

Newry, Mourne and Down District Council Policy Screening Form

Policy Information

| | |
|---|--|
| Name of the policy | Media Policy |
| Is this an existing, revised or new policy? | Reviewed |
| What is it trying to achieve (aims/outcomes) | <p>The aim of the Policy is to ensure a consistent approach to dealing with all media communications activity.</p> <p>Our purpose in media relations is to:</p> <ul style="list-style-type: none"> • Build a strong image and identity for the Council and strengthen its reputation • Improve citizens' awareness and understanding of the work of the Council • Ensure information about our aims, objectives and services is targeted to and accessible by key stakeholders as highlighted under Section 75 of the Northern Ireland Act 1998. • Invigorate local democracy and encourage and enable people to participate in the work of the Council • Build up a relationship of trust and mutual understanding that will benefit both the Council and the media. |
| Are there any Section 75 categories which might be expected to benefit from the intended policy? If so, explain how. | All Section 75 categories might be expected to benefit from the policy and associated procedure. |
| Who initiated or wrote the policy? | Veronica Keegan, Head of Communications and Marketing |
| Who owns and who implements the policy? | Assistant Director, Corporate Planning and Policy |

Implementation factors

| | Yes | No |
|---|----------|----|
| Are there any factors which could contribute to/detract from the intended aim/outcome of the policy/decision? | X | |
| If yes, are they Financial | X | |
| If yes, are they Legislative | X | |
| If yes, and they are Other please specify: | | |

Main stakeholders affected

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

| | Yes | No |
|-----------------------------------|-----|----|
| Staff | X | |
| Service users | X | |
| Other public sector organisations | X | |
| Voluntary/community/trade unions | X | |
| Other, please specify: | | |

Other policies with a bearing on this policy

| | |
|---------------------------------|--|
| What are they and who owns them | <ul style="list-style-type: none"> • Bilingualism Policy and Procedure • Code of Conduct for Local Government Employees • Corporate Comments, Compliments and Complaints Procedure • Corporate Brand Guidelines • Data Protection Act 2018 • Equality Scheme • Freedom of Information Act 2000 • NI Local Government Code of Conduct for Councillors • Northern Ireland Act 1998 (Section 75) • Safeguarding Board (NI) Act 2011 • Social Media and Acceptable Use Policy and Procedure • UK General Data Protection Regulation 2018 |
|---------------------------------|--|

