

1. Is this a Policy
2. Name of Policy/Strategy/Plan/Public Service Advertising and Sponsorship Policy
3. Reference 357
4. Category of Policy/Strategy/Plan/Public Service New

5. Please provide a description of the Policy/Strategy/Plan/Public Service

This is a policy setting out the terms upon which advertising and sponsorship may be sought and accepted by ANDBC. This policy provided clear guidelines to advertisers and sponsors and internal service areas. The policy related to advertising and sponsorship opportunities connected to all Council's physical sites, including leased and rented spaces, publications, websites, vehicles, services and appropriate events, campaigns or initiatives.

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

- the Council maximises opportunities to obtain commercial advertising and sponsorship for its physical sites, publications, websites, services, appropriate events, campaigns or initiatives.
- the Council's position and reputation is protected in advertising and sponsorship agreements without compromising its regulatory and enforcement status.
- the Council adopts a consistent and professional approach towards advertising and sponsorship.
- advertising and sponsorship agreements achieve best value.
- Council elected members and officers are protected from allegations of inappropriate dealings or relationships with advertisers and sponsors.

7. Who initiated or wrote the Policy/Strategy/Plan/Public Service? Communication and Marketing

8. Who is responsible for the implementation of the Policy/Strategy/Plan/Public Service? Communication and Marketing

9. Is this policy affected by timetables established by other relevant Public Authorities? No

Equality

1. Are there any Section 75 categories which might be expected to benefit from the intended policy?

No

2. Are there any factors which could contribute to/detract from the intended aim/outcome of the policy/decision?

No

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

Local advertisers will benefit from more local opportunities.

4. Is this policy associated with any other Council Policy (or Policies)?

Yes

4a. If yes, please state the related Policy (or Policies)

Roundabout Sponsorship Policy

Lands Policy

5. Does this policy affect Internal or External users?

Both

Evidence to help inform the Section 75 screening process may take many forms. Public authorities should ensure that their screening decision is informed by relevant data.

6. What evidence/information (both qualitative and quantitative) have you gathered to inform this policy?

All

Religious belief evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Political opinion evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Racial group evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Age evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Marital status evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended

Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Sexual orientation evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Men and women generally evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Disability evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Dependants evidence

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

Sexual Orientation - Internal

Sexual Orientation	Total Employees	Percentage
Bisexual	3	0.34%
Heterosexual	624	70.75%
Homosexual	3	0.34%
I do not want to answer	21	2.38
None	6	0.68%
Blank	225	25.51%
Total	882	100%

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

7. Please provide details of different needs, experiences and priorities for each of the categories

The Policy complies with Advertising Standards Authority Guidelines and Code of Recommended Practice on Local Authority Publicity (Local Govt Acts) which give due consideration to protections for Section 75 Groups.

8. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Religious belief?

None

9. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Political opinion?

None

10. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Racial group?

None

11. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Age?

None

12. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Marital status?

None

13. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Sexual orientation?

None

14. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Men and women generally?

None

15. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Disability?

Minor

15a. Impact on equality of opportunity - Disability

The majority of advertising and sponsorship is for visual consumption and those with a site impairment may not be able to access it.

16. What is the likely impact on equality of opportunity for those affected by this policy, in relation to Dependants?

None

17. Are there opportunities to better promote equality of opportunity for people within the Section 75 equalities categories? If Yes, provide details. If No, provide reasons.

Religious belief

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Political opinion

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Racial group

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Age

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Marital Status

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Sexual orientation

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Men and women generally

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Disability

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Dependants

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

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

None

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

No

19a. Please provide your reasons below

No - the nature of the policy ensures it is open to all who meet the eligibility criteria and does not seek to promote any particular group above another.

Disability Discrimination Order (NI) 2006

20. Is there evidence to suggest that this policy would promote positive attitudes towards people with a disability?

No

21. Is there evidence to suggest that this policy would encourage the participation of people with a disability in public life?

No

Additional Considerations

22. Are there any potential impacts of the policy / decision (positive or negative) on people with multiple identities?

No

Monitoring Arrangements

23. Outline what data you could collect in the future to monitor the impact of this policy / decision on equality, good relations and disability duties

We can collate data on sponsors/ advertisers and data on the items being promoted which would provide some insights into positive representations.

