: Baseline Report

Of these 98 parks, eight have received a Green Flag award. Enfield has adopted a Green Flag award criteria to ensure a quality standard for the council’s parks and open spaces. There are eight criteria used to assess the quality of parks and open spaces:

- A welcoming place
- Healthy, safe and secure
- Well maintained and clean
- Sustainability
- Conservation and heritage
- Community involvement
- Marketing
- Management

The table below gives an overview of the eight green flag parks / open spaces.

Figure 17: Parks and open spaces in Enfield with a Green Flag award

Park	Grovelands Park	Oakwood Park	Pymmes Park	Jubilee Park	Bush Hill Park	Forty Hall	Town Park	Trent Park
Postcode	N14 6RA	N14 6QB	N9 9SU	N9 7RH	EN1 1PS	EN2 9EU	EN2 6LE	EN4 OPS
Car Park	No	No	N / a	Yes	No	Yes	No	Yes
Visitor Centre	No	No	Yes	No	No	No	No	Yes
Facilities	Playground, football pitches, cafe, ornamental lake, pitch 'n' putt course	Playground, cafe, yacht pond, tennis courts, multi games unit	Playground, outdoor gym, tennis courts, football pitches, multi-use games area	Playground, tennis courts, football & small sided football pitches, multi games unit	Playground, outdoor gym, hard tennis courts, football pitches, skate board park, enclosed multi use games area	Fishing lakes, cafe, walled garden	Playground and splashpad, café, multi-use games unit, tennis courts	Playground, fishing fake, blind trail, bridleways, cafe, animal centre

Source: Enfield London Borough Council

The key driver of demand for parks comes from families with young children. To that extent, a playground is a key component of an urban park in North London. Playgrounds complemented by a café are generally popular, as is convenient parking. Other facilities that can greatly enhance the attractiveness of an urban park are sports facilities such as football pitches, tennis courts and an outdoor gym. The eight Green Flag parks summarised in the table above have a number of these features.

4.4 Case Studies

This section provides a more detailed analysis of parks in Enfield. The three parks chosen – Forty Hall & Estate, Grovelands Park and Trent Park – are all Green Flag parks that are highlighted in the previous table. These parks were chosen for closer analysis as they all possess a historic building and therefore closely resemble Broomfield Park.

Furthermore, the case studies represent a variety of uses for the buildings in parks. Since its HLF-funded restoration, Forty Hall is operated as an historic house, with broad public access; Grovelands Park is a

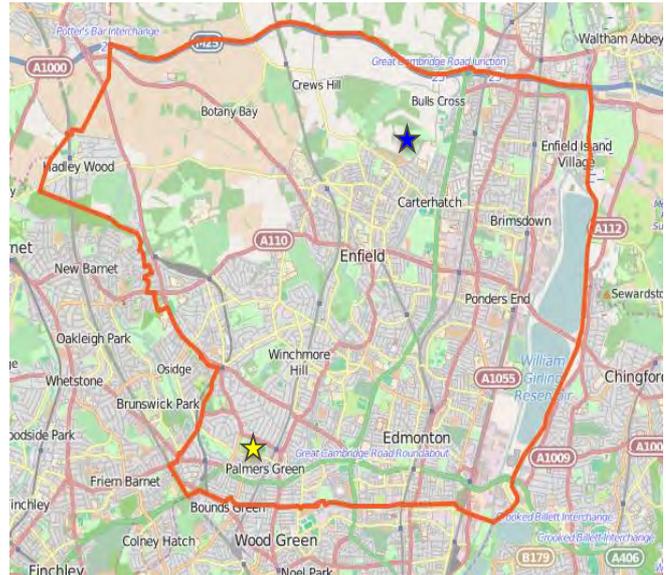
hospital and has no public access; while Trent Park used to be run by a university but its future is currently unclear.

A further three case studies are examples of historic houses in London that received funding from HLF's Heritage Enterprise Scheme – The Fellowship Inn, Percy House and The Bothy. These are all buildings that were in need of repair, but where a purely heritage-led visitor attraction (or museum) was not deemed to be viable or appropriate.

It is important to note that although some of these case studies are similar to Broomfield House, none of the houses are in a derelict state similar to Broomfield House. As an example, Forty Hall required investment before being brought back into public use as an historic house, but this was in the range of £4.5 million, which was enough to allow rooms to be rented out for meetings and weddings to take place. In order to fully restore Broomfield House in a similar fashion, the cost would be considerably higher, subject to the results of the conservation management plan currently being undertaken. For these reasons the case studies below need to be read with a certain level of caution.

Forty Hall & Estate

Forty Hall & Estate is a historic house set in a 273 acre Grade II listed estate which is part of the Green Belt. The gardens and parkland are a rare example of an intact 18th century landscape, with a lake, fishing ponds and streams, and a walled garden. One of the unique features of the Estate is 'pleasure grounds,' which is a particular type of landscaped garden popular with the English and French aristocracy in the 18th century. The majority of the estate is open to the public with a series of footpaths that link the estate to nearby country parks such as Whitewebbs and Hilly Fields Country Parks. The Estate is located in the northern part of the Enfield borough as the blue marker on the map on the right shows. Broomfield Park's location is plotted with a yellow marker.



The House

Forty Hall, the historic building within the estate, is a Grade I listed manor house dating back the 1620s. Currently it functions as a museum run by the London Borough of Enfield. The permanent exhibition tells the story of the house and its estate and explores the life of Sir Nicholas Rainton and life in the seventeenth century more generally. There is also a range of guided tours, led by a Jacobean character. The temporary exhibition programme focuses on art, ecology and heritage. There is also a gift shop and a cafe located in the house.

Although the house was built in the 1620s, it has the external appearance of an 18th century house. The building was most likely designed by an artisan builder. The manor house was used mostly as a residence by a number of different families until 1951 the Bowles family sold it to the Enfield Borough.

Events & Activities

- Guided tours
- Children's parties
- Craft markets
- Print-making course
- Knitting
- Social dog walking
- Social suppers
- Storytelling sessions
- Crafts workshops
- Tai Chi
- Concerts
- Theatre

Hire

Forty Halls offer 14 different rooms for hire from £20 per day for a smaller room to £250 or more. Corporate events. Forty Hall offers bespoke events service for weddings, fundraising events, product launches, business meetings, etc.

