



Ministry
of Defence

Seminar 2: Supporting the Armed Forces Community through Internal Communications

Facilitator: Fleur Thomas, Director Engagement, Defence Relationship
Management

Speakers: Edmund King OBE, President, The AA
Tim Bridgman, HR Director, Babcock
Andy Brown, UK Resource Management Team Leader, PwC

Edmund King OBE

AA President



PROUDLY
SUPPORTING
THOSE WHO
SERVE.

“The Armed Forces Covenant is a promise from the nation that those who serve or have served in the armed forces, and their families, are treated fairly.”



Background:

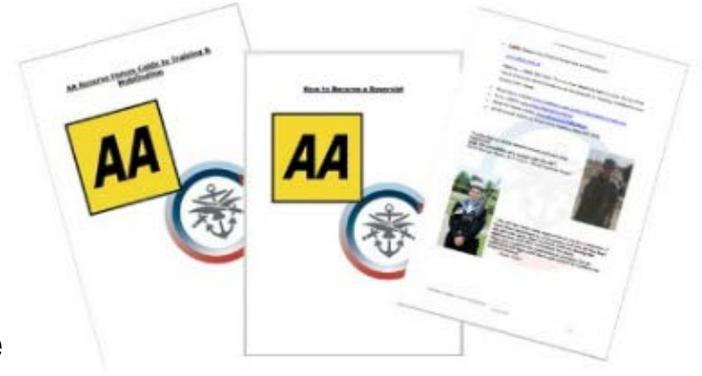
- Poppy Factory
- Recruitment Drive with the REME
- Contributed to the Futures Reserves 2020 White Paper
- One of the first Companies to sign up to the Covenant
- Silver Award Employer Recognition 2014
- Placed over 250 Military personnel into fulltime jobs within the AA
- Sit on Defence Personnel Special Advisory Group (DPSAG)
- Gold Award Employer Recognition 2015



Direct Communication

Internal:

- We work with DRM to generate regular updates for our employees. We share these through our internal channels: email, intranet site, HR website and internal magazine, Drive
- We invite local military units into our premises to talk to our employees
- We encourage employees to participate in our Armed Forces Week celebrations
- We create bespoke booklets for our employees to help them better understand the Reserve message, our stance on it, and the process and policies we've put into place to accommodate those who wish to volunteer



The AA: out on patrol with army reservists

The AA visits Reservists on patrol in the Dorset buffer zone to see how we work with the MOD.

AA's reserve army of volunteers is a key part of our service, and we're proud to support them in their role. The AA is a not-for-profit organisation and we're committed to supporting our volunteers in their role.

For more information, visit www.aa.com.uk

The AA Reservists

The AA is a not-for-profit organisation and we're committed to supporting our volunteers in their role. The AA is a not-for-profit organisation and we're committed to supporting our volunteers in their role.

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Direct Communication

External:

- We communicate our support for the Armed Forces community to our customers through our website, the AA magazine, email, press and industry publications
- We offer our Armed Forces customers a discount which we advertise through the media
- We advertise our vacancies to Service Leavers through The Career Transition Partnership
- We advocate support for the Armed Forces community to other businesses e.g. by speaking at conferences, contributing to MoD press releases, via social media campaigns and by featuring in the official Reserves Day video



Here's another benefit of working for the Armed Forces

SAVE AS MUCH AS 34%* ONLINE PRICES WITH 70% OFF AT RETAIL!

AA logo

Reasons to join the AA affinity scheme:

- You receive 34% off your AA membership
- You receive 70% off your AA breakdown cover
- You receive 70% off your AA breakdown cover

To join, call 0800 048 0075 quoting reference 16699

Breakdown Cover

AA Your 4th Emergency Service

The AA Magazine DAY IN THE LIFE

DAY IN THE LIFE

With full support from the AA, Kevin combines his work with life as a Reservist

AA IN THE NEWS

How do your two jobs compare?

By contrast, what's a stressful day at the AA?

What made you decide to join the Navy Reserves?

What extra skills have you learnt along the way?

How does your family feel about your double life?

The AA has an Employee Recognition Award for its work with the Military Reserves, and in support of the wider Armed Forces community. It was among the first to be awarded a major award when the Government's corporate commitment was launched in 2012. The award was given to the AA by the Ministry of Defence, the AA's partner in the AA's commitment to the Armed Forces community.

AA ARMED FORCES COVENANT

Armed forces corporate covenant

AA reaffirms commitment to the armed forces community

Breakdown extras

The AA and the military

Armed forces corporate covenant

Indirect Communication

- We review and refresh our Armed Forces Covenant annually
- Armed Forces Week - military units invited to all AA offices
- Joined 2 Mercian's tour in Cyprus
- Leadership Training at Sandhurst Military Academy
- Open days for service leavers
- Red Devils Fund Raising Jump



Air Chief Marshal, Sir Stuart Peach, said:

"The new pledges made by the AA today demonstrate their advanced support for Service personnel, veterans and their families. The AA has set a precedent in the way they have embraced Armed Forces Week celebrations – inviting local military regiments into all of their offices throughout the week and starting the week with this symbolic re-emphasis."



