



**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 of The Automobile Association Developments Ltd

Signed:

Name: Mr Andrew Strong

Position Held: Chief Executive Officer AA

Date:



Ministry  
of Defence

# **The Armed Forces Covenant**

An Enduring Covenant Between

The People of the United Kingdom  
Her Majesty's Government

and

The Automobile Association Developments Ltd

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:

- Practically ensuring that our members, customers and business partners understand our support for the Armed Forces and their families
- We will within our first year ensure that all teams within our organisation understand our commitment and will actively introduce all elements of our pledge within the workplace.
- We will maintain our work in placing injured service personnel in to civilian employment both within our organisation and with our business partners. We will ensure, where practical, adjustments to equipment and practises within our organisation and our partners to support this outcome.
- Offering an “Open Day” a minimum of 4 times a year to potential recruits from the military that targets injured service personnel to look at our organisation and consider the vacancies we currently have available.
- Proudly displaying the Covenant logo in our Head and Regional Offices. The Covenant Logo will also be displayed on our recruitment website and in relevant recruitment materials.

- By ensuring that all applications are treated equally in line with our equality policy.
- Examining and implementing new flexible methods of rostering to ensure we meet the reserve commitment. On return from operations we will ensure a strong link with the parent regiment for continued support where required.
- Having in place policies and procedures to ensure that we are pro-actively supporting our Reserve Forces, and follow those employees on active service within our current methods of communication.
- Closely working with the Armed Forces Community to seek sustainable employment and support via the “SORTED” partnership. This includes The Royal British Legion, Poppy Scotland, The Poppy Factory, Officers Association Scotland, RFEA, RBLI and The Officers Association.
- Supporting those reservists who wish to wear their military uniform to work on Armed Forces Day.
- Build stronger ties with Regiments where we can draw potential recruits, like the REME and RE. Likewise we will encourage support of our own employees to consider life as a Reservist in these Regiments.
- Providing current serving members of the Armed Forces a 50% discount to AA Breakdown Cover and 10% each year thereafter.
- Ensuring that AA Membership for our military is put on hold whilst serving overseas, and made live on return to the UK.
- Looking to the future and examining pro-active changes to keep up with the so far un-mapped challenges faced by the Armed Forces we will:
  - seek ways of providing families away on active service with extra support .
  - provide an “Employee Well Being Programme” tailored to meet military requirements.
  - improve our use of Social Media to support and drive awareness.

- provide improved internal networking opportunities for our reserves.
- provide work experience and job shadow opportunities for service leavers.
- consider using the Covenant logo for our fleet.

2.2 We will publicise these commitments through our recruitment website, literature and our employee communications for the Covenant to be seen as an integral part of our recruitment and resourcing practises. We will set out how we will seek to honour our Covenant and invite feedback from the Service community, our customers and employees on how we are doing.