



SDR Strength

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of:

SDR Strength Limited

Signed:

A handwritten signature in black ink, appearing to read 'L. Simsa', written over a horizontal line.

Position: **Director | Strength and Conditioning Coach**

Date: **25th January 2016**



The Armed Forces Covenant

An Enduring Covenant Between

The People of the United Kingdom

Her Majesty's Government

– and –

All those who serve or have served in the Armed Forces of the Crown

And their Families

The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.

Section 1: Principles of the Armed Forces Covenant

1.1 We SDR Strength Ltd will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- *no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen*
- *in some circumstances special treatment may be appropriate especially for the injured or bereaved.*

Section 2: Demonstrating our Commitment

2.1 SDR Strength Ltd recognises the value serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

- *promoting the fact that we are an armed forces-friendly organisation, SDR Strength proudly display our Covenant on our website and our facility/centre HQ in Basingstoke;*
- *seeking to support the employment of veterans young and old and working with the Career Transition Partnership (CTP), in order to establish a tailored employment pathway for Service Leavers;*
- *striving to support the employment of Service spouses and partners, SDR Strength is an equal opportunities employer, we are prepared to offer flexibility in granting leave for service personnel or spouses on a case by case basis, for one to two weeks additional leave and more if necessary;*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment on a case by case basis, for one to two weeks additional leave and more if necessary;*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible on a case by case basis, for one to two weeks additional leave and more if necessary;*

- *offering support to our local cadet units, either in our local community or in local schools, where possible;*
- *aiming to actively participate in Armed Forces Day, promoting the day via our social media footprint, engaging in our locally organised event/initiative in Basingstoke by the council;*
- *offering a discount to members of the Armed Forces Community;*
- *offering a disabled friendly facility for those with mobility issues or immobilising conditions to work towards a more independent life;*
- *any additional commitments SDR Strength Ltd could make (based on local circumstances).*

2.2 We will publicise these commitments through our literature and/or on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.

We already employ, subcontract or associate with staff who are either serving or former serving soldiers or veterans. We actively would continue to recruit those with military backgrounds favourably as their work ethic and experience adds tangible value to our business. We have staff who are serving reservists, who are given additional leave in order to engage with training on a regular basis. As well as given support on the occurrence of deployment need.

SDR Strength Ltd aim is to:

- *promote that we are an armed forces-friendly organisation;*
- *support the employment of veterans and service leavers;*
- *to offer support and provide flexibility plans for currently serving reservists on their deployment and indeed support the families where possible;*
- *to engage/support military charity's involving young persons in crisis to promote awareness for our armed forces;*
- *to engage/support military charity's specifically and such as the Army Benevolent Fund in order to assist*
- *to provide a stable employment to service leavers;*
- *to provide up skilling where required and support the development of the service leaver through CPD;*
- *to engage with the armed forces through face to face community projects.*
- *Offer serving personnel or serving spouses additional leave of one to two weeks and more if necessary on a case by case basis.*