



Equality Screening Template

Belfast Integrated Tourism Strategy 2015–20

Belfast City Council - Equality Screening Template

The Council has a statutory duty to screen all policies. Please note a policy can be written or unwritten, formal or informal. This includes our strategies, plans, policies, legislative developments; and new ways of working such as – the introduction, change or end of an existing service, grant funding arrangement or facility. Please note a policy can be written or unwritten, formal or informal.

This screening template is designed to help departments consider the likely equality impacts of their proposed decisions on different groups of customers, service users, staff and visitors.

Before carrying out an equality screening exercise it is important that you have received the necessary training. To find out about the training contact – gilmartins@belfastcity.gov.uk or dennisl@belfastcity.gov.uk

The accompanying [Screening Guidance](#) note provides straightforward advice on how to carry out equality screening exercises. Detailed information about the Section 75 equality duties¹ and what they mean in practice is available on the Equality Commission's website.

The screening template has 4 sections to complete. These are:

Section A - asks you to provide details about the policy / decision that is being screened.

Section B - has 4 key questions that require you to outline the likely impacts on equality groups, and all supporting evidence.

Section C - has 4 key questions in relation to obligations under the Disability Discrimination Order

Section D - is the formal record of the screening decision.

¹ ECNI 'Section 75 of the NI Act 1998: A Guide for Public Authorities' April 2010. www.equalityni.org

Section A

Details about the policy / decision to be screened

Title of policy / decision to be screened:-

Belfast Integrated Tourism Strategy 2015–20

Brief description of policy / decision to be screened:-

(Explain - Is this a new, revised or existing policy? Are there financial / legislative / procurement implications?)

The Belfast integrated tourism strategy is a new strategy that follows on from the previous strategy, Belfast tourism: Gateway to the future strategy which completed in March 2014.

The vision of the 2015–20 strategy is to:

Build prosperity for our community by becoming a world leader in innovative, dynamic tourism development and marketing supported by an unrivalled desire to give all our guests unique Belfast experiences.

Its overarching goal is to double the value of tourism to £870m by 2020. In 2013, the value of Belfast's visitor economy was estimated at £438.4m.

A visitor is defined as someone from outside Belfast who does not live or normally work in the city visiting it for business or leisure. The strategy's primary market is therefore people who are not normally Belfast residents. In 2012, for example, 73 per cent of tourists came from the Republic of Ireland, 22 per cent from Great Britain and 5 per cent from the rest of the world.

Other beneficiaries of the strategy include people who work in Belfast's tourism sector, which supports approximately 9,300 fulltime-equivalent jobs.

The strategy also states that tourism can be a vehicle for promoting positive images of and messages about Belfast throughout the world, enhancing its reputation as a good place to live in, work in and invest in, as well as visit.

Tourism development in Belfast is supported by four principal organisations: Belfast City Council; Tourism Northern Ireland (TNI); Tourism Ireland (TI); and Visit Belfast (VB).

The city's current strengths are identified as being a "youthful city"; having ambitious entrepreneurs; its districts (the Cathedral Quarter, Gaeltacht Quarter, Shankill Quarter, Titanic Quarter and Queen's Quarter) with unique identities that were prioritised and developed under the previous strategy; its increasingly outward and international focus; maritime heritage; and the need for a sustained positive PR strategy. This presents opportunities such as the potential to harness social enterprise; celebrating famous Belfast personalities from different fields and backgrounds; a new interpretation of the story of Belfast; and provision of Teaching English as a Foreign Language courses.

Weaknesses include lack of connectivity within the city; lack of urban sports facilities; lack of "what's on" listings; lack of robust and accurate market data; and lack of Sunday and evening economy offer. Threats include sectarianism constraining integration and cultural understanding.

