

A person is sitting on a large rock, looking out over a vast, misty mountain landscape. The sun is rising in the upper right corner, creating a bright glow and lens flare. The mountains are layered, with mist filling the valleys. The overall tone is serene and contemplative.

# VTRN RESET

VETERAN PROGRAMME

---

EMPOWERING VETERANS TO REGAIN  
CONTROL OF THEIR LIVES

# MISSION

---

**During the development of our programme, 40 UK veterans have died by suicide.**

**Source: National Institute of Health**

At VTRN RESET CIC, we empower service leavers and veterans who are suffering from mental health crisis, transition-related issues, and lack of vision to reclaim their lives and self-actualise. We achieve this through our Joint Service Partnership Model, which at its core is an intensive 10-day retreat designed by a global team of experts in psychotherapy, neuroscience, mindfulness, relaxation techniques, nutritional science, and physical and somatic therapy. Veterans' transformative journey is supported by a clear vision and ongoing personal development plan, ensuring their brighter, more fulfilling future.



## STATISTICS

**1 in 10**

serving armed forces were seen in military healthcare for mental health reasons.

Ministry of Defence, UK  
Armed Forces Mental Health Report 2021

**186,000**

UK veterans suffer from PTSD = 7% of all UK veterans.

Dr Walter Busuttill, Medical Director at Combat Stress

**92%**

of veterans combat stress treat have 2 or more mental health issues (PTSD & Transitional) of which 80% have served in combat roles.

Dr Walter Busuttill, Medical Director at Combat Stress

In the last decade the number of veterans seeking help, particularly those who have served in Afghanistan and Iraq, has increased **97%** with more than **2000** new veterans seeking help each year.

Combat Stress

In 2015/16, **3.2%** of UK armed forces personnel were assessed with a mental health disorder – over **6,000** people. Many more go undiagnosed and untreated.

MHFA England

The percentage of British Army service personnel who have been medically discharged for mental and behavioural disorders has increased some **318%** in a decade.

Aoav.org



# WHO: THE VTRN RESET CORE TEAM

## ADAM STIRLING

Joint Partnership Operations  
Director & Veteran



- Joint partner organisations engagement
- Corporate CSR support engagement lead
- Programme delivery Support
- 12 years military service

## GELAREH DARVISH

Programme Design &  
Planning Director



- Programme design lead
- Programme delivery lead
- University engagement lead
- Business transformation exec
- Counselling & psychotherapy UKCP

## DR SALEYAH AHSAN

Clinical Network Director



- NHS emergency medicine doctor
- Fieldwork in understanding mental health in conflict zones
- LLM in Human Rights & Humanitarian Law
- 8 years military service

## MARYNA KALNA

Marketing & PR Director



- Marketing strategy lead
- Public relations strategy lead
- Ukrainian NGO engagement lead
- Programme delivery support

## STEVE WALL MBE

Programme Delivery  
and Military Network  
Operations Director



- Programme delivery lead
- Programme logistics lead
- Military and governmental engagement lead
- 42 years military service

## WHO: VTRN RESET ADVISORY BOARD MEMBERS

### GARRATH WILLIAMS | JPM ADVISOR

#### GARRATH'S MILITARY CAREER:

- 17 years in the British and Australian Army.
- Garrath served or worked all round the globe in a variety of ranks and roles including Kosovo, Canada, Germany, The Solomon Islands, the USA and Afghanistan.
- International Engagement specialist.

#### PRIVATE AND THIRD SECTOR EXPERIENCE:

- BD, account management and training delivery.
- Programme Management and new brand development.
- BOA for several Veteran initiatives with a large network.
- 3rd Sector Veteran Employability Programme lead.

#### CURRENT SITUATION:

- Director of JobOppO.
- Special Advisor to the Minister of Veteran Affairs.

#### POINT OF DIFFERENCE:

- Always keen to challenge the norm.
- Believer in the positivity offered by a military career.



### MAGGI ROSE | PROGRAMME ADVISOR

#### CAREER HISTORY:

- Maggi Rose is a respected leader in Mental Health Training and Development.
- She provided customized training solutions to large NHS Trusts and PCTs.

