

**EXPERIENCE EDUCATION  
CUSTOMER SAFETY  
MANAGEMENT SYSTEM**

 **edwin**doran  
*sports tours*

 **masterclass**  
*sports tours*

**travelbound**  
Inspiration made easy

**SkīBound**

**JCA** *Let the adventure  
begin...*

## FOREWORD

Good practice dictates that the Safety Management System manual and the associated supporting documentation, policy, processes and appendices are regularly reviewed and updated, and as such, the full Safety Management System is not published here, but is available to discuss with our staff should this be required.

The following pages, however, are directly lifted from the full safety management system document and include the full description of the SMS document contents as well as the Foreword, Introduction, and Philosophy with regards to our approach to the management of safety which sets the remainder of the full document in context.

This document is intended to form the basis of a framework for a Customer Safety Management System document outlining how customer health and safety issues are addressed in the delivery of the applicable leisure travel product within each of the businesses.

It is intended as a starting point, from which the businesses will then add and build further detail and content so that the manual is and continues to be, a 'live' document, which will:

- Provide a clear statement of intent / policy
- Facilitate a useful level of 'visibility' of approach to managing safety
- Provide a procedural document for those within the business (employees and managers) to follow, and for those outside the business to show how we approach customer health and safety, which:
  - Sets policy and the planned and systematic approach to implementing the aims of the policy
  - Demonstrates how risk profiling is approached; how procedures and standards deliver the plan and how the plan will be implemented
  - Sets out how the business will measure its health and safety performance and how it will investigate accidents, incidents or near misses
  - Sets how the business will review its performance in terms of 'learning lessons' from how the safety management system has delivered on the aims of the policy
- Provide a document which we can formally review periodically
- Provide a document against which progress, and development can be audited and measured.

In addition, this document forms the basis of the businesses risk controls and action plan(s) in relation to the safety related risks identified on the Brighton Education Division Risk Matrix as part of the Travelopia Group overall approach to risk management.

## INTRODUCTION

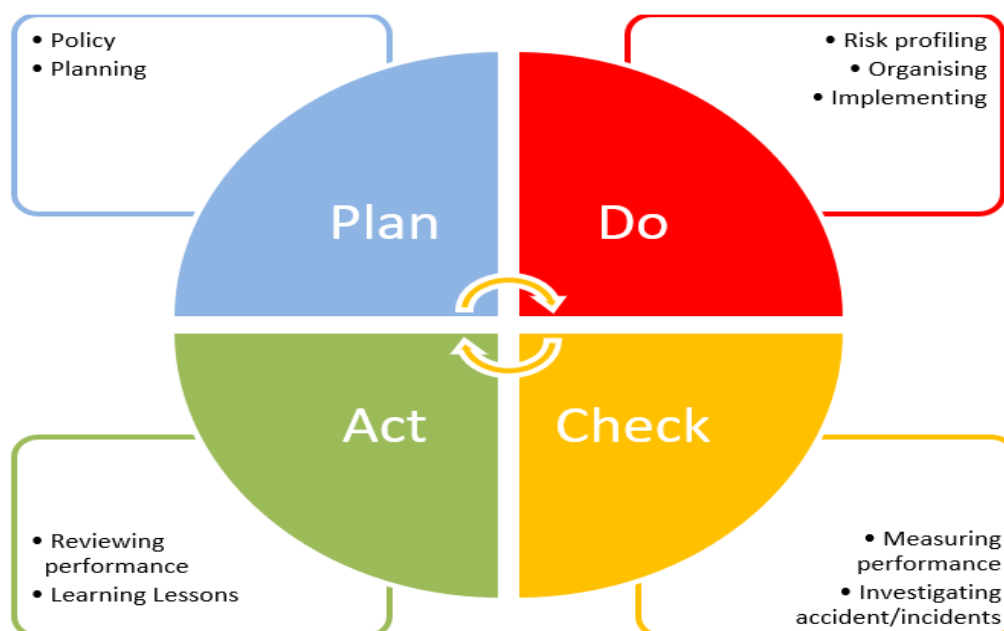
We recognise that the primary purpose of policies and procedures aimed at effectively managing customer health and safety is the prevention of accidents and incidents and the protection of customers from injury, harm or ill health.

