

Tourism Northern Ireland



Public Authority Statutory Equality and Good Relations Duties Annual Progress Report 2014-15

Contact:

• Section 75 of the NI Act 1998 and Equality Scheme	Name:	Mark Hazelton
	Telephone:	02890 441607
	Email:	m.hazelton@tourismni.com
• Section 49A of the Disability Discrimination Act 1995 and Disability Action Plan	As above	<input checked="" type="checkbox"/>
	Name:	
	Telephone:	
	Email:	

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

<http://www.tourismni.com/AboutUs/CorporatePlans,ReportsPolicies/EqualityScheme.aspx>

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 2014 and March 2015

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 2014-15, 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.

The key service delivery development during the financial year 2014-15 was the appointment of our new charity partner. After a comprehensive call to action, and expressions of interest from a number of potential charity partners, Tourism NI staff determined to partner with Guide Dogs in Northern Ireland until 2017. Staff have given freely of their time to assist GDNI by providing expertise around areas such as digital media solutions.

In addition to Tourism NI fund raising in support of Guide Dogs Northern Ireland there are some policy areas that shall be progressed including awareness of the requirements of people with visual impairments that may assist the tourism industry to provide services that will improve equality of opportunity.

This and the work with industry and the Equality Commission for Northern Ireland to develop a good practice accessibility tool kit. When this has been developed Tourism NI will host it on their websites.

Tourism NI also ensured that there were British Sign Language (BSL) interpreters during the grande partenza (Big Start) of the Giro d'Italia.

- 2 Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2014-15 (*or append the plan with progress/examples identified*).

Improving community relations:

A number of large scale events have been supported by Tourism NI which promoted community relations including the Grande Partenza Giro d'Italia, Belfast Mela and the Game of Thrones exhibition. 78% of spectators who attended the Giro d'Italia stated that the event made them more proud of Northern Ireland, while 98% thought image and reputation as a tourist destination had been enhanced.

Safe and shared space in cities and town centres:

Tourism NI has supported 5 cities to be awarded the coveted Purple Flag accreditation. Purple Flag is the 'gold standard' accreditation scheme that recognises our town and city centres as safe, welcoming places for residents and visitors alike. Led by the Association of Town Centre Management, with backing from government, police and businesses this initiative supports local working partnerships striving to achieve excellence for their area. Visitors want to experience a sense of the people and the place. By going that extra mile the benefits of transforming local areas, especially at night time, can bring about a positive public image and local civic pride.

Raised awareness of the needs of S75 groups through training and opportunities for employment through developing skills for section 75 groups:

Worldhost funding was secured to deliver the following packages:

1. Customers with disabilities
2. Service across culture

Staff have also participated in these training courses.

Through the Campaigning for Tourism work stream Tourism NI has been encouraging the development of visitor orientated services eg public transport

Accessible communication channels:

We continue to develop this in line with the build of the new technology platform.

PART A

3 Has the **application of the Equality Scheme** commitments resulted in any **changes** to policy, practice, procedures and/or service delivery areas during the 2014-15 reporting period? *(tick one box only)*

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

Please provide any details and examples:

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:

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 2014-15 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 2014-15 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 2014-15 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
- No, the organisation's planning cycle does not coincide with this 2013-14 report

PART A

Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2014-15 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*):

N/A

8 Please give details of changes or amendments made to the equality action plan/measures during the 2014-15 reporting period (*points not identified in an appended plan*):

N/A

9 In reviewing progress on the equality action plan/action measures during the 2014-15 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 2014-15 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

12 In the 2014-15 reporting period, given the consultation methods offered, which consultation methods were **most frequently used by consultees**: *(tick all that apply)*

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

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

13 Were any awareness-raising activities for consultees undertaken, on the commitments in the Equality Scheme, during the 2014-15 reporting period? *(tick one box only)*

- Yes No Not applicable

Please provide any details and examples:

14 Was the consultation list reviewed during the 2014-15 reporting period? *(tick one box only)*

- Yes No Not applicable – no commitment to review

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

[insert link to any web pages where screening templates and/or other reports associated with Equality Scheme commitments are published]

PART A

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

3

- 16** Please provide the **number of assessments** that were consulted upon during 2014-15:

1	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:

Main consultation was conducted with tourism providers to see what was the requirement for provision of foreign language at their facilities.

