

The Broomfield House Trustees and Friends of Broomfield Park



Open Meeting on the Restoration of Broomfield House and Stable Yard

20 September 2012

Agenda



| | |
|-------------|---|
| 7:50 | Welcome and Introductions – Roger Blows |
| 8:00 | Update on Developments – Laki Marangos |
| 8:10 | HLF Stage 1 Application Overview – Mike Scholand |
| 8:30 | HLF Stage 1 Floor Plans – David March |
| 8:40 | Cultural Content / Heritage – Colin Younger |
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| 9:00 | Community Survey Results – Mike Scholand |
| 9:10 | Questions and Answers – Laki Marangos et al. |

Welcome and Introduction



- **The Broomfield House Trust, a registered UK charity (no. 1083078)**
- **The Friends of Broomfield Park**
- **Working jointly with Enfield Council to restore Broomfield House and Stable Yard**
- **Our objectives for tonight:**
 - 1. Bring everyone up to date on developments**
 - 2. Provide an overview of the House proposal as it stands**
 - 3. Discuss the future plans for the Stable Yard proposal**
 - 4. Present the results of the two community surveys**
 - 5. Get your feedback – Q&A session**

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Chronology of Events



- 8 May - Meeting with Council (Cllrs Taylor, Goddard, Charalambous and Sitkin chaired by Mike Brown. Community presented this plan.
- Trustees and Friends drafted a Heritage Lottery Fund (HLF) Pre-application. Submitted by Council to HLF on 12 July. Enfield draft estimate of cost at £10.5m.
- Positive response received from Michael Murray (of HLF) on 22 July. Recommend we split the project into two:
 - Broomfield House and Murals (to HLF Heritage application) and
 - Stable Yard and Park (to HLF Parks for People application)
- Support by Wesley Kerr, HLF London Board Chairman.
- 18 July – met with Mike Brown at Civic Centre to agree actions, decided to target submission to HLF on 6 August (the next application deadline).
- 6 Aug – Community proposal was ready, but Council could not submit because internal approval procedures had not been followed.

Chronology of Events (2)



- 15 Aug - Formal meeting at Civic Centre with Paul Walker, Joanne Woodward, Enfield Museum reps, etc. Agreed to aim for 22 October for Stage 1 HLF.
- Our Team improved the Stage 1 draft and handed authorship to Enfield; now reviewing iterations of the proposal
- Enfield contracted Alix Slater, a heritage person and HLF bid writer
- 28 Aug – meeting with SEH Architects – including David, Selwyn, Colin
- 2 Sept – Palmers Green Festival – stand outside Broomfield House, prepared a Leaflet and Community Survey.
 - Email list of 110+ interested residents, including 15 volunteers to help
 - 100+ paper surveys completed, £22 in donations received
- 19 Sept – draft proposal passed all internal procedures and will be on October's Cabinet Agenda.
- 22 Oct – new target date for submission of Round 1 application to HLF

Wins



- Council supports the Community's plan; housing plans set aside
- Old housing plans taken down from side of House
- Council helped raise awareness by printing the leaflets for us
- We worked to build Community awareness during PG Festival
- Survey undertaken to build up on awareness and support – over 350 responses. **Have you done it?** <http://www.surveymonkey.com/s/28KJ65M>
- Working group email address: Broomfield.House.N13@gmail.com
- Looking at addressing the Broomfield House website now...
- Fund-raising site set up with BT My Donate: <https://mydonate.bt.com/charities/thebroomfieldhousetrust>



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Project Objectives – 1 of 2



1. To restore Broomfield House in keeping with its heritage and re-open it to the public;
2. To restore the Stable Yard, creating artist studios, business incubators, an educational centre and a kitchen garden;
3. To improve the Park and restore the historic and rare Baroque water gardens;
4. To ensure the project's viability through an appropriate balance of income generation activities, events and free public access;
5. To inform people about the House's unique heritage, the region and the environment by providing interpretive information;
6. To establish a café on the ground floor of the House, with an adjoining outdoor patio;



Project Objectives – 2 of 2



7. To develop and promote the House as a venue for family parties, wedding services, room hire and events;
8. To develop educational activities linked to the national curriculum with local schools;
9. To create a Heritage Learning Centre and Community Hub with a rolling programme of events and learning opportunities;
10. To engage actively with the local Community at all stages of the project; and
11. To provide volunteer / training and apprenticeship opportunities, e.g., in heritage.
12. To make Broomfield House a Grade II* Green Restoration project (BREEAM)



Project Income – 1 of 2



- A café on the ground floor of the House providing a range of healthy, affordable food and drinks; possibly including a gift shop too. All profit to be rolled back into the House.
- Room hire by the community / businesses / families and / or individuals for meetings, parties, etc. at different price points
- Wedding ceremony venue, potential also for small receptions
- Events - examples include:
 - Family friendly: puppet shows, craft workshops, music and movement, children's films
 - Community: cultural events and exhibitions celebrating our diverse community
 - Adults: Small classical music shows, talks, learning workshops, fitness classes