However, it is also recognised that effective management of customer health and safety can bring additional benefits through contributing to business performance in a variety of important ways, including (in no particular order):

- Reducing the total cost of risk through preventing and minimising the occurrence of accidents and injuries and associated litigation, claims and compensation;
- Minimising financial (and other) losses arising from avoidable unplanned events;
- Ensuring a systematic approach to the identification of risks and the allocation of appropriate resources to control them;
- Contributing to the development of a culture supportive of customer health and safety which is necessary to achieve adequate control over risks;

Recognising that accidents and incidents can result from failings in management control as well as those of individual employees.

The business recognises that successful customer health and safety management and achieving the above has several key elements, which are linked to information flow, control and continuous improvements fitting into the Plan, Do, Check, Act cycle:



- **Plan:** establish objectives and processes necessary to deliver results in accordance with the organisation's policy.
- **Do:** implement the processes as planned.

- **Check:** monitor and measure processes against the policy, including its commitments, objectives and operational controls, and report the results.
- **Act:** take actions to continually improve.

This Customer Safety Management System document sets out these key elements under the section headings which follow.

Within the context of this document, 'policy' is intended to mean the 'general intentions, approach and objectives' of the business and the criteria and principles upon which it bases its actions.

## PHILOSOPHY

Travel is an important part of the student learning experiences. Our sport, adventure, ski and educational tours for students do by the virtue of the 'client type' carry an inherent element of risk. Ensuring the safety of the students who travel with us, whilst delivering a learning and travel experience that will impact positivity on a student and resonate with them and their peers for the rest of their lives, remains at the very core of what we do.

As a fully assured member of the School Travel Forum, we are also committed to ensuring we meet all their requirements for our sport, ski and education brands. Within the adventure sector JCA are members of The British Activity Providers Association and fully conform to their Codes of Practice. All our brands hold the Learning Outside the Classroom Quality Badge and meet the quality indicators required.

Whether it's playing Rugby in South Africa, Skiing in the French Alps, being on a cross-curricular trip at the Chateau du Molay or learning to canoe at our flagship activity centre Condover Hall the safety of our clients and staff is of paramount importance and we will work diligently to minimise and control the risks at all times. We will always use our best endeavours to control risks to a reasonable level, but due to the nature of our product we cannot guarantee that incidents will not occur.

Through effective supply of information, such as from the UK Government, HSE, Foreign, Commonwealth & Development Office & the Federation of Tour Operators, we will always ensure that clients are made aware of the potential risks involved and therefore it is implicit that clients who book tours & events with us have given informed consent to be exposed to those risks.

Organisers of trips for clubs, schools, colleges & universities travelling with us, especially large groups, will be given the opportunity to visit the destination in advance of travel, to assess the "risks" for themselves, where possible, if required to do so.

We expect clients to work with us in maintaining their own safety through taking sensible precautions themselves and always acting in a responsible manner regarding their own safety and that of their travelling companions and our staff.

## PLAN - POLICY

The business included within this Customer SMS document relate to:

Sports Travel Brands – TTSS Ltd

Edwin Doran Sports Tours  
MasterClass Sports Tours

Educational Brand – SkiBound Ltd

Travelbound

Ski Brands – SkiBound Ltd

SkiBound

Adventure Brand – Travel Class Ltd

JCA

### **Experience Education – Health & Safety Policy Statement**

Experience Education brings together a family of specialist brands delivering high-quality educational and activity-based experiences for schools, adults and youth groups across curriculum tours, expeditions, ski trips, sports tours, and UK activity centres.

We recognise our legal and moral responsibility to ensure, so far as is reasonably practicable, the health, safety, and wellbeing of all students, customers, staff, and others who may be affected by our operations. While we acknowledge that travel, adventure, and activity-based experiences inherently involve some level of risk, we are committed to identifying, managing, and reducing these risks to acceptable levels without compromising meaningful learning and personal development opportunities.

