

## 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:

[Northern Ireland Act \(1998\) \(tourismni.com\)](http://tourismni.com)

#### Signature:

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

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

**This report reflects progress made between April 2021 and March 2022**

## **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 2021-22, 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 2021 and 31 March 2022, Tourism NI supported a range of projects under two TIS investment programmes throughout Northern Ireland (**See Tables 1 & 2 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. **1** project was assisted under the Experience Development Programme in 2021-22 (**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.

## PART A

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.

### **Website Development Programme 2021-22**

The Website Development Programme was designed to help experience providers develop their websites and digital presence, supporting business recovery & growth. A total of **36** programmes were assisted under the Website Development Programme in 2021-22. **(See Table 2 below).**

The programme aimed to provide support to experience providers to develop or enhance their websites and digital presence through the provision of a digital audit and website development plan to be used to support business recovery & growth.

**Programme Objectives:**

- 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 across a range of tourism experience providers in Northern Ireland in line with the new Embrace a Giant Spirit experience brand
- To increase the Northern Ireland experience offering online by developing sites for those operators who have little or no digital presence
- To support tourism experience providers to market and sell their experiences in a post-COVID19 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 experience 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.

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

- Websites designed to W3C standards and specifically compliance with WCAG standards (Web Content Accessibility Guidelines)
- Use of accessibility apps on website e.g. browse aloud, screen reader;
- Use of simple text and short paragraphs
- Functionality to increase text size
- Use of contrasting colours
- Imagery on website portraying a wide range of people from differing backgrounds
- Option to view website in different languages
- Requesting at booking stage if customers have any additional needs
- Providing information on the website on the accessibility of the experience
- Posting their Equality policy on website.

**Table 1: Experience Development Programme 2021 -2023**

Project Name		Value Approved
1.	A Shepherds Life	£450,000.00
<b>Total</b>		<b>£450,000.00</b>

**Table 2: Website Development Programme 2021-22**

Project Name		Value Approved
1.	Derrie Danders Website Redevelopment	£3,360
2.	Land Rover Defender Tours & Adventure Golf	£10,560.00
3.	Elmfield Estate	£7,900.00
4.	Castle Archdale Tree Trek Website Development	£9,684.00
5.	Jet Centre website development	£23,913.00
6.	Ballycastle Seatours Website	£5,716.00
7.	Giant's Ring of Adventure at the Heart of the City	£22,000.00
8.	Improvements to Gortin Centre Website	£2,960.00
9.	New website	£7,372.80
10.	Armagh Gaelic Sport Experience Website Development	£18,833.31
11.	Limitless Website Development	£12,560.00
12.	Kilmegan Farmhouse Cider Experience	£2,607.20
13.	NI Silver - Jewellery by You	£8,127.36
14.	Website Development: Update, Booking system, Back End Merger	£19,040.00
15.	Galgorm Castle Fairy Trail - Website Development	£12,849.60
16.	Drenagh website development	£18,560.00
17.	Website Development 2022	£7,854.40
18.	Wing Foil Ireland	£2,352.00
19.	Re-development of the website	£4,317.12
20.	Creation of website for the Livingston Centre	£6,322.50

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21.	George Best House website redevelopment	£5,503.88
22.	Website Development Plan for Causeway Boats	£9,984.00
23.	Saint Patrick Centre Website Development Programme	£5,780.00
24.	Tracey's Farmhouse Kitchen Digital Improvement	£11,155.20
25.	Con O'Neill Website Development	£20,440.00
26.	Website Development Programme	£7,600.00
27.	Website Development Programme 2021-22. Killeavy Castle Estate	£30,000.00
28.	NI Golf Tours Website Development Programme 2021/2022	£23,200.00
29.	Website Development Programme Application 21.22	£4,400.00
30.	Redevelopment of Fermanagh Lodges Website and Branding	£1,320.00
31.	Website update for Hilden Brewery	£23,740.00
32.	Belfast Walking Tours Website Development Programme	£14,520.00
33.	2022 Tour Rejuvenation	£27,840.00
34.	Titanic Belfast Website Content Translation	£1,104.00
35.	Improve www.waterman.house website	£19,000.00
36.	The bespoke itinerary	£22,800.00
<b>Total</b>		<b>£435,276.37</b>

### **Tourism Event Funding Programme 2021/22**

Tourism NI's **International Tourism Events Fund Programme** for 2021/22 supported **6** homegrown international tourism events occurring between 1 April 2021 and 31 March 2022 (**See Table 1 below**).

Tourism NI's **National Tourism Events Sponsorship Scheme** for 2021/22 supported **20** homegrown national tourism events occurring between 1 April 2021 and 31 March 2022 (**See Table 2 below**).

