



## Feedback to Tottenham Area Action Plan Consultation

Latin Elephant / Pueblito Paisa, Ltd /  
West Green Rd & Seven Sisters Development Trust  
Prepared by Patria Roman – Chair, Latin Elephant  
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**Latin Elephant** welcomes the opportunity to provide feedback on Tottenham’s Area Action Plan Preferred Option (TAAP 2015).

Latin Elephant is a charity that promotes alternative and innovative ways of engaging and incorporating migrant and ethnic groups in urban regeneration processes in London. As a charity we aim to promote the inclusion of Latin Americans in regeneration initiatives across London. We do this by influencing infrastructure, increasing awareness and use of public spaces where Latin Americans are often underrepresented, and encouraging inter and intra-community integration.

Latin Elephant advocates for a more inclusive understanding of urban policy in London and as such we promote the contribution that migrant and ethnic communities make to London’s diverse economies and cultures.

Latin Elephant’s policy recommendation to the London Plan on the importance of migrant and ethnic economies was acknowledged and adopted in the [Further Alterations to the London Plan](#) (FALP2014 - details below).

Our feedback includes reasoned justifications for supporting migrant and ethnic retail in Tottenham and why we deemed this to be an important component for inclusion in Tottenham’s Action Area Plan (TAAP). We offer recommendations and feedback based on the work done by WCC, and in particular the experience of Pueblito Paisa in Seven Sisters Market. We should be providing general comments in support of closing the gap between urban policy and migrant and ethnic economies.

### ABOUT PUEBLITO PAISA AT SEVEN SISTERS MARKET:

*Pueblito Paisa, Ltd.* Is a not for profit organisation that raises money and undertakes community functions as well representing the Latin American Traders grouping in Seven Sisters Market.

*Pueblito Paisa* in Seven Sisters Market, is home to the second largest concentration of Latin American businesses in London, and as its name suggests the retailers are mostly Colombian, but there are also retailers from Peru and Cuba. Wards Corner – the building that houses *Pueblito Paisa* - is also home to retailers of African, Afro-Caribbean and Indian descent. A manual survey of Seven Sisters Market revealed that 23 units (out of 39) were occupied by Latin American retailers (Roman-Velazquez, 2013). *Pueblito Paisa’s* contribution

to the local economy is supported by wider community networks and strong community engagement.

## INCLUSION ON SUPPORT OF MIGRANT AND ETHNIC ECONOMIES IN TAAP:

Latin Elephant would welcome a section in Tottenham's Area Action Plan that acknowledges and expresses its support and intention to protect Tottenham's existing migrant and ethnic economies. This is particularly relevant if considering that over half of the Haringey's population is of a migrant and ethnic background; and as acknowledged at the beginning of the document, 'is home to many distinct, diverse and strong communities where over 200 different languages are spoken' (p5). Latin Americans account for approximately 5.3% of Haringey's population according to the 2011 Census, and have also gained recognition as an ethnic group for local monitoring processes. Also, a high proportion of the shops at Seven Sisters Market and surrounding roads cater to Tottenham's migrant and ethnic population. Supporting specialist ethnic and migrant retail is relevant for regeneration schemes across London and a pertinent policy aspect which we outlined in our response to FALP2014 (see references below). To sum up:

- Ethnic minority businesses contributed to an estimated £25 - £32 billion to the UK economy annually (Regeneris 2010).
- Service provision and access to government advice for EMBs is not reaching all (Department for Communities and Local Government, 2013)
- More needs to be done to make sure people from all backgrounds can achieve their aspirations of starting up a business (Department for Communities and Local Government, 2013).
- Failure to encourage business start-ups by ethnic minorities in the UK is costing the UK economy approximately £8 billion annually.

Migrant and ethnic economies are assets to the local economy and the role these can play in the wider regeneration of the area should not be neglected or dismissed.

Regeneration offers opportunity for growth and with the right mechanisms in place existing migrant and ethnic economies and small and micro enterprises in the area can continue to thrive and contribute to the area's economic growth, vibrancy and cultural diversity.

Mechanisms to support this sector should address:

**Business support and access to finance for migrant and ethnic businesses** - In London most business start-ups are from ethnic minorities, yet it is this group the one that is missing out on opportunities for growth and access to finance.