Project Income – 2 of 2



- Small business units for lease in the Stable Block with shared business resources and support
- Rental income from Professional Tenant in the Stable Block, e.g., voluntary sector organisation
- Education Grants: we intend to bid for funding to support education / creative projects targeted at young people who might otherwise not have access to such opportunities
- Lease of Artist Studios: (in the Stable Yard) to local designers and artists, periodically open to public for viewing
- Art Exhibitions: by local and visiting artists with sales commission fees accruing to the House



Potential Timeline



Proposed time table (Council's input to the HLF Round 1 Application):

- HLF Round 1 application submitted: 22 October 2012
- HLF Round 1 application decision: January 2013
- Professional Team appointment: May 2013
- Outline design (RIBA Stage C) complete: July 2013
- Scheme design (RIBA Stage D) complete: October 2013
- Round 2 Application submitted to HLF: December 2013
- Round 2 Application decision: April 2014
- Design development (RIBA Stage E) complete: July 2014
- Production information (RIBA Stage F) complete: December 2014
- Contract out to tender: December 2014
- Contractor appointed: March 2015
- Start on site: April 2015
- Estimated Completion: October 2016
- **Grand Opening of Broomfield House: November 2016**

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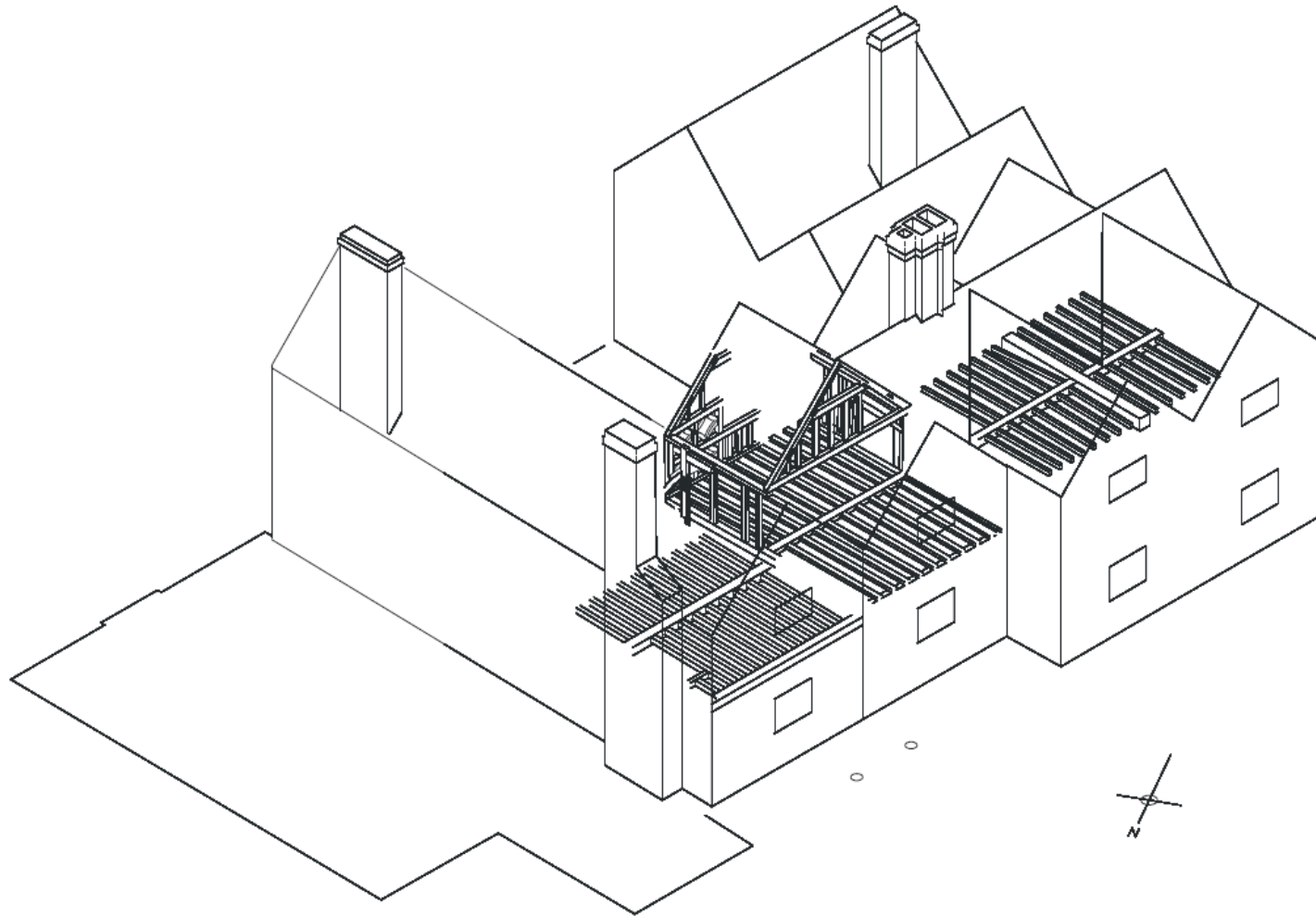


