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| **Equality Impact Assessment Report** | **Please enter responses below in the right hand columns** |
|  **Date** |  **July 2015** |
| **Sign-off path for EIA** (please add/delete as applicable) | **Delivery Leadership Team** |
| **Title of Project, business area, policy/strategy** | **Electric Avenue public realm improvements and Brixton market streets gateway features**  |
| **Author** |  |
| **Job title, division and department** | **Senior Project Manager** |
| **Contact email and telephone** |  |
| **Strategic Director Sponsor** |  |

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| **London Borough of Lambeth** **Full Equality Impact Assessment Report** | **Please enter responses below in the right hand columns.** |
| **1.0 Introduction** |
| **1.1 Business activity aims and intentions***In brief explain the aims of your proposal/project/service, why is it needed? Who is it aimed at? What is the intended outcome? What are the links to the political vision, and outcomes?* | The HSF project will deliver a package of public space improvements to Lambeth’s principal market street Electric Avenue, supported by £869k from the Mayor’s High Street Fund. Improvements will include the introduction of high quality hard landscaping, extensive clutter removal, new power units for market traders and better wayfinding to the market. The proposals have been co-produced with the Brixton Market Traders’ Federation and Brixton Society and are intended to help both market traders and local businesses flourish into the future. Construction is programmed to start in October 2015 and conclude in March 2016, although an extension is being sought with the GLA to enable completion by June 2016. |
| **2.0 Analysing your equalities evidence** |
| **2.1 Evidence** *Any proposed business activity, new policy or strategy, service change, or procurement must be informed by carrying out an assessment of the likely impact that it may have. In this section please include both data and analysis which shows that you understand how this decision is likely to affect residents that fall under the protected characteristics enshrined in law and the local characteristics which we consider to be important in Lambeth (language, health and socio-economic factors).* ***Please check the council's equality and monitoring policy and your division’s self assessment. Each division in 2012 reviewed its equality data and completed a self assessment about what equality data is relevant and available.***In February 2015, the Council was awarded £869,000 from the Mayor of London’s High Street Fund to support a number of deliverables to boost the economic vitality of Brixton’s town centre. A significant portion of this funding is earmarked for public realm improvements to Brixton’s principal market street on Electric Avenue. Brixton’s market streets comprised three of ten sites developed as part of the Brixton Public Realm Study which was published in June 2014. While all three streets that make up the outdoor market require some form of intervention, Electric Avenue in particular has a rundown and neglected feel and its improvement is a strategic priority for the Council and local stakeholders. Engagement with residents, shoppers, traders and shop retailers have identified the following issues:* The market is in steady decline: Council monitoring indicates foot fall is declining; 59% of traders indicate trade is “worse” this year (2015) than last; and pitch vacancies and high levels of trader absenteeism mean the market is significantly underperforming.
* Residents, shoppers and market traders have consistently reported the negative affects of large amounts of waste and other clutter prevalent in the market streets, largely emanating from the shop based retailers;
* In depth focus group work with 26 shoppers clearly indicates that a significant proportion consider the layout of Electric Avenue, in particular, to be, cluttered and/or hazardous with constrained space for pedestrians;
* Residents, in particular, have reported disturbed sleep due to noise associated with deliveries, inconsiderate behaviour, and/or the setting up of the market;

 In May and June 2015 consultants ROI Team interviewed 350 market patrons and conducted more detailed focus group work with a further 26. This revealed that:* 47% of “frequent” visitors to Brixton’s markets identify as being “Black, African, Caribbean or Black British”, with 37% identifying themselves as “white”, emphasising the importance of Brixton’s street market to minority groups;
* 37% of “infrequent” vistors identify at being “Black, African, Caribbean or Black British”, with 64% identifying themselves as “white”. This underlines the importance of the market to “non-white” groups.
* “Mixed”, “other” or “Asian” survey respondents made up 7%, 5% and 4% respectively of frequent visitors; only 1% of “infrequent” visitors identified as “other” in relations to their ethnicity.
* The gender split amongst visitors to the markets is 55% female and 45% male;
* Brixton markets have a profile younger than most markets, with only about 1 in 5 visitors aged over 55, compared with up to 50% in many markets. However the market is failing to recruit its share of the very large proportion of 25 to 34 years resident in Lambeth. The majority of patrons are in the mid-life age brackets.
* 44% of survey respondents may be classified in the “rising prosperity” ACORN classification, with 37% falling under the “urban adversity” category. There is, therefore, a clear demographic split between “city sophisticates” and “struggling estates” patrons that use Brixton’s markets.
* 43% of respondents reported being “employed”, 21% reported being “self employed”; and 11% reported being “employed part time ”; and 12% reported as being “unemployed”. This means patrons of the market are largely working people.
* The range of goods available in the market and their affordability were consistent positives identified through survey and focus group work. Maintenance of this as the market develops after the completion of works will be important for any future operator.
* Trader pitch fees are extremely competitive relative to similar markets, with a permanent trader paying just £13.18 per day based on a 6 day week. Fees & Charges are currently set until 2017.
* The physical challenge of navigating Electric Avenue for those with mobility issues are manifest – the prevalence of accumulated waste, roll cages, trolley jacks, traders’ vehicles, bollards, power coulmns and other obstacles present clear access issues. This was substantiated through consultation.
* The design proposal to introduce temporary seating into Electric Avenue responds to consultation feedback, addressing not just asthetic issues, but the utility in providing places to “pause” for the benefit the elderly, infirm or those with children.

