

PWS Comms Plan

Activity	Sector	Audience	Channel	Date	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Code	Budget	Actual Cost	Responsibility	Notes	4 year Programme Plan Objective	Completed
EPS Southwest Conference	Advisors	Civil Contingencies	Internal Event	19-Apr-07	x													£0.00		LC/AH	Being led by LC. Arwyn attending	Increase awareness of PWS services amongst the general public and professional partners	Yes
PWS Advisors Newsletter April 07	Advisors	Civil Contingencies	E-mail	By 30/4/07	x													£300.00		GL/AB		Increase awareness of PWS services amongst the general public and professional partners	Yes
Purchase Who's Who from EPS directory	Advisors	Advisors	-	Apr-07	x													£100.00		AB	Ensure 2007 edition is out first		Yes
DRO Family History Outreach Day - Ottery St Mary	L&A	General Public	External Event	02-May-07		x														SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	Yes
DRO Family History Outreach Day - Tiverton	L&A	General Public	External Event	09-May-07		x														SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	Yes
Library & Archive Open Day - Society of Bookbinders	L&A	General Public	Internal Event	17-May-07		x																Increase usage of Library and Archive facilities	Yes
Library & Archive e-newsletter Launch Issue - Suspended due to DPA issues	L&A	L&A's & General Public	E-mail	May-07		x												£300.00		SO/AB		Increase usage of Library and Archive facilities	
Attendance as delegate at Guardian Civil Contingencies Forum	Advisors	Civil Contingencies	Event	21-May-07		x												£325.00	£0.00	Graeme Forrester	Graeme Forrester to attend as delegate Funded from 06/07 budget	Increase awareness of PWS services amongst the general public and professional partners	Yes
Metnet pages update	PWS	Met Office	Web	May-07		x												£0.00		AB/KJ?			
Update 'Be prepared' card	Advisors	Civil Contingencies	Literature	May-07		x														AB	Needs to be ready for EPS conference 18th June	Increase awareness of PWS services amongst the general public and professional partners	
EPS Conference	Advisors	Civil Contingencies	Conference	18-19th June '07			x											£693.00		AB/LC/AR?	Stand costs to be split 3 way between PWS/CSS/CONS. Consultancy expected to take lead. PWS Advisors also to attend.		
IJOCC (International Joing Operations Command Conference)	Ad	Civil Contingencies	Exeternal Event	25-26 Jun 07			x													AB/MW	Malcolm Weatherall speaking at event and attending both days	Increase awareness of PWS services amongst the general public and professional partners	
DRO Family History Outreach Day - Budleigh Salterton	L&A	General Public	External Event	27-Jun-07			x													SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	
Essex Resilence Forum Seminar - Delegare Attendance	Advisors	Civil Contingencies	External Event	27-Jun-07			x											£10.00		GF	Graeme Forrester attending	Increase awareness of PWS services amongst the general public and professional partners	
CILIP Librarians Conference (Umbrella 2007)- Poster Display	L&A	L&A's	External Event	28-30th Jun '07			x														Depends on poster submission success.(Results in May'07). We were successful so will be attending.	Increase usage of Library and Archive facilities	
PWS Advisors Newsletter June 07	Advisors	Civil Contingencies	E-mail	By 30/6/07			x											£300.00		GL/AB		Increase awareness of PWS services amongst the general public and professional partners	
Environmental Scanning	All	PWS & CSS	E-mail	Jun-07			x											£0.00					
Public Open Day	PWS	General Public	Event	28-Jul-07				x										£833.33		LC	Library & Archive open	Increase awareness of PWS services amongst the general public and professional partners	
Emergency Response Leaflet	Advisors	Civil Contingencies	Flyer	Aug-07					x									£500.00		AB	To incorporate updated text from EMARC flyer (06/153) and PWS Advisors - What we do	Increase awareness of PWS services amongst the general public and professional partners	
PWS Advisors Newsletter August 07	Advisors	Civil Contingencies	E-mail	By 31/8/07					x									£300.00		GL/AB		Increase awareness of PWS services amongst the general public and professional partners	
DRO Family History Outreach Day - Honiton (NOT YET CONFIRMED)	L&A	General Public	External Event	19-Sep-07						x										SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	
DRO Family History Outreach Day - Colyton (NOT YET CONFIRMED)	L&A	General Public	External Event	26-Sep-07						x										SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	
Advert in Weather magazine - Scottish Archive promotion	L&A	General	Advert	Sep-07						x								£0.00		AB	Prepare special advert for inclusion in Sep edition - to coincide with RMS Conference in Scotland.	Increase usage of Library and Archive facilities	
Adverts in Weather magazine - Refresh adverts for rotation	L&A	General	Advert	Sep-07						x								£0.00		AB	Update the current 3 adverts. Also check if any other areas would like to take up opportunity	Increase usage of Library and Archive facilities	
Environmental Scanning	All	PWS & CSS	E-mail	Sep-07						x								£0.00					
Public Open Day	PWS	General Public	Event	08-Sep-07						x								£833.33		LC	Library & Archive open	Increase awareness of PWS services amongst the general public and professional partners	
DRO Family History Outreach Day - Branscombe (NOT YET CONFIRMED)	L&A	General Public	External Event	24-Oct-07							x									SO	Raise awareness but main focus is family history e.g. weather for birthdays. Little input required from Comms	Increase usage of Library and Archive facilities	
PWS Advisors Newsletter Oct 07	Advisors	Civil Contingencies	E-mail	By 31/10/07							x							£300.00		GL/AB		Increase awareness of PWS services amongst the general public and professional partners	

