

ECONOMIC ACTIVITY GROUP REPORT TO AGM 22.05.13

The Group has been expanded to include representation from the Village and Aylmer Parade and has two people running businesses. It comprises:

Gail Waldman

Jan Morgan

David Porter

Allan Rapley

Alan Marriott

Barbara Goldstein

Emmett

John Woolf

We have developed our analysis based on four different types of economic activity:

- **Small businesses and retail**
- **Tourism & culture**
- **Education & health care**
- **People working from home**

Small businesses and retail that are located in the village, clustered along Archway Road and at Aylmer Parade. These premises have been subject to detailed analysis in terms of

- Local-convenience (5 minutes walk);
- Local-destination (worth 10 minutes walk)
- Beyond local (business that serve a much broader catchment).

The analysis will soon be completed. Already the outcome is a change from viewing these locations as predominantly shopping streets, to viewing them as complex and diverse business districts.

Local-convenience catchment represents a small percentage of premises

Local destinations are more significant (particularly in the village)

A majority of premises provide goods and services that have a catchment that stretches beyond the local, particularly in Archway Road.

They do not rely on 'foot-fall' however they have 'shop fronts' that shape the public realm, have housing above and in all cases have issues with traffic and parking.

The number of empty premises has dropped significantly in the last decade.

Tourism & Culture has considerable potential for growth.

Finding Highgate's main attractions is difficult particularly via Highgate tube station,

The disused over-ground station is a wasted asset and the Capital Ring/ Parkland Walk is truncated.

Highgate is very poorly served in terms of hotel accommodation.

Education & Health Care together forms Highgate's biggest economy and employer.

People working from home. The shops and services that are local providers are servicing a working as well as a residential population and the cafes, pubs and restaurants act as work and meeting places.

Aims & Objectives

Maintain and enhance employment in the neighbourhood

A visitors strategy to make the assets of Highgate more widely available, including to the less advantaged areas of Haringey and Camden

A new vision for the High Street, Aylmer Parade and the business clusters on Archway Road as multi-purpose, small-scale forward-looking business areas.

Enhance the identity of these areas with improvements to buildings, shop-fronts, pavements and streets and by a new settlement with traffic and parking, to make a great public realm

Increase the circulation of money and information through the local economy, supporting greater mutual feedback between local businesses and residents.

Action Outwith the Plan:

Help set up Archway Road Business Association (Jan & Emmett)