

The Royal Engineers Association

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Patron: HER MAJESTY THE QUEEN



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REA/A/1/3

02 November 2022

President REA (Royal Engineers Association)
CEO REA
All Group Directors
All Deputy Group Directors
All Group Secretaries

MINUTES OF THE 39th MEETING OF THE RECRUITING COMMITTEE HELD AT CHATHAM AND ON ZOOM ON WEDNESDAY 02nd NOVEMBER 2022

Present

Lt Col C James RE	Chair
Mr K Kirk	CEO REA
Maj (Retd) IL George	Operations Manager – Secretary
Maj T Harnett	South West Group
Maj (Retd) R C A Macgregor MBE TD VR	NI & Scotland Group
Mr E Hargreaves	North West Group
Mr M Payne BEM	Central Southern Group
Mr R Doherty	South East Group
Mr A Scholey	North Midlands Group
Mr M Forder	Eastern Group
Lt Col (Retd) J Rawlings	East Anglia Group
Mr GF O'Shea	London Group
Maj (Retd) D Williams	South Midlands Group

Serving Corps Observers

SSgt J Connell	1 RSME Regt
Cpl Chapman	1 RSME Regt
Cpl Watson	1 RSME Regt

Apologies

Mr A Brown	Southern Group
Capt. D Bell	South Wales Group
Mr K Street	South Midlands Group

1. The Chair opened the meeting by welcoming those present. The Chair thanked those attending for giving up their time so freely. The Chair extended a special welcome to SSgt Connell, Cpl Chapman and Cpl Watson who were the observers for this meeting from 1 RSME Regt.

2. The Chair noted that apologies had been received from those listed above.

ITEM 1 – TO CONFIRM THE MINUTES OF THE 38th 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 38th meeting were a true record of the proceedings; the Committee agreed. The Chair will sign the Minutes.

Proposer: Mr M Payne BEM

Secunder: Maj T Harnett

ITEM 2 – MATTERS ARISING FROM THE PROCEEDINGS OF THE 38th MEETING

4. The following matters were raised:

a. Dates for Pass Off Parades:

- The Operations Manager has spoken to the Corps SM who thanked the REA for attending pass off parades at Harrogate and Pirbright. The next dates are:

Pirbright	Winchester
4 Nov 22	16 Dec 22
18 Nov 22	

- Mike Payne BEM confirmed he is visiting Hawley on 11 Nov 22 to present stable belts to the recruits and Pirbright on 24 Nov 22 with the RSM of 3 RSME Regt to present polo shirts to recruits. Mike Payne has a list of future Pass Off parades so the Branches in the Group can attend.
- The Chair and CEO discussed that attending pass off parades with the serving community will show a united front and that all Groups should have the opportunity to attend these events and be involved with the recruits and their families to inform them of what the REA does. The Operations Manager will be the central link with the Corps SM and the Groups/Branches and will send out dates and coordinate bookings.

Action: HQ REA and Corps SM

b. Activate Proposals 1 & 2 taken to the Management Committee.

- The Management Committee has approved Mission Activate and it was discussed and promoted at the AGM (Annual General Meeting).
- Graham Doherty explained the highly successful Mission Activate event held in the WOs' & Sgts' Mess at 1 RSME Regt on October Fest. This was attended by serving members and Medway branch REA members. 12 serving members took away forms to join the REA.
- The CEO and Chair agreed that the way forward was to promote Mission Activate on social media platforms, letters to Commanding Officers and information sent to Group Directors for distribution to the Branches.
- **Action: HQ REA and Chair**

c. Group Director Meeting to discuss role of Chair, CEO, Corps Col. The Chair will visit HQ REA before Christmas and discuss these points with the Corps Colonel and CEO.

Action: Chair

d. Standardised REA presentation:

- The CEO discussed and showed the presentation and explained how it needs to be updated to be kept current. At the moment it is too big for the website as a PowerPoint presentation but that will be sorted. Maj (Retd) Darren Williams asked for an updated version that when completed will be

sent to all Deputy Directors. Gary O'Shea also asked for slides not to be cluttered and consistency required. Certain slides can be locked so they are not able to be tampered with, other slides can be updated to put Group and current information on them. The chair said the brand and discipline must be protected.

Action: HQ REA

ITEM 3 – BUDGET REPORT

5. The Operations Manager presented the budget report for 2022 and explained that £488.53 had been spent so far this year and that £4,511.47 was still available. However, invoices for Information cards will be sent out by Mike Payne before the end of the year.

