

The purpose of an Integrated Impact Assessment is to evidence that Aberdeen City Council is meeting its legislative duties by assessing the potential impacts of its policies and decisions on different groups of people and the environment. The legislation considered within this assessment is:

- Section 2 [Equality Act 2010 protected characteristics](#)
- Section 3 [Socio-Economic](#)
- Section 4 [Consumer Duty](#)
- Section 5 [Human Rights](#)
- Section 6 [Children and Young People’s Rights](#)
- Section 7 [Environmental impacts](#)

The term ‘policy’ is used throughout this document and applies to policies, proposals, strategies, provision, criteria, functions, practice, budget savings and activities that includes delivery of our services.

1. About the Policy

1.1 Title

Remove budget allocated for promotion of the city

1.2 What does this policy seek to achieve?

This policy seeks to make a saving of £93,000 by removal of current budget for Promotion of the City. Currently comprising:

Advertising-General	50,000.00
Marketing/Promotion	26,000.00
Materials General	8,000.00
Other Expenditure	4,000.00
Grants & Donations - General	5,000.00

This budget supports promotion of the city as a place to live, work and invest in. It accounts for “city dressing”, attendance at key conferences with promotional material to encourage business relocation and has paid for economic impact / cultural impact studies in the past.

Should it be retained, this budget would support the city’s Purple Flag status, attracting city events, and promoting the city and its attractions.

1.3 Is this a strategic programme/proposal/decision?

This is a non-statutory fund and therefore is being considered as part of the budget process. The decision to remove this budget line is subject to a decision of Full Council as part of its budget setting process, therefore this is considered to be strategic.

1.4 Is this a new or existing policy?

This is a new policy proposal

1.5 Is this report going to a committee?

Yes

1.6 Committee name and date:

Full Council. Budget setting meeting – 5 March 2025.

1.7 Report no and / or Budget proposal number and / or Business Case reference number:

New 125

1.8 Function and Cluster:

City Regeneration and Environment Function

City Development & Regeneration Cluster

Impacts

Aberdeen City Council has a legal requirement as a public sector organisation to assess the impact of its work on equality groups and assess against human rights, children’s rights and our socio-economic duty. This is our Public Sector Equality Duty (PSED). The PSED has three key parts:

- Eliminate unlawful discrimination, harassment, victimisation or any other prohibited conduct.
- Advance equality of opportunity.
- Foster good relations by tackling prejudice, promoting understanding.

This following five sections in the Integrated Impact Assessment demonstrate that these considerations that have been made in the policy, that the impact of proposals made is understood and accepted, and what mitigating steps can be taken to reduce any negative impact of the policy.

2: Equality Act 2010 - Protected Characteristics

Aberdeen City Council wants to ensure everyone is treated fairly. This section identifies what impact the policy may have on people with [protected characteristics](#).

2.1 What impact could this policy have on any of the below groups?

Protected Characteristic	Negative			Neutral	Positive
	High	Medium	Low		
Age		X			
Disability		X			
Gender Reassignment				X	
Marriage and Civil Partnership				X	
Pregnancy and Maternity				X	
Race		X		X	
Religion or Belief				X	
Sex		X			
Sexual Orientation				X	

2.2 In what way will the policy impact people with these protected characteristics?

City Promotions, which can include marketing campaigns, events, festivals, and initiatives designed to enhance a city’s image, attract tourism, and stimulate local economies, can have significant impacts on individuals with protected characteristics.

Positive Impacts

Job Creation: City promotions can lead to new jobs in tourism, hospitality, and retail sectors. This can benefit individuals from diverse backgrounds, including those with protected characteristics, by providing employment opportunities.

Support for Local Businesses: Promotions often highlight local businesses, which can include minority-owned and women-owned enterprises, helping to boost their visibility and sales.

Inclusive Events: Promotions that celebrate cultural diversity can provide platforms for underrepresented communities to showcase their heritage, arts, and traditions, fostering a sense of belonging.

Increased Awareness: Campaigns that emphasize diversity can raise awareness about the contributions of different groups, promoting social cohesion and understanding.

Participation in Events: City promotions often involve community events that encourage participation from all demographic groups, providing opportunities for social interaction and community building.

Empowerment: By involving diverse communities in the planning and execution of promotional activities, cities can empower individuals with protected characteristics to take active roles in their communities.