Applications for funding were scored against 8 key criteria, which were selected for relevance to the delivery of the '*Events Strategic Vision to 2020*'.

**Criterion 8: Equality of Opportunity & Accessibility** (the section below (*italics*) is communicated to Events Fund applicants):

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

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

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

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

*Specific pieces of legislation such as the Sex Discrimination (NI) Orders 1976 and 1988, the Fair Employments (NI) Acts 1976 and 1989, the Disability Discrimination Act 1995 and the Race Relations (NI) Order 1997 all describe legislation which will be relevant to event organisers, especially with regard to paid employment, volunteer programmes and access to events”.*

All Letters of Offer included terms and conditions highlighting the need to consider accessibility and inclusivity.

**Table 1: International Tourism Events Fund 2021/22:**

<b>International Award</b>	<b>Event Name</b>
£112,019	Antrim Coast Half Marathon
£75,000	August Feile
£45,000	Belfast International Arts Festival
£60,000	Cathedral Quarter Arts Festival
£135,000	Derry International Halloween Festival
£45,000	Open House Festival
<b>£472,019</b>	

**Antrim Half Coast Marathon:**

Approved by World Athletics as an Elite Event, the MEA Antrim Coast Half Marathon 2022 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.

**August Feile:**

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

**Belfast International Arts Festival:**

Belfast International Arts Festival, formerly known as Belfast Festival at Queen's, is the city's longest running international arts event. The event covers theatre, dance, classical and roots music, visual, film and digital arts and literature accompanied by outreach and education events. It takes place every October in venues and locations across Belfast. The mission of Belfast International Arts Festival is to be the preeminent, progressive international arts event within Northern Ireland, actively engaging both global and local communities in the richness and diversity of contemporary arts practice.

**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.

**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.



**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.

**Table 2: National Tourism Events Sponsorship Scheme 2021-22**

<b>Sponsorship Award</b>	<b>Event Name</b>
£18,000	Armagh Food & Cider Weekend
£24,000	Armagh Georgian Weekend
£18,000	AVA Festival
£18,000	Balmoral Show
£30,000	Belfast Children's Festival
£18,000	Belfast Film Festival
£24,000	Belfast Mela
£18,000	Belfast Tradfest Winter Weekend
£24,000	Carnival of Colours
£6,000	Cinemagic International Television & Film Festival
£24,000	City of Derry International Choral Festival
£30,000	Clandeboyne EuroPro Tour Northern Ireland Masters
£12,000	Culture Night Belfast presents The Ogham Grove
£18,000	Jail of Horror at Crumlin Road Gaol
£6,000	Lap the Lough
£6,000	Lonely Passions: Brian Moore Centenary Festival
£6,000	Mission Santa
£30,000	Northern Ireland Science Festival
£12,000	Shane's Castle Steam Rally
£6,000	Tumble Circus presents Winter Circus
£6,000	Ultimate Strongman World Championship III
<b>£354,000</b>	

- 2 Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2021-22 (*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.	Under the Experience Development Programme, 24 Letters of Offer were issued in the 2021-22 reporting year. <b>1</b> project (£450,000) was assisted under the Experience Development Programme in 2021-22 and <b>36</b> were assisted under Website Development Programme. 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: <b>x6</b> international events; <b>x20</b> 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 Letters of Offer re good relations was sought in 2021. This is being built into Letters of Offer going forward for 2022-23. The standard terms and conditions include compliance with all legislation and regulations.</p> <p>The National Tourism Events Sponsorship Scheme Sponsorship (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. The conditions proposed for the International Tourism Events Fund Programme (ITEFP) Letters of Offer are likely to also be included in NTESS sponsorship agreements.</p>
3	Ensure relevant TNI staff are trained in relation to Section 75.	In November 2021, Tourism NI gained access to the NICS Centre for Applied Learning online Learning

		<p>Management System, LInKS, which provides all Tourism NI staff with online training resources. <i>'Introduction to Section 75'</i> was identified as compulsory training for staff. <b>77%</b> of Tourism NI staff have completed the course. This training must now be completed annually by all staff to maintain 'certification'. In addition, all new and returning staff are subject to a staff induction and <i>Introduction to Section 75</i> training will be included as part of the induction programme for new staff. As well as highlighting Section 75, induction sessions cover DDA and signposts to the organisations Equality Scheme 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 2021-22 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 2021/22, Tourism NI's Social and Digital Media team commissioned new marketing content to be used across Tourism NI's various marketing platforms. In the casting brief, a specific request was made for individuals to *be 'diverse in terms of ethnicity and ability'*. The diverse cast included a wheelchair user, an amputee and a cast member with Down's Syndrome. As a result of this, all casting briefs for marketing or promotional material now seek diverse individuals in terms of ethnicity and ability where possible and if it is appropriate depending on the nature of the material being produced.
- In November 2021, Tourism NI gained 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'* was identified as compulsory training for all staff. **77%** of Tourism NI staff have now completed the course. This training must now be completed annually by all staff to maintain 'certification'. In addition, all new and returning staff are subject to a staff induction and *Introduction to Section 75* training will be included as part of the induction programme for new staff.

