
ULTRA
DIVERSITY AND
INCLUSION POLICY
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ULTRA-X.CO



ACCESSIBILITY IS A FOUNDING PRINCIPLE OF ULTRA X. IT GUIDES EVERY MOVE WE MAKE.

We vehemently believe in equal rights and opportunities, regardless of gender, race, origin, religion, sexual orientation, age, or social standing. We are a brand for all, not for a few. However, we realise that just saying this is not enough.

When it comes to achieving equality, especially among minorities and groups that have been victimised, it is not enough to be a passive supporter, we must be an active one.

As a business it is our intention to focus on putting specific processes in place that will enable us to contribute to real change within ultra running as well as the broader business landscape.

We acknowledge that we operate in an industry which is not diverse. We want to help change this. Our goal is to make ultra running more accessible and this should extend to all and become a sport which is fully representational of the general population.

TO PROFOUNDLY EFFECT LONG-TERM AND LASTING CHANGE, WE MUST ADDRESS UNCOMFORTABLE TOPICS

The issues surrounding lack of diversity in ultra running stem from deep-rooted discrepancies in privilege, wealth, culture, perceived social constructs, and actual social behavior.

This policy outlines the specific steps that we are taking now to contribute to change both within Ultra X as a business and externally through community outreach, whilst acknowledging that the journey to lasting change is a long one.

We believe that ultra running has the power to transform the lives of anyone in the world, regardless of colour, creed, class, gender or sexuality and we have taken the time to reckon with the reality that we have not done enough to truly demonstrate that power.

Both internally and externally, there is much more we can do to promote and support diversity in a sport that is still too easily characterized as white, privileged, and exclusive, and to foster equality as well as inclusion. To that end, we will be making the following tangible and measurable commitments to creating and presenting a more diverse and inclusive sport.





OUR COMMITMENT



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BUILDING AN INCLUSIVE TEAM AND CULTURE

We have committed to ensuring our own employees feel supported and every member of staff is educated on the issues surrounding diversity, representation, and equality in our industry.

