



**LONG DISTANCE**

**LDWA**

**WALKERS ASSOCIATION**

**LDWA**

# Inclusion Strategy

<b>Contacts</b>	<b>Role</b>	<b>Email</b>
Julian White	NEC, Communications Officer	<a href="mailto:communications@ldwa.org.uk">communications@ldwa.org.uk</a>
Julia Warman	NEC, Membership Officer	<a href="mailto:membership@ldwa.org.uk">membership@ldwa.org.uk</a>
Stuart Bain	NEC, Environment Officer	<a href="mailto:environment@ldwa.org.uk">environment@ldwa.org.uk</a>

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V0.1 (October 2020)	Stuart Bain	Initial draft for Inclusion Sub-Committee to review.
V1.0 (Oct 2020)	Stuart Bain	Approved by NEC on 24/10/2020

## Foreword

We believe that equality, diversity and inclusion is integral to the success of the LDWA. We want to develop and implement practices across local and national groups that help us attract and retain members.

Through this strategy, we will embed a culture of inclusion that incorporates all aspects of our walking and social events.

It will be used for the good of the community by driving inclusivity and enabling longdistance walking to be more accessible to all

This strategy will support an environment of fairness, transparency and respectfulness for all current and future members. It is underpinned by Equality & Diversity policy and our five year business plan (both available within the local officers toolkit).

Our strategy is designed to go beyond our legal obligations as we aspire to make it easier for us to attract and retain members and for the benefit of long-distance walking.

David Morgan  
Chair, LDWA

## Purpose

The purpose of this strategy is to set out our approach to equality, diversity and inclusion aligned to our business plan. It is a public declaration of our commitment to develop our community that is fully inclusive and welcomes members from all sectors of society.

We committed to this strategy to enable increased awareness of our association, strengthen, develop and improve key LDWA activities in order to encourage retention of existing members and attract new joiners.

Ultimately this strategy is designed to future proof the long term sustainable success of the LDWA and to further the interests of those who enjoy long distance walking.

## Background to the LDWA

We are an association of people with the common interest of walking long distances in rural, urban, mountainous or moorland areas. The LDWA allows like-minded long distance walkers to gain access to information on walking events and long distance routes across the UK. The LDWA comprises of 43 local groups across the UK who arrange social walks. We are recognised as a national governing body (NGB) for rambling by Sport England, Sport Scotland and Sport Wales.

The National Executive Committee (NEC) is the governing body of the Long Distance Walkers Association.

## Our Guiding Principles

We believe that everyone should have the opportunity to take part in our walking and social activities regardless of age, disability, race/ethnicity, national origin, gender identity, marriage and civil partnership, pregnancy, religion or belief/non belief, sex or sexual orientation.

We will do this by:

- Working in partnership with local groups;
- Facilitating understanding in order to address barriers and overcome concerns about change; and
- Evaluating our progress.

# Our Strategic Objectives

1. Embed Inclusion into all aspects of our association.
  - a. Enhanced approach to communication.
    - i. Review guidance on communication, on walks and online, to promote inclusion; and
    - ii. Review of how we market ourselves across social media and Strider (no tokenism!!).
  - b. To embed inclusion into all relevant existing national and local policies, including setting out clear ground rules/acceptable behaviours.
  - c. Drive a positive culture, through behaviours and benefits of embedding inclusion.
  - d. Explore what we need to do to adapt and overcome barriers identified by members and local groups.
  - e. Evaluate outcomes to objectives to see how we can continuously improve as well as celebrating our successes.
  - f. Consider supporting existing campaigns by other link-minded organisations seeking similar outcomes to our strategic objectives.
  
2. Attract and retain members
  - a. Focus on empowering local groups – shared best practice.
    - i. Pilot buddy systems ;
    - ii. Explore the viability of Local Group ‘welcomers’; and
    - iii. Foster further engagement and collaboration with other local groups or associations/charities/groups outside of the LDWA.
    - iv. Target 3-4 local groups to begin with as pilot project to develop localised initiatives e.g. supporting development of walk leaders from diverse backgrounds; developing relationships with other walking groups that incorporate diversity etc.
  - b. Seek feedback to understand:
    - i. Why people leave us? How can we be more welcoming and inclusive?
    - ii. Why people join? Celebrate successes.
    - iii. Preferences for different types of events.

# Turning Our Strategic Objectives into Reality

This strategy is aligned to our five year business plan, but in reality, delivering this strategy is not a one off exercise; it will require ongoing focus to embed and maintain across the association.

This strategy sets out our reasons why we feel it is critical that activity is required to future proof the long term sustainable success of the LDWA and to further the interests of those who enjoy long distance walking.

The strategic objectives set out what we feel we need to do, but it has the flexibility to change over time as we learn from each other and other organisations.

Whilst remaining accountable for this strategy, The National Executive Committee has delegated responsibility of how we are going to deliver this strategy to the Inclusion SubCommittee. The first steps of turning this into reality are:

- Define a Sub-Committee Terms of Reference by 1 January 2021.
- Agree membership of the Sub-Committee spread across the membership by 1 January 2021.

The Inclusion Sub-Committee will then be responsible for working across the association to turn our strategic objectives into reality.