

# An Economy that Works for Everyone

Enfield's Economic Development Strategy

JANUARY 2021



## Enfield's Economic Development Strategy

By 2030, we will have:-

- transformed Enfield's business base – it will have expanded from traditional logistics, warehousing and manufacturing activities to the industries of 21st century London such as film and tv production, e-commerce, live performance, cloud computing, agritech, food and drink innovation, low carbon industries and life sciences
- upskilled our residents to take full part in these high-growth industries through new job opportunities, apprenticeships, training and education provision
- transitioned our town centres from traditional retail hubs to places of welcome and exchange, diversifying the night-time, hospitality and cultural offer
- established Enfield as a leading London borough for fostering and enabling culture and creativity

## LEADER'S STATEMENT

The London Borough of Enfield is nearly 60 years old. In that time, the borough has gone through many changes. Some have been positive, but some have been challenging. I believe that local authorities have a positive role to play in shaping the borough's economic future and our rationale for intervention in the economy has never been stronger. We are at the heart of our communities and local economy. The council can use our relationships and powers to build in resilience and

People are at the heart of our approach and this strategy and the Covid-19 crisis has accelerated the importance of creating a better society longer term in which everyone has a fair chance. It's about sustainable, higher quality jobs and making sure that our communities have the skills to access them. It's about ensuring that we manage the changes that are challenging high streets and town centres nationally and making sure they continue to act as the heart of our communities and adapt to offer new services and opportunities.

In 2019, the Council declared a Climate Change Emergency and in response to that, we will be looking at how we operate to ensure we are setting high standards in environmental sustainability. We will also be seeking to promote wider mitigation measures and our ambition is to make Enfield a truly circular economy.

Our strategy is, for the most part, place-based, because issues tend to be concentrated around certain locations where persistent socio-economic problems require urgent attention. However, there are also some significant opportunities which we will look to enable. As well as promoting transformational longer-term interventions, our programme will include early wins that will mark us out as a place with the ambition and the capacity to create a bright future.

Nesil Caliskan  
Leader – Enfield Council



# INTRODUCTION

Enfield is ideally placed for social and economic success. Located close enough to the centre of London to benefit from the capital's success, but with the green spaces and vibrant town centres that attract those looking for a good quality of life, the Borough has a unique opportunity. With industrial areas of national significance, Enfield can attract new businesses and jobs, and new opportunities for its young, diverse population.

While the Borough has multiple structural advantages, at this moment, the Enfield faces a period of severe challenges. The Covid-19 pandemic will hurt our businesses and lead to higher unemployment among our residents. And for the Council, coming after a long and ongoing period of cuts to local authority budgets, it is an even greater challenge to support our vulnerable communities. In that context, this Delivery Plan sets out the actions we will take to deliver our objective of an economy that works for everyone. More and more local people and businesses will need to access help and support from the Council, in a variety of different and changing ways.

The Council will rise to this challenge, despite the difficult circumstances, and we are optimistic that a resilient partnership between residents, businesses and the Council is possible. This plan is led by the Council, but includes collaboration and actions across the public, private and voluntary sectors. We have the opportunity to build new, long-lasting relationships, structures and delivery models that ensure the Borough can reach its full potential.

## A LIFETIME OF OPPORTUNITIES FOR EVERYONE

We seek to build a modern Council, that will be bold, make a difference and show we care; to take climate action, that creates a carbon neutral organisation by 2030 and a carbon neutral Borough by 2040; to create a fairer Enfield, where everyone can shape decisions and fulfil their potential; and to provide early help, to tackle problems before it is too late.

If the Council has a central role to play in ensuring that residents can realise their full potential, the same is also true for the business community.

Enfield Council will create the right conditions for business and anchor institutions develop and grow so that they create more jobs in the borough. The Council will support our residents to upskill so they can benefit from employment opportunities. This will help us build a stronger and fairer local economy.

## AN ECONOMY THAT WORKS FOR EVERYONE

We have four objectives for economic development:

- 1 Create more high-quality employment
- 2 Enhance skills and connect local people to opportunities
- 3 Develop town centres that are vibrant, safe and inclusive
- 4 Craft a cultural offer for Enfield to support London's status as a world class city

To deliver on these objectives, we will:

- Create the right conditions for businesses to start, locate and grow within the Borough;
- Design for the emerging future economy - looking ahead to those industries with the most growth potential, and those with high quality employment;
- Capitalise on the unique strengths of Enfield to attract new employers and jobs
- Build the right partnerships - inside and outside the Borough, and across businesses, voluntary and not for profit organisations and the public sector, to ensure everyone is pulling in the same direction to deliver an economy that works for everyone.

# COVID 19 – CURRENT ECONOMIC IMPACT ON ENFIELD

We're publishing this strategy in January 2021 during a global pandemic, which is still having far-reaching effects on our residents and businesses. Some businesses are doing relatively well, such as those involved in production, distribution and retail of food and other essential goods. However, many others involved in sectors such retail, hospitality, leisure and personal services remain in a challenging environment. This has led to high numbers of employees still on furlough and steadily climbing youth unemployment rates.

This situation demands that we adapt and respond - the Council has moved fast to provide a robust and efficient business response and support service, having already provided £89m of rates relief and support; and stands ready to continue this service for as long as it is needed.

A sudden and major economic shock, like the pandemic we are in now, is typically followed by a period of relentless change and innovation, as people retrain or change careers, and businesses adapt and renew themselves for a changed environment.

Our approach will be the same: flexible, adaptable to change and quickly deploying resources to issues as they emerge. This strategy provides a framework within which to make those decisions and to adapt as necessary. Working closely with our residents and partners, the Council will also seek to innovate and transform the local economy – to create a lifetime of opportunities for everyone.

## London Recovery Programme – 9 missions

	<b>HIGH STREETS</b> How will our high streets be re-imagined for a future while everything a Londoner needs can be found on their doorstep
	<b>STRONG COMMUNITIES</b> Ensuring all Londoners are equipped with this voice and tools to shape the recovery in their communities
	<b>DIGITAL ACCESS FOR ALL</b> How do we enable all Londoners to have access to digital skills and infrastructure to thrive
	<b>A GREEN NEW DEAL</b> London is a world leader for climate action this will be central to delivering a recovery that creates jobs and skills
	<b>A ROBUST SAFETY NET</b> Ensure all Londoners receive the support they need to avoid or be lifted out of poverty
	<b>YOUNG PEOPLE</b> A new deal that recognises the huge challenges that the pandemic has presented to London's young people
	<b>HEALTHY FOOD AND WEIGHT</b> Helping Londoners with their weight through access to food to maintain a healthy lifestyle
	<b>GOOD WORK FOR LONDONERS</b> Enabling all Londoners to access education, training or job opportunity
	<b>MENTAL HEALTH AND WELLBEING</b> Helping Londoners with their mental health and wellbeing as they can live healthier happier lives

London's recovery is led by the London Recovery Board, chaired jointly by the Mayor of London, Sadiq Khan, and the Chair of London Councils. It brings together leaders from across London's government, business and civil society, as well as the health and education sectors, trade unions and the police, to oversee the long-term recovery effort.

Its aims are to:

- reverse the pattern of rising unemployment and lost economic growth caused by the economic scarring of COVID-19
- support our communities, including those most impacted by the virus
- help young people to flourish with access to support and opportunities
- narrow social, economic and health inequalities
- accelerate delivery of a cleaner, greener London

The Economic Development Strategy and other ongoing work across Enfield Council will help underpin the wider aims of the London Recovery Programme.



