

2024



SoldieringOnAwards

The Armed Forces
Community Awards



Wednesday 16th October 2024

Park Plaza Westminster Bridge Hotel, London

#SoldieringOnAwards

SCAN TO VIEW
DIGITAL BROCHURE





Proud to partner with the Soldiering On Awards 2024

At NAAFI, we go to extraordinary lengths to provide
a taste of home for UK Armed Forces communities,
wherever they are stationed around the world.



FIND OUT MORE



naafi.co.uk

"NAAFI proudly partners with this year's Soldiering On Awards for the Drinks Reception, celebrating the extraordinary contributions of those in the Armed Forces community and the remarkable achievements of all the finalists this evening." - Natalie Williams, Marketing & PR Manager, NAAFI

Tonight's Schedule

Welcome to the 14th Soldiering On Awards! Tonight, we celebrate the outstanding achievements of the Armed Forces community, honouring individuals, groups, and organisations across twelve categories. Let's raise a toast to our incredible finalists and recognise the lasting contributions of the military family. This is the night to celebrate the very best of our Armed Forces.

17:30 Drinks Reception

18:45 Celebration Opens

19:30 Dinner is Served

21:15 Awards Presentation

22:50 Networking in the Bar

**The Drinks Reception in partnership with
The Royal NAAFI served Chapel Down
"Three Graces" Vintage**



A classic blend of the three noble Champagne grapes, handpicked from Chapel Down's best vineyards. It has undergone extensive maturation on lees to produce a complex and rich palette of baked apple, red berries and toasted brioche.



Menu

Starters

Duo of salmon

Poached salmon marinated with soya sauce and ginger roulade; Kinglass smoked salmon, served with roasted fennel, apple and coriander

Vegetarian starter

Cauliflower croquette with black aioli, sweet potato purée and grilled leeks (V)

Main

Slow cooked beef, creamy mash potatoes, vegetable bouquetiere, carrot purée with sauce au poivre

Vegetarian main course

"Wellington" with spinach, caramelised onion, mushroom duxelles, creamy mash potatoes, vegetable bouquetiere and carrot purée

Dessert

Vanilla cheesecake, raspberry and lemons confit insert, fresh berry vanilla Chantilly
May contain trace nuts and peanuts

Tea, coffee & petit fours

Wines

Anciens Temps Blanc, France
Sangiovese Rubicone Rometta, Italy

A Very Warm Welcome

Awards Patron, The Rt Hon. the Earl Howe GBE PC

As Patron of the Soldiering On Awards, it is my great pleasure to welcome you all to this year's grand finale. This is a wonderful opportunity for us to celebrate the remarkable achievements of extraordinary individuals and organisations from all across the Armed Forces community.

As the overarching awards for the military sector, the Soldiering On Awards bring people together in a common cause – to recognise dedicated, selfless people who are committed to changing lives for the better within their communities while selflessly serving society.

Each year, we are amazed by both the quantity and quality of nominations submitted for the Awards. Similarly, the stories of the lived experiences of our nominees and finalists never fail to inspire and humble us in equal measure. These Awards



truly do represent the very best of both the community and the British people.

However, none of this would be possible without the support of our wonderful partners, three of whom are new to the Soldiering On Awards family this year – CBRE, The Royal NAAFI, and Reed in Partnership. We have also welcomed new members to our esteemed Judging Panel, who had the unenviable task of selecting this evening's Finalists from a huge pool of worthy nominees.

All of us who have the privilege of being here tonight to recognise the commitment and dedication of our Finalists, must share their stories with our families, friends, and networks – who knows, perhaps they will inspire others to achieve great things worthy of nomination for the 2025 Soldiering On Awards!



Awards Night Host

Jeremy Vine

Listeners to the Jeremy Vine Show on BBC Radio 2 know of his connection to *Soldiering On* — the awards stories have come up quite a bit on his radio show! Happily, his Radio 2 slot has overtaken BBC Radio 4's flagship *Today* as the UK's most listened-to radio news programme; not that Jeremy likes to mention that much.

He also presents a daily news and chat show on Channel 5, describing his 4¼ hours of broadcasting every day (more than 21 hours a week) as *“wonderful fun, if a little crazy.”*

Jeremy was named Speech Broadcaster of the Year at the Sony Awards in 2005 and 2011 and won Interview of the Year for the famous “head-in-hands” moment with Prime Minister Gordon Brown shortly before Mr Brown lost the 2010 election.

Vine has also presented BBC1's *Points of View*, *Panorama*, *Eggheads* and *Crimewatch*. He is proudest of having done the BBC Election graphics for nearly 20 years.

Jeremy studied English Literature at Durham University, and in 1986 began his career as a trainee reporter at the *Coventry Evening Telegraph*, in the days of manual typewriters and hot metal presses. After that he was a BBC news trainee, *Today* programme reporter (the Yugoslav war and sheep racing in Dorset), political correspondent during the nineties, Africa correspondent based in Johannesburg, and *Newsnight* presenter — the most frightening assignment of all, working alongside the legendary Paxman.



His autobiography *It's All News to Me* tells the vivid story of his first 25 years at the BBC. A review in the *Daily Telegraph* said: *“Jeremy Vine is the perfect diarist, because he is an exhibitionist who doesn't mind looking stupid.”* This characteristic was much in evidence in 2015 when Jeremy was on *Strictly Come Dancing*. His cha-cha-cha scored a 2.

He is married to Rachel and they live with their two daughters in west London. Next year his first novel will be published, about a murder in a radio station (don't laugh).

“Everything that goes on with Soldiering On Awards is so inspiring. Hearing all the stories and meeting the incredible finalists really is the highlight of my year.”

Tonight's Performers

Ensemble of the Band of the Royal Air Force Regiment

The Band of the Royal Air Force Regiment was formed in 1942. Now based at RAF Northolt, the Band regularly supports State Ceremonial occasions and international military tattoos, performs concerts to raise money for Service charities and provides entertainment at air shows and functions.

Memorable moments include travelling to Sydney, Australia to support the Royal Edinburgh Military Tattoo in 2019, performing for the Royal British Legion's Festival of Remembrance at the Royal Albert Hall, taking part in the 75th Anniversary of Victory over Japan and performing in Westminster Abbey for the 80th Anniversary of the Battle of Britain.

2022 saw the Band perform as part of Her Majesty Queen Elizabeth II's Platinum Jubilee celebrations. In September 2022 the Band lined the route for the State Funeral of Her Majesty Queen Elizabeth II, and then once again provided a route lining contingent for the Coronation of Their Majesties



King Charles III and Queen Camilla in May 2023.

The Band has recently performed at the Norwegian Military Tattoo, the 2024 FA Cup Final at Wembley Stadium, and took part in D-Day 80 Commemoration Services held at the British Normandy Memorial in Ver-Sur-Mer.

Alongside musical duties, Musicians support operations around the world and were deployed across the UK as part of the Government's response to the Coronavirus crisis.



Harry Gordon, Combined Cadet Force Piper

Cadet Gordon returns to the 2024 Soldiering On Awards for the third time after his tremendous debut in 2022.

Harry, age 16, is an active member of ACF Pipes and Drums, and holds the Pipe Major position at Gordon's School for the 2nd year running, performing around the UK. This summer, he piped with the 2nd Battalion Ranger Regiment in the Houses of Parliament, he participated at the Lord Mayor's Parade in London, held a memorial service at the Menin Gate in Ypres and took part in the 2024 World Pipe Band Championships with the Gordon's School Pipes & Drums Band.

