

Report of Inquiry into

National Recognition of our Armed Forces



Report to the Prime Minister by:

Quentin Davies MP

Bill Clark OBE Ministry of Defence

Air Commodore Martin Sharp OBE MA RAF

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Foreword



Rt Hon Gordon Brown MP

One of the greatest privileges I've enjoyed since becoming Prime Minister has been to spend time with the extraordinarily skilled and dedicated men and women of our Armed Forces, and to visit them on the ground in Iraq and Afghanistan. Their courage, their service and their professionalism make an immeasurable contribution both to building peace and stability around the world and to protecting our nation here at home.

The Government is acutely aware of the debt we owe our Armed Forces, and our gratitude for the work they do in the service of our country is reflected in our recent initiatives on pay, on tax-free bonuses, on housing and on health care, as well as in our decision to commission a Command Paper on conditions of service and quality of life, which we will be publishing this summer.

But beyond these individual initiatives, important though they are, it is vital for our serving men and women, especially those engaged in difficult and dangerous overseas campaigns, to know that the whole of Britain understands and appreciates the work that they do in our name. I believe the British public are fully behind the men and women of our Armed Forces, and people want to do more to pay tribute to them. This is why I set up this Inquiry: to open up this very important subject to wider public debate. The Inquiry has made a number of positive recommendations to increase the recognition that we give to our Armed Forces - including wearing uniforms in public, the idea of a national Armed Forces Day, greater support for homecoming parades, and an expansion of cadet forces, which we know bring benefit to the Armed Forces and young people alike - and the Government will be responding in detail to these and other recommendations over the coming weeks.

Of course, many of the initiatives suggested here go beyond what Government or the military can achieve alone. They involve local authorities, voluntary bodies, the private sector and, above all, the people up and down the country who devote their time to running cadet units or military charities, or who find another way of expressing their appreciation for what our Armed Forces do for us. I applaud all of their efforts, and I sincerely hope this Inquiry will open up new opportunities for Government to work alongside everyone who values the men and women who serve and who have served in our Armed Forces.

Gordon Brown

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National Recognition of our Armed Forces

The Prime Minister, with the enthusiastic support of the Secretary of State for Defence, asked us in December 2007 to undertake this Study in the belief that this is a good moment to evaluate the relationship between our Armed Forces and the rest of society. The Terms of Reference for the Study are at Appendix 1.

The Armed Forces have a unique place in society. Their profession requires them regularly to place their lives at risk in the service and defence of our country. They are subject to a special legal code, are required to engage in operations anywhere and at any time as directed by the Government of the day, and forego many rights and freedoms enjoyed by civilians. No other profession faces these rigours and constraints.

As each year goes by, an ever smaller proportion of our population than at any time since 1914 have direct experience of the Armed Forces, or have a family member with such experience. At the same time, because of the IRA threat in the 1970s and 1980s, members of our Forces have ceased as a general rule to wear uniforms in public even where current rules would permit them to do so. Military installations remain very stringently guarded and closed to the public. These practices have continued after the nature of the terrorist threat has changed. Open Days and other military displays are now much rarer. Once they have been cancelled, either on security or on resource grounds, they are not usually reinstated. More stringent security and 'health and safety' regulations in UK commercial ports have led to a decrease in opportunities for the general public to visit naval vessels. The merger of regiments, necessary as it was, has inevitably impacted in some areas on the relationships between the Army and local communities.

Simultaneously, though the contemporary world presents many challenges to our security, and international terrorism directly threatens lives here, it has become less easy to define precisely the task which our Armed Forces are designed to meet than it was in the days of the Cold War, or of course during World War II. The Government therefore needs to make a continued effort to explain the rationale for the Armed Forces to the public, and we were delighted to see the publication of the National Security Strategy on 19 March 2008.

As a result of some of the factors we have described, and perhaps also of value changes in our society, the military, in the opinion of almost all those with whom we have spoken, have become increasingly separated from civilian life and consciousness. There are potential dangers for both parties in this. The Armed Forces can only operate with maximum motivation and effectiveness if they are both morally and materially supported by the society they are defending. Support of both kinds will be indispensable elements in the morale and commitment of those who are hazarding their lives on behalf of their fellow

citizens. And public understanding of the military and recognition of their role will always determine the climate within which the Forces can recruit, and the willingness of the taxpayer to finance them adequately.

The Government has recently announced a number of very substantial equipment procurement programmes, and has accepted successive recent favourable Armed Forces Pay Reviews. New measures have been announced on health, housing, the Operational Allowance, an increase in the commitment bonus, relief from Council Tax for those on operations, and compensation for injury. All these initiatives will be set out in detail in the forthcoming Command Paper on Service Personnel which is expected to be issued later this year. However, the Prime Minister and the Secretary of State believed that it was right at the same time to look also at the equally fundamental issue of the civilian/military relationship.

Our first task was to decide how much of an issue, or even of a problem, there was. The latest public opinion survey conducted by the Ministry of Defence (MOD) revealed that, while 80% of respondents had a favourable view of the military (a finding strongly confirmed by the great success of recent charitable campaigns and by the public response to recent homecoming parades) only 48% claimed either to 'know them well' or to 'know a fair amount about them' (as opposed to 77% who claimed such knowledge about the NHS, 66% about the police and 65% about the BBC). That finding is confirmed – indeed if anything is strengthened – by the evidence we have taken. In almost all the group discussions we have had with serving military personnel, comments were made to the effect that civilians did not understand them or their way of life or their choice of career.

We have also been conscious of a number of unpleasant incidents that have recently occurred and which have fortunately been few in number, but which if they were repeated and formed a pattern would be deeply disturbing (see Appendix 3). These incidents were very frequently and spontaneously referred to by the serving servicemen and servicewomen we met.

We have concluded that our Armed Forces enjoy immense respect and gratitude on the part of the nation, and that contrary sentiments are rare, though they exist. We have also concluded, however, that the foundation of familiarity and understanding on which that support is based has not only eroded, but is likely to continue to erode, unless countervailing measures are taken. There is much that Government and civilian society can do, and the military themselves have an essential part to play. What is required, we think, is a continued commitment across Government, going beyond the Prime Minister and Defence Ministers, to emphasise in their public statements and decisions the national importance of the Armed Forces. So far as the public is concerned, what we think is needed is not so much exhortation as more opportunities for contact and for the expression of that strong latent feeling of appreciation and admiration which so evidently exists. To bring all this about we believe it is desirable that there should be a re-appraisal by the Armed Forces themselves of the priority given to public outreach, and to relations with politicians and the media in particular.

In all our Recommendations we have looked, above all, for measures that would involve minimum cost. The last thing we would wish to see are significant scarce military resources being reallocated to public relations. We are also conscious that where adjustments in intangibles – consciousness, priorities and habits of mind and practice – are desirable, as we believe they are here, there is never any mechanistic or immediate solution. The best that can be done is to set in train, across a broad front, a range of initiatives, none of which individually may be, or perhaps should be, very dramatic, but which taken together will move matters forward in the right direction over time. We have grouped our Recommendations in four categories addressing successively the issues of visibility, contact, understanding and support. Each of these conditions in turn, while in no way guaranteeing the next, is an indispensable pre-requisite for it.

We have taken evidence from over 300 serving members of the Forces in all three Services and in all ranks. We have consulted widely with civilians whose interface with the military is or could be or ought to be significant – journalists and editors, business, sports and local government leaders, politicians and representatives of military charities. We have also visited three other democratic countries which regularly deploy their forces in combat operations, the USA, Canada and France, and have drawn substantially on their experience (see Appendix 4). A full list of those we have consulted is at Appendix 2. We are deeply grateful to them all and also for the excellent support given to us by Mr Neil Deeley of the MOD, who has assisted us in this inquiry.

Our Recommendations are set out in the following pages, and Supplementary Notes going into greater detail or giving greater background are included in the subsequent section where we believe this would be helpful.

Recommendations

INCREASING VISIBILITY

1. Wider Use of Uniforms. We believe that the military should be encouraged – not ordered – to wear their uniforms to the full extent allowed by the present Service rules (which clearly reflect current security advice). These rules already allow the use of uniforms for travelling to work, travel across the country on duty, and all official and semi-official functions. Clearly it would not be appropriate to wear uniform in purely recreational situations. There was very considerable enthusiasm for this Recommendation, both in the military, at all ranks, and among the civilian consultees to whom we spoke. (See also Supplementary Note).

2. Legal Protection for the Uniform. We call on all those in leadership and responsible positions in the private and voluntary sectors to make clear that those who risk their lives for the country always deserve respect, and that incidents of the level described in Appendix 3 will not be tolerated. But sadly we do not consider that this is enough. We believe Parliament should give an unambiguous lead, and that the law of the land should provide specific protection. We therefore recommend that the Government should take a suitable opportunity to introduce legislation making discrimination directed at those wearing military uniforms by purveyors of public or commercial services an offence. We further recommend that the Home Office, Crown Prosecution Service and Ministry of Justice consider issuing guidance respectively to the Police, Prosecutors and Judiciary to the effect that where victims of violence or threats of violence are persons in military uniform, those offences should be considered aggravated by that fact. (See also Supplementary Note).

3. More Systematic Approach to Homecoming Parades. Homecoming parades for units returning from combat should be encouraged, and should not be left to chance. The object should be to do everything possible to provide an opportunity for a unit from any of the three Services returning from a combat zone to have a parade if it desires to do so. The regional chain of command should be tasked, as it plans for the return of units from such deployments, to approach the local authority or authorities where the unit is based, or another authority with which the unit has a relationship (see Recommendation 18 below), to see if there might be interest in a parade. It is important that Reserve personnel who have served in the operational theatre should be included in the parade. A Military Band should, as a general rule, be made available on such an occasion on a Category 1 (no payment) basis. The local authority for its part should be expected to make an effort to arrange publicity before the event, and to provide a reception for the marching servicemen and servicewomen and their families afterwards. (See also Supplementary Note).

4. Transfer of Ceremonies and Parades to Public Venues. We have identified a number of parades and other ceremonies involving a Military Band which are currently held 'behind the wire'. In our view they should, where the agreement of the local authority can be obtained, be transferred to the main square of the nearest town or city, or to another appropriate public venue. (See also Supplementary Note).

5. British Armed Forces and Veterans' Day. We support the call for an Armed Forces Day. This should incorporate Veterans' Day, be called British Armed Forces and Veterans' Day and take place in the summer, preferably at the end of June on a Saturday (so that school children and most working adults would be available to attend events). If the Government were minded to propose to Parliament the creation of another public holiday we believe that an Armed Forces and Veterans' Day on a set Friday or Monday at the end of June would be the right solution. We believe our proposal has merit on either basis. The aim of British Armed Forces and Veterans' Day should be to provide a focus for media-directed initiatives on defence and Service issues, and an occasion for scheduling public events involving the Forces, including Open Days and 'freedom' parades (see Recommendations 12 and 18 below) and especially events that can involve the Reserves, Veterans and Cadets. We also believe, and this has been confirmed by sports organisations to whom we have spoken, that sporting events on such a Day could acquire a military flavour. (See also Supplementary Note).

6. Award Ceremonies for Campaign Medals and Veterans' Badges.

Servicemen and servicewomen should always be given the opportunity to receive Campaign Medals personally, where possible at the hands of a Member of the Royal Family or the Lord Lieutenant, and at public ceremonies, rather than such Medals being simply distributed through their unit's internal mail system or by post. Those entitled to wear Veterans' Badges should also have an opportunity to receive them personally. Despite several recent initiatives, though five million Veterans are currently entitled to badges, only some 500,000 have received them. Badges might be presented by Ministers, senior officers, or by the local MP, lord mayor or mayor at an event at local Regular or Reserve military establishments. (See also Supplementary Note).

