The Royal Army Veterinary Corps
Communications Plan 2026

Introduction. The Royal Army Veterinary Corps continued position as the Army's Military Working Animal Capability was confirmed and reinforced in the Integrated Review (IR). As well as maintaining our Regular and Reserve Force Elements. However, we must all ensure the Corps thrives in the future, and to that end we must be clear on our new Corps vision:

A globally respected Corps, at the forefront of its profession, proud and united by its heritage, agile in responding to evolving threats, and indispensable to the Army and Defence.

Strategic Objectives.
This document describes in how the Royal Army Veterinary Corps communications supports the RAVCs Strategy[1] and specifically, underpins and enables all the Strategic Objectives. This communication plan has been designed to reflect all aspects of the Corps, the relocation of 1 MWD Regt to Cottesmore, the changes in unit roles and to de-risk and inform the inevitable changeover in personnel, especially those involved in the collection and collation of communications content. The Corps has four priorities:

1. Our People - A People-First Corps - Empowering and supporting the whole-force community, Regulars, Reserves, Veterans and Families.

2. MWA Cap - Leading globally in the delivery, innovation, and continuous development of the Corps MWA Cap.

3. Deepening Relationships - Expanding and enriching partnerships across Defence, with Allies, industry, academia, and the charitable sector.

4. Organisational Fitness - Strengthening governance, digital agility, financial sustainability and cultural resilience to ensure future readiness.

Aim of this Communications Plan (Comms Plan).
The aim of the revised Comms Plan is to provide structure, coherence and coordination on how the Royal Army Veterinary Corps' Brand, Brand Qualities and Value's will be exploited to:

Reunite the Regimental family, make our History and Heritage Relevant to today, leverage our differentiators to maximise our Reputation, ensure our comms reflect our Corps Ethos and our unique identity, and win over audiences.

The Royal Army Veterinary Corps' Qualities.
RAVC personnel are proud professionals who always deliver first-class operational effect. This is achieved through a combination of applied intellect, honesty, sound judgement and observance of the Army's values of integrity and moral courage. By embracing this purpose and living these values the Corps is able to go about its work confidently, both as individuals and as an institution. In turn this allows it to make a significant positive impact on national security. Our personnel are acutely

[1] The Strategy for the Royal Army Veterinary Corps 2026 – 2030 - Aiming to Deliver the Very Best Military Working Animal Capability for Defence

aware of the changing character of conflict, but also its enduring nature, and the RAVC constantly strives to improve delivery of MWA Cap ensuring it adapts, innovates, embraces technology, seeks best practice and collaborates to stay one step ahead of the UK's adversaries and contribute to operational success.

Brand and Marketing Headlines.
These are to be used in all aspects of our dealings with the external media, in our publications and promoted widely at every opportunity.

Priority of Communicable Themes.
In addition to delivering a steady drumbeat of communications using a combination of the Defence Animal Training Regiment (DATR) and 1st Military Working Dog Regiment (RAVC) (1MWD Regt (RAVC)), FOEs and other interesting ad-hoc stories linked to activities. These narratives should be introduced to assist those involved in regimental communications to understand what is important or what might be considered as either a lesser importance, or as supporting content.

The Core Purpose – Operations – Innovation.
The priority for all communication is the major operational and exercises that 1 MWD Regt is either preparing for, or engaged in. This is embodied in our priorities two to four.

The entire Corps must 'Sustain a reputation for excellence across the Army and Defence'. To do this there is a requirement for a coordinated and systematic approach to our communications. It is imperative that all activities and events are exploited to the full, supported and enabled by a sustained improvement in the capture and delivery of media content. Keeping the Royal Army Veterinary Corps firmly in the eye of key stakeholders and influencers; visible to the public and applauded across the wider Corps' family. The core purpose will be enabled by a concerted effort to perpetuate the name and identity of the Royal Army Veterinary Corps at every available opportunity.

