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

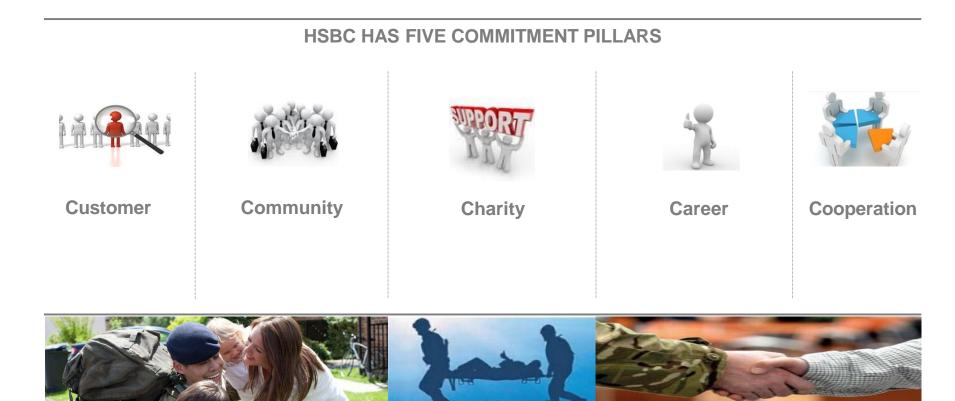


Steven Lee Founder and Chair, HSBC Military Network





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



### **Our Commitment Pillars**

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

Ensure our <u>customers</u> 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 <u>community</u>

Work with <u>charities</u> 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 <u>career</u>

<u>Cooperate</u> 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 Dependants' 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