

Project Name

Project Brief

Student Name

Contents

[Executive Summary (300 Words) 3](#_Toc100918998)

[Background (500 words) 4](#_Toc100918999)

[Proposal (2200 words) 5](#_Toc100919000)

[High-level Concept (700 words) 5](#_Toc100919001)

[Audience and Market Research (600 words) 9](#_Toc100919002)

[SWOT Analysis (400 words) 11](#_Toc100919003)

[Strengths 11](#_Toc100919004)

[Weaknesses 11](#_Toc100919005)

[Opportunities 11](#_Toc100919006)

[Threats 11](#_Toc100919007)

[Requirements (100 words) 12](#_Toc100919008)

[Resources and Costs 12](#_Toc100919009)

[Impact and KPIs (400 words) 13](#_Toc100919010)

[Social 13](#_Toc100919011)

[Cultural 13](#_Toc100919012)

[Economic 13](#_Toc100919013)

[References 14](#_Toc100919014)

# Executive Summary (250 Words)

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| |  | | --- | | The Executive Summary should follow the following structure:   * Introduction (what is the purpose of your proposal?) * Need (what is the main problem that you are looking to resolve?) * Solution (what are you suggesting will solve the problem, and what are the main selling points?) * Resources (how are you going to approach solving problem?) * Confidence (what measurements would suggest your solution will work?) * Conclusion (what is the importance of this proposed project, and why does it need to happen?) * **Introduction** <https://www.theguardian.com/culture/2022/sep/23/tintagel-among-castles-at-risk-coastal-erosion-english-heritage>   Due to erosion, rising sea levels and frequent storms, different chunks of Tintagel have fallen into the sea. Seeing the current state of global warming and ongoing weather changes, it will be very hard to preserve this heritage site.   * **Need**   To make sure its accessible to visitors in the future and it remains a heritage site which will be closed to the public in the future due to natural causes but provide the same experience.   * **Solution**   Using emerging technologies like AR and VR to build a fully explorable virtual attraction which looks like the original place. Having this in a museum with other pieces of art and related structures to the castle which will be explorable through VR.   * **Resources**   Starting off by adding AR displaying information about existing places of interest on the island and the bridge to monitor the acceptance of newer technologies would make it a good start. After which it can be expanded upon by making a VR tour of the area and renting VR headsets for use at the museum which will have the places of interest and other local hotspots which would be using the AR app.   * **Confidence**   [**https://www.english-heritage.org.uk/siteassets/home/about-us/search-news/tintagel-bridge-consultation/201611tintagelbridgeconsultation.pdf**](https://www.english-heritage.org.uk/siteassets/home/about-us/search-news/tintagel-bridge-consultation/201611tintagelbridgeconsultation.pdf)  Since Tintagel castle has around 2,50,000 visitors a year on average with up to 3000 people a day during the summer months, which if compared to other museums like the Louvre, V&A and more which already have started using VR for showcasing artworks and other spaces have received a very positive response form the visitors.   * **Conclusion**   The Castle and the bridge close due to bad weather and in the future, due to natural causes such as erosion. Maintenance costs are high, and it will only keep increasing due to the rising sea levels. This could be the future of Tintagel Castle and one of the better ways to protect it. | |

