



Canvey Town Centre Masterplan

Equality Impact Assessment (EqIA)

2011

Strategy and Policy EqlA

All strategies and policies must be initially screened for their positive and negative equality impacts.

This initial screening will determine whether or not it is necessary to carry out a full EqlA for the strategy or policy.

This template has been designed to help you initially screen your strategy or policy and, if necessary, undertake a full EqlA .

Title of strategy or policy:	Canvey Town Centre Masterplan
Person undertaking EqlA:	Amanda Raffaelli
Head of Service:	Steve Rogers
Department:	Regeneration and Neighbourhoods
Date EqlA completed:	April 2011

Strategy and policy overview

Strategy and policy overview	
What is the strategy or policy intending to achieve?	The Canvey Town Centre Masterplan sets out a strategy, plan and policies for the regeneration of Canvey Town Centre.
What are the summary aims and objectives of the strategy or policy?	<p>The vision of the Masterplan is:</p> <p><i>'Canvey Town Centre will become a new heart for the local community and a destination for visitors. The already strong community will be empowered with facilities, choices and opportunities, and the tools to be actively involved in the future of the Town Centre. The masterplan will build on the Island's unique character and community spirit in the services, buildings, streets and spaces and will instill a sense of pride through quality.</i></p> <p><i>Drawing people between existing and new destinations will encourage investment and long-term economic viability and will ultimately make Canvey Town Centre come alive.'</i></p> <p>The specific objectives of the masterplan build on this vision.</p>
Who will benefit from implementing the strategy or policy?	It is intended that the masterplan will benefit the whole community including local residents and local retailers. It will also benefit landowners and national retailers operating in the town centre.

<p>What are the links to the Council's corporate priorities?</p>	<p>The Masterplan links explicitly to the Council's priority of Regeneration and Homes by aiming to stimulate the economy in local town centres.</p>
<p>What are the links to other Council strategies and policies?</p>	<p>The Masterplan also links to policies in the Council's emerging Local Development Framework Core Strategy, which promotes town centre regeneration in an effort to secure additional retail floorspace, consistent with the findings of the Retail Needs Assessment 2007, and also to secure additional homes in an effort to protect the Green Belt from unnecessary development. A survey of residents in 2009 indicated a strong preference for protecting the Green Belt.</p>
<p>What are the links to other community strategies and policies?</p>	<p>The Masterplan links directly to the borough's Regeneration Framework, prepared by the Castle Point Regeneration Partnership. This Partnership comprises numerous organisations involved in the delivery of social, environmental, economic and physical regeneration in Castle Point.</p> <p>Regenerating our local economy and places is also an objective the Community Strategy. The Community Strategy, prepared by the Local Strategic Partnership, is underpinned by an Employment, Skills and Business Plan which seeks improved opportunities for employment and business in Castle Point. The regeneration of town centres will help secure some of the ambitions in this plan.</p> <p>The County Council are currently building a new secondary school in the town centre. The masterplan will help to ensure that the design of the town centre is inclusive to uses of the new school.</p>

Equality Act 2010

The Equality Act 2010 introduces 2 specific statutory duties on public bodies such as local authorities:

- **Socio-economic duty:**

- Have due regard when making strategic decisions to the need to reduce inequalities of outcome which result from socio-economic disadvantage

- **Single (integrated) equality duty:**

- Eliminate discrimination, harassment and victimisation or any other conduct prohibited by the Act
- Advance equality of opportunity between persons who share a “protected characteristic” and those who do not
- Foster good relations between people who share a “protected characteristic” and those who do not

The Equality Act 2010 brings together all of the different equality strands and refers to them as “**protected characteristics**”:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

Initial screening

This initial screening template will determine whether or not the strategy or policy requires a full EqlA

If any of the answers to the 6 screening questions is “yes”, then a full EqlA will be required.

