



# Reserves Day 2018

## Media pack for businesses

Your guide to celebrating Reserves Day at work

East Anglia RFCA has pulled together resources to help you quickly & easily make the most of the Reserves Day media opportunity. We've also included the most popular activities for those taking part in Reserves Day celebrations.

Please share your Reserves Day activities with employees, customers and suppliers in the days leading up to Wednesday 27<sup>th</sup> June, and encourage other organisations to follow in your footsteps.

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### **What is Reserves Day?**

Reserves Day 2018 is a chance to recognise and appreciate the integral part that Reservists play in the UK's Defence capability.

To ensure that Reservists are understood and appreciated, the Ministry of Defence invites Reservists to wear their uniform to work for one special day each year during Armed Forces Week, and encourages businesses to highlight the benefits of Reserve service to their workforce.

With this initiative, the Ministry of Defence aims to:

- Increase the favourability of Reservists amongst employers.
- Highlight to potential Reservists the compatibility between work and military life.

Reserves Day 2018 is part of Armed Forces Week, culminating in a national [Armed Forces Day](#) event in Llandudno, North Wales on Saturday 30th June.

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## As an employer, what can I do to support Reserves Day 2018?

- Post an intranet article about the Reserve Forces, [the Reserves in your area](#).
- Send a press release to your local paper showing your support for the Reserve Forces.
- Hold a lunch-time skills-builder workshop which includes a few fun 'command tasks'.
- Take part in the @DRMSupport [#SaluteOurForces](#) social media campaign.
- Put up [posters](#) in the office communal areas.
- Play the Reserves Day video on office TV screens.
- Hold a cake sale to raise money for [Help for Heroes](#) or [another military charity](#).
- Place [email signature banners](#) on all external emails for the week.
- Sign the [Armed Forces Covenant](#).
- Support an [Armed Forces Day event](#) local to you.
- Display an [Armed Forces Day flag](#) outside your office.

If you are an employer of Reservists, you can support Reserves Day by encouraging your employees who are Reservists to wear their uniform at work, if it's appropriate for them to do so. You could also ask your Reservist employee to host a lunch-time talk with a few team-building command tasks.

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### Checklist

- Have I put up [posters](#) in the communal areas?
- Have I sent out an internal email?
- Have I scheduled in some Tweets or other social media posts?
- Have I sent out a press release?
- Have I signed & submitted the [Armed Forces Covenant](#)?
- Have I [bought a flag](#) to display outside our office?
- Have I followed the Activity Planner?
- Are there any [Reserve Forces units nearby](#)?
- Are there any Reserve Forces Day or Armed Forces Day [events planned nearby](#)?

Keep reading to find examples and templates for all of these checklist items.

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### Examples Tweets:

The team @ourbusiness is proud to #SaluteOurForces on #ReservesDay. @DRM\_Support @EastAngliaRFCA

Our Matt is speaking about being a Reservist and wearing his uniform to work for #ReservesDay

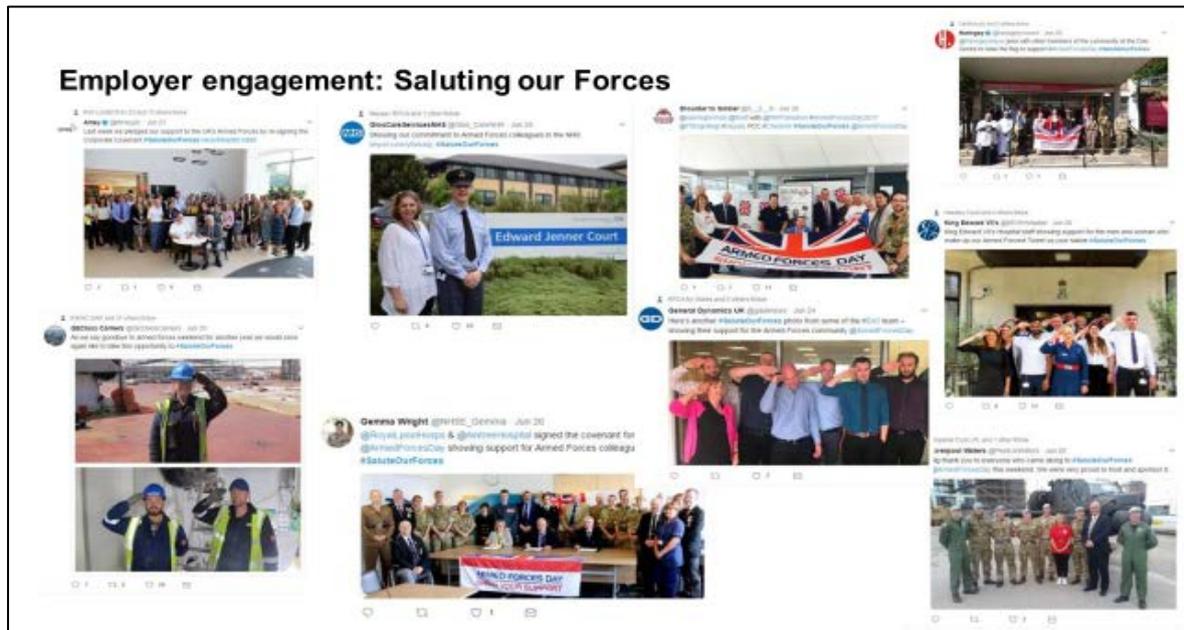
We're flying the #ArmedForcesDay flag for #ReservesDay in #Chelmsford @DRM\_Support

