

Tourism Northern Ireland



**Public Authority Statutory Equality and Good Relations Duties
Annual Progress Report 2016-17**

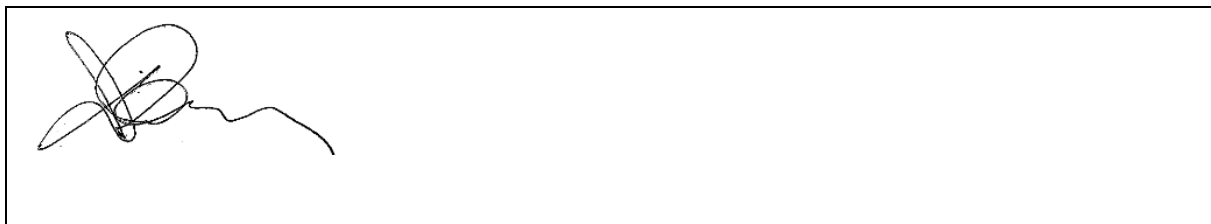
Contact:

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<ul style="list-style-type: none">Section 49A of the Disability Discrimination Act 1995 and Disability Action Plan	As above

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 2016 and March 2017

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 2016-17, 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.

Development of New Technology Platform:

This programme impacts the way we deliver online services to both industry and consumer, and takes account of all online services and electronic communications. The final delivery of this project was in March 2017.

On the new websites, online text works with leading brand screen readers, and all images have clearly defined metadata tags so that image name can be read. A new clear naming policy is also in place. Sites are mobile optimised to allow for use on multiple devices. Note and text fields on forms can be controlled by 'speech to text' if required. All sites in the program are built to comply with WCAG 2 AA guidelines. The focus is on holistic web accessibility ensuring that there is a logical and meaningful order to the way in which content is presented.

The Platform provides communication via Facebook, Twitter and other social media platforms and was tested for hearing and visual impaired accessibility. We consulted with our charity partners at Guide Dogs NI to ensure that our technical understanding of meta tagging was in line with their practical knowledge. E-mail marketing is purposely designed and tested with popular screen reading software systems to insure maximum visual accessibility.

In 2016-17, now that the sites are live, we have developed a process of always on optimization, ensuring that we dynamically update and test our content and platforms to improve effectiveness and visitor experience. Looking at areas including analytics, dynamic personalization and structured testing will help us continually refine our users experience and deliver the right content, to the right people, in the right format.

- 2** Please provide **examples** of outcomes and/or the impact of **equality action plans/** measures in 2016-17 (*or append the plan with progress/examples identified*).

1. Tourism Events 2016-17:

In 2016-17, a total of 80 individual events were delivered through the Tourism Events Fund. Tourism NI supported a wide range of arts, sports and cultural themed tourism events including the Mela 2016 and the Children's Festival. Letters of Offer for funded events specify the need for due regard to equality legislation.

Applicants are provided information on Section 75 as part of the scheme guidelines pack.

To help ensure that tourism events are accessible to the widest possible range of attendees, we use the category of 'Universal Accessibility' as one of our 10 key criteria under the International Tourism Events Fund.

2. World Host Training Scheme:

Since the programme began in 2012, nearly 20,000 participants have availed of World Host Training, focusing on delivering world-class customer service. Elements of the training cover 'Customers with Disabilities', and also 'Service Across Cultures'. In 2016/17 a further 1,437 tourism industry delegates benefitted from the programme.

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 2016-17 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 2016-17 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 2016-17 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:

In the 2016-17 reporting period were **objectives/ targets/ performance measures** relating to the Section 75 statutory duties **integrated** into corporate plans, strategic planning and/or operational business plans? *(tick all that apply)*

- Yes, through the work to prepare or develop the new corporate plan
- Yes, through organisation wide annual business planning
- Yes, in some departments/jobs

PART A

- No, these are already mainstreamed through the organisation's ongoing corporate plan
- No, the organisation's planning cycle does not coincide with this 2016-17 report
- Not applicable

Please provide any details and examples:

Equality action plans/measures

7 Within the 2016-17 reporting period, please indicate the **number** of:

Actions completed:

12

Actions ongoing:

5

Actions to commence:

2

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 2016-17 reporting period (*points not identified in an appended plan*):

n/a

9 In reviewing progress on the equality action plan/action measures during the 2016-17 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

PART A

- 11** Please provide any **details and examples of good practice** in consultation during the 2016-17 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 2016-17 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 2016-17 reporting period? (*tick one box only*)

- Yes No Not applicable

Please provide any details and examples:

- 14** Was the consultation list reviewed during the 2016-17 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]

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

0

16 Please provide the **number of assessments** that were consulted upon during 2016-17:

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:

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 2016-17 reporting period? (*tick one box only*)

Yes No Not applicable

PART A

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 2016-17 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:

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 2016-17 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 2016-17, and the extent to which they met the training objectives in the Equality Scheme.

PART A

New staff, and staff returning to TNI after periods of prolonged absence, received awareness training in relation to Section 75 Duty as part of the induction programme.

- 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:

n/a

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

- 26 Please list **any examples** of where monitoring during 2016-17, 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 2016-17?

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:

Q1 2017/18

- 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*)

1. Training (Introduction to Equality / Focus on Screening / Disability Awareness)
2. Screening processes
3. Raising awareness of accessibility issues within Tourism industry (Accommodation and Attractions).

PART A

30 In relation to the advice and services that the Commission offers, what **equality and good relations priorities** are anticipated over the next (2016-17) 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

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:

3

Fully achieved

1

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 Scheme	Tourism NI has continued to support this scheme which promotes safe shared space in cities and town centres.	5 towns and cities across NI now hold the award.
Local ^v	Corporate Social Responsibility	Tourism NI has been involved in a number of Corporate Responsibility initiatives including our charity partnership with Guide Dogs NI. We have also taken part in	This commitment ensures that Tourism NI remains a corporately responsible organisation by working with communities to make NI a better place to work, live, invest , study and visit.

PART B

		numerous Keep NI Beautiful initiatives.	
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2(b) What **training action measures** were achieved in this reporting period?

	Training Action Measures	Outputs	Outcome / Impact
1	World Host Training Programme	In 2016/17 alone 1,437 Tourism Industry delegates benefitted from this programme.	Improved customer service experience across the tourism and retail sector, as well as awareness of the service needs of those with disabilities, and those of various cultural backgrounds.
2			

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	Tourism Marketing Campaigns	An integrated marketing strategy was implemented during 2016-17 which saw better targetting of and coherency across various marketing campaigns.	Tourism NI delivered a number of extremely successful marketing campaigns focussed at the both the Republic of Ireland and domestic markets.
2			

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	Supporting ECNI’s ‘Every Customer Counts’ campaign.	Provision of material (including accessibility action template) via tourismni.com	Raising awareness of accessibility issues across tourism industry in NI.
2	Encourage event organisers to consider equality issues when running events in NI.	Letters of offer for TNI funded events includes reference to the need to pay particular regard to equality legislation (Including accessibility to venues etc.)	Raising awareness of equality issues (including accessibility) among event organisers specifically.

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			
2			

PART B

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	Formal equality training for Staff	To be completed in 2017/18.	To assist relevant staff members with contributing to formal equality processes (e.g. equality screening).	A full internal review of equality processes is due to take place in line with the 5-year review cycle. This will include a full training needs analysis. However, Section 75 Equality Awareness sessions were conducted with new employees as part of induction training.
2				

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

	Action Measures not met	Reasons
1		
2		

PART B

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?

Please select

If yes please outline below:

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

PART B

5			
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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?

n/a

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.