Initial screening		
Does the strategy or policy aim to reduce inequalities of outcome which result from socio-economic disadvantage?	Yes	<p>Objective 6: <i>Empower and activate the strong local community by improving access to and delivering the necessary facilities they need both now and in the future.</i></p> <p>Spatial Objective 7: <i>Create a socially inclusive environment where all people feel comfortable as users.</i></p> <p>Movement Objective 2: <i>Improve the public realm so the needs of all users of the town centre are met and which also reduces the dominance of moving vehicles.</i></p>
Does the strategy or policy aim to eliminate discrimination, harassment and victimisation?	No	No reference to eliminating discrimination, harassment and victimisation. However, it does not seek to promote such acts either.
Does the strategy or policy aim to advance equality of opportunity?	Yes	<p>Objective 6: <i>Empower and activate the strong local community by improving access to and delivering the necessary facilities they need both now and in the future.</i></p> <p>Objective 7: <i>Secure investment in the Town Centre to dramatically enhance the retail and service offer.</i></p>

Initial screening (continued)		
Does the strategy or policy aim to foster good community relations?	Yes	Spatial Objective 1: <i>Develop a series of public spaces providing destinations and spaces for outdoor events, festivals and town markets.</i>
Does the strategy or policy have the potential to make a negative contribution to equality?	Yes	<p>A strong focus on economic viability may impact on delivering community based aspects of the masterplan.</p> <p>Promoting non-car travel may have implications for those who rely on their cars to get around. For example, older people, people with disabilities, pregnant women and people with babies and young children.</p> <p>Section 5 which deals with transport and parking, is unclear as to how car parking will be managed to accommodate people with specific needs. In particular, a multi-storey car park is proposed but no consideration is given to how parking for people with specific needs will be included within this proposal, or separately elsewhere within the town centre. It is noted that some on-street parking is identified but this is proposed for short-stay use and not for those with specific needs.</p>
Does the strategy or policy make a positive contribution to equality?	Yes	The objectives of the masterplan, as set out in the response to the questions above indicate that there is the potential for the masterplan to contribute positively towards sustainability by improving access to the town centre, supporting community facilities and by promoting social interaction. However, in places it lacks specificity which may ultimately impact on the equity of the scheme that is actually delivered.
Initial screening outcome	A full EqIA is required to ensure that the Masterplan delivers against its equality objectives.	

Full assessment

Information gathering	
<p>What quantitative and qualitative information is there?</p> <p>What additional information is required?</p>	<p>Canvey Town Centre is central to Canvey Island, with the ward boundaries for four of the town's six wards falling within the town centre. Profiles for the six wards on Canvey Island are attached as an appendix to this assessment. The profiles highlight the following issues:</p> <ul style="list-style-type: none">• There are pockets of deprivation on Canvey with Central Ward and West Ward both scoring high against the Indices of Multiple Deprivation compared to elsewhere in England.• There is above average levels of obesity in all wards on Canvey Island.• There are high levels of teenage pregnancy in Central, West and Winter Garden wards.• There is below average life expectancy in Central and South wards.• Crime is higher than elsewhere in Castle Point, with Central, South, Winter Gardens, and to a lesser extent West wards showing particular issues. <p>The report <i>Indices of Multiple Deprivation 2007 – Castle Point Borough</i> breaks down the information on deprivation in Castle Point. It indicates that there are areas in west and central Canvey Island where employment, income and health deprivation are high. It also shows that education deprivation is high across the whole of Canvey Island. Meanwhile, the areas adjacent to Canvey's employment area, and of most relevance, the area adjacent to the town centre suffer from Living Environment deprivation.</p> <p>Another report of relevance is the Retail Needs Assessment 2007. This found that there was a need for around 10,000 additional square metres of retail floor space in Castle Point in the period to 2027 in order to support the shopping needs of local</p>

