The level of information provided should be proportionate to the size and complexity of the project proposed. As a guide, for a small project we would suggest around 10 -15 pages including annexes would be appropriate.

One application form should be completed per project and will constitute a bid.

**Applicant Information**

Local authority name(s)*: Wiltshire Council  
*If the bid is for a joint project, please enter the names of all participating local authorities and specify the lead authority.

Bid Manager Name and position: Peter Binley (Head of Highways Asset Management & Commissioning)

Name and position of officer with day to day responsibility for delivering the proposed project.

Contact telephone number: 01225-713412   Email address: Peter.binley@wiltshire.gov.uk

Postal address:  Wiltshire Council  
County Hall  
Trowbridge  
BA14 8JD

**Combined Authorities**  
If the bid is from an authority within a Combined Authority, please specify the contact, ensure that the Combined Authority has provided a note ranking multiple applications, and append a copy to this bid.

Name and position of Combined Authority Bid Co-ordinator:

Contact telephone number:  
Email address:

Postal address:

When authorities submit a bid for funding to the Department, as part of the Government’s commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

**Please specify the weblink where this bid will be published:**
http://www.wiltshire.gov.uk/highways-roads-care-cycle-lanes
SECTION A - Project description and funding profile

A1. Project name: A350 Farmers Roundabout Improvements

A2: Please enter a brief description of the proposed project (no more than 50 words)

This proposed scheme consists of capacity and safety improvement works on the A350 near Melksham involving installation of new traffic signals at Farmers Roundabout, improvements to the merge taper at Semington Roundabout, and carriageway resurfacing and lighting column removal on the A350 between Semington and Farmers roundabouts.

A3: Please provide a short description of area covered by the bid (no more than 50 words)

Farmers roundabout is in Melksham, and forms a junction with A350 (north & south), A3102 (east) and B3107 (west). An Asda superstore lies to the north-west of the roundabout, and the Challeymead Business Park to the north-east. The River Avon runs less than 200m south of the roundabout.

OS Grid Reference: 900640
Postcode: SN12

Please append a map showing the location (and route) of the project, existing transport infrastructure and other points of particular relevance to the bid, e.g. housing and other development sites, employment areas, air quality management areas, constraints etc.

Figure 1 following shows the location of the main scheme and the options. Please refer to Appendix A3 for the location map for the preferred option with all the additional options and the detailed scheme drawings.
Figure 1 Preferred Option Scope of Works

- Signals to be linked to the controller operating Farmers Rbt signals
- Re-profiling of Bath Road junction so the A363 slip road becomes a divergence lane.
- ASDA junction signals to be linked to the controller operating Farmers Rbt signals
- Signalisation of Farmers Roundabout with local widening to highway and resurfacing
- Resurfacing of link road between Semington and Farmers Roundabouts with removal of street lighting with upgrade at junctions
- Extension of flare/merge at A350 exit of Semington Roundabout
A4. How much funding are you bidding for? (please tick the relevant box):

**Small project bids** (requiring DfT funding of between £2m and £5m) ☒

**Large project bids** (requiring DfT funding of between £5m and £10m) ☐

A5. Has any Equality Analysis been undertaken in line with the Equality Duty?

☒ Yes ☐ No

Wiltshire Council is firmly committed to the principles of equality and inclusion in both employment and service provision. This means making our services accessible to all, treating people fairly and providing a fully inclusive environment.

A full Equality Analysis as per the Equality Act 2010 and the Public Sector Equality Duty is deemed as not required at this stage, as the proposed scheme lies within the highway boundary, and will not discriminate any of the protected groups. The scheme will be subject to a full equality analysis in line with the Council’s guidance located online at http://www.wiltshire.gov.uk/equality-diversity-public-sector-duty.

A6. If you are planning to work with partnership bodies on this project (such as Development Corporations, National Parks Authorities, private sector bodies and transport operators) please include a short description below of how they will be involved.

