

Service Provider
Equality, Diversity and Inclusion
Action Plan 2025-2029

November 2025



Contents

Introduction..... 2

Our Goals..... 3

Our Approach 3

Background..... 4

The Action Plan 2025 – 2029 5

Governance..... 8

How we will track progress 8

Managing Risks 8

We want to hear from you! 8

Introduction

Aberdeen City Council want to ensure that every citizen in Aberdeen is treated fairly, with respect and dignity when accessing our services. The Council has agreed an Equalities Plan to promote and embed equality in our services over the next four years from 2025 to 2029 to achieve the new Equality outcomes.

Equality Outcomes are defined as, ‘the results intended to achieve specific and identifiable improvements in people’s life chances.’

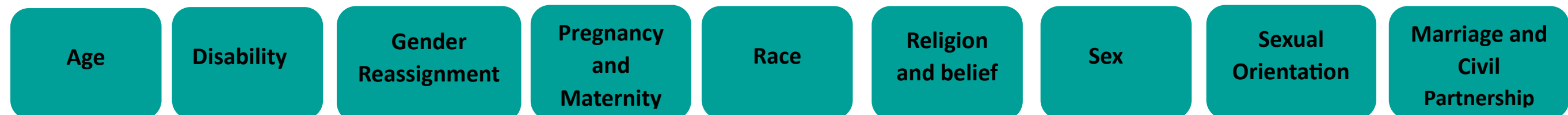
The new set of Equality Outcomes for 2025-2029 reflect our commitment to creating a fair, diverse and inclusive community in Aberdeen where everyone can thrive. These outcomes will guide our collective efforts to promote and support equality across the council’s services and operations.

Under the Equality Act 2010, the 3 key General Duties within the act require the council to:

- Eliminate discrimination by implementing policies and practices that prevent discrimination and promote fairness.
- Advance equality of opportunity by ensuring equal access to opportunities for all, regardless of background or circumstances.
- Foster good relations through encouraging understanding, respect, and support among persons who share a protected characteristic and those who do not.

All actions listed in the plan work to meet the general duty under the Public Sector Equality Duty where the outcomes and underpinning actions must relate to eliminating discrimination, promoting equal opportunities, and fostering good relations between people with and without protected characteristics.

Protected Characteristics as defined by the Equality Act 2010 are:



Our Goals

We aim to:

- Make sure everyone can access our services easily
- Treat our communities and colleagues with fairness, dignity and respect
- Value the diversity in our city and deliver services that are needed the most

Our commitment covers all of the following:

- Service users
- Applicants for services
- Contractors and subcontractors
- Elected Members
- Employees
- Volunteers
- Partners

Our Approach

To develop the new outcomes, we undertook extensive engagement and consultation through focus groups, surveys and feedback at events with various community groups, organisations and individuals to understand what is going well and what can be improved. The full report and survey results can be viewed here: [Equality Outcomes 2025 – 2029](#).

A review of the data and comments gathered through the various consultations were considered along with other published data and as part of this process. Four key themes were identified and have been used to shape this Action Plan with input from our communities and officers. The key themes include:

Inclusion		To create welcoming communities where everyone is valued, supported, and able to take part in community life.
Access		Remove barriers (systemic, cultural, social, physical, and digital) that prevent people from participating.
Participation		Ensure that everyone, especially underrepresented groups have genuine opportunities to engage in decision-making.
Value		Ensure contributions from communities influence policies, services, and programs in visible and transparent ways.

Background

The action plan responds to emerging needs, ensures continuous improvement, and links with our wider council plans that are aimed at improving outcomes for and with local people and communities in Aberdeen. As part of the survey undertaken from December 2025 to February 2025, communities were asked to prioritise what we should focus on from the following: Culture, Education, Employment, Housing, Poverty, prejudice and discrimination, social and recreational activities and Transport and infrastructure.

The main areas identified for focus included Culture, Education, Housing, Poverty, as well as social and recreational activities. Employment, prejudice and discrimination, and transport and infrastructure were also considered priorities. Outcomes were developed to be generally applicable across all areas, while actions and outputs will be tailored to specific service areas.

Equality Outcome 1: All people can access information and services, with systemic, social, and physical barriers identified and minimised.

