

## VISITSCOTLAND RACE EQUALITY SCHEME

*VisitScotland is committed fully to the encouragement of fair treatment and to the promotion of equal opportunities for everyone, regardless of their race, colour, nationality, or national or ethnic origin.*

This Scheme sets out how VisitScotland meets its duties under the Race Relations Amendment Act.

### 1. Promotion of race equality - general duty

VisitScotland operates the following functions and services:

- Marketing Scotland as a tourism destination in the UK and overseas to potential visitors to Scotland.
- Working with tourism businesses to develop and promote successful tourism products and services.
- Working with the network of Area Tourist Boards to promote tourism and provide information for visitors at the local level.
- Development and operation of Quality Assurance schemes to improve standards in tourism products and services and make businesses more competitive.
- Advising Government on tourism policy in Scotland.

These functions will be dealt with as follows:

	<b>VisitScotland Function</b>	<b>Action to ensure Race Equality</b>
1	Marketing of Scotland to visitors	<ul style="list-style-type: none"><li>• This function has moderate relevance to race equality</li><li>• Marketing of Scottish tourism involves high profile campaigns using different media, that could potentially raise issues of equality in the drive to attract visitors in highly competitive markets.</li><li>• Scotland's reputation as a warm and welcoming nation is one of its unique selling points and much is made of that in our consumer campaigns. VisitScotland shall continue to emphasise the hospitality <u>all</u> visitors can expect to receive.</li><li>• All consumer marketing activities and campaigns conducted by VisitScotland shall ensure no discrimination on the basis of race, colour, nationality or ethnic group of the target visitors.</li><li>• VisitScotland shall however, remain free to target any market or market segment to maximise economic benefits for the Scottish economy.</li></ul>

	<b>VisitScotland Function</b>	<b>Action to ensure Race Equality</b>
2	Working with tourism businesses to develop and promote tourism products and services	<ul style="list-style-type: none"> <li>• This has a fairly low relevance to race equality.</li> <li>• Product development activities with tourism businesses will be conducted without discrimination on the basis of the race, colour, nationality or ethnic group of their owners or employees or customers.</li> </ul>
3	Working with the network of Area Tourist Boards at the local level	<ul style="list-style-type: none"> <li>• This has a fairly low relevance to race equality.</li> <li>• We will make the link to Area Tourist Boards through our grant funding to ensure that they too are committed to race equality. Implementation will be monitored.</li> </ul>
4	Development and operation of Quality Assurance schemes	<ul style="list-style-type: none"> <li>• This has a fairly low relevance to race equality.</li> <li>• Quality Assurance schemes will be developed and operated without discrimination on the basis of the race, colour, nationality or ethnic group of either the owners or employees of businesses.</li> <li>• Membership of Quality Assurance schemes carries a statutory obligation to comply with the Race Relations Act 1976 (Statutory Duties) (Scotland) Order 2002.</li> </ul>
5	Advising Government on tourism policy	<ul style="list-style-type: none"> <li>• The area of tourism policy could potentially be important to the promotion of race equality throughout the whole of the tourism industry, particularly through 'Tourism People', which seeks to improve career opportunities for staff in the industry.</li> <li>• Working through Tourism People, VisitScotland will work to spread the word on the importance of race equality to every tourism business in Scotland.</li> <li>• All policy advice to government and the tourism industry shall ensure there is no discrimination on the basis of the race, colour, nationality or ethnic group of either the owners or employees of businesses. Policy recommendations shall specifically address how such obligation is to be met.</li> </ul>
5	New functions acquired	<ul style="list-style-type: none"> <li>• Any future new functions acquired and services undertaken will be fully assessed as to how race equality requirements are dealt with.</li> </ul>

## **2. Consultation**

VisitScotland has consulted with the Scottish Executive and the Commission for Racial Equality on this Scheme. It will be published on [scotexchange.net](http://scotexchange.net) and circulated for information to Area Tourist Boards and the Scottish Tourism Forum.

VisitScotland welcomes comment and suggestions on the Scheme from all interested parties, and that will be made clear on [scotexchange.net](http://scotexchange.net). Any such comments or suggestions will be logged, considered fully and responded to in terms of how they will be dealt with.

## **3. Monitoring**

We will review the outcomes of the actions described in this Scheme annually, through the Board's existing performance monitoring arrangements. We will report annually to the Board through the Audit Committee on the outcomes of the annual review of the Scheme. We will also monitor our statistical collection of employment duty information, and include that within the annual review.

## **4. Publishing**

This Scheme will be published on the tourism industry website [scotexchange.net](http://scotexchange.net) and will be sent for information to Area Tourist Boards and our key stakeholders. The outcomes of the annual review of the Scheme will also be made available publicly on [scotexchange.net](http://scotexchange.net) and in summary in our annual report.

## **5. Monitoring Policies for Adverse Impact**

We have set out above the areas we have assessed as relevant to the duties of the Act. Through the process of reviewing the Scheme annually, monitoring the statistics and reporting to our Audit Committee, we will monitor for adverse impact.

## **6. How we will deal with Complaints**

Any written complaints received from visitors, businesses, organisations or persons concerning VisitScotland handling of its obligations under the Race Equality Act, will be logged by Corporate Services division, acknowledged within 24 hours and responded to within a maximum of 10 working days. Any complaints, together with their respective responses, will be reported to the next available meeting of the VisitScotland Management Team, followed by information reports to the Race Equality department of Scottish Executive and to the VisitScotland Audit Committee.

## **7. Code of Practice on Access to Information**

The VisitScotland Code of Practice on Access to Information shall be updated to reflect the need for everyone, no matter their ethnic background, to have equal access to information about VisitScotland, its functions and its services.

## **8. Who is Responsible?**

Responsibility for our race equality scheme is shared by the Board members and by all staff at VisitScotland. If you have a query about this scheme or any of our activities that relate to race relations, please contact Mr Neil Dickson, our Edinburgh Office Manager, 0131 472 2266, [neil.dickson@visitscotland.com](mailto:neil.dickson@visitscotland.com) in the first instance. This scheme will evolve over time and we would welcome comments at any time.

## **9. Promotion of Race Equality - specific duties - employment**

VisitScotland is an equal opportunities employer, operating a policy to ensure there is no discrimination over gender race or national origin, religious belief, sexual orientation or disability. Opportunities for employment and advancement are based solely on ability, qualification and the relevant skills and experience necessary to meet the roles and responsibilities of posts. Staff are encouraged to uphold the commitment to equal opportunities in everything they do within VisitScotland and in their dealings with business contacts and the general public.

VisitScotland will, wherever possible and where justified on grounds of value for money, advertise vacant posts in relevant media targeting racial minorities.

To meet the Employment Duty, VisitScotland monitors the following by reference to the racial groups to which they belong:

- number of staff in post
- number of applicants for employment, training and promotion from each such group
- number of staff from each such group who -
  - receive training
  - benefit or suffer detriment as a result of its performance assessment procedure
  - are involved in grievance procedures
  - are the subject of disciplinary procedures,
  - cease employment.

The results of that monitoring will be published annually on [scotexchange.net](http://scotexchange.net). The report will assess any patterns of inequality and explain any steps being taken to remove barriers and promote equality of opportunity. The report will be discussed with the trade union that represents our staff.

## **10. Staff Awareness of Race Equality Duties**

All VisitScotland staff will be made aware not only of responsibilities under the Race Relations Act and this Scheme, but of VisitScotland's real commitment to making a positive contribution to stamping out racial prejudice in Scotland. That will involve incorporation into the staff induction programme and specific provision in future organisational training programmes.