Tonight's Performers

Christina Johnston

Christina, known as “The Nightingale,” captivates audiences worldwide. At 17, she earned a scholarship to London’s Guildhall School of Music and Drama, and made her operatic debut in 2012 at Prague’s State Opera as Queen of the Night in *Die Zauberflöte* and Adele in *Die Fledermaus*.

Since then, she has performed at major European and Russian opera houses, portraying roles such as Olympia in *Les Contes d’Hoffmann*, Zerlina in *Don Giovanni*, and Katerina Cavellieri in *Amadeus* with The Prague Shakespeare Company.

Christina has sung for dignitaries including the President of the Czech Republic and the President of China, and was selected to perform at China’s World War II commemoration and Israel’s Day of Jerusalem broadcast.

Her voice has featured in film scores, including *Interlude* in Prague (2019), *Battleship Island*, and *Wonder Woman 1984* (2021), where she sang the first operatic aria in a DC film. She has performed at film festivals alongside composers like Joe Hisaishi, James Horner, and Michael Giacchino.

Christina’s debut CD, *Blessing*, was recorded with The City of Prague Philharmonic Orchestra, and she joined José Carreras on his Farewell Tour in 2019. Her charity single “A Million Tears” for the Purple Poppy Appeal, supported by Queen Elizabeth II, reached No. 1 on the Classical charts.

She has recently toured France, performed with Russell Watson and the Royal Philharmonic Orchestra, debuted as a Guest Entertainer on Princess Cruises, and had the honour of singing in St. Peter’s Basilica at the Vatican. This November, she will make her Canadian debut.



Tonight's Performers

Stringfever

Stringfever is an entertaining group of talented musicians that have lived and breathed music since a young age. Formed in 2003, and currently composed of three siblings and their cousin, this internationally acclaimed quartet has performed 1000+ Shows in 33 countries since 2004, from private performances for the British Royal family to a packed audience at Madison Square Gardens.

Coming from a family of musicians it was always likely that the Broadbents were going to follow their fathers into the music profession. Ralph and Sophie studied at the Royal Academy of Music and Graham at the Royal College. Once graduating, Ralph played in the premier German production of Sunset Boulevard and subsequently Phantom of the Opera UK Tour in the late 90s, alongside older brother Giles the original lead violinist of Stringfever who were joined by cousin Graham also in the revival of My Fair Lady in 2001. Younger brother Neal was due to study cello at the Guildhall School of Music... but instead he was kidnapped by his brothers to be the cellist in their new group - Stringfever!

Youngest sibling Sophie joined the band full time in November 2023, after performing as a freelance musician for 12 years alongside contemporary artists including Mumford & Sons and Ellie Goulding.

In addition to their musical heritage, the Broadbent cousins feel a strong connection to the military; their grandfather, Sergeant Smith, was a Spitfire pilot during World War II and famously escaped from a POW camp in Poland, an incredible legacy of courage and resilience that has deeply inspired their family.



Tonight's Performers

The Magic Marine



Steel served as a Royal Marines Commando for ten years, spending his final two years as a Medic with the Special Boat Service (SBS), the UK's elite amphibious fighting force. Before joining the Corps, he was an Infantryman in the British Army, which included a tour of duty in Iraq at the age of 20. During his 2008-2009 deployment to Afghanistan with Zulu Company, 45 Commando, Steel witnessed firsthand the bravery and sacrifice of his comrades as they faced unimaginable challenges and injuries. These profound experiences, along with the loss of his father to cancer, led Steel to a period of reflection and a major life decision: to follow his passion for magic.

With support from X-Forces Enterprise and Help for Heroes, through their Business Xperience course, Steel was able to turn his dream into a thriving independent career. Now 39, he has been performing as a professional magician for seven years, captivating audiences at weddings, charity events, and Royal Marines functions. He was also a finalist in Britain's Got Talent 2020.

The Queen's Gurkha Signals

For the first time in Soldiering On Awards history, we are honoured to welcome soldiers from The Queen's Gurkha Signals (QGS) to perform the 'Khukuri Dance'. The QGS is a regular unit of the Royal Corps of Signals, one of the combat support arms of the British Army. The Nepalese dance is a blend of martial arts and a demonstration of fighting skills, combining patterns of drill where the dancers demonstrate their skills of handling the Khukuri knife. It is believed the dance was derived from the occasion of celebration when a soldier returned from war with the glory of victory.



A message from the Co-Chairs of Judges

Lieutenant General (Ret'd) Richard Nugee CB CVO CBE
and Debra Allcock Tyler, CEO, Directory of Social Change.



It is a great honour to be invited to become a Judge for the Soldiering On Awards, and it is a truly humbling, enriching experience. The stories of endeavour and achievement, of community and service, have a profound effect on each of us.

The individuals and organisations nominated for the 2024 Awards presented the Judging Panels with a herculean task, but one - we're proud to say - they were up to, as you can see from this evening's line-up of superb Finalists.

The rigour, passion, and dedication our Judges bring to the Soldiering On Awards each year is a constant source of inspiration to us as Co-Chairs. Giving each and every nomination the objective consideration it deserves takes hundreds of hours of concentration and commitment.

The process begins with our Category Judges, who cast their experienced eyes over the nominees and pass their observations on to the Independent Judging Panel. We then fiercely debate the selections and, after intense deliberation, ultimately arrive at three finalists in each of the twelve categories.

The Finalists' lived-experience, their selflessness and altruism, move us deeply – it is a rollercoaster ride of emotions. Our sincere thanks go to the Judges who give so freely of their time and commit so fully to the experience.

We must also express our gratitude to the Soldiering On Awards and X-Forces Enterprise teams behind the scenes, whose coordinated, professional efforts ensure that the Judges have all they need to make informed decisions.

Lastly, but perhaps most importantly, we must recognise the Nominators, without whom there would be no awards. These individuals take the time to recognise the work of others and inspire future Nominators to bring to light next year's amazing stories.

You can read more about the Judges on the Soldiering On Awards website, but please do look out for them tonight and thank them personally.

Enjoy this wonderful celebration, and be sure to have your tissues at the ready!



Independent Judging Panel



**Lt Gen Richard Nugee
CB CVO CBE**
Co-Chair of Judges



Debra Allcock-Tyler
Co-Chair of Judges I
CEO of The Directory of
Social Change



Helen Helliwell
CEO Invictus Games
Birmingham 2027



Anisha Worbs
Director of the Office for
Veterans' Affairs



**Lt Gen Sir Nicholas
Pope KCB CBE**
Chair of Cobseo



David Richmond CBE
CEO of the Royal
Hospital Chelsea



Neil 'Jacko' Jackson
Director Defence
Relationship
Management (MOD)



Sarah Atherton
Former Member of
Parliament for Wrexham



Prof Matt Fossey FRSA
Professor of Public
Services Research at
Anglia Ruskin University



Brig K R Harris CBE
Founding Chair of the
Army Multicultural
Network I Director, Land
Command and Staff
College



Michelle Alston
Chief Executive of
Forces in Mind Trust



**GSM A J 'Vern' Stokes
OBE MVO DL**
GSM of London District
& Organiser of State
Ceremonial



WO1 Paul Carney
Army Sergeant Major



**Brig (Retd) Robin
Simpson**
Professor of Military
Primary Healthcare and
Veterans Health



Julie Baker
Head of Enterprise and
climate Engagement and
Partnerships at Natwest
Group