Located adjacent to Forty Hall & Estate is a separate Banqueting Suite. The Banqueting Suite is managed by Richmond Caterers Ltd and is available for hire along with an events management service. The venue is formed of two interlinked rooms and a patio area leading onto gardens.

Capel Manor College

The Forty Hall Estate is also home to an organic farm which is currently being restored by Capel Manor, a further education college. The aim of the farm is to become a centre of excellence that demonstrates and

promotes sustainable food production. The farm is supplemented by the Forty Hall Community Vineyard, and the new Forty Hall Farm Orchard.

Forty Hall Images

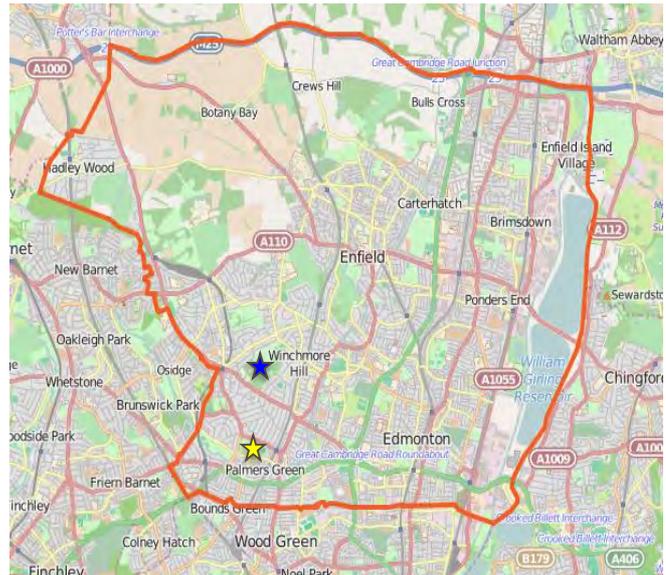


Grovelands Park

Grovelands Park is a Grade II* listed public park and is included in English Heritage's Heritage at risk register. There are wooded areas, streams and a lake within the park. The area became a public park in 1913 after the local council purchased 64 acres of land from a private landowner.

The park boasts a number of amenities such as two football, a children's playground, a pavilion, cafe, bowls club, basketball courts, tennis courts, a green gym, and a pitch and putt golf course. Other events and activities at the park include fishing, bird watching, a weekly Parkrun, and guided walks.

The park is located in Southgate, the southern part of Enfield borough, as the blue marker on the map on the right shows. It is slightly north of Broomfield Park which is plotted on the map with a yellow marker.



The House

Located within Grovelands Park is an 18th century Grade I mansion. The two-storey house was built circa 1797 by John Nash as a residence for Walker Gray, a Quaker brewer. The house has a history of being used for medical purposes, firstly as a hospital for wounded soldiers and later as an NHS convalescent home. In 1985 the house was purchased by the Priory Hospitals Group and is currently called The Priory Hospital North London.

The building is being used as is a private hospital specialising in the treatment of mental health problems. The hospital serves patients with mild to moderate mental health issues, such as stress and anxiety, by offering outpatient based therapy services such as individual and group based cognitive behavioural therapy. There are also residential facilities for 52 patients who require inpatient care for more severe mental health illness such as depression, psychotic illness or addiction.

Grovelands Park Images

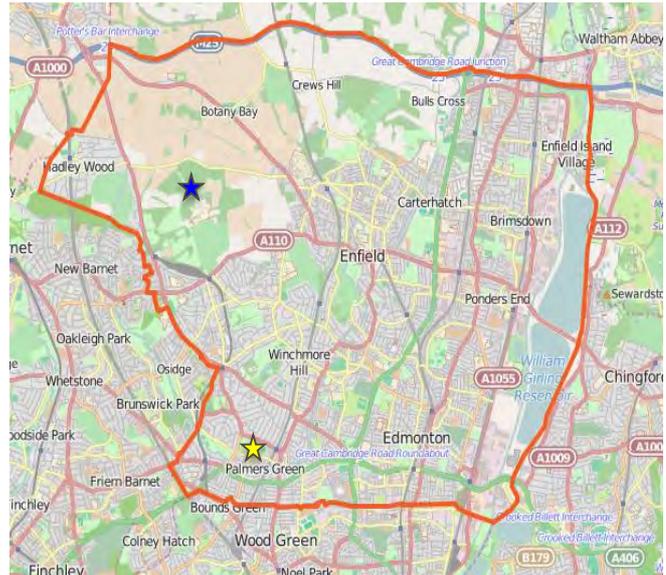


Trent Park

Trent Park is a country park comprising of 320 hectares of meadows, brooks, lakes, and ancient woodland. It forms part of London's Green Belt.

The park offers publicly accessible countryside, farmland, a golf course and an equestrian centre. Some of the unique features of the original landscaping include an avenue of lime trees, an obelisk, ornamental lakes and a water garden.

The park is located in the north western part of Enfield borough, as the blue marker on the map on the right shows. The closest tube stations are Oakwood and Cockfosters. Broomfield Park is plotted on the map with a yellow marker.



History

Trent Country Park is a relic of the Royal Hunting Forest of Enfield Chase frequented by Henry VIII, Elizabeth I and James I. The park is unique in that 400 years since it served as royal hunting ground it has not changed much. In the 18th century George III gave the site to Richard Jebb, a doctor rewarded for saving the life of the King's brother. Trent Park has been open to the public as a country park since 1973.

Camlet Moat is protected under the 1979 Ancient Monument and Archaeological Areas Act. Within the grounds of the country park, there is a small moated isle known locally as Camlet Moat. It is currently a scheduled Ancient Monument.

The House

Located within Trent Country Park is Trent Park House. The Country House was used as a private residence, exchanging hands a number of times. During World War II the house was used as a prisoner of war camp for captured German generals and officers. Hidden microphones in the house became an important part of gathering intelligence during the war.

The house was later used for a number of educational purposes such as a Ministry of Education emergency training college for male teachers. In 1974 the building became part of Middlesex Polytechnic, which later became Middlesex University.

