

## SECTION 1 - DO I NEED AN EIA?

## DO I NEED AN EIA?

**Name of policy/activity:**

Moray Growth Deal – Cultural Quarter Project

Please choose one of the following:

Is this a:

- ~~New policy/activity?~~
- ~~Existing policy/activity?~~
- ~~Budget proposal/change for this policy/activity?~~
- Pilot programme or project? Y

**Decision**

Set out the rationale for deciding whether or not to proceed to an Equality Impact Assessment (EIA)

It has been agreed with the Policy Manager – Equality & Investment in the Cities Team, Scottish Government, that all outline business cases developed as part of the Moray Growth Deal will include an EIA to identify significant impacts on protected groups.

It is considered that identifying the positive impacts on these protected groups will also demonstrate success for the projects in the deal and link to some of the key outcomes and objectives stated.

**Date of Decision:** 02/12/2019

**If undertaking an EIA please continue onto the Section 2. If not, pass this signed form to the Equalities Officer.**

**Assessment undertaken by** *(please complete as appropriate)*

Director or Head of Service	
Lead Officer for developing the policy/activity	D Moreton Moray Growth Deal Programme Manager
Other people involved in the screening (this may be council staff, partners or others i.e contractor or community)	Equal Opportunities Officer

## SECTION 2: EQUALITY IMPACT ASSESSMENT

**Brief description of the affected service**

1. Describe what the service does:

The proposal is looking to invest in the creation of a vibrant city Cultural Quarter space at the heart of Elgin that will support economic growth and cultural expansion within the city and wider region. Culture-led regeneration has been an emerging trend amongst many UK cities and towns in recent times, with examples such as Belfast and Dundee leading the way. It has become evident that investment in culture and creativity has the potential of generating socio-economic impacts such as strengthening communities and skills, increasing employment and boosting tourism.

2. Who are your main stakeholders?

Moray Council , Moray Speyside Tourism, Grant Lodge Trust, Friends of Grant Lodge, Highlands and Islands Enterprise, Elgin Town Hall for the Community, University of Highlands and Islands, Moray Growth Deal Business Assembly, Scotch Whisky Association, Malt Whisky Trail, Scotch Whisky Experience, 16-29 year olds, Recite Films, Out of Darkness Theatre Co, Findhorn Bay Arts, Elgin Youth Café, Spirit of Speyside, Castle to Cathedral to Cashmere Group, Elgin Fund, Moray Chamber of Commerce, Elgin BID, General Public/Moray Residents.

3. What changes as a result of the proposals? Is the service reduced or removed?

The project has two clear aims:

1. In terms of the visitor economy; the aim is to increase tourism in Moray by providing a focal point of significance to draw in additional visitors and signpost them to attractions right across the area. Particular emphasis has been made within the business case on ensuring that the Cultural Quarter compliments existing offerings throughout the area. Elgin is a central location which is close to all major transport links and provides easy access to all parts of Moray. It is also the most visited by tourists and therefore is ideal for signposting to other attractions throughout Moray. In terms of Whisky in particular, it will complement the visitor offerings already available at distilleries rather than compete because it has a signposting function, and is set apart from the main clusters.
2. The project will provide an enhanced cultural and evening economy offering which will help to attract and retain young people in the area. High quality developments like the Cultural Quarter also increase the attractiveness of the area to those thinking of locating in Moray for employment reasons

4. How will this affect your customers?

The project will provide benefits in terms of:

- Increased attractiveness of the area
- Increased hotel capacity for visitors
- Increased tourism spend in the area
- Increased employment opportunities
- Regeneration of Elgin town centre, increasing the vibrancy of the town
- Improved cultural offerings

**APPENDIX 4**

<b>5. Please indicate if these apply to any of the protected characteristics</b>		
<b>Protected groups</b>	<b>Positive impact</b>	<b>Negative impact/risks</b>
Race	No impacts have been identified. Moray has a relatively small proportion of minority ethnic groups (4%, compared with 8% nationally) and a relatively high proportion of white (other British (18%, compared with 8% nationally)). The proportion of white – other in Moray is 3%, of which 1% is Polish. (source: Scotland's census, <a href="https://www.scotlandscensus.gov.uk/ods-visualiser/#view=ethnicityChart&amp;selectedWafers=0&amp;selectedRows=0,12,16,20">https://www.scotlandscensus.gov.uk/ods-visualiser/#view=ethnicityChart&amp;selectedWafers=0&amp;selectedRows=0,12,16,20</a> )	
Disability	Enhanced public space and road traffic configuration to ensure easy and safe walking and cycling connections to the town centre	The development/ implementation phase needs to consider accessibility for a range of disabilities, bearing in mind that these can vary considerably depending on the type of disability
Carers (for elderly, disabled or minors)	Enhanced public space and road traffic configuration to ensure easy and safe walking and cycling connections to the town centre	The development/ implementation phase needs to consider accessibility for a range of disabilities, bearing in mind that these can vary considerably depending on the type of disability
Sex	Enhanced public space and road traffic configuration to ensure easy and safe walking and cycling connections to the town centre	All new or refurbished facilities within the project will include somewhere private for someone who is pregnant or breastfeeding to rest, and to provide a private, hygienic and safe place for breastfeeding, and to store milk if necessary.
Pregnancy and maternity (including breastfeeding)		
Sexual orientation	No impacts have been identified	
Age (include children, young people, midlife and older people)	It is a key objective of the project to attract and retain more young people in Moray.	
Religion, and or belief	No impacts have been identified	
Gender reassignment	✓	Consideration to be given to unisex toilet facilities being installed as standard to remove barriers