Graham Barker
Vice Lord Lieutenant
of the Royal County of
Berkshire



Martin Taylor
Co-Founder and
Deputy CEO, Redwood
Technologies Group

Category Judges



Craig Beaumont
Chief of External Affairs
at the Federation of
Small Businesses



Maj (Retd) Sally Orange
MBE
2020 and 2022 Winner



Daniel Elser
Director of Grants and
Quality at the Royal
British Legion



Caroline Cooke
Head of Policy, Forces in
Mind Trust



Matt Corbidge
Director, Head of Growth
Optimisation at Barclays



Laura Blair
Head of Ex-Forces
Pathway at Centrica



Angela Owen OBE
Founder of Women in
Defence UK



Adrian Peters
Career Transition
Partnership (CTP)
Programme Director



Sarah Woodward
Head of Pet Care Centre
Marketing, Pets at Home



Mark Miller
Business Development
Director - UK Defence,
GKN Aerospace



Gina Allsop
Inspiration Award Winner
2022



Tony Blaney
Senior National
Account Manager,
Defence Relationship
Management (MOD)



Rosie Gibbons
Regional Fundraiser
Central, North West &
Wales at Combat Stress



George Nisbet
Cybersecurity Specialist
at Cisco



Karen Porter
Head of Communications
and Engagement at
Landmarc



Karen Tracey
Director, Dunelm Leaders



Douglas Badham
Partner, Curzon
Consulting



Lisa Marr
Global Head of Security
Education, Culture and
Mindset at Barclays



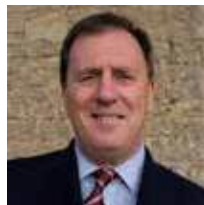
Louise Edwards
Director of Business
Development at Reed in
Partnership



Darren Elsey
Regional Operations
Manager North for
Landmarc



Alexandra Alun-Jones
Grants and Operations
Manager at Forces in
Mind Trust



Duncan Bruce OBE
Vice President Customer
Experience Global Strategic
Clients Group at Oracle



David Smith
RAF Veteran and
Business Owner



Sheena Valentina
RAF Veteran and
Business Owner

Silent Auction

Tonight's Silent Auction is in aid of the Soldiering On Academy.



The Silent Auction is a long-standing tradition at this prestigious event, featuring items connected to the Armed Forces community, as well as exclusive and fascinating experiences.

All proceeds from the Silent Auction will go to this newly established charitable project, which will provide enterprise knowledge and skills, for economically inactive members of the Armed Forces community so they can confidently re-enter the workforce. The initial cohort and the focus of this fund raise, will be for the Wounded, Injured and Sick. There is more information on the Soldiering Academy overleaf.

The Soldiering On Academy will ensure participants will learn about the economy, financial independence, and employment options, including self-employment.

**Show your commitment and make an impact:
place your bids tonight!**

**Please refer to the Auction Catalogue on your
table and write inside to place your bids.**



Introducing the Soldiering On Academy

With the launch of the brand-new Soldiering On Academy there will be renewed, bespoke provision for Wounded, Injured, and Sick veterans and their families who wish to rejoin the workforce.

Between 2015 and 2020, 282 Wounded, Injured, and Sick (WIS) veterans, service leavers, and their families were supported through a unique enterprise programme called Business Xperience, pioneered by X-Forces Enterprise (XFE). Affectionally classed as the platinum programme due to input on the materials from Help for Heroes, the training provided some attendees with the foundations needed for 'lift off' on their aspirations. For others, it represented a vital lifeline at an extremely challenging time and built confidence, brick by brick, that enabled them to begin their journey to professional independence at a pace that worked for them. The profound efficacy of the course was felt both in career development terms and in the positive impact on well-being.

The Soldiering On Academy, delivered by XFE, will revive enterprise training for those economically inactive members of the Armed Forces community seeking to enter the workforce. Often, physical or mental health challenges can seem like a barrier to moving forwards in life and finding purpose. This programme will allow veterans and their families, who have given so much to their country, to have a fulfilling life after service. By focusing on lifelong enterprise skills, participants will be able to bridge the gap from economic inactivity to flexible futures.

The bespoke course content is designed to build confidence and foster an understanding of different sectors. Using the construct of a business, students will learn foundational



Soldiering On
ACADEMY

skills and gain an understanding of how businesses work. This knowledge – coupled with XFE's ongoing support and mentoring - can be harnessed to improve the trajectory of their career pathways, whether they choose to go into employment, a portfolio career, or self-employment.

The importance of XFE's structured support for WIS veterans is underlined by a previous beneficiary, Russ Kirby, who built a new career in mounting and framing:

“After the course, I am in a much better place. It helped me to gain confidence in myself, and listening to the other attendees’ diverse journeys put things into perspective for me. The best part of running my own business is the independence. Working when it suits me and not being answerable to anyone.”

Prof. Gary Packham, Pro Vice Chancellor Student Enterprise and Entrepreneurship at Anglia Ruskin University, commented:

“Enterprise skills are empowering, fuel creativity, and can help realise ambitions. For the Wounded, Injured, and Sick cohort, these skills – delivered through the Soldiering On Academy – could be transformative, and pave the way back into the workforce. With the track record of X-Forces Enterprise in this arena, beneficiaries will be guaranteed not only high calibre training but a holistic approach that is tailored to their needs.”

Success Stories



Nigel Seaman founder of Combat 2 Coffee

Nigel was diagnosed with PTSD in 2016, which was linked to his Armed Forces service. It was during his recovery treatment that Nigel came up with his business idea to support Armed Forces veterans who may be struggling with life outside of service through a mobile coffee shop and barista training courses.

"I'm one of the 282 Wounded Injured and Sick that went through the Business Xperience programme with Help For Heroes. Three life events in three months caused me to have a breakdown relating to something that happened in Northern Ireland early in my service career.

If it wasn't for this programme, I probably wouldn't be here now. The belief that was put into me by X-Forces to take something forward has probably saved my life, but also saved many others as well."

John Geden

beekeeper and founder of Sinah Common Honey

John Geden served in the Corps of Royal Military Police before becoming Detective Chief Inspector for Hampshire Police. John took early retirement having been diagnosed with Post Traumatic Stress Disorder. For therapy and focus, John channelled his energy into beekeeping and producing honey.

"I needed a focus for my energies; I told myself that sitting in an armchair and feeling sorry for myself was not going to be an award-winning recipe for the future. However at the same time I had to be realistic and I needed to identify what I could do and what I couldn't do.

"The one key piece of support that I simply could not have done without was that given to me by XFE and Help For Heroes. Whenever I suffered a crisis of confidence there was someone with a sensible answer at the end of the phone. My military career taught me the benefits and necessity of team working, but as a sole trader you have to look wider to find that team."



centrica

WE POWER THE FUTURE
YOU POWER US

"Centrica removed a lot of the apprehension that all service leavers feel. The support and positivity has been fantastic."

Dan Weddle joined the Centrica Armed Forces Pathway after leaving the Royal Navy in 2022



centrica.com/careers

"Centrica is delighted, humbled, and honoured to support this year's Finalists' Reception at the House of Lords. It is a privilege for us to be involved in this common purpose, celebrating the outstanding finalists who have shown determination, entrepreneurship, resolve, and selfless commitment." - David Robertson, Centrica

Working Together to Serve Our Communities: Why Allyship Matters

Chief of Defence People, Vice Admiral Phil Hally CB MBE



Although I cannot be with you in person this year, it remains a great honour to acknowledge and celebrate the incredible people who are finalists and award winners this year. Their stories, as always, are truly inspiring.