7. Royal Tournament. The Royal Tournament provided a very special opportunity for promoting the Armed Forces to the general public. Many people we have spoken to, both civilian and military, spontaneously said how much they regretted its demise. We share this sentiment but recognise that in view of the current pressure on our Armed Forces it would not be practicable to revive it at the present time. We have spoken to television journalists and impresarios with an interest in this area, including Ross Kemp and Jeremy Clarkson, about the prospects for launching a modern equivalent, and believe that the MOD should re-examine this possibility every year in light of pressure from overseas deployments.

Meantime, we are pleased to pay tribute to the continuing success of the Edinburgh Tattoo and we were delighted to learn on our visit to Wales from the First Minister, the Army Command and from the Lord Mayor of Cardiff of their hopes to launch a Cardiff Tattoo, and we trust they will receive all reasonable and practical support from the military and the MOD.

8. Military Aid to the Community. Military aid to the civil authorities and to the civil community is an immensely appreciated and highly visible role of the Armed Forces. We think it desirable not only that those involved wear uniform – generally combats in this context – but also that some publicity is given to the Services and to the units concerned (it is otherwise difficult or impossible for the media or the public to know which of the Services, and which unit, is involved). We are aware of the plans

to contract-out elements of the helicopter provision for Search and Rescue, and we do not wish to dispute the economic logic of this. But since RN and RAF crews will continue to be involved, we urge the Government to ensure in their contractual negotiations that these crews continue to wear their own uniforms and that the helicopters involved continue to be in military livery.

IMPROVING CONTACT

9. Rationalising Structures. Each of the Services has developed strategies and structures for public outreach, but these are not always coordinated between the Services, and regional structures are not aligned. To ensure better coordination, we recommend that the MOD reviews the regional structures responsible for outreach with a view to aligning them.

10. Annual Public Outreach Programmes. Commanding Officers (COs) of all military establishments, Regular and Reserve, should prepare an annual public outreach programme aiming, at minimum cost and diversion of resources, to maximise local familiarity with his or her unit and its activities. It should be the responsibility of the regional chains of command to ensure coherence and, to the greatest extent possible, regional coverage of these programmes and to take any necessary initiatives for these purposes. In areas where there is no Regular unit, a Reserve unit's public outreach programme should form the basis of activities. (See also Supplementary Note).

11. Public Outreach Obligation for the Reserve Forces. The Reserve Forces deserve greater recognition as a natural bridge between the Regular Forces and the rest of society. We believe that commanders of Reserve Forces should be asked to devote at least one day a year to public outreach activity. This means that each individual in their unit will be allocating one of his or her 'mandatory training days' (usually a minimum of 27 days) to that purpose. The Government has recently announced a Review of the Reserve Forces and we hope this Review will take account of this Recommendation. (See also Supplementary Note).

12. Open Days. Wherever practicable, outreach programmes should provide for a public Open Day. Where for any reason that is not possible, the reasons for this should be explicitly set out in the public outreach programme itself. Where, currently, demonstrations of equipment and capabilities are laid on for families on a Families' Day, consideration should be given to opening the display to the general public. If this is impracticable then targeted invitations should be sent to specific groups (local government, teachers, chambers of commerce, police, fire, ambulance and other services etc) and of course to the local media. None of this detracts from the importance of preserving purely family events such as pre-deployment briefings and Christmas parties. (See also Supplementary Note).

13. Relaxation of Local Media Contact Rules for COs. Local media are a great communications asset. COs of the rank of Lieutenant Colonel (and equivalents) and above should henceforth without prior consent be able to speak to such media on matters relating to their own responsibilities, using their own judgement as to whether to report on anything significant to the Regional Press Officer or national

MOD Directorate General of Media and Communications (DGMC). (See also Supplementary Note).

14. Relaxation of Media Contact Rules for Senior Officers. At the moment, all contacts with the media require prior consent. Officers of one-star rank (brigadier and equivalents) and above in command positions should be encouraged to develop relations with the media, seeking assistance from the DGMC where required in making contact, and guidance from the DGMC before undertaking interviews with the national media. (See also Supplementary Note).

15. New Rules for Public Outreach use of Military Assets. A constant message we received was that the present rules for charging out for the use of military assets by outsiders are unduly burdensome and complicated and often an impediment to valuable public outreach possibilities. They also waste time. We believe the rules should be simplified and reformulated to make clear that COs, where they determine that there is potential benefit to their unit or Service (including benefit to Reserve and Cadet Forces), should on their own authority be able to make available such assets provided only that no variable (incremental) cost arises and no opportunity cost is suffered. Where there is a variable or opportunity cost this should of course be recovered. The 'competing with the private sector' rule should not by definition apply where a military benefit, including an outreach benefit, has been determined to exist. None of the above should call into question the future of events which involve the use of military assets by outside bodies and generate revenue for the MOD. Nor do these Recommendations override the obligation of COs to generate such revenues where they responsibly and sensibly can do so. But they must be the judge of whether the level of charging would close off useful public outreach possibilities that would be in the Forces', and therefore the national, interest. (See also Supplementary Note).

16. New Rules for COs Accepting Certain Hospitality. The present rule preventing serving officers from accepting personal invitations to cultural or sporting events should be modified to allow COs (or their representatives) to accept such invitations from the organisers or sponsors of such events or from local authorities in their areas when invited in their official capacity. They should always wear uniform on such occasions. (See also Supplementary Note).

17. Introduction of the '3+2+1' Principle. We were impressed by the success of the US Army's '3+2+1' Rule and we consider that an equivalent scheme should be adopted by the UK Armed Forces. This would entail every one-star officer and above in a command position being normally expected in any three month period to have at least three public engagements, or meetings with civilian organisations (such as local authorities, trades unions, business, charitable, church, faith or educational groups or other Not for Profit Organisations); two contacts with national, local or specialist media; and to make at least one internal presentation to subordinates. (See also Supplementary Note).

18. Affiliations with Local Government, Civic Bodies and Livery Companies. The present arrangements under which stations and bases are adopted by towns or cities and are given the 'freedom' to march there seem to us to work excellently. Similar arrangements work well for warships and regiments, and for at least one RAF squadron. The Air Force Board Standing Committee should consider whether

there would be merit in spreading the practice more widely among RAF squadrons. Likewise, the adoption of units by City of London Livery Companies has worked very well. The Livery Companies, in addition to offering prizes, hospitality and introductions to the business and City communities, often support projects for the benefit of Regular, Reserve and Cadet units with contributions that in aggregate run into hundreds of thousands of pounds a year and occasionally more. It would be quite wrong to impose any bureaucratic intermediation on long-standing and successful relationships of this kind. But we agree with the representations we have received that it would be worthwhile to designate senior military officers in the regional structure (ideally the same officers who are charged with overseeing public outreach) to act as a point of contact for civic bodies, including local authorities and Livery Companies, for example to help effect introductions for such bodies seeking a military unit to adopt.

19. New Rules on Dealings with Local Members of Parliament (MPs). We believe that there would be considerable advantages in encouraging closer contacts between individual military units and MPs. We believe the present rule requiring prior consent from the MOD before MPs are allowed on military establishments should be abolished so far as the local MP and MPs in adjoining constituencies are concerned. COs should be encouraged to develop constructive relationships with such MPs if in their own judgement these relationships are likely to be helpful to their unit, and to their Service. Some units have offered MPs and other prominent local figures honorary positions (eg Honorary Colonels), and we agree that where the individual concerned can demonstrate sufficient commitment this can be a very useful practice. (See also Supplementary Note).

BUILDING UNDERSTANDING

20. MP Visits to Combat Zones. When a unit is deployed to a combat zone the MOD should give consideration to inviting the MP representing the area where that unit's base or depot is located to visit it in the field.

21. Secondment of Officer to the House of Commons. We recommend that the MOD offer to second a middle-ranking officer (say major or equivalent) to the House of Commons Library on a rolling (say annual) basis. He or she should sit in the Old Library and wear uniform so as to be easily available and identifiable. His or her main task (as with other Librarians) would be to advise Members who are preparing speeches, questions or articles or responding to constituents' queries on (in this case) military and defence matters, and to produce background papers. He or she might also have a role in relation to enquiries about the Armed Forces Parliamentary Scheme, and requests to visit military establishments, other than as a member of the Defence Select Committee or as a local MP (see Recommendation 19). We have naturally explored the reaction that such an offer might receive before suggesting that it might be made.

22. Parliamentary Orientation Course for Officers of the Armed Forces. There should be regular opportunities for selected serving officers to spend a few days in Parliament for an orientation on the workings and procedures of Parliament, and to be able to discuss defence matters with interested MPs and peers. We recommend that the Industry and Parliament Trust be asked to design and arrange an annual or

perhaps six-monthly or three-monthly event of this kind, along the lines of the week-long courses they currently arrange (separately) for business executives and for civil servants. We have, again, explored the potential reaction to such a proposal before suggesting it.

23. Business Breakfasts for Chiefs of Staff. The Lord Mayor of London in his discussions with us generously offered to arrange a series of business breakfasts to introduce the Chiefs of Staff to City and other business leaders. This offer should be accepted.

24. Defence Seminars for Chief Executives. We recommend that the Secretary of State, together with one or more of the Chiefs of Staff, hold half-day defence seminars twice a year to which they invite a small number, say 30, chief executives of major private sector corporations and Not for Profit Organisations. The rest of the day might be taken up by a visit to a naval vessel, a military establishment or an airbase.

25. NEAB to have Expanded Role in Business/Armed Forces Relations. In addition to encouraging military establishments to develop good relations with their local business community, we believe that a permanent effort should be made at national level to promote and optimise contact and understanding between the military and the business worlds. We believe that the National Employer Advisory Board (NEAB), which currently advises the Chiefs of Staff and the Secretary of State on issues related to the climate for Reserve recruitment, would be well placed to have this wider responsibility explicitly placed upon it. Support for Britain's Reservists and Employers (SaBRE), which is advised by the NEAB and works closely with it in its programme of activities directed at actual and potential employers of Reservists, has developed a number of instruments (conferences, awards, visits to military establishments etc) which we think would be very relevant to this wider role. We also consider that the organisational and reporting structure covering NEAB, SaBRE and the Reserve Forces and Cadets Association (RFCA) needs to be reviewed with a view to achieving greater clarity.

26. Increase in Combined Cadet Forces in Comprehensive Schools. The social value of our Cadet forces, both the community-based Cadet forces (the Sea Cadets, the Army Cadet Force and the Air Training Corps) and the school-based Combined Cadet Forces (CCFs), which give children experience of team effort, purposeful endeavour and meeting physical challenges, goes far beyond their military training value. We believe, therefore, that there needs to be a cross-Government consensus to ensure that as many children as possible can benefit from these opportunities.

There are 6,400 secondary schools in the United Kingdom, of which only 260 have CCF units. This latter figure includes six new CCFs created last year as a result of a very welcome initiative. All but 60 of the 260 CCFs are in Grammar and Independent Schools. This imbalance was never of course deliberately intended, but it should be a priority to do everything possible to encourage more Comprehensive Schools and City Academies to apply for their own CCF. It goes without saying that there should be no dilution of the degree of commitment that has always rightly been required from schools before CCFs can be initiated. (See also Supplementary Note).

