Your plan might look like this, incorporating an overlap window if you decide to take more time planning or writing:

9.00 - 9.05 Read and digest instructions; decide on section 2 choices; mark timings

09.05 - 10.00 Complete Section A; approx. 3.5mins per question!

10.00 - 10.05 Plan first Section B essay

10.05 - 10:35 Write first Section B essay

10.35 - 10.40 Plan second Section B essay

10.40 - 11.10 Write second Section B essay

11.10 - 11.15 Plan third Section B essay

11.15 - 11.45 Write third Section B essay

11.45 - 12.00 Overlap window and checking time

Whether you tackle Section A first is up to you. Some people prefer to kick off with whatever builds their confidence in the first half hour. You might also prefer not to tackle your Section B questions in chronological order, preferring to start with the one you are most confident with. Whichever approach you take, remember to check the time frequently throughout and ensure you leave enough time for the remaining section/questions and one last check of your answers.