



Appendix T: Benefits Realisation Plan

Warrington Western Link

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1 Introduction

The Benefits Realisation Plan identifies the potential benefits of the scheme and the way in which these benefits will be planned for, tracked and realised through scheme implementation.

Section 17 of the Strategic Case outlines the current issues that could be addressed through the Western Link in its summary of the need for intervention. It concludes that congestion and poor air quality means travel within Warrington is becoming increasingly frustrating for its residents, restrictive for business growth, and the town centre is in danger of becoming an unpleasant place to travel and visit, ultimately compromising its attractiveness for investment and development. Several socio-economic and environmental issues are also evident in the study area indicating that the need for intervention is necessary.

The overarching aim of Western Link is to: 'Relieve congestion and delays in Warrington town centre and at major pinch points, whilst adding additional route choice across Warrington and unlocking development land for Warrington Waterfront, making Warrington a better place to live, work and visit.'

Western Link presents an opportunity to address issues such as congestion, poor air quality and restrictive growth conditions by providing tangible benefits for the town, and ultimately ensuring that Warrington can successfully achieve its growth ambitions. This plan outlines how Warrington Borough Council will know how and when the desired benefits of the scheme have been achieved.

2 Benefits Realisation Plan

The Benefits Realisation Plan is designed to provide a framework to realise the forecast benefits of the scheme to the best effect. It defines the benefits which are expected to be derived from the Warrington Western Link project, and sets out a logical sequence of outcomes that should be delivered to align with the agreed project objectives. Following identification of the expected benefits, the plan details the key activities that are required to determine the effective realisation of all tangible benefits as a result of the project in the short, medium and long term.

Benefits Realisation Plans can only be comprehensively developed if there is a clear set of objectives. Consequently, the scheme objectives and desired outcomes are summarised in Figure 1 and provide the starting point for the development of the Benefits Realisation Plan. Five strategic objectives have been identified for Western Link, each with a set of more specific enabling objectives.

Figure 1: Western Link Scheme Objectives



The five scheme objectives were developed to address the key problems identified in the study area and which are discussed further in the Strategic Case. Successful achievement of the outlined objectives will deliver a number of important benefits for the town of Warrington.

The Benefits Realisation Plan is defined Table 1. This lists the following:

- Scheme Objectives: As defined in Figure 1 above
- Enabling Objectives: The action(s) required in order to achieve each scheme objective
- Scheme Outcome: What will take place should the enabling objectives be fully realised
- Benefits Experienced: A list of quantifiable benefits that will be unlocked through the successful delivery of each scheme outcome
- Who will benefit: Key groups and beneficiaries that will experience the quantified benefits
- Benefit ownership: Who is responsible for delivering these benefits
- Enablers required to realise the benefit: An outline of actions that could be adopted in order to achieve the relevant objectives, outcomes and benefits.

Table 1: Benefits Realisation Plan

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
Scheme Objective 1: Relieve congestion and improve air quality in Warrington Town Centre	Reduce volumes of through traffic passing through the town centre	<ul style="list-style-type: none"> Reduced traffic flow within the town centre Reduction in town centre congestion, delay and queues 	<ul style="list-style-type: none"> Refreshment of town centre air quality Reduction in traffic noise within the town centre Safer pedestrian conditions Healthier community More attractive place for investment and town centre regeneration More employment and recreational opportunities 	Residents, businesses, and visitors to Warrington.	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Effective Integration of Western Link with existing highways network – modifications to signage strategy, road markings, footpaths and to road layout Complementary education and travel demand management programme Marketing for future investment and development opportunities
	Free up town centre capacity for bus, public realm and active travel improvements	<ul style="list-style-type: none"> Reduced traffic flow within the town centre Reduction in town centre congestion, delay and queues Reduced journey times for town centre public transport services 	<ul style="list-style-type: none"> More reliable commuter times for employment in the town centre. More reliable journey times for leisure trips into the town centre More reliable bus travel times and enhancement of bus services. Greater accessibility within the town centre and to its many services. Raising business and retail occupancy rates within the town centre and supporting Warrington's redevelopment plans 	Residents, businesses, visitors and Warrington Borough Council	Warrington Borough Council Warrington & Co.	<ul style="list-style-type: none"> Completion of Western Link Modifications to town centre highways network and public walkways Proposals for public realm improvements Marketing for future investment and development opportunities Aligned business marketing programme to promote development of scheme and economic benefits Enhanced cycle and walking infrastructure
	Relieve severe pinch points on the network, including Bridgefoot Gyrotory and	<ul style="list-style-type: none"> Reduced traffic flows at key pinch points and entering the town centre. Reduction in town centre congestion, 	<ul style="list-style-type: none"> Better journey quality for highways users journeying to the town centre Less noise and air pollution at town centre pinch points Enhanced living conditions for proximate residential areas 	Residents, businesses, pedestrians and cyclists.	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Effective Integration of Western Link with existing highways network – modifications to signage strategy, road markings, footpaths and to road layout Complementary education and travel demand management programme

