



Ashbourne Town Council

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:

Ashbourne Town Council

Signed: 

Position: Mayor of Ashbourne Town Council

Date: 18th February 2020



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 **Ashbourne Town Council** 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 We recognise the value of serving personnel, reservists, veterans and military families; and will aim to uphold the principles of the Armed Forces Covenant, by seeking to:

- appoint an **Armed Forces Champion** who will raise awareness of the Armed Forces Covenant and signpost the Armed Forces community when needing advice and guidance;
- promote the fact that we are an **Armed Forces-friendly Council**, to our members and wider public; celebrating the work of the Armed Forces and encouraging positive interaction between them and members of the public;
- recognise that **military veterans** are a valued part of our community; facilitating and encouraging their participation in civic and community events; providing a link to the Veterans Gateway on our website;
- encourage local businesses to support the employment of **Service spouses and partners**;
- encourage local businesses to support the employment of **Reservists**;
- encourage support for and membership of local military sponsored **cadet units**;
- promote **Armed Forces events** such as local Breakfast Clubs, Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities;
- encourage support for **Armed Forces charities**;
- Encourage local businesses to consider offering discounts to members of the Armed Forces community.

2.2 We will publicise these commitments through our literature, on staff notices, and 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.