



Organisation Name

The Pink Link Ltd

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:

The Pink Link Ltd

Signed:

A handwritten signature in blue ink, appearing to read "Paul Ince". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Name:

Paul Ince

Position:

Managing Director

Date:

10th August 2023

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, The Pink Link Ltd, 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:

- **Promoting the Armed Forces:**
 - Develop and work collectively with other Palletways depots supporting the Covenant
 - Engage with the Defence Employer Recognition Scheme
 - Use the Covenant and Employer Recognition scheme logos in our communication and marketing
- **Employment support to members of the Armed Forces Community:**
 - Supporting Reservists by offering additional annual leave to fulfil their duties.
 - Offering work placements, insight days to veterans seeking employment.
 - Supporting the employment of Armed Forces spouses
- **Communications, engagement and outreach:**
 - Supporting Armed Forces recruitment events – with our network partners, Palletways
 - Create a dedicated Armed Forces page on our website

2.2 We will publicise these commitments through 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.