

## Newry, Mourne and Down District Council Policy Screening Form

### Policy Information

Name of the policy	Tourism Re-brand for Newry, Mourne and Down – Ireland’s True Nature with a geo locator Mourne, Gullion, Strangford
Is this an existing, revised or new policy?	Revised
What is it trying to achieve (aims/outcomes)	Creating a tourism brand offering representing the Council district
Are there any Section 75 categories which might be expected to benefit from the intended policy? If so, explain how.	All are expected to benefit indirectly through the re-brand improving and increasing tourist footfall.
Who initiated or wrote the policy?	Michelle Boyle, Head of Tourism, Product Development and Visitor Experience
Who owns and who implements the policy?	Tourism, Culture and Events Department

### Implementation factors

	Yes	No
Are there any factors which could contribute to/detract from the intended aim/outcome of the policy/decision?	X	
If yes, are they Financial		X
If yes, are they Legislative		X
If yes, and they are Other please specify:	Failing to create a sense of community buy in	

### Main stakeholders affected

Who are the internal and external stakeholders (actual or potential) that the policy will impact upon?

	Yes	No
Staff		<b>X</b>
Service users	X	
Other public sector organisations		X

Voluntary/community/trade unions		X
Other, please specify:	Tourism NI, Tourism Ireland	

### Other policies with a bearing on this policy

What are they	NMDDC Tourism Strategy
Who owns them	NMDDC

### Available evidence

What evidence/information (both qualitative and quantitative) have you gathered to inform this policy? Specify details for relevant Section 75 categories.

<b>Section 75 Category</b>	<b>Details of needs/experiences/priorities</b>																	
Religious belief	<b>LGD</b>	<b>All usual residents</b>	<b>Catholic</b>	<b>Protestant and other Christian</b>	<b>Other religions</b>	<b>None</b>												
	<b>Northern Ireland</b>	1,903,178	869,753 (45.7%)	827,545 (43.5%)	28,514 (1.5%)	177,360 (9.3%)												
	<b>Newry, Mourne &amp; Down</b>	182,074	131,300 (72.1%)	39,970 (22.0%)	1,327 (0.7%)	9,477 (5.2%)												
(Source: Census Data 2021).																		
Political opinion	<p>Elected political party representation is an approximate barometer of political opinion of people within the Council area.</p> <p>The party breakdown of the Council's elected members is as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Sinn Féin</td> <td style="text-align: right;">20 seats</td> </tr> <tr> <td>SDLP</td> <td style="text-align: right;">8 seats</td> </tr> <tr> <td>Democratic Unionist</td> <td style="text-align: right;">5 seats</td> </tr> <tr> <td>Alliance</td> <td style="text-align: right;">5 seats</td> </tr> <tr> <td>Independents</td> <td style="text-align: right;">2 seats</td> </tr> <tr> <td>Ulster Unionist</td> <td style="text-align: right;">1 seats</td> </tr> </table> <p>Councillors are elected within seven District Electoral Areas (DEAs)</p>						Sinn Féin	20 seats	SDLP	8 seats	Democratic Unionist	5 seats	Alliance	5 seats	Independents	2 seats	Ulster Unionist	1 seats
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	<p>across the Council area. With respect to party political representation, democratic deficits exist within particular DEAs i.e three DEAs have no PUL Councillor representation (Newry, Crotlieve and Downpatrick), two DEAs have one PUL (Slieve Croob and Slieve Gullion) Councillor and, one DEA has one CNR (Rowallane).</p>																
<p>Racial group</p>	<p>During engagement the Trade expressed some concern about the use of “Ireland’s”.</p> <p>In addition to two public workshops of engagement with the tourism and community sector, as part of the consultation process to develop the re-brand there was international engagement with the following number of people in the respective countries:</p> <table border="1" data-bbox="584 734 1206 1361"> <tr> <td>France</td> <td>80</td> </tr> <tr> <td>Germany</td> <td>65</td> </tr> <tr> <td>Poland</td> <td>55</td> </tr> <tr> <td>UK (England, Scotland, Wales)</td> <td>107</td> </tr> <tr> <td>USA</td> <td>92</td> </tr> <tr> <td>Republic of Ireland (ROI)</td> <td>53</td> </tr> <tr> <td>Northern Ireland</td> <td>50</td> </tr> <tr> <td><b>Total</b></td> <td><b>502</b></td> </tr> </table> <ul style="list-style-type: none"> <li>• 45% of the people had visited Northern Ireland (NI) before.</li> <li>• 93% rated it good / excellent.</li> <li>• 100% were open to the idea of a holiday in NI.</li> </ul> <p>According to the 2021 Census, 3.4% (65,604) of the usually resident population of Northern Ireland belongs to minority ethnic groups. This is almost double the proportion in 2011 (1.8%).</p> <p>The minority ethnic language profile within the area serves as a possible indicator of the BME community profile. The composition of language groups in the Newry, Mourne and Down District Council area is noted by NISRA (2021) as follows:</p> <p><b>Minority Ethnic Language Profile of the Newry, Mourne and Down LGD Area</b></p>	France	80	Germany	65	Poland	55	UK (England, Scotland, Wales)	107	USA	92	Republic of Ireland (ROI)	53	Northern Ireland	50	<b>Total</b>	<b>502</b>
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	Main language of residents in Newry, Mourne and Down District LGD	Number	Percentage %																																																			
	English	168,408	96.1																																																			
	Polish	2,143	1.22																																																			
	Lithuanian	1,149	0.66																																																			
	Irish	553	0.32																																																			
	Romanian	347	0.2																																																			
	Portuguese	119	0.06																																																			
	Arabic	170	0.09																																																			
	Bulgarian	677	0.39																																																			
	Chinese (not otherwise specified)	70	0.04																																																			
	Slovak	98	0.05																																																			
	Hungarian	106	0.06																																																			
	Spanish	77	0.04																																																			
	Latvian	279	0.15																																																			
	Russian	180	0.10																																																			
	Tetun	22	0.01																																																			
	Malayalam	51	0.03																																																			
	Tagalog/Filipino	44	0.03																																																			
	Cantonese	38	0.02																																																			
	Other languages	711	0.41																																																			
Age	According to the 2021 Census, the age profile of the Newry, Mourne and Down LGD is as follows:																																																					
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Marital status	The table below provides an overview of the marital status profile of the Newry, Mourne and Down area:																																																					

