




## Disruptive Media Group Ltd

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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:  
**Disruptive Media Group Ltd**

Signed: \_\_\_\_\_

Position: Director\_\_\_\_\_

Date: 17/9/19\_\_\_\_\_

disruptive  
media 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, Disruptive Media 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 Disruptive Media 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;*
- *supporting the Career Transition Partnership (CTP) and its objectives to establish a tailored employment pathway for Service Leavers;*
- *endeavouring to increase visibility of business role models for service leavers through our event and content platforms; promoting the achievements of veterans in second careers;*
- *educating other employers on the transferable skills and values that servicemen and women gain in the military and the value they can provide to them and the wider UK economy; promoting a positive narrative of veterans as assets to British business;*
- *striving to support the employment of Service spouses and partners, and encouraging other employers to do the same, through our event and content platforms;*
- *bringing together top employers and key stakeholders from across the UK to advance dialogue and share best practice around the value of ex-forces employment schemes;*
- *Encouraging other employers to support the transition of servicemen and women into successful second careers by highlighting the synergies between military values and business success, and raising awareness of the pool of talented individuals who leave the Armed Forces each year;*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible;*
- *offering support to our local cadet units, either in our local community or in local schools, where possible;*
- *aiming to actively participate in Armed Forces Day;*
- *supporting military charities, which provide vital help and assistance to the Armed Forces community, through financial donations, fundraising and promoting their work through our platforms.*

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.