The emerging Lambeth Local Plan (Policy Q6) supports public realm development that provides:* attractive, uncluttered, co-ordinated public realm that enhances the setting of and spaces between buildings
* robust street furniture, permeable paving, good-quality construction materials and landscape design which is appropriate for its site and immediate locality
* for the removal of redundant or unsightly street furniture/clutter
* modestly sized infrastructure cabinets in unobtrusive locations and places them below ground in conservation areas and adjacent to heritage assets
* retains and enhances the heritage value of existing spaces, in terms of the spatial form, function, connection and relationship with surrounding buildings, materials and finishes (such as historic paving, street furniture and boundary treatments)

This policy has underpinned the design brief that landscape architects Gort Scott has been working to.Gort Scott’s brief also stipulates the design should meet the highest standards of accessibility and inclusion for all people regardless of disability, age or gender. An inclusive environment is an environment that:* Can be easily used by as many people as possible without undue effort, special treatment or separation.
* Offers people the freedom to choose how they access and use it, and allow them to participate equally in all activities.
* Embraces diversity and difference.
* Is safe.
* Is legible and predictable.
* Is of high quality.

The brief emphasises that this approach should embrace the needs of disabled people as well as everyone else, as access is not just about the physical access, but also about how people feel about using the space.The Gort Scott design comprises the following key elements: * The creation of a new, clutter-free street incorporating a revised layout for market stalls that creates more pedestrian space and betters serves all users of the street
* The introduction of new LED street lighting to enhance the look and feel of the street at night
* The introduction of new power boxes and water supply for market traders
* An extension of loading hours for goods vehicles and revised Pedestrian Zone hours of operation on Electric Lane to better meet the servicing needs of market traders, retailers and residents
* The introduction of one way working (except cycles) in a southbound direction on Electric Lane between Atlantic Road and Coldharbour Lane
* The introduction of a new 24 metre raised table on Atlantic Road to provide an improved pedestrian route between Electric Avenue and Pope’s Road – better reflecting pedestrians desire lines
* The introduction of gateway features to enhance visibility and promote the three market streets in a way that is welcoming
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| **Protected characteristics and local equality characteristics** | **Impact analysis****For each characteristic please indicate the type of impact (i.e. positive, negative, positive and negative, none, or unknown), and:***Please explain how you justify your claims around impacts.**Please include any data and evidence that you have collected including from surveys, performance data or complaints to support your proposed changes.**Please indicate sources of data and the date it relates to/was produced (e.g. ‘Residents Survey, wave 10, April 12‘ or ‘Lambeth Business Survey 2012’ etc)* |
| **Race** | 47% of “frequent” visitors to Brixton’s markets identify as being “Black, African, Caribbean or Black British”, with 37% identifying themselves as “white”, emphasising the importance of Brixton’s street market to minority groups; 37% of “infrequent” vistors identify at being “Black, African, Caribbean or Black British”, with 64% identifying themselves as “white”. This underlines the importance of the market to “non-white” groups.The design proposals and 5 year Street Market Strategy being developed in consultation with residents, shoppers, traders, shop retailers and others will seeks to ensure that the market continues to serve existing patrons whilst attracting new ones.ShoppersThe project will deliver a significantly improved public realm that should improve the shopping exerpeince and help contribute to improved trading conditions in Electric Avenue. The street has a high number of BME retailers and traders. Some traders have indicated that the recently introduced extension of the Pedestrian Zone hours will impact on their businesses, so the project proposes a limited relaxation of the hours of operation on Electric Lane for goods loading only.   |
| **Gender** | The gender split amongst visitors to the markets is 55% female and 45% male – this is very typical. The design proposals and 5 year Street Market Strategy seeks to maintain accessibility to the market for all genders. |
| **Gender re-assignment** | None. |
| **Disability** | Both - The project aims to improve the accessibility of Electric Avenue by reducing unnecessary street clutter and obstacles and re-positioning market stalls in the centre of the street, to create a more pleasant and easy to navigate area for everyone. This may have positive impacts for people with sensory or mobility impairments and disabilities as they may find it easier and safer to move around. However, the shared space element of the public realm design could potentially have a negative impact for blind and partially sighted people who generally prefer a more traditional highway layout with clear and demarcated areas for pavements and carriageway. The market stalls will be in the centre of the street (i.e. technically in the vehicle carriageway) and Electric Avenue will be Pedestrian Zones during the hours of the street market so all vehicles will be banned. Subject to compliance and rigourous enforcement, this arrangement will minmimise considerably the risk of a collision. Moreover, other design solutions will be considered through the design development informed through further consultation with relevant groups. |
| **Age** | Positive – The project aims to improve the accessibility of Electric Avenue by reducing unnecessary street clutter and obstacles and re-positioning market stalls in the centre of the street, to create a more pleasant and easy to navigate area for everyone. New public seating is also proposed. This may have a positive impact on elderly people who currently find it difficult to use the market street and also those who would benefit from somewhere to sit. A further consultation session will be carried out so that elderly users views can be fed into the design process. The provision of seating and more across the street and between the stalls will assist those with buggies, prams, mobility scooters, wheel chairs, etc. |
| **Sexual orientation** | No direct impact |
