

Better Value Rail

Strategy Toolkit

Strategic Narrative

Complete the Strategic Objectives Checklist for your idea. At every key stage or decision point this should be revisited to confirm that the project is still being developed in a way that delivers against these objectives. In this way we drive forward to deliver the benefits as opposed to driving forward what can be built.

Strategic Objectives Select the objectives that are relevant to your project or add any that aren't listed.	Write the narrative in here about your strategic objectives in relation to your idea. You can include as many as are relevant
Socio economic growth	
Connecting communities	
Reduce transport emissions	
Increase social value	
Provide new housing	
Link population centres to employment	
Link population centres to education	
Prevent declining rural population	
Increase modal shift from cars to other modes	
Increase leisure travel in region	
Increase tourism in region	
Ease existing capacity constraints	
Create new route for movement of goods based on market demand	
Create new route for movement of people based on another strategic objective	
Reduce existing journey times & why?	

Set SMART objectives

Wherever possible you should make sure that the objectives are:

Specific	Don't be vague, say what you mean in plain English. Try and avoid terms like 'effective' they are too general.
Measurable	Describe what success looks like, can be qualitative and/or quantitative.
Achievable	The objective should be possible to achieve – do the resources, technology and skills exist to achieve your aspirations? Objectives can be stretching and challenging, they don't have to be easy.
Relevant	The objectives of your scheme or project have to be relevant to delivering wider goals, and may need to be checked against the permitted activities of your organisation.
Time-bound	You should have a clear view on when the objectives need to be delivered by, including if there are key linked deadlines or milestones to meet

Section 4.2 of the [HM Treasury Green Book Guidance](#) refers specifically to setting SMART objectives and these are referenced throughout that guidance, which underlines how important it is to get these right when defining a project.