Next 6 months...

- Armed Forces Week, currently looking for Units to pair with
- Leadership Training at Sandhurst Military Academy
- Open days for service leavers, including work experience “Buddy Days”
- “View from the Front” On Patrol CD for all employees
- Fast track recruitment for service leavers, “Follow the Poppy..” 
- Look at further opportunities in technical and driver training which may include Leadership skills
- Evaluate our pledge in Q3 to ensure still current for both the AA and our Armed Forces role



Thank You



The Magazine DAY IN THE LIFE COMPETITION



DAY IN THE LIFE

With full support from the AA, Karen Grant combines her work with life as a Naval Reservist

By Julie Sinclair [Follow](#)

How do your two jobs compare?

I'm a Service Quality Consultant for the AA, so basically I co-ordinate the whole breakdown experience. It's mainly for the Prestige Centres, so Jaguar, Land Rover, Porsche and McLaren. My other job is in the Navy Reserves, in Logistics. I support the Navy's fleet while they are on exercise or deployment, dealing with the movement of personnel, their mail and cargo. The AA is my bread and butter job, and the Navy Reserves is my part-time, fun.

AA IN THE NEWS

Here are some of the things the AA has been involved with over the last three months...





Internal Communications & Journey to Gold

Tim Bridgman, HR Director, Babcock Defence & Security

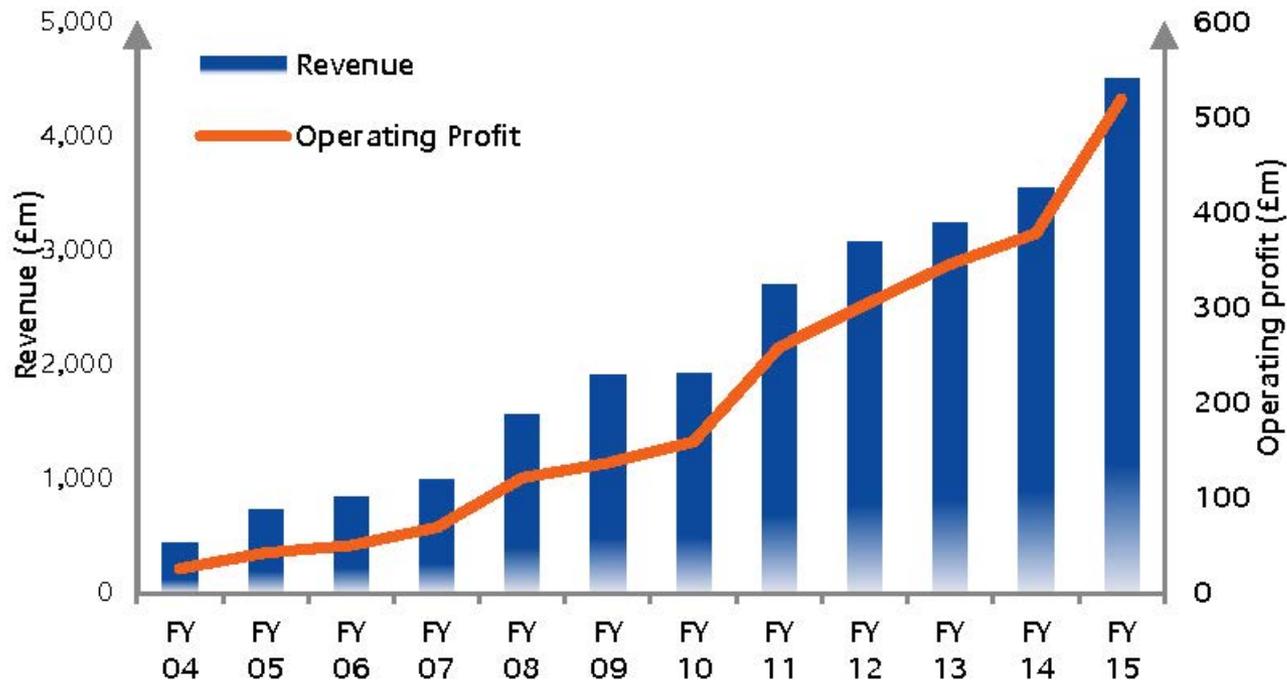
Babcock International Group



Babcock International Group



Revenue and operating profit*



FY14/15 revenue
over
£4.5 billion

Order book
circa
£20 billion

FY14/15 operating
profit over
£500 million

34,000
employees



Importance of Defence

2nd largest supplier to MOD



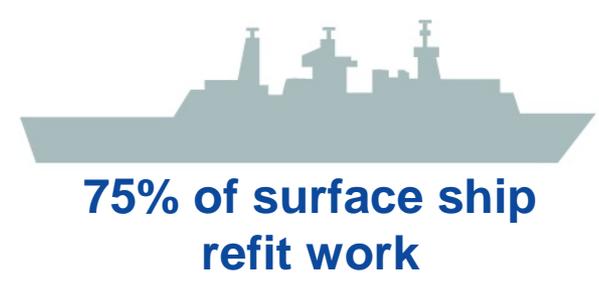
Around 50% of the Group's revenue stems from MOD business