# HIGH QUALITY EMPLOYMENT

## INTRODUCTION

Enfield has a dynamic business base and is market leading in certain sectors such as industrial, logistics and distribution. However, these sectors are not, on the whole, employers of high-value or high-quality jobs. The Borough has the potential for, and would benefit from, investment in other sector such as film, science and technology, or the creative industries – which are strong elsewhere in London.

Large sections of the Borough's business community, particularly in sectors such as industrial, logistics and distribution, have been relatively resilient to the impact of Covid-19. Our largest employers are in food retail and logistics, both sectors which have performed well during Covid-19.



The Borough's industrial employment land is a critical part of the employment offer and is an important source of employment for local residents. Industrial land is also under intense pressure for repurposing and being used to meet London's housing demands.

Enfield's industrial estates present an opportunity to intensify land uses and develop innovative new products such as stacked industrial and maker space and build dynamic economic clusters that will create sustainable business communities that will thrive and grow. The Borough will continue to play a vital role as a strategic logistics and distribution cluster to support the inexorable growth of e-commerce; and its established food and beverage manufacturing strengths are also ideal for fostering innovations such as vertical farming and craft brewing. The existing large-scale industrial typologies are also often ideal to host the nationally and globally important film

and tv production sector which is increasingly attracted to Enfield. Longer term, the supply chains that will grow around these larger occupiers will sustain a market for diverse new spaces occupied by service providers, creatives and other entrepreneurs.

Enfield's digital infrastructure currently limits the Borough's ability to attract knowledge economy businesses. Whilst Ofcom data shows good coverage across the Borough, industrial areas such as Brimsdown do not have access to ultrafast or superfast broadband connectivity. The Council is working with Local London to address this.

Enfield needs to redefine its position and offer within London as a business location. We can work closely with key stakeholders such as the GLA our local business community and key regional strategic partners such as the UK Innovation Corridor and Local London to do this. .

## THE CHALLENGE

- Enfield must diversify industrial areas to create places that can support Future business growth.
- At the same time, there are pressures on existing and incoming manufacturers, distributors and other operators to adapt to the 'new normal' of the pandemic, by ensuring the safety of staff; investing carefully and wisely; and assessing and mitigating risks throughout the supply chain.
- Much of Enfield's industrial floorspace provides low quality employment – gross weekly pay in Enfield is 10% lower than the London average.
- Nearly 90% of Enfield's industrial floor space is Strategic Industrial Land (SIL) which is regionally significant to London's supply chain and wider growth. The majority of this space is consolidated into four main clusters in the Borough.
- Too much of Enfield's industrial floorspace is inefficiently planned and dominated by single storey buildings. 80 hectares of industrial employment floor space is occupied by warehousing and logistic businesses providing low economic densities for the Borough.
- In total 26,000 sqm of office space has been lost to permitted development since 2013.
- 32,000 sqm of new office space will be required up to 2036.
- Insufficient workspace in appropriate locations is limiting economic growth – Enfield has low levels of entrepreneurialism with only 71 business start-ups per 10,000 residents, compared to the London average of 109.
- The diversity of the Borough's employment offer is relatively narrow and focused on a few key industry sectors. The Borough needs to diversify the local employment offer and attract new industries, particularly from London's growing knowledge economy of creative, cultural, technology and science and the new industrial economies of making and green industries.

## THE STRATEGY FOR MORE, HIGH-QUALITY EMPLOYMENT OPPORTUNITIES

We will work with business to understand the challenges caused by the Covid-19 crisis and support them to survive, and ultimately prosper, as part of Enfield's dynamic local economy. Our industrial areas will evolve into different sectors with

higher value employment opportunities, targeting creative, tech, culture, knowledge and low carbon industries, central to London's sustainable growth. New office space will be created, providing spaces for collaboration and networking opportunities that is flexible and available in a range of different sizes and formats and ensure that the Borough can offer appropriate space from start up through to HQ's. Affordable workspace is the life blood of growing new business sectors and communities and Enfield will work closely with our development partners to deliver this. It is also important to support freelancers and people who need to work close to home. A range of new spaces and products will be examined to explore how this can be provided. The Council can lead the way by utilising its own property portfolio and repurposing some of the better located spaces for in-person collaboration and social interaction. We also have the ability to work closely with the private sector property market to unlock novel opportunities from under-utilised retail and office space in our town centres.

Enfield also has reason for optimism around the pathways developed to create the right conditions for new sectors and businesses to locate to the Borough.

We want to attract more national and international employers to Enfield's town centres and industrial areas. We will work with local and inward investment partners, including London & Partners, UK Innovation Corridor and Local London, to define Enfield's offer and make Enfield a prime destination for business, and growth region for London and the South East - a place where businesses have the work spaces and digital infrastructure they need to start, grow, succeed and stay.

We have the opportunity to grow our reputation as a destination for creative industries; build on our long-established manufacturing and logistics industries; maximise our strategic location within a range of high-growth sub-regional groups, including the UK Innovation Corridor; and capitalise on post pandemic growth in eCommerce and last mile delivery sectors in our region.

# DELIVERY PLAN

## STARTING A BUSINESS

The way people think about business and entrepreneurship is changing, with the Covid-19 pandemic accelerating existing trends and also driving new ones. After the 2008 financial crash, we saw a period of intense innovation and can clearly map the growth of industries such as technology, creative industries and craft products and services. As recently as 2008 London only had one independent craft brewery; by the middle of 2019 London's craft brewery sector had grown to 129 businesses employing thousands of people. The gin industry and street food sector have followed a similar trajectory and the creative industries have grown to be the jewel in the crown of British Industry. Many of these businesses were created by people who decided upon a change in life direction.

Holding the second largest amount of industrial land in London, Enfield is perfectly placed to take advantage of these trends. Starting a business doesn't have to mean leaving full time work. For many people, the first steps to owning a business will be monetising an existing hobby or cultivating small projects that fit outside of regular work.

One of the most striking demographic characteristics of Enfield is its rich ethnic diversity. Black, Asian, Mixed and Other ethnic groups represent 40% of the population. Correspondingly, 42.2% of company directors in the Borough are non-UK nationals and hail from Cyprus, Turkey, Greece, Africa, Central and Eastern Europe, and Central and South Asia. The high level of participation in business by BAME owners is a clear strength and advantage for the future and must be sustained and celebrated. It is also a way that many first and second generation immigrant families are able to make a living and create social mobility for themselves and their family.

The Council will focus on supporting start-ups and new entrepreneurs and ensure that the Borough is start-up friendly and readily prepared to support new business where these entrepreneurs connect with the Council and its services. For example, through its libraries, planning strategies, regeneration, inward investment and environmental health teams. By working in partnerships with

organisations to support entrepreneurs of all ages to start up and succeed in Enfield. We will be working with local enterprise agencies to provide business start-up and scale up services to our residents.

## INTENSIFIED INDUSTRIAL

The Borough's industrial employment land is a critical part of the employment offer and is an important source of employment for local residents. Industrial land is also under intense pressure for repurposing and being used to meet London's housing demands.

