

UEFA European Championship (Scotland) Bill

Island Communities Impact Assessment

March 2025

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Name of Policy, Strategy or Service: UEFA European Championship (Scotland) Bill

Step One – Develop a clear understanding of your objectives

- What are the objectives of the policy, strategy or service?
- What are the intended impacts / outcomes and how do these potentially differ across the islands?

Impact on Scotland's islands

The impact of the UEFA European Championship (Scotland) Bill (the Bill) on island communities is the neutral. This is because the Bill largely protects UEFA's commercial rights in event zones around Hampden Park Stadium and at other areas in Glasgow city centre during EURO 2028. The only measures in the Bill which are Scotland wide relate to ticketing. These measures could have the same positive impact on people across Scotland- including islanders- by providing fair and equitable access to tickets by tackling ticket touting. There are no differential impacts for the islands or across the islands.

Background

Scotland will co-host the Union of European Football Associations' (UEFA) European Championship 2028, also referred to as 'EURO 2028', as part of a joint UK and Ireland Championship.

The UEFA European Championship (Scotland) Bill (the Bill) aims to help ensure successful delivery of EURO 2028, by meeting UEFA's commercial rights requirements for Scotland to host matches in Glasgow.

The Bill will strengthen restrictions on street trading, advertising, ticketing and enforcement for EURO 2028. Street trading and advertising restrictions will only be in place over a period of time close to and during EURO 2028. They will only apply in specific areas in Glasgow, called 'event zones'. Ticketing restrictions will apply throughout Scotland to EURO 2028 match tickets only.

The Bill will make it an offence:

- for any persons, other than UEFA or those authorised by UEFA, to trade outdoors in an event zone at a prohibited time.
- to advertise within an event zone at a prohibited time (although, certain existing advertising will be permitted) or give away products for free if they are not from approved commercial partners of the Championship.

Step two – Gather your data and identify your stakeholders

- What data is available about the current situation in the islands?
- Who are your key stakeholders?

- How does any existing data differ between islands?
- Are there any existing design features or mitigations in place?

We are not aware of any evidence related to the impacts of the UEFA European Championship (Scotland) Act 2020 and associated regulations on the islands.

Glasgow City Council confirmed on 18 February 2025 that none of its street traders licensed for areas potentially affected by the Bill live on the islands. Police Scotland has advised there may be individuals living on the islands who have a pedlar's licence but this number will be very small. A pedlar's licence allows a pedlar to trade anywhere in the UK. Potentially people from the islands could apply for a street trading licence to operate in Glasgow, or for a pedlar's licence, after this assessment is published, but we expect numbers to remain very low. There is no evidence to indicate whether any advertisers or advertising space owners, based on the islands, operate in Glasgow. But if there are any, we would expect the number of those affected by the Bill to be minimal.

The economic impact assessment of EURO 2020 commissioned by the Scottish Football Association, involved a Hampden matches survey. This drew on a sample of 740 attendees (in person at four EURO 2020 matches hosted at Hampden Stadium in Glasgow and also a follow-up online survey). Looking at the in-person respondents' locations across the UK, only a very small proportion- of survey respondents were from the Islands (Orkney). The report states that "looking more closely at Scotland, visitors [to EURO 2020] are concentrated across the central belt, with considerable numbers from other major population centres, such as Dundee, Aberdeen, and Inverness."

As EURO 2028 will take place in Glasgow, there are no island stakeholder organisations with a direct interest in this event. Lead stakeholders at national level are: Scottish Government; Glasgow City Council; Glasgow Life; UEFA, Scottish Football Association; and Police Scotland.

There are no existing design features or mitigations in place related to the islands as we assess the impacts on the islands to be minimal.

Step Three – Consultation

- Is there information already gathered through previous engagement?
- How will you carry out your consultation and in what timescales? Public meetings / Local Authorities / key stakeholders?
- What questions will you ask when considering how to address island realities?
- Separate consultation events for island communities / Local Authorities?