25. On the basis of the answers to the screening questions, I recommend that this policy/decision is

Screened Out - No negative impacts

26. Monitoring Recommendations

This Policy has limited direct impact on individual staff or service users. It does not impact access to council services.

Rural

1. 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. E.g

A rural business/ organisation can avail of this opportunity, so long as they can comply with the policy. Sites available include rural locations eg community centres/ sports grounds/ parks.

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

Population Settlements of less than 5,000 (Default definition)

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

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

No

3d. Please explain why the Policy, Strategy, Plan or Public Service is NOT likely to impact on people in rural areas

There is no differentiation between the urban/ rural impacts of this Policy.

Identifying the Social and Economic Needs of Persons in Rural Areas

4. Has the Public Authority taken steps to identify the social and economic needs of people in rural areas that are relevant to the Policy, Strategy, Plan or Public Service? Deprivation levels can be found at Home Page | NI Area Statistics | NISRA

Yes

4a. Please indicate which of the following methods or information sources were used by the Public Authority to identify the social and economic needs of people in rural areas

Other Methods or Information Sources (include details in Question below)

4b. Please provide details of the methods and information sources used to identify the social and economic needs of people in rural areas including relevant dates, names of organisations, titles of publications, website references, details of surveys or consultations undertaken etc.

Council has a working knowledge of sites available across the Borough. We are aware that there may be less in rural areas than in urban and will seek additional opportunities to address this.

4c. Please provide details of the social and economic needs of people in rural areas which have been identified by the Public Authority?

There is no clear difference between the needs of urban/ rural communities in respect of this Policy.

Considering the Social and Economic Needs of Persons in Rural Areas

5. Please provide details of the issues considered in relation to the Social and economic needs of people in rural areas.

There is no clear difference between the needs of urban/ rural communities in respect of this Policy.

Influencing the Policy, Strategy, Plan or Public Service

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

No

6b. 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

There is no need of differentiation between the urban/ rural application of this Policy.

Documenting and Recording

7. 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 complied.

Depending on your answer your answer may be a 'positive' impact or a 'negative' impact. Specific guidance at each question.

There may be 'no impact'.

If you are not sure complete as 'don't know'

Sustainability

1. What impact will the proposal have on the local community including the ability of people to meet their essential needs?

	What is the impact of the activity?
<p>Transport - Is the activity accessible to everyone via public transport or active travel, in a safe and sustainable way?</p> <p>Note: If the answer is yes, select positive.</p>	Positive
<p>Public Placemaking, Community & Culture - Is the activity impacting on people's sense of place and community by being included and connected to the area? Is the activity impacting on our cultural offering, helping citizens, visitors and young people become acquainted with art and culture?</p> <p>Note: If the answer is yes, select positive.</p>	Don't know

Comments

	Comments
Transport	
Public Placemaking, Community & Culture	This will depend on the nature of the advertising featured.

2. What impact will the proposals have on local, sustainable food supply chains?

	What is the impact of the activity?
<p>Food - If this activity involves either the direct or indirect purchase of food or catering services will there be a negative impact on a sustainable food system?</p> <p>Note: If the answer is yes, select negative.</p> <p>Additional information:</p> <p>Food systems currently account for 21-37% of total global greenhouse gases and are a primary cause of environmental degradation and significantly contribute to socio-economic and health inequalities. This can be mitigated by specifying sustainable food and catering services, fresh seasonal food of a high nutritional value produced through low environmental impact farming methods and high standards of animal welfare.</p>	Don't know

Comments

	Comments
Food	This will depend on the nature of the advertising featured.

3. What impact will the proposals have on diversity and equality of opportunity?

	What is the impact of the activity?
Equal opportunity - Does the activity have a positive or negative impact on inclusivity and discrimination?	No Impact

4. What impact will the proposals have on prosperity, social value and fair trade?

	What is the impact of the activity?
<p>Decent jobs and income - Are local employment opportunities being created removed 'or removed'? Will there be any volunteering opportunities?</p> <p>Note: If the answer is yes, select positive.</p>	No Impact
<p>Will the financial benefits help raise local income levels and tackle poverty and derivations of poverty such as food and fuel poverty?</p> <p>Note: If the answer is yes, select positive.</p>	No Impact
<p>Social Value - Will the activity lead to the creation of works or services? Are there opportunities to support apprenticeships or training opportunities to combat social exclusion? Are there any opportunities to work with organisations with an environmental or social mission (e.g., from the VCSE sector)?</p> <p>Note: If the answer is yes, select positive.</p>	No Impact
<p>Human and labour rights - Will there be provisions to ensure workers up the supply chain have their human and labour rights respected?</p> <p>Note: If the answer is yes, select positive.</p> <p>Additional information:</p> <p>Products at high risk of the use of child labour and contravention of human and labour rights include electronic equipment, textiles, agricultural commodities and construction materials.</p>	No Impact

