



**Corporate  
Covenant**

## **The Armed Forces Corporate Covenant**

### **Blue Light Card**

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 **Blue Light Card**

Signed:

Name: Tom Dalby

Position Held: Managing Director

Date: 01/10/2013



Ministry  
of Defence

# **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 Corporate Covenant**

1.1 We **Blue Light Card** 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 **Blue Light Card** 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 – done daily by running the Defence Discount Service – official MoD discount service*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment – will be written into employment policies*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible - will be written into employment policies*
- *offering support to our local cadet units, either in our local community or in local schools, where possible – making Defence Discount Service available to the cadets over the age of 16 plus adult instructors.*
- *aiming to actively participate in Armed Forces Day; - attending the national AFD event and working with councils to run other AFD events*
- *offering a discount to members of the Armed Forces Community – running the Blue Light Card and Defence Discount Service and opening these up to service personnel*
- *Enforcing the message of both the Corporate and Community Covenants – through interaction with other companies, helping to spread the word and what it means*

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. We will feature this on the page that will be written about what the Corporate Covenant is and how other companies can get involved.