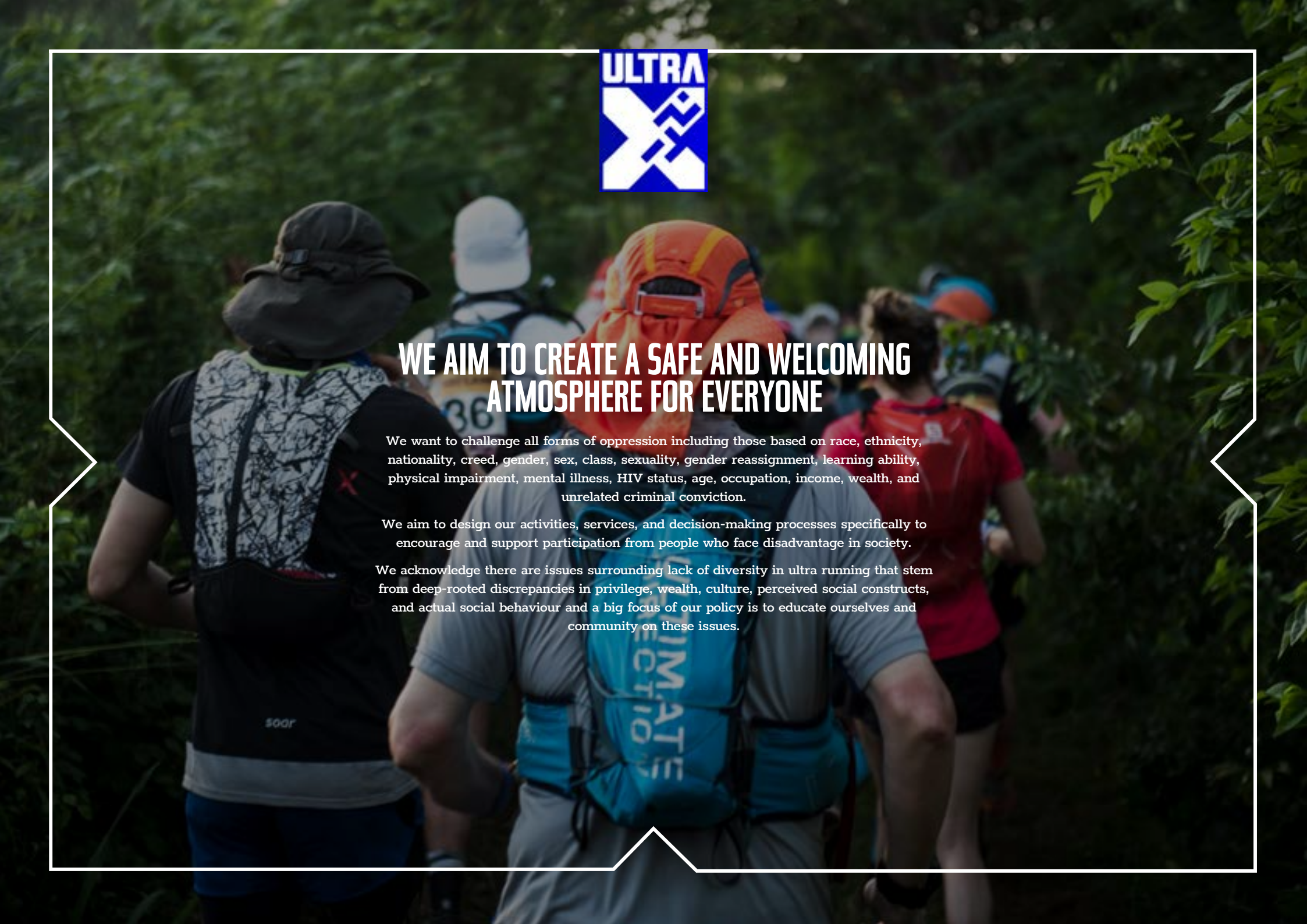
We are evaluating our internal culture and hiring practices. This will include the foundation of an employee resource file within the company Google Drive and a specific internal communication

We are a small team and to ensure diversity in decision making, and to encourage a “voice in the room” to those that are often not heard, we have established a diversity and inclusion board that will offer a cross-section of opinions on cultural and brand decisions quarterly.

All Ultra X job postings will be advertised externally. We will review our current recruitment terminology and communicate our commitment to diversity.

Volunteer roles at our events will be publicised across a range of community groups and running clubs, and applications will be assessed on merit.

Staff inductions will communicate the importance of diversity as a core principle of our brand. We will offer all staff flexible working hours and provide floating holidays, which are granted to an employee to use at their discretion and counted separately from annual leave. These can be used for personal needs and any cultural or religious holidays that are not fixed within the standard holiday calendar.



WE AIM TO CREATE A SAFE AND WELCOMING ATMOSPHERE FOR EVERYONE

We want to challenge all forms of oppression including those based on race, ethnicity, nationality, creed, gender, sex, class, sexuality, gender reassignment, learning ability, physical impairment, mental illness, HIV status, age, occupation, income, wealth, and unrelated criminal conviction.

We aim to design our activities, services, and decision-making processes specifically to encourage and support participation from people who face disadvantage in society.

We acknowledge there are issues surrounding lack of diversity in ultra running that stem from deep-rooted discrepancies in privilege, wealth, culture, perceived social constructs, and actual social behaviour and a big focus of our policy is to educate ourselves and community on these issues.



EDUCATE

Ultra X will celebrate our competitors and community from diverse backgrounds, using our Diversity and Inclusion Policy Page to showcase content that honours stories and allows these athletes' voices to be heard, as well as focusing on a variety of imagery.

