

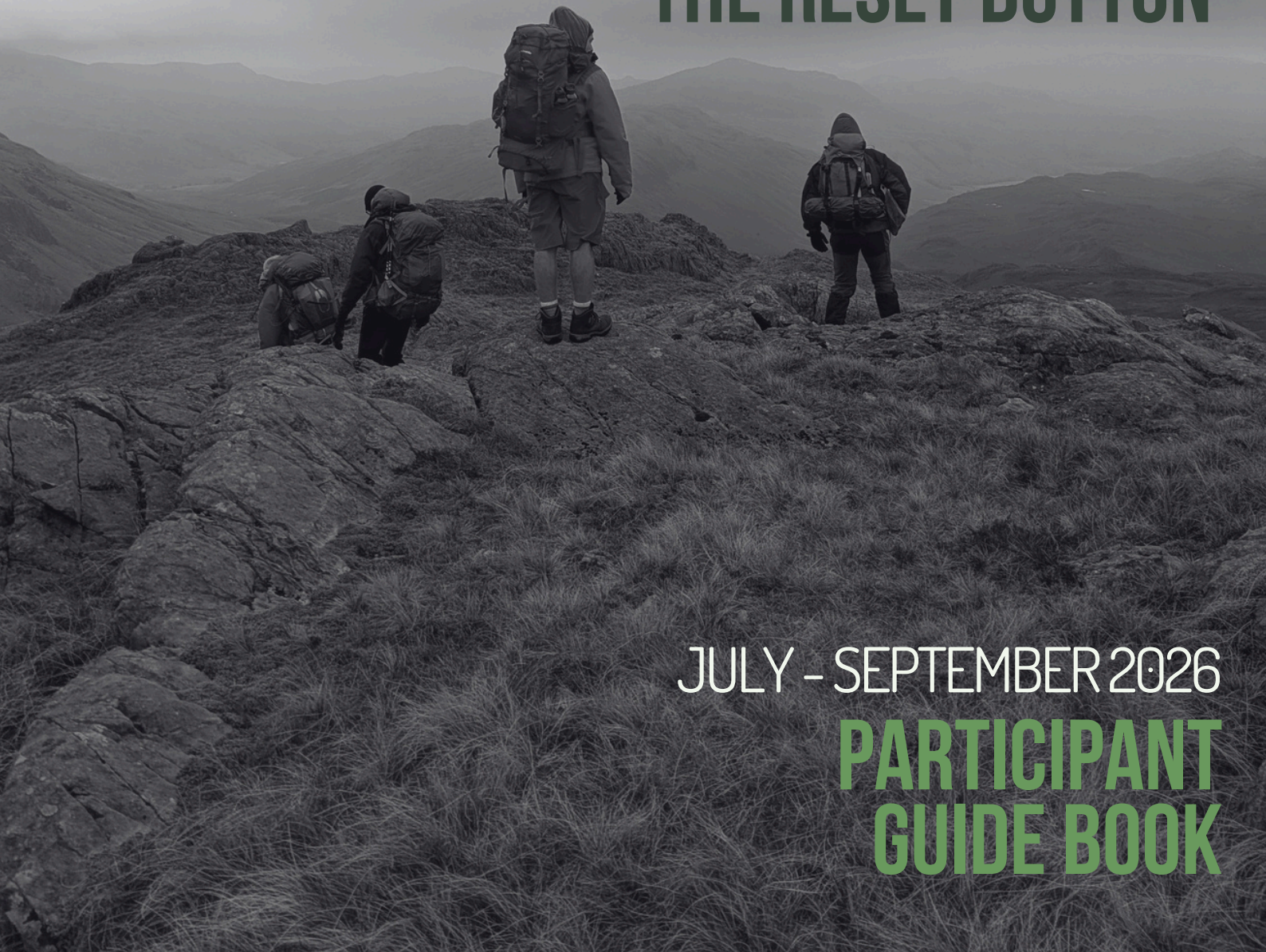


THE PRIMITIVE INITIATIVE

INSIGHT - ACTION - GROWTH

LAKELAND EXPEDITION

THE RESET BUTTON



JULY - SEPTEMBER 2026

**PARTICIPANT
GUIDE BOOK**

WHAT IS IT?

