



Priority Pixels

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:

Priority Pixels

Signed: 

Name: Paul Clapp

Position: Director

Date: 10th January 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 **Priority Pixels** 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 Priority Pixels recognise the value serving personnel, reservists, veterans and military families bring to our business and to our country. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **Promoting the Armed Forces:**

Promoting our work, activities and events through our own digital and social media channels as well as working with the press

Publishing our Covenant pledges on a dedicated Covenant section/page on our website

Promoting the fact that we are an Armed Forces friendly organisation, to our staff, contractors, customers, suppliers and wider public

- **Veterans:**

Working with and advertising vacancies through Career Transition Partnership (CTP), as well as advertising widely in the Armed Forces community, to ensure employment opportunities are made available to veterans

Welcoming Applications from and guaranteeing interviews with, veterans who meet the criteria in the job specification

Recognising military skills and qualifications in our recruitment and selection process

- **Service Spouses & Partners:**

Supporting the employment of Service spouses and partners by welcoming applications from spouses/partners who meet the criteria in the job specifications

Partnering with and advertising vacancies on Forces Families Jobs and Recruit for Spouses, as well as advertising widely within the Armed Forces community

Endeavouring to offer a degree of flexibility in granting leave for services spouses and partners before, during and after a partner's deployment

- **Reserves:**

Supporting our employees who are already members of the Reserve Force

Staff are actively encouraged to become Reservists

Supporting any mobilisations and deployment

- **Cadet Organisations:**

Supporting our employees who are volunteer leaders in military cadet organisations

Actively encouraging members of staff to become volunteer leaders in cadet organisations

Recognising the benefits of employing cadets/ex-cadets within the workforce

- **National Events:**

Supporting Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities

- **Armed Forces Charities:**

Supporting Armed Forces charities with fundraising and supporting staff who volunteer to assist

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.