



Altiora Marketing Limited

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:
Ministry of Defence

Signed on behalf of:
Altiora Marketing Limited

Name: Lieutenant Colonel Richard Jones

Position: Director

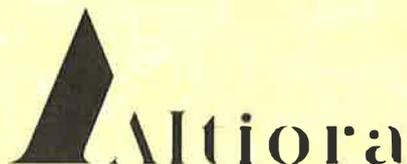
Position: 11 Signal & West Midlands Brigade
Engagement Team

Date: 17 July 2019

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**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 Altiora Marketing Limited 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 Altiora Marketing Limited 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 by adding the Armed Forces Covenant logo to our website and relevant marketing literature;*
- *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;*
- *Striving to support the employment of Service spouses and partner, for example by fostering and encouraging such discussions and opportunities at the Three Counties Defence and Security Expo (3CDSE), an event which is organised and managed by Altiora Marketing Limited;*
- *Endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
- *Seeking to support our employees who choose to be members of the Reserve Forces, including accommodating their training and deployment where possible and by promoting the profile of the Reserve Forces at events under our control, such as the Three Counties Defence and Security Expo (3CDSE) and through organisations such as the Three Counties Defence and Security Group (3CDSG);*

- *Offering support to our local cadet units, either in our local community or in local schools, where possible;*
- *Aiming to actively participate in Armed Forces Day by promoting relevant messages on our social media feeds, and on our website;*
- *Offering a discount to members of the Armed Forces Community of 10% on any first transaction;*
- *Promoting the signing of the Armed Forces Covenant by the local business community by creating a public signing opportunity at 3CDSE 2019 www.3cdse.co.uk*

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.