CHAPTER 4

INTRODUCTION AND OVERVIEW

(Sponsor: NAVY RA-DHd RA)

CONTENTS

Note. *Recruiting policy is being aligned across the Services and will transfer to JSP 545 on or before 1 Apr 27; no further policy amendments or additions will be made to BRd 3(1). Recruiting-related RNTMs and RIs will remain extant until incorporated to JSP545 or cancelled.*

Please see Chapter 15 for Recruiting Glossary.

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Important Note from Head of Recruitment and Attraction on Recruiting Instructions

It is often necessary to implement Recruitment and Attraction policy changes outside of BRd 3(1)'s routine updates. This is done via Recruiting Instructions (RIs), which are provided to inform and direct the Recruitment Force, Careers Advisers (CAs) and Specialist Attract Teams (SAT) prior to being subsumed into this BR. Consequently, RIs should always be consulted in conjunction with this publication and other related RN and tri-Service policy.

CHAPTER 4

INTRODUCTION AND OVERVIEW

0401. Application of Recruiting Rules

All guidance outlined in this part of BRd 3(1), unless otherwise stated, apply to all candidates regardless of application to Regular Service (Royal Navy (RN), Royal Marines (RM) the Royal Fleet Auxiliary (RFA)) or the Maritime Reserve (MR). Any changes to recruiting policy will be announced via Recruiting Instructions (RI) or RNTMs and are to be adhered to until included in the next revision of this BRd. A plan of the structure of part 4 is here:

Structure Diagram – Form 4-1. *(Downloadable version available in Forms Section at the Homepage)*

0402. Recruiting Requirements

In order to achieve Navy Command HQ objectives through delivery of the Director People and Training's Effects, the Royal Navy requires the ability to identify, attract and recruit sufficient eligible, motivated and capable Service personnel from the UK and Commonwealth societies, to join the Trained Strength.

0403. Royal Navy Recruiting Policy

Royal Navy Recruitment and Attraction (R&A) is to:

a. Deliver recruits that reflect the eligible population of UK and Commonwealth societies, through the implementation of a recruiting process that is inclusive, fair and free of bias.

b. Deliver recruits that meet the quality requirements of the RN, through the operation of validated assessment and selection processes.

c. Ensure potential recruits, from initial contact to entering the RN, are well informed and aware of the loyalty, determination and personal commitment required of them to join the RN as a fighting Service; to enable them to make an informed career choice.

d. Ensure potential recruits are fully informed of the employment options available, whilst having their expectations managed appropriately and their eligibility assessed. Achieving realistic, appropriate and accepted employment in the role of their preference is paramount in motivating a potential recruit to persevere with the recruiting process; to succeed in their training and subsequently, be retained on the trained strength.

e. Provide effective support to candidates who are committed to joining the RN to prepare them for entry and initial training, and provide realistic expectations of life and employment in the RN.

f. Provide potential recruits with opportunities to interact with RN personnel. These contacts are a powerful tool that can: dispel misconceptions, convert awareness into a desire to find out more, and may be the final motivator that leads an applicant to join. These constitute an integral part of RN outreach marketing activities and will be supported by the Fighting Arms.

g. Provide the 'gatekeepers' of potential recruits (the families, friends, and community leaders) with sufficient information to enable them to support their young peoples' choices and understand the commitment necessary to undertake a career in the RN.

h. Conduct research to determine that the recruiting message reaches the target audiences in an appropriate and acceptable manner, whilst complying with HM Government, MoD and Navy Command standards for media and public engagement.

i. Develop and utilise appropriate media to distribute the RN recruiting message to target populations and to ensure regular revision of this to recognise technological development, research findings and marketing initiatives.

j. Comply with all relevant legislation of MoD and Navy Command.

k. Ensure that media messages / activity raise awareness of the RN in pools of potential recruits, and are:

(1) Included in Navy Command strategic communications and engagement plans.

(2) Provided to DDC (Public Relations) to influence and enable coherence of their activity.

