



Ministry  
of Defence

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Ref: FOI2020/08992/R/O

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XXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

03 September 2020

Dear XX XXXX,

Thank you for your email of 5 August in which you requested the following information:

*Please send me a breakdown of all costs relating to the British Army's podcast The Locker. Please give the total cost and then break down into as many categories as possible.*

*Please also send me any other information you have on the podcast, including its brief, any internal communications, and the minutes of any meetings about it in 2020.*

I am treating your correspondence as a request for information under the Freedom of Information Act (FOIA) 2000. A search for the information has now been completed within the Ministry of Defence, and I can confirm that the MOD holds information within the scope of your enquiry.

In answer to the first part of your request, please find below a table detailing the costs of The Locker podcast series.

Description	Fee	Costs	Total
Creative development - Idea development and finalisation of plans	£7,405		£7,405
Media partnership management - briefing and managing partner to deliver three month (live) campaign	£3,820		£3,820
Content creation & production - creating 3 - 4 podcasts and all supporting assets	£8,535	£30,000	£38,535
Talent (3 - 4) - briefing, negotiation of agreements and management to deliver content	£6,825	£40,000	£46,825
Media amplification - interview sell-in	£6,520		£6,520
Account management and reporting	£8,375		£8,375
Evaluation	£3,160		£3,160
<b>Total</b>	<b>£44,640</b>	<b>£70,000</b>	<b>£114,640</b>

Further information relating to the second part of your request can be found in the attached PDFs.

Under Section 16 of the FOIA (Advice and Assistance), it may help you to know that The Recruiting Partnering Project (RPP) is a partnering agreement between the British Army and Capita running since 2012. Capita works hand-in-hand with the Army to attract, source and select Officers and Soldiers (Regular & Reserve), to the quantity and quality that the British Army needs each year.

The Locker podcasts are part of The RPP's overall marketing strategy to attract applications by using a wide range of opportunities and media channels. The use of podcasts is new to RPP and the current series are being evaluated continually so that RPP can review the extent to which they are accepted and valued amongst the wider range of "attract" activities. RPP is continuously adapting and changing to attract new recruits through new methods and channels.

If you have any queries regarding the content of this letter, please contact this office in the first instance. Following this, if you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail [CIO-FOI-IR@mod.uk](mailto:CIO-FOI-IR@mod.uk)). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

Manning Team, Army Secretariat



## The British Army teams up with influencer Chessie King to launch latest episode of new podcast series, *The Locker*, exploring how social media affects confidence

- *New podcast from the British Army explores why we turn to social media for validation, with body confidence influencer Chessie King in conversation with a serving Army soldier*
- *The episode follows research that reveals 72% of Gen-Z check their social media more than ten times a day and a third see 'likes' as short-term confidence hits*
- *The Locker can be found on all major podcast directories, with Episode Three launching on 31st August*

**24<sup>th</sup> August 2020:** The British Army is launching Episode Three of its new podcast series, *The Locker*, exploring why we turn to social media for validation, with body positivity influencer Chessie King. The episode is part of a wider series, focusing on confidence and mental resilience with celebrities and experts in conversation with serving Army soldiers.

Hosted by journalist Natalie Morris, the third episode sees Chessie King discussing her own experiences with social media, revealing how she turned what was once a toxic relationship into something she now owns – “the more I’ve use social media, the less I actually care about what other’s think”. Helped by a recent hiatus from social media altogether, Chessie shares tips including how to curate your news feed to control how you feel about social media – “I follow more dog accounts than people!”.

For a different perspective, Chessie is in conversation with British Army Soldier Kirsty, who explores how the Army has given her distance from social media, despite growing up with it as an integral part of her life. We learn how “real confidence costs nothing”, and how a longer-lasting sense of confidence isn’t dependent on likes and online validation.

*The Locker* series launches as new research shows that whilst 89% of Gen-Z believe self-confidence is important to achieving success in life, 80% admit it’s hard to find in today’s society. With 72% of Gen-Z checking their social media more than ten times a day and a third seeing ‘likes’ as short-term confidence hits, the podcast aims to encourage and empower listeners to build a deeper sense of confidence through the lessons shared by its guests.

*The Locker* can be found on all major podcast directories, including Spotify, iTunes and Google Podcasts, with new episodes out every fortnight. Head to <https://apply.army.mod.uk/thelocker> to find out more.

