

# The Royal Engineers Association

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Patron: HER MAJESTY THE QUEEN



REA/A/1/3

President REA  
CEO REA  
All Group Directors  
All Deputy Group Directors  
All Group Secretaries

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01 April 2022

## **MINUTES OF THE 38<sup>th</sup> MEETING OF THE RECRUITING COMMITTEE HELD ON ZOOM ON WEDNESDAY 09<sup>th</sup> MARCH 2022**

### **Present**

Lt Col C James RE  
Mr K Kirk  
Maj (Retd) IL George  
Maj (Retd) R C A Macgregor MBE TD VR  
Capt D Bell  
Mr A Brown  
Mr M Payne BEM  
Mr R Bardsley  
Mr A Scholey  
Mr M Forder  
Lt Col (Retd) J Rawlings

Chair  
CEO REA  
Operations Manager – Secretary  
NI & Scotland Group  
South Wales Group  
Southern Group  
Central Southern Group  
South East Group  
North Midlands Group  
Eastern Group  
East Anglia Group

### **Serving Corps Observers**

WO2 (SSM) Tuilovoni  
Cpl Tyrell

1 RSME Regt  
1 RSME Regt

### **Apologies**

Lt Col (Retd) F Holman OBE  
Mr J Hawley  
Mr P Dineley  
Mr GF O'Shea

South Midlands Group  
North West Group  
North East Group  
London Group

1. The Chair opened the meeting by welcoming those present. She thanked those attending for giving up their time so freely. The Chair extended a special welcome to WO2 (SSM) Tuilovoni and Cpl Tyrell who were the observers for this meeting.
2. The Chair noted that apologies had been received from those listed above.

## **ITEM 1 – TO CONFIRM THE MINUTES OF THE 37<sup>th</sup> MEETING**

3. The Secretary said he had not received any observations on the accuracy of the Minutes and asked the Committee if they agreed that the Minutes of the 37<sup>th</sup> meeting were a true record of the proceedings; the Committee agreed. The Chair will sign the Minutes.

**Proposer: Mr R Bardsley**

**Seconder: Maj (Retd) RCA Macgregor MBE TD VR**

## **ITEM 2 – MATTERS ARISING FROM THE PROCEEDINGS OF THE 37<sup>th</sup> MEETING**

4. There were no matters arising from the 37<sup>th</sup> meeting.

## **ITEM 3 – BUDGET REPORT**

5. The Operations Manager presented the budget report for 2022 and explained that nothing had been spent so far this year and that £5,000 was still available. However, invoices for Information cards will be sent soon by Mike Payne.

6. The CEO explained that the Group accounts which are currently in Regimental PRI accounts need to be moved very soon due to Civil Service changes. The CEO is looking at different ways to do this but the best option is to give every Group a pre-paid debit card which will be controlled and audited by HQ REA. The CEO is working with the Corps Treasurer for the best route to go down and once this is confirmed the proposition will go to the Finance Committee for approval.

## **ITEM 4 – CONTACT WITH THE SERVING SOLDIER AND RECRUITING INITIATIVES**

7. The CEO discussed the following:

- Strategic review is going well and HQ REA has a new member Matt Gadd who is the Digital Marketing Analyst. He is involved with the new App and website which are progressing well and will be out later in the year.
- The CEO gave an update on the Unit & Branch Support grants.
- The CEO explained that membership is going well and the new Riders Branch has formed with 45 members.
- Google Ads grant which is for charities to spend on marketing is being investigated as the REA fit the criteria.
- The CEO discussed that the Corps SM is encouraging Branches to support Unit sports events or Corps level sport events which is giving an immediate connection with Units and Branches. The CEO is also encouraging Branches to invite serving soldiers to their events as well.
- The support given to serving soldiers participating in sport, arduous events and adventure training such as Spr Charlotte Phillis-Davis representing the Army at Jujitsu in Italy, Marathon De Sable, Salty Sappers and Jack Jarvis rowing the Atlantic. This is an area the President of the REA wants us to be more involved in.