Attracting Diverse Visitors: Promotions that emphasize inclusivity can attract a broader range of tourists, including those from diverse backgrounds, which can lead to increased economic benefits for all community members.

The impact of city promotions on individuals with protected characteristics can be significant and without this budget there may be risks of exclusion, underrepresentation, and safety concerns.

There will be impact on the working-age people across the city with a potential reduction in attracting business to stay in or relocate to Aberdeen.

The additional and more specific impact is on the appearance and attractiveness of the city to residents and those who use off-line services more than others, such as older people, women with children and people not in work.

City demographics show an aging population, in common with general trends in Scotland, and with the change in energy production / energy transition, it is vital to develop the future investment in the city as an attractive place to live, visit and do business.

2.3 What considerations have been made in reaching the above assessment?

What internal or external data has been considered? What does this data tell us?

Local Government Association data from 'Supplying Skills for the Local Visitor Economy', 2019
House of Commons Research Briefing 'Women in the Economy', March 2024
Resolution Foundation, 'Ethnic Minorities in the Hospitality Sector', Dec 2020
British Chamber of Commerce, 'The Role of Businesses in the UK Visitor Economy', Oct 2024

Fostering Cultural Identity and Belonging

- Fostering a strong sense of cultural identity and belonging in the region is crucial for Aberdeen's social and economic development. The current participation rate in cultural activities in Aberdeen City is 72.8%, with a target to increase this to 82.6% by 2029. Additionally, there is an aim to increase the number of assets held by communities across the region from 34 to more than 54 by 2029. Another key objective is to boost the number of jobs in the creative industries from the current 6,100 to over 7,700 by 2029. The cluster's work is vital in achieving these cultural goals.
- Reduction in spend to promote the city as a vibrant place to live, work, visit and invest could hinder the ability to support this selling point for both inward investment and for cultural initiatives/creative industry development.
- Consequently, the region's cultural identity and sense of belonging may be negatively impacted, affecting the overall quality of life and attractiveness of Aberdeen as a vibrant and inclusive city.

What consultation and engagement has been undertaken with officers and partner organisations?

Internal discussions explored the impact of the removal of this budget.
External partners related to tourism were consulted as part of other budget proposals including reduction and further reduction of support for Visit Aberdeenshire destination marketing organisation.

What consultation and engagement has been undertaken with people who may be impacted by this policy?

Aberdeen City Council undertook a two-part public consultation around the 2025/26 Budget and future spending plans from August 2024 to November 2024.

In part 2, which took place throughout November 2024, the Council consulted on additional budget options, again focusing on the impact if implemented.

There were 1535 responses to part 2. Respondents had the option to indicate which protected characteristics would be affected.

Various approaches were offered to support participation. Opportunities were offered for the public to attend face to face and digital sessions to discuss the proposals in more detail.

From the responses received in the Phase 2 consultation:

‘Remove budget allocated for the promotion of the city’

1134 responses – 166 (15%) felt impact would be ‘high’ with a further 229 (20%) finding it ‘medium’.

Highest protected characteristic impacts were age (45) and socio-economic status (31) with small businesses and disability also scoring highly (28 and 20 respectively).

Comments responded particularly on the economic impact to the city with loss of tourists, businesses and jobs.

Some commented that in fact more needed to be done to promote the city.

Respondents also mentioned the positive impact on quality of life and local culture for residents from events also designed to attract visitors.

Elderly volunteers have been consulted by the Service Manager – Commercial Development

There has been very high-level feedback from businesses and organisations in the visitor economy. Indicative quotes are below with full responses available upon request:

‘... plays a crucial role in generating income for the city of Aberdeen, driving revenue directly and indirectly for local businesses of all sizes and sectors. Reducing or eliminating its [sic] funding would not only jeopardize this vital source of income but also diminish future visitor levy revenues for Aberdeen City Council, especially if such a scheme is introduced.’ – Local accommodation provider, bar owner and food trader

‘infrastructure that enables and creates attraction to the City does require support from the council’ – Local accommodation provider

‘I believe any reduction in the support..... will undermine a key growth area for the city and area as energy industry businesses and jobs decline.’ – Local accommodation provider

‘The importance of tourism cannot be overstated. It generates income for local businesses, creates jobs, and fosters a sense of pride within the community. By investing in [promotion], you are generating events, marketing campaigns, and initiatives that draw people to our area, which in turn drives revenue for local hospitality, retail, and service sectors. This flow of visitors contributes directly to our economy, enhancing the quality of life for residents and supporting the council’s own financial health through increased tax revenue. – International travel trade company based in Aberdeen

2.4 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?