When I joined the Navy, it was for the adventure, the challenge, and the chance to serve. Many of the stories highlighted today reflect the same sense of camaraderie and purpose that define life in the Armed Forces. At the same time, they also reveal the challenges that we, and many of our families, face along the way.

As Chief of Defence People, I am responsible, alongside an excellent team, for the policies that support everyone in Defence—cadets, civil servants, reserves, regulars, and their families. My role also involves working closely with our allies across the globe, building partnerships that help us achieve

peace and security on an international scale. By collaborating with allied forces, we strengthen our shared mission to protect our communities and deter threats to global stability.

In recent years, the Armed Forces have played a critical role in supporting the nation, from navigating the challenges of COVID-19 to aiding Ukraine and ensuring the success of events like the Coronation of His Majesty King Charles III. These are just a few examples of how Defence contributes to our communities every day.

The Soldiering On Awards shine a light on these achievements, providing a platform for sharing stories of resilience, teamwork, and service. The room today is full of talent and lived experiences—each story deserving to be heard far and wide. I encourage everyone to share these stories and inspire others through the remarkable work of our finalists.

Congratulations to all the finalists and thank you for your service and dedication. Together, we achieve so much more.



2024 Finalists' Reception, hosted by Awards Patron the Rt Hon Earl Howe GBE PC at the House of Lords on 23rd July 2024.

Supported by Centrica





The reception at the magnificent Palace of Westminster was attended by the 2024 finalists, their nominators, defence and government leaders and partners from military charities and big business, all present to pay tribute to the inspiring stories of courage, endeavour and progress in the Armed Forces community.

The 2024 Soldiering On Awards Finalists' Reception was kindly supported by Centrica

centrica

Pets is proud to sponsor the 2024 Soldiering On Awards.

You do anything and everything for your pet. So do we.

Pets
at Home



"Pets at Home continues to celebrate the Animal Partnership Award, highlighting the profound bond between the Armed Forces community and their cherished animal companions. Congratulations to all the finalists who inspire us with their remarkable achievements." - Sarah Woodward, Senior Brand Manager, Pets at Home

Animal Partnership Award

– in partnership with Pets at Home



An award to honour the unique relationships and companionship provided by animals, and/or the achievements of individuals or organisations engaged with animals that support and empower members of the Armed Forces community. The judging panel selected a shortlist of three entries to progress to the final public vote.



Hero Paws

Started originally by a small group of military dog handlers who had served shoulder to shoulder with their canine comrades, the Hero Paws team recognised that many loyal service dogs needed special care when transitioning into retirement. They saw the need for resources, expertise, and support to ensure these dogs could enjoy peaceful, relaxing retirements after their service. Hero Paws currently supports 70 dogs and families, with many more rehabilitated, rehomed, and living long, happy retirements, alongside medical and financial support.



James 'Jimmy' Hill, Pawseidon

Following medical discharge from the Specialist Military Unit Royal Marines Commandos after 14 years exemplary service, and the loss of his Military Working Dog, Zero, James 'Jimmy' Hill channelled his passion for dogs in a new, inspiring direction. He established the Pawseidon Canine Rehabilitation Centre in Poole, Dorset, a sanctuary dedicated to promoting canine wellbeing and alleviating suffering.



Jane Hoare, Service Dogs UK

As foster liaison at the charity Service Dogs UK, Jane Hoare is instrumental in the assessment of dogs from the Dogs Trust, getting to know the dogs and the veterans, making sure that they are compatible with each other. She has fostered several dogs for the charity herself and provides ongoing support to the veterans in what can only be described as an 'open all hours' service.

PROUD TO SUPPORT OUR ARMED FORCES



EMPLOYER RECOGNITION SCHEME

GOLD AWARD WINNER
PROUDLY SERVING THOSE WHO SERVE

Landmarc Support Services has worked in partnership with the Ministry of Defence for more than two decades, providing management and support services that enable the vital training needed to prepare Britain's Armed Forces for operational success.

We are proud to extend our support for this community by sponsoring the new Employee Champion Award, which honours the exceptional individuals who advocate for the employability of service leavers, reservists, veterans, spouses and family members.

Congratulations to this year's winners and finalists, you are an inspiration to us all.

Find out more about how Landmarc supports defence and communities at www.landmarcsolutions.com or follow us on social media for all our latest news.



Operational imagery courtesy of Ministry of Defence. (c) Crown copyright 2020

"Landmarc proudly supports the new Employee Champion Award, which celebrates the exceptional individuals making a profound impact on Armed Forces communities by helping them to excel in civilian careers. Congratulations to all our inspirational finalists." - Mark Neill, Managing Director, Landmarc

Employee Champion Award

– in partnership with Landmarc

An award to honour an exceptional individual who has made a significant contribution to support members of the Armed Forces community achieve success within civilian roles, championing the employability of service leavers, reservists, veterans, spouses and family members.



Chris Shaw (ex-Jacobs)

After 14 years of committed service in the military, Chris Shaw transitioned into a Defence Project Manager role at global solutions organisation Jacobs, creating a legacy of support, empowerment, and resilience. As the Jacobs VetNet lead for Scotland, Chris' mentoring resulted in sixteen service leavers securing roles within Jacobs, furthering the company's standing as an exemplary employer of veterans.



Andrew White (Barclays)

Andy White's dedication as spearhead of the Barclays Veteran Founders initiative is a profound example of leadership. Through strategic partnerships, 25 Veteran-Owned Businesses (VOBs) joined the transformative Veteran Founders Programme led by Andy, engaging 120 veteran founders and achieving further milestones of financial support and streamlined payment solutions for VOBs.



Kat Barrett (Wincanton)

Kat is a veteran spouse, and through 17 years spent supporting her husband's service in the Royal Marines, she has first-hand experience of the compromises and career challenges faced during service. Over the last 18 months Kat's development of the 'Shine' programme, devoted to supporting Armed Forces families into employment, has increased the number of hires of veterans in Wincanton by 37%.



NatWest

Rosie Ginday Miss Macaroon

“NatWest helped
us grow
so we could
support
more young
people in
need”

TOMORROW BEGINS TODAY

“Natwest is honoured to be supporting the 2024 Soldiering On Awards in the recognising truly inspirational people and teams, and all those who support the Armed Forces Community.” - Julie Baker, Head of Enterprise, NatWest

Inspiration Award

– in partnership with NatWest (Public Vote)

An award to honour a person that has overcome significant challenges, injury or disability, and whose ongoing or past outstanding achievements are an inspiration to others within the Armed Forces community. The judging panel selected a shortlist of three finalists and the winner is decided by public vote.



NatWest



Hari Budha Magar MBE

In 2010, while leading his Gurkha unit in Afghanistan, Hari Budha Magar MBE lost both legs to an IED. On recovery, and determined to change perceptions of what is possible for people with a disability, Hari took on numerous endurance challenges, including kayaking, paragliding, skiing and climbing, achieving the pinnacle of his goals and became the first double above-knee amputee to summit Mount Everest.



Andy Reid MBE

Andy Reid MBE is a triple-amputee and former Corporal in 3rd Battalion The Yorkshire Regiment, who was seriously injured when he stepped on a Taliban IED in Helmand in 2009. Despite life-changing physical and emotional challenges, he finds inspiration in serving others; pushing himself to admirable limits in physical challenges, and raising thousands of pounds for Army Benevolent Fund.



