

OLD BASING & DISTRICT BRANCH PLAN 2023 to 2024 – THE ROYAL BRITISH LEGION BR 1890

Introduction and Background

This plan describes the proposed work of the Old Basing & District Branch of The Royal British Legion for 2023 / 2024 to support the local community, other local branches of The Royal British Legion and **Hampshire County Committee**. The branch ethos remains focused on the act of remembrance, benevolence and **practical support** in the community, encouraging a spirit of friendship, **welfare** and comradeship, support to the serving military community, Veterans and their families and fund raising in accordance with Legion Policy and guidelines.

For the Old Basing & District Branch, our primary drivers and focus is to encourage the community in the act of remembrance throughout the year, not only in November and to deliver direct, practical support to the community and other community groups.

Additional initiatives and goals may be added to this plan throughout the period.

The Branch Plan should be read in conjunction with the Hampshire County Royal British Legion Plan (date and version to follow). **The plan is to be refreshed prior to the AGM and reviewed / updated quarterly and provided to Hampshire County Committee for ratification and comment prior to their Annual Conference (usually January each year)**

OBJECTIVES:

Branch Community Support;

Remembrance including direct support to the village Poppy Appeal activities;

Fundraising;

Membership, Recruiting and Retention;

Training of branch members;

Other aims as agreed during the reporting period as agreed with the Branch Committee.

BRANCH COMMUNITY SUPPORT						
The Old Basing & District Branch of The Royal British Legion strives to support the local community, its serving personnel, Veterans and their families.						
Objective	Target Date / review	Responsibility	Key Performance Indicators	Cost	RAG	Remarks / Evidence
Communication. Improvement in the community awareness of the branch		Chairman, Recruitment Officer and committee	Increase in interest in the branch leading to improved community liaison, increased attendance at events and raised membership	Nil	Green (Ongoing)	Annual and ongoing poster campaign, Local newspaper articles, increased use of Social Media, closer liaison with other village groups.
Support the Old Basing Parish Council where possible		Chairman and wider committee	Increased coordination with the Parish Council and where possible support to their annual objectives	Nil	Green (Ongoing)	Spring Clean Up; Association Meetings; Parish Council Meeting Attendance: Plan and deliver support to the act of remembrance; Yearlong remembrance planning (VE, VJ and BoB day etc); Memorial Centenary and Branch Centenary events; RLB Centenary Events; Clean up of CWG's in the parish; General maintenance of the Remembrance Garden and memorial (gardening support); Support to other village groups who deliver community events (Gardening Club, Church Committee et al); Support to Church Fete
Support to village and community organisations		Chairman and wider committee	Wider coordination with other village and community organisations in order to improve understanding and to encourage collaborative working	Nil	Green (Ongoing)	Spring Clean Up; Fete Stand and Fete planning; Support to other village groups who deliver community events; Home visits; Scout and Guide coordination; Plan and deliver support to the act of remembrance; Yearlong remembrance planning (VE, VJ and BoB day etc); Memorial Centenary and Branch Centenary events; RLB Centenary Events; Attendance at Old Basing Fete; Support to School events.
Wider engagement with surrounding branches / villages		Chairman and wider committee	Support, liaise and cross pollinate ideas with other	Nil	Amber	Attendance at other Branch meetings; Attendance at County Conference; Memorial Centenary and Branch Centenary events;

			local branches to identify “best practice” and new ideas		(Ongoing, with further plans being developed)	RLB Centenary Events;
Wider engagement with surrounding villages which have no TRBL branch		Chairman and wider committee	Wider community engagement in order to encourage either membership of the Old Basing & District Branch or to support other villages to create their own branch	Nil	Green (ongoing)	Use community village magazines to advertise and encourage support; Use of surrounding village’s social media platforms to advertise the branch and activities; Support and delivery of the annual act of remembrance to Old Basing Parish Council and church); Support Parish Council; Support and twining with other organisations and school events; Memorial Centenary and Branch Centenary events; RLB Centenary Events.
Support the work of the village PAO and engage with PAO events and activities		All	Actively engage with the village PAO and their deputies to encourage a united Branch / Poppy Appeal Organiser (PAO) approach	Nil	Green (rolling activities and support across the year)	PAO / Deputies fully engaged with the Branch and have its full support with a opportunity to brief the latest opportunities at each Branch meeting; Branch member support to plan and execute events and fundraising activities.
Enhance the branch media plan		Chairman and committee	Increase in the range of media used to include village magazines, local newspapers, social media and local radio	Nil	Amber (Ongoing with further plans being developed)	Advertisement of events, activities and achievements. Note: dedicated Media Officer post not yet filled which is directly limiting development of this work flow
Deliver quality events and social activities for the village by the branch ensuring such events remain within the ethos and rules of TRBL		Chairman and committee	The delivery of successful and safe events which achieve positive feedback from the community and raise funds where applicable and to increase the social element of the branch	Social events funded by those attending	Green	In accordance with the branch diary and planning assumptions; Memorial Centenary and Branch Centenary events; RLB Centenary Events; VE /VJ Day events; BoB Day; Waterloo Day and Supper Night; Church Fete; Bike Nights.
Conduct at least 3 branch outings during the year		All	Conduct at least 3 branch outings to local (maximum travel time of 1 hour) to encourage comradeship and friendship	Self-funded by those attending	Amber	War on the Tracks; Army Aviation Museum; Village at War; Watercress Line; Hampshire Regiment Museum; Sandford Memorial; Victory Park.

