

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:	Tourism NI Equality Scheme
Reviewed and approved by:	Áine Kearney, Interim CEO, Tourism NI

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 2024 and March 2025

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 2024-25, 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.

Inclusive & Accessible Tourism Working Group

Tourism NI established an internal Inclusive & Accessible Tourism Working Group in April 2023, responding to an industry and organisational need. Working across several teams, the group aims to co-ordinate and influence efforts within Northern Ireland tourism sector, to ultimately support industry to improve the inclusiveness and accessibility of the Northern Ireland Visitor Experience.

The group is doing this by providing industry with practical supports and enablers for them to use to ensure that the tourism experience in Northern Ireland is as accessible as possible, irrespective of age or ability, thereby enabling all visitors to participate in and enjoy tourism experiences offered.

It also communicates industry efforts to future visitors through Tourism NI's various channels. It collaborates with key partners, industry, and representative sectoral bodies to inform its work, complementing other supports in reducing duplication. The work of the group also contributes to compliance with Tourism NI's statutory obligations under Section 75 of the Northern Ireland Act 1998, and Disability Discrimination Act (DDA) 1995, through the implementation of the organisation's Equality Scheme and Disability Action Plan.

In 2024-25, the group's activity included the following deliverables:

- **Industry Research:** Tourism NI has continued to work through the results of an industry survey used to gauge the levels of accessibility within the tourism and hospitality industry to better understand industry support requirements to help make the tourism offering more accessible to potential customers.
- **Inclusive & Accessible Tourism Toolkit:** Having secured an agreement with Visit Britain to license their 'Inclusive & Accessible Toolkit', Tourism NI worked with inclusive design agency, Tilting the Lens, to revise the toolkit for Northern Ireland tourism and hospitality businesses. As part of the process, Tourism NI engaged with Disability Action and many of their members to present the toolkit and receive feedback, reflecting the needs of the various user groups. The toolkit will be launched to industry in April 2025.

- **E Learning Modules:** Tourism NI is developing a dedicated course on Inclusive Tourism to support the roll out of the 'Inclusive & Accessible Toolkit' in April 2025. Another course focusing on inclusive communications is also in development. These courses will be available on Tourism NI's eLearning platform MyTourism NI.
- **Disability Awareness Training:** Members of the Inclusive Tourism Working Group received training in Disability Awareness from Disability Action in April 2024.
- **Embrace the Inclusive Spirit 2025 Seminar:** Tourism NI partnered with Belfast City Council to sponsor a dedicated seminar on Inclusive and Accessible tourism held on 18 February 2025 - [Embrace the Inclusive Spirit 2025 Seminar](#)
- **Belfast City Council Accessible and Inclusive Working Group:** Tourism NI sits on Belfast City Council's Accessible and Inclusive Working Group. Members consist of representatives from various statutory, voluntary and private sector organisations. In March 2025, Tourism NI attended a workshop to develop the Council's Disability Action Plan.
- **UK and Ireland Accessibility Tourism Information Steering Group:** Tourism NI sat on this group alongside representatives from all UK and Ireland National Tourism Organisations. The primary objective was to bring consistency and uniformity to accessible feature information provided to consumers across the UK and Ireland tourism industry, and tailor this guidance to 7 industry categories: Attractions and Experiences, Food and Drink, Events and Festivals, Serviced Accommodation, Guest Accommodation, Self Catering and Camping. The work of the group has now concluded, and Tourism NI is working to implement recommendations which include a checklist of 30 guidance questions of 7 tourism categories. These will be integrated into the www.discovernorthernireland.com database in 2025 and will become the standardised accessibility features and titles across UK and Ireland in the tourism industry.

International Tourism Events Funding Programme

Tourism NI assists the events industry in Northern Ireland through the delivery of an **International Tourism Events Funding Programme**.

Tourism NI's [International Tourism Events Fund for 2024/25](#) supported **13** international tourism events occurring between 1 April 2024 and 31 March 2025.

Applications for financial support were scored against key criteria and requirements. Guidelines for the programme outline the following:

1.2 Vision and Objectives

Our vision is for a portfolio of distinctive, high-quality tourism events which tell a compelling story of Northern Ireland to the world. We seek to support events that will help to achieve an increase in the value of tourism to the Northern Ireland economy, while also meeting other important industrial, cultural and social agendas, including

creating a sustainable, inclusive and welcoming event programme for all our communities and visitors. All experiences that Tourism NI supports and funds must be open and inclusive to all visitors, including all communities across Northern Ireland and should not offend or insult the public, or damage community relations.

