



## Lebran Limited T/A Signworld Group

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:

**Lebran Limited T/A Signworld Group**

Signed:

Name:

Position:

Date:

**SIGNWORLD**  
group

# 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 **Lebran Limited T/A Signworld Group** 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 **Lebran Limited T/A Signworld Group** 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;*

*We shall aim to achieve this by:*

- *Amending our external and internal correspondence to include an armed-forces friendly statement.*
- *Procuring available Armed Forces Day & Reserves Day posters to display to our staff and on show for customers to our facility in Bretton, Flintshire.*
- *promoting and supporting The Armed Forces, including the regular, reserve/auxiliary service and their cadet contingents.*

*We shall aim to achieve this by:*

- *Developing an Armed Forces policy which will underpin our commitment to the above parties, identifying a member of staff to take the mantle of Armed Forces Champion. The policy will also define a key support route on top of Signworld's high welfare standards accessible to Armed Forces Community Members within our staff.*
- *Procuring available Armed Forces Day & Reserves Day posters to display to our staff and on show for customers to our facility in Bretton, Flintshire.*



- *seeking to support the employment of veterans young and old.*

*We shall aim to achieve this by:*

- *Recognising the enhanced skill set and defied personality traits that HM Armed Forces develop in all members of it's personnel pool, both current soldiers, current officers and veterans alike. We will take this factor in to account when assessing new potential employees.*

- *striving to support the employment of Service spouses and partners;*

*We shall aim to achieve this by:*

- *Recognising the dedication of service spouses and partners and their sacrifice in the line of their loved one's engagement within HM Armed Forces.*
- *Recognising the emotional toll having loved ones on deployment / about to deploy and supporting them through our Armed Forces Champion initiative.*
- *Recognising that serving soldiers who's lives are lost whilst on deployment can devastate their loved ones. We will work with any staff effected in order to go beyond standard practices.*

- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*

*We shall aim to achieve this by:*

- *making adjustments as far as is viable for Signworld to accommodate additional requests for leave for partners of soldiers / reservists due on employment.*

- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible;*

*We shall aim to achieve this by:*

- *Recognising the additional skills that HM Armed Forces community will impart in our staff.*
- *Where the business can allow, we will make every viable effort to enable staff's training with HM Armed Forces.*

- *aiming to actively participate in Armed Forces Day and Reserves Day;*

*We shall aim to achieve this by:*

- *Providing the opportunity to staff and customers to raise funds for armed forces charities in the run up to Armed Forces Day and Reserves Day.*

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.