	<b>Marital Status</b>	<b>Newry, Mourne and Down LGD</b>	<b>NI</b>									
	All usual residents: Aged 16+ years	141,996	1,514,743									
	Single (never married or never registered a same-sex civil partnership) Aged 16+ years	52,128 (36.71%)	576,708 (38.07%)									
	Married: Aged 16+ years	68,076 (47.94%)	690,509 (45.59%)									
	In a registered same- sex civil partnership: Aged 16+ years	201 (0.14%)	2,742 (0.18%)									
	Separated (but still legally married or still legally in a same-sex civil partnership): Aged 16+ years	4,975 (3.50%)	57,272 (3.78%)									
	Divorced or formerly in a same-sex civil partnership which is now legally dissolved	7,704 (5.43%)	91,128 (6.02%)									
	Widowed or surviving partner from a same- sex civil partnership: Aged 16+ years	8,912 (6.28%)	96,384 (6.36%)									
	Census 2021											
Sexual orientation	<p>Analysis of the Census 2021 indicates that between 2% and 10% of the population may be lesbian, gay or bisexual.</p> <p>There are no official statistics in relation to the number of gay, lesbian or bisexual people in Northern Ireland. However, research conducted by the HM Treasury shows that between 5% - 7% of the UK population identify themselves as gay, lesbian, bisexual or 'trans' (transsexual, transgendered and transvestite) (LGBT). This is a sizeable proportion of the population here in Northern Ireland.</p>											
Men and women generally	<p>The gender profile for the Newry, Mourne and Down LGD is as follows:</p> <table border="1"> <thead> <tr> <th>LGD</th> <th>Male</th> <th>Female</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>936,132</td> <td>967,043</td> </tr> <tr> <td>Newry, Mourne</td> <td>90,063</td> <td>92,011</td> </tr> </tbody> </table>			LGD	Male	Female	Northern Ireland	936,132	967,043	Newry, Mourne	90,063	92,011
LGD	Male	Female										
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	and Down LGD Census 2021																		
Disability	<p>According to the 2021 Census 22.88% of people in the Newry, Mourne and Down District Council area has a long-term health problem or disability that limits their day-to-day activities.</p> <table border="1"> <thead> <tr> <th>LGD</th> <th>All usual residents</th> <th>Long-term health problem or disability: Day-to-day activities limited a lot</th> <th>Long-term health problem or disability: Day-to-day activities limited a little</th> <th>Long-term health problem or disability: Day-to-day activities not limited</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>1,903,179</td> <td>217,964 (11.45%)</td> <td>245,057 (12.88%)</td> <td>1,440,158 (75.67%)</td> </tr> <tr> <td>Newry, Mourne and Down</td> <td>182,074</td> <td>19,789 (10.87%)</td> <td>21,868 (12.01%)</td> <td>140,417 (77.13%)</td> </tr> </tbody> </table> <p>In Northern Ireland the profile of people with a disability is cited as follows:</p> <ul style="list-style-type: none"> <li>• More than 1 in 5 or 21% of the population in Northern Ireland has a disability The incidence of disability is higher in Northern Ireland than any other part of the UK</li> <li>• 1 in 7 people in Northern Ireland have some form of hearing loss</li> <li>• 5,000 sign language users who use British Sign Language (BSL) and/or Irish Sign Language (ISL)</li> <li>• In Northern Ireland there are 57,000 blind people or people with significant visual impairment</li> <li>• 52,000 people with learning disabilities</li> </ul> <p>(Source: Disability Action)</p>				LGD	All usual residents	Long-term health problem or disability: Day-to-day activities limited a lot	Long-term health problem or disability: Day-to-day activities limited a little	Long-term health problem or disability: Day-to-day activities not limited	Northern Ireland	1,903,179	217,964 (11.45%)	245,057 (12.88%)	1,440,158 (75.67%)	Newry, Mourne and Down	182,074	19,789 (10.87%)	21,868 (12.01%)	140,417 (77.13%)
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Dependants	<p>Persons with dependents may be people who have personal responsibility for the care of a child (or children), a person with a disability, and / or a dependent older person.</p> <p>According to the Census 2021, there are 68,387 households in Newry, Mourne and Down, 32% of which have dependents. With regard to these figures, dependents are defined as those aged 0-15 years or those aged 16-18 years who are in full-time education and living with their parents or grandparents. Similar to the regional trend, the proportion of households with dependents in the District has declined from 37.5% in 2011 to 32% in 2021.</p>																		

