

# CONCEPT DRAFT

Appendix D



## Merrywalks Centre

### Social Value Case Study

Growth Deal Funding: £3million + £1million GIIIF funding



#### Project Summary

Dransfield Properties Limited, a specialist retail and commercial developer with a focus on market towns, has purchased the Merrywalks Shopping Centre and the adjacent King Street development. This complex stands on 1.37 ha in the centre of Stroud and comprises a total area of 218,418ft<sup>2</sup> (20,292m<sup>2</sup>) occupied by predominantly value retailers with some leisure and office use.

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The Merrywalks project will revitalise the central retail core of Stroud producing a vibrant heart for this historic market town. The project will provide new jobs, increased visitor numbers and higher gross value added for the economy. In addition, the increased value of the centre will generate extra business rates which can be used for further development of the town.

## Progress:

Phase 1 is now complete.

Phase 2 is now complete.

Phase 3 has now commenced with Speller Metcalfe the appointed contactor. This is the most complex part to be completed Summer 2020 - wrapping car park and re-modelling mall area.

## Social Value Assessment

This section would focus on the identification of the relevant TOMS and the values that have been captured for the project

Theme	Outcomes	Measures	Units	Baseline Proxy Values	Added Value
<b>Jobs:</b> Promote Local Skills and Employment	More local people in employment	No of local people (FTE) employed in contract	No. of people FTE	£28,213.00	
	More opportunities for disadvantage people	No of long term unemployees (FTE) taken on	No. of people FTE	£14,701.56	
	Improved skills for local people	Local school and college visits	No. staff hours	£14.43	
<b>Growth:</b> Supporting Growth of Responsible Regional Business	More opportunities for local SMEs and VCSEs	Total amount (£) spent in LOCAL supply chain through contract	£	£0.60	
		Total amount (£) spent through contract with LOCAL SMEs	£	£0.60	

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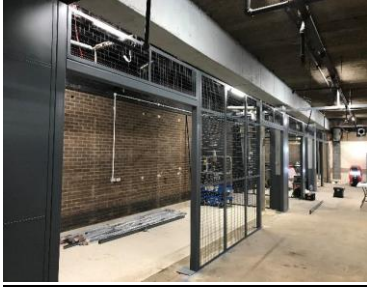
<b>Social:</b> Healthier, Safer and more Resilient Communities	Crime is reduced	Initiatives aimed at reducing crime	£ invested & staff time	£1.00	
	Vulnerable people helped to live independently	Initiatives to be taken to support older, disabled and vulnerable	£ invested & staff time	£1.00	
	More working with the Community	Donations or in-kind contributions to local community projects	£ value	£1.00	
		Support provided to help local community draw up their own Stakeholder Plan	£ invested & staff time	£1.00	
<b>Total Social Value Generated</b>					<b>£XXX,XXX.00</b>

## Key Achievements

This area would summarise the key project achievements in terms of Social Value gain expressing aspects taken from the table above

- Xxx
- Xxx
- Xxx
- Xxx
- Xxx
- Xxx

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## Jobs

Relevant supporting narrative would be placed here, with appropriate examples



## Growth

Relevant supporting narrative would be placed here, with appropriate examples

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## Social

Relevant supporting narrative would be placed here, with appropriate examples



## Infographic

An infographic would be included here which ties together all the Social Value impacts that the project has delivered in a bite size, punchy manner. This can then be shared on social media as well as further LEP marketing activity as well as supporting the project pages on the LEP website.