

KuKu



Connect

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:

KuKu Connect

Signed: S Goddard / Philip Brooks-Stephenson

Names: S.P. Goddard and P.E.P.A. Brooks-Stephenson, CL

Position: Co-Founders

Date: (Updated) 30 April, 2021



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, **Company Name**, 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

The following are suggested draft pledges; please delete, add or change any to suit your circumstances. Your Covenant may be reviewed and pledges changed at any time in the future to reflect changing circumstances.

2.1 We recognise the value serving personnel, reservists, veterans and military families bring to businesses and to the country. We will aim to uphold the principles of the Armed Forces Covenant, by seeking to:

- promote the fact that we are an **Armed Forces-friendly organisation**, to our staff, customers, suppliers, contractors and wider public; Please see our website: www.kukuconnect.co.uk
- **support the employment of veterans, recognising military skills and qualifications in our recruitment and selection process; advertising vacancies with the Career Transition Partnership for Service leavers and in addition will:**
 - The AF Champion is the key-contact for Veterans/Service-Leavers & will offer 1-1 support and mentoring/coaching; this commitment will also aid the AF-Champion in, informing KuKu-Connect about the service/impact of Veterans/Service-Leavers.
 - Actively work with CTP & other appropriate recruitment channels/events to support the employment of the wider AF-community inc: Veterans/Service-Leavers
 - The AF-Champion, beyond 1 AF-Community related employee/s would form an Armed-Forces-Network.
 - Will open the KuKu-Connect AF-Network up to its own client's/networks' organisations', primarily SMEs who might not have resources for their own AF-Networks; also enabling KuKu to promote wider groups of employees of other AF-Covenant organisations from within the KuKu-networks using our reach and digital platforms as a channel to promote UK-wide AF-business communities.
 - On employing staff, aim to employ people from the AF-Community, particularly as the wider skills-set, leadership qualities and experience brought to employers.
 - Offer Veterans/Service-Leavers the opportunity to gain experience of networking/training opportunities through KuKu services/monthly Connect-Reception networking-events to enable employment outcomes/opportunities.
- **support the employment of Service spouses and partners; advertising vacancies with the military Families Federations; providing flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment and will:**
 - at the point of employing staff and more than 1 AF-Community staff member will form an AF-Network.
 - The AF-Network will further act as a portal to extend employment and wider opportunities to the wider families of all AF-Community stakeholders, inc: active military serving personnel.
 - The AF-Network would also act as an information point for the families of AF/Community/serving military by cascading employment and other opportunities of KuKu client's/network's.
 - The KuKu-Connect AF-Champion and AF-Network would offer networking opportunities/training/experience through the KuKu-Connect service and monthly Connect-

Reception events, which would also open up external employment and business opportunities for members of the AF-Community inc: family of ex/serving military; this benefit would also increase employability skills and give impactful CV content.

- The AF-Champion will act as the key point of contact and offer 1-1 support to any employees who are the family of serving military.
- Will offer additional paid leave and flexible working, upon request to employees who are the family of serving military/Veterans/Service-Leavers/Reservists/CFAVs in order for family to participate in AF-community annual days/events/ceremonials, also acting as internal ambassadors for KuKu Connect and its Covenant support and to support/ensure a healthy work-personal life/family balance.
- **support staff who are members of the Reserve Forces; granting additional leave for annual Reserve Forces training; supporting any mobilisations; actively encouraging membership of the Reserve Forces and Should we employ Reservists we will:**
 - Offer an additional, minimum 5 days paid leave to Reservists and additional flexible working arrangements for additional training/ceremonial to support/ensure a healthy work-personal life/family-Reservist balance.
 - Offer additional paid leave to Reservists, to fully participate in AF-community annual days/events/ceremonials, also acting as internal ambassadors for KuKu Connect and its Covenant support.
 - Give 1-1 support and through a AF-Network for Reservists and Reserve Units at times of mobilisation/demobilisation.
 - AF-Champion will also act as the key support contact for Reservists & will offer 1-1 support/mentoring and as a way to inform the organisation about the service/impact of Reservists.
- **support staff who are volunteer leaders in military cadet organisations, granting additional leave to attend annual training camps and courses; actively encouraging membership of cadet organisations; supporting local cadet units and should we employ CFAVs we will:**
 - Offer an additional, minimum 5 days paid leave to CFAVs and additional flexible working arrangements for additional training/ceremonial to support/ensure a healthy work-personal life/family-CFAVs balance.
 - Offer additional paid leave to CFAVs to fully participate in AF-community annual days/events/ceremonials, also acting as internal ambassadors for KuKu Connect and its Covenant support and through networking opportunities/events.
 - AF-Champion will actively promote the activity & AF work of the company and any CFAVs internally/externally
 - The AF-Champion actively engages regularly with the EMRFCA & REED to learn and share organisation-wide information/materials and would further promote the work of the EMCAs and volunteering opportunities to any non-CFAVs employees and our internal work/commitments.
 - AF-Champion would also act as the key support contact for CFAVs & will offer 1-1 support/mentoring and as a way to inform the organisation about the service/impact of CFAVs.
- support **national events** such as Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities;
- support **Armed Forces charities** with fundraising and supporting staff and students who volunteer to assist; focusing our support to the Army Benevolent Fund, the Soldier's Charity

2.2 We will publicise these commitments through our literature, on staff notices, and on our website, setting out how we will seek to honour them and inviting feedback from the Service community, our staff and our customers on how we are doing.

- Will demonstrate KuKu internal commitments in job descriptions and HR-policy and actively promote opportunities within the AF-community/wider AF-business network/recruitment partners, further promoting publicly through our website our Covenant and level of commitments, as described above; we also display the AF-Covenant Logo on our website with a message of: “We’re proud to support Her Majesty’s Armed Forces at Home and abroad by supporting the Armed Forces Covenant.”
- Appointed KuKu-Connect-Co-Founder-Philip Brooks-Stephenson, CL as AF-Champion for the Covenant and any AF-Network, placing ownership/commitment at Director level for consistency and dissemination organisation-wide. The AF-Champion will promote & cascade KuKu policy approach within the KuKu network/community.
- AF-Champion proactively promote our AF work and any Reservists internally/externally
- AF-Champion actively engages with the EMRFCA & REED to learn/share organisation-wide, information/materials to further promote the Covenant and AF-community and KuKu internal work/commitments.
 - “KuKu-Connect has long been a committed supporter of the Armed Forces community and is unique across the East Midlands and as far as I am aware across the UK in their respective sector in terms of their support and engagement with the Armed Forces community; not only as a Covenant holder and the wider Armed Forces community and annual events out to audiences of thousands. KuKu have actively engaged and supported Ex-Forces business-people through their network, such as myself and others, going above and beyond for ex-service personnel who move into enterprise/self employment, introducing business connections/clients to those they support, which has massive impact as KuKu’s online audiences are some 100k+. More recently their work through the pandemic has not stopped KuKu from providing both supportive and innovative services, despite the limitations upon businesses and KuKu-Connect’s own income. Their online videos and features of the Poppy Appeal in 2020 impacted nationally and they have been recognised at Cabinet-Office level and in the wider business community, with a number of highly prestigious business awards, of which the Armed-Forces community have been a beneficiary of KuKu Connect’s outstanding proactive support, innovation, care and heartfelt commitment.”

Chris Windley, RN, W.E.O. (Retd) - Chief Executive, Cyber Security Valley UK