

Lisburn & Castlereagh City Council

Section 75 Equality and Good Relations Screening template

Part 1. Information about the activity/policy/project being screened

Name of the activity/policy/project

Marketing and Communication (Tourism)

Is this activity/policy/project – an existing one, a revised one, a new one?

Revised – previous EQ Screening took place in July 2020.

What are the intended aims/outcomes the activity/policy/project is trying to achieve?

Tourism Development is part of Economic Development within Lisburn & Castlereagh City Council. Economic Development is involved in a number of distinct areas of operation aimed at developing prosperity throughout the Lisburn and Castlereagh area.

Promoting the LCCC area through a strategic marketing campaign and using all media platforms to showcase the wealth of products and services on offer will assist in the economic growth of the area. Tourism Development are responsible for both the Integrated Marketing Campaign which covers the marketing and promotion of the LCCC tourism product offering and smaller marketing campaigns on digital platforms as well as promotions in local and national press.

Through the Marketing and Communication Policy, LCCC Tourism Development section aim to effectively disseminate information about the activities, products, services and events to local, national and international audiences. It is also anticipated that feedback on how these promotions are received and appreciated will be collated for future decision making. This monitoring will also help identify any future adverse impact arising from the policy which will help with future marketing and communication planning and policy development and support fairness across all categories of section 75.

The aim of this policy is to offer a framework to support the Tourism Development section in marketing and communication within the Lisburn and Castlereagh City Council area. These promotions tend to be via digital platforms, TV, radio and traditional platforms such as outdoor and newspaper advertising. Examples of previous Marketing and Communication include:-

- Marketing and Promotion of small and major events through social media platforms and websites; advertising in the local and national press and producing promotional flyers;
- Newsletter distribution via hard copy and e-newsletter on social media platforms;
- Integrated Marketing Campaign to promote tourism across the whole council area;
- Billboard promotion for major events such as Balmoral Show and seasonal marketing campaigns such as Christmas Lights Festival;
- Advertising events in the local press and printed travel journals and magazines.
- More emphasis will be dedicated to digital promotions, especially on social platforms including Facebook, Instagram, X (formerly twitter), and Tic Tok.

The Marketing and Communication Policy will facilitate effective promotional communication within LCCC. This will be achieved through key themes of ensuring compliance, equality and delivering value for money through a commercial approach and supporting the local economy.

The marketing promotion is aimed at domestic and non-domestic tourists, visitors and local residents, and businesses with the aim to improve the economic growth with all sections of LCCC community by improving the process of marketing and communication. A third-party marketing and promotion agency will be appointed providing strategic direction and accessing value for money media promotional spend. They will also support the seasonal campaigns that use a mix of media. The appointment will be procured through the Council's robust procurement process with it likely to be a 3-year contract with yearly break clause subject to evaluations.

Who is the activity/policy/project targeted at and who will benefit? Are there any expected benefits for specific Section 75 categories/groups from this activity/policy/project? If so, please explain.

All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels and therefore all sections may stand to benefit directly and indirectly from this policy.

The larger marketing and communication campaigns within the Tourism Development section will be delivered by a 3rd party delivery agent who will act on behalf of LCCC. This appointment will be conducted through the appropriate procurement process.

Who initiated or developed the activity/policy/project?

Tourism Development Unit in LCCC

Who owns and who implements the activity/policy/project?

Owned by LCCC Service Transformation Directorate; implemented by the Tourism Development Unit

Are there any factors which could contribute to/detract from the intended aim/outcome of the activity/policy/project?

If yes, give brief details of any significant factors.

Financial - The delivery of Tourism Marketing and Communications activity will be reliant on adequate financial and human resources.

Legislative: Tourism development is a non-essential service.

Other: Tourism Development supports economic development, generating jobs and economic wealth to the local area.

Who are the internal and external stakeholders (actual or potential) that the activity/policy/project will impact upon? Delete if not applicable

Staff - all LCCC staff involved in the delivery of Tourism.