Additional funding could be sought through government grant schemes, however success is far from guaranteed and such schemes are highly competitive, and the lack of multi-year funding would make a strategic approach to promotion of the city unfeasible

Alternative options would be to seek to increase any Transient Visitor Levy to be applied to city visitors and/or additional business taxes/rates

With mitigations in place, what is the new overall rating of the negative impact(s)?

High	
Medium	X
Low	
Negative Impact Removed	

3: Socio-Economic Impacts

Aberdeen City Council has a duty to reduce the inequalities of outcome that can arise from socio-economic disadvantage. This section is used to consider what impact the policy may have on people experiencing socio-economic disadvantage – and how any inequalities of outcome arising from the policy can be reduced.

Use this guide to understand more on socio-economic inequalities: [The Fairer Scotland Duty: Guidance for Public Bodies \(www.gov.scot\)](https://www.gov.scot/publications/fairer-scotland-duty/guidance-for-public-bodies/)

3.1 What impact could this policy have on people who experience the following aspects of socio-economic disadvantage?

	Negative	Neutral	Positive
Low income – those who have insufficient earnings to meet basic needs, such as food, clothing, housing, or utilities.	X		
Low/ no wealth – those who have no savings for unexpected spend or provision for the future.	X		
Material deprivation – those who cannot afford or access goods or services that are considered essential or desirable for a decent quality of life, such as food, clothing, heating, transport, internet, cultural, recreational and social activities.	X		
Area deprivation – those who live in an area with poor living conditions, such as higher levels of crime, pollution, noise, congestion, or lack of infrastructure, amenities, or green spaces.	X		
Socio-economic background – social class, parents’ education, employment, income.	X		

3.2 In what way will the policy impact people experiencing socio-economic disadvantage?

The removal of this budgets broadly impacts on working-age people across the city with a potential reduction in attracting business to stay in or relocate to Aberdeen.

The additional and more specific impact is on the appearance and attractiveness of the city to residents and those who use off-line services more than others, such as older people, women with children and people not in work.

City demographics show an aging population, in common with general trends in Scotland, and with the change in energy production / energy transition, it is vital to develop the future investment in the city as an attractive place to live, visit and do business.

Tourism and hospitality roles tend to be occupied by people from lower socio-economic groups. A reduction in expenditure in these areas would have a greater impact for low income residents.

The visitor economy includes over 5000-jobs, many at an entry level which do not require learning beyond school level e.g. cleaning, portering, kitchen porters/commis chefs, front-of-house staff, security and stewarding, etc This in turn supports people in those communities most at risk of deprivation, this includes areas of multiple deprivation, those without formal qualifications, those with a criminal record, recent immigrants with permission to work, those returning to work.

3.3 What considerations have been made in reaching the above assessment?

What internal or external data has been considered? What does this data tell us?

Local Government Association data from ‘Supplying Skills for the Local Visitor Economy’, 2019
 House of Commons Research Briefing ‘Women in the Economy’, March 2024
 Resolution Foundation, ‘Ethnic Minorities in the Hospitality Sector’, Dec 2020

Fostering Cultural Identity and Belonging

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- **Reduction in spend to promote the city as a vibrant place to live, work, visit and invest** could hinder the ability to support **this selling point for both inward investment and for** cultural initiatives/creative industry development.
- Consequently, the region's cultural identity and sense of belonging may be negatively impacted, affecting the overall quality of life and attractiveness of Aberdeen as a vibrant and inclusive city.

What consultation and engagement has been undertaken with officers and partner organisations?

As above in 2.3

What consultation and engagement has been undertaken with people who may be impacted by this policy?

As above in 2.3

3.4 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?

Additional funding could be sought through government grant schemes, however success is far from guaranteed and such schemes are highly competitive.

Alternative options would be to seek to increase any Transient Visitor Levy to be applied to city visitors and/or additional business taxes/rates

If mitigations are in place, does this remove or reduce the negative impact?

No – negative impact remains

X

Yes – negative impact reduced

Yes - negative impact removed

4: Consumer Impacts

The Consumer Scotland Act 2020 places a Consumer Duty on the public sector to put consumer interests at the heart of strategic decision-making, emphasising the need for accessible and affordable public services, especially during times of financial pressure. This person-centred approach is intended to result in better quality services and outcomes for the public as consumers of public services across Scotland.