#### EXPERIENCE:

- Maggi has extensive knowledge of Mental Health, focusing on reducing stigma and promoting inclusivity.
- She excels in facilitating meaningful discussions and culture change in organizations.

#### CURRENT WORK:

- Maggi is the Head of Evolution at MHAW, engaging diverse audiences with her unique facilitation style.
- She is actively working on spreading Mental Health awareness globally.



### DR SIMON LE CLERC MSTJ | NHS ADVISOR

#### DR. SIMON LE CLERC'S BACKGROUND:

- Senior Consultant Physician in Emergency and Pre-Hospital Emergency Medicine.
- Former Medical Director of The Great North Air Ambulance Service.
- Former Special Operations Medical Advisor to the London Metropolitan Police Service.
- Clinical Advisor to the Northeast Ambulance Service.
- Fellow of the Chartered Management Institute.

#### MILITARY SERVICE:

- Over 24 years of service as an army officer.
- Worked in multiple conflict zones.
- Developed pre-hospital critical care systems.
- Provided clinical support to expeditionary and elite forces.
- Awards and Recognitions:
- Received prestigious awards like the MSTJ and Winston Churchill Fellowship for pioneering advancements in pre-hospital care.

#### LEADERSHIP AND COACHING:

- Trained leader and senior executive coach.

#### PERSONAL JOURNEY:

- Faced severe, complex combat-related PTSD.
- Medically retired from service after extensive treatment.

#### ENTREPRENEURSHIP AND CURRENT ROLES:

- Advocate for supporting PTSD sufferers.
- Director of Business Development (NHS) for RMI Global Solutions.
- Engaged in entrepreneurship.



### PAUL BLAIR DSO | CORPORATE BUSINESS ADVISOR

#### PAUL'S MILITARY CAREER:

- 20 years of military service as a paratrooper.
- Experience in various training and operational environments, including the USA, Jamaica, Guyana, Northern Ireland, Kosovo, Sierra Leone, South Africa, and Middle Eastern countries.
- Awarded Distinguished Service Order by HM The Queen for leadership during operations in Afghanistan in 2006.

#### COMMERCIAL EXPERIENCE:

- Marketing & Innovation Director at a \$1Bn global manufacturing company.
- Member of the EMEA board.
- Entrepreneurial Ventures:
- Founded, grew, and sold businesses

in property, financial services, and pet product sectors.

- Successful in the dog toy market, generating over £60 million in sales despite a failed attempt to secure investment on Dragons' Den.

#### CURRENT ENDEAVORS:

- Currently involved in his fourth startup, focusing on wearable technology.
- Provides advice and mentoring to several early-stage businesses.



### LOUISA CLARKE | COACHING & DEVELOPMENT ADVISOR

#### LOUISA'S DISTINGUISHED CAREER:

- A leader with experience in both military and civilian sectors.
- Over a decade of service in the Royal Air Force.
- Over seventeen years as a Managing Director in Facilities Management (FM).
- Current role as an Executive and Leadership Coach.

#### ACHIEVEMENTS AND HONOURS:

- Honoured as the Ex-Forces Business Leader of the Year.
- Recognized as one of the Top 50 Workplace Leaders.
- Finalist in the English Veteran Awards, Role Model of the Year category.

#### CONTRIBUTION TO VETERANS' CAUSES:

- Member of the prestigious Veterans Advisory Board to the Government.
- Actively involved in shaping policies and initiatives that support veterans.

#### VOLUNTEER WORK:

- Serves as an Ambassador and Non-Executive Director (NED).
- Demonstrates commitment to making a positive impact beyond her professional life.



### BRIGADIER (RETIRED) ADAM GRIFFITHS OBE MILITARY & VETERAN ADVISOR

#### CAREER HISTORY:

- 32 years of military service.
- Commanded an Infantry battalion.
- 2 appointments in the senior rank of Brigadier.
- Player, Chairman, and Director of Army Representative rugby.

#### EXPERIENCE:

- Leadership.
- Training and Development.
- Communication and Information systems.

