



MEADOWVALE FUNERAL SERVICES 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: Meadowvale Funeral Services Ltd

A handwritten signature in red ink, consisting of several overlapping loops and a vertical stroke, positioned above the printed name.

Signed:

Name: Andrew Jones

Position: Managing Director

Date: 27/2/2026



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, **Organisation Name**, 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

Employment

- We will support **Reservists** by offering them additional days of annual leave (unpaid) in order to carry out their duties.
- We will offer work placements and a guaranteed interview to **Veterans and their families who are** seeking employment (subject to a DBS check in some cases)
- Support the employment of Service **spouses, partners and dependants** by: signing up to [Forces Families Jobs](#); offering short-notice leave to those whose partners are sent on deployment.
- We will offer additional (unpaid) 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**.

Communications, engagement and outreach

- We will promote the Armed Forces Covenant at all opportunities
- We have signed up for the [Defence Employer Recognition Scheme](#)
- We will 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 our communications and marketing.
- We have appointed an **Armed Forces Champion** Andrew . He will act as a focal point for organising and promoting support for the Armed Forces Community.
- Our Champion will engage with and support **local Armed Forces charities** at least once a year.
- **Signpost** members of the Armed Forces Community to available support and statutory services in our area.
- Run, facilitate or promote **support networks** (such as coffee mornings, breakfast clubs) 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 our locality/region.

Commercial

- Offer and/or promote **commercial discounts** for members of the Armed Forces Community via the [Defence Discount Service](#).
- This discount is 10% off Funeral Directors fees for armed forces and their families when arranging a funeral with us.
- Ensure the Armed Forces Community has **fair access** to our services and is not put at a disadvantage by their service, for example as a result of their high mobility.
- We will provide a free online memorial and personalised plaque courtesy of 4Evercherished Ltd.

Health and healthcare

- We will take part in and/or promote **awareness-raising schemes**, such as veteran-friendly [accreditation for GP practices](#) and the [Veterans Covenant Healthcare Alliance](#).
- Ensure available **dedicated healthcare services** for members of the Armed Forces Community, such as [Op COURAGE](#) in England, are signposted and promoted.
- We will signpost members of the Armed Forces Community and their family to bereavement support and/or mental health support if required.

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:**
- **Employment support to members of the Armed Forces Community:**
- **Communications, engagement and outreach:**
- **Commercial:**
- **Health**
- **Providing an online memorial so that their legacy lives on**

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.