



Rowland Brothers Funeral Directors

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 Reservist, Veterans and Military Families
contribute to our Business and our Country

Signed on behalf of, on this day

20th June 2016

Rowland Brothers Funeral Directors

Signed: 

Signed: 

Name: Anthony B. A. Rowland

Name: Stephen N. A. Rowland

Position: Chairman

Position: Managing Director

In the Presence of:



Cllr Wayne Trakas-Lawlor
Worshipful Mayor of Croydon



Colonel I. W. B McRobbie OBE TD DL
Deputy Lord Lieutenant of Croydon

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 **Rowland Brothers Funeral Directors** 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 **Rowland Brothers Funeral Directors** 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;*
- *seeking to support the employment of veterans young and old;*
- *striving to support the employment of Service spouses and partners;*
- *offering support to our local cadet units, either in our local community or in local schools, where possible;*
- *aiming to actively participate in Armed Forces Day;*
- *offering Special Packages and/or Services to members of the Armed Forces Community;*
- *guaranteeing an interview to members of the Armed Forces Community that meet job specification of advertised vacancies*
- *appointing a designated Military Liaison point of contact.*

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.