

Tourism Northern Ireland



Public Authority Statutory Equality and Good Relations Duties Annual Progress Report

Contact:

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

[Tourism NI Equality Scheme](#)

Signature:

Sinéad McKee

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 April 2022 and March 2023

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 2022-23, 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 2022 and 31 March 2023, Tourism NI supported a range of projects under two TIS investment programmes throughout Northern Ireland including the Experience Development Programme 2021-23 and the Website Development Programme for Accommodation 2021-22. Please note, although launched and advertised, with applications received in the 2021-22 financial year, this programme has been included in this report as the projects didn't receive letters of offer until (which were then implemented in) the 2022-23 financial year. **See Tables below.**

Projects funded under TIS aim to promote equality of opportunity between all the Section 75 Groups. Projects assisted by Tourism NI also aim to promote good relations between persons of different religious belief, political opinion, racial group, age, marital status, gender, disability, marital status, dependants, and sexual orientation, all of whom can enjoy the benefits offered by the investment in our tourism infrastructure, tourist amenities, visitor attractions and visitor experiences equally.

S75 is included as a standard element within all capital programme guidelines and Letters of Offer.

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 criterion 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.

Experience Development Programme 2021-23

The Experience Development Programme was designed to develop new tourism experiences and enhance existing tourism experiences. 13 projects accepted offers of financial assistance under the Experience Development Programme in 2022-23 (**See Table 1 below**).

The overall Programme aim is to develop new and enhanced demand generating tourism experiences to support tourism recovery and growth. The programme aims to improve the range and quality of experiences throughout Northern Ireland in line with our experience brand – Northern Ireland Embrace a Giant Spirit.

It is an outcomes-based programme, and the objectives are to fund those projects which demonstrate the best prospects of delivering on the outcome.

- Increase our domestic and international reputation as an attractive holiday destination
- Build the number of visitors who come here
- Increase the length of time visitors spend here
- Increase the amount of money that visitors spend per head
- Support the growth of our large, medium, and small tourism businesses
- Support the development of an economically and environmentally sustainable tourism economy
- Support regional and seasonal extension
- Support the growth and development of our night-time economy offer.

All Letters of Offer contain monitored clauses relating to both:

- Disability Access
- Section 75 of the Northern Ireland Act 1998.

As part of their end conditions all projects must explain how their projects promote good relations and ensure inclusivity. Providers achieved this through a range of varying means, for example:

- Experience infrastructure designed in line with accessibility standards to meet the requirements of the DDA 1995 – e.g., accessible parking, ramps, automatic doors, lifts, hearing enhancement systems
- Provision of an Equality Policy
- Training with staff on Equality, disability awareness and S75 requirements
- Providing information on their website on the inclusivity of their experience
- Providing information on-site in accessible formats – e.g., large print, braille, audio formats
- Considering accessibility of routes on walking tours
- Providing BSL signed tours of the experience
- Membership of the ECNI 'Every Customer Counts' campaign
- Arranging for mystery shops from Disability Groups to test the accessibility of their experience
- Consulting with varying groups on the inclusivity of the experience.

Table 1: Experience Development Programme 2021 -2023

Project Name		Value Approved
1.	Glenshane Country Farm	£450,000.00
2.	Exploris	£450,000.00
3.	Alive Adventures	£122,487.20
4.	Brooke Hall Estate	£212,335.81
5.	Maritime Belfast Trust	£450,000.00
6.	Friels Bar and Restaurant	£448,080.55
7.	Armagh Planetarium	£171,500.00
8.	Portview Trade Centre	£308,680.00
9.	Crannagh Activity Centre	£161,826.84
10.	Causeway Boats	£113,419.72
11.	The Jungle	£346,175.55
12.	Crumlin Road Gaol	£450,000.00
13.	Jigsaw Farm	£292,593.60
Total		£3,888,426.52

Website Development Programme for Accommodation Providers 2021-22

The Website Development Programme was designed to help accommodation providers develop their websites and digital presence and support business recovery and growth. Although launched and advertised, with applications received in the 2021-22 financial, this programme has been included in this report as the projects didn't receive letters of offer until (which were then implemented in) the 2022-23 financial year. 17 projects accepted offers of financial assistance under the Website Development Programme for Accommodation Providers 2021-22 (**See Table 2 below**).

