



Equality Accessibility and Diversity Policy

Our Equality, Accessibility and Diversity Policy sets out our belief in ensuring equal access for everyone. It also lists the ways we will try to improve the way we address inequalities in the coming 12 months.

Our Seven Core Principles

1. We believe in fairness, and equality of access. We recognise the existence of many varying inequalities and will take steps to address them as far as we can.
2. We will always promote and apply the principles and practices of equal opportunities. We will continue to develop our activities to ensure that they are equally accessible to all members of society whatever their age, ability, gender, race, ethnicity, sexual orientation, religious beliefs, or socio/economic status.
3. We will ensure that all our team and our volunteers can realise their talent and fulfil their potential.
4. We are committed to using the power of the outdoors to engage and motivate people and improve both mental and physical health.
5. We will empower our team, volunteers, and visitors to challenge discriminatory practice and promote inclusion.
6. We will provide meaningful and appropriate experiences for our visitors and volunteers, which recognise and value the diversity of the participants. We will make adjustments as required so that participation in all aspects of our activities and estate can be enjoyed, at a level appropriate to ability.
7. We will promote positive images of people representative of society.

Action Plan 2024/2025

We are committed to the following three key actions for this coming year:

1. Assessing and improving the physical and digital accessibility of our business for our visitors and volunteers. We will ensure our website provides all important information clearly to enable people to make their own decisions about site access. We will assess and improve estate paths and building access. We will review all site signage.
2. Running our Skylarks Care Farm programme to engage a wider such as young people and adults with additional needs from our community in the work of our vineyard and the estate. We will design and deliver a programme of activities that are inclusive and appropriate to all participants.
3. Working with other vineyards in our region through WineGB tourism workshops to share knowledge and good practice in our industry.

Actions taken 2023/2024

1. Ensured our images on our website and social media reflect the diversity of people visiting and working at the vineyard, and that the diversity of our society.
2. Taken part in specialist training with *Visit Worcestershire* to understand the importance and actions required to support inclusion and accessibility for our visitor business.
3. Designed a Care Farm project, recruited a specialist and experienced manager and won funding to ensure free access for participants.