## **DVTCS DRAFT Communication Plan 2009-2011** Critical dates:

Key:

Improving Fundraising Capability
Working With Children's Services
activity cancelled

E - e-mail update; B - briefing paper; R - written report; P - verbal presentation indicates activity that has taken place Improving F Overall London Cultural Improvement Progamme (LCIP)
Heritage Change Programme Improved marketing and boosting London's visitor economy Improvement programme for London's events

Consult & Inform    Community   Community	
Libraries Culture Leisure Contacts Councils Coun	Joard board / project team
CA Highlight reports August MILAL Report August Report MILAL Report August Report MILAL Report August Report MILAL Report August Report Report MILAL Report August Report MILAL Report October Report MILAL Report November Report M	
MLAL Report August  Report  TM  AM  R  R  R  R  R  R  R  R  R  R  R  R  R	
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MLAL Report September  WCS Appoint Project Manager and Admin support Sept 09  CA Highlight reports October  Report  MLAL Report October  Report  Report  Report  MLAL Report October  Report  Report  Report  Report  MCS Finish mapping of existing CPD and support offers of NDPB and National Cultural Organisations for London broughs Oct 09  WCS Develop pilot menu of support for broughs Nov 09  WCS Launch Working with Children's Services programme at LCIP Advocacy event in October  SC ST P P P P P P P P P P P P P P P P P P	
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understand the contribution of cultural organisations, identify a	
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provide a toolist for Cultural of the control of th	
warketing rounshi and culture	
CA Highlight reports December Project Plan VH TM R	
MLAL Report December Report TM AM R R R R	
London Events Forum Needs Briefing	
analysis/mapping project Dec 09 PC TM B B	3 B
CA Highlight reports January Project Plan VH TM R	
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WCS Identify each borough	e-mail	1	1																
Champion or Champion group Jan	e-man																		
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WCS In consultation link																			
Champions group to NDPBs and																			
wider infrastructure Jan 10	Dai-Gara																		
Heritage Change Tender	Briefing																		
specification & appoint of		L	l	1_	_	_	_							_		_	_		
consultants February 10	n	TM	ST	В	В	В	В							В	В	В	В		
Develop Fundraising Capability -	Briefing																		
appoint consultants Feb 10		ST	TM	В	В	В	В							В	В	В	В		
CA Highlight reports February	Project Plan	VH	TM									R							
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CA Highlight reports March	Project Plan	VH	TM	-				-		_		R							
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MLAL Report March	Report	TM	AM	R	R	R		R											
WCS Align NDPBs and National																			
Cultural Organisations CPD and																			
support to borough priorities.																			
Identify any new areas of CPD or																			
support needed March 10																			
WCS Refine borough priorities and	E-mail																		
needs for training and support																			
through Champions for CPD and																			
support offer March 10		SC	ST		E	E													
CA Highlight reports April	Project Plan	VH	TM									R							
MLAL Report April	Report	TM	AM	R	R	R		R											
WCS Offer pilot menu of support to																			
boroughs April 10																			
Heritage Change Interim report	Email/briefing																		
April 10		тм	ST		В	В		В	E	E	E	E		В	В	В	В	В	В
London Events Forum Enhanced																			
technology May 10																			
London Events Forum Events	Briefing																		
toolkit May 10	_	PC	TM		В	В		В	В	В	В	В		В	В	В	В	В	В
CA Highlight reports May	Project Plan	VH	TM									R							
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WCS Develop Cultural	E-mail																		
Commissioning support package for	•																		
CYPS building on NDPBs existing																			
knowledge and tools May 10		SC	ST		E	E		E				E		E	E				
Stakeholder consultation on forward	Briefing																		
funding strategy for London's																			
cultural services May 10		ST	тм		В	В		В	В	В	В	В		В	В				
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Marketing Tourism and Culture 3 x																			
Training Seminars June 10	Decised Di	51	TM		В	В		В	В	В	В	В		В	В	ь	В	В	В
CA Highlight reports June	Project Plan	VH	TM									R							
MLAL Report June	Report	TM	AM	R	R	R		R											
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Heritage Change Final report																			
August 10		тм	ST	E	E	E	E	E	В	В	В	В	В	В	В	В	В	В	В
Marketing Tourism and Culture	E-mail																		
Online marketing advice notes																			
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CA Highlight reports August	Project Plan	VH	TM									R							
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Recommendations August 10		тм	ST	R	R	R	R	R	В	В	В	R	В	R	R	В	В	В	В

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WC3 Develop cost beliefft evidence	D. C.I.I.I.g																
base and prove impact of cultural activity to CYPS Nov 11		sc	ST		В	В	В				В	В	В				
CA Highlight reports December	Project Plan	VH	TM		В	В	В				R	В	В				
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MLAL Report December	Report	TM	AM	R	R	R	R										
London Events Forum Improvement																	
network Dec 10																	
WCS Run quarterly pan London																	
Champion meetings Dec 10																	
CA Highlight reports January	Project Plan	VH	TM								R						
MLAL Report January	Report	TM	AM	R	R	R	R										
CA Highlight reports Feburary	Project Plan	VH	TM								R						
MLAL Report February	Report	ТМ	AM	R	R	R	R										
London Events Forum Peer to peer																	
mentoring Feb 11																	
WCS Collate auditing information																	
and identify or create one tool and																	
framework that will fulfil data needs																	
of borough CYPS regarding cultural																	
data and also meet cost benefit																	
calculation needs feb 11																	
WCS Launch auditing tool and	Email/briefing																
framework and provide support for																	
cultural organisations and CYPS to																	
use March 11		SC	ST		E	E	E	В	В	В	В	В	В	В	В	В	В
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WCS Launch refined CPD and	Email/briefing																
support offer April 11		sc	ST		E	E	E	В	В	В	В	В	В	В	В	В	В
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