

Need

The nature of Service life can mean that Army personnel and their families feel they have limited choice or control while accessing the services and advice they need. AFF will drive positive change and enable informed decisions for all Army personnel and their families.

Vision

All Army personnel and their families are valued and able to live well.

Purpose

To be a strong independent voice for Army families, and a trusted source of advice and guidance.

We will achieve that by:

1. Providing appropriate, accurate, timely and credible guidance and advice to Army personnel and their families.
2. Gathering evidence – from enquiries, surveys and engagement – to drive positive change to policies, processes and decision making.
3. Representing the serving Army family (Service personnel and their families) to Parliament, government, the Ministry of Defence and the Army, and wider public and private sector service providers, and providing constructive challenge on people and Armed Forces Covenant issues.
4. Raising the awareness of all stakeholders on the complexities and challenges facing the Army family.
5. Ensuring our strategy supports the operational effectiveness of the Army and the wider Armed Forces. As a Grant in Aid recipient, we have a duty to ensure that our services are delivered in support of the Army and in the most effective and efficient way.
6. Ensuring all Army personnel and their families are able to live well throughout Army life.