Service users - wide range of local and out of state visitors, local businesses, retailers, and local schools.

Other public sector organisations - Tourism NI, Business Community, and local residents.

Voluntary/community/trade unions All local V&C bodies within LCCC area.

Other – including Elected Members

Other policies/strategies/plans with a bearing on this activity/policy/project

Name of policy/strategy/plan	Who owns or implements?
Lisburn & Castlereagh Community Plan	Lisburn & Castlereagh City Council
Hillsborough Master Plan	LCCC
LCCC Corporate Plan 2024-28	LCCC
Visit Belfast Tourism Strategy 2024-2027	Visit Belfast
Tourism Strategy for NI 10 year plan	Tourism NI
Forest Service NI Business Plan	DAERA
NI Economic Strategy – Vision for 2030	Department for the Economy
LCCC Equality Scheme and associated equality action plans and policies	LCCC
Use of Social Media, Professional Networking & Blogging Policy employees	LCCC
Management of Council Social Media	LCCC
Photographic & Public Relation Protocol	LCCC
Photography Guidance for images of Children & Adults at Risk	LCCC
Procurement Policy	LCCC

Available evidence

What evidence/information (qualitative and quantitative) have you gathered or considered to inform this activity/policy? Specify details for each Section 75 category.

The LCCC Corporate and Community Plans set out the vision for LCCC – ‘building on the many reasons to live, visit and invest here’. Through the means of positively marketing the Council area, its tourism products, and the many attractions this will in turn support economic growth in the area.

The Tourism section of the Council operates the Visit Lisburn Castlereagh Facebook, Instagram and X (formerly Twitter) social media platforms along with the Visit Lisburn Castlereagh website. The aim of these online platforms is to assist with the economic growth of the Lisburn and Castlereagh area by attracting international and day visitors, who in turn may stay overnight, and spend in the local economy. The Lisburn and Castlereagh City Council area consists of approximately 140,205 residents, with 58,868 homes covering an area of 200 square miles.

As 55% of the population of NI is under the age of 40 their engagement with social media will be high and it is therefore important that we have a strong presence in this area to engage with people and encourage visitors to the area.

Evaluations from recent events co-ordinated by LCCC show that social media and digital marketing are the most effective means of generating awareness such as the

Food and Drink events delivered by a third party delivery agent on behalf of LCCC. (see appendix 1)

Attached at Appendix 2, is the Council's 2023 Integrated Marketing Campaign Evaluation. This campaign was used to support and promote the Lisburn Light Festival which ran over the Christmas period in Lisburn City Centre. The campaign used a range of different media platforms to collectively encourage footfall and awareness to this unique and colourful event. From the findings it is clear that all Section 75 groups will have had opportunity to witness the marketing and promotions efforts. Evidence from CARD Research presented to Development Committee showed awareness levels at over half of those attending the Christmas events as a result of Christmas promotional campaign attracting shoppers and the visitors attending the Lisburn Light Festival.

NI Statistics and Research Agency estimates the value of tourism (2019), from out-of-state visitors to the Lisburn and Castlereagh area, to be approximately 194,860 trips per annum (up 3% on previous year), 636,210 nights (down on previous year), and £20.2m spend (also down on previous year).

From NIRSA 2019 Fact card (see appendix 5) we know:

- There are estimated to be 4,816 tourism jobs in the LCCC area;
- 1.6m visits to visitor attractions in LCCC area;
- LCCC attracts the fourth highest proportion of GB visitors.

