



Vetpreneurs Circle

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:

Vetpreneurs Circle

Signed: *Michael Betteridge*

Name: Michael Betteridge

Position: Co-Founder

Date: 11th November 2025



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, **Vetrepreneurs Circle**, 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: We Promote our work, activities and events through our own digital and social media channels as well as working with the press and affiliate partners who are also supporters of the armed forces community

Publishing our Covenant pledges on a every page on our website and at our events

We promote the fact that we are veterans and have set up as an Armed Forces friendly organisation, to our staff, contractors, customers, suppliers and wider public.

Employment support to members of the Armed Forces Community: Our business is helping with transition and business growth for veterans and families of any member of the armed forces family.

Communications, engagement and outreach: We communicate weekly with our members and, have weekly calls/clinic set up and widely promote how we help and support the Armed Forces Family. Our outreach is national with in person workshops and gatherings to bring the Armed Forces Family together

Commercial: We have established an exclusive rewards platform for our members to have access to on a national basis with over 100,000 offers to discounted services and products.

Armed Forces Charities: We support, promote and engage with Armed Forces Charities such as Help for Heroes Royal Marines Association - the Royal Marines Charity, The Parachute Regiment and Airborne Forces Charity, Support our Paras and The Not Forgotten Association.

Service Spouses & Partners: We provide specific business courses for military spouses/partners.

Guaranteeing interviews for military spouses and partners who meet the essential criteria in the job specifications

Reserves: Supporting our employees who are already members of the Reserve Force.

Granting 2 weeks additional paid leave to our Reservist employees to support annual training and courses.

Guaranteeing interviews with Reservists who meet the essential criteria in the job specifications.

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.