

**ROYAL BRITISH LEGION  
SPAIN NORTH DISTRICT  
ALICANTE BRANCH (BR – 3475) PLAN 2021-2023**

**1. INTRODUCTION AND BACKGROUND**

Alicante Branch of The Royal British Legion (TRBL) covers an area from El Campello across to Gran Alicant in the South East, heading North to Castalla, Concentaina, Onil and Ibi. It is important to understand the growth of the Alicante Branch, in 2019 our numbers were as few as 26 our increased Membership to date has far outgrown any expectations. We are now the largest Branch in District North Spain due to our considerable recruiting efforts within the last two years. Our Membership in the main, comprised of retirees, however we are now also encouraging younger Members into the Branch and indeed some Members of HM Forces, in addition to Members that are resident in Spain, we also now have Members in UK, France, Belgium, Germany and both Northern and Southern Cyprus. However, we cannot afford to sit back, and an important aspect of Membership is retention and one we must continue to focus our efforts on to ensure the Alicante Branch offer its Membership an enjoyable, welcoming and friendly Branch, we must also ensure we assist with Membership renewals, the database created by the Chairman is key to this function. Post the Covid Pandemic we need to target the El Campello area better and we will enter into a new recruiting drive across our footprint, starting with El Campello. Spanish is the primary language, a language in which many of our members are far from fluent. It is against this background that we devise the requirements of our Plan. As at 1<sup>st</sup> October 2022, Membership is standing at: 176 Members.

The Branch is registered for the Branch Community Support Scheme, our BCS Member who has recently taken over the post will be booked onto the next available District Branch Community Support two-day course. Our Branch President has completed the Caseworker training course, however due to his other appointments within the District as Chairman and Parade Marshal he is not currently taking on any new Beneficiaries as a Caseworker. As a Branch our support towards Hospital/Home Visitors and Telephone Buddies has improved over the previous reporting period, demonstrating that the Branch take BCS very seriously, we regularly support over 100 Beneficiaries every quarter. Our quarterly BCS reports are submitted on time and are testament to the good work of the Alicante Branch within BCS.

Training of our new committee members is a priority so that we are fully compliant with the Membership Management Handbook (MMH). As a Branch we still require the following courses: Branch Management, Office 0365, Secretaries Workshop, LOMAS Course, the newly appointed Chairman will submit the training requirements to the CTO. I'm please to state that some of our committee appointments have been filled, but we have many committee posts yet to be fulfilled, this is an ongoing process however it is pleasing we are also beginning to receive volunteers to hold new appointments within the Alicante Branch, and we also have two Deputy Standard Bearers, we have also received volunteers for Telephone Buddies, so as the Chairman I'm extremely pleased by the commitment of Branch Members.

To summarise, the Branch is aware of the areas which can be, or need to be improved, and we will work hard on those areas. This Three-Year Plan is the third such plan submitted by the Branch and as such it will be reviewed every quarter by the Committee, it is very much a living document. We continue the good work started within the last period, supporting our Members and Beneficiaries and raising vital funds for TRBL Poppy Appeal in and around the Alicante footprint and indeed across the globe.

***Signed Electronically***

**L Dewson  
Chairman  
Alicante Branch**

## 2. OBJECTIVES

- 2.1 Welfare
- 2.2 Fundraising
- 2.3 Remembrance and Ceremonial
- 2.4 Membership Recruiting and Retention
- 2.5 Training
- 2.6 Administration and Finance

2.1 - WELFARE						
Objective	Target Date / Review	Responsibility	Key Performance Indicator(s)	Budget Estimate	RAG	Remarks / Evidence
2.1.1 – To encourage a member from El Campello area to volunteer for Branch Community Support (BCS) Assistant	Ongoing	Chairman BCS Member and Committee	To be fully compliant with direction from District, each Branch should have two BCS qualified personnel who are registered with District Chairman & BCS Member qualified	District budget	<b>RED: Not Compliant</b>	<b>Current BCS appointed still requires 2 day training course</b>
2.1.2 – To have a qualified Caseworker within the Branch	Ongoing	Chairman DCSC CTO	This provides an enhanced service to our Members and Beneficiaries	District budget	<b>RED: Not Compliant</b>	As Above
2.1.3 – Improve communications with beneficiaries and other support organisations	Continual	Chairman BCS Member Publicity Member and Committee	Increase in Community Support (CS) information via adverts and posters within the local community	Nil	<b>GREEN: Fully Compliant</b>	Making maximum use of Publicity, hard copy & social media.
2.1.4 – To register Branch Members for Hospital/Home Visitors and Telephone Buddies	Continual	BCS Member	This would provide an enhanced service to our Members and Beneficiaries, volunteers to be registered with DCSC	Nil	<b>Amber: Ongoing</b>	As a Branch we can never have too many HHV & TB HHV = 3 TB = 6
2.1.5 – Host a welfare and community support presentation at a Branch Meeting, presented by DCSC and CTO	Jan 2023	Chairman BCS Member and Committee	Increase awareness of BCS within the Branch which may assist 2.1.1 and 2.1.4	Nil	<b>RED: TBC</b>	Need to arrange

