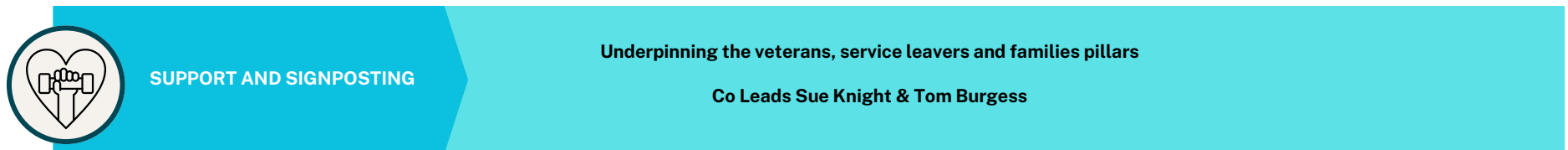


# SHAPING PORTSMOUTH ARMED FORCES COMMUNITY PROGRAMME

MAKING PORTSMOUTH AND THE SURROUNDING AREA THE BEST PLACE  
TO BE IN THE UK FOR THE ARMED FORCES COMMUNITY



# FOREWORD

## **Kate Mizon & Andy Moss - Armed Forces Community Programme Leads**

As British Army veterans living in the Portsmouth area, both Kate and I are incredibly proud to lead Shaping Portsmouth's Armed Forces Community Programme. Our shared experience in the military has shaped our values, strengthened our commitment to teamwork, and deepened our understanding of the unique challenges sometimes faced by the Armed Forces community. We know first-hand the pride, resilience, and dedication that define those who have served, and we are passionate about making this programme a success.

This strategy is a reflection of that ambition. It outlines our commitment to supporting veterans, service leavers, Armed Forces families, cadets, and local businesses in building a stronger, more connected community. By working in partnership with organisations across Portsmouth, Gosport, Fareham, and the surrounding area, we aim to provide meaningful opportunities, accessible resources, and dedicated support for those who make up the Armed Forces Community.

Through collaboration with local businesses, schools, councils, and Armed Forces charities, we will champion the Armed Forces Covenant, promote employment and training opportunities, and ensure our veterans and their families receive the recognition they deserve. We are determined to make a lasting impact, ensuring our community values and supports the Armed Forces at every stage of their journey.

Our vision is simple: to make Portsmouth the best place to be for the Armed Forces community. We look forward to working with you to achieve this goal.

*Kate and Andy*



# PROVIDING SUPPORT AND SIGNPOSTING



## Objective

Create a robust signposting and support framework that connects members of the Armed Forces community in Portsmouth with relevant charities and services, ensuring easy access to tailored assistance for health, wellbeing, housing, and integration into civilian life.

## Identify and Engage Key Partners

Map the Landscape of Support: Identify key local charities, organisations, support services, and forces friendly organisations offering help with mental resilience, financial advice, legal advice, housing, and community integration.

Establish Strong Working Relationships: Engage with these organisations to understand their offer, build trusted partnerships, and develop a shared approach to referrals and community outreach.

## Enhancing Opportunities in Portsmouth and the Surrounding Area

Central Signposting Hub: Create a clear and accessible online signposting hub that outlines available services, contact details, and how the Armed Forces community can access them.  
Community Awareness and Communication

Deliver awareness campaigns across Portsmouth to ensure serving personnel, veterans, reservists, and their families are aware of the support available. Use community networks, events, and digital platforms to amplify the message.



# PROVIDING SUPPORT AND SIGNPOSTING



Ongoing Support and Case Navigation: Establish a process for warm handovers between Shaping Portsmouth and partner organisations to ensure individuals don't fall through the gaps and receive timely, compassionate support.

## Key Performance Indicators (KPIs)

- Track the number of Armed Forces charities and support organisations formally partnered with the programme.
- Monitor usage of the signposting hub.
- Track the number of individuals supported through warm handovers to partner services.
- Measure awareness campaign reach through event attendance, digital analytics, and community feedback.
- Regularly report on user satisfaction and outcomes through case studies and feedback surveys.

# WORKING WITH VETERANS AND VETERAN ORGANISATIONS



## Objective

To ensure that Shaping Portsmouth are the focal point for veteran affairs in our community. Promote and support veterans to ensure they receive the recognition, resources, and the opportunities.

## Engagement and Collaboration

**Establish Partnerships:** Form strategic partnerships with local veteran organisations. Regularly attend their meetings and events to stay informed and involved.

**Community Forums:** Host annual forums bringing together veterans, local businesses, and community leaders to discuss issues, share resources, and collaborate on initiatives.