#### CURRENT WORK:

- Defence Consultant.
- Executive Mentor.
- Youth charity worker



## HOW: JOINT PARTNERSHIP MODEL

Outcome Measuring Report Partners

**CANDIDATE MANAGEMENT PARTNERS**

**10 DAY RESIDENTIAL PROGRAMME DELIVERY**

Mental Crisis Management

Integration Crisis Management

Self-Actualisation Road Mapping

**ROADMAP DELIVERY PARTNERS**



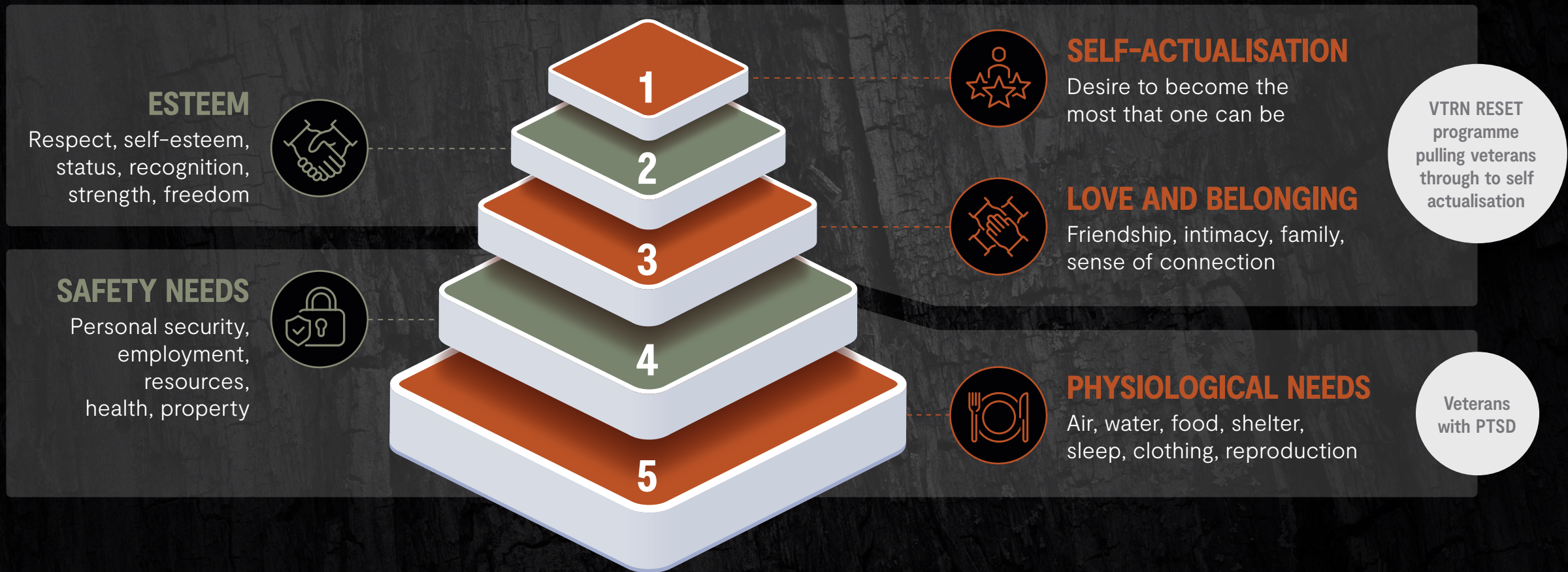
Technology & VTRN RESET  
App Business Process Partner



## JOINT PARTNERSHIP MODEL



# HOW: VETERAN CANDIDATES ACHIEVING SELF-ACTUALISATION





# HOW WILL THE OUTCOME BE MEASURED

---

## PARTNERS:



## OUR PARTENRSHIP:

- External comprehensive evaluation for candidate progress.
  - Pre-and post-program data collection.
  - Focus on PTSD and mental health assessment.
  - Measure candidate empowerment levels.
- 

## OUTCOMES:

- University-published report.
- Insights into program effectiveness.
- Refinement and development based on findings.



