



**Disability Action Plan**

**Tourism Northern Ireland**

**2018-2023**

## Introduction

1. Under Section 49A of the Disability Discrimination Act 1995 (DDA 1995) (as amended by Article 5 of the Disability Discrimination (Northern Ireland) Order 2006), Tourism Northern Ireland (Tourism NI) is required when carrying out its functions to have due regard to the need to:
  1. *Promote positive attitudes towards persons with a disability; and*
  2. *Encourage participation by persons with a disability in public life ('the disability duties').*
2. Under Section 49B of the DDA 1995, Tourism NI is also required to submit to the Equality Commission a disability action plan showing how it proposes to fulfill these duties in relation to its functions.
3. As Chairman (Terence Brannigan) & Chief Executive (John McGrillen) of Tourism NI, we are committed to implementing effectively the disability duties and this disability action plan. We will allocate the necessary resources (in terms of people, time and money) in order to implement this plan and where appropriate, build objectives and targets relating to the disability duties into corporate and annual operating plans.

### **(a) Staff training and awareness-raising:**

4. We will also put appropriate internal arrangements in place to ensure that the disability duties are complied with and this disability action plan effectively implemented. We will ensure the effective communication of the plan to staff and to providing all necessary training and guidance for staff on the disability duties and the implementation of the plan.

### **(b) Monitoring:**

5. We confirm our commitment to submitting an annual report to the Equality Commission on the implementation of this plan as well as carrying out a five yearly review of this plan.

### **(c) Consultation:**

6. We confirm our commitment to consulting with persons with a disability when implementing and reviewing our plan.

### **(d) Review of information and consideration of positive action:**

7. Responsibility for implementing, reviewing and evaluating this Disability Action Plan and the point of contact within Tourism NI will be:

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### **(e) Timeframe for measures outlined in the plan / duration of the plan:**

8. We confirm our commitment to submitting an annual progress report on the implementation of this plan to the Equality Commission and carrying out a five-year review of this plan, or plans submitted to the Equality Commission over the five-year review period.

### **(f) Details of how the plan will be published:**

9. A copy of this plan, our annual progress to the Equality Commission and our five year review of this plan will be made available on our website:

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

10. If you require this plan in an alternative format (such as in large print, in Braille, on audiocassette, easy read or on computer

disc) and / or language, please contact the above person to discuss your requirements.

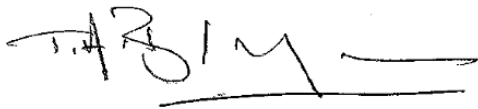
## Functions:

11. Tourism NI is a non-departmental public body of the Department for the Economy. Its primary objective is to promote Northern Ireland as a tourist destination to domestic tourists, from within Northern Ireland, and to visitors from the Republic of Ireland.

## Action Measures:

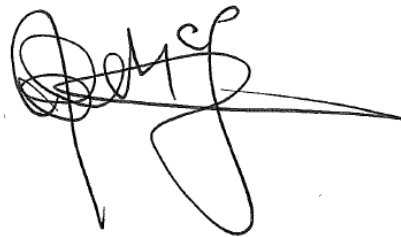
12. Outlined below (**Annex A**) are the measures, which we propose to take over the period (1 April 2018 – 31 March 2023) of this Disability Action Plan, together with performance indicators and / or targets.

Signed by:



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**Terence Brannigan**  
Chairman  
Tourism Northern Ireland



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**John McGrillen**  
Chief Executive  
Tourism Northern Ireland

(g) Measures to promote positive attitudes towards persons with a disability and encourage the participation of persons with a disability in public life:

Measures:	Timescale Indicators / target:	Performance:	Responsibility:
<b>1. Corporate Development</b>			
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.	<b>Timescale Indicator:</b> Ongoing.  <b>Target:</b> (At least) 2 articles / updates per year as and when opportunities become available.	We will use a staff survey to develop a baseline on disability duties awareness amongst Tourism NI staff.	Corporate Communications Unit.

<p>1.2 Promote 'persons with a disability' friendly tourist product via Consumer PR and marketing channels (e.g. press release, web and social media) and industry platforms (e.g. twitter account).</p>	<p><b>Timescale Indicator:</b> By 31 March 2023.</p> <p><b>Target:</b> (At least) 1 article / feature per marketing channel for the duration of this plan.</p>	<p><b>Key Performance Indicator:</b></p> <p>An average Impact Score of 70 or higher in PR coverage of 'persons with a disability' friendly tourist product.</p>	<p>Corporate Communications Unit.</p> <p><i>(With support from Social &amp; Digital Media Unit and Industry Development Unit).</i></p>
<p>1.3 Where practicable, monitor attitudes of persons with a disability through Tourism NI's Research &amp; Evaluation Programme.</p>	<p><b>Timescale Indicator:</b> By 31 March 2023.</p> <p><b>Target:</b> To be measured at least twice by 31 March 2023.</p>	<p>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.</p>	<p>Strategy, Policy, Insights, Research &amp; Evaluation Unit.</p>
<p>1.4 Promote positive attitudes towards persons with a disability and encourage participation by</p>	<p><b>Timescale Indicator:</b> By 31 March 2023.</p> <p><b>Target:</b></p>	<p>Performance will be measured through a post project evaluation.</p>	<p>Strategy, Policy, Insights, Research &amp; Evaluation Unit.</p>

