

Tourism Northern Ireland



Public Authority Statutory Equality and Good Relations Duties Annual Progress Report

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Documents published relating to our Equality Scheme can be found at:

<https://tourismni.com/about-us/equality/equality-scheme/>

Signature:



This report has been prepared using a template circulated by the Equality Commission.

It presents our progress in fulfilling our statutory equality and good relations duties, and implementing Equality Scheme commitments and Disability Action Plans.

This report reflects progress made between 01 April 2019 and 31 March 2020.

PART A – Section 75 of the Northern Ireland Act 1998 and Equality Scheme

Section 1: Equality and good relations outcomes, impacts and good practice

- 1 In 2019-20, please provide **examples** of key policy/service delivery developments made by the public authority in this reporting period to better promote equality of opportunity and good relations; and the outcomes and improvements achieved.

Please relate these to the implementation of your statutory equality and good relations duties and Equality Scheme where appropriate.

Tourist Industry Scheme (TIS):

Tourism NI provides funding support for capital development based projects through the Tourist Industry Scheme (TIS). Between 1 April 2019 and 31 March 2020, Tourism NI supported a range of TIS projects throughout Northern Ireland (**See Table 1 below**).

Tourism NI's Tourist Industry Scheme (TIS) funded projects aim to promote equality of opportunity between all of the Section 75 Groups.

Projects assisted by Tourism NI also aim to promote good relations between persons of different religious belief, political opinion or racial group (including all minority ethnic groups) all of whom can enjoy the benefits offered by the investment in our tourism infrastructure, tourist amenities, visitor attractions and visitor experiences equally.

Tourism NI's monitoring of their programmes from application stage through to project completion. S75 is included as a standard element within all capital programme guidelines. As part of the application process, applicants must outline how their project will meet S75 duties. This element of the application form is an assessed criteria on which applicants are scored. S75 is also an integral part of the monitored conditions within Tourism NI's Letter of Offer to successful applicants.

Table 1: Tourist Industry Scheme (TIS) Projects 2019/20:

Project Name
The Provision of a new Visitor Information / Experience Facility in Derry City Centre
Share Discovery Village Website Improvement Programme
Finn Valley Cottages Website improvement 2020
Development of The Gobbins Cliff Path website
Life Adventure Centre
Allen's Tours -Website Improvement
An Creagán Website Experience Development
Belleek Visitor Centre Website redevelopment
Saint Patrick Centre Website Improvement Programme

Belfast Hidden Tours – E7 – Website Improvement Project 2020
Eden Pottery Activity Website re-design
Mobile Team Adventure Website Improvement
Colin Glen Tourism Website
Glenshane Country Farm
Erne Water Taxi Website
Laurel Villa Tours Website Improvement
Tours of Derry - Website Improvement Programme 2019-2020
Far and Wild 2020 Website
Wee Buns Website Improvement
Taste and Tour Website Improvement
Lough Neagh Tours Web Portal
Walk the Mourne Website improvement
Todds Leap Website Improvement project
Aquaholics website update

The Provision of a new Visitor Information / Experience Facility in Derry City Centre

The new Visitor Information Facility is operated by Visit Derry. As an organisation, they adhere to Derry and Strabane District Council's S75 policy. Visit Derry is a registered business for Every Customer Counts (Equality Commission for NI).

A full access and inclusion audit was undertaken in advance of the project design by About Access. The new facility is continually audited to ensure continued compliance. Implementation of interpretation, consideration of text and imaging both in the facility and on associated websites are monitored to ensure S75 compliance is ongoing.

Website Improvement Programme 2019-20

A total of 23 projects were assisted under the Website Improvement Programme. The Programme Aim was to improve the attractiveness of the Northern Ireland experience by improving the websites of experience providers in order to support tourism visitor experience providers to be competitive on a global tourism stage.

A key objective within the Programme was to improve the quality of online content across a range of tourism experience providers in Northern Ireland. The rationale was to ensure that individual websites were optimised to create consistent messaging and positive first impressions, retain interest, enhance engagement on the site and, ultimately, to drive enquiries and revenue.