Available evidence

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

| Section 75 Category | Details of evidence / information | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|--------------------------------|------------------|--------------------------------|---------------------|---------|-------------------------|-----------|---------------------|---------------------|------------------|--------------------|---------------------------------|--------|--------------------|-------------------|----------------|------------------|--------|-----|------|
| Religious belief | <table border="1" data-bbox="411 506 1386 779"> <thead> <tr> <th data-bbox="411 506 587 607">LGD</th> <th data-bbox="592 506 751 607">All usual residents</th> <th data-bbox="756 506 916 607">Catholic</th> <th data-bbox="920 506 1096 607">Protestant and other Christian</th> <th data-bbox="1101 506 1260 607">Other religions</th> <th data-bbox="1265 506 1386 607">None</th> </tr> </thead> <tbody> <tr> <td data-bbox="411 613 587 680">Northern Ireland</td> <td data-bbox="592 613 751 680">1,810,863</td> <td data-bbox="756 613 916 680">817,385 (45.14%)</td> <td data-bbox="920 613 1096 680">875,717 (48.36%)</td> <td data-bbox="1101 613 1260 680">16,592 (0.9%)</td> <td data-bbox="1265 613 1386 680">101,169 (5.59%)</td> </tr> <tr> <td data-bbox="411 687 587 779">Newry, Mourne & Down</td> <td data-bbox="592 687 751 779">171533</td> <td data-bbox="756 687 916 779">113200 (65.99%)</td> <td data-bbox="920 687 1096 779">34718 (20.34%)</td> <td data-bbox="1101 687 1260 779">752 (0.43%)</td> <td data-bbox="1265 687 1386 779">10229 (5.96%)</td> </tr> </tbody> </table> <p data-bbox="411 786 794 815">(Source: Census Data 2011).</p> | LGD | All usual residents | Catholic | Protestant and other Christian | Other religions | None | Northern Ireland | 1,810,863 | 817,385 (45.14%) | 875,717 (48.36%) | 16,592 (0.9%) | 101,169 (5.59%) | Newry, Mourne & Down | 171533 | 113200 (65.99%) | 34718 (20.34%) | 752 (0.43%) | 10229 (5.96%) | | | |
| LGD | All usual residents | Catholic | Protestant and other Christian | Other religions | None | | | | | | | | | | | | | | | | | |
| Northern Ireland | 1,810,863 | 817,385 (45.14%) | 875,717 (48.36%) | 16,592 (0.9%) | 101,169 (5.59%) | | | | | | | | | | | | | | | | | |
| Newry, Mourne & Down | 171533 | 113200 (65.99%) | 34718 (20.34%) | 752 (0.43%) | 10229 (5.96%) | | | | | | | | | | | | | | | | | |
| Political opinion | <p data-bbox="384 866 1398 934">Elected political party representation is an approximate barometer of political opinion of people within the Council area.</p> <p data-bbox="384 967 1294 996">The party breakdown of the Council's elected members is as follows:</p> <table data-bbox="384 1030 979 1234"> <tbody> <tr> <td data-bbox="384 1030 858 1059">Sinn Féin</td> <td data-bbox="858 1030 979 1059">16 seats</td> </tr> <tr> <td data-bbox="384 1066 858 1095">SDLP</td> <td data-bbox="858 1066 979 1095">11 seats</td> </tr> <tr> <td data-bbox="384 1102 858 1131">Democratic Unionist</td> <td data-bbox="858 1102 979 1131">3 seats</td> </tr> <tr> <td data-bbox="384 1137 858 1167">Independents</td> <td data-bbox="858 1137 979 1167">5 seats</td> </tr> <tr> <td data-bbox="384 1173 858 1202">Ulster Unionist</td> <td data-bbox="858 1173 979 1202">4 seats</td> </tr> <tr> <td data-bbox="384 1209 858 1238">Alliance</td> <td data-bbox="858 1209 979 1238">2 seat</td> </tr> </tbody> </table> | Sinn Féin | 16 seats | SDLP | 11 seats | Democratic Unionist | 3 seats | Independents | 5 seats | Ulster Unionist | 4 seats | Alliance | 2 seat | | | | | | | | | |
| Sinn Féin | 16 seats | | | | | | | | | | | | | | | | | | | | | |
| SDLP | 11 seats | | | | | | | | | | | | | | | | | | | | | |
| Democratic Unionist | 3 seats | | | | | | | | | | | | | | | | | | | | | |
| Independents | 5 seats | | | | | | | | | | | | | | | | | | | | | |
| Ulster Unionist | 4 seats | | | | | | | | | | | | | | | | | | | | | |
| Alliance | 2 seat | | | | | | | | | | | | | | | | | | | | | |
| Racial group | <p data-bbox="384 1308 1398 1406">According to the 2011 Census, 1.8% (32,400) of the usually resident population of Northern Ireland belongs to minority ethnic groups; this is more than double the proportion in 2001 (0.8%).</p> <p data-bbox="384 1440 1342 1507">The minority ethnic language profile within the area serves as a possible indicator of the BME community profile.</p> <p data-bbox="384 1541 1398 1608">The composition of language groups in the Newry, Mourne and Down District Council area is noted by NISRA (2011) as follows:</p> <p data-bbox="384 1641 1386 1709">Minority Ethnic Language Profile of the Newry, Mourne and Down LGD Area</p> <table border="1" data-bbox="384 1715 1386 2024"> <thead> <tr> <th data-bbox="384 1715 858 1805">Main language of residents in Newry, Mourne and Down District LGD</th> <th data-bbox="858 1715 1086 1805">Number</th> <th data-bbox="1086 1715 1386 1805">Percentage %</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 1812 858 1841">English</td> <td data-bbox="858 1812 1086 1841">156794</td> <td data-bbox="1086 1812 1386 1841">97.15</td> </tr> <tr> <td data-bbox="384 1848 858 1877">Polish</td> <td data-bbox="858 1848 1086 1877">2100</td> <td data-bbox="1086 1848 1386 1877">1.18</td> </tr> <tr> <td data-bbox="384 1883 858 1912">Lithuanian</td> <td data-bbox="858 1883 1086 1912">836</td> <td data-bbox="1086 1883 1386 1912">0.47</td> </tr> <tr> <td data-bbox="384 1919 858 1948">Irish</td> <td data-bbox="858 1919 1086 1948">367</td> <td data-bbox="1086 1919 1386 1948">0.24</td> </tr> <tr> <td data-bbox="384 1955 858 1984">Portuguese</td> <td data-bbox="858 1955 1086 1984">86</td> <td data-bbox="1086 1955 1386 1984">0.05</td> </tr> <tr> <td data-bbox="384 1991 858 2020">Slovak</td> <td data-bbox="858 1991 1086 2020">134</td> <td data-bbox="1086 1991 1386 2020">0.08</td> </tr> </tbody> </table> | Main language of residents in Newry, Mourne and Down District LGD | Number | Percentage % | English | 156794 | 97.15 | Polish | 2100 | 1.18 | Lithuanian | 836 | 0.47 | Irish | 367 | 0.24 | Portuguese | 86 | 0.05 | Slovak | 134 | 0.08 |
| Main language of residents in Newry, Mourne and Down District LGD | Number | Percentage % | | | | | | | | | | | | | | | | | | | | |
| English | 156794 | 97.15 | | | | | | | | | | | | | | | | | | | | |
| Polish | 2100 | 1.18 | | | | | | | | | | | | | | | | | | | | |
| Lithuanian | 836 | 0.47 | | | | | | | | | | | | | | | | | | | | |
| Irish | 367 | 0.24 | | | | | | | | | | | | | | | | | | | | |
| Portuguese | 86 | 0.05 | | | | | | | | | | | | | | | | | | | | |
| Slovak | 134 | 0.08 | | | | | | | | | | | | | | | | | | | | |