This vision has been developed to ensure Tourism NI fulfils its statutory duty to promote good relations in accordance with Section 75 of the Northern Ireland Act 1998 and so Tourism NI shall consider whether applications to the ITEF align with Tourism NI's statutory duties.

Equality of opportunity, accessibility, and good relations

The Equality Commission of Northern Ireland consider that promoting good relations means “the growth of relations and structures for Northern Ireland that acknowledges the religious, political and racial context of this society, and that seek to promote respect, equity and trust, and embrace diversity in all its forms”.

As applicants will be aware, there is a vast network of equality and anti-discrimination laws to protect the rights of individuals. The equality and anti-discrimination laws will be relevant to applicants as an employer, in any of its volunteer programmes, through its procurement of goods and services, in its delivery of the event and in particular in ensuring access to the event for all.

Applicants must at all times comply with all applicable fair employment, equality of treatment and anti-discrimination legislation, including but not limited to: the Employment (Northern Ireland) Order 2002, Employment Equality (Age) Regulations (Northern Ireland) 2006, the Fair Employment and Treatment (Northern Ireland) Order 1998, the Sex Discrimination (Northern Ireland) Order 1976 as amended by the Sex Discrimination (Northern Ireland) Order 1988, the Disability Discrimination Act 1995, The Disability Discrimination (Northern Ireland) Order 2006, the Race Relations (Northern Ireland) Order 1997 as amended by the 2003 Regulations.

While the above are legal requirements which all events must comply, Tourism NI's vision is to create events that are inclusive and welcoming to all. Applicants should demonstrate how the event programming, content, delivery and operations fulfil this vision and go the extra mile to be as inclusive as possible.

As set out at above, events funded under the International Tourism Events Fund must align with Tourism NI's statutory obligation to promote good relations and also provide for equality of opportunity and accessibility in line with fair employment, equality of treatment and anti-discrimination legislation.

Whilst Tourism NI does not intend to act as curators of any event that is successful in its application to the International Tourism Event Fund, it will be necessary for any successful event to promote equality of opportunity and good relations to ensure public funds are applied appropriately and that Tourism NI complies with its statutory obligations as a public body.

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

- 2 Please provide **examples** of outcomes and/or the impact of **equality action plans/ measures** in 2024-25 (*or append the plan with progress/examples identified*).

Action measure:

Tourism Event Funding Programme Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.

Outcome / impact:

13 events were supported under the International Tourism Events Fund (ITEF). All Letters of Offer included terms and conditions re accessibility and inclusivity, and compliance is monitored and reviewed. Conditions re promoting good relations have been included in ITEF Letters of Offer since 2022/23. The standard terms and conditions include compliance with all legislation and regulations. All events state they are as fully inclusive as possible.

Action Measure:

Raise awareness with the NI Tourism Industry, of issues in relation to disability and accessibility'.

Outcome / impact:

- **Industry Research:** Tourism NI has continued to work through the results of an industry survey used to gauge the levels of accessibility within the tourism and hospitality industry to better understand industry support requirements to help make the tourism offering more accessible to potential customers.
- **Inclusive & Accessible Tourism Toolkit:** Having secured an agreement with Visit Britain to license their 'Inclusive & Accessible Toolkit', Tourism NI worked with inclusive design agency, Tilting the Lens, to revise the toolkit for Northern Ireland tourism and hospitality businesses. As part of the process, Tourism NI engaged with Disability Action and many of their members to present the toolkit and receive feedback, reflecting the needs of the various user groups.
- **E Learning Modules:** Tourism NI is developing a dedicated course on Inclusive Tourism to support the roll out of the 'Inclusive & Accessible Toolkit' in April 2025. Another course focusing on inclusive communications is also in development. These courses will be available on Tourism NI's eLearning platform MyTourism NI.
- **Disability Awareness Training:** Members of the Inclusive Tourism Working Group received training in Disability Awareness from Disability Action in April 2024.
- **Embrace the Inclusive Spirit 2025 Seminar:** Tourism NI partnered with Belfast City Council to sponsor a dedicated seminar on Inclusive and Accessible tourism held on 18 February 2025 - [Embrace the Inclusive Spirit 2025 Seminar](#).

