

# Timeline for Partnership Camp Planning 2021

This is a general guide for information and not an exhaustive list of every action - the specific plan will be individualised and flex for each partnership camp as conditions determine.

**Green** = Face to face meetings

**Orange** = Important actions for partners

**Red** = Critical actions for partners

Timeline	Action	Activity by Partner	Activity by OTW
<b>Planning Camp in the Cloud</b>			
14 - 12 months ahead of camp	Informal discussion	Consider purpose, outcomes of camp	Consider flexing model of camp to accommodate
14 - 9 months ahead of camp	Informal discussion	Consider viability of camp	Consider viability of camp (meeting may include Head of Nursing/Recruitment/Camper experience) if new activity
12 - 10 months ahead of camp	Letter of Intent Signed	Sign LoA pay deposit (£1k) to confirm commitment	OTW book and confirm dates
12 months - 10 months ahead of camp	Determine recruitment criteria and process	Decide on recruitment criteria and process for recruitment. OTW recruitment team meet with partners recruitment team to discuss strategy and plan.	
Various	Source funding	Charity fundraisers liaise to ensure no duplicate bids, conflicts of interest or ethical concerns. Provide supporting material.	
Nov 2020 - Feb 2021	Meet with partners to cover plan and confirm launch/recruitment details		
Nov 2020 - Feb 2021	Advertising material	Artwork and logos exchanged Communication plan developed by partners	OTW prepare website and social media for hard launch.
<b>Recruitment</b>			
<b>11 Dec 2020</b>	Hard launch of Spring Camps	Campaign to inform members/community/contacts	Campaign* to inform members/community/contacts
tbc	Hard launch of Autumn Camps	Campaign to inform members/community/contacts	Campaign* to inform members/community/contacts
11 Dec 2020	Applications open for Spring	Dependent upon agreed criteria	Follow up (telephone) Accept Registrations send applications form if requ'd Nursing assessment Wellbeing Assessment
01 March 2021	Applications open for Autumn	Dependent upon agreed criteria	

Dec through until Feb/May or June	Recruitment Campaign ongoing	Regularly re-energise campaign to inform members/ community/contacts Set targets by month and actions to maintain momentum	
Jan 2021 through until application closing date	Recruitment tracking	Receive monthly/bi-weekly updates and action if target slippage	Provide monthly/bi-weekly updates
Varies (Jan-June)	Meet with partners to cover recruitment issues and formative plans for camp		
<b>Spring Camps - Applications close date 22 January 2021</b>			
Note: any camp may close early due to demand and OTW reserve the right to make this decision for any camp.			
<b>Autumn Camps - Applications close date 9<sup>th</sup> July 2021</b>			
12 - 8 weeks before camp	Meet to cover final details and schedule for camp Draft Schedule provided to partner Determine if maximum numbers are likely to attend <i>CitC</i> and consider mitigating action if not.		
8 weeks up to camp start date	Cancellations reviewed place offered to waitlisted families		Cancellations reviewed and replaced, if necessary, with waitlisted campers
<b>Activity Planning</b>			
Nov 2020 - Apr 2021	Formative activity menu sent to partners	Review menu - consider content of partner session(s)	Formative programme menu sent to partners and arrange review meeting for Jan/Feb
Dec 2020 - Apr 2021	Activities confirmed	Partners agree content of session(s)	
Dec - Apr	Content of Seriously Fun Box	Partners agree content of Serious Fun Box	OTW procure and provide boxes and content
10 weeks before camp	Seriously Fun Box	Partners provide OTW with content/collateral for box	
8 weeks before camp		Partners provide video (only VIMEO) to OTW if to be used	
4 weeks before camp	Seriously Fun Box		OTW pack boxes and distribute to campers a month before camp

4 weeks before camp	Partners confirm content of zoom	Partners final meeting with OTW	Agree details of input
<b>The Day of Camp in the Cloud</b>			
Camp in the Cloud		Partners support opening and closing of camp. Arrange and facilitate agreed Zoom sessions	OTW operate CitC, facilitate activities, provide staff, admin cover and troubleshooting, moderation/safeguarding
<b>Review and Evaluation</b>			
Within 2-3 weeks of CitC		Post camp meeting	Report and links to photographs/videos sent to partners

\*Social media, website, letters, meetings, attendance at conferences/conventions

**If you have any questions, please contact – Allan Jolly Head of Partnerships and Evaluation 02392 477110 or [allan.jolly@otw.org.uk](mailto:allan.jolly@otw.org.uk)**



**OVER THE WALL**  
a seriousfun camp