Jonathan Thomson CBE QGM

Jonathan Thomson is a 79-year-old retired Royal Marines Brigadier who has personally organised, planned, and led expeditions to help military personnel suffering injuries to body and mind by guiding them onto a path of self-recovery, while supporting charities such as 65 Degrees North and PTSD Resolution. To date, his endeavours have raised over £100k and have allowed PTSD Resolution to provide free therapy to over 150 veterans, reservists, and family members.

Forces in Mind Trust – Working Together to help the Armed Forces Community

Each year, 16,000 Service personnel and their families leave the Armed Forces. Whilst the vast majority transition successfully, some need additional support.

Forces in Mind Trust is an independent charity funded by the National Lottery Community Fund that is dedicated to ensuring that all Service personnel and families make a successful transition to civilian life.

FiMT's mission is to enable every member of the Armed Forces to have a successful and sustainable transition to civilian life.

We fund research and evidence generation to better identify the issues that may impact transition, and support convening and collaboration so that evidence is shared, discussed, and utilised in policy and in service delivery.

The Armed Forces community's consistent collaboration is one of its greatest strengths and vital to FiMT's work. We are delighted to once again recognise this collaboration through the Working Together Award.

Find out more at www.fim-trust.org



Michelle Alston,
Chief Executive
Forces in Mind Trust

FiMT
forces in mind trust



"Forces in Mind Trust is delighted to sponsor the Working Together Award which celebrates innovative projects that promote collaboration to better support the Armed Forces community. Congratulations to all the inspiring finalists that contribute to our community." - Michelle Alston, Chief Executive, Forces in Mind Trust

Working Together Award

- in partnership with Forces in Mind Trust

An award to honour a group of people, team or organisation that has demonstrated an enduring commitment to a collaborative approach, engaging with others to support the sector within the wider Armed Forces community.



Sunderland City Council Armed Forces Partnership

Sunderland City Council has shown an unwavering commitment to the military community, creating the Armed Forces Partnership, which includes the University, College, Police, Fire Brigade, NHS, and more. Together, they ensure that none of the 10,800 veterans in Sunderland face rough sleeping, showcasing the power of civic ownership and genuine partnership.



Cornwall Council

The team at Cornwall Council tirelessly champions the recognition and celebration of the Armed Forces community in a county where around one in five residents have a connection to the military, including over 30,000 veterans. Their exceptional partnerships with other organisations have ensured that the needs of the community are woven into the fabric of Council services, making the Armed Forces an integral part of Cornwall.



Midlands Op COURAGE Partnership

Midlands Op COURAGE Partnership is a highly responsive mental health and wellbeing service touching the lives of over 1,600 veterans, service leavers, reservists, and their loved ones across the East and West Midlands. Built on the foundation of local partnerships that integrate clinical and voluntary sector services in Lincolnshire, Coventry, and Birmingham, Op COURAGE is transforming mental health care within the NHS and charity sectors.

We are proud to support our heroes, in partnership with the 2024 Soldiering On Awards.

**Supporting the Healthcare
& Rehabilitation Award since 2017**

www.redwoodtech.com



REDWOOD
TECHNOLOGIES GROUP

"Congratulations to all of the finalists who embody the best British values of resilience and determination, as we honour and highlight the outstanding achievements of those who have served our country and those who support the vital work of our Armed Forces." - Martin Taylor, Co-founder and Deputy CEO at Redwood Technologies Group.

Healthcare and Rehabilitation Award

- in partnership with Redwood Technologies

An award to honour a person or team that has demonstrated a major commitment and contribution in support of the physical or mental welfare of serving or former members of the Armed Forces community. This may be through healthcare, therapeutic treatment or rehabilitation services and support.



REDWOOD
TECHNOLOGIES GROUP



VICTOR Intensive Treatment Service, Combat Stress

Launched by Combat Stress in 2022, VICTOR is the result of a visionary effort to address the overwhelming need for specialised PTSD care. With a team of expert clinicians driven by cutting-edge research and clinical prowess, the statistics are staggering: of those who completed treatment, 96% showed significant reductions in PTSD symptoms, and 68% no longer met the criteria for Complex-PTSD.



Veteran's Clinical Service, Help for Heroes

Since 2019, Help for Heroes' Veteran's Clinical Service has supported over 2,000 veterans, including 29 who receive lifelong care following service-related injuries. They offer more than just treatment; they provide a reason to keep fighting, transforming difficult journeys into stories of resilience and strength.



Mohammed 'Mo' Amjid

Mo is a health practitioner and team member of the Op Courage initiative with the NHS in the West Midlands, whose unwavering dedication to veterans is truly inspiring. He prioritises face-to-face engagement, often at personal cost, to drive veterans to appointments, advocate on their behalf, or simply offer the companionship of a friend and connect them with fellow veterans.



Successful resettlement requires clear aims, expert advice and access to the right resources and opportunities.

Discover how Reed in Partnership is supporting Service leavers with the new Career Transition Partnership at modctp.co.uk

Reed in Partnership

Proud to support the
2024 Soldiering On Awards



"Reed in Partnership is proud to support the Soldiering On Awards Education, Training & Development Award this year, honouring excellence in the provision of vocational education, training or skills development for the Armed Forces Community. Congratulations to all of the finalists!" – Louise Edwards, Director, Reed in Partnership

Education, Training and Development Award

Reed in Partnership



- in partnership with Reed in Partnership

An award to honour excellence in the provision of; vocational education, training or skills development. This may be in the fields of; preparatory, ongoing or transitional development for members of the wider Armed Forces community. The provision could be delivered by an individual, team or organisation.



Wings for Warriors

Wings for Warriors is a charity for Wounded, Injured, and Sick veterans who have created pathways to sustainable careers as commercial airline pilots. For over 12 years, it has been providing accommodation, welfare, training, and employer networking, and uses aviation as a powerful tool for recovery while helping veterans rediscover purpose and passion.



Learning and Development Team, Combat Stress

Combat Stress has been at the forefront of transforming mental health care through the development of their Learning Community, led by clinicians and experts, which now includes over 350 dedicated individuals from more than 100 organisations. Their interactive online learning, live events, and forums provide an invaluable platform for anyone supporting veterans.



CAPSLOCK

CAPSLOCK is a leading provider of cyber security training, supporting individuals with limited technical knowledge to become invaluable members of the cyber workforce, enhancing the connection between the Armed Forces and STEM communities. Their collaboration with TechVets in 2023 has expanded their reach, offering vital training to service leavers, veterans, and their families.



When the sky isn't the limit
Imagine how far you might go

**GKN Aerospace is proud to support
the Soldiering On Awards 2024**

Good luck to all of tonight's nominees

At GKN Aerospace we are shaping the Future of Flight. With our innovative technologies and unique global network, we provide our defence customers across the world with systems and components that make aircraft fly faster, further and greener

MAKING THINGS FLY

"GKN Aerospace proudly supports the Business Start-Up Award, celebrating the courage and entrepreneurial spirit of the Armed Forces community. We admire the commitment to follow their dreams and drive to succeed which is an inspiration to us all." - Mark Miller, VP Business Development Defence, GKN Aerospace

Business Start-Up Award



- in partnership with GKN Aerospace

An award to honour an individual or group of individuals linked with the Armed Forces community who have started a successful new business venture within the last two years (since January 1st, 2022) and who still retain a minimum of 50% interest in the venture.



