

Tourism NI Disability Action Plan – 2023/2024

Division	Objective	Initiative(s)	PI(s)	Team	Reporting Interval
Chief Executive's Office	Raise awareness of accessible tourist product and / or accessibility issues for NI tourism industry through the internal communication of relevant press articles.	Internal circulation of relevant press articles where available.	# of articles circulated.	Corporate Communications	Annual
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Corporate Services	Gain a better understanding of the issues in relation to the Northern Ireland tourism visitor experience for persons with a disability.	Visitors Survey	We would hope to see a parity in the net promoter score(s) of visitors with a disability in relation to and compared with visitors without a disability.	Insights & Intelligence	In line with visitor survey schedule.
		Produce 'Accessibility/Disability' Insights Paper.	Dissemination of Insights Paper.		

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Corporate Services	Increase staff awareness of the disability legislation, duties and issues.	All staff to undertake annual mandatory training on Disability Discrimination Act (1995) legislation.	# of staff trained.	HR	Annual
Corporate Services	Ensure our buildings are accessible for all staff and visitors.	Implement recommendations from accessibility audit.	# of actions complete.	Central Services	Ongoing - Annual
Division	Objective	Initiative(s)	PI(s)	Team	Reporting Interval
Strategic Development	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.	Every Letter of Offer to include reference to the need to consider accessibility in the terms & conditions.	# of projects supported	Investment Programmes	Annual
		100% of supported projects confirm that they will fulfil their requirements (where applicable) in relation to Accessibility.	Good Practice identified, logged, and shared where appropriate.		
			All successful applications to funding schemes must show how they fulfil their requirements for Accessibility.	Investment programmes	Annual

Strategic Development	Raise awareness with the NI Tourism Industry, of issues in relation to disability and accessibility.	Establish Accessibility Working Group and associated Action Plan with a view to sharing the outworkings with industry.	Disseminate on www.tourismni.com	Industry Development	Annual
Strategic Development / Corporate Services	Promote available good practice and guidance, in relation to accessibility, to NI Tourism Industry by way of signposting relevant information on www.tourismni.com	Accessibility Page on www.tourismni.com to signpost to ECNI guidance re: Every Customer Counts.	Click rate and download performance monitored.	Industry Development/BPI	Annual
Strategic Development	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.	# of internal contacts.	Q&S	Annual
Strategic Development	Provide a complaint handling service in relation to accessibility concerns in NI tourist accommodation.	Log and learn from complaints received in relation to accessibility in tourist accommodations within Tourism NI complaints policy timeframe.	We will acknowledge complaints within 3 working days and will provide a response within 10 working days or 28 days if a site visit is required.	Q&S	Annual

Strategic Development	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.	# of Inspection Reports issued.	Q&S	Annual
		Inspection Checklists sent with all self-catering, B&B and guest accommodation letters contain reference for the need to comply with DDA.	# of Inspection Checklists issued.		
Strategic Development	Tourism NI industry website (www.tourismni.com) subject to ongoing review to ensure compliance with accessibility standards.	Tourism NI's industry website maintained to best practice coding conventions listed in the ATAG guidelines from the Web Accessibility Initiative (WAI).	Compliance checks undertaken as required.	Industry Development	Annual
Division	Objective	Initiative(s)	PI(s)	Team	Reporting Interval
Marketing	Tourism NI consumer website (discoverni.com) subject to ongoing review to ensure compliance with accessibility standards.	Tourism NI's consumer website maintained to best practice coding conventions listed in the ATAG guidelines	Compliance checks undertaken as required.	Visitor Information	Annual

		from the Web Accessibility Initiative (WAI).			
	Development Roadmap for the consumer website to include accessibility objectives.	Identify and deliver accessibility priorities.	Objectives delivered.	Visitor Information	Annual
	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.	# of casting briefs issued. Reach of marketing / promotional material.	Visitor Information	Annual
Division	Objective	Initiative(s)	PI(s)	Team	Reporting Interval
Events	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 / Sponsorship Agreement to include in the terms & conditions a reference to the need to consider accessibility and inclusivity.	# of projects supported. Good practice identified, logged and shared where appropriate. Deliver Events Industry Development Programme re Accessibility & Inclusivity (including delivery of a webinar).	Events Development	Annual

		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 the application how their event is accessible and inclusive to all.	All successful applications must meet these criteria.	Events Development	Annual
		% of supported events confirmed that they are fully accessible and inclusive.	All events to be as full accessible out with any restrictions of the venue or nature of event.	Events Development	Annual