8. The Chair discussed the following:

- It has been recognised that it has been challenging over the last couple of years engaging with new recruits at Pirbright, Harrogate and Winchester and also to present stable belts at Minley. The Chair is now aware that the REA is starting to re-engage with the training units and the following committee members briefed on the following visits that have been carried out recently.
  - Mike Payne is in contact with Pirbright and visited in November 2021 to present 94 Polo shirts to the recruits. He is also in touch with 3 RSME

- Regt reference pass off parades. Mike Payne also said the SSM at Pirbright needed more 'gizits' from Corps SM to hand out to recruits.
- The Operations Manager briefed on his visit to Winchester with the Corps SM where 13 Sappers passed out in February 2022.
  - Mal Forder discussed his visit to AFC Harrogate in February 2022 with the Chair of the Ripon Branch to see 102 Jnr Sappers pass out. The next pass off is at Harrogate is in August 2022.
  - The Chair has asked that any of the serving Corps attend pass off parades to reach out to the REA to attend with them. The Chair also asked for the Corps SM to produce a list of pass off parades that can be published to the REA. The dates need to be out there and shared. The Chair thanked the Ripon Branch for their work in linking with AFC Harrogate.

**Action: HQ REA and Corps SM**

9. The Chair discussed 'Mission Activate' in detail and highlighted the following areas.

- To link in with what the CEO REA and Chair of Trustees want to achieve in linking with the serving soldier.
- The Intent is to encourage engagement, stimulate branch growth and activate the membership of serving soldiers on the Day's Pay Scheme as well as other proposals.
- The document that covers the detail on 'Mission Activate' is at Annex B and this was explained by the Chair and the committee were asked if they had any questions.
- Mike Payne discussed that the booster award should be for local Branches and not National Branches as they get an annual grant.
- The CEO discussed the sums that that Groups and National Branches receive annually and that initially some of the National Branches struggled and that is why they have a grant. However the National Branches now seem in a better financial situation and the grants will be reviewed at the next Finance meeting.
- The Chair asked the CEO to bring this to the attention of the Finance committee to ensure that the Annual Grants and proportion are fit for purpose.
- The Chair also asked that as a Recruiting Committee, whether we require access to virtual pots of money as a reward and incentive to improve membership for the branches. If other committee members or observers do have any other thoughts after the meeting then please contact the Chair.
- The Chair asked the Committee if they thought the 'Mission Activate' idea to access virtual pots of money to activate new membership was a good idea. All the committee agreed.
- Proposal 1 is to invite the Management Committee to consider on behalf of the Recruiting Committee the following:
  - Start Up – A single payment, awarded to new branches within 6 months of forming. (£1,000 grant).
  - Activate Grant – A grant for Deputy Group Directors to deliver events within RE Units and / or the local Branch/Group Areas, for the benefit of activating the membership of serving soldiers. (2 x £250 for 'Activate' Events).
  - Booster Reward – A reward paid to every local branch for every new veteran that joins. (£25 per new member).
  - Merger Grant – A single payment, awarded to branches that merge within 6 months of merging (rare occurrence). If a branch closes and 80% of the members move across to another branch then the merger grant will be activated. (£500 on merger).

**Action: Chair and HQ REA**

- Proposal 2 is to discuss Competition ACTIVATE 2022. The mission is for Deputy Group Directors in partnership with their Group area Units to set their own goal to

activate as many memberships with serving soldiers as possible. The incentive is to energise and strengthen branch membership. The recognition will be to reward Deputy Group Directors who put together a strategy and achieve the target they have set over the year.

