

ELEPHANT'S TRUMPET

ISSUE 2

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PROMOTE
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ELEPHANT'S TRUMPET

Elephant's Trumpet is a collaboratively produced community newspaper that aims to organise, promote and share resources, ideas and concerns about Elephant & Castle shopping centre.

It brings together the voices of traders, local organisations, residents and users of the shopping centre in mutual support and solidarity, and campaigns for the communities that belong there.

SHOPPING CENTRE DECISION DAY

DELANCEY'S PROPOSALS FOR THE NEW SHOPPING CENTRE - LATEST

Delancey's plan for the demolition of the shopping centre has been temporarily stopped in its tracks by a furious backlash from the local community.

Delancey's planning application was due to be considered on 18 December by Southwark Council, but was postponed until 16 January after local traders complained that it was too close to Christmas. The traders were joined by local councillors, centre-users and staff and students from the London College of Communication. Southwark Council was bombarded with objections.

Everyone was outraged by the attempt to sneak the highly controversial application through a meeting that traders and their supporters could not attend.

A report about the application prepared for the meeting gives all the details of Delancey's plans. The report has been removed from the Council website, but still can tell us what the Council makes of Delancey's proposals. It recommends approving the application, but shows that Delancey's proposals breaks many of Southwark's planning rules.

On the demolition of the shopping centre the report says;

The Charlie Chaplin Pub, the dentist and Davish, the newsagent, alongside the Coronet Cinema, will all be knocked down.

Delancey want to demolish the premises in Arches 6 and 7, but have no agreement for this from their owners Network Rail.

Traders are right to think the shopping centre was being run down to prepare for demolition. It will take nearly 10 years for the development to be completed.

The centre might not be demolished because Delancey has not yet got any funding for the development and still has to remove all the leaseholders.

The report also gives details the new shopping centre that Delancey wants to build;

There will be very little increase in the amount of retail floorspace in the new centre.

Only half the required affordable retail units would be provided. Delancey has not given any explanation for this. Instead it wants pay Southwark £753,000, but this still breaks planning rules.

There will be less leisure use space.

There will be 36% affordable housing, but only 33 'social rented' homes, the cheapest with rent of £160pw and only on 3-year tenancies.

There will be 979 homes and all will be rented, none for sale, breaking another Southwark planning rule.

“

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”

Story continues on the next page

Continued from front page.

Delancey, a private company, will be the landlord of all the homes, including the affordable housing.

Most of the 'affordable' homes will be for those who earn more than £50,000 a year and these will be means tested.

There will be no London Affordable Rented Homes, despite London Mayor Sadiq Khan, saying he wants a third of such homes in new housing developments.

Funding for the new Northern Line ticket hall has not been agreed between TfL and Delancey

The report says this about the impact on traders;

Southwark proposes moving traders into disused garages at the bottom of council block Perronet House.

None of the spaces in the new market square in Delancey's other development, Elephant One, have been allocated to shopping centre stall holders.

Some affordable retail units will be available to traders, in Elephant One, but only to businesses trading since Feb 2004.

Other developments, like Elephant Park, will make up some of Delancey's failure to provide affordable retail.

A compensation fund for all traders, including stall-holders and Hannibal house tenants, of £634,700 has been agreed. Southwark will consult with traders on how this can be allocated.

The report says this about the impact on the centre users;

The bingo hall will be lost, depriving the elderly and members of the black and ethnic community in particular of a valuable leisure pursuit. The bowling alley will also be lost.

The report says there is 'no planning...grounds' to keep the bingo hall. It is implied that the bingo players can also go to Surrey Quays, or outside Southwark. An 'information strategy', giving details of public transport routes is proposed.

A new basement facility is also suggested, that could have bingo, but the report warns that this is not guaranteed.

Delancey refuses to guarantee

a minimum number of hours for films in the new cinema that would appeal to bingo-hall users.

The report cautions Southwark's councillors that they must give the all this very serious consideration, because of the impact on the equality rights of the bingo-goers, when deciding to approve or reject the application.

The report details the impact on the surrounding neighbourhood;

The development is too dense; there will be over 1500 habitable rooms per hectare. Southwark's rules allow between 650 – 1100 habitable rooms per hectare. It also exceeds what the Mayor would allow.

This will lead to a loss of light and daylight in surrounding buildings, particularly in Oswin St, Hayles Buildings and Metro Central Heights.

The setting of the Metropolitan Tabernacle will be harmed by the development and substantial weight should be given to this.

Delancey have broken an agreement to create a basement servicing access to the new shopping centre from Elephant One, increasing congestion on the New Kent Rd.

Many of the broken rules are excused on the grounds that it is not economically viable to keep them. However, another document, Delancey's own Viability Appraisal, shows Delancey making a profit of £154 million, even with 35% affordable housing.

Despite all this the report recommends approving the application. The report confirms traders and campaigners' worst fears. It shows that Southwark are not prepared to stand up for the traders and the local community, while it does everything it can to help Delancey. It allows Delancey to break the rules on affordable housing and affordable retail. It also allows Delancey, to demolish much-loved amenities, like the bingo hall and bowling alley and to destroy successful small businesses.

The next planning committee meeting is 17 January and everyone who cares about the Elephant should be there to stop this application being approved.

Objections can still be made via WWW.UPTHEELEPHANT.COM

DELANCEY'S STATEMENT

A STATEMENT FROM DELANCEY FOR THE ELEPHANT'S TRUMPET

The proposals for a new Elephant and Castle town centre will deliver enormous benefits to the surrounding communities. New public spaces, including enhanced pedestrian routes and a new Northern Line entrance and ticket hall, will provide better access to the Network Rail Station through a new public square. In addition, the provision of a wide range of facilities including an expanded retail and leisure offer, cinema and grass roots cultural venue will cater for existing residents alongside 979 new homes, 35 per cent of which will be marketed at affordable rents. The proposals will also deliver a cutting-edge new building for UAL's London College of Communication, including expanded space for exhibitions and public events along with 2.5 acres of new public space.

