

# UK Armed Forces Covenant Strategy

*Our Commitment to Honour the Armed Forces Covenant and Support the Armed Forces Community*



**Steven Lee**  
Founder and Chair, HSBC Military Network



# Objective

**We recognise the value serving personnel, reservists, veterans and military families bring to our business**

## HSBC HAS FIVE COMMITMENT PILLARS



Customer



Community



Charity



Career



Cooperation



# Our Commitment Pillars

*To Honour the Armed Forces Covenant and Realise our Moral Obligation to Support the Armed Forces Community we will:*

Ensure our customers from the Armed Forces and their families are not disadvantaged by virtue of their circumstances

Develop a proposition that best serves the Armed Forces, it's Veterans, Reservists and their families in our community

Work with charities to understand, support and assist the Armed Forces Community

Support the employment of all veterans, their spouses and partners within HSBC and our clients to enable a second career

Cooperate with the Armed Forces to develop our people and increase our support to the reserves and cadets

# Community

We have a positive reputation in towns and cities; we reflect the conscience of our community in activities and initiatives which benefit the Armed Forces



**Our Ambition: Produce a proposition that best serves the Armed Forces, it's Veterans, Reservists and their families**

## How we will achieve it:

- Work closely with the Ministry of Defence to guide and focus our community engagement initiatives
- Support and promote employee community activities which benefit the Armed Forces
- Provide opportunities for the Armed Forces community to develop and be successful

## What we are doing already:

- Coordination established with the MOD Defence Relationship Management organisation, Navy Families Federation, and Army Families Federation
- On-going support to the University of Wolverhampton Dependents Business Start-up Programme
- Supporting RN/RM welfare projects
- Developing community project proposals through Garrisons

# Community Support Examples

## Royal Navy/Royal Marines Welfare Services

- Family and Friends of Deployed Units (FAFDU).
- Play and youth projects.
- Youth forum sessions and holiday activities.
- Community activities and support projects for service personnel and their families, through centre based provision and outreach work.

## Armed Forces Dependents' Business Start-up Programme



Jen Ives, wife of a Royal Engineer and owner of award-winning business Grippy Leads :  
*'The programme has given a fantastic boost to my confidence. It has helped me to develop a really in-depth commercial understanding that was essential to growing my business.'*

<https://www.youtube.com/watch?v=YADf7-9cM6U>