N/A

A7. Combined Authority (CA) Involvement

Have you appended a letter from the Combined Authority supporting this bid? ☒ Yes ☐ No

Not applicable

A8. Local Enterprise Partnership (LEP) Involvement and support for housing delivery

Have you appended a letter from the LEP supporting this bid? ☒ Yes ☐ No

The letter of support from the Swindon and Wiltshire LEP is attached in Appendix A8.

For proposed projects which encourage the delivery of housing, have you appended supporting evidence from the housebuilder/developer?

☐ Yes ☐ No Not applicable
SECTION B – The Business Case

B1: Project Summary

Please select what the project is trying to achieve (select all categories that apply)

**Essential**
- ☑ Ease urban congestion
- ☑ Unlock economic growth and job creation opportunities
- ☐ Enable the delivery of housing development

**Desirable**
- ☐ Improve Air Quality and/or Reduce CO2 emissions
- ☐ Incentivising skills and apprentices
- ☐ Other(s), Please specify -

B2: Please provide evidence on the following questions (max 100 words for each question):

a) What is the problem that is being addressed?

The A350 provides a north-south connection for the principal settlements in western Wiltshire – linking the M4 with the south coast and connecting the economic centres of Warminster, Westbury, Melksham, Trowbridge, Corsham and Chippenham. Over the past 10 years, traffic flows through the Farmers Roundabout have increased by 10%-15%, resulting in a pinch point on the strategic network. The roundabout experiences high volumes of traffic in peak periods, causing significant queuing and delays, and unpredictable journey times. The roundabout is also considered a hotspot for traffic incidents, with some accidents resulting in serious injuries over the past 5 years.

b) What options have been considered and why have alternatives been rejected?

Modelling for this scheme included a range of options at Farmers roundabout, Semington roundabout, the A350 between, and permutations of options these locations.
Options for Farmers roundabout included full or part signalization traffic signals with controllers and detectors and civils construction works to modify junction geometries and resurface the gyratory, with additional options to widen junction approaches and widen circulatory carriageway. At Semington roundabout, a 115m merge taper on the A350 northbound was considered. Additional works considered were resurfacing of the intermediate A350 and removal of lighting columns with installation of improved lighting at junctions only.

The rejected alternatives all had lower benefits than the preferred option.

c) What are the expected benefits/outcomes? For example, could include easing urban congestion, job creation, enabling a number of new dwellings, facilitating increased GVA.

The A350 provides an important strategic north-south link through Wiltshire; It is vital that it operates efficiently to enable local economic growth. The Farmers Roundabout improvement scheme is designed to contribute in achieving this important goal and protect the strategic role of A350. The proposal will increase capacity and improve safety, thus resulting in reduced congestion and delays, and improved journey time reliability and consequently, this will facilitate...
housing and employment growth along the A350 corridor and encourage inward investment. Please refer to Appendix B2.1 for the Strategic Context and Appendix B2.2 for the Benefits Realisation Plan.

d) Are there any related activities that the success of this project relies upon? For example, land acquisition, other transport interventions requiring separate funding or consents?

The land take required for the merge taper work at Semington Roundabout is within Wiltshire Council’s existing land boundary. We can confirm no land take from third parties will be required for this scheme.

e) What will happen if funding for this project is not secured - would an alternative (lower cost) solution be implemented (if yes, please describe this alternative and how it differs from the proposed project)?

If funding is not secured, then only the aspects of the scheme addressing the immediate safety requirements, and prevent further worsening of the condition of the assets would be taken forward by Wiltshire Council i.e. resurfacing and maintenance activities. Implementation of the signalisation of the Farmers roundabout which offers the majority of the benefits of this scheme, would be delayed until funding becomes available.

f) What is the impact of the project – and any associated mitigation works – on any statutory environmental constraints? For example, Local Air Quality Management Zones.

There is no significant impact of the scheme on any statutory environmental constraints. The proposed scheme improvements are within the existing highway boundary. Furthermore, there are no major residential areas in close proximity of the proposed improvement works. There are no local Air Quality Management Areas (AQMA’s) in the vicinity either. However, major area needing improvement is within Flood Zone 3. Note that River Avon flows within 200m of the Farmers Roundabout on the east and south.