2.2 - FUNDRAISING						
Objective	Target Date / Review	Responsibility	Key Performance Indicator(s)	Budget Estimate	RAG	Remarks / Evidence
2.2.1 – Promote collections & fundraising during the year in order to raise the amount collected year on year	Jan 2023	Chairman, Committee & All Members	Year on year increase on previous year's Poppy Collection.	Nil	<b>GREEN: Fully Compliant</b>	<p>2019 the Branch raised € 1,958.26, a percentage increase of 76.46% from 2018</p> <p>2020 The Branch raised € 5,723.86 a percentage increase of 192.29%, from 2019.</p> <p>No figures for 2021</p> <p>2022 The Branch raised € xxxxxxxx a percentage increase of xxxx%, from 2020.</p>
2.2.2 – Develop Poppy Appeal Collection locations within the Branch footprint	Continual effort	ALL Committee	This will be reflected in the increase in donations collected – see Objective 2.2.1	Nil	<b>AMBER: Ongoing</b>	
2.2.3 - Conduct close coordination between the Branch, Castalla & El Campello Town Halls relating to fund raising for the Poppy Appeal	Continual effort	Chairman Committee	<p>Seek permission by Castalla &amp; El Campello Town Halls for a Parade of Standards &amp; Wreath Laying Ceremonies as and when required</p> <p>Permission for Street Collections in Castalla &amp; El Campello</p> <p>Branch has own monument and location to hold events in Castalla International</p>		<b>Green: Fully Compliant</b>	

### 2.3 - REMEMBRANCE AND CEREMONIAL

Objective	Target Date / Review	Responsibility	Key Performance Indicator(s)	Budget Estimate	RAG	Remarks / Evidence
2.3.1 – Training of the Branch Standard Bearer and Deputy Standard Bearers for Ceremonial Duties	Repeated annually	Chairman Standard Bearer and the three Deputy Standard Bearers	Branch Standard Bearer and Deputy Standard Bearers to be able to parade and drill in accordance with the Ceremonial Handbook	Travel & Subsistence for SB, District budget	<b>AMBER: Ongoing</b>	Next Course October 13 <sup>th</sup> 2022
2.3.2 – Raise profile of Poppy Appeal Launch	Repeated annually	Chairman Committee & All Members	Branch Standard Bearers in attendance to represent the Branch	Nil	<b>GREEN: Fully Compliant</b>	The Union Flag is now carried by the Branch Standard Bearer, and one of our Deputy Standard Bearers carries the Branch Standard
2.3.3 – Display of Standards at District Conference	Repeated annually	Chairman Standard Bearer	Branch Standard in attendance	Travel & Subsistence for Delegates who will take the Branch Standard	<b>RED: On hold</b>	Next dates to be confirmed
2.3.4 – Plan and execute a full Remembrance Parade in Castalla International in November 2023	Repeated annually at alternate locations.	Chairman & Committee	The Remembrance Parade and Service should switch between Castalla International and El Campello on alternate years.	To follow	<b>Green: Ongoing</b>	This activity will be managed between the committee but overall responsibility will be the Chairman

