

ENGLAND COUNCIL – 2023 PLAN

Our role as the England Council is

- Ambassadorial: Promoting the work of the MS Society
- Fostering connections with key stakeholders: Making connections with key funders or people / organisations of influence
- 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: To be a meaningful link between the Board and the work of RDOs	Further get to know and link up regularly with the Regional Development Officers and Regional Stakeholder Engagement Officers at the MS Society	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 We will feedback RDO messages to the Board	

<ul style="list-style-type: none"> Promoting work being delivered to achieve the strategy, in partnership with staff teams 	<p>Outcome 2: Continue to support MS Society with national events</p>	<p>Attendance at key events and promotion in advance with our community</p>		
<p>Fostering connections with key stakeholders 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: Improve links with MS practitioners in our regions to provide additional support to those with MS</p> <p>Outcome 4: Improve information and support for carers</p> <p>Outcome 5: Improved experience for those with MS starting work, in work and leaving work through employer / network engagement</p>	<p>We will work with MS practitioners to create newly diagnosed events and events for those with MS (in progress)</p> <p>To review and work on providing additional support for those caring for people with MS</p> <p>Continue engagement with business networks, large employers and the MS Society research to develop support in this area</p>	<p>Number of events held</p> <p>New carer information available / carer events held</p> <p>Number of networks / employers engaged</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 to be delivered by the MS Society) 	<p>Ensuring we adopt a diverse and inclusive approach that recognises the different experiences of living with MS, we will reach further and deeper into the MS community in each nation by:</p> <p>Outcome 6: The views of people with MS will be explored on issues important to them and the MS Society. Key areas will be explored in advance of each council meeting with communities:</p> <ul style="list-style-type: none"> - PIP process - Employment - Carers <p>Trustees will be up to date with the key issues facing the MS community.</p> <p>Feedback to be received from the Board/Trustees on issues fed to them by Council</p>	<p>Council members to continue to lead informal conversations with the MS community to gain insight into the issues affecting people’s everyday lives</p>	<p>Council feedback on each topic at the relevant Board meeting</p> <p>MS Society engage on items fed back (either acknowledge or progress etc) to feedback to Council</p>	
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<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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