Please refer to environmental section in the AST in Appendix B5.3 for a high-level environmental impact screening.
B3: Please complete the following table. **Figures should be entered in £000s** (i.e. £10,000 = 10).

**Table A: Funding profile (Nominal terms)**

<table>
<thead>
<tr>
<th></th>
<th>2018-19</th>
<th>2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>2,494</td>
<td>0</td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>500</td>
<td>0</td>
</tr>
<tr>
<td>Third Party contribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>2,994</td>
<td>0</td>
</tr>
</tbody>
</table>

**Notes:**
1) *Department for Transport funding must not go beyond 2019-20 financial year.*
2) *Bidders are asked to consider making a local contribution to the total cost. It is indicated that this might be around 30%, although this is not mandatory.*

B4: **Local Contribution & Third Party Funding**: Please provide information on the following questions *(max 100 words on items a and b)*:

a) Provide an outline of all non-DfT funding contributions to the project costs, the level of commitment, and when the contributions will become available.

The non-DfT funding contribution to this project will be provided by the local authority, Wiltshire Council. A £500,000 local contribution will be included, which has already been arranged for this scheme and these funds are readily available.

Construction can begin immediately and funding can be made available to enable this, but a later start date could be supported if DfT funding would not be received until 2019/20.

b) List any other funding applications you have made for this project or variants thereof and the outcome of these applications, including any reasons for rejection.

No other funding applications have been made for this scheme.

B5 Economic Case

This section should set out the range of impacts – both beneficial and adverse – of the project. The scope of information requested (and in the supporting annexes) will vary, including according to whether the application is for a small or large project.

A) **Requirements for small project bids (i.e. DfT contribution of less than £5m)**

a) Please provide a description of your assessment of the impact of the project to include:

- Significant positive and negative impacts (quantified where possible) including in relation to air quality and CO₂ emissions.
- A description of the key risks and uncertainties;
- If any modelling has been used to forecast the impact of the project please set out the methods used to determine that it is fit for purpose

Please see Appendix B5.1 for outlines of the modelling and the economic assessment.
* Small projects bids are not required to produce a Benefit Cost Ratio (BCR) but may want to include this here if available.

b) Small project bidders should provide the following in annexes as supporting material:

- Has a **Project Impacts Pro Forma** been appended?  ☒ Yes  ☐ No  ☐ N/A
- Has a description of data sources / forecasts been appended?  ☒ Yes  ☐ No  ☐ N/A
- Has an **Appraisal Summary Table** been appended?  ☒ Yes  ☐ No  ☐ N/A

The Project Impacts Pro Forma and AST are provided in Appendix B5.2 and Appendix B5.3. The data sources and forecasts are included in the modelling note in Appendix B5.1.

Other material supporting your assessment of the project described in this section should be appended to the bid.
A Distributional Impacts assessment has been provided in Appendix B5.4.

* This list is not necessarily exhaustive and it is the responsibility of bidders to provide sufficient information to demonstrate the analysis supporting the economic case is fit-for-purpose.

B) **Additional requirements for large project bids (i.e. DfT contribution of more than £5m)**

c) Please provide a short description (max 500 words) of your assessment of the value for money of the project including your estimate of the Benefit Cost Ratio (BCR) to include:

- Significant monetised and non-monetised costs and benefits
- Description of the key risks and uncertainties and the impact these have on the BCR;
- Key assumptions including: appraisal period, forecast years, optimism bias applied; and
- Description of the modelling approach used to forecast the impact of the project and the checks that have been undertaken to determine that it is fit-for-purpose.

d) Additionally detailed evidence supporting your assessment, including the completed **Appraisal Summary Table**, should be attached as annexes to this bid. A checklist of material to be submitted in support of large project bids has been provided.

- Has an Appraisal Summary Table been appended?  ☐ Yes  ☐ No  ☐ N/A

- Please append any additional supporting information (as set out in the Checklist).

