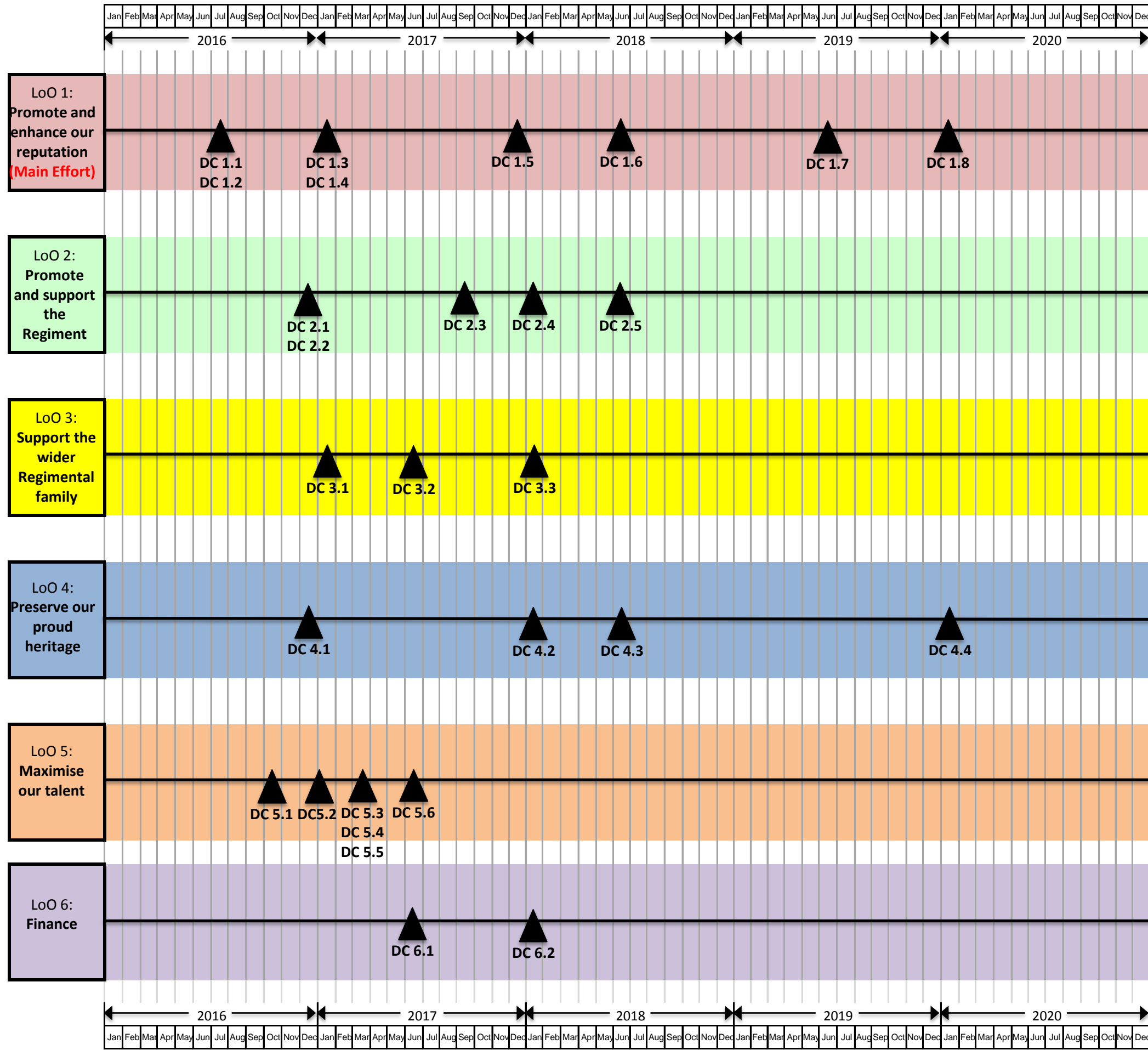


## FUSILIERS ' REGIMENTAL CAMPAIGN PLAN 2016-2020 CAMPAIGN SCHEMATIC



Regimental  
Centre of Gravity (CoG):  
***"Our hard won reputation"***

Campaign End-State:  
***"A strong Regiment, fully  
manned and stood ready to  
meet the challenges of the  
future. Proud to wear the  
Hackle, an enduring symbol of  
professionalism, family and  
fighting spirit. Forever  
England's Fusiliers."***

