



A GUIDE TO PROMOTING THE REGIMENT

To help everyone in the Fusilier Family get our message across to those who don't really know us

V2 Oct 18

1.	AIDE MEMOIRE FOR 'IMMEDIATE ACTION' SITUATIONS.....	2
2.	OUR TARGET AUDIENCES	3
3.	OUR STRAPLINES.....	4
4.	ADDRESSING OUR RECRUIT AUDIENCE	6
5.	ADDRESSING OUR FUSILIER AFFILIATED CADETS	9
6.	ADDRESSING OUR CIVIC SUPPORTERS	12
7.	FACTUAL INFORMATION ABOUT THE REGIMENT.....	15

1. AIDE MEMOIRE FOR 'IMMEDIATE ACTION' SITUATIONS

This contains the principal messages about the Regiment if you only have a few minutes to get the point across, e.g. in an unexpected phone call.

a. Our key messages

- Family
- Hackle
- Professional
- English

b. Headlines for each target audience

- i. **Recruits.** It doesn't matter where you come from or your background; you'll be joining a Regiment with a reputation for tough soldiering and a distinctive badge
- ii. **Cadets.** Tell your friends that you are part of an Infantry regiment with a solid reputation, a long history, a real family brotherhood and a badge that makes you stand out
- iii. **Civic Supporters.** We have served the country well for over 330 years, recruiting from across England. We have a strong family ethos and provide lifelong support to those who have served.

2. OUR TARGET AUDIENCES

We want to reach outside the Regiment to those who know little or nothing about us. These 'target audiences' are:

- Potential **recruits** who are deciding who to join
- **Cadets** who may become recruits in the future
- '**Civic supporters**' – these are local and national businesses, local and central government, the media and existing friends of the Regiment.
- **Internal** – these are the Fusilier Association and the Army in general

3. OUR STRAPLINES

These help us stand out from other regiments. There are 5, each covering a different Fusilier quality. They can be used to address different audiences.

Our Quality	Strapline with Logo	Strapline with no Logo	Target Audience
	Once a Fusilier, always a Fusilier	Once a Fusilier, always a Fusilier	Internal
Family	Forever England, Forever Friends, Forever Family	The Fusiliers – Forever England, Forever Friends, Forever Family	Cadets, Internal
The Hackle (see note 3)	Our Hackle – the badge of history and heroes	<u>Not</u> to be used without a logo	Recruits, Cadets, Civic Supporters
Professional	Be Tough – Be Infantry – Be Fusiliers	Be Tough – Be Infantry – Be Fusiliers	Cadets, Recruits
English	England’s Infantry at its very best	The Fusiliers – England’s Infantry at its very best	Internal, Civic Supporters

Notes:

1. The new logo is shown on the front page. There are also 1st Fusiliers and 5th Fusiliers variants.
2. The RHQ Notice of 28 Sep 17 details the use of the straplines, logo and email signatures.
3. The '*Hackle*' strapline must only be used with our logo, as many people will not know what one is without the supporting image.

4. ADDRESSING OUR RECRUIT AUDIENCE

a. The Regimental Message

This answers the question “what are the Fusiliers to me?”, followed by more detailed information. It can be used in written material to describe us and to show our differentiation.

Headline: It doesn't matter where you come from or your background; you'll be joining a Regiment with a reputation for tough soldiering and a distinctive badge.

i. The main points to make

- The Fusiliers – England's only national infantry regiment
- Recruited from anywhere and especially in our four traditional areas of London, The Midlands, The North West and the North East.
- Respected as tough partners in combat, as no-nonsense soldiers who can, and will, take on any challenge
- We only select on merit, not location or background. We are classless
- The Fusilier family is renowned for our strong bonds and lifelong support – a real brotherhood
- We don't favour one or two sports – we encourage them all
- Our red and white hackle distinguishes us from the rest of the Army.

ii. Supplementary information

- A Fusilier career offers you the challenge of serving as proud, professional infantry officers and soldiers. We look for motivated and talented volunteers from all communities across England and the wider UK – we are known to be inclusive and diverse
- A Fusilier is a combat infantryman. The Regiment delivers professional soldiers on operations or in training. Modern soldering demands you are mentally and physically agile – and we'll help you get there
- We will actively help you to improve your education and to gain vocational qualifications that will prove useful outside of the Army; we aim to allow you to reach your full potential
- We train hard to build strong teams who are fit and courageous. But we also play hard, fielding successful teams in football, rugby, boxing, cross-country, and other team and individual sports. You'll also have the chance to travel, taking part in Regimental and Army overseas adventurous training expeditions

b. '30 Second Message'

This is a more informal way of getting our message across. Whereas the Regimental Message is likely to be used in written material, this '30 second messages' is likely to be verbal, in presentations or speeches.

