



# Corporate Covenant

## The Armed Forces Corporate Covenant

### The Automobile Association Developments 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 The Automobile Association

Signed: *Bob Mackenzie*

Name: Bob Mackenzie

Position held: Executive Chairman

Date: 22<sup>nd</sup> June 2015

Signed on behalf of The Ministry of Defence

Signed: *Stuart Peach*

Name: Air Chief Marshal Sir Stuart Peach KCB CBE

Position held: Vice Chief of the Defence Staff

Date: 22<sup>nd</sup> June 2015



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 Corporate Covenant**

1.1 We The Automobile Association Developments 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 The Automobile Association Developments Ltd 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:

### **Advocating support for the Armed Forces community**

- We will continue to ensure that our members, customers, business partners, employees and stakeholders understand our support for the Armed Forces Community and their families
- We will continue to proudly display the Corporate Covenant logo in our Head and Regional Offices. The Corporate Covenant logo will also be displayed on our recruitment website and in relevant recruitment materials. We will also explore the possibility of displaying the Corporate Covenant logo on our fleet
- We will continue to advocate support for the Armed Forces community by speaking at Defence/ industry conferences and events
- We will maintain our commitment to supporting the Armed Forces community by conducting an annual review of our Corporate Covenant pledges
- We will continue to communicate our support for the Armed Forces community through our internal publication, Drive, and our external members magazine
- We will continue to work closely with Defence Relationship Management to develop a mutually beneficial relationship between our business and the Armed Forces community
- We will support the Armed Forces community by sitting on the Defence Personnel Strategic Advisory Group (DPSAG)
- We will improve our use of social media to support and drive awareness of the Armed Forces community
- We will provide improved internal networking opportunities for our Armed Forces community
- We will celebrate Armed Forces Day and Reserves Day

### **Supporting the wounded, injured and sick Armed Forces community**

- We will maintain our work in placing injured service personnel into civilian employment both within our organisation and with our business partners. We will ensure, where practical, adjustments to equipment and practices within our organisation and our partners to support this outcome, through

our existing relationship with RAJA and our new relationships with the Recovery Career Services and Mission Motor Sport

- We will continue to offer insight days for wounded, injured and sick service personnel
- We will consider transferring employment opportunities to spouses/partners if employees from our Armed Forces community are sick, wounded or injured

#### **Recruiting from the Armed Forces community**

- We will continue to ensure that all applications are treated equally, in line with our equality policy
- We will continue to employ service leavers and veterans, through our existing relationships with REME, RE and The Poppy Factory and we will extend this nationally through a partnership with The Career Transition Partnership – posting our vacancies through their portal and having a presence at industry awareness days and careers fairs
- We will continue to provide work experience and job shadowing opportunities for service leavers
- We will develop our relationships with Regiments where we can draw potential recruits, like the REME, RE and The Mercian Regiment

#### **Actively supporting employees who are/wish to become Reservists**

- We will continue to examine and implement new flexible methods of rostering to ensure we meet the Reserve commitment. On return from operations we will maintain a strong link with the parent regiment for continued support where required
- We will continue to deliver on policies and procedures put in place to ensure that we are pro-actively supporting our Reserve Forces, e.g. following those employees on active service within our current methods of communication
- We will continue to provide current serving members of the Armed Forces with a 50% discount to AA Breakdown Cover and 10% each year thereafter
- We will continue to ensure that AA Membership for our military is put on hold whilst serving overseas, and made live on return to the UK
- We will seek further ways of tailoring our Employee Well Being Programme to support military requirements
- We will seek new ways of providing families away on active service with extra support
- We will encourage our employees to consider joining the Reserves by hosting information days with local units on our premises
- We will help our line managers understand the Reserve commitment and the support available to them whilst an employee is mobilized by creating a comprehensive and accessible digital look-up booklet for them to access
- We will encourage our Reservist employees to be ambassadors for the Reserves by partaking in case study opportunities

2.2 We will publicise these commitments through our literature 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.