**Explanatory Notes:**

**Centre of Gravity:** Characteristic, capability or influence from which a nation, an alliance, a military force or other civil or militia draws its freedom of action, physical strength, cohesion or will to fight. (JDP 0-01.1, 8th Edition)

**Campaign Plan:** A campaign plan is the actionable expression of a Joint Force Commander's intent articulated to subordinate commanders through plans, directives and orders. (JDP 0-01.1, 8th Edition)

**Measurement of Effect:** Measurement of effect is defined as 'the assessment of the realization of specified effects.' Measurement of effect considers what effects, intended and unintended, have been realised- did we do the right things? (JDP 0-01.1, 8th Edition)

**Decisive Condition:** A specific combination of circumstances deemed necessary to achieve a campaign objective. (JDP 0-01.1, 8th Edition)

FUSILIERS' REGIMENTAL CAMPAIGN PLAN 2016-2020

MEASURES OF EFFECT

LoO 1 – Promote and enhance our reputation			LoO 2 – Promote and support the Regiment			LoO 3 – Support the wider Regimental family			LoO 4 – Preserve our proud heritage			LoO 5 – Maximise our talent			LoO 6 – Finance																
DC 1.1	VANGUARD readiness targets achieved and maintained	MoE 1.1.1	Collective training target	DC 2.1	Standardise image and branding	MoE 2.1.1	Compliance with Regimental orders	DC 3.1	Support delivered to Regimental family	MoE 3.1.1	UOTC camps supported	DC 4.1	Effective Governance Sustained and Enhanced	MoE 4.1.1	All museums to establish CIO status	DC 5.1	Talent managed	MoE 5.1.1	Officer and soldier talent identified.	DC 6.1	Financial resource expended effectively	MoE 6.1.1	Screening established								
		MoE 1.1.2	Individual qualifications			MoE 3.1.2	County ACF camps supported			MoE 4.1.2	Colonel Heritage representation on Boards			MoE 5.1.2	Early promotions			MoE 6.1.2	Amount contributed to other charities												
		MoE 1.1.3	Equipment availability	DC 2.2	RHQ laydown continuously reviewed law Civil Service changes	MoE 2.2.1	Review findings			MoE 3.1.3	CCF training supported			MoE 4.1.3	Collection audited			MoE 5.1.3	Honours and awards	MoE 6.1.3	Contribution of other charities to Fusilier benevolence										
		MoE 1.1.4	ECI/LSI result	DC 2.3	Regimental database effective and maintained	MoE 2.3.1	Details of all serving captured			MoE 3.1.4	Reserve support to First Fusiliers			MoE 4.1.4	Pension schemes established			MoE 5.1.4	Number of ACSC selections	MoE 6.1.4	Detailed breakdown of expenditure										
MoE 1.2.1	Administrative action	MoE 2.3.2	Details of all veterans captured			MoE 3.1.5	Regular support to Reserve units			MoE 4.1.5	Governance and Trustees Seminars attended			MoE 5.1.5	Officer selection from the ranks	MoE 6.2.1	Additional Income generated for Fusilier Fund and FAS														
MoE 1.2.2	Summary Dealing	MoE 2.3.3	Details of all engagement targets captured			MoE 3.2.1	Number of Regulars, Reserves, Cadet and Retired Offrs attending the Regtl Dinner and Cocktail Party	MoE 4.1.6	Governance Meeting Established	MoE 5.1.6	Army apprenticeship scheme results			MoE 6.2.2	Fundraising targets across the Regiment met																
DC 1.2	Disciplinary and administrative events below Infantry average	MoE 1.2.3	Discharges	DC 2.4	Regimental engagement and communications plan effective	MoE 2.4.1	Number of influence events planned and executed	DC 3.2	Regimental events supported fully	MoE 3.2.2	Number of Regulars, Reserves, Cadets, Association (ex-serving) attending Area events	DC 4.2	Regimental museums delivering an effective platform for engagement	MoE 4.2.1	Number of community engagement events held	DC 5.2	Careers managed	MoE 5.2.1	Career mapping	DC 6.2	Regimental fundraising plan effective										
		MoE 1.2.4	CDT results			MoE 2.4.2	Attendance by Regimental engagement targets			MoE 3.2.3	Number of Regulars, Reserves, Cadets and Association (ex-serving) attending major Regimental events			MoE 4.2.2	Number of intellectual/leadership events held			MoE 5.2.1	Career mapping			MoE 5.3.1	Identify targeted appointments								
