



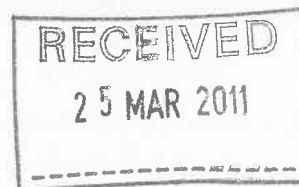
MINISTRY OF DEFENCE

Defence Internal Brief

SERIAL: 2011DIB/13

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ISSUE: **Armed Forces Day 2011**
 AUDIENCE: **All Service and Civilian Personnel**
 TIMING: **Routine**
 ACTION: **To be briefed for Information Only**



KEY POINTS:

- **This year Armed Forces Day (AFD) will be held on Saturday 25 June. Now in its third year, the aim of AFD is to boost public support and appreciation of all those who serve and have served in HM Armed Forces (serving personnel, veterans and cadets).**
- **The city of Edinburgh has been chosen to host the 2011 national event for AFD, and as with previous years, this will be complemented by a variety of community-led events in towns and cities across the UK.**
- **At a time of national financial austerity and reductions in Service manpower, AFD is a chance for the public to show their support and ensure that our Armed Forces get the recognition and gratitude they deserve.**
- **Further information on Service involvement, how Units can contribute and general involvement can be found in DIN 2010DIN09-008.**
- **Details of events planned at Edinburgh and elsewhere, as well as how you can show your support, are available on the AFD website: <http://www.armedforcesday.org.uk/>.**

DETAIL:

1. The aim of AFD, which is now in its third year, is to boost public support and appreciation of all those who serve and have served in HM Armed Forces. It provides an opportunity for the UK public to recognise the contribution that the Armed Forces (serving personnel, veterans and cadets) make and have made to the nation, and for the Armed Forces and veterans to know that they are valued and enjoy the respect and support of both the Government and the nation.

Commanders at all levels, especially those with public outreach responsibilities, are encouraged to engage with their contacts in the local community to foster maximum involvement in AFD activities to raise the profile of the Armed Forces. However,

given the current operational tempo and resource restrictions, it will be important to avoid activities that add significantly to the level of commitment for serving personnel. It is therefore intended to build on the success of the previous years' AFD, which were based on community-led events in towns and cities across the country, with a national event providing the focus for media engagement. Edinburgh has been selected as the host venue for the 2011 national event.

2. The national event in Edinburgh will provide a focus for national media coverage. However, there will be a range of other community-led events throughout the country; further details can be obtained from:

<http://www.armedforcesday.org.uk/>. The website will be continually updated with event listings as AFD draws closer.

3. Some of the activities to mark AFD this year include:

- **Fly the Flag for Our Armed Forces**

The Devolved Administrations in Scotland, Wales and Northern Ireland, together with the Regional Governments in England and every local authority in the UK, the Channel Islands and the Isle of Man will be again invited to fly an AFD flag ('Fly the Flag for our Armed Forces') during the week preceding AFD. In 2010 every local authority in Wales, England and Scotland and nearly all in Northern Ireland flew an Armed Forces Day flag. Flags will also be available to members of the public through Zephyr Flags www.zephyr-tvc.com.

- **Uniform at Work Day**

It is intended to hold a 'Uniform at Work Day' on Wednesday 22 June 2011. This would apply to all Service personnel who normally do not wear their uniform when on duty and it would involve encouraging all Reserve Forces personnel to wear uniform to work on 22 June 2011, where this is compatible with 2008DIN01-200 and local security considerations (see [JSP 440, Part 7, Section 1, Chapter 7](#)).

- **Wear Your Veterans Badge to Work**

In parallel with 'Uniform at Work Day', veterans employed at MOD Establishments are encouraged to wear their H.M. Armed Forces Veterans Badge on Wednesday 22 June. Promoting this concept will encourage others who are eligible to apply for their Veterans Badge and raise awareness in the workplace of the valuable contribution veterans continue to make after leaving the Armed Forces. More information and details of how to apply for the H.M. Armed Forces Veterans Badge can be found at www.veterans-uk.info.

Overseas activities and Defence organisations

4. The main purpose of AFD is to raise awareness of the Armed Forces among the British public and the focus for 2011 is to build on the success of the 2010 AFD activities in local communities across the country. Overseas Units and Defence organisations are encouraged to lay on events where they are able to do so, but only to the extent that they can identify funding from within their current budgets and the normal rules governing financial management and propriety.