

**CROSTREE – EDMONTON GREEN
CONSULTATION SUMMARY
20 MARCH 2020**

This document provides a summary of feedback received during the Edmonton Green listening exercise. Over the course of three dates, Wednesday 29, Thursday 30 January and Saturday 1 February, a listening exercise was carried out within a vacant unit of the shopping centre to gather feedback from the local community on how they want Edmonton Green to change in the future.

1. OVERVIEW

The key objectives of this exercise were:

- a) To introduce the idea that Crosstree are currently looking at proposals to redevelop Edmonton Green
 - b) To understand what the priorities are for local stakeholders, and what they would like to see in a re-developed Edmonton Green
 - c) Create the best possible environment to help scheme succeed
- The feedback summarised in this document will help inform future improvements and the wider masterplan of Edmonton Green.
 - The listening exercise was held over three days (29 & 30 January & 1 February) at 35 South Mall, a vacant unit in Edmonton Green Shopping Centre.
 - The times of the exercise were arranged around when footfall at the centre is at its highest i.e. 10am – 2pm, to maximise the number of people who could engage with us.
 - The exercise was advertised in advance through a flyer drop to all residential and business tenants on site and the neighbouring area (the consultation area was agreed with the project team in advance), A1 posters displayed throughout the centre and an advert published in the Enfield Independent. A dedicated 'consultation' tab of the Edmonton Green website was set up, where the listening exercise was publicised. In addition, tweets were posted from the Edmonton Green Twitter feed.
 - The display was set up across eight A1 boards. The first was essentially wayfinding, set up outside the unit to encourage people to come inside and give us their thoughts. The following four boards displayed the following:
 - Improvements made to Edmonton Green to date following the pop-up consultation last February.
 - The drawbacks of the overall design of Edmonton Green as it is and the need to redevelop in order to create a safer environment and discourage anti-social behaviour.
 - Crosstree's vision for the future of Edmonton Green.
 - The history of Edmonton Green and current layout.



- The final three boards were interactive and designed for the public to stick post-its on. They asked the public the question '*Give us your thoughts on the future of Edmonton Green and help inform the design of the masterplan*'
 - The first of these boards asked '*What do you currently like about Edmonton Green?*' The board was broken down so people could give their thoughts on the following topics: Shops; market; food and drink; public and community spaces; homes; and leisure facilities.
 - The second asked '*What further changes would you like to see to Edmonton Green?*'. Again, the board was broken down by the topic areas listed above.
 - The final board asked '*Is there anything else you would like to see in Edmonton Green? For example, educational or office space?*' The space on this board was left clear so people could add any further thoughts they had.
- Members of the project team were on hand at all times to guide visitors round the exhibition and answer any questions.
- In total we had 150 people attend the listening exercise, this can be broken down to the following over the course of the three days:
 - Wednesday 29 February – **47 visitors**
 - Thursday 30 January – **54 visitors**
 - Saturday 1 February – **49 visitors**
- 73 comments were received about what people currently like about the shopping centre.
- 442 comments were received about changes people would like to see made to Edmonton Green.
- 51 further comments were made about Edmonton Green.

2. KEY FINDINGS

- The key findings from the exercise are:
 - The majority of people are very happy with the improvements that have been made to the centre recently, in particular, the new benches, playground, community garden and free toilet facilities.
 - People would most like to see further changes to the public and community spaces at Edmonton Green; notably they would like to see an increase in the level of policing and security, due to the prevalence of anti-social behaviour. It was suggested that the provision of a youth centre or something similar may also help tackle this issue.
 - The local community are very keen for big, well-known high street brands to have a presence within the shopping centre: this goes for clothing brands and supermarkets, as well as fast food chains and restaurants.



- Local people would like to see more diversity in the shopping centre across the shops, market and restaurant offerings. There is a perception at the moment that there are too many of the same types of shops and lots of the market stalls are selling a similar product.
- A small section of the community proactively said that there was a need to redevelop the shopping centre and that more housing is needed.

3. **FEEDBACK**

Q1. What do you currently like about the centre?

73 responses were received to this question, see further detail below.

- Of all the aspects of the centre, the public and community spaces received the most positive comments with 46 comments about this. Over a quarter of all comments about the public and community spaces was positive feedback on the recent improvement works, such as toilet facilities, lighting, benches and the community garden. This shows that these improvements are being recognised in the community and are appreciated by frequent users of the centre.
- There were nine positive comments in relation to the market, with three people stating that they like the variety it offers; and one person saying they love the market but they feel it's in decline.
- Eight people commented positively on the shops at Edmonton Green with people particularly liking the variety of shops and choice of supermarkets available for buying everyday essentials.
- Seven people commented positively on the food and drink offer, saying they are happy with the current offering
- Three people said they like the current provision in terms of leisure facilities; one person stated that they love the library, and another that no additional facilities are required.
- There were no positive comments in terms of homes at Edmonton Green.