Information gathering	
	<p>people. In particular the retail needs assessment found that the quality of both Canvey and Hadleigh Town Centres were poor, and that they should be regenerated to better meet local needs and supply the additional retail floor space. This was considered preferable in comparison to providing additional floorspace in less accessible out of centre locations.</p> <p>Having regard to this information it is clear that improvements to the Town Centre, including improved provision of education and health facilities, are required to improve the opportunities for all people living on Canvey Island.</p>
<p>What are the outcomes of any internal and/or external consultation with stakeholders?</p> <p>What further consultation is required?</p>	<p>Extensive consultation was undertaken when drafting the Canvey Town Centre Masterplan. Opportunities to take part included a Regeneration Shop open on weekdays and on Saturday mornings, online and via youth workshops. Over 3,700 people were engaged in the consultation process.</p> <p>A summary of the key results is set out on page 9 of the masterplan. In respect of equality and diversity there was support for community facilities, for new spaces in the town centre and for opportunities for community interaction such as open spaces, youth facilities/activities and restaurants and cafes.</p> <p>Key issues with regard to equality and diversity were the dominance of vehicle traffic affecting movements, a lack of things for young people to do, and poor access arrangements for people with disabilities.</p> <p>A full report on the consultation has been prepared and is available to view.</p> <p>It is anticipated that additional consultation on the Canvey Town Centre Masterplan will take place in May to July 2011. The purpose of this consultation is to ask whether the Council should adopt the document as a supplementary planning</p>

Information gathering	
	document against which planning applications for the town centre will be considered. A consultation plan will be prepared to ensure that the consultation provides equality of access.
What examples are there of existing good practice?	<p>There are numerous examples of masterplans for different town centres in the UK and abroad. The fundamental elements of masterplans are:</p> <ul style="list-style-type: none"> a) good consultation; b) a plan that reflects the outcomes of consultation and c) a deliverable plan – failure to deliver a masterplan affects the confidence of those who engaged in consultation. <p>The Canvey Town Centre Masterplan includes evidence of how consultation has been used to inform the plan (Pages 8 and 9), and also an economic appraisal and delivery section to indicate how the plan can be delivered (section 7). This is consistent with good practice.</p> <p>The consultants BDP, who prepared the masterplan, have included numerous examples of where they have been involved in other town centre masterplans in their fee proposal. These include Maidenhead, Baldock and Chichester where delivery has achieved positive improvements to the quality of the environment in those locations.</p>

Making a judgement

How will the strategy or policy eliminate discrimination, harassment and victimisation?

It is not an explicit objective of the masterplan to eliminate discrimination, harassment and victimisation. However, from a masterplan perspective the documents goes some way towards addressing accessibility issues in the town centre and promoting community activity.

The proposals of the masterplan do however include the creation of new footpaths away from the areas of main activity. In particular the Lake Link path and a footpath from the Paddocks to Furtherwick Road down the side of the building that is currently the Job Centre.

Such footpaths provide opportunities for discriminating, harassing or victimising to take place away from the main area of activity.

The masterplan does recognise the difficulties such footpaths create. In order to prevent conflict between footpath users generally, the masterplan proposes that footpaths should be of a generous width (page 45).

The masterplan also places a high level of importance on lighting as a means of making places safer. It seeks for all public routes including footpaths to be illuminated (page 52).

With regard to the Lake Link, the creation of active frontages along the route is also expected as a way of making the route safer (page 33). However, the same action is not proposed for the footpath between the Paddocks and Furtherwick Road creating an opportunity for discrimination, harassment and/or victimisation to occur. The creation of active frontages in this location, or the provision of CCTV covering this footpath would help to eliminate this risk.

Making a judgement

How will the strategy or policy advance equality of opportunity?

The masterplan seeks to provide community benefits that will help to address deprivation issues on Canvey and increase the opportunity for self development and community interaction. In particular, the masterplan seeks to integrate the newly developed school into the town centre through the provision of flexible shared spaces including a community learning zone. It also seeks to develop the hub around the newly developed PCT Healthcare Centre to create opportunities for community and cultural activity. A new children's play area is proposed. These opportunities will be mainly created around the existing school site and the Paddock's site.