Rather than read it as a script, use it as a guide to help you get the message over.

“If you want to join England’s only national Infantry Regiment, the Fusiliers are for you. Our soldiers come from across England, especially our four traditional areas:

London, the Midlands, the North West, and the North East. So you'll probably know someone from your home town when you join us.

The Regiment is respected for several things: for being tough partners in combat; for offering a wide range of sports and travel; and for welcoming excellent recruits, regardless of your background.

Most importantly, the Fusilier family is known for our strong bonds and for the support that is yours - for life.

The red and white hackle is our badge - when you see it, you know you are amongst no-nonsense soldiers who can, and will, take on anything."

5. ADDRESSING OUR FUSILIER AFFILIATED CADETS

a. The Regimental Message

This answers the question “what are the Fusiliers to me?”, followed by more detailed information. It can be used in written material to describe us and to show our differentiation.

Headline: Tell your friends that you are part of an Infantry regiment with a solid reputation, a long history, a real family brotherhood and a badge that makes you stand out.

i. The main points to make

- You are part of the Fusilier family and wear the hackle to show it
- Renowned for our infantry experience across the decades, whether in armour or on foot. Others regard us as tough combat partners, with a ready-for-anything, no-nonsense attitude
- We have 50 years of unbroken service, plus the 330 years’ service from our previous regiments
- We recruit quality officers and soldiers from across England and wider UK, and have particularly strong roots in London, the Midlands, the North West, and the North East
- The Fusiliers have two Battalions: one in armoured vehicles and one as foot soldiers
- We have a very strong family spirit – it starts when joining the Regiment and it’s lifelong. As a Cadet, you are part of this family

ii. Supplementary information

Our Cadet Forces are 10 x CCFs and the ACFs of Northumbria, Warwickshire and West Midlands (South Sector), Greater London and Greater Manchester. The detailed list is at <http://thefusiliers.org/affiliated-cadets/>

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"Your hackle marks you out as a Fusilier Cadet, part of the Fusilier family. Infantryman through and through, our Regiment has 50 years of unbroken service, not forgetting the 300 years' service from our previous regiments. We take quality soldiers from across England, and have particularly strong roots in London, the Midlands, the North West, and the North East. You are probably in a Cadet force in these areas.

We Fusiliers are known for our infantry experience across the decades, whether in armour or on foot. Others regard us as tough combat partners, with a ready-for-anything, no-nonsense attitude.

The Fusiliers have two Battalions: one in armoured vehicles and one as foot soldiers. We have many years' experience in both roles and can adapt to any situation that's needed.

We have a very strong family spirit – it starts when soldiers join us and it's with you all your life. As Fusilier cadets, you are certainly part of this family, together with serving and veteran regular and reserve soldiers.”

6. ADDRESSING OUR CIVIC SUPPORTERS

a. The Regimental Message

This answers the question “what are the Fusiliers to me?”, followed by more detailed information. It can be used in written material to describe us and to show our differentiation.

Headline: We have served the country well for over 330 years, recruiting from across England. We have a strong family ethos and provide lifelong support to those who have served.

i. The main points to make

- Our service to the country goes back over 300 years, with the modern regiment now 50 years old.
- We are proud to be a classless Regiment, selecting only on merit, not location or background.
- The Fusiliers are the only English Infantry Regiment who recruit nationally, with strong links to our historic areas: London, the Midlands, the North West, and the North East
- Since 1968, Fusiliers have seen service across the world, from Northern Ireland Cyprus and the Balkans, to Iraq and Afghanistan
- We now have two Battalions, one Armoured Infantry, one Light Role, (i.e. traditional foot soldiering)
- We are respected for our tough and no-nonsense approach to soldiering
- We have a strong family spirit that gives lifelong support – once you are a Fusilier, you are always a Fusilier

