

I would like to thank you for your authority's support of the Armed Forces community, to veterans and cadets and to the families and children of those serving their country across the United Kingdom. Your support makes a great difference to them.

Almost every local authority in the United Kingdom has signed the Community Covenant and supports the Armed Forces community through it. More broadly, many councils also support the Reserve Forces as employers, for which we are grateful.

Within the spirit of the Covenant I would like to ask also for your support of our Reserve Forces recruitment campaign. If you are in a key recruitment area, we will be writing to your Leader and Chief Executive to request their support.

The Reserve Forces play crucial roles in national security from countering security threats, peacekeeping and humanitarian efforts abroad to supporting community initiatives at home. Service in the Reserve Forces offers individuals the opportunity to combine a civilian career with part-time paid service in the Armed Forces. We seek people to do many different roles in the Reserve Forces. Service in the Reserve Forces also equips individuals with new skills and invaluable experiences to develop strengths that people never knew they had.

You may be aware of the national recruitment campaigns underway. To recruit to the Reserve Forces, we seek a concerted and sustained national effort, encouraging people from all walks of life to consider the benefits that joining the Reserve Forces can bring. Your support as an employer would greatly assist in achieving this.

If you are willing to help us, this toolkit provides you with materials and suggested activity to help you roll out your campaign. I hope you will consider supporting us in your local area by, for example, supporting the campaign in council venues or in the channels you have available to reach residents.

Your local Reserve Forces unit is ready to work in partnership with you by organising events, providing you with localised printed materials and letting you know their particular recruitment needs. Please do get in touch with them. A list of units and their contact details is included in the toolkit.

Whatever activity you are able to conduct will support national recruitment campaigns by the Army, Royal Navy and Royal Air Force, PR activity from central government and of course face-to-face recruitment by local units across the country. The campaign is also supported by the Local Government Association, the Department for Communities and Local Government and LGcommunications.

On behalf of all the Armed Forces, I thank you once again for your contribution to the Armed Forces community and for your support of our campaign to recruit Reserve Forces.

Brigadier Mark van der Lande

Head of Reserve Forces and Cadets

Ministry of Defence