

# ARDS AND NORTH DOWN BOROUGH COUNCIL

## Policy Screening Form

1.	Policy Reference (Equality use only)	E 244
2.	Policy Name	Borough Marketing and Communications Strategy
3.	Existing / Revised / New Policy	New policy
4.	Responsible Officer	Borough Marketing Manager
5.	Description of policy to be screened	The Strategy has been developed to strategically guide marketing activities to convey clear propositions to a) present Ards and North Down as an appealing visitor destination targeting potential visitors and b) as an appealing inward investment proposition for a fundamentally strong place to do business.
	Aims and Expected Outcomes – what is the Policy expected to achieve?	The aim of the Borough Marketing Communication Strategy (BMCS) is twofold: firstly to create greater awareness of Ards and North Down as a visitor destination and secondly to establish it as a place to invest for business success.
6.	Section 75 categories which might be expected to benefit and how they may benefit.	All categories are expected to benefit through boosted economic prosperity and investment in the Borough.
7.	Factors which could contribute to / detract from the intended aims / outcomes of the Policy when being implemented	Financial – Delivery of the Borough Marketing and Communications Strategy is dependent on financial support of Council through annual rates budget process. If the strategy is not delivered as intended.
8.	The main stakeholders on whom the policy will impact. For example, Employees, Potential Service Users and Community Groups	Key stakeholders are Ards and North Down based businesses and tourism and hospitality providers. The Council, Elected Members , employees, residents of the Borough, visitors to the Borough, businesses and

	Consider the internal and external impacts (either actual or potential) and comment, or list, information where appropriate	employees within the Borough and service providers and potential providers.
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9.	Please provide details of other policies which have a bearing on this one.	
	The Big Plan The Corporate Plan Integrated Tourism, Regeneration and Economic Development Strategy 2018-2030 (ITRDS)	Ards and North Down Borough Council

**\*\*\* This data is generic to the Borough. You may be required to include geographical area specific data or other relevant data such as more specific groups eg age, depending on the policy and its aim.**

10.	Available evidence (quantitative and qualitative) considered as important to encourage completion in relation to :																			
	Religious Belief	<p><b>Summary:</b> The Northern Ireland Census 2011 (NISRA) statistics for the Borough area showed that 75% are or have been brought up in Protestant and Other Christian (including Christian related) religions. While this varied across the borough from 17% in Portaferry ward to 87% in Carrowdore ward this does not have any relation to this policy. These compared to 48% for Northern Ireland as a whole. See table below</p> <p><b>Data:</b> <b>Religion or Religion Brought up in</b> (Numbers with % in brackets)</p> <table border="1"> <thead> <tr> <th></th> <th>All usual residents</th> <th>Catholic</th> <th>Protestant and Other Christian (including Christian related)</th> <th>Other Religions</th> <th>None</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>1,810,863 (100%)</td> <td>817,385 (45%)</td> <td>875,717 (48%)</td> <td>16,592 (1%)</td> <td>101,169 (6%)</td> </tr> <tr> <td>Ards and North Down Borough Council</td> <td>156,672 (100%)</td> <td>20,550 (13%)</td> <td>117,589 (75%)</td> <td>1,729 (1%)</td> <td>16,804 (11%)</td> </tr> </tbody> </table> <p><b>Source:</b> Religion or religion brought up in. Census 2011, NISRA</p>		All usual residents	Catholic	Protestant and Other Christian (including Christian related)	Other Religions	None	Northern Ireland	1,810,863 (100%)	817,385 (45%)	875,717 (48%)	16,592 (1%)	101,169 (6%)	Ards and North Down Borough Council	156,672 (100%)	20,550 (13%)	117,589 (75%)	1,729 (1%)	16,804 (11%)
	All usual residents	Catholic	Protestant and Other Christian (including Christian related)	Other Religions	None															
Northern Ireland	1,810,863 (100%)	817,385 (45%)	875,717 (48%)	16,592 (1%)	101,169 (6%)															
Ards and North Down Borough Council	156,672 (100%)	20,550 (13%)	117,589 (75%)	1,729 (1%)	16,804 (11%)															
	Political Opinion	<p><b>Summary:</b> Electoral Office data from recent Local Government elections detail the political representation on Ards and North Down Council, The Stormont Executive for</p>																		

this electoral area and Westminster election. This data is an approximate measure of political opinion of the voting electorate within the Borough. Turnout to vote in North Down and Strangford constituencies tend to be lower than the rest of NI suggesting less strong political opinions. Of those who do turn out, the results show preferences for voting Unionist parties.

