

## Project Report Template (Detailed brief)

**Background:**

<b>Project Name:</b>	
<b>Project Manager:</b>	
<b>Project Sponsor:</b>	
<b>Background/Description:</b> (Brief details)	
<b>Project Objectives:</b> (briefly, but clearly set out what the main objectives of the project are)	
<b>Expected outcomes and key deliverables:</b> (briefly, but clearly set out what outcomes the project will actually achieve and who will benefit)	

**Links to:**

<b>Corporate Goals:</b>	
<b>Corporate Outcomes:</b>	
<b>Other Projects:</b>	

**Resources:**

<b>Resources required prior to bid submission</b> (some work may need to be undertaken prior to the bid being submitted which will incur costs e.g. design work or seeking planning permission)	<b>Estimated Cost £</b>

<b>Budget</b> (including any financial match funding required):	<b>Item</b>	<b>Capital Expense £</b>	<b>Revenue Implications</b>	
			<b>One-off</b>	<b>On-going</b>
<b>Financial year:</b>				
<b>Financial year:</b>				
<b>Financial year:</b>				
<b>Financial year:</b>				
<b>Total:</b>				

<b>Staff</b> (including support services and overheads):	
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<b>Non- financial match funding</b> (e.g. provision of Council owned land/assets)	<b>Asset worth £</b>

<b>Impact on Council Land/assets</b> (e.g. removal of a Council owned toilet block)

## APPENDIX 1

**External Funding Sources** – give details and status (e.g. submitted, secured, conditional):

Funding Source:	Year	Year	Year	Year	Future years	Total	Status

**Comments** (e.g. deadlines for spending, conditions):

**Timescales** (exact dates may not be known until funding has been secured and the project has commenced – at this stage an estimate of the “life span” of the project should be provided):

Activity:	Date:

**External Partners/stakeholders and level of dependencies:**

[illegible]

## SWOT (Strengths, Weaknesses, Opportunities, Treats) Analysis

<p><u>Strengths</u> describe the positive attributes, internal to Maldon District Council (MDC) such as:</p> <ul style="list-style-type: none"> <li>• What does MDC do well?</li> <li>• What internal resources are available? Think about skills, background and knowledge of the staff, reputation, networks involved in. What about tangible assets such as technology.</li> <li>• What other advantages does MDC have: assets, experience, data, location, accreditations, processes, systems, IT.</li> </ul>	<p><b>Strengths</b></p>	<p><b>Weaknesses</b></p>	<p><u>Weaknesses</u> are those aspects that detract from the value MDC offers or place the Council at a disadvantage so need to be addressed.</p> <ul style="list-style-type: none"> <li>• What areas need improvement to accomplish MDC objectives?</li> <li>• What does MDC lack (for example, expertise or access to skills or technology)?</li> <li>• Are there limited resources?</li> <li>• Are there gaps in capabilities?</li> <li>• Are there vulnerabilities around effects on core activities, reliability of data, morale, commitment, leadership, processes and systems?</li> </ul>
<p><u>Opportunities</u> are external attractive factors that represent why the project is likely to prosper.</p> <ul style="list-style-type: none"> <li>• What opportunities exist that MDC can benefit from?</li> <li>• Is the opportunity ongoing, or is there just a window for it? In other words, how critical is your timing?</li> </ul>	<p><b>Opportunities</b></p>	<p><b>Threats</b></p>	<p><u>Threats</u> include external factors beyond MDC control that could place its strategy at risk. MDC has no control over these, but may benefit by having contingency plans to address them if they should occur.</p> <ul style="list-style-type: none"> <li>• What factors beyond MDC control could place it at risk?</li> <li>• Are there challenges created by an unfavourable trend or development that may lead to deteriorating revenues?</li> <li>• What about shifts in customer behaviour, the economy, or government regulations that could impact the Council?</li> <li>• What about environmental effects, IT developments, partners, sustaining internal capabilities, loss of key staff?</li> </ul>

### Governance and Accountabilities:

If known at this stage, outline how project is to be governed/structured: Will there be a project board? What are the key roles within the project? Will Terms of Reference be established? How will progress be reported – frequency and who to?

**Approval:**

<b>Project approved by the Council:</b>	<b>Date:</b>		
<b>Funding bid submission sign off required:</b>	<b>Signed/Approved</b>	<b>Date</b>	
<b>Director:</b>			
<b>Committee Chairman:</b>			

<b>Date project report last reviewed/updated:</b>