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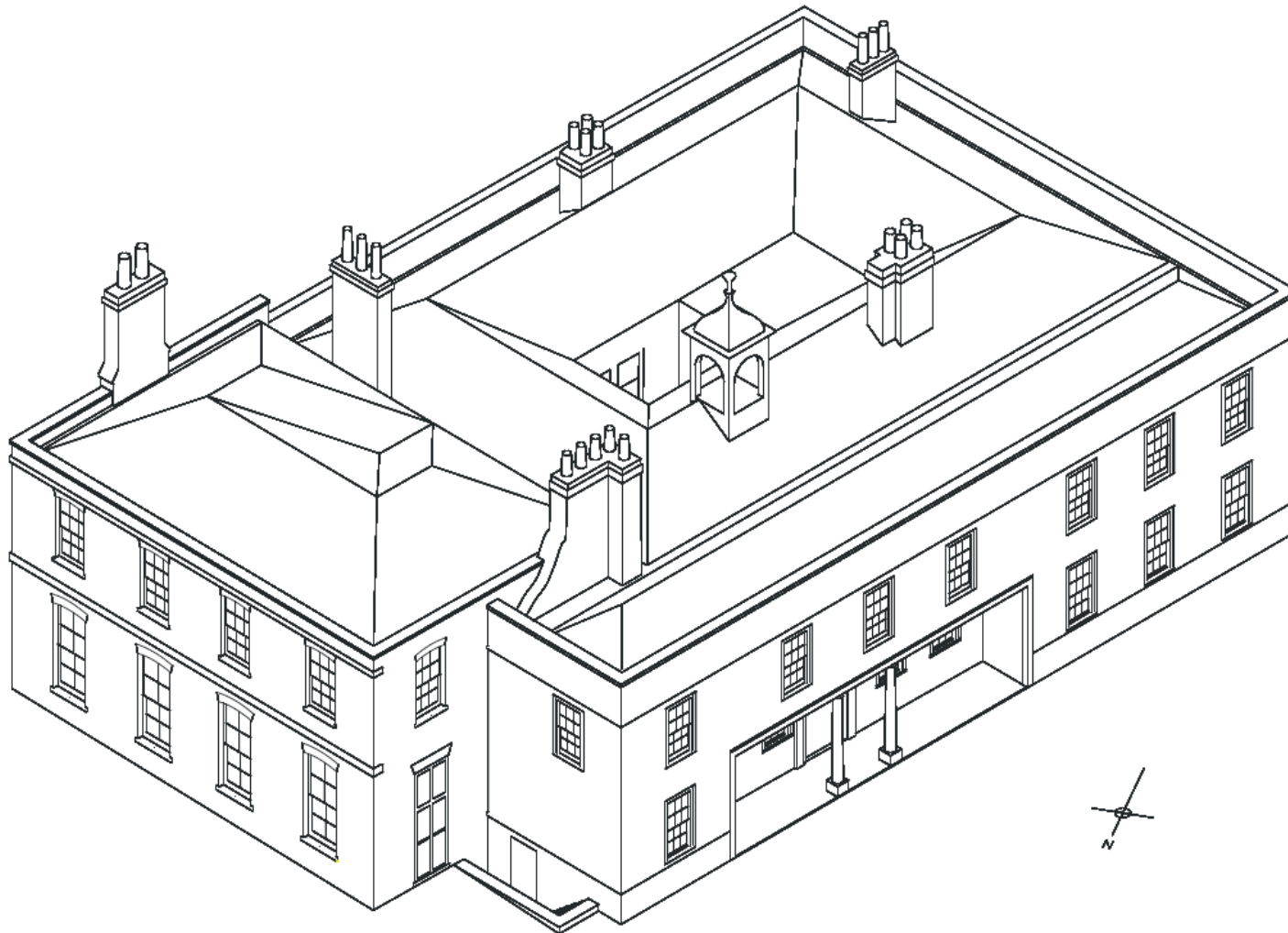
Community Plans



