Happy New Year

Improve your Project Management

The BS 6079-1:2010 Project Management. Principles and guidelines for the management of projects standard was released at the end of last year. This revision of the standard aims to help organisations and people manage their projects more effectively. Projects are usually judged successful if they are delivered on time, on budget and are of the right quality. This is the standard project triangle, but the project should also make sure the customer (external or internal) is satisfied; this means that the development project should deliver a product that meets the customer's requirements. This makes a pyramid that is known as the 'Universal Project Pyramid. It is managing the interaction of these elements that is fundamental to *project management.*

As explained in the introduction to the new standard it aims to provide guidance to the following people:

- Managers – to raise awareness of project management issues and enable them to provide support to the project team
- Project sponsors – to assist them in ensuring that the projects remain focussed on delivering their aims and objectives
- Project managers – to improve their ability to manage projects and deal with the many problems that occur, as well as managing the integration of the project team
- Team managers and members – to enable them to use project techniques in the management of their work

- Project support staff – to help understand the project environment
- Technicians – to help them understand the problems that may occur in the project and to help them solve them
- Educators and trainers – to understand the context that a project will have to operate in.

The revised standard is wide ranging and looks at some of the complexities involved in managing projects, the roles and responsibilities of people involved in the project and it identifies the key principles of project management as:

- Driven by needs and benefits
- Stakeholders engaged through the project
- Single point accountability throughout the project
- Cross-functional working
- Tailoring of standard processes and methods is allowed

The standard also looks at the project life cycle and the activities associated with project management at points during this cycle. The main activities in running the project are covered:

- Preparing for a project
- Approving a project or phase within a project
- Initiating a project
- Directing a project
- Managing a project
- Managing delivery
- Closing a project
- Reviewing project outcome

The final section looks at the skills and competencies for project management and provides a table with typical competencies

for project management roles. For further information on the standard please visit www.bsi-global.com

Patent and Intellectual Property News

From 1st Jan 2011, patent applications to the European Patent Office (EPO) will have to be accompanied by fewer documents – saving companies time and money. The EPO enables companies to make one application for patent protection in up to 40 European countries and now applicants no longer have to supply the EPO with the results of searches already done by the UK Intellectual Property Office (IPO). This information will now be supplied directly by the IPO.

Baroness Wilcox said, "Reducing the burden of bureaucracy saves businesses time and money. It is essential in creating the conditions for businesses to grow and prosper. These new arrangements will make it cheaper and easier for UK firms to obtain patent protection as they look to expand into other European countries. Cutting duplication is the key to dealing with the worldwide backlog of patent applications. The quicker we deal with patent applications, the quicker firms can bring the latest innovations to the consumer." For further information please visit www.bis.gov.uk/newsroom

The Green Channel at the IPO offers accelerated processing for patent applications where the invention has an environmental benefit. It was launched in the middle of last year and on average a patent is granted through the Green Channel in eight months compared with a 32 month average for standard applications. Although it has attracted interest from other countries, British businesses have been the main beneficiaries with 86% of requests for fast-tracking coming from UK firms. The IPO has a database of Green Channel applications and it is available at www.ipo.gov.uk/types/patents/p-os/p-gcp

An independent review is being undertaken into intellectual property (IP) and growth and how an IP system can best support growth. Professor

Hargreaves, Professor of Digital Economy at the Cardiff Business School is leading the review and said, "We must ensure the UK has an IP system that drives innovation and growth. This review will identify the barriers to growth and, where they exist, work out how to remove them. The review will set out short-term improvements that could be made as well as a long-term vision for the IP system. It is essential our conclusions are based on as broad an evidence-base as possible. I would urge all interested parties to submit their views and help shape the recommendations of this report."

If you would like to take part, the Call for Evidence document as well as background information about this review is available at www.ipo.gov.uk/ipreview

Water Standards

BSI have recently released three new standards concerning water quality.

BS 8580:2010 Water quality, Risk assessments for Legionella control. Code of Practice.

BS ISO 11349:2010 Water quality, Determination of low-volatility lipophilic substances, Gravimetric method

BS ISO 5667-21:2010 Water quality, Sampling, Guidance on sampling of drinking water distributed by tankers or means other than distribution pipes

If you would like further information on these standards, please visit www.bsi-global.com

Brand Value

A new ISO standard has been launched that aims to help organisations value their 'brand'. ISO 10668:2010, Brand valuation – Requirements for monetary brand valuation, provides procedures and methods for measuring how much a brand is worth.

According to Christopher Scholz, Chair of the committee that developed the

standard, "Brands, like many other intangible assets, are highly valued properties. They are used to create distinctive images and associations in the minds of stakeholders to help the company stand out in the marketplace, and communicate and engage with their customers. Yet they are a little understood asset. For a long time companies have struggled to determine the actual impact and value of their brand. ISO 10668 is an important step forward for the industry."

To assess brand value, the standard takes users through a three-tiered analysis looking at financial, legal and behavioural aspects. It provides a framework with objectives, bases, approaches and methods of valuation, and sourcing of quality data and assumptions. It also gives advice on reporting results. For further information please visit www.iso.org

Top British Products

Dr Les Budd, from The Open University Business School has selected his top ten British products – many are famous brands. His list is:

1. The Dyson Vacuum Cleaner – the Dyson Dual Cyclone became the fastest-selling vacuum cleaner ever to be made in the UK

2. The Mini – designed by Sir Alex Issigonis for the British Motor Corporation, it ceased production in 2000

3. The Roberts Radio – the company was founded in 1932, and the classic model (adapted for DAB) is still available.

4. Malt Whisky – The global market for whisky is around £3bn and it is one of the UK's best export performers

5. The Cornish Pasty – perhaps the first British fast food, its provenance goes back to 1746

6. Doctor Martins Shoes and Boots – seen as part of youth culture

7. Marks & Spencer Underwear – ubiquitous, almost everyone possesses some

8. The Sinclair ZX Spectrum – launched in 1982, this product changed the nature of computing

9. Marmite – first produced by the marmite extract company in 1902, it now belongs to Unilever

10. The Vickers Viscount – this aircraft first flew in 1948 and still represents the most commercially successful airliner in British history

You may well disagree with his list – but what would yours be?

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