

Equality Impact Assessment: Scotland's Year of Stories 2022

April 2023

EQUALITY IMPACT ASSESSMENT – RESULTS

Contents

Summary of aims and desired outcomes of policy	3
Author of the Equality Impact Assessment	3
Date of publication.....	3
Part 1 - Executive Summary.....	4
Context.....	4
Findings.....	5
General	5
COVID-19.....	7
Intersectional.....	7
Age: Children and Young People	7
Age: Older People	8
Race/Multi-cultural and faith communities.....	8
Disability.....	8
Sexual Orientation.....	9
Socio-economic disadvantage	9
Headline actions.....	9
Evidence	10
Legacy.....	10
Action	10
Legacy activity.....	10
Intersectional.....	10
Age: Children and Young People	11
Evidence	11
Age: Older People	12
Evidence	12
Recommendation and conclusions.....	19
Part 2- Background	20
Scotland’s Year of Stories	20
Aim.....	20
Objectives	20
Five underpinning strands	21
Scope of Equality Impact Assessment	21

Part 3 - The Evidence.....	21
2009-2018 Themed Years and Homecoming 2014.....	22
Intersectional.....	22
Age: (Children and Young People).....	23
Age: Older People.....	23
Race/Multi-cultural and faith communities.....	24
Disability.....	25
Sexual Orientation.....	26
Socio economic disadvantage.....	27
Part 4 - Key Findings.....	28
Part 5 - Recommendations and Conclusions	29
Grant funding	30
Scotland's Year of Stories Community Stories Fund.....	30
Scotland's Year of Stories Open Events Fund	33
Partner supported events and activity	34
Historic Environment Scotland	34
Scottish Library Information Council.....	35
Traditional Arts Culture Scotland/Scottish Storytelling Centre.....	35
Sensing Stories	35
Imagine Online	35
Queer Folks Tales	35
Figures of Speech	35
Stone Soup	36
Attic Archives	36
Wigtown Festival Company.....	36
Other related activity:	36
Intersectional.....	37
Age: Children and Young People	37
Age: Older People.....	37
Race/Multi-cultural and faith communities.....	38
Disability.....	38
Sexual Orientation.....	38
Socio-economic Disadvantage.....	38
Part 6 - Monitoring and Evaluation	38

Title of policy

Scotland's Year of Stories 2022

Summary of aims and desired outcomes of policy

Scotland's Year of Stories 2022 will sustain and build upon the momentum of the preceding Themed Years to spotlight, celebrate and promote the wealth of stories inspired by, written, or created in Scotland. From icons of literature to local tales, the Year will encourage locals and visitors to experience a diversity of voices, take part in events and explore the places, people and cultures connected to all forms of our stories, past and present. It will contribute to recovery from the pandemic and inspire new stories of Scotland to be shared.

Author of the Equality Impact Assessment

The Equality Impact Assessment for Scotland's Year of Stories is a partnership document led by the Scottish Government with support from VisitScotland.

Date of publication

April 2023

Part 1 - Executive Summary

Context

The Themed Year approach is a Scottish Government initiative, which aims to showcase some of Scotland's strongest tourism assets and other key aspects of society by providing a collaborative platform for multiple partners to work together and maximise benefits. The approach is under-pinned by an events programme (funded and unfunded/partner) and related marketing, PR and industry engagement activity, led by VisitScotland. A number of bodies across Scotland are also supporting Scotland's Year of Stories by delivering their own events and initiatives and in collaboration with other partners.

The primary aim of the Themed Years is to boost Scotland's key tourism and events sectors: however in addition to this the Themed Years also have significant potential to make a contribution right across the Scottish Government's national outcomes, including:

- boosting equality and cultural diversity;
- enhancing community engagement, cultural participation, empowerment, fairness and social inclusion; and
- creating a legacy and also cultural momentum to be harnessed in future years.

Scotland's Year of Stories boosts the Creative Industries as they recover from the impacts of COVID-19. The Creative Industries make a significant contribution to Scotland's economy. For example, in 2018, the Creative Industries in Scotland contributed £4.6 billion GVA to the Scottish economy¹. This represents a steady increase since 2010. In 2019, the Creative Industries sector employed 90,000 people². Writing and Publishing was the third largest sub-sector of the creative industries (this also includes newspapers and magazines).

Scotland's Year of Stories will sustain and build upon the momentum of the preceding Themed Years to spotlight, celebrate and promote the wealth of stories inspired by, written, or created in Scotland. From icons of literature to local tales, the Year will encourage locals and visitors to experience a diversity of voices, take part in events and explore the places, people and cultures connected to all forms of our stories, past and present. It will contribute to recovery from COVID-19 and inspire new stories of Scotland to be shared.

This document focuses on identifying the headline evidence and related opportunities to boost equality through Scotland's Year of Stories, Scotland's 12th Themed Year. Previous themes have included food and drink, active, creative, natural, innovation/architecture/design, history/heritage/archaeology, young people and coasts/waters.

Partners have agreed that the Scottish Government will lead the Equality Impact Assessment process for the Scotland's Year of Stories. The delivery of the

¹ [4. Creative Industries Sector - Scotland National Strategy for Economic Transformation: industry leadership groups and sector groups - evidence - gov.scot \(www.gov.scot\)](#)

² [4. Creative Industries Sector - Scotland National Strategy for Economic Transformation: industry leadership groups and sector groups - evidence - gov.scot \(www.gov.scot\)](#)

- Significant wider partner activity to boost equality through tourism and events is already underway. For example the suite of tools to boost inclusive tourism available from [Accessible & Inclusive Tourism - Marketing Toolkit: VisitScotland.org](#). Where possible this existing activity should also be built on for Scotland's Year of Stories. In addition opportunities for new bespoke actions should be explored, particularly if they add long term value, with a focus on activities which not only boost Scotland's Year of Stories but also leave a legacy for the future;
- Learning from previous Themed Years and previous seasons of Scotland's Winter Festivals identifies that to maximise the impacts of the Equality Impact Assessment process it is vital that any related actions are not promoted as separate initiatives but are fully mainstreamed into the wider package of activity being delivered by partners. This tackles inequalities, boosts community engagement and empowerment and showcases the central role of people with protected characteristics as an integral part of Scotland's wider and culturally diverse communities;
- Robust external evidence- focusing on people with intersectional/protected characteristics- in support of the Scotland's Year of Stories opportunity is very limited. However there is available data around culture and stories which showcases the opportunity related to the wider population which will also be relevant for the purposes of this Equality Impact Assessment;
- Scotland's Year of Stories strategic plan from VisitScotland puts access, inclusion and diversity at its heart:
 "Access, Inclusion and Diversity: The remit of Scotland's Year of Stories encompasses all aspects of our tourism offering. We will develop the platform to celebrate the broadest range of visitor experiences in relation to the theme, with a focus on unique, authentic experiences, sustainable tourism and place. We will encourage all partners to consider the accessibility of the stories that they tell and the forms in which they communicate. Scotland has many voices. Scotland's Year of Stories will seek to include and promote a diversity of voices such as emerging and undiscovered talent, underrepresented groups, our Indigenous languages, young people, and new Scots communities";
- the Open Events Programme evaluation criteria was very clear in terms of what would be prioritised for support, this included: "Alignment with access, inclusion and diversity objectives including promotion of emerging and undiscovered talent, underrepresented groups, our indigenous languages, young people, and new Scots communities";
- the Community Stories Fund application asked how activity would target "any particular audiences within your communities, such as young people, multicultural communities or people that have recently made Scotland their home"; and
- the Scotland's Year of Stories Community Fund has the potential to significantly boost diversity and cultural participation as evidenced by the wide range of events which are being supported, many of which are delivered by

representative groups and diverse communities. See Part 5 “Recommendations and Conclusions”. To achieve maximum profile- and to inspire further participation- the funding offered in support of Scotland’s Year of Stories needs to showcase events which specifically aim to engage protected groups or are delivered by them ideally via a dedicated Communication Plan with input from all lead partners.

COVID-19

- The impact of COVID-19 on communities has been unprecedented with many with protected characteristics such as race, age, disability and socio-economic disadvantage having been hardest hit. As we move towards recovery Scotland’s Year of Stories provides communities with the opportunity to reflect on the preceding period, to recognise the NHS and all the other organisations and people who have worked so hard to support them and also look towards the future with renewed hope.

Intersectional

- Robust external evidence to demonstrate the benefits of storytelling on people with intersectional/protected characteristics is limited. More widely though there is some data focused on the wider population which is also relevant for the purposes of this Equality Impact Assessment.
- One of the most effective ways to welcome all of the protected groups is through focused marketing and PR activity to underline the welcome and also to ensure that people see their communities reflected in media, for example via promotional images. For example 73% of respondents to Equality Network/VisitScotland research on LGBT tourism said that an LGBT friendly reputation was an important factor in their choice of destination [Scottish-LGBT-Travel-Report.pdf \(equality-network.org\)](#).

