Project Brief template

The Project Brief is a key document that outlines the scope, scale and detailed requirements of your proposed project.

Enabling you to capture and define the core information about the project, the Project Brief, along with a budget for the project, gives the proposers and decision-makers all the information they need to work together to assess, evaluate and hopefully fund your project.

- Understand the Project Brief purpose:

  - The **who**, **what**, **when**, **where** and **why** - what does the project entail?

  - Keeping the project on track - preventing scope creep and guiding decisions through to completion.

  - Are you clear what is **in scope**? or **out of scope**?

- **Gather the contents** for your Project Brief:

  - Project goals / requirements

  - How does it match the organisation's overall goals?

  - Intended process or methodology

  - Measurable: are there any metrics to reach?

  - Expectations on deliverables

  - Stakeholders and main decision-makers

  - Dependencies: do you have the resources and skills to reach the project goals?

  - Deadlines

- **Success measurements**: how will you measure success?

Our project brief template is on the next page, ready to be adapted to your project and organisation.

Project Brief

Project name:
Aim: • What is the purpose or intention; the desired outcome? • Ensure that this aim aligns with the aims of *[organisation name]*.
Project need – supporting evidence: • Why needed? • What gap in services / research is it fulfilling? • How do you know this need exists? • Demonstrate with data, evidence and references that the project is needed and that it's not just a great idea by 1 or 2 people.
Key differentiating factors: • How is this project different to others that may be similar? • How does it contribute to the larger body of research knowledge in your field? • Why is your organisation the best to deliver this project?
Target group: • Who or what is this project helping?
Objectives: • Objectives are the measurable outcomes to achieve the aim / goal. • To what extent do the objectives align with the objectives of *[organisation name]*?

Strategies:

- The tasks that will be implemented to achieve the objectives.

- Each objective generally has its own set of strategies.

Timeframe / Key milestones:

- Confirm that the project will be ready to start, or won't have already started, before funding becomes available.

Feasibility:

- What is the likelihood of success based on the resources that will be applied to this project?