



Adrian Ashton

As a sole trader, I commit to uphold the Armed Forces Covenant and support the Armed Forces Community. I recognise the contribution that Service personnel, both regular and reservist, veterans and military families make to my organisation, my community and to my country.

Signed on behalf of:

Adrian Ashton

Signed:

Name: Adrian Ashton

Position: Proprietor

Date: 13 Sept 2023

Adrian Ashton
Insight | Development | Encouragement

The Armed Forces Covenant

An Enduring Covenant Between

The People of the United Kingdom
His 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 I, **Adrian Ashton**, will endeavour to uphold the key principles of the Armed Forces Covenant:

- *Members of the Armed Forces Community should not face disadvantages arising from their service in the provision of public and commercial services.*
- *In some circumstances special provision may be justified, especially for those who have given the most, such as the injured or bereaved.*

Section 2: Demonstrating my Commitment

2.1 I recognise the contribution that Service personnel, reservists, veterans, the cadet movement and military families make to my organisation, my community and to my country. I will seek to uphold the principles of the Armed Forces Covenant by:

- **Promoting the Armed Forces:** promoting the fact that I am an Armed Forces-friendly organisation, to my customers, suppliers, contractors and the wider public.
- **Enterprise and start-up support to Veterans:** although not employing anyone directly, as a business I will seek to actively signpost and encourage Veterans and their families who may be seeking to launch their own enterprise, to access all additional support services and provision that may be available to them from other organisations.
- **Communications, engagement, and outreach:** I will always seek to offer pro bono support where possible to any persons connected with the Armed Forces Community and their families who wish to explore launching their own enterprise.
- **Commercial:** I will seek to prioritise the use of businesses in my supply chain which have either been created by persons connected with the Armed Forces Community, or are seeking to create employment for Veterans them as part of their core purposes.
- **Civic responsibilities:** supporting Armed Forces Day, Reserves Day, the Poppy Appeal Day, and Remembrance activities.

2.2 I will publicise these commitments through my literature and/or on my website, setting out how I will seek to honour them and inviting ongoing feedback from the Armed Forces Community and my customers on how I are doing against them.