



COMMEMORATE. CELEBRATE. INSPIRE.

RAF100 BRIEF



 **ROYAL
AIR FORCE**



RAF100

COMMEMORATE, CELEBRATE, INSPIRE

2018 marks 100 years of the Royal Air Force (RAF), the World's first - and most famous - independent Air Force. Our brand is recognised throughout the World, the roundel synonymous with courage, adaptability and innovation.

Our centenary year provides us with unique opportunities to:

- **Commemorate** 100 years of extraordinary success, achievement and sacrifice.
- **Celebrate** the professionalism and dedication of today's RAF, which is airborne 24/7 supporting the UK's interests at home and abroad - whether defeating Daesh in Iraq and Syria, or delivering humanitarian aid to where it's needed most.
- **Inspire** future generations by telling our unique story - to the Nation and beyond.

RAF100 is the Campaign to support this milestone in the Nation's history. It will launch officially on 1 April 2018 with the RAF100 Baton Relay and run for approximately six months, with a programme of public events at national and regional levels.

There will be some limited RAF100 activity as we approach the public launch, including a House of Commons reception at Speaker's House on 29 November 2017 to commemorate signing of the Royal Assent 100 years ago, which led to the formation of the Royal Air Force in 1918. RAF100 will also support the national 'Never Such Innocence' arts competition and launch the RAF Youth/STEM (Science, Technology, Engineering and Mathematics) programme during autumn 2017.

The centrepiece of RAF100 public-facing activity takes place on 10 July 2018, with a centenary service in Westminster Abbey, followed by a parade in The Mall and mass flypast. This will be an unparalleled spectacle in modern times, with

the potential to reach a global audience of millions, reinforcing the UK's reputation at the forefront of defence aviation excellence.

RAF100 will showcase the very best of the Service - with commemorative airshows throughout summer 2018, themed regional events and unique opportunities for the public to interact with us through a nationwide tour of famous aircraft from the past 100 years to the centres of some of the UK's biggest cities.

A key objective for the Campaign is to inspire future generations. To achieve this, we are placing particular emphasis on promoting Science, Technology, Engineering and Mathematics (STEM) throughout the Campaign.

The benefits of this are twofold - at the RAF level, we hope to attract the brightest and the best to join us and help shape our future. More importantly, our promotion of STEM benefits the wider UK economy by highlighting in particular the importance of science and engineering skills against the background of a serious skills shortage at national level.

The RAF100 Youth/STEM programme represents a very significant government investment in Youth/STEM education, with free, curriculum mapped education support, which will reach up to 2 million students nationally aged 9-15 years old.

We will also use the Campaign to reach out to young women and BAME communities, who have historically been under-represented in the Armed Services. The Next Generation Air Force must reflect the society it serves, with diversity, inclusion and innovation central to our future ambition.

The RAF100 Campaign supports the Government's Plan for Britain: a Global Britain; a Stronger Economy, a Fairer Society; and a United Nation. RAF100 is also closely aligned to a range of Government initiatives, including the Year of the Engineer, the Scottish Government's 'Year of Young People', and Vote100.

RAF100 APPEAL

The charities associated with the Royal Air Force have a proud tradition of supporting the whole RAF Family. Together they provide help to those serving their country and their dependants, as well as veterans and the next generation.

RAF100 provides great opportunities to build on the successes of the past 100 years and raise additional funds for the RAF Family.

To maximise the opportunities that our centenary year brings, the RAF100 Appeal is being run as a joint venture between:

- The Royal Air Force**
- The RAF Association**
- The RAF Benevolent Fund**
- The RAF Charitable Trust**
- The RAF Museum**

Fundraising undertaken during RAF100 will be coordinated by the joint venture. The money raised will be shared between the four charities and other related charitable causes.



FAQS

Q. YOUR CENTENARY FALLS ON 1 APRIL, WHY IS THE PARADE AND FLYPAST HAPPENING IN JULY 2018?

A. Our reasons for holding the parade and flypast 100 days from 1 April are twofold:

Firstly, 1 April 2018 is Easter Sunday and it would be inappropriate to stage the parade and flypast then. Secondly, the unpredictable weather conditions at that time of year could affect our ability to stage such a major event, which is why we've decided to hold the parade 100 days later on 10 July.

