

MOD BENEFITS FROM ITS HERITAGE ?



WHY ASSIST MOD ?

Mission Statement

Trustee interest

Self interest – Key stakeholder

Museums lever in millions for MOD benefit.... MOD millions
lever in millions from grants



THEMES

Public Engagement

- – Presence in the regions, Telling the story, KAPE, now etc

Ethos – what ‘we’ are about and inspirational moments

Teaching – lessons we never learn



SHOW OFF, HOST, ENGAGE GUESTS



FUNCTIONS



THE TANK MUSEUM

BATTLEFIELD TOURS



TOUR OPPORTUNITIES

MOD Battlefield Studies Policy AGAI Vol I Ch 23

Provide or know a guide

Access to relevant collections

Access to 'stories' and contacts

Archive – Personnel Accounts/books/Diaries

Lessons Learned ? – Corporate memory.



REGULAR TRAINING

Platoon Leaders –

- History of Armour – the threat

Command, Leadership, Management – Course

- Senior NCO's & WO's – Armoured Insights x10 PA

Specialist Visits ie In depth look at an issue;

ie Communications Vehicles & Infantry etc

Continued Professional Development

- Guest speakers.



THREAT TRAINING



THE TANK MUSEUM

DEFENCE INDUSTRY

- DSTL – (Materials, Munitions next week)
- Defence contractors – Kit and paperwork
- Manuals for training teams
- Topics ie introducing a vehicle into service
- New graduates to the subject



SOFT POWER

- Add To MOD / FCO Reach
 - Hosting Foreign Militaries
 - Visits to advice – Egypt, Jordan, Lebanon
 - Tank Diplomacy – swap with Poland
 - Defence attaché – Athens
 - Loans away



TAKE THE COLLECTION TO THE REGIMENT

- Careful but judicious loans
- Short trips
- Relevance –
- Contemporary Collecting



‘ ENGAGEMENT ’

- Major Opportunities for MOD to gain from those who regularly engage with the public,
- - skilled professionals, teachers, media, interpreters, venues etc
- HOW DO WE PROMOTE THIS ?



RECORD AND REPORT ? – WHO CARES ?

Evaluation Reports

‘Nice’ Letters

Images to use (of use to MOD, Ogilby Trust etc)

Statistics ie numbers, time, nature of event

Quality Measures - ?

Send to Trustees

MOD Heritage

(& all you think concerned?)