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
	Brian Bevan Roundabout	<p>delay and queues at town centre pinch points</p> <ul style="list-style-type: none"> • Reduced vehicular greenhouse gas emissions in the town centre • Reduction in travel times travelling to town centre 	<ul style="list-style-type: none"> • Enhanced pedestrian and cycling conditions 			<ul style="list-style-type: none"> • Enhanced cycle and walking infrastructure
	Contribute to improved air quality in the Warrington town centre Air Quality Management Area	<ul style="list-style-type: none"> • Reduction in vehicular emissions in the town centre as a result of reduced traffic flows. • Improved air quality in the town centre. 	<ul style="list-style-type: none"> • More pleasant and safer pedestrian conditions • Healthier community • Contribution to meeting national air quality targets • Helping to refresh the town centre environment and attracting further investment 	Residents, businesses, visitors, pedestrians and cyclists.	Warrington Borough Council	<ul style="list-style-type: none"> • Completion of Western Link • Landscape remediation works • Enhanced air quality monitoring programme • Marketing for future investment and development opportunities
Scheme Objective 2: Improve connectivity between North and South Warrington	Improve local connectivity, by delivering additional route choice and reducing the 'barrier effect' caused by the River Mersey, Manchester Ship Canal and railway lines	<ul style="list-style-type: none"> • Extra capacity added to highways network • Extra crossings of River Mersey and Manchester ship canal added. • Increase in vehicle route choice. • Reduced queues and delays at existing crossing points. 	<ul style="list-style-type: none"> • Enhanced journey quality when travelling across Warrington • Enhanced living conditions for proximate residential areas • Greater accessibility across Warrington • More efficient business, freight and commuter movements across Warrington • Increasing network resilience and prevention of highways degradation 	Residents, businesses, Peel holding and visitors to Warrington	Warrington Borough Council	<ul style="list-style-type: none"> • Completion of Western Link • Effective Integration of Western Link with existing highways network – modifications to signage strategy, road markings, footpaths and to road layout • Complementary education and travel demand management programme

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
		<ul style="list-style-type: none"> Improved network resilience against impacts of uncontrollable bridge swings 				
	Improve strategic connectivity, by making Warrington more resilient in case of incidents on the 'Motorway Box'	<ul style="list-style-type: none"> Reduction in travel times between strategic network and west Warrington and the town centre. Increased network resilience with fewer delays and congestion in times of incidents on the wider strategic network 	<ul style="list-style-type: none"> Enhanced journey quality when travelling across Warrington Greater highways resilience and reduced network degradation Better connection with the strategic network and improved commercial and freight movements Greater opportunities for business growth 	Residents, businesses and motorway users	<p>Warrington Borough Council</p> <p>Highways England</p>	<ul style="list-style-type: none"> Completion of Western Link Effective signing strategy and dissemination of information relating to diversions along Western Link Complementary education and travel demand management programme
Strategic Objective 3: Unlock key development land to support the growth aspirations of 'Warrington Means Business' and the Warrington Local Plan	Deliver access to the next phase of the Warrington Waterfront Masterplan	<ul style="list-style-type: none"> Construction of Western Link and associated junction to facilitate highways access to Waterfront development. Realisation of Warrington Waterfront development. Job creation Construction of new homes. 	<ul style="list-style-type: none"> Increased investment in Warrington Greater opportunities for employment and business growth Increased economic performance and greater economic prosperity within Warrington Contribute to meeting local and national housing targets Enhanced quality of life for residents Growth of the town and contribution to Warrington 	Residents, future residents, businesses, developers, investors and WBC	<p>Warrington Borough Council</p> <p>Warrington & Co</p> <p>Housing developers</p>	<ul style="list-style-type: none"> Completion of Western Link Accepted proposal for Warrington Waterfront development Marketing for future investment and development opportunities Engagement with housing developers Aligned business marketing programme to promote development of scheme and economic benefits