Phillip Jones, The Chocolate Soldier Ltd

After just over a year of teaching himself how to work with chocolate and combine great flavours with amazing presentation, Phillip Jones began selling chocolates made in his military quarter to family and friends. The Chocolate Soldier now provides exquisite handmade chocolates through an e-commerce shop, wholesale to restaurants, cafes, hotels, and military dinner nights, as well as bespoke 'white label' boxes.



Chris Shaw, The Gen Dit Network Limited Ltd

When Chris Shaw left the military, he focused all his energy on networking and establishing meaningful relationships outside the military with veterans already employed. Now, through The Gen Dit Network, he runs a LinkedIn veteran community group and holds national events for service leavers and veterans, with access to career coaches and CV writing guidance.



Andrew and Lorraine Laverton, We Are Bert Ltd

Drawing on engineering skills honed through 27 years working on helicopters in the Army and 16 in civil aviation, Andy Laverton found healing in taking rubbish and creating something unique, making the scrap art robot sculptures now known as 'The Berts'. Now, Andy and wife Lorraine host an online retail outlet for The Berts who are the inspiration for a children's book penned by Lorraine.

London Stock Exchange Group (LSEG) are proud to sponsor the 'Business Scale-Up Award'

Recognising the outstanding individuals who have
served their country and those who support the
Armed Forces community every day

To find out more, visit **LSEG.com**



"With the impact of Armed Forces community businesses continuing to grow across the country, the Business Scale-Up Award has never been more relevant or important. Congratulations to all this year's entrants from the LSEG Foundation team – your entrepreneurial drive and innovation never fails to impress." - Luke Manning, Head of LSEG Foundation

Business Scale-Up Award

– in partnership with LSEG Foundation

An award to honour an individual or group of individuals linked with the Armed Forces community who have started a successful new business venture more than two years ago (before January 1st, 2022) and who still retain a minimum of 50% interest in the venture.



Nick Orde-Powlett, TIB Services Ltd

TIB Services is a specialist school estates recruiter committed to assisting veterans with their resettlement into rewarding, flexible employment. During the Covid-19 pandemic and a time of extreme uncertainty, TIB faced the challenge head on and met demands for schools to remain open for children of key workers, while also ensuring compliance and cleanliness.



Ryan Evans, MK Loft Boarding Ltd

After boarding the floor of the loft in his new property, Ryan Evans seized the opportunity to build his own business, and within three years MK Loft Boarding Ltd developed from a one-man band to 11 employees. Describing himself as a 'confident, forward-thinking Rifleman', Ryan credits the Army for teaching him the transferable skills he needed in the civilian world and allowing him to consistently strive to be the best.



Daniel Sylvester and Dion Sutherns, AlphaOne Electrics Ltd

AlphaOne Electrics Ltd was founded by RAF veteran Daniel Sylvester, and in 2023 he was joined by the RAF colleague he served all his career with, Dion Sutherns. Driven by the need for high-quality renewable energy installations and improvements in Cornwall's Electric Vehicle infrastructure, they address the urgent demand for environmental sustainability while also embodying the contributions veterans can make in business.

Cisco, proud sponsors of the 2024 Soldiering On Awards



The bridge to possible

***"Cisco proudly supports the Business Community Impact Award, celebrating Armed Forces community businesses making a positive difference to society. Together, we applaud their remarkable contributions."** - Adele Every, Managing Director Public Sector, Cisco*

Business Community Impact Award

– in partnership with Cisco

An award to honour an individual or group of individuals linked with the Armed Forces community who have started and are still running a business, charity or social enterprise that has made a significant positive impact on the lives of people within the Armed Forces community. This impact should be evidenced within the last three years.



Brendan Williams, Founder and CEO of Building Heroes

Brendan Williams has effectively harnessed the transferable skills of military personnel and applied them to a critical skills gap in the construction industry. Building Heroes' impact, evidenced by a 99% pass rate and 73% of graduates transitioning into employment or further training, alongside a significant social value of £21,000 per graduate, speaks volumes of Brendan's dedication.



e50K CIC

e50K is dedicated to reducing discrepancies between civilian and military life for Defence family members, empowering communities by creating a network of projects that provide opportunities. The projects provide essential employability skills training and wellbeing programmes for the Defence community, delivered by a team with lived experience as military spouses, veterans, or both.



Veteran Retreat Club CIC

Founded by former Royal Engineer Karl Turner and his wife Lyndsay, Veteran Retreat Club CIC harnesses the invaluable lessons and skills acquired through military service to create resources of support and healing for veterans, with a deeply emotional connection inherent in their work. Through outdoor activities, therapeutic sessions, and peer support, veterans are empowered to reclaim their sense of agency and belonging.



Supporting military communities

Visit [home.Barclays/military](https://home.barclays/military) to find out more



“Barclays is committed to building a diverse and inclusive culture. We have a long-standing commitment to the military community, ensuring everyone’s contributions are valued, regardless of background or identity. We are proud to support the Defence Inclusivity category at this year’s Soldiering On Awards.” - Kevin Gartside, Head of Military & Veterans Outreach, Barclays

Defence Inclusivity Award



- in partnership with Barclays

An award to honour the commitment and achievements of an individual, team or organisation in delivering greater diversity and inclusion within UK Defence and the Armed Forces community.



**Maj Daljinder Singh Virdee
MBE**

Driven by the desire to ensure that all are encouraged to consider a military career regardless of background, Maj Daljinder Singh Virdee has a strong presence within Defence and Inclusion networks. A former chair of the Defence Sikh Network, Maj Virdee founded the British Army Panjabi Union, authored the world's first Armed Forces Sikh Dress Guide, and reintroduced the provision of Sikh religious texts.



Rank Outsiders

After founders Robert Ely and Elaine Chambers were dismissed for being gay, they formed Rank Outsiders and resolved to fight for others who dared to be themselves. Showing an unwavering determination, they established phone networks, mass mail outs, and organised write-ins to, government, persuading MPs one by one to support the lifting of the ban.



**British West India Regiments
Heritage Trust**

The British West India Regiments Heritage Trust is a veteran-led not-for-profit organisation with a core mission to remember and honour the contributions and sacrifices of the West India Regiments, including the 15,600 West Indians who travelled from their homes to fight for freedom in the World Wars, and their descendants.



CELEBRATING THE ARMED FORCES COMMUNITY



Talent Solutions
Right Management
ManpowerGroup®

Right Management has worked in partnership with the Ministry of Defence for over 25 years, delivering highly successful resettlement programmes through the Career Transition Partnership.

We are proud to sponsor the Family Values Award again this year, and would like to congratulate all of this year's winners and finalists – **you truly are inspirational.**

“Right Management is proud to sponsor the Family Values Award again in 2024, recognising the crucial role that families play in the Armed Forces community. We salute the unwavering support, commitment, and dedication of these individuals and groups, who care for others, and are a shining example within the military community.” - Tim Gilbert, Managing Director, Right Management.

Family Values Award

– in partnership with Right Management

An Award to honour a person, family or group whose selfless commitment, dedication and support for others in the Armed Forces community ensures that they are cared for, supported or helped. This selfless act is therefore a shining example to society.