**Services to business could be part of a holistic training package or programme for existing businesses wishing to grow and expand and for start-ups.** This should include language support, capacity building, one to one business development sessions, employment law, training and access to finance.

## COMMENTS AND RECOMMENDATION ON TOTTENHAM ACTION AREA PLAN

More evidence on small local businesses is needed and we feel that a detailed survey of local businesses and in particular migrant and ethnic businesses is needed in order to gain greater understanding of small local business, their contribution to the local economy and how to provide support throughout and after regeneration.

The description of 'Tottenham Today' does not mention Seven Sisters Market – home to the second Latin business cluster in London (the largest being in Elephant and Castle). Not only is the Market housed in the historic Wards Corner Building, but the majority of its tenants are of an ethnic and migrant background.

The document seems to miss opportunities where the case for migrant and ethnic economies could have been made stronger. There are ample opportunities in the document for Seven Sisters Market and other markets in Tottenham to be acknowledged and referred to as key components to Haringey's economic strategy for the period consulted. These should be included where possible and in particular at paragraphs 2.4, 2.6, 2.7, 2.14, 2.16, 3.7, 5.5 - 5.8

This is consonant and in line with National Planning Policy Framework (NPPF – paragraph 23) and London Plan (FALP 2015 policy 4.8), both of which require boroughs to support markets, prevent the loss of valued community assets and take advantage of the 'potential to realise the economic benefits of London's diversity'.

The document does not mention that there are two planning permissions for the Wards Corner site. This is the case at paragraph 3.19, and we believe that the Council should be communicating the community plan vision in parallel to that of the developers plan. In this respect bullet 2 of paragraph 5.9 should be amended to reflect refurbishment (community vision) as well as redevelopment (developer vision).

The proposals for development at either side of the Seven Sisters / West Green Road Town Centre and the development of a new town centre at Tottenham Hale does not acknowledge the potential impact this could have upon the existing town centre at West Green Road. The proposed town centre appears as isolated and fragmented from its current context. We feel the proposal of a new town centre at Tottenham Hale merits an impact assessment of existing town centres so that threats and opportunities for small migrant and ethnic businesses could be identified.

### SS5: Wards Corner and Suffield Road

The community of traders at Wards Corner's desire is for the community plan to be implemented. This plan has been granted planning permission and takes into account projected growth in the market. Having said this, the comments below relate only to long term planning framework provided by TAAP.

The Ward's Corner building is a key community asset that contributes Tottenham's diversity, cultural and heritage offer, providing the wider population with a strong sense of belongingness and identity.

1. Incremental development should be consistent with an integrated approach to the development of this site and not as an isolated development.
2. There are two planning approvals for the Wards Corner Site and any plans for Apex House will need to take all approved plans into consideration.
3. The existing tenants of the market wish for the community plan to be implemented. So comments included in this point are related to long term planning framework as included in the TAAP. Any re-provision to existing market traders should be done with their agreement and in partnership with existing traders. Particular focus should be placed to ensure long-term affordability, space to grow and provision of community services, as well as suitable use categories and compensation for moving, relocation, legal fees, etc. It is also important to enable for the provision of specialist support to existing small traders and advice on access to finance.

**References:**

Roman-Velazquez, P (2013). Valuing the work of small ethnic retail in London: Latin retail at E&C and Seven Sisters. Presentation available at:  
[https://latinelephant.files.wordpress.com/2015/04/valuing-small-ethnic-retail-space\\_ec.pdf](https://latinelephant.files.wordpress.com/2015/04/valuing-small-ethnic-retail-space_ec.pdf)

**MIGRANT AND ETHNIC ECONOMIES IN FALP2014**

Latin Elephant made an important intervention and policy recommendation about the disconnect between urban policy and migrant and ethnic economies in the London Plan in the recent FALP2014. One of our policy recommendation (adding point vii to policy 4.8.g) was adopted as a result of the evidence we presented:  
[https://latinelephant.files.wordpress.com/2014/09/eip\\_presentation\\_le\\_2014\\_09\\_11\\_final\\_1.pdf](https://latinelephant.files.wordpress.com/2014/09/eip_presentation_le_2014_09_11_final_1.pdf)

Change in London Plan (page 147 policy 4.8.g.vii):  
<https://www.london.gov.uk/sites/default/files/FALP%20ITP%20changes%2015%20December%202014.pdf>