

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Christmas Card Competition
Project Manager	Chris Hailey Norris
Document Author (if different from Project Manager)	As above
Organisation Name	Tadcaster and Villages CEF



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

The CEF Partnership Board is keen to develop its range of community engagement. To date this has included the Give It A Go Event, the Community Discovery Day and a range of Public Forums.

The Christmas Card Competition will be an excellent way to engage with schools in the CEF area and tie in with the annual Christmas Market.

Details of the Project

Please list the details of your project

The project will be to have a Christmas Card design competition involving the 3 schools in the CEF area.

Each school will have 3 cash prizes of £30, £20 and £10.

There will be an opportunity to get the winning cards printed for future sales, on the back of which there will be information regarding the CEF and what it aims to achieve.

Members of the CEF Partnership Board will be able to act as judges for each school competition. Each school will be encouraged to have a promotional display of their entrants which can also be promoted at the Tadcaster Christmas Market.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The project will enable a working relationship to be developed between the CEFs and the schools in the area.

It will enable an opportunity for schools to harness the creativity of their pupils and the winning design to be printed.

This piece of work will directly address 2 priorities detailed in the CEF Community Development plan;

- improve leisure and cultural opportunities for local people
- ensure that people can get information about the things they want to do, and help in starting up new activities

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

The project will be a wonderful opportunity to engage with schools, create a good news story as the winners are selected and enable Christmas cards to be produced that will promote the CEF.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

The CEF support staff will liaise with each school regarding the competition, the timescales and prizes available.

Members of the Partnership Board will be asked to take part in the judging each school competition.

Each winner will have their cards printed for future use.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

November 17	Decision made by CEF Partnership Board
November 17	Schools contacted regarding the competition
December 17	Judging takes place at each school
January 18	Winners photoshoot Promotion through Tadcaster Today and SDC website
February 18	Printed Christmas Cards given to the winners

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

Costs

- 3 lots of cash prizes - £30, £20 and £10 per school = £180
- Printing of Christmas Cards for each winner x £100 per winner = £300

Total: £480

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

The funding will come from the Tadcaster and Villages CEF.

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Potential risks include

Lack of Engagement

This has been addressed by;

- Involving each school
- Prizes for 1st, 2nd and 3rd places
- Fun activity – easy for people to participate

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

This is a unique project that can complement the Christmas Market in December.

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