



Ministry  
of Defence



Armed Forces  
Covenant



**The Armed Forces  
Community Needs You!**

If you want to go the extra mile to show your support for the Armed Forces Community you may wish to sign up to the Corporate Covenant scheme.

A Corporate Covenant is a voluntary pledge from businesses and charitable organisations who wish to demonstrate their concrete support for the Armed Forces Community.

All Corporate Covenants include a core statement of commitment to the two key

principles of the 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.



**You are encouraged to offer support** in a way most appropriate to your business' situation and capacity, with the pledge document including a 'menu' of options for you to sign up to. This menu covers a wide range of topics, so what do they mean for you and your organisation?



**Promoting the fact that we are an armed forces-friendly organisation; aiming to actively participate in Armed Forces Day.**

Promoting yourself as an Armed Forces-friendly organisation offers an opportunity to reach a large audience – the Armed Forces Community, which includes all serving personnel, veterans and their families. A recent poll found that 87% of the general public are favourable to the UK Armed Forces. There are therefore huge benefits to being associated with \_\_\_\_\_ or \_\_\_\_\_



**Seeking to support the employment of veterans young and old.**

There are a whole host of business advantages to employing service leavers, many of which are outlined in more depth on the \_\_\_\_\_ and \_\_\_\_\_



the \_\_\_\_\_ website. Transferrable skills developed to a high level over years of service in the Armed Forces include leadership, teamwork, and performance under pressure, as well as specialist skills and trades; making veterans valuable employees at all levels within a business.

\_\_\_\_\_ receive training which develops their decision

**Seeking to support our employees who choose to be members of the Reserves forces; including by accommodating their training and deployment where possible.**

All members of the Armed Forces Reserves

\_\_\_\_\_ making, communication, leadership, and team building skills. Research by \_\_\_\_\_ and \_\_\_\_\_ endorsed by the Chartered Management Institute, found the average Reservist's military service is equivalent to around £8,000 worth of commercial civilian training, with an increasing number of military courses being recognised in the civilian workplace. Furthermore, the additional training and experience gained from a period of mobilisation is estimated to be worth around £8,300 for a Private, £14,600 for a Sergeant and £18,400 for an Officer.

■ **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.**

The mobile lifestyle of Service Personnel can create a particular difficulty for working partners who must often give up their own jobs as a result of military assignments. These difficulties can hamper a military spouse/partner's career progression and family income. However, for these reasons, military spouses/partners can be highly valuable to employing businesses since they often bring higher levels of training, skills and experience than other candidates. The Service lifestyle usually makes them resilient, adaptable and resourceful people.



■ **Offering support to our local cadet units, either in our local community or in local schools, where possible.**

Supporting local cadet units offers you a valuable opportunity for engagement with the local community. Moreover, encouraging

your employees to volunteer with a local cadet unit can offer a number of benefits to your organisation. In a recent survey by the [Armed Forces Covenant](#), over 85% of all adult volunteers said that volunteering in the cadets had helped them to develop leadership skills, interpersonal and organisational skills.

■ **Offering a discount to members of the Armed Forces Community.**

Companies offering discounts to the Armed Forces Community through the [Armed Forces Covenant](#) are advertised on the DDS website and app, and are reaching an audience of more than 88,000 consumers across the country.

There may be many other ways you feel like you could secure mutual benefit for both your business and for the Armed Forces Community. As a Corporate Covenant is a customised pledge, we would encourage you to add any such commitments you feel you could meet. You can find more information on the [Armed Forces Covenant](#) website, including [a list of participating businesses](#) which will provide you with suggestions for the way in which your organisation could meet the commitments of the Corporate Covenant. If you would like to find further details, you can contact the Covenant Team on [01753 666666](#).

