

# Aberdeenshire Council

## Integrated Impact Assessment

### Termination of the Reputation Tracker Contract (March 2026)

Assessment ID	IIA-003069
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Approved By	Kate Bond
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# 1. Overview

This document has been generated from information entered into the Integrated Impact Assessment system.

This assessment considers the impact of ending the Reputation Tracker contract on how we listen to and act on residents' views about the quality of services provided by Aberdeenshire Council.

During screening 2 of 12 questions indicated that detailed assessments were required, the screening questions and their answers are listed in the next section. This led to 1 out of 5 detailed impact assessments being completed. The assessments required are:

- Equalities and Fairer Scotland Duty

In total there are 0 positive impacts as part of this activity. There are 14 negative impacts, all impacts have been mitigated.

A detailed action plan with 5 points has been provided.

This assessment has been approved by [kate.bond@aberdeenshire.gov.uk](mailto:kate.bond@aberdeenshire.gov.uk).

The remainder of this document sets out the details of all completed impact assessments.

## 2. Screening

Could your activity / proposal / policy cause an impact in one (or more) of the identified town centres?	No
Would this activity / proposal / policy have consequences for the health and wellbeing of the population in the affected communities?	No
Does the activity / proposal / policy have the potential to affect greenhouse gas emissions (CO2e) in the Council or community and / or the procurement, use or disposal of physical resources?	No
Does the activity / proposal / policy have the potential to affect the resilience to extreme weather events and / or a changing climate of Aberdeenshire Council or community?	No
Does the activity / proposal / policy have the potential to affect the environment, wildlife or biodiversity?	No
Does the activity / proposal / policy have an impact on people and / or groups with protected characteristics?	Yes
Is this activity / proposal / policy of strategic importance for the council?	No
Does this activity / proposal / policy impact on inequality of outcome?	No
Does this activity / proposal / policy have an impact on children / young people's rights?	No
Does this activity / proposal / policy have an impact on children / young people's wellbeing?	No
Does the activity / proposal / policy relate to budget proposals?	Yes
Does this activity / proposal / policy impact on consumers of Council services?	No

## 3. Impact Assessments

Children's Rights and Wellbeing	Not Required
Climate Change and Sustainability	Not Required
Equalities and Fairer Scotland Duty	All Negative Impacts Can Be Mitigated
Health Inequalities	Not Required
Town Centre's First	Not Required

## 4. Equalities and Fairer Scotland Duty Impact Assessment

### 4.1. Protected Groups

Indicator	Positive	Neutral	Negative	Unknown
Age (Younger)		Yes		
Age (Older)			Yes	
Disability			Yes	
Race			Yes	
Religion or Belief			Yes	
Sex			Yes	
Pregnancy and Maternity			Yes	
Sexual Orientation			Yes	
Gender Reassignment			Yes	
Marriage or Civil Partnership			Yes	

### 4.2. Socio-economic Groups

Indicator	Positive	Neutral	Negative	Unknown
Low income			Yes	
Low wealth			Yes	
Material deprivation			Yes	
Area deprivation			Yes	
Socioeconomic background			Yes	

### 4.3. Negative Impacts and Mitigations

Impact Area	Details and Mitigation

Impact Area	Details and Mitigation
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#### 4.4. Evidence

Type	Source	It says?	It Means?
Other Evidence	Internal report looking at options for replacing the reputation tracker	<p>The Scottish Household Survey (SHS) is conducted annually by the Scottish Government and provides information on the characteristics, attitudes and behaviours of Scottish residents. The survey gathers data from a representative sample of private households across Scotland. The sample size is approximately 10,000 households per year, allowing some analysis at local authority level.</p> <p>The survey asks respondents to rate their satisfaction with a range of local authority services, such as street cleaning, refuse collection, local schools, public transport, social care services and parks and open spaces. Some of the data from the survey is already included in reports within the Local Government Benchmarking Framework. This option would increase the data we extract from the survey to produce a single, more comprehensive report on customer satisfaction.</p>	The Scottish Household Survey provides a broad and balanced view of how residents feel about local services, and it allows us to compare our results with other councils across Scotland. While it may not offer the same level of local detail as the reputation tracker, it provides a clear, consistent picture of satisfaction levels and public trust - without placing extra demands on staff time or budgets.
Internal Data	Engage Aberdeenshire	Since its introduction in 2021, there have been over 460k visits to Engage Aberdeenshire, and 120k people have actively engaged by taking part in a survey, poll, or forum.	Wide reach: surveys can be distributed to a large number of residents easily, increasing the potential for diverse feedback and can be used to ask about satisfaction with specific council services.

Type	Source	It says?	It Means?
Other Evidence	Place Strategy and Policy	The Place Strategy is built on the principle of working closely with communities and partners to understand local needs and priorities. It promotes a place-based approach that uses local knowledge, wellbeing indicators, and data to guide decision-making. Place Plans are developed for towns with secondary schools and other areas identified through data as having specific needs. These plans are co-produced by Place Teams - made up of council staff and partners such as NHS Grampian and Police Scotland - and are led by Area Managers and Place Directors.	This policy ensures that engagement is tailored to the unique characteristics of each community and that local voices shape service delivery and investment priorities, and can share their feedback about council services.

#### 4.5. Engagement with affected groups

No direct engagement has been carried out.

#### 4.6. Ensuring engagement with protected groups

No direct engagement has been undertaken specifically with individuals with protected characteristics regarding the decision to end the Reputation Tracker contract. However, the Council continues to listen to residents' views through ongoing engagement activity across services. This includes regular use of platforms such as Engage Aberdeenshire, as well as ongoing dialogue through established forums like the Tenant Participation Forum, Lived Experience Forum, and Pupil Participation Forum, ensuring that a wide range of voices continue to inform service planning and improvement. These forums can be used to gather feedback on satisfaction levels with council services.

