




Gemma Louise Coaching

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:
Gemma Louise Coaching

Signed: 

Position: Owner and The Resilience and Recovery Coach

Date: 2nd June 2021



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 Gemma Louise 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 serving personnel, reservists, veterans and military families bring to our business and to our country. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **Promoting Gemma Louise Coaching as an Armed Forces-friendly organisation:** by continuing to focus a portion of our work towards military barracks and garrisons, working with unit welfare and other support roles to increase knowledge of and use of resilience as a key skill; by encouraging other businesses to embrace the Armed Forces Covenant, recognising that it is good for business; and by displaying Covenant logos on relevant webpages and marketing material.
- **Using Gemma Louise Coaching to support Veterans:** by continuing to allocate a proportion of our business to providing resilience courses to veterans, with the aim of this being free of charge where possible; by advocating for flexible and sustainable ways of working with the aim of more veterans being able to access suitable work; by advocating the transferable skills brought by veterans to businesses when working with other companies; and to share, where possible, job opportunities for veterans on social media.
- **Using Gemma Louise Coaching to support other Forces-friendly companies:** by providing advice and support to businesses to help implement flexible ways of working to enable more opportunities for business and veterans that are mutually beneficial; by offering our resilience courses at a discounted rate for those companies that have signed the Armed Forces Covenant.
- **Using Gemma Louise Coaching as an avenue of support for Service Spouses & Partners:** by continuing to dedicate a portion of our work to provide resilience courses for spouses and partners; by continuing to support the work of Recruit for Spouses through voluntary coaching; by supporting and advocating support for the employment of Service spouses and partners.
- **Using Gemma Louise Coaching to raise awareness of National Events:** by using our online and in person presence to support Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities.
- **Offering self-employed veterans or veteran and spouse business owners support:** by offering our one to one resilience coaching at a discount of 25%.

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. [Amend as appropriate]