



## Eastbourne Motoring Centre 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:

**Eastbourne Motoring Centre Ltd.**

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

A handwritten signature in blue ink, appearing to read 'Mark Lambird', written over a horizontal line.

Name: Mark Lambird \_\_\_\_\_

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

Date: 16/10/2017 \_\_\_\_\_

# Eastbourne Motoring Centre Ltd

We're not number one, you are! In Eastbourne & Uckfield

# 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 **Eastbourne Motoring Centre 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 **Eastbourne Motoring Centre 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;*
- *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;*
- *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;*
- *offering a discount to members of the Armed Forces Community;*

*additional commitments from Eastbourne Motoring Centre Ltd*

Eastbourne Motoring Centre trading as EMC Forces Cars has been specialising in Tax Free BFG Cars and Tax Paid car sales for Military personnel since 1996 to H.M. Forces including the Regular Army, Territorial Army, Royal Navy & Marines, Royal Air Force and on the Personal Export Scheme. Whether stationed abroad or in the UK as part of the Military or attached to the British Forces United Kingdom (BFUK) or Foreign Visiting Forces they qualify under the Military Sales Programme, saving £1000's. We specialise in supplying tax free & tax paid forces cars direct to the British Forces United Kingdom (BFUK) and British Forces Germany (BFG) and also to personnel based in Cyprus, Italy, Holland, Belgium and the UK. We also supply Left Hand Drive Ford & Left Hand Drive Vauxhall (OPEL).

Our EMC tax paid & tax free discounts are the best in the business and we are the leading exporter of army cars into Germany & Cyprus, supplying BFG & BFC cars to our Armed Forces which are purchased tax free under the SOFA (Status of Forces Agreement).

We offer competitively priced finance options to all military personnel via our selection of specialist finance providers to ensure our forces customers always get the very best deal.

We actively promote the Help for Heroes charity and always have a number of collection boxes strategically placed around our sales & service centres, making regular donations.

We actively promote that we are an armed forces friendly organisation through our websites, social media and advertising campaigns, regularly appearing in Soldier magazine and displaying our offers in a number of barracks in the UK and Germany.

We employ a number of ex-military personnel within our organisation.

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.