



## Be Military Fit (BMF)

**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:  
**Be Military Fit (BMF)**

Signed:

Position:

CHAIRMAN

Date:

05 / 02 / 2019

with Bear Grylls

The Armed Forces Covenant

# 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 Be Military Fit (BMF) 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 Be Military Fit (BMF) 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; BMF offers free training at any of its parks or indoor venues to ALL Veterans. It offers discounted education and training qualifications to veterans through its Academy and provides a broad spectrum of employment opportunities. The Company has generated partnerships with military charities and will continue to facilitate events to generate charitable funds.*
- *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; BMF is a registered CTP industry. BMF employs over 300 veterans – 90% of its work force have served in the Military and it will continue to offer a broad range of roles for veterans.*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment; BMF possesses a military ethos at its core. It therefore appreciates and fully supports the requirement for a flexible approach to leave for those spouses or partners of Service Personnel.*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible; BMF already employs a number of Reservist Personnel and will continue to fully support employees who wish to serve with these units.*
- *offering support to our local cadet units, either in our local community or in local schools, where possible; BMF endeavours to generate a closer relationship with the RFCA, with discounted training and support to recruitment activities. BMF will continue to participate and support in community engagement in conjunction with the Armed Forces.*
- *aiming to actively participate in Armed Forces Day; BMF will continue to contribute to Armed Forces Day through regionally run events and activities that promote the Armed Forces and its associated Charities.*
- *offering a discount to members of the Armed Forces Community; ; BMF offers free training to ALL Veterans and discounts to Serving personnel and their families.*

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.