

Inclusive and Accessible Markets and Street Trading Guidance



Introduction and Access Statement

Markets and street trading sites are vibrant and essential components of urban life, contributing significantly to the local economy, culture, and community spirit. To ensure that these spaces are beneficial for all, it is crucial to make them **inclusive** and **accessible**.

This guidance has been collaboratively created with the Inclusive Environment Group for street trading licence holders who operate within our borough, whether at a single pitch or as part of a market.

The guide aims to provide guidance and practical recommendations for street trading licence holders to create markets and street trading environments that are welcoming and accessible to everyone, including disabled people, older people and families. It applies to the following Council-run markets and street trading pitches:

- **North End Road Market:** A Historic market dating back to the 1880's, known for selling fruit and vegetables and other goods at competitive prices.
- **Lyric Square Food Market:** A vibrant market featuring a diverse array of delicious food options at the heart of Hammersmith.
- **Wood Lane Market:** A fantastic smaller food market serving the northern part of the borough.
- **Isolated pitches:** Offering a variety of food, coffee, flowers, and fresh fruit and vegetables.
- **Football Match Trading at Chelsea Football Club, Queens Park Rangers, and Fulham Football Club:** Offering hot food, merchandise, and memorabilia.

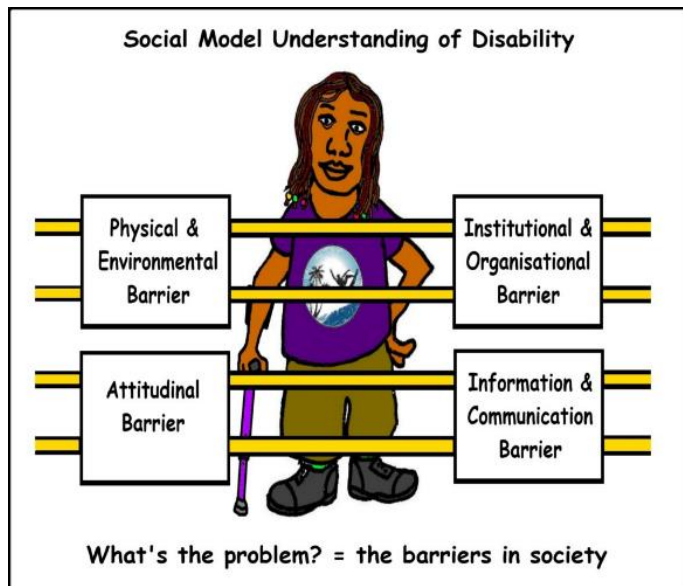
By fostering inclusivity and accessibility, we can enhance the overall experience for traders, customers, and visitors, ensuring that markets and street trading areas are not only economically viable but also socially equitable.

The guide covers legal requirements and recommended actions for both traders and the local authority that will help create spaces that reflect the diversity and needs of our entire H&F community.

Accessibility is about designing and organising these spaces so that they are easily usable by everyone, including disabled people. This includes physical access, such as ramps and wide aisles, as well as providing information in various formats to accommodate diverse needs.

Facts and Figures in Hammersmith and Fulham

In Hammersmith and Fulham, the 2021 Census reported that **22,972 residents** (12.5% of the population) were disabled under the Equality Act. Additionally, 7.4% of residents reported being disabled and limited a lot in their daily activities.



H&F believe that having inclusive and accessible markets are essential for several reasons:

- A. Increasing Income Potential:** Offering accessible services and products can increase the number of customers that you attract.
- B. Broader Audience Appeal:** Accessible shopping can improve the usability for everyone.
- C. Brand Reputation and Loyalty:** Businesses that prioritise inclusivity and accessibility often have a better reputation. This commitment can attract loyal customers who value businesses that care about diverse needs.
- D. Legal Compliance:** Making products and services accessible ensures that businesses meet legal standards, avoid potential legal issues, and demonstrate social responsibility.
- E. Improve the experience for everyone:** Accessible marketing and product design enhances the overall user shopping experience, making it more enjoyable and effective for everyone.