27. Measures to Strengthen Cadet Forces. We think the way forward is via the appointment, already agreed on in principle between the MOD and the Department for Children, Schools and Families (DCSF), of a Cadet Ambassador in London. This appointment should be made as soon as possible. The Cadet Ambassador should be even-handed in proposing to schools either greater participation by their pupils in the community-based Cadet forces or the establishment of a CCF, depending on the circumstances and aspirations of a school. Either route can provide equal value for the children concerned. Once this initiative has been rolled-out in London we hope that the results of the exercise will justify its extension elsewhere. All of this will clearly need new money. It would be quite unreasonable to expect the MOD to carry the costs of such an expansion from within its existing budgets. We therefore urge the MOD to concert with the DCSF and with local government with a view to ensuring that, if the Cadet Ambassador's mission is a success, the resources will be available to deliver a programme commensurate with the expectations which will have been aroused. Full consideration should also be given to inviting the private sector to contribute to this programme. The Sea Cadets, who raise approximately half their budget from private donors and sponsors, have shown how this can successfully be done. (See also Supplementary Note).

We are also aware of the MOD's partnership with The Prince's Trust within which the MOD and the Armed Forces combine to provide team leader secondments to the Trust across the United Kingdom. This excellent programme creates very valuable exposure to members of the Forces, as well as meeting the commendable aim of the Trust to help thousands of disadvantaged young people to transform their lives.

28. National Curriculum. We believe that gaining some understanding of the Armed Forces, as part of education on our national institutions, should be an essential element of the Citizenship Agenda and civic education in schools. We would urge those responsible for the National Curriculum to consider specifying a module on the subject.

29. 'Return to School' Programme. There is never, in education or in any other branch of human affairs, any substitute for personal contact and dialogue. We recommend that as a general rule serving sailors, soldiers, and airmen, at the convenience of their units, should be allowed a day on duty and a travel warrant, to revisit their old school for the purpose of meeting with teachers and current pupils. (See also Supplementary Note).

30. Civic Education in Secondary Schools. We believe that even more than this needs to be done on the educational front. We believe that every secondary school should be circularised by the senior military chain of command with the offer of an hour or so's presentation in any one year by an officer or Senior Non-commissioned Officer (NCO) (Regular or Reserve) on the latter's professional life and experiences. This offer would be irrespective of any visits made under Recommendation 29 above, and should be entirely unrelated to the Armed Forces' recruitment effort or structures. Our conversations with local units have confirmed our belief that the manpower cost of this could be borne without excessive difficulty if spread across units and Services, given plausible rates of take-up by schools. (See also Supplementary Note).

31. Military Museums. Museums are a great, but sadly much neglected, educational resource. This is particularly regrettable given the commendable efforts military museums are currently making to project the present as well as the past in their displays. Good examples of this are the Typhoon in the RAF Museum and the excellent Helmand display at the National Army Museum. Only 13,000 school children in school parties (out of 250,000 visitors) visited the National Army Museum last year. Though the RAF Museum did much better with 100,000 children out of 500,000 visitors, even this figure is very small set against the more than six million children of secondary school age. We believe that the equivalent of at least 2% and not more than 5% of the budget for military museums (which totals around £15M) should be devoted to transport subsidies for school parties thus addressing what we have identified as the greatest obstacle in this context. Here again, we believe the MOD should concert with the DCSF and should consider to the full the possibility of mobilising private sector and local government support so as not to impinge unduly on the budget for renewing exhibitions and displays.

32. New Approaches to the Media. It is clear from our conversations with many journalists that the DGMC – unsurprisingly in view of some recent press campaigns and of the Hutton and Hall Reports – has been perceived as excessively defensive and cautious in its handling of the media. We have, however, also heard evidence that they have adopted a more proactive stance in recent months and we hope that the great success of their handling of the Prince Harry story – where rightly and successfully they took risks – will encourage them to continue on that course. Our Recommendations 13 and 14 above are intended in this sense. We further recommend that the Secretary of State, Defence Ministers, and the Chiefs of Staff (on occasion perhaps a Minister and a Chief together) should more frequently, indeed regularly, hold small background briefings for selected journalists at the MOD's own initiative, especially when there is dramatic or positive news (for example a successful engagement in Afghanistan, a Russian incursion into our airspace, an act of outstanding courage by a sailor, soldier or airman, the introduction of new or much improved equipment). We think that there is merit in occasionally inviting leading columnists and leader writers as well as established defence correspondents. We believe it would be very useful if the Secretary of State and one or more of the Chiefs of Staff together were on occasion to invite a group of editors to a general discussion, both on operations and policy, and on relations between the media and the MOD. The intention of all of these Recommendations is incremental. We in no way wish to see any reduction in the present volume of background briefing provided by the DGMC.

We further recommend that when worthwhile news stories can be anticipated (the Musa Qaleh offensive in Afghanistan is a good example) selected journalists with experience of military operations should be invited, if necessary at 24 hours' notice, to be embedded in the front line. We have been told that the embedding system generally works well in the field, but we have been given many accounts of very long delays in the processing of applications from journalists wishing to go to Afghanistan. We would like to see a greater capacity for embeds. When a journalist has earned the trust of military commanders and of the DGMC, it should no longer be necessary for him or her to be accompanied at all times by a media operations officer. This should allow media operations officers to look after several journalists and enable the MOD to support a number of journalists in a unit, as well as making the embedded journalists feel more trusted and less constrained. All the evidence we have is that

a close relationship with the press of this kind is in fact deeply appreciated by our fighting forces in the front line.

We understand the rationale behind the disbandment of the three single-Service Directors of Corporate Communications. But this has inevitably resulted in some loss of authority in the MOD's communication with the media. We feel that the DGMC should build upon the recently adopted practice of a greater use of military personnel within the Press Office for media briefings.

33. Handling Errors of Fact and Complaints to the Press Complaints

Commission. We take our stand on C. P. Scott's principle that opinion is free but facts are sacred. In a free society no-one should feel aggrieved at the expression of any opinion, however much he or she may disagree with it. But the MOD cannot be indifferent to blatant errors or misrepresentations. We understand that the DGMC has a policy of instant rebuttal of such errors using their website for this purpose. We are told that they also sometimes write to editors, to demand corrections or a right to reply. We think they should not hesitate to do these things, but that where there are serious distortions or misrepresentations, and no correction is made, the DGMC should in egregious cases withhold contact from the journalist concerned and/or complain to the Press Complaints Commission. The important thing is that the generality of journalists should not be penalised, valuable initiatives suspended or a policy of greater openness sacrificed because of the behaviour of an individual journalist. A fruitful relationship between the DGMC and the media can only result from effort, and from good faith, on both sides.

34. Armed Forces Scheme for Journalists. There is universal recognition of the great value of the Armed Forces Parliamentary Scheme (AFPS) for MPs. We recommend that this Scheme be extended or a parallel scheme be set up for a small number (say up to 6) media journalists or editors each year. We suggest that Sir Neil Thorne, the architect of the AFPS, be asked to advise on this and we have ourselves consulted with him. We think it is not unreasonable to ask newspaper publishers and television networks to meet the external costs of this.

ENCOURAGING SUPPORT

35. Military ID Cards. We believe that the Military ID card should be enhanced to make it useful for general self-identification purposes. This, we are advised, would require the addition of a central address including a post code and a Proof of Age Standard Scheme (PASS) hologram. All three Services should have an ID card in the same, easily recognisable format. (See also Supplementary Note).

36. Veterans' Cards. We believe that Veterans, on the day they leave service, should be issued with a Veterans' version of the Military ID card (perhaps a similar card marked with 'V'). This would be available for use as general purpose identification, and could also be used for accessing any Veterans' benefits offered by commercial, sporting or other organisations. (See also Supplementary Note).

37. Military Discounts. Military discounts will of course be the consequence and not the cause of enhanced national recognition of the Armed Forces. The Defence Discounts Directory booklet sets out a number of discount opportunities available

for servicemen and servicewomen. The Directory and the associated website contain many hundred discount opportunities. We greatly welcome this scheme while recognising that many of the offers are not specifically military discounts but would be available to other groups of customers in comparable numbers. We have secured an undertaking from British Airways to offer a genuine military discount. This will be included in the Directory and website. We received evidence that knowledge of the Directory and the website was patchy and we recommend that the MOD actively advertises their existence.

38. National Sports Events and the Military. There is great support for our Armed Forces in the nation's leading sports organisations. The Lawn Tennis Association regularly invites military personnel to act as stewards at Wimbledon. The Marylebone Cricket Club (MCC) and The Premier League, with both of whom we have met, have made generous suggestions to us which would involve both visibility and opportunities for contact between the public and the military, and benefits for those who have served in combat zones. Good relationships with sports organisations are very important, and we believe that a senior officer in the MOD should be given the responsibility for liaising with them. We have also interviewed London 2012. In our view, it would be most regrettable if the Armed Forces played no part at all in the events surrounding the London 2012 Games. We understand that the Red Arrows have already been booked but we hope there may be other opportunities also. We consider, however, that it would be quite wrong for the Armed Forces to be asked to provide assistance to the Olympics (leaving aside individuals volunteering in their own time) dressed in anything other than in their own uniforms.

39. Benefits. We entirely understand the need to avoid any conflict of interest or appearance of undue influence when benefits are offered to the military, but the present situation is one in which opportunities for fruitful and appreciated contact are being missed. Organisers and sponsors of sporting or cultural events who wish to give a limited number of tickets to the military, or a particular category of the military, should be unreservedly encouraged to do so. (See also Supplementary Note).

40. Parcels to Personnel Serving in Combat Zones. Thousands of our fellow citizens wish to send presents, especially though not exclusively at Christmas time, to our servicemen and servicewomen serving in the field, and we are aware of excellent initiatives such as that run by the 'UK4U Thanks' charity, which provides Christmas boxes to Service personnel on operational duties overseas. Most deployments to combat zones are for six months and accordingly, if our proposal to institute a British Armed Forces and Veterans' Day at the end of June is accepted, this would provide a good second opportunity in the year for the British public to show its appreciation. We have heard that spontaneous parcels of this kind are greatly appreciated by those who receive them, and of course this generosity is entirely admirable and should be applauded. But here again there is an informational gap. Such gifts should not be solicited by the MOD, but an effort should be made to persuade one or more military charities, with the resources to play this role, to work with the MOD, to provide some publicity and a standard form of guidance (types of gifts most appreciated, maximum weight, possible ways of addressing parcels, names of units deployed in each combat zone, BFPO numbers etc and taking account of operational realities). The Royal British Legion have told us that they would be happy to do this, and we hope that this offer or similar ones from other charities can be accepted.

Supplementary Notes

Supplementary Note on Recommendation 1 - Wider Use of Uniforms

A great many people that we met expressed the hope that there would be a considerable increase in the wearing of military uniforms in public. In both World Wars and in the years of National Service, it was commonplace to see military personnel in our streets or travelling on public transport. We heard much anecdotal evidence of serving personnel in the past successfully hitching lifts or receiving spontaneous hospitality from grateful members of the public in recognition of their special role. The extensive wearing of uniforms in public subsequently diminished and was virtually eliminated as a consequence of the troubles in Northern Ireland and the associated risk of terrorist attacks on military personnel. The rules were then liberalised in 1998 after the Belfast Agreement.

We have taken evidence on the wearing of uniforms in four other countries, Canada, USA, France and Australia. The wearing of uniforms in public and in defence ministries is well established practice in all the three countries we visited, and we believe in all other NATO countries.

