

The Extra costs associated with this project were , app development platforms, development costs for the central platform and dedicated mobile app including Web development and content creation costs. Finally we took into account the costs for marketing campaigns and community outreach events.

Project Phase	Key Activities & Focus	PM DAYS	PM Cost (£350/day)
1. Review & Initial Assessment	<p>Initial scoping and understanding the institution's challenges (sporadic enrolment, internal comms issues, night school struggles)</p> <p>Leading the Internal Communication Audit (staff surveys, focus groups, interviews).</p> <p>Reviewing existing internal and external communication channels and materials.</p> <p>Defining project objectives and scope with stakeholders.</p>	10	£3,500
2. Strategy Development & Planning	<p>Developing the tailored Communication Strategy (internal &amp; external)</p> <p>Planning the implementation of clear, accessible channels (central platform, mobile access)</p> <p>Planning for targeted communication (email, SMS, online portal, segmentation)</p> <p>Strategizing responsiveness pathways and championing work-life balance in messaging</p> <p>Detailed planning for external communication revamp (website, content marketing, community outreach, campaigns)</p> <p>Initial planning for Microsoft Educational License application and dedicated app development.</p>	25	£8,750
3. Execution Oversight & Management	<p>Overseeing the application and integration of the Microsoft Educational License</p> <p>Managing the development and implementation of the central communication platform and dedicated mobile app (including GDPR compliance)</p> <p>Guiding the internal communication rollout and change management with staff</p> <p>Managing the website overhaul and content creation for external marketing</p> <p>Directing community outreach efforts and work-life balance campaigns</p> <p>Monitoring early feedback and adjusting strategies.</p>	40	£14,000
4. Monitoring, Refinement & Closure	<p>Tracking key metrics (enrolment, student satisfaction, staff morale, brand recognition)</p> <p>Analyzing feedback surveys and implementing refinements.</p> <p>Overseeing the finalization of communication assets and processes.</p> <p>Documenting lessons learned and preparing a comprehensive project closure report.</p> <p>Formal handover of new systems and strategies to the institution.</p>	15	£5,250
PROJECT COST		90 DAYS	£31,500
		EXTRA COSTS	£6,500
		TOTAL	£38,000
		TOTAL INC VAT	<b>£45,600</b>