The overall Programme aim is to provide support to accommodation providers to develop or enhance their websites and digital presence, through the provision of a Digital Audit and Website Development Plan - that will then be used to support business recovery & growth.

The key objectives for the programme are:

- To ensure that individual websites are optimised in line with recommendations from the Digital Audit/Website Development Plan - in order to create positive first impressions, retain interest, enhance engagement on the site and drive enquiries and revenue.
- To improve the quality of online content for the accommodation sector by enhancing their existing web presence and booking platforms and developing sites for those providers who have little or no digital presence.

PART A

- To support accommodation providers to market and sell their offering in a post-COVID-19 environment by recognising transformed demand; visitor desire to visit differently and book differently; and the need for timely and clear communication of changes and updates.
- To ensure mobile optimisation.
- To improve conversion rates.
- To provide structured support and guidance to accommodation providers to enhance their online analytical capabilities and ongoing website optimisation.

All Letters of Offer contain monitored clauses relating to both:

- Disability Access
- Section 75 of the Northern Ireland Act 1998.

As part of their end conditions all projects must explain how their projects promote good relations and ensure inclusivity.

Providers achieved this through a range of varying means, for example:

Website Compliance

- Text size can be easily adjusted on the website to accommodate users with varying levels of visual ability.
- Inclusive language is used throughout our website and promotional materials, ensuring that all potential guests feel welcome and included, regardless of their background or individual needs.
- Alt Tags on all images
- Spilt content into smaller digestible sections for ease of reading
- Webpages with forms will have clear design ensuring each field is clearly labelled
- Consideration given to the fonts used throughout the website to ensure they are easy to read and easily distinguished from images and coloured backgrounds
- Font size
- Compatible with screen readers and other assistive technologies for visually impaired users
- Ensure a balance when it comes to colours on the sites to ensure they aren't too garish and an appropriate colour balance
- Use of whitespace to help users differentiate content blocks
- Website will use gender free language and consideration will be given regarding imagery.
- Use of software as Siteimprove.com Website Accessibility Checker to scan our webpages for accessibility as this using the Web Content Accessibility Guidelines (WCAG) which is the international standard recognised by most governments and legislation.
- Continued reviews to ensure compliance on updated and new content.

- Reduction of the need for PDF documents.

Accommodation compliance (non-funded element)

- Disabled Parking Bays
- Lifts indicating levels in braille
- Deafgard pillows
- All staff have completed Diversity, Inclusion and Equity training
- Accessible rooms with emergency pull cords in the bathrooms.
- All rooms have walk-in showers.
- All floor surface areas are flat and there are ramps where there are steps located.
- Exterior areas have slopes where there are steps to make all areas wheelchair accessible. Handrails are provided at steps.

Table 2: Website Development Programme for Accommodation Providers 2021-22

Project Name		Value Offered
1.	Killeavy Castle	£23,526.40
2.	The Valley Hotel	£22,368
3.	Fitzwilliam Hotel	£10,929.60
4.	Clandeboyne Lodge	£20,960.80
5.	Further Space	£11,988
6.	Armagh City Hotel	£13,705.60
7.	Corick House Hotel & Spa	£15,200
8.	The Rabbit Hotel & Retreat	£17,675.8
9.	Galgorm Spa & Golf Resort	£23,266.2
10.	The Old Inn	£17,672.60
11.	Glenavon House Hotel	£13,320
12.	Denvir's of Downpatrick	£12,800
13.	Charlemont Arms Hotel	£7,480
14.	Tullyglass House Hotel	23560
15.	Hillyard House Hotel	£13,741.60
16.	Ballygally Castle	£11,400
17.	Everglades Hotel	£11,400
Total		£270,994.60

Tourism Event Funding Programme 2022/23

Tourism NI's **International Tourism Events Fund Programme** for 2022/23 supported **9** international tourism events occurring between 1 April 2022 and 31 March 2023 (**See Table 3 below**).

Tourism NI's **National Tourism Events Sponsorship Scheme** for 2022/23 supported **23** homegrown national tourism events occurring between 1 April 2022 and 31 March 2023 (**See Table 4 below**).

Applications for financial support were scored against key criteria and requirements, which were selected for relevance to the delivery of the '*Events Strategic Vision to 2020*', including:

Equality of Opportunity & Accessibility (the section below (*italics*) is communicated to 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 Employment (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".

*Applicants to the National Tourism Events Sponsorship Scheme are not required to submit a business plan but are required to adhere to all of the above.

