



New Dawn Care Agency Limited

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:
Ministry of Defence

Signed on behalf of:
New Dawn Care Agency Limited

Position: SO1 Engagement, Head Quarters
West Midlands

Position: Chief Executive

Date: 22nd February 2022

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**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 Covenant

1.1 We **New Dawn Care Agency Limited** 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 **New Dawn Care Agency Limited** 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:

- Promoting the fact that we are an Armed Forces-friendly organisation, to our staff, service users and their families; and on our website;
- Educating our staff on the support networks/health services that are available to veterans;
- Adding a note that a service user or their spouse/partner served in the Armed forces, to our Care Plans; so that we can signpost additional support, where appropriate;
- Supporting the employment of veterans, of any age, by advertising vacancies with the Career Transition Partnership (CTP) for Service Leavers; always offering a 'Taster shift' to 'try before they apply' followed by an interview, if they wish;
- Supporting the employment of Service spouses/partners and dependants; by advertising vacancies on the Forces Families Jobs website; always offering a 'Taster shift' to 'try before they apply' followed by an interview, if they wish;
- Endeavouring to provide flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;
- Seeking to support our employees who choose to be members of the Reserve Forces; including where possible, accommodating their Reserve Forces training; and any mobilisations or deployment;
- Endeavouring to support staff who are volunteer leaders in Military Cadet Organisations, including where possible, granting additional leave to attend annual training camps and courses;
- Aiming to actively participate in Armed Forces Day and other significant dates in the Armed Forces calendar.

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 Service community and our customers on how we are doing.