We've signed the #ArmedForcesCovenant on #ReservesDay to show our support for the UK Armed Forces. @Defence\_HQ @DRM\_Support

16% of UK Armed Forces are Reservists. Today is #ReservesDay, please join us in showing our support for the work they do. #SaluteOurForces

Please also share messages issued by @DRM\_Support and @EastAngliaRFCA or with the #ReservesDay and #SaluteOurForces

Please use images with your tweets and other social media posts. Here are some examples of eye-catching images you could take:



### Intranet & Internal Email:

Please send out an email to all staff raising awareness of Reserves Day. You may also want to send a note out to suppliers and customers too, to show how you're supporting the UK Armed Forces. Here's an example you can amend and tailor to your business.

Wednesday 27<sup>th</sup> June is Reserves Day. Here at [Company Name], we're taking part by [flying the Armed Forces Day flag, signing the Armed Forces Covenant] and spreading the word about the Reserve Forces.

For example, did you know that:

- Reservists make up 16% of the UK Armed Forces; over 32,000 men and women across the UK from all walks of life.
- At any one time, there are between 200 and 300 UK Reservists deployed on operations at home and around the world, serving alongside their Regular counterparts.
- 75% of managers recognise the benefits Reservists bring to their companies, but only 6% of managers agree that joining the Reserves would be good for an individual's career prospects. In comparison with their managers, 75% of Reservists believe that being in the Reserves is good for their career progression.<sup>1</sup>
- Reserves Day is a national occasion to recognise the Reserve Forces for their outstanding contribution to this country.

Reserves Day 2018 on 27<sup>th</sup> June is a chance to recognise and appreciate the integral part that Reservists play in the UK's Defence capability. The Ministry of Defence encourages Reservists to wear their uniform to work for one special day each year during Armed Forces Week, and invites businesses to become more aware of the benefits of having Reservists in their workforce.

Reserves Day 2018 is part of Armed Forces Week, culminating in a national Armed Forces Day event in Llandudno, North Wales on Saturday 30<sup>th</sup> June. To find an Armed Forces Day event near, you visit [www.armedforcesday.org.uk](http://www.armedforcesday.org.uk).

<sup>1</sup> Insights from a 2017 ICM poll

## Website:

Please interview your reservist employee and publish it as a news article or blog post on your website. If you don't have a reservist as a member of staff, you can use one of our articles:

<http://www.earfca.org.uk/reserve-forces/reserves-day-2017/>

### Bedfordshire Policeman balances the world of rural crime with RAF security detail



"It's never too late to become a reservist" says 44 year old Mark Farrant from Bedford. The Police Inspector with Bedfordshire Police joined the Royal Air Force Police (3 Tactical Police Squadron) two years ago and hasn't looked back since.

His current role with Bedfordshire Police is the management of the Rural Crime Team across the county but last year he flew to the USA and Canada as part of his role as an RAF reservist. He spent five days travelling on a C17 Transport Aircraft to provide security for crew, cargo and aircraft. He also worked security for the Royal International Air Tattoo at RAF Fairford and providing support to the Police Flight at RAF Wittering, completing duties with the regular RAF Police personnel.

"The reservist experience is an incredibly rewarding one. It can be a challenge at times, but I'm lucky in that my employer, squadron and family are very flexible and understanding. A proportion of my duties have similarities to my day job as a civilian police officer. However the focus on protective security is an added dimension which supports my day job."

Bedfordshire Police currently employ fourteen reservists and in 2014 received a Silver Award as part of the Armed Forces Covenant Employer Recognition Scheme. The programme celebrates and recognises the support given to Defence personnel by employers that pledge, demonstrate or advocate support to the Armed Forces Community.

Bedfordshire Police Chief Constable Jon Boutcher said: "Volunteers and reservists are a hugely important part of policing and supporting the armed forces and Mark is a shining example of skill sharing across the organisations. In much the same way that volunteers enhance our front line through the Special Constabulary and through watch schemes, it is tremendous that Mark is able to use his skills to help the RAF while also gaining unique experience to bring back to Bedfordshire Police.

Mark is one of over 32,000 men and women across the UK who, as Reservists, are called upon as individuals for their specialist skills or as ready-formed units whenever required.

Like their Regular counterparts, Reservists receive world-class training, which develops key skills such as leadership, teamwork and organisation. These core Reservist skills are transferable to the workplace in all sectors. Undergoing training and serving on operations also develop resourcefulness, perseverance and the ability to improvise in unfamiliar or difficult circumstances; highly prized attributes that many Reservists develop and bring back to their workplace.

