

# Aberdeenshire Council

## Integrated Impact Assessment

### Budget Savings Proposal 2025/26 - Visit Aberdeenshire reduction in budget support

Assessment ID	IIA-002599
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Approved By	Paul Macari
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# 1. Overview

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

IIA on the impact of a potential reduction of £25,000 to the support that Aberdeenshire Council gives to Visit Aberdeenshire as our contribution towards Tourism in Aberdeenshire.

During screening 4 of 11 questions indicated that detailed assessments were required, the screening questions and their answers are listed in the next section. This led to 2 out of 5 detailed impact assessments being completed. The assessments required are:

- Equalities and Fairer Scotland Duty
- Town Centres First

In total there are 0 positive impacts as part of this activity. There are 2 negative impacts, of these negative impacts, 3 have been mitigated and 0 cannot be mitigated satisfactorily.

A detailed action plan with 2 points has been provided.

This assessment has been approved by paul.macari2@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?	Yes
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?	No
Is this activity / proposal / policy of strategic importance for the council?	Yes
Does this activity / proposal / policy impact on inequality of outcome?	Yes
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

## 3. Impact Assessments

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

## 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
Area deprivation	<p>A reduction in budget support for Visit Aberdeenshire may in turn have an impact on the amount of support that Visit Aberdeenshire can support tourism businesses in Aberdeenshire. This may impact of the profitability or ability to grow tourism businesses.</p> <p>Can be mitigated Yes</p> <p>Mitigation Continue to promote Aberdeenshire as an area to invest, work, visit and live through the Regional Economic Strategy, Invest Aberdeen and Economic Development Service Strategy as well as continuing to support businesses through our Business Gateway service</p> <p>Timescale Ongoing</p>

## 4.4. Evidence

Type	Source	It says?	It Means?
External Data	Visit Aberdeenshire <a href="https://industry.visitabdn.com/home/research-and-insights/">https://industry.visitabdn.com/home/research-and-insights/</a>	Gives information for businesses about Tourism in Aberdeen and Aberdeenshire	<p>help give you a better understanding of the industry and assist you in meeting the challenges of today's marketplace; from the latest consumer behaviour reports to occupancy rates within industry and what consumers think of the region.</p> <p>The research and insights shared can be used to help you answer particular questions businesses may have, or may use them to spark ideas in terms of how to message visitors or extend the tourism season.</p> <p>Why are insights important?</p> <p>It's vital we don't make business decisions in isolation of what is happening in the wider operating environment. Knowing more about what our visitors (and potential visitors) think and feel, and understanding what our competitors are doing in terms of product development, marketing and occupancy levels, is hugely helpful and can help develop your business to meet the needs of the current marketplace.</p>

## 4.5. Engagement with affected groups

As part of the savings reductions, discussions have taken place with experienced staff about the potential implicating of this policy. As this policy is a small reduction rather than whole cut then there should be a more limited impact on Visit Aberdeenshire

## 4.6. Ensuring engagement with protected groups

As part of the savings reductions, discussions have taken place with experienced staff about the potential implicating of this policy. As this policy is a small reduction rather than whole cut then there should be a more limited impact on Visit Aberdeenshire

## **4.7. Evidence of engagement**

The budget reduction is a reduction to an organisation rather than individual businesses or people. So it is difficult to access the impact of lived experience as we are not in control of how Visit Aberdeenshire spends their contribution from us or how they may adjust their budgets and support if the reduction goes ahead.

## **4.8. Overall Outcome**

Only Some Negative Impacts Can Be Mitigated.

This IIA is proposing a reduction in the budget support going to Visit Aberdeenshire of £25k out of a previous £310k budget so the new budget would still be £285k. This may reduce the amount of work or impact Visit Aberdeenshire may have unless they change the way they operate and/or find alternative sources of funding. Opportunity North East also presently match fund the local authority contribution to Visit Aberdeenshire, so a reduction from Aberdeenshire Council may also mean an overall reduction of support from other partners.

