



**Corporate  
Covenant**

## **The Armed Forces Corporate Covenant**

A4e Ltd

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of A4e Ltd

A handwritten signature in black ink, appearing to read 'A. Dutton'.

Signed:

Name: Andrew Dutton

Position Held: Group Chief Executive Officer

Date: March 2014



Ministry  
of Defence

# **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 Corporate Covenant**

1.1 We, A4e Ltd 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 A4e Ltd 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 by displaying the Corporate Covenant logo on our website and in our major offices across the country;*
- *supporting the employment of veterans young and old through our principal business activity of getting people prepared for and into sustainable work;*
- *striving to support the employment of Service spouses and partners through our principal business activity of getting people prepared for and into sustainable work;*
- *raising awareness in our staff of service people and veterans' strengths, qualities, transferable skills and the challenges they may face, particularly when transitioning from service to civilian life;*
- *encouraging and supporting organisations and charities who place veterans back into work in an area covered by A4e;*
- *inviting our customers to tell us if they have a armed forces background and taking this into account when dealing with their case and in proposing any onward referrals.*

- *continuing to promote the armed forces as a career choice, and referring to the appropriate recruiting organisation any A4e customers who express an interest and are suited to regular or reservist service.*
- *raising awareness of recruiting managers within A4e about the transferable skills that service people possess and the particular qualities that they have.*
- *offering a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
- *seeking to support our employees who are members of the Reserve forces, and accommodating their training and deployment requirements wherever possible;*

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 all interested parties on how we are doing