***Ends***

**Notes to Editors**



For more information about The Army, interview requests and photography please contact: [armyteam@karmarama.com](mailto:armyteam@karmarama.com)

### **About Capita**

The Recruiting Partnering Project (RPP) is a partnering agreement between the British Army and Capita running since 2012. Capita works hand-in-hand with the Army to attract, source and select Officers and Soldiers (Regular & Reserve), to the quantity and quality that the British Army needs each year.

Capita is a consulting, digital services and software business. Every day 61,000 colleagues help millions of people, by delivering innovative solutions to transform and simplify the connections between businesses and customers, governments and citizens. Capita partner with clients and provide the insight and cutting-edge technologies that give time back, allowing them to focus on what they do best and making people's lives easier and simpler.

### **About The British Army**

#### **The Regular Army**

There are hundreds of different roles available within the Army, including infantry, engineering, HR, finance, intelligence, IT, communications, logistics, medical and support roles. As well as offering exciting, challenging and rewarding jobs with world-class training, the Army gives recruits unrivalled opportunities for travel, adventure and self-development that very few other employers can provide.

#### **The Army Reserve**

The Army Reserve is an integral part of the UK Armed Forces and offers a wide variety of careers for both soldiers and officers, with over 200 different roles available. There are just under 500 Army Reserve units and sub-units across the country and anyone from the age of 18 upwards can apply to join. The Army Reserve typically trains for one night per week and at weekends. In many cases, Reserves also attend an annual two-week training exercise.

### **About Karmarama**

Karmarama is the UK's most progressive creative agency, part of Accenture Interactive, working across advertising, PR, data-driven communications, mobile platforms and products, digital and innovation. The agency is known for its ability to blend creativity, digital and data, to help brands such as Lidl, The Army and Plusnet better engage with consumers using human insight. Or as Karmarama calls it - Connected Creativity. It is one of the most effective agencies in the UK and has won the DMA Grand Prix and an IPA Effectiveness Gold as well as a Cannes Lion for its work for The Army. It was again the highest ranked creative agency in the Sunday Times Top 100 Companies to Work For in 2019, coming in at 8th place of all companies in the UK.



## The British Army continues new podcast series, *The Locker*, exploring confidence and imposter syndrome with Jermaine Jenas

- *New podcast from the British Army explores imposter syndrome with footballer turned pundit Jermaine Jenas in conversation with a serving Army soldier*
- *Jermaine Jenas admits he was “sweating and shaking” on first appearance of Match of the Day*
- *The Locker can be found on all major podcast directories, with Episode Two launching on 17<sup>th</sup> August*

**10<sup>th</sup> August 2020:** The British Army is launching Episode Two of its new podcast series, *The Locker*, exploring imposter syndrome with footballer turned pundit Jermaine Jenas. The episode is part of a wider series, focusing on confidence and mental resilience with celebrities in conversation with serving Army soldiers.

Hosted by journalist Natalie Morris, the second episode sees Jermaine Jenas discussing his struggles with imposter syndrome, both on and off the football pitch. Both being signed to Newcastle United at a young age and playing alongside the football legends in the 2006 England World Cup Squad led to Jermaine experiencing imposter syndrome in his early career. Discussing his views on moving from professional sport to punditry, Jermaine describes football as: *“The vehicle to get me where I am today”*.

Throughout the launch episodes, the celebrities share their experiences with serving soldiers, who detail their own journey to self-empowerment and confidence whilst in the British Army. Connor, an openly gay musician in the Army is in conversation with Jermaine Jenas on imposter syndrome, Ella discusses how she uses boxing in the Army to build her confidence with Laura Whitmore, and Kirsty shares how at just 16, she discovered how confidence could be achieved through lasting friendships rather than short-lived social media validation.

During the episode, Jermaine opens up on his first ever experience of punditry on Match of the Day, admitting he was *“sweating and shaking like mad”*. When looking back at his playing career, he comments on the physically demanding nature of the game: *“I don’t miss the everyday training – it was intense, and I used to wake up every day at 5.30 and hobble to the bathroom in pain while my muscles woke up”*.

The Locker series launches as new research shows that whilst 89% of Gen-Z believe self-confidence is important to achieving success in life, 80% admit it’s hard to find in today’s society. The podcast explores why real confidence is so hard to find for many today and aims to encourage and empower listeners through the stories and experiences of the famous names taking part along with soldiers.



In the first and third episodes, broadcaster Laura Whitmore discusses overcoming issues around body positivity, and body positivity influencer Chessie King discusses how using social media can actually have a negative impact on confidence.

*The Locker* can be found on all major podcast directories, including Spotify, iTunes and Google Podcasts, with new episodes out every fortnight. Head to <https://apply.army.mod.uk/thelocker> to find out more.