REMEMBRANCE						
The Old Basing & District Branch of The Royal British Legions intent is to deliver dignified and appropriate acts of remembrance throughout the year.						
Objective	Target Date	Responsibility	Key Performance Indicators	Cost	RAG	Remarks
Ceremonial. Plan and deliver support to the Parish Council act of remembrance at St Mary's Church in November.	November 2023.	Chairman, Parade Marshall and committee	Delivery of efficient and safe acts of remembrance through the year and not only in November	£...	Amber	VE/VJ Day; BoD Day; Waterloo Day; Field Trip to Ypres
Support to village groups throughout the year specifically in October and November		Chairman, Parade Marshall and committee	Closer coordination with village groups, focusing on village schools, Scouts and Guides in order to explain the significance of remembrance and the wider RBL	Nil	Amber	PoC established at the School. Support to other organisations and Youth Groups; PoC established in the Guides and Scouts.
Support to Parish Council and County events as appropriate		Chairman, Parade Marshall and committee	Attendance by the Parade Marshall, Standard Bearer and other branch members at external ceremonial	Nil	Amber (Ongoing)	County events; Branch, Memorial Centenary Planning; RBL Centenary Planning; Hampshire events and November Remembrance

FUNDRAISING						
The Old Basing & District Branch of The Royal British Legions intent is to conduct appropriate and focused fundraising for both the Poppy Appeal and Branch throughout the year.						
Objective	Target Date	Responsibility	Key Performance Indicators	Cost	RAG	Remarks
Conduct close coordination between the branch and village relating to fund raising for the Poppy Appeal		Chairman, PAO and Committee	An annual increase in the amount raised for the Poppy Appeal and the incorporation of “all year round” collecting	Nil	Amber	PAO to lead with event planning supported by all the branch members.
Coordination with wider village and community organisations in order to identify year round fund raising activities		Chairman, PAO and Committee	An annual increase in the amount raised for the Poppy Appeal and the incorporation of “all year round” collecting	Nil	Amber	Year Round Collection Buckets TBC Businesses; Sponsored Events, Biker Nights.
Conduct at least 2 branch fund raising events throughout the year		All	Increase in branch fund raising in order to fund branch requirements and to enable a donation to be made to the Hampshire Welfare Fund ensuring TRBL ethos and standards met	Nil	Amber	Biker Nights; Easter Fete; Ad hoc as possible and within the bounds of RBL National guidance.

MEMBERSHIP, RECRUITING AND RETENTION						
The Old Basing & District Branch of The Royal British Legions intent is to continue to recruit, retain and encourage wider membership of TRBL.						
Objective	Target Date	Responsibility	Key Performance Indicators	Cost	RAG	Remarks
Continue to increase branch membership from across the village and wider community	Ongoing year-long tasks	Chairman, Recruitment Officer and committee	Steady and manageable increase in branch membership numbers. Encourage existing branch members to recruit branch members from their friends and family	Nil	Amber	Membership continues to rise at a manageable level.
Maintain retention of current branch members	Ongoing year-long tasks	Chairman, Recruitment Officer and committee	Ensure the branch conducts effective and appropriate events and activities to encourage branch members to maintain their membership	Nil	Green (Ongoing)	Benchmark figure is to have fewer than 5% of members leaving in any year
Conduct a focused media campaign in order to encourage new members to join the branch and TRBL	Ongoing year-long tasks	Chairman, Recruitment Officer and committee	Utilisation of local and county media, including social media, to encourage new branch and TRBL membership	Nil	Amber	
Encourage new members to apply for membership on line	Ongoing year-long tasks	Chairman, Recruitment Officer	Increase the number of new members who join on line in order to cut costs and time	Nil	Green	Successful trial completed and all new members will be enrolled on line.
Provide a working event programme to County by the end of Q1 each year	March 2024	Chairman	In order to ensure branch events are compliant and covered by TRBL ethos	Nil	Amber, ongoing	Ongoing and to be completed by March 2024. and passed to County for comment and awareness
Advertise branch events to other local RBL branches to encourage cross pollination and mutual support	Ongoing year-long tasks	Chairman	In order to encourage closer working relationships in line with the County Grouping Plan	NIL	Green, ongoing,	Initial focus on (List) Branches.

