

Customer Access Review – Full Assessment

Assessment details		
Assessment area		Dartford Borough Council / Markets
Date of assessment		3 Oct 2016
Directorate and Service		Strategic Directorate External / Town Centre & Business Support
Manager		Lewis Kirnon / Mark Salisbury
Officer conducting assessment		Lewis Kirnon
Step 1: Scoping the assessment		
1	What are the aims and objectives of the activity or proposal?	<p>To improve all aspects of the market service, through cost effective and efficient service delivery, to meet the needs of the public as far as is practicable. To improve viability/ vitality in the town centre, and support the Council's healthy living agenda.</p> <p>Markets include: Thursday & Saturday Market</p>
2	Who will be affected?	Dartford residents and visitors to the market.
3	How does the activity or proposal contribute to: a) any key performance indicators? b) policies, values or objectives of Dartford Borough Council?	<p>a) The Thursday and Saturday Market help Dartford realise its natural role as a prosperous location for business, investment, shopping, living and enjoying leisure time. The service specifically contributes towards Corporate Plan Economic Development & Regeneration Strategic Objectives ED3, ED2 and ED1.</p> <p>b) KPI - Town Centre Footfall which can increase over 30% on market days compared to regular shopping days.</p>
4	Which aspects of the activity or proposal are dictated by legislation/regulation and where do we have discretion in how they are delivered?	<p>The main legislation relating to Markets includes:</p> <ul style="list-style-type: none"> Food business operators and food handlers must comply with the requirements of the Food Safety Act 1990, The Food Hygiene (England) Regulations 2006, Regulation (EC) 178/2002, Regulation (EC) 852/2004, Regulation (EC) 854/2002, Regulation (EC) 853/2004, Regulation (EC) 2073/2005 and any other relevant Community Regulations relating to hygiene and food safety. In relation to this matter, traders should contact the Environmental Health Section of the Council, who will advise on this matter.

Customer Access Review – Full Assessment

Step 2: Information collection	
<p>Note: Equality and Diversity information for Dartford can be found at http://www.kent.gov.uk/about-the-council/information-and-data/Facts-and-figures-about-Kent/equality-and-diversity-data</p>	
5	<p>What do you know about the groups of people who will be affected? i.e. demographic information in relation to the protected characteristic groups (age, disability, pregnancy and maternity, religion or belief, race, sex, sexual orientation, gender reassignment)</p>
	<p>DBC is currently undertaking retail and leisure analysis to provide more information on the demographic groups using the town centre. Whilst we don't currently monitor protected characteristics we will raise this issue with Planning Policy and see if there is scope to factor this into future assessments. We also constantly interact with traders and members of the public to ensure that the service is performing optimally and meeting their needs. We monitor complaints and customer satisfaction.</p>
6	<p>What consultation has taken place with affected groups? Please describe who was consulted and the key findings</p>
	<p>Consultation on the Market has previously been undertaken via DBC's Management Team, Corporate Communications, Leader of the Council and, relevant Head of Service and delivery. As a consequence provision of adequate space for disabled groups, pushchairs and the elderly was enhanced.</p>
7	<p>Are there any gaps in information? If so, what additional research and/or consultation is needed to ensure that affected groups needs and views are taken into account?</p>
	<p>Yes there are gaps in data relating to demographic groups using the Dartford's Markets vis-à-vis protected characteristics. However, we are currently working with Planning Policy on proposals for the extension of the Market's trading area into Market Street, and will harness the opportunity to see if there is scope for greater consultation through this work.</p>
Step 3: Assessing the equality impact	
8	<p>Consider whether the activity or proposal has or will have any positive or negative equality impacts on the protected characteristic groups in relation to the following aims of the General Equality Duty:</p> <p><u>NOTES:</u></p> <ul style="list-style-type: none"> • The Initial Screening will have identified which aims of the Public Sector Equality Duty are relevant to the activity or proposal for consideration • For existing activities, consider how they are working in practice for each relevant protected group • For new proposals, consider whether there is anything that could give rise to positive and negative equality impacts for each relevant protected group • If there is no identified equality impact, please tick the 'No Impact' box and explain why in question 9 • If the equality impact is unclear, please tick the 'Unknown' box and explain why in question 9

