

# Corporate Social Responsibility Statement



Raccoon Media Group recognise the need to improve diversity, equity and inclusion in the workplace and at our events. Our consumer events, welcome any age, disability, race, religion, sex or sexual orientation. Our team commits to:

- Having high ethical standards when conducting business, as per our [mission statement](#)
- Acting in an environmentally conscious manner, with a view to being carbon net-zero
- Promoting a work place and event of equal opportunity and never discrimination, as per the Raccoon Media Group Code of Conduct policy and guidelines set out within the employee handbook
- Spending time, monies & resource to give back to the community and embracing philanthropy
- Aligning business values to the event strategy and integrating the needs of the running industry

## INITIATIVES

- The National Running Show provides discounted tickets to enable all communities to access the expo. Tickets for carers and children under the age of 16 are free.
- Partnerships are continually built with not for profit organisations to increase accessibility to the show, drive awareness of important initiatives, promote donations, and grow volunteer networks.
- Using an "inside out" marketing strategy, the team specifically target audiences from diverse backgrounds to ensure that events are as balanced as possible and to increase participation from minority groups. e.g. offering tickets to community running groups and running clubs from all walks of life including para-athletes, LGBTQ+ and ethnic minority groups.
- Speaker programmes are carefully balanced to ensure that they are accessible and inclusive to all. We always aim for diversity throughout our speaker line-up so that there is inspiration and motivation for all.
- Live captioning and hearing aid loop designated seating is provided for the hard of hearing at the stages.
- Facilitating accessibility through the venues and event layout.
- Recognising that not all disabilities are visible and offering queue jumping and quiet space provision where possible.
- Facilitating cultural needs such as prayer space and special dietary requirements.
- Sustainability initiatives encourage visitors to offset their carbon footprint of attendance, exhibitors are given guidelines on sustainability, we remove unnecessary carpet and work with our venues to reduce our environmental impact - [view our sustainability policy](#)
- Specifically for the National Running Show we worked in collaboration with, amongst others, the following organisations to help us achieve our goals: Birmingham Children's Hospital, British Athletics, Earth Runs, England Athletics, Black Girls Do Run, Jog On, Women's Running, The Running Channel, Emancipated Run Crew, Bauer and The Foodbank Run. View full list of partners [here](#).