**APPENDIX 4**

<p>Inequalities arising from socio-economic differences</p>	<p>An options appraisal was carried out which combined a cost/benefit ratio with a separate appraisal on socio-economic impacts. This is described in Appendix 2 of the business case. A detailed analysis of the social impacts is given in Appendix 5 of the business case.</p>	
<p>Human Rights</p>	<p>Enhanced cultural opportunities have been demonstrated to give rise to wider freedom of thought, conscience and religion (article 9 of Human Rights Act) freedom of expression (article 10). This is evidenced in the Economic Impact Assessment comparison data with other towns/cities that have already developed cultural quarters. Article 14 of the human rights act (protection from discrimination) is engaged in considering accessibility for various protected groups as well as groups disadvantaged due to rural isolation.</p>	

**6. Evidence.** What information have you used to make your assessment?

<b>Performance data</b>	Inclusive growth diagnostic
<b>Internal consultation</b>	A programme board meeting was held on 11 <sup>th</sup> May 2017 to determine the CSF's for projects within the Moray Growth Deal. The attendees included relevant stakeholders from Moray Economic Partnership, Highlands and Islands Enterprise, University of the Highlands and Islands, Skills Development Scotland, and Moray Council
<b>Consultation with affected groups</b>	The options were generated by holding a series of workshops with key stakeholders, at which evaluation was undertaken to assess how well each option met the investment objectives and CSFs at each stage.  In light of the different stakeholder groups involved the options appraisal workshops were held separately for each element of the Cultural Quarter and are recorded in Appendix 2 of the business case
<b>Local statistics</b>	<a href="http://smi.moray.gov.uk/MPG/PRO1/16-0008/01%20Project%20Information/20170809AmendedMorayDiagnostic4.0.xlsx">http://smi.moray.gov.uk/MPG/PRO1/16-0008/01%20Project%20Information/20170809AmendedMorayDiagnostic4.0.xlsx</a>
<b>National statistics</b>	
<b>Other</b>	Treasury Green Book and capital investment manual. Consultants (Ekosgen (Appendix 4), BiGGAR Economic (Appendix 6))

**7. Evidence gaps**

Do you need additional information in order to complete the information in the previous questions? No

The project was developed from comparison of Inclusive Growth Diagnostic data which compared Moray statistics against National averages. As the business case has developed benefits have been identified and key measures will be implemented prior to the delivery phase in order that they can be baselined and performance improvements demonstrated.

**8. Mitigating action**

*Can the impact of the proposed policy/activity be mitigated? Yes*

Please explain

In relation to the positive impacts identified in the protected groups detailed at section 5 above:

Disability	All new or refurbished facilities within the project will take account of disabled access requirements and where feasible go above and beyond the minimum requirements of the
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## APPENDIX 4

	legislation to make the experience for the disabled the best it can be and make Moray a disabled friendly destination. This ethos also applies to work to be done on access routes to and from facilities within the Cultural Quarter and across to the town centre.
Carers (for elderly, disabled or minors)	Per above but with consideration for the need for companions.
Pregnancy and maternity (including breastfeeding)	All new or refurbished facilities within the project will include somewhere private for someone who is pregnant or breastfeeding to rest, and to provide a private, hygienic and safe place for breastfeeding, and to store milk if necessary.
Age (include children, young people, midlife and older people)	It is a key objective of the project to attract and retain more young people in Moray.
Gender reassignment	Consideration to be given to unisex toilet facilities being installed as standard to remove barriers.
Inequalities arising from socio-economic differences	Inclusive growth is a key aim of the Growth Deal and key social impacts have been identified within the project relating to health and well-being for all groups.
Human Rights	Enhanced cultural opportunities have been demonstrated to give rise to wider freedom of thought, conscience and religion (article 9 of Human Rights Act) freedom of expression (article 10). This is evidenced in the Economic Impact Assessment comparison data with other towns/cities that have already developed cultural quarters. Article 14 of the human rights act (protection from discrimination) is engaged in considering accessibility for various protected groups as well as groups disadvantaged due to rural isolation.

## 9. Justification

If nothing can be done to reduce the negative impact(s) but the proposed policy/activity must go ahead, what justification is there to continue with the change?

There are no negative impacts as the project will increase and enhance facilities and is not reducing anything.

What is the aim of the proposal?

1. To increase tourism in Moray by providing a focal point of significance to draw in additional visitors and signpost them to attractions right across the area.
2. The project will provide an enhanced cultural and evening economy offering which will help to attract and retain young people in the area.

Have you considered alternatives?

An option appraisal exercise was undertaken with key stakeholders to identify the preferred solution which was then verified by independent economic and social impact assessment, as outlined in Appendices 4 and 5 of the business case.

## SECTION 3 CONCLUDING THE EIA

## Concluding the EIA

1. No negative impacts on any of the protected groups were found.	✓
2. Some negative impacts have been identified but these can be mitigated as outlined in question 8.	
3. Negative impacts cannot be fully mitigated the proposals are thought to be justified as outlined in question 9.	
4. It is advised not to go ahead with the proposals.	

**Decision**

Set out the rationale for deciding whether or not to proceed with the proposed actions:

The project will proceed as it has significant positive impacts for all residents and visitors to the area.

**Date of Decision:** 31/01/2020

**Sign off and authorisation:**

<b>Service</b>	Economy, Environment & Finance
<b>Department</b>	Economic Growth and Development
<b>Policy/activity subject to EIA</b>	Moray Growth Deal Cultural Quarter Project
We have completed the equality impact assessment for this policy/activity.	Name: Dave Moreton Position: MGD Programme Manager Date: 31/01/20
Authorisation by head of service or director.	Name: Jim Grant Position: Head of Economic Growth and Development Date: 31/01/20
Please return this form to the Equal Opportunities Officer, Chief Executive's Office.	