<center>**Policy Screening Form**</center>

Policy Title: <u>**Urban Centres Identities Project**</u>

Brief Description of Policy (please attach copy if available). Please state if it is a new, existing or amended policy.

> This is a new policy for new identities within our six urban centres. (Armagh City, Banbridge, Craigavon, Dromore, Lurgan and Portadown)

Intended aims/outcomes. What is the policy trying to achieve?

> Within the borough of Armagh City, Banbridge and Craigavon, six urban centres exist namely Armagh City, Banbridge, Craigavon, Dromore, Lurgan and Portadown. Whilst each urban centre have close ties between each other, the desire remains for a strong individual identities that will highlight the unique offering in each urban centre thus creating economy and social hubs.
>
> As our urban centres continue to evolve, due to visitor expectation, shopping habits, dwell times and experiences there is a need to create an identity that the user will resonate with and represent all offering, not just retail to ensure identity success and grow of our urban centres..
>
> The use of these identities will include identity guidelines that can be adopted for future promotional marketing campaigns, adopted into capital works within the urban centre where possible, used to promote bespoke urban centre events and on urban centre online platforms and literature.
>
> The ambition for the identities created will not only be for the use by council but many other important stakeholders e.g. retail/sector providers, community organisations etc all working to reinforce and contribute to the regeneration of the urban centre, creating a sense of ownership and increase civic pride.
>
> Central therefore in the development to each identity had been the consultation process adopted. Consultation included establishment of focus groups for each urban centre which allowed for open discussion and ownership in the development while gathering local knowledge. Other methods include gathering views by members of the community via an online survey which received 185 responses, one to one meetings, elected members workshops and specialised sessions with key stakeholders.
>
> The resulting urban centre identity is an eye catching tiled concept that offers a modern engaging and flexible representation per urban centre. The tiles selected reflects the urban centres heritage, landmarks and exciting ambitions for the future.

Policy Framework

Has the policy been developed in response to statutory requirements, legal advice or on the basis of any other professional advice? Does this affect the discretion available to Council to amend the policy?

This policy is not in response to any statutory requirement or legal advice etc. The aim of this project is to have a coordinated approach to support the promotion of the urban centres that supports civic pride to residents of the borough. The need for this project had been identities as part of the urban centre action plans developed in consultation with key stakeholders.

Are there any Section 75 categories which might be expected to benefit from the policy? If so, please outline.

The urban centre identity will be promoted to all sections of the community. We want the identities to be meaningful and acceptable to everyone. Each identity comprises of three overall parts: the title, strapline and icons/tiles. (each icon/tile illustrates characterises of the urban centre).

The Town Centre Managers are working with an appointed brand and creative consultancy company to develop the identity and marketing implementation plans. The 'policy' here refers to the design per urban centre. A sample of the guidance has been attached as a reference document**.**

The consultancy company gave consideration to Section 75 compliance in relation to colour and typeface choice where possible in the design process and output of work. Additionally working practices and design outcomes have been informed by the Disability Discrimination Act 1995 and the company has a wealth of experience in this area, with RNIB being a client. By their very nature the urban centre identities developed are flexible and designed to allow the council and authorised users of the identities to tailor them to specific requirements through the use of a modular kit of logo element *'*tiled icons'*,* each with a specific meaning and context.

The complete 'logos' are made up of a number of such tiled icons and an associated title element, which is typeset in the Trend Sans One typeface, a modern San Serif font particularly suited to a wide range of traditional, conventional and digital media and channels.

As is usual practice, each urban centre identity is complemented by a full set of variants for use in full colour, mono, positive and negative applications across all media. Additionally, a comprehensive brand/ identity guidelines document for each logo, which contains guidance on the effective, consistent and accurate replication of the logos

Who initiated or wrote the policy (if Council decision, please state). Who is responsible for implementing the policy?

Who initiated or wrote policy?	Who is responsible for implementation?
Julie Ann Spence (City & Town Centre Manager)	The identities have being developed by Regeneration and will be working with council's Communication department. Once the identities concept has been adopted the consultancy company along with the Town Centre Managers will roll out a series of education workshops to encourage correct usage. Regeneration and Communication will also take responsible to implement identities within the marketing plans.