## Communication and Awareness

**Veteran Affairs Committee:** Create a dedicated committee within the community (to include Portsmouth City Council, Gosport Borough Council and Fareham Borough Council) to focus on veteran affairs. This committee will serve as a bridge between veterans and the broader community.

**Resource Hub:** Establish a centralised resource hub providing information on employment opportunities, support services, housing assistance, and educational programs tailored to veterans.

# WORKING WITH VETERANS AND VETERAN ORGANISATIONS



## Employment and Training

**Veteran Employment Program:** Partner with local businesses to create a veteran employment programme. Educate companies on the benefit of hiring veterans and work with specialist armed forces resettlement services to offer training programs to support veteran employment.

**Skill Development Workshops:** Conduct workshops focusing on CV writing, interview skills, and job search strategies specifically for veterans.

**Veteran Advocate Role:** Appoint a veteran pillar lead to liaise with local government and ensure that veterans' needs and concerns are represented in policy decisions.

## Evaluation and Feedback

**Regular Surveys:** Conduct surveys among the veteran community to assess their needs and satisfaction with available services.

**Annual Review:** Perform an annual review of all initiatives and make adjustments based on feedback from veterans and partner organisations.

**Performance Metrics:** Track key performance indicators such as employment rates, service utilisation, and community engagement to measure the success of the strategy.



## Key Performance Indicators (KPIs)

- Number of veterans successfully placed in employment through the Veteran Employment Program.
- Number of businesses engaged in the veteran employment initiative.
- Number of Veteran Owned Businesses registered with Shaping Portsmouth
- Feedback from veteran surveys regarding the support received.
- Growth and engagement in the dedicated Veteran Affairs Committee.
- Number of strategic partnerships established with veteran charities organisations.

# SUPPORTING ARMED FORCES FAMILIES



## **Objective**

Support the families of the Armed Forces community by engaging with armed forces community spouses, schools with armed forces children, and community groups to develop and improve opportunities for service personnel and veterans' families.

## **Needs Assessment**

Conduct surveys and focus groups with armed forces community spouses to identify their unique needs and challenges.

Gather feedback from schools with armed forces community children on existing support measures and areas needing improvement.

Develop a programme based on data analysed from the above.

## **Employment and Training**

Employment Program: Partner with local businesses to create opportunities for armed forces community spouses.

Skill Development Workshops: Conduct workshops focusing on CV writing, interview skills, and job search strategies specifically for armed forces community spouses.





# SUPPORTING ARMED FORCES FAMILIES



Armed Forces Community Family Advocate Role: Appoint an Armed Forces Family pillar lead to represent the Armed Forces Family community and ensure that needs and concerns are represented in policy decisions.

## Key Performance Indicators (KPIs)

- Number of military families participating in programs.
- Feedback scores from program participants.
- Increased sense of community and support among military families.
- Successful partnerships established with armed forces community spouses, schools, and community groups.





## **Objective**

Collaborate with businesses to enhance their support for the Armed Forces Community by encouraging them to sign the Armed Forces Covenant, achieve employer recognition status, and actively recruit from the Armed Forces Community.

## **Raising Awareness and Encouraging Commitment:**

Promote the Armed Forces Covenant:

**Outreach Campaign:** Launch targeted outreach campaigns to educate businesses on the importance and benefits of signing the Armed Forces Covenant.

**Information Sessions:** Organise webinars, workshops, and informational events in collaboration with relevant stakeholders to introduce the Covenant and its significance.

**Testimonials and Case Studies:** Share success stories and testimonials from businesses that have benefited from signing the Covenant, highlighting positive impacts on their workforce and corporate social responsibility.



## **Supporting Businesses in Achieving Employer Recognition Awards:**

Step-by-Step Support: Provide businesses with support and guidance on the process and evidence for achieving Bronze, Silver, and Gold Employer Recognition Status.

## **Encouraging Recruitment from the Armed Forces Community:**

Promote the Value of Veterans, Armed Forces Spouses and Service Personnel by showcasing skills and experience, highlighting the unique skills, motivation, leadership, and experience that veterans and service personnel bring to the workforce.

Networking Events: Host networking events that connect businesses with veterans and service members, providing opportunities for direct recruitment and relationship building.

## **Ongoing Support and Engagement:**

Keep businesses informed with regular updates on new opportunities and advancements information on the Employer Recognition Scheme.

Establish feedback mechanisms to understand the challenges businesses face in these areas, allowing for continuous improvement of support services.



## Key Performance Indicators (KPIs)

- Track the number of businesses signing the Covenant.
- Track achievement of employer recognition scheme status.
- Numbers recruited from the Armed Forces Community.
- Regularly report on progress, using data to highlight success stories and identify areas for further engagement.