MORE THAN AN ADVENTURE

- AN ADVENTURE BEYOND YOUR COMFORT ZONE
- FRAMEWORK FOR BUILDING **RESILIENCE** AND **CLARITY**
- RECONNECTING WITH YOURSELF AND HOW YOU WANT TO LIVE

THIS IS NOT



A WELLNESS RETREAT

- No luxury
- No forced vulnerability



A BOYS CLUB

- No ego
- No exclusion



A TRAINING PROGRAM

- No PB's
- No protein chat





MORE THAN ADVENTURE

PSYCHOLOGICALLY INFORMED

THIS PROGRAM PRIORITISES THE **INNER JOURNEY**. THE GOAL ISN'T TO COMPLETE A PHYSICAL CHALLENGE, IT'S TO GROW AS PEOPLE AND RETURN WITH SOMETHING OF VALUE FOR US AND THOSE AROUND US.

THE THREE PILLARS

BUDDHISM

ACCEPTANCE
PERCEPTION
EQUANIMITY
AWARENESS

WILDERNESS THERAPY

CONNECTION
EMOTIONAL
INTELLIGENCE
METAPHOR

STOICISM

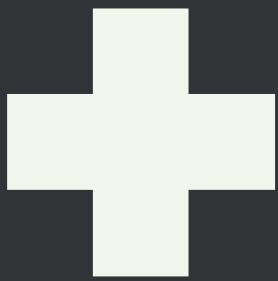
MENTAL
FORTITUDE
VIRTUE
WISDOM

THE PRIMITIVE INITIATIVE INCORPORATES A HOLISTIC APPROACH TO WELLNESS. MIND AND BODY ARE ONE UNIT. STRENGTHEN ONE, THE OTHER FOLLOWS.

“There is a synergic feedback between the pursuit of mental health and physical health” - *Maslow*

“We treat the body rigorously so that it is not disobedient to the **mind**” - *Seneca*

WHAT WILL YOU GET OUT OF IT?



CONTROL
PURPOSE
ENDURANCE

CONNECT
WITH

NATURE &
YOURSELF

“MENTAL RESET”

“I know I can soldier on much more than I thought”
- Christopher

“I’m feeling more positive about myself and the
decisions I am making” - Dan

BACKGROUND

PHILOSOPHY

The Primitive Initiative is built on the idea of **intrinsic motivation**. Doing things for their own sake. Focusing on making outdoor exercise rewarding in and of itself. *Feeling good* as opposed to *looking good*.



WHY THIS EXISTS

The Primitive Initiative takes an integrated approach by combining movement, mindfulness and nature as ways to not just achieve wellness, but to go *beyond* this and towards **self-actualisation** - fulfilling our potential.



GET OUT OF YOUR COMFORT ZONE

In modern life, discomfort is no longer essential and this reduces our innate **resilience**. Stepping out of our comfort zone is essential for growth. It unlocks parts of us that we didn't know existed.

GET OUT OF YOUR HEAD

The mental aspect of exercise is often overlooked but is more important than the physical side. We apply a mindful approach to frame the journey in the reality of the **present** moment.



PROGRAM OVERVIEW

HOW LONG?

3 Days / 2 Nights

Friday midday until Sunday 4pm (roughly)

HOW FAR?

55km (approx)

Route subject to required changes

HOW HARD?

Moderate to Challenging

Uneven terrain, steep hills, weather

WHERE?

Lake District (South West)

Start point: Muncaster Castle, Ravenglass

WHO?

1 Facilitator / Up to 6 Participants

Reduced group size for max impact

WHAT?

Backpacking Expedition

Wild camping, carrying your own gear

BE READY FOR:

- WALKING 8 HOURS A DAY
- CARRYING A HEAVY PACK
- GETTING UNCOMFORTABLE

AGREEMENTS

NO PHONES

PRESENCE
TOGETHERNESS
NO DISTRACTIONS

PHONE USE IN THE PRESENCE OF THE GROUP IS NOT PERMITTED. IF YOU MUST USE YOUR PHONE, DO IT PRIVATELY

SILENCE

INTENTION
STILLNESS
INNER JOURNEY

STRUCTURED SILENCE WILL BE ENCOURAGED DURING SECTIONS OF THE DAY TO ASSIST THE INTERNAL EXPERIENCE/GROWTH

FASTING

HEALTH
CHALLENGE
DISCOMFORT

IF YOU ARE WILLING AND ABLE, FASTING WILL BE ENCOURAGED FROM AFTER DINNER (ROUGHLY 8PM) UNTIL BREAKFAST (ROUGHLY 12PM). NO JUDGMENT IF IT'S NOT FOR YOU.

