5 ways to strengthen a **transport** business case

An effective transport business case requires an integrated blend of strategic, technical, financial, economic, commercial, construction and operational planning experience and skill.

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1. Deliver community confidence

- Articulate the **problems** and their **broader consequences** as a clear case for **change**
- Clearly describe **benefits to the community** and why they're important
- Demonstrate the project's **tangible contribution** to the organisation's **strategic direction and vision**

2. Identify the best option

- Obtain a strong understanding of the economic, social and environmental drivers of the **transport and land use** system
- **Assess options** against the project's objectives and benefits
- Identify **value creation** and **capture** opportunities to refine scope

3. Realise intended benefits

- **Benefits management** ensures decisions taken at each stage of the project are **linked** to the original business case and strategic direction
- **Create clear governance** – separation of **client** (customer and operational specifications), **sponsor** (benefits identification and management) and **deliverer** (delivering as intended) is key to benefits management from identification and qualtification phases through to assurance and realisation

4. Contain scope creep

- Invest time and effort in the **early phases** - where the greatest influence on scope and cost can be made
- Develop a **Value Management Scope Framework** to ensure:
  - The project's scope is restricted to achieving the core objectives only
  - The basis of the project's scope can be clearly communicated
  - Interdependencies and interfaces are understood and resolved

5. Effectively deliver the project

- Develop a **clear program of delivery** to expeditiously deliver on the business case, design and approvals
- Put effort into **stakeholder engagement** and **third party agreements** - this can mitigate many risks
- Consider an appropriate procurement method that **balances effort** on the client side and maximises potential for **innovation** on the contractor side in delivery or operations