| **Religion and belief** | Postive - Brixton’s street market is exceptionally diverse, with approximately 25 different nationalities represented amongst the traders in the 3 market streets. “Diversity” has also recurred consistently throughout the consultation process as a perceived strength. Indeed, it is part of the very character of the market. The design proposals and 5 year Street Market Strategy (and any subsequenty promotional or marketing initiative) will seek to emphasise diversity as an asset and strengthen the markets broad appeal to people of all races and religions.   |
| **Pregnancy and maternity** | Positive – The project aims to improve the accessibility of Electric Avenue by reducing unnecessary street clutter and obstacles and re-positioning market stalls in the centre of the street, to create a more pleasant and easy to navigate area for everyone. This may have positive impacts on people who are pregnant or have young children. |
| **Marriage and civil partnership** | No direct impact |
| **Socio-economic factors** | Positive – Both the design work and the parallel street market strategy will deliver a significantly improved public realm and street market, which should help contribute to improved trading conditions in Electric Avenue, supporting existing small busiensses and the ability for new start-ups to emerge. As set out in the evidence section of this EqIA, the market serves a wide demongraphic and investment in it should have a direct benefical impact in terms of improving the shopping environment.As outlined in the evidence base above existing patrons value affordability and range of offer in the market which combined with indoor markets is the biggest retail venue in Brixton. The strategy will come with recommendations that support balanced mix of commodities and range of prices so that market can serve existing dempographic as well as new clients. This may be reflected in variation of stall types, locations and tenencies in relation to price. Management of the market and its tenencies is one of the key Council leavers to guarantee provision of affordable working and shopping space and the strategy will make recommendations which will safeguard this role of the market while making market more financialy sustainable in addition to this role but not instead of this role. If different management arragmenents were recommended than current, the strategy will consider establishing steering group with strong Council representation to ensure the role of the market is safeguarded. The steering group will have to agree any changes to tenancy policy. Management of the market will aslo be responsible for its branding and commitment to equality and diversity should be included in any management contract if not agreed by the steering group.  |
| **Language** | None  |
| **Health** | Positive – the project aims to encourage people to walk or cycle to Brixton’s markets. Brixton’ street market is also a participant in the Alexander Rose Food Voucher scheme, which promotes health eating to young families through the provision of Food Vouchers – strengthening links between the market and the local community and fresh produce and health eating. The 5 year Street Market Strategy will also consider a future calendar of arts, festivals and events, which may include cooking demonstrations and stronger ties with local schools for educative purposes. The latter will be included in the on-going wider stakeholder consultation around the design proposals. |
| **2.2 Gaps in evidence base***What gaps in information have you identified from your analysis? In your response please identify areas where more information is required and how you intend to fill in the gaps. If you are unable to fill in the gaps please state this clearly with justification.* | It is proposed that a design review workshop is held with Lambeth-based charities Transport for All and Age UK. The Council has worked with both groups before to get the views of elderly and disabled Lambeth residents. Initial discussions have been held with Transport for All and a workshop event and site walkabout is scheduled for late August 2015. The outcomes from this session will inform the detailed design.  |
| **3.0 Consultation, Involvement and Coproduction** |
| **3.1 Coproduction, involvement and consultation** *Who are your key stakeholders and how have you consulted, coproduced or involved them? What difference did this make?* | The Electric Avenue public space designs have been developed following consultation and engagement with market traders, market users, local businesses and residents and co-produced with the Brixton Market Traders’ Federation (BMTF), the Brixton Society and the Brixton BID.Early consultation on public space improvements in Electric Avenue was carried out during the development of the Brixton Supplementary Planning Guidance and the Brixton Public Realm Study, published in 2013 and 2014 respectively. The Public Realm Study produced some sketch design proposals for the street and, whilst the “fabric weave” paving pattern was not well received, the overall aspiration to improve the street was supported by 77% of respondents.To help prepare and inform the High Street Fund bid submission, a round of targeted engagement took place with key stakeholders such as BMTF and the Brixton Pound in autumn 2014. Additional engagement took place in March 2015 when a workshop was held with market traders to establish their needs and priorities for the future.The briefs for Gort Scott and Quarterbridge made it clear that engagement, consultation and co-production would be at the heart of their work and both companies have worked closely together to coordinate their engagement and consultations activities.  Consultation has included:* A letter to all traders, shop owners and residents in the area
* Face to face surveys with shoppers about the street markets
* Market stalls on Electric Avenue and Brixton Station Road
* “Walkshop” sessions in the market streets where people could talk with consultants about the markets
* A visit to each market stall to speak with traders about the project
* A workshop with local residents
* A focus group with shoppers
* Presentation and Q & A at the Brixton Market Traders’ Federation AGM
* Meetings with council officers to discuss waste management, licencing issues, loading and vehicular access to market streets and enforcement
* A trial stall layout and physical model of the proposed options to discuss with traders
* 1-2-1 interviews will be held with key stakeholders and a a questionnaire sent out to a wider list of local groups – as part of the street market strategy – not specially the design work
* Final consultation response on the preferred design will be pulled together after 4th September deadline to inform final design and sign off.