As industrial land becomes scarcer, we need to adopt more innovative ways of intensifying industrial land and start to accept new ways of thinking and concepts which will ensure that the Borough maintains its position as one of London's key industrial areas.

Well-designed stacked industrial buildings that enable industrial occupiers to operate in multi-level buildings will become increasingly important. The Council will invest time and energy in understanding these new concepts and encourage development partners to embrace innovation in delivery of such products where appropriate.

The Council will work closely with occupiers and landowners to ensure that industrial products are fit for purpose and keep pace with advancements in design, to keep Enfield at the forefront of the UK's industrial sector.

## INDUSTRIAL PLACEMAKING

We also want to see industrial locations transformed as places that are accessible, permeable and promote positive design and architecture.

By promoting placemaking principles and quality of design, we will create the best possible conditions for dynamic business clusters to form and thrive.

Industrial occupiers are becoming much more discerning and demanding in terms of quality of architecture, supporting facilities, the quality public realm and green spaces. Enfield needs to adapt to support this.



### MONTAGU ESTATE REGENERATION

HBD and Enfield Council are proposing to regenerate the whole Estate creating modern, accessible workspaces, with the potential for significantly more and better jobs and room for small businesses in the borough to grow, in much greener and more vibrant surroundings.

The delivery of nine units in the first phase, comprising a total of 55,652 sq ft in units from 3,800 sq ft to 8,300 sq ft to be offered on a leasehold basis.

- create up to 630 new jobs which means there will be up to 1,200 in total.
- the site can accommodate around 38,751m<sup>2</sup> of high quality commercial space, a significant increase of over 16,653m<sup>2</sup> (almost 50% more) on the existing floorspace currently at the site.
- range of high quality and flexible spaces from small, single units for new businesses and SMEs to large spaces for national and international companies
- commitment to proactively address the climate emergency. This will be an environmentally friendly and sustainable development. We are aiming to achieve a BREEAM rating of 'Very Good' – the recognised industry mark for sustainable buildings.
- Significantly reduced carbon emissions on site. We can bring emissions down by at least 35% through measures like using solar panels and electric heating across the Estate and providing electric
- vehicle charging spaces and secure cycle parking.
- Improved pedestrian and cycle routes through the Estate, with new links to Angel Walk and Montagu Recreational Ground to better serve the surrounding area and discourage travel by car.
- Enhanced tree planting and greenery around the site, alongside new open frontages onto the street, to create a friendlier environment and better screening for our closest neighbours.

### FLEXIBLE WORKSPACE GUIDANCE

To ensure the Borough communicates clearly with the development community on potential new schemes, the Council will look to adopt existing Workspace Guidance from stakeholders such as the GLA. This includes guidance on ground floor developments, bespoke office schemes, industrial repurposing and business campuses.

### MAKER SPACE

The maker and craft sector is a huge growth area which increasingly is occupying light industrial space. As consumer habits change consumers are becoming more interested in the provenance and sustainability of products they purchase such as food and drink, furniture, clothing and homeware products. This is a positive for Enfield, which has both a strong history of manufacture, as well as the physical spaces for such activities.

In terms of the economy this is translating as new entrants in the market creating challenger brands who tackle the status quo, such as Enfield businesses like the Enfield Brewery and Camden Town Brewery taking on long established companies such as AB Inbev and Heineken with a local craft product. New independent craft brands are challenging a range of established industry sectors and increasingly require high quality fit for purpose space that is a hybrid of industrial and studio space.

The Council has already and will continue to support this key growth sector and the many London businesses located in existing industrial estates in surrounding Boroughs, many of whom will be homeless as estate developments progress and they will require space. This will help Enfield's industrial areas become once again places of making – not places of storage.



Building BloQs is one of Enfield Council's key partners on Meridian Water and will play a major role in providing creative manufacturing workshop space while the development is being constructed and beyond.

Building BloQs will move into a bespoke workshop facility which incorporates an existing vehicle testing building. Together the new facility will provide more than 30,000 square feet of manufacturing workshop space with capacity for more than 1,000 workers across five major departments - Engineering, Computer Numerical Control, Wood, Metal and a Fashion Studio.

Workers would have access to more than £1million worth of light industrial equipment as well as new skills training facilities, a waterside café, gardens, shop and event space easily accessible to Enfield residents.

The Building BloQs project is part of a series of interim projects that will play a significant role in supporting the regeneration of Meridian Water. It will play a key role in defining the character of the area through placemaking and bringing unused and underused sites into use ahead of advance of longer term regeneration and development plans.



## **MICRO WORKSPACE / LOCALISED AND NEIGHBOURHOOD LEVEL PROVISION**

Over the last year London has seen a trend of small businesses moving away from co-working and other forms of shared workspace and instead they are seeking small micro workspace units with their own front door. The global co-working space market has already declined by 12.9% compared to 2019, along with operators seeing a 50% drop in footfall since March 2020. In future, major co-working operators are likely to be catering mainly for corporate clients.

Despite businesses wanting their own private space we are seeing that they still want to be part of a local business community with shared facilities such as meeting rooms, courtyards and café / bars and lots of other businesses located in the area. These units start at 25 sqm in size through to circa 100 sqm.

New formats of commercial workspace designed for the changing business needs of micro and small businesses, as well as appropriate space for freelancers, will be required in key strategic locations across town centres, key business locations and key transport nodes. This space should be provided flexibly and affordably to accommodate both office and maker type businesses. The Council will proactively work to attract innovative and commercially proven operators that recognise the opportunity that is now arising in suburban centres where knowledge workers actually live.

Additionally, Enfield's strong BAME-owned business community is highly entrepreneurial and innovative by nature and require a range of quality and flexible spaces across the Borough. They will often recruit and retain staff at a very local level, invest for the long term and therefore have a highly important role in animating and sustaining commercial clusters and spaces in Enfield.

## **FUTURE OF THE OFFICE**

The need for additional office space in outer London areas is a Covid-19 trend which is gathering pace and should be monitored over the next year, to examine if this turns from a short-term spike into a long-term trend. In the interim we feel that repurposing of retail in town centres into office space is a sensible approach, which

will boost town centres and provide Enfield with additional capacity to meet any current demand whilst a more detailed analysis can be undertaken. We are certain that new space requirements will be for start-ups, micro and small businesses and freelancers who are already residents in the Borough and want to work close to home. We may also see individuals who work for larger businesses working from co-working and shared spaces as well.

We do not think there will be a surge of large companies with major HQ office requirements relocating in the short-term as many of these businesses are tied into long term leases and at present the Borough does not have any suitable stock.

Enfield does not have a robust, or good quality, supply of office space. Of the Borough's 186 office buildings, no building is rated above 3 stars (out of 5 in Co-Star's rating system). To attract the new industries and sectors described in this strategy, we will work with landowners and developers to build stock graded at 4 or 5 stars to attract these types of business into the Borough. The hub-and-spoke model was already starting to gain traction before the pandemic due to city centre space and cost pressures. Now it makes sense to completely re-evaluate outer London urban centres such as Enfield as potential locations for regional offices or hubs for in-person collaboration.

## **FLEXIBLE WORKSPACE**

It is also important to ensure that new mixed-use development schemes in the Borough that have competing objectives, such as delivering new affordable homes, are viable and not impacted by imposing inflexible policy and financial constraints when it comes to provision of affordable and low-cost workspace.