5. What impact will the proposals have on greenhouse gas emissions, including energy and transport?

	What is the impact of the activity?
<p>Greenhouse Gas Emmissions - Will this activity have a positive or negative impact on greenhouse gases (most commonly caused by fossil fuel burning or deforestation)?</p> <p>Additional information:</p> <p>Greenhouse gases include CO₂, CH₄, N₂O, HFCs, PFCs or SF₆. The most common sources include consumption of brown (non-renewable) electricity, burning of coal, oil, petrol, diesel, natural gas, emissions from landfill sites, and the destruction of natural carbon sinks such as peat bogs, woodlands, forests, grasslands, freshwater lakes, and wetlands.</p>	No Impact
<p>Energy - Will the activity reduce energy demand through energy efficiency and low-carbon technologies?</p> <p>Note: If the answer is yes, select positive.</p> <p>Additional information:</p> <p>Will energy come from renewable energy sources e.g., solar, wind etc.? Will buildings be designed and constructed to high energy and environmental standards?</p>	Negative

	What is the impact of the activity?
<p>Transport - Will the activity be accessible to everyone via active travel (Bike/walking) or public transport? Does the proposal help to reduce non-essential travel and individual car use?</p> <p>Note: If the answer is yes, select positive.</p>	Positive
<p>Embodied carbon - Will the activity use materials from 'heavy industries' such as cement, concrete, iron and steel, or require international transportation of materials using aviation or shipping?</p> <p>Note: If the answer is yes, select negative.</p>	No Impact

Comments

	Comments
Greenhouse Gas Emmissions	
Energy	Energy impacts due to production of assets but extremely minimal.
Transport	
Embodied carbon	

6. What impact will the proposals have on waste generation or how waste is managed?

	What is the impact of the activity?
<p>Waste generation - Will this activity lead to the production of waste?</p> <p>Note: If the answer is yes, select negative.</p> <p>Additional information:</p> <p>Have you considered how to reduce waste through demand management and re-use strategies which support the circular economy?</p>	Negative
<p>Waste Management - Is waste going to be managed in a responsible, sustainable way?</p> <p>Note: If the answer is yes, select positive.</p> <p>Additional information:</p> <p>Will waste be monitored? What recycling provisions are there? Will any waste be sent to landfill?</p>	Negative

Comments

	Comments
Waste generation	turn over of signage will create waste
Waste management	turn over of signage will create waste

Mitigation

	Mitigation
Waste generation	encourage reuse of signs, recycled materials, no dating to allow for reuse or a suitable method for recycling after use
Waste management	

7. What impact will the proposals have on the direct consumption of natural resources, including materials, minerals and fresh water?

	What is the impact of the activity?
<p>Materials - Will this activity lead to the consumption of raw materials? (Raw materials include steel, oil, corn, grain, gasoline, wood / forest resources, plastic, natural gas, and coal).</p> <p>Note: If the answer is yes, select negative.</p> <p>Additional information:</p> <p>Can materials be swapped or reduced, to minimize pressure on natural resources and reduce environmental impact?</p>	No Impact

	What is the impact of the activity?
<p>Will lifecycle costing exercises be used in procurement (e.g., if purchasing vehicles, energy-intensive equipment or major capital projects) in order to minimise the consumption of natural resources and achieve value for money</p> <p>Note: If the answer is yes, select positive</p>	No Impact
<p>Fresh water - Will this activity increase pressure on freshwater resources through direct water consumption?</p> <p>Note: If the answer is yes, select negative</p>	No Impact
<p>Will the activity impact on the public's ability to access a clean and safe water supply?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional information:</p> <p>Unsustainable water consumption includes use of mains water or other freshwater supplied without water efficiency or recycling measures.</p>	No Impact

8. What impact will the proposals have on local resilience to the adverse effects of climate change and severe weather events, including drought, landslips, flooding and sites designated as being at risk of flooding or sea level rise?

