



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:

**White Siren Solutions**

Signed: 

Position: Owner

Date: 8th May 2018



# 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 **White Siren Solutions** 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 **White Siren Solutions** 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;**
  - ❖ *through the use of social media promotion on the White Siren Solutions social media pages and clearly displaying the logo on the company website. The promotion of packages specifically designed to support and educate serving personnel, reservists, veterans and their families will be advertised digitally.*
- **striving to support the employment of Service spouses and partners;**
  - ❖ *White Siren Solutions aims to support, guide and train individuals and businesses through their initial growth and development. Bespoke packages that focus on supporting a small business and giving the owners the skills and confidence to set up and grow their business will be offered and advertised to service spouses and partners to enable them to be successful.*
- **offering support to our local cadet units, either in our local community or in local schools, where possible;**
  - ❖ *Understanding that the next generation of young people should be equipped with key transferable skills that can be applied throughout many different industries. White Siren Solutions will assist where applicable with the delivery and support of these skills through training sessions, mentoring and guidance.*
- **aiming to actively participate in Armed Forces Day;**
  - ❖ *White Siren Solutions will actively publicise and support Armed Forces Day digitally via social media and website promotion. Examples and testimonials will form a part of this promotion.*
- **offering a discount to members of the Armed Forces Community;**
  - ❖ *through the White Siren Social media and advertising channels and in time on the Defence Discount Site.*

2.2 We will publicise these commitments through our literature and/or on our website as well as advertising and social media platforms, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.