- **Belfast City Council Accessible and Inclusive Working Group:** Tourism NI sits on Belfast City Council's Accessible and Inclusive Working Group. Members consist of representatives from various statutory, voluntary and private sector organisations. In March 2025, Tourism NI attended a workshop to develop the Council's Disability Action Plan.
- **UK and Ireland Accessibility Tourism Information Steering Group:** Tourism NI sat on this group alongside representatives from all UK and Ireland National Tourism Organisations. The primary objective was to bring consistency and uniformity to accessible feature information provided to consumers across the UK and Ireland tourism industry, and tailor this guidance to 7 industry categories: Attractions and Experiences, Food and Drink, Events and Festivals, Serviced Accommodation, Guest Accommodation, Self Catering and Camping. The work of the group has now concluded, and Tourism NI is working to implement recommendations which include a checklist of 30 guidance questions of 7 tourism categories. These will be integrated into the www.discovernorthernireland.com database in 2025 and will become the standardised accessibility features and titles across UK and Ireland in the tourism industry.

Action Measure:

Ensure relevant TNI staff are trained in relation to Section 75.

Outcome / impact:

Tourism NI has access to the NICS Centre for Applied Learning online Learning Management System, LInKS, which provides all Tourism NI staff with online training resources. *'Introduction to Section 75'* is a compulsory training module for all staff. As of 31 March 2025, **153 out of 154 (99%)** active employees have completed this training.

As one of the 9 groups identified in Section 75 of the Northern Ireland Act 1998, *'Disability Awareness for Frontline Staff'* is also a compulsory training module for all staff. As of 31 March 2025, **154 out of 154 (100%)** active employees have completed this training.

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 programme 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 this. 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.

3 Has the application of the Equality Scheme commitments resulted in any changes to policy, practice, procedures and/or service delivery areas during the 2024-25 reporting period? (tick one box only)

☒ Yes

☐ No (go to Q.4)

☐ Not applicable (go to Q.4)

Please provide any details and examples:

- **Industry Research:** Tourism NI has continued to work through the results of an industry survey used to gauge the levels of accessibility within the tourism and hospitality industry to better understand industry support requirements to help make the tourism offering more accessible to potential customers.
- **Inclusive & Accessible Tourism Toolkit:** Having secured an agreement with Visit Britain to license their 'Inclusive & Accessible Toolkit', Tourism NI worked with inclusive design agency, Tilting the Lens, to revise the toolkit for Northern Ireland tourism and hospitality businesses. As part of the process, Tourism NI engaged with Disability Action and many of their members to present the toolkit and receive feedback, reflecting the needs of the various user groups.
- **E-Learning Modules:** Tourism NI is developing a dedicated course on Inclusive Tourism to support the roll out of the 'Inclusive & Accessible Toolkit' in April 2025. Another course focusing on inclusive communications will also become available. These courses will be available on Tourism NI's eLearning platform MyTourism NI.
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Embrace the Inclusive Spirit 2025 Seminar: Tourism NI partnered with Belfast City Council to sponsor a dedicated seminar on Inclusive and Accessible tourism held on 18 February 2025 - [Embrace the Inclusive Spirit 2025 Seminar](#).

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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:

Tourism NI's internal Inclusive & Accessible Tourism Working Group in April 2023, is having a direct impact on people with disabilities. The group aims are having a direct impact on people with disabilities. The aim of the group is to co-ordinate and influence efforts within Northern Ireland tourism sector, to ultimately support industry to improve the inclusiveness and accessibility of the Northern Ireland Visitor Experience. The group is doing this by providing industry with practical supports and enablers for them to use to ensure that the tourism experience in Northern Ireland is as accessible as possible, irrespective of age or ability, thereby enabling all visitors to participate in and enjoy tourism experiences offered.

It also communicates industry efforts to future visitors through Tourism NI's various channels. It collaborates with key partners, industry, and representative sectoral bodies to inform its work, complementing other supports in reducing duplication. A summary of the group's activity delivered by the group in 2024/25 can be found at point 1.

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):

Click or tap here to enter text.

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

Click or tap here to enter text.

