



Ministry  
of Defence

Army Secretariat  
Army Headquarters  
IDL 24 Blenheim Building  
Marlborough Lines  
Andover  
Hampshire, SP11 8HJ  
United Kingdom

Ref: FOI2017/02411

E-mail: [ArmySec-Group@mod.uk](mailto:ArmySec-Group@mod.uk)

Website: [www.army.mod.uk](http://www.army.mod.uk)

[REDACTED]

12 May 2017

E-mail address: [REDACTED]

Dear [REDACTED]

Further to my letter of 19 April I am writing in relation to your request for information to the Ministry of Defence in which you asked:

***"You said that I could ask for the Capita brief [provided to the ad agency commissioned to produce the 'This is Belonging' ads] to be considered for release under FOI. I would like to see that, please.***

***Could you also please send me whatever written policy the Army Foundation College has on trainees' use of mobile devices. I'm particularly interested in whether recruits are allowed to use mobiles/Facebook/Skype etc. to contact friends and family at home, and I have heard conflicting reports about this. I realise that recruits would not be allowed to use devices during the working day, but are they allowed to use them without restriction in the evening and at weekends?"***

A copy of Capita campaign media brief is enclosed. Some information within the brief is exempt from release under section 43 (2) (Commercial Sensitivity) of the Freedom of Information Act and is therefore withheld. While there is clear public interest in transparency, in this case it is judged that the public interest lies in withholding key performance indicators issued from Capita to a sub-contractor.

Regarding the Army Foundation College (AFC), Harrogate's policy on use of mobile devices I can confirm as follows:

**AFC Joining Instructions paragraph 5 and 16:**

**"Mobile Phones/Mobile devices**

*Family and friends should be informed that your mobile phone will be withdrawn and secured for the first six weeks, with access usually limited to a few hours in the evenings. Mobile phones can normally be used all evening thereafter, although they may not be used during working hours. Ipad/tablets/laptops are not to be brought to AFC during the first 6 weeks. After this these items will be allowed.*

*Mobile phone coverage is patchy at the AFC. Feedback from current Junior Soldiers (JS) suggests that no network works better than another. The signal in the JS accommodation is poor; however anywhere else it is fine."*

**AFC First 6 Weeks Policy Paragraph 36:**

*"Mobile phones. [Junior Soldiers] JS are allowed controlled daily access of their mobile phones between 2000 – 2200 hrs. Use of their phone is for between 40 - 60 mins within the 2 hour window (not a 2 hr phone call). When not in use they are to be secured in the Platoon office under direction from the Pl Sgt who is to ensure a robust process is in place. Phones are to be signed out in the evenings and signed back in prior to bed check or at the given time. Under no circumstances is this privilege to be removed or used/threatened as an unauthorised punishment."*

Beyond the First six weeks Junior Soldiers will not have their mobile phones during the working day but will ordinarily have access to their phones in the evenings. The exception would be during exercises, evening training etc.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail [CIO-FOI-IR@mod.uk](mailto:CIO-FOI-IR@mod.uk)). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <https://ico.org.uk>.

Yours sincerely,

Army Secretariat

# Campaign Media Brief

## 1a) Customer<sup>1</sup> Information

**Customer Department/ALB / Organisation:**

Capita / British Army

**Customer contact (tel/email):**

**Policy area:**

**Specific campaign:**

January – March 2017

## 1b) Communications Strategy

**Outline of strategic approach:**

A new, inspirational and motivating creative campaign is coming to help a world-class brand overcome the barriers, increase consideration levels of an Army career, and critically, drive short term monthly application figures for Regular soldiers to help meet the required target for Recruiting Year (RY) 16/17 and into RY17/18.

**Objective: what is the main thing you want to achieve? (Is there a tangible KPI you are tracking?)**

Achieve short-term forecast of applicants.

Build the base and positively impact levels of consideration and total Interest in joining the Army.

	January	February	March

Priority for this campaign is to drive the volume of applicants, so we have utilised channels and spends that the econometric modelling shows can achieve this. However, client has also requested that we need to build the base and drive consideration so AV channels and a partnership brief have been included to ensure we cover this. We know TV drives mass volume of applications and our initial recommendation was 10" to drive max R&F in order to do this. However, given there is a new creative message and a need to build the base, a mix of 30" and

<sup>1</sup> For the purposes of this document the term 'customer' refers to the client

20" was decided upon.

The new creative platform is designed to target two groups of people – "Tier 1" candidates, who are already likely to join and "Tier 2" candidates, who feel positive about the Army but just don't feel it's relevant for them right now. This new creative is designed to drive relevance and affinity and convert consideration into Total Interest

**Is this activity designed to prompt behaviour change? If so describe the behaviour change required:**

The campaign needs to be relevant and impactful and designed to make this audience feel differently, challenge their perceptions and be inspired about the Army and what it can offer them. The campaign platform will also need to resonate with gatekeepers who can have a significant influence on the decision making process for our core regular target audience 16-24 C2DEs.

**Please describe the creative approach (e.g. creative brief/strategy, or finished creative)**

This moves on from 2016's "Don't Join the Army" which was aimed at changing perceptions that the army is just about guns and tanks to land that the Army is a route personal development, becoming a better you.

In 2017 we want to single mindedly hero the uniquely Army way to major personal development, belong to something bigger than you.

A brotherhood and sisterhood formed of unbreakable bonds which you can join and which will accept you for you.

**BELONG TO SOMETHING**

**BIGGER THAN YOU**

You'll grow and overcome tough but exciting challenges. Not on your own but always together, not just in combat but at all times. Validated by the knowledge you're making a difference.

### 1c) Other Details

**Regionality / or International**

UK wide, but with upweights to specific areas:

Please see below for highest indexing Army locations, please consider how to use these across

all media channels:

- Leeds
- Cardiff
- Cleveland
- Belfast
- Nottingham
- Manchester
- Doncaster
- Birmingham
- Sheffield
- Newcastle
- Liverpool

**Restrictions** (e.g. regional exclusions, daypart, partnerships in place)

**Assets available** (e.g. creative, website or leaflets, etc.)

Website will be refreshed to fit with new creative proposition. New assets being created for TV, display, social. Ongoing search copy will need to be revisited

## 2) Target Audience

### Audience insight

16-24, primarily C2DE

Mean household income £10k. High index for social, mobile, cinema. Not heavy TV viewers. Interested in sports and spending time with friends

Recommended GeoViewer Filters: MOSAIC Group M - Family basics (M55) and Group O - Municipal Challenge (O62)

Reserve should also be considered within the digital strands, although this brief focuses on regular. Recommended GeoViewer Filters: M55 – Families with needs, A01 – Rural Vogue, G28 – Local Focus.

### Buying audience required

Regular: 16-24 C2DE Group M - Family basics (M55) and Group O - Municipal Challenge (O62) (Priority)

Reserve: 18-34 C1C2DE (although specific group targeting above) M55 – Families with needs, A01 – Rural Vogue, G28 – Local Focus.

[Please note that it may not be possible to specifically buy desired audience so we will find the most relevant proxy]