All Letters of Offer and Sponsorship Agreements within the Tourism Event Funding Programme include terms and conditions highlighting the need to consider accessibility and inclusivity.

Table 3: International Tourism Events Fund 2022/23:

Event Name	International Award
Cathedral Quarter Arts Festival	£40,000
North West 200	£100,000
Foyle Maritime Festival	£110,000
Super Cup NI	£75,000
August Feile	£95,000
Open House	£42,000
Antrim Coast Half Marathon	£114,000
Belfast International Arts Festival	£50,000
Derry Halloween	£118,000
Total:	£744,000

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. The festival traditionally takes place in the first weeks of May in Belfast's Cathedral Quarter, so called because of its proximity to St Anne's Cathedral.

Regarded these days for its socially inclusive agenda and its eclectic programming blend of 'big names', emerging acts and fringe performances, The Cathedral Quarter Arts Festival began life in May 2000 attracting an audience of just over 5,000. The festival now regularly attracts over 60,000 people to over 100 events in Belfast's city centre.

North West 200

The North West 200 is one of the world's fastest motorcycle road races. The event, which is organised by Coleraine & District Motorcycle Club, was established in 1929, it is one of the largest annual sporting events in Ireland, attracting over 150,000 visitors from all over the world.

The Foyle Maritime Festival:

Spanning over 5 days, the award-winning Foyle Maritime Festival is a bi-annual event that captivates, attracts and brings together both locals and international travellers in a celebration along Derry~Londonderry's famous quay. This spectacular event boasts live performances, ship tours, boat viewings, water activities, LegenDerry food trails, animated zones and much more. As one of the fastest growing festivals in Ireland, the Festival attracts hundreds of thousands of visitors, which helps make the North West of Ireland a go-to destination.

Super Cup NI:

SuperCupNI, formerly NI Milk Cup, was established in 1983 and is one of the world's most renowned youth football tournaments. This elite competition is

held annually and provides opportunities for boys and girls from across the world to participate in a week-long football extravaganza. The competition has attracted teams such as Manchester United, Valencia, Arsenal, Rangers, Leeds United, Celtic and Right to Dream from Ghana.

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.

Open House Festival:

Open House Festival is an annual summer festival for the month of August in the beautiful seaside town of Bangor, County Down. At the heart of the festival is an eclectic programme of lovingly curated bespoke events, including folk on a boat, an island picnic trip, pop-up restaurants, local interest talks and tours alongside a run of shows in the beautiful Bangor Castle Walled Garden which include music, theatre, comedy, spoken word and film.

Antrim Half Coast Marathon:

Approved by World Athletics as an Elite Event, the MEA Antrim Coast Half Marathon takes in some of the most stunning scenery in Europe, combined with some famous landmarks along the route. With its flat and fast course, the race is one of the fastest half marathons in the world. Starting at the beginning of the iconic Antrim Coast Road, the course sweeps into Larne Harbour and through Larne town before moving onto the world-famous Antrim Coast Road. The coast's stunning landscapes featuring in many movies and television series, including HBO's Game of Thrones, who used the area extensively as one of the filming locations.

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.

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 break, it engages with a broad audience, promoting Northern Ireland as the premier destination for a Halloween break.

Table 4: National Tourism Events Sponsorship Scheme 2022-23

Event Name	Sponsorship Award
City of Derry Jazz and Big Band Festival	£15,000
Women's 6 Nations 2022 - Ireland vs Scotland	£6,000
Shanes Castle May Day Steam Rally	£6,000
Balmoral Show	£9,000
AVA Festival	£9,000
Irish Game Fair & Fine Food Festival	£9,000
Stendhal Festival 2022	£15,000
Camp Dalfest 2022	£6,000
O'Neills Foyle Cup Tournament	£9,000
HAPPY DAYS Enniskillen International Beckett 10th Anniversary Festival	£9,000
Belfast TradFest 2022	£9,000
Carnival of Colours 2022	£6,000
Hillsborough Honey Fair	£6,000
Belfast Mela 2022	£9,000
2022 NI Masters Euro Pro Tournament	£6,000
Belfast International Tattoo	£6,000
Northern Ireland International Airshow 2022	£15,000
Halloween At Crumlin Road Gaol	£6,000
City of Derry International Choir Festival	£9,000
Armagh Georgian Festival	£6,000
The Out to Lunch Festival 2023	£9,000
Northern Ireland Science Festival	£15,000
2023 Belfast Children's Festival	£6,000
Total:	£201,000

Tourism Enterprise Development Programme

Tourism NI's Tourism Enterprise Development Programme (TED) provides business development support and professional advice to tourism and hospitality businesses.

