

Appendix B2.2 – Benefits Realisation Plan

Tracking of the scheme benefits will be a key element in understanding the success of a specific intervention. The realisation of benefits will be reviewed through this plan.

Scheme objectives, outcomes and impacts

The objectives and success indicators for the A350 Farmers Roundabout Improvements scheme are set out in the Table B2-1, further detailed in the Logic Map in the Monitoring and Evaluation Plan in Appendix C2. Benefits resulting from reduced journey times for road users are emphasised.

A SMART objectives table has been produced which highlights specific, measurable, agreed upon, realistic, and time bound objectives. In having objectives that fit all of these criteria, the benefits realisation plan has a foundation as well as performance indicators with which to measure the overall success of the scheme.

Objectives

In order to solve the issues identified in appendix/section B2, four SMART (Specific, Measurable, Achievable/Realistic, and Time-bound) objectives have been identified for the A350 Farmers Roundabout Improvements scheme and are shown in table B2-1:

Table BError! No text of specified style in document.-1 **Scheme objectives**

Specific	Measurable	Agreed upon	Realistic	Time bound
Improve connectivity between Melksham, the west Wiltshire towns and the A36/M4	That the journey times for users of the A350 Farmers Roundabout reduce after the scheme implementation and the reliability increases.	Fits the WCC desire to improve connectivity across the county	Achieved through measurements of growth in the A350 corridor.	Monitoring and evaluation to occur 5 years after scheme implementation
Facilitate housing and employment growth along the A350 corridor and encourage inward investment by addressing known and forecast congestion pinch-points	Housing developments undertaken and numbers of new jobs at employment sites along the corridor	Supports the growth and development of the area, helping to meet WCC and LEP housing and employment growth desires	Improvements to this part of the A350 allows housing and employment areas to be more desirable for residents and workers. (Attracted to the area from improved services and facilities)	Monitoring and evaluation to occur 1 year following scheme implementation and 5 years after scheme implementation

Reduce queue lengths and delays, improving journey time reliability on the A350 at Melksham	Standard deviation of journey times for travellers along the A350 are lower than under the do-minimum, current and past rates	Advances the efficiency goals of WCC	By improving traffic flow through the roundabout, vehicles can operate more efficiently.	Monitoring and evaluation to occur 1 year following scheme implementation and 5 years after scheme implementation
Protect the strategic role of the A350, minimising the potential for traffic reassignment away from the corridor	Future delays and queue lengths increase at an acceptable rate due to future growth and development	Supports the goals of WCC to promote economic growth in the area by increasing capacity and reliability of journey times to and from the city centre	Takes into account the forecasted employment and housing in the area as well as the approved and proposed developments.	Monitoring and evaluation to occur 5 years after scheme implementation

The Slough Project Manager will be the owner, responsible for tracking the benefits being realised and for reporting any exceptions to the Project Board. This will allow early identification of any areas where benefits are not being realised as expected. The Project Board will then appoint someone with sufficient expertise to oversee remedial actions to try to bring benefits back in line with expectations.

Benefit monitoring

The monitoring of the benefits realised against each objective is reviewed within the Monitoring and Evaluation Appendix C2 This sets out the necessary data and information requirements to track the performance of objectives.