Greater public use of uniforms would in our view increase the profile of the Armed Forces. Current reluctance to wear them is understandable, particularly in the generation of the Service personnel who lived through terrorist threats that specifically targeted military personnel. The great majority of the military personnel we spoke to across all the ranks were in favour of a change, many enthusiastically so. We also identified a positive attitude on the wearing of uniforms from very senior military commanders and, in some cases, those commanders were leading by example, for instance, by wearing uniforms when travelling on public transport. Some military personnel interviewed were nevertheless concerned about wearing uniforms in certain parts of the country where they thought that might draw hostile attention to themselves or to their families.

The present problem is to some extent self-generating. Because military uniforms are rarely seen in public, when they do appear they cause an undue degree of surprise and attention. And they may not be recognised at all. If military uniforms become more commonplace the Armed Forces will increasingly be seen as a normal part of society, and the likelihood of extreme reactions when they do appear will be reduced correspondingly.

We therefore recommend that wearing uniforms in public should be encouraged to the full extent allowed under the current rules. Clearly, whatever their private views, few junior officers or other ranks would feel comfortable taking the initiative here themselves. If there is to be a change in practice therefore it would be necessary that a lead from the top should be given explicitly from a date specified in advance. We accept that special circumstances may apply in Northern Ireland, and it should be left to the General Officer Commanding to determine the extent to which these general principles should be applied in this specific case.

Supplementary Note on Recommendation 2 - Legal Protection for the Uniform

Appendix 3 sets out some disgraceful examples of Service personnel wearing uniform being subjected to discrimination, abuse or threats. All citizens are protected from threatening behaviour, harassment and assault by the existing criminal law. It is quite intolerable that those who wear the Queen's uniform should be denied access to public or commercial services as a result, but there is no legal protection for the targets of such discrimination. We think that there should be and we therefore recommend that the Government should take an appropriate opportunity to introduce legislation against such discrimination. In cases of abusive behaviour, threats or violence, we believe that, provided the Evidential Test under The Code for Crown Prosecutors is met, then there would be strong Public Interest considerations in favour of prosecuting any offence committed against any person serving the public, and the wearing of a uniform would be an obvious indication of public service. We therefore recommend that the Home Office, Crown Prosecution Service and the Ministry of Justice issue appropriate guidance to the Police, Prosecutors and the Judiciary.

Supplementary Note on Recommendation 3 - More Systematic Approach to Homecoming Parades

We have been very struck by the warm and favourable public response which recent homecoming parades have aroused where they have been held in different parts of the country – Abingdon, Cardiff, City of London, Guildford, Liverpool, Nottingham, Norwich, Salisbury, Winchester and elsewhere.

We have discovered, however, that the initiation of these events has been largely due to the chance of individual initiative and to serendipity – the sudden thought of a regimental secretary or major, or the accident of a conversation with a senior councillor. Some units which have returned from very intensive operations where they have sustained significant casualties have enjoyed no such welcome home. We believe therefore, both in fairness and because those occasions are unique opportunities for the general public to express some sense of gratitude and recognition to the military, that a more systematic approach should be adopted towards them. We believe that the regional command structure, which will generally have at least twelve months' notice of units returning from deployments, in every case where that deployment has been in a combat zone should take the initiative in inviting the relevant local authority to consider organising a parade. As a general rule, a Military Band should be offered without cost on such occasions, and the local authority should be expected to provide a post-parade reception for the returning Service personnel and their families, and to undertake to publicise the event fully in advance. Where Reservists have played a part in a deployment this should be reflected in some exposure for the Reserve unit in the parade, as well as of course in an invitation to the individuals concerned to take part.

Other parades, Remembrance Day parades, parades where units which have been given a civic 'freedom' to march in their adopted city or town, and parades on state occasions, have played an important part in our national and civic life for

generations. A Band is essential to the impact of these events, and we believe that, despite current budgetary pressures, the Services should retain at least the present number of Military Bands, so that these traditions can continue in full vigour.

Supplementary Note on Recommendation 4 - Transfer of Ceremonies and Parades to Public Venues

We have noticed, however, that some such occasions, with full Military Bands, occur on military establishments 'behind the wire' with the general public excluded and, indeed, unaware of their occurrence. We think these are missed opportunities for public involvement. We believe that without any loss of occasion (and probably with most cases the reverse), and without any significant incremental expenditure, it would be possible, to take some concrete examples, to hold such events in Salisbury rather than in Bulford and Tidworth, in Cambridge or Norwich rather than in Bassingbourne.

Supplementary Note on Recommendation 5 - British Armed Forces and Veterans' Day

We are of course very conscious of the petition on the Downing Street web site for a 'National Remembrance Public Holiday on the day after Remembrance Sunday to commemorate The Fallen and our Nation'. The petition, which closed on 18 April 2008, attracted over 530,000 signatures. We have therefore given much thought to this idea.

We would be reluctant to see, from a national recognition of the Armed Forces point of view, any change in the arrangements for Remembrance Sunday which has of course become a familiar and cherished national institution. If the Government, taking into account the economic implications and the precedent-creating effect of this, were inclined to take up the demand for a new public holiday associated with the Armed Forces, we would of course welcome this, but we would urge that it should be established in the summer, which would be much more suitable for events on military establishments or in public places.

We fully support the principle of a Veterans' Day, which was first introduced in 2006, and is not of course a public holiday. But we have received much evidence (including from Veterans' organisations) that the impact of the Day has so far been limited. Some of the comments we have heard were still more dismissive.

Taking all these considerations into account we think the best solution from a national recognition point of view would be to incorporate Veterans' Day into a British Armed Forces and Veterans' Day. If the intention were to create a national holiday this should be on the last Friday or Monday in June. If not, it should be on the last Saturday. Either would enable the maximum number of people including school children to attend events.

We believe that there will be much support both among civilians and the military for this proposal. In the case of the military it is important to make it clear that,

whether a British Armed Forces and Veterans' Day were to take place on a Saturday or as a public holiday, Service personnel required to be on duty that Day should receive another day off in lieu. An Armed Forces and Veterans' Day which was a holiday for everyone but the Armed Forces would be a cruel irony.

Supplementary Note on Recommendation 6 - Award Ceremonies for Campaign Medals and Veterans' Badges

Among the events we would particularly wish to see on a British Armed Forces and Veterans' Day would be public ceremonies at which Campaign Medals and Veterans' Badges could be awarded personally, if possible by a Member of the Royal Family, or a Lord Lieutenant. This would in no way impinge upon the right of anyone to receive Medals or Badges (to which he or she is entitled) without further delay through the post, or to receive Campaign Medals from COs at more intimate ceremonies organised on a ship, regimental or squadron basis.

Supplementary Note on Recommendation 10 - Annual Public Outreach Programmes

Our Armed Forces have always been proud of their role, but, in the best British tradition, modest in speaking about it. Their natural reticence combined with the daily pressure to cope with frequent deployments and to accomplish their necessary training programmes has meant that public engagement and outreach have recently had too low a priority.

We think that culture needs to change. In a democratic society the Armed Forces can only thrive where society as a whole understands and supports them, and is prepared to pay for them. It follows that public outreach must be regarded as a task essential to the long-term ability of the Forces to fulfil their mission successfully – in other words a priority in itself.

Many senior officers in our experience already explicitly share this view. Others confess that in present circumstances public engagement is never likely to reach the top of their in-tray. There are myriad examples of good practice in this area, but also many of one unit or Service being unaware of successful initiatives undertaken elsewhere, or simply of missed opportunities to gain public outreach benefits from existing activities with minimal incremental cost in time or money. In addition, insufficient attention is given to the large areas of our country where there is no military presence (except often and very importantly a Reserve or Cadet Force presence).

We think that certain universal disciplines should be introduced with a view to ensuring that public outreach is always given some minimum level of attention. We recommend that every CO should prepare an annual programme of outreach activities for his or her own unit. This should not be an extensive, theoretical or aspirational document of the kind we have seen in more than one place. It should be a brief, precise list of the people and organisations which he or she expects to meet, or who are to be invited onto the base or station, and of activities

contributing to a public profile or to public understanding of the unit's activities. By definition these programmes should reflect local conditions and the CO's own judgement. We venture the comment, however, that it would be well to keep invitation lists under regular review – teachers for example might often be a greater priority than local councillors and invitations to local government should encompass officials as well as elected councillors – and to avoid occasions that are overly formal and ritualistic in favour of those which afford maximum opportunity for discussions and exchanges of view.

It should be the responsibility of the regional chains of command to ensure coherence of public outreach programmes. It is important to remember that for the general public it is the country's Armed Forces as a whole, and the defence and capability effort of the nation as a whole, which will be of prime concern and interest.

Supplementary Note on Recommendation 11 - Public Outreach Obligation for the Reserve Forces

These Recommendations of course cover both Regular and Reserve Forces. The latter constitute a natural bridge between the military and the civilian sectors of society, and we believe that those serving in them would want to ensure that this bridge is used to optimum effect, given the overriding need to complete training programmes and to prepare for deployments. Again we think it desirable to introduce a minimum discipline to ensure that this important aspect is never neglected and recommend that Commanders of Reserve Forces should be asked to devote at least one day a year to public outreach activity. A Review of the Reserve Forces' to ensure that they continue providing a vital element of the UK Armed Forces capability was announced recently. This will look at how Reservists from across the three Services have been employed on current operations and their potential use in other roles. We hope that the Review will take account of our Recommendation.

Supplementary Note on Recommendation 12 - Open Days

We have observed that some units hold Open Days, sometimes on a very large scale (eg Navy Days, the Aldershot Fair and RAF At Home Days), but too many units have been closed to the public for too long. On occasions, those units do hold Families' Days (or Friends and Families' Days) when they lay on demonstrations of equipment and capabilities. Often these activities could be opened up to the general public without significant additional resources. Such events need not be on a large scale, but, where military displays are impracticable, they could take the form of village and town fêtes or open house events. The object here would simply be to get the local public on the premises, and to initiate contact and conversation. Where access or security considerations make it impractical or impossible to open to the general public, targeted invitations should be sent to specific groups (local teachers, local government, chambers of commerce, emergency services etc).

Supplementary Note on Recommendation 13 - Relaxation of Local Media Contact Rules for COs

Greater public understanding of the Armed Forces must necessarily involve a less defensive and inhibited relationship between the media and the military. We were very impressed by the workings of the American system in which there are no restrictions on the right of servicemen and servicewomen of any rank to speak freely to the media (subject only to the requirements of national and operational security and the need to respect commercial confidentiality). To our considerable initial surprise this system does not appear to generate stories based on complaints or defence inadequacies or personal denigration. Rather, it encourages a great many atmospheric, human interest, military courage, and 'local boy' stories almost invariably supportive of the US Forces. Nor are we aware of cases of the US military being entrapped and drawn into making politically compromising or controversial remarks. We asked on several occasions for such examples but no one could think of any.

Notwithstanding all this, the US represents in this, as in other ways, something of an ideal model of popular support for, and even identification with, the military. We would not suggest attempting in one leap, despite different cultures and traditions, to replicate the American system here. We do however think that matters ought to be shifted in that direction, that excessive controls only intensify media cynicism and potential hostility and that senior officers ought to be both entrusted with greater confidence and encouraged to develop easier relations with the media.

We therefore recommend as a first step that COs of the rank of Lieutenant Colonel (and equivalents) and above should be enabled to speak freely to their local media and to local public gatherings using their judgement, and without the need for prior consent or subsequent notification. Indeed we think they should regard it as one of their duties – as many already do – to develop good relations with local media, and it makes no sense to place obstacles in the way of this.

