



NOTICE IS HEREBY GIVEN that an EXTRAORDINARY GENERAL MEETING of THE BOYS' BRIGADE will be held virtually by video conferencing on Tuesday 10th December 2024 at 7:30pm to consider the following business:-

A special resolution (requiring a majority of not less than 75% of the votes cast by members entitled to vote at a general meeting) in the name of members representing at least 5% of the total voting rights of all members of The Boys' Brigade having a right to vote at general meetings of The Boys' Brigade (view the list [here](#)).

That, in accordance with Article 46 of The Boys' Brigade's Articles of Association, the Brigade Executive shall not be permitted to change, or cease to use in the current manner, The Brigade Emblem and The Adventure Begins Here Logo (each as defined in The Boys' Brigade's Intellectual Property Notice of January 2021), unless such change or cessation has received the prior approval of Brigade Council by ordinary resolution.

By order of the Brigade Executive

Jonathan Eales
Chief Executive
15th November 2024

All Members of Brigade Council as defined by the Articles of Association are entitled to attend and vote at this meeting or, in their absence, they may complete a postal ballot or appoint a proxy. A form will be sent to all members electronically and, if used, must be returned to Brigade Headquarters at the address below not later than 12noon on Monday 9th December 2024.

The Members of Brigade Council are: Companies, Area Groups (Battalions & Districts), Members of the Brigade Executive and Members of Regional Committees.

All voting forms should be returned to BB Headquarters at The Boys' Brigade, C/o Adeyfield Free Church, Maylands Avenue, Hemel Hempstead, HP2 4GZ

Registered Office: The Boys' Brigade, Greenwood House, Greenwood Court, Skyliner Way, Bury St. Edmunds, IP32 7GY
Registered Company No: 145122 Registered Charity No: 305969 and in Scotland number: SC038016.

Requisitioning Members' Statement

Members across our organisation have been engaged in discussions and debates surrounding BBUK's proposed changes to our emblem. However, many have felt left out of the process, as the consultation has not successfully reached or involved them. The announcement in August of potential changes to the emblem came as a surprise to most of us. Even more concerning, consultations had already been held with external partners, and a proposed new emblem had been designed—before members were convinced that changes were necessary. There is widespread concern amongst members that the decision to change our emblem, which is widely recognised both within and outside the organisation, will be made solely by the Brigade Executive. Additionally, many feel that the consultation process has not adhered to Regulation 66 of the Brigade Regulations, which requires the Executive to take into account the views of the Brigade. To address these concerns, we are proposing this motion to establish a clear process for the Executive to follow, ensuring that changes are made only with the agreement of the members. This motion creates an opportunity for all voices to be heard, promotes timely communication, and ensures that any decisions regarding our emblem are made by Brigade Council members.

Response from the Brigade Executive

The Executive's intention in undertaking the consultation in relation to its visual branding was to seek the views and opinions of members and other stakeholders on some initial proposals that the Executive had developed. The consultation process was designed to hear a range of views and opinions on any potential changes in order for the Executive to understand what the next steps should be.

Following the analysis of the feedback from the consultation, whilst there was some recognition amongst the membership that aspects of the Brigade's visual brand were in need of updating, it was clear to the Executive that further conversations with leaders on the questions and challenges around our brand identity are required, and that any changes to the visual brand should flow from this. The Executive communicated this view on 23rd October 2024, and it agrees that important decisions on the future of the key elements of the organisation's branding should only be adopted following the endorsement of its registered leaders. Changes to the language of the brand, reflected in our Vision, Mission and Values were approved by Brigade Council in 2021.

The resolution that has been put forward by members sets out that this decision should be taken by members at an AGM. The Executive is content to endorse this proposal. Beyond that, it is also of the view that before any resolution in relation to the organisation's brand is put to a vote, there is further work to do in talking to, and understanding the opinions of members. Regardless of the outcome of the resolution, the Executive will not consider putting to the membership any proposals for change to the key elements of the organisation's branding until such time it is confident it has the endorsement of the leaders.