Based on extensive background research, then, and to deliver on the vision, a number of outline actions plans are included in the draft strategy. These are:

1. Marketing: The strategy states that this requires greater focus and a more coordinated approach between the agencies. A key priority is increased focus on visitors aged 16 to 35, including families, and the "young at heart" market segments, which will account for 60 per cent of targeted marketing. The remaining 40 per cent is to be made up of "culturally curious", who according to TNI research, can be characterised as in the 45+ age bracket. This focus is in keeping with worldwide research which indicates that the 16 to 35 age group will increasingly dominate city tourism, and there is also a rise in intergenerational travel. Potential projects include a review of the resourcing and effectiveness of digital marketing with a view to increasing focus in line with the priority market segments; and a new system for monitoring tourist activity with a focus on hotel occupancy and social media.
2. Visitor management: VB will lead on visitor management, including the

management of the Belfast tourism information centre. There will also be actions to support the development of coach parking; tours; trails and routes across and beyond the city; and an integrated visitor pass.

3. Business tourism: The aim of this action plan is to establish Belfast's reputation as a city with a strongly differentiated approach for welcoming business tourism events.
4. Branding and city positioning: Branding creates a single, overarching narrative and a set of values for the city that enables it to be presented cohesively to external markets. The creation and delivery of a branding and city positioning strategy is a priority under this strategy.
5. Events and festivals: The action plan recommends attracting one international event to the city per year, as well as developing six unique signature events that support the city brand and target markets.
6. Corporate social responsibility: Global tourism trends highlight the need for city destinations in the western world to enhance their reputations and competitive positioning by adopting corporate social responsibility programmes whereby revenue from tourist activity is invested in local community projects or disadvantaged countries. A potential project in the Integrated Tourism Strategy is to develop a programme that creates opportunities for communities in local communities and international destinations emerging from conflict.
7. Capacity building: The strategy notes that there is a current deficit in leadership and operational skills. Potential projects aimed at developing hospitality excellence include the foundation of an international hotel school; review of existing training provision; and tailored programmes to develop leadership and encourage entry level opportunities.
8. Product development: The strategy recommends that a number of products should be developed to encourage the key market segments of young, young at heart and culturally curious to the city. These include new accommodation and products themed around urban sports; maritime tourism; the local screen industry; the story of Belfast; and "Beyond peace" or the learning and experience of emerging from conflict.

Emerging brand characteristics include "inclusive, interactive, intuitive, integrated, inspirational". As a port city, the strategy considers that this is in part due to and

recognises the positive contribution in-migration and the diversity of people, cultures and ideas have made to the city. This also underpins plans for new ways of working. Each action plan will be the responsibility of a “Task and finish group”, which will be made up of invited stakeholders. There will also be a private-sector-led think tank, to which the voluntary and community sector may also contribute. Finally, there will be greater coordination and collaboration with and between TNI, TI and VB.

Aims and objectives of the policy / decision to be screened:-

(What is the policy trying to achieve?)

- Clear positioning: understanding and expressing our unique selling points and communicating that message to key markets
- Establishing a reputation as a global leader for delivering innovative, highly satisfying tourism experience that will strengthen the emotional connections between the tourist and the city
- Making Belfast a destination of choice for increasing numbers of leisure and business tourists
- Increasing the city’s year- round appeal as a value added, high-quality leisure and business tourism destination, thus increasing visitor satisfaction, elngth if stay and expenditure
- Creating prosperity and new opportunities to improve the quality of life for all residents and securing widespread community support and recognition of the importance of tourism to the city’s economy.

All key agencies will work together to agree performance indicators and measures related to reputation management; capacity building; product development; change in perceptions; reputational management; brand awareness; and levels of corporate social responsibility, supporting the ultimate outcome of doubling the value of tourism by 2020.

On whom will the policy / decision impact?

Consider the internal and external impacts (both actual or potential)

- Staff
- Service users*
- Other public sector organisations
- Voluntary / Community groups / Trade Unions
- Others, please specify: businesses

* NB These will primarily be visitors from outside the Belfast City Council area.

Are there linkages to other Agencies/ Departments?

