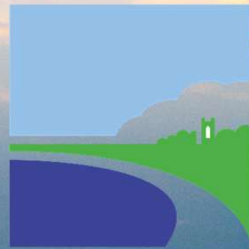


Councillor John Toye

Armed Forces Champion



NORTH
NORFOLK
DISTRICT
COUNCIL

Why Have Elected Champions

Why have any champions?

Why have an Armed Forces Champion?

Do they need to be ex services?

What's the role?

Is it:-

- Challenging Internal Organisation?
- Is it ensuring connectivity to all relevant organisation. Navy, Army, RAF, British Legion etc?
- Forces Champion Connectivity – other Champions – County Commissioner?
- Is it Remembrance Events?
- Is it Social Events?
- What aspects do you Champion? Health and Wellbeing, Employment, Sports, Remembrance, Support Services.

Initiatives

What changes I discussed with officers

- Move the question to the front of any form of contact. Establish early support available
- Online learning for all personnel
- Forces Connect App
- Recognise serving reservists and the needs of their families
- Defence employer recognition.
- Alert Medical facilities to op courage.
- Externally let local groups know that they have a champion and that the council recognises their contributions

Partnership working.

- Understand the benefits of working with internal and external organisations.
- The benefits to the individual.
- The benefits to the council.
- Connect veterans' groups
- Connect employment opportunities
- Be open to the conversation even if difficult

Some things to avoid

- Thinking you are only dealing with veterans
- Thinking that employing service people always comes with challenges like mental health
- Missing the opportunities in your organisation to capture the positive stories to share

Some things to do

- Promote the soft and hard skills of service personnel
- Understand that reservist work brings benefits to the employer
- Find them in your community as community leaders
- Help them build new networks and connections
- Recognise remembrance and acknowledge the sacrifice
- Consider the council's roll in remembrance, it should remember but the larger events are perhaps better with others like the Royal British Legion

Finally

- Remember to connect in their way
- Recognise the skill set
- Understand difference in feedback. In the services – instant not always the same outside
- Do what you say you will do. Wednesday morning is Wednesday morning not afternoon
- Above all be proud of your organisation and the people that make it work.