



First Annual Report & AGM

June 24th 2015





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Introduction by The Secretary

The Household Cavalry Association North West & West Yorkshire

As veterans of The Household Cavalry we are proud and privileged to be part of such a unique and historical family of exceptional people. It is also a privilege and an honour to represent The Life Guards and Blues & Royals in our local regions of Lancashire, West Yorkshire, Cheshire, Merseyside, Greater Manchester and Cumbria, and I believe every member of the committee has worked tirelessly in their respective areas to make the branch a success for all who are involved. We are laying the foundations for our comrades old and new and will endeavor to create an annual events diary, build new memberships and have fun and enjoy each other company just like the good old days.

There are many Household Cavalrymen in our region from past decades through to the present, and every month a new intake of soldiers are signing up to the regiment to start their unique journeys, some of whom have sought advice from us via social media. Its our job to be here for all the old soldiers who may benefit from getting together with old and new friends, and also our mission to ensure the young lads are aware there is a place to go when they complete their military service.

Since the rebirth of the branch in late 2013 we have experienced some challenges both internally and externally, however these have been overcome and I would say the positives far outweigh the negatives in the grand scale of things. We have had steady growth with membership, and met many new faces and some familiar ones, as well as seeing interest from recently retired Cavalrymen.

We have organised a number of events, dinners and get togethers and we are starting to see the fruits of our work with a steady cash flow emerging from several areas, including membership, web sales, and dinner ticket sales. This will only aid the success of the branch, and enable us flexibility when organising future events, and allocating funds to good causes.

Current Committee Members

President: Lieutenant Colonel The Honourable R C Assheton TD DL

Chairman Mr John McCarthy - Formally The Life Guards

Treasurer Mr Kevin Thompson - Formally The Life Guards

Secretary & Webmaster Mr Rob Mather - Formally The Life Guards

Events & Charity TBC

Membership TBC

Welfare TBC

4 man sub-committee

Mr Lenny Key Formally The Life Guards

Mr Peter Ditcham Formally The Life Guards

Mr Neil Hagan Formally The Life Guards

Mr Kev Lambert Formally The Blues & Royals RHG/D

The Branch committee has a wealth of experience both in the military and civi life, and we have many skills and resources we can utilise to help the branch thrive. There is room for additional committee members and we would recommend we recruit several members to the committee to assist in the development of the branch and to spread the work load and essentially spread the word.

We would suggest that their are new posts for a new Vice President in support of Colonel Ralph and Vice Chairman in support of John McCarthy, plus an events person to organise our annual diary, and deal with planning and organising of dinners and spring get togethers, plus remembrance Sundays and Christmas events. Kev Thompson currently acts as events with Rob Mather. It is also very essential that we strike a balance and encourage more Blues & Royals to the committee posts. Other roles up for grabs are membership and welfare.

Website activities - www.householdcavalry.net

The branch has a fully functional website which also includes an amazon affiliated shop for a range of merchandise and other products.

How does this work: At the start of the process Amazon agreed to allow us to affiliate with them and promote relevant products via our website. We created a shop based on the relevant products available, and rely on passing traffic and social media postings to get the hits to our site.

We dont hold any physical stock, as its an affiliation, so the products promoted are sold by independent UK Based companies who specialise in military products, with the vast majority being MOD Licensed merchandise.

What do we get out of it: The branch receives commission from web sales made via our online portal to the amazon site. The commission paid varies between product venders, but is approx between 4 and 10 % of actual sale price. There is also a commission threshold per month of £25, therefore unless number of products sold exceeds commission of £25, the commission is rolled over to the next month. So if we made £22 in April, this would be carried to the next month of May. If we made £30 in May then we would receive £55 on 1st August and so on.

In addition, we receive commission on any product that a user has bought via the initial link through. So a user buys a regimental tie, then click through to other non military products such as TV or kids clothes, we still take a cut of the sale.

Social Media:

We have a twitter account 1,092 followers to date and is only used to post interesting images or retweet other news from others.

We have a private facebook page with over 1400 followers which is an aid to promoting events and getting in touch with veterans.22

Branch Activity Since Spring 2014

The Household Cavalry Association North West & West Yorkshire

2014 went by like a flash, and the branch enjoyed a number of events including the spring hog roast in Lancashire, The 1st Annual Summer Ball in Warrington, plus several events to commemorate remembrance Sunday. The Hog Roast was intended to attract a number of old and new members and to charge £10 per head, however only 12 members of the branch attended plus some members of the Grenadier Guards Association, therefore this event was written off financially with the Secretary footing the cost of the hog roast services provided.

