

Appendix 4: Outcomes

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:

Outcomes:

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

Measures: before

Measures: after

Impact

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

Measures: before and after

Social Value Outcomes

This matrix should capture all of the non financial benefits accruing from the potential property investment. Reference should be made to the Council's 'Ambitions' Corporate Plan and any other strategic plan arising from the Ambitions plan (eg. Economic Growth strategy). This matrix should provide a good level of clarity on additional benefits that may accrue such as business rates, impact on a high street frontage, detail on any social impact such as employment and how this would be measured.