



ALCIMI

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:

ALCIMI

Signed:  _____

Name: **Ben Sefton** _____

Position: **Managing Director** _____

Date: **08th November 2017** _____



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 Covenant

1.1 We Alcimi 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 Alcimi 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; as a marketing company we will promote the fact we are armed forces-friendly via our social media channels and other online content, frequently publicising the core values of the covenant.*
- *seeking to support the employment of veterans young and old and working with the Career Transition Partnership (CTP), in order to establish a tailored employment pathway for Service Leavers; Career / Business advice and employment is supported by Alcimi as and when vacancies arise a structured career pathway including training will be offered to those seeking employment in the marketing / IT industry. We appreciate the high level of training given during military service and the level of transferable skills that can be utilised in private sector.*
- *striving to support the employment of Service spouses and partners; Alcimi will always endeavour to promote the employment of Service spouses and partners or provide advice to assist them in any way that we can.*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment. We have an employer-assisted leave policy that has a great deal of flexibility, we understand the circumstances around deployment*

and that it can cause stress, especially around child care, we will always endeavour to help spouses and partners during times of deployment.

- seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible; As above our employer-assisted leave policy will help members of the Reserve Forces.*
- offering support to our local cadet units, either in our local community or in local schools, where possible; Alcimi is already invested in the local community, as a marketing company we will endeavour to offer financial support or free use of our products and services to help promote local events and units.*
- aiming to actively participate in Armed Forces Day; we will hold events each year which will benefit from our marketing services and assist the Armed Forces Day campaign wherever possible.*
- offering a discount to members of the Armed Forces Community; We offer discounts to military personnel; we have a military leavers package to help those looking at starting their own business, we have also recently registered with the Defence Discount Service, offering 20% discount off all our products & services.*
- any additional commitments Alcimi could make (based on local circumstances). Alcimi will always endeavour to help, support and promote all military personnel and their families.*

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.