See table below

**Data:**

**Council Election results**

The most recent local council election (2<sup>nd</sup> May 2019) showed:

	Eligible Electorate	Votes Polled (% Turnout)	Elected Candidate										
			DUP	Sinn Féin	UUP	SDLP	Alliance	Independent	TUV	Green	PUP	Aontu	CCLA
Northern Ireland	1,305,553	687,733 (52.7%)	122	105	75	59	53	24	6	8	3	1	1
Ards and North Down Borough Council	112,077	47,161 (42.1%)	14		8	1	10	3	1	3			
Ards Peninsula (DEA)	16,656	7,369 (44.2%)	3		1	1	1						
Bangor Central (DEA)	17,194	6,678 (38.8%)	2		1		1	1		1			
Bangor East and Donaghadee (DEA)	16,956	6,915 (40.8%)	2		2		1	1					
Bangor West (DEA)	13,479	5,448 (40.4%)	1		1		2			1			
Comber (DEA)	13,681	6,272 (45.8%)	2		1		1		1				

Hollywood and Clontarf (DEA)	14,158	6,229 (44.0%)	1	1	2	1						
Newtownards (DEA)	19,953	8,250 (41.4%)	3	1	2	1						

**Source:** The Electoral Office, NI

Racial Group

**Summary:**

NISRA, NINIS and Northern Ireland Strategic Migration Partnership data provide up to date data. The 2011 census showed that 32,000 (1.8%) of the usually resident population in Northern Ireland is from a minority ethnic background. Within the borough, the 2011 Census showed that 1.5% (2,300) were from a minority ethnic background. Across the borough this ranged from 5.2% in Loughview ward to 0.3% in Lisbane ward.

See table below

**Data:**

**Ethnic Group** (Numbers with % in brackets)

	All usual residents	White	Chinese	Indian	Bangladeshi	Other Asian	Black African	Black Other	Mixed	Other
Northern Ireland	1,810,863 (100%)	1,778,449 (98%)	6,303 (0%)	6,198 (0%)	540 (0%)	6,089 (0%)	2,345 (0%)	12,710 (0%)	6,014 (0%)	3,654 (0%)
Ards and North Down Borough Council	156,672 (100%)	154,365 (99%)	406 (0%)	283 (0%)	177 (0%)	415 (0%)	139 (0%)	132 (0%)	556 (0%)	199 (0%)
Ards Peninsula	22,797 (100%)	22,641 (99%)	29 (0%)	17 (0%)	5 (0%)	17 (0%)	6 (0%)	2 (0%)	54 (0%)	26 (0%)
Bangor Central	23,524 (100%)	24,469 (98%)	105 (0%)	43 (0%)	17 (0%)	43 (0%)	26 (0%)	32 (0%)	9 (0%)	38 (0%)
Bangor East and Donaghadee	24,892 (100%)	22,648 (99%)	56 (0%)	27 (0%)	10 (0%)	91 (0%)	11 (0%)	2 (0%)	82 (0%)	19 (0%)
Bangor West	22,946 (100%)	17,763 (98%)	19 (0%)	135 (0%)	2 (0%)	11 (0%)	3 (0%)	26 (0%)	73 (0%)	15 (0%)

		Comber	18,152 (100%)	18,216 (99%)	30 (0%)	8 (0%)	9 (0%)	35 (0%)	4 (0%)	8 (0%)	55 (0%)	17 (0%)
		Hollywood and Clandeboye	18,382 (100%)	20,061 (98%)	65 (0%)	31 (0%)	23 (0%)	81 (0%)	81 (0%)	56 (0%)	10 (0%)	61 (0%)
		Newtownards	20,560 (100%)	27,841 (99%)	105 (0%)	20 (0%)	111 (0%)	30 (0%)	8 (0%)	6 (0%)	75 (0%)	20 (0%)

**Source:** Ethnic Group, Census 2011, NISRA

Age	<p>NISRA have published population projections for the Borough which show that the proportion of those aged 85 and over are expected to more than double within the next 25 years.          ANDBC has the highest % population of older people in Northern Ireland.          See table below  <b>Data:</b>  <b>Age Groups</b> (Numbers with % in brackets)</p>					
		0-15	16-39	40-64	65+	Total
	Northern Ireland	385,200 (21%)	583,116 (31%)	591,481 (32%)	291,824 (16%)	<b>1,851,621</b> <b>(100%)</b>
	Ards and North Down Borough Council	29,801 (19%)	43,239 (27%)	54,094 (34%)	31,663 (20%)	<b>158,797</b> <b>(100%)</b>