(3) Reflective of Navy Command Work Force priorities.

(4) Co-ordinated with Navy Command Youth and Cadets strategy, to ensure a coherent approach is taken to encourage this important pool of potential recruits.

(5) Distributed through appropriate communication channels for targeted marketing campaigns.

(6) Compliant with Cabinet Office, MoD and Navy Command direction.

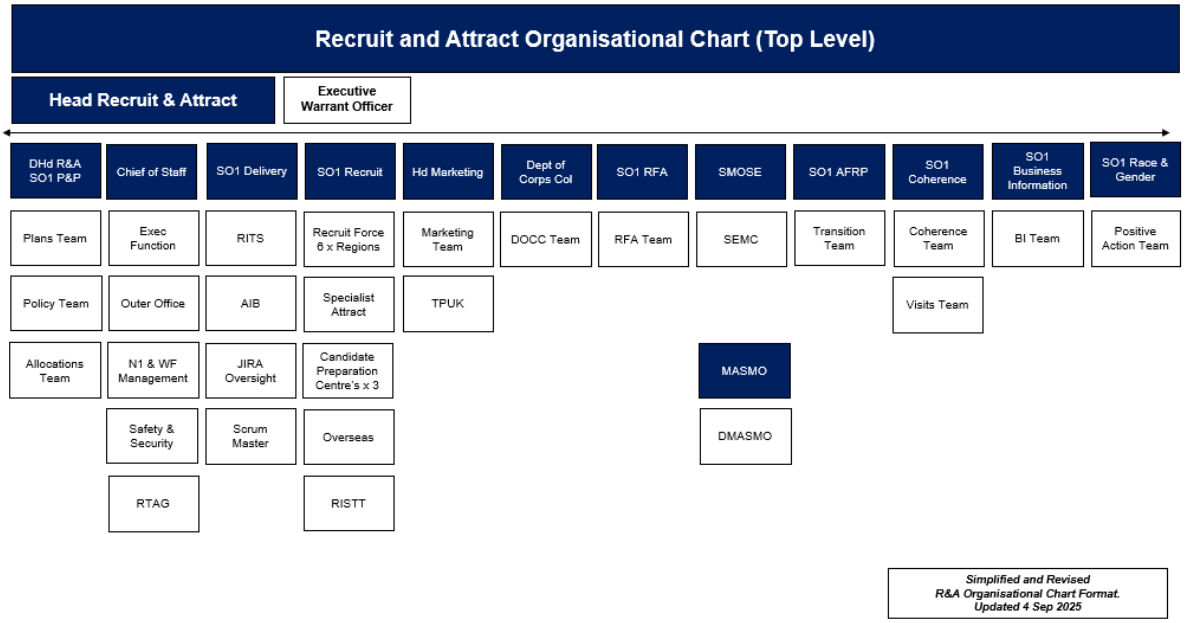
0404. Head of Recruitment and Attraction - Functions and Responsibilities

Head of Recruitment and Attraction (Hd R&A) is responsible for interpreting tri-Service recruiting policy to design and implement a recruiting strategy to deliver RN recruiting targets. This is achieved through the provision of a validated recruiting process and its key enablers (training, information systems, marketing tools, visits), advising on resource issues, coordinating national and cross-regional boundary matters, the conduct of market research, and providing enabling contracts for Engagement and Outreach activity. R&A also provides a specialist recruiting role for RFA and medical personnel.

0405. Recruitment and Attraction Organisation

Figure 4-1 below illustrates the composition of RN R&A:

Figure 4-1. R&A Organisation



0406. Candidate Definitions

a. **Candidate.** A generic term for any individual in the recruitment process, irrespective of where they are in the recruitment journey.

b. **Contact.** A member of the target audience who seeks information about a Service career. They become a contact once personal details, to enable future correspondence, have been recorded to an electronic database and they have agreed to correspond in the future.

c. **Applicant.** An individual who has successfully submitted an application form.

d. **Potential Entrant.** An individual who has successfully completed the selection process (assessment, medical, fitness, interview etc.) and has accepted an offer to join the Service.

e. **Entrant.** A candidate who has entered the Service.

f. **Re-entrant.** A candidate who has former service in the UK Armed Forces (UKAF).

