

Equality Impact Assessment: *Sex Shop Renewal Application – Simply Pleasure Limited*

The Equality Act 2010 includes a general duty which requires public authorities, in the exercise of their functions, to have due regard to the need to:

- **Eliminate discrimination**, harassment and victimisation and any other conduct that is prohibited by or under the Act.
- **Advance equality of opportunity** between people who share a relevant protected characteristic and people who do not share it.
- **Foster good relations** between people who share a relevant protected characteristic and those who do not

In order to comply with the general duty authorities must assess the impact on equality of decisions, policies and practices. These duties do not prevent the authority from reducing services where necessary, but they offer a way of developing proposals that consider the impacts on all members of the community.

Authorities which fail to carry out equality impact assessments risk making poor and unfair decisions which may discriminate against particular groups and worsen inequality.

Committee name and date:	Report Title	Decisions being recommended:	People with protected characteristics potentially impacted by the decisions to be made:
Licensing Committee 27.02.2026	Sex Shop Renewal Application – Simply Pleasure Limited	No recommendation	

Factors to consider in the assessment: For each of the groups below, an assessment has been made on whether the proposed decision will have a **positive, negative or neutral impact**. This is must be noted in the table below alongside brief details of why this conclusion has been reached and notes of any mitigation proposed. Where the impact is negative, a **high, medium or low assessment** is given. The assessment rates the impact of the policy based on the current situation (i.e. disregarding any actions planned to be carried out in future).

High impact – a significant potential impact, risk of exposure, history of complaints, no mitigating measures in place etc.

Medium impact –some potential impact exists, some mitigating measures are in place, poor evidence

Low impact – almost no relevancy to the process, e.g. an area that is very much legislation led and where the Council has very little discretion

Protected characteristic/ area of interest	Positive or Negative Impact	High, Medium or Low Impact	Reason
Race and ethnicity (including Gypsies and Travellers; migrant workers; asylum seekers).			
Disability: as defined by the Equality Act – a person has a disability if they have a physical or mental impairment that has a substantial and long-term adverse impact on their ability to carry out normal day-to-day activities.			
Sex/Gender	Positive	Low	In terms of gender, the SEV policy was deemed to have a positive impact by helping to protect women living or working in or visiting the vicinity of sex establishments by diminishing the impact that SEVs are permitted to have on their surroundings, e.g. through limiting their numbers and controlling the external appearance, advertising and solicitation associated with such premises. roles in the leisure industry. The Council believes that, on clear balance, in gender equality terms, its policy is both supportable and correct.
Gender reassignment			
Religion and belief (includes no belief, some philosophical beliefs such			The SEV policy holds that sex establishments are inappropriate near to particular sensitive uses, including schools, places of

Protected characteristic/ area of interest	Positive or Negative Impact	High, Medium or Low Impact	Reason
as Buddhism and sects within religions).			worship, family leisure facilities, residential dwellings, historic buildings, youth facilities and cultural facilities. For this reason the policy is deemed to have a positive impact upon faith groups and minority faiths groups. The application does not contain any additional information that would change this. The application site is close to several churches and Exeter Islamic Centre
Sexual orientation (including heterosexual, lesbian, gay, bisexual).	Positive	Medium	The store caters for all sexual orientations
Age (children and young people aged 0-24; adults aged 25-50; younger older people aged 51-75/80; older people 81+; frail older people; people living with age related conditions. The age categories are for illustration only as overriding consideration should be given to needs).			The SEV policy holds that sex establishments are inappropriate near to particular sensitive uses, including schools, places of worship, family leisure facilities, residential dwellings, historic buildings, youth facilities and cultural facilities. For this reason the policy is deemed to have a positive impact upon younger people and children. The application site is close to a primary school. The application does not contain any additional information that would change this.
Pregnancy and maternity including new and breast feeding mothers			
Marriage and civil partnership status			

Actions identified that will mitigate any negative impacts and/or promote inclusion

-

Officer: Nigel J Marston

Date: 06.02.2026