

2016 – Year Of Innovation, Architecture And Design

Equality Impact Assessment Results



EQUALITY IMPACT ASSESSMENT - RESULTS

Title of Policy	Year of Innovation, Architecture and Design (YIAD)- 2016
Summary of aims and desired outcomes of Policy	In 2016 the YIAD spotlights, celebrates and promotes Scotland's heritage and modern attributes in relation to architecture, engineering, renewables, fashion, textiles, science, technology and more through an exciting programme of activity to inspire the people of Scotland and our visitors and boost tourism in every corner of Scotland.
Directorate: Division: team	Directorate for Culture, Tourism and Major Events Tourism and Major Events Division Events Policy, Strategy and Engagement Team

Executive summary

A full Equality Impact Assessment (EQIA) was undertaken to help boost the celebration of YIAD.

The EQIA process identified:

- a lack of data (particularly major events and tourism participation and trends) for the transgender, faith, minority ethnic communities;
- limited data on the wider LGBTI community however recent published research on LGBT travel and perceptions led by the Equality Network and VisitScotland (supported by a £4,000 funding contribution from the Scottish Government) has helped improve the data available;
- no negative impacts of the celebration of the YIAD celebration on any of the protected characteristics.
- recent industry led activity to explore opportunities around "women in tourism" has the potential to provide useful evidence around gender for the business theme going forward;
- significant potential for the celebration of the YIAD to provide a broad focus to engage Scotland's diverse communities including participants, audience members and businesses/events organisers;
- particular opportunities to boost accessibility for disabled/older people and related to pregnancy and maternity during the YIAD, linked to VisitScotland's wider Inclusive Tourism Project;
- that the YIAD could also provide further opportunities to engage a multi-cultural Scotland and these should be explored with BEMIS Scotland building on the success of the multi-cultural celebration of Homecoming Scotland 2014 and also the 2015 Year of Food and Drink/Scotland's Winter Festivals 2015/16;
- that the overlap between the YIAD and Scotland's Winter Festivals provides a good opportunity to further engage Scotland's diverse communities; and
- a need to continue close engagement with key organisations representing people with protected characteristics to ensure that emerging opportunities are harnessed and also to align activities to maximise impact.

The Scottish Government has led the delivery of actions from the EQIA for the YIAD with support from VisitScotland, Royal Incorporation of Architects Scotland (RIAS) and other partners assisting with the delivery of the Year.

Lessons learned:

Based on activity set out in the EQIA's for Homecoming 2014 and the 2015 Year of Food and Drink the following lessons have emerged:-

- There are key opportunities to engage minority ethnic/faith and LGBTI communities and also disabled/older people in major events like the Themed Years and Scotland's Winter Festivals.
- The activities developed to engage multi-cultural communities have had a significant impact - for the 2015 Year of Food and Drink over 12,000 people engaged at around 65 events involving 20 diverse multicultural communities. More robust measurement of the impacts from these activities could provide useful data to inform future EQIAs.
- Inviting communities to develop their own "take" on the celebration which reflects both their own culture and also Scotland's living traditions has been a particular success in terms of boosting engagement and empowerment and also integration and understanding. The multicultural events developed have been open to all in the wider community and mostly free of charge.
- The multicultural celebration of Scotland's Winter Festivals appears to have boosted integration and understanding and also allowed communities to explore what Scotland means for them as a home alongside their own cultural heritage. St Andrew's Day and Burns have particularly chimed with diverse communities. Food and Drink also provided a very accessible "hook" to engage communities during the 2015 Year of Food and Drink. For engagement to work best communities need inspiration to take part along with clear guidance on what's involved and expected. They also need to be assisted with the development and delivery

of their events as for many this is the first involvement they have had in a Government initiative.

- Events developed by communities to contribute to an EQIA need to be clearly set within the wider programme they are contributing to (for example the themed year), both in terms of presentation and promotion.

- For maximum benefit to be achieved, events delivered by diverse

communities that contribute to the evidence in support of EQIA delivery should not be presented as an “add on” but as an important and integral part of the whole programme.

- Activity driven by the EQIA has also helped build new partnerships such as that between BEMIS Scotland and Scotland Food & Drink. These partnerships can have a longer term legacy but need to be nurtured for this to be fully realised.

- In 2015, EQIA related activity related to the engagement of disabled and older people was set within VisitScotland’s Inclusive Tourism drive and where possible setting equality related actions flowing from an EQIA within the context of a wider, existing project helps maximise benefits, build partnerships, avoid duplication and create legacy for future years.