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**In the office:**

Please put up [posters](#), an [Armed Forces Day flag](#), play the [Reserves Day video](#) on screens in the office, or organise a lunchtime talk or announcement in your office or premises, to raise awareness of Reserves Day.

**Press Release:**

Here's some inspiration for writing a **press release**:

	Date
FOR IMMEDIATE RELEASE	
<b>[Company Name] [job title] wears Reservist uniform to work</b>	
[Company Name] [job title] Andy Burrow, 49, who works in logistics with 4624 Squadron RAF Reserves was invited to wear his uniform to work today to celebrate Reserves Day 2018.	
Andy, who lives and works in north London, said: "I work on Air Movements moving kit and personnel around and I get to travel the world.	
"I feel so lucky that I'm paid to meet new people, develop my interests and broaden my horizons in my spare time with the Army Reserve.	
"I've travelled to countries I'd never have been to otherwise, and seen a side of life I'd never have experienced."	
"I'm really proud of what I've achieved with the Army Reserve and I hope that by raising awareness among my colleagues, I might encourage more people to join."	
"We learn skills we can apply in civilian life and being in the military is a great confidence boost."	
[Chief exec or equivalent] said: "We know that Reservists receive lots of high quality leadership training as well as specialist training in the Armed Forces. In our experience, Reservists are focused, driven and enthusiastic about furthering their careers."	
[HR Director or equivalent] said: "Reservists not only stand out in a competitive jobs market, they are highly valued by their civilian employers."	
Ray Wilkinson, Chief Executive of the Reserve Forces and Cadets Association for East Anglia, said: "Reserves Day is an opportunity for all to recognise and celebrate the work of the Reserve Forces and the individuals themselves. We are indebted to these men and women who give up their spare time to serve in the Reserve Forces so that should their country need them they are ready to serve; anywhere, anytime."	
Reserves Day is part of a week-long celebration of the UK Armed Forces, which culminates on the 30 <sup>th</sup> June this year with a national event in Llandudno, North Wales. Many local events are also being organised, and organisers are encouraged to register their events <a href="https://www.armedforcesday.org.uk/find-events/">https://www.armedforcesday.org.uk/find-events/</a>	

**Other examples:** [Argus worker dons uniform to work](#), [Pride of the UK: From postmen to pilots](#),

**Press releases** should be sent to your local/regional press. Here are some press contacts for your area:

Here's an example activity tracker, which you can personalise to help you quickly & easily make the most of the Reserves Day media opportunity.

Date	Proposed activity	Notes
<b>Thursday 21<sup>st</sup> June</b>	<p>Check with HR if they know of any employees who are Reservists.</p> <p>Ask Reservists employees if they would like to wear their uniform to work for Reserves Day on Wednesday 27<sup>th</sup> June.</p> <p>Ask Reservists if they would like to lead a lunchtime workshop to talk about their experience in the Reserve Forces and how it benefits them professionally.</p> <p>Order an Armed Forces Day flag.</p>	
<b>Friday 22<sup>nd</sup> June</b>	<p>Consider what activities will take place next week to support Reserves Day, and plot them onto this tracker.</p> <p><a href="#">Download the Armed Forces Covenant</a> and edit the document to match the company's existing commitment to Defence people. Print it and propose it to the HR director for review &amp; approval.</p> <p><a href="#">Download the Reserves Day toolkit</a> with email signature banners, posters and other resources.</p>	
<b>Monday 25<sup>th</sup> June</b>	<p>Confirm reservist employees will wear their uniform to work on Wednesday and take a picture of them wearing their normal work clothes, for comparison. Ask them to suggest a quote for the press release and obtain their consent to send it to local media.</p> <p>Put up Reserves Day poster in the communal areas and take a photo for social media.</p> <p>Prepare Tweets, LinkedIn and/or Facebook posts for the next few days.</p>	
<b>Tuesday 26<sup>th</sup> June</b>	<p>Take a group photo holding the Armed Forces Day flag then hang the flag from a window.</p> <p>Share the group photo on social media and the company website.</p> <p>Send a press release about signing the Armed Forces Covenant for Reserves Day to local media, with a quote from the company MD or equivalent.</p>	
<b>Wednesday 27<sup>th</sup> June</b>	<p><b>Reserves Day.</b></p> <p>Take a photo of Reservist employees wearing their uniform to work, to finalise and send the press release out to local media.</p> <p>Share and send messages using #ReservesDay and #SaluteOurForces on social media.</p> <p>Issue an article or post on the intranet or by internal email.</p> <p>Take a photo of staff taking part in a command task and share on social media.</p>	
<b>Thursday 28<sup>th</sup> June</b>	<p>Thank everyone for taking part in a follow-up email or social media post.</p> <p>Remind people that there might be an <a href="#">Armed Forces Day event nearby</a>.</p> <p>Submit your completed &amp; approved Armed Forces Covenant document to AFCovenant@rfca.mod.uk</p>	
<b>Friday 29<sup>th</sup> June</b>	<p>Email us about your Reserves Day activities!</p>	
<b>Saturday 30<sup>th</sup> June</b>	<p>Armed Forces Day.</p> <p>Keep the flag up for Armed Forces Day.</p>	