YOU GET OUT WHAT YOU PUT IN

BENEFITS WILL BE THROUGH YOUR OWN **HARD WORK**

ROUTE

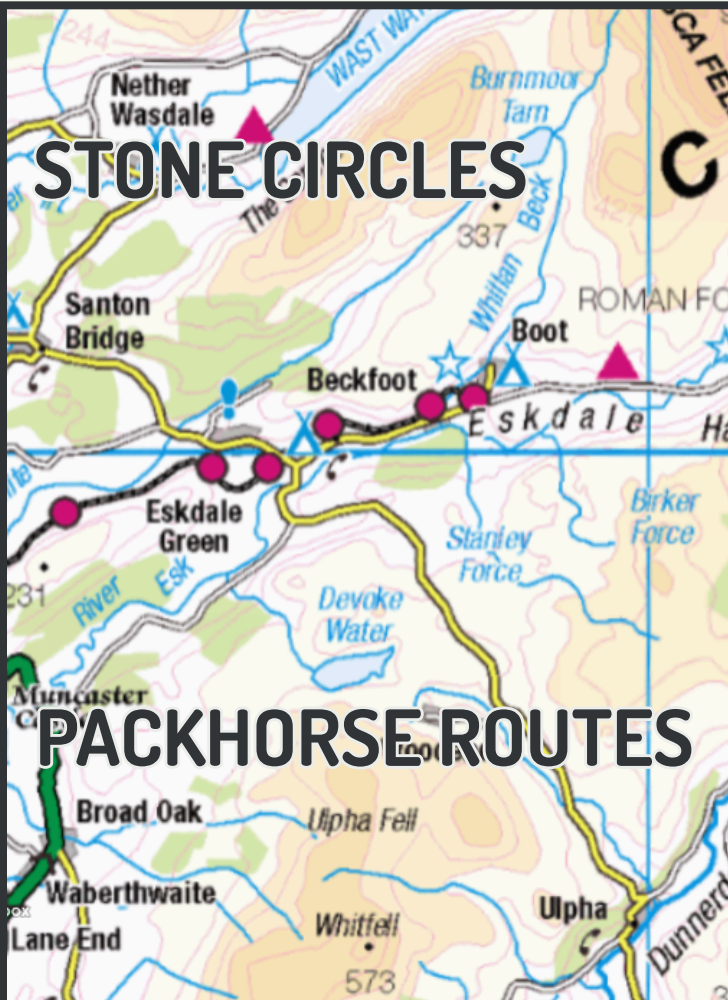
EXPLORE

FELLS

MOORS

VALLEYS

FORESTS



35 MILES + 9000FT ELEVATION IN 48 HOURS

*The planned route may be modified depending on weather conditions, participant's health and wellbeing, or other unforeseen circumstances

SAFETY

GROUP SAFETY

GROUP SAFETY IS ALWAYS THE PRIORITY DURING EXPEDITIONS AND WHATEVER CAN BE DONE TO ENSURE IT, WILL BE. IF CONDITIONS DICTATE THAT THE SET ROUTE/ACTIVITY IS UNSAFE, WE WILL MOVE TO PLAN B.

YOUR COMMITMENT

YOU MUST ENSURE YOU TURN UP FIT TO PARTICIPATE. THAT MEANS: PHYSICALLY FIT ENOUGH, AND MENTALLY **PREPARED** TO PARTICIPATE WITH THE GROUP. YOU MUST ALSO PRACTICALLY PREPARE BY BRINGING APPROPRIATE KIT AND COMPLETING THE PRE-PROGRAM CHECKLIST.

EARLY DROPOUT

IF YOU NEED TO DROP OUT EARLY FOR ANY REASON, THERE ARE MULTIPLE ACCESS POINTS THAT WILL ENABLE SAFE RETURN BACK TO THE START POINT.

