

Appendix 5

# **Equalities and Diversity Impact Assessment**

## **Strategy for Supporting the Growth and Enhancement of County Durham's Street Markets**



## Durham County Council – Altogether Better equality impact assessment form

**NB: Equality impact assessment is a legal requirement for all strategies plans, functions, policies, procedures and services. We are also legally required to publish our assessments. You can find help and prompts on completing the assessment in the guidance from page 7 onwards.**

### Section one: Description and initial screening

<b>Section overview: this section provides an audit trail.</b>	
Service/team or section: Consumer Protection Service, Environment Health and Consumer Protection, Neighbourhood Services	
Lead Officer: Consumer Protection Manager, Consumer Protection Service, Environment Health and Consumer Protection Planning and Policy Team Leader, Planning and Policy, Neighbourhood Services	Start date: Screening 11 May 2012
Service Improvement Officer (Equalities)	Reviewed date : After consultation - 4 December 2012
<p><b>Subject of the Impact Assessment: (please also include a brief description of the aims, outcomes, operational issues as appropriate)</b></p> <p>In February 2011, the County Council completed a review of market provision in order to highlight risks and opportunities to inform options for future service delivery. It was agreed that a further report be considered by Cabinet later on in the year on completion of the consultation and soft market testing exercises, to seek approval of the final market strategy</p> <p>An Equality and Diversity Impact Assessment screening was carried out at the beginning of the process and it was agreed that it would be reviewed after the consultation period when future management arrangements had been determined, to ensure that the arrangements addressed the needs of the protected equalities groups, and in particular through standards of physical access to markets. As the strategy has progressed it is evident that two impact assessments are required to assess both the Service Delivery aspects of the Markets service and the strategy supporting the growth and enhancement of County Durham's street markets.</p> <p>The purpose of this strategy document is to establish the broad economic and policy justification for managing County Durham's markets in a more efficient, innovative and structured way in order to better link with wider town centre and tourism initiatives in support of our major centres. In turn, this will secure stronger and more sustainable town centres benefitting retailers, traders, other</p>	

town centre occupiers, shoppers and residents. It will also point to some suggested next steps towards delivering an integrated approach.

3.16 In realising our vision for Durham County markets, the council will endeavour to deliver the very best offer for County Durham, whilst recognising the historic market rights that exist across the county. The need to revitalise markets, in order to provide jobs for local people and meet environmentally sustainable objectives, will be a stimulus for future action. The council recognises the role that markets play in adding value to the economic, social and cultural fabric of the county.

Who are the main stakeholders: **General public / Employees / Elected Members / Partners/ Specific audiences/Other** (please specify) –

- Market Traders
- Local Businesses
- Entrepreneurs
- Visitors
- Everyone living working and visiting County Durham

Is a copy of the subject attached? - yes

## Initial screening

The strategy should enable the council to use its influence and resources to invest in the future of markets, direct strategic policy and implement initiatives, as part of wider town centre regeneration strategies, to maximise the economic effectiveness of markets.

Specific objectives are:

- Increasing footfall and customer spend in our town centres.
- Achieving a more structured approach to the location, frequency, style, quality and operation of the county's markets.
- Attracting day visitors and tourists and increasing dwell time.
- Promoting markets as drivers for improved town centre management and regeneration.
- Encouraging markets to become involved in business start-ups, entrepreneurial activity and local speciality goods, arts and crafts.
- Attracting new traders to underpin the sustainability of markets for the future.
- Encouraging links between street markets and private indoor markets where appropriate.
- Further developing links with local produce, healthy eating and healthy lifestyle promotion.
- Establishing better links with schools and communities.
- Modernising and improving the promotion of markets as part of the branding and image of the county.

## Positive impact for Race/Ethnicity

Markets, with their associated food and cultural festival events have the potential to strengthen County Durham's cultural offer and image and, to support economic growth by co-ordinating and promoting cultural events and attractions. They also contribute to the County's economic identity by:

- Improving the quality of place in specific sites across the county
- Increasing positive perceptions of the county
- Raising the profile of the county

## Positive Impact for All but especially Gender and Age

We recognise the contribution that markets make to a range of economic, social and cultural factors.