Visit Aberdeenshire is an important part of Economic Development in Aberdeenshire and we propose to continue to support it financially but with a slightly reduced amount. Officers will continue to work with Visit Aberdeenshire on alternative funding opportunities.

## **4.9. Improving Relations**

Aberdeenshire Council have good relationships with Visit Aberdeenshire. Visit Aberdeenshire are also part of the Regional Economic Partnership and we will continue to work closely with Visit Aberdeenshire, tourism businesses and other partners to promote and grow tourism in Aberdeenshire

## **4.10. Opportunities of Equality**

This reduction in budget could create opportunities for alternative funding models.

## 5. Town Centre's First Impact Assessment

### 5.1. Local Factors

Indicator	Positive	Neutral	Negative	Unknown
Town centre assets		Yes		
Footfall		Yes		
Changes to road layouts		Yes		
Parking		Yes		
Infrastructure changes		Yes		
Aesthetics of the town centre		Yes		
Tourism			Yes	
Public safety		Yes		
Town centre business		Yes		
Cultural heritage and identity		Yes		
Social and cultural aspects		Yes		

### 5.2. Negative Impacts and Mitigations

Impact Area	Details and Mitigation
Tourism	<p>Reducing the Visit Aberdeenshire budget by £25k may result in reducing the amount of support available to tourism businesses in Aberdeenshire and the promotion of the area.</p> <p>Can be mitigated Yes</p> <p>Mitigation Continue to promote the area through other avenues such as Invest Aberdeen and the Regional Economic Partnership to ensure that Aberdeenshire is a place that people want to work, live and play in.</p> <p>Timescale Ongoing</p>
Tourism	<p>Reducing the Visit Aberdeenshire budget by £25k may result in reducing the amount of support available to tourism businesses in Aberdeenshire and the promotion of the area.</p> <p>Can be mitigated Yes</p> <p>Mitigation Continue to support businesses through out Business Gateway service</p> <p>Timescale Ongoing</p>

### 5.3. Evidence

Type	Source	It says?	It Means?
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Type	Source	It says?	It Means?
External Data	<a href="https://industry.visitabdn.com/home/research-and-insights/">https://industry.visitabdn.com/home/research-and-insights/</a>	Information for businesses about the area and potential visitors	Information to help support potential and existing tourism businesses

## 5.4. Overall Outcome

Only Some Negative Impacts Can Be Mitigated.

The reduction proposed will still see Aberdeenshire Council supporting Tourism in Aberdeenshire and we will continue to work with Visit Aberdeenshire, businesses and other partners to promote and support tourism in Aberdeenshire and help Visit Aberdeenshire look at alternative funding sources.

Tourism is a key part of our Economic Development Service Strategy and Regional Economic Strategy this reduction will allow us to continue to support Visit Aberdeenshire and Tourism in Aberdeenshire whilst also reducing the Economic Development budget as part of savings for Aberdeenshire Council.



## 6. Action Plan

Planned Action	Details
Continue to explore options for supporting the Tourism industry in Aberdeenshire.	<p><b>Lead Officer</b> Kelly Wiltshire</p> <p><b>Repeating Activity</b> No</p> <p><b>Planned Start</b> Thursday January 09, 2025</p> <p><b>Planned Finish</b> Wednesday December 31, 2025</p> <p><b>Expected Outcome</b> Alternative sources such as options around Visitor Levy.</p> <p><b>Resource Implications</b> Staff time</p>
Continue to promote Aberdeenshire as a place to invest, work, live and play as part of the Economic Development Service Strategy and Regional Economic Strategy	<p><b>Lead Officer</b> Kelly Wiltshire</p> <p><b>Repeating Activity</b> No</p> <p><b>Planned Start</b> Thursday January 09, 2025</p> <p><b>Planned Finish</b> Tuesday March 31, 2026</p> <p><b>Expected Outcome</b> Implementation of the Economic Development Service Strategy and Regional Economic Strategy</p> <p><b>Resource Implications</b> staff and partners time and budgets</p>