Internal:

Economic Development Unit

Events Unit

Parks and Leisure Department

Sports

Urban Development Unit

Waterfront Hall, Ulster Hall, City Hall, Belfast Zoo and other venues and visitor attractions

External:

While the number of central government departments will be reduced and their functions realigned, there are currently seven departments with an interest in tourism:

Department of Agriculture

Department of Culture, Arts and Leisure

Department of Education and Learning

Department of Enterprise, Trade and Investment

Department of Environment

Department for Regional Development

Department for Social Development

Other sectors and organisations include:

Tourism Northern Ireland

Visit Belfast

Tourism Ireland

Tourism and hospitality sectors

Cultural and creative industries sectors

Events and festivals, including Belfast Festivals Forum

Belfast partnership boards

Section B

1. Outline consultation process achieved or planned

The Integrated Tourism Strategy was developed by Terry Stevens Associates. Stevens undertook extensive pre-consultation and spoke to over 200 stakeholders from the public, private and third sectors. This included one-to-one meetings, focus groups and public meetings. Belfast City Council staff also attended a consultation between members of the deaf community and various key visitor attractions on 27 February 2014.

In May 2014, the council's Tourism, Culture and Arts Unit briefed the Equality Consultative Forum on the development of the draft Integrated Tourism Strategy, with further information and minutes circulated to approximately 40 members representing section 75 dimensions across the city.

The draft strategy was approved by Belfast City Council shadow Council, which is made up of elected councillors from nine different political backgrounds from different S75 groups, on 8 December 2014.

There was then a 12-week public consultation. The strategy was published on the Council website, www.belfastcity.gov.uk, and consultees were asked to respond to a questionnaire that sought views on the direction, goals, visions and actions proposed in the draft strategy. The consultation closed on 27 April and four responses were received from Audiences NI, National Museums Northern Ireland, People 1st and Titanic Foundation Ltd.

There was broad support from the respondents for the vision, themes, goals and overall strategy. Respondents were keen to see greater integration of activities across the key tourism organisations in the city and also closer working between different sectors. Respondents were also keen to see current assets in the city utilized to the fullest.

Once the strategy is approved by the Council, actions in continue to be designed and delivered in consultation and collaboration with different stakeholders.

2. Available evidence

What evidence / information (both qualitative and quantitative) have you gathered to inform this policy? Set out all evidence below to help inform your screening assessment. Please note: It is important to record information gathered from a variety of sources such as:

- *Monitoring information*
- *Complaints*
- *Research /surveys*
- *Consultation exercise and other public authorities*

A general note on evidence

Section 75 of the Northern Ireland Act requires public authorities to have due regard to equal opportunities and good relations when carrying out their functions. In Belfast, the main public sector agencies involved are Belfast City Council, VB, TNI and TI. However, visitors are, by definition, not from outside the public authorities' usual area of influence. Public authorities do not therefore record all section 75 data relating to their visitors. More useful to the industry aim of attracting more visitors is data relating to market segmentation, some of which corresponds to section 75 data, such as age and travelling companions (which may reflect dependency and marital status). In Belfast, the majority of visitors who stay in the city, stay for one night, and Belfast City Council's functions are carried out predominantly within its boundaries and for the benefit of its usual residents.

The tourism sector is also largely made up of private sector organisations, for which the NI Census of Employment records the proportion of employees by gender.

Further consideration of section 75

The draft Integrated Tourism Strategy is a top-line strategy outlining priorities and actions to successfully develop tourism in Belfast. Actual actions and initiatives that are developed out of the strategy will be equality screened in line with Belfast City Council policy. Actions and initiatives will be designed and delivered by collaborative groups, and these should be representative of a range of different voices and concerns, including section 75.

Section 75 category	Details of evidence / information and engagement
Religious belief	<p>The 2011 Census indicates that 48.8 per cent of Belfast residents are from a Catholic community background and 42.5 per cent are from a Protestant community background.</p> <p>Visitors to Belfast come from a diverse range of countries which may encompass a range of religions.</p> <p>Once in the city, Belfast is home to a diverse range of civic and religious celebrations that may traditionally be associated with a particular religious belief, and that are welcoming and inclusive of all. These include Belfast Mela, Diwali, Holi, Chinese New Year, St Patrick’s Day and Orangfest.</p> <p>Travel guides agree that Belfast is a generally welcoming city to visit. Lonely Planet, for example, states that “Even at the height of the Troubles, Belfast wasn’t a particularly dangerous city for tourists, and today you’re less at risk from crime here than you are in London.” It further recognises that there has been a concerted efforts in recent years to re-brand the Twelfth of July parades as a more cultural and family-friendly celebration.</p>
Political opinion	<p>Sixty councillors were elected to Belfast City Council in May 2014. This is made up of 19 seats held by Sinn Féin; 13 by the Democratic Unionist Party; 8 Alliance; 7 Social Democratic and Labour Party; 7 Ulster Unionist Party; 3 Progressive Unionist Party; 1 Green Party; 1 People Before Profit Alliance; and 1 Traditional Unionist Voice. The balance of power is therefore shared, and the draft Integrated Tourism Strategy has been agreed to by all the political parties.</p> <p>The draft Integrated Tourism Strategy acknowledges that ongoing sporadic civil unrest is a barrier to tourists. However, much media increasingly reports on Belfast as a harmonious and welcoming place to visit, which is also reflected in respected travel guides such as the Lonely Planet and Rough Guide. The former further recognises concerted efforts in recent years to re-brand the Twelfth of July parades as a more cultural</p>

