



ENVIRONMENTAL, ETHICAL and SOCIAL POLICY

Cressey's Surf Academy aims to provide professional, accessible and sustainable surfing experiences that benefit mind, body and soul without detriment to the environment from which we gain.

Our business is obviously a lot closer to nature than most. So it makes both ethical and commercial sense for us to ensure we do all we can to protect the environment that provides our livelihood and enjoyment. As a small but growing business we are continually exploring new ways in which we can become environmentally and ethically conscious and further develop as an eco-surf school.

Environmental Impact

As a mobile surf school we are incredibly low impact, as we utilise many different beaches throughout the season.

We care about our environment, and in our policies and coaching we educate customers on protecting both our beaches and our seas.

We advise groups within our policies that we do not tolerate loud or offensive behaviour and to be respectful of both the local environment and local community in which they are surfing.

We teach customers an awareness of both surfing health and safety and surfing etiquette whilst on the beach and in the water.

Carbon Offsetting

Carbon offsetting isn't perfect, but it's a solid and meaningful gesture in the right direction. We annually offset both our website www.cresseyssurfacademy.com and our business mileage.

Suppliers and Equipment

Where possible we always seek to use ethical suppliers who are committed to environmental and socially conscious ways of delivering business.

We will use our website to promote those suppliers and businesses providing products and services that may interest our customers, and who are excelling in the above area.

As we grow we are seeking to find a balance between fair trade and recycled surf wear and equipment, whilst not compromising on quality and health and safety.

Marketing and Administration

We aim to use recycled, environmental friendly and fairly traded goods in all areas of administration, marketing and promotion.

We aim to reduce the quantity of paper based products where possible, and work to recycle all waste including paper and cartridges. For this purpose we will also encourage marketing and promotion via email, internet and telephone.

Finance

We will seek to use ethical financial services across our business and aim to balance economic concerns in line with our Environmental, Ethical and Social Policy.

Where possible we will offer our services for free or reduced rates to engage with charitable projects and provide surfing opportunities for those disadvantaged within society.

Employment and Customer Service

As Cressey's Surf Academy grows we will continue to provide positive relations and strong leadership role models to both employees and customers, seeking always to treat everyone with understanding and respect as per our Equal Opportunities policy, and maintain a high level of customer service.

We are committed to support and invest in the continual professional and personal development of all staff. All staff are locally based and chosen for the professional attitude, expertise and accessible manner.

We are committed to supporting customers in achieving the benefits of surfing within a safe and accessible environment.

We will seek to grow as a leader in good practice within the surf industry, and ensure our business conforms to all British Surfing Association Guidelines, Health & Safety, Public Liability Insurance, Employment Law, DDA, Child Protection etc.