

# **Equality Impact Assessment – Results**

## **2019 Solheim Cup**

**September 2019**

## EQUALITY IMPACT ASSESSMENT - RESULTS

<b>Title of policy</b>	2019 Solheim Cup
<b>Summary of aims and desired outcomes of policy</b>	<p>The 2019 Solheim Cup is the 16th edition of the Solheim Cup matches, one of the biggest events in women's golf. It will be held from 9–15 September 2019 at the Gleneagles PGA Centenary Course in Scotland.</p> <p>Scotland's commitments are underwritten by The Scottish Government, with delivery led by the EventScotland team within VisitScotland's Events Directorate. The event has the potential to make a significant contribution to Scotland's National Events Strategy.</p> <p><a href="http://www.eventscotland.org/assets/show/4658">http://www.eventscotland.org/assets/show/4658</a></p>
<b>Author of the results EQIA</b>	The results Equality Impact Assessment (EQIA) for the 2019 Solheim Cup is a partnership document led by the Scottish Government with support from VisitScotland.
<b>Date of publication</b>	4 September 2019

## **EXECUTIVE SUMMARY**

This document focuses on identifying the headline evidence and related opportunities to boost equality through the 2019 Solheim Cup.

<https://www.solheimcup2019.com/>

The results EQIA for the Solheim Cup is under-pinned by the wider and continuously developed EQIA for Tourism and Events Policy, held by the Scottish Government.

Partners have agreed that the Scottish Government will lead the EQIA process for the 2019 Solheim Cup. The delivery of the opportunities that this process has identified are led by IMG Golf with support from VisitScotland.

Partners have prepared an Inclusion Strategy for the Solheim Cup (see pages 7-8) to harness its significant potential to boost equality and diversity as we progress towards 9-15 September and more widely.

The EQIA process for the 2019 Solheim Cup has identified:

- that the 2019 Solheim Cup has no negative impacts on any of the protected characteristics and that partner activity should therefore focus on harnessing the full potential of the event to boost equality, inclusion and diversity. Given the nature of the Solheim Cup, showcasing and boosting gender equality in sport is the key opportunity related to this event. However this is not the only opportunity, others include boosting accessibility for disabled and older people and also welcoming the LGBTI community;
- a lack of supporting data/evidence related to the engagement of the LGBTI and minority ethnic/faith communities in major sporting/golf events;
- a growing body of evidence related to the engagement of disabled and older people in tourism and events - boosted by data gathered in support of VisitScotland's Inclusive Tourism Project (accessibility strand). This evidence showcases a particular opportunity to boost accessibility at major events like the Solheim Cup and the significant benefits this can have particularly for older and disabled people;
- that to boost equality related to the Solheim Cup it is important to build on the successes and lessons/learning from other major golfing and other events (like the 2014 Ryder Cup), VisitScotland's Inclusive Tourism Project (accessibility strand) and also to link into key strategies such as the National Events Strategy 2015-2025;
- that significant wider partner activity to boost equality through tourism and events is already underway. For example the suite of tools to boost accessible tourism available from [VisitScotland's website](#). Where possible this existing activity should also be built on for the 2019 Solheim Cup, in addition to exploring opportunities for new bespoke actions, with a focus on activities which leave a legacy beyond this event; and

- that the Solheim Cup also provides particular opportunities to further engage young people (particularly young women).

### Headline actions

Building on the evidence available, the opportunity and Solheim Cup Inclusion Strategy a wide range of activity is being provided to boost equality at the Solheim Cup. Further information is set out later in this paper. Some headlines of the evidence, opportunity and actions are set out below:

*Note: impacts and lessons and learning from the actions delivered to boost equality through the Solheim Cup 2019 will be captured after the event in the Lessons Learnt and Transfer of Knowledge Reports.*

Headline Evidence	Opportunity	Action
Evidence from stakeholder engagement highlights that one of the most effective ways to welcome all of the protected groups is through focused marketing and PR activity to underline the welcome and also to ensure that people see their communities reflected in media, for example promotional images.	Marketing and PR.	Actions underway to proactively encourage/invite participation in the 2019 Solheim Cup- including women and girls, disabled people, young people and families- and via marketing campaigns, press releases, discussions with national inclusion charities representatives and targeted newsletters.
In 2011, the proportion of people in Scotland with a long-term activity-limiting health problem or disability was 20% (1,040,000 people) (2011 Scotland	Provision of information on accessibility. Welcoming disabled and older people to the event.	-An accessibility guide has been prepared for the Solheim Cup (see <a href="https://www.accessibilityguides.org/content/solheim-cup-2019-9th-15th-september">https://www.accessibilityguides.org/content/solheim-cup-2019-9th-15th-september</a> ); -Dedicated email address for all access questions <a href="mailto:access@solheimcup2019.com">access@solheimcup2019.com</a> ; -Accessible Site Map to be made available in advance and to be distributed on arrival; -Mobility Scooters available for hire free of charge- Viewing area for wheelchair users and people with limited mobility;