In 2006, the Joseph Rowntree

Foundation published research on the value of markets as spaces for social interaction. This concluded that:

- Markets were important sites of social interaction for all groups in the community, but most significantly for older people, especially women. Markets also represent **important social spaces** for mothers with young children, young people, and families with children, particularly at weekends
- Markets had a **significant social inclusion role**, as places to linger, particularly for older people and young mothers

- The social life of traders played a significant role in creating a vibrant atmosphere in markets, and in forging social bonds and links in the trading community as well as with shoppers
- For markets to function well as social spaces, various factors are significant. Essential attributes include: a large diverse range of products fitting well with local needs and tastes; café or food vans on site or nearby; good access to the site, especially by local transport; and an active and engaged community of traders.

• It is an aim of the strategy that markets do more to support both the business community and some of the county's more deprived communities which, in many cases, are "on the doorstep".

Prompts to help you:

Who is affected by it? Who is intended to benefit and how? Could there be a different impact or outcome for some groups? Is it likely to affect relations between different communities or groups, for example if it is thought to favour one particular group or deny opportunities for others? Is there any specific targeted action to promote equality?

**Is there an ~~actual/potential negative~~ or positive impact on specific groups within these headings?**

Indicate :Y = Yes, N = No, ?=Unsure

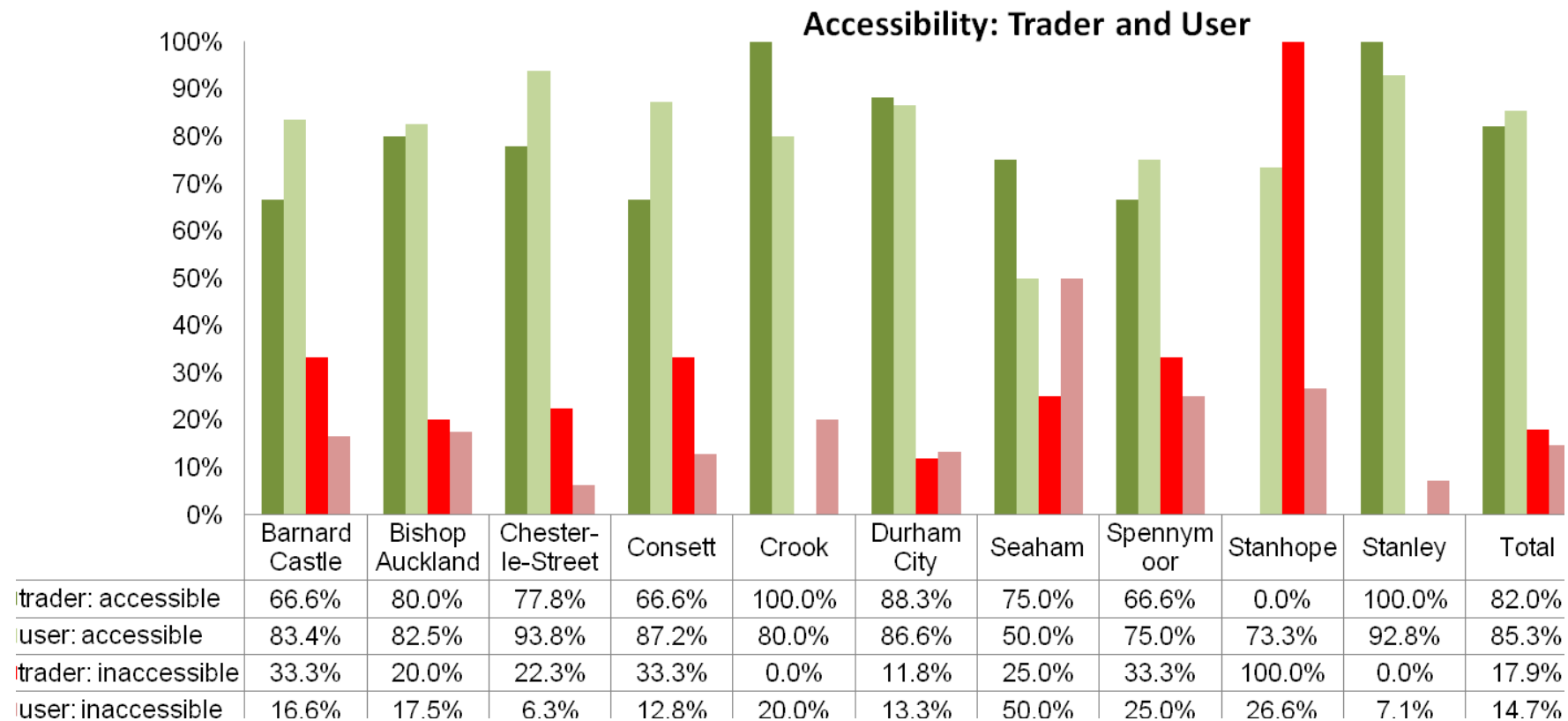
Gender	y	Disability	y	Age	y	Race/ethnicity	y	Religion or belief	y	Sexual orientation	y
--------	---	------------	---	-----	---	----------------	---	--------------------	---	--------------------	---