From statistics collated from the Visit Lisburn Castlereagh website, we have been able to establish the increase in users on the web page and social media platforms:

- In the period 1st April 2022 – 31st March 2023 the visitlisburncastlereagh.com website saw a total of 80,365 users.
- For the same period the following year up to 31st March 2024 the site saw a total of 102,601 users, an increase of 26.1%.
- The number of sessions (individual visits to the site) also increased significantly going from 103,000 from 1st April 2022 – 31st March 2023 to 132,000 in the same period the following year, an increase of 26.7%.
- For the period 1st April 2023 – 31st March 2024 user acquisition to the visitlisburncastlereagh.com website can be broken down as follows:
 - Organic Search: 74,054
 - Organic Social: 14,242
 - Direct: 10,871
 - Referral: 3,087
 - Paid: 311
- Presently the Visit Lisburn Castlereagh social media followers are as follows:
Facebook: 18,548 Twitter: 3,400 Instagram: 6,258
- The most common age groups following the Visit Lisburn Castlereagh Facebook page are:
25-34: 15.4% 35-44: 35.5% 45-54: 26.8%

- The most common age groups following the Visit Lisburn Castlereagh Instagram account are:
25-34: 28.2% 35-44: 41.3% 45-54: 17.8%

Section 75 Category	Details of evidence/information
Religious Belief	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Political Opinion	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Racial Group	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Age	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Marital Status	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Sexual Orientation	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Men & Women Generally	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
Disability	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.
People with and without Dependants	All proposed marketing initiatives are open to all participants, businesses and organisations across all forms of marketing and communications channels.

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 activity/policy/decision? Specify details for each of the Section 75 categories

The different needs of each of the Section 75 categories will continue to be recognised and reflected in the delivery of the Marketing and Communication Policy. The dynamics of each category will continue to be recognised within the policy and evaluated through the post event evaluation of each large marketing campaign. These evaluations identify value for money, dynamics of the audience reached and how successful the campaign has been to the area from a tourism and economic perspective.

It is difficult to effectively communicate with everyone in the same manner, for example; the younger age group focus on communicating through social media whereas the older age groups may find it easier to gain information through more traditional methods of newspaper and visual advertisements. Our aim, as a Council area is to engage with all categories of section 75 to promote the tourism, hospitality and event offering in the LCCC area.

Tourism collateral marketing material will continually be monitored to ensure that all material is available to different audience needs. LCCC will endeavour to support people across multiple Section 75 groupings and of various abilities. LCCC procures and uses professional graphic designers who understand and adhere to the latest guidelines keeping text and imagery concise, jargon free and clearly formatted. For example; the material is currently available in hard copy format, alternative languages, as well as in digital format online leaflets and information through the two Visitor Information Centres that are serviced by highly trained LCCC staff or alternatively digitally provided through our website and social media channel.

Section 75 Category	Details of needs/experiences/priorities
Religious Belief	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of Section 75 group.
Political Opinion	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of section 75 group
Racial Group	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available in different formats such as online and hard copy to all regardless of Section 75 group
Age	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of Section 75 group. The younger age group focus on communicating through social media whereas the older age groups may find it easier to gain information through more traditional methods of newspaper and visual advertisements.
Marital Status	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of Section 75 group
Sexual Orientation	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of Section 75 group
Men & Women Generally	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online/ hard copy to all regardless of Section 75 group
Disability	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information will be available in different formats such as online and hard copy to all regardless of Section 75 group
People with and without Dependants	The marketing and communication programme will be delivered to prioritise equality of opportunity across all categories. LCCC Tourism information is available online and hard copy to all regardless of Section 75 group

Part 2. Screening questions

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

The revised Marketing and Communication policy will support equality of opportunity to each category. It will promote a transparent approach to the work of staff and elected members of LCCC around Marketing and Communication with reference to the Tourism Section.

Provision is currently made for information to be available to international visitors whose 1st language is not English. Hard copies of the Lisburn & Castlereagh Information guide is available in other languages such as French, German and Spanish.

For other alternative formats such as large print and braille, requests will continue to be processed as necessary.

The Visit Lisburn Castlereagh website has the “Recite” plugin which allows the user to hear the text read aloud if they have difficulty reading, and also allows them to change the contrast and appearance of the text for accessibility.

