

## Assessing Equality – The Equality Act 2010

### Customer Impact Assessment

**Name and brief description of process being analysed Markets and Events.**

Four Seasons annual community events in each of the Market towns in Fenland. The nature of the event is outlined in the event control document. Each event is organised in consultation with a committee of local residents who have volunteered their time and ideas to contribute to improving the event each year.

Weekly markets at March, Chatteris and Whittlesey to maintain Market town status, for all of our towns and visiting seasonal fairs are permitted to uphold a long tradition dating back to the 1600’s. We will apply the Market Byelaw and regulations made under S75 of the Public Health Act 1961. All persons selling foodstuffs must comply with the Food Safety (General Food Hygiene) Regulations 1995 and the Food Safety Act 1990 (as amended).

**Information used for customer analysis**

Feedback is gathered during the events through public consultation of c200 surveys annually. The Council also collates and responds to feedback received through its 3Cs process. The events have been running for over 10 years and experiences gained from officers working at the events is also recorded and acted upon to improve the customer experience.

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	Details of actions or explanations if actions are not possible  Please note details of any actions to be placed in your Service Plan
Race	<input checked="" type="checkbox"/>			The events are held in public open spaces and in town centres making them accessible to all members of the public, regardless of age, sex, beliefs, marital status or sexual orientation. Creates an opportunity for cohesion, as visitors of different races, faiths and beliefs are invited to attend and also	Y	<b>Visual imagery</b> is used in marketing to appeal to those who may not speak English or can read very well. And advertised in local free magazines that are delivered to everyone. <b>Facebook</b> is one means of
Sex		<input checked="" type="checkbox"/>			N	
Gender reassignment		<input checked="" type="checkbox"/>			Y	
Disability			<input checked="" type="checkbox"/>		Y	
Age		<input checked="" type="checkbox"/>			Y	
Sexual orientation		<input checked="" type="checkbox"/>			N	

## Assessing Equality – The Equality Act 2010

Religion or belief	<input checked="" type="checkbox"/>			<p>contribute to the planning of the event. Businesses of all nationalities take part in these events.</p>	Y	<p>communication which has some translation facility built into it.</p>
Pregnancy & maternity			<input checked="" type="checkbox"/>		Y	
Marriage & civil partnership			<input checked="" type="checkbox"/>	<p>The events can attract large crowds, which could pose risk to those who are vulnerable to this environment; at the four season events stewards are available to assist people. Enough warning is in place for these events to allow people that need to avoid them, can. Wheelchair accessible.</p> <p>Public events can be crowded which could be uncomfortable for a pregnant visitor or visitors with additional needs.</p> <p><b>Toilet facilities</b> are provided for all users. Toilets are single cubicles allowing privacy and choice to use male/female/disabled toilets. Radar locks for disabled users allowing those that qualify have access.</p> <p>Private changing facilities are made available to all performers.</p> <p>The Christmas markets are a local tradition, however, there is no exclusions to other beliefs to attend. There are none-Christian merchandise</p>	N	<p><b>Designated disabled parking</b> is available. Ramps are introduced to ensure drop curbs are maintained for wheelchairs, mobility scooters and buggies during large events, if the usual ones have been otherwise obstructed.</p> <p>A <b>lost child procedure</b> is in place along with <b>safeguarding procedure</b>.</p> <p>Customer feedback is gathered during the event to ensure facilities and entertainment meets the needs of visitors, staff and performers. Visitors and businesses coming to all our events can feedback via the <b>3C's process</b>.</p> <p>All correspondents, data</p>

## Assessing Equality – The Equality Act 2010

				<p>and food and drink available to enjoy by all.</p> <p>All church service is held in March market on good Friday to allow all Christian religions to celebrate together. Other religions/ beliefs can book the market places for similar events if they wish free of charge.</p> <p>Stallholders are advised that whilst information can be provided upon request of visitors. Touting or accosting is not permitted to protect vulnerable visitors and protect the enjoyment of customers.</p> <p>Stall holder compliance to equality act is highlighted in the Markets code of conduct.</p> <p>Showman’s guild is responsible for ensuring their own Equality Assessments and FDC allow them to use their land as part of maintaining tradition.</p>		<p>retention and feedback are in line with the <b>GDPR policy</b>.</p> <p>ALL residents receive advance <b>warning of closures</b> via letter if closure affects access to their property and signs on car parks. Emergency services, in an emergency have access during closures.</p>
<b>Human Rights</b>		<input checked="" type="checkbox"/>		<p>Businesses must have appropriate insurance and risk assessments in place and if serving food a Food Hygiene rating of at least level 3 is required.</p>	Y	<p>Continue to check businesses are maintaining standards</p>

## Assessing Equality – The Equality Act 2010

<p><b>Socio Economic</b></p>	<p>☑</p>		<p>Each event draws several thousand visitors to the town centres. Local businesses and traders continue to support and benefit from increased custom. Entertainment is provided free of charge. Parking is free of charge.</p> <p>Business tender is in place to ensure fair distribution of business access and provide for the events judged by a committee. Based on the service being provided and the prices.</p> <p>For the weekly Market there is an introductory offer to encourage new stall holders - 321 offer. First 3 weeks half price, 4 &amp; 5 week £10 reduced rate and 6 week free. We have continued to keep market stall pitches at a low rate to encourage new business to come and maintain good customer service to our current businesses.</p> <p>For the larger markets we offer a competitive price and free advertisement.</p> <p>Markets and events are advertised on social media and the FDC website. It is the responsibility of stallholders to advertise their own businesses.</p>	<p>Y</p>	<p>The committees of the four-season events endeavour to offer a variety of attractions within the event including free of charge activities to ensure that the event offers something for all income levels.</p> <p>Payment options for pitches are Free for those providing information services and not making money. Allowing Charities and groups to promote themselves and services available in the community. How traders accept payment from their customers is the responsibility of the individual traders.</p> <p>Payment options cash, cheque, card payments over the phone and BACs are available when booking a pitch at FDC led events. We are investigating options to set up Pay Point at our customer hubs.</p> <p>Covid 19 lockdown has meant that some trader's not selling</p>
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## Assessing Equality – The Equality Act 2010

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<b>Multiple/Cross Cutting</b>		<input checked="" type="checkbox"/>		<b>None Identified</b>	N	<b>None Identified</b>
<b>Outcome(s) of customer analysis</b>						
<p>a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative <input type="checkbox"/> neutral Y positive <input type="checkbox"/></p> <p>No major change needed <b>Y</b> Adjust the policy <input type="checkbox"/> Adverse impact but continue <input type="checkbox"/> Stop and remove / reconsider policy <input type="checkbox"/></p>						
<p><b>Arrangements for future monitoring: continue event feedback and 3c's process.</b>          Note when analysis will be reviewed; include any equality indicators and performance against those indicators</p>						
<b>Details of any data/ Research used</b> (both FDC & Partners):						
<b>Completed by Name: Amy Robinson    Position: Environmental Projects Officer.</b>						
<b>Review date: 11/12/21</b>						
<b>Approved by</b> (manager signature): Layna Warren				<b>Date published:</b> This should be the date the analysis was published on the website		

## Assessing Equality – The Equality Act 2010

Details of any Committee approved by (if applicable):

Date endorsed by Members ( if applicable):