

## Visit Belfast DEI Action Plan 25-26

### **Vision:**

To foster an inclusive, welcoming, and collaborative environment for our staff, visitors, clients, and partners—ensuring everyone feels valued, respected, and represented.

---

### **1. Our Organisation**

**Goal:** Cultivate an inclusive workplace culture that embeds DEI into every stage of the employee journey.

#### **Key Actions:**

- Ensure that inclusivity training is a formal and essential component of the induction process for all Visit Belfast employees, including seasonal and temporary staff such as our Cruise team. Refresher training to be conducted every 2 years.
  - Integrate DEI updates, news, and insights into our internal team engagement newsletter to ensure ongoing awareness and learning.
  - Deliver JAM Card training to 100% of Visitor Servicing (VS) team, ensuring our team is equipped to recognise and support visitors with communication barriers.
  - Ensure all Visit Belfast employees have completed the six modules from Belfast City Council's "How to Communicate Confidently" Inclusive Tourism Training Programme by the end of 2025.
  - Appoint two DEI Champions within the organisation who will advocate for inclusion, promote best practice, and act as internal points of contact for DEI matters.
  - Review and update our staff induction materials to use more inclusive language and to include comprehensive information on Visit Belfast's DEI policy, and values.
  - Ensure all Visit Belfast Visitor Servicing locations, including new Grand Central Station have accurate information on AccessAble.
- 

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

**Goal:** Ensure our destination marketing and services are inclusive, accessible, and reflective of the diversity of our visitors and clients.

#### **Key Actions:**

- Expand and diversify our marketing imagery to better reflect our diverse visitors, ensuring representation across age, ability, ethnicity, religion, gender, and other characteristics.
- Promotion of new lived experience inclusive itineraries created by BCC, sharing these through online content and social media to inspire accessible tourism.



- Launch our new website with enhanced accessibility features and content that supports visitors with disabilities to easily access all necessary information.
- Showcase Belfast as an inclusive destination throughout our marketing channels, including updated imagery for the new website.
- Continue, where reasonably practical to make marketing activity inclusive working to identify opportunities to celebrate diversity and inclusivity across appropriate platforms.
- Continue to work with partners to promote Autism-friendly events, sensory-friendly sessions, and other inclusive programming across the city.
- Advocate for women's sport and strengthen our partnership with the Irish Football Association (IFA) to promote women's football to broader and more diverse audiences.
- Plan and deliver dedicated social media and marketing activities across consumer and corporate channels around relevant DEI awareness days such as International Women's Day, International Day of Persons with Disabilities, and International LGBT+ Pride Day.
- Embed DEI as a key theme in the promotion of our Legacy & Impact Guide and Sustainable Events Framework to event organisers, providing practical guidance on hosting inclusive events.
- Continue to partner with key groups and organisations who support marginalised people such as SistersIn, Cara-Friend, Another World Belfast, Yallaa etc

---

### 3. Our City and Industry

**Goal:** Strengthen Belfast's position as an inclusive destination through industry-wide collaboration and leadership.

**Key Actions:**

- Promote and encourage completion of six free "How to Communicate Confidently" modules among tourism and hospitality partners across the city.
- Actively support Belfast City Council's inclusion and accessibility programme for 25-26
- Participation in Belfast Pride to visibly support diversity and inclusion.
- Through our partnership with AccessAble, continue to raise awareness of the importance of providing accurate and meaningful accessibility information.
- Partner with Belfast City Council on the annual Inclusive Tourism Conference & Awards ceremony, showcasing and promoting best practices in accessible tourism.
- Support neighbourhood tourism initiatives that contribute to building cross-community connections, fostering a welcoming environment for all residents and visitors.

---

**Review & Accountability:**

Progress will be reviewed annually, with updates shared internally and with partners to ensure transparency and continuous improvement.