

# Jaguar Land Rover Armed Forces Activities

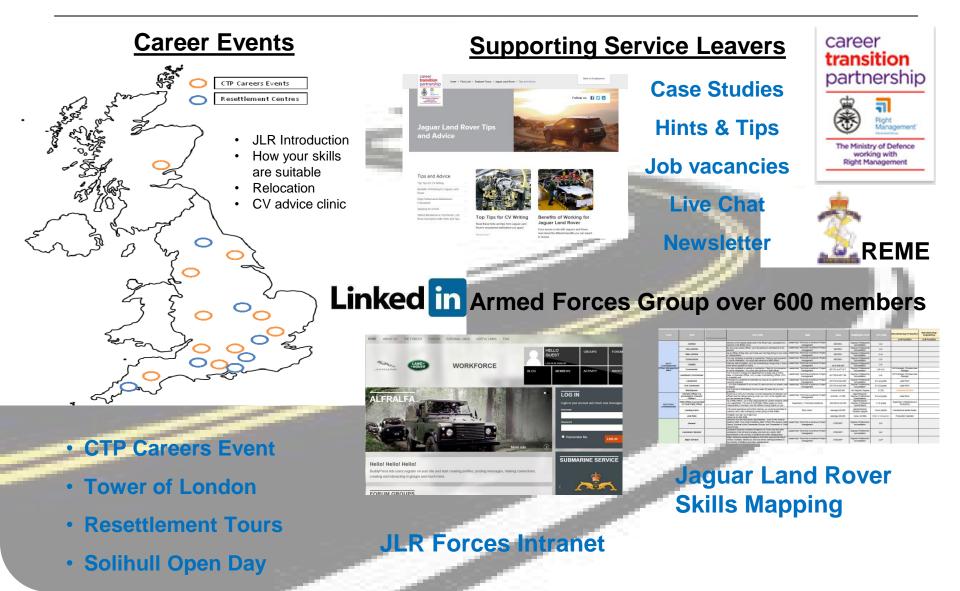




# **Our Armed Forces Journey** 2013 - 2014







# The Armed Forces Corporate Covenant







Jaguar Land Rover

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of Jaguar Land Rover

Signed:

Dr Ralf Speth Chief Executive Officer Date: 01/07/2014 Signed:

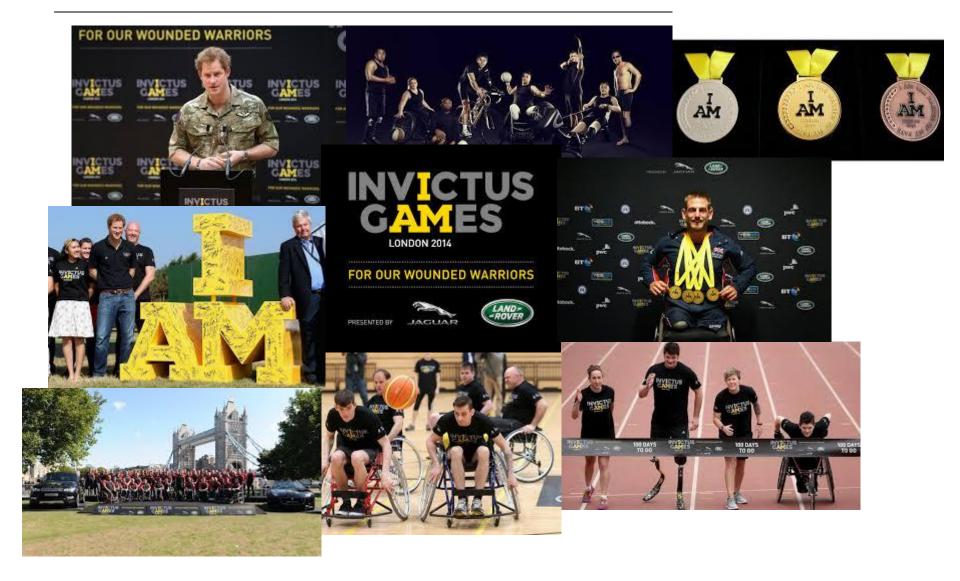
Simon Lenton Executive Director Human Resources Date: 01/07/2014



