

PURE JOY ADVENTURES

Equality, Diversity and Inclusion Policy

Inspiring adventure for everyone

Policy version	1.0
Issue date	July 2025
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Approved by	Board of Directors
Policy owner	Managing Director
Distribution	All staff, volunteers, contractors and partners

1. Definitions

The following abbreviations and terms are used throughout this policy:

- ED&I – Equality, Diversity and Inclusion
- EqA 2010 – Equality Act 2010
- DBS – Disclosure and Barring Service
- RIDDOR – Reporting of Injuries, Diseases and Dangerous Occurrences Regulations
- HSE – Health and Safety Executive
- SEND – Special Educational Needs and Disabilities
- MCA – Mental Capacity Act 2005
- GDPR – UK General Data Protection Regulation 2018
- NEU – Neurodiversity (including autism, ADHD, dyslexia, dyspraxia, and related conditions)

2. Purpose and Intended Outcomes

2.1 Purpose

This policy has been produced to ensure that all staff, volunteers, customers, contractors, partners, and visitors to PURE JOY ADVENTURES (hereafter 'the Company') are aware of the duties placed upon the Company by equality legislation. It provides a comprehensive framework explaining the background, legal obligations, and our commitment to equality, diversity and inclusion across all of our operations.

2.2 Our Mission and Values

PURE JOY ADVENTURES exists to provide transformative outdoor and adventure experiences that are accessible, joyful, and empowering for all participants, regardless of background, ability or identity.

Our values underpin this policy:

- Inclusion – Adventure belongs to everyone. We actively design our programmes, facilities and communications to welcome the broadest possible range of participants.
- Courage – We encourage participants and staff to step beyond their comfort zones in a safe, supportive environment, free from prejudice or discrimination.
- Respect – We treat every individual with dignity, recognising and celebrating the diversity of human experience.
- Integrity – We are honest, transparent and consistent in applying our equality commitments, both internally and externally.

2.3 Guiding Principles

This policy is grounded in the human rights core principles of dignity, fairness, equality, respect and autonomy. It protects the right of every individual to:

- Control and participate fully in their adventure experience
- Receive fair and equal treatment as a customer, employee or volunteer
- Have decisions affecting their participation made with appropriate consultation and transparency

3. Policy Statement

PURE JOY ADVENTURES is committed to providing an environment in which all participants, customers, staff and volunteers are treated equally, are able to realise their full potential, and in which discrimination is not tolerated in any form.

We are committed to promoting equality of opportunity regardless of characteristics protected under the Equality Act 2010, and any other criteria relevant to a person's participation, employment or volunteering within the Company.

We will:

- Provide equality, fairness and respect for all who engage with Pure Joy Adventures — whether as participants, employees, volunteers, contractors or visitors, whether temporary, part-time or full-time
- Not unlawfully discriminate because of the Equality Act 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex, and sexual orientation
- Oppose and avoid all forms of unlawful discrimination, including in access to activities, pay and benefits, terms and conditions of employment, grievance and discipline, dismissal, redundancy, flexible working, and selection for employment, promotion and training
- Actively promote harmonious relations, support people to express their views, and challenge inappropriate behaviour in all areas of the Company's operations
- Seek to remove all barriers to access, participation, progression, achievement and the best possible quality of experience

This policy applies to all current and potential employees, participants, volunteers, contractors, and visitors. Contractors are required to confirm that they subscribe to this policy or produce an equivalent policy of their own.

4. Protected Characteristics

4.1 Age

Pure Joy Adventures welcomes participants and employees of all ages. We offer age-appropriate programmes and adapt activities to suit different stages of life. We are committed to challenging stereotyping and marginalisation based on age, and we ensure that all marketing materials reflect positive images of people across the age spectrum.

We recognise the specific rights of children in line with the United Nations Convention on the Rights of the Child, and apply appropriate safeguarding measures in all programmes involving under-18s.

4.2 Disability and Long-Term Health Conditions

Pure Joy Adventures is committed to making adventure accessible to people with physical disabilities, sensory impairments, learning difficulties, neurodivergent conditions, mental health conditions, and other long-term health conditions including menopause.

We will:

- Conduct individual access assessments before activities to identify reasonable adjustments
- Ensure facilities, equipment and programme design consider accessibility from the outset ('inclusive design')
- Provide materials in accessible formats including large print, easy read, and digital formats upon request
- Train all staff in disability awareness and how to support participants with a wide range of needs

4.3 Gender

Pure Joy Adventures ensures that those who identify as female, male or non-binary are given equal access to all programmes, roles and services. We use inclusive, non-sexist language in all communications and challenge stereotypical views about who adventure activities are 'for'.

4.4 Gender Reassignment and Transgender Identity

We are committed to upholding the equal rights of transgender and non-binary people. We will support anyone — employee, volunteer or participant — who identifies as transgender or is undergoing, has undergone, or intends to undergo gender reassignment.

