



Corporate Covenant

The Armed Forces Corporate Covenant

The Poppy Factory

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 **The Poppy Factory**

Signed: *Melanie Waters*

Name: MELANIE WATERS

Position Held: CHIEF EXECUTIVE

Date: 06 Sep 2013



**THE
POPPY
FACTORY**
getting you back to work



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 **The Poppy Factory** 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 **The Poppy Factory** 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 publicising our Corporate Covenant on our website and displaying the Corporate Covenant logo on all related marketing material to show that members of the Armed Forces Community are welcome members of the Poppy Factory family. When we meet people we will also talk about what we do and advocate the principles of the Corporate Covenant.*
- *seeking to support the employment of veterans young and old; by maintaining our vision that no disabled veteran who wants to work should be out of work – our Getting You Back To Work Team are strategically placed around England and Wales to make our employability services accessible to all*
- *striving to support the employment of Service spouses and partners: we will have regard to the needs of Service spouses and partners when networking with employers*
- *offering support to our local cadet units, either in our local community or in local schools, where possible; by making our premises available for the use of cadets, offering volunteering opportunities for them and encouraging our clients to be cadet helpers or instructors*

- *aiming to actively participate in Armed Forces Day; by flying the Armed Forces Day flag at The Poppy Factory in Richmond, Surrey, becoming involved in events in the local community and encouraging our supporters to recognise the occasion by undertaking a specific event each year to highlight the issues that Service personnel and Veterans encounter in our specific employment sector*
- *any additional commitments **The Poppy Factory** could make (based on local circumstances).*
- *we will support former Reservists and members of the wider Armed Forces community to get back to work if they have become disabled, wounded, injured or sick, whilst on operations or during their civilian career*
- *We promise to promote the Corporate Covenant in the local community via the Richmond Chamber of Commerce.*
- *We will aim to encourage all businesses that The Poppy Factory engages with to sign their own Corporate Covenant pledge. Our work with corporate organisations strives to secure opportunities for: paid work, guaranteed interviews, placements and job shadowing; running vocational days, increasing our volunteer base and fundraising*

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 clients on how we are doing.