### ***Ends***

Episode One launching 3<sup>rd</sup> August; Episode Two launching 17<sup>th</sup> August; Episode Three launching 31<sup>st</sup> August.

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## The British Army launches new podcast series, *The Locker*, exploring confidence with Laura Whitmore, Jermaine Jenas and Chessie King

- New podcast series from the British Army explores confidence and mental resilience with celebrities Laura Whitmore, Jermaine Jenas and Chessie King in conversation with soldiers
- The launch follows new research that reveals 89% of Gen-Z believe self-confidence is important to achieving success in life, yet 80% admit it's hard to find in today's society
- *The Locker* can be found on all major podcast directories, with Episode One launching on 3<sup>rd</sup> August

**27<sup>th</sup> July 2020:** The British Army is launching a new podcast series, *The Locker*, exploring confidence and mental resilience. The new fortnightly series features celebrities Laura Whitmore, Jermaine Jenas and Chessie King, in conversation with serving Army soldiers, discussing their own personal challenges and learnings.

The series launches as new research shows that whilst 89% of Gen-Z believe self-confidence is important to achieving success in life, 80% admit it's hard to find in today's society. The podcast explores why real confidence is so hard to find for many today and aims to encourage and empower listeners through the stories and experiences of the famous names taking part along with soldiers.

Hosted by journalist Natalie Morris, the first episode sees Laura Whitmore discussing her struggles with body confidence. Discussing her views on *Love Island* and the impact the show can have on confidence, Laura admits: *"I feel sorry for the guys in there, always working out whilst in the villa and the girls are chilling. The guys have more pressure to look good"*.

During the episode, Laura also talks about how she still struggles with imposter syndrome and body positivity today: *"The only person I compare myself to is myself – everyone is different"*.

Meanwhile, in the second and third episodes footballer turned pundit Jermaine Jenas addresses how he's dealt with imposter syndrome on and off the pitch, and body positivity influencer Chessie King discusses how using social media can actually have a negative impact on confidence.

The celebrities each share their experiences with serving soldiers, who detail their own journey to self-empowerment and confidence whilst in the British Army. Connor, an openly gay musician in the Army is in conversation with Jermaine Jenas on imposter syndrome, Ella discusses how she uses boxing in the Army to build her confidence with Laura Whitmore, and Kirsty shares how at just 16, she discovered how confidence could be achieved through lasting friendships rather than short-lived social media validation.

Nick Terry, Chief Marketing Officer Recruiting Group, comments:



“It has been amazing to hear such inspiring and relatable stories from people you wouldn’t usually expect have to deal with issues around confidence and mental resilience. The podcast has really shown how universal these issues are but with the positive influence of those around you, how it’s possible to overcome them”.

He continues: “Within the British Army, personal pride and confidence is one of the most rewarding attributes we see from our recruits as they embark on their journey with us and it’s clear to see the impact this has during and beyond their time rising through the ranks.”

*The Locker* can be found on all major podcast directories from 3<sup>rd</sup> August, including Spotify, iTunes and Google Podcasts, with new episodes out every fortnight. Head to <https://thelocker.online/> to find out more.

***Ends***

Episode One launching 3<sup>rd</sup> August; Episode Two launching 17<sup>th</sup> August; Episode Three launching 31<sup>st</sup> August.

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in at 8th place of all companies in the UK.

## **Blog 1: *Could the gym be bad for your confidence?***

It is an undisputed fact that working out makes you feel good. Really good. That buzz you get right after a spin class, that high you feel when you leave the gym - that's the endorphins flowing through your veins and making you feel invincible.

Countless studies have shown that fitness and being active is hugely beneficial for both [your physical and mental health](#), but *how* you work out and the relationship you have with gym culture is so important. Being fit, strong and healthy is meant to bolster your confidence and make you feel amazing, so why is it that gym culture is causing so many people to feel *bad* about themselves?

Gyms can be hostile places, which means many people miss out on the benefits of being active because they just feel too intimidated. Sometimes it feels like gyms have actually been designed to be intimidating spaces. All those mirrors, the lack of clear instructions about how to use the machines, the segregation of the weights area, all of which can make you feel unwelcome.

In fact, according to Sport England, [39% of women aren't getting enough physical activity](#), and a fear of being judged is one of the key reasons why. This is no surprise when you consider that the fitness industry focuses so heavily on body shape, what you're wearing to the gym, and the pictures you're posting on Instagram.

