

# “View From the Front”

Steve Sharpe & Martin Monaghan  
Automobile Association



Enrolling new members in Afghanistan.....

# Our involvement so far...

- Poppy Factory Relationship
- Future Reserves 2020
- Corporate Covenant
- REME Recruitment
- Defence Employer Recognition Scheme



**Corporate  
Covenant**

## **The Armed Forces Corporate Covenant**

### **The Automobile Association Developments Ltd**

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





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Signed on behalf of The Automobile Association Developments Ltd

Signed:

Name: Mr Andrew Strong

Position Held: Chief Executive Officer AA

Date:



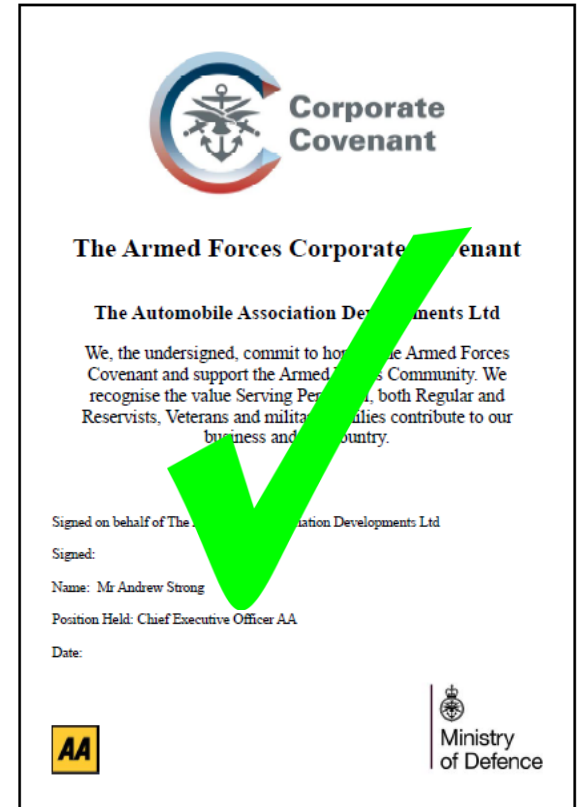
Ensuring that AA Membership for our military is put on hold whilst serving overseas, and made live on return to the UK.

Build stronger ties with Regiments where we can draw potential recruits, like the REME and RE.

Encourage support of our own employees to consider life as a Reservist in these Regiments.

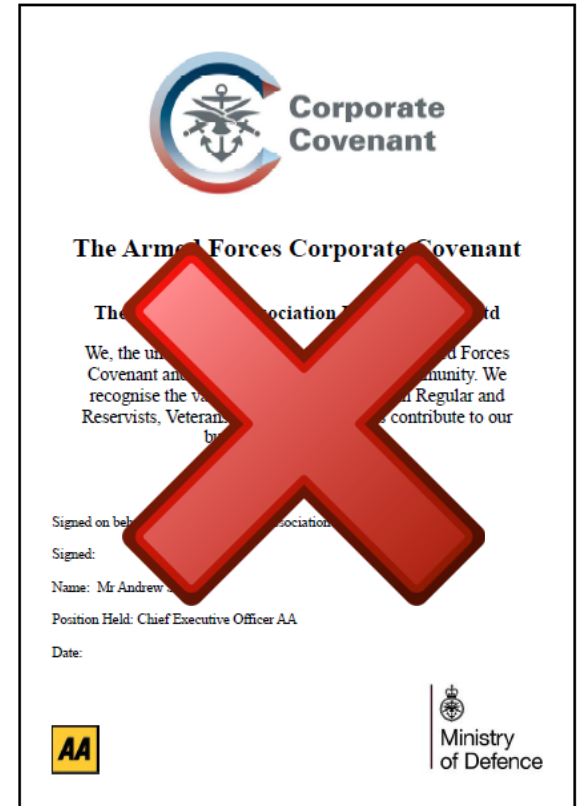
We will maintain our work in placing injured service personnel in to civilian employment both within our organisation and with our business partners.

Providing current serving members of the Armed Forces a 50% discount to AA Breakdown Cover and 10% each year thereafter.



