

Guide To Establishing A Steering Group



It is really important to have a group of dedicated people who can keep the process of undertaking a Community Review going. The Steering Group takes on this role. Steering Groups will vary in size depending on the size of your community. Smaller Communities will find 6 – 8 people is sufficient with larger communities may need up to 12 people. It is important to ensure that the Steering Group is representative of the community. The Steering Group should include both Councillors and other local residents.

What does a Steering Group Do?

- Keep everyone in your community involved and informed at all stages of the plan
- Work with the Smart Communities team
- Make links with organisations that can support your community's plan
- Develop a strategy, budget and programme for delivering the rest of the plan
- Coordinate community consultation
- Use evidence collected from the community consultation to prioritise and plan action
- Oversee the drafting and finalising of the plan
- Work with partners identified in the action plan to:
 - coordinate the implementation of the actions specified in the plan
 - take responsibility for monitoring and reviewing progress

Recruiting members and identifying key roles

When agreeing who will be a part of the steering group, think carefully about whether the steering group will be representative of your community. This includes:

- Demographics (ages, working/retired)
- Geography (your parish may contain different settlements of areas within it)
- Areas of interest (business, environment, young people, community organisations and facilities)

www.smartcommunities.online/community-review/

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Consider who are the key organisations and individuals in your community:

- Young People
- Older People
- Church Groups
- Businesses
- School
- Community Groups such as WI, Gardening Club,
- Clubs such as football club, Cricket club, Keep Fit Group, Uniformed Groups
- Local GP / health workers/ Village Agent

You also need to consider the skills of the Steering Group to keep the project on track. These could include:

- Organising events
- Marketing/publicity
- Chairing – running meetings / leading the group
- Administration skills – taking notes etc
- Data analysis
- People person – keeping people informed, chatting, asking for help, telephoning etc
- Photography
- Presentation Skills
- Local Knowledge – local history and background to the community

The work of producing a Community Plan should be shared between all members of the group. It is useful to allocate specific roles depending on peoples' interests, skills and availability.

Suggested roles include:

- Chairperson
- Secretary
- Publicity / Marketing Co-ordinator
- Co-ordinator for a specific topic / group/ area (depending on your community)

Role	What's involved	Things to consider
Chairperson	Making sure that the steering group functions properly, that there is full participation during meetings, all relevant matters are discussed and that decisions are reached and the project timetable is followed.,.	The role of the chairperson can be time consuming with work in between meetings and support for others on the steering group.
Secretary	Supporting the chairperson by ensuring that meetings are effectively organised and minuted, providing administrative support where needed and communicating with other members of the steering group/working groups.	The secretary should be prepared to spend some time arranging meetings and typing up minutes thereafter. Secretaries should view their role as an information and reference point for other members, making sure that everyone is aware of what's going on.
Publicity / Marketing co-ordinator	Raising awareness of the Community Plan in as many ways as possible to attract interest and support for the process.	The publicity officer should be familiar with the local media / social media and be able to present news of its progress in upbeat and interesting ways.
Event co-ordinator	Organising and arranging events including recruiting volunteers for the events	The Event Co-ordinator should be able to organise all aspects of the event and be good at encouraging volunteers.
Issue / area Co-ordinator	Act as the representative for a particular topic and be able to engage with people about that topic	An issue or area co-ordinator will be responsible for ensuring everyone involved in the issue or area (e.g. young people, a street) can feed in to the process and receives accurate information about the process.

Steering Group Terms of Reference

For the purposes of the Community Review Project, the Steering Group will be a sub group of the Parish / Town Council. As such they will need a terms of reference. A draft document has been produced by SALC for the purposes of this project.