



JEC STRATEGIC PLAN 2009 TO 2011

(Objectives to drive work of General Secretary, Lobbyist/Executive and JEC Working Groups)

Vision, Mission and Values Statement

Who we are:

The JEC is an umbrella charity providing the representative voice for organisations working for the benefit of people affected by epilepsy in the UK and Ireland.'

Vision:

A society where people with epilepsy receive the best possible care and support.

Mission:

To represent the united voice of epilepsy in the UK and Ireland and to present evidence based views on the need for improved epilepsy services and influence decision makers in the health, social and education arenas.

Values:

Professional, honest, open, respectful, inclusive, welcoming, empowering, approachable, fair, accountable and operating with clarity of purpose and integrity.

OBJECTIVE	ACTION	LEAD RESPONSIBILITY	DATE TO BE ACHIEVED	COMMENTS
<p>KEY AIM ONE:</p> <p>To be an influential body able to use the collective experience of members to effect change and improvement in services for people affected by epilepsy.</p>				
<p><u>Evidence Base:</u></p> <p>1. To have up to date prevalence statistics.</p> <p>2. To publish reports into the state of epilepsy services once every two years</p> <p>3. To have an up to date epilepsy manifesto</p>	<p>Review and update current prevalence statistics and report the outcome to the Executive</p> <p>Establish project and publish report on its findings</p> <p>Review and update the JEC epilepsy manifesto</p>	<p>Treasurer/General Secretary</p> <p>General Secretary/ Executive</p> <p>General Secretary/Steering Group</p>	<p>September 2009</p> <p>July 2009 July 2011</p> <p>December 2009</p>	
<p><u>Lobbying:</u></p> <p>1. To engage proactively with Parliamentarians to ensure that epilepsy remains on the political agenda</p>	<p>Submit plans including SMART objectives for a mass lobby of Westminster in May 2009</p> <p>Establish parallel lobbying activities in other Parliaments</p>	<p>Comms Group</p> <p>Scottish, Welsh, Irish and Northern</p>	<p>March 2009</p> <p>May 2009</p>	

	<p>Maintain a register of supportive politicians</p> <p>Submit plans for a European lobby of MPs and MEPs on European research into epilepsy</p> <p>Submit plans for a lobby of parliamentarians and funding bodies in relation to epilepsy research in the UK</p>	<p>Irish members</p> <p>General Secretary</p> <p>JEC Research Group</p> <p>JEC Research Group</p>	<p>Ongoing</p> <p>May 2009</p> <p>August 2009</p>	
<p><u>Government Consultations:</u> To respond to any relevant consultations</p>	<p>Monitor publication of relevant Government consultation documents.</p> <p>Report to the Exec/Steering Group with recommendations about whether JEC should respond and how.</p> <p>Submit comments in response to consultation documents</p>	<p>Political lobbyist</p> <p>General Secretary/ Political lobbyist</p> <p>Political Lobbyist/ General Secretary</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	
<p><u>All-Party Parliamentary Groups:</u> To support the All-Party group in Westminster by acting as a Secretariat</p>	<p>Hold a minimum of three meetings per annum</p>	<p>General Secretary</p>	<p>Ongoing</p>	

To support the Cross-Party group in the Scottish parliament by acting as a Secretariat	Hold a minimum of three meetings per annum	Epilepsy Scotland	Ongoing	
To support the Cross-Party group in the National Assembly for Wales by acting as a Secretariat	Hold a minimum of three meetings per annum	All-Wales Epilepsy Forum	Ongoing	

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<p>KEY AIM TWO:</p> <p>To ensure the JEC is an effective organisation with suitable structure, governance and financial stability</p>				
<p>Finance:</p> <p>1. Core operating costs to be covered by membership subscriptions</p> <p>2. To secure £10,000 recurrent funding to allow expansion of JEC operations and areas of influence</p>	<p>Subscriptions to be reviewed annually and budget set with subs income covering core costs</p> <p>Proposal to be submitted to Executive on strategy to obtain additional funding of £10,000 for JEC work/specific projects.</p>	<p>Treasurer</p> <p>Gen Sec/One member of Exec (to be identified by GS)</p>	<p>March 2009 February 2010 February 2011 February 2012</p> <p>Proposal: September 2009</p> <p>Additional Funding: March 2010</p>	
<p>Effective Organisation:</p> <p>1. To efficiently manage day-to-day operation of the organisation</p> <p>2. To operate an effective lobbying function</p>	<p>Review management duties and submit report on administrative support necessary</p> <p>Agree objectives and contract with lobbyist</p> <p>Review performance of the JEC</p>	<p>General Secretary</p> <p>General Secretary</p> <p>Steering Group</p>	<p>December 2009</p> <p>March 2009</p> <p>By December</p>	