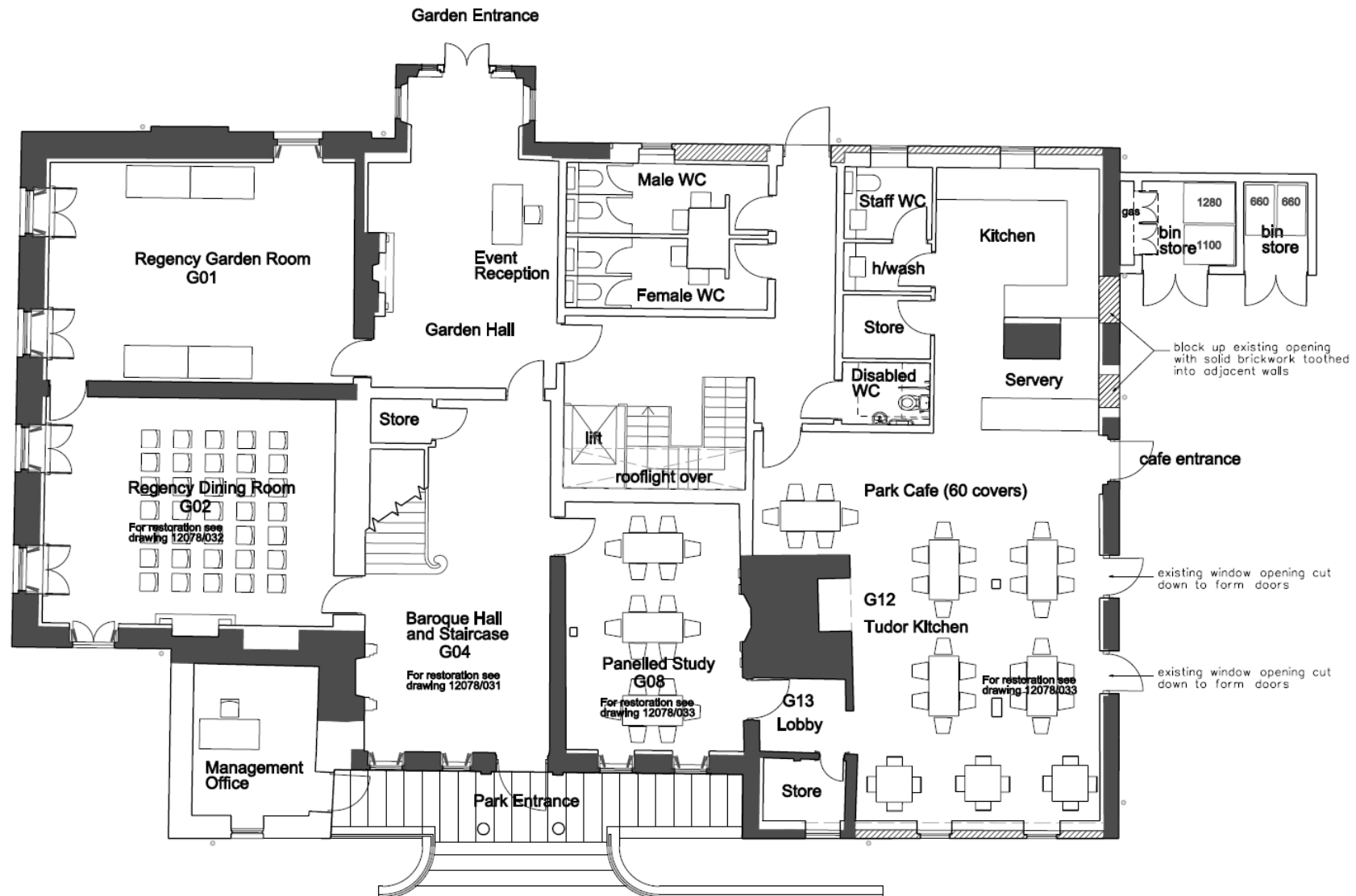
Broomfield House c.1600



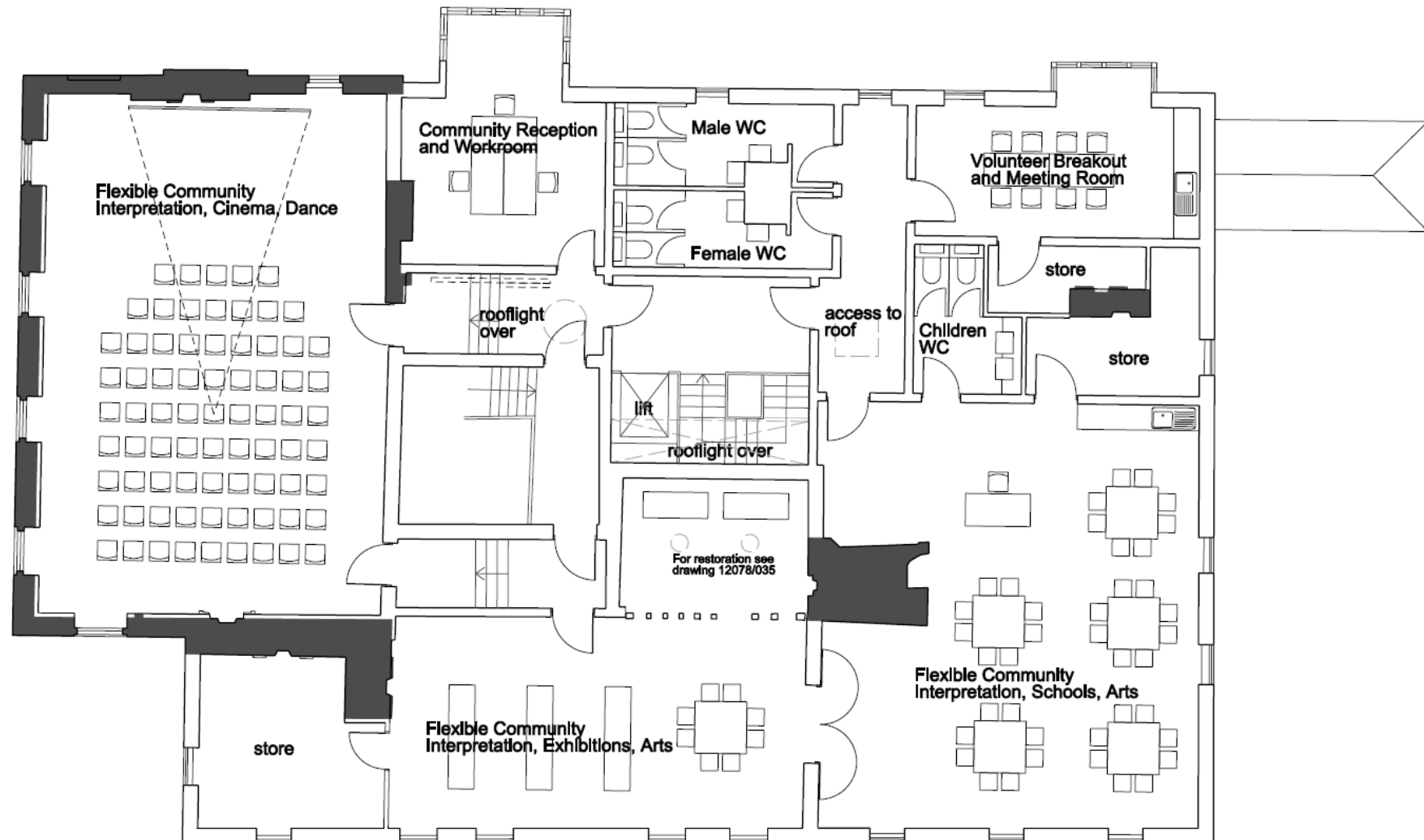
Broomfield House c.1900



2012 Plans: Ground Floor



2012 Plans: First Floor



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Similar Models



Flexible Use Rooms

- Small cinema – art, foreign, oldies, kids...
- Classical music performances
- Dance floor – lessons
- Receptions / parties
- Puppet shows
- Educational lectures



Community History



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Stable Yard



Stable Yard



A Creative community



- Designer makers / artists
- New business enterprises
- Rents
- Destination

The screenshot shows the Cockpit Arts website. At the top, there's a navigation bar with links for News, Contact Us, Sitemap, and Login, along with social media icons for Facebook, Twitter, and YouTube. The main header features the 'COCKPIT ARTS' logo in large red letters, with the tagline 'business incubator for designer-makers' in smaller red text. Below the header, there's a search bar with the placeholder 'Search our website:' and a 'Go!' button. To the left of the main content area is a sidebar menu with links: Home, About Us, Our Incubator Package (highlighted in red), Affordable Studio Space, Business Development, Making It, PR & Sales, Case Studies, How to Apply, FAQ, Awards, Shopping & Events, Support Cockpit Arts, Venue Hire in London, WC1, Designer-Maker Directory, and Contact Us. The main content area is titled 'Our Incubator Package' and features three small images of people working in a studio. Below the images, there's a paragraph