Support focuses on the following areas:

- Performance and Competitiveness
- Market Retention and Diversification
- People Skills and Capability
- Digital Skills & Innovation
- Sustainable Tourism

The TED Programme provides tailored support and is delivered both virtually and in person. A range of supporting materials can also be found on Tourism NI's industry website www.tourismni.com. Businesses can also sign up to Tourism NI's Industry Business Hub to access all the latest materials and expert guidance.

The TED Programme aims to promote equality of opportunity between all the Section 75 Groups. Through providing businesses with critical business development support, Tourism NI also aims to promote good relations between persons of different religious belief, political opinion, racial group, age, marital status, gender, disability, marital status, dependants, and sexual orientation, all of whom can avail of the support offered by the programme.

In 2022/23, Tourism NI received approximately 25 requests for information regarding accommodation accessibility. Tourism NI subsequently identified the need to raise awareness of disability and disability discrimination law, as outlined in the Disability Discrimination Act 1995, amongst accommodation providers. As such Tourism NI, in conjunction with the Equality Commission for Northern Ireland, facilitated a webinar '[Embracing the Disability Discrimination Act – Holiday Accommodation in Northern Ireland](#)' on 23 February 2023 which addressed the barriers preventing people with disabilities from booking and staying in visitor accommodation. The session provided practical information and helpful techniques to help accommodation providers improve accessibility for people with disabilities. **86** registered for the webinar with **55** attending the live event.

Tourism NI recognised that disability awareness extended beyond accommodation and as such, facilitated a further webinar '[Embracing the Disability Discrimination Act – Visitor Attractions and Experience Providers](#)' on 30 March 2023, again in conjunction with the Equality Commission for Northern Ireland, which addressed the barriers preventing people with disabilities from booking and experiencing visitor attractions and experiences. The session provided practical information and helpful techniques to help visitor attraction operators and experience providers improve accessibility for people with disabilities. **124** registered for the webinar with **54** attending the live event.

Feedback for both sessions was extremely positive with an average satisfaction rate of **88.5%**. **94.8%** of attendees plan to take action in their business as a direct result of attending one of the webinars.

To supplement the practical information and helpful techniques provided in both webinars, Tourism NI created a 'signposting' document for industry, '[Embracing the](#)

[Disability Discrimination Act – Further Information'](#), listing useful information and contacts on accessibility.

- 2 Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2022-23 (*or append the plan with progress/examples identified*).

No:	Action Measure:	Outcome / Impact:
1	Tourism NI's Investment Funding Programme Guidelines and Letters of Offer specify the need for project promoters to consider equality legislation when delivering tourism capital projects.	13 projects accepted offers of financial assistance under the Experience Development Programme in 2022/23. 17 were assisted under Website Development Programme for Accommodation. Supported projects confirmed that they would fulfil their requirements in relation to Section 75.
2	Tourism Event Funding Programme Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.	<p>Events supported: x9 international events; x23 national events. All included terms and conditions re accessibility and inclusivity.</p> <p>All events state they are as fully inclusive as possible.</p> <p>Legal guidance on specific detailed wording for International Tourism Events Fund (ITEF) Letters of Offer re promoting good relations was sought in 2021. Based on the legal advice, conditions re promoting good relations were added to ITEF Letters of Offer for 2022/23. The standard terms and conditions include compliance with all legislation and regulations.</p> <p>The National Tourism Events Sponsorship Scheme (NTESS) Agreement includes the requirement to report on opportunities the event developed to better promote good relations between people of different religious beliefs/political opinion/racial groups.</p>
3	Ensure relevant TNI staff are trained in relation to Section 75.	Since November 2021, Tourism NI has had access to the NICS Centre for Applied Learning online Learning Management System, LInKS, which

