



## Poetry Whitchurch: Three Year Plan

### 4 Strategic plinths

A Get more people writing poetry

B Get more people reading and listening to poetry

C Improve understanding of poetry

D Establish poetry as an activity that Whitchurch does

### Year one

#### Data and strategy

- Develop process for evidence mapping for 4 strategic plinths
- Allocate plans to 4 areas per year

#### Organisational development

- Recruit additional active trustees
- Develop succession planning tools
- Map board / organisational skills
- Develop all activity teams
- Develop activity leads where these are not Trustees

#### Financial

- Build strong Finance and Fundraising committee and teams
- Financial review
- Find sponsors for activities
- Ensure financial stability

#### Communications

- Improve capacity
- Improve website
- Improve core social media platforms

- Examine each activity and develop audiences and comms possibilities
- Develop communications plan (inc agreed sections for each activity)
- End year scoping for new projects

## **Operational**

### Young people development

- Build strong Young People committee / teams
- Develop plan with SJT to underpin the 4 strategic plinths
- Map young people landscape for U24
- Recruit Young People leads and YP teams
- First Arvon activities
- Golden thread plan - from young to older, KIT strategies

### Seminars

- Increase capability
- Increase number of seminars
- Optimise audience numbers
- Improve communications capability
- Build seminars team and review governance

### Open mic

#### *In person open mic*

- Continue team build
- Annual review

#### *Online open mic*

- Build online team
- Establish post covid goals and opportunities
- SWAT analysis
- Annual review

### Slam

- Build slam team
- Hold first slam
- Post slam review
- Plan annual slam activity
- Optimise communications

### Development groups

- Develop efficacy methodology measures
- Embed second group
- Develop third group
- Improve communications
- Review progress

### Workshops

- Establish workshop plan year 1,2 and 3
- Deliver year 1 workshops
- End year review

### **Partnerships**

- Establish and grow Arvon partnership
- Establish and grow Poetry Pharmacy partnership
- Establish and grow Blackberry Fair partnership

## **Year 2**

### Data and strategy

- Review progress against 4 plinths
- Widen Partnerships
- ACE work | bid

### **Organisational development**

- Review capacity at all levels

### **Financial**

- Annual financial review with forecasting and sponsorship

### **Communications**

- Review strategy
- Review governance
- Review platforms and skills
- Review audience reach
- End year scoping for new projects

### **Operational**

### Young people development

- Review capacity and health check against 4 strategic plinths and golden thread plan
- Second Arvon activities
- Golden thread plan year 2

### Seminars

- Continue delivery
- Review capacity and progress

### Open mic

#### *In person open mic*

- Continue delivery
- Review capacity and progress

#### *Online open mic*

- Continue delivery
- Review capacity and progress

### Slam

- Review capacity
- Deliver year 2 slam (s)
- Post slam review
- Plan year 3 slam activity
- Optimise communications

### Development groups

- Embed third group
- Develop fourth group
- Improve communications
- Review progress

### Workshops

- Deliver year 2 workshops inc “what is poetry” introductions
- End year review
- Plan year 3 workshops

### **Partnerships**

- Health check existing Partnerships
- Scope additional partnerships

## Year 2 Project development

- Develop bids to key funders
- Begin planning the following projects for year 3 onwards with project plans for each agreed strand
- poems in places planning
- competition
- local poets excellence programme
- platforms for poets to publish
- video
- blog
- poetry column
- working with libraries
- write your first poem sessions

## **Year 3**

### Data and strategy

- Review progress against 4 plinths
- Widen Partnerships
- Funding bids work
- Plan next 3 year cycle

### **Organisational development**

- Review capacity at all levels

### **Financial**

- Annual financial review with forecasting and sponsorship

### **Communications**

- Review strategy
- Review governance
- Review platforms and skills
- Review audience reach
- End year scoping for new projects

### **Operational**

### Young people development

- Review capacity and health check against 4 strategic plinths and golden thread plan
- Third Arvon activities
- Golden thread plan year 3

### Seminars

- Continue delivery
- Review capacity and progress

### Open mic

#### *In person open mic*

- Continue delivery
- Review capacity and progress

#### *Online open mic*

- Continue delivery
- Review capacity and progress

### Slam

- Review capacity
- Deliver year 3 slam (s)
- Post slam review
- Plan year 4 slam activity
- Optimise communications

### Development groups

- Embed fourth group
- Develop fifth group
- Improve communications
- Review progress

### Workshops

- Deliver year 3 workshops
- End year review
- Plan year 4 workshops

### **Partnerships**

- Health check existing Partnerships
- Scope additional partnerships

### Year 3 Project development

- Deliver selected projects from year 2 list
- Plan year 4 projects

*(Three Year Plan adopted by Poetry Whitchurch Board of Trustees on 11<sup>th</sup> July 2023)*