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

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Action</th>
<th>Activity by Partner</th>
<th>Activity by OTW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planning Camp in the Cloud</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 - 12 months ahead of camp</td>
<td>Informal discussion</td>
<td>Consider purpose, outcomes of camp</td>
<td>Consider flexing model of camp to accommodate</td>
</tr>
<tr>
<td>14 - 9 months ahead of camp</td>
<td>Informal discussion</td>
<td>Consider viability of camp</td>
<td>Consider viability of camp (meeting may include Head of Nursing/Recruitment/Camper experience) if new activity</td>
</tr>
<tr>
<td>12 - 10 months ahead of camp</td>
<td>Letter of Intent Signed</td>
<td>Sign LoA pay deposit (£1k) to confirm commitment</td>
<td>OTW book and confirm dates</td>
</tr>
<tr>
<td>12 months – 10 months ahead of camp</td>
<td>Determine recruitment criteria and process</td>
<td>Decide on recruitment criteria and process for recruitment. OTW recruitment team meet with partners recruitment team to discuss strategy and plan.</td>
<td></td>
</tr>
<tr>
<td>Various</td>
<td>Source funding</td>
<td>Charity fundraisers liaise to ensure no duplicate bids, conflicts of interest or ethical concerns. Provide supporting material.</td>
<td></td>
</tr>
<tr>
<td>Nov 2020 – Feb 2021</td>
<td>Meet with partners to cover plan and confirm launch/recruitment details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 2020 - Feb 2021</td>
<td>Advertising material</td>
<td>Artwork and logos exchanged</td>
<td>OTW prepare website and social media for hard launch.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Communication plan developed by partners</td>
<td></td>
</tr>
<tr>
<td><strong>Recruitment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>11 Dec 2020</strong></td>
<td>Hard launch of Spring Camps</td>
<td>Campaign to inform members/community/contacts</td>
<td>Campaign* to inform members/community/contacts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Campaign to inform members/community/contacts</td>
<td>Campaign* to inform members/community/contacts</td>
</tr>
<tr>
<td></td>
<td>Applications open for Spring</td>
<td>Dependent upon agreed criteria</td>
<td>Follow up (telephone) Accept Registrations send applications form if req'd Nursing assessment Wellbeing Assessment</td>
</tr>
<tr>
<td></td>
<td>Applications open for Autumn</td>
<td>Dependent upon agreed criteria</td>
<td></td>
</tr>
<tr>
<td>Period</td>
<td>Action/Activity Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec through until Feb/May or June</td>
<td>Recruitment Campaign ongoing. Regularly re-energise campaign to inform members/community/contacts. Set targets by month and actions to maintain momentum.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 2021 through until application closing date</td>
<td>Recruitment tracking. Receive monthly/bi-weekly updates and action if target slippage. Provide monthly/bi-weekly updates.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Varies (Jan-June)</td>
<td>Meet with partners to cover recruitment issues and formative plans for camp.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Spring Camps – Applications close date 22 January 2021**

Note: any camp may close early due to demand and OTW reserve the right to make this decision for any camp.

**Autumn Camps – Applications close date 9th July 2021**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Action/Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 - 8 weeks before camp</td>
<td>Meet to cover final details and schedule for camp. Draft Schedule provided to partner. Determine if maximum numbers are likely to attend CitC and consider mitigating action if not.</td>
</tr>
<tr>
<td>8 weeks up to camp start date</td>
<td>Cancellations reviewed. Place offered to waitlisted families. Cancellations reviewed and replaced, if necessary, with waitlisted campers.</td>
</tr>
</tbody>
</table>

**Activity Planning**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity Planning Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 2020 – Apr 2021</td>
<td>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.</td>
</tr>
<tr>
<td>Dec 2020 – Apr 2021</td>
<td>Activities confirmed. Partners agree content of session(s).</td>
</tr>
<tr>
<td>Dec - Apr</td>
<td>Content of Seriously Fun Box. Partners agree content of Serious Fun Box. OTW procure and provide boxes and content.</td>
</tr>
<tr>
<td>10 weeks before camp</td>
<td>Seriously Fun Box. Partners provide OTW with content/collateral for box.</td>
</tr>
<tr>
<td>8 weeks before camp</td>
<td>Partners provide video (only VIMEO) to OTW if to be used.</td>
</tr>
<tr>
<td>4 weeks before camp</td>
<td>Seriously Fun Box. OTW pack boxes and distribute to campers a month before camp.</td>
</tr>
</tbody>
</table>
**The Day of Camp in the Cloud**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camp in the Cloud</td>
<td>Partners support opening and closing of camp, arrange and facilitate agreed Zoom sessions</td>
</tr>
<tr>
<td>OTW</td>
<td>Operate CitC, facilitate activities, provide staff, admin cover and troubleshooting, moderation/safeguarding</td>
</tr>
</tbody>
</table>

**Review and Evaluation**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 2-3 weeks of CitC</td>
<td>Post camp meeting</td>
</tr>
<tr>
<td></td>
<td>Report and links to photographs/videos sent to partners</td>
</tr>
</tbody>
</table>

*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