



## Helen Massy, Medical and Health Writer

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I, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. I recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to my business and our country.

Signed on behalf of:

**Helen Massy, Medical and Health Writer**

Signed: *H Massy* \_\_\_\_\_

Position: Founder \_\_\_\_\_

Date: 13<sup>th</sup> August 2020 \_\_\_\_\_

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**HELEN MASSY**  
MEDICAL & HEALTH WRITER

# 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 I, Helen Massy, Medical and Health Writer, will endeavour in my 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 Helen Massy, Medical and Health Writer recognises the value serving personnel, reservists, veterans and military families bring to our business. I will seek to uphold the principles of the Armed Forces Covenant, by:

- *promoting the fact that we are an armed forces-friendly organisation;* This will be done on my website, via social media, and through the provision of Career Pursuit – a career guide for the moving military family. Helen Massy.
- *striving to support the employment of Service spouses and partners;* This will be achieved through the provision of Career Pursuit – a career guide for the moving military family. Helen Massy.
- *endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;* - I currently do not have any employees but would be happy to offer this flexibility if my business expands in the future. Helen Massy.
- *aiming to actively participate in Armed Forces Day;* This will be done by being involved in local events and discussing/promoting Armed Forces Day on my social media pages. Helen Massy.
- *offering a discount to members of the Armed Forces Community;* I offer a 20% discount of my services to the Armed Forces Community. Helen Massy.

- I will continue to work with the armed forces, and the armed forces community, to support military spouses and veterans in their career journey. Helen Massy.

2.2 I will publicise these commitments through my literature and on my website, setting out how I will seek to honour them and inviting feedback from the Service community and my customers on how I am doing.