Maintenance of Army Green fleet

Manage 2 of the RN's 3 naval bases



Whole-ship assembly of the 2 Queen Elizabeth Class aircraft carriers



UK MOD's largest fleet manager

Reserves Policy 2012



From “Line, managers discretion” to



Trust, Confidence, Guidance

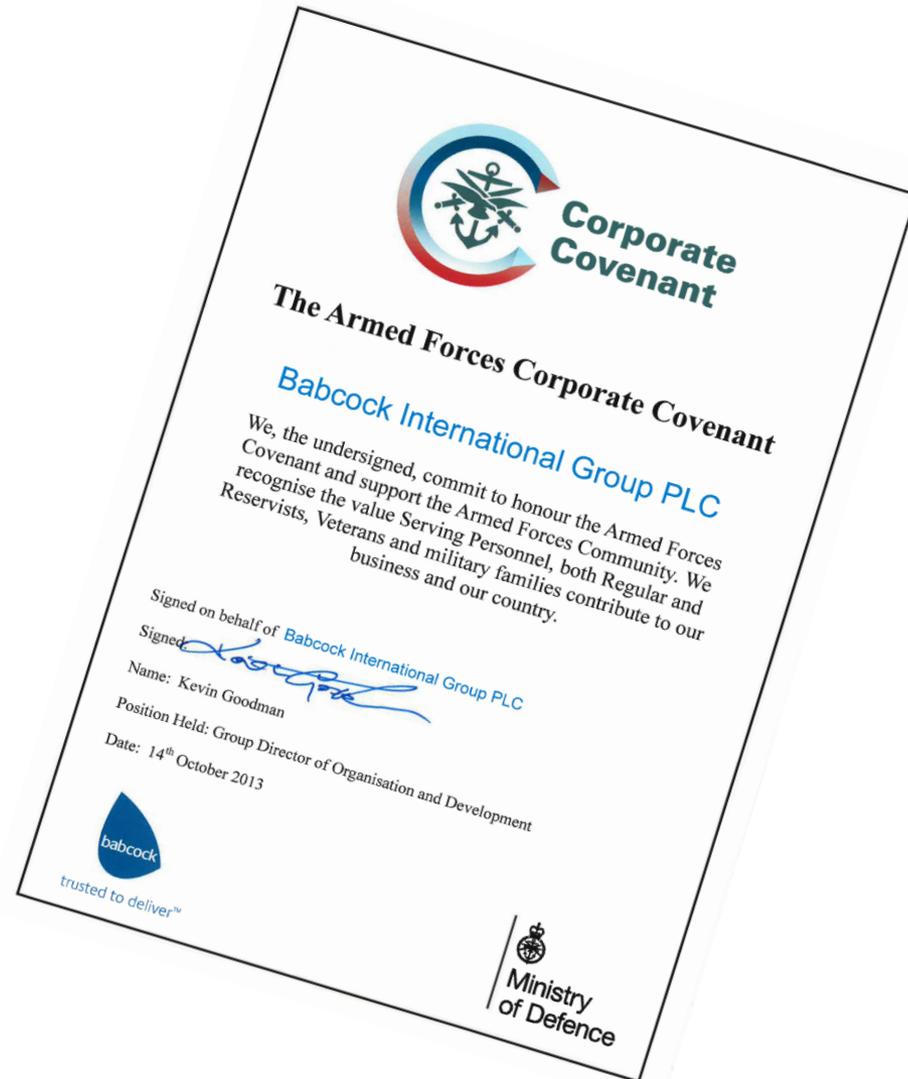
Corporate Covenant – October 13



Minimal commitment
or “full fat”?

“We are doing this, not
because of what’s in it
for us, but because it is
the right thing to do”

**Group Steering
Committee
Established**



Keeping honest



trusted to deliver™



Date Q1 FY16 June 2015

Division /Company	FTE Employees (AR & A 2015)	Volunteer Reserves	Regular Reserves	Sponsored Reserves	Total Reserves
D&S	7,942	52	24	-	76 (0.96%)
M&T	10,841	23	8	-	31 (0.29%)
SSD	10,993	10	-	-	10 (0.09%)
MCS	5,110	-	-	-	-
BIG plc.	29,776 (Ex MCS)	85	32	-	117 (0.39%)