	persons with a disability in public life through an 'Accessibility / persons with a disability' Insight Paper offering an insight into the Northern Ireland tourism visitor experience for persons with a disability.	Accessibility / persons with a disability Insight Paper produced and published by 31 March 2023.		
1.5	Explore the potential of adopting an established accessibility framework for promotion to the Northern Ireland Tourism industry.	<b>Timescale Indicator:</b> By 31 March 2019.	This will be scoped and submitted to Management / Senior Management for consideration by 31 March 2019.	Business Planning & Improvement Unit.
1.6	Accessibility Page on <a href="http://www.tourismni.com">www.tourismni.com</a> to be kept refreshed with latest learnings & developments.	Page to be reviewed and refreshed every month on 1 <sup>st</sup> of the month or as near to that date as possible thereafter.	Click rate and download performance to be monitored and reported on in the annual performance report.	Business Planning & Improvement Unit

<b>2. Organisational Development &amp; Human Resources</b>				
2.1	<p>Ensure disability awareness training is provided to employees on the disability equality legislation &amp; duties.</p> <p>All staff to be trained on our obligations under the Disability Discrimination Act (1995) legislation including our Senior Management Team and Board Members.</p> <p>These sessions will provide awareness of disability equality legislation and help address the support needs of disabled customers, clients and colleagues.</p>	<p><b>Timescale Indicator:</b></p> <p>By 31 March 2021.</p> <p><b>Target:</b></p> <p>All Directors &amp; Managers to be trained by 31 March 2019.</p> <p>All Staff Officers &amp; Executive Officers to be trained by 31 March 2020.</p> <p>All Board Members, Administrative Officers, Assistants &amp; Personal Assistant's (PAs) to be trained by 31 March 2021.</p>	<p>80% of participants in training will have a greater post-course Knowledge Assessment of The Disability Discrimination Act (1995) and the disability duties as measured through Training Evaluation Reports.</p>	<p>Human Resources Unit.</p>



<p>2.2 Ensure all staff have received the WorldHost 'Customers With Disabilities' Programme which aims to increase awareness and sensitivity towards persons with a disability.</p> <p>By having this knowledge, service providers can make persons with a disability feel more comfortable and welcome.</p>	<p><b>Timescale Indicator:</b></p> <p>By 31 March 2021.</p> <p><b>Target:</b></p> <p>All Marketing Division staff to be trained by 31 March 2019.</p> <p>All Product Development Division staff to be trained by 31 March 2020.</p> <p>All Corporate Development / Finance / IT Division staff to be trained by 31 March 2021.</p>	<p>70% of staff through the WorldHost Programme feel better equipped to providing services to customers with a disability as measured through Training Evaluation Reports.</p>	<p>Human Resources Unit.</p>
<p>2.3 Ensure our buildings are easily accessible to all persons with a disability for both staff and visitors.</p>	<p><b>Timescale Indicator:</b></p> <p>Ongoing.</p> <p><b>Target:</b></p>	<p>Ongoing audits are completed by the HQ Central Services team to ensure compliance with best practice recommendations.</p>	<p>Human Resources Unit.</p>

		Compliant with The Disability Discrimination Act (1995) legislation.		
2.4	Ensure effectiveness of the charity partnership with Guide Dogs NI.	<p><b>Timescale Indicator:</b></p> <p>Annual update from charity partner.</p> <p><b>Target:</b></p> <p>Ongoing.</p>	We will monitor the positive impact of staff support for nominated charity partner Guide Dogs NI through a staff survey with 80% of staff stating the positive impact of this partnership.	Corporate Social Responsibility internal working group.
<b>3. Product Development</b>				
3.1	Tourism Development Scheme (TDS) Letters of Offer specify the need for project promoters to consider equality legislation when delivering tourism projects.	<p><b>Timescale Indicator:</b></p> <p>Standard practice from 1 April 2013.</p> <p><b>Target:</b></p> <p>Every Letter of Offer to include accessibility in the terms &amp; conditions.</p>	90% of supported projects confirmed that they are fully accessible.	Capital Funding Programmes Unit.

4. Business Support & Events				
4.1	Tourism NI will promote the WorldHost 'Customers with Disabilities' training programme.	Tourism NI will signpost industry to the programme and monitor uptake.	80% of industry participants feel better equipped to deal with customers with a disability following this training as measured through Training Evaluation Reports.	Industry Development Unit.
4.2	Tourism NI's Industry Development Programme 2018/19 to include a "Persons with a disability" Masterclass within a wider "Equality" Insight Day featuring guest speakers and case studies from the Tourism industry who are demonstrating best practice.	<p><b>Timescale Indicator:</b></p> <p>To be completed by 31 March 2019.</p> <p><b>Target:</b></p> <p>90% satisfaction rating.</p>	A Post Event Evaluation to be issued to all attendees / delegates to gauge performance.	Industry Development Unit.
4.3	Events Fund Letters of Offer specify the need for event promoters to consider equality	<p><b>Timescale Indicator:</b></p> <p>Standard practice from 1 April 2013.</p>	90% of supported events confirmed that they are fully accessible.	Events Unit.