Delancey is committed to engaging and working with all local businesses during this period of change to ensure the centre remains a clean, safe and vibrant environment for all those who use it. A programme of improvement works have been made since Delancey took ownership and a tenants drop-in week is being held the week commencing 8th January to understand any ongoing issues.

OUR DEMANDS FOR THE NEW SHOPPING CENTRE

Delancey's shopping centre planning application falls far short of what is needed at the Elephant and Castle.

We list below the bare minimum requirements that should be included in any planning proposal, before it is considered by Southwark's planning committee;

1.

35% real affordable housing, half social rented, on secure tenancies, at council house rents and half at London Living rents.

This would reflect the established policy requirement of the E&C SPD that half of affordable housing be social rented and half intermediate housing, (albeit shared-ownership).

We note Delancey's claim that it cannot give more than 33 social rented units on 'viability' grounds. We further note that Delancey's own viability appraisal gives a profit figure of £153m; this should be reduced and social housing increased.

2.

We understand that any s106 agreement conditions relating to the relocation strategy, set by the planning committee, will remain subject to negotiations, after any decision by the committee to grant planning approval. On this occasion the s106 agreement should be returned to the planning committee for its approval, to ensure that any conditions are properly included in the agreement.

3.

The shopping centre traders wish to remain at the Elephant and Castle shopping centre, to continue their businesses. Each business supports at least 2 or 3 families, comprising an average of 4 persons. The cost of displacement from the shopping centre, if it happens, is estimated by traders, to be between £100,000 and £250,000 per business, including loss of goodwill, earnings etc. This should be the range of compensation under offer to the traders, if they must relocate.

4.

All businesses within the redline, including stalls, kiosks and sub-lessees, should be eligible for assistance, including financial assistance, support and compensation. We note that there were 86 respondents to the equalities survey discussed at the May Cabinet meeting.

5.

Displaced traders should have the right to return to affordable retail units in the completed development, at 40% market rate, and allowed temporary trading units in the meantime, for 5 years, or until the development is complete, with the first year rent free.

6. 8. 7.

The traders have not found the current relocation support beneficial. A trader's panel should be established to support, assist and advise traders, as recommended by the Council's Equality Analysis, and existing shopping centre traders should be involved in the selection and appointment of the panel. The panel should meet fortnightly with relevant council officers and councillors for discussions and reports on any s106 negotiations about the traders' relocation, including criteria for assistance, including financial compensation and support.

To correct the adverse equality impacts in relation to race and age, and meet the Local Planning Authority's legal duty under the 2010 Equality Act, significant changes need to be made to this application. The Bingo Hall and Bowling alley must be retained in the new development. We can see no merit in not providing space for popular and successful leisure amenities that serve not just Southwark's, but London's, diverse community.

We note the wide range of areas where Delancey's planning application fails to fulfil the local plan, identified by the planning officer's report of 18 Dec 2017. These include affordable housing, affordable retail and density of development. We also note several areas where it will have a detrimental impact on the local community and local area, such as loss of leisure amenities and daylight and sunlight. Given all this we believe that the application should be rejected, until all this issues are addressed by Delancey.

WHAT WILL THE COUNCIL'S PROPOSALS FOR RETAIL UNITS AT PERRONET HOUSE MEAN FOR TRADERS?

Recently the centre's developers and Southwark Council have sought to mitigate their negligent and heartless attack on the independent traders at the shopping centre with an ingenious and dubious stay of execution. Instead of forcing them out of the neighbourhood, the council's regeneration desk has cooked up a plan to provide alternative retail space over the road – that is the other side of the 8-lane ring road now known as The Bend – at Perronet House. The increasingly anxious traders, like Beatrix Potter's Jemima Puddle Duck, are being lured into Mr Fox's dodgy home to nest their investment, a deeply unsuitable space that will inflict on these traders a slow death, disguised as benevolence.

Yet the sly suited gentlemen behind this plan have not been entirely honest about the dungeon the traders are destined for. "Elephant Arcade" is the ludicrous new brand for the basement storage built in 1971 under Perronet House for rental to local residents. What was once used as space to park bikes and cars, store belongings and equipment for traders serving 12 tenants in total, is to become space for 11 "retail units". The displaced businesses will get little more than a cheek-by-jowl parking bay for their livelihoods from which to try and serve customers. Except for a small portion of the dungeon's façade there is no natural light. Neither will there be many visitors. The arcade is proposed to be a cul-de-sac, offering no shortcut for pedestrians around this corner and thereby massively disadvantaging any trader with a cell near the back.

Already this portion of The Bend is the least popular with pedestrians, away from most crossings. What is a weak location for retail because of low footfall is compounded with impracticalities because its ring road context makes receiving deliveries and removing waste very difficult.

This dungeon is the latest proposal in a shabby and shoddy legacy of the council's regeneration department for the space beneath Perronet House. They seized it from tenants back in 2013, despite resident association protestations at the two planning hearings. The council asserted it would all be converted into one essential displaced local amenity: a pharmacy with treatment rooms. Four years passed by in which the space was left empty – its utility to both tenants and the council was squandered. Finally, in 2016 the council tried to get a grip of their broken promise when a small portion was converted into the tiny new St George's Pharmacy (which turned out not to be displaced at all, the owner was simply seeking preferential rates in return for being a pamphlet pin-up to Labour MP Neil Coyle).