A recurring theme during engagement with market traders and local businesses was the impact of recent extension to the hours of operation of the market street Pedestrian Zones to 8am-6pm. As a result of this, the team agreed to propose some limited relaxation of the hours on part of Electric Lane to accommodate loading for goods vehicles only. |
| **3.2 Gaps in coproduction, consultation and involvement***What gaps in consultation and involvement and coproduction have you identified (set out any gaps as they relate to specific equality groups)? Please describe where more consultation, involvement and/or coproduction is required and set out how you intend to undertake it. If you do not intend to undertake it, please set out your justification.*  | It is proposed that a design review workshop is held with Lambeth-based charities Transport for All and Age UK. The Council has worked with both groups before to get the views of elderly and disabled Lambeth residents. Initial discussions have been held with Transport for All and a workshop event and site walkabout is scheduled for late August 2015.  |
| **4.0 Conclusions, justification and action** |
| **4.1 Conclusions and justification** *What are the main conclusions of this EIA? What, if any, disproportionate negative or positive equality impacts did you identify at 2.1? On what grounds do you justify them and how will they be mitigated?* | The aim of the project is to introduce a package of public space improvements to Electric Avenue. It is intended that these improvements will bring positive benenfits to users of Electric Avenue, particularly the elderly and disabled. The improvements will also benefit retailers and market traders in the street as a result of increased trading, as well as the wider Brixton/Lambeth economy. The improvements should also have beneifts to both Black and Asian Minority (BAME) communities as these groups ave significant levels of representation acrss traders, shop owners and shoppers. An improved Brixton street market should also work to support new start-ups, increasing the opportunity to access cheap and low risk enterprise space.  |
| **4.2 Equality Action plan***Please list the equality issue/s identified through the evidence and the mitigating action to be taken. Please also detail the date when the action will be taken and the name and job title of the responsible officer.*  |
| **Equality Issue** | **Mitigating actions** |
| Shared space issues for people who are blind and partially-sighted | Access for All/Age UK design workshop and walkabout will address this issue and feedback will help inform the design. |
| **5.0 Publishing your results** |  |
| The results of your EIA must be published. Once the business activity has been implemented the EIA must be periodically reviewed to ensure your decision/change had the anticipated impact and the actions set out at 4.2 are still appropriate.  |
| **EIA publishing date** |  |
| **EIA review date** |  |

All completed and signed-off EIAs must be submitted to equalities@lambeth.gov.uk for publication on Lambeth’s website. Where possible, please anonymise your EIAs prior to submission (i.e. please remove any references to an officers’ name, email and phone number).