0407. Legislative Exclusions

a. There are some exemptions to the Equality Act 2010 that apply to the Armed Forces. Most pertinent to recruitment, is that Service in UKAF is excluded from the Equality Act employment provisions (Part 5) for the protected characteristics of disability and age (footnote Schedule 9 paragraph 4(3) of the Equality Act 2010). (Employment as a Ministry of Defence civilian, without a rank, should still fall within the Equality Act). Other qualified exemptions also exist, as do exemptions on the basis of national security. If in doubt legal advice can be sought from NLS SO1 Employment Law (NAVY LEGAL-EMPLOYMENT LAW SO1).

b. RFA recruiting is not exempt from the law that allows the RN to legally discriminate and exclude candidates for certain protected characteristics. The criteria and entry standards for the RFA, is detailed in chapter 14.

0408. Proposals for Change to Recruiting Process

Any changes to the Recruitment policy are co-ordinated centrally under the oversight of Deputy Head R&A (DHd R&A), to ensure coherence. Guidance on how to propose changes to the recruitment process, including changes that will result in the generation of Recruiting General Memorandums (RGM), Recruiting Instructions (RI), amendments to the Recruiting Operations Manual (ROM) or changes to BRd 3(1) part 4, are to be directed to NAVY R&A Policy SO2, who will liaise with the relevant Subject Matter Experts within the R&A organisation, to review the proposal and include any approved changes into extant recruitment policy.

0409. Recruiting Operations' Manual (ROM) - Function and Referencing

a. The ROM augments BRd 3(1), part 4 chapters, to provide the extant mandatory desk level instructions for R&A processes and procedures to the Recruitment Force, Attract Teams and Royal Naval Careers Service (RNCS) personnel, to achieve R&A's objectives.

b. The ROM is maintained by the Recruiting Force HQ team (RF HQ), to provide a standardised governance structure and processes to support Recruiting Staff to meet the operational intent. The document is developed against a process of 'learning from experience' and continuous improvement and is therefore directly influenced by input from the RF, RNCS and assurance visits completed by the Recruiting Training Assurance Group (RTAG).

0410. Recording of Candidates Complaints About the Recruiting Process

Complaints against RF personnel or the R&A process should be managed at the lowest level, where feasible. Any complaints should be recorded in individual Complaints Logs for each region. and escalated via the chain of command and directed to SO1 Recruitment as the CO RF via the XO RF as appropriate, noting that some information could be sensitive. The escalation process does not remove the autonomy of the Senior Recruitment Officer (SRO), Recruitment Officer (RO), Recruitment Manager (RM) or Team Manager (TM) to deal with issues whenever possible.

The process to record formal candidates' complaints that cannot be addressed at lower level is:

a. The candidate is to write to R&A to state their complaint by either:

(1) A formal written letter posted directly to:

R&A Complaints and Feedback
Recruitment and Attraction
Room 202
Building 1 / 180
JAGO Road
HMNB Portsmouth
Hampshire
PO1 3LU

(2) An Email addressed to:

navyra-recruitmentcomplaints@mod.gov.uk

b. R&A HQ to issue confirmation of receipt via a holding letter within 5 working days of receipt.

c. The complaint is to be addressed within 20 working days. By exception, if a complaint cannot be addressed in this time, a further holding letter is to be provided to the candidate explaining the reason for delay**.**

d. Correspondence is to be sent via mail (signed for 1st class delivery), unless the complaint was received by email without a postal address, the relevant postal address in RITS is considered inaccurate, or a rapid response is essential.

e. All complaints are to be centrally recorded on a Limited R&A HQ SharePoint folder including dates of despatch.

f. All received correspondence is to be uploaded to SharePoint for historical capture.