



Hamilton's Barbershop & Academy

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) and Veterans contribute to our business and our country.

Signed on behalf of:

Hamilton's Barbershop & Academy

Signed: 

Name: Liam Hamilton

Position: Owner & Educator

Date: 21 August 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, Hamilton's Barbershop & Academy, 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 We recognise the value that serving personnel, reservists and veterans bring to our business and to our country. We will seek to uphold the principles of the Armed Forces Covenant by:

- **Commercial Discounts:** We will offer a 10% discount on our goods and services exclusively to serving personnel and veterans. This offer is strictly for the individual service member and does not extend to family members or dependents.
- **Strict Identification:** To ensure fairness, this discount will be granted solely upon the personal presentation of a valid MOD Form 90 (Service ID Card) or an official HM Armed Forces Veteran Card. No other forms of proof or family companion cards will be accepted.
- **Public Awareness:** We will display the Armed Forces Covenant logo on our website and at our point of sale to clearly signal our military-friendly status and outline these specific eligibility terms.

2.2 We will publicise these commitments on our website and at our point of sale, clearly setting out the eligibility terms for our Armed Forces discount.