Now Southwark Council are claiming the space was previously "unused" – when of course it was only empty because of the council evictions in 2013. The council's consultation with residents this autumn was virtually non-existent – just two brief inconveniently and poorly promoted 'drop-ins' which were then inaccurately written up to gloss over the skepticism and anxiety. The council is pushing the mock-ups of the space made by Carl Turner Architects which manipulatively brand the bit

of café space as a "community café" (as if any café isn't for the community), and ludicrously portraying tables lined up outside on the pavement right next to the most polluted junction in south London. They've even garnished the already dangerously low concrete awning with impossible greenery. The Arcade will not end up anything like the visualization. Just compare and contrast the 2014 visualizations for changing the roundabout into "Elephant Square" with The Bend they ended up building in 2015 – it's chalk and cheese.

Delancey should be obliged to accommodate existing traders in any of their numerous sites at Elephant & Castle – previous commitments that secured permission for their completed shopping compound on Elephant Road have been shredded. They have wriggled out of the obligation and pressed the council to concoct an excuse to oil their new application for a precinct. Like the friendly farm hounds who end up rescuing Jemima Puddle Duck from Mr Fox's hut with their warning barks, I hope enough noise can be made to ensure the proposed Arcade is wholeheartedly rejected for being the dungeon it will otherwise become for the displaced local businesses that deserve better.

Editor's Note: We try to hear all views around the ongoing developments around Elephant & Castle. This is one perspective from a resident of Perronet House. We would like to acknowledge that some of the traders are keen to see if the PH plans could work for them and we support any decision that traders make with regards to their future livelihoods.



THE GRIM OPPORTUNITIES FOR TRADERS.

IMAGE: PERRONET HOUSE

THE RESISTANCE CONTINUES

AN UPDATE FROM SEVEN SISTERS MARKET

The threats to small, independent, migrant businesses as a result of regeneration are not unique to Elephant & Castle. In Tottenham, Seven Sisters Market, a popular, lively international market has been fighting for the right to influence regeneration plans in the area and advocate for a version of development that recognises the significance of the existing community instead of ignoring it. The battle has and continues to be predictably difficult. Here, however, I would like to share some minor and major victories of the campaign to inspire and unite efforts with the community in Elephant & Castle.

Home to around 50 independent businesses, Seven Sisters Market is a microcosm of London: Colombian, Venezuelan, Ugandan and Iranian units, for instance, exist side by side (over 20 nationalities are represented within the market). This diversity is reflected not only in the businesses but the people, the community who visit and experience the market every day, who have transformed an abandoned department store into an important social and cultural hub. An obvious, but unrecognised truth is that beyond a business, stall or unit, these spaces hold a more intangible, less quantifiable value: they function as community and public spaces. Haringey Council and developer Grainger's proposals seek to demolish and redevelop the market to become a new 'gateway' to Tottenham. This vision is shiny and clean, it is familiar, predictable and it is boring. Where the current market celebrates and is dependent on diversity, the new Seven Sisters scheme is characterised by its monotony. Small, independent, migrant units within the market which serve as spaces of opportunity, breeding grounds of creativity, innovation and entrepreneurship, will make way for the same stores owned by the same businesses built for the same people. They will, however, represent something immediately 'new' which, at least to the council, is sufficient justification to risk the

potential displacement of some of Tottenham's diverse residents and communities.

From the outset, traders and local residents have resisted Grainger and council proposals for the area. In 2010, the Wards Corner Community Coalition (WCC), a local community group, submitted a legal challenge to appeal the decision by Haringey Council to award Grainger planning approval for the site. The challenge was successful, it was deemed that Grainger had not met their equalities obligations and planning approval was overturned. In 2014, a community plan designed by the WCC, following significant local participation, was granted planning permission and established the opportunity for the community to develop the site themselves. Unfortunately, planning approval for this plan has since lapsed and the council has doubled down on its support for Grainger's scheme. Compulsory Purchase Orders (CPOs) were issued to force existing traders to vacate the market and prepare for demolition and redevelopment. During this period, a market manager, Jonathan Owen, was appointed. Research suggests he has potential ties to developers Grainger. The management of the market since his appointment has become markedly more difficult: maintenance issues frequently remain unaddressed, traders have

been faced with increased utility bills and even become subject to personal abuse.

Despite this difficult environment, resistance remains strong. The most notable example is a hearing this past July 2017, held to contest the Compulsory Purchase Orders issued by Haringey Council on Human Rights grounds. Traders, community organisations Latin Village UK and the WCC and other local activists were able to raise money through crowdfunding initiatives to appoint a barrister to argue their case in front of the planning inspectorate. This offered an opportunity to reconsider the significant and potentially detrimental effects of regeneration on local residents, migrant communities and small businesses. The hearing emphasised the positive contributions these spaces make within the context of London, crucially acknowledging their social and cultural value and ultimately arguing that the availability and access to these

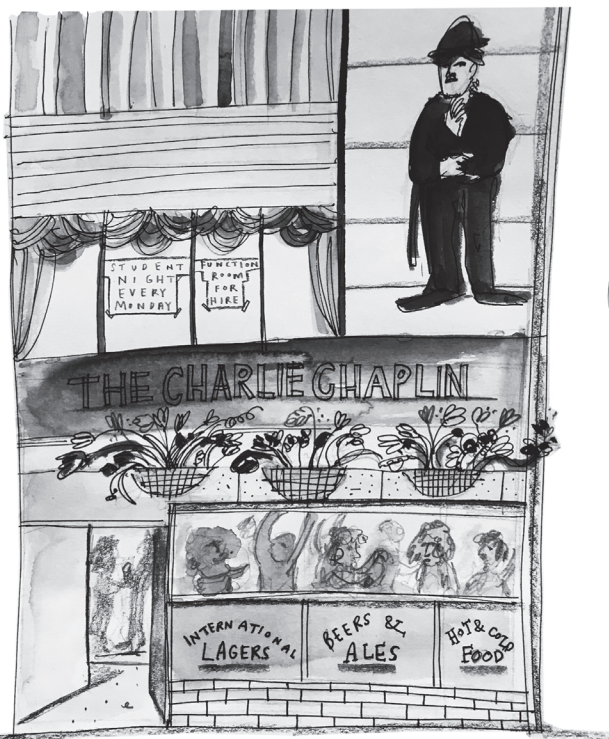
spaces are a human right. The results of the hearing are due in the following months, but the local community has not remained inactive.