Age: Children and Young People

- Scotland’s Year of Stories appears to provide particular opportunities to further engage children and young people, particularly building on the successes of the 2018 Year of Young People and the subsequent young people-centred activities under the Micro Local Activity Grant Program (MOLAG) led by YouthLink Scotland on behalf of Scottish Government during the Year of Coasts and Waters 2020/21. A key learning from the Year of Young People is that it’s vital that young people have a voice at the very centre of policy design and delivery by utilising a co-design approach. Recent research provides substantial evidence that pupils who enjoy reading high quality books score higher in tests. The average marks of pupils who read books rose by 0.22 points overall, which is the equivalent of 3 months’ worth of additional secondary school academic growth. (2020- University College London and the University of Malaga). More broadly there is a growing body of evidence which illustrates the importance of reading for pleasure for both educational purposes as well as personal development.

- It is essential that the lessons and learning from the Year of Young People 2018 is central to the design and delivery of Scotland's Year of Stories in 2022.

Age: Older People

- There are significant opportunities to encourage older people to engage in Scotland's Year of Stories, building on evidence such as:
 - the Scottish Household Survey 2020 figures shows levels of cultural attendance, in 2020, were generally higher among the younger age groups, although there were differences in the cultural activities attended by younger and older age groups; and
 - 55% of adults aged 16 to 24 attended a cultural event or place of culture (including the cinema) compared to 23% of those aged 75 and over (Scottish Household Survey 2020, Telephone Survey).

Race/Multi-cultural and faith communities

- Feedback from BEMIS Scotland is that Scotland's Year of Stories has significant potential to boost race equality and cultural diversity as part of the wider package of activity already underway to deliver the Scottish Government's Race Equality Framework. BEMIS Scotland have also confirmed that multi-cultural communities across Scotland are very keen to engage in the Year - showcasing their stories, traditions and journeys and also what Scotland now means for them as their home.
- The Coalition for Racial Equality and Rights (CRER) co-ordinated the first Black History Month programme in Scotland 20 years ago, and in recent years, Black History Month has gone from strength to strength, with partners across community, voluntary and public sectors contributing dozens of events every October. Black History Month appears to offer opportunities to engage multi-cultural communities in Scotland's Year of Stories.

Disability

- There is a growing body of evidence related to the engagement of disabled and older people in tourism, culture and events - boosted by data gathered in support of VisitScotland's Inclusive Tourism Project³. For example, in 2011, the proportion of people in Scotland with a long-term activity-limiting health problem or disability was 20% (1,040,000 people) (2011 Scotland census). This evidence identifies an opportunity to boost accessibility of events and activities celebrating Scotland's Year of Stories building on the related suite of inclusive toolkits and other support delivered and funded as a legacy of the earlier Themed Years.
- In all cases providing full and clear information on the accessibility of each event and attraction celebrating Scotland's Year of Stories is key, including the journey to and from the site, recognising that not all of this is within the control of the event organiser.

³ [Accessible & inclusive tourism - Marketing toolkit | VisitScotland.org](https://www.visitScotland.org.uk/accessible-inclusive-tourism-marketing-toolkit)

Sexual Orientation

- VisitScotland/Equality Network Research suggests that proactively welcoming and inviting the LGBTI community to take part in tourism and events is essential to achieve maximum impacts and boost equality.
- Existing annual events like LGBT History month and Pride related activities (virtual or real life) appear to offer particular opportunities to engage the LGBTI community in Scotland's Year of Stories.
- In addition, mainstreaming LGBTI content across all Scotland's Year of Stories activity will help raise awareness across wider society of Scotland's journey towards LGBTI equality and also the challenges and opportunities of the future.

Socio-economic disadvantage

- Although not directly in the scope of this Equality Impact Assessment there are also clearly intersectional opportunities to engage Scotland's most deprived communities – including as set out in the Scottish Index of Multiple Deprivation⁴ in Scotland's Year of Stories.

Headline actions

Building on the evidence available and the opportunity, a wide range of actions are being delivered to boost equality during Scotland's Year of Stories. Further detailed information is set out later in this paper. The headlines are set out under the relevant headings below.

It should be noted that much of the response to the opportunities identified in this Equality Impact Assessment are harnessed by two particular strands of partner activity:

- the Scotland's Year of Stories Open Events Fund plus the Community Stories Fund and partner event programme. Many of the 200+ funded events supported by the two funding programmes are showcased in this Equality Impact Assessment. However to get a full sense of how equality and diversity sit at the centre of Scotland's Year of Stories it is important to review all events supported by the Year which are showcased in detail at VisitScotland's website. The full Scotland's Year of Stories funded event programme is now in place and the related partner programme will continue to develop throughout the Year; and

⁴ Scottish Index of Multiple Deprivation (SIMD) is the Scottish Government's standard approach to identify areas of multiple deprivation in Scotland. It is a tool for identifying areas with relatively high levels of deprivation. If an area is identified as 'deprived', this can relate to people having a low income but it can also mean fewer resources or opportunities. SIMD looks at the extent to which an area is deprived across seven domains: income, employment, education, health, access to services, crime and housing.

- VisitScotland's Inclusive Tourism Toolkit which provides a growing range of Accessible and Inclusive Tourism Marketing tools and guides to boost accessible tourism (with a focus on disabled and older people) at: [Accessible & Inclusive Tourism - Marketing Toolkit | VisitScotland.org](https://www.visitScotland.org.uk/accessible-and-inclusive-tourism-marketing-toolkit)

Evidence

Legacy

Learning and lessons from the Themed Years and previous seasons of Scotland's Winter Festivals highlights the importance of legacy activity and building the momentum around equality across a number of Themed Years.

Opportunity

On-going promotion of the tools and initiatives developed via the previous Themed Years which also have the potential to boost Scotland's Year of Stories.

Action

Legacy activity

- Accessible events guide (legacy of Year of Food and Drink 2015);
- Easy Does it Guide (legacy of Year of Innovation, Architecture and Design 2016);
- Diversity photo project (a legacy of the Year of History, Heritage and Archaeology 2017); and
- Accessibility Guide (legacy of the Year of History, Heritage and Archaeology).

Accessibility guides for the Year of Food and Drink 2015, the Year of Innovation, Architecture and Design 2016, the Diversity photo project and the Year of History, Heritage and Archaeology are available using this URL:

[VisitScotland Inclusive Tourism Toolkit](https://www.visitScotland.org.uk/accessible-and-inclusive-tourism-marketing-toolkit)

Scotland's Year of Stories projects supported will develop a number of legacy outcomes including the development of expertise amongst the communities delivering events and legacy materials that will ensure the stories told were not limited to a point in time and can be shared with diverse groups going forward (e.g. books, trails, podcasts, film, Intangible Cultural Heritage (ICH) Capture etc.). For example Deaf Action (Community Story grantee) will create a rich digital archive of stories and history through their funded project.

Intersectional

Evidence

Evidence from stakeholder engagement highlights that one of the most effective ways to welcome all of the protected groups is through focused marketing and PR activity to underline the welcome and also to ensure that people see their communities reflected in media, for example via promotional images.

Organisations such as BEMIS Scotland have confirmed that there is significant demand to join the celebration of Scotland's Year of Stories within the communities they represent, many of which are intersectional.

Learning from previous Themed Years and previous seasons of Scotland's Winter Festivals identifies that to maximise the impacts of the Equality Impact Assessment process it is vital that any related actions are fully mainstreamed into the wider package of activity being delivered by partners.

Opportunity

To fully harness the benefits of storytelling to people with protected characteristics and also the wider population.

Action

The Scottish Government provided VisitScotland with funding of £4,500 in 2020 to enhance their Digital Media Library with images showcasing people with protected characteristics celebrating the Themed Years in the context of Scotland's wider Inclusive Growth Strategy. These images will primarily be used in VisitScotland marketing and PR activity and will also be available free of charge to other partners. [VisitScotland - Inclusive images and videos of Scotland](#)

VisitScotland will explore the opportunities to showcase and celebrate Scotland's diversity as an integral part of all of its marketing and PR activity for Scotland's Year of Stories.

With an increased diversity of funded projects, the images and copy promoting these activities are core promotional tools for the Year of Stories, thus reflecting a diversity of groups, stories and voices in line with the strategic plan for the Year.

Age: Children and Young People

Evidence

93% of the Scottish population believes that creative activity is essential for children and young people's learning and well-being, 77% believe that arts education in schools is as important as science education (Creative Scotland Public survey on creativity, 56 Degree Insight 2020).

88% agree that literature should play a part in everyone's education (Literature in Britain Today, Royal Society of Literature, 2017).

Opportunity

To engage young people in Equality Impact Assessment building on the success of the 2018 Year of Young People.

Action

Building on the 2018 Year of Young People, children and young people sit at the heart of Scotland's Year of Stories. Many of the funded events for the Year entirely or partly focus on children and young people and the marketing and PR of the Year is being continuously developed to ensure young people continue to be engaged throughout 2022. The diversity of the programme and associated promotion will very clearly target specific groups and organisations.

For example, Year of Stories is working with Royal Scottish National Orchestra (RSNO) to deliver 'Yoyo and the Little Auk' which has been developed with their

Early Years Advisory Board and Youth Advisory Board. The focus is on helping children understand migration and cultural diversity. The project aims to encourage participation and engagement with Scotland's diverse communities and has partnered with the community-led charity 'Refuweege' amongst others. The promotional activity will target early years, schools and parents through RSNO, education and partner channels, reaching a wide and diverse audience.