*It is the responsibility of bidders to provide sufficient information for DfT to undertake a full review of the analysis.*
B6 Economic Case: For all bids the following questions relating to desirable criteria should be answered.

Please describe the air quality situation in the area where the project will be implemented by answering the three questions below.

i) Has Defra’s national air quality assessment, as reported to the EU Commission, identified and/or projected an exceedance in the area where the project will be implemented?

☐ Yes    ☒ No

ii) Is there one or more Air Quality Management Areas (AQMAs) in the area where the project will be implemented? AQMAs must have been declared on or before the 31 March 2017

☐ Yes    ☒ No

iii) What is the project’s impact on local air quality?

☒ Positive    ☐ Neutral    ☐ Negative

- Please supply further details:

The scheme will result in reduce congestion and queuing on the roundabout and across A350 near Melksham, hence reduced stationary traffic. This will result in slightly improved air quality in the vicinity of the junction. Whilst the scheme will resolve the issues of congestion at this bottleneck on the network, it is not anticipated to result in such a large change in capacity (when taking in context of the A350 corridor as a whole) that additional demand would be generated solely by its implementation.

iv) Does the project promoter incentivise skills development through its supply chain?

☒ Yes    ☐ No    ☐ N/A

- Please supply further details:

Wiltshire Council has an established apprenticeship scheme in place as part of its consultancy and construction frameworks. The proposed scheme would present further opportunity for such placements.

B7. Management Case - Delivery (Essential)

Deliverability is one of the essential criteria for this Fund and as such any bid should set out, with a limit of 100 words for each of a) to b), any necessary statutory procedures that are needed before it can be constructed.

a) A project plan (typically summarised in Gantt chart form) with milestones should be included, covering the period from submission of the bid to project completion.

Has a project plan been appended to your bid?    ☒ Yes    ☐ No

A Gantt chart has been provided in Appendix B7. Construction works are planned to start in May 2018 and finish in March 2019.
b) If delivery of the project is dependent on land acquisition, please include a letter from the respective land owner(s) to demonstrate that arrangements are in place to secure the land to enable the authority to meet its construction milestones.

Has a letter relating to land acquisition been appended?  □ Yes  □ No  ✗ N/A

The required land is owned by Wiltshire Council.

c) Please provide in Table C summary details of your construction milestones (at least one but no more than 6) between start and completion of works:

<table>
<thead>
<tr>
<th>Table C: Construction milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Milestones</td>
</tr>
<tr>
<td>Award of Contract</td>
</tr>
<tr>
<td>Start of works</td>
</tr>
<tr>
<td>Semington Junction Improvements</td>
</tr>
<tr>
<td>Semington to Farmers Lighting Removal</td>
</tr>
<tr>
<td>Semington to Farmers Resurfacing</td>
</tr>
<tr>
<td>Farmers Roundabout Signalisation</td>
</tr>
<tr>
<td>Opening date</td>
</tr>
<tr>
<td>Completion of works (if different)</td>
</tr>
</tbody>
</table>

d) Please list any major transport projects costing over £5m in the last 5 years which the authority has delivered, including details of whether these were completed to time and budget (and if not, whether there were any mitigating circumstances)

Recently the authority has delivered two Local Growth Deal schemes which comprise 2 of the four phases of the A350 Chippenham Bypass Dualling. Phase 1 was delivered to programme and budget (£4.62m), whilst Phase 2 was delivered 7 weeks ahead of schedule and matched the target budget of £3.4 million specified in the Business Case.

B8. Management Case – Statutory Powers and Consents (Essential)

a) Please list if applicable, each power / consent etc. already obtained, details of date acquired, challenge period (if applicable), date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

N/A

b) Please list if applicable any outstanding statutory powers / consents etc. including the timetable for obtaining them.

Traffic Regulation Orders to be obtained by May 2018 to start works on site as planned.
B9. Management Case – Governance (Essential)

Please name those who will be responsible for delivering the project, their roles (Project Manager, SRO etc.) and responsibilities, and how key decisions are/will be made. An organogram may be useful here.