The enhanced websites have particular regard to the choice and use of language used. This includes the use of specific terminologies and the provision of a balanced perspective and diverse perspective for any website narrative provided. Imagery on the websites has been carefully chosen to ensure that visitors from different groups will feel welcome and included. Target groups are illustrated on websites by the diversity of images used. In some cases, a translation tab has also been utilised to

welcome those who speak a different language. Colour schemes have also been taken into consideration to ensure that they do not exclude any individual. In some cases, applicants have also provided a link to their Equality Policy or Mission within their website to reinforce the holistic and inclusive nature of the developed websites. All websites are monitored on an ongoing basis by the applicant to ensure that they remain compliant with S75.

Tourism Event Funding Programme 2019/20:

Tourism NI's International Tourism Events Fund for 2019/20 supported 12 homegrown international tourism events occurring between 1 April 2019 and 31 March 2020 (**See Table 1 below**).

Tourism NI's National Tourism Events Sponsorship Scheme for 2019/20 supported 43 homegrown national tourism events occurring between 1 April 2019 and 31 March 2020 (**See Table 2 below**).

A small number of tourism events also received financial support for 2019/20 through the Taste the Island Tourism Events Scheme 2019/20 (**See Table 3 below**).

Applications for funding were scored against 9 key criteria, which were selected for relevance to the delivery of the 'Events Strategic Vision to 2020'. One of the criteria is:

Criterion 9: Equality of Opportunity & Accessibility (the section below (*italics*) is communicated to Events Fund applicants):

"Section 75 of the Northern Ireland Act (1998) requires businesses (in the events industry, event organisers) to pay due regard to the need to promote equality of opportunity for the following groups:

- *Between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation*
- *Between men and women generally*
- *Between persons with a disability and persons without*
- *Between persons with dependents and persons without.*

Please include within your business plan the Equality of Opportunity and Accessibility Plan for your event. It is not sufficient to state that the venue where an event is taking place already complies with the requirements of section 75 of the Northern Ireland Act (1998).

You must provide a clear rationale as to how you engage with this section. Event organisers must also consider promoting good relations between persons of different religious belief, political opinion and racial group.

Specific pieces of legislation such as the Sex Discrimination (NI) Orders 1976 and 1988, the fair employments (NI) acts 1976 and 1989, the disability discrimination act 1995 and the race relations (NI) order 1997 all describe legislation which will be relevant to

event organisers, especially with regard to paid employment, volunteer programmes and access to events”.

NOTE: In 2019/20, all applicants were asked to address the above criteria in their Event Business Plan.

Table 1: International Tourism Events Fund 2019/20:

Event:
Arts Over Borders 2019
August Feile 2019
Belfast International Arts Festival 2019
Belfast Titanic Maritime Festival 2019
Cathedral Quarter Arts Festival 2019
Derry International Halloween Festival 2019
Friendship Four 2019
ISPS Handa World Invitational Men & Women 2019
North West 200 Races 2019
Open House Festival 2019
SuperCup NI 2019
Ulster Grand Prix 2019

Arts Over Borders:

Arts Over Borders is a month long, multi-arts bio-festival celebrating three major writers across four Northern Ireland locations (Fermanagh, Tyrone, Derry and Antrim). The AOB festival proposes to offer a blend of cultural tourism with destination arts through a cluster model approach. The AOB festival offers strong international appeal through its unique and authentic proposition celebrating the life and works of some of Northern Ireland’s literary greats.

August Feile:

Féile an Phobail is based in West Belfast and provides a programme of arts, cultural and community-based activities throughout the year with its flagship festival, with the August Féile being the highlight of its calendar. Féile an Phobail offer an increasing number of specialist festivals throughout the year; Draíocht, an arts festival for children and young people takes over the Halloween festivities and Féile an Earraigh that celebrates Irish and Celtic art and culture, music and language which takes place in Spring.

Belfast International Arts Festival:

Belfast International Arts Festival, formerly known as Belfast Festival at Queen’s, is the city’s longest running international arts event. The event covers theatre, dance, classical and roots music, visual, film and digital arts and literature accompanied by outreach and education events. It takes place every October in venues and locations across Belfast. The mission of Belfast International Arts Festival is to be the

preeminent, progressive international arts event within Northern Ireland, actively engaging both global and local communities in the richness and diversity of contemporary arts practice.

Belfast Titanic Maritime Festival:

The Belfast Titanic Maritime Festival is a weekend full of maritime-themed activities. The annual event features Tall Ships, Naval vessels, street theatre, live music, arts and crafts, face painting, displays and other family-friendly activities.