Legal requirements

1. Guide dogs

Guidance: By law, all businesses must allow guide dogs to enter their premises, shops, or service areas. The Equality Advisory and Support Service (EASS) provides advice to members of the public who have faced discrimination. Their contact telephone number is 0808 800 0082.

2. Displaying Allergen information

Guidance: It is important that you have a good knowledge and understanding of the products that are being sold. It is an essential requirement to display a food allergen notice and have comprehensive knowledge of the foods being sold. This could also apply to jewellery, clothing, cosmetic items e.g. lanolin and cleaning products e.g. lavender.

3. Shop fronts, A-Boards and street trading pitches. Removal of trip hazards and obstructions

Guidance: Traders must ensure that shop fronts and street trading pitches provide ample space for pedestrians and remain free of rubbish, overhanging projections, obstructions on the highway and trip hazards, within the designated space.

4. Managing queues and equipment

Guidance: Traders should manage equipment and queues effectively, to prevent congestion on the pavement.

5. Uneven, damaged pavement and flooding

Guidance: Traders must keep their trading areas free of waste, oils, and spillages. Our terms and conditions, require traders to report any defects to the Council, which includes flooding.

Recommended Improvements

Wherever possible, the importance of providing inclusive and accessible market stalls, goods, and services will be emphasised.

6. Counter accessibility

Guidance: Lowered Counters: To accommodate wheelchair users and ledges to allow customers to take hot food and drinks safely.

Wide Aisles: To allow easy navigation for customers.

Accessible Payment: Contactless payments at an accessible height, avoiding flat screen card readers or using overlays to assist visually impaired people.

7. Maintaining an accessible pitch.

Guidance: Do not impede the highway: Please ensure your activities, A-boards, and rubbish during and at the end of the working day do not impede highway users. It is important to maintain ample space for pedestrians to move safely as this is essential for accessibility, allowing everyone to shop in the area comfortably.

8. Inclusive information Menus in accessible formats

Guidance: Provide menus in large print and braille menu formats. Verbally giving details of ALL food options available, rather than just a selection or using QR Codes.

9. Places to stop and rest

Guidance: Use straight leg chairs for customers who may need to rest.

10. Availability of fresh food and a diverse range of goods and services

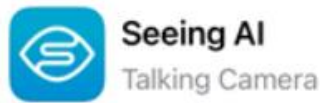
Guidance: The Council is committed to enhancing the market experience by actively seeking new opportunities and providing pitches for traders to sell fresh fruit, vegetables, and a diverse range of goods and services. This initiative not only supports local businesses but also ensures that residents have access to high-quality, fresh, and unique produce.

11. Awareness for Traders

Guidance: Assisting visually impaired Customers when paying with Credit or with debit cards. Offer 'chip and signature' cards for those who find keypads challenging. Ensure contactless payment options are available and easy to use. Overlays are available to assist visually impaired people to use flat screen readers.



If you have incorporated many of the recommendations listed above and would like the council to promote your business as a 'Disability Friendly' vendor, please contact us at streettrading@lbhf.gov.uk.



12. Equality Duty

Guidance: The law requires public bodies to consider how their work can promote and support equality, which includes ensuring accessible facilities and engaging with diverse communities.

13. Safe Highways

Guidance: Local councils in the UK have a legal duty to maintain public pavements. The Council will regularly inspect markets and street trading areas and report any defects, cracks, or uneven surfaces.

14. Displaying Allergen information

Guidance: The Council will ensure that all food traders comply with the food safety requirements. Providing clear allergen information is crucial as it helps protect consumers with food allergies from potentially life-threatening reactions. It also promotes transparency and trust between traders and customers, ensuring a safer and more inclusive eating experience for everyone.

15. Relocated pitches

Guidance: When pitches are relocated temporarily, i.e. due to roadworks, the Council will ensure locations have adequate space to move around and do not impede pedestrians or cause any hazard.

16. Accessible digital services- website, application form and raising concerns

Guidance: The Council will follow the guidelines set out on the Web Content Accessibility Guidelines (WCAG) "Understanding WCAG 2.2 - Service Manual - GOV.UK." to ensure its digital content is accessible to all users, including disabled people, thereby enhancing user experience and compliance with legal standards.

This document will be reviewed and amended, periodically and as and when needed, as things develop and change over time.