Melton BC Lottery Project Critical Path - Appendix B

Last Update 20.07.16

Plan Elements	Week No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
			Project Go Live									Launch Event Causes	Open Site To Causes				Open Site To Public				First Draw Week		
	W/c (Mon)	11-Jul	18-Jul	25-Jul	01-Aug	08-Aug	15-Aug	22-Aug	29-Aug	05-Sep	12-Sep	19-Sep	26-Sep	03-Oct	10-Oct	17-Oct	24-Oct	31-Oct	07-Nov	14-Nov	21-Nov	28-Nov	05-Dec
	Holidays					BS			BS														
	Responsibility																						
TOTAL PROJECT LENGTH																							
Phase 1 - Project Green Light																							
Project Approval	MBC																						
Phase 2 - Design & Legal Requirements																							
Site design & branding																							
Project Kick off Meeting	All																						
Choose Domain Name	MBC																						
Logo Creation (Main Logo and Good Cause Section)	MBC																						
Branding development (style guide to include colours / fonts etc)	MBC																						
Source "Lifestyle" images	MBC																						
Site design	Gatherwell																						
Site design approval	MBC																						
Legal																							
MBC Gambling Commission Licence Applications (LA Licence and Annex A's)	MBC																						
Agree Good Causes Terms and Conditions	MBC																						
Agree Player Terms and Conditions / Game Rules / Data policy etc	MBC																						
Lotteries Council Application	MBC																						
Phase 3 - System Development																							
Holding Page																							
Build holding site & arrange hosting	Gatherwell																						
Holding Site LIVE	Gatherwell																						
Consumer facing site																							
Build site framework and hosting	Gatherwell																						
Account system	Gatherwell																						
Site skeleton complete	Gatherwell																						
Report of all required content	Gatherwell																						
Full site design complete	Gatherwell																						
Generation of content	All																						
Integration of content	Gatherwell																						
Testing	All																						
Good Causes element of Site LIVE	Gatherwell																						
Testing	All																						
Full Site LIVE	Gatherwell																						
Site Moves to Ongoing format (winners pages etc)	Gatherwell																						
Transactional B to B																							
Direct Debit accounts	Gatherwell																						
Payment processing accounts	Gatherwell																						
Merchant Bank New Mids	Gatherwell																						
Insurance underwriting	Gatherwell																						
New Phone Number	Gatherwell																						
New e-mail Domain	Gatherwell																						
Social Media Accounts	Gatherwell																						
Phase 4 - Marketing																							
Good Cause Onboarding																							
Generate Mailshot strategy	MBC																						
Source Good Cause target list	MBC																						
Identify a launch set of target Good Causes (MBC to onboard)	MBC																						
Generate Mailshot Content	All																						
Further Information Leaflets (PDF Solution)	Gatherwell																						
Launch Event	MBC																						
Telephone/ e-marketing	MBC																						
Player Onboarding																							
Source Bolt on Launch Prize(s)	MBC																						
Facebook Campaign	?																						
Press Release preparation	MBC																						
MBC Site Banners	Gatherwell																						
MBC Comms support	Gatherwell																						
Phase 5 - GO LIVE																							
Good Cause Set Ups	Gatherwell																						
Good Cause Marketing	The Causes!																						
Player Enrolment	The Public!																						
First Draw	Gatherwell																						