

Equality Commission response to the proposed Delivery Plan for Programme for Government Indicators 30 and 40 (Total spend by external visitors; nation brands index)

In January 2016, the Commission set out a number of priorities¹ for delivery via the work of government over the 2016-21 mandate. The following considers the delivery plan content (version downloaded on 7 December 2016) against the key inequalities and policy priorities highlighted by the Commission in January 2016.

We hope that this information, in tandem with our response to the consultation on the draft PfG will be of assistance in further development of the delivery plan.

We recommend that a clear link, supported by targeted actions, is made between increasing respect, shared space and reconciliation, and improving our attractiveness as a destination, including as a tourist destination, and our international reputation.

- a. This link is made in the draft outcome 10 (We are a confident, welcoming, outward looking society). We welcome the fact that this draft delivery plan already recognises that “respect, shared space and reconciliation affect the whole of society and cut across almost all aspects of the Executive’s work”. However, there is currently no link made in the delivery plan for these indicators, nor any supporting actions to give effect to same. We recommend that this is addressed in the delivery plan.
- b. We consider that actions that help create a more equal and shared society in Northern Ireland and where there is equality of opportunity for all and diversity is respected and celebrated, will improve our attractiveness as a destination, including as a tourist destination, and our international reputation.
- c. We therefore welcome the recognition in the outcome (as regards indicators “increased reconciliation” and “increase respect”) that increasing respect and reconciliation in Northern Ireland society is crucial to building a confident, welcoming outward looking society². We also welcome the reference in this outcome (as regards the indicator “improve attractiveness as a destination”) that attractive destinations bring together a range of characteristics and that attractiveness includes factors such as social attitudes and cultural (and sporting) participation.
- d. We recommend the inclusion in the delivery plan of clear commitments and actions to work jointly and/or ensure action in support of the actions set out in the delivery plans associated with outcome 3 (equal society) and 9 (shared society);

¹ ECNI (2016), Equality Priorities: [Programme for Government and Budget Recommendations](#)

² It will be noted that one of the indicators for this outcome is “increased respect” and there is the clear recognition in this outcome (as regards this indicator) to the fact that building a society based on respect for each other is crucial to building a confident, welcoming outward looking society. There is a reference to the importance of projecting a positive image to others, and to sending a message to others that we welcome those with different backgrounds and different perspectives. There is recognition that respect is an indispensable element of the welcome we afford to the people who visit and migrate from elsewhere and we cannot become a confident, welcoming outward looking society if our attitudes to others are characterised by intolerance, xenophobia or racism.

respects diversity) - in recognition of their importance to increasing the reputation of, and external spend in, Northern Ireland.

- e. We also recommend that the delivery plan explicitly highlight the key role of the Executive Office in helping to increase respect, shared space and reconciliation in support of advancing indicators 30 and 40.

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