



IPSWICH
BOROUGH COUNCIL

Equality Impact Assessment

Shopfront Design Guide SPD – Equality Impact Assessment, January 2016

Ref: EQIA2016020223

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What is the report trying to achieve?:

To raise the standard of shopfront design, both new and the conservation of existing properties. The objective will achieve a higher standard of commercial design across the Borough, will improve streetscapes, conserve historic assets, enhance the towns commercial offer and image.

What evidence/data is being used to support this equality analysis?:

Good practice recommended by the Alzheimer's Society and the Government's Lifetime Neighbourhoods publication (Dept of Communities and Local Govt, 2011). First hand observation and anecdotal data. Suffolk County Council's Highway Advice Note ESE 01.

Supporting documents (if available):

Is there potential for positive or negative impact on any of the protected characteristics?

- **Age:** *Positive*
- **Disability:** *Positive*
- **Marriage & Civil Partnership:** *No Impact*
- **Race:** *No Impact*
- **Pregnancy & Maternity:** *Positive*
- **Religion or Belief:** *No Impact*
- **Gender Reassignment:** *No Impact*
- **Sex:** *No Impact*
- **Sexual Orientation:** *No Impact*

If 'No Impact' explain why

Marriage & Civil Partnership: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

Race: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

Religion or Belief: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

Gender Reassignment: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

Sex: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

Sexual Orientation: The recommendations are concerned with the physical design rather than the information content or social meaning / significance of shopfronts; the impact is therefore neutral.

If you have identified any negative impacts (above) how can they be minimised or removed?

The report helps us to 'eliminate unlawful discrimination, harassment & victimisation' in the following way(s):

As a result of the consultation, a specific request was made on behalf of older people and sufferers from dementia and alzheimers. The request was for the inclusion of recommendations on accessibility for the physically and mentally impaired.

It was agreed that there should be references to the need to design for older people, and to introduce colour and contrast where appropriate, ie to identify doorsteps.

In response to concerns about the physical obstacles faced by older people and the disabled,

recommendations are included in the SPD on the provision of level thresholds at entrances, suitably designed ramps, level, non-slip floor surfaces, minimum entrance door widths, low-resistance self-closing door specifications, colour and contrast at thresholds to assist the visually impaired, readily useable door handles, avoidance of obstacles on the pavement, eg advertising boards, tables and chairs.

In order to address the physical access problems caused by Pregnancy and Maternity, recommendations are included in the SPD on the provision of minimum entrance door widths (eg to allow access for double buggies).

The report helps us to 'advance equality of opportunity...' in the following way(s): The recommendations on design for disabled access (suitably designed ramps, level, non-slip floor surfaces, minimum entrance door widths, low-resistance self-closing door specifications, colour and contrast at thresholds to assist the visually impaired, readily useable door handles, avoidance of obstacles on the pavement, eg advertising boards, tables and chairs, door openings wide enough for double buggies) help prevent the exclusion of disadvantaged groups in the public environment.

The policy helps us to 'foster good relations...' in the following way(s): The recommendations on design for disabled access (suitably designed ramps, level, non-slip floor surfaces, minimum entrance door widths, low-resistance self-closing door specifications, colour and contrast at thresholds to assist the visually impaired, readily useable door handles, avoidance of obstacles on the pavement, eg advertising boards, tables and chairs, door openings wide enough for double buggies) are intended to be as inclusive as possible.