

BOGOTA: SHORT-TERM OBJECTIVES 1996/97

OBJECTIVE	PRIORITY	MEANS	OUTPUT MEASUREMENT	PERFORMANCE ASSES
<p>6. Maintain effectiveness of bilateral TC programmes.</p>	<p>A</p>	<p>Promote progress of efficiency unit project. Continued assistance to fruit project. Successful implementation of groundwater project. Effective liaison with ODA, DNP, TCO's and Colombian counterparts.</p>	<p>Progress of key projects. Positive feedback. Political spin-off.</p>	<p>ODA</p>
<p>7. Maintain image of Britain as a successful country, and of UK/Colombian relations as strong and mutually beneficial.</p>	<p>A.</p>	<p>Regular media interviews by HMA. Effective press releases linked to visits etc. Contact with media editors in major cities. Imaginative use of OVIS slots.</p>	<p>Positive/extensive coverage of political, commercial cultural links.</p>	<p>INFO D British Council</p>
<p>8. Continue to monitor effectively threat against the Embassy and British Community.</p>	<p>A</p>	<p>Regular contact with Colombian security services. Analyse media reports. Liaison with BP, consuls, etc. Regular PSC meetings.</p>	<p>[REDACTED]</p>	<p>Security Dept</p>