Other past and present University buildings, including student residences and offices are nearby. However, Middlesex University vacated the Trent Park site in October 2012. In 2013, The Trent Park site was bought by Malaysia's Allianze University College of Medical Sciences (AUCMS) for £30 million. Allianze University went into administration in 2014 and it is unclear what will happen to the building.

Activities

Other than horse riding and golfing, a number of concerts and festivals take place in Trent Country Park during the summer months. Go Ape is also located in Trent Park, 10 minutes from Cockfosters tube station.

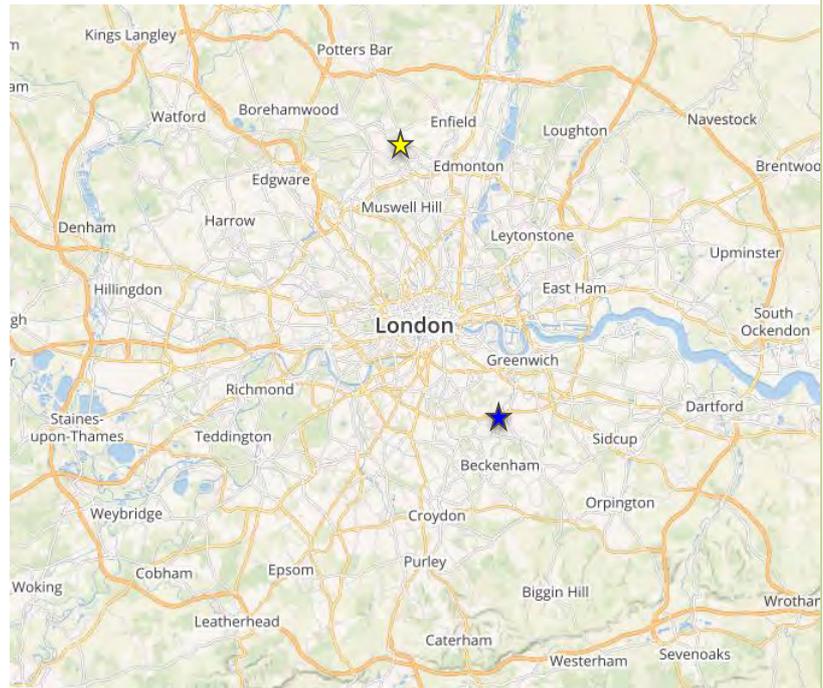
Trent Park Images



The Fellowship Inn

The Fellowship Inn is a semi-derelict pub built on a housing estate in the 1920s for First World War veterans. It will be restored with a £3.8million Heritage Enterprise grant from the HLF.

The project is expected to secure the future of the community pub while creating 70 jobs and 200 training and volunteering opportunities. Since the 1980s the Inn has fallen into disrepair, while Bellingham remains one of the most deprived areas in the UK. The Inn is located in South London as the blue marker on the map shows, with the yellow marker indicating the location of Broomfield House.



Phoenix Community Housing

The applicant to the HLF was social landlord Phoenix Community Housing. Established in 2007, Phoenix currently offers shareholding membership to residents. The landlord owns and manages more than 6,200 homes in the Bellingham, Downham and Whitefoot areas of south Lewisham.

The Fellowship Inn is the second pub acquired by Phoenix as part of its efforts to regenerate the Bellingham, Downham and Whitefoot wards of south Lewisham. Recently, Phoenix also opened a new community building, The Green Man, on the site of a pub that had been derelict for almost a decade. The pub now provides a wide range of facilities, including a training kitchen, café and credit union branch, along with headquarters for Phoenix’s 150 staff.

The newly developed Fellowship Inn will include a cinema, live music venue, café, microbrewery, bakery and artists’ studios.

The Fellowship Inn Images

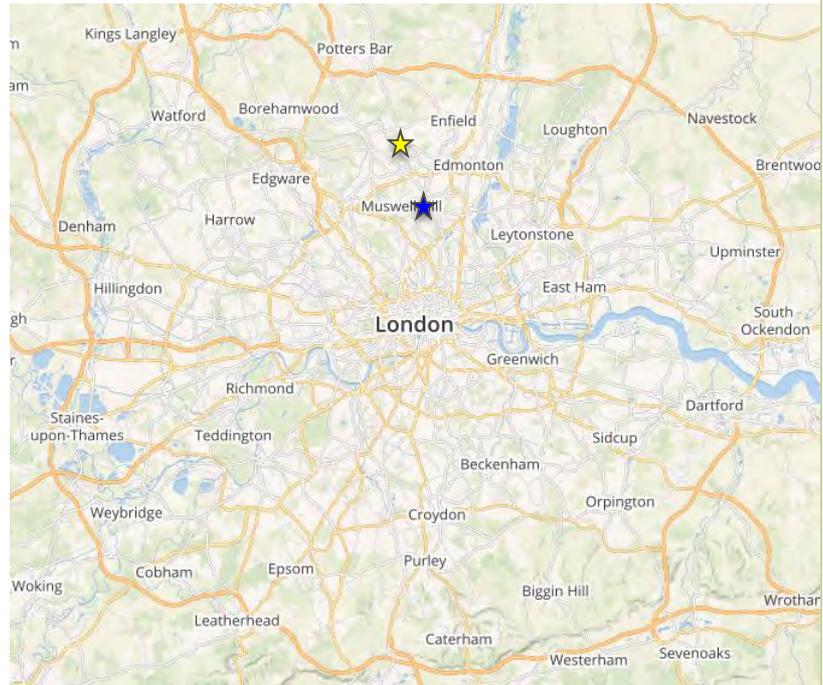


Percy House

Percy House, an 18th-century building, will be fully restored with the help of a £1.8 million grant from the Heritage Enterprise scheme along with match funding from Tottenham Hotspur Football Club.

The Percy House Enterprise Regeneration Project is expected to deliver over 95,000 hours of community development, health, enterprise, education and sports programmes every year to those living in the club’s local area.

The House is located on Tottenham High Road in Tottenham as the blue marker shows, this is slightly south of Broomfield House, shown with a yellow marker.



Tottenham Hotspur Foundation

The House is owned by Tottenham Hotspur Football Club but the applicant to the HLF was Tottenham Hotspur Foundation, the charitable arm of Tottenham Hotspur Football Club. Tottenham Hotspur Foundation has been awarded the grant to turn Percy House in to a hub for enterprise, skills and training, creating sustainable, long-term education and employment opportunities for local people as part of the club’s commitment to the development and regeneration of North Tottenham.

