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THE BRITISH MILITARY TOURNAMENT 4-5 DEC 10

ISSUE

1. The Army Benevolent Fund (ABF) proposal to hold 'The British Military Tournament' at Earls Court, London, on 4-5 Dec 10.

RECOMMENDATIONS

2. Taking into account the likely significant benefits to Community Engagement (CE) and Recruiting, which are expected to be derived from Defence participation in this event:
 - a. That marginal costs should be charged.
 - or
b. 20% of net profit to be charged, instead of marginal costs, where this is greater.
 - c. That 2nd PUS should be invited to endorse the charging policy.
 - d. That Ministers should be invited to note the proposal to initiate this event.

TIMING

3. Urgent. While the British Military Tournament does not take place until much later this year the ABF is under significant pressure from Earls Court to confirm the booking. I understand that ABF will be required to commit to this

event on Mon 25 Jan 10 (including paying a substantial deposit for use of the venue). An early decision is therefore required as soon as possible.

BACKGROUND

4. The ABF wishes to hold a high profile event in London in 2010 since it has not held a major event since 2008 when it attracted an audience of over 20,000 to Music of Fire. Earls Court has been provisionally booked for this event, but the ABF is required to make a firm commitment (including payment of a substantial deposit) by Mon 26 Jan 10 to secure use of the venue. The event is expected to attract a potential audience of 25,000 over the two days.

5. The ABF is the Army's principal charity but it is a single service charity and has not hitherto enjoyed the media and public pull of the large tri-service charities. However, the ABF is likely to face a gap in the raising of funds for those who will be in need in the future as a result of service commitment operations. To raise these funds the profile of the charity needs to be increased and a well attended public event in the capital will make an important contribution to this. It is expected that the Chairman of Command supports the proposal in principle. The purpose of this note is to obtain LAND/MOD approval for the British Military Tournament to proceed and to agree the charging policy which is to be adopted.

6. The programme for this event will be designed to portray the Army in an accurate and compelling way. It will mainly draw upon available spare capacity of ceremonial units and will not impact upon personnel currently assigned to, or earmarked for, operations. The production and administration for the event will be handled under contract by IMC. It is anticipated that the programme will include a Field Gun Competition performed by Wellington College (CCF), Massed Bands, The Musical Band of the Household Cavalry Mounted Regiment and the King's Troop Royal Horse Artillery's Musical Drive. The show will make full use of current audio and visual technology. The principle thrust of the show will be to showcase "the modern Army", for example, the programme will include an Afghanistan battle re-enactment. The show will entertain, inform and attract the younger generation. The content and feel of this will draw a wide audience in which to promote both the Army and the charity. To that end it is believed that this event will be very attractive to television audiences.

7. The event will take place twice daily on both 4 and 5 Dec 10, with rehearsals planned to take place 2 and 3 Dec.

8. The British Military Tournament will provide an exceptional opportunity for GOC LONDIST and Defence to fulfil responsibilities with regard to CE and it will provide a significant opportunity through carefully targeted media messaging, to help maintain recruitment targets. It is important that Defence maintains an ability to maximise these messaging opportunities through close cooperation with the event organisers. While the anticipated audience is expected to be drawn from the London area, widespread media coverage will

10. Message that Army, Defence, and ABF, messages reach all parts of the UK and to the field

ii. The organisers have agreed they would be content for Army Recruitment Teams to locate their recruitment trailers in prime locations on the F. J. J. Court site free of charge. The attendance of the Regional Recruitment Team (RRT) at past events of similar (lower scale) nature has certainly contributed to an increase in Army wide recruitment.

iii. Contributing Military Assets. It is anticipated that the total contribution of military assets will include KTRHA Musical Drive, HCOMR Musical Ride, APTC Display Team, Armed Recce, RAVC dogs and handlers, 4 x State Bands and 2 x Non State Bands

11. Finance. In accordance with JSP 368 there is an obligation to raise appropriate charges for Service participation in the event. While participation in The British Military Tournament does not comprise a part of Defence core activity, both CE and recruiting are key core activities. Taking into account the exceptional CE and recruiting opportunities that are presented by this event, I believe there is a very strong case for the charge for our participation to be abated to marginal costs. In addition, the following should be noted:

- a. Stabling. The horses will be stabled at the event. This will be paid for by the event organisers
- b. Accommodation. Due to close proximity of the venue the majority of personnel will be able to commute to and from the venue. A small number of personnel will require accommodation, the related costs of which will be paid for by the event organisers.
- c. Transport cost. All transport costs for military personnel attending the show will be paid by the event organisers.
- d. Feeding. The organisers will provide all food and drink required on site.

12. Taking the above into consideration the costing for the event is shown below:

	FULL COST (£)	MARGINAL COSTS (£)
Military Personnel	410,192.00	Nil
Animals	17,392.00	Nil
Forage	1,920.00	1,920.00
Transport / Vehicles Inc	3,610.56	3,610.56
Fuel		
Insurance	12,827.52	12,827.52
TOTAL COSTS	445,944.32	18,358.08


13. The anticipated income for the charity for this event is in excess of £160K based on an 85% sale of tickets; a 100% sell would secure over £420K

for the charity. There is no financial liability for the Army or MOD. To protect the public purse, and to ensure that Defence funds are not being used to subsidise charities (no matter how well meaning they may be), I propose that a profit sharing arrangement be put in place. To ensure consistency with other similar events in which MOD participates such as Windsor Castle Royal Tattoo etc. I believe our agreement should state that where 20% of profit is greater than marginal costs, MOD should receive this sum. Otherwise, marginal costs will be applied. Such an arrangement uniquely ensures that both financial and commercial risk is transferred to the organisers.

14. As the full cost of this event exceeds your delegated authority of £100k for consideration of abatement of costs, there is a requirement for you to seek the endorsement of 2nd PUS for the budgetary policy as outlined above.

15. Presentation. This is a very high profile event and if successful will attract significant media attention. A full media plan should therefore be developed in due course, in conjunction with AHE. To ensure appropriate messages accompany the publicity, as well as the conduct of the actual event. There will also be individuals, both internal and external of the Department, who might view this event as a resurrection of the Royal Tournament. Whilst this is not strictly the case there are similarities between the two events, but importantly there will be no administrative overhead for the Department to bear - one of the main reasons why the previous Royal Tournament was cancelled. Notwithstanding this, I suggest it would be appropriate for Ministers to be invited to note this proposal.

[Signed]


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