

Briefing Report

To

Armed Forces Community Covenant Signatories Panel

14 April 2014

Armed Forces Day 2014

1. Background

The City & County of Swansea has supported Armed Forces Day since it became established and an event has taken place at the Civic Centre to raise the Armed Forces Day flag and mark the occasion with a ceremony with invited guests from the Council, VIP's and veteran groups.

2. Raising the Profile

It has been discussed with the Cabinet Member for Armed Forces, to give the opportunity for the public to attend the Armed Forces Day Ceremony, it is moved to a more public location, and therefore, Castle Square has been suggested for the event on Saturday 28 June 2014.

As footfall is high on a Saturday and with a co-ordinated amount of publicity, it is anticipated the audience will be wider than elected members and veteran groups. It will give the opportunity for the public to pay tribute to the Armed Forces on the day and offer the opportunity for better involvement of other groups associated with the Armed Forces.

3. Aims of Armed Forces Day

Armed Forces Day gives the opportunity to do two things. Firstly to raise public awareness of the contribution made to our country by those who serve and have served in Her Majesty's Armed Forces and secondly, it gives the nation an opportunity to Show Your Support for the men and women who make up the Armed Forces community: from currently serving troops to Service families and from veterans to cadets.

4. Way Forward and Plan of Action

Castle Square has been reserved to hold Armed Forces Day on Saturday 28th June and a liaison team including the Lord Mayor's Office, Communications and Special Events will be set up to take this forward to plan, organise and deliver a public focused event at Castle Square.

As the National celebration day falls on a Saturday, it presents the perfect opportunity for a better public focus for Swansea to mark Armed Forces Day 2014.

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