

The Royal British Legion North Yorkshire County County Plan 2011- 2014

Below is the broad outline of plans that will help ensure that North Yorkshire RBL meets the needs of its membership and the wider ex-service community.

1 Welfare

- 1.1 To work in conjunction with the CM/CWO to ensure that voluntary caseworkers receive all the training & back-up they require and assist with the recruitment of new volunteers.
- 1.2 To continue to work with other ex-service, voluntary sector and government agencies & encourage them to join the welfare committee.
- 1.3 To encourage branches, where financially able, to contribute to County Welfare a/c.

2 Membership

- 2.1 To maximise DDSP in all branches to help with the retention of members & promote gift aid
- 2.2 To encourage all eligible branches to adopt the Branch Funds Initiative
- 2.3 To hold 3 seminars each year for branch officers. Each one to be held at a different location to maximise attendance in each area.
- 2.4 For all branches to liaise with their local Riders Branch for mutual support

3 Recruiting

- 3.1 To train and support a county recruiting team that covers all group areas and identifies those events which best suit our recruiting drive.
- 3.2 To support 2.1 which is the most successful way of retaining members

4 Training

- 4.1 All branch officers to complete the appropriate national course within 1 year of taking office.
- 4.2 All branch committee members to attend county 'in house' training courses.
- 4.3 To secure accreditation to award National Training Certificates

5 Fundraising

- 5.1 To train 4 group based Poppy Appeal Co-ordinators to support CPAC & CFR, and set up a steering group to look into redefining PAO areas to take into account the changing demographics of the county. Ensuring that all areas are covered and that volunteer time is managed efficiently to maximise the potential of the collection.
- 5.2 To encourage and support branches in local fundraising initiatives for both the general & benevolent funds

6 Ceremonial

- 6.1 To hold 'in house' training for both branch standard bearers & parade marshals.

7 Events/LIC

- 7.1 To continue to support and provide cover at the Great Yorkshire Show.
- 7.2 Encourage branches to support all relevant events to keep the Legion at the heart, and in the minds, of the local community
- 7.3 To host a County Poppy Appeal Launch.
- 7.4 To plan for 90th Anniversary in 2011

8 Clubs

- 8.1 To help maximise their potential and encourage all to adopt the latest club rules.

9. Amalgamation

- 9.1 To complete the amalgamation of North Yorkshire with the East Riding of Yorkshire to form North and East Yorkshire County.

All measures to be taken in line with Legion policy and in support of the Corporate Plan