

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 Tea Rooms at the Pet Cemetary 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 Tea Rooms at the Pet Cemetary 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 displaying the AFC logo on all communications and through the business website
- 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; by registering with the scheme and primarily considering veterans for available positions
- striving to support the employment of Service spouses and partners by registering with Forces Family Jobs and advertising available position through the charity
- endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment by granting leave when this is the case
- seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible by recognising the working pattern of Military reservists
- offering support to our local cadet units, either in our local community or in local schools, where possible by recruiting supporters of the local cadets for the companies chosen charity, providing educational visits to the site
- aiming to actively participate in Armed Forces Day by promoting the companies preferred charity at Armed Forces Day events
- offering a discount to members of the Armed Forces Community by giving a 10% discount on all food and drink
- Team Rooms at the Pet Cemetery will serve the local community by promoting the grounds as a tourist attraction bringing visitors from across the country which will increase business turnover in the local areas for shops, restaurants and holiday accommodations. We will also accommodate veterans breakfast clubs at a discounted rate

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.