

ARDS AND NORTH DOWN BOROUGH COUNCIL

Policy Screening Form

1.	Policy Reference (Equality use only)	E 255
2.	Policy Name	Tourism Experiences Programme
3.	Existing / Revised / New Policy	New
4.	Responsible Officer	Director of Regeneration, Development and Planning
5.	Description of policy to be screened	<p>The Tourism Experience Programme is open to all tourism businesses based in Ards and North Down that require support to develop or enhance an experience.</p> <p>Tourism Experiences are classed as but not limited to Experiences that:</p> <ul style="list-style-type: none"> • Showcase the borough in a unique way for visitors. • Allow the guest to become immersed in our place, culture, food, people and heritage. • Are participatory/immersive and highlight the best that the borough has to offer. • Attract visitors and participants especially from outside of the Borough. • Have the potential to increase economic benefit to the Borough. • Promote sustainable tourism, e.g. through recycling or other eco-friendly elements. • Showcase collaboration between providers to create high quality tourism products for visitors. • Have potential to be aligned (or working towards alignment) to Tourism Northern Ireland's Embrace a Giant Spirit Brand where applicable. • Are a new or at a minimum enhanced experience. • Are open to members of the public to book at an agreed time. • Meet the defined tourism experience criteria. • Take place in Ards and North Down. • Providers must agree to market to, at a minimum, to a Northern Ireland-wide audience.

		<ul style="list-style-type: none"> • Providers must agree to communicate with ticketholders prior to the experience. • Experiences do not support or promote any religious or political dimension.
	Aims and Expected Outcomes – what is the Policy expected to achieve?	<ul style="list-style-type: none"> • Create a bettering offering to the borough for the visitor and participants of the experience(s) to come to the area. • Benefit the local economy via ticket sale and secondary spend via increased dwell time. • Support local tourism businesses develop a more extensive portfolio and in turn their income stream and ability to trade / expand with the benefits this in turn brings. • Provide minimal but essential financial assistance to allow businesses to market test experiences. • Offers support in terms of ticket sales and marketing to new experiences. • Develop experiences that align with Tourism Northern Ireland’s Embrace a Giant Spirit Programme. • Position Ards and North Down in a competitive market within the national tourism offering.

6.	Section 75 categories which might be expected to benefit and how they may benefit.	<ul style="list-style-type: none"> • All section 75 categories are expected to benefit as all businesses that fall within the criteria are eligible to apply to be part of the programme via an openly run Expression of Interest. • The experiences supported are available to all to attend (within the limitations of the activities operating in some cases) and with the programme including elements that are accessible to all a variety of accessibility needs.
----	--	---

7.	Factors which could contribute to / detract from the intended aims / outcomes of the Policy when being implemented	<ul style="list-style-type: none"> • Financial: If the Tourism do not receive the budget required to provide the associated support then the aim of the scheme, which is to attract visitors and spend to the Borough, will not be met due to the programme not being able to operate. • Service delivery: If not able to run the programme the SLP target cannot be met and furthermore impact the Corporate Plan.
----	--	---

8.	The main stakeholders on whom the policy will impact. For example, Employees, Potential Service	<ul style="list-style-type: none"> • The Council – positive impact the programme will have on the Borough including economic spend, animation of the borough and increased
----	---	---

	<p>Users and Community Groups Consider the internal and external impacts (either actual or potential) and comment, or list, information where appropriate</p>	<p>visitation with additional activity for visitors to do when in the area.</p> <ul style="list-style-type: none"> • Applicants (tourism providers) will be supported both financially to run their experience and with Officer support in elements such as collaboration, experience management planning and generally through their experience delivery. They will also avail of being part of a larger marketing campaign boosting exposure. • Visitors/participants to the experiences will enjoy quality activity within the Borough. • Businesses (non-experience providers) within the Borough may see increased footfall and therefore potential increase in income. • Tourism Northern Ireland – positive impact as quality, tested experience apply for their Embrace a Giant Spirit Programme and opportunity for promotion and recognition for the area and the businesses within their remit. • Employees are able to develop their relationships with the local industry to a greater level benefitting both parties. Are able to increase their knowledge base of developing and delivering such a programme including budget management and business interaction.
--	---	--

9.	Please provide details of other policies which have a bearing on this one.	
	<p>E 14 Sustainability and Environmental Policy E 28 Corporate Complaints policy and procedure E 66 Safeguarding policy for children, young people and adults who may be vulnerable E 130 Integrated Tourism, Regeneration and Development Strategy E 153 Customer Care Strategy E 196 Ards and North Down Borough Council Corporate Plan 2020-2024</p>	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 e.g. 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>Summary: 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</p>

(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

Data:

Religion or Religion Brought up in (Numbers with % in brackets)

	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%)

Source: [Religion or religion brought up in. Census 2011, NISRA](#)

Political Opinion

Summary:

Electoral Office data from recent Local Government elections detail the political representation on Ards and North Down Council, The Stormont Executive for 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 (2nd 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				
	Holywood 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	<p>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</p> <p>Data: Ethnic Group (Numbers with % in brackets)</p>
--------------	---

	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%)	1271 (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%)	116 (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 Clondeboye	18,382 (100%)	20,061 (98%)	65 (0%)	31 (0%)	23 (0%)	81 (0%)	81 (0%)	56 (0%)	1 (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 Data: Age Groups (Numbers with % in brackets)</p>				
		0-15	16-39	40-64	65+