**Sources:** Demography and Methodology Branch, NISRA

World Health Organization

Marital Status	<p>The 2011 Northern Ireland Census showed that 48% of adults (those aged over 16 years of age) in Northern Ireland were either married or in a registered same-sex civil partnership. Within the borough, 54% of adults fell into this category. This varies across the borough from 36% in Central (Ards) ward to 64% in Lisbane ward.          See table below  <b>Data:</b>  <b>Marital Status (All aged 16+)</b> (Numbers with % in brackets)</p>							
		All usual residents	Single (never married or never registered a same-sex civil partnership)	Married	In a registered same-sex civil partnership	Separated (but still legally married or still legally in a same-sex civil partnership)	Divorced or formerly in a same-sex civil partnership which is now legally dissolved	Widowed or surviving partner from a same-sex civil partnership
	Northern Ireland	1,431,540 (100%)	517,393 (36%)	0,831	1,243	56,911 (4%)	78,074 (5%)	97,088 (7%)

				(48 %)	(0 %)															
	Ards and North Down Borough Council	126,945 (100%)	36,730 (29%)	67,866 (53%)	12,030 (0%)	4,328 (3%)	8,548 (7%)	9,350 (7%)												
<b>Source:</b> Northern Ireland 2011 Census, Marital Status																				
Sexual orientation	<p><b>Summary:</b> It should be noted that no reliable data is available on sexual orientation- NISRA are currently examining methodology on how to measure this. However, the 2011 census indicates that less than 1% of the Northern Ireland adult population (those aged 16 years and over) were in a registered same-sex civil partnership. This was similar to the borough as a whole. The Continuous Household Survey in Northern Ireland estimated this figure between 0.9% and 1.9% in 2015-2016. The Office for National Statistics estimates a similar range for the United Kingdom (1.7%).</p> <p><b>Source:</b> Northern Ireland 2011 Census, Marital Status ONS 2015 Sexual Identity</p>																			
Men & Women generally	<p>According to census (NISRA) almost half of the population of Northern Ireland were male (49%) and this was similar throughout Ards and North Down Borough Council (48%). See table below</p> <p><b>Data:</b></p> <table border="1"> <thead> <tr> <th></th> <th>Males</th> <th>Females</th> <th>All</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>887,323 (49%)</td> <td>923,540 (51%)</td> <td>1,810,863 (100%)</td> </tr> <tr> <td>Ards and North Down Borough Council</td> <td>75,920 (48%)</td> <td>80,752 (52%)</td> <td>156,672(100%)</td> </tr> </tbody> </table> <p><b>Source:</b> Age Structure, Census 2011, NISRA Review of statistical classification and delineation of settlements, NISRA</p>									Males	Females	All	Northern Ireland	887,323 (49%)	923,540 (51%)	1,810,863 (100%)	Ards and North Down Borough Council	75,920 (48%)	80,752 (52%)	156,672(100%)
	Males	Females	All																	
Northern Ireland	887,323 (49%)	923,540 (51%)	1,810,863 (100%)																	
Ards and North Down Borough Council	75,920 (48%)	80,752 (52%)	156,672(100%)																	
Disability	<p>The 2011 Census (NISRA) showed that 20% of the population in Ards and North Down area had a health issue or disability (including those related to old age) which has lasted or expected to last at least 12 months. (This was similar to the Northern Ireland figure of 21%.)</p> <p><b>Disability Living Allowances, 2015</b></p>																			

			2015 (Disability Living Allowance Recipients)	2015 (Multiple Disability Benefits) *MDB is aggregated data from Attendance Allowance, Disability Living Allowance, Incapacity Benefit and Severe Disablement Allowance data, and data for Employment and Support allowance
		Northern Ireland	209,280	251,490
		Ards and North Down Borough Council	13,840	18,080
		Ards Peninsula	2,920	n/a
		Bangor Central	2,250	n/a
		Bangor East and Donaghadee	1,740	n/a
		Bangor West	1,650	n/a
		Comber	1,270	n/a
		Holywood and Clondeboy	1,180	n/a
		Newtownards	2,840	n/a
<u>Northern Ireland Census 2011 Long-term health problem or disability by long-term problem or disability</u>				
	Dependents	<p><b>Summary:</b> In considering this dimension the following have been included: persons with responsibility for the care of a child, children, a person with a disability and or an older person. According to the Continuous Household Survey, 2013-2016, 37% of Ards and North Down claimed to have a dependent (This did not differentiate on the type of dependent). According to the 2011 Census, 7,474 households in Ards and North Down had a dependent child under the age of 4 (This might give an indication on the numbers who would have buggies or prams).</p> <p><b>Sources:</b> Continuous Household Survey</p>		

11.	Based on data previously provided what are the needs, experiences and priorities for each of the following categories, in relation to this policy/decision?	
	Religious Belief	The BMCS is inherently diverse in its reach, seeking to engage with all identities and is inclusive of all religious belief groups, all political opinions, racial groups, age ranges, all types marital status, sexual orientation, gender, and
	Political Opinion	
	Racial Group	
	Age	
	Marital Status	