Cathedral Quarter Arts Festival:

The Cathedral Quarter Arts Festival (CQAF) is an annual festival of music, comedy, theatre, art and literature that takes place in Belfast, Northern Ireland. Founded in 1999, the Cathedral Quarter Arts Festival has quickly established itself as one of the most vibrant and dynamic arts festivals on these islands with a broad-ranging programme that focuses on younger, less mainstream and less traditional arts attenders as well as music, comedy and literature fans from right across the social spectrum. Based in the city's Cathedral Quarter, the Festival uses centrally located, accessible and often-unorthodox venues to present events and performances in a way that is social, celebratory and enjoyable. The Festival has a strong commitment to providing a platform for local artists and arts organisations.

Derry International Halloween Festival:

Derry International Halloween Festival Celebrations are renowned worldwide, voted Number One Halloween Destination in the World by USA Today and in the Top 6 Halloween Destination by the New York Times. As Halloween has its origins in the Irish and Celtic tradition of Samhain, there is a significant opportunity for Northern Ireland to claim authentic ownership of Halloween and to tell the story of Halloween to a global audience. Created by the people of the City 32 years ago, the festival enjoys mass support from local people, arts, cultural, business and tourism initiatives from across the Region and continues to support the development of new, innovative and imaginative festivals and participative events year on year. Staged across the October Mid Term that engages with a broad audience, promoting Northern Ireland as the premier destination for a Halloween break.

Friendship Four:

The NI and USA Ice Hockey celebration of Friendship and Thanksgiving, held in the SSE Arena, Belfast. The top 4 NCAA (National Collegiate Athletic Association) Division 1 teams travel from Boston, USA to compete for the much acclaimed NI 'Belpot' trophy. Union College, Yale University, Boston University and University of Connecticut have previously participated in the event. with live television coverage in USA and Canada, the games have reached over 150 million homes.

ISPS Handa World Invitational Men & Women:

Previously known as the Northern Ireland Open, this event is Northern Ireland's homegrown national annual professional golf tournament and has been on the European Challenge Tour schedule since 2013. Prior to 2013, the NI Open featured on the PGA Europro Tour (2010-2012). Recognised on the world stage, the World

Invitational enjoys a global reach and is one of the most inclusive tournaments in world golf where men and women compete for the same level of prize money.

North West 200 Races:

The International North West 200 is Ireland's largest outdoor sporting event. In 1964, the North West 200 event was handed over to the Coleraine & District Motor Club, which continues to run the event today. In 2007, around two million people logged on from nearly every part of the world to watch what has become Ireland's largest sporting event and one of the world's fastest road races.

Open House Festival:

The Open House Festival is an annual arts and culture event held during the month of August in the seaside town of Bangor. The Festival covers a range of creative genres including music, film, theatre, literature, poetry, spoken word, visual arts, comedy, talks, tours, food, and drink, drawing on local themes for inspiration. The Festival's eclectic programme seeks to showcase high-quality musicians, artists, performers, writers, chefs and artisan producers from NI and abroad. The Festival has historically included a mixture of paid and free-to-attend events.

SuperCup NI:

Super Cup NI, formerly known as the Northern Ireland Youth Soccer Tournament and the Dale Farm Milk Cup, is an annual international youth football tournament. The cup matches are mainly played in the North Coast area, taking place in the towns of Portrush, Portstewart, Castlerock, Limavady, Coleraine, Ballymoney, Ballymena and Broughshane.

Ulster Grand Prix:

The UGP was established in 1922 and is a home-grown and authentically NI special interest group sporting event. The event runs a week-long festival programme. The event has a strong international visitor and participant representation. An independent economic appraisal in 2017 found that 48% of the spectators were out of state visitors. Organisers have developed plans to review the Bike Week festival to include new events and family activities.