Throughout the consultation however, specific concern was expressed with regard to a lack of existing provision for young people. At present groups of young people 'hang out' in the town centre during the evening and are considered intimidating by some other users. The proposals in the Canvey Town Centre Masterplan do not appear to seek in any way to make specific provision for this age group, and it perhaps fails in this instance to advance equality of opportunity.

A primary focus of the masterplan is improving the mix of retailers in the town centre by creating additional floorspace, and a mix of different sized units. This will increase the opportunity for local residents to meet their retail needs on Canvey. This is an important enhancement of opportunity for those people who are less able to travel further afield for shopping.

How will the strategy or policy foster good community relations?

As well as creating opportunities around the Paddock's site for community and cultural activities, the masterplan also proposes the creation of a range of public open spaces for events, markets etc to occur. Such events are important for enabling positive community action, and are fundamental to establishing good

Making a judgement	
	relations between different groups within the community. Failure however, to provide opportunities for young people may undermine this opportunity.
<p>Does the strategy or policy have the potential to make a negative contribution to equality?</p> <p>If so, which groups with “protected characteristics” will be affected and what are the reasons?</p>	<p>A strong focus on economic viability may impact on delivering community based aspects of the masterplan. It is important that through the delivery of retail and housing elements of the plan, opportunities to maximise the delivery of community facilities, public realm improvements and community events are achieved.</p> <p>Promoting non-car travel may have implications for those who rely on their cars to get around. For example, older people, people with disabilities, pregnant women and people with babies and young children.</p> <p>Section 5 which deals with transport and parking, is unclear as to how car parking will be managed to accommodate people with specific needs. In particular, a multi-storey car park is proposed but no consideration is given to how parking for people with specific needs will be included within this proposal, or separately elsewhere within the town centre. It is noted that some on-street parking is identified but this is proposed for short-stay use and not for those with specific needs.</p> <p>It is important to ensure that there are sufficient parking spaces, in accordance with Essex Vehicle Parking Standards for people with disabilities, and that suitable standards for people with babies and young children are applied in the town centre to enable enhanced accessibility for all.</p>
What can be done to address any contribution to inequality caused by the strategy or policy?	The masterplan is a product of the Regeneration Partnership. As a member of the Regeneration Partnership, with a responsibility for planning, it is the role of the Council to adopt the masterplan as a Supplementary Planning Document. In

Making a judgement	
	adopting the masterplan as a Supplementary Planning Document, an adoption statement will be prepared. The Council can, in order to address the inequality issues arising from the masterplan, include caveats within this adoption statement that also need to be applied when considering applications for development in Canvey Town Centre. It is likely that caveats will also emerge from the Transport Assessment and the Sustainability Assessment.
What can be done to assist understanding of the strategy or policy?	<p>Additional consultation is due to be undertaken on the Canvey Town Centre Masterplan in May – July 2011. A consultation plan will be prepared to ensure that the consultation provides equality of access. In particular, consideration needs to be given to the following:</p> <ul style="list-style-type: none"> • Difficulties of access associated with education and health deprivation; • Engaging the full breadth of the community including young people; • Ensuring that locations and materials are accessible to people with physical difficulties, including those with visual impairments; • Ensuring that there are opportunities to attend consultation events that do not coincide with the religious festivals of local residents.

The real value of completing an EqlA comes from the actions that will take place and the positive changes that will emerge through conducting the EqlA.

The action plan should be SMART and feed directly in to the strategy or policy itself and any associated Service Plan. In addition, it should be consistent with any corporate equality actions.

The action plan should only include the main actions likely to have the greatest impact. It need not be a comprehensive list of all the possible things that might provide positive outcomes. It is unlikely that any action plan will have less than 6 to 8 actions but an action plan that runs to several pages may not provide sufficient focus and deliverability.