Wiltshire Council will establish a Project Board for delivering the scheme. The Project Board will take overall responsibility for its delivery and will be formed by Council representatives at sufficiently senior level to have authority to act on behalf of the Council. Meetings of the Project Board will take place at least monthly, but will also be linked to key milestones, where they will consider progress through Highlight and Exception Reports, changes to the risk register, and changes to the Scheme Implementation Programme. The Project Board will be led by the Associate Director, Highways and Transport as Senior Responsible Owner (SRO) who will be responsible for providing guidance and direction to the Project Manager. The SRO will ensure that the project team is progressing the scheme in line with the Scheme Implementation Programme and that outputs and milestones agreed by the Project Board are achieved. Following FBC approval, the Project Manager will be appointed by the SRO and will be responsible for delivering the scheme in line with the agreed controls and procedures set out in the Project Plan. The Project Manager will report to, and be accountable to, the SRO and the Project Board. The primary focus of the Project Manager will be to ensure that the scheme is delivered on time, within budget and to specification. The Project Manager will also be responsible for preparing Highlight and Exception Reports. Other members of the team covering property, legal, procurement, planning and design will provide the required project assurance. Atkins as the main supplier and term consultant for Wiltshire Council will provide the technical oversight to carry out these works.

Please refer to the governance organogram in Appendix B9 for further details including names and roles.

B10. Management Case - Risk Management (Essential)

All projects will be expected to undertake a Quantified Risk Assessment (QRA) and a risk register should be included. Both should be proportionate to the nature and complexity of the project. A Risk Management Strategy should be developed that outlines how risks will be managed.

Please ensure that in the risk / QRA cost that you have not included any risks associated with ongoing operational costs and have used the P50 value.

Has a QRA been appended to your bid? ☒ Yes ☐ No

Has a Risk Management Strategy been appended to your bid? ☒ Yes ☐ No

Please provide evidence on the following points (where applicable) with a limit of 50 words for each:

a) What risk allowance has been applied to the project cost?

A high level QRA using Monte Carlo simulation has been undertaken to identify and quantify any foreseeable risks. The calculated P(50) value is £133,000 and this risk allowance has been
added to the capital costs. Additional contingency has been applied for more unpredictable items not specifically captured in the QRA.

b) How will cost overruns be dealt with?

Monthly Project Board meetings will be held to monitor expenditure, progress and risks. Any identified potential areas for cost overruns will be evaluated and mitigation measures put in place. Cost overruns will be dealt with via:

- Savings in other project elements
- Other Local Authority funds
- Construction contract

c) What are the main risks to project timescales and what impact this will have on cost?

<table>
<thead>
<tr>
<th>Main Risks</th>
<th>Cost Impact (mean)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unforeseen costs of delay in start of works associated with utility diversions, local flooding or with conflict with holiday season traffic</td>
<td>£63,000</td>
</tr>
<tr>
<td>Unexpected ground conditions</td>
<td>£25,000</td>
</tr>
<tr>
<td>Changes to design after construction has commenced</td>
<td>£51,000</td>
</tr>
<tr>
<td>Market forces, inflation impacts on costs of materials</td>
<td>£0</td>
</tr>
</tbody>
</table>

B11. Management Case - Stakeholder Management (Essential)

The bid should demonstrate that the key stakeholders and their interests have been identified and considered as appropriate. These could include other local authorities, the Highways England, statutory consultees, landowners, transport operators, local residents, utilities companies etc. This is particularly important in respect of any bids related to structures that may require support of Network Rail and, possibly, train operating company(ies).

a) Please provide a summary in no more than 100 words of your strategy for managing stakeholders, with details of the key stakeholders together with a brief analysis of their influences and interests.

Wiltshire Council is the Highway authority for planning purposes and is the landowner of the all the land within the scheme.

