

# Supporting Independent Businesses in Elephant & Walworth

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Supporting Small Businesses Workshop (E&WNF)  
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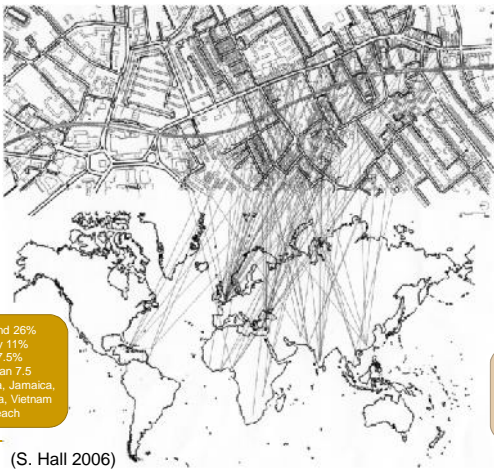
## Walworth Rd Old Kent Rd Harper Rd Shopping Centre Pullens Yard Markets & Street Trading

- Southwark
- Ethnically diverse, with a high proportion of Black Africans (12.7%) and with a high proportion of Latin Americans (10%)
  - White British population make up around 40%
  - Highly unequal
  - The 25<sup>th</sup> most deprived borough in the country

## Walworth Road – Characteristics

- Population density – 15,000 people within walking distance
  - Surrounded by less affluent population, but because of population density the estimated expenditure is almost equal to less deprived areas.
- Good public transport – 18 buses per hour
- Public realm – widening of pavements / loading bays
- Benefits from unique stores, general convenience stores & services
- Trend in increase of independent retail overlaps with migration patters – Still need to establish a correlation
- Mix Uses & roles – ‘Not a single place’
- Dynamic context - regeneration

(Hall 2006 & GVA 2014)



### Walworth Road (2006)

- Total 227 Units
- 133 Independent Shops (over 60% of retail units)
- 20 different countries of origin – not one single place predominated
- Did not include @LatinElephant
- Micro-economies / subletting

Important to update mapping to account for speed and scale of change

(S. Hall 2006)


- To put together wide range information on the WRd to understand current offers, strengths & weaknesses context of change and guide the council on potential interventions and investment needs – due early 2015
- Initial ideas & recommendations include: Retail offer, East Street, Economy, Leisure & Place.

[illegible]

- Context:
- New Opportunity Area
- Old Kent Rd Connection?
- Planning Document for Southwark

Possibilities:  
Dickens Square - Investment in green & social infrastructure  
The William pub – change of use

- Traders support local economy
- Social value of the shopping centre - beyond its function as a retail space
- Strong family networks – employment & access to unit
- Uncertainty about regeneration – Little information
  - Welcome improvements as long as it includes them
- Renewal of leases, increase in rents



Diversity

26 Different languages



How traders describe themselves



Recommendations

- Independent traders – work jointly / networks
- Council – support trading associates / dialogues
- Developers – new models of retail for super-diverse areas
- Document social value of area – Research / local groups
- Support local trade

Social Life, 2014

Pullens Yard

- Iliff, Peacock, Clements Yards - Over 150 Years used by artists
- 76 Units (2004)
- April 2004 asked council to set median rent to ensure survival of creative bssnes. – not forced to leave
- State at 2013:
  - Total annual rental across these sites: £554,218 per annum
  - Total area rented: 42,912 sq. ft. Net Internal Area
  - Date of lease signing: Between 19/2/03 and 17/10/12
  - Length of lease: terms of 3 years, 5 years and 15 years



Market & Street Trading

- Economic
  - Sources of employment & income generator
  - Evidence about the role of markets in supporting wider regeneration & town centres
- Culture & tourism
- Food & health
- Community Cohesion
- Environment



Market & Street Trading – London

- Total of 162 markets in London - 60% of all markets, and 68% of street markets are located in inner London Boroughs –
- Increase in farmer's & specialist food markets in outer London – Privately managed
- Decline in traditional street markets – almost exclusively managed by local authorities
- Nearly all the declining markets are borough-owned

### Market & Street Trading - Regeneration

- Importance of supporting markets in regeneration strategies - Role of markets in employment and income but also as sources of fresh and healthy food for deprived communities
- Ethnicity of traders & local area population – In some areas of London it matches that of the local area, but this is not always the case –?
- Southwark – migrant & ethnic economies

### Southwark’s Markets & Street Trading

- Markets & Street Trading Strategy 2010-13
  - Historical Legacy, economic, cultural and social benefits
  - East street in decline – market competition, online shopping, lack of investment, changing demographics
- ROI Research – Understanding, Visiting & Shopping in East Street Market – November 2013
  - Promotion to students / cycle facilities / days of operation and closing days

### Markets & Street Trading - Southwark

Name and/or street name of market	Address (if known)	Type of market (street, covered, farmers' or specialist)	Type of operator (borough or private operator)
Peckham Square (Sunday only)/Formerly known as Collyer Place	Peckham High St, SE15	specialist	Borough
Peckham farmers' market	Peckham Sq, Peckham High St, SE15	farmers	Private
Moncrieff Street, Peckham	Moncrieff St, SE15	street	Borough
Parkstone Road, Peckham	Parkstone Rd, SE15	street	Borough
Atwell Road, Peckham	Atwell rd, SE15	street	Borough
North Cross Road	North Cross Rd, SE22	specialist	Borough
Tower Bridge Road	Tower Brige Rd, SE1	street	Borough
Choumert Road	Choumert Rd, SE15	street	Borough
East Street	East Street, SE17	street	Borough
Westmoreland Road (Sunday only)	Westmoreland Rd, SE17	specialist	Borough
Southwark Park Road	Southwark Park Rd, SE16	street	Borough
Westmoreland Road	Westmoreland Rd, SE17	street	Borough
New Caledonian (Bermondsey market)	Bermondsey Square, Se1 5QB	specialist	Borough
Borough	Southwark St., SE1	covered	Private

14 Markets, but only 4 markets with 4 or more pitches per day

East Street

- Since 1880
- 244 Pitches
- 120-180 occupied
- Number of pitches has fallen to 59% over last 10 years

Open Market by Shopping Centre?  
Not accounted for in this list (GLA)  
Different ownership to shopping centre

### Recommendations from all Studies

- All highlight the need for incorporating and engaging small, independent and ethnically diverse business in regeneration processes – Voice / Forums
- Joined up & coordinated approach to voice issues, develop strategies, follow up initiatives & policy intervention
- Finding alternative measures of economic success

## Today

- Gather some evidence
- Identify key issues for independent businesses under regeneration
  - Risks & opportunities
- Identify what unites the groups

## Recommendations for E&WNF

- Building Evidence
  - Profile of independent businesses
  - Small survey along Walworth Road, Old Street, East Street, Rodney Rd, Brandon Estate & Harper Road

## Recommendations for E&WNF

- General feeling amongst retailers that communication with local authorities is ineffective
- E&WNF should work together with business organisations to develop a joined up approach
  - Population - Independent shops – regeneration
  - Policy responses: – shopping centre – independent businesses - shopping parades – markets
  - Value of small independent businesses