To achieve this, our focus will be on working to deliver information and services that are accessible and meets the needs of those who need it. To do this, we will find out more about what is stopping people from easily accessing information, services and participation. We will work to understand attitudes, stigma and barriers people face and review the accessibility of our buildings and digital content.

Equality Outcome 2: All people can participate and help shape decisions that affect them.


We will achieve this by creating transparent and accessible decision-making processes where everyone has the opportunity to share their perspectives. This includes providing education and information so people can make informed contributions, ensuring diverse voices are heard, and using participatory tools like community meetings, equality assemblies, public consultations, and digital platforms to involve citizens in shaping the policies and actions that affect their lives.



Equality Outcome 3: Aberdeen City Council will develop inclusive infrastructure that meets the need of people who use it


We will achieve this by engaging directly with diverse community members to understand their needs and experiences, designing public spaces and services that are accessible to all, and following inclusive design principles. This means considering factors like age, disability, sex and cultural background in planning, while regularly reviewing and improving infrastructure based on user feedback and changing community needs.

The Action Plan 2025 – 2029

The Action Plan has been structured under the following improvement themes to achieve the outcomes.

Improvement Theme	Improvement Aim	Improvement Action :	Timescale for delivery	Delivery Lead
Inclusion 	<p>To create a welcoming community where everyone is valued, feels safe and supported, and able to take part in community life.</p> <p>Current baseline: 29.5 % voted in an election.</p> <p>70 % Agreed with the question ‘I feel safe in my neighbourhood’.</p> <p>48.3% Agreed that Aberdeen is a welcoming space.</p> <p>36.8 % disagreed with the statement ‘I feel included and part of my local community’.</p>	Provide all high demand service information in at least 3 accessible formats (for example plain language, Easy Read, translated versions, or assistive tech compatible).	March 2026	<ul style="list-style-type: none"> • Citizen Experience • External Comms
		Increase eligible voter participation in local elections by improving accessibility, awareness, and trust in local government through targeted community engagement and education initiatives.	April 2029	<ul style="list-style-type: none"> • Governance - Elections Team • Equalities • Community Learning and Development • Aberdeen Youth Movement
		Hold youth engagement initiatives like mock elections and civic leadership programs to build long-term civic habits.	February 2026	<ul style="list-style-type: none"> • Aberdeen Youth Movement
		Promote third-party centres to improve access to Hate Crime reporting and support for those impacted.	March 2026	<ul style="list-style-type: none"> • Community Safety • Equalities Team
		Increase the diversity of people involved in community planning through priority neighbourhoods and locality empowerment groups.	April 2027	<ul style="list-style-type: none"> • Locality Planning Team
		Continue to deliver on a calendar of community events to celebrate and promote diversity and equality.	Ongoing	<ul style="list-style-type: none"> • Equalities • External Comms • Internal Comms

Improvement Theme	Improvement Aim	Improvement Action :	Timescale for delivery	Delivery Lead
Access 	Remove barriers (systemic, cultural, social, physical, and digital) that prevent people from participating. Current baseline: 63.3 % Agreed Aberdeen City Council communicates its commitment to equality, diversity and inclusion	Promote information about accessibility and communication support options available to citizens and share with partner organisations to increase awareness. We will offer easy to read materials, translations, digital tools, and ensure our updated website is mobile-friendly and accessible.	Ongoing	<ul style="list-style-type: none"> • Citizen Experience • External Comms • Youth Lens on this via Aberdeen Youth Movement
		Collaborate with individuals who have experienced access barriers when developing new and redesigned services, ensuring alignment with established accessibility standards.	Ongoing	<ul style="list-style-type: none"> • People & Organisation • Citizen Experience
		Provide offline options or access to technology and digital literacy or communication support.		<ul style="list-style-type: none"> • Digital Inclusion Group
		Build on the Citizens assembly approach as tested through the Anti-Poverty and Inequality Committee as well as other methods of engaging with people with lived experience to inform service improvement.	Ongoing	<ul style="list-style-type: none"> • Community Planning Aberdeen
		We will work with the council's Strategic Place Planning teams to ensure that safety, access and inclusion are firmly embedded in future design and development.	Ongoing	<ul style="list-style-type: none"> • Strategic Place Planning team • Equalities Team
Participation 	Ensure that everyone, especially underrepresented groups have genuine opportunities to engage in decision-making. Current baseline: 15.2% attended an Aberdeen City Council event. 88.1% disagreed that Aberdeen City Council leaders (Councillors) champion the equality agenda in the city.	Enhance community empowerment through the revised Local Outcome Improvement Plan (LOIP) 2026- 2036 to strengthen our approach to community partnership	Ongoing	<ul style="list-style-type: none"> • Community Planning Team
		Promote the purpose and function of the Equality Participation Network to ensure membership includes people from diverse backgrounds and lived experiences.	Ongoing	<ul style="list-style-type: none"> • Equalities Team • Aberdeen Youth Movement
		Promote platforms where people can access employment and volunteering opportunities in the city.	Ongoing	<ul style="list-style-type: none"> • ABZ works • Talent Team
		Strengthen and develop our community engagement approach and refresh the community directory.	April 2026	<ul style="list-style-type: none"> • Equality Participation Network
		Enhance the communication of key messages, priorities, and programmes to all communities and council staff, ensuring that everyone has the opportunity to engage, where appropriate, in the planning and implementation of these priorities.	Ongoing	<ul style="list-style-type: none"> • Equalities • Internal Comms • External Comms

