



## Akona 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:

Akona Limited

Signed:

Position:

MANAGING DIRECTOR

Date:

07 / 01 / 20.

AKONA

# 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 **Akona 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*

*Being a former member of the British Army, I had the pleasure of serving in the Grenadier Guards for 24yrs. My company Akona champions all former and service leavers in assisting them in providing the necessary training and support in finding employment opportunities outside of the Armed Forces. The company can demonstrate a solid track record in this achievement.*

- *in some circumstances special treatment may be appropriate especially for the injured or bereaved.*

*Akona actively promotes equality of opportunity for all, giving every individual the chance to achieve their potential, free from prejudice and discrimination. A good example a past course we provided training for a former injured soldier from the Coldstream Guards. He was disabled but overcame many challenges in completing a two week security course.*

## Section 2: Demonstrating our Commitment

2.1 **Akona 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;*

*Good track record (with over 13 years' experience ) the company has demonstrated through the accreditation and association with CTP, Awarding Bodies & ELCAS. The company focused, devoted and compassionate having that special relationship. The company regularly advertises in HM forces recognised magazines, such as Quest, Pathfinders, attends CTP workshops and final provides training, advice and guidance to former services leavers for second career opportunities*

- *seeking to support the employment of veterans young and old and working with the Career*

*Always very keen to support veterans and service leavers in finding employment opportunities and second career pathways. Outcomes and achievements have been recorded and acknowledged through an outside external awarding body Matrix standard.*

- *Transition Partnership (CTP), in order to establish a tailored employment pathway for Service Leavers; As previously mentioned, Akona has been an approved training provider of CTP since 2007.*
- *striving to support the employment of Service spouses and partners; This as been demonstrated on a number occasions working with the Akona clients and also with Akona sister company Akona Concepts Limited.*

- *aiming to actively participate in Armed Forces Day; The company actively **Akona would be keen to support further information to be provided.***
- *offering a discount to members of the Armed Forces Community; **This could be arranged if requested.***

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.