The Percy House community hub will include the Tottenham Hotspur Foundation offices, Heritage Learning Zone, Foundation Degree programme, employment and skills provision, and heritage exhibition space.

Percy House Images

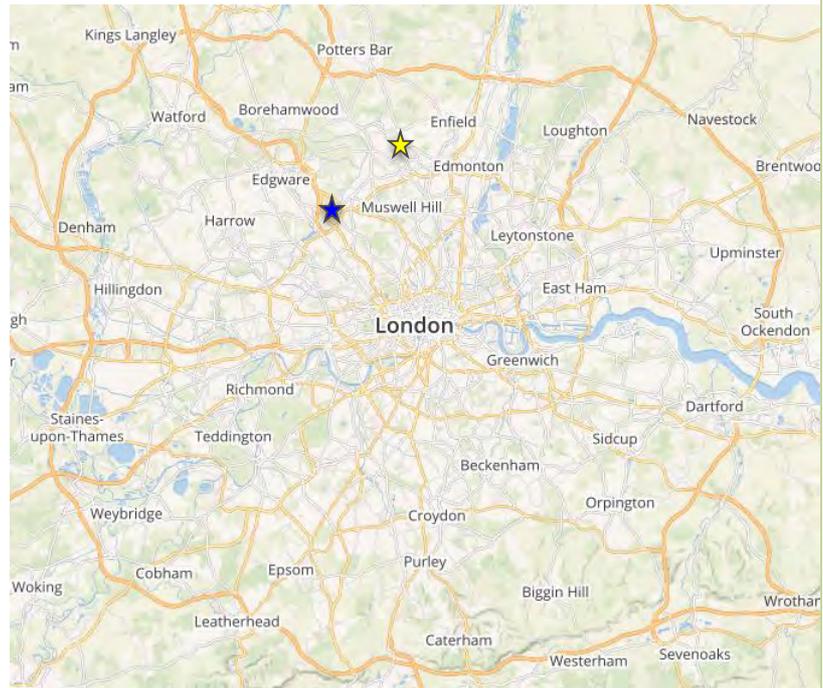


The Bothy

The Bothy is a Grade II listed Victorian Gothic folly situated in the grounds of the Avenue Estate in Finchley and is semi-derelict and on English Heritage's Heritage at Risk register. The Bothy will be restored using a £1 million Heritage Enterprise grant.

Externally the Bothy resembles a small castle with 4m high rendered concrete walls, buttresses, piers and crenelated octagonal corner towers.

The Bothy is located in Finchley near Brent Cross shopping centre. It is shown on the map with a blue marker, while the location of Broomfield House is shown with a yellow marker.



Terapia

The project is being undertaken by Terapia, a registered charity established to benefit vulnerable young people and children in need of psychological help. This grant will enable Terapia to restore and convert the building into a centre of excellence providing training and psychotherapy services to vulnerable children, young people and families while creating four jobs in the process.

The Fellowship Inn Images



5 Appendix: Enfield Council Strategies

Document / Source	Vision / Priorities/ Aims / Objectives		Comment
Council Business Plan 2012/2015	Vision	To make Enfield a better place to live and work, delivering fairness for all, growth and sustainability and strong communities	Broomfield House has the potential to fulfill a number of Enfield Council's goals including making Enfield a better place to live, where the park in particular can help achieve this vision, and bringing jobs and opportunities, where the future of Broomfield House can have a contribution.
	Aims	Fairness for all; Growth and sustainability; Strong communities	
	Objectives	Serve the whole borough fairly and tackle inequality; Provide high quality, affordable and accessible services for all; Enable young people to achieve their potential; A clean, green and sustainable environment; Bring growth, jobs and opportunity to the borough; Encourage active citizenship; Listen to the needs of local people and be open and accountable; Provide strong leadership to champion the needs of Enfield; Work in partnership with others to ensure Enfield is a safe and healthy place to live	
Putting Enfield First (Council's corporate strategy)	Aims	A cleaner, greener, sustainable Enfield; Ensure every child matters and provide high quality education for all; A safer Enfield; A healthier Enfield where people are able to live independent lives; Provide high quality and efficient services; Build prosperous, sustainable communities	With Broomfield House being located in a public park, its future use can have a positive effect on the majority of aims in the council's corporate strategy.
Medium Term Financial Plan	Priorities	Investment in priority areas; Investment to improve access to the Council's services and to achieve service efficiencies; Provision for anticipated unavoidable costs such as waste disposal costs; The impact of the ongoing effect of planned investment in IT across the Borough; Capital investment in accordance with Member priorities	The council's investment priority areas are very much based around safety; this may be of relevance for the chosen strategy for the park and house.
Enfield's Future: A Sustainable Community Strategy For Enfield 2009-2019	Vision	To make Enfield a healthy, prosperous, cohesive community living in a borough that is safe, clean and green	Parks and open spaces help achieve the goal of making an area healthy, prosperous, clean and green.
	Priorities	Improved education; Better youth facilities; Reduction in crime; Community cohesion; Improved health and life expectancy; Active citizenship and involvement in decision making; Promotion of positive attitudes to ageing across different generations; More jobs in the borough; A cleaner, greener and more vibrant borough	

