



Co-operative Councils

Innovation Network

SOCIAL OUTCOMES



Telford & Wrekin Council

Telford & Wrekin Armed Forces Covenant

The Armed Forces Covenant is a promise that those who Serve, or have Served, in the Armed Forces, along with their families, should be treated fairly and face no disadvantage when accessing public and commercial services.

Telford & Wrekin Council signed the Armed Forces Covenant in 2012 and has developed a strong infrastructure including an outward facing Strategic Armed Forces Covenant Partnership Board, two elected members including a dedicated Armed Forces Champion and a Cabinet member with responsibility for the Armed Forces Covenant and an Armed Forces Covenant Co-ordinator.

In July 2023, the Council approved a proposal to treat Armed Forces Service in the same way as the Equality Act 2010 protected characteristics as part of our obligation to reduce, limit and remove disadvantage to our Armed Forces community.

Our ever-expanding Armed Forces Outreach provision is designed to provide help and support to all our Serving Personnel, veterans and their families and we work closely, and in partnership with both Service and non-Service charities. One of most recent, and significant successes, has been the launch of Veterans Cafes (delivered by Telford Mind) which provide an opportunity to offer an early intervention service to those who are experiencing poor emotional wellbeing and mental health. These Cafes are positively changing the lives of veterans and family members and attendance numbers continue to grow month on month.

“[The Cafes are a] Really good way of meeting new friends, also for those who are lonely. Mind do a really good job and the meetings are helpful to those who need help and can put them in the contact with other associations who can assist. Especially with the Royal British Legion and others within the military community (Veterans). A really friendly team and we always look forward to the meetings” - a testimonial from a local Veteran.

There remains a reluctance from our Armed Forces community to ask for help which means that we are constantly seeking ways to broaden our outreach activities through partnership working. Current activities include: a Veterans’ Football Group and two Tab & Talk sessions each week (delivered by Allsports Coaches Coaching Academy) and a Models for Heroes Group.

In 2020, the Council received the Defence Employer Recognition Scheme Gold Award as an exemplar employer. Moving forward, we will build further opportunities to reach our Armed Forces community in different ways including recruiting veteran volunteers passionate about supporting other veterans, and family members, who may require company and support especially in our residential homes.

In 2023, we supported Great Dawley Town Council in launching the UK’s first Armed Forces Friendly High Street with all the High Street shops signed up to support their local Armed Forces community. This initiative is now being rolled out across the borough.

For further information contact:

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