Strategic Narrative

Complete the Strategic Objectives Checklist for your idea.

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| Strategic ObjectivesSelect 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:

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| **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](https://www.gov.uk/government/publications/the-green-book-appraisal-and-evaluation-in-central-governent/the-green-book-2020) 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.