Scotland's Year of Stories benefits from multiple partner campaigns alongside a strong umbrella campaign which promotes the overall Scotland's Year of Stories programme of activity and attractions and encourages cross-fertilisation of interest and audiences. Each of EventScotland's delivery partners undertakes a specific targeted campaign for their Scotland's Year of Stories event or activity, thus ensuring the collective reach of the Year is both broad and targeted.

In relation to demographics for Scotland's Year of Stories umbrella comms and paid campaigns - the main objective is about reach, thus protected characteristics are included in this generic approach as well as through the very targeted promotions specific to particular audiences.

As part of the umbrella campaign mix, Scotland's Year of Stories will utilise influencers to target a younger audience.

Age: Older People

Evidence

There is a clear relationship between the age of a visitor to the UK and the likelihood of them reporting a health condition or impairment. 65% of those visiting with an impairment were over 55 in age compared to 21% of all inbound visitors to the UK (VisitBritain).

IPSOS – Tracking the Coronavirus Report, Scotland has found that older people (over 55) are more anxious about returning to events than younger people (under 35). Those who are most worried about the health impact of the virus are most cautious about returning to venues and events. This includes older age groups who are generally most concerned.

55% of adults aged 16 to 24 attended a cultural event or place of culture (including the cinema) compared to 23% of those aged 75 and over (Scottish Household Survey 2020, Telephone Survey 2020).

Adults aged 75 or over (75%) were more likely to read books for pleasure than adults aged 16 to 24 (59%).

When excluding reading, adults aged 16 to 24 (76%) were more likely to have participated in a cultural activity than adults aged 75 or over (44%) (Scottish Household Survey 2020, Telephone Survey).

Opportunity

To boost the accessibility of Scotland's Year of Stories events for older people.

Action

Older people sit at the heart of Scotland's Year of Stories with many funded events such as Open Book's Stories Across Scotland showcasing their experiences of life in Scotland now and in the past and also their hopes for the future through storytelling.

Information relevant to disability is also available under Regional Tourism Itineraries on the VisitScotland website, which is an expanding resource⁵.

As outlined above, specific projects and campaigns will target specific groups relevant to that activity, whilst the Scotland's Year of Stories umbrella campaign will achieve a broad reach across the widest range of groups. As part of this mix, VisitScotland will target the older age brackets through email marketing with relevant content and messages.

Projects such as the Perth and Kinross Year of Stories plan to work with a community group for older people who were feeling isolated; the Scotland's Year of Stories: Community Campfires project plans to work with older people, during its tour, including visiting care homes; Seanachas in the Western Isles plan is to include home visits to the elderly by authors as part of their programme of activity.

Sex: Women

Evidence

88% of women had participated in a cultural activity, including reading, in the last year compared to only 78% of men (Scottish Household Survey 2020, Telephone Survey 2020).

The accessibility of an event is potentially a barrier to the participation of families with babies and young children using buggies and strollers.

Opportunity

Apart from intersectional aspects no evidence of any additional specific opportunities related to Scotland's Year of Stories have been identified at this time.

Action

The programme provides many opportunities to showcase women's stories and encourage women to participate in activity: Perth & Kinross' Wire Women and the surrounding programme is an example of how Women's stories are being platformed and shared in the Scotland's Year of Stories event programme; An Tinne in Skye will feature an all female cast; Projects such as Figures of Speech will select and platform women's literature and song.

VisitScotland's Inclusive Tourism Toolkit which provides a growing range of tools and guides to boost inclusive tourism.

⁵ [Accessible tourism highlights in Scotland | VisitScotland.org](https://www.visitScotland.org.uk/accessible-tourism-highlights-in-scotland)

Sex: Men

Evidence

88% of women had participated in a cultural activity, including reading, in the last year compared to only 78% of men (Scottish Household Survey 2020, Telephone Survey 2020).

The accessibility of an event is potentially a barrier to the participation of families with babies and young children using buggies and strollers.

Opportunity

As above

Action

VisitScotland's Inclusive Tourism Toolkit which provides a growing range of tools and guides to boost inclusive tourism, including for families with babies and young children using buggies and strollers.

Projects such as Scottish Book Trust's Community Campfires will collect and showcase stories from people with different genders.

Race/multi-cultural and faith communities

Evidence

Feedback from BEMIS Scotland (who lead the multi-cultural celebration of Scotland's Winter Festivals in 2021/22) is that there is significant demand amongst multi-cultural communities to join the celebration of Scotland's Year of Stories and to be a central component of its event programme.

This boosts cultural diversity and provides communities with the opportunity to showcase their own stories, traditions and unique cultural heritage and also what Scotland means for them as their home.

As the most recent figures available, the 2019 Scottish Household Survey figures show the percentage of adults who attended a cultural event/place in the last 12 months varied by ethnicity of respondents in 2019 was broadly similar for all ethnic groups in 2019, although it is not possible to obtain detailed information on many groups (Scottish Household Survey 2019).

As the most recent figures available, the Cultural attendance was highest for people from the 'White other' and 'Other ethnic' ethnic group (87% and 84%), and lowest for people from the 'White Scottish' ethnic group (79%) (Scottish Household Survey 2019).

Opportunity

To promote Scotland's Year of Stories events and activities to multi-cultural communities.

Action

The Scottish Government has provided VisitScotland with funding of £4,500 in 2020 to enhance their Digital Media Library with images showcasing people with protected

characteristics celebrating the Themed Years in the context of Scotland's wider Inclusive Growth Strategy⁶. These images will primarily be used in VisitScotland marketing and PR activity and will also be available free of charge to other partners.

A number of events supported by the Scotland's Year of Stories Community Stories Fund engage Scotland's multi-cultural communities. See Part 5- Recommendations and Conclusions.

In addition, supported by funding from the Scottish Government, as a legacy of the multicultural celebration of Scotland's Winter Festivals 2021/22 season BEMIS Scotland worked with multicultural communities across Scotland to deliver a series of events preparing to celebrate Scotland's Year of Stories.

These events were designed and delivered by multi-cultural communities to showcase Scotland's unique cultural diversity alongside their own traditions, stories and what Scotland means for them as their home.

The Events Funding opportunities are designed to drive a diverse programme in terms of content as well as the communities delivering and engaging with Scotland's Year of Stories.

Religion/Faith

Evidence

For the purposes of this Equality Impact Assessment religion/faith is considered alongside race/multi-cultural communities.

Action

Stories will be collected from people of different backgrounds including faith backgrounds.

Disability

Evidence

In 2011, the proportion of people in Scotland with a long-term activity-limiting health problem or disability was 20% (1,040,000 people) (2011 Scotland census).

Feedback from organisations representing disabled people highlights that for events the provision of comprehensive accessibility information on the journey to the site and at the site itself is key (partner feedback).

65% of those visiting with a disability were over 55 in age compared to 21% of all inbound visitors to the UK (VisitBritain).

Opportunity

Provision of information on accessibility.

⁶ Inclusive growth is defined as "growth that combines increased prosperity with greater equity; that creates opportunities for all; and distributes the dividends of increased prosperity fairly." Scottish Government 2015

Welcoming disabled and older people to Scotland's Year of Stories events and other activities.

Action

VisitScotland has also been provided with £20,000 from the Scottish Government to deliver Regional Accessible Tourism Itineraries. Each itinerary focuses on disabled and older people and will showcase accessible things to see and do right across Scotland, with a geographical focus⁷, and also linking into initiatives such as Scotland's Year of Stories. The itineraries are becoming an integral part of VisitScotland's Inclusive Tourism Toolkit which includes a range of information and guides to boost accessibility and inclusive tourism more widely.

In addition, the Scotland's Year of Stories Community Stories Fund is funding Deaf Action Scotland's Preserving and Celebrating Edinburgh's Deaf Heritage initiative as set out above.

As well as plans to create a British Sign Language version of the main promotional video for the Year⁸ to ensure it's accessible, there will be British Sign Language interpretation at a range of events. Captions will be provided across promotional and skills development video content/webinars.

Accessibility and inclusivity underpins Scotland's Year of Stories funded events criteria – see details below:

Open Fund – inclusivity is explicit in Scotland's Year of Stories "Info for Applications" document for the Open Events Fund which set out, for example:

"[Scotland's Year of Stories] will be inclusive, embracing a wide range of activity and content aligned to the themes with a focus on widening awareness, engagement and participation and promoting access, inclusion, and diversity."

And in the Evaluation criteria the selection panel took the following into consideration/assessed against:

- Potential to extend participation and broaden engagement across the programme strands (including with Scotland's diverse communities and underrepresented groups and involvement of young people in the co-design and delivery of the event);and
- Opportunities the event offers around outreach, participation, boosting equality outcomes and community engagement in line with VisitScotland's Inclusive Tourism Toolkit and Accessible Events Guide.

Community Stories Fund - the criteria for the fund stated:

"[VisitScotland] will support activities that are accessible and inclusive and, where a charge exists, affordable, and that contribute to community wellbeing in the context of Covid-19 recovery".