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
			town's redevelopment aspirations			
Deliver improved access to Port Warrington	<ul style="list-style-type: none"> Construction of Western Link and associated junction to facilitate highways access to Port Warrington development. Operation of enhanced intra-modal freight facility at Port Warrington Improved access to development Job creation 	<ul style="list-style-type: none"> Enhanced freight operations and distribution with the wider region Increased investment in Warrington Greater opportunities for employment and business growth Increased economic performance and greater economic prosperity within Warrington Warrington established as a destination for logistics and manufacturing Growth of the town and contribution to Warrington town's redevelopment aspirations Further establishment of Warrington as a key player within the NPH 	Residents, businesses, developers, investors, wider Northern economy, and Peel Ports	<p>Warrington Borough Council</p> <p>Warrington & Co</p> <p>Peel Ports</p> <p>TfN</p>	<ul style="list-style-type: none"> Completion of Western Link Aligned business marketing programme to promote development of scheme and economic benefits Engagement with Freight and Logistics Partners on Port Warrington proposals to understand how WL can enhance development options Development of Port Warrington intra-modal freight facility Engagement with TfN on how freight operations at Port Warrington can benefit wider transport and freight strategy 	
Deliver access and capacity to support new housing developments	<ul style="list-style-type: none"> Construction of Western Link and associated junction to facilitate highways access to Arpley Meadows. Construction of new homes. 	<ul style="list-style-type: none"> Contribute to meeting local and national housing targets Enhanced quality of life Increased investment in Warrington Growth of the town and contribution to Warrington's redevelopment aspirations Tax benefits for Warrington Borough Council 	Residents, future residents, developers and WBC	<p>Warrington Borough Council</p> <p>Warrington & Co</p> <p>Housing developers</p>	<ul style="list-style-type: none"> Completion of Western Link Marketing for future investment and development opportunities Engagement with housing developers Acceptance of Warrington 2017 Draft Local Plan 	
Deliver access and capacity to support the development	<ul style="list-style-type: none"> Construction of Western Link and associated junction to 	<ul style="list-style-type: none"> Increased investment in Warrington 	Residents, businesses, developers, wider	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Effective Integration of Western Link with existing highways network – modifications to 	

