



[Please use this template to capture your project's key benefits. If there is more than one key benefit you may need to complete more than one profile. There may be other benefits that your project will deliver which you do not think are as important – you should reference these in your Business Case but you do not need to complete profiles for them.]

Project name	
Benefit name	[Short and easy to understand: for example 'increased customer satisfaction']
Benefit category	Choose an item. [Select one category from the drop down list above. Please do not create your own category. For a description of the benefit categories, see the next page]
Benefit description	[How will things be different?]
Benefit owner	[Usually a manager responsible for service delivery]
Benefit sponsor	[Usually the Project Sponsor or another senior manager]
TOM or service plan reference	[Give a specific reference to page or paragraph. Also indicate how it will contribute towards Merton becoming London's Best Council by 2020]

Metric	[Use existing KPIs where possible, and make it SMART: S pecific, M easurable, A chievable, R elevant, T imebound]
Baseline	[Give the current or most recent performance (provide dates) so there is a basis for comparison]
Risks to realisation	[What other factors might prevent the benefits from being realised? These may not necessarily be in your control]
Benefit realisation dependencies	[What needs to happen / what other activities need to take place to make sure the benefits can be realised? These may not necessarily be in your control]
Benefit forecast and monitoring	[Give a timeline of when you expect these benefits will be realised, and how and when performance will be monitored. This might be annually, quarterly, or monthly]

Benefit owner sign off	[confirmation and date of sign off]
Benefit sponsor sign off	[confirmation and date of sign off]



Benefit categories

These categories are aligned with the outcomes set out in the [Business Plan 2015-2019](#), and are also used in service planning.

No.	Category	Description
1	Improved efficiency (savings)	There are cashable savings which can be deducted from budget lines.
2	Improved effectiveness	We are doing more for the same or lower cost. The effectiveness of people, services, and outputs has been improved without increasing the budget.
3	Economic outcomes	There are economies of scale (e.g. in procurement, ways of working, shared services, etc.). There is maximised income or reduced risk of loss of income.
4	Improved reputation	The reputation of Merton is protected or enhanced.
5	Improved customer experience	Customer satisfaction and resident wellbeing has improved. Our diverse population has equal access to services and vulnerable people are protected.
6	Improved staff skills and development	The capability and capacity of our workforce has increased.
7	Risk reduction and compliance	There is compliance with legislation, disaster recovery, and business continuity plans. Or the avoidance of loss, incurrance of legal action or costs.
8	Improved sustainability	There is improved environmental sustainability e.g. waste minimisation, pollution control, recycling, energy saving, etc.
9	Infrastructure renewal	Existing assets have been replaced or renewed. This does not apply to new infrastructure work.