of text: 'We help Britain's creative talent create thriving businesses... If you are a talented designer-maker and you are looking to grow your business you have come to the right place. As a business incubator, we offer more than just affordable creative workspace. We have an experienced on-site team, offering an array of support services to help accelerate the successful development of your business. We take a holistic approach and our incubator is specifically tailored to help designer-makers who want to increase their profit whilst developing creatively. You can tap into what you need, when you need it and as we are a social enterprise, our services are provided as a package below commercial rates. Having a studio at Cockpit Arts is a recognised benchmark of excellence in creativity and craftsmanship and with our business support, designer-makers profits at Cockpit have'. On the right side of the main content area, there are three call-to-action buttons: 'Support Cockpit Arts' (red), 'Join Our Mailing List' (blue), and 'Read Our News' (red). At the bottom of the page, there's a logo for 'Social Enterprise' with the tagline 'TRADING FOR PEOPLE AND PLANET'.



Growing Things



Restoring the Hothouse



Imagine ...



Community Involvement



Growing Food



Harvest



Eco and Alternative Technology



- Green Heritage Demonstration in SY
 - PV solar panels
 - Rainwater harvesting
 - Grey water recycling
 - Compost and the new hothouse
 - Education
 - Centre for Alternative Technology

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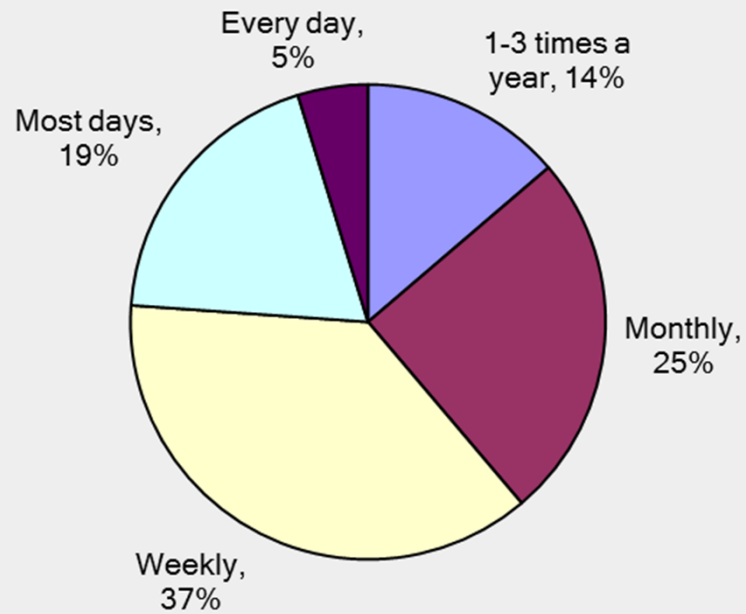


