



The Advocacy People

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:

The Advocacy People

Signed: _____

A handwritten signature in blue ink, appearing to read "Neil Muir".

Position: CEO _____

Date: 29 June 2020 _____

The logo for The Advocacy People. It consists of the words "the", "advocacy", and "people" stacked vertically in a sans-serif font. "the" is in white, "advocacy" is in white, and "people" is in pink. The text is set against a solid orange rectangular background.

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 **The Advocacy People** 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 **The Advocacy People** recognise 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:

- developing and delivering high quality advocacy services tailored to the specific needs of veterans with the aim of transforming their lives
- working in partnership to support veterans to access and engage with the services they need and are entitled to with the aim of improving their mental health and wellbeing
- empowering veterans, particularly those with complex needs, to have a voice and take control of their lives
- employing staff and volunteers with an Armed Forces background to deliver the service
- gaining the confidence of the communities we work in and working with partners to reach the most disengaged veterans
- working to combat the stigma that often prevents veterans from seeking help
- promoting the interests of the veterans we work with by working in partnership with the MoD, NHS and wider military charities
- participating in Armed Forces Day
- supporting employees who have signed up to the Reserve Forces
- supporting family friendly policies for all staff including those from the Armed Forces.

2.2 We will publicise our Corporate Covenant and commitments on our website and through social media and will seek feedback from our clients and partners on how we are doing.