The Council will support a minimum of 32,000 sq m of new purpose built modern flexible office and business accommodation in Enfield Town, Southgate, and well connected locations. The Council will support existing and new businesses in the Borough.

We will achieve this by:

- Welcoming the conversion of retail premises into offices, particularly in our town centres
- Seeking the provision of new business floorspace, such as incubator space, either in new mixed-use or commercial schemes within our growth and investment areas or as part of employment-led/mixed-use schemes
- Explore opportunities to provide flexible space within residential units particularly in town centres, that can be used for home working and start-up space where feasible
- Seeking the provision of a range of unit sizes that are flexible, suitable for subdivision and configuration for new uses and activities, including for occupation by small or independent enterprises
- Work with workspace providers where new business space is provided, to ensure development caters for a range of business needs and users

## **NEW SECTOR OPPORTUNITIES**

Enfield has some office and industrial and retail land which can be repurposed to provide space for new industries and sectors that want to relocate to Enfield. Outmoded old industrial units and defunct retail parks can be redeveloped as film studios, state-of-the-art fulfilment centres and last-mile delivery hubs. High street spaces can host innovative meanwhile uses for independent retail, cultural industries or services, or new hospitality and leisure experiences which will revitalise our town centres. However, some of the new economy industries are growing rapidly and need a large quantity of space that we cannot facilitate, such as battery gigafactories for example.

Enfield will face competition from a few outer London Boroughs in a similar position and price point in terms of land. The key to making this happen will be the Council's desire to attract these sectors and the support packages and aftercare that the Borough can offer alongside the land.

## **FILM INDUSTRY**

Enfield has huge potential to be the location of choice for the film and TV industry and build on the existing cluster of businesses that have already settled in the Borough. Across London there is very strong competition to attract the film and TV industries, and Enfield will need to clearly set out to the industry what the Borough can offer to make deals to happen.

The council will promote the borough as film friendly. We will also gather data on all current film related businesses in the sector to help form new relationships and demonstrate that the Borough has a growing cluster.

## **GREEN INDUSTRIES**

Green industries will be one of the main growth industries over the next decade and will be a huge employment generator, potentially helping many people who have lost employment during the pandemic to re-skill and enter the sector.

In 2019 Enfield declared a climate emergency and subsequently is delivering its localised response to creating a more sustainable and carbon neutral environment. This creates an opportunity to demonstrate that Enfield is the best location for an innovation campus for green industries, creating a cluster of existing businesses and providing a supportive environment for high growth start-ups in the sector to build a base. London needs a high-tech, carbon neutral green industries campus which provides a home for these businesses to co-locate and build the first major UK campus of its kind. This could centre on an employer-led institute of technology based at Meridian Water, co-located with attractive and low-cost start-up and scale-up space and close to good transport links. If we can enable this to happen, the whole Borough will become an exemplar location for new innovations in the green industries sector and become early adopters of proven new technology solutions for the built environment, infrastructure, energy and transport

## KNOWLEDGE ECONOMY AND TECHNOLOGY SECTOR

The London tech community is starting to disperse away from its traditional heartlands of Shoreditch and East London, often forced to relocate due to sky-high rents and the changing nature of the area. However, London's tech sector is growing up, and with the now established tech hub at Kings Cross, that is also part of the UK Innovation Corridor offers an opportunity for Enfield to act as an overflow location for life sciences and tech. Local cloud computing leader Metaswitch Networks has recently been acquired by Microsoft. This offers potential to build further start-up and supply chain activity to build Enfield's tech sector.

The Knowledge Economy is one of the key opportunity sectors for the Borough and the wider sub-region stretching between Kings Cross, London and Cambridge in the UK Innovation Corridor. The inward investment team will prioritise high value jobs in life sciences, advanced manufacturing, research and education. We will work closely with investment promotion, industry and academic partners and deliver sector-specific campaigns to better position Enfield as a premium business location. It will be critical to work with our schools to ensure STEM forms a key part of the curriculum and that we can provide job-ready workers.

Enfield is ideally placed and has the space needed that many of these industries will require. We will work with senior officers and politicians along with existing business leaders to act as key influencers promoting the Borough and the opportunities.



Founded in Enfield in 1981 and now part of Azure Networking at **Microsoft, Metaswitch Networks** provides software to more than 1000 service providers across the globe.

Metaswitch currently employs more than 350 people in the Borough, and construction of a new £26.7m headquarters in Enfield Town is nearing completion.

The Council has been working closely with Metaswitch to accommodate its planned expansion, with the building of the new headquarters.

There is a strong and proud history of supporting innovators in Enfield. Microsoft's investment in Metaswitch will complement the Council's far-reaching inward investment, regeneration and employment plans at a time when it is needed the most.

## ATTRACTING NEW SECTORS AND BUSINESSES

The Council's resources are seriously challenged in this current era and must be used in an ever smarter and targeted way to have the maximum impact. Creating higher value employment and building a stronger business community will create prosperity and increased rate receipts and other funding streams for the Council. To do this, the Council needs to proactively attract new businesses to Enfield.

### INWARD INVESTMENT

There is now real competition to attract businesses and new employment across London boroughs. This means that the Council will be bold and seek new and innovative ways of highlighting the economic narrative and explain the benefits of locating to the Borough and how the Council will support businesses to have a smooth landing.

It is also important to clearly set out what the Borough expects in return, such as higher value employment opportunities for local people, terms and conditions such as paying the London Living Wage, training and mentoring, apprenticeships, paid internships and getting involved in the promotion and development of the Borough's economic journey.

Inward investment is about forming meaningful relationships and partnerships which deliver for all parties involved and demonstrate that the Council has support networks and dynamic delivery systems in place for businesses both big and small.

Inward investment is also about aftercare and continuing to build relationships over a long time to deliver meaningful benefits for the whole community. How we engage with businesses should also be transformed, using key influencers from the local business community, alongside key officers and politicians within the Council, as a central part of telling the economic narrative and describing Enfield as a great place to live and work.

### BUSINESS ENGAGEMENT PROGRAMME

In the current circumstances business are looking for leadership and support, but they also want to play an active role in helping to rebuild the economy. We will engage regularly with Enfield's top employers to work collaboratively to help steer the local economy, support local employment and entrepreneurship opportunities and encourage further inward investment into the Borough.

### CELEBRATING BUSINESS SUCCESS

Enfield Council will use their own website and social media feeds to showcase local businesses and sectors and celebrate their successes with a wider audience. The economic development team will work closely with the Council's communications team to reposition perceptions of the Borough and its business community.

### ANNUAL BUSINESS AND SOCIAL IMPACT CALENDAR

We will create an annual calendar of events and activities based on our own campaign priorities and supporting national and regional awareness and celebrations events and weeks, to frame our activity over the year and to ensure we always have fresh issues and campaigns to support our businesses and ensure that businesses are aware of our social values as a Council.

For example, collaborating with the Borough's Caribbean business and arts community during Black History Month to promote local businesses and encourage culture. Or supporting Enfield's craft brewers during London Craft Beer Week will raise awareness of the maker community, encourage brewery tours and visitors to the local economy and frame a positive perception of the Borough's business community to a wider audience.





Local Enfield artist King Owusu draws inspiration from the world around him. Absorbing references from his family, friends, school and city, his work is reflective of what he perceives around him. Illustration has enabled Owusu to deconstruct the world as he sees it, reassembling it from his own perspective.