		<p>provides all Tourism NI staff with online training resources. From the outset, <i>'Introduction to Section 75'</i> was identified as compulsory training for staff. As of 31 March 2023, 106 out of 145 (73.1%) active employees have completed Introduction to Section 75 training.</p> <p>As one of the 9 groups identified in Section 75 of the Northern Ireland Act 1998, training around disability awareness was also identified as compulsory and in August 2022, <i>'Disability Awareness for Frontline Staff'</i> was rolled out for completion by all staff. As of 31 March 2023, 116 out of 145 (80%) active employees have completed 'Disability Awareness for Frontline Staff' training.</p> <p>Both Equality and Disability awareness training must be completed annually by all staff to maintain 'certification'. In addition, all new and returning staff are subject to a staff induction and the obligations of public authorities under <i>Section 75 of the Northern Ireland Act 1998</i> and the <i>Disability Discrimination Act 1995</i> are included as part of the induction programme. As well as highlighting Section 75 and DDA, induction sessions signpost to the organisations Equality Scheme, Equality Action Plan, Disability Action Plan and other information sources, including the ECNI website.</p>
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3 Has the **application of the Equality Scheme** commitments resulted in any **changes** to policy, practice, procedures and/or service delivery areas during the 2022-23 reporting period? (*tick one box only*)

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

Please provide any details and examples:

- In 2022/23, Tourism NI received approximately 25 requests for information regarding accessibility for accommodation. Tourism NI subsequently identified the need to raise awareness of disability and disability discrimination law, as outlined in the Disability Discrimination Act 1995, amongst accommodation providers. As such Tourism NI, in conjunction with the Equality Commission for Northern Ireland, facilitated a webinar ['Embracing the Disability Discrimination Act – Holiday Accommodation in Northern Ireland'](#) on 23 February 2023 which addressed the barriers preventing people with disabilities from booking and staying in visitor accommodation. The session provided practical information and helpful techniques to help accommodation providers improve accessibility for people with disabilities. **86** registered for the webinar with **55** attending the live event.
- Tourism NI recognised that disability awareness extended beyond accommodation and as such, facilitated a further webinar ['Embracing the Disability Discrimination Act – Visitor Attractions and Experience Providers'](#) on 30 March 2023, again in conjunction with the Equality Commission for Northern Ireland, which addressed the barriers preventing people with disabilities from booking and experiencing **visitor attractions and experiences**. The session provided practical information and helpful techniques to help visitor attraction operators and experience providers improve accessibility for people with disabilities. **124** registered for the webinar with **54** attending the live event.
- Feedback for both sessions was very positive with an average satisfaction rate of **88.5%**. In further feedback provided, **94.8%** of attendees plan to take action in their business as a direct result of attending one of the webinars.
- To supplement the practical information and helpful techniques provided in both webinars, Tourism NI created a 'signposting' document for industry, ['Embracing the Disability Discrimination Act – Further Information'](#), listing useful information and contacts on accessibility.

PART A

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:

- The identification and recognition of the need to raise awareness of disability and disability discrimination law (Disability Discrimination Act 1995) amongst accommodation providers, visitor attraction operators and experience providers, via the webinars referenced above, will have a direct impact on people with disabilities. Approximately 400,000 people in Northern Ireland have a disability and providing better access means that businesses are more welcoming to everyone. Enabling customers with disabilities, carers and people of all ages to access a business' services will help eliminate discrimination by dispelling stereotypes and misconceptions as well as widen a business' customer base.

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):*
- 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 2022-23 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 2022-23 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 2022-23 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 2022-23 report
- Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2022-23 reporting period, please indicate the **number** of:

Actions completed: Actions ongoing: Actions to commence:

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

8 Please give details of changes or amendments made to the equality action plan/measures during the 2022-23 reporting period (*points not identified in an appended plan*):

The Equality Action Plan was revised in 2022/23. A key change has been to give the plan an annual life span rather than the 3 to 5 year term previously applied. An annual review of the Equality Action Plan will allow Tourism NI to keep the plan as relevant as possible which will ultimately help us to deliver objectives.

Additional measures included Tourism NI's work towards ensuring positive representations of those with disabilities when commissioning marketing content, as well as a rolling programme of staff training through the NICS CAL training platform. The revised action plan was presented to and endorsed by ECNI.

9 In reviewing progress on the equality action plan/action measures during the 2022-23 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

11 Please provide any **details and examples of good practice** in consultation during the 2022-23 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 2022-23 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)*: No consultations conducted in the 2022/23 period.

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:

PART A

13 Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2022-23 reporting period? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

14 Was the consultation list reviewed during the 2022-23 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)

[Equality - Our Plans, Schemes & Progress | Tourism NI](#)

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

4

16 Please provide the **number of assessments** that were consulted upon during 2022-23:

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

- 22** Please provide any details or examples of where the monitoring of policies, during the 2022-23 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 2022-23, and the extent to which they met the training objectives in the Equality Scheme.