<p>census). Feedback from organisations representing disabled people highlights that for events the provision of comprehensive accessibility information on the journey to the site and at the site itself is key.</p>		<ul style="list-style-type: none"> <li>- Accessible toilet &amp; Changing places toilets provided with changing bench and hoist;</li> <li>- Draw sheets in large print;</li> <li>- Access buddies present at all entry points to the event;</li> <li>- All volunteers to be provided with disability awareness training;</li> <li>-All Access buddies, Team Leaders and key front-line staff to be provided with a half day of Disability Awareness Training;</li> <li>-Concession rate for senior people (60+), disabled people;</li> <li>-Carers go free;</li> <li>-Free onsite parking for blue badge holders; and</li> <li>-Assistance dogs welcomes and spending facilities provided.</li> </ul>
<p>Many autistic people have sensory issues. This can affect one or more of the senses and they can be either over-developed (hypersensitive) or under-developed (hyposensitive). Both can have an impact on how people experience different environments. For example, autistic people may find certain background sounds, which other people ignore or block out, unbearably loud or distracting. This can cause anxiety or even physical pain</p>	<p>In 2010 addressing the needs of people with autism was recognised as a national priority. Following a period of consultation, the Scottish Government and COSLA launched the Scottish Strategy for Autism in November 2011.</p>	<ul style="list-style-type: none"> <li>-Autism friendly quiet zone provided; and</li> <li>-All Access buddies, Team Leaders and key front-line staff to be provided with a half day of Autism Awareness Training.</li> </ul>

(National Autistic Society).		
<p>Lower participation by women in sport begins at around 13 to 15 years old, when substantially more boys begin to report participation in sport than girls (71% of boys compared with 56% of girls). Scottish Government (2015), Active Scotland Outcomes: Indicator Equality Analysis).</p>	<p>To inspire young women to engage in competitive sports.</p>	<p>The Solheim Cup is a biennial team competition between the top women professional golfers from Europe and the United States. The event has significant potential to inspire young women to participate in sport and also to creating a legacy for the future. Headline actions include:</p> <ul style="list-style-type: none"> <li>• Women and Girls National Club Workshops aim to use the Solheim Cup and R&amp;A Women in Golf Charter as the platform to deliver a series of regional club workshops designed to influence clubs into taking positive action to address the challenges of recruiting more female golfers;</li> <li>• Scottish Golf will continue to run their Regional Club Forums following the Solheim Cup, using the R&amp;A Women in Golf Charter and Solheim Cup messaging to influence positive change at clubs. Since January 2019 we have seen 53 clubs sign up to the charter with 4 regional forums staged and over 60 clubs in attendance.</li> <li>• Aberdeen Standard Investments will host their 5<sup>th</sup> annual Diversity Summit on 10 September at Gleneagles, as part of Solheim Cup week. The Diversity Summit will feature high profile, inspiring speakers and will focus on promoting women and addressing inequality.</li> <li>• VisitScotland has introduced the world’s first golf tourism campaign aimed at female golfers. #HerScotland is designed to showcase that Scotland is an open and accessible destination for traveling female golfers with the objective of growing the number of women coming to Scotland to play.</li> </ul>

<p>Partner feedback related to the Commonwealth Games highlighted an opportunity to welcome the LGBTI community by providing gender neutral toilets.</p>	<p>To explore the provision of gender neutral toilets to welcome the LGBTI community</p>	<p>Gender neutral toilet facilities provided at the event.</p>
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## **BACKGROUND**

### **Solheim Cup**

The Solheim Cup combines the tradition and prestige of the game of golf with passion for one's country and continent. Held every two years, the event has grown into the most prestigious international women's professional golf team event. The Solheim Cup is the most highly coveted trophy in women's professional golf team competition; some of the most memorable moments in the sport have happened during past Solheim Cups and berths on the European and U.S. teams are highly sought-after.

The 2019 Solheim Cup is the 16th edition and will be held from 9–15 September at the Gleneagles PGA Centenary Course in Scotland.