Are there any factors which might contribute to or detract from the implementation of the policy (e.g. financial, legislative, other)?

The only factor that might contribute or detract on the level of usage will be financial. Where possible the identity can dovetail into current work plans, with added value to raise awareness initially.

Main stakeholders in relation to the policy

Please list main stakeholders affected by the policy (e.g. staff, service users, other statutory bodies, community or voluntary sector, private sector)

The main stakeholders affected by the policy will be council officers and the business community.

Are there any other policies with a bearing on this policy?   If so, please identify them and how they impact on this policy.

- Communication Policy
- Economic and Regeneration Policy
- Tourism Policy.
- Town Centre Masterplans (Armagh City, Banbridge, Dromore and Craigavon Integrated Development Framework) The Banbridge one identified a branding project and Dromore also referred to promotion and marketing as actions you may wish to reference)
- Corporate Plan 2018 - 2023
- Connected A Community Plan 2017 – 2030
- Urban Development and Community Development Policy Framework 2013

Council should ensure that its screening decisions are informed by relevant data. What evidence/information (both qualitative and quantitative) have you gathered to inform this policy? Specify details for each of the Section 75 categories.
CONSULTATION

Consultation Method	Dates
Public Survey	3rd August – 16th August 2020
One to One with Key Stakeholders	July 2020 – August 2020
Focus Group sessions with Urban Centre Community Representatives and Businesses	July 2020 – ongoing Round 1 - 31 July - 5th August 2020 Round 2 – 24th August 20 Round 3 – end of September 20 Round 4 – 12th November, 16th November, 18th November 20 . Round 5 – W/c 23rd November, W/c 30th November 20 Round 6 – W/C 25th January 21
Workshops with Regeneration & Communications Team within Council	5 August 2020 July 20 – ongoing
Consultation Workshops with Elected Members	20th August 2020 18th November 2020 – am/pm
Consultation workshop with the Business Partnership Alliance.	19th August 2020 25th November 2020

Section 75 category	Evidence
Religious belief	The 2011 Census showed that 43% of the population in the Borough were either Catholic or brought up as Catholic and 52% belonged to or were brought up in Protestant, other Christian or Christian-related denominations. A further 1% belonged to or had been brought up in other religions, while 5% neither belonged to, nor had been brought up in, a religion.

Political opinion	Armagh City, Banbridge and Craigavon Borough Council has 41 elected members, the breakdown of seats by political party is: • Democratic Unionist Party – 11 • Ulster Unionist Party - 10 • Sinn Fein - 10 • Social Democratic and Labour Party - 6 • Alliance - 3 • Independent - 1 A total of 79,309 votes were polled in the borough from an eligible electorate of 147,977 giving a turnout of 53.6%. This breakdown is taken as an approximate representation of the political opinion of people within the Borough.
Racial group	The 2011 Census showed that: • 98.5% of the usually resident population of the Borough were White and 1.5% were from minority ethnic groups. The main ethnic minorities were Mixed (605 individuals), Chinese (528 individuals) and Other Asian (463 individuals). • 89.0% of residents in the Borough were born in Northern Ireland. The Borough had 5.4% of residents or 10,846 individuals who were born outside the United Kingdom or Republic of Ireland. 4.1% of residents aged 3+ years or (7,896 individuals) spoke a language other than English or Irish as their main language. Apart from English and Irish, the most common other main languages were Polish (2,919 residents aged 3+ years), Lithuanian (1,736) and Portuguese (834). Of those whose main language is not English or Irish, 34% cannot speak English or cannot speak it well (based on the three legacy council areas).
Age	The population of the Borough was estimated to be 216,205 at 30 June 2019. The profile by age group is: • 0-15 years - 23% • 16-39 years - 30% • 40-64 years - 32% • 65+ years - 16% The Borough has a growing and ageing population. The population of the Borough is projected to increase by almost 8% or 16,675 people over the next 10 years to 2029. The largest percentage increase is projected in the 65 and over age group (29%). Within this age group the number aged 85 and over are projected to increase by an extra 1,781 people (46%).
Marital status	The 2011 Census provides information on the marital status profile of those aged 16 and over in the Borough: • Single (never married or never registered a same-sex civil partnership) - 34% • Married - 51% • In a registered same-sex civil partnership - 0.1% • Separated (but still legally married or still legally in a same-sex civil partnership) - 4%

