



Sutcliffe

We commit to uphold the Armed Forces Covenant and support the Armed Forces Community. We recognise the contribution that Service personnel, both regular and reservist, veterans and military families make to our organisation, our community and to the country.

Signed on behalf of:

Organisation Name

Signed: 

Name: Sean Keyes

Position: Chief Executive Officer

Date: 3rd December 2025



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 We, **Sutcliffe**, 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 our Commitment

2.1 We at Sutcliffe recognise the contribution that Service personnel, reservists, veterans, the cadet movement and military families make to our organisation, our community and to the country.

Sutcliffe acknowledges the immense value that the Armed Forces community brings to society and our business. Their dedication, resilience, and leadership qualities enrich our workforce and inspire our corporate culture. We commit to ensuring that these individuals and their families are treated fairly and supported in every aspect of their interaction with our organisation.

Promoting the Armed Forces

Sutcliffe will actively promote the Armed Forces and the principles of the Covenant through:

Public Endorsement: Displaying the Armed Forces Covenant logo on our website, marketing materials, and premises to demonstrate our commitment.

Events and Awareness Campaigns: Attending annual Armed Forces Day celebrations and participating in Remembrance activities to honour service personnel.

Internal Education: Delivering training sessions for staff to raise awareness of the challenges faced by the Armed Forces community and the benefits of supporting them.

Social Media Engagement: Sharing stories of veterans and reservists within our workforce to highlight their contributions and inspire others.

Employment Support to Members of the Armed Forces Community

Employment is a cornerstone of successful transition to civilian life. Sutcliffe will:

Inclusive Recruitment: Advertise roles on veteran-specific job boards / websites and ensure job descriptions recognise transferable military skills.

Guaranteed Interview Scheme: Offer interviews to veterans and reservists who meet minimum role requirements.

Flexible Working for Reservists: Provide paid/unpaid leave for annual training and deployment obligations.

Career Development: Offer tailored onboarding, mentorship programs, and access to professional qualifications.

Support for Military Spouses: Implement flexible working arrangements and remote options to accommodate relocation challenges.

Communications, Engagement and Outreach

Sutcliffe will maintain open and proactive communication with the Armed Forces community:

Dedicated Contact Point: Establish a Covenant Champion within the organisation to oversee initiatives and act as a liaison.

Regular Updates: Publish progress reports on our website and internal newsletters.

Community Partnerships: Collaborate with charities such as SSAFA, Help for Heroes, and the Royal British Legion to extend support beyond our workforce.

Feedback Mechanisms: Create channels for veterans and families to share experiences and suggest improvements.

Commercial

Our commercial practices will reflect our commitment:

Supply Chain Engagement: Encourage suppliers to sign the Armed Forces Covenant and adopt veteran-friendly policies.

Social Value in Procurement: Include criteria in tenders that reward contractors who support the Armed Forces community.

Discount Schemes: Where possible, offer preferential rates for services to members of the Armed Forces community.

Health

Health and wellbeing are critical for service leavers and their families. Sutcliffe will:

Employee Assistance Program: Provide mental health support tailored to veterans and families affected by deployment stress.

Wellbeing Initiatives: Offer workshops on resilience, stress management, and healthy living.

Signposting Services: Connect employees to NHS veteran-specific health services and charitable health programs.

Housing

Stable housing is essential for successful reintegration. Sutcliffe will:

Advice and Guidance: Provide information on housing support available to veterans and military families.

Partnerships: Work with housing associations and local authorities to facilitate access to affordable housing for service leavers.

Relocation Support: Offer assistance for employees moving due to military commitments.

Education

Education empowers individuals and families. Sutcliffe will:

Support for Children: Advocate for fair access to school places for children of service families.

Training for Adults: Provide funding for professional development courses for veterans and spouses.

Cadet Engagement: Support local cadet units through sponsorships and volunteering opportunities.

Civic Responsibilities

Sutcliffe will demonstrate civic responsibility by:

Volunteering: Encouraging employees to volunteer for Armed Forces charities and community projects.

Fundraising: Organizing annual fundraising events for military charities.

Advocacy: Promoting the Armed Forces Covenant within our industry and encouraging other businesses to sign up.

Beyond these measures, Sutcliffe pledges to:

Silver Award Ambition: Work towards achieving the Defence Employer Recognition Scheme Silver Award.

Veteran Advisory Panel: Establish a panel of veterans within Sutcliffe to guide policy and ensure relevance.

Innovation in Support: Explore new technologies and partnerships to enhance support for the Armed Forces community.

Monitoring and Accountability

To ensure these commitments are upheld:

KPIs and Reporting: Track metrics such as veteran recruitment numbers, reservist support hours, and community engagement activities.

Annual Review: Conduct yearly assessments of our Covenant commitments and publish findings.

Continuous Improvement: Adapt policies based on feedback and evolving needs of the Armed Forces community.