Since November 2021, Tourism NI has had access to the NICS Centre for Applied Learning online Learning Management System, LInKS, which provides all Tourism NI staff with online training resources. From the outset, *'Introduction to Section 75'* was identified as compulsory training for staff. **As of 31 March 2023, 106 out of 145 (73.1%) active employees have completed *'Introduction to Section 75'* training.**

As one of the 9 groups in Section 75 of the Northern Ireland Act 1998, training around disability awareness was also identified as compulsory and in August 2022, *'Disability Awareness for Frontline Staff'* was rolled out for completion by all staff. **As of 31 March 2023, 116 out of 145 (80%) active employees have completed in *'Disability Awareness for Frontline Staff'*.**

Both Equality and Disability awareness training must be completed annually by all staff to maintain 'certification'. In addition, all new and returning staff are subject to a staff induction and the obligations of public authorities under *Section 75 of the Northern Ireland Act 1998* and the *Disability Discrimination Act 1995* are included as part of the induction programme. As well as highlighting Section 75 and DDA, induction sessions signpost to the organisation's Equality Scheme, Equality Action Plan, Disability Action Plan and other information sources, including the ECNI website.

- 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 of 31 March 2023, 106 out of 145 (73.1%) active employees have completed ***'Introduction to Section 75'*** training.

As of 31 March 2023, 116 out of 145 (80%) active employees have completed in ***'Disability Awareness for Frontline Staff'***.

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

26 Please list **any examples** of where monitoring during 2022-23, 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 2022-23?

Insert number here:

0

Please provide any details of each complaint raised and outcome:

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)*

With access to the NICS Centre for Applied Learning online Learning Management System, Tourism NI asks all new members of staff to complete the relevant training courses in relation to equality and disability as well as provide refresher training annually for existing staff to maintain certification.

Tourism NI will continue to improve internal communication and processes in relation to equality screening including encouraging staff to avail of ECNI’s training webinars on Equality Screening and conducting an Equality Impact Assessment.

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

- Employment
- Goods, facilities and services
- Legislative changes

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- 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:

11

Fully achieved

3

Partially achieved

1

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	1. Tourism NI’s consumer facing website (discoverni.com) is subject to ongoing review to ensure compliance with accessibility standards.	1. Ongoing development and build of new web platforms incorporating accessibility features to recognised industry standards.	1. The web platform on which the Discover Northern Ireland website is built complies with the best practice accessibility standards and has been augmented with Browsealoud software.

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	2. Promote positive images of people with disabilities.	2. New marketing and promotional content commissioned is to be used across multiple marketing platforms with diverse cast in terms of ethnicity and ability.	2. Casting briefs for marketing and/or promotional material now specify the need for diversity in ethnicity and ability (where possible and if appropriate).
Regional ^{iv}	As above	As above	As above
Local ^v	As above	As above	As above

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

	Training Action Measures	Outputs	Outcome / Impact
1	Increase staff awareness of the disability legislation, duties, and issues.	To ensure that all staff are aware of Tourism NI's obligations, as a public authority, in relation to the Disability Discrimination Act (1995).	<p>As of 31 March 2023, 116 out of 145 (80%) active employees have completed training in 'Disability Awareness for Frontline Staff' via the NICS Centre for Applied Learning online Learning Management System, LInKS.</p> <p>This training must be completed annually by all staff to maintain 'certification'. In addition, all new and returning staff are subject to a staff induction and the obligations of public authorities under the <i>Disability Discrimination Act 1995</i> are included as part of the induction programme. The session also signposts staff to TNI's Disability Action Plan.</p>

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

	Communications Action Measures	Outputs	Outcome / Impact
1	Promote available good practice and guidance, in relation to accessibility, to NI Tourism Industry by way of signposting	Ongoing 2022/23	The accessibility page on www.tourismni.com is continually monitored and kept refreshed with latest learnings and developments and signposts to ECNI guidance re: Every Customer Counts.

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	relevant information on www.tourismni.com		
2	Promote positive images of people with disabilities.	Specify the need to promote positive images, with reference to people with disabilities, on casting briefs when commissioning marketing or promotional material.	The promotion of people with disabilities is now written into both the agency brief and the casting brief for content commissions, in particular for content produced in support of the Northern Ireland experience brand. In 2022/23, a further round of content was commissioned, and a wheelchair user was incorporated into video and photography.