#### **Scope of This Policy**

This policy applies to:

- All Experience Education brands, programmes, and operational environments
- All employees, Leaders, contractors, volunteers, and external partners
- All participants, including students, school staff, and accompanying adults
- All UK-based and overseas operations, suppliers, and activity providers

#### **Our Commitment**

Experience Education and its brands will:

- Provide and maintain safe environments, systems of work, and activity operations across the UK and abroad.
- Ensure that all work, activity, travel, and site-related risks are thoroughly assessed, monitored and appropriately controlled.
- Meet all legal, regulatory, and statutory obligations in every country in which we operate.
- Protect the integrity, assets and reputation of the organisation.
- Foster a strong, positive safety culture throughout the organisation and across all programmes.
- Provide a high standard of safeguarding for children and young people, ensuring appropriate supervision and support.

## **Our Safety Objectives**

To deliver consistently high standards of safety, Experience Education will:

- Minimise and effectively manage risks to protect the wellbeing of students, staff, Leaders, and all others involved in our programmes.
- Implement and innovate leading safety practices across all brands.
- Engage schools, parents, and students with clear communication on risks, control measures, and expectations to support informed decision-making.
- Apply a planned, systematic approach to the management of health, safety, and safeguarding across all operations.
- Safeguard the reputation and operational continuity of Experience Education by ensuring quality, compliance, and continuous improvement.

## **How We Will Achieve This**

Experience Education will:

- Maintain robust, continually reviewed safety policies, procedures, and operational processes that reflect best practice and regulatory change.
- Ensure competent persons are available and involved in risk management and compliance across all business areas.
- Provide comprehensive training, assessment, and ongoing development for all staff, tailored to their specific roles.
- Ensure all suppliers, partners, and contracted services meet our safety expectations through checks, audits, and due diligence.
- Provide clear, transparent information to our customers regarding risks and control measures.
- Model and instil a culture of personal responsibility, resilience, and safe behaviour in our customers throughout their experience.
- Operate strong incident-reporting systems, ensuring lessons are learned and improvements implemented promptly.
- Conduct regular monitoring, auditing, and review of safety performance across all brands and activities.

## **Our Educational Ethos**

Through our brands, including World Challenge, Travelbound, Skibound, JCA, Masterclass and Edwin Doran Sports Tours, we believe that high-quality learning happens when students:

- Build confidence, resilience, and self-management within safe and supportive environments.
- Experience challenge in a setting that encourages personal growth.
- Develop cultural awareness, empathy, and global perspectives through travel and shared experience.
- Engage with social, environmental, and sustainability issues.

These outcomes enhance learning but never override our commitment to safety.

## PLAN - PLANNING

We recognise that to have an effective customer safety management system we need to have in place a planned and systematic approach to implementing customer health and safety policy.

A number of core elements make up this safety management system approach and include the completion of checklists against recognised standards; risk assessment of data collected; implementation of risk control systems; ongoing liaison and review with suppliers.

Our objectives are to:

- Design, develop and implement suitable and proportionate management arrangements, risk control systems and workplace precautions;
- Operate and maintain the system while also seeking improvement where needed;
- Link it to how we manage other aspects of the organisation;
- Say how things will be done and what resources will be allocated to make things happen;
- Supply at all times a safe and enjoyable product to our customers.

The policies and procedures applicable to the key services of accommodation, transportation, excursions and activities provided by each of the brands within this SMS document are detailed below. It will be denoted within this SMS document where specific policies, procedures and processes are relevant to which brand due to the diversity of experiences that we offer from our portfolio of products.

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# SIGNED POLICY STATEMENT



## Experience Education – Health & Safety Policy Statement

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Signed:

A handwritten signature in black ink, appearing to read 'JAY', with a long horizontal stroke extending to the right.

John Upton  
Managing Director  
Experience Education Student Travel Group