John Thornton Young
Achievers Foundation

The John Thornton Young Achievers Foundation was set up by Lt John (JT) Thornton's parents following his death in Afghanistan in 2008. JT was a passionate advocate for access to development opportunities for all young people regardless of social background, and the Foundation has raised and distributed over £1 million in awards for young people and established 20 partnerships with schools and Cadet Forces in Dorset and Wiltshire.



Military Coworking Network

The Military Coworking Network (MCN) story began in 2017 on a military base in Leuchars, Scotland. Born out of a desire to do something positive for their community, a group of spouses secured a space where they could set up a coworking hub, providing professional space where they could work, study, and connect with like-minded people. Today MCN is a professional membership organisation with a thriving online community.



Lt Col Georgie Symonds

With a fierce determination to break down the barriers faced by carers, Lieutenant Colonel Georgie Symonds - an Army Reservist, commanding 165 Regiment, RLC - was selected to establish and Chair the Defence Disability Network, as well as manage the Army Carers Network, providing valuable advice and driving improvements to disability policy. For her Reservists she has established a partnership with Princess Yachts to target women as an under-represented group within the maritime industry.



“Oracle is committed to working with Soldiering On to recognise those individuals, groups and organisations that have made exceptional contributions to the Armed Forces community. The Lifetime Achievement Award shines a spotlight on those individuals who have gone above and beyond to support the Armed Forces community, and is something that Oracle is honoured to sponsor.” - Kealey Chapman, HR Business Director, Oracle

Lifetime Achievement Award

– in partnership with Oracle

An award to honour a person whose lifetime of dedicated service has provided a significant contribution in support of the Armed Forces community.

ORACLE®



Sarah Geddes

Sarah Geddes served 24 years in the Royal Logistics Corps, being deployed to Kenya, Muscat, Ascension Island, Norway, and beyond. On leaving the military she worked as a contractor in Afghanistan during which she embarked on a 1,000,000-step challenge in 40–50-degree heat in support of SSAFA, and is currently the Army Benevolent Fund Chair for Cyprus.



Tony Wright

Tony Wright is a former Royal Marine, Social Worker, Probation Officer, and Home Office Advisor, who has spent his entire 40-year career in the service of others, in particular those least able to help themselves. As Founder of the charities About Turn (in 2009), Forward Assist (in 2013), and Salute Her (in 2021), Tony has helped thousands of veterans and their families, saving them from despair, self-harm, and desperation.



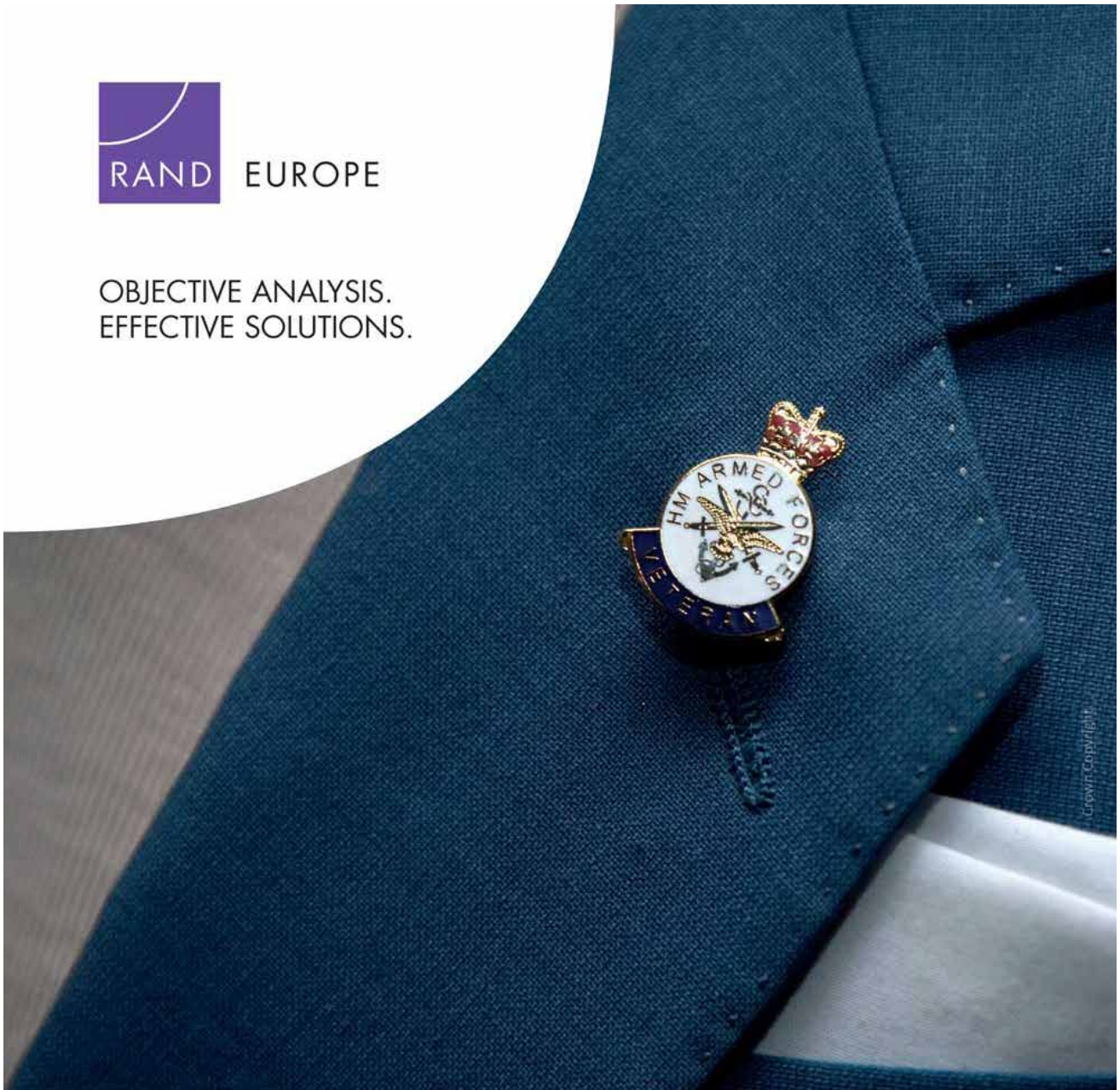
Nicky Murdoch MBE

Nicky Murdoch MBE's 30-year career in the British Army set her up to be a champion for the well-being of Armed Forces personnel and veterans. She undertook the role of Chief Executive at the Defence Medical Welfare Service where she transformed the charity into a pillar of support for personnel in hospitals across the UK, Germany, and Cyprus.



EUROPE

OBJECTIVE ANALYSIS.
EFFECTIVE SOLUTIONS.



“RAND Europe is delighted to continue our commitment to the Soldiering On Awards. Through RAND’s work with ex-serving personnel and their families we are aware of the huge benefits that recognition and reward have on this community.” - Ruth Harris, Director of Defence and Security at RAND Europe

A Tribute to Wing Commander Tal Lambert-Moore MBE

Anyone who met Tal, would have been extremely saddened to hear he lost his short battle with pancreatic cancer on 28th December 2023. He leaves behind two older children from his first marriage; Chris and Katherine, and his wife Hannah and baby George who was born earlier this year.

Tal and Hannah were planning a wonderful life together and the uplifting news of new life entering the household was warmly welcomed but unfortunately short lived. Tal was diagnosed with pancreatic cancer just eight weeks after they knew Hannah was pregnant.

