



# Corporate Covenant

## The Armed Forces Corporate Covenant

### Pen y Bryn Farm and Holiday Cottages

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 Pen y Bryn Farm and Holiday Cottages

Signed: 

Name: Michelle Kervin

Position Held: Owner

Date: 24.11.15



Pen y Bryn Farm  
Holiday Cottages



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 **Pen y Bryn Farm and Holiday Cottages** 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 **Pen y Bryn Farm and Holiday Cottages** 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 including the corporate covenant logo in our literature, letterhead and website and publishing our corporate covenant on our website.*
- *Seeking to support the employment of veterans young and old by Always offering an interview to veterans, young and old, if they meet the selection criteria laid out in a job advert. This would not constitute the guarantee of a job, but rather the offer of an opportunity to prove themselves in an interview. Recognise military skills and qualifications when interviewing for new positions*
- *Striving to support the employment of Service spouses and partners; By always offering an interview to spouses/partners if they meet the selection criteria laid out in a job advert. This would not constitute the guarantee of a job, but rather the offer of an opportunity to prove themselves in an interview. endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
- *Endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment; By looking sympathetically on*

*requests for holidays before, during or after a partner's overseas deployment, when the Service person has leave to spend time with their family.*

- *Aiming to actively participate in Armed Forces Day; By promoting the event within our local community and by following Armed Forces Day on Facebook, posting messages of support on social media sites and linking to the Armed Forces Day website.*
- *Offering a discount to members of the Armed Forces Community; By registering on the defence discount service website.*
- *Working in partnership with local forces charities to provide volunteer opportunities within the local community*
- *Offering reduced rate accommodation ad facilities to forces charities for emergency accommodation, residential training, respite and other charitable uses, where 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 the Service community and our customers on how we are doing.