

8. OPERATIONAL APPROACH

ENVIRONMENTAL & COMMUNITY POLICY

The Adventure Element organises events across the country with events in the Lake District, Peak District, Snowdonia, The Brecon Beacons, and The Jurassic Coast. So as to reduce our environmental and community impact we have the following policies in place.

CARBON FOOTPRINT

Car Sharing

As participants complete the event in teams they are encouraged to car share as a team to get to the event. To go some way to enforcing this they are only given one parking permit per team upon registration for the event parking.

Event Vehicles

We only drive one event vehicle from the stores in Penrith to the event hub. We hire our remaining vehicles locally.

ENGAGING LOCAL PROVIDERS

Using local providers on our events provides many benefits to the environment and enriches our events.

Lower carbon footprint.

By engaging local contractors they invariably travel less distance to get to our events. For our caterers we also stipulate they must use local produce where possible. It also enables The Adventure Element to carry less equipment such as canoes and bikes to the event.

Local knowledge.

We subcontract as much of our activity phases to local providers as possible, this results in having the best local knowledge on the activity phases which is vital to a safety.

Supporting local communities

Local providers employ locally, this brings revenue to the communities The Adventure Element are operating in. It also enables us to know and respond to local sensitivities and put measures in place to ensure we reduce our impact to the community.

Local cultural atmosphere

By employing locally we increase the chances of having staff working on our events native to the area we are working in. This is particularly important on our Welsh events as we then have Welsh speakers to communicate to both Welsh speaking locals and participants. To further aid this The Adventure Element make all event signs bilingual in Welsh Speaking locations and call the event by its Welsh name first.

LITTER

Participants are briefed to keep their waste with them and dispose of it at the event hub. Any participants found littering will be disqualified from the event. A marshal will 'sweep' the route behind the final participants removing all event signs and any litter generated by the event.