

# Valuing the work of small ethnic retail in London: Latin retail at E&C and Seven Sisters

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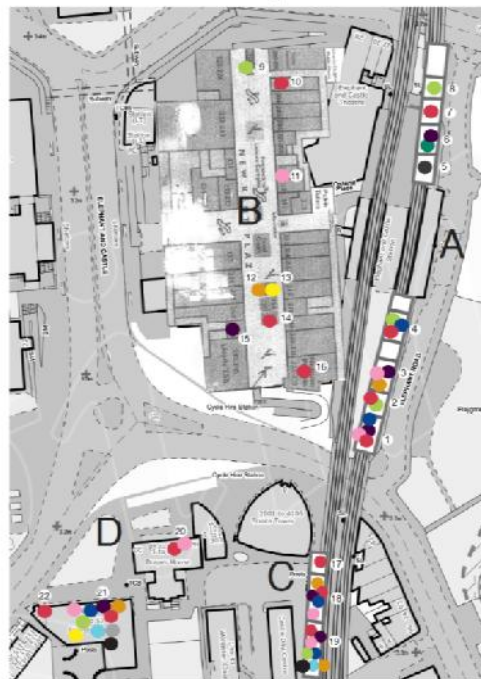


**ALTERNATIVE STRATEGIES FOR ECONOMIC DEVELOPMENT IN LONDON**  
Just Space & UCL  
23 March 2013

## Latin American Businesses in Elephant and Castle

23 May 2012  
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In collaboration with:  
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Based on research by  
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- Key
- Cafe/Restaurant
  - Clothes shop
  - Travel agency
  - Food shop
  - Pool games
  - Derelict
  - Film/Music
  - Money transfer
  - Hair and beauty
  - Auto repairs
  - Estate agency
  - Computer/Print shop



- Cluster A: Elephant Rd
- Cluster B: Shopping Centre
- Cluster C: Eagle's Yard
- Cluster D: Draper House  
Sherston Court

## Elephant & Castle (June 2012)

- Total of about 61 shops
  - E&C shopping centre
  - Arches in Elephant Road
  - Arches in Eagle Yard
  - Tiendas del Sur in Newington Butts
- Southwark Borough Council recognition of Latin Americans as an ethnic group / category

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Seven Sisters Market



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## Seven Sisters (June 2012)

- Pueblito Paisa - 39 shops of which 23 are owned or leased by Latin American retailers. The majority of the floor space is occupied by Latin American shops
- Tiendas del Norte - 276 High Road is, a small commercial centre home to another 4 commercial units

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## Queensway Market – BrazilWater



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## Vicky Alvarez, Seven Sisters

- As immigrant local retailers we know our customers needs and problems more than any other person or institution
- We are not just a shopping market, we are like a psychological clinic, a therapeutic market
- – there are so many people who come here with so many problems (isolation, mental health, panic attacks, economic...) – not just Latin Americans

## Small ethnic retail space

- Ethnic, gender and language inequality are key factors encouraging entrepreneurship
- Ethnicity, gender and language appear as structuring principles of marginalisation but also of agency
- Contributes to sense of belongingness, identity and self-representation

## Small ethnic retail space

- Latin Americans are actively involved in changing their lives and opportunities as immigrants in London
- Pressures of urban renewal initiatives indirectly impose measure success for these businesses that do not account for social, cultural & emotional contribution

- “If we in the Third World measure our success or failure as a society in terms of income, we would have to classify ourselves as losers until the end of time.”

Enrique Peñalosa, former mayor of Bogotá

- Not one way of measuring success
- Not one way of being successful

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## How to value the intangibles

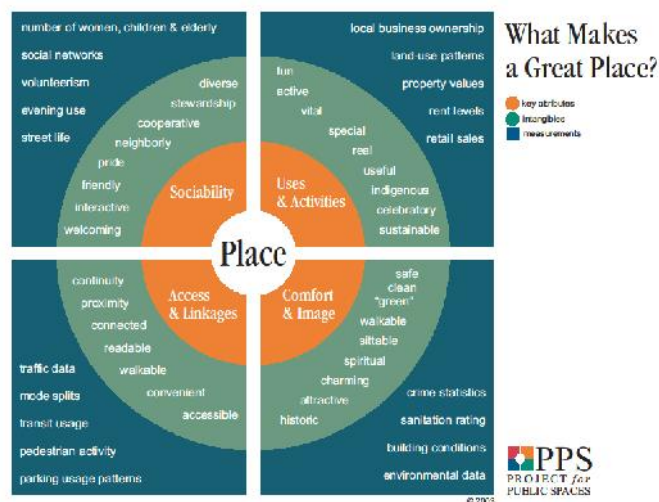
- Move away from targets and quotas that are only related to monetary value
- Return to thinking about core values of places
- Categories for success cannot be determined by outside or economics alone

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- What do the retailers want to achieve?
- What they need to remain in the area?
- What do people want and how retail match their needs?
  
- Develop strategies to fulfil needs and aspirations of retailers and citizens

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## How to value intangible benefits



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