Corporate Commitment	Committed Actions	Quarterly Group RAGG Rating	Date or Metric	Quarterly Tracker (RAGG)				Comments
				Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	
Group Reservist Policy	Implemented	Oct 2014	SaBRE Gold Standard (update May 2014)					Group Policy developed from D&S Policy (Nov 2012)
Demonstrating our Commitment to the Corporate Covenant								
1. Promoting we are an armed forces friendly organisation	Publicise our commitments on our websites	May 14 May 14 Sept 14	<ul style="list-style-type: none"> On recruitment section of Corporate web site & intranet 					<ul style="list-style-type: none"> On Babcock group web site On Intranet (Connect) On graduate recruitment site
	Display the Corporate Covenant Logo	Nov 13	<ul style="list-style-type: none"> On display Divisionally selected locations from end November 2013 					<ul style="list-style-type: none"> On display at D&S and M&T selected Babcock offices
	Promote membership of the Reserve Forces within graduate employees	Sept 14 Feb 14 May 14	<ul style="list-style-type: none"> In graduate attraction In assessment centre In Induction 					<ul style="list-style-type: none"> On graduate recruitment site In D&S assessment centres Induction presentation issued
	Promote membership of the Reserve Forces in recruitment activity	June 14 Dec 14	<ul style="list-style-type: none"> Vacancies link to Career Transition Partnership (CTP) web site "Guaranteed interview" 					<ul style="list-style-type: none"> CTP link to Babcock vacancies in place Guaranteed Interview process on external web site
2. Seeking to support the employment of Veterans	Work with the CTP to ensure employment opportunities are made available to Veterans	April 14	<ul style="list-style-type: none"> Vacancies to CTP Vacancies to Career Recovery Service (CRS) 					<ul style="list-style-type: none"> Web to Babcock vacancies on CTP website Manpower engagement on RCS
	Participate in selected Career Fairs for Service Leavers	Feb 14	<ul style="list-style-type: none"> Divisions to select 4+ per annum 					<ul style="list-style-type: none"> D&S and/or M&T attending all 10 CTP recruit fairs in 2015 4 Company Presentations 2 Company hosted events
	Value and recognise military skills, qualifications and experience when interviewing	Q2 FY16	<ul style="list-style-type: none"> Recruitment policies Reserves Handbook (Oct14) 					<ul style="list-style-type: none"> Army mapping of skills to qualifications under review
	Where practical, interview Veteran applicants who meet the threshold selection criteria	Dec 14	<ul style="list-style-type: none"> Recruitment policies Reserves Handbook (Oct14) 					<ul style="list-style-type: none"> Veteran positive "guaranteed interview" added to recruitment documentation
	Engage with the RCS to support	Nov 14	<ul style="list-style-type: none"> Registered as Partner organisation 					<ul style="list-style-type: none"> Quarterly meeting with Recovery Career Service

Babcock Corporate Covenant
Quarterly Report V1.0 Q1 FY16 June 2015

Page 1 of 2

Date Q1 FY16 June 2015

Reserves	Sponsored Reserves	Total Reserves
-	-	76 (0.96%)
-	-	31 (0.29%)
-	-	10 (0.09%)
-	-	-
-	-	117 (0.39%)

Q1 FY16	Quarterly Tracker (RAGG)				Comments
	Q2 FY16	Q3 FY16	Q4 FY16		
					<ul style="list-style-type: none"> 2015 engagement plan
					<ul style="list-style-type: none"> In Reserve Forces Policy Web version of Reserves Handbook Nov. 14
					<ul style="list-style-type: none"> In Policy Web version of Reserves Handbook Nov. 14
					<ul style="list-style-type: none"> In Policy Web version of Reserves Handbook Nov. 14
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					<ul style="list-style-type: none"> In Policy Web version of Reserves Handbook Nov. 14
					<ul style="list-style-type: none"> In Policy Web version of Reserves Handbook Nov. 14
					<ul style="list-style-type: none"> Quarterly meetings with DRM M&T local Cadet engagement Regional arrangements TBC
					<ul style="list-style-type: none"> In Policy Web version of Reserves Handbook Nov. 14
					<ul style="list-style-type: none"> In Policy D&S site poster & web promotion D&S and M&T magazines
					<ul style="list-style-type: none"> D&S site poster & web promotion D&S and M&T magazines

Babcock Corporate Covenant
Quarterly Report V1.0 Q1 FY16 June 2015

Page 2 of 2

Manager & workforce guide - 2014



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Babcock Reservists

A Guide to Babcock's Commitment to UK Reserve Forces and the Total Support Force

Babcock, committed to the Total Support Force

Babcock is proud to support the UK's Armed Forces and our reservists. We are committed to the Total Support Force and have signed the Corporate Covenant. We actively recruit, and are a major employer of, Service leavers and reservists. We support our employees, including providing paid time off for training, through our Reserve Forces Policy.



Peter Rogers
Chief Executive Officer
Babcock International Group



The Corporate Covenant



Career Transitional Partnership and Recovery Career Services engagement

Career Transition Partnership (CTP)

The CTP works to support the transition to civilian life for leavers of the Armed Forces. CTP provides support for two years before leaving the Forces and up to two years after leaving.