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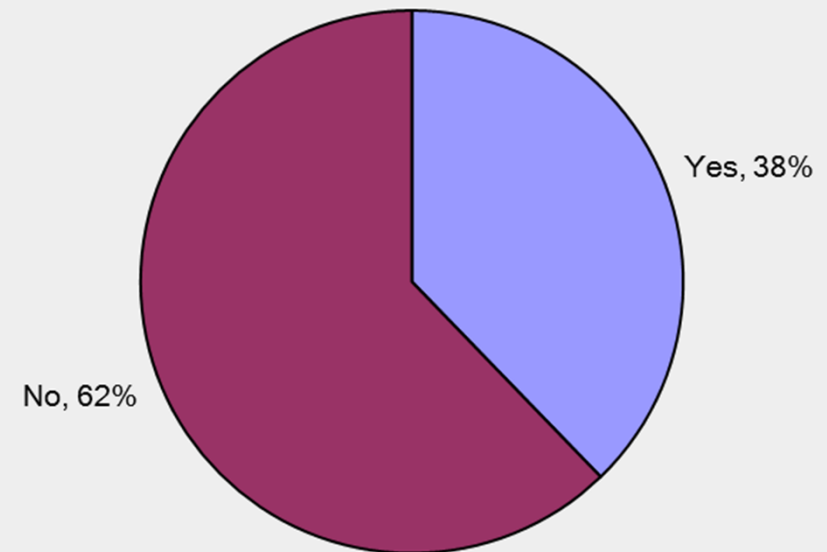
Broomfield House Survey



How often do you visit Broomfield Park?

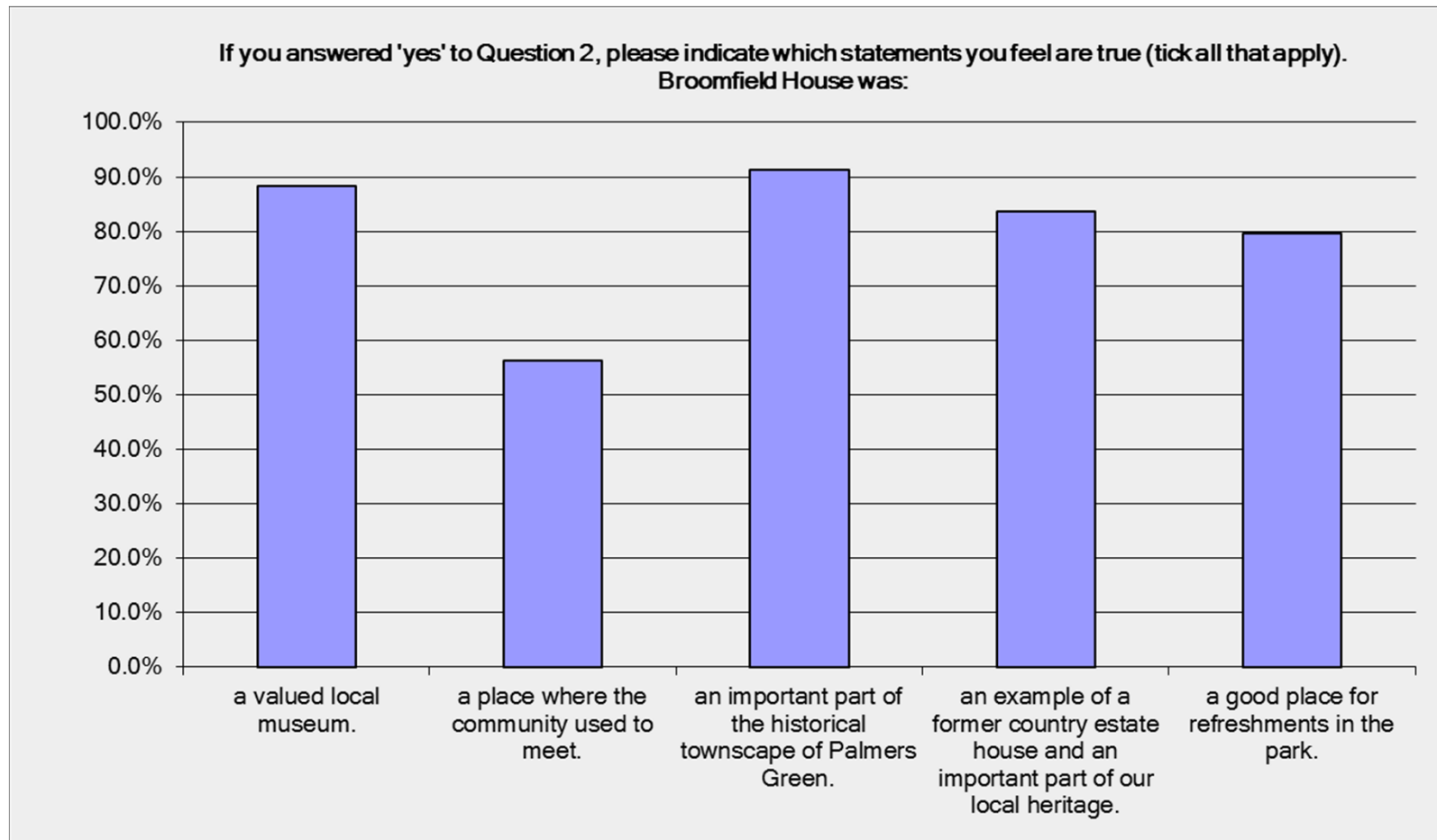


Did you ever visit Broomfield House when it was open?



