

NEW RELATIONSHIPS
between the military and
employers, education,
communities

CAMO DAY children raise money for forces welfare charities by coming to school in camouflage

POLICY: ARMED FORCES COMMUNITY COVENANTS

By late 2012 half UK local authorities have signed a covenant, "to encourage local communities to support the service community in their area and promote understanding and awareness among the public."

THE **ARMED FORCES COVENANT** SETS OUT THE 'MORAL OBLIGATION' BETWEEN THE ARMED FORCES, THE GOVERNMENT AND THE COUNTRY

"Our new model is about raising awareness, and that takes a ten-year span. It starts with a seven-year-old boy seeing a parachutist at an air show and thinking, 'That looks great.' **From then the army is trying to build interest by drip, drip, drip.**"

POLICY: YOUTH ENGAGEMENT

The armed forces provide activities in schools; school-based and community-based cadet forces; and other youth activities. They visited 11,000 secondary schools and colleges in 2011-12 with presentation teams, 'careers advisors', lessons plans, away days, one to one mentoring, and more.

An army teaching resource for 7-11 yr olds for **Armed Forces Day**, including identifying how qualities "for being a hero apply to working for the Armed Forces to keeping our nation safe".



POLICY: NATIONAL RECOGNITION OF THE ARMED FORCES

This report was published by Labour in 2008, recommending 40 measures for 'increasing visibility', 'improving contact', 'building understanding' and 'encouraging support' for the armed forces, including:

MILITARY ACADEMIES AND FREE SCHOOLS

CADET VERSION OF THE NATIONAL CITIZEN SERVICE FOR 16 YR OLDS

TROOPS TO TEACHERS

'ALTERNATIVE PROVISION' FOR KIDS AT RISK OF 'FAILING': MILITARY TO MENTORS, COMMANDO JOES', CHALLENGER TROOP...

MORE CADET FORCES IN STATE SCHOOLS

ARMED FORCES DAY, FIRST HELD IN 2009 AND SCHEDULED ON A SATURDAY "SO THAT SCHOOL CHILDREN AND MOST WORKING ADULTS WOULD BE AVAILABLE TO ATTEND EVENTS".

INVOLVEMENT IN SCHOOLS AND EXPANDING THE CADET FORCES. THE GOVERNMENT CHOSE ARMED FORCES DAY 2012 TO ANNOUNCE £11 MILLION TO INCREASE THE NUMBER OF COMBINED CADET FORCES IN STATE SCHOOLS.

SUPPORT FOR HOMECOMING PARADES

LOW APPROVAL RATINGS FOR AFGHANISTAN BUT 90% OF THE PUBLIC AGREED THAT THE 'UK ARMED FORCES ARE A FORCE FOR GOOD'; 89% AGREE THAT THE 'UK ARMED FORCES MAKE A POSITIVE CONTRIBUTION TO THE UK THROUGH THEIR ACTIVITIES AT HOME'.

new roles for the military in PUBLIC LIFE, providing solutions to social problems

POLICY: FUTURE RESERVES

The Ministry of Defence's policy to increase the role of the reserve forces as the size of the regular forces is reduced. Pathways through education and employment will be developed to attract recruits.

In 2012 the MoD recommends an "INFORMATION CAMPAIGN... to influence the major areas of press and public opinion"

POLICY: RECRUITMENT INTO THE ARMED FORCES FROM 16 YEARS OLD

The UK is the only country in the EU to recruit at 16 and few other EU countries recruit 17 year olds. The UK is increasingly out of step with a growing international consensus against the recruitment of under-18s as recommended by the UN Convention on the Rights of the Child

CURRENT CHANGES WITHIN EDUCATION POLICY ARE AFFECTING WHO CONTROLS IT AND WHAT VALUES PREVAIL. THE PREVAILING IDEOLOGY IS THAT EDUCATION IS IN CHAOS AND A NEED TO RETURN TO TRADITIONAL VALUES.

MANY OF THESE IDEAS COME FROM THE U.S. WHERE THE MILITARY HAVE A SIGNIFICANT PRESENCE IN SCHOOLS.

IN THE U.S. THE 2001 **NO CHILD LEFT BEHIND ACT** GIVES THE MILITARY A LEGAL RIGHT TO DATA ON EVERY SCHOOL STUDENT FOR RECRUITMENT PURPOSES. THE MOTTO FOR COMMANDO JOES', PROVIDING MILITARY ACTIVITIES IN U.K. SCHOOLS IS 'NO CHILD LEFT BEHIND'.

NATIONAL SERVICE BILL 2013 PROPOSES THAT EVERY NON-EXEMPT 18-26 YEAR OLD WILL HAVE TO SPEND A YEAR IN A FORM OF SERVICE, INCLUDING THE ARMED FORCES, OR FACE PROSECUTION.

The risks and downsides of an armed forces career are down-played. It is even presented as a way out of social disadvantage

POLICY: "MILITARY ETHOS & SKILLS" IN SCHOOLS

Military-led activities are being integrated into national education and youth policy. The Department for Education states, "We associate the military with many positive values, loyalty, resilience, courage and teamwork to name but a few."



A MILITARISED OLYMPICS. THE FUTURE OF PUBLIC EVENTS? THE ARMY 'SAVED THE DAY' WHEN G4S FAILED TO PROVIDE ADEQUATE SECURITY FOR LONDON 2012 OLYMPICS. ALSO EMPLOYED WERE ARMED SECURITY, EXTENSIVE DEFENCE AND SURVEILLANCE HARDWARE, AND FORCES PERSONNEL PARTICIPATED IN THE CEREMONIES.



The military needs to influence young people as potential RECRUITS and 'FUTURE OPINION FORMERS'