Efforts continue to raise the profile of the campaign including through successful protests, regular cultural events in the market and 'salsa and samba shutdowns'. Dancing, music and food have become a vehicle for resistance, to encourage solidarity with other groups and celebrate a unique culture and identity. An important recent development was a United Nations investigation into the market which highlighted the particular Human Rights consequences of regeneration and gentrification in the area. UN experts determined plans to close the market will have a hurtful "impact on the dynamic cultural life of the diverse people in the area." This intervention drew local and national news coverage and encouraged a conversation over the more complex social and

cultural value of small migrant businesses and other, similar spaces. In the meantime, efforts are underway to prepare a new community plan to once more provide an alternative to developer visions for the area, to build off of the positive and successful of what is already there. The battle for the market has centred on a claim that there is an important quality to these spaces that is either unrecognised or deliberately ignored, a potential model and vision for development which begins with the existing community. While I can't present a total victory here, these claims are only growing louder and louder. Engagement of the wider community in participatory activities.

For further information on the programme and how to get involved, please write to: INFO@LATINELEPHANT.ORG





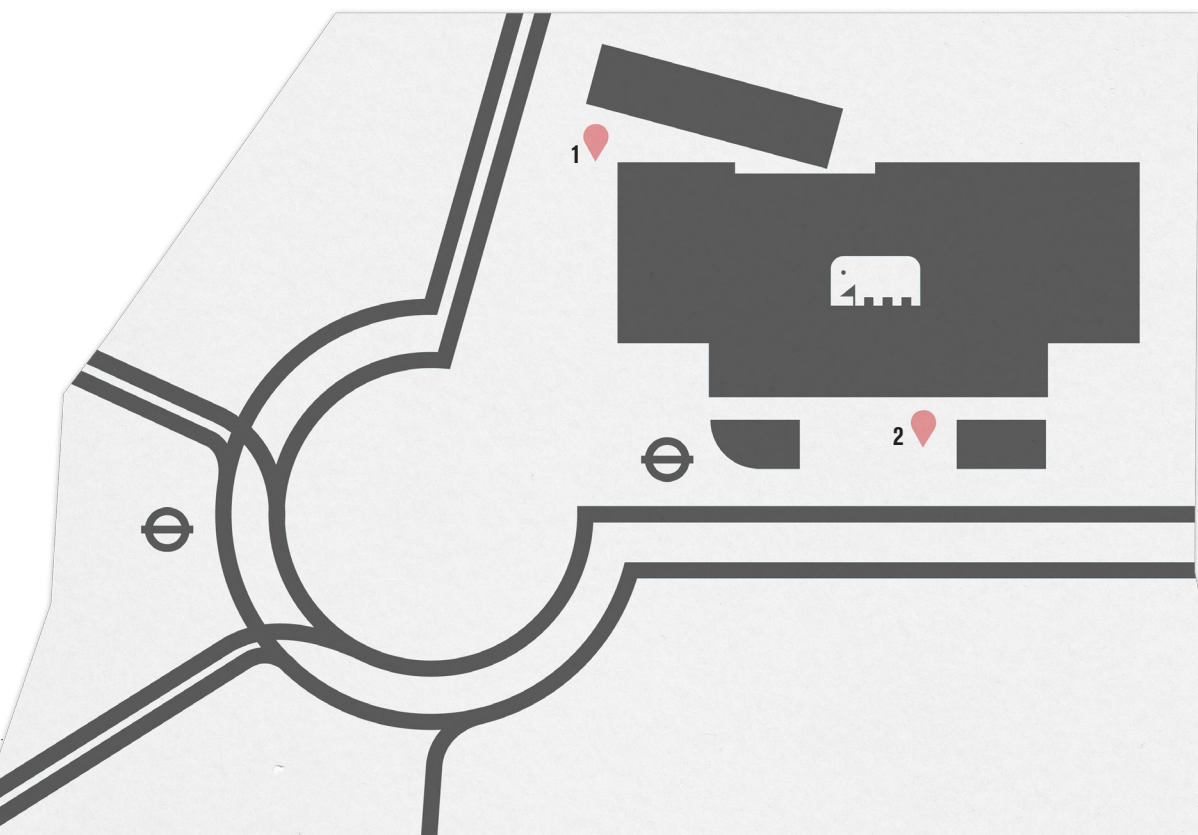
Charlie Chaplin was born in the area. As a child star he would perform in the Elephant and Castle Theatre (now known as the CORONET); before taking to the pub next door to sing: where the Charlie Chaplin pub now stands.

"It's a bit of a relief because our regulars don't have anywhere else to go. All the other pubs are different. We are a local's pub"
(As reported in Southwark News)

The CHARLIE CHAPLIN PUB

MAP OF ELEPHANT

1. CHARLIE CHAPLIN PUB
2. KAIETEUR KITCHEN



KAIETEUR KITCHEN

DELICIOUSLY SOUTH AMERICAN DISHES

On cold Winter afternoons, it's not just the food that will warm you up at Kaieteur Kitchen; chef Faye's welcoming smile will remind you that Spring is getting ever-closer. As familiar to the centre as the Elephant or the Bingo, Faye's kitchen has been serving lunches for fourteen years. Although the market area has been less busy since the subways closed, Faye and her team cater to a steady stream of regular customers and newcomers. "I cook to suit everyone", she tells me. This includes clients from days cooking at the Commonwealth Secretariat on Pall Mall to local weddings and church events.