The Royal Army Veterinary Corps must be viewed as the embodiment of the British Army; and immediately recognizable as for our unique role. In order to achieve this, we must:

Pursue and communicate high profile Civic and Community Engagement (CE) opportunities in an organised and co-ordinated way - sharing stories and maintaining a dialogue.

Work closely with the organisations and communities in which we live in, work with and recruit from – sharing stories and again maintaining dialogue.

Exploit the 'Utility of the Reserve' force, a nationally recruited advantage.

Keep us firmly in the public eye with stories that 'reach back' from deployed operations and exercises.

Actively maintain a physical and digital dialogue with influential people with Social Media profiles.

History and Heritage.

'Making the Royal Army Veterinary Corp's history and heritage relevant to today', means a new approach to what we communicate. With more emphasis on our major achievements in WW1 and

WW2, what we achieved in the post war years and featuring the more recent operational achievements, such as Malaya, Northern Ireland, The Falkland's, Bosnia, Kosovo, Iraq and Afghanistan. By using the additional outlets afforded by liaison with interested museums with the full support of the Corps. Close cooperation and engaged liaison will ensure the Royal Army Veterinary Corps artefacts will go on public display close to the home of the Corps, securing its preservation for future generations and revitalising its contribution to Corps life. Displays can be an exciting and dynamic hub for our heritage, providing a focus for education, learning, volunteering, participation, military-civilian integration, community activities and events. The Museum of Military Medicine (MMM) has vacated and relocated to Whittington Barracks, Lichfield. There are hopes that key artefacts may be redistributed to RAVC-related locations.

Social Media.

Social Media provides an excellent tool for promoting many aspects of the Corps. With careful and well thought out Lines To Take, Social Media use, will provides us with opportunities to:

Create a virtual relationship with our other national colleagues on Social Media platforms.

Applaud and congratulate major Corps events and achievements on Social Media platforms. E.g. Prize Giving/Awards i.e. Hickman, Fitzwygram, Evans Prizes, LSGC Medal, VRSM and Regimental Coins.

Celebrate and acknowledge national days and traditions on Social Media platforms.

Reinforce wider British Army messaging on Social Media platforms.

Engender a spirit of co-operation and mutual respect on Social Media platforms.

Re-Uniting the Corps Regimental Family.

Embracing all elements of the wider Corps family sits within priority one: 'Our People - A People-First Corps, Empowering and supporting the whole-force community, Regulars, Reserves, Veterans and Families. With particular focus on our Northern Ireland, Bosnia, Kosovo, Iraq and Afghanistan veterans. It is vital that we continue to reach out to all who serve, their families, those transitioning from service, and our veterans, both old and new, through the RAVC Association, which exists to support them. Our many veterans must be reconnected and reinvested within the Corps community.

Regrettably, in recent years, there has been limited engagement with veterans, leaving many feeling overlooked and disenfranchised. It is important to remember that every serving member of the RAVC will one day become a veteran, and this fact is too often forgotten.

Wherever possible, we should include the families of our RAVC Fallen in appropriate events, ensuring their loved ones' sacrifices in service to their country are always remembered. Inviting a small number of veterans to Regimental Dinners and similar occasions is another meaningful way to strengthen the bond between those currently serving and those who have served before them.[2]

To that end, we will:

[2] https://www.gov.uk/government/publications/veterans-strategy/veterans-strategy

Continue to push for the existence of a Royal Army Veterinary Corps website (www. Royalarmyveterinarycorps.org), and RAVC App, both providing more accessible information for all aspects of welfare, employment, news and events. (See Annex a for planned events 2026).

Maintain an active dialogue with RAVC Veterans on the RAVC Association tab of the above proposed website above, other RAVC Facebook platforms, promoting events and opportunities for all.

Introduce a new Corps profile on LinkedIn.