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

Click or tap here to enter text.

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

Click or tap here to enter text.

☒ Other *(please specify and give details)*:

The establishment of the Inclusive & Accessible Tourism Working Group was a response to an industry and organisational need.

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 2024-25 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:

The integration of Section 75 statutory duties into job descriptions is only applicable to specific job roles such as HR and the Corporate Information Officer who maintains Tourism NI's Equality Scheme and associated action plan.

5 Were the Section 75 statutory duties integrated within performance plans during the 2024-25 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:

Employees cannot receive a 'satisfactory' rating in their annual performance review unless all mandatory training, including 'Introduction to Section 75' and 'Disability Awareness for Frontline Staff', is completed.

6 In the 2024-25 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
- ☐ No, these are already mainstreamed through the organisation's corporate plan
- ☐ No, the organisation's planning cycle does not coincide with this 2024-25 report
- ☐ Not applicable

Please provide any details and examples:

Click or tap here to enter text.

Equality action plans/measures

7 Within the 2024-25 reporting period, please indicate the number of:

Actions completed:

7

Actions ongoing:

5

Actions to commence:

0

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 2024-25 reporting period (*points not identified in an appended plan*):

The initiative against the objective, '*Raise awareness with the NI tourism industry of issues in relation to disability and accessibility*' was updated to '*Develop and implement the Inclusive Tourism Working Group Action Plan*'. The Performance Indicator was also updated to, '*Quarterly meetings to monitor progress*'.

9 In reviewing progress on the equality action plan/action measures during the 2024-25 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 2024-25 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 2024-25 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 by email with an opportunity to opt in/out of the consultation

☐ Internet discussions

☐ Telephone consultations

☒ Other (*please specify*): No consultations conducted in the 2024/25 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:

n/a

- 13 Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2024-25 reporting period? (*tick one box only*)**

☐ Yes

☐ No

☒ Not applicable

Please provide any details and examples:

Click or tap here to enter text.

- 14 Was the consultation list reviewed during the 2024-25 reporting period? (*tick one box only*)**

☒ Yes

☐ No

☐ Not applicable – no commitment to review

In 2024/25, Tourism NI conducted a 5-year review of its Equality Scheme and as part of this exercise, the consultee list was reviewed and updated.

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*):**

9

PART A

16 Please provide the **number of assessments** that were consulted upon during 2024-25:

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:

Click or tap here to enter text.

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 2024-25 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 2024-25 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:

Click or tap here to enter text.

- 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:

Click or tap here to enter text.

- 22 Please provide any details or examples of where the monitoring of policies, during the 2024-25 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 2024-25, and the extent to which they met the training objectives in the Equality Scheme.**

Tourism NI has access to the NICS Centre for Applied Learning online Learning Management System, LInKS, which provides all Tourism NI staff with online training resources. *'Introduction to Section 75'* is a compulsory training module for all staff. As of 31 March 2025, **153 out of 154 (99%)** active employees have completed this training.

As one of the 9 groups identified in Section 75 of the Northern Ireland Act 1998, *'Disability Awareness for Frontline Staff'* is also a compulsory training module for all staff. As of 31 March 2025, **154 out of 154 (100%)** active employees have completed this training.

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 organisations 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 2025, **153 out of 154 (99%)** active employees have completed 'Introduction to Section 75' training.

As of 31 March 2025, **154 out of 154 (100%)** active employees have completed 'Disability Awareness for Frontline Staff' training.

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

- 26 Please list any examples of where monitoring during 2024-25, 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 2024-25?**

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:**

2030

- 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)***

Tourism NI will continue to improve internal communication and processes in relation to equality screening including circulating ECNI's training videos on [Equality Screening](#) and [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
- ☐ 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:

12	2	1
Fully achieved	Partially achieved	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 website (discoverni.com) is subject to ongoing review to ensure compliance with accessibility standards.	1. Ongoing development and build of new web platforms ensuring adherence to The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and Web Content Accessibility Guidelines (WCAG 2.2 AA standards).	1. The web platform on which the Discover Northern Ireland website is built complies with the accessibility standards referenced and has been augmented with Browsealoud software to provide visitors with features such as text-to-speech and translation services.