Through our Resources Page and our Diversity and Inclusion Policy Page, we will commit to offering minority ethnic bloggers and brands a platform to tell their stories and share their thoughts. If you are interested, please email sam@ultra-x.co.

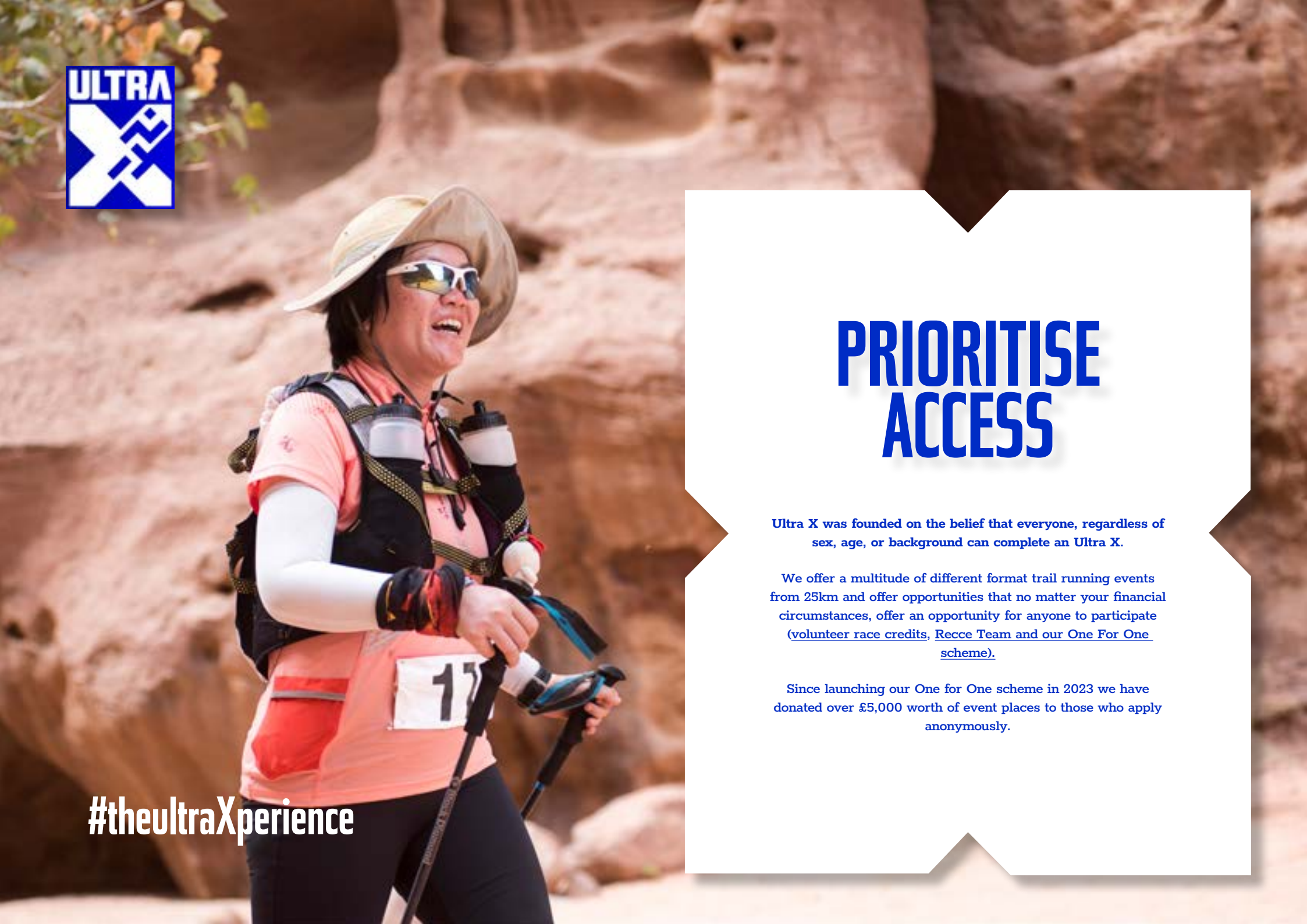


MONITOR AND IMPROVE

Ultra X will audit our entire database annually through a customer questionnaire. Going forward, we will be asking for ethnicity as well as sexual orientation on race registration.