We will maintain a safe and positive environment where individuals feel able to choose whether or not to be open about their gender identity, and will respect their choice. We will not disclose information about a person's gender history without their explicit consent.

4.5 Race and Ethnicity

Pure Joy Adventures values cultural diversity and is committed to recognising and countering racism and cultural stereotyping in all its forms. We acknowledge that the outdoor and adventure sector has historically lacked racial diversity, and we actively commit to widening participation.

We will:

- Examine our structures, pricing, marketing and programme design to remove barriers facing people from ethnically diverse communities
- Actively seek partnerships with community organisations that support underrepresented groups
- Ensure marketing imagery and communications reflect the full diversity of the communities we serve

4.6 Religion and Belief

We respect the right of all individuals to hold their own religious and philosophical beliefs. Individuals are expected to respect the views and beliefs of others. Expressions of belief that infringe the rights of others, or that create a hostile environment, are not acceptable.

We will accommodate reasonable requests related to religious observance where operationally possible, including dietary requirements and scheduling considerations.

4.7 Sexual Orientation

Pure Joy Adventures is committed to welcoming individuals of all sexual orientations as both employees and participants. We will respond sensitively and supportively whenever individuals raise the issue of their sexuality and will be proactive in promoting an environment where people feel safe, respected and included.

4.8 Pregnancy and Maternity

Pregnancy and maternity are protected characteristics under the Equality Act 2010. We are committed to ensuring that no one is disadvantaged by their pregnancy or maternity. We will apply adjusted risk assessments and 'different treatment' where required by health and safety legislation to protect pregnant individuals, those who have recently given birth, or those who are breastfeeding.

4.9 Marriage and Civil Partnership

We value all people and recognise and respect marriage and civil partnerships. Marital status will not be used as a criterion in employment or participation decisions.

4.10 Socioeconomic Background

While not a protected characteristic under the Equality Act, Pure Joy Adventures recognises that socioeconomic background can be a significant barrier to participation in adventure activities. We are committed to bursary and subsidy schemes, partnership programmes, and community outreach initiatives to ensure our activities are accessible to people from all economic backgrounds.

4.11 Mental Health

We recognise that mental health conditions are covered under disability provisions in the Equality Act 2010. Pure Joy Adventures is committed to fostering environments where participation in adventure activities can positively contribute to mental wellbeing. We will train staff to respond sensitively to participants and employees experiencing mental health challenges.

5. Safeguarding and Vulnerable Participants

Pure Joy Adventures recognises its responsibility to safeguard the welfare of children, young people and vulnerable adults who participate in our activities. Our safeguarding commitments are set out in our separate Safeguarding Policy, which should be read alongside this ED&I Policy.

We will:

- Ensure all staff and volunteers working with under-18s hold an enhanced DBS check
- Maintain a designated Safeguarding Lead with appropriate training
- Provide safeguarding training to all staff as part of induction and refresher programmes
- Ensure that equality, diversity and inclusion considerations are integrated into all safeguarding risk assessments

6. Criminal Convictions

Pure Joy Adventures complies with the Rehabilitation of Offenders Act 1974 in respect of employment and will seek to ensure that, where appropriate, unrelated criminal convictions do not unfairly affect employment decisions. However, certain roles — particularly those working with children or vulnerable adults — are exempt from the Act, and appropriate enhanced DBS checks will be required.

7. Positive Action

In certain circumstances, the law permits Positive Action as a means of overcoming entrenched inequality. Positive Action allows the Company to:

- Provide targeted training or development opportunities to members of underrepresented groups
- Tailor outreach and recruitment activities towards groups that are underrepresented in the outdoor adventure sector
- Design specific programmes or partnerships that address participation barriers for particular equality groups

Positive action strategies are intended to be temporary measures only. They will be kept under regular review and discontinued once underrepresentation no longer exists. All positive action strategies will comply with the law.

8. Health, Safety and Equality

Pure Joy Adventures recognises that health and safety risk assessments must be conducted through an equality lens. We commit to:

- Ensuring risk assessments consider the needs of participants with disabilities, health conditions or other protected characteristics
- Making reasonable adjustments to activities, equipment and environments to enable safe participation
- Avoiding blanket exclusions from activities based on protected characteristics without an individual assessment
- Training all instructors and leaders in inclusive risk management practices

Where an activity cannot be adapted to safely accommodate a particular participant, we will offer alternative activities or experiences and explain clearly and sensitively the reasons for any limitations.