## Objective

Collaborate with specialist Armed Forces service leaver organisations to provide opportunities for service leavers, with a focus on hosting recruitment events in Portsmouth and the surrounding area to enhance local employment prospects.

## Identify and Engage Key Partners

Identify organisations that support Armed Forces service leavers, including those focused on employment, training, and career transition.

Initiate partnerships by reaching out to these organisations and establishing formal agreements to collaborate on recruitment events and other support initiatives.

## Enhancing Opportunities in Portsmouth and the Surrounding Area

Business Connection and Work Placement

Develop a directory that connects service leavers with local employers in Portsmouth and surrounding areas.

Promote the directory to local businesses, highlighting the availability of skilled and motivated candidates from the Armed Forces.



Armed Forces Community Employment Mentor Role: Appoint a service leaver pillar lead to signpost service leavers to businesses and employment opportunities. Seek opportunities with training providers, employers, Career Transition Partnership and specialist resettlement organisations.

## Key Performance Indicators (KPIs)

- Number of service leavers successfully placed in employment through partner organisations.
- Number of recruitment events hosted in Portsmouth and surrounding areas.
- Attendance rates and participant feedback at recruitment events.
- Number of partnerships established with specialist service leaver organisations.



## **Objective**

Ensure that Shaping Portsmouth and the Armed Forces community are effectively represented at Armed Forces-specific events in Portsmouth and the surrounding area. This includes Remembrance Day, Armed Forces Day, and various commemoration and memorial events.

## **Event Identification and Planning**

**Comprehensive Event Calendar:** Develop and maintain a calendar of Armed Forces-specific events in Portsmouth and the surrounding area, including Remembrance Day, Armed Forces Day, and other memorial or commemoration events.

Coordinate with local councils, military units, veterans' organisations, and community groups to ensure all relevant events are included.

Assign a designated representative or team from Shaping Portsmouth for each event, ensuring that they are briefed on the event's purpose, key messages, and any specific duties or roles they will play.

Engage with event organisers to understand the event's agenda, opportunities for involvement, and any required protocols or formalities.



Ensure that Shaping Portsmouth and the Armed Forces community have a visible and respectful presence at each event. This includes wearing appropriate attire

Participate in key activities during the event, such as wreath-laying ceremonies, parades, and moments of silence, as appropriate.

Where applicable, arrange for representatives to speak at events, delivering messages that reinforce Shaping Portsmouth's commitment to supporting the Armed Forces community.

## **Community Engagement and Outreach**

Use events as opportunities to strengthen relationships with veterans, serving personnel, military families, and community groups.

Distribute information about Shaping Portsmouth's initiatives for the Armed Forces community, encouraging wider participation and support.

Promote Shaping Portsmouth's participation in these events through social media channels, local press, and newsletters etc.

Work closely with local military units, veterans' organisations, and Armed Forces charities to ensure alignment in messaging and representation at events.





## **Objective**

Support the cadet organisations within the community by engaging with armed forces community spouses, schools with armed forces children, and community groups to develop and improve opportunities for service personnel and veterans' families.

## **Needs Assessment**

Conduct surveys and focus groups with armed forces community spouses to identify their unique needs and challenges.

Gather feedback from schools with armed forces community children on existing support measures and areas needing improvement.

Develop a programme based on data analysed from the above.

## **Employment and Training**

Employment Program: Partner with local businesses to create opportunities for armed forces community spouses.

Skill Development Workshops: Conduct workshops focusing on CV writing, interview skills, and job search strategies specifically for armed forces community spouses.



## **Objective**

Support cadet organisations in our region by engaging with cadet units, their adult volunteers, schools, and community groups to develop and improve opportunities for cadets to learn, grow, and thrive.

## **Needs Assessment**

Conduct surveys and focus groups with cadet units and their volunteers to identify how the programme can support them.

Gather feedback from schools with cadet involvement on areas that require support measures and areas for improvement.

Develop a programme informed by the data to enhance cadet experiences.

## **Development and Training**

Leadership Development Programme: Partner with local businesses, educational institutions, and the Armed Forces community to provide leadership development opportunities for cadets.



**Skills Workshops:** Conduct workshops focusing on teamwork, communication, and personal development to support cadet growth and future employability.

**Cadet Advocate Role:** Appoint a dedicated Cadet pillar lead to represent cadet organisations and ensure their needs are recognised in community initiatives and policy discussions.

## Key Performance Indicators (KPIs)

- Number of cadet units participating in development programmes.
- Feedback scores from cadets and their leaders.
- Increased sense of community and engagement among cadet organisations.
- Successful partnerships established with schools, businesses, and community groups to support cadet development.