For the 'Enjoy Enfield Summer' Festival, King was commissioned to create a mural connecting visual art with poetry. Titled 'A Place We Call Home', the mural can be seen at the White Horse pub on Fore Street.



# PEOPLE

## THE CHALLENGE

Compared to the rest of the UK, Enfield is young, diverse and entrepreneurial - and getting younger. Between 2000 and 2019 the number of residents aged between 0-15 grew by 31%. There are proportionately more children and young people under 20 in Enfield than London and England overall. Like most of London, Enfield has a relatively high proportion of adults aged 20-44 years (34.86%). Despite the 1.51% increase in the percentage of over 65s since 2018, this proportion of the population (13.35%) is still lower than in England overall. Economic activity is lower in Enfield than the London average and those who are in work earn less than the London average. This is despite a well-educated workforce.

There is a need to provide more high-quality jobs, but also to provide entry level opportunities for those taking their first steps into, or back into, work. A further key issue is to retain more of our higher educated residents in the Borough and seek to offer localised employment that meets their skills and wage expectations. For example,

Enfield's emerging creative cluster will be the one to watch when it comes to the generation of good work opportunities. In London, for every job within the creative industries there is an additional 0.75 jobs in the creative supply chain – more people are employed in this supply chain than the legal and accounting sectors combined. New creative employers in Enfield will provide well-paid and varied employment and training directly, and will require a wide range of goods, services and skills from existing firms in the borough as well as new entrants keen to be close to the cluster.

Additionally, around 25% of jobs are at risk due to COVID-19 restrictions and general impact, with lowest income roles being the most vulnerable. Businesses are highly reliant on government support to be able to continue to employ and pay workers. Younger people are bearing the brunt of the rise in unemployment, being highly reliant on retail and hospitality roles; and the number of job vacancies in general has halved compared to 2019, leaving far fewer options for school leavers and university graduates.

	Enfield	London	Great Britain
Unemployed	5.9%	4.7%	3.9%
Economically Inactive	24.7%	21.1%	20.9%
Gross Weekly Pay	£635.70	£699.20	£587.00
Out of Work Benefits (claimant count)	9.0%	8.0%	6.6%
Workless Households	17.1%	12.0%	13.9%

	(Employee Jobs)	Enfield (%)	London (%)	Great Britain (%)
Public Administration and Defence; Compulsory Social Security	3,000	2.9	4.4	4.4
Education	10,000	9.5	7.1	8.7
Human Health and Social Work Activities	15,000	14.3	10.0	13.1
	28,000	26.7	21.5	26.2

The wider public sector and healthcare industries are particularly significant as sources of good work opportunities in Enfield and offer clear pathways to managerial and professional roles for entry level applicants. For example, the NHS is currently recruiting fixed term workers with no prior experience to help deliver the Covid-19 vaccination programme in North Central London. The expectation is that these workers will get solid experience of what it means to work in the NHS and will think about pursuing training opportunities and permanent roles beyond the vaccination programme.

#### EMPLOYMENT IN THE ADULT SOCIAL CARE SECTOR IN ENFIELD

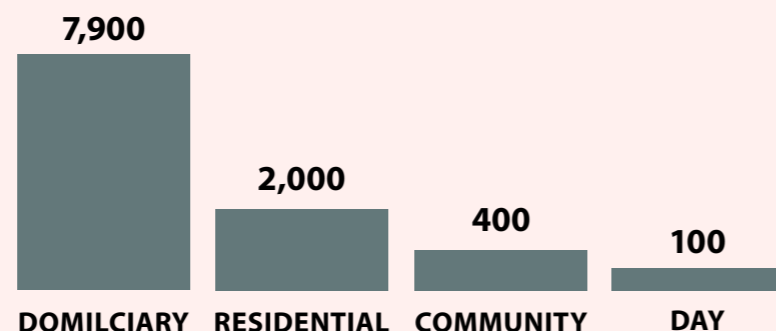


There were **11,000** jobs in **ENFIELD** across the Independent Sector, Local authority and jobs working for direct payment recipients.



There are **183** CQC regulated establishments in **ENFIELD**

#### JOBS BY SERVICE



#### In **ENFIELD** there were...



**6,800** Direct care jobs



**700** Managerial jobs



**325** Regulated professionals

#### There were also...



**2,500** Jobs working for direct payment recipients

#### EMPLOYMENT BREAKDOWN IN ENFIELD

	Enfield (Employee Jobs)	Enfield (%)	London (%)	Great Britain (%)
Total Employee Jobs	105,000	64.3	-	-
Commuters within London	61,000	36.7	-	-
Full-Time	68,000	64.8	74.1	67.8
Part-Time	36,000	34.3	25.9	32.2

#### INDUSTRY

Industry	Enfield (Employee Jobs)	Enfield (%)	London (%)	Great Britain (%)
Manufacturing	6,000	5.7	2.3	8.0
Electricity, Gas, Steam and Air Conditioning Supply	50	0.0	0.2	0.4
Water Supply; Sewerage, Waste Management and Remediation Activities	600	0.6	0.3	0.7
Construction	8,000	7.6	3.8	4.9
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	20,000	19.0	11.5	15.0
Transportation and Storage	8,000	7.6	4.9	4.9
Accommodation and Food Service Activities	7,000	6.7	8.1	7.7
Information and Communication	3,500	3.3	8.4	4.3
Financial and Insurance Activities	1,500	1.4	7.3	3.5
Real Estate Activities	2,000	1.9	2.7	1.7
Professional, Scientific and Technical Activities	4,500	4.3	12.9	8.8
Administrative and Support Service Activities	10,000	9.5	10.8	8.9
Public Administration and Defence; Compulsory Social Security	3,000	2.9	4.4	4.4
Education	10,000	9.5	7.1	8.7
Human Health and Social Work Activities	15,000	14.3	10.0	13.1
Arts, Entertainment and Recreation	2,000	1.9	2.7	2.5
Other Service Activities	2,250	2.1	2.3	2.0

#### STRATEGY

- **Create the right conditions** - by providing a full range of support for residents to start a new business.
- **Design for the future** - by considering how to inspire young people and matching skills and training to the industries that are likely to dominate in the next decade.
- **Capitalise on our strengths** - by embracing our younger population and looking for the models of working that can be supported by a Borough that is less dense than the London average.
- **Build the right partnerships** - by encouraging businesses to actively participate in education and training; and reaching out to tertiary providers in adjacent Boroughs.

# DELIVERY PLAN

## INSPIRING AND TRAINING YOUNG PEOPLE

Generation Z (those born from 1996 onwards) have some notable differences with the generations that went before them: they value social action, ethical consumption, and have greater trust in others. A cohort shift towards higher social activism means that, nationally, nearly half of 14-16 year olds say they have given their time to help out people in the community in the past two years, compared with less than a third in 2005 (Ipsos Mori).

Most younger people do not have Saturday jobs; the proportion of 16-17 year olds with a Saturday job has halved since 1997. They predominantly live their lives online; 16-24 year olds are exposed to over 13 hours a day of media content and a third of that time is because they are communicating online (32%).

These major shifts provide clear lessons on how we inspire young people and design opportunities that they will actually want to take up and build a career around.