	<p>There are 5,638 lone parent households with dependent children in Newry, Mourne and Down which equates to just over 8% of number of total households in the District and is the fourth highest in Northern Ireland, after Belfast (17,290), Derry and Strabane (7,638) and Armagh, Banbridge and Craigavon (6,556). Half of the parents in lone parent household in Newry, Mourne and Down are unemployed, almost a quarter are in full time employment and over a quarter are in part time employment. 93% of the parents in lone parent households are female compared to 7% who are male.</p> <p>In 2015-17, the teenage conception rate (under 17 years old) was 0.73 per 1,000 mothers, which is the third lowest in Northern Ireland after Fermanagh and Omagh (0.56) and Mid Ulster (0.0).</p>
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### **Needs, experiences and priorities**

Taking into account the information referred to above, what are the different needs, experiences and priorities of each of the following categories, in relation to the particular policy/decision? Specify details for each of the Section 75 categories

<b>Section 75 Category</b>	<b>Details of needs/experiences/priorities</b>
Religious belief	No specific needs, experiences and priorities have been established.
Political opinion	<p>Newry, Mourne and Down District Council is one of eleven local government authorities within Northern Ireland which is part of the United Kingdom.</p> <p>During consultation and engagement while the Trade expressed some concern about the use of "Ireland's" it was acknowledged that "Ireland is one entity to tourists". There was recognition that while the re-brand might be contentious it was bold and in line with the ambitions of the Council's tourism strategy.</p>
Racial group	No specific needs, experiences and priorities have been established.
Age	No specific needs, experiences and priorities have been established.
Marital status	No specific needs, experiences and priorities have been established.
Sexual orientation	No specific needs, experiences and priorities have been established.

Men and women generally	No specific needs, experiences and priorities have been established.
Disability	No specific needs, experiences and priorities have been established.
Dependants	No specific needs, experiences and priorities have been established.

### Screening Questions

1. What is the likely impact on equality of opportunity for those affected by this policy, for each of the Section 75 grounds?

Section 75 category	Details of policy impact	Level of impact? Major/minor/none
Religious belief		None
Political opinion	<p>This will result in a tourism re-brand for Newry, Mourne and Down using <i>"Ireland's True Nature with a geo locator Mourne, Gullion, Strangford."</i></p> <p>Council acknowledges that while it is a local government authority within Northern Ireland, the island of Ireland is one entity to tourists and this re-branding is primarily about attracting tourists and maximising tourism potential.</p>	Minor
Racial group		None
Age		None
Marital status		None
Sexual orientation		None
Men and women generally		None
Disability		None
Dependants		None

2. Are there opportunities to better promote equality of opportunity for people within the Section 75 equality categories?

