

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

1.1 We Ebb and Flow 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 Ebb and Flow 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:

- *To deliver professional, independent and bespoke 1 to 1 military coaching to serving and ex-Military Personnel and their spouses;*
- *Assisting both Veterans and serving Military Personnel and their spouses during and after the resettlement phase from any of the Armed Forces and Reserves with coaching support and tailored independent programmes;*
- *Working with and supporting the work of 'Supporting the Unsung Hero' programme for Service Spouses, as a coach and mentor;*
- *To assist 'Recruit for Spouses' as a career coach*
- *Supporting 'British Forces Resettlement Services' (BFRS) and their work;*
- *Continuing our support of and work with 'Hire a Hero Charity' as a Career Coach*
- *Offering a discount to members of the Armed Forces Community;*
- *Promoting the fact that we are an Armed Forces-friendly organisation;*
- *We will strive to support the future employment of Service spouses and partners by engaging and registering our interest with the Career Transition Partnership and Forces Families Jobs*
- *We will seek to support any future employees who choose to be members of the Reserve Forces, including by accommodating their training and deployment where possible;*