



**ARMED FORCES  
COVENANT**

**Performance Learning & Development Ltd  
PERFORMANCE PEOPLE**

**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:

**Performance Learning & Development Ltd  
PERFORMANCE PEOPLE**

Signed: Mark Wright

Position: Company Director

Date: 13 May 2020



**performance people**  
**LEARNING & DEVELOPMENT**

# 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 Performance Learning & Development Ltd and PERFORMANCE PEOPLE 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 Performance Learning & Development Ltd and PERFORMANCE PEOPLE 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, by communicating our commitment both on our website and in our literature;
  - seeking to support the employment of veterans young and old and working with the Career Transition Partnership (CTP) and other Armed Forces Covenant (AFC) partners, in order to establish a tailored employment pathway for Service Leavers, by creating a number of Personal & Professional Development products and Career Transition & Resettlement programmes;
  - striving to support the employability and engagement of Service spouses and partners, by offering them the same learning development and recruitment resettlement opportunities;
  - endeavouring to offer a degree of flexibility in how we support the personal & professional development of Service personnel, their spouses and partners before, during and after their service, by creating a range of virtual and digital products and programmes to support our services delivered face-to-face.
  - Seeking to support Service leavers, and our own business associates and partners, who choose to be members of the Reserve forces, by accommodating their training, employment and deployment needs where possible;
  - offering support to our cadet organisations, local cadet units, either in our local community or in local schools, where possible, by extending all opportunities to cadet instructors and staff;
  - actively participating in Armed Forces Day, by posting messages of support, promoting the day, and being present at community events;
  - offering a preferential discount, of up to 80% on our training course and up to 20% on professional qualifications, to members of the Armed Forces Community;
  - enabling the self-employment or business ownership of veterans, spouses and reservists, by offering a range of specialist products and programmes to support small business development.
- 2.2 We will publicise these commitments through our literature and 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, and by positioning and promoting both our pledge and our promises within a dedicated Ministry of Defence (MOD) Armed Forces Covenant proposal.