This section of the IIA is used to consider the impact of the policy on consumers of any services that the policy is intended to change.

Use this guide to understand more on the consumer duty: [How to meet the consumer duty: guidance for public authorities](#)

4.1 What impact could this policy have on any of the below consumer groups?

	Negative	Neutral	Positive
Individuals	X		
Small businesses	X		

4.2 In what way will the policy impact people in these consumer groups?

Individuals – lower awareness of Aberdeen as a place to work, relocate to, or visit; reduced travel available for all including flights, trains, buses; reduced accommodation choices (including affordable options); reduced opportunities to establish careers and experience “Just Transition” if inward investment is reduced.

Small businesses – responses from small businesses overwhelmingly show objection to this reduction, both in writing and at feedback at the Aberdeen Inspired meetings of Business Improvement District levy payers. They cite lower income, job losses, and potential wider risks to their businesses from reduced levels of customers and visitors.

4.3 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?

Additional funding could be sought through government grant schemes, however success is far from guaranteed and such schemes are highly competitive.

Alternative options would be to seek to increase any Transient Visitor Levy to be applied to city visitors and/or additional business taxes/rates

If mitigations are in place, does this remove or reduce the negative impact?

No – negative impact remains

Yes – negative impact reduced

Yes - negative impact removed

X

5: Human Rights Impacts

The Human Rights Act 1998 sets out the fundamental rights and freedoms that everyone in the UK is entitled to. It incorporates the rights set out in the European Convention on Human Rights (ECHR) into domestic British law. The Human Rights Act came into force in the UK in October 2000

The Act sets out our human rights in a series of 'Articles'. Each Article deals with a different right.

Use this guide to understand more about [Human Rights](#).

5.1 What impact could this policy have on Human Rights?

Human Rights Article	Negative	Neutral	Positive
Article 2: Right to life		X	
Article 4: Prohibition of slavery and forced labour		X	
Article 5: Right to liberty and security		X	
Article 6: Right to a fair trial		X	
Article 7: No punishment without law		X	
Article 8: Right to respect for private and family life, home and correspondence		X	
Article 9: Freedom of thought, belief and religion		X	
Article 10: Freedom of expression		X	
Article 11: Freedom of assembly and association		X	
Article 12: Right to marry and start a family		X	
Article 14: Protection from discrimination in respect of these rights and freedoms		X	
Article 1 of Protocol 1: Right to peaceful enjoyment of your property		X	
Article 2 of Protocol 1: Right to education		X	
Article 3 of Protocol 1: Right to participate in free elections		X	

5.2 In what way will the policy impact Human Rights?

No direct impact

5.3 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?

If mitigations are in place, does this remove or reduce the negative impact?

No – negative impact remains

Yes – negative impact reduced

Yes - negative impact removed

6: Children and Young People’s Rights Impacts

The United Nations Convention has 54 articles that cover all aspects of a child’s life and set out the civil, political, economic, social and cultural rights that all children everywhere are entitled to. It also explains how adults and governments must work together to make sure all children can enjoy all their rights.

Children’s rights apply to every child/young person under the age of 18 and to adults still eligible to receive a “children’s service” e.g. care leavers aged 18-26 years old.

You can [read the full UN Convention \(pdf\)](#), or [just a summary \(pdf\)](#), to find out more about the rights that are included.

6.1 What impact could this policy have on the rights of Children and Young People?

	Negative	Neutral	Positive
PROVISION			
Article 2: non-discrimination		X	
Article 3: best interests of the child provision and protection		X	
Article 5: parental guidance and a child's evolving capacities		X	
Article 16: right to privacy		X	
Article 17: access to information from the media		X	
Article 18: parental responsibilities and state assistance		X	
Article 22: refugee children		X	
Article 23: children with a disability		X	
Article 24: health and health services		X	
Article 26: social security		X	
Article 27: adequate standard of living		X	
Article 28: right to education		X	
Article 29: goals of education		X	
Article 30: children from minority or indigenous groups		X	
Article 31: leisure, play and culture		X	
Article 39: recovery from trauma and reintegration		X	
Article 40: juvenile justice		X	
PROTECTION			
Article 6: life, survival and development		X	
Article 7: birth registration, name, nationality, care		X	
Article 8: protection and preservation of identity		X	
Article 9: Separation from parents		X	
Article 10: family reunification protection		X	
Article 11: abduction and non-return of children		X	
Article 15: freedom of association		X	
Article 19: protection from violence, abuse and neglect		X	
Article 20: children unable to live with their family		X	
Article 21: adoption		X	
Article 25: review of treatment in care		X	
Article 33: drug abuse		X	
Article 34: sexual exploitation		X	
Article 35: abduction, sale and trafficking		X	
Article 36: other forms of exploitation		X	
Article 37: inhumane treatment and detention		X	
Article 38: war and armed conflicts		X	

