

**NEWSLETTER
2010
COUNTY OFFICE CUMBRIA & ISLE OF MAN**

Registered Charity Number: 219279



Welcome to the County Office Winter 2010 Newsletter. If you have any items for inclusion in the diary section of future newsletters please contact Una Bell, CMA at County office on 01539 734411



Christmas Office Closure

Please note that the County office is open on December 24 (Christmas Eve). We close on Xmas Day December 25 and re-open for business on Tuesday January 4th 2011.

AGM – Cumbria County AGM scheduled for December 4th was cancelled due to poor weather conditions. A re-scheduled date will be sent out as soon as we are notified.

A Message from the County Manager

Ladies and Gentlemen, this has been another very interesting year (1st October 2009 -September 30 2010). Whilst we have driven down excessive welfare spend in Cumbria by over £170k this year we have still spent £621,204 on clients in the Area. This is down a third on the previous year because we were not getting the referrals in we would have liked. However, we are still almonising for outside funds at 84% (the National TRBL average is circa 35%) and we completed 1066 cases. So, workload and almonisation up, referrals and spend down. This is in part due to a change in policies and procedures instigated by Head Office where we now refer some cases on to other organisations such as statutory bodies who now take responsibility for making Disabled Facilities Grants where we used to. EPV's (electric powered vehicles) are our number 2 request and we are seeing a lot more assistance required for debt relief , repairs & maintenance to properties and an increase in food and clothing grants.

Amanda Lean and Carole Knowles our CWO's and myself have given 20 talks this

year to clubs and organisations to increase awareness of the Legion and our CFR Alan Whitmore has given an interactive presentation to 19 local primary schools, 2010 pupils and 115 school staff resulting in an increase in 12 poppy boxes placed and a better understanding of our services locally. All 19 schools pledged to Grow the Poppy aiming for every pupil and staff member to buy and wear a poppy this year.

As a result the very successful media coverage for the Golden Poppy Ride I hope to be able to report an increase in referrals for the next Newsletter. We set up trade stands throughout the County at partner AGMs and we have identified Prisons as a potential source of referrals from soon to be released offenders. At HMP Jurby on the IOM following a meeting on Veterans in Custody a discussion with staff led to one of our 90th IOM planned events– the kayaking prison officers.

We currently have 48 active welfare caseworkers in Cumbria and 11 on the IOM. All bar two are now CRB cleared to an Enhanced Level and we are fortunate to have 16 SSAFA caseworkers who work with us in Cumbria & 1-2 on IOM. We have 4 new caseworkers awaiting the 2 day induction course which will take place on January 15/16 2011 in Cumbria and we are delighted to have signed up John Woodcock MP for Barrow in Furness as a new caseworker, not only is this a first to have an MP helping us in this way, I believe he also takes the crown as our youngest Volunteer caseworker.

There have been no new caseworkers put forward on the IOM this year.

CMS (case management system) the electronic Form A is still not fully operational throughout the Legion, whilst several of us have received training on it we await further instructions so please continue to use the handwritten form A until further notice.

Thank you all for your continued support of our welfare work in Cumbria and the IOM. From us all in County Office Have an enjoyable Christmas and a very Happy New Year.

A handwritten signature in black ink that reads 'Karan Herrington-Howell'.

**Karan Herrington-Howell
County Manager TRBL
Cumbria & Isle of Man**

Poppy Support Training Day(s) 2011

The Cumbrian Poppy Support Training Day will be held at Warwick Mill Business Village, Brampton on Thursday May 5th 2011. This will hopefully be a great day for meeting with your fellow TRBL and SSAFA caseworkers, PAO's, staff from County Office, Branch members and one or two surprises! There will be mandatory update training seminars for caseworkers and poppy appeal organisers, workshops and break-out sessions. We have a dedicated car park for 250 cars and some great catering lined up. So do please join us – further details will be sent out nearer the time.

The Isle of Man Poppy Support Training Day will be on Saturday May 7th at the Manx Museum in Douglas with mandatory welfare caseworker training and workshops followed by a super buffet lunch in the Bay Cafe. PAO's and Branch members will be invited as well as several partner organisations we have been privileged to work with again this year.



2010 Poppy Appeal Launch

Over the weekend of - October 23/ 24 the Golden Poppy Ride took off with members of the Riders branch riding their motorbikes around Cumbria visiting 16 Legion Branches with a real golden poppy commissioned from a Kendal silversmith worth £1k to show to the press at each stop. Branches supported us with accommodation, refreshments, raffles and by inviting Mayors and VIP's to greet us. At the end of the 2 day ride the actual winning ticket for the Golden Poppy was drawn by John Woodcock MP Barrow in Furness in a competition organised by the CN newspaper group on our behalf

Of note is that the Poppy Appeal Launch for Cumbria this year actually raised money for the first time instead of an expenditure only cost. This was down to money donated to us on the way around the region over the weekend of the Golden Poppy Ride by Town Councils and TRBL Branches who put on refreshments, raffles and invited the public along and raised money in this way. The amount donated (not through poppy boxes) was £3,888 all of which went to the Cumbrian Poppy Appeal.

