

UEFA EURO 2028 – Protecting Rights

Public Consultation

Easy Read Version

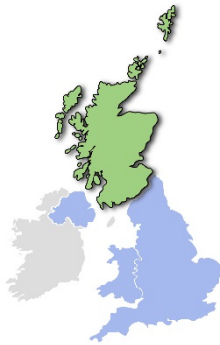


April 2024

Introduction



Scotland will co-host the European Championship or 'EURO' in 2028. This will be part of a UK and Ireland football contest. It will happen in Summer 2028 and last 4 weeks.



Matches in Scotland will be played at Hampden Park in Glasgow. There will be host cities across the UK and Ireland. Hampden Park and other areas in Glasgow will be called 'event zones' during the event.



Some big sport events need special protection. UEFA is the Union of European Football Associations. It wants to protect its rights during the event.



These rights include their own and companies that sponsor the event. It also wants to ban re-selling tickets.



These rules are mostly the same as for EURO 2020. We think these rules worked well.



The Scottish Government wants to ask people for their views. This is called a consultation. We are asking for views on how we should protect rights in Scotland for EURO 2028.



We want to hear from businesses in event zones who have outdoor adverts. This includes bars and restaurants. These businesses could be affected.



Some rules would only affect event zones. Rules for ticket re-selling would be for all of Scotland. We want to hear views from people all over Scotland.

Street Trading



Street trading means selling or offering to sell things or services in an open public place.



Street trading without a license was banned in event zones for EURO 2020. This was done to stop event zones getting too busy.



We expect this to happen again for EURO 2028. There would be an event zone around Hampden Park and an event zone in part of Glasgow City centre.



These rules would not be for everyone. Selling newspapers, busking, and transport services were allowed in event zones during EURO 2020.



People found guilty of street trading without a license during EURO 2020 could be fined up to £20,000. We think this should be the same for EURO 2028.



We think Police should make sure laws on street trading are followed.



There should be guides on street trading. These would help people understand and follow the rules.

Questions:

Did you know about the street trading rules for EURO 2020?

Yes

No

Don't know

How did these rules affect you? Please tell us in the box below:

How do you think these rules will affect you in EURO 2028? Please tell us in the box below:

How can we reduce the negative effects of street trading rules?

Yes

No

Don't know

Please explain your answer in the box below:

Advertising



Advertising without a license was not allowed in event zones during EURO 2020.



These rules are meant to stop event zones getting too busy. We expect to use the same rules for EURO 2028.



These rules would not be for all advertising. Demonstrating and campaigns would be allowed. This may be about political or religious beliefs.



Some advertising that was already in the event zones was allowed to stay. This was to reduce the impact on business.



People found guilty of advertising without permission during EURO 2020 could be fined up to £20,000. We think this should be the same for EURO 2028.



We think Police should make sure the laws on advertising are followed.



There should be guides on advertising. These would help people understand and follow the rules.

Questions:

Did you know about the advertising rules for EURO 2020?

Yes

No

Don't know

How did those advertising rules affect you? Please tell us in the box below:

How do you think these rules will affect you in EURO 2028? Please tell us in the box below:

How can we reduce the negative effects of the advertising rules?

Yes

No

Don't know

Please explain your answer in the box below:

Ticketing



UEFA is the only seller of tickets for EURO 2028 allowed. Touting tickets means buying them then selling them to other people for a higher price.



The touting of tickets was banned during EURO 2020. This was meant to protect rights and give people fair access to tickets.



In 2020 re-selling tickets was allowed for charity auctions and some other promotions.



UEFA says these rules for were not enough. There should be no exemptions for EURO 2028, not even for charity auctions.



For EURO 2020, people found guilty of advertising without permission could be fined up to £5,000. We are unsure if this should be made more at £20,000.

Questions:

Did you know about the ticketing rules for EURO 2020?

Yes

No

Don't know

How did those advertising rules affect you? Please tell us in the box below:

How do you think these rules will affect you in EURO 2028? Please tell us in the box below:

How can we reduce the negative effects of the ticketing rules?

