We are committed to ensuring our valuable resources are targeted to where they can make the greatest impact on our agreed organisational priorities. In order for us to assess your work request against these priorities – and for us to ensure we assign the appropriate resources to your request - it would be helpful if you could provide some additional information about the work you would like us to deliver.

Your support is much appreciated, we will be in contact with you to discuss your request shortly.

**The Communications Team**

|  |  |
| --- | --- |
| **DATE** |  |
| **SUBMITTED BY** |  |
| **YOUR TITLE/ROLE** |  |
| **CONTACT DETAILS** |  |

|  |
| --- |
| **THE TITLE OF YOUR PROJECT OR JOB  ­­­­­­­­­­---------------------------------------------------------------------------------------------------**  DOES THIS WORK ADDRESS AN AGREED ORGANISATIONAL PRIORITY AS SET OUT IN OUR BUSINESS PLAN? [Y/N]  IF SO, WHICH BUSINESS PRIORITY IS IT? |
|  |
| IS YOUR DIRECTOR/HEAD OF SERVICE AWARE OF THIS WORK REQUEST? [Y/N] |
|  |
| HAVE WE AGREED THIS WORK WITH YOU AS A PART OF OUR PLANNED ANNUAL COMMUNICATIONS STRATEGY? |
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| --- |
| DOES YOUR PLANNED WORK HAVE **SMART** OBJECTIVES?  **S**PECIFIC, **M**EASURABLE, **A**CHIEVABLE, **R**EALISTIC AND **T**IMELY |
|  |
| WHAT BUSINESS PROBLEM DOES THIS WORK SEEK TO SOLVE/WHAT BEHAVIOUR DOES IT SEEK TO CHANGE? |
|  |
| DO YOU HAVE THE NECESSARY DATA & EVIDENCE TO SUPPORT AND INFORM THIS WORK? PLEASE GIVE AN OVERVIEW. |
|  |
| HAVE YOU IDENTIFIED YOUR TARGET AUDIENCE? PLEASE PROVIDE DETAILS. |
|  |
| IS THERE A DEADLINE FOR THIS WORK? |
|  |
| DO YOU HAVE BUDGET AVAILABLE TO SUPPORT THIS WORK? [Y/N] PLEASE PROVIDE DETAILS. |
|  |