Over the years she's seen it all change at the centre but her

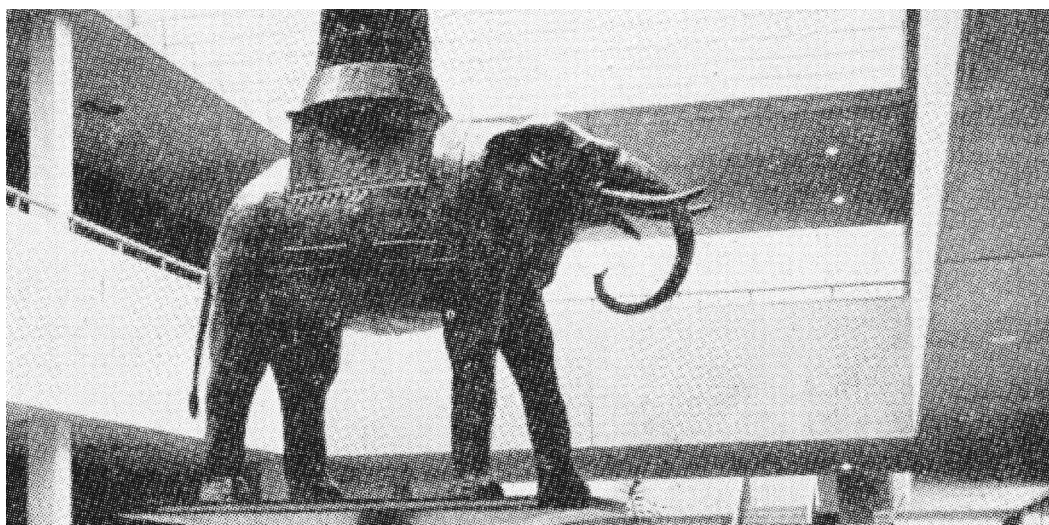
recipes are a point of stability: traditional Guyanese dishes such as spinach rice with oxtail, macaroni pie and chicken curry with Dhal Puri. Her speciality, though, is a pepperpot. This Amerindian dish is a meat stew with cinnamon, cloves, garlic and lots of scotch bonnet chilies – not one for the faint hearted! Next time you drop by, don't miss one of Kaieteur's homemade juices. I recommend the fiery ginger beer with some added sorrel for a sweet finish.

FUN FACT:

The name Kaieteur Kitchen comes from Guyana's Kaieteur Falls, the world's largest single drop waterfall by the volume of water flowing over it!

BELOW: FAYE





AN ELEPHANT ICON: LOST. FAKED. TRUNCATED

IN DEFENCE OF AN OVERLOOKED, ACROBATIC ELEPHANT

When the Elephant & Castle shopping centre opened on 3 April 1965 the press captured the assembled dignitaries inside the centre around a vast bronze sculpture of an elephant with a castle on its back. The magnificent icon was a symbolic link to the past, most of which had been slowly cleared away during twenty slow years of rebuilding since the war. The sculpture was nearly 70 years old by then and had been reclaimed from the 1898 Elephant & Castle pub that had been demolished to make way for the new shopping centre and link road.

When Transport for London unveiled their plans for redesigning the 60 year old roundabout in 2014 they proposed re-housing this iconic elephant on a pole high up at the centre of their new piazza around which London's inner ring road now snakes. However, TfL had no rights over this icon so the proposal to move it was rejected by Delancey, the elephant's owners, who said they wanted to keep it for themselves. But TfL's tussle over the sculpture also revealed the sad news that the bronze Victorian elephant had secretly gone missing, presumed stolen for scrap, and had been cunningly substituted for a fiberglass copy. No one knows when this happened, but it was probably done whenever the sculpture was moved in the 1970s from inside the centre to its current position at the top of the pedestrian entrance that faces the Tabernacle.

Meanwhile there is a second iconic elephant at the shopping centre. It is even bigger. This one is joyfully performing a stunt, standing on one front leg balanced on a circus podium. It was created out of mostly rectangular coloured wall

tiles at the ground floor entrance facing The Bend. In 2013 this Elephant was used as inspiration for the graphic identity for the first Elefest, the area's annual festival and has subsequently appeared on phone box advertisements around South London and on souvenir

to demolish. Instead they are preoccupied with retaining a phony and fiberglass link to the Victorian past as they peddle a tired demonization of the mid-century design contributions to the neighbourhood. Delancey's disregard for their acrobatic



COLOUR IMAGES COURTESY: RICHARD REYNOLDS

tote bags ever since. But what is to come of the original?

There has been no word from Delancey or their architects Allies and Morrison about retaining this artwork as a symbolic link to the centre they are intending

Elephant is clear. Their recently installed Amazon lockers have decapitated this joyful creature, truncating his entertainment before his likely total demise. If Delancey has no need for this Elephant in future they should facilitate its salvage and reuse



locally. There's a recent local precedent for such a process. After campaigning to save the pedestrian subways, local guerilla gardener Richard Reynolds managed to persuade the demolition contractors to extract some of the coloured ceramic tiles before the tunnels were filled with concrete.

There is much to try and save about the Elephant & Castle Shopping Centre, much of it social and economic not physical. This

needs a supportive environment for it to continue flourishing and quite rightly this is the focus of much of the campaigning against Delancey's plans and the council's permissiveness. Prominent historic symbols are, however, precious reminders of the journey we took to get to the present and they can guide the future too. In 1965 the relatively recent history was valued. It is a pity that today it is so comprehensively rejected by Delancey and Southwark Council.

