Tourism NI Disability Action Plan – 2024/2025

Division	Objective	Initiative(s)	PI(s)	Team
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
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.	People & Organisational Development
Corporate Services	Ensure our building/s are accessible for all staff and visitors.	Implement recommendations from accessibility audit.	# of actions complete.	People & Organisational Development
Division	**Objective**	**Initiative(s)**	**PI(s)**	**Team**
Strategic Development	Tourism NI's Investment Funding Programme Guidelines and Letters of Offer specify the need for project promoters to consider	Every Letter of Offer to include reference to the need to consider accessibility in the terms & conditions.	# of projects supported Good Practice identified, logged, and shared where appropriate.	Investment Programmes

	accessibility when delivering tourism capital projects.	100% of supported projects confirm that they will fulfil their requirements (where applicable) in relation to Accessibility.	All successful applications to funding schemes must show how they fulfil their requirements for Accessibility.	Investment programmes
Strategic Development	Raise awareness with the NI Tourism Industry of issues in relation to inclusive and accessible tourism.	Develop and implement the Inclusive Tourism & Accessibility Working Group Action Plan.	Quarterly meetings to monitor progress.	Industry Development
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
Strategic Development	Tourism NI disability champion to positively promote inclusivity and accessibility, acting as a point of contact for staff and industry when required.	Assist in highlighting issues and identifying potential solutions relating to inclusive and accessible tourism.	# of internal contacts.	Q&S

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
Strategic Development	Raise awareness with NI accommodation providers 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
		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
Division	**Objective**	**Initiative(s)**	**PI(s)**	**Team**
Marketing	Tourism NI consumer website (discoverni.com) subject to ongoing review to ensure	Tourism NI's consumer website maintained to best practice coding conventions listed in the	Compliance checks undertaken as required.	Visitor Information / Social and Digital Media

	compliance with accessibility standards.	ATAG guidelines from the Web Accessibility Initiative (WAI).		
	Development Roadmap for the updated consumer website to include accessibility objectives.	Identify and deliver accessibility priorities.	Objectives delivered.	Visitor Information / Social and Digital Media
	Provide Visitor Information on accessible Tourist accommodation and attractions.	Provide a selection of attributes relating to accessible facilities for business owners when listing a property/attraction in line with access and inclusion UK review procured by Visit Britain.	# of accessible listings on www.discoverni.com.	Visitor Information / Social and Digital Media
	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 / Social and Digital Media
Division	**Objective**	**Initiative(s)**	**PI(s)**	**Team**
Events	Tourism Event Funding Programme Letters of Offer / Sponsorship Agreements, 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.	All projects supported have conditions included in Letters of Offer/ Sponsorship Agreements Good practice identified, logged, and shared where appropriate.	Events Development

			Events Industry Development Programme re Accessibility and Inclusivity delivered, resource dependent.	
		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
		% of supported events confirmed that they are fully accessible and inclusive.	All events to be as full accessible outwith any restrictions of the venue or nature of event.	Events Development / Major Events