Q. IS THE RAF100 CAMPAIGN BASED ON RECRUITMENT?

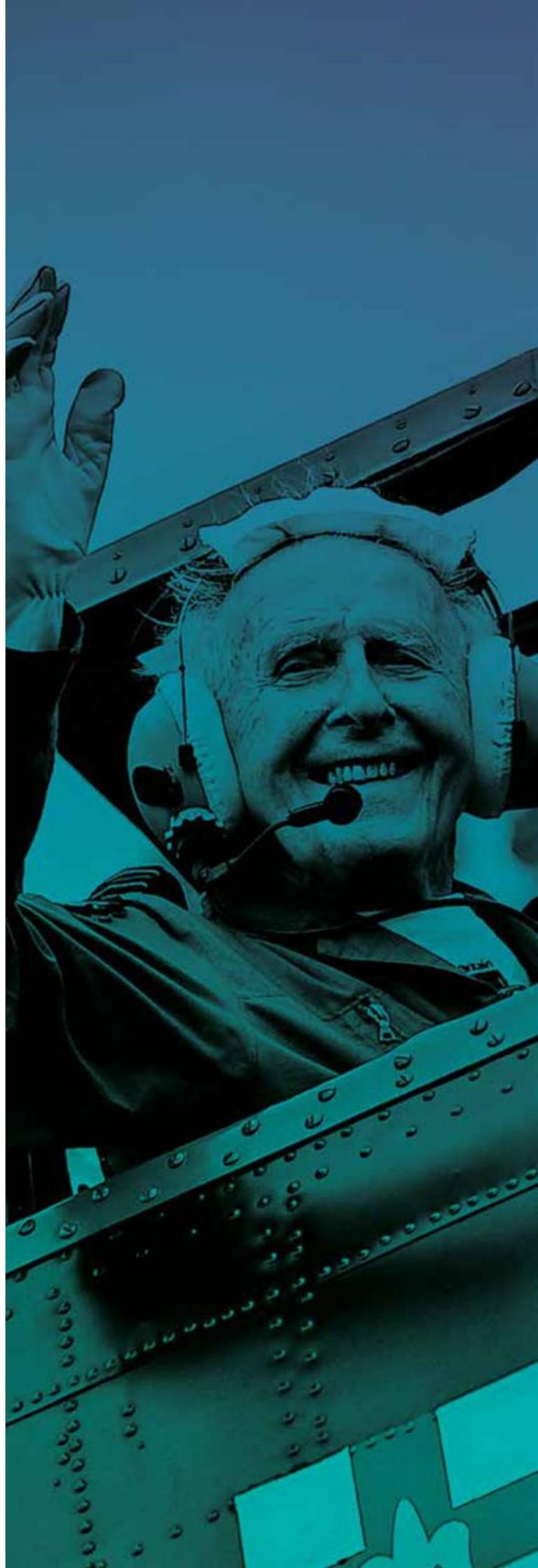
A. Key objectives of the RAF100 Campaign will be to broaden and deepen the understanding of the RAF's contribution to the security and prosperity of our Nation and to engage with those who might have had limited contact with us, especially young people. The Armed Forces face a complex recruiting environment and RAF100 presents a unique opportunity to increase awareness of who we are and what we do. RAF100 is not all about recruitment but it will complement our existing recruiting activity as we raise people's awareness and understanding of the RAF.

Q. WHY ARE YOU RUNNING THIS CAMPAIGN?

A. We believe that it is important to commemorate and celebrate the service of those who have selflessly defended the Nation's interests - at home and overseas - over the past 100 years.

At the same time, the RAF has been, and always will be, a forward looking organisation. That's why we are investing a great deal in our youth and STEM based activities, which are an integral part of the RAF100 Campaign. £2.25 million (29% of the RAF100 budget) will be spent on youth-focussed activities across the UK, providing the largest STEM programme to date delivered by an HM Government Department.

We are doing this in recognition of a serious national skills shortage in that area - and while



the Next Generation Air Force will hopefully benefit from a more highly-skilled workforce, our investment in STEM-focussed educational initiatives will benefit the Nation as a whole.

Q. WHAT ARE THE RAF'S PRIORITIES IN 2018?

A. The RAF has been engaged in operations almost continuously for 100 years. Our top priority has always been - and will always be - to protect the UK's interests at home and overseas.

The proposed activities in relation to RAF100 have been meticulously planned to ensure that we use our resources carefully, without compromising our ongoing operations. These plans are adaptable and have built-in flexibility, should the need arise to deploy people elsewhere at short notice.

Q. COULD THE MONEY FUNDING RAF100 NOT BE BETTER SPENT?

A. HM Treasury has made £2.4m available from LIBOR funds, which clearly reflects the Government's belief in the importance of the RAF100 Campaign and their enduring support for the Service. We are proud of our heritage and recognise the public's desire to commemorate our major anniversary. And we will use the RAF Centenary to reach out to people in new ways and strengthen existing bonds across all parts of the society the Royal Air Force serves and protects.

Q. WHAT CAN PEOPLE EXPECT FROM RAF100 IN THE REST OF THE UK?

A. RAF100 is a truly national Campaign that will touch all corners of the UK. Our tour of historic aircraft, for example, will visit Cardiff, Birmingham, Manchester, Glasgow and Newcastle (Northern Ireland) throughout the summer of 2018, in addition to London. It will provide unprecedented opportunities for thousands of people to interact directly with us in city centre environments.

We're also working closely with the national governing bodies for sport to ensure that RAF100 has a presence at major events, including a Rugby International in Wales, the FA Cups in England and Scotland, Athletics in Birmingham and Cricket at Lords.

These are just a few examples in relation to the larger events planned. It's worth remembering that our extensive outreach work with schools and colleges to promote STEM activities is a nationwide programme.

Q. WHAT IS THE LEGACY OF RAF100 FOR THE UK?

A. One of the objectives for the Campaign is to help those who have little or no knowledge of the RAF to understand our role and how we support and protect the Nation's interests at home and overseas. We know from our research that this understanding is more limited among young females and BAME communities - both of whom are target audiences for the Campaign. By educating and attracting a more diverse workforce, the Next Generation Air Force will better reflect the society it serves and protects.

Additionally, by focussing on promotion of the science and engineering elements of STEM, we are supporting activity that seeks to bridge the serious skills-gap that currently exists at national level and has the potential to damage the UK economy. In particular, we will work closely with a range of companies within the aerospace and technology sectors to stimulate interest in technically-based careers and promote the importance of our aerospace industries. We aim to inspire a diverse and innovative future generation to consider careers in aviation, aerospace, space and cyberspace, at the cutting edge of technology.

Finally, building on Lord Trenchard's founding principles of training and education excellence, we will enhance the learning offer that we provide to our people through an integrated approach to delivering our Next Generation Training and Education. Grouped under the title 'The Trenchard Group', the approach spans the conceptual, moral, physical and developmental elements that, together, represent a unique development offer for our Next Generation of Service personnel.

COMMEMORATE CELEBRATE INSPIRE

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For event information visit

www.raf.mod.uk/raf100