



Our role as the England Council is

1. Ambassadorial: Promoting the work of the MS Society
2. Fostering connections with key stakeholders: Making connections with key funders or people / organisations of influence
3. Meaningful engagement with local MS communities; Reaching further and deeper into the MS community

Through our Council Chair, we also ensure key issues and information are shared with the MS Society's Board of Trustees; inputting local information into strategic decision-making processes.

The England Council is led by the MS Society's 2020 – 2024 strategy and provides feedback on strategies, policies and goals based on local and national knowledge of key issues impacting people with and affected by MS. This is achieved by working in partnership with staff to localise the strategic plan and to promote the MS Society's vision, mission and strategy.

Area of responsibility (from Terms of Reference)	Outcomes to be achieved (What difference do we want to achieve?)	What will we do to achieve the outcomes?	How will we know we have been successful?	Strategic Goal (Which strategic goal does this support?)
Ambassadorial Promoting the work of the MS Society in each nation by: <ul style="list-style-type: none"> • Attending, speaking at and/or chairing events, which could include: Living with MS days; or receptions; donor events; legacy events etc. • Participating in a range of third sector & nationwide events • Supporting staff teams to identify case studies for a range of activities 	Outcome #1 The voice of people with MS is heard by elected representatives and decision makers, donors and others Outcome #2 The role of Council member and Chair will be fully on-boarded throughout the year	Initially get to know and link up regularly with the Regional Development Officers and Regional Stakeholder Engagement Officers at the MS Society Continue to embed the role of the Council members and Chair in future meetings.	We know our Regional Development Officer and Regional Stakeholder Engagement Officers We work with them to support areas /events the Council can promote the work of the MS society at wider events in England Feedback from the Council members	



<ul style="list-style-type: none"> Promoting work being delivered to achieve the strategy, in partnership with staff teams 				
<p>Fostering connections with key stakeholders</p> <p>Helping us to meet and make connections with key funders or people / organisations of influence within each nation by:</p> <ul style="list-style-type: none"> Using own networks to support fund-raising and establish connections, such as to major donors, philanthropists, corporates and/or trusts Being "STOP MS Champions" to proactively support the Stop MS Appeal and be involved in related activities Attending fund-raising events and cheque presentations, representing the MS Society and the MS community Work with staff teams to engage with local/national influencers, establish connections with and engage key stakeholders 	<p>Outcome #3</p> <p>Key MS Society fundraising events will be supported by Council members.</p> <p>Outcome #4</p> <p>Increase membership of the England Council to enable more interactions / connections to be reach</p>	<p>We will attend key events such as the MS Walks</p> <p>We will promote fundraising opportunities through our own networks and on social media</p> <p>Recruit and on-boarded new members to England Council</p>	<p>Numbers of attendees</p> <p>Record the activity of Council Members / increased engagement with MS Society social media</p> <p>Number of new Council members</p>	



<p>Meaningful engagement with local MS communities Helping us to reach further and deeper into the MS community in each nation by:</p> <ul style="list-style-type: none"> • Support Regional Development Officers and other regional staff at “town hall” meetings. • Participating in, leading and/or supporting staff teams with delivery of a range of other events, such as: supporter days; thank you events; and/or annual achievements events • Promoting and encouraging attendance at our events (whether Council, volunteer or staff-led), with the MS community as appropriate • Raising awareness of MS services and support nationally (Helpline, MS Nurses, Befriending, Legal Advice, Benefits Advice, Moving More, Webinars, Conversation Cafes, Peer Support, Living with MS programmes, on-line tools etc.) and also what support is available for people with MS at a local level (this doesn’t have 	<p>Outcome #5 The views of people with MS will be explored on issues important to them and the MS Society.</p> <p>Trustees will be up to date with the key issues facing the MS community.</p> <p>Outcome #6 MS Society events will be better supported and our sense of community working together will be strengthened</p>	<p>Council members link with their Regional Development Officers to support the organisation of Town Hall events and identify ways to help</p> <p>Explore options for Council members to lead informal conversations with the MS community to gain insight into the issues affecting people’s everyday lives (wider than local groups).</p> <p>Obtain list / dates of key MS Society events to be held in England</p> <p>Actively support and engage with key MS Society events during the year such as the MS Walks, or events held by local groups.</p>	<p>Council members contribute to successful Town Hall events (e.g. attendance, organisation role etc)</p> <p>Completion of an informal conversation in the community / via social media. We have built a picture of the landscape for people with MS in England which we share with the Board and staff.</p> <p>Attendance by Council members at key events</p> <p>Attendance at events</p>	
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<p>to be delivered by the MS Society)</p> <ul style="list-style-type: none">• Support Regional Development Officers in the development of connections within the MS Community including: light-touch "Social Connect" groups; co-design work and other opportunities for involvement in our work.				
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