#### 4.7. Evidence of engagement

No direct engagement has been carried out.

#### 4.8. Overall Outcome

All Negative Impacts Can Be Mitigated.

The potential negative impacts of ending the Reputation Tracker contract - particularly on individuals with protected characteristics and those experiencing socio-economic disadvantage - can be mitigated through a combination of inclusive engagement practices, alternative data sources, and targeted community involvement. Key mitigation actions include:

Continued use of Engage Aberdeenshire to gather resident feedback in an accessible and inclusive way, with additional support for those facing digital barriers.

Ongoing collaboration with established forums such as the Tenant Participation Forum, Lived

Experience Forum, and Pupil Participation Forum to ensure diverse voices continue to shape service delivery and share feedback on the quality of services provided by Aberdeenshire Council.

Use of the Scottish Household Survey to provide robust, annual insights into public perceptions, including breakdowns by equality and socio-economic characteristics.

Integration with Place Plans being developed across Aberdeenshire, ensuring local priorities - especially from deprived areas - are reflected in planning and decision-making.

Monitoring and evaluation of participation data to identify and address any gaps in representation.

## **4.9. Improving Relations**

To promote good relations between different groups and areas across Aberdeenshire, the Council is taking a place-based and inclusive approach to gathering resident feedback on satisfaction with its services. By using platforms like Engage Aberdeenshire, residents from all backgrounds and localities can share their views in a transparent and accessible way. This helps build trust and mutual understanding between communities and the Council.

In addition, the development of Place Plans across Aberdeenshire ensures that feedback is gathered in a way that reflects the unique needs and priorities of each area. These plans are co-produced with local communities and partners, encouraging collaboration and shared ownership of outcomes. This approach helps reduce perceptions of inequality between areas and fosters a sense of fairness and inclusion.

The Council also continues to work with established forums such as the Tenant Participation Forum, Lived Experience Forum, and Pupil Participation Forum - to ensure that feedback is gathered from a wide range of perspectives. These forums provide opportunities for dialogue between different groups, helping to break down barriers and promote positive relationships.

Together, these steps ensure that resident satisfaction feedback is not only collected consistently, but also used to strengthen relationships between communities and the Council, and between different groups within Aberdeenshire.

## **4.10. Opportunities of Equality**

The steps taken to mitigate the ending of the Reputation Tracker contract are designed to ensure that all individuals - particularly those with protected characteristics and those experiencing socio-economic disadvantage - continue to have meaningful opportunities to share their views and influence decision-making. By maintaining engagement through established forums (such as the Tenant Participation Forum, Lived Experience Forum, and Pupil Participation Forum), promoting the use of Engage Aberdeenshire, and integrating data from the Scottish Household Survey, the Council is actively working to remove barriers to participation and foster inclusive dialogue. The development of Place Plans across Aberdeenshire further supports this by embedding local voices into planning processes, ensuring that diverse perspectives are reflected in service design and delivery. These actions collectively help to advance equality of opportunity by ensuring that engagement is accessible, representative, and responsive to the needs of all communities.

## 5. Action Plan

Planned Action	Details	
Promote Engage Aberdeenshire as the primary platform for inclusive resident feedback, ensuring offline promotion is in place.	<b>Lead Officer</b> <b>Repeating Activity</b> <b>Frequency</b> <b>Duration</b> <b>Expected Outcome</b>  <b>Resource Implications</b>	Ricki Lyon Yes Ongoing activity Ongoing activity Increased participation from a broad cross-section of residents, including those in low-income or rural areas, and those with protected characteristics. Existing task carried out by the Engagement and Consultation Officer.
Continue engagement through existing forums (Tenant Participation, Lived Experience, Pupil Participation)	<b>Lead Officer</b> <b>Repeating Activity</b> <b>Frequency</b> <b>Duration</b> <b>Expected Outcome</b> <b>Resource Implications</b>	Ricki Lyon Yes Ongoing activity Ongoing activity Continued representation of diverse lived experiences in service planning. Existing task for relevant service leads
Integrate Scottish Household Survey data into performance and planning processes.	<b>Lead Officer</b> <b>Repeating Activity</b> <b>Frequency</b> <b>Duration</b> <b>Expected Outcome</b>  <b>Resource Implications</b>	Ricki Lyon Yes Annually (aligned with survey release) Annual (aligned with survey release) Robust, disaggregated data used to inform decisions and monitor equality and socio-economic trends. This task will have resource implications for the Policy and Performance Team within Customer and Digital Services; however, the associated workload will replace the responsibilities currently undertaken in relation to the Reputation Tracker.
Ensure Place Plans include input from communities experiencing deprivation.	<b>Lead Officer</b> <b>Repeating Activity</b> <b>Frequency</b> <b>Duration</b> <b>Expected Outcome</b>  <b>Resource Implications</b>	Ricki Lyon Yes As each place plan is developed Ongoing Local priorities from all communities, including those facing disadvantage, are reflected in planning Work currently being undertaken by Area Teams.

Planned Action	Details	
Develop resident survey based on place and wellbeing themes	<b>Lead Officer</b>	Ricki Lyon
	<b>Repeating Activity</b>	Yes
	<b>Frequency</b>	Annually
	<b>Duration</b>	Ongoing activity
	<b>Expected Outcome</b>	The results of the survey will offer a multidimensional view of community life and include indicators such as access to services, perceptions of safety, and environmental quality - factors that directly influence how residents experience their local area and, by extension, their views of the council.
	<b>Resource Implications</b>	This task will have resource implications for the Policy and Performance Team within Customer and Digital Services; however, the associated workload will replace the responsibilities currently undertaken in relation to the Reputation Tracker.