The CTP is a partnering agreement between the Ministry of Defence and Right Management Ltd, part of the Manpower Group.

CTP has helped over 180,000 Service leavers with the transition to civilian life and provides support to organisations looking to employ ex-Service personnel. CTP hosts a live link to the Babcock International Group vacancy website.

Recovery Career Services (RCS)

The RCS helps those wounded, injured and sick ex-Service personnel who have the greatest need in finding a new, fulfilling career that meets their own individual needs, and assists them in moving on with their lives.

The RCS is principally funded by ABF, The Soldiers' Charity, Help for Heroes, the Regular Forces Employment Association and Walking with the Wounded. It is also supported by Mission Motorsport, Royal Air Force Association and Right Management.

career
transition
partnership



Sponsored Reservists (SRs)

SRs are distinct from other categories of reservists: as trained members of Britain's Reserve Forces, they are legally liable to be called upon to meet operational requirements, whether in a time of crisis or not, with no right to refuse deployment.

An SR may be employed by the MOD, but more usually by a civilian employer acting as a contractor or subcontractor to the MOD.

In essence they are continuing civilian employment whilst undertaking SR Service which is based on the concept of an employee being on loan to a third party.

SRs serve under military discipline and have an enhanced contract of employment.

Close liaison between the civilian contractor and the MOD is required regarding both deployed and non-deployed working arrangements.

Babcock Case Study: Sponsored Reserve Sea King (SRKOS) Technician based in the Falkland Islands, working 24-hour shifts

Working on a two months on, one month off rotation, the technician must obtain and maintain Sponsored Reserve status, including passing General Service Training. Responsibilities include supporting the delivery of the Search and Rescue (SAR) task on the Sea King Integrated Operational Support (SKIOS) contract, scheduled servicing and corrective maintenance on Sea King helicopters and ground support equipment, ground movement of aircraft, flight line operations and preparation of aircraft for road or air transportation.



Reserves Conference 2015



Security Private and Confidential



trusted to deliver™

RESERVES CONFERENCE 15

25 FEBRUARY 2015



trusted to deliver™



RESERVES CONFERENCE 15
25 FEBRUARY 2015

www.babcock.com



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Putting you in the picture

The Reserves Conference is a crucial event for recognizing our Reservists and helping those colleagues interested in volunteering themselves. It also gives us the opportunity to celebrate the vital role of our Line Managers in facilitating the Reservists' commitments throughout the year.

If you are a Reservist, Line Manager or interested in joining the Reserves, come and join us on 25 February 2015.



RESERVES CONFERENCE 15
25 FEBRUARY 2015



Corporate Covenant



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Corporate Covenant



RESERVES CONFERENCE 15

25 FEBRUARY 2015

For Babcock's finest. Be part of it.

The Reserves Conference is a crucial event for recognizing our Reservists and helping those colleagues interested in volunteering themselves. It also gives us the opportunity to celebrate the vital role of our Line Managers in facilitating the Reservists' commitments throughout the year.

If you are a Reservist, Line Manager or interested in joining the Reserves, come and join us on 25 February 2015.

**Volunteer
Reserve
Recruitment
Commitment**

Recruitment



The screenshot shows a web browser window with the URL <http://www.indeed.co.uk/jobs?q=babcock+international&I=>. The search results for 'babcock international' are displayed. The first result is for a 'Mechanical Assessor (Military Vehicles)' position in Colchester, with a salary of £30 an hour. The second result is for a 'Brand Support People Development Consultant' position in Milton Keynes, with a salary range of £27,000 - £32,000 a year. The third result is for a 'Senior Mechanical Engineer' position in the United Kingdom. The fourth result is for a 'Safety Officer - Fire Fighting Training' position in Portsmouth. The page also includes a sidebar with filters for 'Salary Estimate', 'Title', 'Company', and 'Location'. A yellow callout box on the right side of the page contains recruitment statistics.

indeed
one search. all jobs.

babcock international jobs

My recent searches
[babcock international - Halesowen](#) - 24 new
[clear searches](#)

Sort by: **relevance** - [date](#)

▼ Salary Estimate
£20,000+ (386)
£40,000+ (52)
£60,000+ (8)

▼ Title
Apprentice Chef

▶ Company

▼ Location
Milton Keynes
Bristol BS7
South East
Anglesey
London SW8
[more](#)

what: where:

job title, keywords or company

[Post your CV](#) - It only takes a few seconds

[Mechanical Assessor \(Military Vehicles\)](#)
Babcock Skills & Learning - Colchester
£30 an hour
Babcock International Group is one of the UK's largest training providers offering government funded Apprenticeships and providing work-based learning in the...
Sponsored by **Jobsite UK** - 2 days ago