- It is important that organisations representing people with protected characteristics are engaged, as the EQIA is developed and updated on the progress of supporting actions. No one organisation has overall responsibility for equality and for maximum success a partnership approach must be deployed with a variety of organisations taking the lead as appropriate.

BEMIS Scotland, Council of Ethnic Minority Voluntary Sector Organisations (CEMVO), Scottish Refugee Council, Interfaith Scotland, Stonewall Scotland, Equality Network, Scottish Transgender Alliance, LGBT Youth, Church of Scotland and partners represented on VisitScotland’s Inclusive Tourism Group have been updated on EQIA related actions through newsletters issued by the Scottish Government.

- Where a number of key contributory strands exist and are delivered by different partners, it can be beneficial to agree to

the production of a joint EQIA, avoiding duplication and also, crucially, ensuring that key considerations do not “fall through the net”. For example, the EQIAs for Homecoming 2014 and the Year of Food and Drink were coproductions with VisitScotland for the former and VisitScotland and Scotland Food & Drink for the latter. This approach worked very well.

To address the issues identified above the following actions are now underway:

Promotion

- The Scottish Government is providing VisitScotland with a funding contribution of £38,000 to support activities to boost the Year of Innovation, Architecture and Design as part of the roll-out of the wider Inclusive Tourism project. Outputs include a series of business guides aimed at enhancing accessible tourism and also a refreshed on-line toolbuilder to help businesses showcase their accessibility credentials and to enhance the related consumer interface. In addition to boosting 2016 activity these activities will also have a legacy for the future themed years as well as tourism/events more widely.
- The Equality Network is developing an information guide to welcome LGBTI visitors to Scotland. This builds on the LGBT tourism research delivered by the Equality Network during 2014 (and funded by £4,000 from the Scottish Government). The guide aims to provide LGBTI visitors to Scotland with the key information they need to make the most of their holiday, to set out Scotland’s credentials as a leading nation around LGBTI equality and also, crucially, to warmly welcome the LGBTI community to Scotland.

Events

- VisitScotland’s website (VS.com) contains a wealth of information on the YIAD and links to this information will be highlighted to communities via the newsletter (see communication). VS.com also contains a section specifically designed to welcome the LGBTI community.

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- LGBT Youth have delivered a successful event- LGBT Innovators- as part of LGBT History month.

Community engagement

- The Scottish Government is providing BEMIS Scotland with a funding contribution of £54,000 to celebrate the YIAD and also Scotland's Winter Festivals 2016/17. This builds on the success of the multi-cultural celebration of the Year of Food and Drink and Scotland's Winter Festivals (2015/16) which engaged around 12,000 people at 65 events across Scotland.

Communication

- Building on similar activity for Homecoming Scotland 2014 and the 2015 Year of Food and Drink, a tailored newsletter will be issued by the Scottish Government inviting multi-cultural, LGBTI, faith and disabled communities to celebrate the YIAD. The newsletter will showcase the events and attractions taking place in the Year and highlight any particular opportunities for these protected groups.
- Groups representing people with protected characteristics have been pro-actively engaged in activity to scope out the approach to the themed years post 2018.

Business engagement

- A core support package for businesses and event organisers has been developed by partners. This is open to all and not specifically tailored to specific groups or communities, as this was not felt to be necessary. The package includes:

- o VisitScotland's industry website (VS.org), which provides a range of tools to assist businesses harness the potential of the YIAD.

http://www.visitscotland.org/business_support/advice_materials/toolkits/yiad/about_yiad.aspx

o The availability of business support tools for the YIAD. These will be highlighted to communities via the newsletter (see communication).

- The industry launch event for the Year took place on October 1, 2015. The Minister for Business, Energy and Tourism at that time, Fergus Ewing, spoke at the event which focused on inspiring the tourism industry to think about how they might proactively engage with the Year from a business perspective.

- Inclusive tourism pilots in Glasgow and Strathclyde Country Park have helped test the model to boosting accessibility and have generated useful lessons and learning to assist roll-out going forward. The project will expand in 2016 with the Fife Tourism Partnership taking accessible project work forward with support from VisitScotland. The project is now operating under the hashtag #accessiblefife and is currently working towards production of access statements and itineraries for local businesses.

Young people/Education

- The Scottish Government has committed to ensuring the programme of themed years from 2015 through to 2018 are used to develop, promote and celebrate activities and events specifically targeted at engaging young people.