Our relationship with Apprenticeship providers and local business organisations

Reserve recruiting – employers,

Sport, Competition and AT.
We must all seek as leaders to report, success in Army Competitions. Particularly, team and individual participation at Army and Corps level, Equitation events, Rugby, Boxing and Alpine Sports. Participation and success in regional, divisional and brigade competitions should also be reported. Team and Individual Adventurous Training (AT) at Army, Regimental, level, also makes for interesting content in support of our Priorities. Where individuals or teams are presented with trophies this should be included in any Social Media posts

Recruiting and Retention.
Although not reflected in the main priorities, but is one of our Enabling Objectives, the pursuit to achieve and maintain 100% of the new Work Force structures remains a priority. Ensuring that the reputation of the Corps remains at the forefront of people's minds and consciousness can help improve our rates of retention.

Recruiting.
The Royal Army Veterinary Corps must be seen as the regular and reserve for those interested in working alongside animals at the same time being professional dedicated soldiers and officers, we should seek to work with regional military preparation course providers and apprentice-focussed organisation, schools, colleges and universities.

We will continue to recruit potential officers' pre-RMAS and up to the RSB stage of the commissioning course.

We will overtly recruit for Reserves across our Social Media platforms.

We will use Social Media platforms 'Attract' videos to enhance our reputation and attractiveness to potential regular and reserve soldier and officer recruits.

Retention.
It is critical that we do all that we can to retain our best people with good fair leadership. We can assist this through endorsement on our Social Media platforms, featuring recognition, reward, sport and adventurous training and, where practicable, the offer of Reserve service to re-joiners and direct entrants.

Target Audience.

The target audience is by definition varied. Broadly classified as internal and external, the aspects lend themselves to contact through specific communication channels. These channels are used to convey the correct and appropriate message to the target audience. In doing so, some need to be engaged, some Informed and some, such as the general public, need only to be Aware.

Delivering the Message. Centralisation of Effort.
RHQ RAVC provides the focal point for the authorisation, coordination and delivery of all formal regimental communications, as directed by CVRO. Only the authorised channels and means of communication highlighted elsewhere in this plan are to be used. Corps Social Media administrators will:

Deliver an engaging, informative and relevant social media platforms presence across all available platforms and channels.

Promote Awareness and Understanding of the Royal Army Veterinary Corps delivered through the DATR and 1 MWD Regt's media platforms, printed media and physical engagement.

Maintain an active, digital dialogue with our audiences, and the general public.

Produce an annual Corps Journal, Chiron Calling, quarterly Newsletter and any other reports and publications.

Maintain the Corps profile on the Army website.

Maintain a Corps presence on LinkedIn with an emphasis on Reserves, Employers and Recruiting.

Maintain a calendar of events taken from available FOEs, shared to increase visibility events, increase attendance by both serving personnel including from the Iso Dets where possible and our Veterans.

Develop professional links with Army AMC, media outlets and journalists.

Plan – Yearly for major themes, events, and a monthly, weekly and daily plan.

Coordinate – schedule and prioritise to achieve the maximum effect and attendance at events.

Target content to channels, sharing content where necessary.

Horizon scanning - Identify trends, work with other organisations, develop dialogue, expand reach. •

Submit periodical reports to measure the effect and impact of marketing and comms.

Delivering the Plan.
Exploitation of a programme of coherent Corps communications will be coordinated and delivered by RHQ RAVC using a mix of Social Media, websites and printed media. RAVC 'units' and other contributors are to collate and deliver content to RHQ using email, Whatsapp, WeTransfer or by physical means. Both DATR and 1 MWD Regt have nominated Unit Communications Officer (UCO) and/or point of contact whose responsibility it is to ensure the quality and accuracy of the content being submitted. RHQ RAVC will arrange for content to be cleared by Higher Authority (where necessary) and can also broker content to the Army Media for further exploitation.

Executing the Plan.
Delivering the comms plan requires an integrated and organised approach. This will be achieved through an established network of the appointed UCOs, RHQ RAVC and a combination of a pre-planned FOE, complemented by notification of ad-hoc, opportunity media stories. This is to be achieved through the introduction of the following:

On appointment, All UCOs are to receive an in-depth briefing from RHQ RAVC. Conduct an in-person, quarterly meeting of RHQ RAVC and UCOs on rotation between the main RAVC locations to discuss forward plans, events and opportunities. UCOs/Adjts to share FOEs routinely with RHQ RAVC.

