

Calling all Veterans

2018 will see the start of a significant change to the Army and it needs your help in more ways than one.

Background. After a combination of 30+ years facing the Cold War and 15+ years of counter-insurgency the Army finds itself in a security environment that is increasingly complex, grossly unstable and dynamic and the threats to the UK have changed. The Army has never been so popular with the public but at the same time it is never been so misunderstood, now that we are not deployed on kinetic operations many do not know what the Army does. The recruiting pool has not been so 'dry' since 1975 with unemployment at its lowest, school leaving age increasing and less 14 – 20 year olds in the UK for over a Century. The future is very different, unstable, dynamic and in a state of constant competition. Competition for resources, power, control, influence and territory. Equally important is affordability, Defence is capped at 2% of UK GDP and an Army is expensive. **So what?** The Army has to change.

The need to change. The future Army needs to adapt to the changing security environment and the prospect of a post-Brexit Europe with growing tension on the East European Front, Middle East, Africa and North Korea. The modern Army must work with North European partner nations, NATO and the UN and in a multi-national framework and therefore needs to be much smaller, fight smarter and embrace technology, industry and maximise its talented people and upskill them. It will rely on a Regular standing force of about 80,000, an Army Reserve of over 30,000 and then tap into the potential source of 30,000 Regular Reserves. Half of the Army leaves before they are 30, therefore they are still current and useable and the Army wishes to exploit ways to mobilise more of its Regular Reserves or use them as Sponsored Reserves. It is also looking at ways to increase these 'Sponsored Reserves' (those with specialist skills that it can exploit when it needs them – tanker drivers, communications and logistics specialists, etc) and will work with industry to increase its capability and share its manpower.

Recruiting Campaign. The Army recognises the soldiers it needs to recruit into this modern Army are very different from those that joined in the 70s, 80s, 90s and even early 2000s. It will begin a new recruiting campaign on 13th January lasting the whole of 2018 to attract this new generation. The campaign will use TV, digital channels and radio commercials, social media, Cinema and posters centred on the slogan 'This is Belonging'.

What Can you do to support the Campaign? To make this campaign work it is asking for the help of all serving personnel Regular and Reserve, Regular Reservists, Veterans and Regimental Associations. We can all help by following 'Army Jobs' on social media (to widen its reach) and by using the hashtag **#FindWhereYouBelong** on your social media posts. Many of us may not relate to the Army recruiting campaign in 2017, This is Belonging, which is good, you were not supposed to. It is targeted at those from 15 – 29 and there is evidence and data that proves the 2017 was very successful and recruiting has improved. The campaign will aim to break down the myths that can act as barriers to recruitment by showing how 'Belonging' can benefit every potential candidate and how anyone can 'Belong' in the Army. The Army recognises that all its Veterans are effective recruiting agents and are proud to have served. Many may still get the chance to serve again if the Regular Reserve is mobilised so keep yourself fit and active. The Army needs to reach into new recruiting grounds to stay competitive and tap into new talent so females and those from British ethnic minorities will be a focus. Statistics show that the 3 biggest drivers for joining the Army now are: frontline thrill, skills and careers and meaningful bonds. Of these, meaningful bonds is the driver that is most capable both of persuading new applicants to join; hence the key message of Belonging.

What will the new Army look like? The new Army needs to be more versatile, adaptable and innovative. The future Army needs to realign the balance between generalist and specialists trades and reward its people better. It will need to be more adaptable in the urban environment and improve its training to be more adaptable, keep pace with technology and simulation and train and fight smarter. It must be persistently engaged overseas (Middle East, Africa and Eastern Europe) to understand other nations, protect them and the UK, shape their army, politics and

governance and deter them from using conflict. New Specialised Infantry battalions have been formed and 2 PWRR becomes one next year based in Aldershot. The Army must also improve its connection at home (from where it recruits and resettles its soldiers and requires the people's vote for support) and must always be available at a time of need. It must be a vigilant deterrent and useable by NATO, the Northern European alliance and the UN.

What will the future Soldier be like? The Army in the past has been risk adverse and lacked innovation and over assured and inspected itself, it trained too much and was expensive. These things have stifled initiative, experimentation and removed control at the lowest level. It needs a new structure, refine its training and education and adopt a talent-based management system that see its people serve longer (for many capbadges Service to 60 is being developed). It will look at lateral entry – taking people in directly from industry as NCOs or officers, sharing our people with industry instead of competing with each other for the same people. It will allow placements with industry or academic institutes to widen its skillset. The Army currently delivers more than 1600 apprenticeships; more than any other country in Europe, but it must do more. It will bring in a Flexible Engagement System that allows Regulars to work shorter weeks (for less pay), or defer deploying for a few years but also allow the Army Reserves to increase their commitment to make better use of its people and retain them by looking after them in a more flexible way. It will empower its commanders, at all levels, allow them to experiment and encourage them to learn from mistakes. The future Army will be very different, expect more from its people but reward them in return. It needs a very different person from previous generations and must adapt to attract and retain them. It will increase the utility of females and recruit them into the RAC this year and the Infantry next year. There will more and exciting opportunities for the Army Reserve and the future of the Army, Regular and Reserve, aims to unlock every soldier's potential and incentivise them so that the Army of the future may be more productive and continue to be the best with a sense of belonging. **#FindWhereYouBelong.**