Yes

No

Don't know

Please explain your answer in the box below:

What should the maximum fine be for breaking the ticketing rules for EURO 2028?

£5,000

£10,000

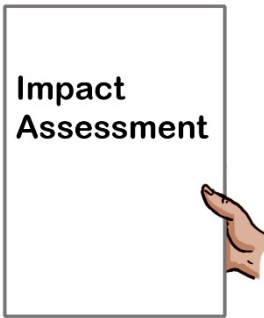
£20,000

£50,000

Don't know

Please explain your answer in the box below:

Impacts



An Impact Assessment look at a plan. It looks at the good and bad effects of it We have published an [Impact Assessment](#) along with this consultation.

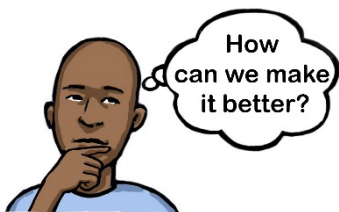


We need to think about the impact for people with protected characteristics. These are things that might mean a person is treated unfairly including their age, race, gender or disabilities.

Questions:

Do you think our plans would affect some people more than others? Please tell us in the box below:

Other big events



This consultation is about EURO 2028. There may be areas where changes could be made so that Scotland is a better place to hold events. We can learn from how this is done in other parts of the world.

Questions:

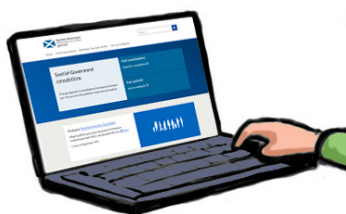
Do you have any comments about the rules for events in Scotland? Please tell us in the box below:

How could Scotland be better at hosting events? Please tell us in the box below:

Responding to the Consultation



We are asking for responses by Wednesday 26 July 2024.



Please respond to this consultation using the Scottish Government's consultation hub, [Citizen Space](#).
Access and respond to this consultation online at:

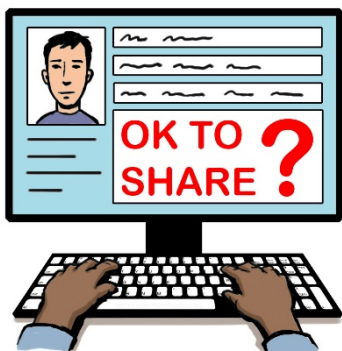
[EURO 2028 commercial rights protection survey](#)

If you are unable to respond using our consultation hub, please complete the Respondent Information Form to:



EURO 2028 Unit
Scottish Government
2G South
Victoria Quay
Edinburgh, EH6 6QQ

Handling your response



If you respond using the consultation hub, you will be directed to the About You page before submitting your response. Please tell us how you want your response to be handled and if you are happy for it to be published.



The Scottish Government has to follow the Freedom of Information (Scotland) Act 2002. We would have to look at any request made for information about the answers made to this consultation.



If you are unable to respond via Citizen Space, please complete and return the Respondent Information Form included in this document.



To find out how we handle your personal data, please see the privacy notice in the [Respondent Information Form](#).

Next steps in the process



If we have been given permission to publish them, responses will be made available to the public at [Citizen Space](#). If you use the consultation hub to respond, you will get a copy of your response by email.



All responses will be looked at along with any other evidence after the closing date. A report will also be made available.

Comments and complaints



If you have any comments about how this consultation exercise has been done, please send them to the contact address above or at majorevents@gov.scot



© Crown copyright 2024

OGL

Copyright images © Photosymbols

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3 or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available at www.gov.scot

Any enquiries regarding this publication should be sent to us at

The Scottish Government
St Andrew's House
Edinburgh
EH1 3DG

ISBN: 978-1-83601-225-2 (web only)

Published by The Scottish Government, April 2024

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA
PPDAS1452118 (04/24)

W W W . g o v . s c o t