Q2. What further changes would you like to see?

442 responses were received to this question – see detail below.

- Public and community spaces was the area that received the most comments with 179 post-its stuck on this section across the three-day exercise.
 - Of these, 24 people gave suggestions referencing facilities for children and young people, such as a creche/stay and play space and a youth centre. A number of people mentioned in conversations with the project team that there was very little for young people to do at Edmonton Green and this is leading to problems with anti-social behaviour.
 - In fact, there were 51 requests for improvements to be made to the security, policing and CCTV in the centre due to the prevalence of anti-social behaviour.
 - Ten people also said that the centre should be fully enclosed, with three people stating that it is too cold in the centre.
- 125 people gave their thoughts on how they would like to see the shops at Edmonton Green change.
 - The general consensus was that people wanted bigger, more well-known high street brands to have a presence within the shopping centre, and many named the brands they would like to see. Most of these were clothing brands or supermarkets. These were Primark (17 mentions), M&S (5 mentions), Tesco (3 mentions), Next (3 mentions), Clarks (2 mentions), New look (2 mentions), Waitrose (2 mentions) and TK Maxx (2 mentions).
 - Another theme that emerged was the need for more diversity, with people asking for more shops for men, children and elderly people. There were a number of comments about how there were too many of particular types of shops, for example 'too many bookies'; 'too many furniture shops'; and 'too many pound shops.'
- With regards to food and drink, 76 people gave their thoughts on this and a high proportion (27 people) gave the names of specific brands they would like to see. Most of these were fast food options. Seven people said they would generally just like to see more restaurants while a further four said they wanted more variety. Three people said they wanted more family-friendly restaurants and another three said they wanted vegan options. Below we have broken down the brands people most want to see at Edmonton Green:
 - Nando's – 13
 - McDonald's – 12
 - KFC – 7
 - Vegan options – 3
 - Italian restaurant – 3
 - Burger King – 2
 - Pizza Express – 2
- Of the 30 people who commented on the market, seven people said they wanted to see a wider variety of stalls while four said they thought the cleanliness of the market hall should be improved. Other comments were that the market is too cold and that the market should be modernised.
- 20 people gave their thoughts on leisure facilities and how they would like these to change. The most popular response to this was a cinema with seven mentions, while three people mentioned



the provision of affordable fitness/ gym space. Other suggestions included a night club, bowling lanes and an arcade.

- 13 people commented on housing and nine of these thought it would be a good idea to build more homes. Local people and the elderly were specifically mentioned as groups in need of more housing. Two people said they did not want more homes to be built, one of these said that the focus should be on the market instead. Another person suggested knocking down the existing flats.

Q.3 Is there anything else you would like to see in Edmonton Green? For example, educational or office space?

- Most people simply used this space to express any other comments they had regarding Edmonton Green. There were 52 comments in total.
- The most popular theme here was appearance with 12 people saying they thought the appearance of the shopping centre could be further improved and made more attractive.
- Eight people commented on parking, three saying that there should be an increase in parking spaces and another three saying that parking should be free.
- Five people proactively said there is a need for change and agreed with the principal of development.
- Four people commented on the temperature of the centre saying it is too cold.
- Three people said that there was a need for a doctors and it would be useful to have a surgery at Edmonton Green.
- Three people said they would like the shopping centre to be better linked up with the station.
- Other comments included suggestions such as installing payphones for the elderly, installing a piece of art and that there should be a better information centre.

4. APPENDIX A – BOARDS DISPLAYED AT THE EVENTS

THE FUTURE OF EDMONTON GREEN
LISTENING EXERCISE

CROSSTREE
REAL ESTATE DEVELOPMENT

EDMONTON GREEN

Welcome to our Listening Exercise

Please come inside so we can hear
your thoughts on the future of
Edmonton Green.



An aerial photograph of the Edmonton Green development site. A red outline highlights the project area, which includes several high-rise buildings and surrounding infrastructure. Labels with red arrows point to 'Edmonton Green Station' at the top, 'Edmonton Green' on the left, '100 Street' on the right, and '100 Avenue' at the bottom.



THE FUTURE OF EDMONTON GREEN
LISTENING EXERCISE



We would like to hear your thoughts on the future of Edmonton Green

At the beginning of 2019 we carried out a survey to find out what improvements local people would like to see to the centre. We received a fantastic response with 298 people taking part. When asked what you would like to see improved at Edmonton Green Shopping Centre, this is how you responded.



What we have done so far

We have made a substantial investment improving Edmonton Green.



We have increased the level of security to make it a safer place for all. This has led to a 48% decrease in shoplifting incidents and 9% decrease in total incidents across the shopping centre in 2019, compared to the previous year.



