



WILTSHIRE & SWINDON SMARTPLACE PROGRAMME LESSONS LEARNED REPORT

Project name Infrastructure Theme

Version 1.0

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Document History

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1.0	19 July 2006	Original

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Introduction

1. Iain Duffin and Paul Penfold – the key contacts for BT- have now left the regional team.
2. However, their reports to me suggest that Wiltshire Smartplace was extremely well run.

Project Delivery

Went well

3. Wiltshire Smartplace benefited considerably by the recruitment of Phil Knowling, an experienced Project manager and his professional input makes the partnership stand out when compared with others across the UK.

Went badly

4. BT felt more use could have been made of its Press Office. Our Press Team deal on a day to day basis with the national, daily and provincial press as well as trade and interactive media. Working with us more closely on this front would we feel have generated more positive publicity and highlighted many of the successes on a national stage.

Abnormal events

5. NIL

Conclusions/Lessons Learned

6. Make sure you celebrate success regularly and make the most of opportunities for Wiltshire to gain national profile.

Recommendations

7. Ensure that the funds and resources are made available for a major event to celebrate the programme's achievements and distribute a release to the media placing them on the record.