Table 2: Tourism Events Sponsorship Scheme 2019/20:

Event:
Airwaves Portrush 2019
Armagh Food & Cider Festival 2019
Armagh Georgian Festival 2019
Armoy Road Races 2019
AVA Festival & Conference 2019
Balmoral Show 2019
Belfast Children's Festival 2020

PART A

Belfast Film Festival 2019
Belfast Mela 2019
Belfast Photo Festival 2019
Belfast Tattoo 2019
Belfast Trad Fest 2019
Bluegrass Festival 2019
Carnival of Colours 2019
Cinemagic International Television & Film Festival 2019
City of Derry International Choral Festival 2019
City of Derry Jazz and Big Band Festival 2019
CS Lewis Festival 2019
Culture Night Belfast 2019
Dalriada Festival 2019
Festival of Flight 2019
Festival of Fools 2019
Footsteps in the Forest 2019
Friends Goodwill Music Festival 2019
Giants Causeway Coast Sportive 2019
Home of St Patrick Festival 2020
Irish Game Fair 2019
IX Master World Strongman Championship 2019
Jail of Horror at Crumlin Road Gaol 2019
Lap the Lough 2019
Mount Stewart Conversations Festival 2019
Northern Ireland Countrysports Festival 2019
Northern Ireland Science Festival 2020
O'Neill's Foyle Cup 2019
On Refusal: Representation & Resistance in Contemporary American Art 2019
Out to Lunch 2020
Pride in Newry 2019
Shane's Castle May Day Steam Rally 2019

Stendhal Festival 2019
Tandragee 100 Races 2019
Ulster Fleadh 2019
Ulster Rally 2019
Wastewater Solutions Easter Stages Rally 2019

Table 3: Taste The Island Tourism Events Scheme 2019/20:

Event:
Armagh Food & Cider Festival 2019
Armagh Georgian Festival 2019
Belfast Restaurant Week 2019
Culture Night Belfast 2019
Derry International Halloween Festival 2019
Festival Lough Erne 2019
River to Lough Festival 2019
Taste Causeway 2019
Taste The Island at the Twilight Market 2019
The Slow Food Festival 2019

WorldHost® Customer Service Training:**Service Across Cultures:**

Tourism NI co-funded training for 60 participants from the NI tourism industry between August 2019 and February 2020.

The WorldHost® ‘Service Across Cultures’ Programme will increase customer service provider’s awareness of other cultures and give them practical skills and advice to help them communicate effectively with visitors or clients from overseas. The Programme gives customer service providers tips and techniques that will help them overcome language barriers and cultural differences, so they can provide a great service for every single one of our visitors.

- 2 Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2019-20 (or append the plan with progress/examples identified).

No:	Action Measure:	Outcome / Impact:
1.1	Tourism NI's Capital Funding Programme Guidelines and Letters of Offer specify the need for project promoters to consider equality legislation when delivering tourism capital projects.	24 Letters of Offer issued in 2019/20. Supported projects confirmed that they would fulfil their requirements in relation to Section 75.
1.2	Tourism Event Funding Programme Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.	12 Letters of Offer issued in 2019/20. 100% of supported events confirmed that they are fully accessible.
1.4	Consumer website will be reviewed to consider accessibility / disability issues.	The build of the new Discover Northern Ireland website complies with 2 standards - The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018 and The Web Accessibility Initiative standards (www.w3.org). We have also deployed Browsealoud onto both sites which adds text-to-speech conversion to the content of the sites. We are currently scoping training for relevant staff so they better understand accessibility from a content perspective and factor this in when writing content. Recent development also, of the TNi.com website, has ensured conformance to level "Double A" of the Web Content Accessibility Guidelines (WCAG).

PART A

3 Has the **application of the Equality Scheme** commitments resulted in any **changes** to policy, practice, procedures and/or service delivery areas during the 2019-20 reporting period? *(tick one box only)*

Yes No (go to Q.4) Not applicable (go to Q.4)

Please provide any details and examples:

Improvements to accessibility of both the new Discover Northern Ireland consumer website and the TNI.com industry website, the application of recognised accessibility standards integrated into the design and build, and deployment of Browsealoud onto both websites which adds text-to-speech conversion to the content.

3a With regard to the change(s) made to policies, practices or procedures and/or service delivery areas, what **difference was made, or will be made, for individuals**, i.e. the impact on those according to Section 75 category?

Please provide any details and examples:

It is expected that addressing accessibility issues with regards to website layout and content will enhance the user experience when accessing information and services online, particularly for those with sensory or learning disabilities. This will be important as digital service delivery becomes more increasingly more prominent going forward.