Action plan					
Equality objective	Action(s)	Lead responsibility	Resources	Timescale(s)	Outcome(s)
Eliminate discrimination, harassment and victimisation.	Include a caveat within the adoption statement of the CTCMP that requires the creation of active frontages or the provision of CCTV covering the footpath between the Paddocks site and Furtherwick Road.	Amanda Raffaelli to prepare adoption statement. Full Council to consider adoption statement.	Existing Resources	Draft adoption statement prior to consultation in May 2011. Consideration of adoption statement by Full Council in September 2011	Opportunity for discrimination, harassment and victimisation to occur eliminated from the plan.
Advance equality of opportunity.	Include a caveat within the adoption statement of the CTCMP seeking specific provision of facilities for young people.	Amanda Raffaelli to prepare adoption statement. Full Council to consider adoption statement.	Existing Resources	Draft adoption statement prior to consultation in May 2011. Consideration of adoption statement by Full Council in September 2011.	Opportunities to advance equality of opportunity identified in delivering the plan.
Eliminate potential negative equality impacts	Make it clear within the adoption statement that the Essex Vehicle Parking Standards in respect of parking for people with disabilities will be applied when considering planning applications in Canvey Town Centre.	Amanda Raffaelli to prepare adoption statement. Full Council to consider adoption statement.	Existing Resources	Draft adoption statement prior to consultation in May 2011. Consideration of adoption statement by Full Council in September 2011.	Opportunities to eliminate negative equality impacts identified in delivering the plan.
Eliminate potential negative equality	Include a caveat within the adoption statement that requires the provision of parking for people with babies and young	Amanda Raffaelli to prepare adoption statement.	Existing Resources	Draft adoption statement prior to consultation in May 2011.	Opportunities to eliminate negative equality impacts identified in

Action plan					
Equality objective	Action(s)	Lead responsibility	Resources	Timescale(s)	Outcome(s)
impacts	children when considering planning applications in Canvey Town Centre.	Full Council to consider adoption statement.		Consideration of adoption statement by Full Council in September 2011.	delivering the plan.
Assist others in understanding the Canvey Town Centre Masterplan	Prepare a consultation plan for the forthcoming consultation that recognises the following issues: <ul style="list-style-type: none"> • Difficulties of access associated with education and health deprivation; • Engaging the full breadth of the community including young people; • Ensuring that locations and materials are accessible to people with physical difficulties, including those with visual impairment; • Ensuring that there are opportunities to attend consultation events that do not coincide with the religious festivals of local residents. 	Amanda Raffaelli to prepare consultation plan. Consultation Plan to be agreed with Members before consultation undertaken.	Existing Resources	Prepared by the end of April 2011.	Effective engagement with a greater proportion of the community on Canvey Island, including hard to reach groups.

APPENDIX 1: WARD PROFILES

Ward	Profile	Households	Deprivation	Ethnicity	Health	Area knowledge	Services to target
CI Central	Upwardly mobile families	2868	High deprivation compared to areas in England Most deprived 5th in Castle Point	Eastern European community	Below average life expectancy Above average obesity High teenage pregnancy	4 th highest crime level (436) 2 nd highest burglary (44) Highest for criminal damage (136) 3 highest level of ASB (370)	Benefits Community Safety Leisure
CI East	Close knit community	2852	Mid deprivation in England Mid to low level deprivation in Castle Point	Western European community	Above average obesity	4 th lowest for burglary (17)	Concessionary Travel
CI North	Independent older people with active lifestyle	3202	Mid deprivation of areas in England Most deprived 5th in Castle Point	Bangladeshi, Hispanic, and Western European communities	Above average obesity	4 th lowest level of crime (213) Lowest level of burglary (12) 3 rd lowest level of criminal damage	Concessionary Travel Leisure
CI South	Older people in small communities	2746	Low level deprivation of areas in England High level of deprivation in	Bangladeshi, Hindu and Western European communities	Below average life expectancy Lowest level life expectancy in	Highest level of crime (501) 3 rd highest for burglary (32) 4 th highest criminal damage (103)	Warm Home Grants Leisure