- Our red and white hackle marks us out from the rest of the Army

ii. Supplementary information

- The Fusiliers are a large family. Once you have been a Fusilier, you are always one – you never leave. The Regiment looks after, and looks out for, the Fusilier Family, providing lifelong support
- We run two charities: the Fusilier Fund and the Fusilier Aid Society. They enhance and support the lives of the Fusilier Family. These funds support Fusiliers injured on operations and the families of those killed. But they also improve the day-to-day lives of Fusiliers serving in our Regular battalion, Reserve forces and Cadets
- The Fusilier Association is the principal way veterans maintain their links to the Regiment and equally the mechanism through which the Regiment cares for its veterans

b. '30 Second Message'

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'The Fusiliers are an English Infantry Regiment. Our service to the country goes back over 300 years, and the modern regiment is now 50 years old. We are the only Infantry who recruit nationally, with strong links to our

historic areas: London, the Midlands, the North West, and the North East.

What else makes us different from other infantry ? We are a classless regiment where skill and talent are our only criteria – we ignore background or ethnic origins. We are known for no-frills, no-nonsense soldiering, with a reputation as solid partners when the going gets tough. We have a strong family spirit that provides lifelong support.

And of course, we are easily recognised by our distinctive red and white hackle, a battle honour from defeating the French in St Lucia in 1778.

Since 1968, Fusiliers have seen service across the world and found themselves at the sharp end in regions as diverse as Northern Ireland and Cyprus. More recently the Regiment served in the Balkans, the first and second Gulf wars and the Afghanistan campaign.

We now have two Battalions, one Armoured Infantry, one Light Role,(i.e. traditional foot soldiering). For more about us, visit www.thefusiliers.org”

7. FACTUAL INFORMATION ABOUT THE REGIMENT

a. The Modern Regiment.

- England's Fusiliers consist of a Regular Battalion based near Salisbury Plain, a Reserve Battalion in the North-East, Reserve companies in London and the Midlands, and a platoon in Bury. We also have nationwide Fusilier-affiliated Cadet Forces and our Regimental Association has a strong presence in our four principal recruiting areas.
- 1st Fusiliers is an Armoured Infantry Battalion equipped with the Warrior Infantry Fighting Vehicle. They have served with distinction in Northern Ireland, the Balkans, Iraq and Afghanistan, and are now held at high readiness to deploy on operations as part of the Army's primary warfighting force.
- 5th Fusiliers, based around Newcastle, is a Reserve Battalion and part of the Army's Adaptive Force. They, and all the Fusiliers Reserve sub-units, are prepared to augment First Fusiliers for operations. Fifth Fusiliers are well equipped and train in the UK and overseas as professional combat infantry.

b. Fusilier History

- The modern Regiment formed on St George's Day 1968. It has a proud heritage, most obviously represented in the red and white Hackle worn by all Fusiliers in their berets.
- Each former regiment has an exceptional place in military history, from the Royal Northumberland Fusiliers winning of the Hackle at the battle of St Lucia, to the Lancashire Fusiliers winning 6 Victoria Crosses at Gallipoli

- The Royal Warwickshire Regiment led the way on D-Day, while the Royal Fusiliers counter attack at Albuhera in 1811 undoubtedly saved Wellington's campaign in Spain against Napoleon
- The Kent Branch of the Royal Family have been linked to the Regiment for over 300 years and HRH Field Marshal The Duke of Kent KG is the Regimental Colonel-in-Chief
- The Regiment has fought with distinction throughout its history and the Regiment's hard-fought battle honours are emblazoned on the Regimental Colours that are proudly displayed and paraded on Regimental days
- All four of our founding regiments fought in WW1, raising 196 battalions between them. Fusiliers were represented in every major campaign in WW1
- In WWII, all four regiments took part in some of the most difficult operations of that period, from the Lancashire Fusiliers operating as Chindits against the Japanese in Burma, to the Royal Warwickshire Regiment's D-Day landing, and the Royal Northumberland Fusiliers and Royal Fusiliers fighting in North Africa and Italy
- After WWII, the Royal Northumberland Fusiliers and Royal Fusiliers fought in Korea, and all four regiments saw service in one of the many trouble spots around the world from Malaya to Kenya
- Since the formation of the Royal Regiment of Fusiliers in 1968, the Fusiliers have seen service across the world in countries as diverse as Northern Ireland and Cyprus. More recently, the Regiment fought to liberate Kuwait in 1991, served in Bosnia and Kosovo, and since 11 September 2001 has served multiple tours in Iraq, including the invasion in 2003, and Afghanistan

- This proud heritage is remembered in many different ways, not least through our exceptional museums and the activities of the Fusilier Association.