

CHAPTER 4

INTRODUCTION AND OVERVIEW

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Important Note from Captain Naval Recruiting on Recruiting Instructions

It is often necessary to implement changes to policy quickly. BRd 3(1) cannot be a live document and users are requested to refer to the latest policy to ensure that they are following the latest guidance.

The RIs listed at [Link to list of CNR RIs potentially impacting this Publication¹](#) should be checked if referring to the affected policy and the Action to include the RI in this publication has not been completed.

¹ <https://modgovuk.sharepoint.com/sites/defnet/Navy/Pages/CNRRIs.aspx>

CHAPTER 4**INTRODUCTION AND OVERVIEW****0401. Application of Recruiting Rules**

All rules outlined in this Part of BR 3(1), unless otherwise stated, apply to all candidates regardless of application to Regular Service (Royal Navy (RN), Royal Marines (RM) and the Royal Fleet Auxiliary (RFA)) or the Maritime Reserve (MR). A plan of the structure of Part 4 is here:



Structure Diagram (Forms)

0402. Recruiting Requirements

In order to achieve Navy Command HQ objectives through delivery of the Director Personnel & Training's Effects, the Royal Navy requires the ability to identify, attract and recruit from UK (and wider Commonwealth) society in order to generate sufficient, motivated and capable Service personnel to join the Trained Strength.

0403. Royal Navy Recruiting Policy

Royal Navy Recruiting is to:

- a. Deliver recruits that reflect the eligible population of UK society and Commonwealth, through the operation of a recruiting process that is inclusive, fair to all 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 informed and aware of the loyalty and personal commitment necessary to join and in particular the requirement for 'grit' in a fighting service to enable informed career choice.
- d. Ensure potential recruits are informed of the employment options available, whilst having their expectations managed appropriately and their eligibility assessed. Achieving realistic, appropriate and accepted employment in the branch of their preference is paramount in motivating a potential recruit to persevere with the recruiting process, to succeed in their training and subsequently wish to be retained on the trained strength.
- e. Provide effective personal mentoring 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 is able to: 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 ensure regular revision to recognise technological development, research findings and marketing initiatives, especially as research has confirmed the media habits in society change at a rate that is faster than has previously been appreciated.
- j. Comply with all relevant legislation, MOD and Navy Command.
- k. Ensure that media messages and activity to raise awareness of the RN in pools of potential recruits:
 - (1) Is included in Navy Command strategic communications and engagement plans.
 - (2) Is provided to DDC(PR) to influence and enable coherence of their activity.
 - (3) Reflects Navy Command manning priorities.
 - (4) Is 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) Is distributed through appropriate communications channels for targeted marketing campaigns.
 - (6) Is compliant with Cabinet Office, MOD and Navy Command direction.

0404. Organisation of Recruiting Field Force

The six Area Recruiting Officers (AROs) have responsibility for the Recruiting Field Force (RFF) under the command of the Commanding Officer Recruiting Field Force (CO RFF).

0405. Captain Naval Recruiting - Functions and Responsibilities

Captain Naval Recruiting (CNR) is responsible for interpreting tri-Service recruiting policy to design and implement a national recruiting strategy to deliver RN recruiting targets. This is achieved through 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, market research, and provision of enabling contracts for Engagement and Outreach activity. CNR also provides a specialist recruiting role for RFA and Medical personnel.

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:** An individual who has shown interest in the RN, but not yet conducted the Recruit Test (RT), by making an inquiry through the Contact Management centre, engaging with CNR's Careers website or visiting the AFCO.
- c. **Applicant:** A candidate who has sat the RT, whether passed or failed.
- d. **Potential Entrant:** A candidate who has been given an offer of service and a provisional entry date.
- e. **Entrant:** A candidate who has entered service.
- f. **Re-entry:** A candidate who has former service in the UK Armed Forces (UKAF).

0407. Legislative Exclusions

- a. HM government has excluded UK Armed Forces (UKAF) from the Equality Act for Operational and Safety requirements.
- b. Service in UKAF is excluded from the Equality Act employment provisions on Disability (Equality Act Schedule 9 para 4(3)). Employment as a Ministry of Defence civilian, without a rank, should still fall within the Equality Act. HM Government has stated the exclusion is: "*because UKAF personnel need to be combat effective in order to meet a world-wide liability to deploy, and to ensure that military health and fitness remain matters for Ministry of Defence (MoD) Ministers based on military advice, not for the courts*".
- c. An amendment challenging the exclusion was resisted by HM Government in the House of Commons Committee on the Equality Bill, (Col 346-349, Hansard, Public Bill Cttee, 18 Jun 09) and also in the House of Lords Committee (Col 1278 HL Hansard, 25 Jan 10).
- d. In 2009 HM Government maintained its position by entering a reservation on service in UKAF in its ratification of the UN Disability Convention.

- e. These exclusions include people with severe stammers and other speech impediments.

- f. RFA recruiting is not exempt from the employment law that allows the RN to legally discriminate and exclude candidates for certain protected characteristics. RFA candidates who declare disability or learning difficulties will receive no adjustment to the assessment process or recruiting standards² and will be required to meet the basic criteria. No additional allowance is to be made during the recruitment process for any declared disability or learning difficulty and each candidate's suitability for employment in the RFA is to be measured against the current standards.

0408. Proposals for Change to Recruitment Process

Information regarding the process to follow when proposing 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, is detailed in Chapter 5 of CNR's Standing Orders. This action should firstly be initiated by contacting NAVY CNR_POL Officer SO3 who will liaise with the relevant SME, within the CNR organisation, to address the proposal to change the recruiting process or policy.

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

- a. Supplementary information regarding the desk level processes to be followed in various recruiting serials is issued as the ROM. While Part 4 of BRd 3(1) details the policy for Naval recruiting, the ROM provides systematic instructions to enable the Recruiting Field Force (RFF) and Naval Careers Service (NCS) personnel to achieve the CNR's policy goals.

- b. The ROM is maintained by the Royal Naval School of Recruiting (RNSR) and is used as one of the standards against which AFCOs audits are assessed. The document is developed against a process of LfE and continuous improvement and is therefore directly influenced by input from the RFF, NCS and audit visits completed by the RNSR.

² Recruiting standards refers to both medical and academic standards.