

Promoting participation of migrant and ethnic traders in urban policy in London

Patria Roman, Chair, Latin Elephant
 Just Space conference: Community Visions for the New London Plan
 Panel: Social Inclusion and Community Participation
 11 July 2015



- www.latinelephant.org
- www.latinelephant.wordpress.com
- @LatinElephant
- /latinelephant



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Latin Elephant

- Since Jan 2012 – started as a group to facilitate communication about the regeneration of EC to Latin American retailers.
- Latin Elephant registered as a charity in Sept 2014
- Promote inclusion, recognition and participation of Latin Americans in regeneration initiatives in London

Latin Elephant

- Latin Elephant is a charity that promotes alternative and innovative ways of engaging and incorporating migrant and ethnic groups with urban regeneration processes in London.
- Current work - to increase participation of Latin Americans in urban regeneration initiatives in Southwark.
 - Influencing Infrastructure
 - Business Readiness
 - Strengthening Communities
 - Research and Policy



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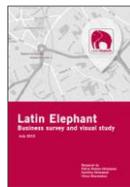
Latin Elephant Research

To influence Infrastructure

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Consultation

Survey | workshop | interviews | documentary | photography



Business Survey 2012



Latin Quarter Workshop – 19 Nov 2014

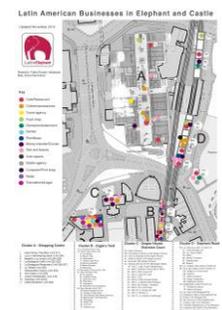
To feed into feasibility study (Sept 2015)

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Latin Quarter

- A- Shopping centre
- B- Eagles Yard
- C- Drapers House
- D- Elephant Road

Total:
 80 businesses



Mapping Latin London
Nov 2014

Business directory for Southwark in progress = 110



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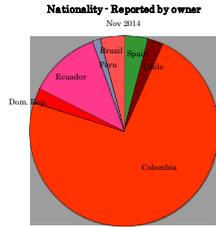


Latin American Business Survey = 90

Latin Elephant Survey Data

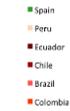
Spain	3
Chile	2
Colombia	54
Dominican Republic	2
Ecuador	9
Peru	1
Brazil	3

Nov 2014



Year of Shop Opening

Nov 2014



Latin Elephant Survey Key Findings

- 80% of respondents reported customers were mostly or entirely Latino.
- Majority of businesses are SMEs employing 1-5 people.
- Women play an active role in enterprise within the Latin community.
- Some businesses are husband/wife joint ownership.

Comment from a business owner:

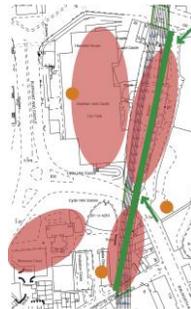
The Latin people will not want to leave the Elephant, we are a strong, supportive community here. I work hard all day, but I enjoy what I do and make sure that everything I make gets used, we give away what we can to the hungry when they ask for it. We help each other.

Gender of business owners



Consultation

Latin Boulevard
 Community provision
 Latin American Food and Craft Market



My Latin London

- Documenting the history, contribution and aspirations of Latin Americans in London
- My Latin Elephant
 - Photography & Video Workshops
 - Exhibition and community events
 - Book / catalogue
 - Digital archive



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Latin Elephant Research

To influence policy



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Policy Interventions

- Inclusion of Latin Americans in urban policy frameworks at Borough levels
 - Southwark's Supplementary Planning Document (SPD)
 - Tottenham Action Plan
- London Plan
 - Disconnect between migrant and ethnic economies & urban planning
 - Just Space Economy & Planning / Elephant & Walworth NP



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FALP 2014 – Enquiry in Public

- Disconnect between urban policy and migrant and ethnic economies
- **Little understanding of how ethnic minority businesses participate in processes of urban regeneration**
- Little understanding of how to engage these communities
- The London Plan comes short of mentioning or even acknowledging migrant and ethnic economies in equal terms with other economies: technology, creative industries for example are explicitly addressed in the London Plan.
- POINT NOTED – RECOMMENDATION INCLUDED IN LONDON PLAN 2015



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FALP 2014

Suggested further change to CHAPTER FOUR LONDON'S ECONOMY			
PSCA 4	Policy 4.8a	All new clause to be clause 8j of POLICY 4.8 – SUPPORTING A SUCCESSFUL AND DIVERSE RETAIL SECTOR AND RELATED FACILITIES AND SERVICES	Classification
		b manage clusters of uses having regard to their positive and negative impacts on the objectives, policies and priorities of the London Plan including a centre to: <ol style="list-style-type: none"> broader vitality and viability (Policy 2.15Ca) broader competitiveness, quality or diversity of offer (Policy 2.15Cb) sense of place or local identity (Policy 2.15Cc) community safety or security (Policy 2.15Cd) success and diversity of its broader retail sector (Policy 4.8A) potential for applying a strategic approach to transport and land use planning by increasing the scope for "linked trips" (Policy 6.1) role in promoting health and well-being (Policy 3.2b) potential to realise the economic benefits of London's diversity (Paragraph 3.2c) 	No



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Neighbourhood context

- Rolling out the research with Latin American retailers to other migrant and ethnic businesses in the Elephant & Walworth Neighbourhood Forum
- Migrant and ethnic economies (creating business profiles & gathering evidence to influence policy)
- Community mobilisation / organising – Learning from the experience of other groups.



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Migrant & Ethnic Business Report

- Mapping, business directory and research a collaboration between UCL, LE, EWNF
- Latin Elephant's survey was used to secure consistency across data and make a stronger case about migrant and ethnic businesses in Southwark.



Report by UCL Students Wengqi Gu, Michele Katzler, Viola Petrella, Chloe Tregger, Qianhui Wei (2015). Available at: http://ssu.ucl.ac.uk/chloetregger/docs/final_report_on_meb for_ewnf_by_uc



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Research & Influencing Policy

- **Implementation**
- Policy making should be based on evidence of what works' – Organisations are in a better position to know if the policy works and whether the mechanisms are in place to support the policy – basically to know if the policy works.
- Turning the discourse around to benefit communities by identifying mechanisms that will ultimately help your beneficiaries.



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Latin Elephant

Research to influence practice and vice versa

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Business Readiness

- Evidence - Service provision and access to government and financial advice is not reaching EMBs - failure to reach EMBs is costing the UK economy £8 billion annually.
- Addressing the needs of LA retailers and building on existing evidence – the mechanisms to support changes (in the context of urban regeneration) are not robust enough – they are not reaching LA entrepreneurs.
- Partnership with LSBU – We refer cases to a business unit (contract with Southwark Council) for business advice on a range of issues affecting Latin American migrant businesses in London. Business Plan, access to finance.
 - Relocation
 - Growth
- Addressing the negatives (risks) and taking advantage of the opportunities



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Lessons Learnt

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Using research creatively to make meaningful arguments that could lead to policy interventions



- Bridging with academics
- Building long term sustainable relationships



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Motivations &
partnerships /
collaborations



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Collaboration key to
generate robust
evidence and achieve
greater impact

Retailers, Just Space, Just Space Economy & Planning, EWNP, UCL
students, Volunteers



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