3b What aspect of the Equality Scheme prompted or led to the change(s)? *(tick all that apply)*

As a result of the organisation's screening of a policy *(please give details):*

As a result of what was identified through the EQIA and consultation exercise *(please give details):*

As a result of analysis from monitoring the impact *(please give details):*

As a result of changes to access to information and services *(please specify and give details):*

As part of the process of designing and developing new web platforms.

Other *(please specify and give details):*

Section 2: Progress on Equality Scheme commitments and action plans/measures

Arrangements for assessing compliance (Model Equality Scheme Chapter 2)

4 Were the Section 75 statutory duties integrated within job descriptions during the 2019-20 reporting period? *(tick one box only)*

- Yes, organisation wide
- Yes, some departments/jobs
- No, this is not an Equality Scheme commitment
- No, this is scheduled for later in the Equality Scheme, or has already been done
- Not applicable

Please provide any details and examples:

5 Were the Section 75 statutory duties integrated within performance plans during the 2019-20 reporting period? *(tick one box only)*

- Yes, organisation wide
- Yes, some departments/jobs
- No, this is not an Equality Scheme commitment
- No, this is scheduled for later in the Equality Scheme, or has already been done
- Not applicable

Please provide any details and examples:

6 In the 2019-20 reporting period were **objectives/ targets/ performance measures** relating to the Section 75 statutory duties **integrated** into corporate plans, strategic planning and/or operational business plans? *(tick all that apply)*

- Yes, through the work to prepare or develop the new corporate plan
- Yes, through organisation wide annual business planning
- Yes, in some departments/jobs

PART A

- No, these are already mainstreamed through the organisation's ongoing corporate plan
- No, the organisation's planning cycle does not coincide with this 2019-20 report
- Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2019-20 reporting period, please indicate the **number** of:

Actions completed:

8

Actions ongoing:

18

Actions to commence:

2

Please provide any details and examples (*in addition to question 2*):

n/a

8 Please give details of changes or amendments made to the equality action plan/measures during the 2019-20 reporting period (*points not identified in an appended plan*):

n/a

9 In reviewing progress on the equality action plan/action measures during the 2019-20 reporting period, the following have been identified: (*tick all that apply*)

- Continuing action(s), to progress the next stage addressing the known inequality
- Action(s) to address the known inequality in a different way
- Action(s) to address newly identified inequalities/recently prioritised inequalities
- Measures to address a prioritised inequality have been completed

Arrangements for consulting (Model Equality Scheme Chapter 3)

10 Following the initial notification of consultations, a targeted approach was taken – and consultation with those for whom the issue was of particular relevance: (*tick one box only*)

- All the time
- Sometimes
- Never

PART A

- 11** Please provide any **details and examples of good practice** in consultation during the 2019-20 reporting period, on matters relevant (e.g. the development of a policy that has been screened in) to the need to promote equality of opportunity and/or the desirability of promoting good relations:

n/a

- 12** In the 2019-20 reporting period, given the consultation methods offered, which consultation methods were **most frequently used by consultees**: (*tick all that apply*)

- Face to face meetings
- Focus groups
- Written documents with the opportunity to comment in writing
- Questionnaires
- Information/notification by email with an opportunity to opt in/out of the consultation
- Internet discussions
- Telephone consultations
- Other (*please specify*):

Please provide any details or examples of the uptake of these methods of consultation in relation to the consultees' membership of particular Section 75 categories:

n/a

- 13** Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2019-20 reporting period? (*tick one box only*)

- Yes No Not applicable

Please provide any details and examples:

- 14** Was the consultation list reviewed during the 2019-20 reporting period? (*tick one box only*)

- Yes No Not applicable – no commitment to review

Arrangements for assessing and consulting on the likely impact of policies (Model Equality Scheme Chapter 4)

<https://tourismni.com/about-us/equality/equality-scheme/>

15 Please provide the **number** of policies screened during the year (*as recorded in screening reports*):

2

16 Please provide the **number of assessments** that were consulted upon during 2019-20:

0	Policy consultations conducted with screening assessment presented.
0	Policy consultations conducted with an equality impact assessment (EQIA) presented.
0	Consultations for an EQIA alone.