We have had a re-organisation in the committee with Dave Simpson resigning as Chairman and treasurer, and passing over the Chairman duties to John McCarthy and the Treasurer duties to Kev Thompson.

New to the Sub-Committee is Kevin Lambert and Falklands Veteran who served the Blues & Royals regiment from 1976 to 1993.

We have also recruited members Pete Corser ex Life Guard circa 1972 to 1986, Paul Derbyshire ex Life Guard circa 74-92, Anthony Wenham ex Blues & Royals circa 2001/2014 and James Wharton ex Blues & Royals.

We have a number of other confirmed member interest which will be confirmed in due course.



Branch Activity Since Spring 2014

1st Annual Dinner 2014

The annual dinner was an excellent event attended by approx. 55 veterans and family from both The Life Guards and The Blues & Royals. We also welcomed friends from The Grenadier Guards and Irish Guards local Associations.

We had some initial positive commitment from a number of ex colleagues to attend, however the reality of the attendance was much different than we had anticipated. A learning curve for future events, that we must gain solid financial commitment from members who wish to attend the dinner, as this has proven to be detrimental to the finances of our 1st dinner, with a loss made as described in the financial statement below.

New due diligence and branch processes have been implemented for the 2nd annual dinner to eliminate errors of the past, including:

- Pre booking a minimum amount of places with The Hotel with room to grow numbers.
- Proactively marketing the event across a multitude of networking platforms.
- implemented credit card payment function.
- Set up a Paypal account to manage online transactions.
- Better financial management and accountability with appointment of a new treasurer and multi banking facilities with HSBC.
- Ensuring additional fund raising such as Auction and raffle are better organised.
- No refund policy



2014 Remembrance

The Household Cavalry Association North West & West Yorkshire were asked to raise funds for a memorial plaque for a Household Battalion Soldier who was killed in the Great War, as his name had been missing for nearly 100 years from Simonstone village Cenotaph! We kindly obliged a whip round and this was the result Saturday November 8th... with Lenny Leonard Key and John Mccarthy. The branch also attended Warrington Cenotaph on the Sunday 9th November.



Branch Activity Since Spring 2014

Filey Camping & Smoker

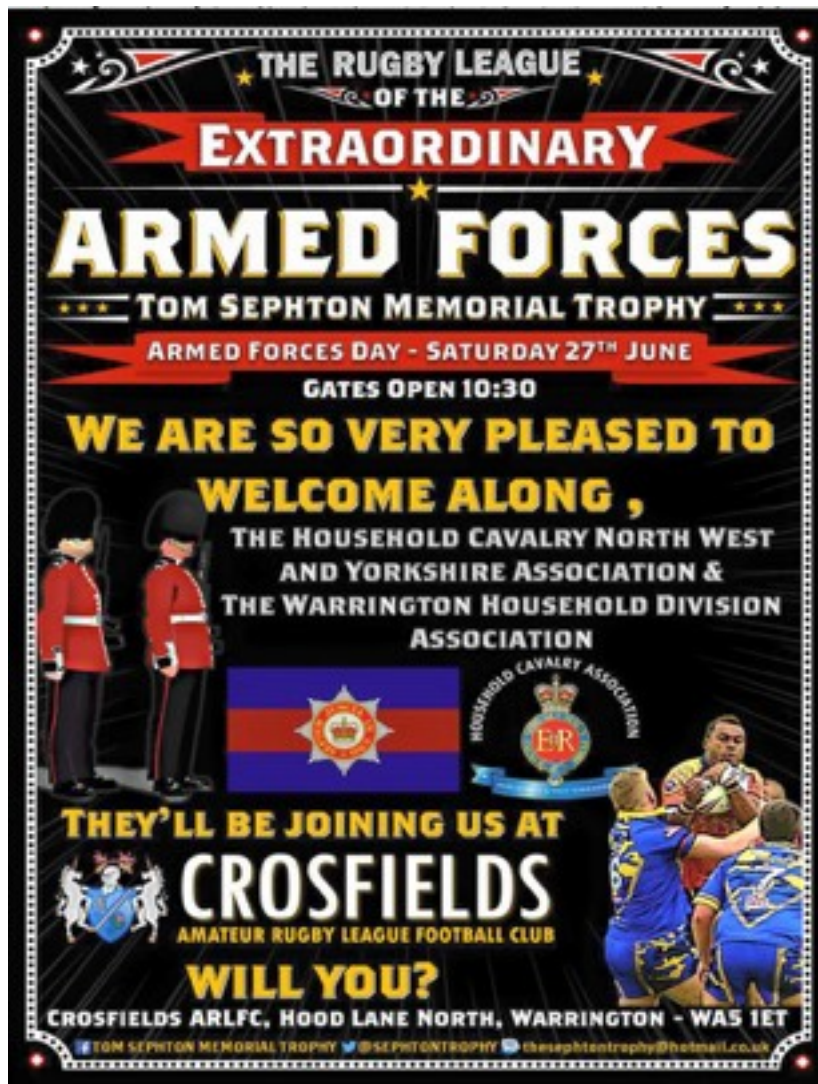
In May 2015 a number of retired Life Guards and Blues & Royals met up for a weekend to remember on the Filey coast for Camping and a BBQ. It was attended by some old faces and we all had an excellent weekend. The Event wasn't intended to raise funds, merely a opportunity to meet up with old friends from the past and to build rapport for future events.