Section 75 category	If <b>Yes</b> , provide details	If <b>No</b> , provide details
Religious belief		No
Political opinion		No



Racial group		No
Age		No
Marital status		No
Sexual orientation		No
Men and women generally		No
Disability		No
Dependants		No

3. To what extent is the policy likely to impact on good relations between people of different religious belief, political opinion or racial group?

<b>Good relations category</b>	<b>Details of policy impact</b>	<b>Level of impact? Major/minor/none</b>
Religious belief		None
Political opinion	<p>This will result in a tourism re-brand for Newry, Mourne and Down using <i>"Ireland's True Nature with a geo locator Mourne, Gullion, Strangford."</i></p> <p>Council acknowledges that while it is a local government authority within Northern Ireland, the island of Ireland is one entity to tourists and this re-branding is primarily about attracting tourists and maximising tourism potential.</p>	Minor
Racial group	<p>In addition to two public workshops of engagement with the tourism and community sector, as part of the consultation process to develop the re-brand there was international engagement with the following number of people in the respective countries.</p> <p>In relation to re-branding to <i>"Ireland's True Nature with a geo locator Mourne, Gullion, Strangford"</i>, 94% of people responded that it had potential to suggest a positive tourism experience.</p>	Major - positive

4. Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?

Good relations category	If <b>Yes</b> , provide details	If <b>No</b> , provide details
Religious belief		No
Political opinion		No
Racial group		No

### **Additional considerations**

#### **Multiple identity**

Generally speaking, people can fall into more than one Section 75 category. Taking this into consideration, are there any potential impacts of the policy/decision on people with multiple identities? (For example; disabled minority ethnic people; disabled women; young Protestant men; and young lesbians, gay and bisexual people).

N/A

### **Screening Decision**

In light of your answers to the previous questions, do you feel that the policy should (please underline one):

1. **Not be subject to an EQIA (with no mitigating measures required)**
2. Not be subject to an EQIA (with mitigating measures /alternative policies)
3. Not be subject to an EQIA at this time
4. Be subject to an EQIA

If 1. or 2. (i.e. not be subject to an EQIA), please provide details of the reasons why:

The outcome of the equality screening of the proposed tourism re-brand for Newry, Mourne and Down to be "Ireland's True Nature with a geo locator Mourne, Gullion, Strangford" is that it not be subject to an EQIA (with no mitigating measures required).

Council acknowledges that while it is a local government authority within Northern Ireland, the island of Ireland is one entity to tourists and this re-branding is primarily about attracting tourists and maximising tourism potential.

If 2. (i.e. not be subject to an EQIA), in what ways can identified adverse impacts attaching to the policy be mitigated or an alternative policy be introduced?

In light of these revisions, is there a need to re-screen the revised/alternative policy?  
Yes / No. If No, please explain why

If 3. or 4. (i.e. to conduct an EQIA), please provide details of the reasons:

**Timetabling and prioritising EQIA**

If 3. or 4, is the policy affected by timetables established by other relevant public authorities? NO  
If YES, please provide details:

Please answer the following questions to determine priority for timetabling the EQIA. On a scale of 1-3, with 1 being the lowest priority and 3 being the highest, assess the policy in terms of its priority for EQIA.

<b>Priority criterion</b>	<b>Rating (1-3)</b>
Effect on equality of opportunity and good relations	
Social need	
Effect on people’s daily lives	
Relevance to a public authority’s functions	

Note: The Total Rating Score should be used to prioritise the policy in rank order with other policies screened in for EQIA. This list of priorities will assist you in timetabling the EQIA. Details of your EQIA timetable should be included in the quarterly Section 75 report.

Proposed date for commencing EQIA: \_\_\_\_\_

**Monitoring**

Effective monitoring will help identify any future adverse impacts arising from the policy which may lead you to conduct an EQIA, as well as help with future planning and policy development.

Please detail proposed monitoring arrangements below:

**Approval and Authorisation**

<b>Screened by:</b>	<b>Position/Job Title</b>	<b>Date</b>
Michelle Boyle	Head of Tourism, Product Development and Visitor Experience	20 February 2024
Colin Moffett	Head of Corporate Policy	20 February 2024
<b>Approved by:</b>		

Note: The completed policy screening template, signed off by the appropriate policy lead within the Council, and approved by the senior manager responsible for the policy, should be forwarded to the Head of Corporate Policy who will arrange for it to be included in the Council’s Quarterly Report on Screening and made available on the Council’s website.