17 Please provide details of the **main consultations** conducted on an assessment (as described above) or other matters relevant to the Section 75 duties:

n/a

18 Were any screening decisions (or equivalent initial assessments of relevance) reviewed following concerns raised by consultees? (*tick one box only*)

Yes No concerns were raised No Not applicable

Please provide any details and examples:

Arrangements for publishing the results of assessments (Model Equality Scheme Chapter 4)

19 Following decisions on a policy, were the results of any EQIAs published during the 2019-20 reporting period? (*tick one box only*)

Yes No Not applicable

Please provide any details and examples:

Arrangements for monitoring and publishing the results of monitoring (Model Equality Scheme Chapter 4)

20 From the Equality Scheme monitoring arrangements, was there an audit of existing information systems during the 2019-20 reporting period? *(tick one box only)*

- Yes No, already taken place
 No, scheduled to take place at a later date Not applicable

Please provide any details:

Review of accessibility of consumer website www.discovernorthernireland.com

Review of accessibility of industry website www.tourismni.com

21 In analysing monitoring information gathered, was any action taken to change/review any policies? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

n/a

22 Please provide any details or examples of where the monitoring of policies, during the 2019-20 reporting period, has shown changes to differential/adverse impacts previously assessed:

n/a

23 Please provide any details or examples of monitoring that has contributed to the availability of equality and good relations information/data for service delivery planning or policy development:

n/a

Staff Training (Model Equality Scheme Chapter 5)

24 Please report on the activities from the training plan/programme (section 5.4 of the Model Equality Scheme) undertaken during 2019-20, and the extent to which they met the training objectives in the Equality Scheme.

WorldHost® Customers with Disabilities:

The WorldHost® 'Customers with Disabilities' Programme gives customer service providers the knowledge and confidence to cater for disabled customers' needs sensitively and effectively.

In 2019/20, 34 Tourism NI Staff completed this training.

PART A

- 25 Please provide **any examples** of relevant training shown to have worked well, in that participants have achieved the necessary skills and knowledge to achieve the stated objectives:

As per 24, above.

Public Access to Information and Services (Model Equality Scheme Chapter 6)

- 26 Please list **any examples** of where monitoring during 2019-20, across all functions, has resulted in action and improvement in relation **to access to information and services**:

n/a

Complaints (Model Equality Scheme Chapter 8)

- 27 How many complaints **in relation to the Equality Scheme** have been received during 2019-20?

Insert number here:

0

Please provide any details of each complaint raised and outcome:

n/a

Section 3: Looking Forward

- 28 Please indicate when the Equality Scheme is due for review:

March 2024

- 29 Are there areas of the Equality Scheme arrangements (screening/consultation/training) your organisation anticipates will be focused upon in the next reporting period? *(please provide details)*

n/a

- 30 In relation to the advice and services that the Commission offers, what **equality and good relations priorities** are anticipated over the next (2019-20) reporting period? *(please tick any that apply)*

Employment

Goods, facilities and services

PART A

- Legislative changes
- Organisational changes/ new functions
- Nothing specific, more of the same
- Other (please state):

PART B - Section 49A of the Disability Discrimination Act 1995 (as amended) and Disability Action Plans

1. Number of action measures for this reporting period that have been:

13

Fully achieved

03

Partially achieved

04

Not achieved

2. Please outline below details on all actions that have been fully achieved in the reporting period.

2. (a) Please highlight what **public life measures** have been achieved to encourage disabled people to participate in public life at National, Regional and Local levels:

Level:	Public Life Action Measures:	Outputs ⁱ :	Outcomes / Impact ⁱⁱ :
National ⁱⁱⁱ	5.3 Ensure full consideration of accessibility is included in every development brief for our consumer website.	Development and build of new web platform incorporating accessibility features to recognised industry standards.	The build of the new Discover Northern Ireland website complies with 2 standards - The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018 and The Web Accessibility Initiative standards (www.w3.org). We have also deployed Browsealoud onto both sites which adds text-to-speech conversion to the content of the sites. We are currently scoping

PART B

			training for relevant staff so they better understand accessibility from a content perspective and factor this in when writing content.
Regional ^{iv}	As above.	As above.	As above.
Local ^v	As above.	As above.	As above.

2(b) What **training action measures** were achieved in this reporting period?