RISK MANAGEMENT

THE ROUTE AND AREA HAVE BEEN THOROUGHLY RECCED AND RISK ASSESSED. THE PROGRAM WILL BE DYNAMICALLY RISK ASSESSED TO RESPOND TO ANY ARISING SITUATIONS, ALWAYS WITH THE GROUPS **WELLBEING** PRIORITISED, WHILST RESPECTING EVERYBODY'S **GROWTH**.

LEAD MATT JARVIS FACILITATOR



ABOUT ME

I've been a keen explorer for 9 years which has taken me extensively around the UK's moors and mountains, and further afield including 3 months in the Himalayas.



Mountains have taught me a lot about myself and the world. In 2024 this passion turned into a profession and in 2025 I ran my first series of programs.



EXPERIENCE

Dozens of multi-day expeditions
Background in mental health work
Delivered multi-day group programs
Over **10 years** practicing mindfulness

QUALIFICATIONS / TRAINING

Outdoor First Aid

Mountain Leader Training

MA Interdisciplinary **Psychology**

Level 3 **Wilderness Therapy** NVQ

2x10 Day Silent Meditation Courses



THE PRIMITIVE INITIATIVE

FOUNDED 2024

The Primitive Initiative is built around one simple idea:
the body is a tool to strengthen the mind.

CORE BELIEF

CHALLENGE
DISCOMFORT
DIRECT **EXPERIENCE**

=

PURPOSE
RESILIENCE
SELF **KNOWLEDGE**

MORE THAN MOTIVATION

DISCIPLINED ACTION
MEANINGFUL CHALLENGE
GROWTH THROUGH **EXPERIENCE**

Time spent in nature, away from modern distractions, creates the conditions for this process to unfold naturally. The aim is not to escape life, but to return to it with greater strength, perspective, and intention.

RESULTS

DURABLE AND CONFIDENT

"Taking a weekend to disconnect from technology and engage with like-minded people was exactly what I needed. I feel more durable and confident than I did before."

- Tom

CHALLENGING, SURREAL, EFFECTIVE

"If you are looking to make positive changes to your life, do it. It is challenging, surreal, and most importantly effective."

- Steve

WON'T BE DISAPPOINTED

"I would implore anybody who enjoys hard physical effort and possesses a desire to understand themselves on a deeper level to give it a try - you won't be disappointed."

- Harry

+38%

HIGHEST INDIVIDUAL
GROWTH

+29%

RESILIENCE
GROWTH ACROSS
ALL PARTICIPANTS

+34%

HABITS & SELF-
CONTROL

WHEN?

JULY 24 - 26

AUGUST 7 - 9

SEPT 18 - 20

**LIMITED SPACES AVAILABLE
SAVE YOUR SPOT NOW**



JOIN THE MOVEMENT

THE FULL PACKAGE

3 DAY **HOLISTIC EXPEDITION**
ACCESS TO THE PI **COMMUNITY GROUP**
REGULAR **MEET UPS & FREE EVENTS**
FOLLOW-UP SUPPORT WHERE NEEDED
FREE **GEAR & PREPARATION GUIDE**

GET IN TOUCH TO SIGN UP

 The Primitive Initiative

 @theprimitiveinitiative

 theprimitiveinitiative@gmail.com



COST

£100 (£50 DEPOSIT)
48 HOUR RATION PACKS - £30
GEAR RENTAL AVAILABLE

FAQ'S



What do I need to bring?

A full kit list will be provided once you confirm your place.

How can I prepare?

A full check list will be provided. This will include everything you will need to do before the day.

Do I need my own tent?

You must provide all of your own gear. A limited amount of gear, including tents, will be available for hire for a small fee. Get in touch for a free [Gear Guide PDF](#) providing a comprehensive guide to trekking gear.

Do I need trekking experience?

You don't need to be an athlete to participate, as long as you have a reasonable base level of fitness, a good work ethic, and appropriate gear. Prior training is advised. Preparation training program available on request.

What happens if the weather is bad?

The expedition may take alternative routes in bad weather. If we are forecast extreme weather, the program may be rescheduled and you will be offered a refund. You are expected to bring weather appropriate kit to mitigate the risks of weather. Kit list and preparation checklist will be sent to all participants.

Send "Gear Guide" to theprimitiveinitiative@gmail.com to receive a comprehensive guide to trekking gear.