



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:

**MADISON BROOK  
INTERNATIONAL**

Signed:

Position: CEO  
Date: 8th July 2019

**MADISON BROOK  
INTERNATIONAL**

Signed on behalf of:

**MINISTRY OF  
DEFENCE**

Signed:

Lt Col Phillip Moxey MBE  
Position: CO 1 R ANGLIAN  
Date: 8th July 2019



Ministry  
of Defence

**MADISON BROOK**  
INTERNATIONAL





## 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 Madison Brook International 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** Madsion Brook International 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 internal and external communications and engagement;
- using the Armed Forces Covenant logo on relevant marketing materials, and actively advocating the Armed Forces Covenant to our Industry partners and clients;
- 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 partners;
- 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 by accommodating their training and deployment where possible;
- offering support to our local cadet units, either in our local community or in local schools, where possible;
- aiming to actively participate in events that demonstrate support, such as Armed Forces Day, Reserves and Armistice Days;
- offering a discount on our services to members of the Armed Forces Community;
- offering free advice to members of the Armed Forces Community on home ownership;
- any additional commitments Madsion Brook International could make (based on local circumstances).

**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.