

APPENDIX E

ELEPHANT AND CASTLE SHOPPING CENTRE – PROGRESS REPORT

SUMMARY OF 2019 EQUALITIES IMPACT ASSESSMENT

1. When businesses were asked in 2019 whether they had participated in any consultation activities over the last year organised by the developer 81% of respondents stated that they had taken part in consultation activities and 12% stated that they had not. This is a significant change when compared with 2016 when only 27% said they had taken part in consultation activities while 73% responded that they had not participated.
2. 91% of respondents plan to relocate their businesses within the E&C area. 64% of respondents in 2016 planned to do this in 2016.
3. Only 2% of respondents stated that they would close their businesses. 11% of respondents planned to close their business in 2016.
4. 67% of businesses respondents expressed a positive level of confidence as to whether they would be able to relocate within the planned new town centre or immediate area. In 2016 only 34% of respondents expressed positive confidence.
5. Only 17% of respondents stated that they are not confident about their ability to relocate their business. In 2016 55% of respondents responded in this way.
6. The analysis notes that the concentration of BAME businesses in the centre represents a cluster of outlets which provides services to a range of ethnic groups. Around 30% of all businesses surveyed agreed that their business serves the needs of those with a shared ethnic background. This figure was much higher from specific BAME business owners where it increased to 63% of Latin American business owners, 77% of black/black British and 77% of black African and Caribbean business owners.
7. Primary research with businesses showed that 77% of employees are from BAME groups with the majority of these from Asian/Asian British backgrounds followed by Latin American employees. The report states that BAME employees are currently over represented on site and therefore may be disproportionately adversely impacted the redevelopment. The report notes however that employees working for businesses relocating within the Elephant & Castle area should be able to retain employment with their current employer and that only 2% of businesses surveyed planned to close their business. It also notes that development will create jobs through construction and end use development and that the s106 includes obligations to ensure local and unemployed people can benefit from these opportunities.
8. The on street survey results suggests that customers within a number of BAME groups (Asian/Asian British, Black African and Caribbean, Latin American) are most likely to use culturally specific shops or services in the centre and at the market. These findings suggest that the redevelopment may potentially impact on BAME groups who benefit from the provision of specialist goods and services which are currently clustered at the site. The report notes however that “the local area has a diverse mix of shops that provide a wide range of similar goods and services”.

9. The report also found that support for the scheme amongst customers had dropped from 67% in 2016 to 42% today (while 14% opposed the scheme compared with 6% in 2016) One of the main reasons identified for the reduction in support was concerns about what will happen to businesses currently in the shopping centre. Aecom noted that to minimise the risk to businesses and customers the developer has produced the “follow the herd campaign” including a website to promote local businesses relocating in the area. They recommend that this campaign should be escalated during the six month period leading up to the closure of the centre.
10. The analysis also noted the many positive benefits of the scheme which will potentially benefit groups with protected characteristics. Positive outcomes from the scheme include 979 homes including 330 affordable units benefitting groups with high needs for access to housing with high representation amongst the local population including BAME groups, women, families with children (including single parent families) and young people. The scheme includes step free access as part of the new NLTH (with benefits for those with a disability, elderly people or families with young children), new public spaces and cultural offer.
11. The positive equalities benefits of retaining the LCC at the site should also be noted. In this regard, key LCC data is noted below;
 - LCC has 37.2% BAME students compared to an average of 20.9% for the Higher Education Institute (HEI).
 - LCC has 66.9% Female students compared to an average of 58.7% for the HEI sector.
 - LCC has 14.6% students with a declared disability compared with an average of 10.6% for the HEI sector.