[Brand Support People Development Consultant](#)
VW ★★★★★ [18 reviews](#) - Milton Keynes
£27,000 - £32,000 a year
Babcock International have a successful partnership with Volkswagen Group and have delivered the Advanced Apprentice Programme and Technical Training for...
Sponsored by **TotalJobs.com** - 24 days ago

Show: all jobs - [395 new jobs](#)

[Senior Mechanical Engineer](#) - new
Babcock International Group PLC ★★★★★ [3 reviews](#) - United Kingdom
Qualifications & Requirements Preferably degree qualified (HNC Minimum) with significant relevant technical experience. Preferably, will have nuclear
7 days ago - [save job](#) - [email](#) - [more...](#)

[Safety Officer - Fire Fighting Training](#) - new
Babcock International Group PLC ★★★★★ [3 reviews](#) - Portsmouth

Applications Straight To Your Email

09:28
03/03/2015

- Over 2500 vacancies every year
- Over 200 live vacancies at any one time
- Over 50 new vacancies a week
- 200+ Graduates p.a.
- 200+ Apprentices p.a.

Recruiting Reserves



Find out about career opportunities at Babcock and our commitment to the Armed Forces Covenant at our **Reserves Event**

Come and see us at Sails Restaurant
Devonport Royal Dockyard
on Thursday 30 April 2015

Presentations at 11:00 followed by Lunch at 12:00
Babcock's HR Team and Army and Navy Reserves recruiting units will be available to answer your questions from 12:30 - 14:00

If you would like to attend all or part of this event please confirm your attendance by 23 April to the Babcock HR Team on 01752 323311 or email: marine.devonport.recruitment@babcockinternational.com

Please bring photographic ID to access the site.

Update Systems

career transition partnership

The Ministry of Defence working with Right Management



Notify Partners & Agencies

Member of the Volunteer Reserve Forces - AR	2
Member of the Volunteer Reserve Forces - RMR	1
Member of the Volunteer Reserve Forces - RNR	4
Service Leaver	50
Veteran	61
Grand Total	127

Armed Forces Day 2015



trusted to deliver™

EMPLOYER
RECOGNITION
SCHEME
GOLD AWARD



babcock
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ARMED FORCES DAY
SHOW YOUR SUPPORT

Armed Forces Day
Saturday 27 June 2015

Show your support to the men and women who make up the Armed Forces community.

Visit www.armedforcesday.org.uk to find your local events.

Armed Forces Day
 @ArmedForcesDay #SaluteOurForces

Reserves Day
Wednesday 24 June 2015

To celebrate the contribution of reservists to the British Armed Forces we are inviting all reservists to wear their Service uniform to work on Reserves Day.

Interested in joining the reserves?
Visit www.abrn.mod.uk/reservists/becoming-a-reservist

Babcock are supporting Armed Forces week, and invite you to wear your Service uniform to work on Wednesday 24 June.

Reserves Day celebrates the commitment and crucial contribution that reservists make to the work of the British Armed Forces – make sure you're part of it.

We are proud to support our reservists and thank you for your continued contribution to military service.

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ARMED FORCES DAY
SHOW YOUR SUPPORT

I'm supporting

CORNWALL'S ARMED FORCES DAY
armedforcesday.org.uk

Saturday 20th June 2015
at Thanckes Park (the Lawn), Torpoint

MORNING

- 11am Veterans Parade

AFTERNOON

- Demonstrations
- Marching Bands
- Static Displays

EVENING

- Live Bands
- Entertainment
- 10pm Fireworks Display

★ Food and beverage outlets, parking and children's activities available.

for further details
www.cornwallarmedforcesday.co.uk
www.torpointtowncouncil.gov.uk

Reserves & CONDO Recognition



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Secretary of State June 2015



DRM Gold – January 2016



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www.pwc.com

PwC
Partnering with Defence
March 2016

Andy Brown

PwC and the Armed Forces Community

... the story so far.