		DC 1.3	Sporting reputation established and maintained			MoE 1.3.1	Major sporting title			DC 2.5	Colonel's strategy group effective			MoE 2.5.1	Membership confirmed	DC 3.3	Association thriving	MoE 3.3.1	Increase in membership			MoE 4.2.3	Recruiting activity supported	MoE 5.3.2	Targeted appointments filled.	MoE 5.3.3	Number of WTE posts secured				
						MoE 1.3.2	Army squad membership							MoE 2.5.2	Engagement plan established			MoE 3.3.2	Number of Association members attending events			MoE 4.2.4	Support Association events	MoE 5.3.3	Number of WO1 posts secured	MoE 5.3.4	RMAS representation				
MoE 1.3.3	High profile exped			MoE 2.5.2	Engagement plan established	MoE 3.3.3	Association support to the Regiment	MoE 4.2.5	Support to local Council					MoE 5.3.4	RMAS representation			MoE 5.3.5	IBS representation												
MoE 1.3.4	300 club membership																														
DC 1.4	Performance on career courses exceeds Infantry average	MoE 1.4.1	Number of distinctions and instructor recommendations									DC 4.3	Collections utilized, archived and expanded	MoE 4.3.1	Accreditation	DC 5.3	Targeted appointments filled	MoE 5.3.1	Identify targeted appointments	DC 5.4	Mentoring scheme established	MoE 5.4.1	Take up of mentoring scheme								
		MoE 1.4.2	Number of passes	MoE 4.3.2	Central RRF collection established at Bury	MoE 5.3.2	Targeted appointments filled.	MoE 5.4.2	Senior mentors 'offered up'																						
		MoE 1.4.3	Number of failures and RTUs	MoE 4.3.3	The RRF gallery in the Fusilier Museum Bury redesigned and smaller displays in other museums established	MoE 5.3.3	Number of WTE posts secured	MoE 5.5.1	QD battle rhythm adopted.																						
		MoE 1.4.4	Course vacancies filled	MoE 4.3.4	Virtual archive growth – Document Digitisation	MoE 5.3.4	Number of WO1 posts secured	MoE 5.5.2	Divisional and Regimental career management awareness.																						
DC 1.5	Deliver and maintain competitive military success	MoE 1.5.1	Cambrian Patrol gold													MoE 4.3.5	Virtual archive growth – non-document artifacts	MoE 5.3.4	RMAS representation												
		MoE 1.5.2	Operational shooting competition success														MoE 4.3.6	On line research facility established to exploit revenue generation	MoE 5.3.5	IBS representation											
		MoE 1.5.3	Army shooting team membership														MoE 5.4.1	Take up of mentoring scheme													
		MoE 1.5.4	Bisley 100														MoE 5.4.2	Senior mentors 'offered up'													
		MoE 1.5.5	International military competition participation																												
DC 1.6	Regimental representation in UKSF exceeds Infantry average	MoE 1.6.1	Volunteers attending selection								DC 4.4	Regimental museums on a financially sustainable footing and increased market penetration	MoE 4.4.1	Achieve self-funded status	MoE 5.4.1	Take up of mentoring scheme															
DC 1.7	Best deployability in the Infantry	MoE 1.7.1	Med deployability against Infantry average												MoE 4.4.2	Ticketing Income (Bury only)	MoE 5.4.2	Senior mentors 'offered up'													
		MoE 1.7.2	G1 deployability against Infantry average													MoE 4.4.3	Shop Income (Bury, and Alnwick)														
DC 1.8	Full manning achieved across the Regiment	MoE 1.8.1	Manning against liability													MoE 4.4.4	Corporate Income														
		MoE 1.8.2	Voluntary outflow														MoE 4.4.5	Increase Footfall													
		MoE 1.8.3	Cadets into Regiment														MoE 4.4.6	Education and Schools													
		MoE 1.8.4	Reserves into First Fusiliers														MoE 4.4.7	Education Packs													
		MoE 1.8.5	Number of rejoins														MoE 4.4.8	Fund raising and sponsorship													
		MoE 1.8.6	Regulars into Reserves														MoE 4.4.9	Friends and Volunteers													
		MoE 1.8.7	Retention against Inf average														MoE 4.4.10	Develop and implement a strategy and plan to ensure the financial success of the Fusilier Museum Warwickshire													
		MoE 1.8.8	Forecast inflow																												
		MoE 1.8.9	ITC(C) instructor quality																												
		MoE 1.8.10	Ability to meet recruiting targets																												
		MoE 1.8.11	Recruit wastage																												
		MoE 1.8.12	Quality of PSIs with the Fusilier Reserves																												
		MoE 1.8.13	Outflow from AFC(H)																												