# Background (500 words)

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| |  | | --- | | * **Issue:**   The historic site of Tintagel Castle has a long history of erosion with parts of the castle falling in the sea since the 14th century. The castle is also subject to wind erosion causing major gaps in some walls while a part of it also being situated on a fault. Furthermore, Tintagel’s visitor centre has been lost to erosion affecting the viewing area and coastal path.   * **Impact:**   <https://www.english-heritage.org.uk/about-us/search-news/pr-coastal-appeal-2022/>  English Heritage is a charity which cares for over 400 historic buildings, monuments and sites and aims to teach people about the history of these places by giving them memorable experiences by being authentic, qualitative and responsible for conserving some of England’s finest historic sites and artefacts. They said that they are facing one of their greatest challenges ever and that Tintagel Castle could be lost indefinitely if funding isn’t found to protect it. Sea levels are rising at their fastest rate for more than 2,700 years and are predicted to surge by up to a metre before the end of the 21st century. To put this in context, last century the sea levels rose by ony 14cm along the southern coast of England. They’ve also found Tintagel castle among the six most vulnerable castles at a threat to coastal erosion with it being at the very top.   * **Existing Strategies:**   The charity has put out a fundraising appeal for around 40,000£ to fix the damages caused by storms last winter and will have to strengthen the walls and build sea defences to prevent further damages due to coastal erosion in the future. English Heritage is also a founding partner of the UK Heritage Adaptation Partnership, which aims to share expertise in tackling the impact of climate change on our historical sites and cultural heritage and is also working with the World Monument Fund Britain on its Coastal Connections programme that brings specialists from across the globe together to share experience and support others facing similar risk.  Ministers have also allocated £36m over 6 years to develop a ‘Coastal Transition Accelerator Programme’ to try out ways to adapt to a changing climate, as part of the £200m Flood and Coastal Resilience Innovation Programme.   * **Gaps:**   <https://www.lancs.live/news/local-news/stunning-14th-century-fortress-danger-25091784>  The existing strategy is to fund repairs and construction costs to build defences. But with the increasing rate of rising sea levels due to global warming, it will only get worse and more expensive to repair the damages caused. We should look into alternatives to keep the stories and experiences of these places alive without altering the existing structures. This could be solved by having a mix of new emerging technologies like AR and VR by using their abilities to provide visitors with an authentic and immersive experience. |   Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed nisl consectetur, tempus lorem eu, dignissim velit. In eu diam pretium libero luctus tincidunt. Proin sapien dui, tristique ac dictum et, suscipit quis magna. Cras in massa sit amet velit feugiat mattis at ac nisi. Vestibulum in ornare neque, eget porta massa. Vivamus condimentum erat vitae ultricies consectetur. Curabitur eget justo felis.  Phasellus eros diam, faucibus vel nisi eget, volutpat placerat erat. Nam eleifend justo nec suscipit aliquet. Donec sapien urna, vestibulum interdum mauris auctor, rhoncus aliquet ex. Mauris vehicula molestie purus sed consectetur. Nam a mollis nunc, ut condimentum sapien. Ut congue, nibh id condimentum porttitor, sapien sapien suscipit nisi, at pellentesque dui orci sit amet libero. Ut eu risus sem. Duis rutrum augue sed tortor accumsan, id maximus nunc cursus. Maecenas ultricies sit amet eros at lacinia. Etiam laoreet porta dapibus. Quisque luctus nisl sed sem iaculis pellentesque. Curabitur feugiat nunc quis justo scelerisque mollis. Suspendisse mattis sollicitudin felis, vitae condimentum diam luctus ac. In nibh turpis, pulvinar ut semper id, ultricies nec arcu. Morbi finibus mauris id venenatis consectetur.  Nulla quam lectus, malesuada a lacus elementum, sodales aliquet nunc. Aenean nisl ligula, suscipit non turpis at, malesuada ultrices purus. Donec pellentesque tellus at interdum rhoncus. In mattis turpis elit, vel eleifend elit lobortis vel. Sed lobortis gravida feugiat. Vivamus convallis aliquet purus, in tincidunt est iaculis eu. Pellentesque felis nisl, placerat id suscipit eu, varius sit amet tortor.  Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus efficitur condimentum erat sed euismod. Vivamus magna tortor, venenatis ac massa eu, vestibulum congue lorem. Suspendisse potenti. Vivamus tincidunt mi ligula, placerat aliquet dui mattis id. Vivamus justo arcu, faucibus at sagittis et, fermentum vitae velit. Nam sit amet lorem turpis. Pellentesque habitant morbi tristique. |

# Proposal (2250 words)

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| High-level Concept (750 words)  |  | | --- | |  | |

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| Audience and Market Research (600 words)  |  | | --- | |  | |

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| SWOT Analysis (400 words)  |  | | --- | | Strengths |  |  | | --- | | Weaknesses |  |  | | --- | | Opportunities |  |  | | --- | | Threats | |

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| Requirements (100 words)  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Resources and Costs  |  |  |  | | --- | --- | --- | | **Resource** | **Description** | **Cost (£)** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | **Total Costs:** | |  | | |

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| Impact and KPIs (400 words)  |  | | --- | | Social |  |  | | --- | | Cultural |  |  | | --- | | Economic | |

# References

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