Article 32: child labour		X	
PARTICIPATION			
Article 12: respect for the views of the child		X	
Article 13: freedom of expression		X	
Article 14: freedom of thought, belief and religion		X	
Article 42: knowledge of rights		X	

6.2 In what way will the policy impact the rights of Children and Young People?

It is not considered that the policy will impact the rights of children and young people. Each Article has been considered separately.

6.3 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?

If mitigations are in place, does this remove or reduce the negative impact?

No – negative impact remains

Yes – negative impact reduced

Yes - negative impact removed

7: Environmental Impacts

Aberdeen City Council has a duty to meet its legal environmental responsibilities by working towards Net Zero emissions, adapting to climate change, and acting in a way it considers most sustainable. We must also fulfil the [biodiversity duty](#) and [sustainable procurement duty](#).

This section in the Integrated Impact Assessment demonstrates that these considerations that have been made in the policy, that the impact of proposals made is understood and accepted, and what mitigating steps can be taken to reduce any negative impact of the policy.

Use this guide to understand more on the legal climate change duty: [Climate change - gov.scot \(www.gov.scot\)](#) and find out more about how Aberdeen is adapting to Climate Change: [Aberdeen Adapts | Aberdeen City Council](#)

7.1 What is the impact of this policy on any of the below climate, environmental and waste considerations?

	Negative	Neutral	Positive
Council or City-wide carbon emissions	X		
Active and sustainable travel	X		
Facilities for local living	X		
Resilience and adaptability to flooding and weather events		X	
Biodiversity improvement and wildlife/habitat connectivity		X	
Water consumption and drainage		X	
Pollution (air, water, noise, light and land contamination)		X	
Impact on resource use and waste		X	
Sustainable procurement of goods and services	x		

7.2 In what way will the policy impact the environment?

Past initiatives supported within this budget include working with partners, as part of wider city promotion activities, to encourage the use of public transport to visit the city (LNER, Scottish Rail Holdings, Caledonian Sleeper Services, First Bus and Stagecoach). This has taken place directly, but also indirectly through promotion to travel journalists e.g. a recent Guardian piece which encouraged travel to/from Aberdeen by train and use of the local bus networks to visit the city and wider region.

Dressing the city for events such as Offshore Europe and Tour of Britain Cycle Race were supported from this budget, and the wider impact of these industries in energy transition, and encouragement of cycling contributes to the Council's overall reduction in carbon emissions.

Promoting the city as a place to invest and build businesses in has a broadly positive impact on local living facilities and local provision of goods and services. This will be negatively impacted by this policy of removal of budget.

7.3 What considerations have been made in reaching the above assessment?

What internal or external data has been considered? What does this data tell us?

The Destination Strategy, Scottish Tourism Economic Activity Monitor data relating to point of origin and travel method for inbound tourism, news articles, and consideration of the wider approach of the visitor economy sector.

What consultation and engagement has been undertaken with local groups, partner organisations, experts etc? Where required, identify any other environmental assessments that have been completed.

None

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7.4 What mitigations can be put in place?

What can be done to remove or reduce any negative impacts of this policy (if applicable)?		
None		
If mitigations are in place, does this remove or reduce the negative impact?	No – negative impact remains	X
	Yes – negative impact reduced	
	Yes - negative impact removed	

8: Sign Off

Any further positive or negative impacts on individuals or groups that have been considered?
No
Does the policy relate to the Council's Equality Outcomes? If yes, how.
No
Overall summary of changes made to the policy as a result of impact assessment.
N/A
Outline how the impact of policy will be monitored.
Monitoring impact through economic outturns for the city, visitor figures, employment statistics and city centre footfall
If there are any remaining negative impacts after mitigation, what is the justification for why this policy should proceed.
Budget saving that contributes to a balanced budget for 2025/26.

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