⁷ [Accessible holidays in Scotland - Inclusive tourism | VisitScotland](#)

⁸ [Scotland's Year of Stories 2022 - BSL - YouTube](#)

Also “[VisitScotland] will be looking to support activity that promotes sustainable development practices and wherever possible uses local suppliers”.

The “approach to accessibility and inclusivity” was actively considered as part of the assessment process.

[VisitScotland] stated that funding would prioritise projects that focused “on multicultural communities, people that have recently made Scotland their home and young people”.

[VisitScotland] also stated that they would ensure “representation of a diversity of voices”.

The application form specifically asked: “Tell us who you are seeking to engage through your event(s) and how you will promote your activity to let them know it is taking place. We want to hear whether you are targeting your activities at any particular audiences within your communities, such as young people, multicultural communities or people that have recently made Scotland their home, and your marketing plans to reach them.”

The assessment process also took into consideration information about charging, and whether this would make events inaccessible to some, and additional provision that organisers had made such as physical access, use of indigenous languages, British Sign Language interpretation etc.

Sexual Orientation

Evidence

LGBTI visitors do attach significant importance to the warm welcome they can expect from a destination and also how they will be treated in their accommodation and how safe they will be (Equality Network/VisitScotland research).

As the most recent figures available, in 2019 adults identified themselves as ‘gay, lesbian or bisexual’ were more likely to have experienced discrimination in the previous 12 months (22 per cent) compared to only 7 per cent of heterosexual or straight adults (Scottish Household Survey 2019).

Opportunity

Specific welcome and invitation to the LGBTI community to take part in the Year.

Action

VisitScotland’s website provides a wealth of information to welcome LGBTI visitors to Scotland during Scotland’s Year of Stories. [LGBT+ holidays in Scotland | VisitScotland.](#)

In addition, the Scotland’s Year of Stories Community Stories Fund is funding The Pink Triangle Podcast (as set out below) to further showcase some of the untold stories of the diverse LGBTI community in Scotland.

Events that appeal to LGBTI audiences will be promoted across the marketing campaigns once the media plan is confirmed.

A range of webinars will be offered to supported events to help them plan and deliver effective, welcoming events – this will include a focus on diversifying audiences.

Marriage and Civil Partnership

Evidence

Apart from intersectional aspects no evidence of any additional specific opportunities related to Scotland's Year of Stories have been identified at this time.

Pregnancy and Maternity

As above

Gender Reassignment

As above

Socio- Economic Disadvantage

Evidence

The Scottish Household Survey figures shows levels of cultural attendance increase as deprivation - as measured by the Scottish Index of Multiple Deprivation (SIMD)- decreases.

This was the situation in 2019 and whilst the Scottish Household Survey 2020 figures are not comparable with previous years, in 2020 36% of adults living in the 20% most deprived areas had attended a cultural event or place of culture, including the cinema, compared to 53% of adults living in the 20% least deprived areas (Scottish Household Survey 2020, Telephone Survey 2020).

Adults living in the 20% least deprived areas were more likely to have attended historic places, museums and art galleries in the last year than those living in the 20% most deprived areas. The proportion of adults from the least and most deprived areas that had visited libraries was similar (Scottish Household Survey 2020) Telephone Survey 2020).

Opportunity

To actively showcase Scotland's Year of Stories events and wider opportunities to disadvantaged communities.

Action

Events supported by the Scotland's Year of Stories Community Stories Fund aim to engage Scotland's most deprived communities in Scotland's Year of Stories. These include "Edinburgh Festival Carnival - 'Carnival Stories'" and "Mining seams and drawing wells: a living archive for Easterhouse" as set out under the criteria above.

The design of the Scotland's Year of Stories programme ensures that there is a mix of events across the widest range of venues and in the widest range of communities. Many of these events will be free and many will be local to audiences, thus addressing some key barriers for attendance.

Recommendation and conclusions

Looking across all of the Themed Years since 2009, Scotland's Year of Stories has perhaps the strongest potential to enhance equality and showcase diversity given the widely acknowledged power of storytelling to help us connect with one another and share our experiences.

This Equality Impact Assessment provides a snap-short of the significant amount of current and planned partner activity to harness this potential, with a focus on accessibility for disabled and older people and also boosting the wider participation of:

- disabled and older people;
- children and young people;
- the LGBTI community;
- multi-cultural communities;
- Scotland's most deprived communities;

and also intersecting identities (as set out at Part 4 – “Key Findings”).

Throughout Scotland's Year of Stories lead partners will continue to continuously develop their programmes to harness new and emerging opportunities, including those to boost equality. For example, the event and other activities supported by the second round of grant funding from the Community Stories Fund (delivered in partnership by VisitScotland and by Museum Galleries Scotland) – were subject to additional assessment to ensure that protected groups, which were under represented in the results of Round 1, were given due prominence in Round 2.

This, and the preceding targeted engagement (through general PR from VisitScotland and via partner's networks and their stakeholder communication routes) during Round 2 publicity, helped highlight the particular opportunities for fund engagement from young people and the LGBT community, enhancing the accessibility of events and also ensuring that the stories and traditions of Scotland's multi-cultural communities continue to sit at the heart of the event programme and any related marketing and PR activities. This inclusivity has been hardwired into the programme design as evidenced in both the strategic plan for the Year and as set out in the assessment criteria in the published grant application documents etc.

Ensuring Scotland's more deprived communities are invited to participate in Scotland's Year of Stories is also hardwired into the approach and will be monitored throughout the year by Steering and Working Groups, chaired by VisitScotland.

Paid marketing campaigns will target predominantly a Scottish audience, reaching some of the most socially deprived areas of Scotland with our activity.

Many of the funded events will take place within socially deprived areas and it is expected a number of the Community Stories Events will be developed and delivered by and within these communities.

In addition, one of the key strengths of the Themed Year approach is the strengthening of partnerships and this, along with the events and activities supported, will create a legacy which will continue to enhance equality long after the finale of Scotland's Year of Stories building a momentum for any future Themed

Years and other Major Events hosted in Scotland. To maximise this legacy, impacts, lessons and learning from all the equality activity in support of Scotland's Year of Stories needs to be carefully recorded and widely shared with a substantive feature in the Scotland's Year of Stories wider impact report (see Part 6 – "Measuring and Evaluation").

Meantime, to address the opportunities explored at Parts 1-4 of this Equality Impact Assessment, it is clear that a wide and significant range of events and activities are already being delivered by the Scottish Government, VisitScotland and a range of other partners to boost equality as part of Scotland's Year of Stories.

Part 2- Background

Scotland's Year of Stories

Aim

Scotland's Year of Stories will sustain and build upon the momentum of the preceding Themed Years to spotlight, celebrate and promote the wealth of stories inspired by, written, or created in Scotland. From icons of literature to local tales, the Year will encourage locals and visitors to experience a diversity of voices, take part in events and explore the places, people and cultures connected to all forms of our stories, past and present. It will contribute to recovery from the pandemic and inspire new stories of Scotland to be shared.

Objectives

- i. Promotion – raise the profile of Scotland nationally and internationally, showcasing our wealth and diversity of stories and associated visitor experiences with a co-ordinated marketing and communications programme promoting responsible engagement and participation.
- ii. Celebration – encourage and develop opportunities for the discovery and celebration of our stories with a focus on the tourism and events sectors.
- iii. Participation – inspire the people of Scotland and our visitors to participate in activity aligned and developed in response to Scotland's Year of Stories, with emphasis on encouraging (re)engagement of locals and broadening visitors' experiences and perceptions of Scotland.
- iv. Collaboration – encourage collaborative working between the sectors represented by Scotland's Year of Stories themes and wider tourism sector.
- v. Industry engagement – communicate with a wide range of businesses in tourism and other relevant sectors to help them recognise the opportunities presented by Scotland's Year of Stories and capitalise on those opportunities as part of Covid recovery.

Five underpinning strands

- i. **Iconic Stories and Storytellers**
Across literature, screen and entertainment, Scotland's Year of Stories will celebrate and showcase Scotland's wealth of treasured and iconic stories and storytellers from classics to the contemporary.
- ii. **New Stories**
We want to shout about Scotland's new and untold stories. Scotland's Year of Stories will shine a light on emerging, fresh and forward-looking talent and highlight the innovators that break boundaries across all forms of storytelling.
- iii. **Scotland's People and Places**
Our people and places have placed Scottish stories at the forefront of world literature. Scotland's Year of Stories will promote how Scotland's diverse culture, languages, landscapes and ways of life, urban and rural, provide a source for all types and forms of stories, encouraging visitors and audiences to find out more.
- iv. **Local Tales and Legends**
Every community has its distinct tales to tell, stories of now and those passed through the generations. These are the stories we tell ourselves and share with others to make sense of time and place. Scotland's Year of Stories will provide the opportunity for every part of Scotland to tell its story.
- v. **Inspired by Nature**
Our encounters with nature are an unfailing source of stories, old and new. Whether by sea or land, along rivers or through woods, in our cities and countryside, we discover stories of birds, insects, animals and plants. Stories that connect us to the natural world can help create a more sustainable future for Scotland, and a greener planet.