**How will this support our commitment to promote equality and meet our legal responsibilities?**

Reminder of our legal duties:

- Eliminating unlawful discrimination & harassment
- Promoting equality of opportunity
- Promoting good relations between people from different groups
- Promoting positive attitudes towards disabled people and taking account of someone's disability, even where that involves treating them more favourably than other people
- Involving people, particularly disabled people, in public life and decision making

**What evidence do you have to support your findings?**



We also asked how accessibility could be improved at any of the markets and although we were not always able to identify which market place the following comments refer to, similar concerns over disabled parking and accessibility are expressed throughout. Some of the comments around accessibility include:

- More disabled parking( Bishop Auckland)
- Free/reasonably priced town centre parking
- It would be better if the stalls all faced the same way or maybe all faced inwards in a circle as its quite difficult to navigate through the stalls.
- It would be good if there was a big board showing a plan of the stalls and which businesses are on which stall.
- Sometimes the way the stalls are set out in makes it hard to move around from one side to the other of the street. It would be great to have a more perm stands (Stanley)

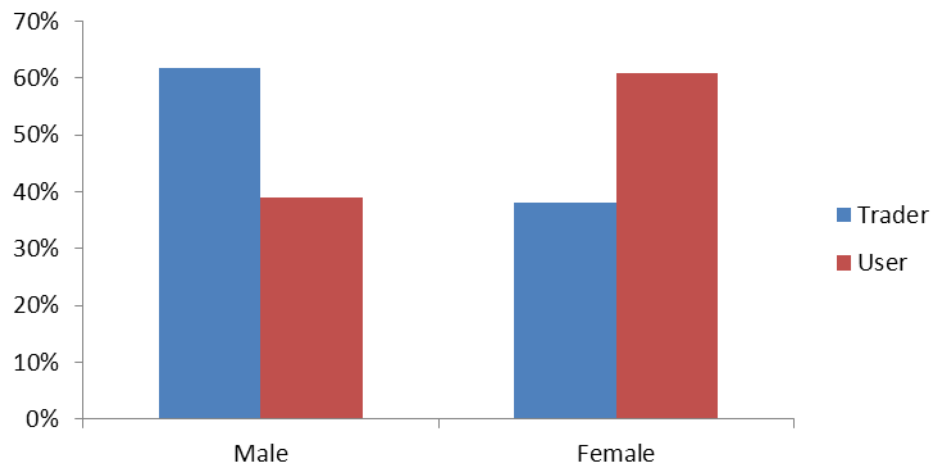
- Parking is a key issue - cost and availability.
- High cost parking can put people off attending markets( Durham City)
- Cobbles can be problematic re access for people with disabilities and older people ( Barnard Castle)
- Evening markets when parking is free and people are not at work are so in need
- Parking is either difficult or expensive in virtually all of the towns in County Durham.
- Visiting with children or elderly people is too difficult.
- Stalls spaced out more to allow for wheelchair access.
- Increased seating
- More public toilets and better bus services on market day are also required if they are to be successful (Consett)
- Stalls should be back to back across the street and not one long row as the gaps between become cluttered with boxes of more imported rubbish that nobody should be buying.(Seaham)
- Large parts are difficult to access with pushchairs or with wheelchairs due to the cobbles and hills and there is only one car park with adequate lifts in level walking distance. Reaching the marketplace from a bus is also a challenge.(Durham)
- Indoor market is wonderful but not easy access for anyone with mobility difficulties.(Durham)

