




Alive Network Ltd.

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:

Alive Network Ltd.

Signed:  _____

Name: Marc Hassall _____

Position: Partnerships & Business Development _____

Date: 6th June 2019 _____



Alive Network

The UK's largest live entertainment booking agency

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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. We **Alive Network Ltd.** 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 **Alive Network Ltd.** 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;*
Alive Network entertainment agency have an official partnership with SSAFA. We donate 10% of our fee on every booking we handle for the Military.
- *seeking to support the employment of veterans young and old and working with the Career Transition Partnership (CTP), in order to establish a tailored employment pathway for Service Leavers;*
- *striving to support the employment of Service spouses and partners;*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
The three points above would certainly be applicable if we had any spouses/partners with a Military partner..
- *aiming to actively participate in Armed Forces Day;*
As a company we have been involved in booking entertainment for Armed Forces day and are looking for ways we can help this year.
- *offering a discount to members of the Armed Forces Community;*
We offer a donation to SSAFA rather than a direct discount (which is difficult because we offer a human service rather than a 'product') We are looking to encourage our artists to also offer a SSAFA donation when booked for a Military event.
- *any additional commitments XYZ could make (based on local circumstances).*
We are actively looking for local/national opportunities to support fundraising for SSAFA. Also, we do have an employee who is a SSAFA volunteer/caseworker. We support her needs with leave etc. when required.

2.2 We will publicise these commitments through our literature and/or 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.