

Glenmore Visitor Centre Equalities Outcomes and Monitoring Plan

1. Establish Key Equality Indicators:

- Identify specific areas of equality, diversity, and inclusion (EDI) that are relevant to the operation of the visitor centre and cafe. This may include:
 - **Diversity of staff:** Track demographic data such as age, gender, ethnicity, and disability status of employees to ensure representation across different groups.
 - **Accessible facilities:** Assess the accessibility of the visitor centre and cafe for individuals with disabilities, including wheelchair access, signage, and facilities for visually or hearing-impaired visitors.
 - **Inclusive customer service:** Monitor interactions between staff and visitors to ensure respectful and inclusive treatment for all individuals, regardless of background.
 - **Community engagement:** Measure the involvement of diverse community groups in activities and events hosted at the visitor centre.

2. Data Collection and Reporting:

- Implement mechanisms for collecting relevant data on equality indicators. This may involve surveys, feedback forms, staff reporting, and observation.
- Designate a responsible person or team to oversee data collection and analysis, ensuring confidentiality and compliance with data protection regulations.
- Regularly report on equality outcomes to stakeholders, including the Aviemore and Glenmore Community Trust board, staff members, and external partners.

3. Community Consultation and Engagement:

- Engage with diverse community groups to gather feedback and input on equality issues relevant to the visitor centre and cafe.
- Host events, workshops, or consultation sessions to solicit input from marginalized or underrepresented communities.
- Incorporate community feedback into decision-making processes and action plans to address identified concerns.

4. Staff Training and Development:

- Provide training to staff members on equality, diversity, and inclusion topics, including unconscious bias, cultural competency, and accessibility awareness.

- Offer opportunities for staff members to participate in diversity training workshops, seminars, or online courses to enhance their understanding and skills in promoting EDI in the workplace.

5. Regular Monitoring and Review:

- Conduct regular assessments and evaluations of equality outcomes to track progress over time and identify areas for improvement.
- Review policies, procedures, and practices related to equality to ensure they are effective and aligned with best practices and legal requirements.
- Solicit feedback from staff, visitors, and stakeholders on the effectiveness of EDI initiatives and make adjustments as needed.

6. Continuous Improvement and Action Planning:

- Develop action plans based on the findings from equality monitoring and reviews, setting specific goals and targets for improvement.
- Allocate resources and support for implementing action plans, including staff training, facility improvements, and community engagement initiatives.
- Monitor progress towards achieving equality objectives and regularly review and update action plans to reflect changing circumstances and priorities.

By implementing this plan, Aviemore and Glenmore Community Trust can effectively measure equality outcomes at the tourist visitor centre and cafe, ensuring a welcoming and inclusive environment for staff, stakeholders, and visitors from all backgrounds.

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