



## **South Midlands Communications Limited**

**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:

**South Midlands Communications Limited**

Signed:

A handwritten signature in blue ink that reads 'Jill'.

Name: Jill Diamond

Position: CEO

Date: 30 July 2026



## **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, **South Midlands Communications Limited**, 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 recognise the contribution that Service personnel, reservists, veterans, the cadet movement and military families make to our organisation, our community and to the country. We will seek to uphold the principles of the Armed Forces Covenant by:

### 2.1.1 Promoting the Armed Forces;

### 2.1.2 Providing employment support to members of the Armed Forces Community;

- Support Reservists by offering them additional days of 14 days paid annual leave in order to carry out their duties.
- Offer work placements, insight days, mentoring schemes and/or guaranteed interview schemes to Veterans seeking employment.
- Support the employment of Service spouses, partners and dependants, for example by: signing up to [Forces Families Jobs](#); offering short-notice leave to those whose partners are sent on deployment; and working with the tri-Service Families Federations.
- Offer additional 14 days paid annual leave to Cadet Force Adult Volunteers to help them carry out their training requirement.
- Offer insight days to older Cadets looking for apprenticeships and further education opportunities.
- Engage with the [Career Transition Partnership](#).
- Work with relevant charities and the Career Transition Partnership to offer work opportunities to the Wounded, Injured and Sick.
- Consider ways in which remote-working solutions might benefit the mobile Armed Forces Community, especially partners and spouses.

### 2.1.3 Communications, engagement, and outreach;

- Promote the Armed Forces Covenant, the [Defence Employer Recognition Scheme](#) and your support for the Armed Forces Community to your staff, customers/service users, supply chains and the wider public.
- Support or promote Armed Forces events, such as Armed Forces Day/Week, Reserves Day, the Poppy Appeal and Remembrance activities.
- Use the Covenant and Employer Recognition Scheme logos in your communications and marketing.
- Create a dedicated Armed Forces page on your website.
- Establish an internal Armed Forces Network within your organisation, to enable staff members with an Armed Forces connection to meet and support one another and provide feedback to you as an organisation.
- Appoint an Armed Forces Champion within your organisation to act as a focal point for organising and promoting support for the Armed Forces Community.
- Engage with and support local Armed Forces charities, for example by supporting their fundraising activities.
- Signpost members of the Armed Forces Community to available support, for example from [Cobseo](#), the [Veterans' Gateway](#) or statutory services in your area.
- Run, facilitate or promote support networks, such as coffee mornings, for veterans and other members of the Armed Forces Community.
- Engage with any local Armed Forces presence – for example, local Army units, reservist units, RAF stations and/or naval bases.
- Develop relationships and work collaboratively with other organisations supporting the Covenant and the Armed Forces Community in your locality/region.

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 Armed Forces Community and our customers on how we are doing.