No:	Training Action Measures:	Outputs:	Outcome / Impact:
2.1	Ensure disability awareness training is provided to employees on the disability equality legislation & duties. All staff to be trained on our obligations under the Disability Discrimination Act (1995) legislation including our Senior Management Team and Board Members. These sessions will provide awareness of disability equality legislation and help address the support needs of disabled customers, clients and colleagues.	<p>In 2019-20 34 TNI staff participated in the WorldHost® ‘Customers with Disabilities’ Programme.</p> <p>Additionally, all new and returning TNI staff received equality and disability information as part of induction programme.</p>	WorldHost® ‘Customers with Disabilities’ Programme gives customer service providers the knowledge and confidence to cater for disabled customers’ needs sensitively and effectively.

PART B

2(c) What Positive attitudes **action measures** in the area of **Communications** were achieved in this reporting period?

No:	Communications Action Measures:	Outputs:	Outcome / Impact:
1.1	Raise awareness with all staff regarding the Disability Discrimination Act (1995) and our Disability Action Plan (DAP), through Internal Communications channels e.g. the Chief Executive's Core Brief, Corporate Brand Value Blogs, All Staff Briefs, All Staff E-mails etc.	Articles and updates routinely circulated, when available, plus all new and returning TNI staff received equality and disability information as part of induction programme.	Staff are kept aware of The Disability Discrimination Act (1995) through the regular circulation of news articles, press releases and other information (e.g. ECNI E-Zine) in respect of accessibility and disability in the tourism sector.
1.2	Promote accessible tourist product via Consumer PR and marketing channels (e.g. press release, web and social media) and industry platforms (e.g. twitter account).	(At least) 1 article / feature per marketing channel for the duration of this plan.	Consumers are kept aware through the regular circulation of information in respect of accessibility and disability in the NI tourism sector.
1.6	Accessibility Page on www.tourismni.com to be kept refreshed with latest learnings & developments.	Web performance monitored and reported on in the annual performance report.	Up to date Information and good practice guidance made available to the tourism industry.

PART B

2(d) What action measures were achieved to ‘**encourage others**’ to promote the two duties:

No:	Encourage others Action Measures:	Outputs:	Outcome / Impact:
3.1	Tourism Development Scheme (TDS) Letters of Offer specify the need for project promoters to consider equality legislation when delivering tourism projects.	Every Letter of Offer to include accessibility in the terms & conditions.	24 Letter of Offer issued in 2019/20.
4.3	Events Fund Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.	Every Letter of Offer to include accessibility in the terms & conditions.	Supported events confirmed that they are fully accessible.
4.4	Identify, within existing staff resource, a disability champion to positively promote accessibility to the NI tourism industry.	Assist in highlighting issues and identifying potential solutions relating accessibility of accommodation and attractions.	Completed in 2018.
4.5	Log and learn from complaints received in relation to accessibility in tourist accommodation.	At the earliest opportunity after the closure of the complaint, the complaint handler will make sure that the customer and staff within the business area involved understand the findings of the investigation and any recommendations made.	1 complaint received 2019/2020. Learnings applied and improvements to be implemented by attraction owner.

PART B

		When a complaint has been reviewed, any lessons learned will be shared across the organisation.	
4.7	Generic statements within Assessment Reports on service provider duties under the Disability Discrimination Act (1995).	Remind industry that they have legislative responsibilities under The Disability Discrimination Act (1995).	Completed in 2019.
4.8	In all tourist accommodation certification and grading visits, check accessible toilets are clear of obstruction and used as toilets only.	Each inspection / assessment to include accessible toilet check where relevant.	Assessment / Inspection Reports will draw attention to obstructions, misuse of accessible toilets etc.
5.4	When sending product updates, we will encourage the industry to consider the needs of persons with a disability and signpost to the Equality Commission.	Tourism NI to promote the 'Every Customer Counts' initiative to the tourism industry.	By having this knowledge, service providers can make persons with a disability feel more comfortable and welcome.