<p>Enfield's Community Cohesion Strategy 2010 – 2014</p>	<p>Aims</p>	<p>Local people play an active part in civic and community life, and contribute to local decision making; Local people of all ages and backgrounds have opportunities to mix together; Local people have learning and employment opportunities and feel there are good prospects; Local people feel safe and are safe; The Enfield Strategic Partnership (ESP) provides community leadership, Celebrates diversity and promotes equality to enhance community cohesion</p>	<p>Parks and publically accessible buildings are a place for local residents to mix together irrespective of age and background. Similarly, community cohesion can be enhanced through parks and other community assets.</p>
<p>Enfield Strategic Partnership Community Cohesion Phase 2 Action Plan (March 2012 - March 2014)</p>	<p>Aim</p>	<p>To create a borough where local people play an active part in civic and community life and contribute to local decision making</p>	<p>A number of community-run projects and publically accessible places strongly rely on volunteers; Broomfield House can increase volunteer opportunities. This project also has the potential to demonstrate a good approach to consultations.</p>
	<p>Objectives</p>	<p>Increasing opportunities for participation in local decision-making; Increasing opportunities to volunteer; Targeting consultation more effectively; Supporting children and young people's participation in decision making; Celebrating success through better communications</p>	
	<p>Aim</p>	<p>To create a borough where local people of all ages and backgrounds have opportunities to mix together</p>	
	<p>Objectives</p>	<p>Helping to tackle language barriers; Increasing opportunities for residents to mix; Creating trust between generations</p>	
	<p>Aim</p>	<p>To create a borough where local people have learning and employment opportunities and feel there are good prospects for them</p>	
	<p>Objectives</p>	<p>Supporting people to access learning opportunities; Support schools and settings to implement the Equalities Act 2010 and the Public Sector Equality Duty 2012; Keeping our young people in employment, education and training; Improve educational outcomes for all and narrow the attainment gap between groups; Enabling access to learning, employment and training opportunities for people with mental health, learning and physical disabilities; Using schools as community hubs</p>	
	<p>Aim</p>	<p>To create a borough where local people feel safe and are safe</p>	
	<p>Objectives</p>	<p>Working with local people to help reduce fear of crime; Working with young people at risk of being involved in gang activity; Celebrating Enfield's diversity; Ensuring young people feel safe on public transport; Ensuring vulnerable adults feel safe & support independent living</p>	
	<p>Aim</p>	<p>The ESP provides community leadership, celebrates diversity and promotes equality to enhance community cohesion</p>	

	Objectives	Informing people about the ESP and raising its profile; ESP leading the place shaping agenda with local people; Championing positive contributions made by Enfield's diverse communities	
Enfield 2020: Sustainability Programme 2013	Vision	Significantly improve the sustainability of the Borough of Enfield and Enfield Council by 2020; Deliver significant economic, environmental and social benefits for all of Enfield's stakeholders	Enfield's focus on economic sustainability should be an important aspect of any future option for Broomfield House. There is clear emphasis on economic benefits and self-funding within the sustainability programme demonstrating that financial viability should be at the core of sustainability goals.
	Objectives	Bring together the large number of existing sustainability strategies and action plans; Exploit synergies to deliver value for money; Deliver benefits greater than the sum of individual projects Focus on economic sustainability and 'What's in it for me?'; Address multiple themes and encourage cross-departmental working; Further embed sustainability as the Council's 'day job'; Leverage sustainability funding into Enfield; Maximise the Council's unique position as a 'Co-ordinating Council,' leading by example and making it easy for others to act; Maximise the economic, environmental and social benefits for all of Enfield's stakeholders; Make Enfield a better place to live, work, study and visit; The Council to work closely with the Enfield Strategic Partnership and Greater London Authority to help deliver Enfield 2020; Ensure Enfield 2020 more than covers its programme management costs by creating a self-funding Sustainability Service	
London Borough of Enfield Parks and Open Spaces Strategy 2010 – 2020	Vision A	Making open spaces in Enfield places for everyone	As mentioned previously, Enfield gives high priority to opportunities for residents to mix across generations and backgrounds. Parks are often a welcoming place for people of all ages, economic and social backgrounds offering an ideal opportunity for enhancing community cohesion. The idea of a master planned approach for parks should be applied to Broomfield House and park in order to
	Aims	Amenities for everyone; Create safer places; Protect existing parks and open space of value and create additional open space in areas of deficiency as part of a master planned approach; Deliver a programme of public arts and events; Deliver activities for everyone promoting health and wellbeing; Start with the open space; Accessible open spaces	
	Vision B	Delivering high quality open spaces in partnership	
	Aims	Develop Local Involvement	
	Vision C	Creating sustainable open spaces for the future	
	Aims	Enhance natural systems and respond to climate change; Seek energy efficient buildings and facilities; Beneficial investment; Waste minimisation while maximising recycling in parks and open spaces	
Vision D	Protecting and managing the exceptional quality and diversity of Enfield's spaces		

	Aims	Enhance and maintain biodiversity; Protect heritage; The use of open space as an educational resource; Building on success; Create well maintained open spaces	create a joint strategy for the area.
A Living Landscape: Enfield Heritage Strategy 2008	Vision	The London Borough of Enfield is a living landscape of people and places.	Dialogue with both the community and other stakeholders such as Historic England with regard to the future of Broomfield House are in line with Enfield's Heritage Strategy. Furthermore, Enfield strives to promote heritage to local residents and visitors and to create buildings that have the potential to be tomorrow's heritage. The relevance of these goals will be dependent on to what extent the future of Broomfield House is reliant on its heritage significance. Currently, Broomfield House does not appear to have a place in Enfield's site specific priorities, unlike Forty Hall which falls under these priorities.
	Aims	To increase understanding and awareness of Enfield's diverse heritage; To enable everyone, alone or collectively, to benefit from Enfield's cultural heritage, contribute towards its enrichment, and participate in decisions about its future; To work in partnership with local, regional and national organisations and agencies in understanding and caring for Enfield's heritage; To work in partnership with local communities to understand what they value as their heritage and to share what it means to them; To develop use of Enfield's heritage as an educational and lifelong learning resource; To promote Enfield's heritage more effectively to local residents and visitors to the borough; To ensure that heritage opportunities and considerations are at the heart of Enfield's place-shaping agenda; To establish heritage as a cross-departmental responsibility within the Council; To actively create, through Enfield's place-shaping agenda, buildings and places that have the potential to be tomorrow's heritage	
	Site Specific Priorities	To secure funding for the imaginative enhancement of Forty Hall & Estate as a cultural landscape and destination heritage attraction; To allocate funding for the successful re-location of Enfield Museum Service from Forty Hall to Thomas Hardy House and its re-launch as a local history museum for the people of Enfield; To look for a viable solution for the Broomfield House site and to consult with English Heritage, community groups and local residents on taking it forward; The Council will use the Borough-wide characterisation study as the basis for establishing consistent criteria for selecting and designating areas of 'special architectural or historic interest' at borough level; To conclude the Conservation Area Review, the Council will, on the basis of established criteria, and through public consultation, bring forward further areas of the borough to be designated as conservation areas; The Council will consult widely throughout the borough on collections of material culture held by individuals and groups; The Council will consult widely throughout the borough on collections of material culture held by individuals and groups;	

