

The Royal Engineers Association

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Patron: HER MAJESTY THE QUEEN



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REA/A/1/3

08 March 2023

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

MINUTES OF THE 40th MEETING OF THE RECRUITING COMMITTEE HELD AT CHATHAM AND ON ZOOM ON WEDNESDAY 08 MARCH 2023

Present

Name	Group
Lt Col C James RE	Chair
Maj (Retd) IL George	Operations Manager - Secretary
Mr K Kirk	CEO
Mr N Gunnell	Operations Director (Des)
Mr GF O'Shea	London Gp
Mr E Hargreaves	North West Group
Mr M Payne BEM	Central Southern
Maj (Retd) R Macgregor MBE TD	Scotland & NI
Mr G Doherty	South East
Maj (Retd) A Scholey	North Midlands
Lt Col (Retd) J Rawlings	East Anglia
Maj T Harnett	South West
Mr M Forder	Eastern
Kevin Street	South Midlands
Capt D Bell	South Wales
Mr A Brown	Southern Group
Serving Corps Observers	
SSgt Flood	1 RSME Regt
Cpl Wright	1 RSME Regt

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 Flood and Cpl Wight who were the observers for this meeting from 1 RSME Regt.
2. The Chair noted that apologies had been received from Eric Hargreaves (North West Group).

ITEM 1 – TO CONFIRM THE MINUTES OF THE 39th 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 39th meeting were a true record of the proceedings; the Committee agreed. The Chair will sign the minutes.

Proposer: Gary O’Shea

Secunder: Mal Forder

ITEM 2 – MATTERS ARISING FROM THE PROCEEDINGS OF THE 39th MEETING

4. The following matters were raised:

- a. Mission Activate – Underway, however some clarification required.
- b. Branch composition data – To be released to branches.
- c. Corps Community Matrix (Forecast of events) – To be distributed.

ITEM 3 – BUDGET REPORT

5. The Operations Manager presented the budget report for 2022 and explained that £1,100.70 had been spent so far this year and that £3,899.30 was still available. The budget for 23/24 will be £5000.

ITEM 4 – MISSION ACTIVATE

6. **Summary.** Mission Activate is underway with cards being distributed and issued to perspective members on an opportunistic and planned basis.¹ Best practice is to encourage and make time for individuals to sign up immediately using the QR coded business cards and not paper copies. It has been observed that Mission Activate funds are being taken up by the veteran constituent of the REA and not the serving.

7. **Questions.** The following questions were asked regarding Mission Activate:

- a. **Major Harnett** - Can the funding process be reviewed to allow for upfront spending of the budget and not retrospective? **Action – CEO**
- b. **Kevin Street** - Where does the Mission Activate funding come from? **Answer – The recruiting budget (see para 3).**
- c. **Andrew Brown** – How is the Mission Activate “bounty” sent to grants when individuals are not recruited through a specific Mission activate event. **Answer – Branches to send the detail of the individual to HQ REA for action.**
- d. **Mike Payne** - How do we engage with new members? **Answer – Andrew Brown** No immediate engagement from prospective members does not mean failure, branches should seek to push information (email, social media etc.) to keep the idea of active membership in their minds.

8. **Remarks.** The following remarks were made:

- a. Membership of any kind is welcome, including dual membership – **Chair**
- b. The REA is seen as a veteran ‘sport’ – **SSgt Flood**
- c. The remit of the REA will expand to include briefing the serving Corps – **CEO**

¹ Ron recruited 24 personnel after delivering a brief to 39 Engineer Regiment.

d. The Families branch of Royal Marines Association's is their largest. It is an aspiration to form a REA Families Branch – **CEO**

ITEM 5 – STRATEGIC REVIEW

9. **Summary.** The website is being used and is regularly updated with events and information. However, the more content that is created from activity and events the more relevant the website will be.

ITEM 6 – SAPPERCOM.COM

10. **Summary.** The purpose of Sappercom is to allow members to share; ideas, best practice and discuss topics and issues. In order for Sappercom to work effectively on its launch date attendees are encouraged to use it and make use of the functions and find and report faults. This will allow HQ REA to make the platform as user friendly and bug free as possible. The launching of the platform will have a comms plan which will include advertising online and at the Sapper Games 3-5 July 23.

11. **Remarks.** The following remarks were made:

a. **Gary O'Shea** reported that the branding was good, however functional issues existed and zero response had been received on the feedback he provided.

b. **CEO** commented that there was an aspiration for users to have a single login to access the member's area login and Sappercom.

ITEM 7 – RECRUIT ENGAGEMENT

12. **Summary.** Since the last meeting Mike Payne has visited Minley to present stable belts and engage with family members in attendance. ATC Pirbright was also visited where hoodies were presented to recruits in week 2.

13. **Remarks.** The following remarks were made:

a. **Ron McGregor** reported that serving personnel who he had briefed were unaware that the REA funded the stable belts.

ITEM 8 - GROUP STRUCTURE REVIEW

14. **Summary.** Review ongoing regarding the future geographical and group structure. The current proposal, which is in draft, consists of 10 groups each with a group director, deputy group director and Regt liaison officer(s) (serving or veteran). It is envisaged that by the 15 April a draft proposal will be presented.

15. **Remarks.** The following remarks were made:

a. **Chair** – RFCA sites should be considered as locations for Branch meetings. However, it was acknowledged (input from **Maj Harnett**) that RFCA locations often incur a charge.

ITEM 9 – ANY OTHER BUSINESS

16. **Recruiting Material.** **Kevin** identified a requirement for up to date recruiting material and the ability for people to create their own products using standardised graphics. Funding for printing can come from the Mission Activate budget. Economies of scale are to be considered when printing. **Action – Ops Director.**

17. [Sapper Games](#) 3 – 6 July 23. PoC is Maj Rigg ([Insert email address](#)). **Info only.**

18. Corps Memorial Weekend 15 – 17 Sep 23 Calling notice will be released in April. **Info only.**

19. REA South West Group Re-dedication of Standards 19 Mar 23 - Truro Cathedral. **Info only.**

CLOSING REMARKS

20. The Chair thanked everyone for their input and attendance and reminded everyone to be inclusive in their language. The Chair thanked Iain George for his work and wished him a happy retirement.

DATE OF NEXT MEETING: 18 Oct 2023

08 Mar 2023

Secretary/Operations Director

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
Attend Recruiting Event	£71.68	
Info cards	£182.30	
Info cards	£155.65	
Long Marston Advertising cost	£78.90 £26.30	
Info Cards	£174.72	
Mission Activate events at 39 Engr Regt	£361.15	
Mission Activate Dundee Branch	£50.00	
Total Expenditure	£1,100.70	B

Balance Remaining in 2022(B-A)	£3,899.30
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