Improvement Theme	Improvement Aim	Improvement Action :	Timescale for delivery	Delivery Lead
Value 	<p>Ensure contributions from communities influence policies, services, and programs in visible and transparent ways.</p> <p>Current baseline: 23.3 % responded to an Aberdeen City Council consultation</p>	We will publish an Equality Mainstreaming Report every 2 years	Ongoing	<ul style="list-style-type: none"> Equalities Team
		Post updates and success stories on our website, social media and in newsletters.	Ongoing with a review by April 2027.	<ul style="list-style-type: none"> Community Planning Aberdeen Internal Comms External Comms
		We will train frontline staff and service providers to recognise and address barriers to access, fostering inclusive attitudes and practices.	Ongoing with progress reported by April 2027.	<ul style="list-style-type: none"> Citizen Experience People Development
		We will better utilise existing feedback and engagement platforms to ensure there are clear 2-way communication channels between participants and decision makers.	Ongoing with a review by April 2026.	<ul style="list-style-type: none"> Citizen Experience External Comms Aberdeen Youth Movement
		Create a Citizen Advisory Panel (CAP) to gather lived experience and improve the way we gather and use feedback to shape our services.	September 2026	<ul style="list-style-type: none"> Equalities Team Citizen Experience
		We will respond to and learn from complaints made against council service delivery and in particular where these relate to perceived or actual discrimination and we will use the lessons learnt to inform and improve our future practices.	Ongoing with a review by April 2026.	<ul style="list-style-type: none"> Citizen Experience
		Increase in the % of Integrated Impact Assessments completed and ensure services engage and consult on service change or design.	Ongoing with a review by April 2027.	<ul style="list-style-type: none"> Equalities Team
		We will deliver 2 community sessions that focus on Hate Crime Awareness and community cohesion.	By June 2026.	<ul style="list-style-type: none"> Community Safety Equalities Team
		Hold an annual Equalities assembly with our Public Sector Equality Duty partners and 3 rd sector to ensure that we are using an intersectional approach to working together with different protected characteristics.	December 2026	<ul style="list-style-type: none"> Equalities Team

Governance

We will report our progress through Committee in line with our statutory reporting timescales and all reports will be published in an accessible format on our website.

How we will track progress

Every 2 years, we will publish a progress report showing:

- How we are improving on the themes
- What are the changes we make
- What we learn from community feedback
- What our next steps will be

We will also continue to strengthen our governance arrangements at all levels of the council and improve transparent and accessible reporting so we can clearly show progress against our priorities.

Managing Risks

As part of developing this action plan, the following risks and barriers were identified that could prevent or slow down progress in delivering on actions.


- Change in legislation and leadership which may require focus moving on different priorities.
- Possibility of some groups not being fully engaged.
- Consultation and engagement fatigue. We will work with in a collaborative approach to minimise and reduce repetition and get better at sharing data and findings.

We want to hear from you!

Tell us what is working well and what could get better.

 equality_and_diversity@aberdeencity.gov.uk

 [Equality Outcomes and Mainstreaming Report | Aberdeen City Council](#)

 01224 070 300



British Sign Language (BSL) users can contact us direct by using [ContactSCOTLAND-BSL](#).