HARD WORKING LOCAL GROUPS

If you would like to get involved in protecting the community and facilities at Elephant & Castle we recommend the following amazing organisations:

35% CAMPAIGN

The people behind this amazing campaign probably never sleep! They have been amazing documenters and tormentors of the multiple shady Council regeneration deals. Whether that's revealing the lack of Council monitoring of what actual gets built by developers and the many infringements of S106 agreements (agreements to provide community benefits), forcing transparency of Council planning deals or revealing the scams of the Heygate and Aylesbury Estate 'regenerations'. Their blog is action-packed with all the details you need about local developments and what you can do about it.

35percent.org

SOUTHWARK NOTES

Long running blog and action group of Elephant locals asking the question 'Whose regeneration?'. Blog contains loads of detailed investigations into Southwark's estate demolitions, the role of artists in promoting property developments locally, or keeping up to date the with plans to destroy the heart of The Elephant, the Shopping Centre. Great that some local people have been actively opposing but also writing a lot about the regeneration & gentrification of Southwark that's happened over the last 20 years

southwarknotes.wordpress.com

WALWORTH SOCIETY

The Walworth Society aims to be a voice for people in Walworth; to preserve and protect its rich architectural heritage and to protect and help improve its green and open spaces. It was established by, and is run by, volunteers from the local community. They say they are a 'strictly non-political group and aim to work positively and constructively with the Council and we greatly value the support and advice we receive from all of our councilors across the local area'. Organised a well-attended meeting enabling local people to grill Shopping Centre developers Delancey.

walworthsociety.co.uk

35% CAMPAIGN SE

LONDON BOROUGH OF SOUTHWARK

Southwark Notes

THE WALWORTH SOCIETY

Elephant Amenity Network



ELEPHANT AMENITY NETWORK

The Elephant Amenity Network has been in existence since March 2009 when a new "Elephant & Castle Regeneration Charter for Community Inclusion and a Better Quality of Life for All" was launched by local people and businesses. It's a coalition of local groups and people that includes Council tenants, leaseholders, shopkeepers or market traders or amenity groups for open spaces and parks. The Elephant Amenity Network was formed on the basis of support for three points that from the Amenity Charter: Open Masterplanning, Benefits for All, Housing that is really affordable. Elephant Amenity Network holds open meetings on the third Tuesday of every month in Walworth. They are always full of good info and action to get involved with

elephantamenity.wordpress.com

LATIN ELEPHANT

Latin Elephant is an awesome charity that 'promotes alternative and innovative ways of engaging and incorporating migrant and ethnic groups in processes of urban change in London'. As you will know The Elephant is home to a super Latin community and many shops and services. Latin Elephant has been working really hard recently with traders at the Shopping Centre and in the railway arches to give support and show solidarity to them as they face possible displacement from the area as a result of the regeneration plans.

latinelephant.org



BUILT ON ITS OWN GRAVE

DECONSTRUCTING THE COST OF CONSTRUCTION

Delancey's current planning application estimates that the demolition and construction of the Elephant & Castle Shopping Centre and London College of Communication will take a decade. Besides the social cost, we also need to think about the environmental cost.

Construction on the scale proposed will result in large volumes of waste material, not only from the demolition of the site, but during the process of constructing the proposed commercial and residential facilities. One way to reduce that waste is to crush and compact the demolished materials of the pre-existing building into the ground. Walking on the

proposed site would literally mean walking on the crushed remains of the current centre.

Construction also uses a large amount of water. In preparing cement, for example, but also in washing away or keeping down dust. Though EU guidelines limit use, the amount is still significant. There is also the risk that water runoff from the site will cause pollutants, such as diesel and toxic chemicals, to soak into the ground, and ultimately London's water. But the worst environmental impact is through the materials. Construction accounts for 40% of global carbon emissions, with as much as 85% of that in the materials, through extraction,

processing, and transporting. The global cement industry alone contributes 5% of global carbon emissions.

Despite the planning application going to the Planning Committee imminently, there has been no publicly available Construction Environmental Management Plan to assess the proposed environmental impact on the neighbourhood. This key document should outline how materials will be disposed, how water will be managed, and many other key environmental points. We demand the publication of a Construction Environmental Management Plan.

CENTRE VOICES

HAZEL AND GERALD

The Elephant's Trumpet caught up with Hazel at Jenny's Cafe. Hazel's been using the centre since the 1980s and wanted to share her memories of the past and concerns for the future at Elephant & Castle.

The most basic point is we don't want the centre knocked down and we especially don't agree with these tall buildings that are going to poison us all with pollution. To be honest we're not at all happy with the pollution going on around here. I've had wheezing every night with it. I think you'll agree that all the tall buildings that are proposed, and the disruption they will cause is going to be absolutely terrible.

“ I DON'T KNOW ANOTHER SHOPPING CENTRE THAT'S GOT EVERYTHING YOU NEED LIKE THIS PLACE HAS. ”

I've lived in the area for only 5 years, but I've been coming to the centre since 1980. I've got a flat down at Waterloo so I came all the time. Gerald and I come almost daily,

we'll probably come five times in a week, I would think. Maybe 6 or 7 even. If we don't come to Jenny's we occasionally go to the Indian restaurant Castle Tandoori, which is really nice. It's a very tasteful place. I'm a bit of a visual person you see. It's so attractive.

Another thing I thought I'd mention is the dry cleaners. The thing is, I don't know another shopping centre that's got everything you need like this place has. I know everything can't be for elderly people, it's for everybody. But if we get more incapacitated than we already are, but can still manage to get here, then we can really keep living. There's banks, there's shopping, there's supermarkets, there's chemists. I bet they won't have all those things in the new town centre. It's so handy. And in the winter, when it's raining like today, it's all here. I think you get more of a buzz in a place when it's all in one building, when everything's here.