	<p>and family-friendly celebration, while St Patrick’s Day continues to be enjoyed by residents and visitors from different political and religious backgrounds.</p> <p>Belfast City Council has a number of quarters or “local tourism destinations” which the council’s previous tourism strategy, Gateway to the future, endeavoured to develop. These include areas where the population experienced high levels of segregation and/or the “brand” of the area could be strongly identified with one side of the political spectrum, such as the Shankill and the Gaeltacht quarters. The new strategy acknowledges the importance of these developments, and now seeks to align them with the over all brand.</p> <p>Lonely Planet conveys Belfast to be a welcoming city, stating that “Even at the height of the Troubles, Belfast wasn’t a particularly dangerous city for tourists, and today you’re less at risk from crime here than you are in London.” It further recognises that there has been a concerted effort in recent years to re-brand the Twelfth of July parades as a more cultural and family-friendly celebration.</p>
Racial group	<p>On 1 April 2015, Belfast City Council boundaries extended to include 53,000 residents from the former Lisburn, Castlereagh and North Down councils. The 2011 Census shows that there is a higher than average proportion of people from a black and minority ethnic background in the old Belfast City Council area: 3.64 per cent compared with 1.79 per cent in Northern Ireland. The largest minority ethnic communities are the Chinese community (0.79 per cent) and the Indian community (0.78 per cent).</p> <p>The three new areas to Belfast have broadly similar proportions across all ethnic groups. However, North Down has a higher percentage of people from the Indian community at 2.6 per cent.</p> <p>The majority of visitors to Belfast are white Caucasian. Tourism Ireland’s 2012 Facts and Figures cover the island of Ireland. The countries where visitors from outside Ireland and Great Britain most frequently come from are the United States (12 per cent), Germany (6 per cent) and France (5 per cent). The draft Integrated Tourism Strategy proposes concentrating</p>

	<p>marketing in countries with direct air access to Belfast, which are largely in Ireland, Great Britain and Europe.</p> <p>Once in the city, Belfast has a calendar of diverse cultural festivals and events, including Belfast Mela, Diwali and Samhain, Holi, Chinese New Year and Polish Cultural Week.</p> <p>Under the previous Belfast City Council tourism strategy, Gateway to the future, the council delivered World Host training to develop good customer service. This included a target to train 50 per cent of Belfast City Council public-facing staff. Participants were signposted to further training, which included the Service across cultures course.</p> <p>English is the universal tourism language. However, some tourism services, such as Visit Belfast, have endeavoured to produce material in a range of languages and have staff fluent in different languages.</p> <p>The Rough Guide to Ireland states that while there is the possibility of experiencing racism in NI, particularly in Belfast and directed towards the Chinese and other Asian communities, tourists are rarely the victim of assaults.</p>
Age	<p>Belfast has a lower percentage of young people (aged under 16) than the NI average at 18.61 per cent and 20.95 per cent respectively. It has almost exactly the same percentage of older people (aged over 65), 14.55 per cent, as all of NI. Population projections indicate that the percentage of young people is likely to fall, and the percentage of older people likely to rise.</p> <p>Among the new areas, Lisburn has a younger population compared to the Belfast average, while Castlereagh has a higher than average proportion of people aged over 60.</p> <p>Belfast does, however, have a large student population with two universities and a further education college.</p> <p>In 2014, Belfast was the first city in NI to join the World Health Organisation's Global Network of Age-friendly Cities. An age-friendly city is one in which organisations work together to make sure the quality of life</p>