We will look to encourage programmes and curriculum activities in schools that prepare young people for the key Borough industry sectors, ensuring that the Borough's future workforce is prepared with the necessary skills and education that the local business community will demand. We will work with entrepreneurs, start-up agencies and further education to ensure young people are aware of critical legislation in being self-employed. The implementation of Kickstart to support the long term young unemployed into work placement will enable businesses to support the local young talent pool by developing and transferring key employability skills such as team working and communication skills. The Council will broker the Kickstart programme for SMEs in Enfield, which will allow young people to not only develop the critical skills needed for the world of work but will allow them to make informed career choices which may lead to progression routes to apprenticeships. Young people participating on the programme will receive on-the-job training, skills development and mentoring.

## YOUTH UNEMPLOYMENT AND ENTREPRENEURSHIP

Youth unemployment is a huge concern in Enfield, and the impact of the COVID-19 pandemic has accelerated our focus on supporting this cohort. Youth entrepreneurship will be vital to the Borough's longer-term economic recovery. Our ambition is to provide a youth entrepreneurship programme that enables a new approach to supporting start-ups. The programme will support new innovative businesses led by 18-25 year olds which is bolstered by mentoring and other expert supports delivered by our partners.

By working in partnership with national and local partners such as the FSB, we will deliver a high quality youth entrepreneurship programme. This will support our younger residents by providing access to seed funding, helping them to create innovative business projects perhaps linked to educational institutions, our top 100 employers and the wider business community. To deliver this programme we will seek to explore funding and resources with both public and private sector partners.

Through our business engagement programme, we aim to understand the emerging skills needs of the local business community. We will work together with our partners to align our collective intelligence to ensure that education and training providers will help deliver the skilled workforce needed for the future.

Our existing schools, further education and skills training providers have established, positive relationships with many employers and have a clear appetite to expand these connections. Using our Skills and Employment Board, we will place a clear emphasis on the importance of vocational/technical skills development, higher-level education and career-long learning.

## SKILLS AND TRAINING

Our objective is to ensure that local people have the skills and ability to capture the opportunities of growth and to access high-quality employment in Enfield. By working in partnership with our businesses and national government employment schemes we will look to upskill our local people

and improve their chances of better paid jobs and reducing poverty as well as tackling social mobility. Skills and training will be critical to support residents in developing in new skills and train for their chosen career paths. The Council will work with the local FE colleges to support with upskilling and training the local residents. By collaborating with community partners, colleges and on-line digital platforms and employers, we will explore opportunities to work with employers and review emerging trends for new employment and ensure our young people are prepared for the labour market.

Automation will make creativity more important than ever in the job market in the future. And, with more people set to be working in portfolio careers or for themselves, it's important that basic business skills - how to run a balance sheet; how to pitch to a client, or even how to protect your rights in the "gig economy" are taught in schools. Apprenticeships, Internships and Employment Conditions

We support those who choose flexible work and recognise that the so-called gig economy can provide employment that suits people's lifestyles, enables people to do extra work and to generate additional income. However, we also understand that the gig economy leaves some workers open to exploitation, and terms and conditions can be weaker than for those in full time work.

Access to employment support is crucial for those developing new careers, just as it is for children and young people. The Council will encourage local employers to promote routes that will enable young people to enter the world of work such as apprenticeships, work experience and internships. By engaging and working with employers the Council will develop good working practices and support employment conditions such as London Living Wage, upskilling staff, and ways of progression. This will engage residents to upskill while in employment and employers to have a better-skilled labour force. We will promote government employment programmes such as The Skills Toolkit supporting residents to learn, upskill and enter labour market; Kickstart Programme supporting 16-24 year olds to participate in high-quality six-month placements; and the Work and Health Programme to support people with additional needs to get engaged with the labour market.

Further Education, Universities and Research Capitalising on the employment and training opportunities from regeneration plans is a priority for the Borough. The Council will work with the proposed Skills Academy at Meridian Water as well as build partnerships that involve business leaders in education and training strategy, so that skills match the upcoming employment opportunities, are essential.

We will survey business leaders annually on key skills requirements for the future, sharing results with colleges. This will help institutions to develop courses that align to the emerging opportunities, for example from tech or in the creative industries. Whilst there are no universities in the Borough, there is a significant possibility to create links with universities in the wider area. With University College London and the University of the Arts going into the Olympic Park, which has good transport links to Enfield, we will invite these universities to partner with local colleges and business forums.

Development in Enfield's industrial areas can also be aligned to the specialisms of these universities - for example looking at film studios, dance and the creative industries.

## RE-SKILLING

With the ongoing economic transformation to automation and online, jobs are being lost in the service and manual professions. This disproportionately impacts younger and older workers. We will work with our education and employment partners to promote opportunities for our residents seeking to have career insights into different sectors and routes for upskilling and employment

By providing informed opportunities such as starting up a business, engagement with employers for employment related activities Enfield Council will support residents by working with partners to promote an enhanced route for progression.

The Council's inward investment programme and opportunity hubs in libraries will be critical for supporting, inspiring and signposting people into career opportunities or even using their skills to start their own business or choose a portfolio career.

# EMPLOYMENT & SKILLS PATHWAY MAPPING IN ENFIELD

<b>ROUTE 1</b>	<b>ENGAGEMENT ACTIVITIES</b> Aimed at those over 18 who are a long distance from the job market - require significant support in relation to ESOL, literacy, numeracy skills.
<b>ROUTE 2</b>	<b>16-19 VOCATIONAL PROVISION</b> The range of vocational programmes aimed at young people aged 16-19 who wish to follow a vocational programme including job with training.
<b>ROUTE 3</b>	<b>EMPLOYMENT SUPPORT</b> Targeted support for people who are deemed ready for work, possess the necessary employability skills to secure a job.
<b>ROUTE 4</b>	<b>SKILLS FOR ADULTS</b> Support targeted at adults who requires support to re-train or upskill for future job opportunities.
<b>ROUTE 5</b>	<b>HIGHER LEVEL PATHWAYS</b> The pathway option for young people and adults who are seeking support to achieve qualifications level 3 and beyond to enter higher level professional careers.
<b>ROUTE 6</b>	<b>ENTERPRISE PATHWAY</b> Support for young people (16-19) and adults who are employed and requires the skills, support and guidance to further their business start up idea.
<b>ROUTE 7</b>	<b>SEND SUPPORT</b> Career support initiatives available specifically for adults with special educational needs or disabilities.

# PLACES

## VIBRANT TOWN CENTRES

We will deliver initiatives and encourage investment that enable our high streets and town centres to thrive and attract people to live, work and visit.

## THE CHALLENGE

All town centres and high streets are facing challenges. Changing social expectations that seek experience and leisure; a shifting consumer economy with a move to online retail; and evolving jobs and workplaces is radically changing what town centres need to offer.

These dynamics have been accelerated by Covid-19 which has encouraged the move to online retail and restricted footfall and movement in our town centres.

To ensure Enfield's town centres thrive in the future they can no longer be just places to shop - they need to be places to live, to learn, to socialise, and to work. They need to be attractive places for residents, businesses and visitors and support a vibrant economy that operates through the daytime and into the evening.

## OUR TOWN CENTRES

Historically, Enfield's town centres have underperformed compared to the London average and have neither provided the quality or quantity of jobs, nor the leisure or evening economy offer that successful town centres thrive on.

