
EMPLOYER RECOGNITION SCHEME SILVER ADVICE BOOKLET

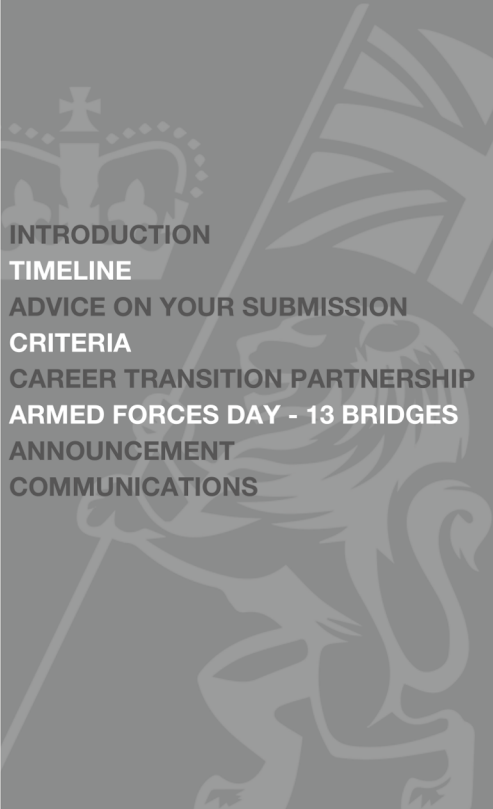


**ARMED FORCES
COVENANT**

A large, faint watermark of the Armed Forces Covenant logo is visible in the background of the right half of the cover. It shows a lion holding a flag and a crown above it.

**PROUDLY
SUPPORTING
THOSE WHO
SERVE**

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INTRODUCTION

"This booklet is to help you on this journey and will be –I hope– a useful reference for you during the application process. Just remember, be precise and concise with your application – the selection decision boards have many applications to read through and so clarity is the key.

"Good luck and, once again, a huge thank you from everyone in Defence.

"My team and I are here to help you succeed."

Drew Jeacock, Head of Engagement

GL RFCA

EXPRESSION OF INTEREST (EOI) OPENS ON:

Unless you are already a Defence ERS Silver Award holder who is revalidating, the first step on your Silver ERS process is to submit an expression of interest (EOI) via the on line form on:



This should only take 5 minutes. Upon making an EOI you will be sent an acknowledgment by email. The receiving authority will carry out some basic checks before informing your REED or Account Manager, who will then contact you with a link to the application form.

EOI WINDOW CLOSES ON:

SILVER APPLICATIONS CLOSE ON:

Applications for the Silver ERS awards are final. Our REEDs (Regional Employer Engagement Directors) are on hand to help you every step of the way.

Your application must be submitted by 1159hrs on the date above via an online form sent to you by your REED following an EOI.

This also applies to Silver revalidation.

Applications sent after this deadline will not be considered.

GO TO BOARD:

The high-level decision board for Silver ERS will sit in July and you will be informed of the decision on your submission shortly after that, with a formal notification a few weeks later.

Your formal notification will include guidance on when you can publicise the decision and other media and communications information for you communications campaign planning.

AWARDS CEREMONIES:

The date for the Silver ERS awards ceremony will be announced in due course and will be held in the Autumn.

REVALIDATIONS

If you are already a Defence ERS Silver award holder who needs to revalidate your award against the current criteria, you do not need to submit an EOI.

Your REED will contact you directly regarding the new procedure.

ADVICE ON YOUR SUBMISSION

Whilst there are no hard and fast rules for a successful Silver ERS submission, here are some thoughts.

Ensure your submission is well-written, clear, and logically laid out, stating facts to meet the essential criteria listed on the next page.