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 changes made to casting briefs, as outlined above, for marketing or promotional material will specifically have a positive impact on people of different racial groups and people with disabilities. Increased visibility of these groups in marketing and promotional material can help to eliminate discrimination by dispelling stereotypes and misconceptions.
- The requirement for all staff to annually complete 'Introduction to Section 75' training will help maintain awareness and highlight the importance of the Section 75 statutory duties. Routine training will contribute to the integration of equal opportunity principles in all aspects of the organisation.

**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 2021-22 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 2021-22 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 2021-22 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 ongoing corporate plan

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- No, the organisation's planning cycle does not coincide with this 2021-22 report
- Not applicable

Please provide any details and examples:

**Equality action plans/measures**

**7** Within the 2021-22 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 2021-22 reporting period (*points not identified in an appended plan*):

n/a

**9** In reviewing progress on the equality action plan/action measures during the 2021-22 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 2021-22 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:

PART A

n/a

**12** In the 2021-22 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 2021/22 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:

**13** Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2021-22 reporting period? (*tick one box only*)

- Yes       No       Not applicable

Please provide any details and examples:

**14** Was the consultation list reviewed during the 2021-22 reporting period? (*tick one box only*)

- Yes       No       Not applicable

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

[Northern Ireland Act \(1998\) \(tourismni.com\)](http://tourismni.com)

PART A

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

11
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- 16 Please provide the **number of assessments** that were consulted upon during 2021-22:

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

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

n/a

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

Yes       No concerns were raised       No       Not applicable

Please provide any details and examples:

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

- 19 Following decisions on a policy, were the results of any EQIAs published during the 2021-22 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 2021-22 reporting period? *(tick one box only)*

- |   |  |
|---|--|
| <input type="checkbox"/> Yes  | <input type="checkbox"/> No, already taken place |
| <input checked="" type="checkbox"/> No, scheduled to take place at a later date | <input type="checkbox"/> Not applicable          |

Please provide any details:

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

- |                              |                             |  |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input checked="" type="checkbox"/> Not applicable |
|------------------------------|-----------------------------|--|

Please provide any details and examples:

**22** Please provide any details or examples of where the monitoring of policies, during the 2021-22 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 2021-22, and the extent to which they met the training objectives in the Equality Scheme.

In November 2021, Tourism NI was given access to the NICS Centre for Applied Learning online Learning Management System, NICAL LInKS, which provides all Tourism NI staff with online training resources. Several compulsory training courses were identified including 'Introduction to Section 75'. **77%** of Tourism NI staff have completed the course. This training must now be completed annually by all staff to maintain 'certification'. In

In addition, all new and returning staff are subject to a staff induction and *Introduction to Section 75* training will be included as part of the induction programme for new staff. As well as highlighting Section 75, induction sessions cover DDA and signposts to the organisations Equality Scheme and other information sources, including the ECNI website. *'Disability Awareness for Frontline Staff'* has also been identified for completion by Tourism NI staff and is scheduled for Q2 in 2022/23.

- 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:**

77% of staff completed *'Introduction to Section 75'* training.

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

- 26 Please list any examples of where monitoring during 2021-22, across all functions, has resulted in action and improvement in relation to access to information and services:**

N/A – scheduled for 2022/23

### **Complaints (Model Equality Scheme Chapter 8)**

- 27 How many complaints in relation to the Equality Scheme have been received during 2021-22?**

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*)**

Now that Tourism NI has access to the NICS Centre for Applied Learning online Learning Management System, we will ask all new members of staff to complete the relevant training courses in relation to equality and disability as well as provide refresher training for existing

PART A

staff to maintain certification. Completion of 'Disability Awareness for Frontline Staff' has been identified for Q2 2022/23.

Tourism NI will continue to improve internal communication and processes in relation to equality screening.

**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:**

**10**

Fully achieved

**3**

Partially achieved

**2**

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 <sup>i</sup>	Outcomes / Impact <sup>ii</sup>
National <sup>iii</sup>	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 we've augmented that with Browsealoud software. An independent Accessibility Audit is planned for 2022/23 to inform our development priorities from an accessibility perspective.