n=335

Broomfield House Survey

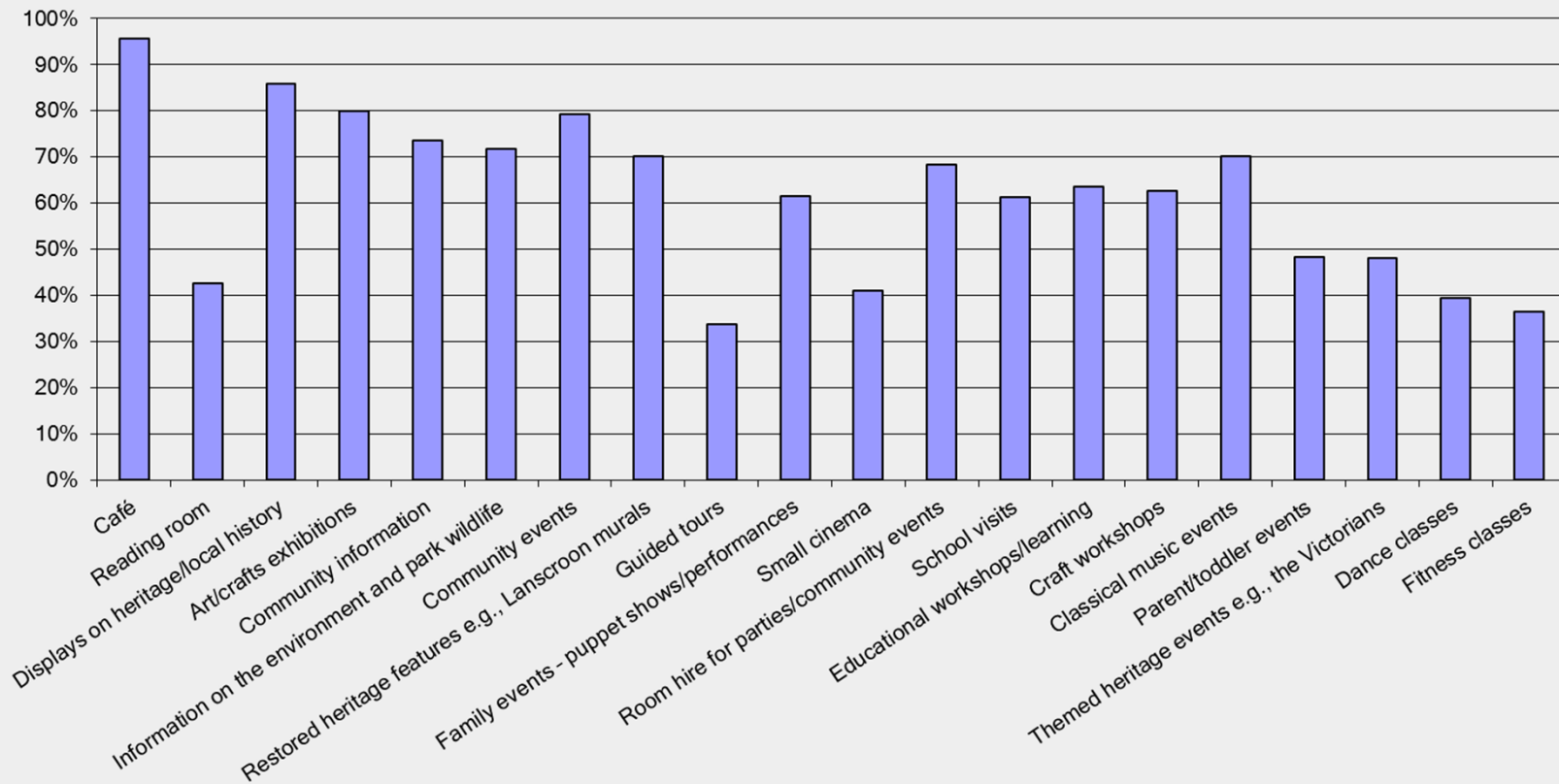


n=128

Broomfield House Survey



Which of the following activities/events would you like to see in a restored Broomfield House? Please tick as many boxes as apply (and suggest your own).

