How to be an effective Armed Forces employer webinar

12 February 2020
Webinar chair
Helen Bogan
Programme Lead, Reservists Programme, NHS Employers

Webinar speakers

Sam Pope
HR advisor & Armed Forces Champion, Taunton and Somerset NHS Foundation Trust

Ian Crowe
Non-Executive Director/Chairman Quality and Outcomes Committee, University Hospitals of Leicester NHS Trust

Chris Ashworth
Regional Employer Engagement Director for Greater Manchester, Lancashire, & Cumbria, The Reserve Forces’ & Cadets’ Association
Sam Pope
HR advisor & Armed Forces Champion
Taunton and Somerset NHS Foundation Trust
Moving toward ERS Silver

Sam Pope
HR advisor & Armed Forces Champion
Who We Are

• Two Trusts: Acute + Mental Health & Community
  • Provide care from: Acute General Hospital, 13 Community Hospitals, 9 Mental Health Wards, 7 Minor Injuries Units, 4 Dental Centre's, 5 Primary Care Sites, Community Services

• Somerset has an older population – Circa 20% 65 years +
  • Majority of males aged 72 or older will have served.

• Royal Navy, Marines, Army and RAF Personnel based locally
Where we are

• Member of the Armed Forces Covenant - 2012
• Signed Step into Health Pledge – 2017
• Taunton & Somerset NHSFT Awarded Silver – 2018
• Somerset Partnership NHSFT Awarded Silver – 2019
• Working towards Gold - Ongoing
How we got here

• Executive support
• Creating an awareness amongst managers & staff
• Support from partners
  • SITH, RCFA, 243 Field Hospital, Covenant members
• Coordinating with existing projects & initiatives
Armed Forces Friendly Employer

- Signed Step into Health Pledge – 2017
  - Events – attending & Hosting
- Armed Forces Champions
  - Clinical & Corporate
- Armed Forces Network
  - Meet ups, Fundraising, Newsletters, Breakfast Clubs
- Supportive Policies
Armed Forces Friendly Service Provider

• Working towards Veteran Aware Hospital status
  • NHS Getting It Right First Time programme - Chavasse Report
• Seeks to optimise inpatient care provision for Armed Forces and Veteran patients through the following activities:
  • Establishing a network of champion(s)
  • Educating colleagues about the Armed Forces Covenant
  • Identifying (ex)military patients – recording & referring
  • Establishing partnerships and referral routes for veterans.
Key Take Away Point

• Support and Backing
• Setting out your aims
• Working collaboratively
  • Existing initiative, External Partners
• Maintaining momentum
Questions?
Ian Crowe
Non-Executive Director/Chairman
Quality and Outcomes Committee
University Hospitals of Leicester
NHS Trust
Chris Ashworth
Regional Employer Engagement Director for Greater Manchester, Lancashire, & Cumbria
The Reserve Forces’ & Cadets’ Association
Chris Ashworth
Regional Employer Engagement Director (REED) for Greater Manchester, Lancashire, & Cumbria
Defence Employer Engagement
Defence Employer Engagement

- Why does Defence engage with employers?

- To support…
  - Employers of reservists
  - Employers who support the Armed Forces Covenant (AFC)
  - The Armed Forces community in the workplace
    - Reservists
    - Veterans
    - Cadet Force Adult Volunteers (CFAVs)
    - Service spouses & partners (Forces Families)
Defence Employer Engagement

- **Defence Relationship Management (DRM).** London based National Account Managers - strategic/key accounts & large national employers

- **Regional Employer Engagement Directors (REEDs).** Based with regional Reserve Forces & Cadets Associations (RFCAs) – “regional account managers” for SMEs, & large regional employers

- Defence EE structure (DRM & REEDs) report into/are directed by Reserve Forces & Cadets (RF&C) within MOD
RFCAs

1. Highland and Islands
2. Lowland
3. North of England
4. Yorkshire and the Humber
5. North West and the Isle of Man
6. Wales
7. West Midlands
8. East Midlands
9. Wessex
10. South East
11. Greater London
12. East Anglia
13. Northern Ireland
Defence Employer Engagement

- How does Defence engage with employers?
  - Account management by REEDs & NAMs
  - Most engagement underpinned by the AFC
  - Through the Employer Recognition Scheme (ERS)
  - REEDs & NAMs support employers through the ERS process
Employer Recognition Scheme (ERS)
Employer Recognition Scheme

