



Automobile Association Developments Ltd

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:

AA Ltd

Signed:

Position:

CHAIRMAN

Date:

1/11/18



Signed on behalf of:

MOD

Signed:

Name: BRIGADIER G H WHEELER CBE

Position: HEAD RESERVE FORCES

Date:

1 November 2018



Ministry
of Defence

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 Automobile Association Developments Ltd 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 Automobile Association Developments Ltd 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:

ADVOCATING FOR THE ARMED FORCES AND THE CORPORATE COVENANT

The AA recognises that it holds a position of leadership through its position as a Gold Award recipient. We will use available platforms and events to engage with our peers, suppliers and partners to demonstrate the importance of supporting our Armed Forces, and directly demonstrating the benefits that hiring veterans and reservists can bring.

- We will proudly support our commitments through the use of Poppy motifs on vehicle livery, and a supporting campaign around Remembrance season each year.
- We will advocate with our partners and suppliers to develop our understanding of issues surrounding our Armed Forces, and to address how we can improve our offer as signatories of the Armed Forces Covenant, building on our success with our partners Mansfield Group.
 - Host an Armed Forces Covenant Engagement event per year.
- We will support armed forces community events such as awards, working groups, shows and exhibitions to increase awareness of AA support for our Armed Forces, including but not limited to:
 - Driving Forces Vehicle Shows
 - Ex-Forces Awards Ceremonies
 - Gold Alumni working groups
- We will celebrate armed forces day and reserves day with fund raising activities, publicising our commitments internally, hosting reserve units on site, and supporting the wearing of uniform for those reservists working in the AA.

- We will develop an internal military forum. This will be for all members of the AA to find out more about our relationship with the Armed Forces, and for us to develop our offering as an employer of choice for veterans, Reserves and military spouses / partners. This forum will be open to serving and former reservists, regular army veterans, cadet force instructors, and spouses or relatives of armed forces personnel as mentioned above.
 - Establish an online military community forum, signposting opportunities, charities and support.
 - Establish an AA military community day, with charities, reserves and business voices increasing our awareness of issues relevant to the Armed Forces

SUPPORTING THE WOUNDED, INJURED & SICK (WIS), AND ASSOCIATED CHARITIES

The AA recognises that there are those who have given more than most, and that it is important to support these people, and the charities who work with them, in finding meaningful opportunities within employment. We will work with aligned charities to provide insights into working life, placement opportunities, and engagement events for our employees so that they can better understand their positive influence WIS forces personnel and veterans. We will undertake this support through an innovative and unique approach to Defence Recovery Capability, considering the Recovery, Employability and Wellbeing elements as part of a rounded

- We will develop a close relationship with Mission Motorsport, the UK's leading forces motorsport charity. We will provide training and technical support for race events, and develop a work placement and employment insight programme of events in order to identify employment opportunities for Wounded, Injured and Sick Service Leavers.
 - Provide Insight Days throughout the year (to be combined with Poppy Factory)
 - Provide opportunities for 'look at life' events on the road with our Technician and Recovery Patrols.
 - Enable work placements within the AA depending on uptake
 - Support work placements with our Partners and suppliers.
 - Support Employer engagement events at Mission Motorsport HQ in Wantage.
 - Support as many live races / events as possible with technical expertise, to engage our people in the positive influence of Motoring on WIS forces personnel and veterans.
 - Provide expert training support for Level 3 Lt Vehicle Maintenance courses run by Mission Motorsport

- We will support our partners at The Poppy Factory through attendance at key events, volunteering, fund raising events, as well as supporting employment insight and work placement events.
 - Fund raising on site during armed forces day and periodically throughout the year.
 - Fund raising through events such as sponsored Sky Dive
 - Volunteering at the Poppy Factory on the AA's Armed Forces Day, and periodically throughout the year.
 - Support for Engagement events and activities.

- The AA will engage with other Armed Forces Charities ad hoc to provide recruitment / employment support, and to engage in charitable and engagement activities, including but not limited to:
 - Support Royal Marines Charity recruitment events
 - Support Royal Marines Charity corporate events to increase engagement and awareness within our organisation

PROVIDING EMPLOYMENT OPPORTUNITIES

Veterans and Reservists bring a wealth of talents from the military, and the AA should seek to represent ourselves as an employer of choice. By engaging in recruitment events, open days, and providing placement opportunities, we will seek to grow our engagement. By amending our recruitment and on boarding processes, we will capture those joining us from a military background early on, thereby creating better opportunities to support their transition.

- We will support recruitment events with CTP and other Armed Forces bodies, to promote the AA as an employer of choice and to promote opportunities for Service Leavers, Veterans and WIS personnel.
 - Support BFRS and other similar recruitment events
 - Support CTP recruitment events
- We will work with the CTP to provide Insight Days and Work Placement opportunities. We will tailor placement opportunities to be relevant to the individual, and we will provide all reasonable adjustments for those with disabilities who join us either on placements or in full-time work.
 - Provide Insight Days throughout the year around our sites nationally.
 - Provide opportunities for 'look at life' events on the road with our Technician and Recovery Patrols.
- We will track our engagement with Service Leavers or Reservists, from initial expression of interest through to employment, including those who attend our insight days and work placements, and use this information to proudly describe the benefits of Armed Forces personnel joining our business.
- We will track employment of all Ex-Forces and reservists within our business (as much as they wish to be) to provide meaningful information on how our organisation provides support for those who have left or remain in service.

SUPPORTING MILITARY FAMILIES

The AA recognises that military life impacts beyond those who wear the uniform. We should seek to reach out to their families regarding employment opportunities, and where our people who wear uniform are impacted by their service, we will look to support their families as a part of our AA family.

- We will seek to pilot innovative employment schemes for military spouses / partners at suitable site/s, training up those suitable as Call Handlers in our despatch team. Should they then have to leave through a subsequent posting, they can then be retrained by the business as a remote tele-worker.
- When an AA employee has to move within the UK due to a Forces partner / spouses change of service location, the AA will endeavour to reemploy that person, either at one of our other sites, or as a teleworker.
- We will provide direct support to the families of reservists who are deployed overseas.

ENGAGEMENT WITH THE MILITARY

It is vital for us that the military understands our position as an employer of choice for service leavers, but also that we wish to provide support and engagement for those still serving. Our membership offers, training support and employee engagement will increase our mutual understanding of the relationship between the AA and the military.

- The AA will provide discounted memberships for Service Personnel, and an initial 50% reduction, subsequently 10% each year thereafter. The AA will freeze payments for these memberships when any recipient is deployed overseas. We will continue to honour those membership benefits for their immediate family (spouse / partner and children)

- The AA will identify all available opportunities to engage with the UK armed Forces across a range of opportunities, including but not limited to:
 - Undertaking leadership development training through the RAF, and The Royal Military Academy Sandhurst's Inspirational Development Group (IDG) training provider.
 - Providing training on specialist Vehicle Maintenance and safety techniques both commercially, and for mutually beneficial purposes, working with UKSF, REME, and RAF.
 - Attend key employer engagement events, enabling those leaders in our business to better understand what the service-leaver or reservist employee has to offer.
- The AA will continue to support central and regional ERS Gold Award Alumni events, working on the development of best practice support for Veterans and Reservists, and supporting other businesses in their journey.

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.