MAB. No mention of MAB is to be published on any media channel or any other means without documented prerequisite approval.

Corps Communications Channels.

Chiron Calling – RAVC Journal.
Previously issued every six months but now yearly covering Corps activities and events and serves as the Corps official record. Input from Corps personnel and other enthusiastic contributors are required to be submitted by early March each year to the Regimental Secretary. Chiron Calling is posted free on-line, and over 400 are mailed externally to Veterans and other interested personnel by Crest Publications. Each year a number are made available free to serving personnel. Distribution is continually reviewed to ensure correct targeting of influencers and decision-makers. Chiron Calling is archived by the Corps Regimental Secretary as an essential part of the Corps longstanding history. A digital link to view the last nine Chiron Callings can be found at:

https://fliphtml5.com/bookcase/jdtrj?fbclid=IwQ0xDSwMKwmRleHRuA2FlbQIxMQABHiUIVpVPsJRdkHIq72jdUYjbI5R60RKHGEVEGoeSaYgUak-CNIE3pJflti-Z_aem_kQ_yp7jJC255FAYUcmgk7w

Royal Army Veterinary Corps - Newsletters.
Produced quarterly, appearing as an electronic newsletter with short snippets of useful future Corps dates of activities or functions. Newsletters are widely distributed to the internal and external audience. The Newsletter is not a substitute for Chiron Calling but it is a means to inform and create engagement.

Royal Army Veterinary Corps - Facebook Page.
Facebook will be used as the Primary, outward facing news, social media platform. This includes major, more detailed updates on 'Core Purpose' activities and where appropriate articles that include recognisable people, places and names. All Facebook content should be scheduled and edited by UCOs/moderators and RHQ RAVC to achieve the desired effect. Raw imagery and content is to be collected by willing volunteers (and other nominated contributors) and forwarded to RHQ RAVC for awareness. UCOs will attempt to monitor and reply to all Facebook notifications and messages on a daily basis.

Royal Army Veterinary Corps – X account.
An important Social Media platform used to create and maintain a dialogue with Army higher formations; Army Sport, local and national organisations, RAVC Association members, employers,

and to capitalise on popular events and trends. Contributors will ensure that all content is finessed with tags and hash tags to enable the widest possible engagement.

Royal Army Veterinary Corps - Instagram.
Should be used to appeal to a younger demographic and to our serving soldiers, Instagram continues to be one of the fastest growing channels. Although best suited for short 'Core Purpose' action videos, reels and interesting images, other popular content are awards and recognition, promotions and sport.

Royal Army Veterinary Corps Private Facebook (Closed Groups).
These channels ('RAVC' and 'Past and Present'); channels are the responsibility of the Veterans. The Private social media channels are used for conversations and exchange of information. Content is owned by the Private Face Book moderators and administrators.

Royal Army Veterinary Corps – LinkedIn.
It is hoped to introduce this channel during the summer of 2026, the new profile will provide an initial focus on Reserve employers, potential recruits, as well as job opportunities and regional community engagement. It will be managed by Regimental Secretary of the Corps.

RAVC History Channel
A link to the RAVC History Channel, initiated two years ago, currently has nine 'RAVC' videos of interest. It is hoped more will be added shortly. RAVC History Media Link

Content Capture.
Is derived from three sources: through the planning of major and mini-Campaigns, by Association and through engagement in Themes or Trends.

Campaigns.
Normally planned by UCOs and RHQ RAVC to support the 'Core Purpose' including major or minor Exercises, Deployments, Reserve, National events such as AFD, Remembrance, and 'Regimental Days'.

