**Template: Programme Brief** by Colin Bentley

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| **Programme Name** |  | | | | |
| **SRO** |  | | | | |
| **Programme Manager** |  | | | | |
| **Date** | dd/mm/yy | **Version** | 0.01 | **Status** | First draft |
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# Purpose:

The Programme Brief is an outline definition of what a programme is expected to achieve in terms of benefits, outcomes, scope and objectives. The contents of the Brief, once approved by the programme’s sponsoring group, will be as the basis for developing the detailed programme definition, benefits profiles, business case, plans and governance arrangements.

# Outline Vision Statement

A picture of a better future – the end goal of the programme. A high-level description of the capability the organisation seeks from the changes to its business/operations and, potentially, to the operations/behaviours of its partners/customers.

# Benefits

An outline description of the outcomes and benefits that should be achieved as a result of the new capability.

# Risks and issues

Any programme level risks and issues that threaten achievement of the vision and the desired outcomes/benefits. Assumptions, conflicts, lack of stakeholder support and commitment should be recorded here.

# Constraints

All known constraints (e.g. time, budget, regulation, process).

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| **5. Estimated cost, effort and timescales** |
| Estimates of £, effort and time needed to set up and manage the programme and to deliver the required outcomes and benefits. An indication of the degree of certainty should be given (e.g. +/-  %). Spurious precision should be avoided. |

# Outline Business Case

Strategic context – why the programme is required and the corporate objectives, PSA’s or other objectives the programme will contribute towards. Other related initiatives that will be running in parallel with the programme.

# Options

Options that have been considered and those that are still open at this stage.

# Projects

A list of candidate projects, workstreams and activities with an indication of their sequence and timing. This should include a description of any existing projects that it might be sensible to bring under the management control of the programme.

# Impact on current operations

An assessment of the current business operations (including partners/customers) and an indication of those that are likely to be impacted by changes introduced by the programme.