PART B

2(e) Please outline **any additional action measures** that were fully achieved other than those listed in the tables above:

No:	Action Measures fully implemented (other than Training and specific public life measures):	Outputs:	Outcomes / Impact:
2.3	Ensure our buildings are easily accessible to all persons with a disability for both staff and visitors.	<p>The Tourism NI Central Services team, to ensure compliance with best practice recommendations, completes ongoing audits of the floors we occupy in Linum Chambers.</p> <p>An accessibility audit was conducted on the TNI office building in October 2019. A number of recommendations are currently being worked through in collaboration with the landlord.</p>	<p>Tourism NI HQ (Floors 10 – 12, Linum Chambers) is compliant with The Disability Discrimination Act (1995) legislation.</p>

PART B

3. Please outline what action measures have been **partly achieved** as follows:

No:	Action Measures partly achieved:	Milestones/ Outputs:	Outcomes/Impacts:	Reasons not fully achieved:
1.3	Where practicable, monitor attitudes of persons with a disability through Tourism NI's Research & Evaluation Programme.	Milestones: By 31 March 2023. Outputs: To be measured at least twice by 31 March 2023.	We would hope to see a parity in the net promoter score(s) of visitors with a disability in relation to and compared with visitors without a disability.	Last measured in 2018/19. To be measured again by 31 March 2023.
2.1	Ensure disability awareness training is provided to employees on the disability equality legislation & duties. All staff to be trained on our obligations under the Disability Discrimination Act (1995) legislation including our Senior Management Team and Board Members.	All staff to receive training,	Training sessions will provide awareness of disability and equality legislation and help address the support needs of disabled customers, clients and colleagues.	Training delivered in 2018-19. WorldHost® 'Customers with Disabilities' training delivered to 34 staff in 19/20. New and returning staff receive equality and disability information as part of induction programme. Further training to be programmed in 2021-22.

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4.1	Tourism NI will promote the WorldHost® ‘Customers with Disabilities’ training programme.	Milestones: Ongoing	Tourism NI will signpost industry to the programme and monitor uptake.	Programme last ran in 2018/19, and will run again in future – date tbc
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4. Please outline what action measures **have not been achieved** and the reasons why.

No:	Action Measures not met:	Reasons:
1.4	Promote positive attitudes and encourage participation in public life through an ‘Accessibility’ Insight Paper offering an insight into the Northern Ireland tourism visitor experience for persons with a disability.	Target is by 31 March 2023.
1.5	Explore the potential of adopting an established accessibility framework for promotion to the Northern Ireland Tourism industry	Target revised to 31 March 2022.
4.2	Tourism NI’s Industry Development Programme 2018/19 to include a Masterclass within a wider “Equality” Insight Day featuring guest speakers and case studies from the Tourism industry who are demonstrating best practice.	Target revised to 31 March 2022.
5.2	We will encourage golf clubs to consider the needs of persons with a disability and signpost to the Equality Commission for support and good practice.	Target revised to 31 March 2022.

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5. What **monitoring tools** have been put in place to evaluate the degree to which actions have been effective / develop new opportunities for action?

(a) Qualitative

Not applicable.

(b) Quantitative

Not applicable.

6. As a result of monitoring progress against actions has your organisation either:

- Made any **revisions** to your plan during the reporting period or
- Taken any **additional steps** to meet the disability duties, which were **not outlined in your original** disability action plan / any other changes?

Yes

If yes, please outline below:

No:	Action Measures:	Revision:
1.5	Explore the potential of adopting an established accessibility framework for promotion to the Northern Ireland Tourism industry	Target revised to 31 March 2022.
4.2	Tourism NI's Industry Development Programme 2018/19 to include a Masterclass within a wider "Equality" Insight Day featuring guest speakers and case studies from the Tourism industry who are demonstrating best practice.	Target revised to 31 March 2022.
5.2	We will encourage golf clubs to consider the needs of persons with a disability and signpost to the Equality Commission for support and good practice.	Target revised to 31 March 2022.

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7. Do you intend to make any further **revisions to your plan** in light of your organisation's annual review of the plan? If so, please outline proposed changes?

No.

ⁱ **Outputs** – defined as act of producing, amount of something produced over a period, processes undertaken to implement the action measure e.g. Undertook 10 training sessions with 100 people at customer service level.

ⁱⁱ **Outcome / Impact** – what specifically and tangibly has changed in making progress towards the duties? What impact can directly be attributed to taking this action? Indicate the results of undertaking this action e.g. Evaluation indicating a tangible shift in attitudes before and after training.

ⁱⁱⁱ **National** : Situations where people can influence policy at a high impact level e.g. Public Appointments

^{iv} **Regional**: Situations where people can influence policy decision making at a middle impact level

^v **Local** : Situations where people can influence policy decision making at lower impact level e.g. one off consultations, local fora.