### **Scope of EQIA**

The Scottish Government has prepared a full EQIA for Tourism and Events policy which aims to identify opportunities to boost equality across the tourism and events sectors. This document is being continuously developed as new data and opportunities emerge.

The full EQIA for Tourism and Events is a strategy focused document which also sets out the detailed evidence and headline opportunities for the published and developing results EQIAs for a wide range of tourism/events policy and delivery actions led by the Scottish Government and other partners including VisitScotland.

The 2019 Solheim Cup has the potential to make a significant contribution to the EQIA for Tourism and Events.

### **Inclusion Strategy**

Partners have developed an Inclusion Strategy for the Solheim Cup. Headline components are:

#### **Equality**

- Provide information about the event in a variety of accessible formats including a telephone and email contact for those with additional requirements.
- Ensure key front line staff and volunteers are trained to provide an appropriate and informed response to all customers and stakeholders focusing on attitude and approach.
- Deliver services in ways which are appropriate to their needs and, wherever possible, remove barriers which may deny access.



## Experience

- Aim to provide services to meet our spectators' actual, rather than presumed needs.
- Their experience will be fully inclusive ensuring they can enjoy the atmosphere and spectacle of this world-class event. This will come in the form of:
  - Consultation with experts like Euan's Guide
  - Pre-registration opportunity through the event website
  - Priority parking on site
  - Opportunity to take advantage of shuttle transfers / mobility scooters / medical facilities whilst on site
  - Access to dedicated on-course viewing areas.

## Innovation

- Technology and innovation will be at the forefront in delivering a successful Inclusive Strategy. Suggestions include:
  - Aim to use of the latest technology for on-site registration and ticketing; and
  - Provide closed-captions on TVs and big screens onsite where possible

## Legacy

- Aim to ensure that all spectators who visit the Solheim Cup receive the most inclusive experience possible
- Aim to ensure the Solheim Cup sets new boundaries for Inclusion at world class golf tournaments
- Provide partners with a detailed inclusion best practice checklist what will be available for future use / reference

## **EVIDENCE**

The headline data, engagement and information gathered to underpin this results EQIA includes:

### Disabled people

- In 2011, the proportion of people in Scotland with a long-term activity-limiting health problem or disability was 20% (1,040,000 people) (2011 Scotland census);
- Disabled people in Scotland are less active, and are less likely to participate in sport (Equality and Sport Research- Sportscotland 2016);
- In 2014, sports participation (excluding walking) for adults in Scotland without a health condition was 59 per cent. This fell to a fifth (18%) for adults with a condition resulting in major limitations and a third (34%) for adults with a condition resulting in minor limitations. Disabled people are less likely to use leisure facilities. However, when disabled people do take part in sport and exercise, they are almost as likely as others to take part frequently (Equality and Sport Research- Sportscotland 2016);
- 95% (of respondents) try to find disabled access information about somewhere before visiting for the first time. 61% (of respondents) say sports venues have generally good accessibility (Euan's Guide- 2017 survey);
- In 2010 addressing the needs of people with autism was recognised as a national priority. Following a period of consultation, the Scottish Government and COSLA launched the Scottish Strategy for Autism in November 2011;
- Commonwealth Games 2014 - 4% of visitors (estimated 28000 people) stated that they had a particular access needs including a mobility/other physical impairment; visual impairment, hearing impairment; or learning difficulty (Glasgow Life data);
- There is a strong body of literature suggesting that negative attitudes can be a major barrier to the engagement of disabled people in sport (As summarised from a range of sources in UN SDP IWG (2008) *Harnessing the Power of Sport for Development and Peace (Sport and Disability Chapter)*)
- Research consistently stresses that it is important to understand lifestyles of disabled people in relation to sport, listen to disabled people and involve them in the development of opportunities. (Equality and Sport research- Sportscotland 2016).
- Commonwealth Games 2014 - 4% of visitors (estimated 28,000 people) stated that they had any of the following conditions or impairments, expected to last 12 months or more (Glasgow Life):

- Mobility/other physical impairment – 2% of visitors
- Visual impairment – 1% of visitors
- Hearing impairment – 1% of visitors
- Learning difficulty – less than 1% of visitors
- Something else – less than 1% of visitors