	What is the impact of the activity?
<p>Adverse Weather and Climate Impacts - Will buildings, infrastructure, or natural assets be at risk to the adverse effects of climate change and extreme weather?</p> <p>Note: If the answer is yes select negative</p> <p>Additional Information:</p> <p>For Northern Ireland, climate change is causing hotter, drier summers and warmer, wetter winters with more extreme weather and rising sea levels.</p> <p>A precautionary approach is advised for all planning and construction decisions, taking into account the latest UK Climate Change Projections and making sure that development is not permitted on flood plains and / or land at risk of flooding under future climate scenarios.</p> <p>Avoid activities that may be vulnerable to overheating or flood risk. New assets (e.g. landscaping, buildings etc.) should be future proofed, ensuring all investments are resilient to current and future climate conditions.</p>	<p>No Impact</p>

9. What impact will the proposals have on the local environment (e.g., air/water/soil pollution, land conversion, visual impacts, traffic, noise, vibration, odour, dust, particulates, smoke), heritage (including designated heritage, archaeology sites or listed buildings) and wildlife (including protected sites and species)?

	What is the impact of the activity?
<p>Air pollution - Will the activity produce air pollutants?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional Information:</p> <p>Air pollutants include: Particulate matter (PM10 and PM2.5); Ozone (O3) Nitrogen dioxide (NO2); Carbon Monoxide (CO); Sulphur Dioxide (SO2).</p> <p>The most common causes of air pollution are:-</p> <ul style="list-style-type: none"> • Fuel combustion from motor vehicles (e.g. cars and heavy-duty vehicles) • Heat and power generation (e.g. oil and coal power plants and boilers) • Industrial facilities (e.g. manufacturing factories, mines, and oil refineries) • Municipal and agricultural waste sites and waste incineration/burning. 	<p>No Impact</p>

	What is the impact of the activity?
<p>Ozone layer depletion - Will this activity produce ozone depleting substances (fluorinated gases)?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional Information:</p> <p>Fluorinated greenhouse gases (F gases) include:</p> <ul style="list-style-type: none"> • hydrofluorocarbons (HFCs) • perfluorocarbons (PFCs) • sulphur hexafluoride (SF6) <p>For example through the use of refrigeration and air conditioning units.</p>	No Impact
<p>Water/soil pollution - Will this activity involve any construction work, street works or road deliveries of construction materials or other goods?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional Information:</p> <p>Soil and water pollution is caused from damaging rainwater run-off arising from road surface treatments, tyre abrasion, fuels and lubricants.</p> <p>Procurement and contractual mechanisms can be used to ensure that building and civil engineering contractors adhere take steps to ensure pollution is prevented from occurring or from dispersing to other areas. Contractors can minimise the use of all substances that could cause pollution and failing that, implement and communicate procedures to ensure the correct disposal (or release) of substances that could cause pollution.</p>	No Impact
<p>Chemical pollution - Will there be any use of toxic chemicals including pesticides, paint or cleaning products?</p> <p>Note: If the answer is yes, select negative</p>	No Impact
<p>Will there be any excess fertiliser use that could result in nitrogen or phosphorus runoff?</p> <p>Note: If the answer is yes, select negative</p>	
<p>Noise pollution - Is the activity likely to create a noise nuisance?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional information:</p> <p>Noise pollution can have detrimental effects on human health, amenity, productivity and the natural environment.</p> <p>Eliminating or reducing excessive noise is a legal responsibility and helps to limit the disturbance of residents and businesses, caused by activities and operations.</p>	No Impact

	What is the impact of the activity?
<p>Land conversion - Will this activity result in the reduction in the area of forested land, directly or indirectly?</p> <p>Note: If the answer is yes, select negative</p> <p>Additional information:</p> <p>Deforestation usually arises from the clearing of land for development, agriculture, or logging for paper, wood, or minerals.</p>	<p>No Impact</p>
<p>Built Heritage - Will this activity impact on designated heritage sites such as a World Heritage Site, Scheduled Monument, Archaeology Site, Listed Building, Protected Wreck Site or Registered Park and Garden?</p> <p>Note: If the answer is yes, select negative</p>	<p>No Impact</p>
<p>Natural Heritage and Biodiversity - Will this activity result in any displacement or loss of biodiversity, overfishing or affect protected or designated sites (e.g. ASSIs, SPAs etc).</p> <p>Note: If the answer is yes, select negative</p> <p>Changes in land use exert the most significant effect on biodiversity. These changes include the conversion of natural ecosystems into agriculture or into urban areas; changes in frequency, duration or magnitude of wildfires and similar disturbances; and the introduction of new species into land and freshwater environments.</p>	<p>No Impact</p>

10 What impact will the proposals have on ensuring peace, justice, public participation and partnership working for sustainable development?