Scope of Equality Impact Assessment

Scotland's Year of Stories has the potential to make a significant contribution to equality. This Equality Impact Assessment sets out this opportunity in detail including the actions taken and planned throughout the year.

Part 3 - The Evidence

Robust external evidence in support of this Equality Impact Assessment (for example via published data or research) - focusing on people with intersectional/protected characteristics- is very limited. However there is also other wider data and lessons and learning which showcases the opportunity related to Scotland's Year of Stories and is relevant for the purposes of this Equality Impact Assessment. Details are set out below:

2009-2018 Themed Years and Homecoming 2014

Equality related learning and lessons from 2009-2018 Themed Years⁹ and Homecoming 2014 is:

- the availability of strong supporting data around tourism and events remains patchy; particularly related to ethnicity and faith. However what is available is a strong tradition of excellent partnership working and evidence from partner engagement and also representative groups can augment the information available from sources like the Scottish Household Survey, Census and other datasets;
- that overall- and across all groups- the welcome is crucial to both visitors and local communities;
- placing communities at the very centre of actions in support of equality has been central to the success of the multi-cultural celebrations. People are asked to celebrate in their own way, reflecting their own cultures and traditions and what Scotland means for them as their home; and
- given the broad reach of tourism and events the greatest value can be gained by supporting interventions which create a legacy for the future- for example the various toolkits and actions in support of VisitScotland's Inclusive Tourism Project¹⁰.

Intersectional

- Evidence from engagement with representative groups highlights that one of the most effective ways to welcome all of the protected groups is through focused marketing and PR activity to underline the welcome and also to ensure that people see their communities reflected in media, for example in promotional images.
- Organisations such as BEMIS Scotland have confirmed that there is significant demand to join the celebration of Scotland's Year of Stories within the communities they represent, many of which are intersectional.
- Robust external evidence- focusing on people with intersectional/protected characteristics - in support of the Scotland's Year of Stories opportunity- is very limited. However there is available data showcasing the opportunity related to the wider population which will also be relevant for the purposes of this Equality Impact Assessment; including:

⁹ Homecoming Scotland 2009, Year of Food and Drink 2010, Year of Active Scotland 2011, Year of Creative Scotland 2012, Year of Natural Scotland 2013, Year of Food and Drink 2015, Year of Innovation Architecture & Design 2016, Year of History Heritage and Archaeology 2017, Year of Young People 2018, Year of Coasts and Waters 2020/21

¹⁰ [Accessible & inclusive tourism - Marketing toolkit | VisitScotland.org](#)

- literature plays an important part role in social cohesion – 81% agree that literature helps people understand other points of view (Literature in Britain Today, Royal Society of Literature, 2017);
- the vast majority of adults living in Scotland agree that Scotland is a creative nation (84%) (Creative Scotland Public survey on creativity, 56 Degree Insight 2020);
- 98% of the Scottish population have engaged in cultural activity from home during Covid-19 Lockdown (Creative Scotland, Covid-19 Population Survey 2020 (Wave 2));
- Scotland is a nation of readers with 71% of Scots citing reading for pleasure as their number one cultural activity in the past year. 85% of adults who read books did so at least once a week (2020 Scottish Household Survey, Telephone Survey 2020);
- according to “Reading in Scotland: reading over lockdown research by the Scottish Book Trust” (March- August 2020) during the pandemic:
 - 65% said they were reading more than they used to during the pandemic;
 - 60% enjoyed reading things they would not normally have read;
 - 49% discovered a new favourite book, author or series;
 - Daily fiction reading rose from 55% to 72%; and
 - Daily non-fiction consumption more than doubled from 9% to 23%;
- over three-quarters (84%) of adults felt a very or fairly strong sense of belonging to their neighbourhood in 2020. This differed by tenure. 84% of adults who were owner occupiers reported that they felt a very or strong sense of belonging. The equivalent figures were 77% for those in the social rented sector and 61% in the private rented sector (Scottish Household Survey 2020, Telephone Survey 2020); and
- two-thirds of the population (65%) agreed that people in their local area would lose something of value if the area lost its arts and cultural activities (Creative Scotland Public survey on creativity, 56 Degree Insight 2020).

Age: (Children and Young People)

- The Scottish Household Survey 2020 figures show levels of cultural attendance, in 2020, were generally higher among the younger age groups, although there were differences in the cultural activities attended by younger and older age groups.
- 55% of adults aged 16 to 24 attended a cultural event or place of culture (including the cinema) compared to 23% of those aged 75 and over (Scottish Household Survey 2020, Telephone Survey 2020).

Age: Older People

- There is a clear relationship between the age of a visitor to the UK and the likelihood of them reporting a health condition or disability. 65% of those visiting with an impairment were over 55 in age compared to 21% of all inbound visitors to the UK (VisitBritain).
- “IPSOS – Tracking the Coronavirus Report, Scotland” has found that older people (over 55) are more anxious about returning to events than younger people (under 35). Those who are most worried about the health impact of the virus are most cautious about returning to venues and events. This includes older age groups who are generally most concerned.
- Older people continue to be at far higher risk of death from COVID-19. Older people may also be at greater risk of social isolation (an objective lack of social relationships or meeting socially) due to COVID-19 since they are more likely to have been shielding and less likely to use online communication [The impact of COVID-19 on equality in Scotland.](#)
- Age UK highlights the following benefits of storytelling to well-being: “helps you feel less alone, boosts your mood, helps you remember the past, allows us to express our emotions and enables you to connect with other loved ones” (Benefits of storytelling for our well-being- Age UK Mobility).

Race/Multi-cultural and faith communities

- Feedback from BEMIS Scotland (who lead the multi-cultural celebration of Scotland’s Winter Festivals 2021/22 season) is that there is significant demand amongst multi-cultural communities to join the celebration of Scotland’s Year of Stories and to be a central component of its event programme. This boosts cultural diversity and provides communities with the opportunity to showcase their own stories, traditions and unique cultural heritage and also what Scotland means for them as their home.
- Previous Scottish Household Survey figures show the percentage of adults who attended a cultural event/place in the last 12 months varied by ethnicity of respondents (Scottish Household Survey 2020, Telephone Survey 2020).
- In 2019 Cultural attendance was highest for people from the ‘White other’ and ‘Other ethnic’ ethnic group (87% and 84%), and lowest for people from the ‘White Scottish’ ethnic group (79%) (Scottish Household Survey 2019).
- The latest available Scottish Household Survey 2019 figures shows the percentage of adults who attended a cultural event/place in the last 12 months varied between religious categories in 2019.
- Cultural attendance was highest for those who said their religion was ‘None’ (83%), and lowest for those who said ‘Church of Scotland’ (76%). For those who said ‘Another religion’, ‘Other Christian’ and ‘Roman Catholic’, the attendance rate was 82%, 81% and 79% respectively (Scottish Household Survey 2019).

- Early data showed that the COVID-19 virus was more deadly for people with underlying health conditions. Prevalence of some of these health conditions is known to be higher in certain minority ethnic groups, for example, Type 2 diabetes is 6 times more likely in people of South Asian descent and 3 times more likely in African and Afro-Caribbean people¹¹.
- Deaths among people from the South Asian ethnic group were almost twice as likely to involve COVID-19 than deaths in the Scottish / British White ethnic group [The impact of COVID-19 on equality in Scotland](#).
- Storytelling has particular relevance for Scotland's refugees. As part of Refugee Week Scotland 2022, Edinburgh's Scottish Storytelling Centre hosted Immigration in Song and Story, an event for all focusing on the themes of leaving and moving, an issue which affects all refugees and asylum seekers:
 - "By sharing the natural beauty and culture of their home countries through words and pictures refugee speakers have enabled listeners to relate to their own culture, allowing them to overcome misconceptions". Scottish Refugee Council [Refugee Speakers - Transforming prejudice through dialogue and storytelling - Scottish Refugee Council](#).

Disability

- The Scottish Household Survey figures shows adults with disabilities or long-term health conditions (lasting or expected to last 12 months or more) reported lower levels of attendance at cultural events or places in 2020.
- Cultural attendance was lowest among adults with a physical or mental health condition that caused long term major reduced daily capacity. In 2020 only 32% of adults with a disability had attended a cultural event or place of culture, compared to 48% of non-disabled adults (Scottish Household Survey 2020, Telephone Survey 2020).
- Where figures are not held for 2020, the latest figures from the 2019 Scottish Household Survey are retained, showing that in 2019 for those whose condition caused minor reduced daily capacity, the attendance rate was 76%, and for those whose condition caused no reduced daily capacity, the attendance rate was 85% (Scottish Household Survey 2019).
- In 2019, which is the latest set of available figures, when cinema is excluded, cultural attendance for those with conditions with major reduced daily capacity was 46% and, for those with no condition, it was 80%. For those with minor reduced daily capacity, the cultural attendance rate was 71% and for those with no reduced capacity, the attendance rate was 78% (Scottish Household Survey 2019).