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 now specify the need for diversity in ethnicity and ability (where possible and if appropriate).
Regional <sup>iv</sup>	As above.	As above.	As above.
Local <sup>v</sup>	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	Please refer to Section 3 below	-	-

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 in 21/22	The accessibility page on <a href="http://www.tourismni.com">www.tourismni.com</a> is continually monitored and kept refreshed with latest learnings and developments and signposts to ECNI guidance re: Every Customer Counts.

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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.	New promotional content was commissioned to be used across multiple marketing platforms with a diverse cast in terms of ethnicity and ability. The diverse cast included a wheelchair user, an amputee and a cast member with Down's Syndrome. Casting briefs for marketing and/or promotional material now specify the need for diversity in ethnicity and ability (where possible and if appropriate).
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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.	Every Letter of Offer to include accessibility in the terms & conditions.	Under the Experience Development Programme, 24 Letters of Offer were issued in the 2021-22 reporting year. <b>1</b> project (£450,000) was assisted under the Experience Development Programme in 2021-22 and <b>36</b> were assisted under Website Development Programme. 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.	Every Letter of Offer to include accessibility in the terms & conditions.	Events supported: 6 x international events; 20 x national events. All included terms and conditions re accessibility and inclusivity.

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3.	TNI 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.	A disability champion has been identified in the organisation and is currently working with TNI's Industry Development team to set up online training webinar for industry on their duties under DDA.
4.	Raise awareness with the NI tourism industry, of responsibilities in relation to disability and accessibility.	Promote the WorldHost 'Inclusive Service' training programme through Tourism Enterprise Development Programme.	To support tourism businesses in the recovery following the pandemic, Tourism NI contracted People 1st international to run a series of WorldHost Principles of Customer Service workshops – with face to face and virtual options available - plus a customer service programme that covers disability awareness and inclusivity. The workshops ran between November 2021 and March 2022. There were <b>188</b> participants trained, <b>16</b> participants certificated for WorldHost Inclusive Service and <b>172</b> participants certificated for WorldHost Principles of Customer Service.
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.	New promotional content was commissioned to be used across multiple marketing platforms with a diverse cast in terms of ethnicity and ability. The outcome was a diverse cast including a wheelchair user, an amputee, and a cast member with Down's Syndrome. Casting briefs for marketing and/or promotional material now specify the need for diversity in ethnicity and ability (where possible and if appropriate).

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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 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.
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"> <li>1. Produce and disseminate an 'Accessibility/Disability' Insights Paper.</li> <li>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.</li> </ol>	<ol style="list-style-type: none"> <li>1. An insights paper has been produced and disseminated internally for review. This will be shared with the Equality Commission for review before it is more widely disseminated.</li> <li>2. Questions were included in Wave 7 of Tourism NI's RoI and NI consumer sentiment research to monitor NPS/track parity and this will be repeated in Q3 2022/23.</li> </ol>
3	Ensure our buildings are accessible for all staff and visitors.	Implement recommendations from accessibility audit in 2019.	10 recommendations implemented



**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.	18 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	The member of staff who liaised with the PR Agency, who source news articles on Tourism NI's behalf, left the organisation in Q3 and so from this point, articles on accessibility were not followed up and consistently shared.
2	Raise awareness with the NI Tourism Industry, of responsibilities in relation to disability and accessibility.	Generic statements within Inspection Reports on service provider compliance with statutory duties.	Will help to raise awareness with the Tourism Industry in NI, of their responsibilities in relation to disability and accessibility.	Generic statements are currently being added to all certification inspection reports.
3	TNI industry website (tourismni.com) subject to ongoing review to ensure compliance with accessibility standards.	Ongoing 21/22	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.

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4. Please outline what action measures **have not been achieved** and the reasons why.

	Action Measures not met	Reasons
1	All staff to undertake annual mandatory training on Disability Discrimination Act (1995) legislation.	Whilst no formal disability awareness training was undertaken by Tourism NI staff in 2021-22, all new and returning staff received equality and disability information as part of Tourism NI's induction programme – 8 induction sessions were held in 2021/22. Tourism NI's HR Team worked with NICS to gain access to the Centre for Applied Learning online Learning Management System, NICAL Links, but this did not happen until November 2021. Several compulsory training courses were identified including ' <i>Disability Awareness for Frontline Staff</i> '. However, it was agreed to schedule this training for Q2 in 2022/23.
2	Development Roadmap for the consumer website to include accessibility objectives.	Competing priorities meant this action was not completed in 2021/22 however, an independent Accessibility Audit is planned for Q2 2022/23 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

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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.

If yes please outline below:

	Revised/Additional Action Measures	Performance Indicator	Timescale
1			
2			
3			
4			
5			

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?

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No

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<sup>i</sup> **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.

<sup>ii</sup> **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.

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

<sup>iv</sup> **Regional**: Situations where people can influence policy decision making at a middle impact level

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