| | | | |
|----------------|--|-----------------------------------|---------------------------------|
| | Chinese | 121 | 0.07 |
| | Tagalog/Filipino | 55 | 0.03 |
| | Latvian | 208 | 0.25 |
| | Russian | 109 | 0.06 |
| | Malayalam | 87 | 0.05 |
| | Hungarian | 74 | 0.04 |
| | Other | 755 | 0.46 |
| Age | The age profile of the Newry, Mourne and Down LGD area at Census Day 2011 is as follows: | | |
| | Age Profile | NI | Newry, Mourne & Down |
| | 0-4 | 124382 | 12721 |
| | 5-7 | 67662 | 6876 |
| | 8-9 | 43625 | 4595 |
| | 10-14 | 119034 | 12287 |
| | 15 | 24620 | 2599 |
| | 16-17 | 51440 | 5260 |
| | 18-19 | 50181 | 4570 |
| | 20-24 | 126013 | 11570 |
| | 25-29 | 124099 | 11805 |
| | 30-34 | 373947 | 35122 |
| | 45-59 | 347850 | 32556 |
| | 60-64 | 94290 | 8624 |
| | 65-74 | 145600 | 12817 |
| | 75-84 | 86724 | 7453 |
| | 85-89 | 21165 | 1849 |
| | 90+ | 10231 | 829 |
| Marital status | The table below illustrates the marital status profile of the Newry, Mourne and Down area: | | |
| | Marital Status | Newry, Mourne and Down LGD | NI |
| | All usual residents: Aged 16+ years | 132455 | 1431540 |
| | Single (never married or never registered a same-sex civil partnership) Aged 16+ years | 47722 | 517393 (35.14%) |
| | Married: Aged 16+ years | 65255 | 680831 (47.56%) |
| | In a registered same-sex civil partnership: Aged 16+ years | 102 | 1243 (0.09%) |
| | Separated (but still legally married or still legally in a same-sex civil partnership): Aged | 4697 | 56911 (3.98%) |