2.4 - MEMBERSHIP RECRUITING & RETENTION						
Objective	Target Date / Review	Responsibility	Key Performance Indicator(s)	Budget Estimate	RAG	Remarks / Evidence
2.4.1 – Support recruiting and retention membership by carrying out 4 coordinated recruitment days in different locations & at “Meet the Legion” events	Throughout	Chairman Committee	Increase in Membership numbers	Funds available from District to support such an event	<b>Amber: Ongoing</b>	
2.4.2 – Encourage all Branch Members to Recruit at least one New Members each annually	Throughout	Chairman Recruiting Members & Committee	Increase in Membership numbers	Nil	<b>Amber: Ongoing</b>	Could do better
2.4.3 – Recruiting and Retention Certificate awarded annually	Annual	Chairman Membership Secretary	Increase in Membership numbers, reward positive recruiting and retention	Print (€ 10) Frame (€ 6 approx.)	<b>GREEN: Fully Compliant</b>	No presentation in 2022
2.4.4 – Branch Recruiting and Retention Information	Four times per year	Publicity Member Committee	Increase in Membership numbers	Cost is approx. 9 euros a month and being paid for by the current Webmaster	<b>Amber: Ongoing</b>	The Branch e-Magazine will commence in March 2021 and will incorporate Recruitment and Retention articles
2.4.5 – Identify areas within the Branch footprint that could generate new members	When appropriate	Chairman Recruiting Members Publicity Member & Committee	Increase in overall District Membership	Nil	<b>Amber: Ongoing</b>	Now looking in more detail at Ibi, Tibi & Sax
2.4.6 - Maintain retention of current branch members	Throughout	Chairman Membership Secretary Committee	Ensure the branch conducts effective and appropriate events and activities to encourage branch members to maintain their membership.  Membership Secretary engage with Members direct if Membership payments laps	Nil	<b>Amber: Ongoing</b>	We have lost 91 members this year 2022  Only 2 new members

**2.5 - TRAINING**

<b>Objective</b>	<b>Target Date / Review</b>	<b>Responsibility</b>	<b>Key Performance Indicator(s)</b>	<b>Budget Estimate</b>	<b>RAG</b>	<b>Remarks / Evidence</b>
2.5.1 – Ensure all Branch Officers are trained to reach minimum standard to allow them to carry out their duties and responsibilities	Q1 & Q3 annually	Chairman	All Branch Officers able to carry out their duties and responsibilities in accordance with TRBL Membership Management Handbook (MMH)	District Budget	<b>AMBER: Ongoing</b>	Courses have been requested for new Committee Members
2.5.2 – Ensure that all Branch Officers, including Branch Community Support, are able to use O365	Annual requirement	Chairman CTO	All Officers trained in O365 in support of their role	District Budget	<b>Amber: Ongoing</b>	All Committee Members with O365 Account have either attended a District level course

2.6 - ADMINISTRATION AND FINANCE						
Objective	Target Date / Review	Responsibility	Key Performance Indicator(s)	Budget Estimate	RAG	Remarks / Evidence
2.6.1 – All minutes, reports etc. sent via email to Committee members and Branch members as appropriate and stored securely on O365	Continuous	Secretary	Reports distributed to all Committee Members and Branch Members attached the Branch Committee Meeting Minutes and also Branch General Meeting Minutes.	Nil	<b>GREEN: Fully Compliant</b>	Sent via email, Branch General Meeting Minutes also available via the Branch Web Page.  All minutes stored on O365
2.6.2 – Attendance at the Chairmen’s Seminars	To be held twice a year, once in conjunction with AMDC in January	District Committee	Benefit of networking amongst District Chairmen to discuss any problems and also to share “Best Practises”	District Budget	<b>RED:</b>	Do we want this objective
2.6.3 – Branch Financial accounts to be held on LOMAS	Training Red	Chairman Secretary Treasurer	Prompt end of year accounts and standardisation of procedures	Nil	<b>RED. TBC</b>	LOMAS held and use as directed Training still required by Chairman and Treasurer.
2.6.4 – Linked to 2.5.1 & 2 above LOMAS training for Branch Chairman and Treasurer	When appropriate / required	Chairman Treasurer	Prompt end of year accounts and standardisation of procedures	District Budget	<b>Amber: Ongoing</b>	LOMAS Accounts submitted on time as directed, Branch Treasurer and Chairman requires training and support by via CTO
2.6.5 - Create and submit Branch Bye Laws to District by December each year for review and approval	December Annually	Chairman	Produce in line with RBL direction a set of Branch Bye Laws covering the coming year, to be submitted to District by December 2022 in order to be approved.  Copy to MSO by Jan 2023	Nil	<b>Amber: Ongoing</b>	New Objective currently being developed by the Chairman and Committee

*Signed Electronically*

**L Dewson  
Chairman  
Alicante Branch**

*Signed Electronically*

**S Parkes McConnachie  
Vice Chairman  
Alicante Branch**

*Signed Electronically*

**T Horton  
Secretary  
Alicante Branch**