

EQUALITY IMPACT ASSESSMENT- RESULTS

Title of policy	UEFA European Championship (Scotland) Bill
Summary of aims and desired outcomes of policy	<p>To commemorate the 60th Anniversary of the European Football Championship in 2020, the Union of European Football Associations (UEFA) is providing a “EURO for Europe” and has awarded twelve cities the opportunity to host games, including Glasgow.</p> <p>Legislation is being put in place to control advertising and trading in designated event zones. It will also prohibit touting of Championship tickets. This will meet the requirements to co-host the Championship.</p>
Author of the results EQIA	This Results Equality Impact Assessment (EQIA) has been prepared by the Tourism and Major Events Division of the Scottish Government with input from Glasgow City Council
Date of publication	25 September 2019

EXECUTIVE SUMMARY

This document focuses on identifying the headline evidence and related opportunities to boost equality related to the proposed UEFA Euro 2020 Bill.

The proposed Bill and regulations aim to control advertising and trading in designated zones during the event, meeting requirements to host the Championship. The Bill will also prohibit touting of Championship tickets.

We have considered the potential impacts of the Bill on people with one or more protected characteristics. Equality impacts related to this Bill largely focus on street traders and advertisers in the three designated event zones in Glasgow over a set period of time, from 1 June to 12 July 2020. The zones will be around Hampden Park (the Championship venue), George Square and the Merchant City. Specific dates of operation for each of the zones will be set out in regulations but must be within this date range. We expect that all individuals who have protected characteristics who attend the event will benefit from the Bill provisions that protect the integrity of the Championship, prevent over-commercialisation, and ensure safety and security.

The Scottish Football Association (FA) will utilise the wider Euro 2020 event in Scotland to showcase its commitment to diversity and inclusion as well as demonstrate best practice to fellow member associations across Europe. The Scottish FA is actively considering opportunities to engage and inspire Scotland’s diverse communities in the lead up to, and during, Euro 2020.

This results EQIA for the UEFA European Championship (Scotland) Bill is underpinned by the wider and continuously developed EQIA for Tourism and Events Policy, held by the Scottish Government.

A number of the actions to boost equality set out in this results EQIA are based on existing wider practice and will be delivered by public bodies which are already complying with Equality Duties as set out in the Equality Act 2010 - primarily Glasgow City Council (Trading Standards), who will have primary responsibility for enforcing the restrictions on trading and advertising provided for by the Bill and its regulations.

The EQIA process for the UEFA European Championship (Scotland) Bill has identified:

- A lack of supporting data/evidence related to the traders and advertisers affected by the Bill who may also have protected characteristics. Glasgow City Council does not request an Equality and Diversity Monitoring questionnaire to be completed as part of its Licence Application process, therefore we are unable to ascertain this information about current street traders.
- Given the nature of this policy, equality impacts will largely focus on compliance for traders and advertisers operating in the three designated event zones in Glasgow (at Hampden Park, Merchant City and George Square). We expect that all individuals who have protected characteristics who attend the event will benefit from the Bill provisions that protect the integrity of the Championship, prevent over-commercialisation, and ensure safety and security.
- Based on the more general evidence available (and also best practice) it appears that the potential barriers to complying with this Bill are related to ensuring any related guidance for traders and advertisers is available in different language formats (for multi-cultural communities) and accessible formats (for disabled people).
- There are considered to be no barriers to the other protected groups in terms of complying with this Bill and its regulations.

Headline actions

The key actions generated by the EQIA process for the UEFA European Championship (Scotland) Bill 2020 are as set out in the table below:

Headline Evidence	Opportunity	Action
Evidence gathered from stakeholder engagement with traders and businesses (invitees included the Federation of Small Businesses, Glasgow Chamber of Commerce and equalities organisations)	Face to face and telephone sessions, inviting protected groups to attend	<p>Actions are underway to proactively encourage face to face and telephone sessions to enable participation of all protected groups that the legislation may have an impact on and to discuss any concerns they may have.</p> <p>Two drop in sessions have taken place with traders, businesses, media owners and others that may be affected.</p> <p>The following representative organisations were invited to attend these sessions: BEMIS; Glasgow Disability Alliance; Inclusion Scotland; Disability Equality Scotland; Sense Scotland; Engender and Close the Gap.</p> <p>The Scottish Government would welcome discussions with representative organisations during the Bill's Parliamentary process and as the Bill is implemented.</p>
Guidance on the trading and advertising restrictions will be prepared and will be available online and in hard copy.	Provision of information	Glasgow City Council will issue guidance about trading and advertising within affected areas (event zones), which will be published in hard copy, on-line and will be available in different formats (such as large print, different languages etc). This will give detailed guidance about what the regulations mean and can be used as a guide for affected traders and advertisers as to what is and is not allowed. The aim of the regulations is to ensure the right balance between supporting local traders, minimising disruption for local people and businesses while protecting the integrity of the Championship.

The Bill provides for the enforcement of measures related to trading, advertising and ticket touting by designated and experienced enforcement officers from Glasgow City Council.	Provision of translation services	Glasgow City Council Trading Standards has confirmed that it has existing procedures which involve access to a translation service if a person does not speak English.
The Bill defines the criteria for an enforcement officer and what powers an enforcement officer has for the purpose of the Championship and any specific powers that officers have in relation to the enforcement of the Championship offences (which can include seizing, concealing or destroying infringing articles and entering property).	Provision of assistance	Glasgow City Council Trading Standards has confirmed that it has existing procedures which involve access to assistance for those who are hearing or visually impaired.

