

Project Brief

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Note: This document is only valid on the day it was printed

Revision History

Revision Date	Previous Revision Date	Date of next revision:	
		Summary of Changes	Changes Marked
March 15	N/A	Template Creation – Project Brief	N/A
April 16	March 15	Update of TBC Logo	
August 2016	April 16	Minor Amendments	
OCT 16	August 16	ICT Management Endorsement	

Approvals

This document requires the following approvals. A signed copy should be placed in the project files.

Name	Signature	Title	Date of Issue	Version
Nicki Burton		Director – Technology & Corporate Programmes	Oct 16	
Gareth Youlden		Technical Services Manager	Oct 16	
Jon McDevitt		Digital Data Manager	Oct 16	
Nicola Hesketh		Project & Information Coordinator	Oct 16	

Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version

<Insert Project Name>

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Overview

Purpose A Project Brief is used to provide a full and firm foundation for the initiation of the project and is created in the Starting up a Project process.

In the Initiating a Project process, the contents of the Project Brief are extended and refined in the Project Initiation Documentation, after which the Project Brief is no longer maintained.

Contents *The Project Brief should cover the following topics.*

Project Definition	4
Outline Business Case.....	5
Project Product Description	5
Project Approach.....	6
Project Management Team Structure.....	6
Role Descriptions.....	6
References.....	6

Advice The Project Brief is derived from: A project mandate supplied at the start of the project; Programme management - if the project is part of a programme, the Project Brief is likely to be supplied by the programme, and therefore it will not have to be derived from a project mandate; Discussions with corporate management regarding corporate strategy and any policies and standards that apply.

A Project Brief can take a number of formats, including: Document or presentation slides; Entry in a project management tool.

The following quality criteria should be observed:

- It is brief because its purpose at this point is to provide a firm basis on which to initiate a project. It will later be refined and expanded as part of the Project Initiation Documentation
- The Project Brief accurately reflects the project mandate and the requirements of the business and the users
- The project approach considers a range of solutions, such as: bespoke or off-the-shelf; contracted out or developed in-house; designed from new or a modified existing product
- The project approach has been selected which maximises the chance of achieving overall success for the project
- The project objectives, project approach and strategies are consistent with the organisation’s corporate social responsibility directive
- The project objectives are Specific, Measurable, Achievable, Realistic and Time-bound (SMART).

Project Definition

(Explaining what the project needs to achieve. It should include information on the sections given below)

The purpose of this project is to examine the long term options for the location of the Tourist Information Centre (TIC) service provision.

Background

The work has now started on the Philip Dix Centre to convert it into a Business Enterprise Centre and the TIC has been relocated into Marmion House. Members have indicated that this is a short term solution and that a location for the longer term needs to be found.

Project objectives

(Covering time, cost, quality, scope, risk and benefit performance goals)

- To have a TIC in the town centre that provides advice, sells tickets and offers an opportunity to sell merchandise
- To be open 7 days a week
- To be run by Customer Services staff
- To be able to provide other Council services (e.g. payments)
- To investigate the potential for 'mini satellite'
- To investigate the potential for a mobile TIC
- Improve systems/ICT infrastructure
- Improve Customer journey – consistency
- Delivered in 18 months

Desired outcomes

To recommend a physical location for the Tourist Information Centre in the town centre.

Project scope and exclusions

The project will look at the long-term physical relocation of the Tourist Information Centre from Marmion House into the Town Centre and how services will be delivered. The project is not reviewing what services will be delivered.

The project will explore the following options:

- Assembly Rooms (size of space dependant)
- Library
- Premises in Market Street
- A location within the castle grounds (size of space dependant)

The project will also consider the potential for a mini-satellite TIC and for mobile TIC services.

The location must allow the TIC to provide as a minimum the same type of services it did when located in the Phil Dix Centre, including the ability to sell tickets for TBC events and partner events, sell stock for partners, provide information on events throughout the town.

Constraints and assumptions

The constraints are the availability of premises in the Town Centre, the affordability of said premises and also the current Council resources/budgets. The assumptions are that the service will transfer and operate as it is in Marmion House.

Project tolerances

It would be expected that this project is delivered within a 2 year time period.

The user(s) and any other known interested parties

The TIC offers services which benefit both internal & external parties.

Internally the TIC currently offers services to:

Castle

- Ticket sales – at present, this includes all aspects from taking customer details, handling payments, printing tickets and collection of tickets or posting out of tickets but may not be needed by the time of implementation.
- Back office support - usage and training of the Haven Till & Haven Stock system.
- Information advice and guidance - TIC is the main site that locals hear about the Castle events and a low level of leaflets and promotional material is stored there.

Tamworth Arts & Events

- Ticket sales – Assembly rooms shut from September 16 but still selling shows for outdoor events, arts development and community groups.
- Back office support – Admin support for all ticket purchases not online. Admin for the art development programme, I.E: Child Consent form/collection of artwork for projects from the community. Care of Box office ticket and postal tickets. Cancellation of shows – contacting customers. Providing refunds/exchanges. Services may change once the Assembly Rooms building has been extended and refurbished.
- Information Advice and Guidance – Promotion space for flyers/ posters/ leaflets/ pop up banners. Face to face and phone enquires; information regarding events, directional advice for customers, parking, up selling shows.

Economic Development

- Tourism and Town Centre – Hardcopy leaflet distribution

Externally the TIC offers services to:

Public

- Information advice and guidance – advises on a variety of local events, attractions and services.

Interfaces

- Enterprise Quarter Project
- The Castle Review
- Tamworth Business Improvement District (BID)

Outline Business Case

(Reasons why the project is needed and the business option selected. This will later be developed into a detailed Business Case during the Initiating a Project process)

It was agreed to move the Tourist Information Centre from its previous location at Cabinet into Marmion House as a short term option and now the long term option needs to be delivered.

Project Product Description

(Including the customer's quality expectations, user acceptance criteria, and operations and maintenance acceptance criteria)

<Insert Project Name>

To be developed as part of the project.

Project Approach

(To define the choice of solution that will be used within the project to deliver the business option selected from the Business Case, taking into consideration the operational environment into which the solution must fit)

Project Management Team Structure

(A chart showing who will be involved with the project)

Enterprise Quarter Governance Group

Matthew Bowers - Head of Managed Growth, Regeneration and Development

Matthew Fletcher - Senior Economic Development and Regeneration Officer

David Hunter - Senior Regeneration Officer

Tracey Tudor - Head of Customer Service

Barry Curtis - Facilities Manager - Property Services

Christie Tims - Head of Organisational Development

Neil Mason - Head of Community Leisure

Role Descriptions

(For the project management team and any other key resources identified at this time)

References

(To any associated documents or products)

Please see the following reports:

Enterprise Quarter Cabinet Report – January 2016

Tamworth Tourist Information Centre – High Level Options Review – June 2016