TRAINING						
The Old Basing & District Branch of The Royal British Legions intent is to develop its members through structured and relevant training events.						
Objective	Target Date	Responsibility	Key Performance Indicators	Cost	RAG	Remarks
Ensure the branch Chairman, Vice Chairman, Secretary and Treasurer as a minimum attend annual RBL County training courses		Chairman	Ensure key committee members are trained and therefore suitably qualified to hold their post ensuring TRBL standard and requirements are met and where possible excelled	Nil	Green	Branch Management Training to be arranged for Chairman, Vice Chair, Secretary and Recruitment Offr. All current committee members have undertaken and completed County provided training (Branch Management, General Committee and Treasurer training) with a number of additional members also trained in order to provide some form of committee resilience and check/balance.
Offer Branch Management Training to other branch members		Chairman	Encourage wider branch membership to undertake formal RBL County training in preparation for assuming committee posts	Nil	Green	One day Branch Management Course to be undertaken by branch members with further training planned once possible via County.
Provide training for the branch Recruitment Officer, Welfare Officer and Community Support Representative	Ongoing, year-long tasks	Chairman	Encourage post holders to undertake formal training in order to ensure compliance with TRBL requirements	Nil	Amber	Tied to County Training Officer providing dates and course space allocation.

OTHER AIMS						
The Old Basing & District Branch of The Royal British Legions aims and intent not covered by the previous categories.						
Objective	Target Date	Responsibility	Key Performance Indicators	Cost	RAG	Remarks
Hold a planned and structured AGM each October/ November	November 2023	Chairman and Secretary	Hold an AGM each October/ November in order to vote in new committee members and branch officials, review the branch Bye Laws and Branch Plan	Nil	Green (Ongoing)	
Submit MS1 paperwork in a timely manner	October/ November 2023	Secretary	Following the AGM, the Branch Secretary is to submit the completed MS1 to County in accordance with County timelines	Nil	Green (Ongoing)	Key factor in securing a vote at the County and National Conferences. 2023 MS1 to be submitted as per RBL direction
Submit the End of Year finances in a timely manner	June 2024	Treasurer and Auditor	Ensure the accurate and timely submission of the branch End of Year finances in accordance with County timelines	Nil	Green (Ongoing)	2023 finances submitted to the satisfaction of the RBL on time and a full and accurate reflection of branch finances.
Expand and enhance the use of social media	June 2024	Chairman and all branch members	Encourage the use of our current social media platform and seek out other opportunities to promote the branch and wider RBL on other platforms	Nil	Amber (Ongoing)	Branch Facebook Page is hosting over 177 members and is used daily; Add other Groups as required.
Promote and support the County Grouping Plan	Ongoing	Chairman and committee	Encourage attendance and support to the County Grouping Plan and identify branch representatives	Nil	Green	Attendance made at all County North Grouping meetings in 2023 and future attendance to be made at future meetings.
Attend County and National events		Chairman and committee	Encourage attendance at the County and National Conferences and events and provide feedback to the branch	Nil	Green	Attendance made to the Jan 2024 Hampshire County Conference.
Create and submit Branch Bye Laws to County by December		Chairman, Vice and Secretary	Produce in line with RBL direction a set of updated		Green	Submitted to MSO and County Chairman on the 28 th December 2023

each year for review and approval.			Branch Bye Laws, to be submitted to County via the MSO by December 20.. in order to be approved by County Conference (Jan 20..)			
Create a "Branch Plan" by December each year for review and agreement		Chairman, Vice and Secretary	Produce a draft Branch Plan covering 20../ 20.. activities and aims, to be reviewed and updated quarterly. To be provide to the County Chairman for comment by December 20.. for review prior to the County AGM in Jan 20..		Green	Completed in v1_1 (this document) and passed to the MSO and County Chairman on the 28 th December 2023