| | 16+ years | | | | | | | | | | | | | | | | | | |
|----------------------------|---|---|--|---|------|---------------------|---|--|---|----------------------------|---------|--------------------|------------------|---------------------|------------------------|--------|------------------|------------------|--------------------|
| | Divorced or formerly in a same-sex civil partnership which is now legally dissolved | 6271 | 78074 (5.45%) | | | | | | | | | | | | | | | | |
| | Widowed or surviving partner from a same-sex civil partnership: Aged 16+ years | 8408 | 97088 (6.78%) | | | | | | | | | | | | | | | | |
| Sexual orientation | <p>Analysis of the Census 2011 indicates that between 2% and 10% of the population may be lesbian, gay or bisexual.</p> <p>There are no official statistics in relation to the number of gay, lesbian or bisexual people in Northern Ireland. However, research conducted by the HM Treasury shows that between 5% - 7% of the UK population identify themselves as gay, lesbian, bisexual or 'trans' (transsexual, transgendered and transvestite) (LGBT). This is a sizeable proportion of the population here in Northern Ireland.</p> | | | | | | | | | | | | | | | | | | |
| Men and women generally | <p>The gender profile for the Newry, Mourne and Down LGD is as follows:</p> <table border="1"> <thead> <tr> <th>LGD</th> <th>Male</th> <th>Female</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>887323</td> <td>923540</td> </tr> <tr> <td>Newry, Mourne and Down LGD</td> <td>83866</td> <td>85345</td> </tr> </tbody> </table> | | | LGD | Male | Female | Northern Ireland | 887323 | 923540 | Newry, Mourne and Down LGD | 83866 | 85345 | | | | | | | |
| LGD | Male | Female | | | | | | | | | | | | | | | | | |
| Northern Ireland | 887323 | 923540 | | | | | | | | | | | | | | | | | |
| Newry, Mourne and Down LGD | 83866 | 85345 | | | | | | | | | | | | | | | | | |
| Disability | <p>According to the 2011 Census 19.62% of people in the Newry, Mourne and Down District Council area have a long-term health problem or disability that limits their day-to-day activities;</p> <table border="1"> <thead> <tr> <th>LGD</th> <th>All usual residents</th> <th>Long-term health problem or disability: Day-to-day activities limited a lot</th> <th>Long-term health problem or disability: Day-to-day activities limited a little</th> <th>Long-term health problem or disability: Day-to-day activities not limited</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>1810863</td> <td>215232 (11.89%)</td> <td>159414 (8.8%)</td> <td>1436217 (79.31%)</td> </tr> <tr> <td>Newry, Mourne and Down</td> <td>171533</td> <td>19579 (11.4%)</td> <td>14102 (8.22%)</td> <td>135530 (79.01%)</td> </tr> </tbody> </table> <p>In Northern Ireland the profile of people with a disability is cited as follows:</p> <ul style="list-style-type: none"> • More than 1 in 5 or 21% of the population in Northern Ireland has a disability The incidence of disability is higher in Northern Ireland than any other part of the UK • 1 in 7 people in Northern Ireland have some form of hearing loss • 5,000 sign language users who use British Sign Language (BSL) and/or Irish Sign Language (ISL) | | | | LGD | All usual residents | Long-term health problem or disability: Day-to-day activities limited a lot | Long-term health problem or disability: Day-to-day activities limited a little | Long-term health problem or disability: Day-to-day activities not limited | Northern Ireland | 1810863 | 215232 (11.89%) | 159414 (8.8%) | 1436217 (79.31%) | Newry, Mourne and Down | 171533 | 19579 (11.4%) | 14102 (8.22%) | 135530 (79.01%) |
| LGD | All usual residents | Long-term health problem or disability: Day-to-day activities limited a lot | Long-term health problem or disability: Day-to-day activities limited a little | Long-term health problem or disability: Day-to-day activities not limited | | | | | | | | | | | | | | | |
| Northern Ireland | 1810863 | 215232 (11.89%) | 159414 (8.8%) | 1436217 (79.31%) | | | | | | | | | | | | | | | |
| Newry, Mourne and Down | 171533 | 19579 (11.4%) | 14102 (8.22%) | 135530 (79.01%) | | | | | | | | | | | | | | | |

| | |
|------------|--|
| | <ul style="list-style-type: none"> • In Northern Ireland there are 57,000 blind people or people with significant visual impairment • 52,000 people with learning disabilities <p>(Source: Disability Action)</p> |
| Dependants | <p>Persons with dependents may be people who have personal responsibility for the care of a child (or children), a person with a disability, and / or a dependent older person.</p> <p>There are 61,998 households in Newry, Mourne and Down, 37.5% of which have dependents. With regard to these figures, dependents are defined as those aged 0-15 years or those aged 16-18 years who are in full-time education and living with their parents or grandparents. Similar to the regional trend, the proportion of households with dependents in the District has declined from 50% in 1981 to 37.5% in 2011.</p> <p>There are 5,466 lone parent households with dependent children in Newry, Mourne and Down which equates to almost 9% of number of total households in the District and is the fourth highest in Northern Ireland, after Belfast (17,036), Derry and Strabane (6,337) and Armagh, Banbridge and Craigavon (6,337). Half of the parents in lone parent household in Newry, Mourne and Down are unemployed, almost a quarter are in full time employment and over a quarter are in part time employment. 89% of the parents in lone parent households are female compared to 11% who are male.</p> <p>In 2012, the teenage conception rate was 1.02 per 1,000 mothers, which is the third lowest in N.Ireland before Lisburn and Castlereagh and Fermanagh and Omagh.</p> |