PART B

	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 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

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).	As of 31 March 2025, 154 out of 154 (100%) active employees have completed training in 'Disability Awareness for Frontline Staff' via the NICS Centre for Applied Learning online learning management system, LInKS. 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 programme. The session also signposts staff to Tourism NI's Disability Action Plan.

PART B

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 relevant information on tourismni.com	Ongoing 24/25	The Accessibility page on Tourism NI's industry website is continually monitored and updated with latest learnings and developments with signposting to ECNI's Every Customer Counts initiative.
2	Promote positive images of people with disabilities.	New marketing and promotional content commissioned is to be used across multiple marketing platforms with diverse cast in terms of ethnicity and ability.	Casting briefs for marketing and/or promotional material specify the need for diversity in ethnicity and ability (where possible and if appropriate).

PART B

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

	Encourage others Action Measures	Outputs	Outcome / Impact
1	Tourism Event Funding Programme Letters of Offer specify the need for event promoters to consider equality legislation when delivering tourism events.	1. Every Letter of Offer / Sponsorship Agreement to include in the terms and conditions a reference to the need to consider accessibility and inclusivity. 2. Applications to the International Tourism Events Fund and National Tourism Events Sponsorship 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 inclusive.	1. 13 events were supported under the International Tourism Events Fund. All letters of offer included terms and conditions re accessibility and inclusivity, and compliance is monitored and reviewed. 2. Event organisers are asked to provide their Equality of Opportunity and Accessibility Plans. These are taken into consideration when assessing applications and awards. 3. All events supported stated they are as fully inclusive as possible.

PART B

2	Tourism NI Disability Champion to positively promote accessibility, acting as a point of contact for staff and industry when required.	Assist in highlighting issues and identifying potential solutions relating to accessibility.	1. Tourism NI's Disability Champion has been a member of Belfast City Council's Accessible and Inclusive Working Group since June 2023. Members consist of representatives from various statutory, voluntary and private sector organisations. 2. Led by the Disability Champion, Tourism NI once again partnered with Belfast City Council to sponsor a dedicated seminar on Inclusive & Accessible Tourism held on 18 February 2025 - Embrace the Inclusive Spirit 2025 Seminar.
3	Raise awareness with the NI Tourism Industry, of responsibilities in relation to disability and accessibility.	1. Generic statements within Inspection Reports on service provider compliance with statutory duties. 2. Inspection Checklists sent with all self-catering, B&B and guest accommodation certification appointment letters contain reference for the need to comply with the Disability Discrimination Act (1995).	1. 1490 certification reports issued during 2024/25 containing a generic statement regarding compliance with statutory duties which includes DDA. The following statement is included on all types of accommodation certified with conditions, <i>'It is the operator's responsibility to ensure compliance with all relevant statutory areas applicable to your business. Visit Legal considerations page on www.tourismni.com'</i>. 2. 1128 of Inspection Checklists issued with self-catering, B&B and guest accommodation new venture and statutory reports in 2024/25.

PART B

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 is provided within 10 working days or 28 days if a site visit is required.	Learn from complaints received in relation to accessibility in tourist accommodation and use findings to encourage accommodation providers to be more aware of accessibility. In 2024/25, Tourism NI received two complaints regarding accessibility. These were acknowledged and responded to within the timeframe outlined.
2	Gain a better understanding of the issues in relation to the Northern Ireland tourism experience for persons with a disability.	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.	Questions were included in the September 2024 and March 2025 Waves of Tourism NI's ROI and NI consumer sentiment research to monitor parity of NPS and visitor experience versus expectations. This will be repeated in 2025/2026.
3	Ensure our buildings are accessible for all staff and visitors.	Implement recommendations from accessibility audit.	Workstyle agreements were completed by all staff and reasonable adjustments have been put in place where appropriate. In addition to Personal Emergency Evacuation Procedures (PEEP) which all staff are

