



**RBL Northants County Conference 2026
Poppy Appeal Report**

Overview of the region		
date	2021	
geography	West Northamptonshire	
measures	value	percent
Sex		
All persons	425,725	100.0
Male	210,665	49.5
Female	215,060	50.5
date	2021	
geography	North Northamptonshire	
measures	value	percent
Sex		
All persons	359,522	100.0
Male	177,070	49.3
Female	182,452	50.7
Total:	785,247	13.5 %+

COUNTY FINANCIAL SUMMARY				
Figures				
	Donations	Population	sq. mi	per capita
2021/22	477,170.71	785247	912.7	£0.61
2022/23	508,807.04	785247	912.7	£0.64
2023/24	QR/Contactless: £96,139 Total: £521,225	785247	912.7	£0.66
2024/2025	QR: £5182 Contactless: £128K Total: £557,128	785247	912.70	£0.71
2025/26 YTD	£377,533 QR/Contactless £165K	785247	912.70	NA
2024/25 showed a 7.01% increase.				

CONTACTLESS OVERVIEW POPPY APPEAL 2024/25

Contactless up from £128K to £165K, no dormant devices and 2 transferred devices. Also Toucan sales included in figure.

Income trends for last 5 years

2020/2021		
Amount	% Change vs Prior Year	
227223.45	-57.62	
2021/2022		
Amount	% Change vs Prior Year	
477018.21	109.93	
2022/2023		
Amount	% Change vs Prior Year	
510452.6	7.01	
2023/2024		
Amount	% Change vs Prior Year	
521225.6	2.11	

Core income (Poppy Appeal)	
No of PAO districts	57
No of PAOs	57
No of JPAOs	6
No of DPAOs	2
No of districts managed by CFR	27
No of districts managed by FRA	30
No of DWOs	0
Highest performing area/district	Northampton
No PAOs without integral branches	20
Boundary/map issues	None
PAOs Inducted	6

Current strategy for relationship building with PAOs	Continuous engagement via calls, visits and email. Thankyou seminar this year Bucks/Oxon during March. Northants Seminar during June/July
Current strategy for replacing/recruiting PAOs	Attending as many local events in person to assist PAO's. Organising an F2F presence



ROYAL BRITISH LEGION

	where area has DWO (District Without Organiser). Use social media in areas which are DWO to contact local community groups. Ongoing encouragement of succession planning. Use of National Recruitment team in problem areas utilising National website and social media.
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Volunteer development	
Collector recruitment strategy/plans	Work with Head Of Poppy Appeal Recruitment to focus on key areas: Northampton/Corby/Brackley plus others as necessary. Conduct face to face recruitment days at local supermarkets and high localised footfall events to assist PAO's
Current thank you strategy/plans	Combined Oxon, Bucks & Northants Thank You Event TBC (March 2026). Also giving ideas to local branches on how to hold an "open evening" to invite key stakeholders to.
Current retention strategy/plans	Ongoing regular comms with PAO's to address any areas of concern. PAO's flagged as area of concern are given additional support as far as possible. Encourage more PAO's to think of succession plans and recruit deputies.

Poppy Appeal Income streams	2023/24	2024/25
Street	20,486	25,588
House to House	5387.57	27,407
Static Points	123,066	114,030
Donations/sales	219,733	171,982
Special Events	NA	NA
Wreaths	12,783	11,333
Direct	12,925	21792.77
Unallocated	39,296.64	61,182
Supermarkets Direct	64,584	80,978

Other links with	
Current Links with corporates	Barclaycard HQ
Community groups	Inner Wheel, Rotary, MU, WI, LDS, Masons
Volunteer agencies	Daventry Volunteer Centre, Northampton Uni Volunteers (both poor support). Community Action Northants (new & ongoing)
RBL talks and presentations given	Seminar TBC, 3 Counties Thank You Event Kettering in March, branch talks
Your events	Poppy Appeal, Recruitment All Year Round, Thank You Seminar, PAO Seminar
Other/New developments	Co-ran Oxfordshire Appeal and caretaking till Oxon PAM back to work.

Priority/focus areas for 2024/25 Appeal

Recruiting/Northampton PAO District:

As per usual I undertook recruiting activities in areas requiring support utilising supermarkets and other local larger footfall events. We also had 42 new volunteers via our new recruitment drive and process thanks to Anne Marie James our recently arrived recruiting manager. Each enquiry is verified by an initial call by the PARA team then is passed to me. Whilst a few people decided not to assist, the majority proved most helpful.

This year saw 6 new PAO's being inducted which included some of our larger districts (Northampton, Duston, Corby, Brackley). All new PAO's did a tremendous job and they saved us losing over £170K on the counties total on the 2025/26 Appeal.

All Year Round Project Group:

This saw the inception of the All-Year Round project group. It's aims are to find ways of increasing our income outside of the usual Poppy Appeal timeframe (March to September). Initially it is looking at products (mainly digital) and ideas to enable our PAO's and volunteers to raise additional funds. My long term goal is to get individual fundraisers to be stewarded by PAM's as many don't have the supporter journey we used to give and fall through the cracks. Also I am looking at ways/opportunities for PAM's to engage with the local business community.

Cash Counting/Processing Project:

2025 saw my inclusion within the Cash Counting/Project Team. We have been looking at many issues but the main one's are:

- **Banking**
- **New contract for replacement and ongoing maintenance of counting machines.**
- **Cash In Transit Carriers/Secure Money Pickups.**

Banking: At present there are many issues for some areas trying to pay cash via bank or Post Office. There is no one size fits all solution but after discussion and investigation it appeared that processes in place appeared to be quite robust. The issues we face, particularly for this year, seemed to hinge on poor comms from ourselves and high street banks/building societies. We are going to ensure better comms for this year's Appeal. Another issue was Post Office Cards being unreadable, I suggested we supply all PAO's with new updated cards for this year, this is being discussed by Senior Management.

Counting Machines: We have now brokered a contract to include supply and maintenance of new machines to replace the old (over 10 years old) machines. Over the course of the next 2-3 years all machines will be replaced. We have 3 new machines for use by PAO's should they require them.



Contactless/QR Codes: 2024/25 Appeal we have seen a 25% increase plus a substantial increase in QR codes and use of the Toucan App. We are also looking at ways to allocate each tin a specific QR code (similar to a seal number) this would enable PAO's to see how much raised as a combined tin total per location.

Summary

A good year in 2025 as County up by 7%. Well done to everyone who helped make this a successful Appeal. It would not be possible to achieve this without the continuing support of individuals, local community groups, the business community and last but not least our branches.