- The CEO REA spoke about the timelines to the next AGM - was 6 months too short and do the Deputy Group Directors feel they can set, achieve and generate activities to bring serving soldiers to the REA in that time frame? The Chair stated now is a good time to start Activate 2022 and in 6 months only a couple of visits to Units may happen but it needs to be started now.
- WO2 (SSM) Tuilovoni said contact with REA in 1 RSME Regiment did happen but to improve engagement more REA briefs, workshops and visits would be required. Cpl Tyrell noted that soldiers were given information on the REA when they joined the Corps but later on in their careers especially when they were thinking of ending their career briefings on the REA did not happen. Targeting those soldiers ending their career would be a good idea. WO2 (SSM) Tuilovoni also informed the meeting the Corps SM sent out RSM updates weekly and that this would be a way of informing the serving community through networking and engaging with the REA.
- The CEO REA stated that his aim would be to see every Regiment have a serving soldier who belongs to an REA branch and can stand up and talk for the REA to his Regiment. The Deputy Group Directors to have a serving buddy to help promote the REA.
- The Chair confirmed that after this discussion all the committee agreed that Proposal 2 be passed. The onus is now on the Chair to develop the criteria for the Management Committee to approve. The Deputy Group Directors are to produce the required strategy for the proposal and give updates when required.

**Action: Chair and HQ REA**

## **ITEM 5 – ANY OTHER BUSINESS**

10. The following was discussed:

- The CEO discussed the Group Structure of the REA and explained it was not the success he thought it would be. New Groups that now have less branches are too small and are not able to function as they did before. However most of the groups that stayed the same are functioning well and it seems the new groups in the south that do not have Deputy Group Directors are the ones that have suffered. The CEO REA has recognised the difficulties but does not want to change back to the old structure as he is aware that the reason for the change was so that all the Regiments would be involved with the REA. The CEO will carry out a review if needed but having functioning Deputy Group Directors and the right number of Branches in the Groups should resolve this. The Chair proposed that an opportunity be made for Group Directors to be briefed, updated and able to discuss the structures of the REA. This would also be a good time for Group Directors to discuss the role they have within the Group. Dates for June /July will be looked at. This could be an every other year event. The CEO REA will discuss this with the Corps Colonel.

**Action: Chair and HQ REA**

- Mr Mike Payne BEM briefed the Committee on the distribution of the Information cards - the initiative is going well and asked Deputy Directors to remind Branches that information cards are still available. The Chair thanked Mr Mike Payne BEM for the hard work he has done on the Information Cards.
- WO2 (SSM) Tuilovoni asked that if serving soldiers will be giving briefs on the REA that a standard presentation be produced so the same message can be given to everyone. The CEO REA will produce a standard presentation.

**Action: CEO REA**

- The Chair would like another meeting between now and October to see what the Group Directors have planned or achieved so far with the criteria they have been given. The Ops Mgr will arrange a suitable date for everyone.

**Action: Ops Mgr**

- The Chair then confirmed the Action Points from the meeting:
  - Dates for pass off Parades – Ops Mgr and Corps SM
  - Activate Proposals 1 & 2 taken to the Management Committee – CEO
  - Arrange interim Recruiting meeting for 14 July 2022 – Ops Mgr
  - Group Director Meeting to discuss role – Chair, CEO, Corps Col
  - Standardised REA Presentation - CEO

11. The Chair closed the meeting and thanked everyone for their hard work.

**ITEM 6 - DATE OF NEXT MEETING**

12. The date of the next meeting will be 26 October 2022 on Zoom and at Chatham.  
The extra meeting will be at 1000hrs 14 July 2022 on Zoom and at Chatham.

01 April 2022

Secretary/Operations Manager

Minutes Approved

Date

Chairman

Annex:

- A. Budget Report for 2022
- B. Mission Activate

## Recruiting Budget for 2022

### Income

| Item                       | <u>Amount</u> | Remarks |
|----------------------------|---------------|---------|
| Recruiting Budget for 2022 | £5000.00      |         |
| Total Income               | £5000.00      | A       |

### Expenditure

| Item              | <u>Amount</u> | Remarks |
|-------------------|---------------|---------|
|                   |               |         |
|                   |               |         |
| Total Expenditure | £00.00        | B       |

|                                     |           |
|-------------------------------------|-----------|
| Balance Remaining at end 2022 (A-B) | £5,000.00 |
|-------------------------------------|-----------|