ITEM 4 – MEMBERSHIP OF THE REA

6. The Chair wants the committee to see the visibility of the membership and have this on the agenda. The CEO discussed the following:

- The Annual Report has the up-to-date membership numbers, but he gave a brief on current numbers and the health of branches. A table can be produced with membership information and the possibility of a heat map from SCRM.
- The Chair wants to focus the committee on the membership data which can be used for observation. However, it was felt it was not just the age of some Branches that affected attendance at meetings but also members not wanting to attend after the pandemic due to changes in their circumstances and what they now prioritise. Tim Harnett said that data would be good to see who can be targeted in their Group area.
- The Chair also discussed the Service leavers guide and changes to JPA which will capture information on veterans with reserve liability. This will also be discussed when the Chair visits HQ REA.

Action: HQ REA

ITEM 5 – CONTACT WITH THE SERVING SOLDIER AND RECRUITING INITIATIVES

7. The Chair discussed the following:

- The journey of joining the Association needs to be mapped from the beginning starting with basic training through a career and then being a veteran. A dashboard needs to be produced for this.
- The CEO discussed the equipment that has been brought with the Unit and Branch Support Grant and how successful it has been at local events. The CEO attended the March Armed Forces Day which was really successful and had 6,000 spectators with the REA stands having lots of interest.
- Maj Tim Harnett discussed events that he has attended with the Plymouth Branch. In 2019 they attended the Plymouth Armed Forces Day that had the RE Reserve, RE Field Gun crew and the veterans. With all elements of the Sapper family this went well. However last year the Corps Recruiting Team and the veterans were not together which was disjointed and should have been near each other.
- The Chair asked the Operations Manager to speak to the Corps SM reference the Corps Community matrix to see if the Corps Recruiting Team, Field Gun Crew and Veterans can work on a united front at local events.

Action: HQ REA

ITEM 6 – MISSION ACTIVATE UPDATE

8. Mission Activate had been covered during the meeting but the following was discussed:

- Message to all Groups and branches on Mission Activate.
- There was a lengthy discussion with the serving observers on their contact and knowledge of the REA. They confirm that the app would be a good asset and that soldiers should be updated on the REA during their course at Brompton. (However, 1 RSME Regt and the Medway Branch have a good rapport.)
- The CEO discussed briefings to serving soldiers and how they are best given. The CEO confirmed that briefings to Units will carry on next year and the way forward.
- For the next meeting, the Chair wants an agenda Item for exploiting individuals to the REA and finding out how they benefitted from the REA. Cpl Jack Jarvis is one avenue to go down as he has a large following on Instagram and has benefited from the REA. In addition, to tap into the expedition to South Georgia that the REA are funding with £40,000 for 130 serving personnel. This needs to be marketed and the link with the serving soldier and REA exploited.
- Maj Tim Harnett discussed the Reserves community and how they signed up to the REA when presented with stable belts. He confirmed the good link between the Commando Branch and 24 Commando, and an example was serving soldiers attend the Branch AGM and Dinner. The Chair suggested that there should be more involvement with the Reserve community especially as we have 4 Reserve Regiments, and each CO is a Group Director.
- There was a discussion on the Sapper Magazine to see if it is an effective way to collect email addresses from service leavers and to see if the Recruiting Budget can be used to pay for the Sapper magazine for Branches. However, it is noted that Gary O'Shea said this could devalue the product.

Action: HQ REA

ITEM 7 – ANY OTHER BUSINESS

9. Mr Mike Payne BEM briefed the Committee on the distribution of the Information cards and confirmed he had four more branches who have asked for cards and will wait until the end of November to see if any other Branches require them before printing. The cost will come from this year's budget. Deputy Directors to remind Branches that information cards are still available.

Action: Deputy Group Directors

ITEM 8 - DATE OF NEXT MEETING

10. The date of the next meeting will be 8 March 2023 on Zoom and at Chatham.

02 November 2022

Secretary/Operations Manager

Minutes Approved

Date

Chairman

Annex:

- A. Budget Report for 2022

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
Attending Recruiting Event	£71.68	
Info Cards	£182.30	
Info Cards	£155.65	
Long Marston Advertising Cost	£78.90	
Total Expenditure	£488.53	B

Balance Remaining at end 2022 (A-B)	£4,511.47
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