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
	of employment land	facilitate highways access to Waterfront development. <ul style="list-style-type: none"> Job creation 	<ul style="list-style-type: none"> Greater opportunities for employment and business growth Increased economic performance and greater economic prosperity within Warrington Enhanced quality of life for residents Further establishment of Warrington as a key player within the NPH 	Northern economy and investors	Warrington & Co	<ul style="list-style-type: none"> signage strategy, road markings, footpaths and to road layout Aligned business marketing programme to promote development of scheme and economic benefits Marketing for future investment and development opportunities
Strategic Objective 4: Support the continued growth of Warrington's economy within the Northern Powerhouse	Deliver journey time savings for commuters travelling into, out of and within Warrington	<ul style="list-style-type: none"> Reduced congestion and delays across network Reduced journey and commuting times 	<ul style="list-style-type: none"> Enhanced journey quality for Warrington residents and workforce Greater network efficiency More efficient freight operations Greater access to a wider employment pool 	Residents, commuters, businesses and freight operations	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Effective Integration with existing highways network – modifications to signage strategy, road markings, footpaths and to road layout
	Provide better access to growing employment sites in and around Warrington, including Omega, Lingley Mere, Sci-Tech Daresbury, Warrington town centre and Birchwood	<ul style="list-style-type: none"> Improved accessibility to key employment areas in western Warrington Journey time savings Job growth Higher GVA 	<ul style="list-style-type: none"> Enhanced journey quality for Warrington residents and workforce Better linkages between Warrington's major employment sites and its workforce Supporting the growth of Warrington's key employment sectors and specialist commercial activities Further establishment of Warrington as a key player within the NPH 	Residents, businesses, Omega, Lingley Mere, Sci-Tech Daresbury, Warrington town centre and Birchwood	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Marketing and education plan for use of Western Link and best routing when travelling across Warrington Marketing for future investment and development opportunities Engagement with TfN over best integration of Warrington's specialist commercial activities within the NPH
Strategic Objective 5: Make Warrington a	Provide access to new green and recreational space between	<ul style="list-style-type: none"> Increase trips by walking and cycling Reduced congestion 	<ul style="list-style-type: none"> Healthier communities Increasing the use of Warrington's green areas Enhanced pedestrian and cycling conditions 	Residents, visitors and local health services	Warrington Borough Council	<ul style="list-style-type: none"> Completion of Western Link Successful reclamation of Arpley and Gatewarth landfill sites Effective marketing campaigns to encourage the use of Warrington's redevelopment green areas

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
more attractive place to live	the River Mersey and the Manchester Ship Canal		<ul style="list-style-type: none"> Rise in cycling and walking in Warrington Encouragement of less sedentary lifestyles and reducing the burden on local health services 		Mersey forest	Work with environment and conservation sector partners to develop a complementary recreation strategy for the scheme which unlocks additional benefits
	Support the implementation of new public transport and active travel routes associated with the Warrington Waterfront development	<ul style="list-style-type: none"> New cycle paths constructed alongside western link Increase trips by walking and cycling Reduced congestion Increased transport access Improved S/T Increase in active travel in west Warrington 	<ul style="list-style-type: none"> Healthier communities Rise in cycling and walking in Warrington Encouragement of less sedentary lifestyles and reducing the burden on local health services Increased revenue for bus operators 	Bus operators, residents, businesses, pedestrians, cyclists and health services	Warrington Borough Council Mersey Forest	<ul style="list-style-type: none"> Completion of Western Link Effective Integration of Western with new highways network associated with Warrington Waterfront development – modifications to signage strategy, road markings, footpaths and to road layout Effective marketing campaigns to encourage active travel amongst residents and businesses
	Support the Warrington Health and Wellbeing Strategy's vision to work together for stronger neighbourhoods, healthier people, a vibrant and resilient economy and greater equality across	<ul style="list-style-type: none"> Increased active travel in Warrington Increase in business occupancy rates and business start-ups in west Warrington Job growth Construction of housing 	<ul style="list-style-type: none"> Healthier communities Greater opportunities for employment and business growth Increased economic performance and greater economic prosperity within Warrington Enhanced quality of life for residents Encouragement of less sedentary lifestyles and reducing the burden on local health services 	Residents, future residents, businesses, local health services, highways users and investors	Warrington Borough Council Warrington & Co.	<ul style="list-style-type: none"> Completion of Western Link Enhanced cycling and walking Infrastructure Effective marketing campaigns to encourage active travel amongst residents and businesses Aligned business marketing programme to promote development of scheme and economic benefits Marketing for future investment and development opportunities Work with environment and conservation sector partners to develop a complementary recreation strategy for the scheme which unlocks additional benefits

Scheme Objectives	Enabling Objectives	Scheme outcome	Benefits experienced	Who will benefit	Benefit Ownership	Enablers required to realise the benefit
	all our communities	<ul style="list-style-type: none">• Reduction in accidents in the town centre				

Source: Mott MacDonald

