



## My Live Group

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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:

**My Live Group**

Signed: *C. D. James*

Name: *C. D. James*

Position: *Managing Director*

Date: *11th December 2016*

**MY LIVE GROUP**

# 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 Covenant

1.1 We My Live Group 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 My Live Group 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 – through our website, social media channels and print media, including our Group websites which will prominently contain information about our Commitment to the Covenant;*
- *shouting loud and clear how the Armed Forces Covenant works, and the message of our support to the Armed Forces Community!*
- *seeking to support the employment of veterans young and old and working with the Career Transition Partnership (CTP), to establish a tailored employment pathway for Service Leavers – as a new business we work as a network of sole traders, but when the times comes we will work alongside CTP in the first instance;*
- *striving to support the employment of Service spouses and partners – where we can we use freelancers and therefore will be able to offer flexibility for anyone to top up their earnings whilst gaining experience and a cash income;*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment – if this were to arise, we will be proud and fly the flag for Britain giving our colleagues the support they need;*

- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible – proud and British, all support needed will be given;*
- *offering support to our local cadet units, in our local community – we will provide print materials at cost price from our cheapest supplier and advertise the local units across our social media channels;*
- *aiming to actively participate in Armed Forces Day – with family in the forces, we already run periodic coffee mornings, and will do so for Armed Forces Day. Also, should anyone need print materials for an event connected to Armed Forces Day, this will once again be offered at cost price from our cheapest supplier.*
- *continuing to support current and new clients of the Armed Forces Community by any means we can, whether promoting their product or service, or general news around social media platforms to meet our mission statement - simply functional, affordable and beautiful.*
- *providing referrals between our clients, as a likeminded group of individuals, working together to establish easier routes to procure products & services at the best possible price.*
- *offering a discount to members of the Armed Forces Community – we will offer websites, ecommerce shops, selected print materials, and other associated services including as hosting **25% off our active list price** – evidence will need to be provided such as Military ID or Defence Privilege Card etc.*
- *donating £25 from every new website client to either*
  - ***Victor Mobility (victormobility.com)*** or
  - ***Help for Heroes (helpforheroes.org.uk)***

2.2 We will publicise these commitments through our printed literature, on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.