We have consulted with Durham County Council Disability Partnership via email and any responses from this group have been collated with the overall results. These results have highlighted that there are concerns over the accessibility of the markets across County Durham which will impact on those who are disabled, visually impaired, wheelchair users and both older people and mothers with young children in pushchairs .We recognise that a market that is well-positioned, easily accessible, customer facing, sensibly laid out and offering a clean, tidy, well-maintained and uniform image with an appropriate mix of stallholders is an asset to a town centre. It is a key theme of our strategy that we should strive to achieve such a facility in each of the county's major centres. The council recognises the role that markets play in adding value to the economic, social and cultural fabric of the county and the need to revitalise markets, in order to provide jobs for local people and meet environmentally sustainable objectives, will be a stimulus for future action. Access to all of our markets will be given reasonable consideration and the need to ensure maintenance of current levels of service provision for the protected groups, in-particular through physical access standards, will be addressed within the licence / contractual agreement to be made with the future provider.

### **Consultation Process**

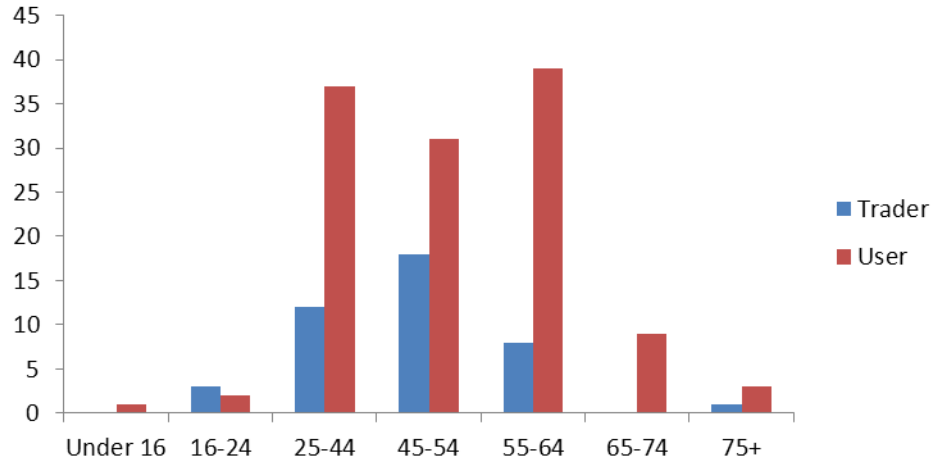
The consultation process itself followed the principles and guidance set out in the DCC Consultation and Engagement Strategy and ensured that that we were inclusive, well-coordinated, achieved value for money and met high quality standards. Literature and communications followed DCC Accessible Communications guidelines so that as many people as possible, both traders and users could participate in this consultation, further details are available in the Markets Review Consultation Report.

