



Company Brand Voice and Content Policy

Current version:	v1
Business Area:	People and Culture
Owner:	Head of People and Culture
Author:	Content Officer
Date effective from:	09/06/2023
Date of last review:	Not applicable
Date of next review:	09/06/2026

Record of changes

Version	Date	Changes

The Outdoors Group Ltd. Not to be reproduced without permission or reference.
Company number: 10755829

Contents

Sections	Page
Purpose	3
Brand Voice	3
Context	3
Aims	3
Scope	3
Values	3
What	3-4
Who	4
Content Policy	4
Guiding Principles	4
Accuracy	4
Impartiality and Diversity of Opinion	5
Accountability	5
Serving the Public	5
Taste and Decency	5
Privacy	5
Staff Interests and Independence	5
Research	6
Production	6

Purpose

To reconnect people, planet, and purpose to create an awesome future.

Brand Voice

Context

For the first 7 years of The Outdoors Group, communications to parents, customers, and colleagues were undertaken by a very small group of staff who knew the company inside out. As the company has experienced rapid growth over the last few years, the number of staff communicating with external stakeholders, customers, parents, and colleagues has increased dramatically and at times, our voice has been diluted.

Consequently, this document has been put together to ensure a consistent approach is taken to always represent our brand voice accurately in communications within the framework of our published Content Policy.

Aims

- To ensure that anyone talking or writing on behalf of TOG has a consistent approach that reflects what our company stands for.
- To provide useful guidance for colleagues across the whole company.
- To continue our fantastic reputation with parents, carers and the local company for the way we interact with them and how much we care.

Scope

Values

When trying to put into words what our brand voice is, as well as being mindful of our historical interactions with customers, colleagues, and our local community, it is useful to keep our values in mind at all times.

What

The way we speak to our customers and colleagues is crucial. We want to get closer to people by being informal, friendly, and direct. All our messages get straight to the point in expressing what's in it for the reader. This should be expressed in a single, distinctive voice.

Our tone of voice is always:

- **Energetic** – we want to get people as excited as we are about outdoor education.
- **Personal** – talking to people as if they are a friend, as a relative or a colleague.
- **Free-thinking** – being proud to say it our way, happy to be ourselves.
- **Informal** – talking to people as we do over a coffee.
- **Direct** – cutting out the jargon, speaking plain English and getting to the point quickly.

Who

We would hope that every member of TOG would channel our brand voice through the delivery of their roles and the way they interact with colleagues and customers, but this document is primarily intended to be useful for those members of staff that write copy and produce information and emails for customers, parents, and colleagues (such as administrators, marketing team etc).

Content Policy

Guiding Principles

The Outdoors Group is committed to the highest editorial and ethical standards in the provision of all its content and related services.

The content, data and services on the company website are commissioned by the Directors and Senior Leaders of the company and delivered by The Outdoors Group and The Outdoors School website and Commercial Social Media platforms like Instagram, Facebook, YouTube, and Twitter.

The Outdoors Group website is committed to providing objective and trustworthy information and guidance on all aspects of Outdoor Education provided through its services.

The overall website content policy covers all content, both data-driven – directories and comparative data – and editorial. The latter includes written content, video, and audio resources.

In all instances, we strive to ensure that content is accurate and clearly presented and that editorial content meets users' needs, is safe and evidence based. The following sections set out our editorial principles, standards, and processes.

Accuracy

Content on the website will be accurate, balanced, and transparent. Information given will be based on the best available academic evidence and data sources. Where content contains conjecture or opinion, this will be clearly indicated.

Impartiality and Diversity of Opinion

The content will be objective, impartial, and even-handed. Where views differ and no academic consensus can be found it will reflect all significant strands of opinion and state the uncertainty clearly.

Accountability

The Outdoors Group website is accountable to its users and will deal fairly with them. It will be open in admitting mistakes and encourages a culture of learning through user feedback.

Serving the Public

The Outdoors Group website will put its users' interests first when sourcing and developing content. It will consult widely with relevant professional bodies, and other interest groups but meeting users' needs will remain paramount.

Taste and Decency

All content on The Outdoors Group website will be suitable for a general audience and will not include material that might reasonably be deemed offensive. Where content includes explicit sexual information or words that could be deemed derogatory it will be clearly flagged. We will strive for all our content to focus on positive language. Any third-party content shared by us that could be interpreted in a manner that is not intended, especially by our younger audience, will need to be approved unanimously by the Directors.

Privacy

The Outdoors Group website views its users' privacy as paramount. Find out more about our Company Privacy Policy here <https://www.outdoorsgroup.co.uk/privacy-policy/>

Staff Interests and Independence

The Outdoors Group has a designated Content Officer. The role has a clear mandate to produce accurate, balanced, and transparent information that meets the needs of users.

No member of staff will be asked, or is permitted, to provide favoured treatment to any partner organisation, and all staff must fully disclose any financial or other interests they may have in any Company activity related companies or organisations. Such interests must be reported to the Senior Leader at the time of employment or at the point the interests arise thereafter.

Research

The evidence-based knowledge that informs all The Outdoors Group content is derived from:

- user research with academic sources being referenced.
- direct experience of Service users and Service providers.

In pulling together this knowledge to provide users with a rounded and balanced package of material on a particular subject, The Outdoors Group requires its staff and contractors to consult the following resources.

Where knowledge of direct experience is required, they consult:

- Service users and members of the public who may be affected by a topic or issue.
- national institutions with a recognised expertise and specialist interest.
- Similar activity-based organisations.

Production

New content or major changes are checked by a senior and experienced member of staff.

They are checked for:

- Accuracy
- Balance
- Accessibility
- Tone