

RBL Cornwall County Central Branch

Management Plan 2008 – 2011

GENERAL

1. This Branch Plan covers the 3 years commencing 19 January 2008.
2. It is produced in support of the Royal British Legion (Cornwall County) Corporate Plan and has prime intentions of improving retention, recruiting and welfare work in the Branch and to further increase the record Poppy Appeal results. This will be done in conjunction with the Group/County organisation.
3. It is also considered essential to maintain and further enhance the high reputation enjoyed by the Royal British Legion within the County.

AIMS

4. To increase the recruitment of new members by 10% per annum.
5. To encourage the retention of Branch Members including transfer of established Members from other Branches in the county.
6. To facilitate transfer of Branch Members to other Branches within the County.
7. To enable Branches to become a Sub-Branch of the Central Branch if/when required.
8. To investigate opportunities for fundraising for the Poppy Appeal within Branch membership.

ACTIONS

9. The respective Branch officials with responsibilities under the plan are to brief the Committee when required at each management meeting.
10. The Branch Committee will review progress annually in October and report to the Branch Membership by newsletter/e-mail before the Annual General Meeting in November.

RETENTION

11. Historically, the main losses of membership during the renewal period are due to Members being non-DDSP registered. The Central Branch will continue to only accept new membership applications which are DDSP linked but a facility will be made available to allow a limited number of members to pay annual subscriptions in cash (established members transferring from other Branches).
12. It is generally accepted that people want to belong to an organisation that is perceived as successful, dynamic and represents their aims and aspirations. This Branch endeavours to foster this image of the Legion through its communication with its membership. It is however, incumbent upon the Branch to follow the procedures laid down in the Management Handbook on the admission of new members and they will have “the significance of joining the Legion and the commitment that is involved” impressed upon them. [Target date: ongoing]
13. The Branch will provide information on the County Website with the aim of keeping the membership informed of current developments at National, County and Branch level.

14. The Branch Committee will investigate the use of Internet and e-mail facilities as a prime means of providing modern means of two-way communication. [Target date: 2009]

RECRUITMENT

15. To continue efforts via visits to military establishments within the county to achieve greater, positive, publicity for the Legion. [Target date: ongoing]

16. To extend the footprint by increasing contact with civilian organisations. [Target date: ongoing]

17. To approach members of those Branches/Clubs which disband for individual membership or adoption as sub Branch. [Target date: ongoing]

18. To involve the Branch network to a greater degree in targeting potential members in the county area. [Target date: ongoing]

WELFARE

19. The Branch Welfare Officer will work closely with the County Manager in order to facilitate a welfare function within the Branch. [Target date: Ongoing]

POPPY APPEAL

20. The Branch Poppy Officer will work closely with the County Fundraising Officer in order to facilitate a Poppy Appeal function within the Branch. [Target date: ongoing]

RESOURCES

21. The Branch Officers will use Internet facilities as a prime form of communication and harmonious interaction with the County Management Board and permanent staff.

FUNDING

22. The Branch currently has limited access to funding through its membership. In order to enable realistic accounts and budget plans to be established the Committee will explore all avenues of fundraising. Minor expenses can then be addressed without concerning the CMB.

Bob Davidson

R G Davidson
Chairman
Cornwall County Central Branch

24 January 2008

Proposed: Naylor

Carried

Seconded: Hocking