# WHY US

Services	VTRN RESET	Combat Stress	Head Up	Veterans Gateway	HeadSpace	Help For Heros	Samaritans UK
Regimental associations direct partner	✓						
Retreat programme	✓	✓	✓			✓	
Mental health app	✓				✓		
End to end comprehensive programme	✓		✓	✓		✓	
Embedded joint partnership model with candidate management partners	✓					✓	✓
Embedded joint partnership model with roadmap delivery partners	✓						
Offered to the 4 nations	✓	✓			✓	✓	✓
Ability to support blue light services	✓						✓
Designed to partner NHS directly	✓					✓	✓

## INVESTMENT IN OUR VETERANS

**£8,404**  
PER VETERAN

**YEAR 1**

**120** VETERAN  
CANDIDATES PER YEAR

**£6,494**  
PER VETERAN

**YEAR 2**

**240** VETERAN  
CANDIDATES PER YEAR

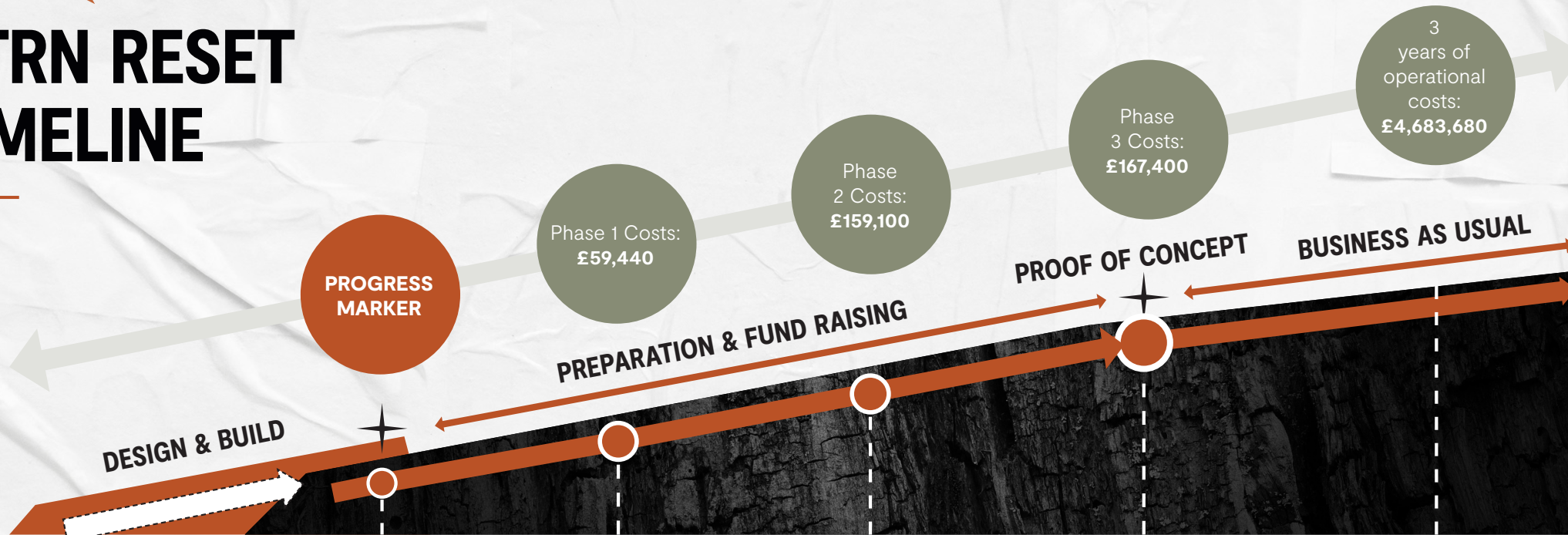
**£5,879**  
PER VETERAN

**YEAR 3**

**360** VETERAN  
CANDIDATES PER YEAR

VTRN RESET has access to **11,000 candidates** that are **ready** for assessment to **attend** our programme via our candidate's management partners. With more than **2000 new veterans** seeking help **each year.**

# VTRN RESET TIMELINE



## BUSINESS CASE DEVELOPMENT

- Develop business case
- Review of business case by external business consultants
- Recce & identify retreat locations
- Recruit core team
- Engage with programme delivery professionals



## WEBSITE / APP / PROCESSES

- Registration of Community Interest Company CIC
- Fujitsu develop website
- Fujitsu support development of CIC business processes & automation bots implemented
- Fujitsu develop bespoke App to run the CIC, correlate data and manage the candidate process