	What is the impact of the activity?
Peace - Will this activity have a negative or positive impact on community safety, crime or anti-social behaviour?	No Impact
Justice - Are there safeguards in place to prevent against bribery and corruption? Note: If the answer is yes, select positive Decision making should be open and transparent with clear governance and accountability arrangements.	No Impact
Political voice - Are citizens involved and do they have a role in deciding what happens and how it gets implemented? Note: If the answer is yes, select positive	Positive
Partnerships - Will this activity involve working with others either locally or at a national level to contribute to the achievement of sustainable development? Note: If the answer is yes, select positive	Positive

Comments

	Comments
Peace	
Justice	
Political voice	Clear policy making if fair for all
Partnerships	Clear policy making if fair for all

On the basis of the answers to the screening questions, I recommend that this policy / decision is

Screened Out - No negative impacts

Data Protection

1. Is Data Protection relevant to the Policy, Strategy, Plan or Public Service?

No

Data Protection Officer Comments

Conclusion

Conclusion

This Policy relates to advertising and sponsorship opportunities and is in line with ASA Guidance and Codes of Practice in relation to

Internal and External Screening Panel Comments can be viewed in minutes - 29/01/2025, please contact enquiries@ardsandnorthdown.gov.uk

Email

enquiries@ardsandnorthdown.gov.uk

Screening Panel Comments

Appendix - Religious Belief

Religious belief (External)

The Northern Ireland Census 2021 (NISRA) statistics for the Borough area show the religious group the person belongs to or for people with no current religion their religious group of upbringing. People with no current religion and no religion of upbringing are labelled 'None'.

On Census Day 2021 in Northern Ireland just under one person in five (19.0%) either had 'no religion' (17.4%) or 'religion not stated' (1.6%). Nearly one person in three in Ards and North Down (32.1%) had 'no religion' or 'religion not stated' On census day 2021 bringing together information on current religion and religion of upbringing, 45.7% of the population were either Catholic or brought up as a Catholic, while 43.5% were recorded as 'Protestant and other Christian (including Christian related)'. Again, bringing together information on current religion and religion of upbringing, 1.5% of the population are classified as 'other religions' and 9.3% of the population identified that they neither belonged to nor were brought up in a religion. This points to the increasingly secular nature of the population ('None').

	All usual Residents	Catholic	Protestant and other Christian Religions	Other Reglions	None
Ards and North Down	163,659	22,912	111,288	1,636	27,822
Northern Ireland	1,903,178	875,461	818,366	19,031	171,286

	Ards and North Down	Northern Ireland
All Usual residents	163,659	1,903,178
Catholic	18,003	799,334
Presbyterian	47,461	323,540
Church of Ireland	22, 912	228,381
Methodist	6,546	38,063
Other Chrtistian Religions	16,365	133,222
Other Religions	1,636	19,031
No Religion/Not stated	52,370	361,603

Appendix - Political Opinion

Political opinion (External)

Electoral Office data from recent Local Government elections (2023) and Northern Ireland Assembly Elections (2022) detail the political representation on Ards and North Down. Data also shows the turnout to vote. This tends to be lower than the rest of Northern Ireland, suggesting less strong political Opinions, however the results show a preference in Ards and North Down for Unionist Parties.