¹¹ Department of Health 2001, quoted [Journal of Diabetes Nursing Volume 18 No 9 2014](#)

- Disabled people are experiencing higher death rates from COVID-19 according to data from England and Wales. Similar data is not currently available for Scotland [The impact of COVID-19 on equality in Scotland.](#)

Additional data from VisitBritain paper- inbound visitors to the UK with a health condition or impairment (October 2019)

- Visits: 711,000 trips or 1.9% of the total inbound overnight visits to the UK in 2018 were taken by those with a disability or those travelling within a group where a member had a disability.
- Spend: The total expenditure generated by those visits is estimated to be £483 million, or 2.1% of all inbound visitor spending in 2018.
- Individual impairments: health conditions or impairments most likely to be mentioned were those relating to mobility (but not requiring wheelchair use), mentioned by 29% of all visitors with an impairment. Deafness/partial hearing loss and having a long term illness were also prevalent impairments.
- Age: There is a clear relationship between the age of a visitor to the UK and the likelihood of them reporting a health condition or impairment. 65% of those visiting with an impairment were over 55 in age compared to 21% of all inbound visitors to the UK.
- Average spend and trip length: Those with a health condition and their travelling group are more likely to stay for longer and spend more than the UK inbound average (although spend per night is lower).
- Top source markets: USA is the biggest source market for this group of travellers; long haul markets Australia and Canada also feature highly. Spain is the top market for Europe.
- 8 year trend: Inbound visits from those with a health condition or impairment have grown by +7% in volume and +25% in value over the last 8 years. Visitors with mobility impairments that require a wheelchair have seen the most significant growth across this time, up +123% since 2010.

Sexual Orientation

- Scotland consistently ranks in the top 3 countries for LGBTI equality in the ILGA Europe's Rainbow Index.
- LGBTI visitors do attach significant importance to the warm welcome they can expect from a destination and also how they will be treated in their accommodation and how safe they will be ("Wish you were here"- the Scottish LGBT Travel Report- Equality Network/VisitScotland research) [Scottish-LGBT-Travel-Report.pdf \(equality-network.org\).](#)

Where figures are not held for 2020, the latest figures from the 2019 Scottish Household Survey are retained, showing that in 2019 adults identified

themselves as 'gay, lesbian or bisexual' were more likely to have experienced discrimination in the previous 12 months (22 per cent) compared to only (7 per cent of heterosexual or straight adults (Scottish Household Survey 2019).

Sexual orientation aggravated crime is the second most commonly reported type of hate crime, after race. With the exception of 2014-15, there have been year on year increases in charges reported since the legislation introducing this aggravation came into force in 2010 (Hate Crime in Scotland- 2021-22).

- In 2021-22 the number of charges reported with an aggravation of sexual orientation increased to 1,781, an increase of 10% more than in 2020-21 (Hate Crime in Scotland- 2021-22).
- “We shouldn’t forget that many people in the past never found their own stories, and that many people today are still searching”- Quote from Stonewall article- [Silence In The Library: finding LGBT stories in the library catalogue | Stonewall.](#)
- The challenges of telling LGBT history are explored in this article for BBC History Magazine: [LGBT History: What Are The Challenges In Telling LGBTQ Stories? - HistoryExtra.](#)

Socio economic disadvantage

- Whilst 2020 figures are not directly comparable with previous years the Scottish Household Surveys in 2019 and 2020 show levels of cultural attendance increase as deprivation decrease as measured by the Scottish Index of Multiple Deprivation (SIMD). Adults living in the 20% least deprived areas were more likely to have attended historic places, museums and art galleries in the last year than those living in the 20% most deprived areas.
- The proportion of adults from the least and most deprived areas that had visited libraries was similar (Scottish Household Survey 2020 Telephone Survey 2020).
- In 2020 36% of adults living in the 20% most deprived areas had attended a cultural event or place of culture, including the cinema, compared to 53% of adults living in the 20% least deprived areas (Scottish Household Survey 2020 Telephone Survey 2020).
- In 2019, the last year figures are available, when cinema was included, there was a 20 percentage point difference in cultural attendance between the 20 per cent most and 20 per cent least deprived areas (71% compared with 91%) (Scottish Household Survey 2019). When cinema attendance is excluded, the difference was even greater, with 63% in the most deprived areas and 86% in the least deprived areas (Scottish Household Survey 2019).
- Socio-economically disadvantaged people are more likely to experience poorer mental and physical wellbeing, lower life satisfaction, and feelings of loneliness, all of which either have already been impacted by COVID or are likely to be

impacted by an economic downturn and increased poverty. Age-standardised death rates for COVID-19 have been twice as high for people living in the 20% most-deprived areas compared to the 20% least deprived areas [The impacts of COVID-19 on equality in Scotland.](#)

Part 4 - Key Findings

The Equality Impact Assessment process for the Scotland's Year of Stories has found:

- no negative impacts on any of the protected characteristics and the aim of the Equality Impact Assessment process for the Scotland's Year of Stories is therefore to further boost inclusion and to maximise the positive impacts for participants, audience members, volunteers, businesses/event organisers and also as a vehicle to increase the profile of Scotland's commitment to equality on the international stage;
- headline opportunities related to accessibility for disabled and older people and also boosting the wider participation of: disabled and older people; young people (building on the success of the 2018 Year of Young People); the LGBTI community; multi-cultural communities; and Scotland's most deprived communities. There are also other, related, opportunities related to people with intersecting identities;
- that the learning, lessons and legacy generated by the previous Themed Years and Homecoming 2014, on-going and wider national and partner activity to boost equality through Major Events and also current and planned actions to boost equality in tourism events (like VisitScotland's Inclusive Tourism Initiative) provides the Scotland's Year of Stories with a sound framework on which to build its own bespoke and contributing actions and to crucially build a legacy for the future;
- as evidenced by the significant success of the multi-cultural celebration of previous Themed Years (and the previous Scotland's Winter Festivals, in season 2021/22 led by BEMIS Scotland), the offer of grant funding to assist diverse communities to engage in Scotland's Year of Stories is a key tool to maximise impact and crucially to boost diversity and equality across the Year;
- to achieve best value the criteria for any funding offered in support of Scotland's Year of Stories needs to clearly showcase and actively promote the opportunity related to protected groups- addressed via the Communications approach delivered by VisitScotland in co-ordination with Working and Steering Group partners, and in particular in partnership with Museums Galleries Scotland in respect of the Community Stories Funds.
- protected groups also need to be pro-actively engaged as early as possible in the design and delivery of any funding opportunity to achieve best fit and to meet their needs. Application also needs to be pro-actively encouraged from protected groups and those organisations representing them and where

necessary local communities in particular should be helped to build the skills and to develop the capacity to complete the application process which can be daunting for some, particularly minority ethnic communities and disabled people;

- evidence from stakeholder engagement highlights that one of the most effective ways to welcome all of the protected groups is through focused marketing and PR activity to underline the welcome and also to ensure that people see their communities reflected in media, for example via promotional images; and
- COVID 19 has particularly impacted on certain protected characteristics- for example age, disability, race and socio- economic disadvantage- and Scotland's Year of Stories provides a strong opportunity to boost the well-being, resilience and recovery of these groups going forward.

Part 5 - Recommendations and Conclusions

Looking across all of the Themed Years since 2009, Scotland's Year of Stories has perhaps the strongest potential to enhance equality and showcase diversity given the widely acknowledged power of storytelling to help us connect with one another and share our experiences.

This Equality Impact Assessment provides a snap-short of the significant amount of current and planned partner activity to harness this potential, with a focus on accessibility for disabled and older people and also boosting the wider participation of: disabled and older people; young people; the LGBTI community; multi-cultural communities; Scotland's most deprived communities; and also intersecting identities (as set out at Part 4).

Progressing through Scotland's Year of Stories lead partners will continue to continuously develop their programmes to harness new and emerging opportunities, including those to boost equality.

Particular opportunities going forward include further engaging children and young people and the LGBTI community, enhancing the accessibility of events and also ensuring that the stories and traditions of Scotland's multi-cultural communities continue to sit at the heart of the event programme and any related marketing and PR activities.

Ensuring Scotland's more deprived communities are invited to participate in Scotland's Year of Stories, is hardwired into the approach (as evidenced in both the strategic plan for the Year and as set out in the assessment criteria in the published grant application documents etc.) and will be monitored throughout the process by engaging with the policy expertise and networks of partners through the Steering and Working Groups for the Year.

In addition, one of the key strengths of the Themed Year approach is the strengthening of partnerships and this, along with the events and activities supported, has the potential to create a legacy which will continue to enhance equality long after the finale of Scotland's Year of Stories building a momentum for any future Themed Years and other Major Events hosted in Scotland. To maximise

these legacy impacts, lessons and learning from all the equality activity in support of Scotland's Year of Stories needs to be carefully recorded and widely shared with a substantive feature in the Scotland's Year of Stories wider impact report (see Part 6 – "Monitoring and Evaluation").

Meantime, to address the opportunities explored at Parts 1-4 of this Equality Impact Assessment, it is clear that a wide and significant range of events and activities are already being delivered by the Scottish Government, VisitScotland and a range of other partners to boost equality as part of Scotland's Year of Stories. These include:

Grant funding

Scotland's Year of Stories Community Stories Fund

The Community Stories Fund supports organisations and community groups to take part in and celebrate Scotland's Year of Stories, spotlighting the unique stories that matter to them with new, creative events, activities and programming.