	Sexual orientation	disability. The target audiences are generally adult, and so it is not designed to target communications to dependents.
	Men & Women generally	
	Disability	
	Dependents	

**Does this Policy require an Equality Impact Assessment?**

1.	What is the likely impact on equality of opportunity for each of the Section 75 categories?		
		Detail of Impact	Level of Impact Minor/Major/None
	Religious Belief	No impact on equality of opportunity has been identified. It will aim to engage with the breadth of potential audiences and recognises all Section 75 dimensions will have their needs considered and addressed	None
	Political Opinion		
	Racial Group		
	Age		
	Marital Status		
	Sexual orientation		
	Men & Women generally		
	Disability		
	Dependents		

2.	Are there opportunities to better promote equality of opportunity for people within the Section 75 equality categories?		
		If "Yes", provide details	If "No", provide details
	Religious Belief	No. The promotional plans contained within the Borough Marketing and Communications Strategy are broad reaching in nature and promote equality of opportunity for people within all Section 75 categories.	
	Political Opinion		
	Racial Group		
	Age		
	Marital Status		
	Sexual orientation		
	Men & Women generally		
	Disability		
	Dependents		

3.	To what extent is the Policy likely to impact on Good Relations between people of different religious belief, political opinion or racial group?		
		Details of Impact	Level of Impact Minor/Major/None
	Religious Belief	No impact on Good Relations between people of different religious belief, political opinion or racial group, and the Borough Marketing and Communications Strategy is delivered equally across all groups.	
	Political Opinion		
	Racial Group		

4.	Are there opportunities to better promote Good Relations between people of different religious belief, political opinion or racial group?		
		If "Yes" provide details	If "No" provide details



Religious Belief	No, the impact of the Borough Marketing and Communications Strategy is delivered equally across people of different religious belief, political opinion or racial group.
Political Opinion	
Racial Group	

### Additional Considerations

Multiple Identity Considerations	Details of Impact or potential impact (Positive/Negative)
<p>Are there any potential impacts of the policy decision on people with multiple identities? (e.g. disabled minority ethnic persons). Where appropriate provide details of data on the impact of the policy on people with multiple identities. Specify relevant Section 75 categories concerned.</p>	No potential impact identified

### **Disability Discrimination Order (NI) 2006**

Does this proposed policy provide an opportunity to:	Yes / No	Explain your reasoning:
<ul style="list-style-type: none"> <li>- <u>better promote positive attitudes</u> towards disabled people</li> <li>- <u>increase participation</u> by disabled people in public life</li> </ul>	Yes	<p>This proposed policy will be made available in a range of different mediums and accessible formats.</p> <p>The promotional plans laid out will be delivered across a broad range of promotional channels including digital e.g. social media and web; and traditional medium e.g. print advertising in order to ensure a broad reach of communications.</p>

### Monitoring Arrangements

Section 75 places a requirement on the Council to have equality monitoring arrangements in place to assess the impact of policies and services, help identify barriers to fair participation and to better promote equality of opportunity.

Outline what data you could collect in the future to monitor the impact of this policy /	The key campaigns laid out as part of the Inward Investment and Visitor Promotional plans as part of this Borough Marketing and Communications Strategy will be
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	decision on <u>equality, good relations and disability duties</u>	monitored for reach to Borough and out of borough audiences. Compliments and complaints will be gathered and reviewed in order to monitor the impact of the policy.
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I can confirm that the proposed policy / decision have been screened for:-

x	Equality of opportunity and good relations
x	Disabilities duties

On the basis of the answers to the screening questions, I recommend that this policy / decision is:-

x	Screened Out – No EQIA necessary (no impacts)
	Screened Out – Mitigating Actions (minor impacts)
	Screened In – Necessary to conduct a full EQIA
	Please detail actions to be taken:

Screening assessment completed by:-

Name: Claire McCrea  
Title: Borough Marketing Manager  
Date: 03/11/2021  
Signature:

Director/Head of Service decision approved by:

Name:  
Title:  
Date:  
Signature:

If an Equality Impact Assessment is required

	Priority Rating for Timetabling an Equality Impact Assessment. (1-3)	Priority Criterion	Rating
		Effect on equality of opportunity and good relations	
		Social need	
		Effect on people's daily lives	

		Relevance to a public authority's functions	
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	Is this Policy Affected by Timetables established by other relevant Public Authorities?	
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	Monitoring Recommendation	
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	Approval and Authorisation	Position/Job Title:	Date:
	Screened by:		
	Approved by:		