## Age/gender

- In Scotland, adults in the 16 to 24-year-old age group report higher levels of sports participation than other age groups. In children, 13 to 15-year-old girls in particular participate in sport markedly less than other age groups (SportsScotland- Equality and Sport Research- January 2016).
- Lower participation by women in sport begins at around 13 to 15 years old, when substantially more boys begin to report participation in sport than girls (71% of boys compared with 56% of girls) (Scottish Government (2015), Active Scotland Outcomes: Indicator Equality Analysis).
- More men (57%) than women (46%) reported participation in sport and exercise (excluding walking) in the last four weeks (Scottish Government (2015), Active Scotland Outcomes: Indicator Equality Analysis)
- Older men (aged 65 and over) were more likely than older women to take part in sport and exercise (including walking) in the last four weeks (62% compared with 54%).
- On average, less than 5 per cent of sports coverage in national and local print media is dedicated to women's sport. (Packer, C. *et al.* (2014) *No lasting legacy: no change in reporting of women's sports in the British print media with the London 2012 Olympics and Paralympics*).

## LGBTI

- 79% (of respondents) believe that there is a problem with homophobia in sport. 66% (of respondents) think there is a problem with transphobia in sport. 62% (of respondents) have witnessed or experienced homophobia or transphobia in sport. 5% (of respondents) think enough is being done to tackle homophobia and transphobia in sport (Out for Sport research report- Equality Network);
- Partner feedback related to the Commonwealth Games highlighted opportunities to welcome the LGBTI community through gender neutral toilets and also specific staff training to further boost respect and understanding for any security searches (partner engagement).
- Scotland consistently ranks in the top 3 countries for LGBTI equality in the ILGA Europe's Rainbow Index.

- LGBTI visitors do attach significant importance to the warm welcome they can expect from a destination and also how they will be treated in their accommodation and how safe they will be (Equality Network/VisitScotland research).

## **KEY FINDINGS**

The EQIA process for the 2019 Solheim Cup has found:

- no negative impacts on any of the protected characteristics and the aim of the EQIA process for the 2019 Solheim Cup is therefore to further boost inclusion and to maximise the positive impacts for participants, audience members, volunteers, businesses/event organisers and also as a vehicle to increase the profile of Scotland's commitment to equality on the international stage;
- a particular and headline opportunity related to gender equality, including engaging girls/women in sport;
- other key opportunities related to boosting the participation of the disabled people with a focus on accessibility and also welcoming the LGBTI community. There are also other opportunities related to people with intersecting identities and for engaging young people;
- that the learning and lessons generated by on-going and wider national and partner activity to boost equality through Major Events (like the Ryder Cup 2014) and also current and planned actions to boost equality in tourism events (like VisitScotland's Accessible Tourism Initiative) provides the 2019 Solheim Cup with a sound framework on which to build its own bespoke and contributing actions and to build a legacy for the future.

## **RECOMMENDATIONS AND CONCLUSIONS**

To address the opportunities set out above the following actions are being delivered during the Solheim Cup 2019 by the Scottish Government, VisitScotland, IMG Golf and a range of other partners.

### **Intersectional**

Proactively encourage participation via marketing campaign, press releases, meetings with national inclusion charities representatives and targeted newsletters.

As part of Scotland initiative to tackle period poverty, sanitary products will be provided free of charge during the event in all female toilets for staff, media, volunteers, hospitality guests and visitors.

### **Gender**

Promotion of the 2019 Solheim Cup as the culmination of a fantastic year for women's sport in Scotland, which will enhance the profile of women's sport both domestically and globally. See more at :

<https://www.visitscotland.org/news/2019/women-in-sport>.

A specific example of promotion is a feature on Catriona Matthew, the European Solheim Cup captain, on Scotland Is Now, Scotland's global marketing campaign, as part of a series on high profile sporting women:

<https://www.scotland.org/features/spotlight-women-in-sport-catriona-matthew>. As was the case with similar articles promoting the event, this feature was promoted by Solheim Cup partners in order to ensure a wide reach.

Aberdeen Standard Investments will host their 5<sup>th</sup> annual Diversity Summit on 10 September at Gleneagles, as part of Solheim Cup week. The Diversity Summit will feature high profile, inspiring speakers and will focus on promoting women and addressing inequality. The First Minister has welcomed the Diversity Summit, saying: "I'm particularly pleased that Aberdeen Standard Investments has come on board to host their annual Diversity Summit during The Solheim Cup week. They share Scotland's commitment to raising the international profile of women's golf and addressing the inequalities that continue to exist across society."

VisitScotland has introduced the world's first golf tourism campaign aimed at female golfers. #HerScotland is designed to showcase that Scotland is an open and accessible destination for traveling female golfers with the objective of growing the number of women coming to Scotland to play.

