

# UK NATIONAL DEFENCE ASSOCIATION



**President: Winston S Churchill**

**Patrons:**

Admiral Lord Boyce GCB OBE DL  
Sir Menzies Campbell QC MP  
Marshal of the RAF Lord Craig GCB OBE MA DSc  
General Lord Guthrie GCB LVO OBE  
Rt. Hon Lord Owen CH

**Chairman & CE:** Cdr. J L Muxworthy, RN  
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## NEWSLETTER - DECEMBER 2007

This month's newsletter has two purposes – to bring you up to date with what we have achieved so far and where we are going now... and to send you all our heartiest festive greetings.

The past month has been one of success and huge progress for the UKNDA. Indeed we are in danger of (almost) being swamped by our success, but that is infinitely better than being submerged by failure, of which there is now absolutely no chance. We have the bit firmly between our teeth and are well and truly on our way.

### **Some indicators of our success are as follows:**

On Nov 7<sup>th</sup> – the day before our launch, there were 170 visitors to our website. On November the 8<sup>th</sup>, the day of our Launch when the UKNDA was the lead item on most TV and news broadcasts throughout the day, we had over 4,800 visitors to our site. The next day with good follow-on newspaper coverage, there were about 1,500. Now, while from time to time 'peaking' when there are spectacular press headlines, we're averaging about 400 visitors on a normal 'quiet' day'.

Then just three weeks ago there was a debate in the House of Lords on 'Defence'. Five former Chiefs of the Defence Staff – the most experienced and senior of our retired military leaders – all (without any preconceived 'plot' or planning, as has been alleged) stood up and sang

virtually the same song from the same hymn book – and all in tune. *The nation needs more, appropriate and fully funded armed forces if we and our country are to be defended effectively.* Three of those speakers were Patrons of the UKNDA and the other two are Vice Presidents. Yet again the subject of Defence hit the TV and Press headlines – indeed it could be termed a furore – and hits on the UKNDA web-site again soared.

**Membership & Supporters:** Numbers of our members and supporters are increasing. Before the launch, and just over four months into the early life of the UKNDA, we numbered about 450 subscribing members. We now (as I type this on 7 Dec) we are just 25 short of 1,000 subscribing members. Our next target is 10,000 and then 100,000 within eighteen months. We also have the new category of ‘Registered Supporters’ and, in just the last three weeks we now have 432 such supporters. Then there is the UNofficial UKNDA supporters group that spontaneously erupted on FACEBOOK; there are 1,384 in that group. So collectively the UKNDA can count on almost 3,000 identified supporters. And that is just the tiniest tip of the very large iceberg of support that is out there waiting to come and join us.

## **ACTIONS IN HAND AND PLANNED**

Briefly, because you surely are all now writing your Christmas cards and planning your Christmas shopping, this is what is happening in and with your Association.

1. **Gaining more members.** This is an ongoing and never ending task and one that is accelerating every day and at every level. Attached to this newsletter is a copy of our latest updated list of Patrons and Vice Presidents which has probably grown significantly since you last looked at it. In the past few weeks we have welcomed Sir Menzies Campbell QC MP as our fifth Patron and the Right Reverend Bishop Tom Burns SM as a Vice President. They have joined the most impressive array of senior supporters of which any organisation would be proud – and which we are honoured and fortunate to have.
2. **Spreading the Word.** Our web-site, already much extended and improved (I hope you will agree) is being reviewed and will soon be developed further to make an even greater impact on the first time-visitor to the site. When sending out your Christmas greetings you might all just mention [www.uknda.org](http://www.uknda.org) – please.

3. **Writing to MPs.** Outline plans are afoot for our President to write to all our Parliamentarians (Houses of Commons & the Lords, Scottish Parliament & Welsh assembly and MEPs) to inform them (if they don't already know, surely now unlikely!) about the UKNDA and ask them their position on the Defence of our country. When our President's letter goes out, you will be invited to multiply the effect by writing to your own MP.
4. **Improving our PR stance.** To improve our 'PR stance' we have just acquired and welcome a UKNDA PR or Media Relations Officer (the precise job title has yet to be decided) a Mr Sven Hughes, to enhance our connections with and input to the Media. Soon we'll have a 'hot line' so the Press can quickly contact us to get a 'UKNDA quote' on current defence issues. A members-only Forum on our web-site will follow soon.
5. **Extending this Association.** A major push is being planned whereby the UKNDA can expand to become, in all respects, a truly national ASSOCIATION by gathering together – in association – other people, organisations, bodies, businesses, publications; everyone that has and shares a common and inter-related interest in 'Defence' and the good of this country. This 'big push' is being planned now and will get into full swing as soon as the festive season is over and the New Year has dawned. More news and details will be in January's newsletter.
6. **National, Local & Area Development.** In parallel with work to develop the *association* element of the UKNDA – plans are being drawn up to create a **nationwide network of area and local branches of the UKNDA**. Details are being worked on now and it is hoped that in the New Year at least two pilot projects (perhaps one in Scotland and one in Wiltshire) will be started to identify the practicalities and challenges involved so that an approved programme can be planned and then rolled out progressively throughout the Nation.
7. **Fundraising - & a Fundraising and Marketing Manager.** All of the above costs money and as we grow, so, automatically, do our numbers, our financial resources, but inexorably, also our costs. It's an ever expanding cycle. We need, urgently, a **volunteer** (because, as yet, no member of our 'executive' workers receives anything but reimbursed expenses related directly to their UKNDA work\*) to be our **Fundraising and**

## **Marketing Manager.**

**Anyone who feels him or her self qualified and willing to undertake this challenging but exciting task – please, as soon as possible, send me your name and details (a mini-cv) so that we can talk to you personally. This is an urgent request. We need you NOW.** We have lots of ideas already – car stickers (already planned and about to be ordered), lapel badges, pens, clothing, postcards (with logo), UKNDA credit cards, associations with (for example only) SAGA and other commercial interests. The list and potential is almost limitless. There are also ideas for a follow on major publicity and fund raising event in a high profile location in London in the New Year – this and more such plans, have yet to be defined and developed. (\*NB: In time, as noted in our Founding Document and when funding permits, executive staff, some of whom are already voluntarily working an eight hour day (and more) six (and more) days a week, will be paid annual ‘Honoraria’ – and then, eventually, appropriate salaries; but not yet.)

## **And there you have it. The BIG PICTURE.**

It has been said before, but it is as true today as when our President’s grandfather – Sir Winston Churchill – said:

“This is the end of the beginning.”

Now the real work starts – indeed it has already started. The UKNDA is born and is alive and kicking. We are all now in the exciting, dramatic, challenging (and just sometimes frustrating) phase of building and growing so that, working always as a Team, we can achieve and succeed in our purpose. We have a long way to go – but we now know it works.

For the next few weeks, however, do enjoy the Festive Season, celebrate the New Year and may you, your families and friends be happy, healthy and prosperous and then be ready to come with us, “Onwards and Upwards” with the UKNDA.

Most sincerely and with our very best wishes to you all –

***John Muxworthy***

Cdr. RN Chairman & CE UKNDA  
For & on behalf of the whole Policy & Management Board

Attached: List of Patrons & Vice Presidents of the UKNDA