	<p>for people is enhanced as they age. Belfast City Council is part of the Healthy Ageing Strategic Partnership, working with older people to ensure Belfast is changing to meet the needs and desires of older people.</p> <p>According to Tourism Ireland’s 2012 GB Market Profile (the largest market for Belfast outside Ireland), children and young people under 25 make up 15 per cent of the market share; those aged 55 and over make up 29 per cent of the market.</p> <p>The draft Integrated Tourism Strategy points to research that identifies that young people will increasingly dominate the global travel market. There has also been a rise in intergenerational travel.</p>
Marital status	<p>The 2011 Census indicates that of those residents aged over 16 in the new Belfast City Council area, 35.6 per cent are married; 45.3 per cent are single; 0.1 per cent are in a civil partnership; 5.4 per cent are separated; 6.2 per cent are divorced/civil partnership dissolved; and 7.5 per cent are widowed/surviving partner.</p> <p>According to Tourism Ireland’s 2012 GB Market Profile, 25 per cent of visitors to Ireland travel alone; 38 per cent as part of a couple; and 14 per cent with family.</p> <p>Belfast City Council’s Tourism Monitor shows that 60 per cent of conference delegates would recommend Belfast to family or friends, as would 62 per cent of business visitors and 91 per cent of cruise ship visitors.</p> <p>No travel guides indicate that single travelers are likely to encounter any problems in Belfast.</p>
Sexual orientation	<p>The Rainbow project estimates that, on the basis of national and international research, 1 in 10 people in NI would not identify as being heterosexual.</p> <p>The Rough Guide states that while there have been advances in equality, attitudes to gay and lesbian travellers “remain largely discriminatory amongst the general population (especially Northern Irish Protestants)”.</p>

	<p>However, it does positively reference the gay nightlife scene in Belfast.</p> <p>Lonely Planet states that “Ireland is pretty tolerant” and Belfast has a well-established gay scene, which Great Breaks Belfast also describes as “increasingly visible”. This includes festivals such as Belfast Pride, now entering its twenty-fifth year, and Outburst Queer Arts Festival. The www.gaybelfast.net website includes event listings and travel advice for visitors to the city.</p>
<p>Men & women generally</p>	<p>51.9 per cent of Belfast residents are female. This is slightly higher than the NI-wide figure of 51 per cent, and the gender split after the council boundary changes will remain approximately the same.</p> <p>Statistics from the NI Census of Employment 2011 indicate that the tourism sector employs a slightly higher percentage of women than men at 53.4 and 46.6 per cent respectively, which is only slightly higher than the non-tourism employment rate (52.5 and 47.5 per cent respectively).</p> <p>The Rough Guide states that the island of Ireland is very progressive in terms of gender equality, and both the Rough Guide and Lonely Planet state that female travellers are unlikely to encounter any problems.</p>
<p>Disability</p>	<p>The 2011 Census showed that 14.4 per cent of Belfast residents have a disability or long-term health problem, which is slightly higher than the NI average of 11.9 per cent.</p> <p>Under the previous Belfast City Council tourism strategy, Gateway to the future, the council delivered World Host training to develop good customer service. This included a target to train 50 per cent of Belfast City Council public-facing staff. Participants were signposted to further training, which included the Customers with disabilities course.</p> <p>A number of venues across Belfast, including key attractions such as Titanic Belfast, Visit Belfast, City Hall, Waterfront Hall, the Grand Opera House and Lyric Theatre, aim to increase their accessibility and service to people with disabilities through disabled user steering groups; staff training; companion tickets; and Arts and disability charter mark</p>

