



British Beer and Pub Association

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:

British Beer and Pub Association

Signed: 

Name: Emma McClarkin OBE

Position: CEO

Date: 28.10.25



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, **British Beer and Pub Association (BBPA)**, 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

- As an employer, BBPA will promote that we are an Armed Forces-friendly and inclusive organisation to our staff, members, and wider public.
- We will demonstrate our commitment to the Armed Forces by partaking in the Employers Recognition Scheme (ERS) Awards.
- As a trade organisation, we will encourage our members to join the Armed Forces Covenant, whereby they develop their own bespoke pledges that are tailored to their business.
- We will review the work we have done to support the Armed Forces community at BBPA's quarterly Board meetings.

Employment support to members of the Armed Forces Community:

- **Veterans:** We will support the employment of veterans by recognising military skills and qualifications in our recruitment and selection process.
- **Reserves:** Where possible, we will grant holiday leave in line with our Holiday Leave policy to support employees who are members of the Reserve Forces who are on deployment, mobilisation or training.
- **Cadets:** Where possible, we will grant holiday leave in line with our Holiday Leave policy to support employees who must attend training camps and courses with their cadet organisation.
- **Service spouses/partners:** We will support the employment of service spouses/partners by offering flexible hybrid work, where possible, which will be useful for those relocating. Where possible, we will grant leave in line with our Holiday Leave policy to a spouse/partner for the period before, during and/or after their spouse/partner is deployed.

Communications, engagement and outreach

- We will use our social media platforms and member correspondence to demonstrate the work we have been doing to support the Armed Forces community, and we will encourage members to do the same.
- We will work with our members to develop their own pledges for the Armed Forces Covenant.
- We will discuss with members how the Armed Forces community can provide sought-after skills to the pubs and brewing sector.
- We will include AFC and ERS logos on the company website and in company literature to show we are an Armed Forces inclusive organisation.

National Events

- We will support the Poppy Appeal Day and Remembrance activities.
- We will play an active role in increasing awareness of Armed Forces Day and Reserves Day through internal and external communication.

Promoting diversity, inclusion and equality

- We will promote diversity, inclusion and equality among our staff and in our role as a leading trade association for our sector.
- We will ensure the BBPA's mental health first aider is equipped with up-to-date training.
- We will support candidates by giving reasonable adjustments where applicable in application processes.
- As a Disability Confident employer, we will provide employees with accessibility and support where required.

2.2 We will publicise these commitments through our literature and on our website, setting out how we will seek to honour them and inviting feedback from the Armed Forces Community and our members on how we are doing.