Whilst Enfield Town and Southgate have experienced employment growth over the last five years, growth has been outstripped by the London average and employment has declined or remained static in Palmers Green, Edmonton Green and Angel Edmonton - our over-reliance on retail is affecting the vitality of our high streets and our town centres.

We must reimagine the role and function of our town centres and high streets, facilitating truly mixed-use places which provide space for both business and community activity.

## KEY STATS

1. 90% of Londoners live within 10-minutes of their nearest high street
2. 10% (high streets have shown resilience, and over the last five-year period have grown – underpinned by their diversity, with retail only accounting for 10% of high street businesses across London)
3. 15% In Enfield they host 15% of the Borough's jobs
4. 6% yet only 6% of the Borough's population lives in town centres
5. There is 81,267 sqm of floorspace in Enfield's town centres
6. Creating £360m comparison goods retail turnover in the Borough

## TOWN CENTRE VISION AND ACTION PLANS PROGRAMME

We want to take an active role in place stewardship and explore innovative and actionable projects with communities to develop town centres that are vibrant, safe and inclusive.

Our five priority town centres are Enfield Town, Angel Edmonton, Edmonton Green, Palmers Green and Southgate – each need a locally focused approach that responds to place specific challenges and opportunities with locally driven responses driven through bespoke Town Centre Action Plans (TCAPs).

The Town Centre Development Team began engaging with communities in summer 2019 to start developing TCAPs for each priority centre and begin delivering on short term actions. In response to the Covid-19 crisis these action plans will be reviewed with communities and published in spring 2021 to assist with economic recovery.

Each of our town centres have unique identities and opportunities. Whether that be Enfield Town positioning itself as a market town for the 21st century; Palmers Green's highly engaged local community, Angel Edmonton driving inclusive growth in the area, Southgate capitalizing on its connectivity or Edmonton Green's diverse and vibrant marketplace - engagement with communities has started to highlight emerging themes for each town centre that will help establish a vision for future success:

The projects that we will deliver via TCAPs to support visions for each town centre fall into the following themes:

### A PUBLIC WELCOME

1. Deliver key public realm improvements to enhance the attractiveness of high streets and town centres to drive footfall and dwell time and offer greater accessibility via sustainable modes of transport.
2. Facilitate and support a coordinated cultural and events programme in each town centre in alignment with The Council's 'Culture Connects' strategy including the development of town centre culture toolkits.
3. Work with teams across the council to ensure our town centres offer a welcoming and safe environment for all and continue to improve town centre specific operational services.



### AN INNOVATIVE, INCLUSIVE AND RESILIENT ECONOMY

1. Encourage and facilitate meanwhile uses to test and incubate a greater mix of businesses in town centres to deliver high quality employment opportunities – responding to changing working patterns and supporting growth sectors and new business start-ups.
2. Work with partners and support communication and marketing campaigns to promote and celebrate the unique identities of each key town centre and seek opportunities for inward investment.
3. Collaborate with teams across the council including those in planning, property, environmental and operational services to develop innovative approaches to support a diversity of uses and deliver flexibility for businesses in town centres.



**Enjoy Enfield**  
ENFIELD COUNCIL

Bring the high street to your home with ShopAppy, Enfield's new online marketplace!

ENFIELD COUNCIL

**Enjoy Enfield**  
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Support Enfield's small businesses from your sofa. Visit ShopAppy.

ENFIELD COUNCIL

**Enjoy Enfield**  
ENFIELD COUNCIL

Help Enfield's independent businesses recover following lockdown with ShopAppy.

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**Enjoy Enfield**  
ENFIELD COUNCIL

Shop online while still supporting the Enfield's economy. Visit ShopAppy.

ENFIELD COUNCIL



### CONNECTED COMMUNITIES

1. Partner with communities to share best practice, develop place-based strategies and support and facilitate the delivery of locally initiated town centre projects.
2. Establish civic governance and stewardship of town centres by working with communities to explore the viability of Business and Community Improvement Districts.
3. Ensure development in town centres contributes to social, civic and cultural infrastructure and actively seek additional funding from other sources including via crowdfunding and match-funded grants.



Fore Street, Angel Edmonton is to benefit from the Mayor of London's Good Growth Fund which will help to fund the regeneration of the high street. The project will include an 'Urban Room' for community engagement, the creation of affordable workspace and public realm improvements along Fore Street. The project also includes a programme of business support and the creation of employment and skills opportunities.

"The £1.1 million from the Good Growth Fund, match-funded by Enfield Council, will provide - a community hub and enhanced library services, affordable workspace to boost employment and skills opportunities, enhancements to the general look and feel of the area and deliverable measures to improve air quality which will in turn improve public health.

The Leader of Enfield Council, Cllr Nesil Caliskan, said: "Enfield Council is delivering a long-term programme of major regeneration works in Upper Edmonton, and the community in Angel is central to those plans. The Good Growth Fund opens opportunities to build a resilient, vibrant town centre and connects the people of Angel Edmonton to the wider strategic growth presented by the regeneration of the Joyce & Snells estates.

"Many people in Angel Edmonton have felt in the past that they have been left behind. This changes now. These measures will provide the boost to help move families out of poverty, support businesses to achieve successful, ongoing economic growth and will build the foundations for young people to harness their creativity and make meaningful life-changing progress."



# CULTURE CONNECTS

The Council has recently adopted a new cultural strategy which can support economic growth by bringing new creative businesses into the borough, promoting creative skills and enhancing public spaces across the borough.

The new cultural strategy has the following aims:-

- To gain a clear view of Enfield's cultural strengths and weaknesses to enable strategic support and planning
- To harness the power of culture to support key Council agendas across all policy areas
- To make more of Enfield's cultural offer by providing a focus for prioritised projects and collaborative networks

On the ground, we will integrate culture within major regeneration programmes and facilitate more cultural and creative activity in parks and open spaces.

We will ensure the right mix across the Borough by filling culture gaps, having a creative enterprise focus and facilitating new creative workspace that also caters for artists and makers.

We will support growth by enabling access to culture and pathways to creative employment; and longer term, grow creative industries skills, training and employment.

We will increase community celebration through shared interests such as dance, music and food; increase wider access to Enfield's heritage and diversity of local culture. We will improve cultural promotion and strengthen Enfield's cultural narrative, and nurture community and volunteering skills and capacity to deliver diverse creative activity.

We will build cultural capacity by establishing strategic expertise within the Council; support the creative sector through COVID-19 challenges; build cultural partnerships and secure strategic funding; and harness development and planning to contribute to culture provision and secure investment.

## WIDER OPPORTUNITIES

Just across Enfield's borough boundary, creative industries clusters have begun to establish and flourish such as Tottenham's Creative Enterprise Zone and a focus on culture in Waltham Forest through their year as Borough of Culture. There is a gap in north east London for large scale film and tv production facilities and support services with the associated employment and training this will bring. OMA Film Studio complex is one such new space in Enfield that is already doubling film rental space in London and many productions have used the Borough as a base and for locations.

Attracting significant creative industries, especially in the east of the Borough, such as the burgeoning film and tv sector and associated support businesses, will bring valuable new creative employment and training opportunities to Enfield. Together with new affordable workspace for creative practitioners and SMEs, these focussed efforts can position Enfield as north east London's centre for creative employment, as part of the UK Innovation Corridor and the Productive Valley and thus generate exciting new initiatives beyond the Borough boundaries.