		<p>The Council will consult widely to audit the breadth and diversity of intangible heritage resources in Enfield and find new ways to record and recognise them and, where possible, open up wider public access to them; The Council will consult with learning providers of all kinds on the potential of Enfield’s heritage as a learning resource;</p> <p>The Council will pursue the potential of learning from the environment in terms of curriculum-shaping at both Primary and Secondary schools;</p> <p>The Council will become a signatory to the Learning Outside the Classroom Manifesto;</p> <p>The Council will build on existing partnerships and seek, wherever opportunities arise, to establish new partnerships;</p> <p>The Council will set imaginative new aims for its heritage and pilot new heritage projects in partnership with others;</p> <p>The Council will seek, in partnership with neighbouring organisations and bodies, to explore the potential of Enfield’s northern green landscape as a sustainable heritage tourism brand and destination.</p>	
<p>Shaping Enfield’s Future: Place Shaping Strategy (Draft)</p>	Vision	A healthy, prosperous, cohesive community living in a borough that is safe, clean and green	<p>The key points from the Place Shaping Strategy that relate to Broomfield House and park include improving facilities for children and young people, improving the quality of the environment and improving leisure opportunities. The future strategy for Broomfield House and park should look to address these.</p>
	Aims	<p>Improving community cohesion;</p> <p>Reducing crime and the perception of crime;</p> <p>Increasing attainment of level 2 skills amongst children and young people and the working age population;</p> <p>Stabilising and then reducing out of work benefit claimant levels;</p> <p>Reducing child poverty;</p> <p>Increasing the availability of affordable homes and reducing the number of households living in temporary housing;</p> <p>Continuing to improve street and environmental cleanliness</p>	
	Priorities	<p>Improving our housing stock;</p> <p>Employment and skills;</p> <p>Increasing the number of new firms and improving the survival rates of existing businesses;</p> <p>Improving our facilities for children and young people;</p> <p>Improving community safety;</p> <p>Improving access to and take up of our health care facilities;</p> <p>Improving our transport infrastructure;</p> <p>Improving the quality of our environment;</p> <p>Improving leisure opportunities;</p> <p>Building Stronger Communities</p>	
<p>Creative Enfield: Enfield’s borough-wide Arts and Creativity Strategy 2009-13</p>	Vision	Local access to high quality arts for everyone and Enfield’s unique contribution to London	<p>A key point of the Arts and Creative Strategy is cultural enterprise for communities. Enfield has a real opportunity to use the space in the house and stable</p>
	Values	<p>Creativity – the belief that creativity is in everyone and that we should nurture that latent talent in every child, adult, and in every community;</p> <p>Diversity – that the diverse communities of Enfield are our strength, making the Borough distinctive, and that the arts and creative industries should capitalise on the diversity of cultures, interests, and needs;</p>	

		<p>Quality – that quality of process, product, and services are of equal importance in the arts and creative industries and that we will strive for continuous improvement and excellence; Participation and access for all – that everyone has the right to be engaged with the arts and creative industries to have opportunities for fun, learning, education, and personal development from the earliest age; Cultural enterprise for communities – that communities thrive and grow together through the arts promoting entrepreneurship and small business development</p>	
	<p>Aims</p>	<p>Increase engagement with high quality arts and develop audiences to ensure that everyone has opportunities to reach their potential whether leading as an artist or as a participant; Create the right framework to enable the sustained growth of creative industries to encourage entrepreneurship and to support the economic wellbeing of local communities; Increase the number and improve the quality of facilities for the arts to ensure that the arts infrastructure is fit for purpose and able to support increased participation in local neighbourhoods; Develop the public realm through a planned approach to the integration of quality public art and good design, treating the borough area as a ‘venue’ for the arts and creativity and leading to greater local distinctiveness and civic pride; Develop the capacity and raise standards within the sector, artistically and strategically; Increase resources available through partnership working to take advantage of new opportunities, including the sharing of resources to deliver efficient ways of working in a challenging economic climate</p>	<p>block to promote entrepreneurship and small business development. This option would most likely be considered suitable by a number of different stakeholders involved with Broomfield House. Nevertheless, Broomfield house is currently not on the priority list for arts in Enfield.</p>
	<p>Objectives</p>	<p>Break down the barriers to access to the arts to encourage more people to participate in the arts and creative enterprise with particular focus on young people, families, and older people; Use promotional initiatives and marketing campaigns locally and regionally to raise the profile of the sector so that more people are aware of what is on offer and how they can get involved; Develop the commissioning role of the Council, and work in partnership, to deliver arts development work that will reach more of our community and utilising the skills of artists and creative people as positive agents for change; Support artists, arts organisations, and creative businesses to sustain their best work by a package of training, mentoring, business advice, commissioning, assistance to identify funding, and partnership working; Develop the strategic role of arts and cultural venues as creative hubs where the community can join together to celebrate, learn, create and earn a living; Work in partnership across the Council, and with private sector landlords where necessary, to ensure that creative</p>	

