

Suffolk Armed Forces Community Covenant

Marketing and Communications



Development of Brand Identity

Why	A need to highlight the community covenant initiative, get more people aware, get more people involved, stimulate action
Benefits	To communicate service provision to the military community
Time	Six months to develop, mainly copyrighting – 20 minute job per week adding news items, photos, updates.
Further plans	Likely Corporate Covenant page
	No desire for dedicated Facebook or Twitter



Development of Marketing Collateral

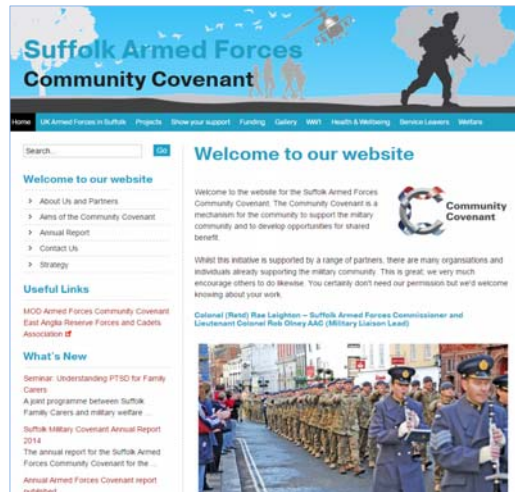
A6 Post Cards

Pull Banners (x3)

Annual Report



Development of Website



Website: WW1 Victoria Cross Holders

commemorative paving slabs initiative

First World War Victoria Cross Holders from Suffolk

The gentlemen shown in the table below were either born or predominantly resided in Suffolk and were awarded a VC. To commemorate this, paving slabs will be laid in their honour. Click on the images to find out more about their enthralling stories.

<p>Charles Doughty-Wylie</p> 	<p>Arthur F. Saunders</p> 	<p>Claude Castleton</p> 	<p>Spencer 'Joe' Bent</p> 
<p>William Henry Hewitt</p> 	<p>Thomas Crisp</p> 	<p>Sidney James Day</p> 	<p>Samuel Harvey</p> 



Communications

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MILITARY LINKS AND MEMORIES

Suffolk's forces pledge gathers pace

People will be paying their respects to our armed forces in ceremonies and events all over Suffolk this Remembrance Sunday. However, a more intimate form of the VC will see a more personal side between communities and their local armed forces units, encouraging support and greater understanding of the work they do, the sacrifices they make and the challenges they face.

Suffolk has set up one of 100 Armed Forces Community Covenants, a voluntary pledge signed by Suffolk County Council, police and borough councils, voluntary and community sector organisations, as well as VC armed forces units - regular and reserve - with links to the county.

This year marks the first anniversary of the covenant, which is headed up by Ben Langdon, volunteer Suffolk Armed Forces Commissioner, former county councillor and retired army colonel. Ben is chairman of the covenant's working committee, which is a key force in the



Last year's President of the Town Parade by 10th Assault Regiment

10th Assault Regiment, attended by 130 veterans, Suffolk Coast Operations Command, a joint community support activity programme for children from the 10th Assault Regiment, and the RAF Regiment's new Combat Platoon in a

new children's centre RAF Honington, and the county and army reserve volunteers Flying Squad group helped commemorate the centenary of the 10th Assault Regiment's formation in

multiple games of activities in various areas of the county, especially the north and south of the county. It is to be given local community support available in the county, which is a key force in the



Armed forces covenant inspires exhibition of support services

Tom Palmer
A cooperative school of visiting veterans and ex forces will be attended by visitors representing offering their support and advice to former servicemen and women.

Suffolk's armed forces covenant is being celebrated by a network of support services. The network will allow forces families to share their experiences and find out about local support services.

The network is being coordinated under the Suffolk Armed Forces Community Covenant, a voluntary pledge of mutual support made

between the armed forces and local authority since October 2012. The agreement Suffolk County Council, the voluntary and community sector and armed forces is linked to the

Green charity's grant will be a force for good

It's a great opportunity for veterans and their families to share their experiences and find out about local support services. The network is being coordinated under the Suffolk Armed Forces Community Covenant, a voluntary pledge of mutual support made between the armed forces and local authority since October 2012. The agreement Suffolk County Council, the voluntary and community sector and armed forces is linked to the



Wreath to honour county's fallen heroes of the Great War

The working group committee is currently in the process of finalising the details of the wreath, which will be placed on the 10th Assault Regiment's new Combat Platoon in a new children's centre RAF Honington, and the county and army reserve volunteers Flying Squad group helped commemorate the centenary of the 10th Assault Regiment's formation in



Grant helping gliders soar

Get your feet to the job. The grant will be used to support the development of the glider club, which is a key force in the

