



## ALERTACALL LTD

---

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: **Alertacall Ltd**

Signed:

Name: William Orme

Position: Operations Director

Date: 11 April 2016



# 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. We **ALERTACALL LTD** 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 **ALERTACALL LTD** 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; *"We will continue to seek to hire veterans where possible. We currently have 4 veterans, 1 cadet instructor and 1 service spouse and mother within our organisation of just over 50 people, that's 12% of our personnel coming from the Armed Forces community. They make their impact felt everyday and are a hugely positive force within the company. We have a policy to take any applicant from the Armed Forces community straight through to the first round of interviews, bypassing the initial CV sifts. This can result in us conducting more interviews than we 'need' to, but it is always valuable and informative for us and we hope that the same is true for the candidate."*
- 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. *"We actively recruit members of the Armed Forces Community and support Service Leaver's networks. Our Ops Director is given time and support to run the ONWaRD Group in Manchester. Our CEO is a regular contributor to this group and has recently been asked to speak at an OA event for Service Leavers."*
- Striving to support the employment of Service spouses and partners; *"We absolutely support the employment of Service spouses, partners and their families. They have an innate understanding of flexibility and resilience that we value within the company. For some of our field based roles, it works quite well for us that someone could train in one area of the country and then potentially relocate to another area, that actually helps us to grow and spread our customer support network."*
- Endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment. *"We will amend shift patterns and will take a flexible and accommodating approach to holiday timings in order to support Service spouses and Service family members wherever possible, in particular giving priority to those requests at the timings outlined above."*
- Offering support to our local cadet units, either in our local community or in local schools, where possible; *"We're a huge supporter of the cadet organisation and the positive impact it has on the adult volunteers. We give additional annual leave to members of staff who are adult instructors (currently only one person but the policy is available company wide) and we're happy to work with that member of staff to make sure that their work commitments are as flexible as possible in support of the cadet based activities. In return we benefit from the skills and experiences that that person gains through that same activity."*

2.2 We will reflect this commitment 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.