



PLYOFIT ELITE FITNESS

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:

Plyofit Elite Fitness

Simon Baverstock. 10/07/20

Name: Simon Baverstock

Position: Director

Date: July 2020



The Armed Forces Covenant

1.1 We, Flyfit Elite Fitness, will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

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

2.1 Flyfit Elite Fitness is registered with the Academy of Sport and can deliver specialised qualifications in many areas of fitness and sport. We also offer bespoke training programmes to

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.

2.2 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, Plyofit Elite Fitness, 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 Plyofit Elite Fitness is registered with the Academy of Sport and can deliver specialised qualifications in many areas of fitness and sport. We also offer bespoke training programmes to improve performance, skill, game ability and physical fitness. These programmes meet individual fitness needs based on age, gender and fitness level. Due to our Armed Forces background, we recognise the value that serving personnel, reservists, veterans and military families bring to our organisation. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **Armed Forces Personnel & Veterans.** supporting serving Armed Forces personnel and veterans and where possible, including providing specific programmes for this community. Offering real value to the Armed Forces community through the support that we can offer through our programmes and training.
- **Promoting the Armed Forces.** promoting the fact that we are an Armed Forces-friendly organisation, to our volunteers, customers, suppliers, contractors and wider public. We will encourage any supply chain partners to embrace the Armed Forces Covenant, recognising that it is good for business;
- **Celebrating the Armed Forces:** aiming to actively participate in Armed Forces Day and other significant dates in the Armed Forces calendar; wherever possible.

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.