	<p>accreditation, among other initiatives.</p> <p>Fourteen out of 15 public toilets in Belfast are accessible. All public sector and publicly funded organisations, including tourism information centres, provide information in alternative formats where practicable. In recent years, Belfast has also developed two new festivals, the Bounce! Arts Festival and Disability Pride.</p> <p>According to the Rough Guide, facilities for disabled travellers are generally poor. However, Great Belfast Breaks acknowledges the collaboration between the public sector and the Disabled Go website, which Belfast City Council supports. Disabled Go provides reliable information to disabled travellers, including peer reviewed accommodation and visitor attractions, and there is a target in the council’s Disability Strategy and Action Plan to ensure that all council facilities are listed and information is kept up to date.</p>
<p>Dependants</p>	<p>On Census Day 2011, 29.74 per cent of households in Belfast included dependent children compared with the NI average of 33.85 per cent. In Belfast, this included 12.09 per cent of households consisting of a lone parent and a dependent child or children, compared with the NI average of 9.13 per cent. The NI Census of Employment 2011 indicates that there is a higher-rate of part-time employment in the tourism sector than there is in non-tourism sectors, which may mean it is a more flexible career for people with dependents. According to Tourism Ireland’s 2012 GB Market Profile, 25 per cent of visitors to Ireland travel alone; 38 per cent as part of a couple; 14 per cent with family, and 23 per cent with “other adult party”.</p> <p>Belfast City Council’s Tourism Monitor shows that 60 per cent of conference delegates would recommend Belfast to family or friends, as would 62 per cent of business visitors and 91 per cent of cruise ship visitors.</p> <p>The Rough Guide states that children are generally welcome in Ireland, with baby supplies readily available, although few attractions are designed primarily with children in mind.</p>

3. What is the likely impact (indicate if the policy impact is positive or negative) on equality of opportunity for those affected by this policy, for each of the Section 75 equality categories? What is the level of impact?

Section 75 category	Likely impact?	Level of impact? Minor/Major/None
Religious belief	The religious make up of visitors to the city and people working in the tourism sector is not known. It is not considered that the draft strategy has any impact relevant to the equality of opportunity of this group. However, as the brand and other actions and initiatives, such as maritime tourism, the story of Belfast and “Beyond peace”, are further developed, the council must ensure that these remain inclusive of people of different religious beliefs to ensure that there is no differential impact.	None
Political opinion	The political make up of visitors to the city and people working in the tourism sector is not known. It is not considered that the draft strategy has any impact relevant to the equality of opportunity of this group. As the brand and other actions and initiatives, such as maritime tourism, the story of Belfast and “Beyond peace”, are further developed, the council must ensure that these remain inclusive of people of different political opinions to ensure that there is no differential impact.	None
Racial group	The majority of visitors to Belfast are white Caucasian. The racial group make up of employees in the tourism sector is not known, but likely to reflect the general population of Belfast, and skills development and training opportunities are more likely to have a positive impact on people from a white Caucasian background. However, the draft Integrated Tourism Strategy positively acknowledges the contribution that in-migration and	Minor

	<p>people from different cultural backgrounds have made to the city. If this continues to be reflected in the emerging city brand, there is the potential for minor positive impact relevant to the equality of opportunity for people from different racial groups.</p>	
Age	<p>The age of visitors to the city and employees in its tourism sector are not known. The draft Integrated Cultural Strategy prioritises attracting young people and “the young at heart” (60 per cent of targeted initiatives) and the culturally curious aged 45 and over (40 per cent) to the city. This is in keeping with global travel trends and considered necessary to achieving the strategic goal of doubling the value of tourism. The council must ensure when further developing action plans under the strategy that this does not correspond to an impact on equal opportunities for Belfast residents of different age. Entry-level training opportunities should also be inclusive of all ages.</p>	Minor
Marital status	<p>The marital status of visitors to the city or of employees in the tourism sector is not known. While initiatives to improve the visitor experience will have a generally positive impact, it is not considered that there is any impact relevant to this group.</p>	None
Sexual orientation	<p>The sexual orientation of visitors to the city or of employees in the tourism sector is not known. While initiatives to improve the visitor experience will have a generally positive impact, it is not considered that there is any impact relevant to this group.</p>	None