Needs, experiences and priorities

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

| Section 75 Category | Details of needs/experiences/priorities |
|-------------------------|--|
| Religious belief | <p>In terms of access to information Council is aware that some groups will not have the same access to information as others.</p> <p>In particular:</p> <ul style="list-style-type: none"> • People with sensory, learning, communication and mobility disabilities may require printed information in other formats. • Members of ethnic minority groups, whose first language is not English. • Children and young people may not be able to fully access or understand information. |
| Political opinion | |
| Racial group | |
| Age | |
| Marital status | |
| Sexual orientation | |
| Men and women generally | |
| Disability | |
| Dependants | |
| | |

Screening Questions

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

| Section 75 category | Details of policy impact | Level of impact? Major/minor/none |
|---|--|--|
| Religious belief Political opinion Racial group Age Marital status Sexual orientation Men and women generally Disability Dependants | <p>An aim of the policy is to ensure information about our aims, objectives and services is targeted to and accessible by key stakeholders as highlighted under Section 75 of the Northern Ireland Act 1998.</p> <p>As set out within Council's approved Equality Scheme the Council is committed to ensuring the information we disseminate and the services we provide are fully accessible to all parts of the community. We keep our arrangements under review to ensure that this remains the case.</p> <p>We are aware that some groups will not have the same access to information as others.</p> <p>In particular:</p> <ul style="list-style-type: none"> • People with sensory, learning, communication and mobility disabilities may require printed information in other formats. • Members of ethnic minority groups, whose first language is not English. • Children and young people may not be able to fully access or understand information. <p>In terms of access to information to ensure equality of opportunity in accessing information, we provide information in alternative formats on request, where reasonably practicable. Where the exact request cannot be met we will ensure a reasonable alternative is provided.</p> <p>In disseminating information through the media we will seek to advertise in the press where appropriate.</p> <p>Newry, Mourne and Down District Council is committed to ensuring that</p> | Minor - positive |

| | | |
|--|---|--|
| | all of our services are fully accessible to everyone in the community across the Section 75 categories and adheres to the relevant provisions of current anti-discrimination legislation. | |
|--|---|--|

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

| Section 75 category | If Yes, provide details | If No, provide details |
|----------------------------|--------------------------------|-------------------------------|
| Religious belief | | No |
| Political opinion | | |
| Racial group | | |
| Age | | |
| Marital status | | |
| Sexual orientation | | |
| Men and women generally | | |
| Disability | | |
| Dependants | | |

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

| Good relations category | Details of policy impact | Level of impact? Major/minor/none |
|--------------------------------|---|--|
| Religious belief | No specific needs, experiences and priorities for the good relations categories have been identified in relation to the Media Policy. | None |
| Political opinion | | |
| Racial group | | |

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

| Good relations category | If Yes, provide details | If No, provide details |
|--------------------------------|--------------------------------|-------------------------------|
| Religious belief | | No |
| Political opinion | | |
| Racial group | | |

Additional considerations

Multiple identity

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

None

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

Screening Decision

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

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

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

It is recommended the Media Policy not be subject to an EQIA (with no mitigating measures required).

The reason for this decision is that the policy confirms an aim to ensure information about our aims, objectives and services will be targeted to and accessible by key stakeholders as highlighted under Section 75 of the Northern Ireland Act 1998.

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

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

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

Timetabling and prioritising EQIA

If 3. or 4, is the policy affected by timetables established by other relevant public authorities? NO

If YES, please provide details:

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

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

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

Proposed date for commencing EQIA: _____

Monitoring

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

Please detail proposed monitoring arrangements below:

The policy will be reviewed on a four-yearly basis, or sooner as necessary, to ensure that it remains up-to-date with legislation and organisational changes etc.

The policy will be implemented and monitored through Newry, Mourne and Down District Council's Media Policy Procedures (Reviewed March 2022)

Approval and Authorisation

| Screened by: | Position/Job Title | Date |
|---------------------|--------------------------------------|---------------|
| Colin Moffett | Head of Corporate Policy | 9 March 2022 |
| Approved by: | | |
| Veronica Keegan | Head of Communications and Marketing | 22 March 2022 |

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