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

	Encourage others Action Measures	Outputs	Outcome / Impact
1	Tourism NI’s Investment Funding Programme Guidelines and Letters of Offer specify the need for project promoters to consider equality legislation when delivering tourism capital projects.	<ol style="list-style-type: none"> 1. Every Letter of Offer to include accessibility in the terms & conditions. 2. 100% of supported projects confirm that they will fulfil their requirements (where applicable) in relation to Accessibility. 	<ol style="list-style-type: none"> 1. 13 projects accepted offers of financial assistance under the Experience Development Programme in 2022/23. 17 were assisted under Website Development Programme for Accommodation. 2. All Letters of Offer contain monitored clauses relating to both Equality of Opportunity and Accessibility. As part of their end conditions all projects must explain how their projects promote good relations and ensure inclusivity.

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<p>2</p>	<p>Tourism Event Funding Programme Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.</p>	<ol style="list-style-type: none"> 1. Every Letter of Offer to include accessibility in the terms & conditions. 2. Applications to the International and National Tourism Events Scheme to include an accessibility plan within their business plan or explain in their application how their event is accessible and inclusive to all. 3. % of supported events confirmed that they are fully accessible and inclusive. 	<ol style="list-style-type: none"> 1. Events supported: x9 international events; x23 national events. All Letters of Offer and Sponsorship Agreements included terms and conditions re accessibility and inclusivity, and compliance is monitored and reviewed. 2. Schemes specifically request details on their Equality of Opportunity and Accessibility Plans. These plans are taken into account when assessing applications and awards. 3. All events state they are as fully inclusive as possible.
<p>3</p>	<p>TNI disability champion to positively promote accessibility, acting as a point of contact for staff and industry when required.</p>	<p>Assist in highlighting issues and identifying potential solutions relating to accessibility.</p>	<p>Led by the organisation’s Disability Champion, Tourism NI in conjunction with the Equality Commission for Northern Ireland, facilitated a webinar <u>‘Embracing the Disability Discrimination Act – Holiday Accommodation in Northern Ireland’</u> on 23 February 2023 which addressed the barriers preventing people with disabilities from booking and staying in visitor accommodation. The session provided practical information and helpful techniques to help accommodation providers improve accessibility for people with disabilities. 86 registered for the webinar with 55 attending the live event.</p>

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			<p>Tourism NI recognised that disability awareness extended beyond accommodation and as such, facilitated a further webinar ‘Embracing the Disability Discrimination Act – Visitor Attractions and Experience Providers’ on 30 March 2023, again in conjunction with the Equality Commission for Northern Ireland, which addressed the barriers preventing people with disabilities from booking and experiencing visitor attractions and experiences. The session provided practical information and helpful techniques to help visitor attraction operators and experience providers improve accessibility for people with disabilities. 124 registered for the webinar with 54 attending the live event.</p> <p>Feedback for both sessions was very positive with an average satisfaction rate of 88.5%. In further feedback provided, 94.8% of attendees plan to take action in their business as a direct result of attending one of the webinars.</p> <p>To supplement the practical information and helpful techniques provided in both webinars, Tourism NI created a ‘signposting’ document for industry, ‘Embracing the Disability Discrimination Act – Further Information’, listing useful information and contacts on accessibility.</p>
4	Raise awareness with the NI tourism industry, of	1. Generic statements within Inspection Reports on service	1. 1500 certification reports issued during 2022-23 containing a generic statement regarding compliance with statutory duties which

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	responsibilities in relation to disability and accessibility.	<p>provider compliance with statutory duties.</p> <p>2. Inspection Checklists sent with all self-catering, B&B and guest accommodation certification appointment letters contain reference for the need to comply with DDA.</p>	<p>includes the DDA. Note this statement is now included in all types of certification reports issued.</p> <p>2. 1,395 of Inspection Checklists issued with self-catering, B&B and guest accommodation new venture and statutory reports during 2022-23.</p>
5	Promote positive images of people with disabilities.	Specify the need to promote positive images, with reference to people with disabilities, on casting briefs when commissioning marketing or promotional material.	The promotion of people with disabilities is now written into both the agency brief and the casting brief for content commissions, in particular for content produced in support of the Northern Ireland experience brand. In 2022/23, a further round of content was commissioned, and a wheelchair user was incorporated into video and photography.

