



**Corporate  
Covenant**

## **The Armed Forces Corporate Covenant**

### **Huggable Heroes**

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 Huggable Heroes

Signed:

Name: Jo-Anne Lomax

Position Held: Founder

Date: 11<sup>th</sup> June 2015



**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 **Huggable Heroes** 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 Huggable Heroes 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 proudly publicise our commitment the 'Corporate Covenant' on our website [www.HuggableHeroes.co.uk](http://www.HuggableHeroes.co.uk) and in everything that we do.*
- *seeking to support the employment of veterans young and old.*  
*\*We will always consider veterans young and old, offering support to veterans in employment who may face challenges due to ability or health.*
- *striving to support the employment of Service spouses and partners;*  
*\*We will continue to support 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;*  
*\*We will consider requests for leave or flexible working during or after a family member has been deployed overseas or when the service member has leave to spend time with their family.*



- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible;*  
*\*We will accommodate training commitments where possible and consider flexible working patterns.*
- *aiming to actively participate in Armed Forces Day;*  
*\*We aim to be part of as many Armed Forces Days and Families days as possible in our local areas.*
- *Additional commitments Huggable Heroes will make.*  
*\*We will continue to support Armed Forces Families wherever possible to Reduce Separation Anxiety and Reinforce Bonds between Parent and Child.*

2.2 We will publicise these commitments 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.