Supplementary Note on Recommendation 14 - Relaxation of Media Contact Rules for Senior Officers

As a second step we believe that military officers of one-star rank (brigadier and equivalents) and above in command positions should be encouraged to develop relationships with the media and to speak to them on matters within their competence and responsibility. In many instances such senior officers will on appointment not have any contacts in the media. They should be encouraged to ask the DGMC for introductions to journalists who take a particular interest in their own area of responsibility, or might be persuaded to do so. At least for the moment, however, senior officers ought always to seek guidance before undertaking interviews with national media.

Supplementary Note on Recommendation 15 - New Rules for Public Outreach use of Military Assets

Despite the relatively recent delegation to Commands to make decisions on charging for the use of military assets, it was clear from our consultations that COs still feel very constrained by the rules. In many cases they either believe they have, or feel they ought, to obtain prior consent. In either case valuable public outreach opportunities are, we believe, being lost. Moreover, the time taken up by the existing bureaucratic processes seemed to us to be quite disproportionate to any benefit. We acknowledge that the MOD processes exist to meet the needs of the Treasury and that the latter would need to be consulted on any changes. In addition, we understand that the MOD has recently conducted some internal audit work which confirms that confusion over the regulations exists at local levels.

It is our general principle that public outreach is most effective where COs are empowered to use their own judgement and to pursue opportunities which arise locally with maximum flexibility and dispatch. Accordingly we recommend that the existing rules be re-formulated and simplified and that they enshrine a simple principle. That principle should be that where a CO determines that the use of military assets under his control by a third party or in conjunction with a third party, would be of significant public outreach value to his own unit or Service, he will not be required to charge where there are no variable (marginal) or opportunity costs; where there are such costs they must be fully recovered. Secondly, COs having made their determination should be able to proceed without prior consent, and be fully accountable for their decisions.

Supplementary Note on Recommendation 16 - New Rules for COs Accepting Certain Hospitality

We think the essential principle is that no military personnel should accept, without prior consent, hospitality from firms or individuals with whom they are dealing on behalf of the MOD or where their responsibilities may relate to the financial interests of the host. Service personnel should, however, be able to accept any benefit which is available to all such personnel (eg military discounts from retailers or airlines – see Recommendation 37). Individuals who are invited by the organisers of sporting or cultural events in their military capacity (eg as local commanders or their deputies) should be able to accept such invitations so long as they emanate from the organisers themselves or from local authorities, but not from private sector third parties.

We have discovered from our conversations both with senior officers and potential donors that, clearly without any intention existing in any quarter to frustrate such relationships and contacts, the present rules seriously inhibit them.

Supplementary Note on Recommendation 17 - Introduction of the '3+2+1' Principle

We are well aware that many senior military officers take seriously their outreach responsibilities and we have been impressed by the diaries of public engagements which some senior officers have shown us. On the other hand, as we state above, the present rules on contact with the media and speaking at public events are constraining. Many senior officers have made it clear to us that this is not an area which they regard as being one of their priority responsibilities.

Here again, if a culture change is to be engendered, a general rule is probably required. We were very struck by the universal acceptance by US Army officers to whom we spoke of the '3+2+1' rule under which US Army one-star officers and above are expected, every quarter, to have three public engagements, or meetings with civilian organisations; two contacts with national or local media; and make at least one internal presentation to subordinates.

In the UK context, we do not feel this rule can readily be applied to every one-star officer. Some have roles where they have little of public interest to talk about and in other cases their responsibilities might be very sensitive from the security or (in the case of the Defence Equipment and Support organisation) commercial points of view. Moreover there is not in this country either the same appetite from the media for military stories, or (perhaps unfortunately) the same familiarity and confidence among the military in dealing with the media as in the US. We therefore recommend that for the UK Armed Forces this rule (at least initially) should apply only to one-star officers and above in command positions, where we believe that the introduction of such a rule will generate a qualitative and very perceptible increase in the public outreach impact of the UK Armed Forces.

Supplementary Note on Recommendation 19 - New Rules on Dealings with Local MPs

Current rules on the access of MPs to bases within their constituency require that every visit is approved by one of the Defence Ministers. We think this rule sends the wrong signal, and if it has any practical effect at all, that is the very undesirable one of inhibiting the development of a mutually beneficial relationship. We recommend that it should be left to the local commander to make such a decision, inform if he or she thinks it necessary the higher chain of command and seek, if he or she wishes, any briefing from the MOD on issues that the MP may be interested in exploring. Existing rules for visits to units by Opposition Defence Spokesmen, Members of the Armed Forces Parliamentary Scheme or Select Committees, and by other MPs, should remain unchanged.

Supplementary Note on Recommendations 26 & 27 - Increase in CCFs in Comprehensive Schools & Measures to Strengthen Cadet Forces

Within the four MOD sponsored Cadet Forces there are currently 12,400 Cadets in the Sea Cadets, 44,700 Cadets in the Army Cadet Force, 30,900 Cadets in the Air

Training Corps and 42,500 in the Combined Cadet Force (CCF) (5300 Royal Navy, 27,500 Army and 9700 RAF)¹. These Cadets meet at 3351 sites across the UK and are supported by in excess of 25,000 adult volunteers who underpin the success of the organisations. This total of around 130,000 Cadets, however, compares with over six million children of secondary school age. Thus only 2% of our secondary school children are members of a Cadet organisation.

The social value of our Cadet Forces, both community-based and school-based Forces (CCFs), which give children experience of team effort, purposeful endeavour meeting physical challenges, goes far beyond their military training value. We received evidence, for example, that Cadets are significantly less likely to be involved in a chargeable offence than other young people of the same age group, and that they are considerably less likely to turn to serious crime or re-offend after the age of 18 (in 2004 the number of 15-17 year old males charged, cautioned or warned for an indictable offence in the UK was 5,479 per 100,000; whereas the rate among Cadets was fewer than 160 per 100,000). This is despite the fact that the Cadet population includes a significant number of 'at risk' children (up to 35% of Cadets in some areas).

Supplementary Note on Recommendations 29 & 30 - 'Return to School' Programme & Civic Education in Secondary Schools

We think that it should be an essential part of the Citizenship Agenda and civic education in schools that children should learn about the role of the Armed Forces. The MOD has a programme called *Defence Dynamics* which is a free multi-media tool for 14-16 year olds. This tool offers an interactive library of defence-based material for lessons on many subjects in the core National Curriculum including English, Maths, and Geography. Contrary to allegations made at the recent National Union of Teachers' Conference, this tool does not, however, provide information about the Armed Forces and their activities, but instead offers defence-related examples as an illustration of the application of many Curriculum subjects.

We believe that more needs to be done in the area of civic education. In some countries (for example in France which we visited – see Appendix 4) this is accomplished statutorily by prescriptive instruction to schools as part of their National Curriculum. We would see every advantage in the National Curriculum specifying something of this kind in this country. But in the absence of that, we should proceed by encouragement rather than not at all.

One of the major problems we have identified is that approaches to schools by the Armed Forces are often perceived as recruitment initiatives. What is, however, required is some human contact between school children and serving members of the Armed Forces. We think that it is rare for uniformed Service personnel to cross the threshold of schools other than as part of a recruitment effort (and it is not unusual that head teachers refuse to have recruiters on the premises).

¹ Figures Defence Analytical Services Agency 2007

The Service Presentation Teams address some 60,000 school children between them every year. This represents around 1% of secondary school children. We have given some thought to how a much larger proportion of school children might have some direct personal contact with a serving sailor, soldier or airman. Firstly, we believe that an initiative that has been occasionally adopted in the past should become the general rule and that serving sailors, soldiers and airmen should be allowed a day of duty time and a travel warrant to re-visit their old school at the convenience of their unit and the school. Secondly, we believe that every secondary school should receive an invitation from the senior military chain of command, distributed through the regional command structure, with the offer of an hour or so's presentation by a serving officer or a Senior NCO on his or her professional life and experiences. This offer would be irrespective of any offers made under Recommendation 29 and would probably be redundant in the case of schools with CCFs. Our conversations with local units have confirmed our belief that the manpower costs of this initiative (assuming plausible acceptance rates) could be borne without excessive difficulty if spread across units and the Services. It would be essential to make it clear that this initiative was in no way related to recruitment.

Supplementary Note on Recommendations 35 & 36 - Military ID Cards & Veterans' Cards

The Team received a number of representations from those interviewed on the use of Military ID cards. Each Service currently has a different ID card although their existing purpose is the same – a means of identity and of access control for entry to military establishments. The views expressed fell into one of three categories:

- a. the limited value of the cards as a means of proving identity beyond access to military units;
- b. the psychological impact of 'handing in' the card at the end of a military career; and linked to this
- c. the absence of an ID card for Veterans as recognition of their service to the Crown.

Aside from this the cards are a means of qualifying for discounts offered by commercial firms. (See Recommendation 37).

The limited value of the existing cards seems to be a genuine irritant for Service personnel. Military personnel generally regard the possession of a distinct ID as recognition of their place in British society. But it is clear that, in practice, its value falls below its potential. For example the card cannot be used as a means of identity to collect tickets with certain airlines, whereas a driving licence is acceptable. To make the ID card more useful for those purposes, an address and a Proof of Age Standard Scheme (PASS) hologram need to be added to it. The PASS was launched in 2003 as an accredited means of verifying proof of age. It requires that cards contain full name, passport photograph, age, signature and the PASS hologram.

So far as the need to provide an address is concerned, we believe that a central address with a post code should be added.

Handing in ID cards at the end of military service is an understandable part of the retirement process, but we believe that the introduction of an ID card for Veterans would soften the blow and demonstrate the continual recognition of ex-military personnel within society. We understand that the concept of a Veterans' ID card has been raised before, but that the proposal was put aside as a lower priority than other initiatives for Veterans. Since then, the Veterans' Day has been institutionalised and the introduction of a dedicated card would be a further recognition of the place of Veterans and offset the loss of a military ID on retirement from service to the Crown.

Supplementary Note on Recommendation 39 - Benefits

The aim of our Study is to promote national recognition of the military and their contribution to society. There could be no more convincing way in which civilian society can express its appreciation than to offer some concrete benefits to serving military personnel, or to some sub-category of the military such as those who have recently returned from a deployment in a conflict area or have been wounded on operations, or to the families of those killed in action. We are quite certain that no-one in the MOD would wish, in principle, to do anything other than to facilitate such genuine gestures.

There has, however, been a problem. Part of this has been a hesitation as to whether companies giving benefits to the military should be allowed to gain a public relations advantage as a result. This dilemma evidently arose when Virgin Atlantic offered to take around 20 members of families of those killed in action to Lapland and there was some regrettable delay before this offer could be accepted. We are also aware of another, current, case where a Theme Park has made an offer to Colchester Garrison for free admission for 5,000 soldiers and their families. At the time we met with the Garrison Commander it had still not been possible to respond to this initiative a month after it had been made because the Commander was still awaiting clearance. This is an unacceptable state of affairs.

It is very important to avoid confusion and ambiguity. We say without hesitation that the possible favourable public relations that might be generated by offers of this kind should not of itself ever be used as a reason for prohibiting such gestures. These acts of appreciation, on the contrary, should be regarded as admirable and be encouraged so long as no conflict of interest arises for the individuals concerned (which clearly in these instances could not possibly be the case and COs should be allowed to accept them on this basis on their own judgement).

