

**Annex 7**

**Havering ChangeUp  
 Marketing**

Target Audience	Objective	Methodology	Timeframe
Havering Consortium	To develop the Consortium to become 'fit for purpose'	<ul style="list-style-type: none"> <li>Review Consortium Development Plan</li> <li>Consortium – Awaydays / Assessments</li> <li>Skills audit</li> <li>Communication strategy</li> <li>Consortium meetings</li> </ul>	6 monthly  Annual  Annual As required  Quarterly
Frontline groups	Raise awareness of infrastructure support services in the borough	<ul style="list-style-type: none"> <li>Newsletter and website</li> <li>Mail outs</li> <li>Promoting services via Consortium and existing networks</li> <li>Showcase good practice</li> </ul>	Bi-monthly  Quarterly and as required  At events
Neighbourhood and 'equality strands' groups	Increase take-up of existing/new services by this section of the sector	<ul style="list-style-type: none"> <li>Newsletter and websites</li> <li>Mail outs</li> <li>Promoting services via Consortium and existing networks</li> <li>Showcase good practice</li> <li>Dedicated support</li> </ul>	Bi-monthly  Quarterly and as required  At events  As required
Statutory stakeholders including local authority and PCT	Raise awareness of demand for infrastructure support services in the borough  Promote consortium as strategic infrastructure body	Publicity to sector press  Meeting with key stakeholders and officers  Success stories  Make links with relevant local councillors	6-12 month period