PROPOSED IMPROVEMENT WORKS
IDENTIFY. IMPROVE. ADVANCE.

PLANNING

Improvement opportunity brief

A hypothetical hotel example

An illustrative brief showing the questions, evidence and practical considerations behind an idea.

> Illustrative concept — not a completed client project. No site, benefit, cost or outcome has been verified.

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Proposed Improvement Works
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From observation to questions

Illustrative concept — not a completed client project

A generic, hypothetical independent hotel scenario — not a client case study or endorsement. No site visit or audit has taken place; no specific issue, benefit, metric or result is verified.

This is a sample brief, not a researched opportunity, site-specific proposal or technical drawing. No client, site, budget, permission or outcome is claimed.

The possibility

PIW UK might consider whether a hotel's online enquiry and guest-arrival journey could be clearer. This would be a question to explore with the owner, not a claim that something is wrong.

Possible benefits — hypotheses only

Clearer information might make enquiries and arrival easier for guests. A more understandable journey might also support staff routines. Neither benefit has been measured or verified.

- What questions do guests ask before arrival?
- Where, if anywhere, do enquiries stall?
- Who needs clearer information or more accessible alternatives?
- Would a change address the issue, or is no change the better option?

Evidence required

Within an agreed paid scope, examine relevant enquiry information legitimately supplied by the organisation, guest feedback, staff observations and the current journey. Separate what is verified from assumptions, and avoid collecting unnecessary personal information.

Practical checks before a proposal

Options to compare

Options might include clearer guest information, a different enquiry flow or revised arrival signage. We would compare them with the current approach, including the option to make no change.

Cost considerations

Consider signage or content work, digital supplier time, staff training, ongoing upkeep and disruption. There is no project price or return estimate in this hypothetical brief. Validate costs with actual scope, data and supplier quotations.

Permissions & responsibilities

Confirm ownership, tenancy and permissions for any physical change. Check accessibility, operational constraints, data handling and technical requirements with suitable specialists. Establish who is responsible for approvals, work and ongoing maintenance.

Delivery & review

If the owner chose to proceed, separately scoped work could include sourcing independent specialists and coordinating agreed steps. The owner chooses suppliers; specialist providers remain responsible for their work.

If commissioned, define what to review, using an appropriate baseline and legitimate information. A review might show that an option is not viable or no improvement is needed; no result is guaranteed.

Clear boundaries

Detailed assessment, research, developing and comparing options, supplier and specialist sourcing, coordinating quotations where agreed, written proposals, business cases and project support are paid work. We agree the scope, deliverables and price with you before work begins. You can stop after the initial conversation and do not have to go through every stage.

You choose any independent suppliers you appoint. PIW UK does not employ them or guarantee their work. Technical, regulated or statutory work must be undertaken or validated by appropriately qualified professionals. No savings, revenue increases or outcomes are guaranteed.