On 2 May 2024 the Scottish Government launched a 12-week public consultation to seek views on the commercial rights protection for EURO 2028. This included:

- A public consultation paper¹ and Partial Business and Regulatory Impact Assessment (BRIA)² published on the Scottish Government website supported by a Citizen Space survey³.
- Targeted engagement during the consultation period with those most likely to be affected and groups representing these interests.

Additionally, four consultation events were held to engage with key stakeholders and the public.

Although we expect that the impacts on the islands will be minimal, we did share the consultation paper and information on the related consultation events with Local Authorities covering island communities (Orkney, Shetland, Highland, North Ayrshire, Argyll and Bute and Comhairle nan Eilean Siar).

None of the questions in the public consultation directly related to the islands. This was because we knew from the outset that the focus of the Bill would be on event zones located in Glasgow. However, there were opportunities for respondents to cover any issues they wanted to highlight related to the islands in their responses to other questions in the public consultation survey. The public consultation asked the question “in what ways, if any, do you think the proposed legislation would affect groups of people differently than others” and there were no responses which related to the island generally and any specific island communities.

The consultation closed on 26 July 2024. A total of 26 responses were received in addition to feedback from the 18 people who attended the four consultation events. The analysis of responses to the public consultation⁴ and the Scottish Government’s response⁵ were published on 11 October 2024.

Respondents to the consultation survey were asked to provide their postcode. This indicated that none of the individual respondents lived on Scotland’s islands. Similarly, none of the organisations responding were based on the islands or directly represented island communities. However, some of the organisations responding such as Advice Direct Scotland and the Federation of Small Businesses are national organisations and as such represent people and businesses right across the country.

None of the responses to the public consultation highlighted aspects specifically related to island communities.

Our assessment was that further targeted consultation focusing on the islands – or direct engagement with organisations directly engaging island communities – was not necessary due to the minimal island impacts expected. However, Local Authorities covering the islands were invited to attend the public consultation virtual engagement sessions providing a route for them to engage further. A representative

¹ [UEFA EURO 2028 – Commercial Rights Protection: Consultation](#)

² [UEFA EURO 2028 – Proposed Legislation: Business and Regulatory Impact Assessment – Partial](#)

³ [CitizenSpace Survey](#)

⁴ [UEFA EURO 2028 – Commercial Rights Protection: Consultation Analysis – Final Report](#)

⁵ [Scottish Government’s Response](#)

from Highland Council attended the virtual engagement session on 25 June but no specific issues related to the islands were raised.

Step Four – Assessment

- Does your assessment identify any unique impacts on island communities?
 - Demographic
 - Economic
 - Social
 - Gaelic
- Does your assessment identify any potential barriers or wider impacts?
- Are there mitigations already in place for these impacts raised?

Our assessment is that the impact of the Bill on island communities is neutral. This is because the Bill largely affects street traders, pedlars and advertisers/advertising space owners operating in event zones in Glasgow during EURO 2028.

We have not identified any unique impacts or barriers/wider impacts on island communities or businesses.

Ticketing measures will have a positive effect by addressing ticket touting and the effect of these measures will be the same right across Scotland. There are also no unique impacts of the Bill related to Gaelic.

Is a full Island Communities Impact Assessment required?

You should now determine whether, in your opinion, your policy, strategy or service is likely to have an effect on an island community which is significantly different from its effect on other communities (including other island communities). To form your opinion, the following questions should be considered:

- Are there mitigations in place for the impacts identified and noted above from stakeholders and community consultations? (If further ICIA action is not required, complete the section below and publish).
- Does the evidence show different circumstances or different expectations or needs, or different experiences or outcomes (such as levels of satisfaction, or different rates of participation)?
- Are these different effects likely?
- Are these effects significantly different?
- Could the effect amount to a disadvantage for an island community compared to the mainland or between island groups?

A full Island Communities Impact Assessment is not required. This is because:

- We have not found any evidence or data which shows different circumstances or different expectations or needs, or different experiences or outcomes, related to the Bill and the islands. No specific evidence related to the islands was submitted during the public consultation.