## What is your gender?

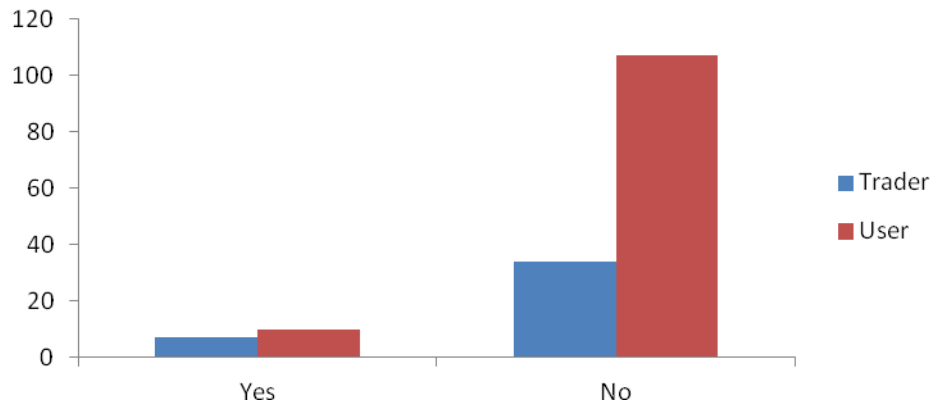




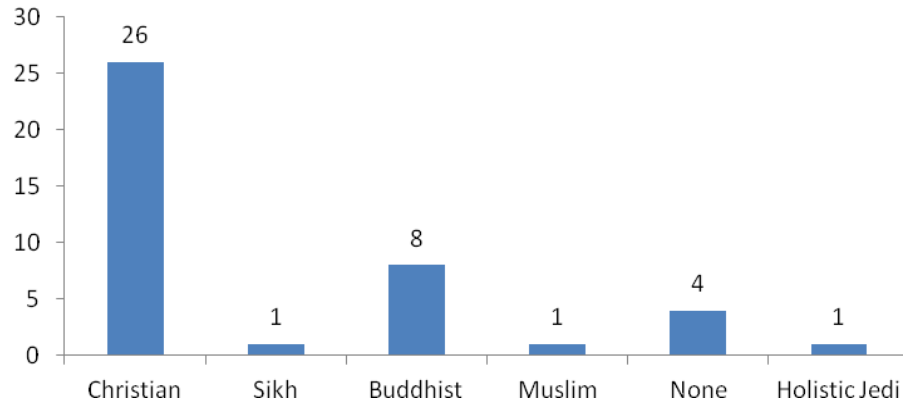
### What is your age group?



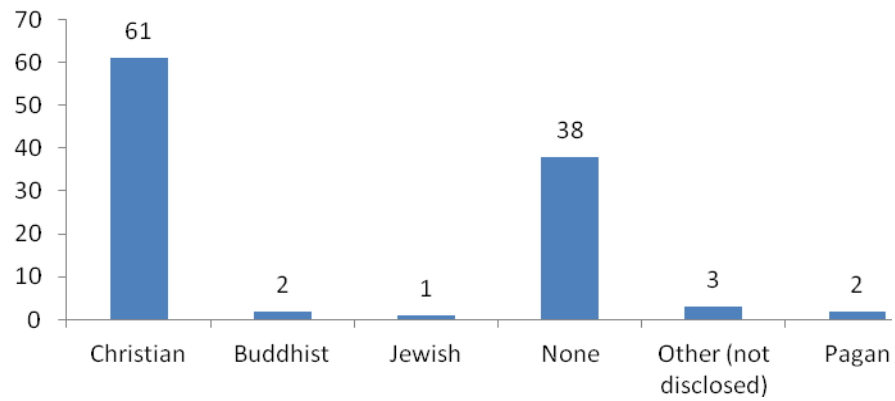
### Do you consider yourself to be a disabled person?



