



**Council Name**

---

**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:

**Council Name**

Signed:

Name:

Position:

Date:

**Company logo**

## **The Armed Forces Covenant**

An Enduring Covenant Between  
The People of the United Kingdom  
His Majesty's Government

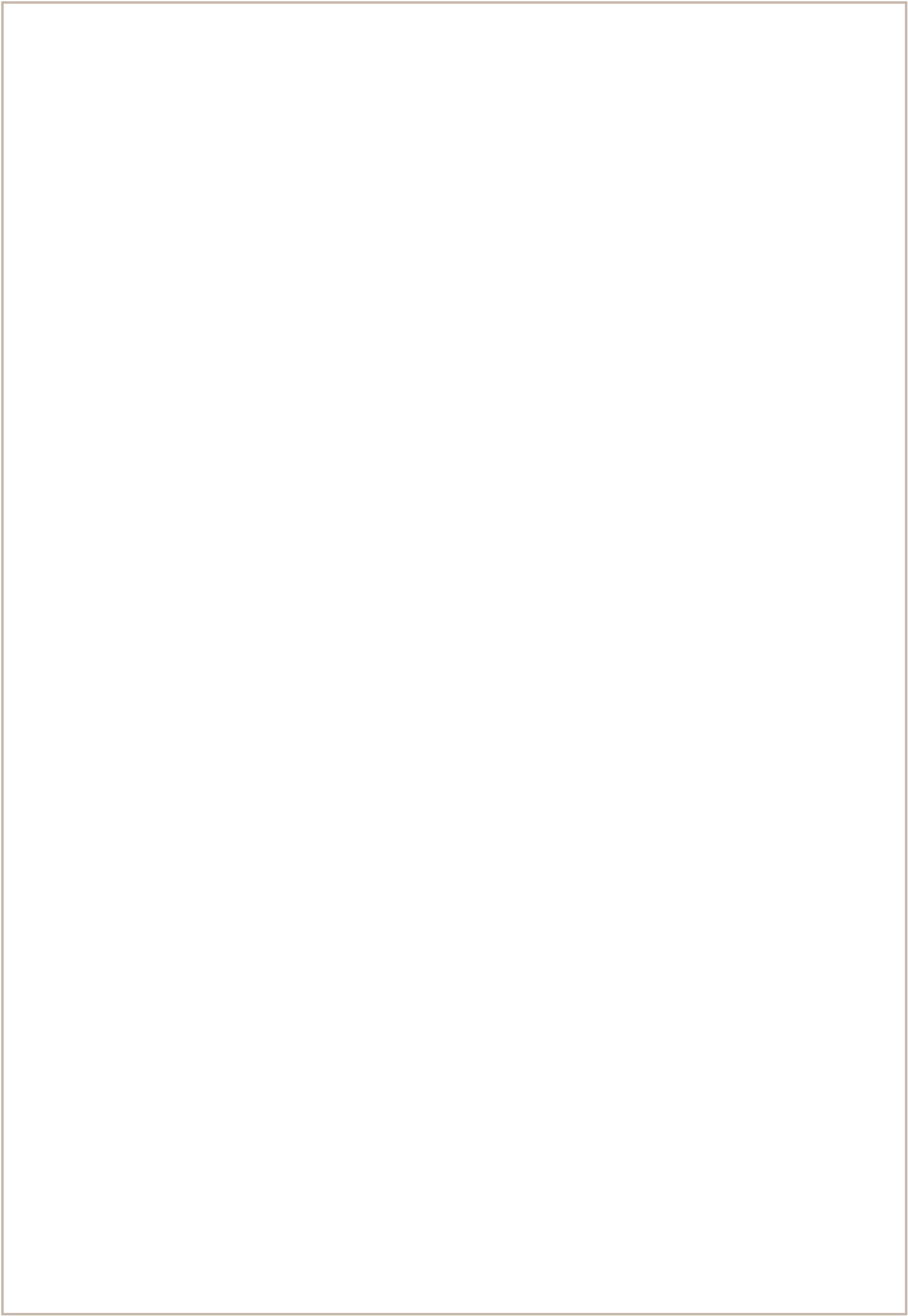
– and –

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, \_\_\_\_\_ 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

*The following are suggested draft pledges; please delete, add or change any to suit your circumstances. Your Covenant may be reviewed and pledges changed at any time in the future to reflect changing circumstances.*

2.1 We recognise the value serving personnel, reservists, veterans and military families bring to businesses and to the country. We will aim to uphold the principles of the Armed Forces Covenant, by seeking to:

- appoint an **Armed Forces Champion** to promote support for the Armed Forces community;
- promote the fact that we are an **Armed Forces-friendly Council**, to our members and wider public; celebrating the work of the Armed Forces and encouraging positive interaction between them and members of the public;
- maintaining our War Memorial.
- upkeep of war graves, with support of the Commonwealth War Graves Commission.
- finding out where the nearest Royal British Legion branch is, promoting it and supporting events.
- finding our nearest cadet detachments, promoting and encouraging support for and membership of local cadet units;
- support and promote support for **Armed Forces Events** such as local Breakfast Clubs, Coffee Mornings, Armed Forces Day/Week, Reserves Day, the Poppy Appeal Day and Remembrance activities;
- support and promote support for **Armed Forces Charities**; looking at whether an empty shop can be used as a hub.
- encourage local businesses to consider offering discounts to members of the Armed Forces community.
- support the employment of **veterans**, recognising that they are a valued part of our community; facilitating and encouraging their participation in civic and community events; encouraging local business to support the employment of veterans.
- support the employment of **Service spouses and partners**; encouraging local businesses to support their employment;
- support the employment of the **Reserve Forces**; encouraging local businesses to support their employment;
- support the employment of the **Cadet Force Adult Volunteers**; encouraging local businesses to support their employment;
- support **national events** such as Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities;

2.2 We will publicise these commitments through our literature, on staff notices, and on our website, setting out how we will seek to honour them and inviting feedback from the Service community, our staff and our customers on how we are doing. *(Amend as appropriate)*