Men and women generally	Slightly more women than men work in the tourism sector in keeping with non-tourism sector trends. The draft Integrated Tourism Strategy contains actions to support training and skills development in the sector. Women are therefore slightly more likely to benefit from these initiatives.	Minor
Disability	It is not known how many visitors to the city or employees in the tourism sector are disabled people. A number of initiatives to support visitor management, such as coach parking and tours, trails and routes across the city, have the potential to positively impact on equality of opportunity for both visitors and residents with disabilities. Any review of marketing and communication platforms should also be cognisant of the needs for people with different disabilities. New signature festivals and visitor attractions should also be inclusive and accessible.	Minor
Dependants	It is not known how many visitors to the city or employees in the tourism sector have dependents. The draft Integrated Tourism Strategy includes targets to prioritise young people, including families, which may also benefit Belfast residents. There may therefore be opportunities to impact positively on equality of opportunity people with dependent children.	Minor

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

Section 75 category	If Yes, provide details	If No, provide reasons
Religious belief	Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general.	
Political opinion	Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general.	
Racial group	The draft Integrated Tourism Strategy positively acknowledges the contribution that in-migration and people from different cultural backgrounds have made to the city. This should be reflected in the city brand to show Belfast as an inclusive, welcoming and diverse city.	
Age	The draft Integrated Tourism Strategy acknowledges that people of any age can be "young at heart", and the city brand and tourism publicity can be an opportunity to promote both positive images of ageing and Belfast as an age-friendly city.	
Marital status	Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general.	
Sexual	A positive and inclusive brand for Belfast could	

orientation	support the promotion of Belfast as a gay-friendly city.	
Men and women generally	Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general.	
Disability	A number of initiatives to support visitor management, such as coach parking and tours, trails and routes across the city, have the potential to promote equality of opportunity for both visitors and residents with disabilities. Any review of marketing and communication platforms should be inclusive of and respond to the needs of people with different disabilities. New signature festivals and visitor attractions should also be inclusive and accessible.	
Dependants	Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general.	

5. To what extent is the policy likely to impact (positive or negatively)on good relations between people of different religious belief, political opinion or racial group? What is the level of impact?

Good relations category	Likely impact?	Level of impact? Minor/Major/None
Religious belief	The religious make up of visitors to the city and people working in the tourism sector is not known. However, tourism can be a vehicle to promote positive messages about Belfast, including that it is an inclusive city, which is one of the draft Integrated	Minor

	<p>Tourism Strategy emerging brand characteristics.</p> <p>There is therefore potential for minor positive impact on good relations between this group generally. As the brand and other actions and initiatives, such as maritime tourism, the story of Belfast and “Beyond peace”, are further developed, the council must ensure that these remain inclusive of people of different religious beliefs to ensure that there is no differential impact.</p>	
Political opinion	<p>The political make up of visitors to the city and people working in the tourism sector is not known.</p> <p>However, tourism can be a vehicle to promote positive messages about Belfast, including that it is an inclusive city, which is one of the draft Integrated Tourism Strategy emerging brand characteristics.</p> <p>There is therefore potential for minor positive impact on this group generally. As the brand and other actions and initiatives, such as maritime tourism, the story of Belfast and “Beyond peace”, are further developed, the council must ensure that these remain inclusive of people of different political opinions to ensure that there is no differential impact.</p>	Minor
Racial group	<p>The draft Integrated Tourism Strategy positively acknowledges the contribution that in-migration and people from different cultural backgrounds have made to the city. If this continues to be reflected in the emerging city brand, there is the potential for minor positive impact on good relations between people from different racial groups.</p>	Minor

6. 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 reasons
Religious belief	<p>The religious make up of visitors to the city and people working in the tourism sector is not known. However, tourism can be a vehicle to promote positive messages about Belfast, including that it is an inclusive city, which is one of the draft Integrated Tourism Strategy emerging brand characteristics. The brand and other actions and initiatives emerging from the draft strategy should help promote Belfast as an inclusive, welcoming and diverse city.</p>	
Political opinion	<p>The political opinion of visitors to the city and people working in the tourism sector is not known. However, tourism can be a vehicle to promote positive messages about Belfast, including that it is an inclusive city, which is one of the draft Integrated Tourism Strategy emerging brand characteristics. The brand and other actions and initiatives emerging from the draft strategy should help promote Belfast as an inclusive, welcoming and diverse city.</p>	
Racial group	<p>The draft Integrated Tourism Strategy positively acknowledges the contribution that in-migration and people from different cultural backgrounds have made to the city. This should be reflected in the city brand to show Belfast as an inclusive, welcoming and diverse city.</p>	

7. Multiple Identities

Provide details of data on the impact of the policy on people with multiple identities.

