



Ministry of Defence

Air Command Secretariat
Spitfire Block
Headquarters Air Command
Royal Air Force
High Wycombe
Buckinghamshire
HP14 4UE

Ref: 2018/11093

Ms Victoria M Basham [by email]
request-516805-0d292517@whatdotheyknow.com

28 Sept 2018

Dear Ms Basham

Thank you for your e-mail of 31 August 2018, which has been considered to be a request for information under the Freedom of Information Act 2000 (FOIA).

In your e-mail you requested the following:

*"I wish to make a Freedom of Information Request for the following:
All analysis or information that the Royal Air Force has about the impact of
the No Ordinary Job advertising campaign.*

Including:

- impact on the number of people completing the enlistment process*
- their socio-economic background, age and other characteristics*
- their geographical location*
- their attitudes to the RAF, why they joined up and opinion of the service*
- any of the above information from those who started the process but did not complete it*
- any of the above information from those who expressed an interest but did not start the enlistment process"*

A search for the information has now been completed, and I can confirm that no information in scope of your request is held.

Under Section 16 of the FOI Act (the duty to provide advice and assistance), to be helpful, please be advised that statistical information relating to the views and experiences of serving RAF personnel is gathered annually using the Armed

Forces Continuous Attitude Survey (AFCAS). However, the survey is specific to the views of currently serving personnel and does not relate to recruitment campaigns. The annual report of the AFCAS can be found at the following link:

<https://www.gov.uk/government/collections/armed-forces-continuous-attitude-survey-index>

Further statistical information relating to views of RAF personnel is captured by the Recruit Trainee Survey. The survey aims to elicit attitudes towards the quality and benefits of the Phase 1 (Initial training) and Phase 2 (Branch/Trade) training provided by the Armed Forces. All recruits and trainees who have completed at least two weeks training on Phase 1 or Phase 2 courses are invited to participate in the survey. The annual report of the Recruit Trainee Survey can be found at the following link:

<https://www.gov.uk/government/collections/recruit-trainee-survey>

Please note that neither survey provides information specific to the impact of advertising campaigns; however, they do provide some general information relating to your enquiry about the attitudes and opinions of currently serving personnel.

If you are not satisfied with this response or wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance Team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.org.uk>.

Yours sincerely,

Air Command Secretariat