

# Gauge O Guild Communications & Engagement Group

## Terms of Reference (V4)

### What is the purpose of the group?

- To review current channels of communication between members (existing and new) and committees in both directions. This will include:
  - Identifying the channels of communication currently available
    - whether members and committee officers are aware of all the channels that are available to them
    - whether these are being used fully
    - finding out what the preferred forms of communication are
    - questioning how and what members want communicating
    - do members consider current channels are sufficient
  - Considering if we need to add more channels of communication
    - what these additional channels of communication might be
    - exploring how we might promote additional forms of communication if required
  - Examining if communication (whatever the channel used) is effective in both directions and if not, why not and how this could change if required
- To consider whether members feel engaged by exploring:
  - Ask members what would make them feel engaged
  - whether members feel that the Guild is meeting their expectations
  - whether they feel sufficiently involved in the Guild
  - whether members want to be more involved in aspects of the Guild and if so, what, why, when, where and how?
  - whether they feel they can contribute ideas
  - whether they feel they get feedback on their ideas

### What is NOT included in the scope of the group?

- Internal communication between committees
- Communication and engagement with traders
- Communication with other organisations
- Marketing & advertising

However, ensure cross working with other groups that look at these areas

### When was the group established - why and by whom?

- Requests for improved communication, engagement and openness from members
- A recommendation from the Code of Behaviour Working Party on the basis that that frustrations about communication and engagement can result in inappropriate behaviour
- Agreement was granted for the group to be convened at the Management Committee (MC) meeting of 16<sup>th</sup> February 2021

### Membership (on 21<sup>st</sup> March 2021):

- Convener and chair – Jackie Kneeshaw
- MC Representative – Malcolm Hector
- RC Representatives – Chris Fry and John Evans
- Members:
  - Anthony Andrews (East Sussex)
  - Chester Machniewski (Canada)
  - Mike Roberts (Scotland)
  - Professor Tim Strangleman (Kent)
  - Ellis Clark (Yorkshire)
  - Web team member to be add
  - Others to be co-opted as required

### **Are there any restrictions on numbers?**

- No - to be decided by the team. Others to be engaged as appropriate

### **Are members involved?**

- Yes, the team may add to its number to get a balanced view point. It may also enlist the help of other current members to give their views

### **Accountability:**

- Members of the team will report back to the Management Committee through the Chairman of the team (Jackie Kneeshaw).
- All meetings will be minuted and made available to group members and to the MC.

### **Review:**

- Progress will be reviewed each month

### **How long is this group likely to exist?**

- Progress will be monitored each month and the initial timescale for the group is 4 months with a maximum duration of 6 months

### **Working methods / ways of working:**

- Identifying what is working well
- Considering what works less well
- Identifying any barriers to communication and engagement
- Identifying opportunities for improvement or increasing communication and engagement if required
- Ensuring that views are sought from other members via a variety of means.

### **Who is documenting the meetings?**

TBC by the group at the first meeting

### **How will information be shared with other members?**

TBC by the group but it is expected that this will be via:

Guild News  
The website  
The Forum

### **What will success look like?**

- Members will be aware of how to communicate with the various Guild Committee Personnel or Directors
- Members will be aware of how Guild Committees and Directors will communicate with them
- Members will feel satisfied that one or more of the channels for communication meet their needs
- Members will feel that the Guild is meeting their expectations
- Members will feel engaged, know how to submit ideas, how to get involved and what to do if they do not feel engaged

Communications and Engagement Group

V3 26th March 2021

Originator: Jackie Kneeshaw

MC Approval: 30<sup>th</sup> March 2021

V4 21<sup>st</sup> April 2021