Tal served his country admirably as a Wing Commander in the RAF and was instrumental in the establishment of the Soldiering on Through Life Trust in 2011, which was the organisation that originally delivered the Soldiering on Awards.

Frustrated by a lack of awareness, recognition and support for UK armed forces personnel, Tal led the charge with a band of like-minded volunteers; John Novelli, Julie Colder and Paul Wooding, to name but a few, to set up and run a Gala Dinner and Awards Night that would recognise great endeavours and celebrate individuals who had put their lives on the line throughout various conflicts. You can read more about the origins of SOA on our website.

X-Forces Enterprise assumed management of the Awards in 2018 and has been proudly leading them ever since, building on the foundations of the Soldiering On brand and ensuring the Awards have become a fixture and tradition in the annual calendar of Armed Forces celebration.



The Awards, the Gala Dinner night and the celebration within the community has grown enormously since those early days and now has become the awards to celebrate the wider armed forces community and unite the endeavours of those who are serving, served, their families and the wider community.

Everyone in the Soldiering On Awards team sends their best wishes to Hannah (who is with us tonight), Chris, Katherine, Baby George and to all of Tal's extended family. Tal, his smile and his enthusiasm, will of course be missed.

"Tal's passion for the AFC was undeniable and his vision for the Soldiering On brand can be witnessed here this evening. Tal would be thrilled to see so many of you being honoured tonight. I'll always remember Tal's pride in calling the finalists his friends. It is a blessing that Tal's beloved children and I can remember him through these wonderful Awards. We feel very honoured to be in the AFC family."

Dr. Hannah Lambert-Moore.



CBRE

CBRE UK is proud to partner with Soldiering On Awards to honour exceptional individuals and their families who have served their country and those who tirelessly support the Armed Forces community.

Together, we celebrate their remarkable contributions that positively impact society every day.



Join
Our Talent
Community

“CBRE is excited to support the Soldiering On Awards which beautifully honours the Armed Forces, as well as their families, veterans, reservists, and all of those who support them in the public, private, and third sectors. CBRE is passionate about diversity, equity, and inclusion which makes the Soldiering On Awards a perfect partner for us.” - Devi Virdi, VP Global Head of Diversity, Equity and Inclusion, CBRE

Thank you

Collaboration for the Community

Thank you to all the partners and supporters of Soldiering On Awards 2024. These relationships and subsequent engagement are vital in highlighting the extraordinary finalists throughout the annual programme. Collaboration provides a multiplier effect; we can achieve so much more than the sum of our parts for the benefit of the finalists and military community as a whole. Represented in the audience tonight are Government departments, big business, Armed Forces charities, education providers and many more. Thank you everyone for your support during 2024 and tonight!



Soldiering On Awards 2024 Partners



Thank you

Collaborators and Benefactors



The Federation of Small Businesses (FSB) is offering a hand up to all business award category winners through the provision of 12 months complimentary FSB membership. With over 150,000 members, FSB is the leading organisation that champions the voice of the small business owner in the UK.



The 2024 winners of the Soldiering On Awards Business Start Up, Business Scale Up, and Business Community Impact Awards will become Entrepreneurs in Residence at Anglia Ruskin University, with the chance to work with students on projects and share their lived experience.



X-Forces Enterprise works closely with Armed Forces stakeholders in the third sector including charities, social enterprises or other not for profits. So many of the journeys of the incredible Finalists have been supported through members of Cobseo, and X-Forces Enterprise is proud also to be a member.



Relationships and engagement in key areas of government is essential for the Armed Forces community. Thank you to many within the Ministry of Defence, Cabinet Office, Department of Business and Trade, the Office of Veterans' Affairs, Defence Relationship Management and others for their support of these awards.



Thank you to Diane Côté, Non-Executive Director of XFE, for generously donating a table for the Chelsea Pensioners.



Thank you to Graham Barker, Vice Lord Lieutenant of Berkshire, for generously donating a table for the South East Reserves Forces' and Cadets' Association.



Thank you to Mark Neill, Managing Director of Landmarc, for generously donating a table for the War Widows Association and the respective tri-service widows associations.



Thank you to the Royal British Legion, for generously supporting the British West India Regiments Heritage Trust CIC.

Thank you

Contributors and Supporters



CEO Message

Lt Col Ren Kapur MBE

As we draw this remarkable evening to a close, I am filled with immense pride and admiration for all our incredible finalists. The Soldiering On Awards is far more than a celebration of achievements; it is a powerful testament to the resilience, dedication, and extraordinary spirit of our Armed Forces community.

Each finalist here tonight carries a personal story of courage, perseverance, and unwavering commitment. Their achievements inspire us all, demonstrating that the values of service, sacrifice, and solidarity extend far beyond the uniform.

Standing here in the heart of Westminster, we are reminded of the significance of this location. It is a place where history is made and decisions that shape our nation are taken. How fitting it is that we gather here to honour those who have made such profound contributions to our society.

To our winners, congratulations on your well-deserved recognition. Your contributions have made a significant impact, and your stories will undoubtedly inspire future generations. To all our finalists, each of you is a winner in your own right. Your dedication and hard work have brought you here, and for that, you have our deepest respect and gratitude.

We also celebrate the incredible diversity of our community. The Soldiering On Awards recognise the achievements of individuals from diverse backgrounds,



reflecting the rich tapestry of experiences and talents that make our Armed Forces community so special. The Soldiering On Awards has become the overarching programme for National recognition within the Armed Forces community.

I extend my heartfelt thanks to our partners, our board, our valued stakeholders, and everyone who has supported the Soldiering On Awards. Your generosity and commitment make this event possible and enable us to continue shining a light on truly inspirational people.

As we leave here tonight, let us carry forward the spirit of this evening. Let us continue to support and uplift each other, recognising that by standing together, united in a common cause, we can achieve so much.

Finally, many thanks to my team for their dedication to both the awards and the community. Working together, they have ensured the vision for tonight became a reality, raising the bar year on year!

Soldiering On Awards 2025

Who Do You Know?

As this year's Soldiering On Awards draw to a fantastic crescendo, our thoughts turn to 2025 and what will be a remarkable milestone - the 15th anniversary of the overarching Awards for the Armed Forces community!

It is now time for us to pose a very important question:
Who Do You Know?

Without nominators we would not be able to tell the inspiring and humbling stories of members of the military family who go above and beyond to support their communities and serve society. Nominators help shine a light on individuals and organisations who are often too humble to seek recognition for their selfless commitment to improving the lives of others.

Who do you know that has performed exceptional service or provided outstanding support to the military community?

Who do you know that works with a project or organisation that has made a positive impact to serving personnel, veterans, or their families?

Who do you know that runs a business that has successfully scaled-up, created social value, or collaborated with others in the sector?

By nominating for 2025 Soldiering On Awards you can help us bring them national recognition and exposure, sharing their remarkable feats with a huge audience.

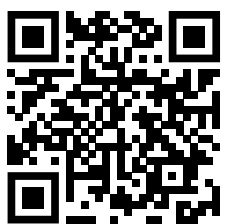


Additionally, if your nominee becomes one of our 36 Finalists, you will be invited to join us at a reception in the magnificent setting of the House of Lords.

Nominations open in January 2025. We can't wait to hear the stories of individuals and organisations that inspire you.



SCAN TO VIEW
DIGITAL BROCHURE



2024



SoldieringOnAwards

The Armed Forces
Community Awards



soldieringon.org

With thanks to our
venue partner

CBRE