- 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:

N/A

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 2014-15 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 2014-15 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:

This has already been conducted as part of the new technology project

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:

22 Please provide any details or examples of where the monitoring of policies, during the 2014-15 reporting period, has shown changes to differential/adverse impacts previously assessed:

None

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:

The monitoring post major event such as the Giro has provided in valuable evidence of success of these type of events contributing to equality and good relations.

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 2014-15, and the extent to which they met the training objectives in the Equality Scheme.

Staff have attended the ECNI run training - Promoting Equality as a Service Provider. New starts are provided with an introduction to equality as part of their induction programme

PART A

and staff have undertake customer service training (WorldHost).

- 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:

World Host training has been an excellent training vehicle.

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

- 26 Please list **any examples** of where monitoring during 2014-15, across all functions, has resulted in action and improvement in relation **to access to information and services**:

Tourism NI has conducted user persona research over the year to better understand the needs of users of our websites. Results from the research will be feed into the development of the new technology platform.

Complaints (Model Equality Scheme Chapter 8)

- 27 How many complaints **in relation to the Equality Scheme** have been received during 2014-15?

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:

2016

- 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)*

A focus will be placed on screening of policies in the next year.

- 30 In relation to the advice and services that the Commission offers, what **equality and good relations priorities** are anticipated over the next (2015-16) reporting period? *(please tick any*

PART A

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:

7

Fully achieved

2

Partially achieved

0

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	N/A	N/A	N/A
Regional ^{iv}	Purple Flag	Tourism NI has continued to support the 4 towns who had previously achieved accreditation. We have also worked with Armagh to achieve the award and support Omagh in its bid to become accredited.	Purple Flag is the 'gold standard' accreditation scheme that recognises our town and city centres as safe, welcoming places for residents and visitors alike.
Local ^v	Corporate Responsibility initiative	Tourism NI has been involved in a number of Corporate Responsibility initiatives	This commitment ensures that Tourism NI remains a corporately responsible organisation by working

PART B

		including our charity partnership with Guide Dogs NI. We have also taken part in numerous Keep NI Beautiful initiatives. Campaign for Tourism agenda aims to lead to improved public transport and improved opportunity for rural communities and visitors.	with communities to make NI a better place to work, live, invest, study and visit.
--	--	---	--

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

	Training Action Measures	Outputs	Outcome / Impact
1	Industry development programme	Hosted 18 events for 848 delegates.	Overall satisfaction was 94.6% and 65.8% planned to implement learning as a result of attending the training. Also increased visitor satisfaction was expected as a result of the programme of events.
2	World Host Training	In total since 2011, 17,173 delegates have been trained through the WorldHost programme.	Improved customer service experience across the tourism and retail sector.

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

PART B

	Communications Action Measures	Outputs	Outcome / Impact
1	Tourism Marketing Campaigns	An integrate marketing strategy was implemented during 2014-15 which saw better targetting of and coherency across marketing campaigns.	Tourism NI delivered a number opf extremely successful marketing campaigns that once again saw growth in the domestic market.
2			

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

	Encourage others Action Measures	Outputs	Outcome / Impact
1	Keep NI Beautiful sponsorship	Delivery of the Live Here, Love Here campaign	To ensure that the visitor ecperince was on par with other leading UK destinations.
2	Giro d'Italia Grande Depart	Encouraged the organisers to have BSL interpretators at the Grande Depart	Promoted equality of opportunity
		Increased in civic pride and improved perception of NI	98% of the those who attended the Giro thought that the global perception of NI had improved. The Frampton fight promoted good relations.

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

PART B

	Action Measures fully implemented (other than Training and specific public life measures)	Outputs	Outcomes / Impact
1			
2			

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

	Action Measures partly achieved	Milestonesvi / Outputs	Outcomes/Impacts	Reasons not fully achieved
1	Training for Staff	Equality awareness has been delivered through induction packages and World Host training	Equality awareness across the organisation	Currently seeking training providers to deliver training across the organisation
2	Accessible communication channels	Business case approved	Deliverables of project have been developed	We are currently implementing the new technology project which is due to complete by end of 2015

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

PART B

	Action Measures not met	Reasons
1		
2		

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

(b) Quantitative

A number of surveys and questionnaires have been conducted over the year to measure effectiveness of our interventions eg post training / event evaluations

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:

PART B

	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?

Possibly but this will probably coincide with the review of the Scheme in 2016.

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.

^{vi} **Milestones** – Please outline what part progress has been made towards the particular measures; even if full output or outcomes/ impact have not been achieved.