Northern Ireland	385,200 (21%)	583,116 (31%)	591,481 (32%)	291,824 (16%)	1,851,621 (100%)
Ards and North Down Borough Council	29,801 (19%)	43,239 (27%)	54,094 (34%)	31,663 (20%)	158,797 (100%)

Sources: [Demography and Methodology Branch, NISRA](#)
[World Health Organization](#)

Marital Status
 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

Data:
Marital Status (All aged 16+) (Numbers with % in brackets)

	All usual residents	Single (never married or never registered a same-sex civil partnership)	Married	In a registered same-sex civil partnership	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%)	680,831 (48%)	1,243 (0%)	56,911 (4%)	78,074 (5%)	97,088 (7%)
Ards and North Down Borough Council	126,945 (100%)	36,730 (29%)	67,866 (53%)	123 (0%)	4,328 (3%)	8,548 (7%)	9,350 (7%)

Source: [Northern Ireland 2011 Census, Marital Status](#)

Sexual orientation
Summary:
 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%).

Source: [Northern Ireland 2011 Census, Marital Status](#)
[ONS 2015 Sexual Identity](#)

Men & According to census (NISRA) almost half of the population of Northern Ireland

Women generally	<p>were male (49%) and this was similar throughout Ards and North Down Borough Council (48%). See table below</p> <p>Data:</p> <table border="1" data-bbox="467 302 1572 527"> <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>Source: 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>Disability Living Allowances, 2015</p> <table border="1" data-bbox="467 785 1539 1738"> <thead> <tr> <th></th> <th>2015 (Disability Living Allowance Recipients)</th> <th>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</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>209,280</td> <td>251,490</td> </tr> <tr> <td>Ards and North Down Borough Council</td> <td>13,840</td> <td>18,080</td> </tr> <tr> <td>Ards Peninsula</td> <td>2,920</td> <td>n/a</td> </tr> <tr> <td>Bangor Central</td> <td>2,250</td> <td>n/a</td> </tr> <tr> <td>Bangor East and Donaghadee</td> <td>1,740</td> <td>n/a</td> </tr> <tr> <td>Bangor West</td> <td>1,650</td> <td>n/a</td> </tr> <tr> <td>Comber</td> <td>1,270</td> <td>n/a</td> </tr> <tr> <td>Hollywood and Clondeboye</td> <td>1,180</td> <td>n/a</td> </tr> <tr> <td>Newtownards</td> <td>2,840</td> <td>n/a</td> </tr> </tbody> </table> <p>Northern Ireland Census 2011 Long-term health problem or disability by long-term problem or disability</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	Hollywood and Clondeboye	1,180	n/a	Newtownards	2,840	n/a
	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																													
Hollywood and Clondeboye	1,180	n/a																													
Newtownards	2,840	n/a																													
Dependents	<p>Summary: In considering this dimension the following have been included: persons with</p>																														

	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). Sources: Continuous Household Survey
--	--

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	N/A all experiences are open to all. The programme will include activity that is all accessibility “friendly” to the best of ability.
	Political Opinion	
	Racial Group	
	Age	
	Marital Status	
	Sexual orientation	
	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	N/A all experiences are open to all. The programme will include activity that is all accessibility “friendly” to the best of ability.	N/A all experiences are open to all. The programme will include activity that is all accessibility “friendly” to the best of ability.
	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	The programme is promoted equally to all. This via online and offline activity.	
	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	The programme at no point would look to determine the “grouping” of a participant. However as there is no exclusion by the nature of inclusiveness of the programme it allows for interaction and development of relationships between all and as such positive.
	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	The programme is promoted equally to all. This via online and offline activity.
	Political Opinion	
	Racial Group	

Additional Considerations

	Multiple Identity Considerations	Details of Impact or potential impact (Positive/Negative)
	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.	N/A all experiences are open to all. The programme will include activity that is all accessibility “friendly” to the best of ability.

Disability Discrimination Order (NI) 2006

	Does this proposed policy provide an opportunity to:	Yes / No	Explain your reasoning:
	- <u>better promote positive attitudes</u> towards disabled	Yes	All experiences are open to all. The programme will include activity that is all accessibility “friendly” to the best of ability.

	people		
	- <u>increase participation</u> by disabled people in public life		

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 / decision on <u>equality, good relations and disability duties</u>	Online surveys could be issued to participants / customers on the experiences seeking completion however this would need to be considered carefully. Due to the nature of the programme it is inclusive with no rationale existing to seek to specifically determine peoples backgrounds / disabilities etc. To do so may work in a negative way by making it a part of a “casual” programme of experiences open to all where such topics would likely not have been a consideration to those seeking to participate at the offset.
--	--	---

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)
<input type="checkbox"/>	Screened Out – Mitigating Actions (minor impacts)
<input type="checkbox"/>	Screened In – Necessary to conduct a full EQIA
	Please detail actions to be taken:

Screening assessment completed by:-

Name: Alex Irvine
Title: Tourism Manager
Date: 3/02/22
Signature: Via Email

Director/Head of Service decision approved by:

Name: Sharon Mahaffy
Title: Head of Tourism
Date: 03/02/22
Signature: Via Email

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	

Is this Policy Affected by Timetables established by other relevant Public Authorities?	
---	--

Monitoring Recommendation	
---------------------------	--

Approval and Authorisation	Position/Job Title:	Date:
Screened by:		
Approved by:		