Ward	Profile	Households	Deprivation	Ethnicity	Health	Area knowledge	Services to target
			Castle Point		Castle Point Above average obesity	2 nd highest level of ASB (396)	
CI West	Middle income families in modern homes	2005	High deprivation when compared to England Most deprived 5th in Castle Point	Highest % of ethnic minorities	Above average obesity High teenage pregnancy	3 rd highest level of crime (451) 3 rd lowest level of burglary (16) 4 th highest rate of ASB (348)	Benefits Housing Options
CI Winter Gardens	Young middle income families living in modern homes	2684	Low level deprivation in England High deprivation in Castle Point	Hispanic community	Above average obesity High teenage pregnancy	2 nd highest level of crime (470) 1 st highest level of burglary (47) 2 nd highest level of criminal damage (117) Highest rate of ASB (399)	Community Safety Benefits Housing Options

APPENDIX 2: DRAFT CONSULTATION PLAN

WHAT: CANVEY TOWN CENTRE MASTERPLAN

- Final Masterplan Report
- Transport Modelling Report
- Sustainability Appraisal
- Equality Impact Assessment
- CTCMP Supporting Report (considers findings of the Special Policy Development Group)
- Draft Adoption Statement

WHEN: 3rd June until 29th July 2011

WHO	HOW	RESOURCES
RESIDENTS	<ul style="list-style-type: none">• Online publication of information and online questionnaire;• Press advert (statutory requirement);• Press release;• Posters on local notice boards and in local shops;• Hard copy information available in consultation shop and in the library;• Physical presence of staff to provide information in consultation shop;• Presentation at East and West Canvey Neighbourhood meetings;• Documentation available in large print.	<ul style="list-style-type: none">• Financing of advert;• Financing of printing hard copies;• Financing of preparing posters;• Regeneration Shop;
HARD TO REACH GROUPS	<ul style="list-style-type: none">• As for residents;• Letter sent to representatives of hard to reach groups inviting them to comment, and offering to attend meetings to explain consultation.	<ul style="list-style-type: none">• Human resource and cost of postage of letters;• Human resources required for meetings.
YOUNG PEOPLE	<ul style="list-style-type: none">• As for residents;• Questionnaire sent to schools and youth groups;• Presentation to Youth Council.	<ul style="list-style-type: none">• Human resources required to prepare packs for schools;• Financing of postage.

WHO	HOW	RESOURCES
RETAILERS AND TOWN CENTRE BUSINESSES	<ul style="list-style-type: none"> As for residents; Meeting for town centre retailers and businesses to explain implications. 	<ul style="list-style-type: none"> Human resource and cost of venue for meeting.
SERVICE PROVIDERS	<ul style="list-style-type: none"> As for residents; Letter sent to service providers inviting them to comment and also inviting them to set up meetings if they require. 	<ul style="list-style-type: none"> Human resource and cost of postage of letters; Human resources required for meetings.
NON-STATUTORY INTEREST GROUPS	<ul style="list-style-type: none"> As for residents; Letter sent to non-statutory interest groups inviting them to comment and also inviting them to set up meetings if they require. 	<ul style="list-style-type: none"> Human resource and cost of postage of letters; Human resources required for meetings.
DEVELOPERS AND LANDOWNERS	<ul style="list-style-type: none"> As for residents; Meetings between regeneration officers and landowners/developers. 	<ul style="list-style-type: none"> Human resource and cost of postage of letters; Human resources required for meetings.
STATUTORY CONSULTEES	<ul style="list-style-type: none"> As for residents; Letter sent to statutory consultees inviting them to comment and also inviting them to set up meeting if they require. 	<ul style="list-style-type: none"> Human resource and cost of postage of letters; Human resources required for meetings.

EQUALITY ISSUES: There are a variety of access points including people to talk to in the Regeneration Shop ensuring that people of all educational levels can obtain the information they need to get involved. The Regeneration Shop is open throughout the week and at weekends so any conflicts with a specific religious festival should be avoided. Additionally, specific opportunities for engagement with hard to reach groups and young people have been identified, and provision is made for people with physical difficulties to access by alternative means including online, or in large print. The Regeneration Shop is DDA compliant should someone with physical disabilities wish to talk to an officer.