Poppy Appeal Statistics

By November 30th 2010 Cumbria had banked £259,356.90 and IOM £55,996.64.

Returns have to be in officially by December 12th so there is still time for these figures to increase. Final statistics will be available for the Spring 2011 Newsletter.

Media Coverage

At the Chamber of Commerce Summer Lunch in June I was fortunate to meet on the TRBL trade stand a Director from the CN Newsgroup of Cumbria. In a joint venture operation we devised the marketing campaign for the Golden Poppy Ride which gave us media coverage in 57 separate ways, newspapers, the internet, local radio and a 22 page supplement on the work of the Royal British Legion. This would have cost us £24k – we got all of this spanning 3 months from September to November for the sum of £1,750 which is all we had in the marketing budget. 80 businesses who advertised in the Supplement gave 10% of the advertising fee to the Appeal. This is the first time the Poppy Appeal Launch in Cumbria has made an income as traditionally it has been an awareness only event. £3,888 in donations was banked into the Cumbrian Poppy Appeal over the Golden Poppy Ride weekend.

Tony Parrini has spoken to the local radio on behalf of the Legion on several occasions during the last few months including a 20 minute live interview to BBC's Sally Moon on October 24th following the Golden Poppy Ride.

Branches / Membership

The Riders Branch made 10 new members over the weekend of the Golden Poppy Ride. Great achievement! TRBL Branches if you have any Diary dates you wish to share with others please contact the County office and we will include them in the Spring issue of the Newsletter.

Remembrance Events November 2010

The County Manager attended three very enjoyable events on behalf of TRBL over Remembrancetide: An excellent Remembrance Concert at the Coronation Hall in Ulverston on October 22 organised by Cllr Norman Bishop-Rowe. The Remembrance Service at Rusland Parish Church on November 7th and the Festival of Remembrance at the Royal Albert Hall on November 13th. The County Secretary attended the Remembrance Service at Kendal Parish Church on November 14th and Mr Tony Parrini, Carlisle and Stanwix branch attended the Remembrance service at Carlisle.

90th Anniversary Events

As we approach our 90th Anniversary in 2011 our 90th working committee are planning 2 main events in Cumbria.

The Moonlight Serenade Orchestra Concert, a Big Swing Band who will play a medley of Glenn Miller hits to be held at the Sands Centre Carlisle on Saturday May 28th. Tickets are available from the box office tel: 01228 625222 or online at: www.thesandscentre.co.uk. £17each
Concessions £15.



The second event is a Sponsored Poppy Walk to be held on June 26th at the Greystoke Castle Estate. So if you're a keen walker its time to put your boots on to support this 90th event by contacting County office for a registration pack.

If any individuals or Branches wish to take part in the Head office initiative of The Great Poppy Party Weekend over 10, 11, 12th June we have a few brochures left in County office or you can download a copy from

www.thegreatpoppypartyweekend.org.uk.

Poppy Party Packs are available at a cost of £15.00

The Isle of Man 90th Anniversary events include :

"The Angel and the Fallen Concert" with secondary schools and the public school taking part at the Villa Marina, Douglas on 11/11/11.

All island schools art competition to design posters for the concert

A link with a suitable show at the Gaiety Theatre, Douglas (date to be confirmed)

Round island Kayak Challenge by two HMP Jurby prison officers (dtbc)

90 laps for the 90th of Ramsay Lake in a row boat (dtbc)

90 laps of the TT race circuit by Steve Ferguson (Mum Hazel is one of our dedicated welfare caseworkers) (dtbc)

Parish Walk around the island (1000 participants expected) (dtbc)

New Special TRBL 90th Legion beer being brewed by a Local Brewer. (dtbc)

Local town authorities considering 90th flowerbeds (tbc)

New Caseworkers

We are always pleased to hear from people interested in becoming a Volunteer Welfare Caseworker. We are currently in need of caseworkers in Workington, Whitehaven, Keswick and Cockermouth.

If you know of anyone who may be interested, someone who has patience, who can listen sensitively, write a clear report without judgement and is IT literate and has transport please ask them to telephone the County Office on 01539 734411 and speak to the County Manager or a County Welfare Officer.

Date for your Diary

Ex Service Personnel Pensioners Christmas Party

**KELLS ROYAL BRITISH LEGION
HILLTOP ROAD
KELLS**

**FRIDAY 17TH DECEMBER
1930 hrs for 2000 hrs start.
ENTERTAINMENT plus PLATED
BUFFET**

**OPEN TO NON SERVICE PENSIONERS
(£4.00 for non Service Pensioners)
Proceeds to Forces Charities.
Interested please contact the Branch or
telephone 01946 824600**