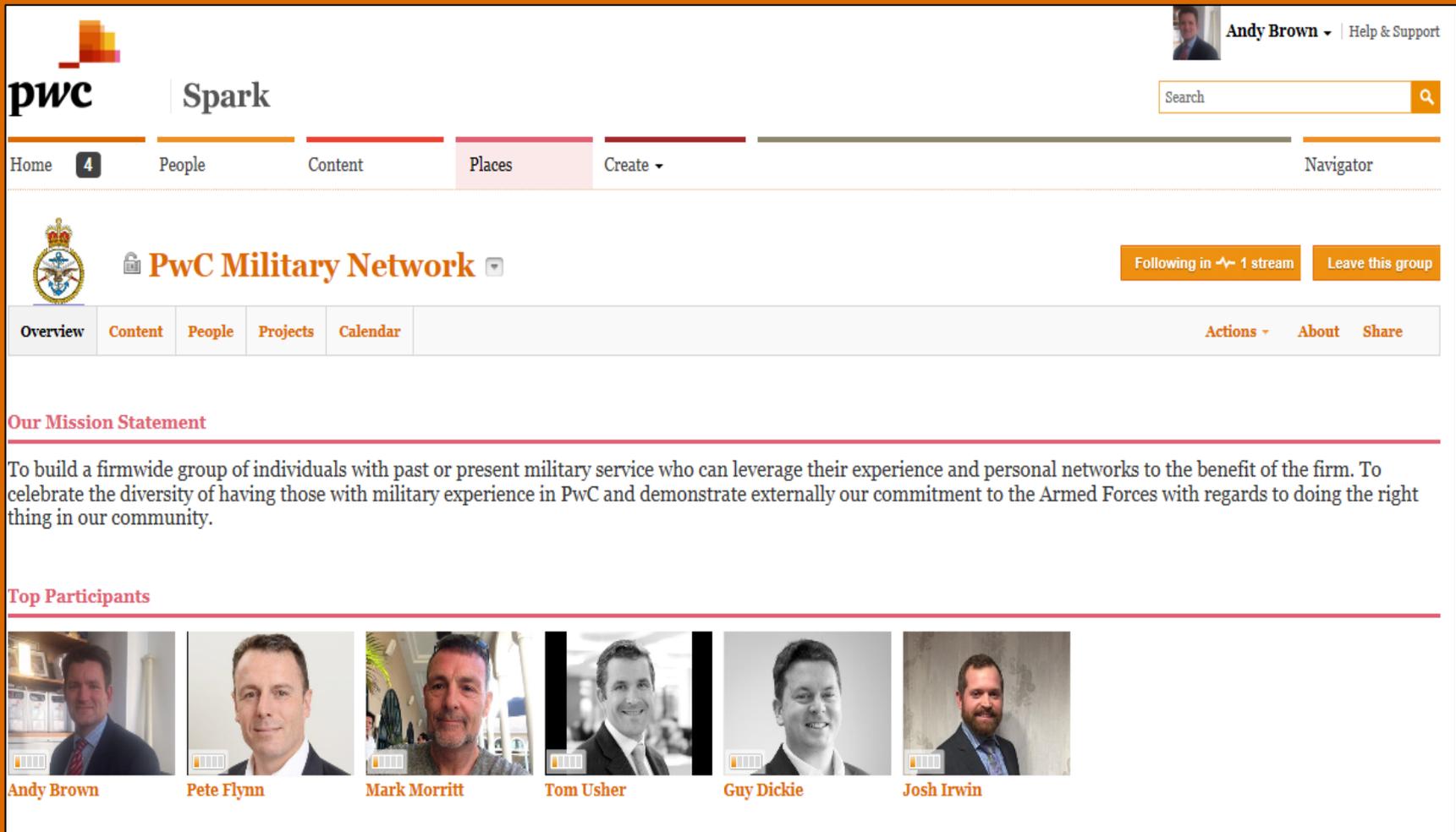
- Building a Network.
- Delivering a Covenant.
- Sustaining the Network.
- Poacher turned Gamekeeper – support to the Reserves and the wider Armed Forces Community.
- Sharing our story!

Building a Network

PwC's Military Network Mission Statement

To build a firmwide group of individuals with past or present military service who can leverage their experience and personal networks to the benefit of the firm. To celebrate the diversity of having those with military experience in PwC and demonstrate externally our commitment to the Armed Forces with regards to doing the right thing in our community.

Building a Network



The screenshot shows the PwC Spark interface for the PwC Military Network. At the top left is the PwC logo and the word "Spark". To the right is a user profile for "Andy Brown" with a "Help & Support" link and a search bar. Below this is a navigation bar with "Home" (4), "People", "Content", "Places" (highlighted), and "Create". A secondary navigation bar includes "Overview" (selected), "Content", "People", "Projects", and "Calendar", along with "Actions", "About", and "Share". The main content area features the "PwC Military Network" logo and a "Following in 1 stream" button. Below this is the "Our Mission Statement" section, which reads: "To build a firmwide group of individuals with past or present military service who can leverage their experience and personal networks to the benefit of the firm. To celebrate the diversity of having those with military experience in PwC and demonstrate externally our commitment to the Armed Forces with regards to doing the right thing in our community." The "Top Participants" section displays six profile cards for Andy Brown, Pete Flynn, Mark Morrith, Tom Usher, Guy Dickie, and Josh Irwin.

pwc Spark

Home 4 People Content **Places** Create ▾ Navigator

 **PwC Military Network** ▾

Following in 1 stream Leave this group

Overview **Content** People Projects Calendar Actions ▾ About Share

Our Mission Statement

To build a firmwide group of individuals with past or present military service who can leverage their experience and personal networks to the benefit of the firm. To celebrate the diversity of having those with military experience in PwC and demonstrate externally our commitment to the Armed Forces with regards to doing the right thing in our community.