Enfield's northern green spaces can be sensitively shaped to create a heritage environment destination with a complimentary culture and leisure offer.

**Enjoy Enfield Summer**

A FORTNIGHT (ISH) OF FREE, SOCIALLY DISTANCED ART AND ENTERTAINMENT

**14-31 AUGUST | ACROSS ENFIELD**

SEE SOMETHING REALLY COOL, CHECK OUT ENFIELD'S TOWN CENTRES, VISIT SOME SHOPS, GRAB SOME FOOD, RIGHT HERE IN ENFIELD.

HM Government | European Union | ENFIELD Council

A bumper programme of events and entertainment was launched by Enfield Council this year to celebrate the borough's cultural life and give its town centres a boost after months of lockdown. Enjoy Enfield Summer which ran from 14 to 31 August featured performing arts, exhibitions, tours and even a funfair at venues across Enfield for residents to enjoy. The programme aimed to support retailers by getting people into town centres and supporting the local economy. Enfield Council Deputy Leader, Cllr Ian Caliskan, said: "This festival is an amazing showcase for local talent that celebrates the culture of Enfield and will encourage our residents to visit our town centres and support our local economy."

"Enjoy Enfield Summer is the latest in a range of events the Council has delivered to support businesses in Enfield. It is vitally important that we have a strong economy and we are doing everything we possibly can to help out businesses recover from the impact of COVID-19."

# PARTNERSHIPS

## THE CHALLENGE

In an age of receding budgets, we know that we cannot deliver our vision of an economy that works for everyone on our own. Building the right partnerships inside and outside the Borough and across businesses, voluntary, not-for-profit organisations and the public sector, needs to be a fundamental part of our economic strategy. Enfield shares challenges with its neighbours.

We can help build together a positive sub-regional narrative to ensure the social, economic, infrastructure and environmental needs of north and east London are recognised and addressed.

## STRATEGY

- **Create the right conditions** - by leading and collaborating across our region, working with others to secure the investment that our area needs.
- **Design for the future** - by aligning with regional tech and creative strategies, carving out a distinctive brand and place identity.
- **Capitalise on our strengths** - by promoting Enfield as a key regional player with strong local, national and international connections.
- **Build the right partnerships** - by playing a full and active role within regional networks and organisations.

## PARTNERS

### UK INNOVATION CORRIDOR

Enfield sits at the heart of the UK Innovation Corridor, which stretches from London's Royal Docks in the South, up to Cambridge and Peterborough in the North. Taking in Tech City, the Kings Cross development and Stansted Airport as a gateway to the rest of the world, the Innovation Corridor is a mechanism to promote a vital but overlooked region, to work across Borough boundaries, and to secure investment.

We will continue to play a full and high-profile and encourage new organisations to take part.

### THE GREATER LONDON AUTHORITY

The GLA have policies to support town centres and high streets, provision of suitable and affordable workspace, sector growth opportunities and clusters and have produced guidance which we can call on for support. The London Plan does not recognise Enfield as a strategic business area but does seek to protect and add additional industrial land through the Strategic Industrial Land designation. Enfield has over 332 ha of SIL and the current uses are dominated by many medium and large firms with a focus on supermarket logistics, food processing and e-commerce fulfilment centres along with some retail/trade counter uses. The London Plan encourages intensification of this land through forward spatial planning, and the Council will support proposals to intensify existing employment sites, to help meet the identified need of 48.6 ha of additional employment land up to 2036.

### LOCAL LONDON

Local London is a partnership of eight London Boroughs in the North and East of the Capital working to respond to a set of mutual issues and challenges. The partnership represents around 2.5 million residents and nearly 100,000 businesses, championing the sub-region to ensure it benefits from existing and emerging opportunities. Local London's priorities are investment into skills training; start-up and business growth services; transport connections and digital infrastructure,

The Council will continue to play a leading role in the Local London network, working to align the network behind our ambitious environmental targets; to build a clear picture of sub regional infrastructure requirements; to share resources where possible and to link our people and businesses to wider opportunities. In particular, we want Local London to work more closely with us on building skills capacity in Enfield in sectors where we are aligned such as health and social care; digital, creative and cultural industries; and construction.

### LONDON & PARTNERS

London & Partners is a not-for-profit international trade, investment and promotion agency for London. Their role is promoting London internationally, attracting business investment and selling the capital on the world stage. We will engage closely with London & Partners, working to connect Enfield businesses to the agency, helping those who are ready to break into international markets – as well as working to position Enfield as the natural home for international businesses looking to locate in London.

### CREATIVE AND TECH PARTNERS

Tech is a particular focus within the Innovation Corridor, with the London tech scene growing fast. It is vital for the Council to find a particular niche that can become synonymous with the Borough, and we will position ourselves particularly at the film and television industry - taking advantage of the excellent transport connectivity and infrastructure in the borough and proximity to the London tech and creative ecosystem.

We are already a member of the London Filming Partnerships. We will further develop our relationships with key partners such as Film London; the Creative Industries Federation and the National Film and Television School.



# MEASURING SUCCESS

We will establish baseline metrics to measure the impact of our action plans and to track the change and evolution of Enfield's economy.

This includes:

- **Wages and Salaries:** we will track growth at intervals over the next decade to check whether interventions had had a positive effect
- **Business rates:** by attracting new occupiers into business spaces in the Borough, we can demonstrate immediately the benefits by an increase in rates revenues
- **Jobs supported:** High streets have the potential to accommodate a significant proportion of the Borough's future growth so we will measure the amount of jobs supported in our town centres.
- **Vacancy rates:** Our town centres have very low office vacancy rates but increasing retail vacancy rates. Where vacancies persist, we will champion interim solutions like meanwhile uses to reduce vacancy rates and
- **Employment space:** we will track and measure the amount of all kinds of new employment spaces created, especially where we have proactively encouraged new projects
- **Cultural events:** number of people taking part in culture events organised by the Council.
- **Additional funding:** We will measure the amount of additional funding and investment into our town centres we achieve
- **Inward investment:** number of new businesses moving into the Borough
- **London Living Wage:** tracking increases in number of businesses paying LLW
- **Youth unemployment rate:** we will follow progress of rates over the next few years and aim to decrease these, and question our strategy if they persist at a high rate
- **Young people in education:** we will measure numbers of students enrolling in third level education

# COVID 19 – CURRENT ECONOMIC IMPACT ON ENFIELD

We're publishing this strategy in January 2021 in the midst of a global pandemic, which is still having far-reaching effects on our residents and businesses. Some businesses are doing relatively well, such as those involved in production, distribution and retail of food and other essential goods. However, many others involved in sectors such retail, hospitality, leisure and personal services remain in a challenging environment. This has led to high numbers of employees still on furlough and steadily climbing youth unemployment rates.

This situation demands that we adapt and respond - the Council has moved fast to provide a robust and efficient business response and support service, having already provided £89m of rates relief and support; and stands ready to continue this service for as long as it is needed.

A sudden and major economic shock, like the pandemic we are in now, is typically followed by a period of relentless change and innovation, as people retrain or change careers, and businesses adapt and renew themselves for a changed environment.

Our approach will be the same: flexible, adaptable to change and quickly deploying resources to issues as they emerge. This strategy provides a framework within which to make those decisions and to adapt as necessary. Working closely with our residents and partners, the Council will also seek to innovate and transform the local economy – to create a lifetime of opportunities for everyone.