Tourism marketing material will continually be monitored to ensure that all material is available to as wide a number of audiences as viable. We will endeavour to support people with a wide range of disabilities to access our marketing information. We use trained graphic designers who understand the importance of keeping text and imagery concise, jargon free and clearly formed. The material is available in hard format through our Visitor Information Centre and Tourism Exhibition Trailer that are serviced by highly trained LCCC staff or through our digital platforms including website (word and PDF format).

Section 75 Category	Details of likely impact – will it be positive or negative? If none anticipated, say none	Level of impact - major or minor* - see guidance below
Religious Belief	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Political Opinion	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and	None

	cover as many Section 75 groups as possible.	
Racial Group	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Age	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Marital Status	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Sexual Orientation	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Men & Women Generally	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None
Disability	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and	None

	cover as many Section 75 groups as possible.	
People with and without Dependants	No impact for majority of visitors coming into Lisburn & Castlereagh. The Marketing and Communications is trying to target as many audiences and cover as many Section 75 groups as possible.	None

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

This Policy represents an opportunity to benefit all users. If any further opportunities were to arise to continue to promote equality of opportunity then these would be given consideration in due course. For example; advertisements for events or marketing campaigns are currently published within local press, which would be read by a cross section of the community but from the recent evaluations of events and marketing campaigns it is apparent that the population is now opting to communicate more electronically. Council and Tourism websites and other social media platforms are now also being heavily used to promote events and marketing campaigns to ensure that all categories of the population and community are being engaged with. The Policy will be reviewed annually.

Section 75 Category	IF Yes, provide details	If No, provide details
All		Activities conducted under this policy are available to all, regardless of Section 75 category.

Equality Action Plan 2021-2025

Does the activity/policy/project being screened relate to an action in the Equality Action Plan 2021-2025? Yes/No If yes, specify which action.

No, however the policy will be kept under review to ensure that requests for information in various formats are monitored and provided across the Council.

2(b) DDA Disability Duties (see Disability Action Plan 2021-2025)

Does this policy/activity present opportunities to contribute to the actions in our Disability Action Plan:

- to promote positive attitudes towards disabled people?
- to encourage the participation of disabled people in public life?

No, activities conducted under this policy are available to all, regardless of Section 75 category. Some activities will however be highlighted to have additional facilities for disabled people, including places to stay, where to eat, and various attractions and experiences to visit. Through consultation exercises disabled people will be targeted proactively for their feedback.

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

The all-inclusive nature of the policy will support a positive impact on good relations. With each marketing campaign conducted an evaluation of impact is provided and can be assessed in accordance with the categories below to ensure that the level of impact remains at none.

Good Relations Category	Details of likely impact. Will it be positive or negative? [if no specific impact identified, say none]	Level of impact – minor/major*
Religious Belief Political Opinion Racial Group	Activities conducted under this policy will be available to people of different religious beliefs. Such access should provide opportunities for all groups to engage in the marketing and communication activity.	Minor - positive

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

The Marketing and Communication Policy has been designed to support a positive impact on all users.

Good Relations Category	If Yes, provide details	If No, provide details
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Religious Belief		No, there are no further opportunities to better promote good relations between these groups. All opportunities are currently being addressed.
Political Opinion		
Racial Group		

Multiple identity

Provide details of any data on the impact of the activity/policy/project on people with multiple identities. Specify relevant Section 75 categories concerned.

LCCC recognises that all individuals are not exclusive to just one designated group. “Multiple identity” has been given consideration within this screening exercise in order to ensure benefit to all groups.