The Emergency Services Show - Event Attendance	Advisors	Civil Contingencies	Event	28-29 Nov '07													£0.00	GL/AB	Attendance at event. Being supplied free of charge in return for advertising of the event.	Increase awareness of PWS services amongst the general public and professional partners
Library & Archive e-newsletter Launch Issue	L&A	L&A's & General Public	E-mail	Nov-07													£300.00	SO/AB		Increase usage of Library and Archive facilities
PWS Advisors Newsletter Nov 07	Advisors	Civil Contingencies	E-mail	By 30/11/07													£300.00	GL/AB		Increase awareness of PWS services amongst the general public and professional partners
Environmental Scanning	All	PWS & CSS	E-mail	Dec-07																
PWS Advisors Newsletter Dec 07	Advisors	Civil Contingencies	E-mail	By 31/12/07													£300.00	GL/AB		Increase awareness of PWS services amongst the general public and professional partners
PWS Advisors Newsletter Jan 08	Advisors	Civil Contingencies	E-mail	By 31/01/08													£300.00	GL/AB		Increase awareness of PWS services amongst the general public and professional partners
Public Open Day	PWS	General Public	Event	Jan-08													£833.33	LC	Library & Archive open	Increase awareness of PWS services amongst the general public and professional partners
PWS Advisors Newsletter Feb 08	Advisors	Civil Contingencies	E-mail	By 28/02/08													£300.00	GL/AB		Increase awareness of PWS services amongst the general public and professional partners
Environmental Scanning	All	PWS & CSS	E-mail	Mar-08													£0.00			
Public Open Day	PWS	General Public	Event	Mar-08													£833.33	LC	Library & Archive open	Increase awareness of PWS services amongst the general public and professional partners
Produce Comms plan for 07/08	All	Internal	E-mail	End Mar'08													£0.00			
PWS Advisors Newsletter Mar 08	Advisors	Civil Contingencies	E-mail	By 31/03/08													£300.00	GL/AB		Increase awareness of PWS services amongst the general public and professional partners
<b>Activities to be confirmed in year</b>																				
3 x hosted advisor exercises.	Advisors	Civil Contingencies	Event	TBC													£2,000.00	AB/GL	Potential 3 events, hosted by others, that we would pay for catering etc and provide exercises	Increase awareness of PWS services amongst the general public and professional partners
<b>Extra activities to consider</b>																				
L&A - General Awareness Raising	L&A	L&A's & General Public																		Increase usage of Library and Archive facilities
Update to PWSCG pages	PWS	General Public	Web															AB	To make more dynamic	Increase awareness of PWS services amongst the general public and professional partners
PWS - General Awareness Raising	PWS	General Public																		Increase awareness of PWS services amongst the general public and professional partners
Various seminars to be attended by PWS Advisors	Advisors	Civil Contingencies	Event	Various TBC														Advisors	Details to be provided by advisors	Increase awareness of PWS services amongst the general public and professional partners
<b>Total</b>																	<b>£10,261.32</b>			