Constituency	Registered Voters	Turnout
North Down	70,176	60%
Strangford	70,755	68%
Northern Ireland	1,373,731	63%

District Electoral Area	Eligible Electorate	Votes Polled
Overall Turnout (2023) Ards and North Down Borough Council Area	123,736	57,677
Overall Turnout (2023) Northern Ireland	1,380,372	745,400

Party	Local Government Seats Held	Local Government Seats Held	NI Assembly Elections seats held	NI Assembly Elections seats held
	ANDBC	Northern Ireland	North Down and Strangford	Northern Ireland
Alliance	12	67	4	17
Aontù	0	0	0	0
DUP	14	122	3	25
Green	2	5	0	0
Independants	3	19	1	2
People before Profit	0	1	0	1

SDLP	1	39	0	8
Sinn Fèin	0	144	0	27
TUV	0	9	0	1
UUP	8	54	2	9
Other	0	1	0	0

Appendix - Racial Group

Racial group (Internal)

Racial Group	Total	Percentage
White	756	85.71%
Black	2	0.23%
Chinese	2	0.23%
Other	5	0.57%
Did not want to answer	4	0.45%
Left Blank	113	12.81%

Religious belief (External)

The Northern Ireland Census 2021 (NISRA) statistics for the Borough area show the religious group the person belongs to or for people with no current religion their religious group of upbringing. People with no current religion and no religion of upbringing are labelled 'None'.

On Census Day 2021 in Northern Ireland just under one person in five (19.0%) either had 'no religion' (17.4%) or 'religion not stated' (1.6%). Nearly one person in three in Ards and North Down (32.1%) had 'no religion' or 'religion not stated' On census day 2021 bringing together information on current religion and religion of upbringing, 45.7% of the population were either Catholic or brought up as a Catholic, while 43.5% were recorded as 'Protestant and other Christian (including Christian related)'. Again, bringing together information on current religion and religion of upbringing, 1.5% of the population are classified as 'other religions' and 9.3% of the population identified that they neither belonged to nor were brought up in a religion. This points to the increasingly secular nature of the population ('None').

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	Ards and North Down	Northern Ireland

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Appendix - Age

Age (Internal)

Age Profile	Female	Female %	Male	Male %
Under 20	0	0%	1	0.18%
20-25	4	1.18%	15	2.76%
26 - 30	11	3.24%	31	5.71%
31-35	26	7.67%	51	9.40%
36-40	40	11.8%	55	10.13%
41-45	62	18.29%	60	11.05%
46-50	70	20.65%	56	10.31%

51-55	57	16.81%	79	14.55%
56-60	38	11.21%	110	20.26
61-65	24	7.08%	74	13.63
66 - 70	6	0.77%	8	1.47%
70+	1	0.30%	3	0.55%

Age (External)

On Census Day 2021 Ards and North down had the largest increase in the number of people aged 65 and over. This rose from 27,692 (17.7%) in 2011 to 36,226 (22.1%) in 2021, demonstrating the scale of population change due to ageing.

Age Profile	Northern Ireland	Ards and North Down
0 to 14	361,602	27,822

15 to 39	589,983	44,187
40 to 64	609,015	55,644
65+	323,539	36,226
Total	1,903,173	163,659

Appendix - Marital Status

Marital Status (Internal)

Marital Status	Total	Percentage
Single	186	21.09%
Married	437	49.55%
Divorced	39	4.42%
Co Habiting	45	5.10%
Separated	22	2.50%
Civil Partnership	6	0.68
Left Blank	134	15.19%
Never Married	12	1.36%
Widowed	1	0.11%

Marital Status (External)

Statistics classifies people aged 16 and over according to their legal marital or civil partnership status on Census Day 21 March 2021. The law in relation to marriage and civil partnership changed in the ten years to 2021. A summary of the changes in Northern Ireland is given below:

- civil partnership for opposite-sex couples became legal in late 2019;
- marriage for same-sex couples became legal in 2020; and
- in late 2020 a couple in a civil partnership could convert their status from civil partnership to marriage.

The rise in the 'single' population and the fall in the 'married' population here is in line with results from recent censuses in England and Wales. These figures mirror changes in society and specifically in personal relationships that has been witnessed over the last 50 years. Ards & North Down LGD, which has the oldest demographic profile of all 11 LGDs, has the highest percentage of adults who were widowed, at 8%.