# Then There was The Invictus Games







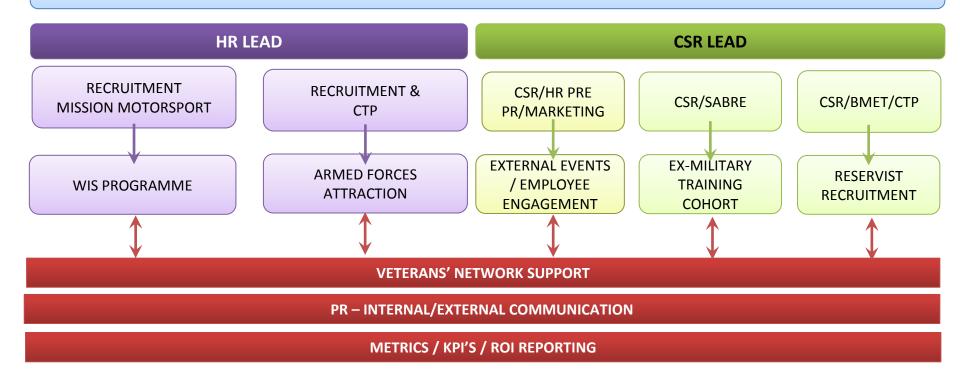
## Set up an Armed Forces Steering Committee





ARMED FORCES CORPORATE COVENANT Invictus Games Legacy

## **ARMED FORCES STEERING COMMITTEE**



# **Recruitment Headline Figures**

120

100

80

60



g

16

8

23



23

6

#### 2013 – Sept 2014

61 hires

\* Contractor and Direct excl. Manpower

#### Post Invictus Games (Sept 2014)

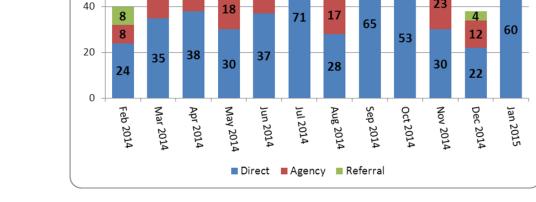
67 Hires

Contractor and Direct excl. Manpower

Total Hires = 128

Applications in Process = 295

#### **Greatest Success:**



30

5

34

29

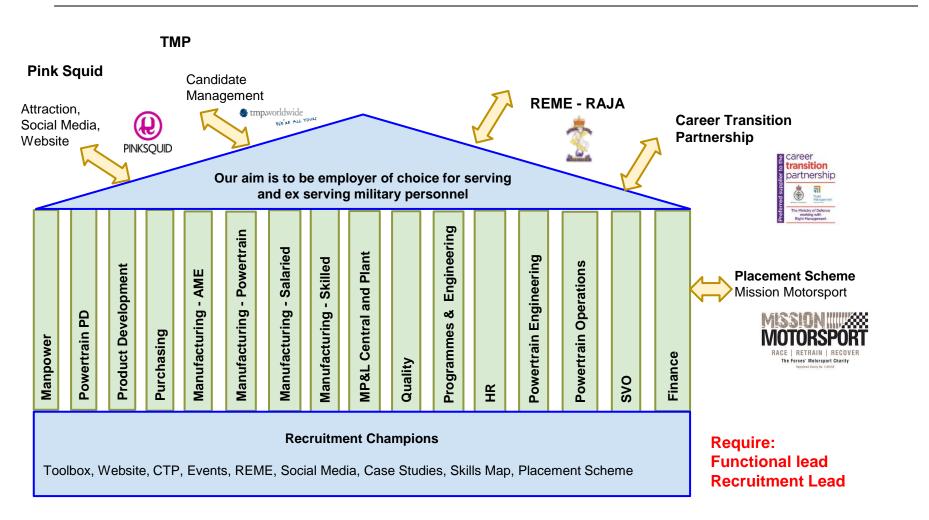
## Applications

Skilled Trades Hires & Powertrain PD (contractors who then tend to convert)

## **Recruitment & Attraction Structure Involving numerous stakeholders**







# Inspiring Tomorrow's Workforce



Early Service Leaver Training

## Solihull – Pilot Course - Education Business Partnership Centre

- 4 weeks' classroom based learning, 2 weeks' work experience
- 10 participants
- Referred Manpower recruitment on course conclusion for consideration as a Production Operative and other roles
- All participants passed the course and were offered employment commencing 16<sup>th</sup> March

## **Future Plans**

- Further courses at Solihull
- Courses also planned to take place in Halewood and Castle Bromwich
- Predict conservative total of 40 ITW (Military) attendees across the sites in the first year



## Insight days:

• Intent: Provide a broad-ranging insight into as many aspects of the company as possible across a number of JLR locations

#### **PR Activity:**

- Generation of appropriate PR activity in support of AFSC activities.
- Armed Forces PR linked to key Jaguar Land Rover dates e.g. Launches

## **Mission Motorsport events:**

• Continued support to appropriate Mission Motorsport events throughout the year

## Best practice/idea sharing:

• Sharing of ideas and initiatives with JLR suppliers and other organisations

# **Veterans' Network**