- A sub-group has been formed with representatives from Scottish Government, Young Scot, Education Scotland, Springboard, the Scottish Food and Drink Federation, Children in Scotland, The Scottish Youth Parliament, National Museum of Scotland, Open University, Edinburgh College, Royal Incorporation of Architects in Scotland (RIAS) and the Prince's Trust to identify how activities either planned or underway for 2016 can be used to help facilitate the engagement of young people in the YIAD.

Gender

- Industry partners have formed a group to consider opportunities to boost “Women in Tourism” and related research has been published at <http://www.womenintourism.co.uk/>. Headlines from the research include that 46% of women recognise that male colleagues progress faster in the industry.

Background

Given the success of Homecoming 2009 and the 2010-2013 Themed Years, a further series of Themed Years were announced by the then First Minister on 10 September 2013. These are: (2015) – Food & Drink; (2016) Innovation, Architecture and Design; (2017) History, Heritage and Archaeology; and (2018) Young People.

Year of Innovation, Architecture and Design-2016

In 2016 the Year of Innovation, Architecture and Design (YIAD) spotlights, celebrates and promotes Scotland’s heritage and modern attributes in relation to architecture, engineering, renewables, fashion, textiles, science, technology and more through an exciting programme of activity to inspire the people of Scotland and our visitors and boost tourism in every corner of Scotland.

From textiles to technology, architecture to fashion and design, the year-long programme will shine the spotlight on our greatest assets and icons, as well as our hidden gems. This is tourism’s opportunity to showcase Scotland’s traditional and contemporary icons and our cutting-edge design to the world.

Architecture is a pivotal part of Scotland’s culture and our outstanding built heritage is a major tourism asset. Well-preserved works by important architects living in Scotland can be visited and explored throughout the country. As part of the Year there will be a Festival of Architecture delivered by the Royal Incorporation of Architects Scotland (RIAS), which will

celebrate our built environment and connect Scottish communities and visitors with architecture through events and exhibitions across the country.

There are opportunities for everyone to celebrate the YIAD by organising events and activities which showcase the best of Scotland's innovation, architecture and design to visitors and communities, by attending the events programme, by volunteering to help with the delivery of events and by harnesses the business potential of the year.

The YIAD is primarily a tourism initiative but it will also have the potential to generate a wide range of positive impacts across Scotland's diverse communities.

The Scope of the EQIA

The EQIA has been delivered with support from VisitScotland (who have been mandated by Ministers to deliver the Year of Innovation, Architecture and Design), the Royal Incorporation of Architects Scotland and BEMIS Scotland.

VisitScotland leads an Inclusive Tourism Steering Group- which includes disabled people, a range of their representative organisations and the tourism industry- to maintain a strategic overview of the Inclusive Tourism project (also led by VisitScotland) . The Inclusive Tourism Steering Group will have a strategic overview of the activities being delivered by VisitScotland to celebrate the YIAD.

BEMIS Scotland has provided expert advice on the opportunities related to boosting minority ethnic community participation in the YIAD and continues to be engaged throughout the EQIA process.

Partners such as Young Scot, Education Scotland and Skills Development Scotland have been working together to scope out the opportunities to engage younger people in the YIAD.

The EQIA is under-pinned by data from a variety of sources such as National Records of Scotland, Scottish Household Survey, Scottish Health Survey and also the 2011 Census. The evaluation reports delivered by BEMIS Scotland related to their EQIA supporting activity for Homecoming Scotland 2014 and also the 2015 Year of Food and Drink have also helped provide evidence to support the EQIA process for the YIAD. The LGBT tourism research delivered by the Equality Network has also helpfully contributed to the EQIA.

The Festival of Architecture

The Festival of Architecture 2016, led by the Royal Incorporation of Architects in Scotland, is a key component of the celebration of the YIAD. The Festival was launched on 2 December 2015 and is supported by funding of £400,000 from the Scottish Government (SG) and £100,000 from VisitScotland (VS).

It has been agreed that Equality Impacts for the Festival of Architecture will be explored by the Scottish Government, VS and RIAS as part of the wider EQIA process for the year.

RIAS has been working closely with a range of partners, such as Education Scotland and Local Authorities, to help engage people with protected characteristics in the Festival.

To further engage young people in the Festival, Education Scotland have also developed a blog for the Education Sector at: <https://blogs.glowscotland.org.uk/glowblogs/foa2016/>

In addition, diversity related information is being gathered by all events participating in the Festival of Architecture as part of the terms of their grant offers and will be included in their event

evaluation report. Going forward this information will be shared with partners to further boost equality and community engagement.

