

# Visit Belfast Diversity, Equity and Inclusion Policy

Visit Belfast's three-year business plan 'Rebuilding City Tourism 2021-24' set out a new direction of travel, illustrating a step change in our approach to our marketing and visitor servicing activity, and the generation and measurement of tourism success for the betterment of our businesses, our employees, our residents, and our city.

This is reflected in our renewed sense of purpose and organisational values that have prioritised inclusivity within our planning and operational activities as set out below.

To formalise this commitment to inclusivity and guide our work in this area, Visit Belfast has developed this diversity, equity and inclusion (DEI) policy focussed on three areas:

- Our organisation
- Our visitors and clients
- Our city and industry

This DEI policy supports our existing equal opportunity policy which details our commitment to ensuring employment equality and equal opportunities within the workplace in line with Northern Ireland equality legislation.

## Our Purpose

*"To create and service visitors for Belfast and Northern Ireland in order to generate economic benefit and inclusive growth, creating jobs and prosperity for the city region, enabling Belfast to become a more sustainable place to visit, meet and live in."*

## Our Values

*Our company values are people-centred, responsible, collaborative, influential, adaptable and honest.*

## Our DEI Commitment

As set out in Visit Belfast's sustainability policy, our DEI commitment is to **'promote and develop Belfast as an accessible, inclusive and welcoming destination for all.'**

There are three areas of focus:

### 1. Our Organisation

To deliver on our DEI commitment, we must start from within, helping to build awareness, understanding and confidence in order to identify improvements and inspire positive action amongst our team and across our organisation.

We will:

- Ensure inclusivity training is an essential part of the induction process for Visit Belfast employees and that 100% of our team are inclusion trained.

- Continue to raise awareness and build understanding of DEI issues amongst our team and identify at least two champions within the organisation who can help identify and deliver improvements across the organisation.
- Undertake a DEI workshop/audit to identify areas of improvement and shape our future plans.

## **2. Our Visitors and Clients**

As the destination marketing and management company for the city region, we want to support our event organisers to help create a welcoming and inclusive experience in Belfast. Through our marketing activity and digital platforms, we also have an opportunity to ensure that the city is positioned as open and welcoming to all.

We will:

- Develop an online guide to highlight the support available and local organisations that can help our clients to create an inclusive experience for their visitors.
- Continue to ensure that our marketing activity is inclusive and identify opportunities to celebrate diversity and inclusivity across appropriate platforms.

## **3. Our City and Industry**

Belfast's tourism plan, 'Make Yourself at Home', commits to implementing programmes to ensure that Belfast's tourism, leisure, travel and hospitality industry is fully accessible and inclusive.

We will:

- Support Belfast's inclusivity and accessibility programmes, champion these amongst our industry partnership and support delivery where appropriate.
- Make available our inclusivity training for our industry partners and prioritise inclusivity as part of our industry engagement programme.

Our policy is overseen by our senior management team and is supported by a DEI action plan which will be reviewed and updated annually.