

# TOWN CENTRE STRATEGY & DELIVERY PLANS – 2016–2020

# CHINGFORD



CHINGFORD TOWN CENTRE

# THE OPPORTUNITY

Chingford is an attractive and thriving town centre with a low level of vacant units and an upscale retail and food and drink offer. Its proximity to Epping Forest further adds to its character and quality. Further promotion and diversification of the town centre’s retail and food and drink offer will strengthen its position as a desirable place to live and visit.

**Chingford is situated on the edge of Epping Forest with good access to the regional road network and railway line to Liverpool Street.**

It has a distinctly different character to the south of the borough and its other town centres, due to the upmarket range of its retail and food and drink offer and the relative affluence of the population

living in the town centre and visiting it. The Council has an opportunity to improve links between the train station, high road and leisure activities at the nearby King George and William Girling reservoirs, as well as Girwell Park, conference and wedding venue, camp sites and golf courses.

## WHAT LOCAL PEOPLE HAVE TOLD US ABOUT CHINGFORD

Chingford residents consulted had positive views of the quality and quantity of green space, the ‘village’ feel of Chingford and the quality of schools. (*Shaping Growth research, January 2016*). However, residents said that they were concerned about the affordability of housing, both to rent and to buy.

## DELIVERY PLAN: CHINGFORD

ACTIVITY	PURPOSE	TIMINGS	COUNCIL RESOURCE	PARTNERS
1 Promote appropriate, high-quality evening economy food and drink outlets	To develop the quality of the evening economy and increase town centre activity beyond 5pm	2016-2020	Planning Policy, Regeneration, Business Support	Local businesses
2 Improve the layout, access and way-finding around the train station	To work with Network Rail, Transport for London and adjacent landowners to bring about improvements to the station, forecourt and access/egress from the train station	2017-2020	Regeneration, Highways	Local landowners, Transport for London, Network Rail
3 Explore opportunities to improve access and way-finding between the town centre, local assets and green open space	To create a clear and welcoming arrival into the town centre and clearer links to local businesses and other assets e.g. Queen Elizabeth Hunting Lodge, Girwell Conference Centre and Epping Forest	2017-2020	Regeneration, Highways	Transport for London, Corporation of London
4 Consider appropriate development of business space in the town centre	To provide flexible space to accommodate business growth and attract new employment in the town.	2017-2020	Regeneration, Business Team	Transport for London