

Appendix 2

Example: Conversion of previously empty shop unit to 3 retail units (Illustration only)

Outcomes and Impact Matrix

Council Priority:

A Thriving and Prosperous Economy

Success Factor:

More local jobs and people in employment

Outcomes:

The likely achieved short-term and medium-term effects from the commercial investment

Measures: before

Measures: after

Immediate creation of number of additional jobs associated with empty property conversion to four retail units

Zero jobs

20 new employment contracts

Impact

The likely longer term effects produced, directly or indirectly, from the commercial investment

Measures: before and after

Reduction in unemployment and increase in employment in Lancaster district.

Employment / Unemployment rate

Social Value Outcomes

- Increase in skills
- Increase in self worth and self dependence

Other potential Corporate Plan outcomes and impacts which should be measured:

- Regenerated Lancaster city, Carnforth and Morecambe Town Centres
- Growing Local Economy
- More new businesses and investment in our district
- Improved retail offer
- More visitors and greater spend
- Increase perception of the district as a place to visit
- Increased level of public sector spend retained in the district