	• Divorced or formerly in a same-sex civil partnership which is now legally dissolved - 5% Widowed or surviving partner from a same-sex civil partnership - 7%
Sexual orientation	The 2011 Census did not include a question on sexual identity. The Continuous Household Survey provides results on the sexual identity of persons aged 16 and over. In 2017/18 - 2019/20, 98% of respondents to the survey identified as Heterosexual/Straight, 1% as Gay/Lesbian and 1% as Bisexual in the Borough. Note figures may not sum to 100% due to rounding. Results from the 2019 Northern Ireland Life and Times Survey showed for adults aged 18 and over in NI overall: • I am 'gay' or 'lesbian' (homosexual) - 2% • I am heterosexual or 'straight' - 90% • I am bi-sexual - 1% • Other answer - 1% • I do not wish to answer this question – 7% Note figures may not sum due to rounding.
Men and women generally	The 2011 Census showed that in Armagh City, Banbridge and Craigavon Borough 49% (98,713) of usual residents were males and 51% (100,980) were females. Population estimates for 2019 show the borough is made up of 107,540 (49.7%) males and 108,665 (50.3%) females.
Disability	In 2011, one fifth (20%) of people (or 39,861 individuals) in the Armagh City, Banbridge and Craigavon Borough had a long-term health problem or disability that limited their day-to-day activities. The Family Resources Survey showed, using data for 2015/16 to 2017/18, 19% of individuals in the Borough were disabled, similar to the level in NI overall (21%). Benefit statistics from the Department for Communities showed as of May 2020 there were: • 2,120 or 4.4% of under 16 population and 6,070 or 18.1% of 65 and over population claiming Disability Living Allowance • 5,550 or 16.6% of 65 and over population claiming Attendance Allowance 15,130 Personal Independence Payment claims in payment (experimental statistics).
Dependants	The 2011 Census showed: 36% or 27,287 households in the Borough contained dependent children. 12% of the population (or 23,101 individuals) provided unpaid care. Of those who provided unpaid support: • 58% provided 1-19 hours per week, • 17% provided 20-49 hours per week, and • 25% provided 50+ hours per week. Benefit statistics from the Department for Communities show that at May 2020, there were 7,940 claimants or 4.7% of 16 and over population claiming Carer's Allowance in the Borough.

Needs, experiences and priorities

Taking into account the information gathered above, what are the different needs, experiences and priorities of each of the following categories in relation to this particular policy/decision?

Section 75 category	Needs, experiences and priorities
Religious belief	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Political opinion	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Racial group	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Age	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Marital status	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Sexual orientation	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Men and women generally	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.
Disability	The consultancy company gave consideration to Section 75 compliance in relation to colour and typeface choice where possible in the design process and output of work. Additionally working practices and design outcomes have been informed by the Disability Discrimination Act 1995 and have a wealth of experience in this area, with RNIB being a client of the consultancy company.
Dependants	There is no evidence of any different needs, experiences or priorities for this specific section 75 group.

Screening Questions

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

Category	Policy Impact	Level of impact (Major/minor/none)
Religious belief	No	
Political opinion	No	
Racial group	No	
Age	No	
Marital status	No	
Sexual orientation	No	
Men and women generally	No	
Disability	No	
Dependents	No	

2. Are there opportunities to better promote equality of opportunity for people within the Section 75 categories?		
Category	If yes, provide details	If no, provide reasons
Religious belief	None, applied equally to all individuals and communities	
Political opinion	None, applied equally to all individuals and communities	
Racial group	None, applied equally to all individuals and communities	
Age	None, applied equally to all individuals and communities	
Marital status	None, applied equally to all individuals and communities	
Sexual orientation	None, applied equally to all individuals and communities	
Men and women generally	None, applied equally to all individuals and communities	
Disability	The consultancy company gave consideration to Section 75 compliance in relation to colour and typeface choice where possible in the design process and output of work. Additionally working practices and design outcomes have been informed by the Disability Discrimination Act 1995 and they have a wealth of experience in this area, with RNIB being a client of the consultancy company.	
Dependents	None, applied equally to all individuals and communities	