	lobbyist against his agreed objectives.		each year	
3. Working groups to have agreed work plans and effective communication strategy, linked to overall objectives of the JEC	Evaluate effectiveness of lobbying provision and staffing need and report conclusions to the Executive General Secretary to hold annual meeting with Working Groups to discuss work plans Work plan to be developed Work plan to be submitted	Gen Sec/Chair General Sec/ Group Chairs Group Chairs Group Chairs	December annually By January each year February each year March each year	
4. To have an up to date and relevant strategic plan	3-year plan to be reviewed annually and review to be reported to the Exec.	Gen Sec	December 2009 December 2010 December 2011	
5. To produce an annual report	Presentation to members annually during AGM	Treasurer/Chair	July 2009 June 2010 June 2011	
6. Review vision, mission and key aims of organisation	Consultation with members	General Secretary/ Executive	Annual Conference 2011	
7. Review JEC policies	General Secretary to report on current policies to Executive	General Secretary	First Exec meeting annually	
8. Executive meetings to be set for	General Secretary to agree initial dates with Executive and additional	General Secretary	April 2009 and ongoing	

next 12 months	date at each meeting			
<p><u>Governance:</u> To have an effective support structure for the General Secretary to ensure effectiveness in role to sustain delivery of JEC objectives</p>	<p>General Secretary/Chair to hold at least four one-to-one meetings each year.</p> <p>To conduct an annual appraisal of the General Secretary.</p> <p>General Secretary's salary to be reviewed and reported to Exec.</p> <p>Job Description for the General Secretary to be reviewed and agreed with the Chair and the Executive</p> <p>Contract of employment for General Secretary to be drawn up and agreed with the General Secretary</p>	<p>General Secretary/Chair</p> <p>Chair</p> <p>Chair/Treasurer</p> <p>General Secretary/Chair</p> <p>Chair/Treasurer</p>	<p>Quarterly</p> <p>April each year</p> <p>July 2009</p> <p>April 2009</p> <p>May 2009</p>	
<p><u>Succession Planning:</u></p> <p>1. To have an effective system of succession planning for the Chair and the Executive</p> <p>2. To have an effective system for maintenance of key JEC records</p>	<p>A system for the succession of the Chair and members of the Executive to be drafted and submitted to the Executive</p> <p>A procedure for the maintenance of JEC records to be drafted and submitted to the Executive.</p>	<p>General Secretary</p> <p>General Secretary</p>	<p>July 2009</p> <p>September 2009</p>	

<p>Membership: 1. To have a broad membership that reflects all aspects of work with people with epilepsy</p>	<p>Review potential to extend membership to commercial and other organisations and agree a recruitment, retention and engagement strategy.</p> <p>Increase full membership to 28 organisations</p> <p>Increase full membership to 30 organisations</p> <p>Develop a programme of engagement with Corporate Members to ascertain what they want from their membership</p>	<p>General Secretary /Executive</p> <p>General Secretary/ Executive member</p> <p>General Secretary/ Executive member</p> <p>General Secretary/Alice Hanscomb</p>	<p>December 2009</p> <p>March 2010</p> <p>March 2011</p> <p>September 2009</p>	
<p>Marketing: To develop a JEC marketing strategy</p>	<p>Produce a brief for marketing JEC</p> <p>Produce a strategy for Executive approval</p>	<p>General Secretary/ Comms Group</p> <p>General Secretary/ Comms Group</p>	<p>September 2009</p> <p>January 2010</p>	<p>Comms Group</p> <p>Comms Group</p>

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<p>KEY AIM THREE:</p> <p>To raise awareness about epilepsy and work to reduce discrimination.</p>				
<p>Key Message Development: To make publically available some key messages about epilepsy</p>	<p>Develop key messages to include language/general awareness.</p> <p>Develop a strategy for bringing these key messages into the public arena</p>	<p>Comms Group</p> <p>Comms Group</p>	<p>July 2009</p> <p>September 2009</p>	
<p>National Epilepsy Week: To ensure the best possible profile and publicity for NEW</p>	<p>Recommend a key purpose for NEW each year to be adopted in each JEC country to the Executive</p> <p>Prepare a strategy to ensure the best possible profile for NEW and to support members in co-ordinating their activities.</p>	<p>Comms Group</p> <p>Comms Group</p>	<p>Sept 2009</p> <p>January 2010</p>	

OBJECTIVES	ACTION	LEAD RESPONSIBILITY	TO BE ACHIEVED BY	COMMENTS
<p>KEY AIM FOUR:</p> <p>To provide a mutually supportive climate so that members can effectively, separately and working together, meet the needs of people with epilepsy, their families and carers, as well as the professionals who work with them.</p>				
<p>Annual Conference: To hold an effective annual conference</p>	<p>Organise the 2009 conference as a joint event with ILAE (British Branch)</p> <p>Consult with members and evaluate effectiveness of the 2009 conference to inform future provision</p>	<p>Executive</p> <p>General Secretary</p>	<p>October 2009</p> <p>January 2010</p>	
<p>Communication: To Improve communication/ collaboration between JEC members and all interested parties</p>	<p>A quarterly newsletter to be produced to include member contact details and members activity update</p>	<p>General Secretary</p>	<p>Quarterly commencing in January 2009</p>	

	Investigate setting up a computer-based member communication forum and submit proposals to Executive	General Secretary	September 2009	
	Ensure website information relevant and up to date	General Secretary	Ongoing	
	Set up password protected section for members on website to include key documents and member information	General Secretary	September 2009	