Part 3. Screening decision/outcome

Equality and good relations screening is used to identify whether there is a need to carry out a **full equality impact assessment** on a proposed policy or project. There are 3 possible outcomes:

- 1) **Screen out** - no need for a full equality impact assessment and no mitigations required because no relevance to equality, no negative impacts identified or only very minor positive impacts for all groups. This may be the case for a purely technical policy for example.
- 2) **Screen out with mitigation** - no need for a full equality impact assessment but some minor potential impacts or opportunities to better promote equality and/or good relations identified, so mitigations appropriate. Much of our activity will probably fall into this category.
- 3) **Screen in for full equality impact assessment** – potential for significant and/or potentially negative impact identified for one or more groups so proposal requires a more detailed impact assessment. [See Equality Commission guidance on justifying a screening decision.]

Choose only one of these and provide reasons for your decision and ensure evidence is noted/referenced for any decision reached.

Screening Decision/Outcome	Reasons/Evidence
Option 1	

<p>Screen out – no equality impact assessment and no mitigation required [go to Monitoring section]</p>	
<p>Option 2</p> <p>Screen out with mitigation – some potential impacts could be identified in the eight-week consultation, and they can be addressed with appropriate mitigation or some opportunities to better promote equality and/or good relations identified [complete mitigation section below]</p>	<p>LCCC does not anticipate that the Marketing and Communication Policy will hinder equality of opportunity for any Section 75 group, but instead, through open and transparent marketing and communications across all media platforms and channels it will aspire to promote equality of opportunity and good relations.</p> <p>The decision is to screen out with no mitigation at this time. The reason for this decision is due to the following:</p> <ul style="list-style-type: none"> • The nature of marketing and communication is inclusive to all sections of the community; • Currently none of the categories have been identified as being at risk of an adverse impact; • The policy is reviewed on an annual basis or per marketing campaign and would therefore highlight any issues.
<p>Option 3</p> <p>Screen in for a full Equality Impact Assessment (EQIA)</p> <p>[If option 3, complete timetabling and prioritising section below]</p>	

Mitigation (Only relevant to Option 2)

Can the activity/policy/project plan be amended or an alternative activity/policy introduced to better promote equality of opportunity and/or good relations?

If so, give the **reasons** to support your decision, together with the proposed changes/amendments or alternative activity/policy and ensure the mitigations are included in a revised/updated policy or plan.

None

Timetabling and prioritising for full EQIA (only relevant to Option 3)

If the activity/policy has been ‘**screened in**’ for full equality impact assessment, give details of any factors to be considered and the next steps for progressing the EQIA, including a proposed timetable.

Is the activity/policy affected by timetables established by other relevant public authorities? Yes/No. If yes, please provide details.

Not applicable

Part 4. Monitoring

Public authorities should consider the guidance contained in the Commission’s Monitoring Guidance for Use by Public Authorities (July 2007).

Effective monitoring will help a public authority identify any future adverse impact arising from the activity/policy which may lead the public authority to conduct an equality impact assessment, as well as help with future planning and activity/policy development.

What will be monitored and how? What specific equality monitoring will be done? Who will undertake and sign-off the monitoring of this activity/policy and on what frequency? Please give details:

The Tourism team will be responsible for monitoring of this policy that will involve logging feedback and concerns from stakeholders, community and the public when required. The Council will proactively seek feedback on the emerging Tourism Strategy and Action Plan by way of consultation questionnaires for an eight-week period following agreement from Committee.

Part 5 - Approval and authorisation

	Position/Job Title	Date
Screened by:	Andrew Kennedy Tourism Development Manager	8.8.24
Reviewed by:	Annie Wilson Equality Officer	8.8.24
Approved by:	Paul McCormick Head of Economic Development	9.8.24

Note: On completion of the screening exercise, a copy of the completed Screening Report should be:

- approved and 'signed off' by a senior manager responsible for the activity/policy
- included with Committee reports, as appropriate
- sent to the Equality Officer for the quarterly screening report to consultees, internal reporting and publishing on the LCCC website
- shared with relevant colleagues
- made available to the public on request.

Evidence and documents referenced in the screening report should also be available if requested.