- **Be precise and concise with your submissions; ensure that what you do comes through loud and clear.**
- **Ensure that you address all of the essential criteria.**
- **Try to describe activities “over and above” those that you do as routine business e.g. advocacy within your business sector or supply chain; reaching out to a local reserve unit or holding a specific armed forces-themed event.**
- **Stay within the word count indicated on the nomination form.**
- **Give relevant examples, short and sharp to the point.**
- **Speak to your account manager for advice and guidance; they are the experts!**
- **Keep a record of evidence to support your nomination.**

CRITERIA

- **Must have signed the Armed Forces Covenant.**
- **The employer must have already stated their intent to be supportive by using the ERS website to register at the Bronze level.**
- **The employer must proactively demonstrate that service personnel/Armed Forces community are not unfairly disadvantaged as part of their recruiting and selection processes.**
- **The employer must actively ensure that their workforce is aware of their positive policies towards defence people issues. For example, an employer nominated for support to the Reserves must have an internally publicised and positive HR policy on Reserves.**
- **The employer must not have been the subject of any negative PR or media activity.**

CRITERIA

- **Employers should employ at least one individual from the AFC category that the nomination emphasises. For example, an employer nominated for support to the Reserves must employ at least one Reservist. In exceptional circumstances where there is outstanding generic support for the Armed Forces community and/or the size or business model of the organisation makes employment of such an individual impossible, the organisation can be considered for the award where they do not employ someone from the AFC category.**
- **Within the context of Reserves the employer must have demonstrated support to mobilisations or have a framework in place. They must demonstrate support to training by providing at least five days' additional unpaid/paid leave (wherever possible not to Reservist employees' financial disadvantage).**

CAREER TRANSITION PARTNERSHIP (CTP)

CTP has been the official provider of Armed Forces resettlement for 25 years.

- It is a partnering agreement between the Ministry of Defence and Right Management Ltd, who is the global career and talent development expert within ManpowerGroup.**
- It provides resettlement services for those leaving the Royal Navy, Army, Royal Air Force and Royal Marines regardless of time served. It also operates as an intermediary service for employers wishing to hire from the service leavers and veterans pool of talent. These relationships open up routes to employment which are accessed by leavers through their jobsite, CTP RightJob and a range of online and in-person employer events.**

CAREER TRANSITION PARTNERSHIP (CTP)

Employers – what the CTP can do for you:

Coming from a highly skilled and professional career in the military, service leavers make highly skilled, committed and capable employees offering a wide range of transferrable skills and experience. Not surprisingly, they're in big demand by many organisations – and the good news is that CTP makes it easy for you to locate and employ the right talent for your organisation.

For more details, have a look at their dedicated Employer page, which will explain all the advantages of hiring from the Armed Forces.

Scan the QR code below:



SSAFA 13 BRIDGES

Advocate your support for Defence and show that you are a #forcesfriendly employer by getting involved with Armed Forces Day, Sunday 25th June 2023.

Armed Forces Day is a chance to show your support for the men and women who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets. There are many ways for people, communities and organisations across the country to show their support and get involved.

SSAFA's 13 Bridges Walk is London's premier event for Armed Forces Day and an opportunity for companies and individuals to show their support for the Armed Forces while raising funds for SSAFA, the Armed Forces charity.

The walk started in 2019, went virtual in 2020, but returned to its physical format in 2021 raising over £76,000. Returning in 2022, the route started at London Bridge and finished in Eel Brooke Common, Fulham.

ANNOUNCEMENT COMMUNICATIONS

Securing your ERS Silver award is something to shout about, to continue your advocacy for your support to Defence.

What we will provide:

Shortly after you are informed of your company's success in achieving the Silver ERS Award, our communications team will provide you with a Silver ERS 2023 logo lockup as well as announcement information on the national award. We will also produce a short video on LinkedIn which we encourage winning accounts to share and engage with.

You will also receive the 2023 Silver ERS logo should you want to create your own announcement material.

What you can do:

Let us know when you will be announcing your achievement online and our communications team are on hand to assist with any questions you may have.

A checklist for an announcement post

- Share your story
- Link to news published on the company website
- Tag @UK Ministry of Defence and @Reserve Forces' and Cadets' Association for Greater London
- Include the hashtag #SilverERS23



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