77TH BRIGADE

HERMITAGE, BERKSHIRE



Delivery of Information Activities and Outreach in the Land Domain.

77th Brigade is a Joint-manned Army formation that delivers Information Activities and Outreach in the Land Domain in order to change or maintain behaviours of specified target audiences.

It provides the single integrated hub to support all levels of command in the specialist planning and delivery of Information Activities and Outreach effects. It provides Force Elements to plug into Information Manoeuvre Groups at the Division and Brigade level and teams that can deploy at the tactical level. As well as deployed Force Elements, the brigade also provides reach-back support and is not restricted to being a supporting organisation; it can deliver direct effect for the Field Army. The Brigade recruits, trains and delivers an integrated Regular, Reserve and Civilian structure, harnessing the widest possible talent.

77th Brigade is sub-divided into five groups:

Information Activities Group.
Provides planning support focusing on the behavioural analysis of actors, audiences and adversaries. It provides detail on motivations, narratives and perceptions and provides options for levers of influence. Including Outreach planners, the Information Activities Group can also coordinate a wide range of non-military methods and actors including commerce, finance, counter-corruption and proxy forces. The Brigade Operations Centre sits within the group, consisting of four Operations Teams aligned to the geographical Operational Frameworks. Operations Teams plan, integrate and operate the capabilities of the groups that comprise the Brigade's capabilities.

Task Group.
Combines Regular, Reserve and Specialist Reserve expertise to deliver deployable Information Activities and Outreach (IA&O) Cells at Division and Brigade level, as well as deployable IA&O Teams at Battlegroup level. These teams deliver Psychological Operations, Engagement and Deception capabilities, and can be augmented with Force Elements from the other Groups. At reach-back, Information Activities Task Group provides Production and Web Ops capabilities.

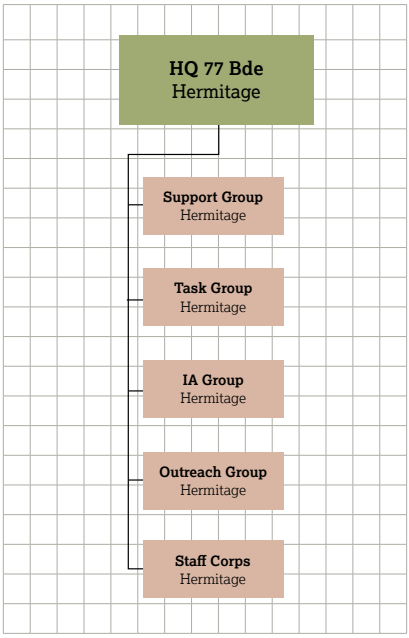
Outreach Group.
A predominantly Reserve unit that draws upon thematic experts to deliver subject matter expert advice on Stabilisation, Security Capacity Building, Civil Military Integration, Civil Military Cooperation and Support to Governance. Of note, the Outreach Group is the Defence lead on Women and Peace in Security.

Support Group.
A Reserve unit providing combat camera teams, media handlers and spokespersons to Defence.

Staff Group.
Consists of several dozen Group B reservists, a Defence asset to provide mentoring and subject matter expertise across a broad range. The Group includes the Engineering and Logistics Staff Corps.

5 HYBRID UNITS




HQ 77 Bde
Hermitage
Support Group
Hermitage
Task Group
Hermitage
IA Group
Hermitage
Outreach Group
Hermitage
Staff Corps
Hermitage