Marital Status	Northern Ireland	Ards and North Down
Single	575,966	41,540
Married or in Civil Partnership	682,065	68,340
Separated, Divorced or Formally in a Civil Partnership	151,570	13,400
Widowed or Surviving partner from a Civil Partnership	97,004	10,720

Appendix - Sexual Orientation

Sexual Orientation - External

Statistics show that 2.1% (31,600) of NI population aged 16 and over identified as 'lesbian, gay, bisexual or other (LGB+)' and 90.0% (1,363,900) identified as 'straight or heterosexual'. More urban LGDs have a higher percentage of people who identified as LGB+. Almost 8% of our population aged 16 and over (119,300) either ticked 'prefer not to say' or chose not to answer the question. Taken together, these are labelled 'No sexual orientation stated' in these statistics.

8.8% percent of people who identified as LGB+ in Northern Ireland live in the Ards and North Down Borough, Statistics also show that 800 Households in the Borough are living in a same sex couple relationship.

Living in households by relationship	Northern Ireland	Ards and North Down
Living in a Same Sex Couple	9,600	800
Not Living as a Couple	694,600	53,500

	Northern Ireland	Ards and North Down
All usual Residents (over 16)	1,515,700	134,000
Straight or Hetrosexual	1,364,130	121,940
Gay, Lesbian, Bisexual or other Sexual orientation	30,314	2,680
No sexual orientation stated	121,256	9,380

Appendix - Men and Woman Generally

Men and women generally (Internal)

Male	Female	Total
543	339	882
61.56%	38.44%	100%

Men and women generally (External)

The Northern Ireland usually resident population increased by 5.1% (92,300) from 2011 to 2021. The Census 2021 population is recorded at 1,903,175 people up from 1,810,863 people in 2011. Ards & North Down had an increase of population from 2011 of 7,000, which is 4.5%.

The census day population comprised of 967,000 females and 936,100 males. Statistics show that for every 100 females in Ards and North Down Borough there were 94.9 males.

Statistics show that 54% of the Borough are employed 2% are Unemployed and 43% are Economically inactive. Of those employed, 37% were in the Public administration, education and health Industry and 2% were in the Agriculture, energy and water industry.

62% of employed people travelled to work in a car or van and 34% travelled 5km-20km to their place of work.

There were 70,445 households recorded in Ards and North Down 4,400, 5.9% were unoccupied at the time of the survey.

The average household size in sits at 2.30 (2.44 in NI). 31% are single occupancy and 6% had more than 6 people living in the property.

72% of the Borough owns their own property, this has decreased by 2% from 2011 where 13% are Social rented and increase of 2% increase in 2011.

LGD	Male	Female
Northern Ireland	932,554	970,618

Ards and North Down	80,192	83,466
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Appendix - Disability

Disability (External)

A self-assessment of whether a person has a long-term health problem or disability that limits daily activities and which has lasted, or is expected to last, at least 12 months. It includes problems that are due to old age. The 2021 Census (NIRSA) demonstrates an increase of 15% or more in the percentage of people who reported a long-term health problem or disability which limited day-to-day activities. 41,300 or 25.3% of people in Ards and North Down had a limiting long-term health problem or disability. Ards & North Down experienced an increase of 31.4% from 2011. These changes are in part a reflection of the Boroughs ageing population.

The following statistics show a breakdown in residents in Northern Ireland and Ards and North Down borough with a Disability that is expected to last 12 months or more.

The figures show that 7.2 per cent of the Borough have deafness or partial hearing loss, 68% being over the age of 65. 2% have blindness or partial sight loss, 11% of those people are aged 0-39 years. 1.6 % have mobility or dexterity difficulty that requires the use of a wheelchair, in comparison to Northern Ireland statics this means that 9.3% of all those who have mobility or dexterity difficulty that requires the use of a wheelchair reside in the Borough.

0.8% have an intellectual or learning disability including dyslexia and Downs Syndrome. 1.6% have Autism or Asperger syndrome, 49% are between 0-14 years whilst 40% are aged 15- 39 year. 8.1 % have an emotional, psychological or mental health condition, includes depression and schizophrenia, this is highest in the age ranges of 40 – 64 years (47%). 2% have frequent periods of confusion or memory loss, including Dementia, this is most prevalent with ages 65+. 10% of residents have another condition, for example Cancer, Heart Disease or Diabetes, again this is most prevalent in age 65+. Taken together these results show that policy making must consider Ards and north Down aging population and health and disability issues as well as recognition for those that provide unpaid care throughout the Borough.