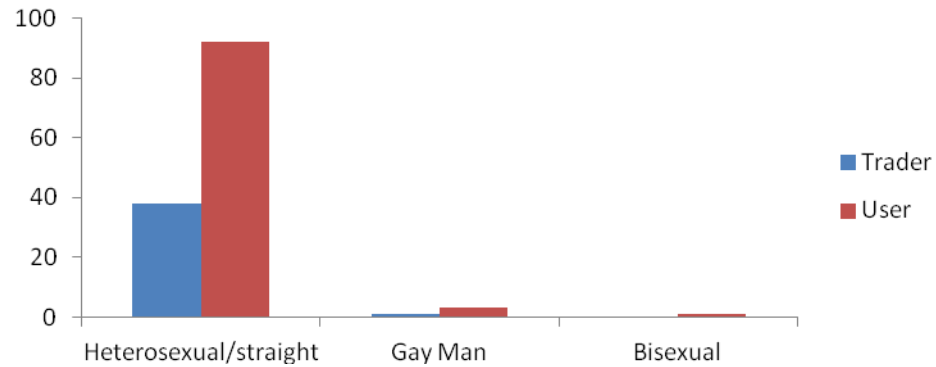
### Traders - What is your religion or belief?



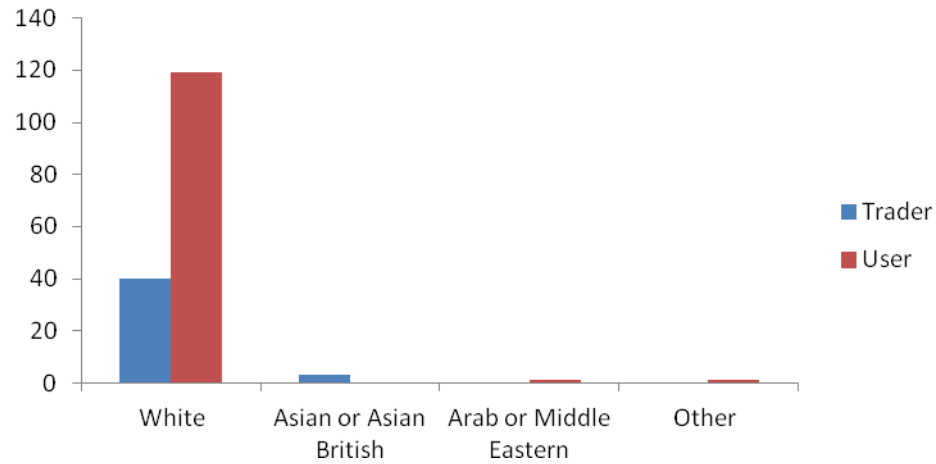
### Users - What is your religion or belief?



## How would you describe your sexuality?



## What is your ethnic group?



Further background papers / evidence used to support development of the strategy include:

- Consultation Results

- Markets Review report
- Mary Portas Review report
- Revitalising Markets Cabinet report 26<sup>th</sup> May 2012

Watson, S. et al (2006) Spaces of diversity: markets as sites for social interaction. Joseph Rowntree Foundation. The Policy Press

**Decision: Proceed to full impact assessment – Yes/** **Date: 10/12/2012**

**If you have answered ‘No’ you need to pass the completed form for approval & sign off.**

## Section two: Identifying impacts and evidence- Equality and Diversity

**Section overview: this section identifies whether there are any impacts on equality/diversity/cohesion, what evidence is available to support the conclusion and what further action is needed.**

	Identify the impact does this increase differences or does it aim to reduce gaps for particular groups?	Explain your conclusion, including relevant evidence and consultation you have considered.	What further action is required? (Include in Sect. 3 action plan)
<b>Gender</b>	Reduced gaps by better more consistent provision	It is expected that the proposed <b>Strategy for Supporting the Growth and Enhancement of County Durham’s Street Markets</b> will help to improve the markets across the county including more choice with speciality markets, improved access for those with disabilities, a wider mix of local traders with more customers coming into town centres	
<b>Age</b>	Potentially positive impact through the potential opportunities in retailing and customer care for young entrepreneurs generated through school and community events	The strategy aims to result in economic benefits which will include opportunities for young people	