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

	Action Measures fully implemented (other than Training and specific public life measures)	Outputs	Outcomes / Impact
1	Provide a complaint handling service in relation to accessibility concerns in NI tourist accommodation.	Complaints are logged and acknowledged within 3 working days and a response provided within 10	Learn from complaints received in relation to accessibility in tourist accommodation and use findings to

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		working days or 28 days if a site visit is required.	encourage accommodation providers to be more aware of accessibility.
2	Gain a better understanding of the issues in relation to the Northern Ireland tourism visitor experience for persons with a disability.	<ol style="list-style-type: none"> 1. Produce and disseminate an 'Accessibility/Disability' Insights Paper. 2. Produce a Visitor Survey 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. 	<ol style="list-style-type: none"> 1. An Accessibility/Insights Paper has been produced and reviewed by Disability Action. Best practice tourism case study examples have been incorporated into the paper. This updated paper will be presented to TNI's newly established Accessibility Working Group in 2023/24 to determine how best to disseminate more widely. 2. Questions were included in the December 2022 Wave of TNI's ROI and NI consumer sentiment research to monitor NPS/track parity and this will be repeated in 2023.
3	Ensure our buildings are accessible for all staff and visitors.	Implement recommendations from accessibility audit in 2019.	Following on from the implementation of 10 recommendations in 2021/22, extensive reconfiguration works have taken place on one of the floors in Tourism NI offices to ensure staff have access to collaboration spaces that are safe and accessible for all. For the introduction of hybrid working in October 2022, a health and safety

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			audit was carried out and a new staff guide issued on accessing Linum Chambers including visitors.
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3. Please outline what action measures have been **partly achieved** as follows:

	Action Measures partly achieved	Milestones/ Outputs	Outcomes/Impacts	Reasons not fully achieved
1	Raise awareness of accessible tourist product and / or accessibility issues for NI tourism industry through the internal communication of relevant press news articles.	Tourism NI's Communications team tasked its PR agency with sourcing relevant news articles for internal circulation.	9 news articles were shared. Internal circulation of these articles will raise staff awareness of accessible tourist product and/or issues in this area for the NI tourism industry.	Due to the departure of several staff members, articles on accessibility were not followed up with the PR agency who source them and therefore not shared consistently.
2	TNI industry website (tourismni.com) subject to ongoing review to ensure compliance with accessibility standards.	Ongoing 22/23	Tourism NI's industry website maintained to best practice coding conventions listed in the ATAG guidelines from the Web Accessibility Initiative (WAI).	Ongoing exercise - accessibility scans are carried out across the site to ensure compliance.
3	Raise awareness with the NI Tourism Industry, of issues in relation to disability and accessibility.	Promote the WorldHost 'Inclusive Service' training programme through the Tourism Enterprise Development (TED)	Due to budget constraints, Tourism NI was not able to promote the WorldHost 'Inclusive Service training through	Due to budget constraints, Tourism NI was not able to promote the WorldHost 'Inclusive Service training programme but as noted,

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		<p>Programme (budget dependent 2022-23).</p>	<p>the TED programme. However, Tourism NI completed work in other areas that did help to raise awareness within the NI Tourism Industry of issues in relation to disability and accessibility. Indeed, Tourism NI's Events Unit is working with a UK-wide events impacts group to develop the existing platform for assessing the impact of events and support the industry in measuring social (and environmental) impacts including equality of opportunity, access and inclusivity. This is with a view to helping events to identify where developments are required.</p>	<p>Tourism NI completed work in other areas of the organisation that did help to raise awareness within the NI Tourism Industry of issues in relation to disability and accessibility.</p>
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4. Please outline what action measures **have not been achieved** and the reasons why.

	Action Measures not met	Reasons
1	Development Roadmap for the consumer website to include accessibility objectives.	Competing priorities and the long-term absence of the manager responsible meant this action was not completed in 2022/23. However, an independent Accessibility Audit is planned for 2023/24 to inform our development priorities from an accessibility perspective.

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

n/a

(b) Quantitative

n/a

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?

No

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If yes, please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1			
2			

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?

In late 2022/23, Tourism NI established an Accessibility Working Group and an action plan for the group is currently being scoped. Relevant actions of the group will be incorporated into the Disability Action Plan.

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.