

## Press Release

### **Serco shortlisted for Armed Forces Recruitment**

**31<sup>st</sup> July 2009**

Serco, as part of the Prospector Group consortium with Logica and the AMV Group, has been shortlisted for the Armed Forces Recruiting Partnering Project (RPP).

The Ministry of Defence is seeking an industry partner to support Army recruitment at every stage, from the initial marketing right through to when a recruit starts training. As part of the solution, the partner will provide an underpinning management information system which will also be used by the Royal Navy and Royal Air Force's internal recruiting teams. A decision on whether the RN and RAF will participate in the full partnering programme is expected in the next few months. The contract is due to be awarded in 2011 and last for at least a decade, following a period of Competitive Dialogue with all bidders.

Tom Burnet, Managing Director of Serco's defence operations business, said, "Prospector Group brings a unique combination of experience, capability and talent to the challenge of Armed Forces recruitment. This includes over half a century of working alongside the military and a track record of world class service delivery in defence, information and communications technology and marketing services. We look forward to working with the MoD to develop a long term, sustainable approach that will help to ensure our Armed Forces continue to attract recruits of the very highest quality, and to enable resources to be focussed on training and equipment for the front line."

The UK's Armed Forces need to enlist around 33,000 new recruits (regular and reserve) each year, including some 23,000 for the Army.

**Ends**

**For further information please contact Serco:**

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Tim Matthews, Communications Director

## NOTES TO EDITORS

**Prospector Group** has been formed specifically for RPP and brings together three leaders in their sectors: Serco, Logica and the AMV Group. Each has an enviable track record of success and is firmly trusted by their clients to deliver highly effective solutions.

**Serco** is a FTSE 100 international service company entrusted with the delivery of essential public services across 30 countries, including strategic assets critical to UK defence. It has a relationship with the Ministry of Defence spanning half a century.

**Logica** is a global ICT provider and its systems are at the heart of government, finance and industry where they handle mission critical processes and highly sensitive data.

**The AMV Group** is the UK's leading marketing services group. Its work includes iconic campaigns for Sainsbury's, Walkers and Guinness, maintaining contact with 29 million TV licence fee payers and, for the past seven years, campaigning and media relations for the Ministry of Defence.

More information can be found at [www.serco.com](http://www.serco.com)