

## **Plan for Phase 1**

### **Phase 1 – July 2003 – October 2004**

#### **1a. Research Phase – July 03 – January 2004**

1. Research the Lost Industries of Southwark
2. Create Design Brief for:
  1. Leaflet
  2. Web Site

#### **1b. Design Phase – January 2004 – May 2004**

1. Design Leaflet and Web Site  
To be undertaken by Central Saint Martins

#### **1c. Marketing Phase**

1. Launch Web Site – May 2004
2. Launch Leaflet – June 2004
3. Organise Events programme – July – October 2004

#### **1c. Fundraising Phase**

Having got the web site up and running a fund raising campaign will be begun to fund phase 2 of the project.

## **FINANCE**

### **Phase 1**

Phase 1 is being financed by UnLtd (<http://www.unltd.org.uk/>) and has been funded as possible. The research is being undertaken by Kevin Flude as a pro-bono project.

Design fees re Education Pack, Leaflet and Web Site	£750.00
Domain Name and Web Hosting Fees	£350.00
Education Pack Printing 100 copies @ £2.50	£250.00
Leaflet Printing	£1,000.00
Travel and expenses	£75.00
<b>Total</b>	<b>£2,425.00</b>
Phase 2 Costings	
Fee re Project Coordinator	£10,000.00
Design fees re Plaques, leaflets and pack	£5,000.00

Fees re Web Master/Mistress	£3,000.00
Publicity	£3,000.00
Event Organisation	£4,000.00
Plaque manufacture and erection	£7,000.00
Administration Costs	£3,100.00
Contingency	£2,000.00
<b>Total</b>	<b>£37,100.00</b>