- The ERS publicly recognises employers who support the AFC and encourages others to do so

- An ERS “menu of benefits” rewards supportive employers through a mutually beneficial partnership with Defence
Employer Recognition Scheme

Bronze award holders:
- Must have signed the Armed Forces Covenant
- Promote being armed forces-friendly and are open to employing the Armed Forces community

Silver award holders:
- Must demonstrate that the armed forces community are not unfairly disadvantaged during recruitment and selection
- Must employ at least one individual from the armed forces community
- Must actively ensure that their workforce is aware of their positive policies
- Must have a Reserve Forces policy and grant 5 days additional leave
- Must not be subject to any negative publicity

Gold award holders:
- As per Silver award requirements – plus:
  - Must show their forces-friendly credentials as part of their recruiting and selection processes. Where possible, should be engaged with CTP
  - Must be an exemplar within their industry, advocating support to the AFC
  - Must grant 10 days (paid) additional leave for Reservists & ideally CFAVs
Employer Recognition Scheme

- 2020 timeline
- Announcement of winners by MOD or Minister usually Jul/Aug

### Silver ERS Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon 06 Jan 2020</td>
<td>Expressions of Interest open</td>
</tr>
<tr>
<td>Wed 15 April 2020</td>
<td>Expression of interest closes</td>
</tr>
<tr>
<td>Wed 29 April 2020</td>
<td>Nomination deadline (inc. renewals)</td>
</tr>
<tr>
<td>w/c 04 May 2020</td>
<td>Desk level sift - no earlier than this date</td>
</tr>
<tr>
<td>w/c 18 May 2020</td>
<td>1* Board (No earlier than)</td>
</tr>
<tr>
<td>w/c 01 June 2020</td>
<td>2* Board (No earlier than)</td>
</tr>
</tbody>
</table>

### Gold ERS Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon 06 Jan 2020</td>
<td>Expressions of Interest open</td>
</tr>
<tr>
<td>Wed 11 Mar 2020</td>
<td>Expression of Interest deadline</td>
</tr>
<tr>
<td>Wed 25 Mar 2020</td>
<td>Nomination deadline (inc. renewals)</td>
</tr>
<tr>
<td>w/c 04 May 2020</td>
<td>Desk level sift - no earlier than this date</td>
</tr>
<tr>
<td>w/c 18 May 2020</td>
<td>1* Board (No earlier than)</td>
</tr>
<tr>
<td>w/c 01 June 2020</td>
<td>2* Board (No earlier than)</td>
</tr>
</tbody>
</table>
Employer Recognition Scheme

- ERS application process
- Link in with your REED
- Submit online Expression Of Interest (EOI) via .Gov website (search “Defence Employer Recognition Scheme”)
- Your REED will send you the application form once your EOI is received
- Some REEDs run ERS workshops – ask yours!
Employer Recognition Scheme

- ERS – top tips!

- Nominate an Armed Forces Champion (Defence POC)

- Identify your workforce Armed Forces community of Reservists, Veterans, CFAVs, spouses & partners, etc.

- Start an internal network – meet & greet, share info & good practice

- Link in – via your REED – with local Reserve & Cadet units
Employer Recognition Scheme

- ERS – top tips!

- Have a central “touchpoint” for your AF community, e.g. Intranet page (with links to policies, procedures, etc.)

- Publicise your forces-friendly credentials both externally and internally – use the AFC and ERS branding; utilise social media and internal comms channels

- Support Reserves Day & Armed Forces Day
Employer Recognition Scheme

- ERS – top tips!

- Aspiring Golds – start your advocacy ASAP (keep a log!)

- Encourage partners and suppliers to sign the AFC and join the ERS (advocacy)

- Encourage your workforce to become Reservists or CFAVs – link in with local Reserve and Cadet units to support this via your REED

- Engage senior leadership
ERS “menu of benefits”

- Visits to exercises
- Leadership training
- Team-building/staff development
- Discounted use of MOD facilities
- Senior briefings (Gold award)
- Defence Academy courses
- Land Combat & Air Power demos
- Invitations to high-profile events
Any questions?

Chris Ashworth
REED for Greater Manchester, Lancashire, & Cumbria
OVER TO YOU...

ANY QUESTIONS?