		<p>industries are enabled to thrive in the borough through effective use of the framework of licensing, rental of premises, charging and grants;</p> <p>Work in partnership with the Place Shaping team, and with private sector landlords where necessary, to plan spaces in local neighbourhoods and in town centres where community production, enterprise, experimentation, rehearsal, exhibition, recording, public art and other forms of presentation of the arts and creative industries can take place</p>	
	Priorities	<p>Millfield Arts Centre, Edmonton – house and theatre refurbishment;</p> <p>Forty Hall & Estate, Enfield – complete restoration and development of services for house and related works, complete restoration and development of new services for estate and parkland;</p> <p>Dugdale Centre, Enfield Town – prominent, large shop fronted gallery space, and flexible business/community conference and studio theatre space.</p>	
Active and Creative in Enfield, a strategy for leisure, sport, arts, heritage and culture 2015-2020: Enfield Leisure and Culture Strategy (Draft)	Vision	To improve the lives of our community through leisure, sport, arts, heritage and culture. By 2020 every resident will have the opportunity to participate and experience leisure and cultural activities at a level of their choice and in their local community.	The vision for Enfield’s leisure, sport, arts, heritage and culture can be used to underpin a number of different options for Broomfield House and park.
	Aims	<p>Improve health (specifically narrowing the gap in life expectancy);</p> <p>Increase Community Cohesion;</p> <p>Promote Economic Development;</p> <p>Reduce Youth Crime</p>	
Everybody Active: Enfield sport, physical activity and physical education strategy 2009 to 2014	Vision	Everybody Active: at school, in the workplace and in the community	Although Broomfield park is not a large park, it is already fulfilling a number of important sport and physical activity functions as it contains football, netball & tennis courts, a playground and an outdoor gym. Options regarding the park’s already strong sports positioning should be further explored in relation to the house and stable block.
	Aims	<p>To make physical activity a part of everyday life;</p> <p>For all young people to choose to participate in at least 5 hours a week sport, physical activity and physical education;</p> <p>To encourage lifelong participation by providing all the community with a choice of accessible, diverse, exciting and inclusive sport and physical activity facilities, activities and events;</p> <p>To increase the involvement of local people in sport and physical activity decision making, volunteering, leadership and coaching;</p> <p>For Enfield residents to be involved in the London 2012 Games and to enjoy and benefit from the Olympic and Paralympic Games and their legacy;</p> <p>To encourage and support every individual to progress and to succeed in and through sport and physical activity</p>	

<p>Children and Young People's Involvement Strategy 2012-2015</p>	<p>Aims & Objectives</p>	<p>Maintain and develop the children and young people's structure of participation and involvement; Ensure a co-ordinated approach to participation and consultation activities; Continue to develop online and social networks to engage, consult and feedback to children and young people in Enfield; Build capacity and training; Build resources; Ensure young people in Enfield are given the opportunity to influence services so that they truly reflect the needs of young people; Young people are given the opportunity to develop skills and knowledge to become engaged and active citizens; Ensure young people are actively involved in democracy; Ensure service providers engage with children and young people in a coordinated way</p>	<p>Options that engage children and young people, in particular outside of school such as workshops, could work in support of Enfield's Children and Young People's Involvement Strategy.</p>
<p>Play Strategy & Action Plan 2012-2015</p>	<p>Vision</p>	<p>An Enfield where every child and young person has access to a wide variety of enjoyable, safe, sustainable and inclusive play opportunities</p>	<p>Broomfield park already has a playground in place. The actual house and stable block are unlikely to have a significant impact on Enfield's play strategy although they could be used to enhance the offer with complementary facilities such as a cafe.</p>
<p>Priorities</p>	<p>Continue to raise the profile of play in Enfield; A cross-council approach to ensure that play and play facilities are fully considered in any new development of estates or outdoor spaces. This approach has been endorsed by the Council; We will ensure that the views of children and young people are sought, where possible, when new play provision is being considered so that it meets their needs and expectations. We will also consult with parents, local residents and other users to ensure that their views are considered; Work with partners including the third sector to identify resources; Ensure that any new developments are inclusive and accessible to disadvantaged and disabled children and young people; Workforce Development. We will ensure that we have a play workforce that are all educated to Level 3 as a minimum and understands the benefits of risk and challenge in play. We will work towards developing a qualified supply pool of staff; Contribute to reducing anti-social behaviour and youth crime by working in partnership with the Youth Support Service, Third Sector and Police to develop provision, focussing on the 8 – 13 year age range; Sustainability. As referred to above, this is a particular challenge in light of the current difficult economic times where there is less public finance to support play. However, we will work with partners to identify resources to continue to maintain existing play sites to enable us to continue to provide access to free, high quality, open access and adventure play schemes for disadvantaged children and young people;</p>		

		Marketing and communication. We will promote existing play provision to ensure that all children and young people are aware of what we have to offer and the benefits of play.	
Enfield Children and Young People's Plan 2011-2015	Vision	We want our children to be safe from harm, have fair access to top quality educational opportunities and enjoy positive activities. We want all children to have the best start in life and make healthy choices, enabling them to achieve their potential and make a successful transition to adulthood.	The option of using Broomfield House or the stable block as a youth centre or similar would advance Enfield's Children and Young People's Plan. But this would need to be considered in light of the council's other strategies.
	Priorities	Tackling the inequalities faced by many children and young people in Enfield through a range of interventions; Keeping children and young people safe; Enabling young people to achieve their full potential; Ensuring we have an effective, suitably qualified and well managed children's services workforce; Helping young people to remain in education, employment and training; Ensuring young people have the skills they need to achieve economic well-being in adulthood; Improving the physical, emotional and mental health of children and young people, ensuring that they have a healthy start in life and make healthy choices; Ensuring that children and young people choose not to take part in anti-social behaviour or crime; Providing a range of positive activities that are affordable and accessible; Ensuring young people gain experience in decision-making and in taking responsibility for their own lives	
The Enfield Plan Core Strategy 2010-2025 (Part of Enfield's Local Development Framework)	Objectives	Enabling and focusing change; Environmental sustainability; Community cohesion; New homes; Education, health and wellbeing; Maximising economic potential; Employment and skills; Transportation and accessibility; Natural environment; Built environment	Given Enfield's diverse population, community cohesion features high up in the priority list of many Enfield strategies and it should also be considered in the context of the options for Broomfield House.
Employment and Skills Strategy 2014-2017	Vision	To make Enfield an even better place to live and work, delivering fairness for all, growth and sustainability and strong communities	The notion of capitalising on employment and training opportunities arising from regeneration can be applied to Broomfield House; any form of restoring the house and stable block should be seen in the context of the
	Priorities	Capitalise on the employment and training opportunities arising from regeneration programmes; Use council levers to increase business growth and employment in Enfield; Improve education, training and provision of information, advice and guidance to improve residents' employment outcomes; Take action to maximise opportunities arising from macroeconomic change and funding;	