Customer Access Review – Full Assessment

		POSITIVE IMPACTS	NEGATIVE IMPACTS	NO IMPACT	UNKNOWN
a	Age			<input type="checkbox"/>	<input checked="" type="checkbox"/>
b	Disability	<p>The Market has been reviewed to ensure that there is adequate provision for disabled customers. The Town Centre & Business Support Team also manages a vulnerable person scheme to provide support to members of the public that may be at particular risk. The Thursday and Saturday Markets are located in Dartford High Street, close to bus stops, taxi ranks, disabled parking bays, public toilet facilities and seating areas. Market Supervisors are on hand to support disabled members of the public and traders are also willing to help customers who have specific needs. This support is also extended to vulnerable persons, pregnant women, and elderly members of the public.</p> <p><i>(The 'Shopsafe Staysafe ID Scheme', which was originally launched in August 2009 as the 'Shopsafe ID Scheme' and re-launched in November 2013 as the Shopsafe Staysafe ID Scheme. Dartford Borough Council wanted the elderly and vulnerable people to feel safe when visiting Dartford Town Centre. It was the first of its kind in Kent. The free to join scheme was introduced to aid</i></p>	Traders can encroach on activity space preventing access for disabled customers.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Customer Access Review – Full Assessment

		<i>the elderly, vulnerable and people with learning disabilities visiting Dartford's town centre's markets, shops and restaurants. The aim of the scheme was to reassure those who may require assistance whilst in the town centre).</i>		
c	Gender (including reassignment)		<input type="checkbox"/>	<input checked="" type="checkbox"/>
d	Race		<input type="checkbox"/>	<input checked="" type="checkbox"/>
e	Religion/Belief		<input type="checkbox"/>	<input checked="" type="checkbox"/>
f	Sexual Orientation		<input type="checkbox"/>	<input checked="" type="checkbox"/>
g	Pregnancy/Maternity	The Thursday and Saturday Markets are located in Dartford High Street, close to bus stops, taxi ranks, disabled parking bays, public toilet facilities and seating areas. Market Supervisors are on hand to support pregnant women and traders are also willing to help customers who have specific needs.	<input type="checkbox"/>	<input type="checkbox"/>
9	If 'no impact' or 'unknown' was selected, please explain	We don't have enough reliable data on consumers using the market to understand the impact.		
10	If Dartford Borough Council works with partners to deliver the activity or proposal, please describe any circumstances that could give rise to positive or negative equality impacts between different groups	Market traders are advised of their obligations relating to equalities and considerations around the strands of diversity. Any issues that may impact either positively or negatively would be subject of discussion and review within the context of their permit to trade.		
11	Any other comments	The customer access review highlights that more research and consultation is needed with local residents and visitors to Dartford's markets so that this information can translate to policy. We will raise this with Planning Policy and request that elements of this work are integrated into future retail and leisure studies.		

Customer Access Review – Full Assessment

Step 4: Action plan					
11. Based on the information in Steps 1 and 2, please list the actions that will be taken to address:					
a) any gaps in information and consultation					
b) how any negative impacts on equality will be mitigated or eradicated					
a) If additional information and/or consultation is required or the impact is still unclear, what actions will you put in place to gather the information you need?					
Information needs	Action	Intended outcome	Date for completion	How this will be monitored	Responsible officer
As previously mentioned, more information is required on visitors to the market.	This can be mitigated through future retail and leisure studies and by constantly liaising with traders and consumers.	Full support for all groups with protected characteristics.	Ongoing monitoring activity with a 12 month review	Social Media, Compliments / Complaints and DBC / manager 121 meetings	Lewis Kirnon
b) If any negative impacts on equality were found, what actions will you put in place to mitigate or eradicate these impacts?					
Identified impacts (and who is affected)	Action	Intended outcome	Date for completion	How this will be monitored	Responsible officer
Market traders have been notified that they will be asked to leave the Market if they encroach on customer activity space.	Ensure careful monitoring and review of any customer complaints.	Market that's accessible for all.	Within a 12 month review process	DBC team and 121 meetings, contact from the public, customer services referral's and complaints monitoring	Lewis Kirnon

Customer Access Review – Full Assessment

Step 5: Decision making and future monitoring		
13	Which decision making process does this Customer Access Review need to go through? i.e. who does this need to be approved by?	Mark Salisbury (Head of Service) and Sheri Green (Strategic Director)
14	How will you continue to monitor the impact of the activity or proposal on the equality groups?	Weekly liaison between Market Supervisors and Market Traders.
15	When will you review this Customer Access Review?	Annually, when we have more data, or in a response to any change in legislation.
Step 6: Final steps		
16	Once this Customer Access Review has been approved, send this assessment to the Policy & Projects Officer	
17	If the subject of the Customer Access Review is going to committee, summarise your findings in the committee report	
18	Implement the actions identified from this Customer Access Review and ensure progress is monitored and recorded	