Looking to the future and examining pro-active changes to keep up with the so far un-mapped challenges faced by the Armed Forces we will:

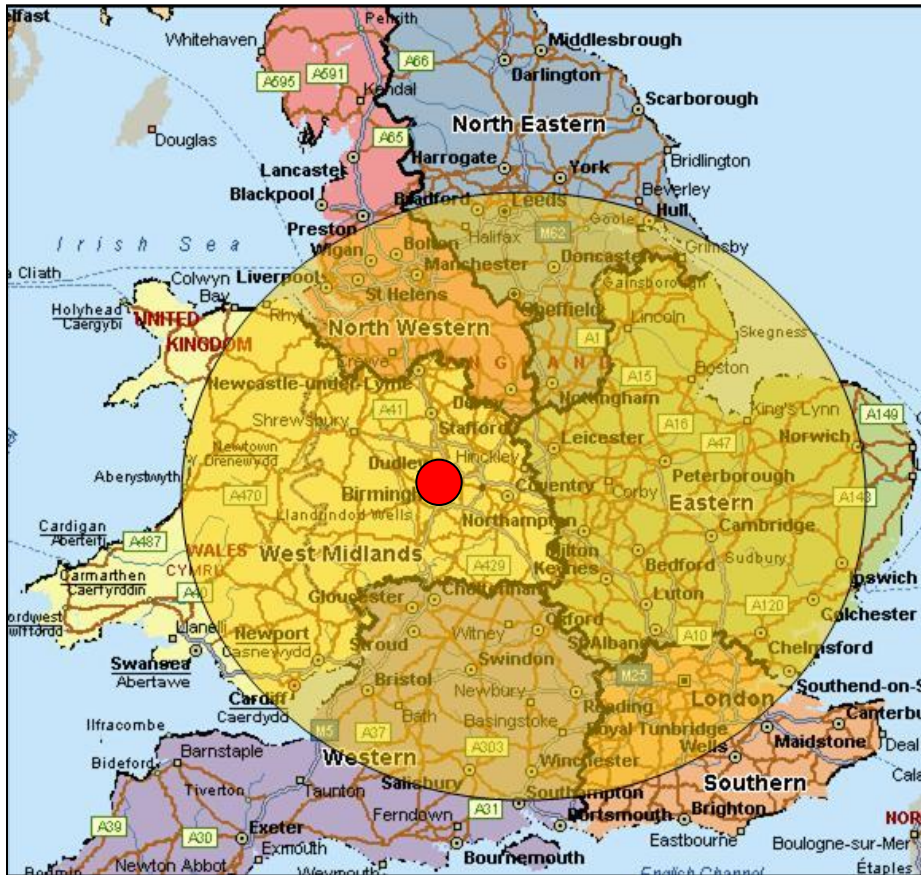
- Seek ways of providing families away on active service with extra support .
- Provide an “Employee Well Being Programme” tailored to meet military requirements.
- Improve our use of Social Media to support and drive awareness.
- Provide improved internal networking opportunities for our reserves.
- Provide work experience and job shadow opportunities for service leavers.
- Consider using the Covenant logo for our fleet.



# “View From the Front”



# My Patch



- Based in the West Midlands
- 60 Patrols
- 24 Trucks
- 31,500 Jobs in 2015
- Av mile per job – 47 miles
- 1.600,000 Miles
- 100,000 Gallons of fuel



# AA Area Manager Role

- Key Challenges
- Providing productive hours to the business
- Absence Management
- Working to budgets
- Managing the team headcount
- Recruiting new staff

# Recruiting

- Short list of applicants
- Interview stage
- Manager's initial assessment
- Driver Hours & EU Working Time Directive

= Confusion & Caution

# What are we doing?

- Produce 3 booklets
  - Managers booklet
  - Current Reservist booklet
  - Prospective Reservist booklet
- Make use of company Intranet so that prospective reservists can gather information before approaching line managers
- Advertising Campaign close to Armed Forces Day
- Military open days at our key locations

## Example Operation TOSCA Learning

# Operation TOSCA Cyprus



“They have a fantastic mindset to get the job done”



“Reservists have to think on their feet and they can bring these skills back into their civilian job.”

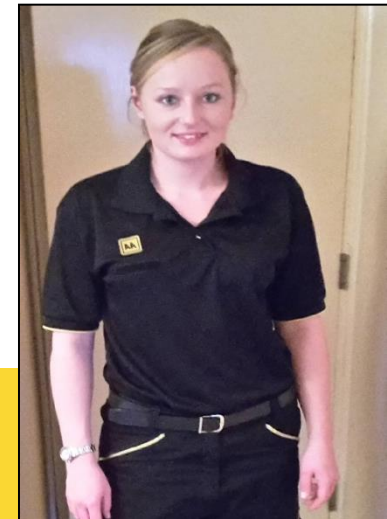


“These young men and women are keeping us safe and we don’t have enough of them.”

“Their managers and supervisors can learn from them.”

# Newest member of the AA team

# AA Patrol Rachael Felton







“The Right to Trade...”

“Our Armed Forces maintain a safe environment throughout the UK which enables the AA to Trade.”



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