



ABERDEENSHIRE COUNCIL – 25 APRIL 2013

OPPORTUNITIES FOR ABERDEENSHIRE IN 2014

1 Recommendations:

- 1.1 To consider the proposals to ensure that the opportunities of 2014 are promoted and supported where possible in order to ensure a legacy for Aberdeenshire.**
- 1.2 To approve the creation of a two year fund to support local organisations and community groups with their 2014 events. That these funds must demonstrate a legacy approach to a one off event or indicate added value to an existing event.**
- 1.3 To agree the funding package as set out in paragraphs 2.7, 2.8 and 3.2.**
- 1.4 To agree that funding is allocated between the six Areas and will be allocated to applicants through the Area Committees and the process managed by the Area Management Teams.**
- 1.5 Agree to present an update report on planned activities to Infrastructure Services Committee and Education, Learning and Leisure Committee on the Opportunities for Aberdeenshire 2014 within 9 months.**

2 Discussion

- 2.1** VisitScotland has been promoting the last four years as the 'Years of Opportunity'. This year, is the Year of Natural. 2014 is the year that culminates all these opportunities for Scotland and is being branded 'Scotland Welcomes the World'. There will be a range of legacies and benefits for sports, tourism and communities in Aberdeenshire.

The key Scottish events in 2014 are:

- Homecoming 2014
- Commonwealth Games
- Queens Baton Relay
- Ryder Cup
- Marking the start of World War 1

- 2.2** Events and opportunities in Aberdeenshire include:

- Existing local events which will be promoted as part of Homecoming 2014 – i.e. Highland Games, Hogmanay celebrations and festivals. A number of events have applied for EventScotland funding however there is limited financial support available. A number of bids have been unsuccessful.
- Major genealogy event at Haddo House
- Return of the Deskford Carynx to Banff from the National Museum of Scotland
- Hosting of Commonwealth Games teams
- Queens Baton relay for the Commonwealth Games

- Project to remember start of World War 1

Homecoming Event(s) receiving funding from EventScotland are:

- Aboyne Highland Games
- Turriff Show
- Scottish Traditional Boat Festival (Homecoming)
- Race the Castles Orienteering Tour (Scottish wide event)

- 2.4 2014 will also be the year in which the new branding for Aberdeenshire will be launched as part of the current Placemaking project being led by Economic Development and Lifelong Learning and Leisure.
- 2.5 An initial meeting took place between officers in 2012 chaired by the Head of Economic Development. The group will meet occasionally in order to concentrate on supporting and promoting the opportunities in 2014. The group will scope ideas around promotion of what is going on including dedicated set of web pages, using the Aberdeenshire Live screens, social media other online resources. The group will also need to ensure the area promotes itself as a golf tourism destination to extend their stay for the golfing enthusiasts attending the Ryder Cup at Gleneagles. Courses such as Trump International will be a key selling point to golf enthusiast planning to attend the Ryder Cup event.
- 2.6 To build on the opportunities from the Commonwealth Games, the Council's sports services are developing Community Sports Hubs in partnership with SportScotland and local clubs. A successful bid to VisitScotland for financial support for a schools' games in 2012/13 will be repeated in 2013/14. The Active Aberdeenshire team will support and advise individual groups and clubs seeking to secure funding for their own events.
- 2.7 Officers are aware that a number of local groups and organisations are planning to use Homecoming 2014 or other 2014 activities as part of their events and festivals in 2014. During the last Homecoming in 2009 a small fund was allocated to supporting such events. It is proposed that a similar fund is allocated from within the Economic Development and Education Learning and Leisure budget for small grants (£20,000 per service). In addition this report also requests £20,000 of funding to be allocated from the Community, Culture and Tourism Reserve. The criteria will be to support events taking place during 2014 in Aberdeenshire, which are being organised by community groups and organisations on a not for profit basis and which will be able to demonstrate additional features to the normal event for promoting Homecoming 2014 to visitors from outwith Aberdeenshire. The proposed budget is £60,000 drawn from financial years 2013/14 and 2014/15. However as many events will take place after March 2014, officers are recommending that unallocated funding from 2013/14 will be carried forward for grant funding in 2014/15. The maximum grant will be £5,000 per application. Assuming £60,000 is allocated this would give each Area £10,000 to approve.

