



Longmynd Travel Ltd

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:
Longmynd Travel Ltd

Signed on the behalf of:
The Ministry of Defence

Signed: 

Signed: 

Position: Director

Position: 11 Signal and West Midlands Brigade

Date: 23rd June 2021

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Longmynd Travel Ltd



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 Covenant

1.1 We **Longmynd Travel Ltd** 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 the Armed Forces:** promoting the fact that we are an Armed Forces-friendly organisation, to our staff, customers, suppliers, contractors and wider public. We will encourage our supply chain to embrace the Armed Forces Covenant, recognising that it is good for business
- **Veterans:** supporting and advocating support for the employment of veterans, recognising military skills and qualifications in our recruitment and selection process; advertising vacancies with the Career Transition Partnership (CTP) for Service leavers;
- **Service Spouses & Partners:** supporting and advocating support for the employment of Service spouses and partners; advertising vacancies with the Military Families Federations; providing flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment.
- **Reserves:** supporting our employees who are members of the Reserve Forces; granting additional leave for annual Reserve Forces training; supporting any mobilisations, actively encouraging membership of the Reserve Forces from within our workforce
- **Cadet Organisations:** supporting our staff who are volunteer leaders in military cadet organisations, granting additional leave to attend annual training camps and courses; actively encouraging membership of cadet organisations, supporting local cadet units
- **National Events:** supporting Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities;
- **Armed Forces Charities:** supporting Armed Forces charities with fundraising and supporting staff who volunteer to assist;
- **Forces Discount:** We will offer a 10% discount on our products/services to members of the Armed Forces community through the Defence Discount Service. (This might also include a pledge to offer discounts to those businesses that have signed the AFC, therefore demonstrating advocacy of the Covenant)

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.