LGD	All usual residents	Activites Not Limited	Limited a little	Limited a lot
Northern Ireland	1,903,178	1,446,415	247,413	209,349
Ards and North Down	163,659	122,744	22,912	18,002

Long term Health Conditions	None	1	2	3 or More
Northern Ireland	1,237,065	342,572	152,254	171,286
Ards and North Down	101,468	32,731	14,729	14,729
Disability Breakdown Age range (0 - 65+)	Ards and North Down		Northern Ireland	
Deafness or Partial Hearing loss	11,802		109,457	
Blindness or Partial Sightloss	3,214		33,961	

Mobility or dexterity difficulty that required the use of a wheelchair	2,641		28,138	
Intellectual or learning disability include dyslexia and Downs Syndrome	1,469		16,923	
Autism or Asperger Syndrome	2,628		35,367	
Emotional, psychological or mental health condition inc depression and schizophrenia	13,275		165,127	
Frequent periods of confusion or memory loss inc Dementia	3,432		37,789	

Other conditions E.g Cancer, Heart Disease or Diabetes	167,752		16,636	
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Appendix - Dependants

Screening Form

6b. 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

There is no need of differentiation between the urban/ rural application of this Policy.

Dependants (External)

For the Purposes of S75 a dependant can be classed as Persons with personal responsibility for the care of a child; for the care of a person with a disability; or the care of a dependant older person.

In Census 2021 one person in eight of NI population aged 5 or more (or 222,200 people) noted that they provided unpaid care. One important point to note in Policy making is that 2,600 children aged 5 to 14 in Northern Ireland provide unpaid care.

Ards & North Down LGD had the highest percentage of people who provide unpaid care throughout Northern Ireland , 13.7% estimated at 30,414 residents. 'Unpaid care' covers looking after, giving help or support to anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age

A dependent child is a person aged 0 to 15 in a household (whether or not in a family) or aged 16 to 18 in full-time education and living in a family with his or her parent(s) or grandparent(s). 'No dependent children' includes households with no children and households where all children are non-dependent.

In Ards and North Down there were 27,822 Children (defined as those aged 0 to 14). Children make up 19.2% of the Northern Ireland population. This percentage varies across the Local Government Districts and is lowest in Ards and North Down where the proportion is 17.0%.

According to Birth statistics on NISRA Ards and North Down recorded 2,854 births between 2020 and 2022 , giving an indication of the numbers using buggies or prams in use.

	Dependent children in household:	Dependent children in household:	Dependent children in household:	Dependent children in household: Three
	None	one	Two	

Northern Ireland	71%	11%	11%	6%
Ards and North Down	74%	11%	11%	4%

Racial group (External)

On Census Day 2021, 3.4% of the population, or 65,600 people, belonged to minority ethnic groups. This is around double the 2011 figure (1.8% – 32,400 people) and four times the 2001 figure (0.8% – 14,300 people); Taken together the bulletin reports and tables released today show an increasing diversity from 2011 to 2021 in Northern Ireland's population across statistics on ethnic group, main language, country of birth and passports held. This increasing diversity is evident to a greater or lesser degree across all 11 Local Government Districts.

All Usual Residents	163,660
White	159,892
Irish Traveller	24
Roma	19
Indian	388
Chinese	500
Filipino	308
Pakistani	87
Arab	28
Other Asian	468
Black African	309
Black Other	135
Mixed	1,236
Other ethnicities	266

Main Language	Ards and North Down	Northern Ireland
English	160,385	1,808,019
Other	3,279	95,158

Passports Held	Ards and North Down	Northern Ireland
All Usual Residents	163,659	1,903,178
UK only	109,651	894,493
Ireland Only	13,092	513,858
Uk and Ireland	13,098	95,158
Other Passport(s)	4,909	95,158
No Passport	21,275	304,508

24. Does this policy require an Equality Impact Assessment?

No

Sustainability is a holistic approach that considers ecological, social and economic dimensions, recognising that all must be considered together to find lasting prosperity.

Sustainable development is all about meeting present needs without compromising the ability of future generations to meet their needs.

Religious belief (Internal)

	Catholic	Protestant & other Christian	Non Determined	Left Blank	Total
Males	52	449	41	1	543
	9.57%	82.68%	7.55%	0.184%	100%
Females	79	236	24	0	339
	23.3%	69.6%	7.07%	0%	100%
Total	131	685	65	1	882
	14%	77.6%	7.36%	0.11%	100%