

### The Armed Forces Corporate Covenant

### Virgin Media

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 Virgin Media

Signed:

Name:

Tom MOCKRIDGE

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Position Held: CHIEF EXECUTIVE OFFICER



### **The Armed Forces Covenant**

#### **An Enduring Covenant Between**

# The People of the United Kingdom Her 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 Corporate Covenant**

- 1.1 We Virgin Media 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 Virgin Media recognises the value serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

#### Promoting the fact that we are an armed forces-friendly organisation

- To actively participate in Armed Forces Day through company awareness campaigns and activities
- To build an armed forces section within our Social Media Collaboration (Tap) community to raise awareness and share experiences
- To support local armed forces events, for example, help the heroes
- Have created a new process that will allow forces personnel to 'freeze' their Virgin Media contracts (as customers) whilst on active duty for up to 8 months at a time.

#### Seeking to support the employment of veterans young and old;

- As an equal opportunities employer, we will always consider offering an interview to veterans, young and old, if they meet the selection criteria laid out in a job advert
- Recognise the relevant military skills and qualifications when interviewing for new positions
- Hold company career awareness events specifically for those leaving the Armed Forces, as a way to raise awareness of the opportunities for employment in Virgin Media

#### Striving to support the employment of Service spouses and partners;

- Ensure our recruitment campaigns cover the Armed Forces community, such as advertising through 'Service-friendly' recruitment agencies
- Always consider offering an interview to spouses/partners if they meet the selection criteria laid out in a job advert. This would not constitute the guarantee of a job, but rather the offer of an opportunity to prove themselves in an interview.
- Committing to attempt to find alternative employment within the business in another location, if they need to move to accompany their partner.

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

- Raise awareness with our line manager community through our training programmes to ensure this is understood for requests for holidays before, during or after a partner's overseas deployment, when the Service person has leave to spend time with their family.
- Allow special paid leave as part of our Time Away from Work Policy for employees who are bereaved or whose loved ones are injured

## Seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible;

- Encourage participation in Uniform to Work Day across the company
- Accommodate training commitments wherever possible in line with our Flexible Working Policy and Time Away from Work Policy
- Accommodate mobilisation if they are required to deploy

## Offering support to our local cadet units, either in our local community or in local schools, where possible;

• We will promote offering support through our formal volunteering initiatives (each permanent member of staff is entitled to one day paid leave for volunteering)

#### Offering a discount to members of the Armed Forces Community;

- We offer Virgin Media discounted rates to employees of VM who in turn have access to a 'mates rates' deal.
- 2.2 We will publicise these commitments through our literature and on our website, which will set out how we will seek to honour our commitments