I can't understand why there hasn't been more outcry from some older people. I've told this too many times, but I'll tell it again; I met this elderly lady, who was at least 80, down in the old subway when we'd just heard about the centre closing. She had her wheels and wasn't walking very well. So I asked her, 'how do you feel about the centre closing?'. She said, 'Oh good! About time, should have been gone years ago.' I just thought, where's she going to go? Get on a bus? It's not easy when you're not on your feet.

The shopping centre provides some life for older people. I used to see a woman, I haven't seen her lately, but she was always in here sitting just watching life go by. Every time I came I saw her, so it's not just us. I'm not against young people, this place is for everybody. But I'm a bit annoyed that so much has been given over in this area to students. Don't get me wrong,

I was a student until I was 18, so I'm not in any way against it. I just think there should be a balance for everybody.

I've written to Prince Charles about this. I've written to quite a lot of people. I know that they might not directly do anything but they know then what's going on at least. That ordinary people are being driven out of these areas. I know that Prince Charles isn't going to stand up and mention the Elephant & Castle. But he might do privately.

I think we're too near the City here really. They're just extending it out here, and in other areas as well. I think it's morally wrong. If somebody wants to live in an area you shouldn't be driven out just for a few yuppie types. Why should people be driven out? You see children that have to move a long way off. It's just wrong.



A REGENERATION GONE BY

A Q&A WITH ERIC REYNOLDS



We met with Eric Reynolds, the Founding Director of Urban Space Management, to discuss his role in the first regeneration of Elephant and Castle, back in 1985.

Elephant's Trumpet – How did your relationship with the shopping centre begin? How did you get involved?

Eric – Well we took over in 1985. The shopping centre was failing then. A small company that ran it at the time was trying to get planning permission for a hotel on the site. They were going to sell and make money without having to build it. It's called turning or flipping.

They were short of money and the building was pretty empty so they invited us to do something about that. We joined them on a fifty-fifty basis, so we would work with them and we would take 50% of the rent generated by doing interesting things. The upper shopping level was empty then except for Tesco's and WH Smith. They both wanted to stay on the lower ground floor because all the people that came through the centre did so through the lower level through the transport links. So we did all sorts of silly things. We divided the very deep shops in half we put workshops in the back and shop shops in the front. We did tea dances, fashion shows, book fairs, cookery things – anything that was going to break this difficult mould. We introduced a Jamaican bank. We recognised the South American groups so we brought in South American cafes and all sorts of things like that. We started the market. All of which worked, so we did fill the place!

ET – How did you do that?

Eric – Hard work.

ET – So you were offering people good rates?

Eric – Yes of course.

ET – You have helped make this shopping centre a unique place. How did you encourage people to come?

Eric – Our early leaflets had 'do you want to get into trade' 'do you want a new life?' and we distributed that a mile around to see if we could get it. And the tea dances, we had tea dances. We had one amazing one for people in wheelchairs, and they asked whether we had a large changing room somewhere. I must admit, I hadn't thought much about it and wondered why they would need them. But it was because they changed their dresses like tea cosies, that went over the wheelchair. It was really quite interesting to see a subculture that was given an opportunity to show off.

“
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”

ET – What's your view of what's going on there now? Is it a complete waste of money or, what's the rationale behind the developer's vision?

Eric – The rationale is very simple. One of the things we had to do was to show people it's not deep in south London. If you look at a map, because of the way the river works, it's actually central London and there are several bridges that all point towards it. It's not a second-hand suburban area, its prime space. The developers know this, and of course it's what we were doing too. But it was for the other reason, we wanted to make our retailers successful.

ET – What's your prediction for what's going on there now?

Eric – I personally thought that most of the developers simply saw it as just a hole in the ground and hadn't realized just how complex it is. Because it connects to underground, overground, it has a structure that is integrated with the railway network. All sorts of good reasons to try and work with it rather than against it. They'll make their demolition plans work because they'll just charge enough money for the apartments to make it work.

ET – I wonder how different the shopping centre would be if you'd still be owning it?

Eric – (laughs) Oh it would be in a wonderful place, everyone would be young, have nice teeth, beautiful. It was ok it was moving well.

ET – Do you think it failed?

Eric – No not really. It created some employment, some wealth, some interest for some years, so better than nothing.

Editor's Note: This interview is an edited transcript taken from the film Unearthing Elephant

we want to return and want to preserve spaces in which we felt safe. The Elephant is one of those spaces, where people clearly belong and clearly have inhabited all these corridors and shops and corners and escalators, with so much of themselves. It is important to retain spaces of nostalgia, especially in a world, which moves too fast, where capitalism keeps on eating everything else. What we need are spaces of softness, of belonging, of slight dirt, of something that has moved into the cracks of the wall and you can see yourself in those."

**JOSE DA SILVA
WRITER**

"Elephant & Castle shopping centre is now the oldest shopping center in Europe."

Historically quite an important place and very different to what we now think of as a shopping centre. This shopping centre was built based on an American model which was meant to be in the suburbs. It meant to be where you drive to into a carpark on the ground level. On a traffic island almost, surrounded by traffic. And that's one of the many reasons when it opened. Why it didn't work. And for many years it didn't work.

After 25 years the first person who understood how to make it into something successful was Eric Reynolds. He came and made it into what it is today. The first thing he did, he painted the whole building pink, to make it stick out."

**WATCH UNEARTHING ELEPHANT:
VIMEO.COM/222385394**



ELEPHANT MAIL

MEMORIES OF ELEPHANT & CASTLE FROM TRACEY GILBERT

Hi there.