Through extensive TV coverage the event will showcase women's sport. There will be live coverage in the UK and worldwide. In addition, this is the first Solheim Cup for which the BBC will show a highlights package, extending the reach of the event to terrestrial viewers.

The PING Junior Solheim Cup will be held at the same venue as the main competition, earlier in Solheim Cup week (Tuesday 10<sup>th</sup> and Wednesday 11<sup>th</sup>). It is

unusual for the event to take place in the same week at the same venue, and serves to showcase the skills of the young women playing, particularly with school parties in the local area and across the country coming for free to watch the action.

Efforts were made to promote the event to girls/women as a volunteering opportunity. As a result the gender split of volunteers at the event is approximately 60% female, 40% male. This is unusual for volunteering at golf events, which tends to be heavily skewed towards boys/men.

### Disabled and Older People

An accessibility guide has been prepared for the Solheim Cup (see <https://www.accessibilityguides.org/content/solheim-cup-2019-9th-15th-september>).

Headlines actions to welcome disabled and older people include:

- Level access from the main entrance to:
  - o Dining Table
  - o Spectator Village
  - o Spectator Bar
  - o Car Park 3A
  - o Merchandise Shop
  - o Hospitality
  
- Viewing area for wheelchair users and people with limited mobility.
- Accessible toilet & Changing places toilets.
- Draw sheets available in large print.
- Concessionary ticket rate for disabled visitors and personal assistants can attend free of charge.
- Team Leaders, Access Buddies and Key front line staff have had disability awareness training as well as Autism Awareness Training.
- There are specific stewards to help disabled visitors.
- Detailed access focused information provided on getting to the site and getting around the site.
- Access buddies present at all entry points to the event.
- All volunteers to be provided with some key disability awareness training.
- Fleet of mobility scooters and wheelchairs provided free of charge for hire.
- Autism friendly quiet zone provided.

- Facilities for assistance dogs provided.
- Euan's Guide consulted as part of event planning. <https://www.euansguide.com/>
- Closed captions on screen when/where possible and during the Opening Ceremony.

### Young people

- Young people under 16 years old go free when accompanied by a paying adult.
- Concession rate for 17-18 years old and students
- Family zone with baby changing facilities
- Provision of free nappies

### Women & Girls

A Golf Development Plan has been created to capture the activity being undertaken by project partners in support of the event's objectives of increasing opportunities and support for women and young people, in particular girls, to participate in the sport

While every activity in the Plan has a relative legacy impact of raising awareness of the event and of the sport, many are part of a longer-term strategy by partners to use the Solheim Cup as a springboard for change in the months and years following the event.

- Seeking to increase female and junior membership by 15,000 by the end of 2021, the appointment of the Scottish Golf Women and Young People Golf Development Manager, who will be in post until the end of 2020, will accelerate development activities to increase female and junior membership, participation levels and the number of women involved in golf.
- The Scottish Golf Young Leaders Awards will increase the number of young females in volunteering roles in golf clubs and critically increase the number of young females doing Level 1 coaching until at least 2021. The creation of a new entry level UKCC qualification targeting females aged 14 – 25 delivered over 3 years across all local authorities, will hope to achieve a sustainable model for continuation beyond 2021 through collaboration with Active Schools.
- Increasing women in club roles - The Solheim Cup Club Ambassador Programme will promote ticket sales through incentives, benefits and clubs activities through new ambassadors. While the programme is specific to this event it will potentially increase the number of women involved in future committee roles. With a target of 150 club ambassadors in post achieved, this



network of members will increase connections between women in clubs positions and provide future opportunities for similar programmes.

- Scottish Golf will continue to run their Regional Club Forums following the Solheim Cup, using the R&A Women in Golf Charter and Solheim Cup messaging to influence positive change at clubs. Since January 2019 we have currently seen 53 clubs sign up to the charter with 4 regional forums staged and over 60 clubs in attendance.
- Women and Girls National Club Workshops – Use the Solheim Cup and R&A Women in Golf Charter as the platform to deliver a series of regional club workshops designed to influence clubs into taking positive action to address the challenges of recruiting more female golfers

### LGBTI community

Gender neutral toilets provided.

## **MONITORING, EVALUATION AND LESSONS AND LEARNING**

The actions set out in this paper will be evaluated as part of the spectator survey and staff post event survey.

Lessons and learning will be captured into the transfer of knowledge report and shared with partners in due course.



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Any enquiries regarding this publication should be sent to us at  
The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

ISBN: 978-1-83960-118-7 (web only)

Published by The Scottish Government, September 2019

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA  
PPDAS629250 (09/19)

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