

SECTION 1

Defining the activity subject to Section 1(1) of the Rural Needs Act (NI) 2016

1A. Name of Public Authority

Armagh City, Banbridge and Craigavon Borough Council

1B. Please provide a short title which describes the activity being undertaken by the Public Authority that is subject to Section 1(1) of the Rural Needs Act (NI) 2016

Urban Centres Identities Project

1C. Please indicate which category the activity specified in Section 1B above relates to

Developing a	Policy	x	Strategy		Plan	
Adopting a	Policy		Strategy		Plan	
Implementing a	Policy		Strategy		Plan	
Revising a	Policy		Strategy		Plan	
Designing a Public Service						
Designing a Public Service						

1D. Please provide the official title (if any) of the Policy, Strategy, Plan or Public Service document or initiative relating to the category indicated in Section 1C above

Urban Centres Identities Project

1E. Please provide details of the aims and/or objectives of the Policy, Strategy, Plan or Public Service

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.

1F. What definition of 'rural' is the Public Authority using in respect of the Policy, Strategy, Plan or Public Service?

Population Settlements of less than 5,000 (Default definition).	
Other Definition (Provide details and the rationale below).	
A definition of 'rural' is not applicable.	x

Details of alternative definition of 'rural' used.

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Rationale for using alternative definition of 'rural'.

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Reasons why a definition of 'rural' is not applicable.

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

It will not impact on people living in rural areas.

SECTION 2

Understanding the impact of the Policy, Strategy, Plan or Public Service

2A. Is the Policy, Strategy, Plan or Public Service likely to impact on people in rural areas?

Yes		No	x	If the response is NO GO TO Section 2E .
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2B. Please explain how the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas.

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2C. If the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas differently from people in urban areas, please explain how it is likely to impact on people in rural areas differently.

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2D. Please indicate which of the following rural policy areas the Policy, Strategy, Plan or Public Service is likely to primarily impact on.

Rural Businesses	
Rural Tourism	
Rural Housing	
Jobs or Employment in Rural Areas	
Education or Training in Rural Areas	
Broadband or Mobile Communications in Rural Areas	
Transport Services or Infrastructure in Rural Areas	
Health or Social Care Services in Rural Areas	
Poverty in Rural Areas	
Deprivation in Rural Areas	
Rural Crime or Community Safety	
Rural Development	
Agri-Environment	
Other (Please state) Physical activity	

If the response to Section 2A was YES GO TO Section 3A.

2E. Please explain why the Policy, Strategy, Plan or Public Service is NOT likely to impact on people in rural areas.

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

It will not impact on people living in rural areas.

If the response to Section 3A was **YES** GO TO Section 4A.

3E. Please explain why no steps were taken by the Public Authority to identify the social and economic needs of people in rural areas?

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

It will not impact on people living in rural areas.

SECTION 4

Considering the Social and Economic Needs of Persons in Rural Areas

4A. Please provide details of the issues considered in relation to the social and economic needs of people in rural areas.

N/A

SECTION 5

Influencing the Policy, Strategy, Plan or Public Service

5A. Has the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, been influenced by the rural needs identified?

Yes		No	x	If the response is NO GO TO Section 5C .
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5B. Please explain how the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, has been influenced by the rural needs identified.

If the response to Section 5A was YES GO TO Section 6A.

5C. Please explain why the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or the delivery of the Public Service, has NOT been influenced by the rural needs identified.

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It will not impact on people living in rural areas.

SECTION 6

Documenting and Recording

6A. Please tick below to confirm that the RNIA Template will be retained by the Public Authority and relevant information on the Section 1 activity compiled in accordance with paragraph 6.7 of the guidance

I confirm that the RNIA Template will be retained and relevant information compiled.	x
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Rural Needs Impact Assessment undertaken by:	Julie – Ann Spence
Position/Grade:	City & Town Centre Manager
Department/Directorate	Regeneration Department
Signature:	
Date:	20.01.21
Rural Needs Impact Assessment approved by:	
Position/Grade:	
Department/Directorate	
Signature:	
Date:	