



The Athlete Media Group

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:

The Athlete Media Group

A photograph of a handwritten signature in blue ink. The signature appears to be "Mark Middleton" and is written over a light-colored background.

Signed: _____

Position: CEO & Founder _____

Date: 6th July 2020 _____



**The Athlete
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 **The Athlete 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 **The Athlete 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; website & social media announcement and regular posts to the same effect whenever the opportunity is there*
- *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; we will look to hire veterans old and new wherever we can*
- *striving to support the employment of Service spouses and partners; as above*
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment; absolutely agreed*
- *seeking to support our employees who choose to be members of the Reserve forces, including by accommodating their training and deployment where possible; absolutely agreed*
- *offering support to our local cadet units, either in our local community or in local schools, where possible; we support the Army Cadets UK and their ambassadors currently*
- *aiming to actively participate in Armed Forces Day; we make it an annual priority*
- *offering a discount to members of the Armed Forces Community; absolutely agreed – for any Armed Forces members involved in sport we will offer them a 50% reduction on our services*
- *any additional commitments The Athlete Media Group could make (based on local circumstances). we have worked with Walking With The Wounded on several occasions and always communicate with their experts / CEO where needed for advice*

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.