The entire centre has received a fresh look of paint to contribute to the desired refreshed look.



We have installed brand-new toilets.



A brand-new community garden has been created, with the help of Clondfield Primary School, to increase the amount of greenery and planting.



We have built a brand-new children's play area, which opened to the public in November and includes a new climbing frame, slide and swing set.



We have added new street furniture including benches and bins.



New and improved lighting is being installed across the centre.



A new logo has been designed and we are updating all our signage with the modern branding.

Maximising the potential of Edmonton Green in the future

While we have installed new lighting and increased the level of security, Edmonton Green is not designed in a way that is conducive to creating a safe environment. It is inward looking, has an under used second level and has areas that encourage anti-social behaviour. The routes through the centre and the residential entrances could also be greatly improved. We are therefore looking to make further, substantial changes to Edmonton Green by redeveloping certain areas.



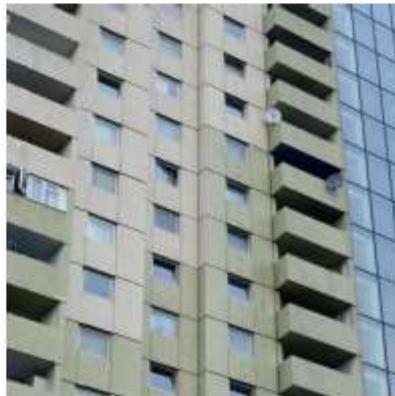
Entrances both to the shopping centre and existing residences are poorly located and lack visibility.



Limited hours of operation and unsurvalled roof terraces create insecure spaces.



The bus station is poorly connected with the shopping centre.



The existing unattractive tall buildings are currently the focal point.

THE FUTURE OF EDMONTON GREEN LISTENING EXERCISE



Vision for the future

Our vision is for Edmonton Green to form the heart of lower Edmonton, and to become a desirable destination for the local community to spend time, day or night. In order for this to happen, the centre needs to be better connected with the local area and offer a more diverse range of activities such as shops, restaurants and leisure facilities.



Sketch of the vision for Edmonton Green.

We want to revitalise the shopping centre, provide new open public spaces and deliver new homes for the area. Any redevelopment that takes place will be guided by the following principles:

-  We want to create a destination that offers a diverse range of uses – locally run shops, restaurants, cafes and other leisure facilities – so it becomes somewhere people want to spend time throughout the day and into the night.
-  We want to maintain the community feel of Edmonton Green; the market will always be a focal point of the shopping centre, and small independent traders will always have space to trade.
-  We think it's important to efficiently use land around transport hubs (such as Edmonton Green Overground Station), and the redevelopment is a good opportunity to build more homes at Edmonton Green.
-  Any development will be done in stages so as to minimise the impact, and ensure continuity of trading.
-  We want to reduce the dominance of the existing towers with new high-quality buildings that sit well in the surroundings.
-  We want to join up Edmonton Green with Fore Street and make the whole area more outward looking to minimise anti-social behaviour. We also want to improve pedestrian routes through the shopping centre, and minimise back of house areas.
-  We want to create streets and squares that can be used by the community.
-  We want to ensure the shopping centre is sustainable and can be enjoyed by future generations.

Give us your thoughts on the future of Edmonton Green and help inform the design of a masterplan

What do you currently like about Edmonton Green?

SHOPS



MARKET



FOOD & DRINK



PUBLIC & COMMUNITY SPACES



HOMES



LEISURE FACILITIES



Give us your thoughts on the future of Edmonton Green and help inform the design of a masterplan

What further changes would you like to see to Edmonton Green?

SHOPS



MARKET



FOOD & DRINK



PUBLIC & COMMUNITY SPACES



HOMES



LEISURE FACILITIES





THE FUTURE OF EDMONTON GREEN
LISTENING EXERCISE



Give us your thoughts on the future of Edmonton Green and help inform the design of a masterplan

**Is there anything else you would like to see in Edmonton Green?
For example, educational or office space?**



5. APPENDIX B – PHOTOS FROM THE EVENTS



6. CONSULTATION WEBSITE



[HOME / FUTURE OF EDMONTON GREEN](#)

FUTURE OF EDMONTON GREEN

We want to hear your thoughts on the future of Edmonton Green.

Click here to read about our vision for the future and give us your thoughts by emailing: edmontongreen@londoncommunications.co.uk



[CLICK TO DOWNLOAD](#)

We would like to hear your thoughts on the future of Edmonton Green. We will be hosting a series of drop-in sessions so you can tell us what changes you would like to see in the long-term.

To let us know what you think join us at 35 South Mall, Edmonton Green Shopping Centre:

- Wednesday 29 January, 10am-2pm
- Thursday 30 January, 10am-2pm
- Saturday 1 February, 10am-2pm



[CLICK FOR MORE INFORMATION](#)