Appendix 1

Terms of Reference

Introduction

The Prime Minister has invited Quentin Davies MP to undertake an independent Study on how to encourage greater understanding and appreciation of the Armed Services by the British public. Mr Davies will be supported by Bill Clark OBE, a MOD Senior Civil Servant and Air Cdre Martin Sharp OBE and will report to the Prime Minister at the conclusion of the Study. The Study will run in parallel to the production of a Command Paper setting out the Government's strategy on Sustaining and Harmonising Support for the Armed Forces Personnel across Government, but it is a separate and independent piece of work.

Aim

The aim of the Study is to identify ways of encouraging greater understanding and appreciation of the Armed Forces by the British public.

Deliverable

A Report to the Prime Minister on how to encourage greater engagement, understanding and appreciation of the Armed Forces by the British public. The Report should:

- a. set out, in broad terms, an assessment of the current levels of engagement, understanding and appreciation by the British public;
- b. identify best practice within Great Britain;
- c. draw international comparisons with selected and relevant countries;
- d. make recommendations on how to meet the required output; and
- e. include a draft Action Plan on how the recommendations could be implemented.

Scope

The scope of the Study contributing to the Report should, amongst other issues, consider the following issues:

- a. wearing uniform in public;
- b. participation in civic parades and marches, including 'homecoming' parades;
- c. public days (eg Navy Day in Devonport);
- d. museums and heritage;
- e. media (TV, radio, press, internet);
- f. single-Service and tri-Service events;
- g. Commemoration days (eg Remembrance Day, Battle of Britain);

- h.** community engagement (eg access to local authority 'civic pride' services);
- i.** youth and minority group engagement (eg taking into account current education in schools, specifically with regard to the 'citizenship' agenda and cadet activities);
- j.** representatives from religious groups;
- k.** access to 'special deals' (eg sporting events, holidays).

The Study will be conducted through a number of interviews with a selection of key stakeholders both within the MOD and externally, information gathering and analysis exercises, and engagement with other countries. Specific interviews will be sought with:

The Royal Family
Secretary of State for Defence
Minister of State (Armed Forces)
Under-Secretary of State for Defence and Minister for the Veterans
Opposition Defence Spokespersons
HCDC & HoL Defence Group
Other Government Departments (eg DCMS and DCLG)
PUS and CDS
CNS
CGS
CAS
VCDS
DCDS (Pers)
Service Principal Personnel Officers
ACDS (Reserves and Cadets)
Service Directors of Music
Commissioner Met Police and Head of Security Services
Ad hoc groups of Service personnel (at tailored gatherings)
Scottish Government and Welsh Assembly
Employee organisations including SaBRE, CBI, Chamber of Commerce
Selection of business figures who have military connections
Leading football and rugby union authorities, MCC
Mayor of London, the Lord Mayor and a selection of other local
Government leaders (including Regional Offices)
Military charities including COBSEO, SSAFA, Service Benevolent Fund,
Families Federation, the Earl Haig Fund etc
The Royal British Legion
A selection of journalists, newspaper editors, especially those running
campaigns supporting the military
US Department for Veterans Affairs, Armed Services Committee, the DOD
and American Legion
French Ministère de la Défense Nationale et des Anciens Combattants
Australian and Canadian Defence Advisors

Staffing and Reporting

The Study will be led by Quentin Davies MP, supported by Bill Clark OBE, a MOD Senior Civil Servant and Air Cdre Martin Sharp OBE. Other supporting staff will be seconded as necessary. The Study Team will also work closely with the MOD Team under David English that is drafting the Command Paper on Sustaining and Harmonising Support for the Armed Forces Personnel across Government. The Study Team will report to the Prime Minister, via Minister of State for the Armed Forces.

Timescale

The aim should be to publish the Report during Spring 2008.

Appendix 2

List of People Consulted

The Royal Family

HRH The Duke of Edinburgh
HRH The Prince of Wales

Government

Prime Minister – Rt Hon Gordon Brown MP
Secretary of State for Defence – Rt Hon Des Browne MP
Secretary of State for Children, Schools and Families – Rt Hon Ed Balls MP
Parliamentary Secretary to the Treasury and Chief Whip – Rt Hon Geoff Hoon MP
Minister (Armed Forces) – Rt Hon Bob Ainsworth MP
Under-Secretary of State for Defence and Minister for Veterans – Mr Derek Twigg MP

Lords

Rt Hon Baroness Dean of Thornton-le-Fylde
Rt Hon Dr the Lord Gilbert
Rt Hon the Lord Healey (by telephone)
Rt Hon Field Marshal the Lord Inge
Rt Hon the Lord Mayhew of Twysden
Rt Hon the Lord Robertson of Port Ellen (by telephone)
Field Marshal the Lord Bramall
Admiral the Lord Boyce
General the Lord Guthrie of Craigiebank
General the Lord Walker of Aldringham
Viscount Slim
Lord Tunnicliffe

Members of Parliament

Rt Hon James Arbuthnot MP (Chair, House of Commons Defence Committee)
Rt Hon Iain Duncan-Smith MP
Rt Hon Don Touhig MP
Mr Julian Brazier MP
Mr David Borrow MP
Ms Linda Gilroy MP
Mr James Gray MP
Mr Nick Harvey MP
Hon Bernard Jenkin MP
Mr Kevan Jones MP
Mr Eric Joyce MP
Mr Robert Key MP

Mr Patrick Mercer MP
Mr John McFall MP
Mr Stephen Pound MP
Mr Willie Rennie MP

Devolved Assemblies and Civic Leaders

First Minister Welsh Assembly Government - Rt Hon Rhodri Morgan AM
Lord Mayor of the City of London – Alderman David Lewis
Lord Provost of Glasgow – Rt Hon Robert Winter (and Council members)
Lord Mayor of Cardiff – Councillor Gill Bird
Lord Mayor of Portsmouth – Councillor Mike Blake
The Chairman of Essex Council, Councillor Gerard McEwen
Chief Executive Society of Local Authorities Scotland – Mrs Mary Pitcaithly
Chief Executive Welsh Local Government Association - Mr Steve Thomas
Leader of Portsmouth Council - Mr David Williams

Ministry of Defence

Permanent Under Secretary – Sir Bill Jeffrey
Chief of the Defence Staff– Air Chf Mshl Sir Jock Stirrup
Chief of the Naval Staff – Adm Sir Jonathon Band
Chief of the General Staff – Gen Sir Richard Dannatt
Chief of the Air Staff – Air Chf Mshl Sir Glenn Torpy
Vice Chief of the Defence Staff – Gen Sir Timothy Granville-Chapman
2nd Permanent Under Secretary – Sir Ian Andrews
Deputy Chief of Defence Staff (Personnel) – V Adm Peter Wilkinson
Assistant Chief of Defence Staff (Reserves & Cadets) – Maj Gen Simon Lalor
Defence Services Secretary – Maj Gen Matthew Sykes
Director General Service Personnel Policy – Mr Chris Baker
Director General Media & Communications – Mr Nick Gurr
Director Defence Public Relations - Cdre Alistair Halliday
Director News – Mr James Shelley
Director Reserve Forces and Cadets - Air Cdre Mike Lloyd

Royal Navy/Royal Marines

Fleet Headquarters Portsmouth:

2nd Sea Lord/Chief of Naval Personnel – V Adm Sir Adrian Johns and senior staff.

Commandant General Royal Marines – Maj Gen Garry Robison

HM Naval Base Clyde:

Cdre Chris Hockley (Naval Base Commander) and groups across all ranks

HMS Vengeance – Cdr Andrew McKendrick (Commanding Officer (Starboard))
and groups across all ranks

Fleet Protection Group Royal Marines – Lt Col Mark Maddick (second-in-
Command) and groups across all ranks

HM Naval Base Portsmouth:

Cdre David Steel (Naval Base Commander) and groups across all ranks

HMS Ark Royal – Capt Mike Mansergh (Commanding Officer) and groups across
all ranks

Local civic dignitaries and officials
45 Commando Royal Marines (Arbroath):
Maj Gareth Green (Officer Commanding X-Ray Company) and groups across all ranks
Naval Regional Commander East – Cdre Ewan Macdonald

Army

Headquarters Land Command, Wilton:
Commander Regional Forces – Lt Gen Nicholas Parker
Headquarters Adjutant General, Upavon:
Adjutant-General – Lt Gen Sir Frederick Viggers
Defence Career Partnering – Col Sally Coulthard
Headquarters London District, Horse Guards:
General Officer Commanding London District – Maj Gen Bill Cubitt
Headquarters 2 Division Craigiehall, Edinburgh:
General Officer Commanding 2 Division – Maj Gen David MacDowall, and senior commanders and staff
Commander 51 (Scottish) Brigade Brig David Allfrey
Local civic dignitaries and officials
Aldershot Garrison:
General Officer Commanding 4 Division – Maj Gen Peter Everson
Commander 145 (South) Brigade – Brig Miles Wade
Commander 101 Logistic Brigade – Brig Paul Jacques and groups across all ranks
Catterick Garrison:
Commander 19 (Light) Brigade – Brig Tim Evans and groups across all groups across all ranks
Colchester Garrison:
Garrison Commander - Col Tony Phillips
Commanding Officer 1st Battalion Royal Anglian Regiment – Lt Col Stuart Carver and groups across all ranks
Maindy Barracks, Cardiff:
Commander 160 (Wales) Brigade – Brig Rick Libbey and senior commanders and staff
Regimental Secretary, The Royal Welsh – Col (Retd) Peter Gooderson
General Officer Commanding Northern Ireland – Maj Gen Chris Brown
Principal Director of Music (Army) – Lt Col Steve Sykes

RAF

Headquarters Air Command, High Wycombe:
Air Member for Personnel – Air Mshl Stephen Dalton
Royal Air Force Leuchars:
Air Officer Scotland – Air Cdre Clive Bairsto (Station Commander) and groups across all ranks
Royal Air Force Odiham:
Gp Capt Andrew Turner (Station Commander) and groups across all ranks

Royal Air Force Honington:

Wg Cdr Paul Sanger Davies (Officer Commanding Support Wing) and groups across all ranks

Principal Director of Music (RAF) - Wg Cdr Stuart Stirling

Reserve Forces and Cadet Organisations

National Employer Advisory Board:

Rt Hon the Lord Glenarthur (Chairman), Mr Tim Melville-Ross and Mr Neil Johnson

Reserve Forces and Cadets Association:

Chief Executive – AVM (Retd) Paul Luker

Chief Executive Highland Association - Col (Retd) AK Miller

Chief Executive Lowland Association - Col (Retd) R D Gibson

Chief Executive East Anglia Association - Col (Retd) Julian Lacey

Support for Britain's Reservists & Employers (SaBRE):

Director - Mr Tim Corrie

Sea Cadets:

Chief Executive Officer Marine Society and Sea Cadets - Mr Mike Cornish

Army Cadet Force:

General Secretary Army Cadet Force Association – Brig (Retd) Mike Warmby

Deputy Chief of Staff Cadets and Officer Training Corps - Col David Tobey

Air Cadet Organisation:

Commandant Air Cadets – Air Cdre Gordon Moulds

Armed Forces Support Organisations & Charities

Armed Forces Parliamentary Scheme – Sir Neil Thorne

Confederation of British Service and Ex-Service Organisations – AVM (Retd)

Anthony Stables

Royal British Legion – Mr Chris Simpkins (Director General)

Soldiers, Sailors, Airmen and Families Association – Maj Gen (Retd) Andrew Cumming

Army Benevolent Fund – Maj Gen (Retd) Sir Evelyn Webb-Carter (Controller) (by telephone)

Navy Families Federation – Mrs Kim Richardson (Chair)

Army Families Federation – Mrs Julie McCarthy (Chair)

RAF Families Federation – Mrs Dawn McCafferty (Chair)