Association.
Content that capitalises on an event or activity which is not initiated or sponsored by the RAVC. Examples include participation in Army Experimentation, Divisional or Brigade-led events, Representative and Sport. Also, 'Association' includes exploitation of Corps mentions by others, for instance: MOD, Army, PJHQ, Forces TV, and Sporting Clubs and Associations.

Themes and Trends.
Exploitation of known and emerging themes is an important element of Social Media. This ranges from forecast national and international days, to 'what's trending' on X. Daily horizon scanning will enable the Corps to be an active Social Media participant and a contributor in the digital media space.

Best Content.
The delivery of high quality and relevant communications relies on a constant feed of informative and interesting content. Other RAVC contributors are requested to provide a constant drumbeat of

content through their nominated UCOs. Whilst it is important that an element of quality control is conducted by the provider, RHQ RAVC will exercise an additional level of review prior to publication.

Content Delivery.
Normally, content is published through the 'regimental' channels and media outlets by our RAVC personnel. However, UCOs are also encouraged to liaise with regional Army Press/News Officers on stories of interest to local media in the East Midlands via 7 Bde. In this event, RHQ can assist with the preparation of Press Releases and RHQ RAVC should also be informed of any regional Army media team involvement. Importantly, the Army insists that only the minimum number of 'regimental' Social Media channels are be used. In addition, all aspects of Corps comms are to comply with the Army Brand guidelines, and the OPSEC and PERSEC limitations that may apply to sensitive deployed operations and exercises. It is imperative that only approved organisational tags and hash tags, follow established national and international trends and avoid the proliferation and peripheral growth that is self-evident on public Social Media channels.

The Reserves.
It is accepted that the RAVC Reserve have an outward facing media profile that should actively target recruiting; nationally and employers. To that end, delivery of Reserve-focussed content might be more appropriately delivered by the OC 101 MWD Sqn, assisted by 1 MWD Regt's ROSO. If deemed practicable, the OC is to be responsible for delivery of the Reserve profile, with oversight and moderation from RHQ 1 MWD Regt and importantly RHQ RAVC.

Business Continuity.
In the event that Regt Sec is unable to manage, coordinate or deliver any part of this plan, UCOs will provide authoritative direction and delivery.

Way Ahead.
Although much progress has been achieved over recent years by units, work is now required to improve the delivery of our 'messaging'. Coordinated and agreed messaging is to be embodied in all Corps external media engagement, our marketing and in the quality of our Social Media content and, in the appearance and focus of Chiron Calling. With overseas deployments on the immediate horizon, experience suggests that although the drum beat of Social Media may reduce, the 'Core Purpose' content will be important and interesting to our audiences. In order to balance an anticipated reduction in deployed force comms content, the opportunities afforded by the home-based personnel, should be exploited to the full. The national presence of 1 MWD Regts' Reserve force, provide us with that opportunity and resource.

Passive Approach.
RHQ RAVC will continue to adopt a 'passive' approach to major events and activities that attract coverage by the Press/Media/ArmyComms/Soldier Magazine or the hosting organisations. However, where the Corps has a major part to play in a public event, a more active exploitation should be used to complement the sponsoring organisations efforts. Wherever possible and to avoid duplication or nugatory effort, RHQ RAVC will simply re-use the messages. Examples include:

Coverage of major events – Rutland Show, Melton Day, AFD, Parades, Resilience. The coverage of events sponsored by others - Army Media, Forces TV, Councils and Charities. BFBS, Local and

regional TV coverage of in-barracks, and community events. Soldier Magazine articles and Army Combat Camera Team outputs.

Sharing.
RHQ RAVC will endeavour to broker more Royal Army Veterinary Corps content to Army Comms and others who have wider reach and impact potential. RAVC 'Units' are to continue to publish Corps related content in printed media, on BFBS, Forces TV and other 'Online News' channels, but keeping RHQ RAVC fully informed.

