

# ROYAL BRITISH LEGION

## WEST LANCASHIRE COUNTY/DISTRICT PLAN (2020 – 2023)

### 1. INTRODUCTION AND BACKGROUND

**Welfare:** There has been a slight increase in Branches signing up for Branch Community Support (BCS) this year however we need to start to target branches to use and report quarterly on Office 365. We held a seminar to inform our friends and stakeholders about Social isolation over 100 people attended during the day. We will be arranging a number of Welcome and Induction training sessions for BCS.

**Fundraising:** The Poppy Appeal raised £964,916.69 in 2018, an increase of 2.7% on previous years total and another record for the County. This is an outstanding achievement by PAO's and Poppy Collectors throughout the County. Where PA areas do not have a PAO they have been divided between remaining branches, whilst the CFR looks for replacements.

**Remembrance & Ceremonial:** The County has been represented at many extra ceremonial events to commemorate the Centenary of WW1 which included a number of Services to commemorate the centenary of awards of the Victoria Cross. Normal Remembrance and Ceremonial activities were carried out throughout the County with enhanced Legion coverage at the City of Liverpool Service. The Garden of Remembrance Service was well attended. There was Legion attendance at both Everton and Liverpool Remembrance Football matches.

**Membership:** The aim for 2018/19 was to stem the decline in membership which had been continually decreasing year on year. The decline this year is 20% as of 30<sup>th</sup> September 2019. The decline was forecast as 4 clubs had decided to cease trading. However the members remaining will be hardier and hopefully willing to assist the Legion more and half of Branches have had no decline or a slight increase

**Training:** Training carried out this year has been predominantly for Standard Bearer's, training Competition which has been very successful with many continuing to hone their skills. There has been a lack of candidates coming forward to arrange local membership courses. However the intention is to run some local and Regional Courses this year including number of Welcome and Induction training sessions for BCS.

**Administration & Finance:** County administration has been carried out to plan, with regular well attended County Committee meetings; financially the County is sound and has provided financial assistance to many welfare cases this year.

### 2. OBJECTIVES

2.1 Welfare.

2.2 Fundraising.

2.3 Remembrance and Ceremonial.

2.4 Membership, Recruiting and Legion In the Community.

2.5 Training.

2.6 Administration and Finance.

## 2.1 WELFARE

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. Deliver awareness to other care organisations such as Social Services and Occupational therapists.	On-going	AM, AITL, CM, CWAC	Numbers of briefings offered & numbers of people attending.	Welfare Budget
2. Provide County benevolence funds to Central Grants for almonisation	On-going	AM, AITL, CWAC, MSO, CT	Number of cases supported by County Benevolent Fund	As requested by Central Grants
3. Increase financial support to County Welfare fund from Branches.	On-going	AM, CM, CWAC, MSO, CT	Response from Branches with donations to CWF	Nil
4. Continue to foster good relationships with SSAFA, Community Covenants, etc.	On-going	All	SSAFA are now sharing our offices which allows for a better rapport. The number of referrals and cases from these organisations.	Nil
5. Continue to encourage clients to give permission to use their case as a case study for media ad supporter communication.	On-going	All	The number of permissions for cases to be used as a study.	Nil
6. Encourage Branches to recommend individuals for welfare training courses, as offered by Area Office to support Area.	On-going	All	Numbers of training courses offered & numbers of individuals attending training courses	welfare training budget
7. Increase the number of branches signed up for Branch Community Support	On-going	All	Number of branches signed up for Branch Community Support. Encourage Branches to report the Good work being carried out at Branch.	Nil

## 2.2 FUNDRAISING

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. Continue to provide support and encouragement to the Community Fundraiser and County Poppy Appeal Coordinator in achieving maximum returns.	Ongoing	All	Fundraising results at year end	Expenses
2. Continue to identify areas in the County where there are significant shortfalls of volunteers and work with the respective Branch teams to provide the necessary support to build up numbers in time for the Poppy Appeal.	Ongoing	All	Number of gapped PAO posts at year end	Nil

## 2.3 REMEMBRANCE AND CEREMONIAL

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. To bolster two minute silence and Remembrance communication programme.	Ongoing	All	The number of people attending Remembrance events throughout the County.	Nil
2. To promote and organise Garden of Remembrance in Liverpool	Ongoing	All	The number of people attending Garden of Remembrance in Liverpool	£200
3. To promote and organise County Standard Bearers competition.	Ongoing	All	The number of Standard Bearers attending training and taking part in Competition	£1000 to include Hire of Hall, SB Travel Expenses

## 2.4 MEMBERSHIP, RECRUITING AND LEGION IN THE COMMUNITY

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. Continue to support Branches in recruiting new members	Ongoing	County Committee, MSO	New members recruited at Branch level	Nil
2. To continue to develop Branch affiliation with Youth Organisations	Ongoing	Branches, CC, MSO	Increase the number of affiliated units	Nil
3. To continue to carry out LIC events to include: Southport Air Show Armed Forces Day County Membership Roadshow	Ongoing	MSO, CC	Attendance at the events, information passed to beneficiaries and public, Members recruited and Fundraising achieved	SAS £800 AFD £200 CMR £600

## 2.5 TRAINING

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. Provide membership training programme	Ongoing	MSO, CTO	Provide membership training	£550
2. Promote and provide Standard Bearer Training to culminate in Competition.	Ongoing	MSO, CTO, PM, CC	The number of trained Standard Bearers in the County and amount of competitors at Competition.	Included in 2.3.3
3. Seek to appoint County Training Officer	ASAP	CC, MSO	Appointment of CTO	nil
4. Encourage members and officers at Branch and County level to attend training courses	Ongoing	CC, MSO	Training courses attended	Head Office budget

## 2.6 ADMINISTRATION AND FINANCE

Objective	Target date	Responsibility	Key Performance Indicator(s)	Budget estimate
1. Continue to press for Direct Debit and Gift Aid in support of National Policies	Ongoing	All	Increase in DD and Gift Aid	nil
2. Support Branches in sustaining their continuance by offering advise and help to Branch Committees	Ongoing	MSO, CC	Continuance of Branches in the County	nil
3. Provide County support to Branch events held in the Community	Ongoing	MSO, CC	Use of County Recruiting Gazebo at Branch events	£150
4. Continue to provide high level professional PR coverage of Branch and County Events	Ongoing	CM, MSO, CFR, CPRO	Coverage of Royal British Legion events in local media	£150 ad hoc cost of advertising
5. Encourage Branches to sign up for BFI	Ongoing	MSO, CC	Numbers of Branches with BFI accounts	nil
6. Continue to develop use of County Website and other Social Media as a communication tool for the County.	Ongoing	MSO, CC	Useful County Website	Nil
7. Encourage maximum participation in online Branch Accounting System	TBC	All	Numbers of Branches submitting online Branch Accounts	Nil
8. To promote timely submission of Branch & Club returns.	Ongoing	All	Numbers of Branches and Clubs submitting returns on time	Nil
9. Encourage maximum use of email and internet use	Ongoing	All	Numbers of branches conducting business using email and internet	nil