



## Leadership Challenges CIC

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:  
**Leadership Challenges**

Signed: \_\_\_\_\_

Position: Director / Chief Operating Officer

Date: 12 November 2019

**LC** | LEADERSHIP CHALLENGES

# 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 Leadership Challenges 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 Leadership Challenges 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* – Leadership Challenges recognises the value of former military veterans; indeed, the company proactively employs former veterans, using the skills and values that underpins our mission statement. Leadership Challenges, through its programmes has encouraged former and serving military personnel, predominantly those from the Wounded, Injured and Sick Community to join our life changing challenges, often for their personal rehabilitation to gain greater levels of confidence, courage and self-esteem. We encourage our ambassadors and challenge participants to proactively seek military veterans in need, providing testimonials of our approach, planning, leadership and importantly, our military presence and understanding that creates a greater ethos from the onset.
  - *striving to support the employment of Service spouses and partners* – Leadership Challenges currently employs a Service Spouse and Military Veteran.
  - *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment* – Part of our leadership and culture is to ensure we meet the needs of our employees. This includes remaining flexible over leave periods but as important, to support the needs of the wider family, such as children at boarding school are cared for, within reason providing flexible working hours to our employees during prolonged school holidays.
  - *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible* – Although our employees are not engaged with the Reserve forces, we do have programme participants who are members of the Reserves, where we encourage their attendance to their own military training programme whilst remaining flexible with our endeavours.
  - *offering support to our local cadet units, either in our local community or in local schools, where possible* – We are mentoring an individual through the British Army enlistment process. This young leader has come from a disadvantaged background and falls within our safeguarding policy for vulnerable people. We truly believe the military will continue to meet the needs of this potential Service Person; whilst we are currently collaborating with Bath Rugby Foundation, our mentoring programme, includes mentorship by a former military Veteran, to integrate this person back into society (or the military) in a positive way.

- *offering a discount to members of the Armed Forces Community* – Leadership Challenges has delivered innovative ways to mitigate costs for military Veterans. Often, Veterans have benefited from our internal investment and wider corporate contacts that have recognised their greater needs and supported their enhancing activity / programmes. Our community adjacency....
- *any additional commitments Leadership Challenges could make (based on local circumstances)* – Leadership Challenges (and the former business name - Extreme Racing Events) has been entering serving and Military Veterans into its challenges for over 5 years. Due to the success over the last few years, our programmes moving forward will focus on supporting military (WIS) veterans and dis-advantaged people; such as our current (2020) programme with Blesma. As we recognise the growing need to support WIS Veterans, it would be natural to employ further Military Veterans as we believe here at LC, Veterans supporting Veterans, understanding their needs and being accustomed to their Values and Standards generates far greater impact. This is being measured through our current research programme with University of South Wales, individual reflective feedback and impact (interview) videos from our challenges. Our wider ecosystem at Hartham Park is a military friendly environment. Based in the same town as MOD Corsham, many Service personnel people pass through our location, take notice and are always encouraged by what we achieve here at Leadership Challenges and the military ethos strands that pulls through our methodologies and involvement with serving and former military personnel.

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. Leadership Challenges also collates reflective feedback from all participants on programme completion; analyses and integrates any such lessons learnt into the leadership and programmes.