Branch Activity Since Spring 2014

Future Events

The Branch will be represented on Armed Forces Day 27th June 2015 at The Tom Sephton Memorial Trophy Rugby League Tournament. We will be erecting a small marquee and plan to promote both the branch and the HCF.



Branch Activity Since Spring 2014

2nd Annual Dinner & Waterloo Anniversary Celebration

On 11th July we will host our 2nd annual dinner at The Thistle Hotel in Haydock and expect in excess of 60 guests including the Colonel of The Household Cavalry Regiment Denis James.

We have made excellent plans for the dinner this year and have various entertainment including Dancing, a comedy act by Martin Semple ex RHG/D, we have a Trumpeter and a short talk by a injured veteran.

In addition we have sourced lots of items for both the auction and the raffle and expect to have a great time and raise satisfactory funds.



**2ND ANNUAL DINNER
THISTLE HAYDOCK**

- Dress - black tie or lounge suit, ladies evening wear
- Tickets - £35 per head
- 4 course dinner - vegetarian option available on request
- DJ & disco
- Live singer
- Stand up comedian - Martin Semple RHG/D
- Live auction
- Raffle
- Discounted hotel rooms with breakfast (quote Household Cavalry when booking)
- Free parking

HOUSEHOLD CAVALRY ASSOCIATION

11 JULY 2015 | **THISTLE HOTEL HAYDOCK** | **18:30 HOURS**

Email The Secretary for tickets at secretary@householdcavalry.net or contact 07938 828284

Accounting between December 2013 to April 2015

Cash in Bank	£993.22	Current account balance as of 17 June 2015 which consists of dinner sales, and amazon sales.
Estimated Cash in Old Bank Account	£0.00	The Secretary has written to Lloyds Bank mid May 2015 to request transfer of funds remaining in the old frozen Bank Account - £500 estimate from paying in book. TBC
Cash in PayPal - Membership	£39.28	Membership payments via PayPal.
Cash in PayPal - Dinner Sales	£956.60	Credit card payments for 2015 dinner and memberships to date
Commission due from Amazon Affiliated Sales	£0.00	Further funds will be confirmed from July 1st.
Total Cash and Bank	£1,989.10	
Liabilities		
Dave Simpson	-£725.00	Dave Simpson is owed funds for covering short fall of the 2014 dinner.
2015 Dinner cost plus entertainment	-£1,949.74	
Branch total 25/04/2015	-£685.64	
2015 Dinner cost		
2015 Dinner cost - Min 55 places	£1,430.00	
Room Hire	£250.00	
Comedian	£50.00	
DJ	£250.00	
Bugler	£110.00	
Printing and Admin	£109.74	
Total Dinner Cost	£2,199.74	
Deposit Paid	£250.00	
Balance to pay	£1,949.74	
History		
2014 Dinner cost		
Annual Dinner Events Costs		
Food	£1,875.00	
Room Hire	£250.00	
DJ	£250.00	
	£2,375.00	

Prospective funds

Dinner ticket Sales - The Branch has verbal confirmations of 16 further dinner tickets and payment is pending to the tune of £560. We are working to add additional numbers to the guest list with 3 weeks to go until the event.

Raffle Sales for the dinner - We expect to sell raffle tickets and estimate a figure of £200 based on last years results. We have a number of raffle prizes to compliment raffle ticket sales.

Auction Sales - We have compiled a varied amount of exclusive and high value auction prizes and expect to generate further funds from this process.

Any other business

Q&A