Scheme was considered by Wiltshire Council Cabinet on 15th December 2015. The minutes of that meeting confirm that the Community Area Transport Group was aware of the proposals. This group is a sub-group of the Area Board which includes town, parish council and community representatives and specifically deals with highway issues. More detailed consultations and information would be made available to local communities including Melksham if scheme funding is secured.

b) Can the project be considered as controversial in any way?  ☑ Yes  ☒ No

If yes, please provide a brief summary in no more than 100 words

c) Have there been any external campaigns either supporting or opposing the project?

☐ Yes  ☒ No
If yes, please provide a brief summary (in no more than 100 words)

d) For large projects only please also provide a Stakeholder Analysis and append this to your application.

| Has a Stakeholder Analysis been appended? | □ Yes | □ No | ☒ N/A |

e) For large projects only please provide a Communications Plan with details of the level of engagement required (depending on their interests and influence), and a description of how and by what means they will be engaged with.

| Has a Communications Plan been appended? | □ Yes | □ No | ☒ N/A |

**B12. Management Case – Local MP support (Desirable)**

e) Does this proposal have the support of the local MP(s);

Name of MP(s) and Constituency

1 Michelle Donelan, Chippenham Constituency

| ☒ Yes | □ No |

**B13. Management Case - Assurance (Essential)**

We will require Section 151 Officer confirmation (Section D) that adequate assurance systems are in place.

Additionally, for large projects please provide evidence of an integrated assurance and approval plan. This should include details of planned health checks or gateway reviews.

N/A
C2. Please set out, in no more than 100 words, how you plan to measure and report on the benefits of this project, alongside any other outcomes and impacts of the project.

A detailed monitoring and evaluation plan (based on a logic map approach) is set out in Appendix C2. This covers the monitoring of the delivery of the above benefits, alongside other relevant outputs and outcomes. These include:

- Traffic flow through the roundabouts (council data)
- Journey times and variability (council data)
- Accident rates in immediate area (STATS19 data)
- Number of private sector jobs created / safeguarded (qualitative survey to occupiers)
- Type of employment created (qualitative survey to occupiers)
- Developer interest in sub-region (qualitative, discussions with local authority economic growth officers)

*A fuller evaluation for large projects may also be required depending on their size and type.*
## SECTION D: Declarations

### D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for [project name] I hereby submit this request for approval to DfT on behalf of [name of authority] and confirm that I have the necessary authority to do so.

I confirm that [name of authority] will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

<table>
<thead>
<tr>
<th>Name:</th>
<th>Signed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>PETER BINLEY</td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td></td>
</tr>
<tr>
<td>HEAD OF HIGHWAYS ASSET MANAGEMENT</td>
<td></td>
</tr>
</tbody>
</table>

### D2. Section 151 Officer Declaration

As Section 151 Officer for [name of authority], I declare that the project cost estimates quoted in this bid are accurate to the best of my knowledge and that [name of authority] has allocated sufficient budget to deliver this project on the basis of its proposed funding contribution.

- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties.
- accepts responsibility for meeting any ongoing revenue requirements in relation to the project.
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided for this bid in 2020/21.
- confirms that the authority has the necessary governance / assurance arrangements in place and, for smaller project bids, the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.
- confirms that if required a procurement strategy for the project is in place, is legally compliant and is likely to achieve the best value for money outcome.

<table>
<thead>
<tr>
<th>Name:</th>
<th>Signed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICHAEL HUDSON</td>
<td></td>
</tr>
</tbody>
</table>

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**HAVE YOU INCLUDED THE FOLLOWING WITH YOUR BID?**

- [ ] Combined Authority multiple bid ranking note (if applicable)
- [ ] Map showing location of the project and its wider context
- [ ] Combined Authority support letter (if applicable)
- [ ] LEP support letter (if applicable)
- [ ] Housebuilder / developer evidence letter (if applicable)
- [ ] Land acquisition letter (if applicable)
- [ ] Projects impact pro forma (must be a separate MS Excel)
- [ ] Appraisal summary table
- [ ] Project plan/Gantt chart

**Yes** | **No** | **N/A**