BACKGROUND

To commemorate the 60th Anniversary of the European Football Championship in 2020, UEFA is providing a “EURO for Europe” and has awarded twelve cities and countries the opportunity to host games, including Glasgow.

The UEFA European Championship (Scotland) Bill 2020 and associated Regulations will make provisions, including in relation to offences and enforcement, for street trading and advertising in certain parts of Glasgow during the event. This will meet the requirements to host the Championship and will help to ensure that ambush marketing does not take place. The legislation will also prohibit ticket touting. Consistent requirements will be in place across all 12 host cities.

‘Ambush marketing’ describes activities undertaken by commercial persons or bodies not sponsoring an event which, nevertheless, suggest that they or their products are associated with the event or which seek to exploit interest in the event for commercial purposes by exposing their brands to spectators at the event and/or broadcast viewers.

Official sponsors provide a vital source of funding for the Championship which might otherwise have to rely more heavily on public subsidy. The Bill and its regulations will not only help protect the investment of sponsors by preventing ambush marketing, but will ensure a welcoming environment for spectators, protect the character of the Championship and ensure safe access to the Championship venue and city centre zones.

While the aim is to permit business as usual for the majority of businesses in Glasgow, street traders who usually operate in the Hampden Park event zone will

not be able to trade in this area when the zone is in operation. There are currently no street traders in the other event zones. The Bill provides that Glasgow City Council must offer alternative trading arrangements for affected traders to help mitigate the impact of this on their businesses. Similarly, advertising will be restricted in the event zones when these are in operation, and the Scottish Government will set out exemptions to these restrictions in regulations (for example certain advertising that will be allowed to remain in place).

Scotland is proud to be involved in this continent-wide celebration to mark the 60th anniversary of the Championship. The measures in the Bill and associated regulations will help to ensure successful delivery of the event.

Scope of EQIA

The Scottish Government has prepared an 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 EQIA for the Bill and regulations does not consider any of the broader preparations that are underway to host the Championship that are not included in this legislation. The Scottish FA will utilise the wider Euro 2020 event in Scotland to showcase its commitment to diversity and inclusion as well as demonstrate best practice to fellow member associations across Europe. The Scottish FA is actively considering opportunities to engage and inspire Scotland's diverse communities in the lead up to, and during, Euro 2020. This results EQIA will be shared to help inform this process.

EVIDENCE

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

Disability

In 2011, the proportion of people in Scotland with a long-term activity-limiting health problem or disability was 20% (1,040,000 people), the same proportion as reported in 2001 (1,027,872 people) (2011 Scotland Census). The percentage of economically inactive people aged 16 to 74 who are long-term sick or disabled in **Glasgow** was 23% (2011 Scotland Census)

The estimated number of people living with sight loss in Scotland is almost 34,500; in **Glasgow** - 3,546 are registered as blind and 2,197 registered as partially sighted (www.gov.scot/publications/registered-blind-partially-sighted-persons-scotland-2010/pages/5/)

Government advice on accessible communication formats is available at <https://www.gov.uk/government/publications/inclusive-communication/accessible-communication-formats>

As Glasgow City Council does not request an Equality and Diversity Monitoring questionnaire to be completed as part of its License Application process, we are unable to ascertain this information about current street traders.

Race

The size of the minority ethnic population in 2011 was just over 200,000 or 4% of the total population of Scotland (based on the 2011 ethnicity classification); this has doubled since 2001 when just over 100,000 or 2% of the total population of Scotland (based on the 2001 ethnicity classification) were from a minority ethnic group. (2011 Census)

The Asian population was the largest minority ethnic group (3% of the total population or 141,000 people) and has seen an increase of one percentage point (69,000) since 2001 (2011 Census).

African and Caribbean population of **Glasgow** makes up 21% of the cities minority ethnic community and similarly the Chinese population makes up 16% of the cities minority community (2011 census);

The UK Office for National Statistics report estimated about 86,000 Poles were living in Scotland in 2015. The report also estimates that the number of people with non-British nationality living in Scotland is estimated to have grown from 137,000 in 2005 to 295,000 in 2015, an increase of 158,000.

Glasgow has the largest percentage of ethnic minority groups (12%) of all the selected Scottish cities. The largest, single ethnic minority group is Pakistani, and a higher percentage of population recorded their ethnic group as Pakistani in **Glasgow** (4%) compared to the other selected Scottish cities (around 1%). (Understanding Glasgow- the Glasgow Indicators Project).

As Glasgow City Council does not request an Equality and Diversity Monitoring questionnaire to be completed as part of its License Application process, we are unable to ascertain this information about current street traders.

RECOMMENDATIONS AND CONCLUSIONS

To address the opportunities set out above the following actions will be implemented by the Scottish Government and Glasgow City Council.

Disability

Assistance will be provided to those who are hearing or visually impaired by Glasgow City Council Enforcement Officers. Guidance will also be provided in different formats (such as large print etc), as required.

Race

Provision of translation services, if required, by Glasgow City Council Enforcement Officers. Guidance will also be provided in different languages, as required.

MONITORING, EVALUATION AND LESSONS AND LEARNING

The Scottish Government would welcome discussions with representative organisations during the Bill's Parliamentary process and as the Bill is implemented to see whether any further opportunities to increase equality can be identified.

An Evaluation Framework has been developed for the Championship with input from the partners. We will ensure the Bill and regulations are included within this Framework.

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