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			required to complete, we have additional risk assessments in place where accessible issues are applicable e.g. pregnant employees, those with mobility issues etc.
4	Tourism NI industry website (www.tourismni.com) subject to ongoing review to ensure compliance with accessibility standards.	Continued monitoring to ensure compliance with The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and Web Content Accessibility Guidelines (WCAG 2.2 AA).	www.tourismni.com complies with the accessibility standards referenced and has been augmented with Browsealoud / Reachdeck software to provide visitors with features such as text-to-speech and translation services.
5	Raise awareness with the NI Tourism Industry of issues in relation to inclusive and accessible tourism.	Develop and implement the Inclusive Tourism Working Group Action Plan.	Tourism NI established an internal Inclusive & Accessible Tourism Working Group in April 2023, responding to an industry and organisational need. Working across several teams, the group aims to co-ordinate and influence efforts within Northern Ireland tourism sector, to ultimately support industry to improve the inclusiveness and accessibility of the Northern Ireland Visitor Experience. The group is doing this by providing industry with practical supports and enablers for them to use to ensure that the tourism experience in

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			Northern Ireland is as accessible as possible, irrespective of age or ability, thereby enabling all visitors to participate in and enjoy tourism experiences offered. It also communicates industry efforts to future visitors through Tourism NI's various channels. It collaborates with key partners, industry, and representative sectoral bodies to inform its work, complementing other supports in reducing duplication. In 2024-25, the group's activity included the following deliverables: Industry Research: Tourism NI has continued to work through the results of an industry survey used to gauge the levels of accessibility within the tourism and hospitality industry to better understand industry support requirements to help make the tourism offering more accessible to potential customers. Inclusive & Accessible Tourism Toolkit: Having secured an agreement with Visit Britain to license their 'Inclusive & Accessible Toolkit', Tourism NI worked with inclusive design agency, Tilting the Lens, to
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			revise the toolkit for Northern Ireland tourism and hospitality businesses. As part of the process, Tourism NI has engaged with Disability Action and many of their members to present the toolkit and receive feedback, reflecting the needs of the various user groups. E Learning Modules: Tourism NI is developing a dedicated course on Inclusive Tourism to support the roll out of the 'Inclusive & Accessible Toolkit' in April 2025. Another course focusing on inclusive communications is also in development. These courses will be available on Tourism NI's eLearning platform MyTourism NI. Disability Awareness Training: Members of the Inclusive Tourism Working Group received training in Disability Awareness from Disability Action in April 2024. Embrace the Inclusive Spirit 2025 Seminar: Tourism NI partnered with Belfast City Council to sponsor a dedicated seminar on Inclusive and Accessible tourism held on 18
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			February 2025 - Embrace the Inclusive Spirit 2025 Seminar. Belfast City Council Accessible and Inclusive Working Group: Tourism NI sits on Belfast City Council's Accessible and Inclusive Working Group. Members consist of representatives from various statutory, voluntary and private sector organisations. In March 2025, Tourism NI attended a workshop to develop the Council's Disability Action Plan.
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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	Development Roadmap for the updated consumer website to include accessibility objectives.	Ongoing 24/25	The process of re-development has commenced with completion due in January 2026. The website will be compliant with Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 and adhere to the Web Content Accessibility Guidelines (WCAG 2.2 AA standards).	Procurement was not completed until February 2025.

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2	Provide Visitor Information on accessible Tourist accommodation and attractions.	Ongoing	Tourism NI sat on a UK and Ireland Accessibility Tourism Information Steering Group alongside representatives from all UK and Ireland National Tourism Organisations. The work of the group has now concluded, with recommendations taking the form of a checklist of 30 guidance questions of 7 tourism categories. These will be integrated into the www.discovernorthernireland.com database in 2025 and will become the standardised accessibility features and titles across UK and Ireland in the tourism industry.	The work of the group concluded at the end of this reporting period.
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4. Please outline what action measures **have not been achieved** and the reasons why.

	Action Measures not met	Reasons
1	Tourism NI's Investment Funding Programme Guidelines and Letters of Offer specify the need for project promoters to consider accessibility when delivering tourism capital projects.	No Letters of Offer were issued in the 2024-25 reporting year.

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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

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?

If yes please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1	Raise awareness with the NI Tourism Industry of issues in relation to disability and accessibility.	The initiative for this objective was updated to 'Develop and implement the Inclusive Tourism Working Group Action Plan' and the Performance Indicator was updated to, 'Quarterly meetings to monitor progress'.	Ongoing

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?

The objective, 'Raise awareness with the NI Tourism Industry, of responsibilities in relation to disability and accessibility' will be amended to 'Raise awareness with the NI accommodation providers of responsibilities in relation to disability and accessibility'. The performance indicator will remain the same.

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.