Having set a baseline, we will make the results transparent for all to see and set targets to improve diversity each year.

This information will be shared with interested groups such as Black Trail Runners.



PRIORITISE ACCESS

Ultra X was founded on the belief that everyone, regardless of sex, age, or background can complete an Ultra X.

We offer a multitude of different format trail running events from 25km and offer opportunities that no matter your financial circumstances, offer an opportunity for anyone to participate (volunteer race credits, Recce Team and our One For One scheme).

Since launching our One for One scheme in 2023 we have donated over £5,000 worth of event places to those who apply anonymously.



PARTICIPANTS WITH DISABILITIES

Ultra X believe in sport for all and as such we have made the commitment to support people as much as we can.

Competitors must be able to participate in our events under their own power. However, if you are a visually impaired runner and need the assistance of a guide, or your disability and/or medical condition means that you need a support runner, please email contact@ultra-x.co where you can apply for a free race place.

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GENDER EQUITY

Ultra X are committed to the creation and enhancement of an inclusive climate which enables elite success, individual achievement, and a vibrant, attractive, and sustainable sport that can captivate both existing and new audiences.

We are committed to spreading the message far and wide that there is no room for homophobia, transphobia, and biphobia in our sport or in wider society.

We have made the following commitments*:

Inclusive Imagery

Across our website, social media and communications we will include a range of images showing a range of competitors; first-time runners, front runners and all ages, shapes and colours. Our media team are always fully briefed on this goal to guide their storytelling.

*Commitments continue on following page.



Generous cut-offs:

Cut-offs are as generous as possible and come as late on the course as feasible. As of 2022 we have implemented a “Drop Back in” policy that allows runners who do not complete a stage of a multi-stage race to re-join the event providing they get medical sign-off.

Information:

Ultra marathons are never going to be easy, however Ultra X is a brand focused on making the sport more accessible. We are fully committed to making the language and information around our races more inclusive and accessible and will continue to encourage runners to focus on the experience and not the time. We seek to provide as much information prior to the event as is helpful, have a friendly social media page where you can ask literally any question and we offer all new signups a call with a member of a team as standard.

Fair deferral policies:

No women will be penalised for having a child. Any woman can defer their place at an Ultra X until they are fit, healthy and ready. Further information on this is available in our Terms and Conditions here.

Aid Stations, Changing Areas and Toilets:

Ultra X events often take part in remote parts of the world where having frequent toilets stops is not always an option. However, we will communicate toilet facilities available on course to all competitors prior to the event and always endeavour to have toilets and changing facilities wherever it is practical. Campsites, starts and finish lines will guarantee this. Sanitary products are available at all our official checkpoint aid stations.

Tees:

In line with our Sustainability Policy we have never offered free tees at any of our races. Tees are an optional purchase. As of 2023 we no longer offer unisex event t-shirts and instead all race tees are appropriately sized for both male and female bodies.

Equal Coverage:

All our post-race write-ups, press releases and discussions will make equal reference to the results of both the women’s and the men’s race. We do publish times and results and will always endeavour to promote Female results first or with equal standing. Prize money will always be split evenly between sexes, regardless of the race field.

TRANSGENDER ATHLETES

Ultra X will follow the below framework to help remove barriers to transgender people participating in our events and joining our community.

1) Education of Staff and Community

We recognise that there are considerable differences in the terms that are used in reference to transgender people and sport and we provide staff with guidance on terms based on advice from the UK National Governing Bodies of Sport, as developed by the Sports Council Equality Group.