2.8 The identified key event for Aberdeenshire is the genealogy event taking place in Haddo in Summer 2014 organised by the Aberdeen and North East Scotland Ancestral Tourism Partnership. It has also been recognised by EventScotland as a key Partner Event. This is a one-off event and will run a series of activities over a weekend. Economic Development will provide an additional £20,000 towards this event previously agreed by Policy & Resources Committee as part of the Six Key Areas for Development money. An initial steering group has been set up. The event is due to take place on the 9th and 10th August 2014 and will comprise three strands:

a) Ancestral: a programme of talks and a family history fair being the main elements

b) Food and Drink: a 'Farmers' Market' event at which local produce can be sampled/ purchased

c) Heritage and Culture: featuring a programme of music as well as "hands on" demonstrations of farming techniques etc., with much of it geared towards children

3. Equalities, Financial and Staffing Implications

3.1 A corporate approach will lead the Council's input to the Haddo event. Area Management Teams will manage the allocation of funding to local events and monitor their success.

3.2 The funding for Homecoming Grants would come from the Economic Development Tourist Board page 98, line 13 and Lifelong Learning and Leisure page 19, line 18 and the Community, Culture and Tourism Reserve.

3.3 The Head of Finance has been consulted and his comments are contained within the report.

3.4 An Equality Impact Assessment has been carried out as part of the development of the proposal. No impact has been identified.

Stephen Archer
Director Infrastructure Services

Maria Walker
Director Education,
Learning and Leisure

Report authors: Belinda Miller, Head of Economic Development and John Harding, Head of Lifelong Learning and Leisure. 1 April 2013

EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity (“activity” is an umbrella term covering policies, procedures, guidance and decisions).	
Service	IS and EL&L
Section	Economic Development and Lifelong Learning & Development
Title of the activity etc.	OPPORTUNITIES FOR ABERDEENSHIRE IN 2014
Aims of the activity	Secure funding for grants and support for activities in 2014 including Homecoming, Ryder Cup, Commonwealth Games
Author(s) & Title(s)	Belinda Miller Head of Economic Development, Louise Mackie, Tourism Executive, John Harding Head of Lifelong Learning and Leisure.

Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	n/a
Internal consultation with staff and other services affected.	Area Manager, Management Team, Finance
External consultation (partner organisations, community groups, and councils).	n/a
External data (census, available statistics).	n/a
Other (general information as appropriate).	n/a

Stage 3: Evidence Gaps.	
Are there any gaps in the information you currently hold?	None

Stage 4: Measures to fill the evidence gaps.		
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:

Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting "yes" in the applicable box/boxes below.				
	Positive	Negative	Neutral	Unknown
Age – Younger	x			
Age – Older	x			
Disability				x
Race – (includes Gypsy Travellers)	x			
Religion or Belief	x			
Gender – male/female	x			
Pregnancy and maternity			x	
Sexual orientation – (includes Lesbian/ Gay/Bisexual)				x
Gender reassignment – (includes Transgender)				x
Marriage and Civil Partnership			x	

Stage 6: What are the positive and negative impacts?		
Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	Young people will get chance to participate in events taking place in their area to celebrate year of 'Scotland Welcomes the World'	
	Older people will get chance to participate in events taking place in their area to celebrate year of 'Scotland Welcomes the World'	
	Events supported by Council funding will need to be open to all and will not discriminate on grounds of gender, race, or belief	

Stage 7: Have any of the affected groups been consulted?	
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	n/a

Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?		
These should be included in any action plan at the back of this form.	Mitigating Steps	Timescale

Stage 9: What steps can be taken to promote good relations between various groups?	
These should be included in the action plan.	n/a

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?
Ability to apply for funding will be open to all local constituted groups on a first come first served basis as the funding is limited to 320k per Area

Stage 11: What equality monitoring arrangements will be put in place?	
These should be included in any action plan (for example customer satisfaction questionnaires).	Event will need to provide a report to the Area Manager of their activities, attendances etc.

Stage 12: What is the outcome of the Assessment?		
Please complete the appropriate box/boxes	1	No negative impacts have been identified –please explain.
	The grant funding will have an enabling and overall positive impact on equalities.	
	2	Negative Impacts have been identified, these can be mitigated - please explain. * Please fill in Stage 13 if this option is chosen.
	3	The activity will have negative impacts which cannot be mitigated fully – please explain. * Please fill in Stage 13 if this option is chosen

* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.

n/a

Stage 14: Sign off and authorisation.

Sign off and authorisation.	1) Service and Team	Economic Development		
	2) Title of Policy/Activity	(if appropriate)		
	3) Authors: I/We have completed the equality impact assessment for this policy/activity.	Name: Belinda Miller Position: Head of Service Date: 12/4/2013 Signature:	Name: Position: Date: Signature:	
		Name: Position: Date: Signature:	Name: Position: Date: Signature:	
	4) Consultation with Service Manager	Name: Date:		
	5) Authorisation by Director or Head of Service	Name: Stephen Archer Position: Director Date:	Name: Position: Date:	
	6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.			Date: 15/04/2013
	7) EIA author sends a copy of the finalised form to: eia@abdshire			Date: 15/04/2013
(Equalities team to complete) Has the completed form been published on the website? YES/NO			Date:	