Specify relevant Section 75 categories concerned.

Initiatives to improve the visitor experience will have a generally positive impact, and increasing the value of tourism will help strengthen Belfast's economy and improve quality of life in general. No specific impacts have been identified on people with multiple identities.

Section C

Belfast City Council also has legislative obligations to meet under the [Disability Discrimination Order](#) and Questions 5 -6 relate to these two areas.

Consideration of Disability Duties

- 8 Does this proposed policy / decision provide an opportunity for the Council to better promote positive attitudes towards disabled people?**

Explain your assessment in full

There are a number of initiatives in the draft strategy which may increase opportunities for disabled people, making disabled people more visible and, in turn, creating a positive image of disabled people as part of society.

- 9. Does this proposed policy / decision provide an opportunity to actively increase the participation by disabled people in public life?**

A number of initiatives to support visitor management, such as coach parking and tours, trails and routes across the city, have the potential to increase participation by disabled people. Any review of marketing and communication platforms should be inclusive of and respond to the needs of people with different disabilities. New signature festivals and visitor attractions should also be inclusive and accessible.

Monitoring Arrangements

Section 75 places a requirement the Council to have equality monitoring arrangements in place in order to assess the impact of policies and services etc; and to help identify barriers to fair participation and to better promote equality of opportunity.

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

Equality	Good Relations	Disability Duties
Measures and indicators will be further developed to support each action and initiative under the Integrated Tourism Strategy.	Measures and indicators will be further developed to support each action and initiative under the Integrated Tourism Strategy.	Measures and indicators will be further developed to support each action and initiative under the Integrated Tourism Strategy.

Section D

Formal Record of Screening Decision

Title of Proposed Policy / Decision being screened

Integrated Tourism Strategy

I can confirm that the proposed policy / decision has been screened for –

<input checked="" type="checkbox"/>	Equality of opportunity and good relations
<input checked="" type="checkbox"/>	Disabilities duties

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

****place an X in the appropriate box below***

<input type="checkbox"/>	*Screened In – Necessary to conduct a full EQIA
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<input checked="" type="checkbox"/>	<p>*Screened Out – No EQIA necessary (no impacts)</p> <p>Provide a brief note here to explain how this decision was reached:</p> <p>The draft Integrated Tourism Strategy is a top-line strategy outlining priorities and actions to successfully develop tourism in Belfast. It is likely to improve Belfast's economy and quality of life and be generally beneficial to all Belfast residents. Actual actions and initiatives that are developed out of the strategy will be equality screened in line with Belfast City Council policy. Actions and initiatives will be designed and delivered by collaborative groups, and these should be representative of a range of different voices and concerns, including section 75.</p>
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<input type="checkbox"/>	<p>* Screened Out - Mitigating Actions (minor impacts)</p> <ul style="list-style-type: none"> • Provide a brief note here to explain how this decision was reached: • Explain what mitigating actions and / or policy changes will now be introduced:
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Formal Record of Screening Decision (cont)

Screening assessment completed by (Officer level) -

Name: Janice Smith

Date: 7 May 2015

Department: Development

Signature: please insert a scanned image of your signature below

Screening decision approved by -

Name: Brian Johnston

Date: 7 May 2015

Department / Job Title: Tourism, Culture and Arts Development Manager

Signature: please insert a scanned image of your signature below

Please save the final version of the completed screening form and forward to the Equality and Diversity Officer – gilmartins@belfastcity.gov.uk or dennisl@belfastcity.gov.uk . The screening form will be placed on the BCC website and a link provided to the Council's Section 75 consultees.

For more information about equality screening contact –

Stella Gilmartin / Lorraine Dennis

Equality & Diversity Officer (job-share)

Belfast City Council

City Hall

Belfast

BT1 5GS

Telephone: 028 90270511

gilmartins@belfastcity.gov.uk or dennisl@belfastcity.gov.uk