Further information on the Festival of Architecture is available at: <https://www.foa2016.com/>

Key Findings

The EQIA process for the 2016 Year of Innovation, Architecture and Design has identified particular opportunities to further boost accessibility for disabled and older people and also related to pregnancy and maternity. It has also identified key opportunities to engage Scotland's multi-cultural communities. These will be harnessed as part of VisitScotland's Inclusive Tourism Project (supported by a £38,000 funding contribution from the Scottish Government) and through the multi-cultural celebration of YIAD and Scotland's Winter Festivals 2016/17 (supported by a £54,000 funding contribution from the Scottish Government).

There is limited data on how Scotland's LGBTI community engages in tourism and events (although this has been boosted by recent research led by the Equality Network and VisitScotland) however there is no particular evidence to suggest any inequality of opportunity for the LGBTI community to join the celebration of the YIAD.

Similarly no particular risk of inequality of opportunity to engage in the YIAD has been identified for the protected characteristics of faith or gender. There are close links between race and faith and any activity undertaken with BEMIS Scotland to contribute to the YIAD will also have the potential to boost faith aspects.

Building on earlier activity around Homecoming Scotland 2014 and the 2015 Year of Food and Drink, the YIAD provides excellent opportunities to engage younger people.

Recommendations and Conclusion

To address the findings above a series of actions are being delivered, led by the Scottish Government, with key support from VisitScotland, Royal Incorporation of Architects Scotland, BEMIS Scotland and other partners. These include:

- The Scottish Government is providing VisitScotland with a funding contribution of £38,000 to support activities to boost the Year of Innovation, Architecture and Design as part of the roll-out of the wider Inclusive Tourism project. Outputs include a series of business guides aimed at boosting accessible tourism and also a refreshed on-line toolbuilder to help businesses showcase their accessibility credentials and to enhance the related consumer interface. In addition to boosting 2016 activity these projects will also have a legacy for the future themed years as well as tourism/events more widely. In addition to boosting the engagement of disabled and older people the projects also have the potential to enhance engagement related to pregnancy and maternity.
- The Scottish Government is providing BEMIS Scotland with a funding contribution of £54,000 to celebrate the 2016 YIAD and also Scotland's Winter Festivals 2016/17. This builds on the success of the multi-cultural celebration of the Year of Food and Drink and Scotland's Winter Festivals (2015/16) which engaged around 12,000 people at 65 events across Scotland.
- Exploring opportunities with partners to boost the use of positive images of equalities groups participating in the YIAD to

help ensure that messaging encourages as broad a participation as possible.

- VisitScotland's consumer website (VS.com) contains a wealth of information on the YIAD's events programme and this will be promoted to protected communities (through their representative organisations) via a newsletter; including information on the year's highlights and also events that may have a particular appeal. VS.com also contains a section specifically designed to welcome the LGBT community.
- Partnership with the Equality Network on the development of an information guide to welcome LGBT visitors to Scotland.
- Significant strand of partner activity, led by the Scottish Government, with support from the likes of Young Scot and Education Scotland, to engage younger people in the Year of Food and Drink.
- General business/industry support activity- led by VisitScotland and Scotland Food & Drink including an events fund, growth fund, quality assurance scheme, engagement toolkit and focused support and guidance- open to all businesses and showcased to protected groups in Year of Food and Drink equality updates. Business/Industry support opportunities will also be showcased to protected communities via the newsletter.
- supporting activity led by LGBT Youth (LGBT Innovators event) and also the tourism industry (Women in Tourism initiative).

Monitoring and evaluation

VisitScotland has arrangements in place to measure the impact of the Inclusive Tourism project and these will also include activity related to the three Inclusive Tourism projects funded to

mark the Year of Innovation, Architecture and Design (innovative/accessible websites, architects guides and the enhanced access statements).

Arrangements are also in place to measure the impact of the multicultural celebration of the YIAD and Scotland's Winter Festivals 2016/17 (led by BEMIS Scotland) and also the Festival of Architecture (led by RIAS). The Scottish Government is also working with BEMIS Scotland to explore further opportunities to measure the success of the multicultural programme; any enhanced systems developed in partnership will have the potential to assist with measuring any future multi-cultural celebrations of the themed years as well as wider equality related actions.

Information on the engagement of young people in the year will be provided as part of the end of year report on the YIAD. The delivery, impact and lessons and learning for the equality related activity for the YIAD, such as the newsletter, will also be covered in the end of year report.



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Any enquiries regarding this publication should be sent to us at
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Edinburgh
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