The Elephant and Castle shopping centre has basically been part of my life for as long as I can remember. My mum wheeled me there in my pushchair when it first opened. I saw my first film at the ABC next door - it was Grease- in 1978 and we had the treat of going to the Wimpey bar in the centre afterwards. When I was at school at Notre Dame down the road, we would run to WH Smith in the centre afterwards and meet boys in the record department. My mother devastated me by buying my school pumps in the upstairs of Tesco's when what I really wanted was a funky pair from Cockney Rebel off the Walworth Road. As a teenager I had a Saturday job in Broomfields the Bakers and used to hide if anyone I knew walked past because we had to wear these awful mesh hats. I booked my first foreign holiday at the travel agents, excited about going to a country I had never heard of before I walked through the door.

The day before my due date with my first son I tried to bring on labour by marching up and down the stairs in the centre - there were some worried faces - I was huge.

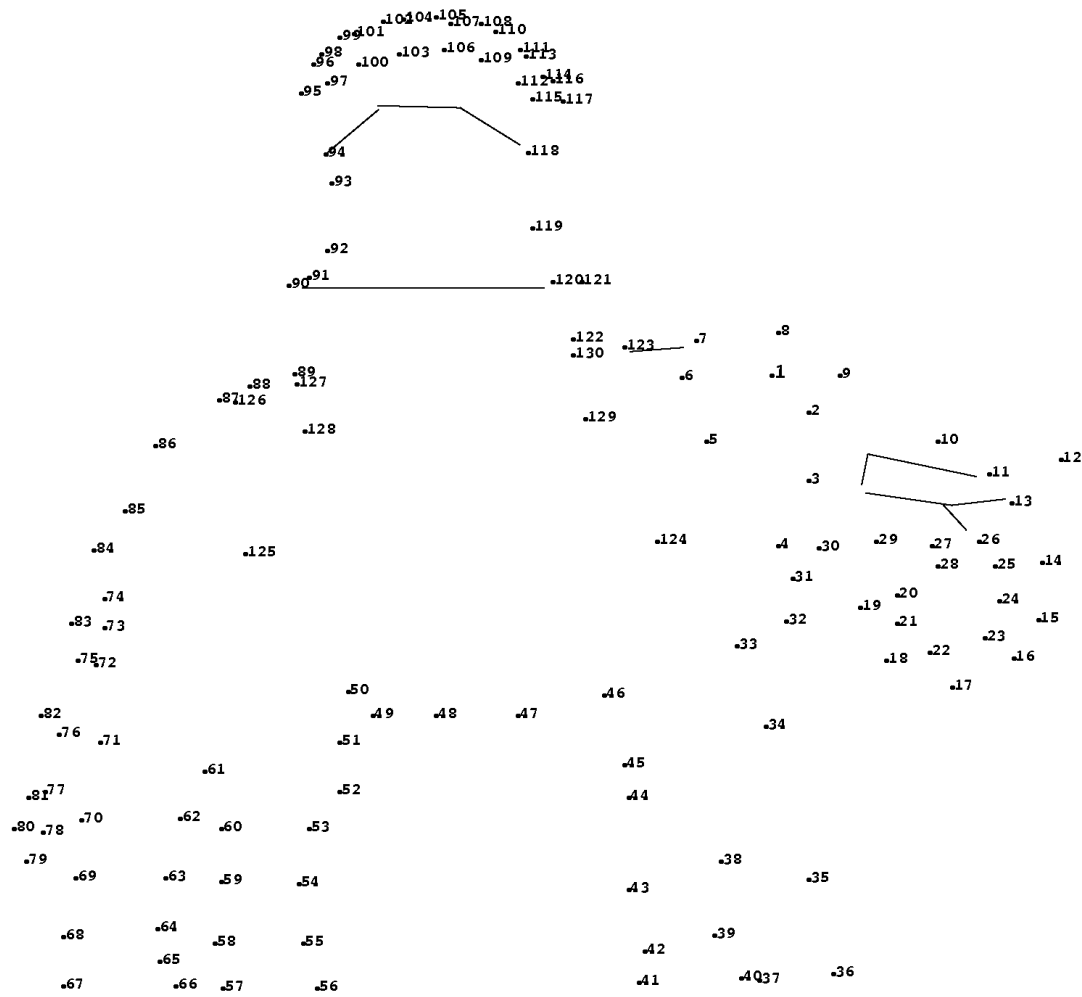
But one of my strongest memories is queuing in the green shield stamp shop (circa 1979) with my mum, dad and little sister. We had enough stamps to get our first shower. As we shuffled forward my sister and I argued about who would try it out first. Our mum hushed us. Finally we were at the front of the queue and Dad stepped forward and picked up our new shower. He carried it through the centre and to our car, in the squashed dark car park. I was always impressed at his ability to squeeze the car into a space there. We got home unpacked our new shower and admired it. It was in fact a bright blue rubber tube with two nozzles to fit over the tap and a shower head. What we didn't know as we watched dad attach it was how many times it would cause us to scream as it unhooked itself and sprayed the bathroom or how like a gymnast you had to be to actually use it as a shower.

My mind is now buzzing with so many moments that happened in the centre.

All the best, Tracey



CASTLE DOT TO DOT



CREDITS

The Elephant's Trumpet is a periodical newspaper designed to reflect what is going on in and around the Elephant & Castle shopping centre. The content of the paper is created collaboratively and we are always looking for more people to get involved. If you would like to contribute in any way please come to our meetings or email Eva Sajovic at evasajovic@yahoo.com.

This newspaper arises out of an ongoing collaboration between local organisations, traders and residents and the artists Eva Sajovic, Sarah Butler and Rebecca Davies. It is produced with the support of Arts Council England, Photofusion and Elephant Amenity Network/35% Campaign.

We would like to apologise for omitting Janet Yatak's contribution to Issue 1 of the Elephant's Trumpet.

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