



Outdoor & Cycle Concepts (Trading as Cotswold Outdoor)

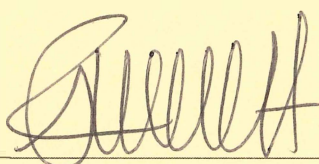
We, the undersigned,
commit to honour the Armed Forces Covenant
and support the Armed Forces Community.

We recognise the value Serving Personnel (Regular & Reserve),
Cadets, Veterans, and military families contribute to our
business/school/charity and our country.

Signed on behalf of:
Ministry of Defence

Signed on behalf of:
Cotswold Outdoor

Signed: 

Signed: 

Name: DUNCAN ATTWELL

Name: STEVE HUBERT

Position: SOI MCI HQSW

Position: PARTNERSHIPS MANAGER

Date: 29th June 2019

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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 Cotswold Outdoor 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 Cotswold Outdoor 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;**
 - *promoting our work, activities and events through our own digital & social media channels as well as working with the press*
 - *publishing our Covenant pledge on a dedicated Corporate Covenant page on web page*
- **seeking to support the employment of veterans young and old:**
 - *working with and advertising vacancies through the Career Transition Partnership (CTP), as well as advertising widely in the Armed Forces Community, to ensure employment opportunities are made available to Veterans*
 - *welcoming applications from Veterans who meet the criteria in the job specification*
 - *recognising military skills and qualifications in our recruitment and selection process*
- **striving to support the employment of Service spouses and partners;**
 - *we are registered with and advertising vacancies with Recruit for Spouses, as well as advertising widely in the Armed Forces Community,*
 - *welcoming applications from spouses/partners who meet the criteria in the job specification*
 - *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment*

- **seeking to support our employees who choose to be members of the Reserve forces, including accommodating their training and deployment where possible;**
 - *Cotswold Outdoor supports staff members of the Reserve Forces and those wishing to join*
 - *Accommodation of Reserve training commitments wherever possible*
 - *Cotswold Outdoor allow Reservists to attend Reserve Forces Training events when this takes places on their normal working day*
 - *Grant an additional week of paid annual leave per year so that Reservists can attend their annual camp*
 - *Additional unpaid leave of up to 5 days is allowed for short periods of training*
 - *Fully supporting and accommodating mobilised deployment of Reservist employees if required*

- **offering support to our local cadet units, either in our local community or in local schools, where possible;**
 - *staff are actively encouraged to become members of the Cadet Forces*
 - *up to 2 weeks per year of special paid leave may be available to attend annual training camps and courses*
 - *Cotswold Outdoor will make allowances for any member of staff with Cadet training commitments wherever possible*
 - *Cotswold Outdoor offer to host and supply staffing for appropriate events in-store both in and outside of normal shop hours*
 - *considering sponsorship bids to support worthwhile Cadet projects*

- **aiming to actively participate in Armed Forces Day;**
 - *in advance; promoting through the web, social media, membership and other networks*
 - *we encourage employees to take part in Reserve Forces Day, Uniform to Work Day and any Flag Raising Ceremonies; assisting with case studies and stories and working with the Wessex RFCA to get them to press*
 - *post; publishing stories on the Cotswold Outdoor website and social media channels. Where appropriate we will include stories in direct messaging to customers, as well as working with the RFCA Communications lead & the press.*

- **offering a discount to members of the Armed Forces Community;**
 - *registered with Defence Discount Service*
 - *offer bespoke continuing and/or limited time offers to Defence personnel*
 - *All serving men and women along with all Armed Forces veterans are entitled to 15% discount off full price purchases in-store and online. (T&C's apply)*
 - *We also offer specific product bundles of essential kit for currently serving personnel at significantly discounted rates.*

- **additional commitments:**
 - *encourage and support employee fundraising for Service Charities, through our internal communications platform.*
 - *We also sponsor the RAF Falcons display team. Donating kit and equipment worth £10,000 each year.*

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.