Help for Heroes – Mr Bryn Parry

British Forces Foundation – Mr Mark Cann

UK Defence Forum – Mr Robin Ashby (Director)

Towergate Partnership – Mr Paul Dyer

Defence Discounts Directory – Mrs Annette Bridgeford and Mr Peter Raith

Honour the Brave Campaign - Col (Retd) Richard Kemp

Religious Leaders

Archbishop of Canterbury - Most Rev and Rt Hon Rowan Williams (by telephone)

Sikh Faith Advisor to Armed Forces – Ms Mandeep Kaur

Roman Catholic Bishop to the Armed Forces - Bishop Tom Burns (by telephone)

Dean of Portsmouth - The Very Rev David Brindley

Service Museums

Portsmouth Historic Dockyard:

Caroline Williams – Portsmouth Heritage Trustee

National Army Museum:

Dr Alan Guy - Director

RAF Museum:

Dr Michael Fopp - Director

Business & Sport

Confederation of British Industry – Mr Martin Broughton (President) and Mr Gary Campkin

The Premier League – Sir David Richards (Chairman)

Marylebone Cricket Club (MCC) – Mr Colin Maynard (Deputy Secretary)

London 2012 – Ms Nicki Hughes and Mr Craig Beaumont

British Airways – Mr Scott Davies (Sales Manager) and Mr Matthew Lane (Corporate Account Manager)

Rio Tinto - Mr Paul Skinner (Chairman and Defence Board Non-Executive Director)

British Petroleum - Mr Ian Rushby (Group Vice President and Defence Board Non-Executive Director)

Prudential – Mrs Patricia Vacassin (Personnel Director and Defence Board Non-Executive Director)

VT Shipbuilding - Mr Trevor Cartwright (Human Resources Director)

FSL - Mr Ian Booth (Managing Director), Mr Mal Lewis (Dir Engineering & Ship Support)

City of London Livery Companies

Mr Charles Parker (Clerk to the Mercers)

R Adm (Retd) Dick Melly (Clerk to the Goldsmiths)

Mr Hugh Oliver-Bellasis (Past Master of the Merchant Taylors)

R Adm (Retd) Nick Harris (Clerk to the Merchant Taylors)

Mr Michael Binyon (Second Warden, Leathersellers)

Cdre (Retd) Johnny Cooke (Clerk to the Leathersellers and Chairman of the Clerks' Association)

Mr Edward Windsor Clive (Clerk to the Turners and Chairman of the Fellowship of Clerks)

Media

Ms Kate Adie (BBC)

Mr Michael Binyon (The Times)

Mr Chris Boffey (The Observer)

Mr Jeremy Clarkson (BBC Top Gear and Top Gear Live) (by telephone)

Mr Lloyd Embley (Editor, The People)

Mr Robin Esser (Daily Mail)

Mr James Harding (Editor, The Times)

Sir Max Hastings (Daily Mail)

Mr Simon Heffer (The Daily Telegraph)

Mr Gary Jones (The People)
Mr Rob Kellaway (News of the World)
Mr Ross Kemp (Sky One)
Mr Will Lewis (Editor, The Daily Telegraph)
Mr Ian MacGregor (Editor, The Sunday Telegraph)
Mr John Mullin (Editor, The Independent on Sunday)
Mr Tom Newton-Dunn (Defence Editor, The Sun)
Mr Richard Norton-Taylor (Defence Correspondent, The Guardian)
Mr Peter Osborne (Daily Mail)
Lord Rees-Mogg (The Times)
Mr Peter Riddell (The Times)
Mr Alan Rusbridger (Editor, The Guardian)
Mr Sandy Smith (Editor, BBC Panorama)
Mr Martin Townsend (Editor, Sunday Express)
Mr Mark Urban (BBC Newsnight)
Mr Richard Wallace (Editor, Daily Mirror)
Ms Tina Weaver (Editor, Sunday Mirror)
Mr Peter Wright (Editor, Mail on Sunday)
Mr Rhidian Wynn Davies (Consulting Editor, The Daily Telegraph)

USA

US Congress:

Senator John Warner, Member Senate Armed Services Committee
Congressman Ike Skelton, Chair House Armed Services Committee
Mr John Murtha, Member Committee on Appropriations, Chair Defense Sub-Committee
Mr Bill Monahan, Senate Armed Services Committee (Counsel)
Mr Bill Sutey, Senate Armed Services Committee (Professional Staff Member)

Department of Defense:

Gen George Casey – Chief of Staff US Army
Sergeant Major of the Army (SMA) Kenneth Preston
Lt Gen Michael Rochelle, Deputy Chief of Staff, G1, US Army
R Adm Frank Thorp, Navy Chief of Information
Maj Gen Antony Cucolo, Army Chief of Public Affairs
Maj Gen Galen Jackman, Chief of Legislative Affairs, Office of the Secretary of the Army
Maj Gen James Nuttall, Deputy Director National Guard
Mr Bill Carr, Deputy Under Secretary (Military Personnel Policy), Office of the Secretary of Defense (Personnel & Readiness)
Dr Craig College, Deputy Assistant Chief of Staff for Installation Management
Capt (USN Retd) Kevin Wensing, Special Assistant, Public Affairs to Deputy Secretary of Defense
Ms Alison Barber, Deputy Assistant Secretary for Internal Communications & Public Liaison
Ms Rachel Billingslea, Director of Communications, Army Staff
Ms Karen Stephenson, Executive Director, Army Executive Partnerships
Capt (USN Retd) Tom Van Leunen, Deputy Chief of Information, Dept of the Navy
Col M Caldwell, Deputy Director of Public Affairs, Office of the Secretary of the Air Force

Col Christy Nolta, Deputy Director for Integration, Office of the Director of Communication, Office of the Secretary of the Air Force
 Col Dave Lapan, Deputy Director of Public Affairs, US Marine Corp
 Col Tim Walters, US Army
 Cdr John Wallach, Director, Navy Office of Community Outreach
 Department of Veterans' Affairs and Veterans' Organisations:
 The Honourable Ms Lisette Mondello, Assistant Secretary for Public & Intergovernmental Affairs
 Lt Gen (Retd) Ted Stroup, Vice President Education, Association of US Army
 Col (Retd) Marvin Harris, Director of Public Relations, Military Officer's Association of America
 Col (Retd) Phil Riley, Director, The American Legion
 Mr Chet Curtis, Director of Policy and Communication, Air Force Association
 Mr Joe Davis, Director Public Affairs, Veterans of Foreign Wars
 Mr Edward Powell, President and CEO United Services Organisation
 Mr Larry Provost, Assistant Director for Research & Policy, The American Legion
 Ms Joyce Wessel Raezer, Executive Director, National Military Families Association
 Rand Corporation:
 Mr Irv Blickstein
 Ms Shirley Rueh
 Mr Laurence Smallman
 Dr Harry Thiey
 British Defence Staff:
 Maj Gen Peter Gilchrist – Head British Defence Staff (US)
 Brig Phil Jones – Military Attaché, British Defence Staff (US)

Canada

Department of National Defence:
 VAdm Drew Robertson, Chief of Maritime Staff
 Lt Gen Andrew Leslie, Chief of Land Staff
 Ms Josée Touchette, Assistant Deputy Minister (Public Affairs)
 Cdre Roger Maclsaac, Director General Recruiting and Military Careers
 Brig-Gen Gary O'Brien, Director General Land Reserves
 Brig-Gen David Martin, Canadian Forces Personnel Support Agency
 Capt (N) Christopher Henderson, Director General Public Affairs & Strategic Planning
 Mr Paul Turcotte, Director of External Communications & Public Relations
 Ms Diane Durford, Director of Marketing & Advertising Services
 Ms Anna Kourla, Op Connection Communications Officer
 Ms Christine Gauthier, Public Opinion Research Advisor
 Royal Canadian Legion:
 Lt Gen (Retd) Charles Belzile, Hon President Royal Canadian Legion
 Brig-Gen (Retd) Duane Daly, Dominion Secretary, Royal Canadian Legion
 Department of Veteran's Affairs:
 Mr Derek Sullivan, Director General, Canada Remembers Directorate
 British High Commission Ottawa:
 HE Anthony Cary, High Commissioner to Canada
 Brig Simon Knapper – UK Defence & Military Adviser to Canada
 Mr Scott Taylor, Editor 'Esprit de Corps'

France

Assemblée Nationale:

M. Michel Grall, Député, Assemblée Nationale

Ministère de la Défense Nationale:

M. Jacques Sonnet, Président – Civisme Défense Armée Nation (CIDAN)

Délégation à l'Information et à la Communication de la Défense (DlCoD):

M. Laurent Teisseire, - Directeur DlCoD

Adm Dupont

Gén Baptiste

Gén Lagrange

Gén Mompeysson

Col Ponties

Lt Col Engelbach

Ministère pour les Anciens Combattants:

M. Philippe Riffault, Directeur de cabinet du secrétaire d'état aux Anciens Combattants

Médecin- Gén Wey

British Embassy Paris:

HE Sir Peter Westmacott, UK Ambassador to France

Air Cdre John Thomas – Defence Attaché

Capt (RN) Philip Stonor – Naval Attaché

Australia

Australian High Commission London:

Air Cdre Steve Martin, Head of Defence Section

Appendix 3

Incidents of Discrimination Against the Armed Forces

Harrods

In November 2006, a Harrods security assistant prevented an Army officer wearing Service Dress from entering the store after a Remembrance Day ceremony. Harrods have since clarified in a letter to us that military personnel in such uniform should not be challenged, but they would still exclude personnel in 'fatigues' – taken to mean combat dress (i.e. CS95), which is the current standard working dress for Army, Royal Marine and RAF Regiment personnel. We regard any such rule as quite unacceptable.

Birmingham and Edinburgh Airports

In December 2007, an RAF Tristar aircraft returning from Afghanistan diverted into Birmingham International Airport due to bad weather at RAF Brize Norton, its intended destination. A number of passengers opted to make their way home directly from Birmingham, which required them to transit through the Airport Terminal, but as a result of confusion as to the current policy they were instructed to change into civilian clothing. Similarly, we received reports that Royal Marines returning from Afghanistan into Edinburgh Airport in 2007 were directed away from the public areas and required to transit through ad hoc facilities, leaving them with the impression that they were being deliberately kept out of the public eye. These scenarios contrast sharply with the situation in the USA and Canada, where members of the public greet returning troops warmly and appreciatively when they are seen transiting public areas of civilian airports.

Headley Court

Patients from the Armed Forces rehabilitation centre at Headley Court, some of whom suffered appalling injuries in Iraq and Afghanistan, frequently use the pool at the local leisure centre as part of their treatment. During one session in November 2007, patients using a closed off lane were subjected to verbal abuse by members of the public complaining that they had no right to be there.

Peterborough

During the course of our Study, news of restrictions on RAF personnel wearing uniform in parts of Peterborough was reported by the media. The restrictions had been imposed, after consultation with the police, following incidents of intimidation and abuse directed by some members of the public at Service personnel in uniform in the city.

Other Incidents

There have been other instances of both discrimination and harassment reported in the media, and drawn to our attention privately, but we do not detail them here since we have not been able to corroborate the alleged facts.