The Community Stories Fund is being delivered in partnership between VisitScotland and Museums Galleries Scotland (MGS) with support from National Lottery Heritage Fund. Museums Galleries Scotland is administering the fund on behalf of the partnership.

The Community Stories Fund Programme is being supported by total resources (including both direct programme funding and the free provision of associated wraparound support resources) of £942,000 in partnership with EventScotland, Museums Galleries Scotland, National Lottery Heritage Fund and Scottish Government.

Communities can apply for grant funding of between £500 and £5,000 and will benefit from a 'wrap around programme' of promotional and skills development support offered by VisitScotland – details below.

Round 1 of the Community Stories Fund has supported 46 events (originally 47, but one dropped out) across 27 of Scotland's Local Authorities. All supported events/initiatives are open to all, have community engagement and inclusion at their heart and many are free to attend.

Round 2 of the Community Stories Fund opened for application from 24 January 2022 and closed on 18 March 2022. Applications to the Community Stories Fund Round 2 were assessed according to the above criteria and, as result of the analysis of the Round 1 applications, Museums and Galleries Scotland prioritised projects that would do one or more of the following:

- Celebrate stories that are unique to specific communities across Scotland.
- Create new opportunities for artists, storytellers and creative talent.
- Promote emerging or undiscovered talent.
- Focus on multicultural communities, people that have recently made Scotland their home and young people.
- Celebrate our indigenous languages.

- Enable partnerships.

Round 2 selection also addressed the gaps in geographic coverage from Round 1, and Community Stories events will be run in all 32 local authorities.

266 applications were received and 136 were successful. Together with the 46 from Round 1, originally 183 Community Story Events were to run during 2022, but this fell to 180 as two from Round 2 and one from Round 1 were unable to proceed and had to drop out.

The wrap around programme of support will include an Intangible Cultural Heritage (ICH) project, skills development opportunities for grantees, a promotional campaign as well as commissioned project evaluation. Chief amongst the training are skills development webinars covering marketing, delivering online events, sustainable events delivery, reaching digitally excluded audiences and diversifying audiences.

Funded events which respond to some of the opportunities highlighted in this Equality Impact Assessment include:

Story Ceilidh

Magic Torch Comics CIC

Feb-June 2022

Renfrewshire Council

Early in 2022 this initiative will run a series of workshops to gather traditional stories from their community of New Scots and refugees. Working with an artist the participants will publish their stories as a book and perform them in an intimate family table setting.

Stories of our people, place and planet.

Concrete Garden

March- September 2022

Glasgow City Council (Maryhill and Springburn)

At their Spring Open, a storyteller, community artist and facilitator will tell stories and riddles, and will also create a space for people to tell their own stories or develop new ones. 60% of the families that attended previous sessions come from ethnic minority groups and the organisers of this event plan to work with representative organisations including the Scottish Refugee Council to build local connections to reach further into communities.

Home Fae Home

St Aloysius English Speakers of Other Languages (ESOL) School

March 2022

Glasgow City Council

Pupils to undertake research to create a performance about how Glasgow and Scotland are viewed by the outside world. Participants will also be asked to contribute songs, poems, stories from their home countries.

Stories from the Kist

Scottish Storytelling Centre, Edinburgh

7 May 2022

City of Edinburgh Council

One of the two events being held will be led by three storytellers who will share stories in Scots and Doric having used the Tobar an Dualchais archive as a basis for their research. There will be a focus on the traveller community. They may also use the researched stories as a basis for creating new stories for the event.

Edinburgh Festival Carnival - 'Carnival Stories'

Edinburgh International Jazz and Blues Festival Ltd

1 June- 30 July 2022

City of Edinburgh

The partners all work with minority communities and those from lower socio-economic backgrounds to deliver the carnival stories.

Tales of a Travelling Scotland

Ando Glaso SCIO

26 August- 27 August 2022

Glasgow City Council

The Centre for Contemporary Arts in Glasgow will host a festival celebrating Roma culture and heritage. This project will support the creation of a 60 minute performance of traditional and new stories, songs and music centred on the Gypsy, Roma and Traveller culture. 200 free tickets will be available for this event.

Fables at the stables

Cassiltoun Housing Association

July 2022

Glasgow City Council

The stories of Castlemilk's multicultural community are to be captured in a new film. Stories will be told in creative ways – through storytelling, poems and visual art – and in the wealth of different languages spoken by those who call the area home.

Family Encounters

Imaginate at the National Museum of Scotland

May 2022

City of Edinburgh

A unique strand – New Stories – will feature as part of Family Encounters, a free theatre and dance extravaganza for children and families at the National Museum of Scotland. Two or three emerging artists or companies will deliver new, site-specific performances for children, telling fresh stories in exciting and innovative ways. Under-represented voices and non-traditional formats will be harnessed to create relevant and inclusive work that will surprise and delight young audiences in equal measure.

Mining seams and drawing wells: a living archive for Easterhouse

Glasgow East Arts Company

March 2022

Glasgow City Council

A new living archive will share the distinctive story of Easterhouse. Created by residents from local housing associations through a series of participative creative writing, archiving and arts workshops, the archive will be a space to collect stories

old and new, and will trace the long tradition of resilience and resistance associated with the area.

Open Book's Stories Across Scotland
Open Book Twelve community events
July to September 2022

Multiple areas across Scotland

Inspired by Hannah Lavery's poem 'Scotland You're No Mine', 28 creative writing groups from Shetland to Stranraer will create new work about their experience of life in Scotland. These groups – who include LGBTQ+ and BAME participants, refugee women, the elderly and rurally isolated people – will produce work in English, Scots, Gaelic and Arabic.

Preserving and Celebrating Edinburgh's Deaf Heritage

Deaf Action

August 2022

City of Edinburgh

As part of their new Deaf Festival a series of new film clips that capture their relationship with the deaf community will be screened: from older members' childhood memories to young people's vision for the future.

Screenings will be held in historically significant rooms around Deaf Action's building, as well as online. All stories will be presented in British Sign Language, with captions and voiceover.

Rekindling the ceilidh: storytelling through the Scottish seasons

The Three Hares Woodland CIC

May- October 2022

Midlothian Council

This project will bring young people and the local community together to share traditional stories, and create new ones, inspired by their natural environment. A group of young people (aged 8 to 13) will create stories about the natural world during a series of outdoor storytelling sessions.

The Pink Triangle Podcast Pink Saltire SCIO

February 2022

Fife Council (Kirkcaldy)

Pink Saltire will deliver a new podcast series during LGBT History Month in February 2022, showcasing some of the untold stories of the diverse LGBTQ+ community in Scotland.

Five pre-recorded episodes and two live storytelling events will share stories from the trans community, LGBTQ+ people who are over 50, and queer people of colour, with the intention of highlighting injustices and celebrating individuals who have overcome adversity to be their authentic selves.

Scotland's Year of Stories Open Events Fund

The Scotland's Year of Stories Open Events Fund was designed to support new, creative event proposals and programming that will provide high profile content created especially in response to the 2022 Themed Year opportunity.

The Open Events Fund was supported with resources of £600,000 from the Scottish Government and was delivered by EventScotland.

Event organisers could apply for grants of between £15,000-£60,000.

The Open Events Fund closed in August 2021 and key features of the programme supported by the Fund are:

- 21 events awarded funding, spread across 22 Local Authorities; and
- 12 of the awards are for new events which have been created with the aim of celebrating Scotland's Year of Stories. 9 of the awards are to support new or expanded activity within an existing event.

All supported events funded by the Open Events Fund are open to all. Funded events which respond to some of the opportunities highlighted in this Equality Impact Assessment include:

- the Wire Women project taking place as part of Perth and Kinross' Year of Stories with community groups, creatives and cultural organisations sharing the stories of women, all connected through objects in the collections of the new City Hall Museum; and
- also an exciting new initiative for young, emerging poets, Scotland's Young Makars, taking place as part of StAnza, Scotland's International Poetry Festival in St Andrew's, Fife.

Partner supported events and activity

In addition to the grant funding support offered in support of the Year, lead partners are also delivering their own programmes of complimentary events and other activities, which are unfunded. From a target of 100 events in the strategic plan, working in partnership, 150 events are supported through this programme and highlights along with wider partner activity include:

Historic Environment Scotland

- "Unforgettable" exhibition opening in April 2022 at Blackness Castle, explores the stories of people from a variety of marginalised backgrounds (race, disability, sexual orientation, and socio economic background).
- Exhibition at Duff House from July to October 2022 celebrates the work of Scottish Ghanian photographer Maud Sulter.
[The Scotsman - Celebration of black performance filmed at Stirling Castle to honour little-known role in royal christening..](#)
- "Inspired by the Past" – the programme will include targeted activity working directly with community partners to support the Scottish Government Summer offer for 2022 aimed at providing low income families with access to food, childcare and activities during the summer holidays.

- LGBTI Maritime History Tour - developing an LGBTI maritime history themed walking tour of Leith with a local storyteller, inspired by the collections in Trinity House Maritime Museum, aim to pilot with targeted community groups during Edinburgh Pride in June with public tours later in the year.