## WEB PRESENCE GO-LIVE

- Website Go-Live
- Facebook, Insta, LinkedIn Go-Live
- Marketing strategy Go-Live
- PR strategy Go-Live
- Joint service partners advanced engagement
- Corporate Org CSR Directors engaged to support
- GoFundMe public launch



## CORE TEAM GO-LIVE

- Core team moves into full time capacity
- Programme final development phase with field leaders
- Retreat dates blocked out
- Regents University London and Kings College London briefed on pilot dates
- Joint service partners briefed on process and aligned to dates
- Pilot retreat candidates identified
- Candidate preparation & administration conducted



## OUTCOME MEASURED REPORTS

- Candidates attend pilot retreats
- Candidates agree data capture
- Regents University London and Kings College London conduct assessment of x3 live programme delivery
- Data from Fujitsu App given to the universities
- Outcome Measured Report developed and presented
- Programme refined to reflect recommendations
- 36 months of funding support agreed
- 36 months of retreat dates blocked out



## FIRST 3 YEARS OF OPERATIONS

- Years 1 deliver 10 retreats
- Year 2 deliver 20 retreats
- Year 3 deliver 30 retreats
- 6 monthly outcome measured reports developed on retreat to stay inline with emerging concepts

# OUR VISION & GROWTH STRATEGY

**2024**

Remit to go out to the 4 nations per capita



VTRN RESET is engaged with candidate identification partners across England, Wales, Scotland and Northern Ireland, to ensure the programme is accessible to Veterans and Service leavers in need from all 4 nations.

**2025+**

Scale Annually to meet demand



By Year 3 there will be 360 candidates per year coming through the programme. The longer-term plan is to accommodate 600 candidates annually by Year 5 and 1,200 candidates by Year 10.

**2026**

Become a direct service delivery partner for the NHS

Expansion to blue light services

Ukrainian NGO partnership post conflict



The goal is to become a delivery partner for the NHS in direct support of Op Courage. This approach will be backed by published reports through Kings College London, Regents University London and The University of Cambridge.

The programme scope will be expanded to the Blue Light Service Veterans and then to all frontline services. The Blue Light services report a staggering 87% are suffering from poor mental health at work. Access to mental health support is available but is more problematic once they retire from service.

We are partnering with Ukrainian NGOs to help with their post-war recovery programme. Fujitsu are supporting in the development of the app, website and processes in the Ukrainian language.

## PACKAGES

### PACKAGE A: VETERAN SUPPORTER

#### INVESTMENT

£10,000 commitment to Phase 1-3, and £500,000 commitment to Phase 4, spread across 3 years.

#### RETURN ON INVESTMENT

- Brand affiliation package via website, socials, marketing, and PR.
- Partner banner at VTRN RESET annual gala.
- 10 tickets to the gala.

### PACKAGE B: VETERAN CHAMPION

#### INVESTMENT

£50,000 commitment to Phase 1-3, and £1,000,000 commitment to Phase 4 spread across 3 years.

#### RETURN ON INVESTMENT

- Enhanced brand affiliation via website, socials, marketing, PR, and inclusion of uniforms.
- Branded Partner table at the annual VTRN RESET fundraising gala.
- Partner banners at the gala.
- Recognition as the Master of Ceremonies at the gala.

### PACKAGE C: VETERAN ADVOCATE

#### INVESTMENT

£250,000 commitment to Phase 1-3, and a substantial £2.5 million lump sum commitment to Phase 4, with ongoing commitment to subsequent years.

#### RETURN ON INVESTMENT

- Full brand affiliation package, including front page website exposure, social media links, comprehensive marketing and PR support, logo sharing, and uniform branding.
- Exclusive brand table at the annual VTRN RESET fundraising gala.
- Recognition as the Master of Ceremonies at the gala.
- Prominent partner banners at the gala.
- Facilitated stakeholder introductions to VTRN RESET sponsor network.



**Note:** All funds raised above and beyond the full capacity up to and including phase 4 will support the growth strategy.

VTRN RESET

During the development of our programme,  
**40 UK veterans** have died by suicide.

---

# CAN YOU AFFORD TO WAIT?

**Adam Stirling**

Joint Partnership Operations Director

**E:** [adam@vtrnreset.com](mailto:adam@vtrnreset.com)

**M:** +44 (0) 7932 469 474