<p>legislation when delivering tourism events.</p> <p>Universal accessibility is one the 10 key criteria for international events funded under the Tourism Events Funding Programme.</p>	<p><b>Target:</b></p> <p>Every Letter of Offer to include accessibility in the terms &amp; conditions.</p>		
<p>4.4 Identify, within existing staff resource, a disability champion to positively promote accessibility to the NI tourism industry.</p>	<p><b>Timescale Indicator:</b></p> <p>To be completed by 31 March 2018.</p>	<p>Assist in highlighting issues and identifying potential solutions relating accessibility of accommodation and attractions.</p>	<p>Quality &amp; Standards Unit.</p>
<p>4.5 Log and learn from complaints received in relation to accessibility in tourist accommodation.</p> <p>At the earliest opportunity after the closure of the</p>	<p><b>Timescale Indicator:</b></p> <p>Ongoing.</p> <p><b>Target:</b></p> <p>We will acknowledge complaints within 3 working days and will</p>	<p>Tourism NI will review the information gathered from the Complaints Register regularly and may make recommendations to the Senior Management Team (SMT) to consider whether customer service could be improved.</p>	<p>Quality &amp; Standards Unit.</p>

	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.	provide a response within 10 working days or 28 days if a site visit is required.	When a complaint has been reviewed, any lessons learned will be shared across the organisation.	
4.6	Arrange training in 2004 provisions of the Disability Discrimination Act (1995) to inspectors and assessors.	<p><b>Timescale Indicator:</b></p> <p>To be completed by 31 March 2019.</p> <p><b>Target:</b></p> <p>Relevant staff trained by 31 March 2019.</p>	80% of staff feel more confident in their knowledge of The Disability Discrimination Act (1995) and the disability duties as measured through Training Evaluation Reports.	<p>Quality &amp; Standards Unit.</p> <p><i>[w/ input from HR (i.e. procurement, contract and budget)]</i></p>
4.7	Generic statements within Assessment Reports on service provider duties under the Disability	<p><b>Timescale Indicator:</b></p> <p>From 1 April 2018.</p> <p><b>Target:</b></p>	Remind industry that they have legislative responsibilities under The Disability Discrimination Act (1995).	Quality & Standards Unit.

<p>Discrimination Act (1995).</p>	<p>Each report to include reference.</p>		
<p>4.8 In all tourist accommodation certification and grading visits, check persons with a disability toilets are clear of obstruction and used as toilets only.</p>	<p><b>Timescale Indicator:</b> From 1 April 2018.</p> <p><b>Target:</b> Each inspection / assessment to include persons with a disability toilet check where relevant.</p>	<p>Assessment / Inspection Reports will draw attention to obstructions, misuse of persons with a disability toilets etc.</p>	<p>Quality &amp; Standards Unit.</p>

5. Marketing				
5.1	<p>To capture relevant information from persons participating in Media Familiarisation (FAM) Trips prior to arrival to ensure accessibility requirements are met.</p> <p><i>[A Media FAM trip is a Media Familiarisation trip, offered to media on behalf of Tourism NI to get the media familiar with our destination.]</i></p>	<p><b>Timescale Indicator:</b></p> <p>Ongoing.</p>	<p>Feedback from attendees / delegates to gauge performance.</p>	<p>Destination Marketing Unit</p> <p>&amp;</p> <p>ROI Marketing Unit</p>
5.2	<p>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.</p>	<p><b>Timescale Indicator:</b></p> <p>Ongoing.</p> <p><b>Target:</b></p> <p>One article to be included in golf club e-</p>	<p>By having this knowledge, service providers can make persons with a disability feel more comfortable and welcome.</p>	<p>Golf Marketing Unit.</p>

<p><i>[Golf Tourism Strategy 2015 – 2020 aims to ‘Develop the capability and capacity of clubs to host visitors’.]</i></p>	<p>zines per year on the importance of considering the needs of persons with a disability.</p>		
<p>5.3 Ensure full consideration of accessibility is included in every development brief for our consumer website.</p>	<p><b>Timescale Indicator:</b> To be completed by 31 March 2023.</p> <p><b>Target:</b> Website being persons with a disability friendly for all customers.</p>	<p>Ongoing development of Discovernorthernireland.com in line with industry accessibility standards.</p>	<p>Visitor Information Unit.</p>
<p>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.</p>	<p><b>Target:</b> Tourism NI to promote the ‘Every Customer Counts’ initiative to the tourism industry.</p>	<p>By having this knowledge, service providers can make persons with a disability feel more comfortable and welcome.</p>	<p>Business Solutions Unit.</p>





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**Industry Website:** [www.tourismni.com](http://www.tourismni.com)

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