Appendix 4

Summary of Findings from other Countries

United States of America



The USA Armed Forces comprise²: (thousands)

US Army	532
US Army Reserves	205
The National Guard	352
US Navy	325
US Navy Reserves	128
US Marine Corps	194
US Marine Corps Reserves	39
US Air Force	370
US Air Force Reserves	180

There is clearly very striking and almost universal respect and appreciation for the Armed Forces in the USA. This position has been reached progressively over the past 25 years or so after a very difficult period immediately following the Vietnam War when military personnel were subject to resentment and some abuse for their participation in that War. The trend was accelerated after 9/11 and the campaigns in Afghanistan and Iraq that have led to widespread gratitude towards the Armed Forces for the sacrifices they are making. A tangible demonstration of this change in attitude is the widespread practice of wearing uniforms in public which not only demonstrates the military presence in the USA but is a catalyst for the public to show their spontaneous appreciation of the US Armed Forces, whether it be the 'pat on the back', or free or reduced charging to attend sporting and other social events.

The constitutional differences between the UK and the USA are, of course, quite stark with, for example, Capitol Hill having a greater influence in setting the detail of the US Defense Budget. This means that the relationships between Congress, the Pentagon and Armed Forces personnel are much closer than in the UK. Part of the relationship includes allowing military interns to be seconded to the Congress for about a year, and direct access to military personnel by elected

² Source: Draft Budget 2009

Members of the Senate and the Congress, and their staff. Indeed, military leaders are encouraged to get to know their political representatives well and formal, orchestrated plans of engagement exist to advocate military issues.

Maintaining a high level of appreciation and understanding of the Armed Forces requires a sustained effort of engagement with 'influencers' across the US. This is achieved through a number of initiatives by the Armed Forces, some of which are generic in nature, eg Open Days, links with schools (including training days for soldiers to return to their schools to talk about their military careers), engagement with industry, and proactive liaison with local media to tell the 'local boys' stories. It is worth noting that the US Military extensively use their Reservists (including the National Guard) to promote their efforts, whether it is to engage citizens on local stories or to get out central messages on the role of the US military in current operations. The Active Duty, Guard and Reserve elements of the Armed Forces are all supported by well organised associations that are highly active at local and national levels, all of which have the education of the public and their political representatives in their charters.

The US have Junior Reserve Officer Training Corps centres which exist at some 3,000 schools across the States. To help run these centres, the Department of Defense supplement the pensions of Veterans by up to \$20,000 per annum.

There are some Service specific outreach activities that are interesting, including the '3+2+1' scheme which requires 1-star Army Officers and above to conduct each quarter:

3 - Outreach activities covering local opinion formers and politicians, communities, businesses, etc

2 - Media opportunities to get across their relevant messages

1 - Internal communications initiative

To complement this programme the US Army maintains a database of stakeholders it wishes to engage with so that a central view of the span of the '3+2+1' scheme is right. This ensures that the Army achieves its aim of 'sustained engagement' with the US public. It is important to recall that the context in which the American Forces relate to the public is one in which there are no restrictions in relations between the media and serving members of the Armed Forces.

The US Army runs a Joint Civilian/Military Orientation Course twice a year with 60 personnel on each course. The Courses last five days and travel and accommodation are funded by the Army. Attendees come from a variety of backgrounds including academics, senior industrial personnel and TV personalities and celebrities.

The organisations that make up the Military Coalition contribute to a very extensive and effective network of supporting structures for the military and their families. These include the 'America Supports You' campaign, wide-

ranging use of the Internet to get Service personnel to tell their stories, using Reserve centres for various activities and honouring companies who support the military.

Another aspect of the US military's outreach activities is the extensive use of spare capacity at their bases for various activities where they actively fund certain events (including charitable ones) from their own budgets as a way of engaging with their local communities and supporting military charities.

Canada



The Canadian Armed Forces comprise³: (thousands)

Army	19.5
Army Reserves	16.0
Air Force	12.5
Air Force Reserves	2.6
Navy	9.0
Navy Reserves	4.3

The transformation of the Canadian Forces over recent years has been remarkable. This appears to have been achieved through a number of initiatives including:

- a. improving the pay and conditions of service for their personnel; and
- b. a better articulation of the strategic context for the Canadian Forces that has been achieved through the creation of a set of key strategic messages on their roles.

The Canadian Forces' engagement as part of NATO's operations in Afghanistan has intensified their popularity, despite their losses. This is exemplified by the way in which the public has responded to repatriation of those killed on operations. Repatriation ceremonies, involving full military honours and a Military Band, are held at Trenton Airbase outside Toronto where the fallen are brought back to Canada before being transported by cavalcade with police escort along the 'Highway of Heroes', where traffic spontaneously stops and members of local public services (police, fire, ambulance) and a great many members of the general public line the route to show their respect. These events have had a profound impact on the Canadian psyche.

Another striking feature of the Canadian Service is the very high public profile of the Chief of Canadian Defence Staff, General Rick Hillier. In all our meetings, the strength of General Hillier's personality and drive came through on every

³ Source: Canada – Defence Fact Sheet (Jan 08)

occasion. This included examples of his engagement with the media and the Canadian public that ranged from TV appearances, attendance at sporting events accompanied by other military ranks, and taking sporting and other celebrities to Afghanistan to boost the morale of the Forces. In all, it was estimated that the Chief of the Defence Staff spent some 40% of his time on these outreach activities.

General Hillier's involvement also needs to be seen in the context of the Canadian Forces' initiative 'Operation Connection' which is a coherent engagement programme to reach out to the Canadian institutions and public in order to increase their knowledge about the role of the Canadian Forces in Canadian society, its mission and its capabilities. The programme is aimed also at attracting citizens to join the military at a time when the Regular and Reserve Forces are due to expand by 5,000 and 3,000 respectively. The programme encompasses a centrally managed Master Plan for engagement with colleges, schools, sporting organisations, local communities and other Government Departments. It also involves military Open Days and demonstrations, and senior leadership engagement with targeted audiences using a set of consistent key messages. The Canadian Forces do not charge for these events.

On Veterans, Canada has a dedicated Canada Remembers Directorate within their Veterans' Affairs Canada Ministry. This organisation, which comprises 1,500 branches, is responsible for implementing the relatively new Veterans' Charter. It has already issued some 1 million Veterans' Pins and been responsible for initiatives such as Veterans' licence plates, free parking and a separate ID card for those disabled in operations. Street naming after local heroes has also taken place and a Veterans' Memorial Parkway has been dedicated to mark those Service personnel whose bodies have been repatriated to Canada.

France



The French Armed Forces comprise: (thousands)

Army	134.0
Army Reserves	18.6
Air Force	66.0
Air Force Reserves	5.8
Navy	55.1
Navy Reserves	6.9

France abandoned National Conscription in 1996, since when they have become fully professional Armed Forces. They currently deploy some 35,000 personnel abroad. They have enormous pride in their range of Remembrance

activities with nine days of commemoration per year, including Armistice Day and Bastille Day. The wearing of uniforms is commonplace in the country.

As part of their engagement with other communities, the Institut des Hautes Etudes de Défense Nationale holds one national and four regional sessions annually, involving the military and civilian communities at a level similar to that of the Royal College of Defence Studies. The sessions, which each involve 90 participants (one-third each from Services, private sector and public sector), study geo-political issues that allow a better understanding of the Armed Forces and Defence. Participants in the national session are committed to undertake one and a half days a week over an 8 month period; the programme also involves 30 days of visits in France and Europe including one six-day overseas study tour.

Links with the media are strong with embedded journalists on operations and an active programme of local and regional engagement with military personnel. Pre-authorisation for such contact is required from the chain of command. Local commanders have guidelines covering their dealings with parliamentary Deputies (MPs) so that they are kept up to speed on military matters. A Defence Liaison Officer (normally a member of the Town or City Council) is appointed in every commune to preserve and enhance links with the military. These local links extend to events organised by local commanders to explain to their communes and Deputies the reasons for, and aims of, any forthcoming operational deployments by their unit. Departure on such deployments is followed up by six-weekly newsletters which report the unit's progress to local communities; the letters are backed up by invitations to local journalists to visit the unit in the theatre of operations. The Reserves are also used extensively to act as 'ambassadors' with those in civilian life.

On the educational front, there is a strong programme of engagement with schools with all 16 to 18 year olds being compelled by law to attend a Defence Preparation Day, the aim of which is to provide broad-brush familiarisation with the Armed Forces and Defence. Attendance is a pre-requisite to enrolling for any State-controlled exam or course, including for the Baccalaureate, driving licences and firearms permits. Veterans and Reservists often take part in the activity days. Schools also regularly ask for Service personnel to come to explain their role to pupils. Visits by schools and others to military establishments are encouraged and organised regularly by local commanders. The local commanders have specific responsibility for outreach activities as well as fulfilling recruiting responsibilities. These activities are normally in the form of Open Days and often take place at weekends with dedicated workshops and hands-on opportunities. Veterans and Reservists are involved in these events.

There are sophisticated procedures for the repatriation of those killed in action, including the routine presence of very senior Government dignitaries such as the President, the Prime Minister or the Defence Minister. Homecoming parades or events are almost always held locally. They are, however, far from universal and may well take place inside the unit's barracks and thus out of the public eye.

Australia



The Australian Defence Force comprises: (thousands)

Army	25.5
Army Reserves	16.0
Air Force	13.5
Air Force Reserves	2.3
Navy	13.2
Navy Reserves	1.8

Time and cost considerations made it impracticable for the Team to visit Australia, but we were able to call on the experience of the Australian Defence Advisor in London, with whom we consulted, and Air Commodore Sharp has spent two years of his professional career in Australia. The circumstances surrounding relations between the public and the Armed Forces in Australia have a number of similarities to those in the UK. The Armed Forces comprise a similarly small proportion of the population and the numbers with direct experience of the Armed Forces is decreasing markedly with the passing of the World War II generation. The culture and society are also similar. As in the USA, the Vietnam War created something of a public backlash against the Armed Forces, but to a much lesser degree. Likewise, although Australia's involvement in operations in Iraq and Afghanistan has been contentious, there has not been a significant public adverse reaction against the Armed Forces, who remain well supported and popular.

Unlike in the UK, the Armed Forces have remained visible in Australia, with defence bases located close to most of the major cities and defence force personnel living among the community. Australian servicemen and servicewomen also wear their uniforms as a matter of routine when commuting from home, while on duty (including in Canberra) and travelling to and from duty stations.

Homecoming parades for Australian units and personnel returning from combat operations were encouraged by the previous Prime Minister and there have been numerous such events in Australian towns and cities in recent years. Indeed, the annual celebration and commemoration of the exploits of the Australian and New Zealand Army Corps (ANZAC) during the First World War is a major national event in Australia and is marked with a national public holiday on 25 April (late summer). ANZAC Day is considered one of the most spiritual and solemn days of the year in Australia. Marches by Veterans from all past wars, current serving members of the Australian Defence Force (ADF), cadets, scouts, guides and other uniformed service groups, are held in capital cities and towns nationwide. The ANZAC Day Parade from each State capital is televised live with commentary. These

events are followed generally by social gatherings of veterans, hosted either in a pub or in an Retired Service League Club.

Major bases and establishments will hold Open Days for the public, in some cases annually, however, because of their cost, air displays are rotated between major RAAF air bases every five years.

Contact with local media by ADF personnel on routine matters is cleared through the chain of command, usually at one-star level. Contact with national media and major announcements, policy matters and sensitive issues require Chief of Defence Forces, Secretary or Service/Group head approval, as appropriate. Such interaction is coordinated through the Public Affairs organisation. All visits to defence establishments by Federal, State and Territory Parliamentarians, and candidates for election to Parliament must be approved by the Minister for Defence.

In terms of tangible public support, ADF personnel are considered to be reasonably well paid and supported and, unlike in the USA, there are few special discounts or packages provided by the commercial sector.

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