Royal Army Veterinary Corps Themes and Projects.
RHQ RAVC will engage in actively planning a series of agreed 'projects' around deployments, exercises or community engagement activities. An agreed programme of pre-planned, communications-worthy events will enable RHQ RAVC and DATR/1 MWD Regt to prioritise effort and deconflict content. These major events or themed activities will also attract resource to deliver high quality imagery or video, using Army and external resource, some of it may be part-funded by the Corps. This content should be primarily 'Forward Looking' to achieve maximum impact. In doing so a change in emphasis is proposed to:

Produce high quality videos/imagery with a strong supporting narrative. Conduct more forward planning and coordination between RHQ RAVC and its units. Improve quality by exploiting all available resources for filming and editing. RHQ RAVC is to identify funding to produce/edit videos in order to encourage units to capture and submit high quality, raw footage.

Regimental Family.
The proposed new RAVC Website will be used to promote stories with limited external interest and no external organisational involvement, that are predominantly 'internal' or 'rearward looking'. It is hoped the RAVC Website will have a new look and focus, and include broader, relevant content with a wider appeal. It will also provide a common touch point for all elements of the Corps family.

Resources.
The RAVC Regt Sec will bid separately for the requisite funds necessary to resource this plan. The communications budget will be reviewed annually, prior to the December Corps Council meeting.

Summary.
To enable the Royal Army Veterinary Corps to conduct a coherent influence campaign across the main themes in support of the Corps Strategy, an integrated and structured approach to communications is required to:

Reunite the Corps family, make our History and Heritage Relevant to today, leverage our differentiators to maximise our Reputation, ensure our comms reflect a Regimental identity, and win over audiences.

The centralisation of effort will ensure that we have continuity, resource and the capacity to deliver against the current requirement, but it relies on regular, good quality content from all Corps personnel not least the units and other contributors. Progress in delivery of the desired outcomes, will be reported on and reviewed by the Regimental Secretary at RHQ RAVC, with a specific focus on overall communications to promote the good work of all serving in the RAVC, but not least the DATR and 1 MWD Regt who are the key enablers in the success of this comms plan.

ANNEX TO
RHQ RAVC 1/1
Comms Plan
Dated January 2026

Useful Dairy Dates for RAVC Events 2026

- Fri 6 Mar 2026 – Chiron Calling Submission Deadline
- Sat 9 May 2026 – Liam Tasker Memorial Rugby Match, Melton Mowbray
- Thu 5 Jun 2026 (TBC) – Founder's Day, Royal Hospital Chelsea
- Sat 6 Jun 2026 – 'The Gathering,' to be held in Melton Location TBC. All very welcome to attend.
- Fri 19 Jun 2026 (TBC) – Annual RAVC Golf Reunion
- Mon 22 Jun 2026 (TBC) – Fly the Flag Day, Melton Borough Council
- Sat 27 Jun 2026 – Armed Forces Day
- Sat xx Jun/Jul 2026 (TBC) – Corps Reunion to be held at the DATR
- Sun 5 Jul 2026 – RAVC Morning Service, Royal Hospital Chelsea
- Fri 24 Jul 2026 – LCpl Ken Rowe's Family visit to NAM, Shropshire, wider attendance by serving and RAVC Veterans very welcomed by the Rowe Family
- Thu 6 Nov 2026 – St Margaret's Field Remembrance Service, London (nominated personnel only)
- Fri 7 Nov 2026 – Animals in War Memorial Service, Park Lane, London
- Sun 8 Nov 2026 – Remembrance Sunday Parades
    - Cenotaph (London) – Veterans only (15 RAVC places allocated) For Veterans only. (Sadly a very limited during 2025 let's hope this year there will be more of an uptake by our RAVC Veterans, a calling request will be sent out in the early summer of 2026 for Sun 8 Nov 2026)
    - Melton Mowbray Parade
- Mon 11 Nov 2026 – RBL Act of Remembrance, Melton Mowbray
- Please note the 'Old and Bold Meet in Melton for lunch normally on the last weekend of each month. Please see the RAVC and also the Past and Present Facebook sites for details.