		Steer partnerships and mobilise partner resources to maximise benefits to residents	potential job opportunities such as an investment can bring to the area.
	Ambitions	Help people to access and sustain employment; Help local businesses to recruit local people; Help people to increase their skills and qualifications to progress in work; Promote more inward investment to the borough and increase the number of jobs available	
Enfield's Joint Strategic Needs Assessment 2010-12	Priorities	Poverty; Health Inequalities; Obesity; Infant Mortality; Long-term Conditions; Mental Health; Healthy Lifestyle; Feeling Safe; Access to Health and Wellbeing Information	Broomfield park itself can have a small role to play in contributing to a healthy lifestyle but the example of Grovelands Park, which is used as a mental health clinic, shows that Broomfield House has the potential to play an even bigger role in advancing health objectives in Enfield. Of note is the fact that Broomfield House was previously used as an NHS health clinic and a dental clinic.
Enfield Joint Health and Wellbeing Strategy 2014-2019	Vision	Working together to enable you to live longer, healthier, happier lives in Enfield	
	Priorities	Ensuring the best start in life; Enabling people to be safe, independent and well and delivering high quality health and care services; Creating stronger, healthier communities; Reducing health inequalities – narrowing the gap in life expectancy; Promoting healthy lifestyles and making healthy choices	
Access to Services Strategy 2007 – 2012	Mission	Enfield Council promotes the social, economic and environmental wellbeing of our community and helps residents improve their neighbourhoods and their communities. In everything it does, the Council sets high standards for quality and value for money and will meet them. We listen to our customers and citizens in delivering local democracy. We work with our partners to plan, shape and deliver services, which meet real local needs in the most efficient way, reducing inequalities and protecting and enhancing quality of life in our Borough.	Community involvement with Broomfield House, stable block, and park would work in support of Enfield's Access to Services Strategy. This may be in the form of more volunteer opportunities and partnerships.
	Aims	Act as community leader in enabling people, especially those most in need, to access all services; Provide responsive services that meet people's needs and offer choice about how and when to access services; Continue to maximise technology and the skills of our workforce to offer efficient and cost effective services	

	Objectives	<p>Ensure ease of access for customers by reducing barriers and offering more choice in how and where people access services;</p> <p>Use technology to improve the customer experience by enabling more joined up services and self-service;</p> <p>Reach out to all parts of the community and actively involve customers in the development of services, measuring our performance and ensuring fair and equal access to services;</p> <p>Work in partnership and look for opportunities to improve access, efficiency and quality of services through joined up services, sharing facilities or information;</p> <p>Provide quality, cost effective services that offer value for money and are delivered by well trained and highly skilled people working within a customer focused culture;</p> <p>Contribute to the delivery of key strategies such as the Community Strategy, Community Cohesion Strategy, Shaping Enfield's Future, Older People Strategy, Children and Young People Strategic Plan etc.</p>	
Every Bite Matters: Enfield Food Strategy	Vision	A more sustainable food system which benefits Enfield's diverse communities and contributes to a vibrant local food economy, supporting the principles of fair trade and respect for the environment	Ways to advance Enfield's Food Strategy include setting up food-growing in Broomfield park, inviting local food and vegetables stores to set up on a pop-up basis in the park, or even offering a permanent local food store in the house or stable block.
	Aims	<p>Establish, maintain and protect community food-growing spaces;</p> <p>Expand and maintain a thriving local food economy;</p> <p>Support business and skills development in the food sector;</p> <p>Encourage a more sustainable diet as part of a healthier lifestyle;</p> <p>Promote food production and consumption in a way that is respectful of our natural environment</p>	
	Objectives	<p>Protect and enhance the productivity of statutory allotments;</p> <p>Identify new urban growing sites by working in partnership with Capital Growth;</p> <p>Support schools, community groups and individuals, including 'hard to reach' groups who would like to produce their own food;</p> <p>Support more primary food production through community supported agriculture;</p> <p>Ensure a coordinated approach which captures and disseminates good practice;</p> <p>Raise the profile of Enfield's food sector to promote inward investment, job creation and tourism;</p> <p>Increase the number of outlets selling fresh food and improve access for all;</p> <p>Procure food for the public sector which includes more freshly prepared, seasonal produce;</p> <p>Maintain Fairtrade Borough status by encouraging local businesses to sell fairly traded products and supporting events that raise awareness;</p> <p>Promote sustainable business performance and growth amongst food sector organisations;</p>	

		<p>Support good dialogue between local producers, suppliers, retailers and consumers;</p> <p>Support the development of food cooperatives and similar schemes; Support skills training and identify employment opportunities in the food sector;</p> <p>Support initiatives and events that raise awareness about the links between food and good health, fair trade and the environment; Raise awareness about where to buy healthy, sustainable food and help people learn how to prepare it;</p> <p>Engage with people from birth and throughout life, promoting inter-generational activities related to food; Provide additional support to 'hard to reach' groups through specific programmes;</p> <p>Encourage schools to adopt a food policy and to integrate food into the curriculum and other activities;</p> <p>Support producers to adopt more sustainable practices, ensuring a progressive and competitive approach; Consider how Enfield could integrate food growing and foraging into its parks and open spaces;</p> <p>Apply the waste hierarchy to food waste (reduce, re-use, recycle) and increase percentage of organic waste that is composted;</p> <p>Communicate initiatives that support rare or endangered livestock breeds and cultivate heritage crop varieties;</p> <p>Minimise the use of chemicals in food produced in allotments and other growing spaces, and encourage wildlife friendly gardening practices</p>	
Enfield Strategic Partnership Engagement Toolkit	Objectives	<p>A clear understanding of, and a commitment to, community engagement across Enfield's strategic partners;</p> <p>Clear standards for community engagement in Enfield that ESP partners are signed up to;</p> <p>A coordinated approach to community engagement that helps make best use of public resources and avoids duplication;</p> <p>A wide range of different engagement activities in Enfield that provide all citizens and communities (including those that are traditionally harder to engage) with a choice of how and where they can influence and effect change in their community;</p> <p>Effective and appropriate communication to ensure that the people who wish to, are able to participate in these activities;</p> <p>Opportunities available so engagement skills and knowledge can be developed and shared across agencies and the public, private and not-for-profit sectors;</p> <p>To improve the quality of services for the benefit of service users and the general public</p>	The Broomfield House project can be a good example of the council forging partnerships to restore and preserve the house and stable block.
Enfield Safer & Stronger Communities Board Partnership Plan 2014-15	Priorities	<p>Reducing property crimes such as burglary and car crime;</p> <p>Tackling serious youth violence;</p> <p>Tackling domestic abuse and violence against women and girls;</p> <p>Tackling anti-social behaviour</p>	