<b>Disability</b>	Accessibility issues raised through the consultation	The comments received via the consultation will be factored into the strategy and used to inform the service delivery model.	
<b>Race/Ethnicity</b>	Potential Positive impact for residents and visitors of the integration on markets with festivals, events and other types of markets.	Promote and sustain enterprise and community contributing to a positive, inspirational sense of place and belonging. (2.3 – Strategy)	
<b>Religion or belief</b>	Potential Positive impact for residents and visitors of the integration on markets with festivals, events and other types of markets.	Promote and sustain enterprise and community contributing to a positive, inspirational sense of place and belonging. (2.3 – Strategy)	
<b>Sexual orientation</b>	No impact identified		

<p><b>How will this promote positive relationships between different communities?</b></p> <p>It is an aim of the strategy that markets do more to support both the business community and some of the county's more deprived communities which, in many cases, are "on the doorstep". Ideas will emerge, dependent upon the character of each town and the opportunities arising, but potential activities that might receive support include:</p> <ul style="list-style-type: none"> <li>• Promotion of healthy eating, healthy lifestyle, exercise and leisure activities.</li> <li>• Activities to complement specialist markets and town centre events.</li> <li>• Special events for schools and community groups.</li> <li>• Initiatives to introduce young people to retailing and customer care.</li> </ul>
---

<p><b>Section three: Review and Conclusion</b></p> <p><b>Summary:</b> please provide a brief overview, including impact, changes, improvements and any gaps in evidence.</p> <p>Our vision is that County Durham's markets should be well-managed, integrated components of successful town centre economies, offering good quality and good value local produce and speciality goods in support of our communities. Shopping in County Durham's markets will be a pleasurable experience, characterised by high quality, accessible stalls, an excellent mix of well-trained</p>
---

and passionate traders and links to retail stores and town centre events and attractions.'We will seek a structured, weekly cycle of markets, each sensibly located within a major centre and offering a well-planned, efficiently-managed, quality trading environment to be readily accessible to all and to offer a range of quality/value goods with a complementary mix of proactive traders and the active support of local retail interests and shoppers. Following the consultation period it was not envisaged that the proposed changes to the delivery of a markets across County Durham would create any disproportionate impact on the protected equality groups as the level of provision experienced by customers should not change. In fact the development of this strategy follows on from the Markets Review of 2011 and seeks to establish vibrant, dynamic markets that provide access to quality, affordable food and other goods, have significant economic benefits both for the county and for local market towns, that promote and sustain enterprise and community and that contribute to a positive, inspirational sense of place and belonging. In purely physical terms, markets can play a significant role in adding to a sense of place and engendering a sense of belonging, identity and common ownership. To be effective, the market needs to be located in a sensible position and offer traders uniformity of quality in pitches but with a degree of flexibility built in. It is hoped that the proposed strategy will help to improve the markets across the county including more choice with speciality markets, improved access for those with disabilities, a wider mix of local traders with more customers coming into town centres

Action to be taken	Officer responsible	Target Date	In which plan will this action appear
To ensure the requirement for access audits will be included in any agreements and or specifications with operators	Consumer Protection Manager,	April 2013	NS Equalities Action Plan
When will this assessment be reviewed?	Date: April 2013		
Are there any additional assessments that need to be undertaken in relation to this assessment?			
Lead officer signed off:- Head of Environment Health and Consumer Protection :			Date: 10/12/12
Service equality representative:- signed off by Customer Relations, Policy and Performance Manager			Date: 10/12/12

**Please ask us if you would like this document summarised in another language or format.**

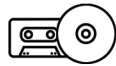
العربية (Arabic) (中文 (繁體字)) (Cantonese) اردو (Urdu)  
polski (Polish) ਪੰਜਾਬੀ (Punjabi) Español (Spanish)  
বাংলা (Bengali) हिन्दी (Hindi) Deutsch (German)  
Français (French) Türkçe (Turkish) Melayu (Malay)

[licensing@durham.gov.uk](mailto:licensing@durham.gov.uk)

Tel 03000 260 925



**Braille**



**Audio**



**Large  
Print**