9. Roles and Responsibilities

9.1 Board of Trustees

- Hold ultimate responsibility for ensuring the Company complies with equality legislation
- Ensure the ED&I policy is reviewed regularly and reflected in the Company's strategic plan
- Ensure that Board membership reflects the diversity of the communities the Company serves
- Be pro-active in recruiting high-quality applicants from underrepresented groups

9.2 Managing Director / Senior Leadership

- Provide consistent, visible leadership on equality issues both internally and externally
- Ensure the ED&I Policy and Action Plan are implemented effectively
- Ensure appropriate action is taken against any individual who does not act in accordance with this policy
- Champion inclusive programme design and participant recruitment

9.3 Managers and Team Leaders

- Take the lead in creating a positive, inclusive culture that challenges inappropriate language and behaviour
- Complete equality training and ensure their teams do the same
- Conduct equality-sensitive risk assessments for activities and events
- Collect and analyse equality monitoring data for their areas of operation

9.4 All Staff and Volunteers

- Be aware of the Company's statutory duties under equality legislation
- Challenge witting and unwitting discrimination, and inappropriate language or behaviour
- Ensure that activity planning, participant communications, and delivery are sensitive to diversity
- Report any suspected breaches of this policy to their line manager or the Managing Director

9.5 Partners, Contractors and Service Providers

- All partners, contractors and service providers are required to adhere to equality guidelines in agreements or contracts
- The Company will ensure that organisations with which it works demonstrate their commitment to ED&I and have policies in place to achieve this

10. Breaches of Policy

Acts of discrimination, harassment, victimisation or bullying will be treated as serious disciplinary offences and may result in disciplinary action up to and including dismissal for employees, or termination of engagement for volunteers, contractors and partners.

Resolution routes:

- Staff who believe they are being discriminated against should use the Company's Grievance and Harassment Procedure
- Participants who experience discrimination should raise concerns with the activity leader in the first instance, or contact the Managing Director directly
- Complaints will be investigated promptly and the complainant will be kept informed of any action taken
- Anyone who raises a concern in good faith will be protected from victimisation

11. Monitoring, Evaluation and Review

Pure Joy Adventures will monitor and review the policy on a biennial basis (every two years), or more frequently where legislative changes, incidents or operational changes require it.

Monitoring activities will include:

- Annual collection and analysis of equality data for both staff and participants
- Regular review of participation data to identify underrepresented groups
- Staff equality training completion rates

- Complaints, grievances and disciplinary actions related to equality matters
- Review of marketing materials and programme content for inclusivity

Results from monitoring and an associated action plan will be published internally and shared with staff, volunteers and stakeholders.

12. Related Documents

This policy should be read in conjunction with:

- Safeguarding Policy and Procedures
- Health and Safety Policy
- Grievance and Harassment Policy
- Disciplinary Policy
- Recruitment and Selection Policy
- Data Protection and Privacy Policy
- Risk Assessment Procedures
- Maternity, Paternity and Shared Parental Leave Policy
- Menopause Policy
- Transgender and Gender Identity Policy
- Reasonable Adjustments Procedure
- Participant Complaints Procedure

13. Legislative Framework

This policy is implemented within the context of the following legislation and guidance:

- Equality Act 2010
- Human Rights Act 1998
- Health & Safety at Work Act 1974
- Management of Health and Safety at Work Regulations 1999
- The Rehabilitation of Offenders Act 1974
- Employment Rights Act 1996
- Protection from Harassment Act 1997
- Race Relations (Amendment) Act 2000
- Racial and Religious Hatred Act 2006
- Gender Recognition Act 2004
- Mental Capacity Act 2005
- Children Act 1989 and 2004
- Children and Families Act 2014
- Data Protection Act 2018
- UK General Data Protection Regulation 2018

- Keeping Children Safe in Education 2023 (where applicable)
- Adventure Activities Licensing Regulations 2004

14. Equality Impact Assessment

Stage 1: Initial Screening

Aims and Objectives

To ensure all staff, volunteers, participants, contractors, and visitors to PURE JOY ADVENTURES are aware of the Company's commitments under equality legislation and our own values, and to promote a culture of inclusion throughout the organisation and its activities.

Who Benefits

All participants in adventure activities, employees, volunteers, contractors, visitors and partner organisations.

Assessment of Potential Impact

Could a particular group be negatively affected?

Protected Characteristic	Negatively Affected	Evidence / Mitigation
Age	No	Activities adapted for all age groups; safeguarding measures for under-18s
Disability	No	Individual access assessments; reasonable adjustments; accessible formats available
Gender Reassignment	No	Inclusive facilities policy; privacy respected; trans-inclusive language
Marriage & Civil Partnership	No	No bearing on employment or participation decisions
Pregnancy & Maternity	No	Adjusted risk assessments; alternative activities offered where needed
Race	No	Active outreach to underrepresented communities; inclusive marketing
Religion or Belief	No	Dietary and scheduling accommodations provided where reasonable
Sex	No	Equal access to all activities and roles; non-sexist language policy

Protected Characteristic	Negatively Affected	Evidence / Mitigation
Sexual Orientation	No	Inclusive environment; sensitive and supportive response guaranteed

15. Declaration and Sign-Off

Completed by	
Role	Managing Director
Date Completed	
Date for Review	July 2027
Approved by	Board of Trustees
Approval Date	

This document supersedes any previous version of the Equality, Diversity and Inclusion Policy for PURE JOY ADVENTURES.

For queries about this policy, please contact the Managing Director.