Another element of gym culture that can have a negative impact on confidence is the lack of a clear goal. If you're going to the gym because you feel like you have to, or because you see working out as a 'punishment' for eating certain foods, fitness will never become a sustainable part of your life, and you won't enjoy it.

Modern gym culture tends to focus on the aesthetic – on changing how your body looks to fit a certain ideal. Whether that's doing endless squats to try to get a 'bubble butt', or crunches to get abs and a flat stomach. However, when the end goal is superficial, the positive benefits are only ever going to be superficial too. Working towards an unrealistic body ideal will never build long-lasting confidence – to do that, your goals need to be sustainable and driven by health, strength and functionality, rather than just how you look. You also need to find something you truly enjoy doing.

On the first episode of 'The Locker' podcast, Army soldier Ella explains how her successful career in boxing – both in the Army and outside of it – has given her an incredible sense of confidence in her physical capabilities and in her ability to lead and train others, even in a traditionally male environment. She also says that the physical elements of her Army training has helped to build long-term confidence. Challenging herself and encouraging the people around her to endure the demands of Army training has been a huge boost for her self-esteem, and taught her the true value of physical health.

This is an attitude that easily translates to gym culture. What we need is a cultural reset and a careful evaluation of our goals every time we work out. As soon as fitness becomes about how your body works, rather than how it looks, that's where we can build confidence that will last for a lifetime.

## The Locker Podcast

A fortnightly podcast of honest conversations between British Army soldiers and everyday people. From mental resilience and self-belief to sport and travel, each episode will explore views on life from two different perspectives.

The new series will launch with three 30-minute episodes that take a closer look at confidence through topics that relevant for our audience.

Each will feature talent who can discuss their own experiences and challenges, and how they've grown mental resilience to overcome them. They will be in conversation with a soldier, who can tell their own stories that relate, bringing in how the unique confidence earned from the Army has helped them.

### Questions are:

1. Could the gym be bad for your confidence?
2. What are the moments when you feel like an imposter in your own life?
3. Why do we turn to social media for validation?

### Moderator

The series will be presented by Natalie Morris, Senior Lifestyle Writer at Metro who focuses on BAME and mental issues and with previous podcast presenter experience.

Her role is to not only use her editorial experience to shape the narrative and flow of the podcasts, but to be the voice of these launch episodes. She'll introduce each episode, steer the conversation, pull out the best stories from our talent and soldiers and to provide consistency across the series.

### Talent

- Episode 1 – Laura Whitmore, Broadcaster
- Episode 2 – Jermaine Jenas, Pundit
- Episode 3 – Chessie King, Influencer

### Distribution plan

The episodes are due to go live:

Episode 1 – could the gym be bad for your confidence?	Episode 2 – what are the moments when you feel like an imposter in your own life?	Episode 3 – why do we turn to social media for validations?
03.08.20	17.08.20	31.08.20

# Overall Distribution Calendar

	w/c 13.07	w/c 20.07	w/c 27.07	w/c 03.08	w/c 10.08	w/c 17.08	w/c 24.08	w/c 31.08	w/c 07.09	w/c 14.09
<b>Talent social content</b>										
Laura		20 <sup>th</sup> : IG Story		3 <sup>rd</sup> : IG Post						
Jermaine						17 <sup>th</sup> : IG Post	24 <sup>th</sup> : IG Story	31 <sup>st</sup> : IG Story	7 <sup>th</sup> : Tweet	
Cheisie								31 <sup>st</sup> : IG Story	7 <sup>th</sup> : IG Post	14 <sup>th</sup> : IG Story
Natalie	16 <sup>th</sup> : Tweet			3 <sup>rd</sup> : Tweet		17 <sup>th</sup> : Tweet	27 <sup>th</sup> : Tweet	2 <sup>nd</sup> : Tweet		
<b>Talent interviews</b>										
Laura			Sunday Mirror Notebook, Mirror Online, Daily Star Sunday TV Life	Times Magazine	Sunday Express 5 Magazine					
Jermaine						PA, FourFourTwo (online)		FourFourTwo (print)		
Cheisie								Sun on Sunday Fabulous Magazine		
<b>Earned media</b>										
Launch press release – sell-in to national and consumer media										
Episode Two media alert – sell-in to national and consumer media and specific verticals (sport, LGBTQ+)										
Episode Three media alert – sell-in to national media and specific verticals (sport, women's consumer)										
<b>LedBible display</b>										
Snapchat Channel Buy						12 <sup>th</sup> – 19 <sup>th</sup>				
Website Interscroller							12 <sup>th</sup> – 4 <sup>th</sup>			