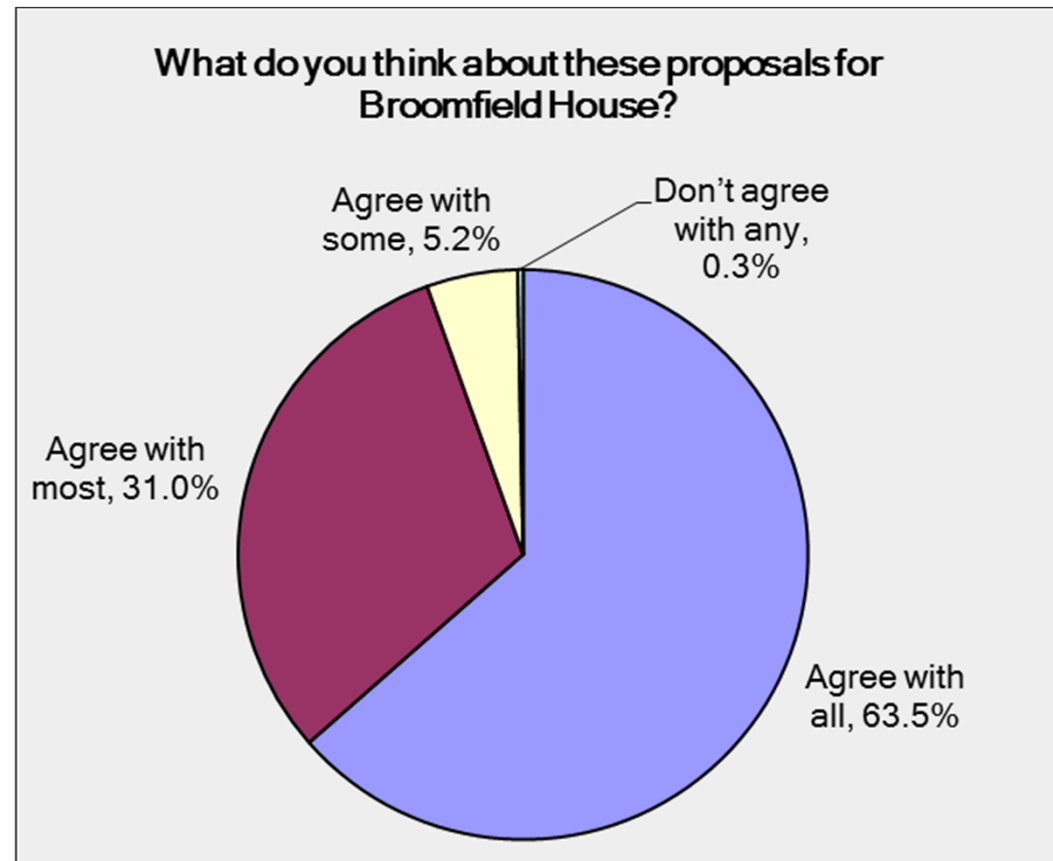


Some of the “Other” ideas...



- Rehearsal space for groups of any kind.
- Displays of photos/old postcards of Palmers Green and Broomfield House and Park.
- Therapy rooms for hire.
- Other types of music as well as classical.
- Open air theatre in the summer.
- I would like occasional 'quiet' sessions i.e., a time to visit when only adults and no events are on.
- Open air music events e.g., like at Kenwood / outdoor café / All community events!
- Period gardens linked to Capel Manor. Centre for events like All trail?

Broomfield House Survey



n=329

Broomfield House Survey



| | |
|--------|-----|
| Male | 37% |
| Female | 63% |

| | |
|------------|-----|
| Under 18 | 1% |
| 18-24 | 1% |
| 25-34 | 7% |
| 35-44 | 27% |
| 45-54 | 23% |
| 55-60 | 11% |
| 61-64 | 10% |
| 65 + | 18% |
| Prefer not | 2% |

| | |
|-------------------------------|-----|
| Work full-time | 37% |
| Employed part-time | 16% |
| Self-Employed | 17% |
| Unemployed, available to work | 1% |
| Student | 1% |
| On a training programme | 0% |
| Permanently sick/disabled | 0% |
| Partially retired | 7% |
| Fully retired | 21% |

| | |
|-------------------------|-----|
| Asian | 1% |
| British | 70% |
| Chinese | 0% |
| Greek | 1% |
| Greek Cypriot | 3% |
| Indian | 1% |
| Irish | 3% |
| Pakistani | 0% |
| Polish | 1% |
| Turkish | 0% |
| Turkish Cypriot | 1% |
| White & Black African | 0% |
| White & Black Caribbean | 2% |
| Other | 11% |
| prefer not to say | 7% |

Café Survey

- Sarah Cotton (Greenery Café) conducted a survey, 270 responses
- Priorities in descending order:
 1. Affordable - 192 votes (70%)
 2. Good place to meet - 147 votes (53%)
 3. Healthy food - 134 votes (49%)
 4. Child friendly - 128 votes (47%)



Café Concept



- Not intending to franchise like Clissold House or Forty Hall, we want profits from café ploughed back into House and programmes
- Menu of affordable, healthy, family-oriented food options
- Locally sourced food as much as possible, aligned with LBE's Food Strategy¹
- Inside and outside seating, ~60 covers inside, two rooms:
 - one loosely designated family-friendly and
 - one as a quieter area
- Dining area will be attractive and historic, in keeping with the heritage; picture rails, fireplace and framed pictures.
- Crayons and games for children's use, and potentially a miniature Broomfield House on the back patio / other modest safe-play options.

¹LBE's strategy: 'aims to increase the production and consumption of healthy, sustainable food in Enfield.'

Café Concept



Cllr. Del Goddard said:

“We want to encourage residents to eat good, wholesome food because there is plenty of evidence that links a proper diet to better health, longer life and improved performance in school.”

We agree!



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Back to the Future



Letters of Support • Volunteers • Email list to stay informed
Questions?