- We expect that any impacts on the islands will be minimal. The Bill's street trading and advertising measures will only have effect in event zones within Glasgow during a period around EURO 2028. Therefore, to be potentially affected by the Bill, islanders would need to: be planning to buy tickets for EURO 2028; be planning trade in Glasgow during EURO 2028 using a street trader or pedlar licence; or own advertising space in Glasgow's EURO 2028 event zones.
- Although minimal, the main impact of the Bill related to the islands is around ticketing. This has the potential to be positive as the legislation tackles ticket touting, helping ensure fair and equitable access to tickets for people on the islands planning to attend EURO 2028 matches.
- We do not expect that the Bill will have different effects for the islands compared to the rest of Scotland (outside of the event zones) or between different islands. This is because the Bill focuses on street traders/pedlars and advertisers planning to operate in event zones in Glasgow regardless of their base. The Bill also tackles ticket touting for EURO 2028 in the same way across all of Scotland.
- Island Communities Impact Assessments for the considerations for wider aspects of EURO 2028 will be made in due course.

Step Five – Preparing your ICIA

- Assess the extent to which you consider that the policy, strategy or service can be developed or delivered in such a manner as to improve or mitigate, for island communities, the outcomes resulting from it.
- Consider alternative delivery mechanisms and whether further consultation is required.
- Describe how these alternative delivery mechanisms will improve or mitigate outcomes for island communities.
- Identify resources required to improve or mitigate outcomes for island communities.

A full Island Communities Impact Assessment is not required.

Step Six – Making adjustments to your work

- Should delivery mechanisms/mitigations vary in different island communities?
- Do you need to return to the consultation participants in respect of mechanisms or mitigations?
- Have island circumstances been factored into the evaluation process?
- Have any island-specific indicators/targets been identified that require monitoring?
- How will outcomes be measured on the islands?
- How has the policy, strategy or service affected island communities?
- How will lessons learned in this ICIA inform future policy making and service delivery?

As set out at Section 3, we shared the public consultation paper with Local Authorities covering the islands. We also invited them to participate in the on-line survey and the public engagement sessions. Two virtual engagement sessions were held so that people from across Scotland, whether the islands or elsewhere, could be involved. A representative from Highland Council attended the virtual engagement session on 25 June but no specific issues related to the islands were raised.

No other organisations or individuals from, or representing, island communities responded to the EURO 2028 public consultation on-line survey or engagement sessions. None of the 26 responses to the on-line survey, nor attendees at the engagement sessions, highlighted specific issues related to the islands. No issues related to the islands were raised by other respondents to the public consultation or on the related engagement sessions.

Our initial assessment was that it was likely that the Bill would have no or minimal impacts on the islands. We have received no evidence to the contrary through the public consultation or in related partner engagement led by the Scottish Government. Therefore, our view remains that the impact of the Bill on island communities is neutral. In addition, there are no unique impacts of the Bill on the islands compared to the rest of Scotland or differential impacts between islands. In view of this, as set out at Section 5, our assessment is that a full Island Communities Impact Assessment is not required.

Step Seven – Publishing your ICIA

- Does your ICIA need to be presented in Gaelic or any other language?
- Where will you publish your ICIA and will relevant stakeholders be able to easily access it?
- Confirm appropriate level of sign off?

This UEFA European Championship (Scotland) Bill Island Communities Impact Assessment will be presented in English. It will be published on the Scottish Government website.

ICIA completed by – Ian Sirrell and Paul Cherry

Position – Policy Officer, Major Events

Signature and Date – 25 February 2025

ICIA authorised by – Rachael McKechnie

Position – Deputy Director, Major Events

Signature and Date – 26 February 2025



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The Scottish Government
St Andrew's House
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EH1 3DG

ISBN: 978-1-83691-364-1 (web only)

Published by The Scottish Government, March 2025

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA
PPDAS1565094 (03/25)

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