We have established a code of conduct that makes the standard of behaviour that is expected by our staff clear; of people to treat one another with respect, dignity, sensitivity, and fairness; discriminatory, offensive, violent or abusive behaviour or language are all unacceptable and complaints will be acted upon.

We will publicise our commitment to inclusion and tackling transphobia through this document and throughout our website, social media and physical communications with our audience. Responsibility for equality discrimination sits at the highest level in the organisation with a director at board level (Sam Heward, Co-Founder).





TRANSGENDER ATHLETES (CONT)

2) Clear policy and procedures

Our goal is to establish rules to encourage and facilitate the participation of all runners at our events with the goal of ensuring fair and inclusive practices that respect the personal rights and dignity of entrants (woman, man or non-binary) while preserving the integrity of competition based on sex.

Transgender and non-binary athletes will be able to register and will be recognised as their identified gender during the event. Self-declared genders will be accepted at face value and events will not require competitors to specify gender if they so wish.

Gender will be displayed separately from categories in results. For the purpose of category rankings and awards, athletes should select between male, female, or “prefer not to say” categories for submission to ITRA. Athletes who state “prefer not to say” will be listed in Overall rankings but not allocated to a category and as such will not be eligible for category awards (but will be eligible for overall awards). Their result will not be submitted to ITRA as only Male and Female categories are accepted at the time of writing. Rules surrounding transgender athletes are detailed below.

For example, in results this would be shown as follows;

Name	Gender	Category
Aiden	Male	Overall
Ali	Male	Male 30-39
Ash	Non-Binary	Male 30-39

Aiden (who is a transgender male) registered as Male and chose not to compete in a category, hence is listed in overall. Ali registered as Male and selected to compete in the Male category. Ash identifies as non-binary although is a biological male and so chose to compete in the male category.

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TRANSGENDER ATHLETES (CONT)

We note the revised World Athletics Eligibility Regulations for Transgender Athletes released on 23 March 2023, the Sports Council Equality Group's (SECG) 2021 report. Given the ever-increasing research on this topic, this policy may be amended from time to time.

The guidance concludes that the inclusion of transgender people into female sport cannot be balanced regarding transgender inclusion, fairness, and safety in gender-affected sport where there is meaningful competition. This is due to retained differences in strength, stamina, and physique between the average woman compared with the average transgender woman or non-binary person assigned male at birth, with or without testosterone suppression.

As such Male-to-female transgender athletes (transgender women) and athletes whose legal gender and/or gender identity is female are eligible to compete in the women's category if they have not experienced any part of male puberty beyond Tanner Stage 2 or before age 12. A female-to-male transgender entrant can register to compete as a male with no restrictions. The only exception: female-to-male transgender runners can no longer register to compete as a female if they have begun hormone treatment related to their gender transition that includes testosterone or any other banned substance.

There shall be no basis for, or tolerance of, any challenge to a runner's self-declared gender unless a challenge is made in person or in writing to the Race Director with the utmost discretion and respect for the privacy of all parties involved. The Race Director in his or her sole discretion will determine whether there is a legitimate basis for the challenge.

In the event of a challenge, Ultra X may ask the runner for documentation from a medical doctor or healthcare provider or another qualified professional. Transgender entrants may provide medical documentation related to their gender transition to the Race Director prior to the race should they prefer. In the case of any challenge the participant shall have 30 days to present relevant information and it shall be assumed that the category selected at registration is correct until proven otherwise.

All information about the runner's gender identity and medical information, including any information provided pursuant to this policy, shall be kept strictly confidential. The final decision regarding the entrant's gender status for registration purposes shall be within the sole discretion of Ultra X. If it is determined that the runner is not in compliance with Ultra X's rules for transgender entrants, the runner will be allowed to keep their finisher's medal, but other awards will be rescinded. Ultra X will attempt to protect the runner's privacy interests to the maximum extent possible. Please email sam@ultra-x.co for further information on what constitutes a successful and unsuccessful challenge,




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