3. To what extent is the policy likely to impact on good relations between people of different religious belief, political opinion, or racial group?		
Category	Details of Policy Impact	Level of impact (major/minor/none)
Religious belief	None, applied equally to all individuals and communities	
Political opinion	None, applied equally to all individuals and communities	
Racial group	None, applied equally to all individuals and communities	

4. Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?		
Category	If yes, provide details	If no, provide reasons
Religious belief	None, applied equally to all individuals and communities	
Political opinion	None, applied equally to all individuals and communities	
Racial group	None, applied equally to all individuals and communities	

Multiple Identity

Generally speaking, people fall into more than one Section 75 category (for example: disabled minority ethnic people; disabled women; young Protestant men; young lesbian, gay and bisexual people). Provide details of data on the impact of the policy on people with multiple identities. Specify relevant s75 categories concerned.

No

Disability Discrimination (NI) Order 2006

Is there an opportunity for the policy to promote positive attitudes towards disabled people?

N/A

Is there an opportunity for the policy to encourage participation by disabled people in public life?

N/A

Screening Decision

A: NO IMPACT IDENTIFIED ON ANY CATEGORY – EQIA UNNECESSARY

Please identify reasons for this below

The urban centres identities were developed in compliance with section 75 and the Disability Discrimination Act 1995. There was an intensive consultation process which included a public questionnaire on the council's consultation hub which received 185 responses. There were focus groups with businesses and community representatives, one to one sessions with individuals and joint meetings with BPA, Regeneration and elected members.

B: MINOR IMPACT IDENTIFIED – EQIA NOT CONSIDERED NECESSARY AS IMPACT CAN BE ELIMINATED OR MITIGATED

Where the impact is likely to be minor, you should consider if the policy can be mitigated or an alternative policy introduced. If so, an EQIA may not be considered necessary. You must indicate the reasons for this decision below, together with details of measures to mitigate the adverse impact or the alternative policy proposed.

Not required

C: MAJOR IMPACT IDENTIFIED – EQIA REQUIRED

If the decision is to conduct an equality impact assessment, please provide details of the reasons.

Not required

Timetabling and Prioritising

If the policy has been screened in for equality impact assessment, please answer the following questions to determine its priority for timetabling the equality impact assessment.

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 equality impact assessment.

Priority criterion	Rating (1-3)
Effect on equality of opportunity and good relations	
Social need	
Effect on people's daily lives	

The total rating score should be used to prioritise the policy in rank order with other policies screened in for equality impact assessment. This list of priorities will assist the council in timetabling its EQIAs.

Is the policy affected by timetables established by other relevant public authorities? If yes, please give details.

Effective monitoring will help the authority identify any future adverse impact arising from the policy. It is recommended that where a policy has been amended or an alternative policy introduced to mitigate adverse impact, monitoring be undertaken on a broader basis to identify any impact (positive or adverse).
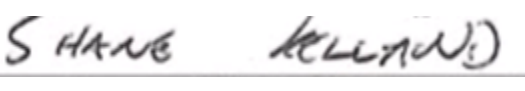
Further information on monitoring is available in the Equality Commission's guidance on monitoring (www.equalityni.org).

Identify how the impact of the policy is to be monitored

The response to the introduction of these identities and implementation plan will be monitored to monitor any adverse impacts.

Approval and Authorisation

A copy of the screening form for each policy screened should be signed off by the senior manager responsible for that policy. The screening recommendation should be reported to the relevant Committee/Council when the policy is submitted for approval.

Screened by	Position/Job title	Date
Julie-Ann Spence	City & Town Centre Manager	4 February 2021
Approved by	Position/Job Title	Date
S HANE KELLAND	Funding and Investment Regeneration Manager	4 February 2021

Please forward a copy of the completed policy and form to:

mary.hanna@armaghbanbridgecraigavon.gov.uk

who will ensure these are made available on the Council's website.

The above officer is also responsible for issuing reports on a quarterly basis on those policies "screened out for EQIA". This allows stakeholders who disagree with this recommendation to submit their views. In the event of any stakeholder disagreeing with the decision to screen out any policy, the screening exercise will be reviewed.