Top Participants

 **Andy Brown**

 **Pete Flynn**

 **Mark Morrith**

 **Tom Usher**

 **Guy Dickie**

 **Josh Irwin**

March 2016

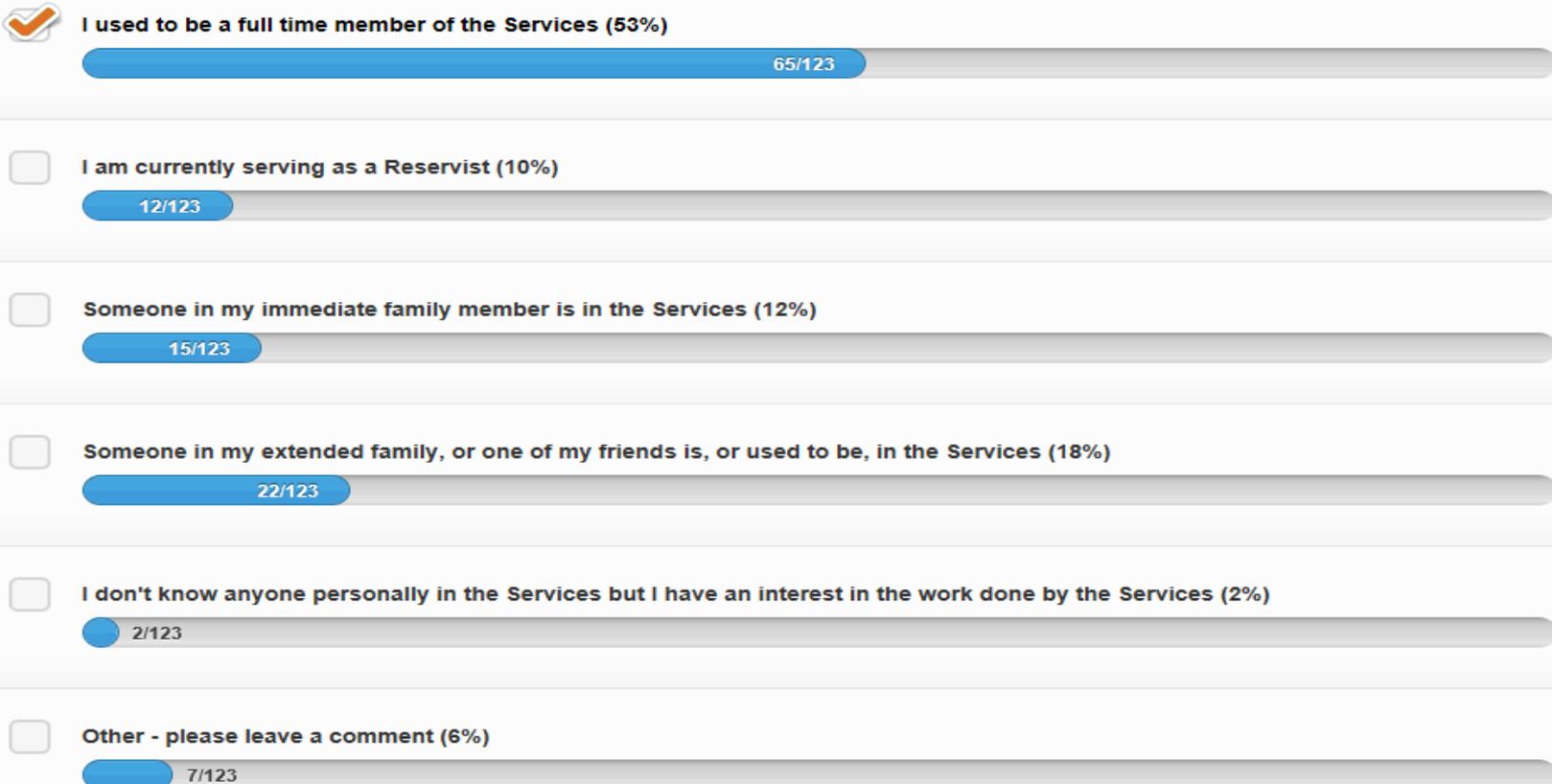
Everyone has a connection to the Services. What is yours?

Created by [Simon Marsden](#) on 09-Jul-2014

With more than 17,000 people in PwC UK, we will have a very large number of connections with the Services. We would love to gauge just how big that connection is, so please complete this poll to help us get this information! We are interested in all levels of people's connections with the Services, from those who have previously served, or are still serving, through to those with friends, family or just an interest in the Armed Forces and Emergency Services.

Poll Results

You voted on 10-Jul-2014



INVICTUS GAMES

LONDON 2014



PwC pledges support for Invictus Games

Delivering a Covenant



PwC and the Armed Forces Community

– the story so far ...

- Building a Network.
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- Sustaining the Network.
- Poacher turned Gamekeeper – support to the Reserves and the wider Armed Forces Community.
- Sharing our story!

PwC and the Armed Forces Community

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Ministry
of Defence

Any Questions?