Scottish Library Information Council

- What's Your Story – 22 for 22- aim is to create 22 stories from the six diverse localities within North Ayrshire as part of our legacy from Scotland's Year of Stories.
- This project aims to capture, preserve and share 22 stories of local people from diverse communities across North Ayrshire as part of their own wellbeing and recovery from the pandemic and to build a historical archive for future generations to access and learn about responses to this moment in time.
- The project will work with partners who represent those not often heard, including our English Speakers of Other Languages (ESOL) and those with disabilities and their carers.

Traditional Arts Culture Scotland/Scottish Storytelling Centre

Sensing Stories

Sensing Stories is an artistic development opportunity for people based in Scotland to develop storytelling skills and share their stories in a live setting. The Scottish International Storytelling Festival (SISF) has partnered with Birds of Paradise, LGBT Youth Scotland, Scottish BPOC (Black people, People of Colour) Writers Network and Networking Key Services to deliver a series of workshops where participants learn storytelling skills and gain the confidence to start their creative storytelling journey, creating a pathway to further performance opportunities.

Imagine Online

11 commissioned performances were filmed in Scottish International Storytelling Festival 2021 and launched on Sunday 20 March (World Storytelling Day) to enable audiences who were unable to attend the live performances due to Covid and/or personal restrictions. These films have all been interpreted and translated into British Sign Language, producing a full body of work from the Festival.

Queer Folks Tales

Queer Folks' Tales is a new storytelling series where queer storytellers from a diverse range of backgrounds, ages and cultures share stories of LGBTQ+ lives, past and present. Running bi-monthly initially from March – November 2022, the mix of stories across the year will be as varied as the range of storytellers invited, with many of the stories told being true stories of LGBTQ+ experience in Scotland today.

Figures of Speech

Figures of Speech is a bold and exciting cross-artform series of six events throughout 2022 which will bring people together, in person and online, to explore

who we are as a modern literary nation, celebrating Scotland's literature and challenging its boundaries. The programming will engage with a variety of performers, across diverse groups allowing for a broad spectrum of approaches.

These are live, in-person events which will be recorded and made available as online specials throughout 2022 in two seasons; May to July and September to November. Each live event will feature a British Sign Language interpreter and the online versions will have British Sign Language interpretation and full captioning.

Stone Soup

The Stone Soup is a European folk story in which strangers convince the people of a town to each share a small amount of their food in order to make a larger meal that everyone can enjoy. This project is series of community-led events and discussions in mid-late 2022, facilitated by a professional teller accumulating in a ceilidh of multicultural stories, songs and dance with shared food. Storytellers will work in residency with small groups in their own area.

Attic Archives

Some of our richest stories, our important cultural heritage and legacy are in our own attics. This public participation campaign will form part of the Scottish International Storytelling Festival's Get Creative strand in October 2022, with particular focus on supporting elderly people or those who cannot easily leave their home.

Wigtown Festival Company

Big DoG Children's Book Festival
Dumfries, 1-3 April 2022

- The Kippford Mermaid - multi-sensory storytelling for principally but not exclusively young people with a range of needs.
- One Button Benny (in Arabic & English) - author event simultaneously translated into Arabic (principally aimed at Syrian new Scots).
- The Secret Museum - storyteller Mara Menzies has been commissioned to create a new tale that looked at empire and colonialism through objects in the stores of Dumfries Museum.
- New Big Dog schools programme will reach over 600 children (1 April).
- Hybrid launch event featuring Benjamin Zephaniah talking about his book "Windrush Child". Partnership with Diverse Book Awards.
- Wigtown Festival Company working in partnership with the community organisation LIFT (Lochside Is Families Together) to bring families from economically disadvantaged communities in north-west Dumfries to Moat Brae.
- Wigtown Book Festival's YP programme is co-created with young people themselves.

Other related activity:

- Wigtown Festival Company and Scottish Book Festivals Network are sponsoring **Inklusion**, a new guide to making literary events accessible, written by Ever Dundas and Julie Farrel (due for publication in the autumn);

- Wigtown Festival Company is part of an Irish-Scottish project led by Glasgow University and the University of Maynooth looking at the role of children's literature activities post-Covid. Other partners include Book Trust and Children's Books Ireland;
- Scottish Book Festivals Network report on the Impact of Scotland's Book Festivals (March 2022) details various impacts - social, economic, educational - and maps them onto the National Performance Framework.

Scotland's Year of Stories at programme level is also supported specific activity focused on intersectional and the other protected characteristics:

Intersectional

- In 2020 the Scottish Government provided VisitScotland with funding of £4,500 to enhance their Digital Media Library (DML) with images showcasing people with protected characteristics celebrating the Themed Years in the context of Scotland's wider Inclusive Growth Strategy¹². These images will primarily be used in VisitScotland marketing and PR activity and will also be available free of charge to other partners via the Digital Media Library which can be accessed using this URL: [VisitScotland - Inclusive images and videos of Scotland](#)
- VisitScotland will explore the opportunities to showcase and celebrate Scotland's diversity as an integral part of all of its marketing and PR activity for Scotland's Year of Stories.
- To an extent all of the partner activities supported for Scotland's Year of Stories as part of this Equality Impact Assessment and more widely are intersectional as although they can focus on one of the protected characteristics the communities and organisations taking part- for example multi-cultural or LGBTI communities- will have intersectional characteristics too.

Age: Children and Young People

Building on the 2018 Year of Young People, children and young people sit at the heart of Scotland's Year of Stories. Many of the funded events for the Year entirely or partly focus on children and young people and the marketing and PR of the Year is being continuously developed to ensure young people continue to be engaged as we progress through 2022.

Age: Older People

Older people sit at the heart of Scotland's Year of Stories with many events such as Open Book's Stories Across Scotland (as set out above) showcasing their experiences of life in Scotland now and in the past and also their hopes for the future through storytelling.

¹² [Inclusive growth: what does it look like? - gov.scot \(www.gov.scot\)](http://www.gov.scot)

Also to see information on “Regional Tourism Itineraries” under “Disability”.

Race/Multi-cultural and faith communities

As set out above, a number of events supported by the Scotland’s Year of Stories Community Stories Fund engage Scotland’s multi-cultural communities.

In addition, supported by funding from the Scottish Government, BEMIS Scotland will work with multicultural communities across Scotland to deliver a series of bespoke events celebrating Scotland’s Year of Stories/Burns Night as part of the multicultural celebration of Scotland’s Winter Festivals during the 2021/22 season.

These events will be designed and delivered by multi-cultural communities to showcase Scotland’s unique cultural diversity alongside their own traditions, stories and what Scotland means for them as their home.

Disability

VisitScotland has also been provided with £20,000 from the Scottish Government to deliver Regional Accessible Tourism Itineraries. Each itinerary focuses on disabled and older people and will showcase accessible things to see and do right across Scotland, with a geographical focus, and also linking into initiatives such as Scotland’s Year of Stories. The itineraries will increasingly become an integral part of VisitScotland’s Inclusive Tourism Toolkit which includes a range of information and guides to boost accessibility and inclusive tourism more widely.

In addition, the Scotland’s Year of Stories Community Stories Fund is funding Deaf Action Scotland’s Preserving and Celebrating Edinburgh’s Deaf Heritage initiative as set out above.

Sexual Orientation

VisitScotland’s website provides a wealth of information to welcome LGBTI visitors to Scotland during Scotland’s Year of Stories, which can be accessed using this URL: [LGBT+ holidays in Scotland | VisitScotland](#)

In addition, the Scotland’s Year of Stories Community Stories Fund is funding The Pink Triangle Podcast (as set out above) to further showcase some of the untold stories of the diverse LGBTI community in Scotland.

Socio-economic Disadvantage

Events supported by the Scotland’s Year of Stories Community Stories Fund aim to engage Scotland’s most deprived communities in Scotland’s Year of Stories. These include “Edinburgh Festival Carnival - 'Carnival Stories'” and “Mining seams and drawing wells: a living archive for Easterhouse” as set out above.

Part 6 - Monitoring and Evaluation

Progress delivering Scotland's Year of Stories - including equality aspects -will be monitored by a Steering and Working Group led by VisitScotland and including officials from the Scottish Government, Creative Scotland, National Lottery Heritage Fund, Historic Environment Scotland, Museums Galleries Scotland and the Scottish Storytelling Centre.

The actions set out in this paper will be evaluated as part of the wider impact report for Scotland's Year of Stories which will be published in 2023.

Any related lessons and learning from Scotland's Year of Stories 2022 will also be captured in this report to help inform future activity across the Scottish Government (including any further Themed Years).



© Crown copyright 2023



This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit nationalarchives.gov.uk/doc/open-government-licence/version/3 or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk.

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available at www.gov.scot

Any enquiries regarding this publication should be sent to us at

The Scottish Government
St Andrew's House
Edinburgh
EH1 3DG

ISBN: 978-1-80525-704-2 (web only)

Published by The Scottish Government, April 2023

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA
PPDAS1271942 (04/23)

W W W . g o v . s c o t