

The Strand

Social Value Report 2023



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The Strand: A shopping centre at the heart of community change

Foreword

Sefton Council acquired The Strand in 2017 for regeneration purposes - because it recognised how critical it is to the future of the Town Centre and that there was an increasing lack of investment from its private owners. The Business Case for acquisition was underpinned by the recognition that ownership of the Strand was essential to enable the wider regeneration of the town centre.

In 2020, Sefton Council's Cabinet approved the development of a clear strategy and plan to enable the long-term sustainability of the Strand within a programme known as 'The Strand Transformation'.

In March 2023 Sefton Council were awarded £20 million from Levelling Up Capital funding by DLUHC allowing progression of the first phase of the Transformation programme. The first phase of regenerating the site involved some site acquisitions, clearance and demolition to pave the way for the wider Strand masterplan.

The aim is place making, to create a new and transformative town centre heart that will restore a sense of civic pride and ownership by the community. Additionally, it will unveil a new southerly view down to the canal, creating an extraordinary high-quality public space that functions in harmony, integrates the current Salt and Tar event space and enhances the overall experience of by those using and visiting the centre.

Ultimately the overall Vision for the Strand is reinforce the 'Spirit of Place' for the people of Bootle with immediate impact, winning the hearts and minds of residents by connecting and framing the unique physical assets of the high street, through the Strand and down to the Salt and Tar

The repurposing of the Strand will catalyse development of a more sustainable and resilient town centre that provides improved opportunities for local communities, residents and businesses. It will increase pride and raise ambition across Bootle whilst improving perception and brand beyond the town.

canalside and waterfront, and beyond. This will significantly enhance and improve the perception of the town, increasing footfall, dwell time, and local spend. Furthermore, the plan involves positively contributing to the streetscape, with a focus on health and well-being at its very core.

It is vital that as we enter this period of delivery as part of as part of the first phase of the long term strategy for the redevelopment of the Strand, that we lay the foundations for Social Value and ensure we sow the seeds of best practice in order to garner wider benefits to drive forward change for the residents of Bootle and beyond.

This document sets out the current position on Social Value, Real Estate Social Value achieved to date as part of the day-to-day asset management of the shopping centre and Sefton Council's Social Value intentions as part of the repurposing.



1. Social Value Context

Social Value can be explained as a commitment by Sefton to use our influence and spending power to help drive inclusive economic growth, improve the local environment and address inequalities whilst ensuring the best possible value for money when purchasing goods and works.

In 2022 Sefton Council confirmed its commitment that it wants to do business with suppliers who have a strong people, environmental and ethical focus within their business by adopting the [Social Value Policy 2022](#).

The policy ensures that Social Value principles are applied in a way that enables the Council to maximise economic, social and environmental benefits for Sefton and its residents.

The policy is complemented by several initiatives and policies including the Council's commitment to mitigating the impact of climate change, the Treasury Management Policy and Strategy (which covers ethical investment), commitment to eradicate Modern Slavery, Staff Volunteering Policy, the Digital Strategy and commitment to Sefton Crowd.

The Council wishes to:

- Grow an **inclusive and resilient** Sefton economy, by engaging local suppliers and thereby encouraging re-spend within the **Sefton economy**, supporting micro and small businesses, social enterprises including charities and co-operatives.
- Increase the number of **jobs**, improve work related and life skills in Sefton and create a **local employment** opportunity programme for the long-term unemployed, economically inactive and other underrepresented groups in the Sefton labour market.

- Improve **living standards** and enhance the wellbeing of our residents by promoting socially responsible criteria for suppliers.
- Promote **environmental sustainability** by implementing environmental improvements, supporting reductions in waste and carbon emissions, supporting energy efficiency, and assisting the use of materials from renewable and sustainable sources within Sefton and our supply chain.
- Support **fair and ethical** trading in the supply chain, including full compliance to Human Rights legislation and Modern Slavery Act, whilst expecting our suppliers and contractors to demonstrate the same standards of commitment.

The Council will use its **influence and leadership** to deliver on these broad Social Value commitments by working collaborative and putting in place community, procurement, operational and financial activities to realise the following:

- Support for **community initiatives** about how to improve their financial position to gain funding via crowd funding and other resources/opportunities
- Encourage and **support suppliers** to operate and provide goods and services to offer maximum social, environmental and **economic benefits** to Sefton communities
- Encourage suppliers to **prohibit** the use of Zero Hour Contracts
- Review our Social Value scoring and weighting in tenders
- Commit to **prompt payment** of suppliers and encourage our suppliers to pass this on throughout the supply chain.

2. Real Estate Social Value Index (RESVI)

In addition to Social Value delivered through procurement works, goods and services as part of the Phase 1 £20m DLUHC funded repurposing scheme, Ellandi, acting as asset manager for The Strand on behalf of Sefton Council undertook a **RESVI assessment**.

RESVI is a social impact tool, created by the **Social Value Portal** and aligned to the Themes, Outcomes and Measures framework. It is used to assess the social and local economic value created by an in-use asset. The index is built around 67 initiatives that generate **social, economic and environmental** outcomes.

The RESVI diagnostic captures data on whether the initiatives are being completed. RESVI grade evaluates how well the social value initiatives are being carried out. Social and local economic value is calculated and verified using the National Social Value Framework, the UK's leading methodology of calculating Social Value.

There is a 3-step process that includes collecting data and information from the asset owner, the property manager, key suppliers and occupiers:

1. Diagnostic: captures data on whether social value initiatives are being completed

2. Grading: evaluates how well the social value initiatives are being carried out

3. Social Value Measurement: captures output and outcome data to report a social value.

The measurements are mapped to proxy values that have been developed using publicly available data (e.g. from the Office of National Statistics) and are aligned with the National Themes, Outcomes and Measures framework.

This allows for activities to be reported in financial terms. Undertaking a RESVI assessment on a building enables the asset owner to understand where the opportunities lie to generate more social value through how it is managed and how its suppliers and tenants interact with it. This is valuable for both the local community it is located in and for society more widely. It also allows investors to understand the return on their investment from a social perspective.

In Q1 2024 Ellandi will be launching RESVI again, collecting data across 20 assets including The Strand. The results and best practice learnings will be shared with the centre management and property management teams at Ellandi's 2024 Centre Management Conference.

Sefton Council will use the RESVI report produced as a baseline and will work closely with Ellandi (our partners for current operation and future development at the Strand) to establish opportunities to generate additional social value opportunities/benefits through how the Strand is managed on a daily basis in conjunction with the social value generated through the Phase 1 repurposing project and the wider scheme.

3. Measuring Social Value

The National Social Value Measurement Framework underpin and empower the objectives of the Council’s Social Value Policy 2022, by allowing the Council to unlock, measure and report the social value provided by our suppliers during the development delivery cycle.

The Measurement Framework is built around a set of Themes, Outcomes and Measures and in recent years has become the most used framework in the UK.

The National Themes, Outcomes and Measures were launched in 2017 by the National Social Value Taskforce, chaired by the Local Government Association (LGA), with over 40 members from organisations representing central and local government, the private sector and the third sector.

The National Themes, Outcomes and Measures provide a flexible, measures-based calculation framework designed to articulate Social Value outcomes in terms that can be objectively assessed. It was conceived and developed to be evidence-led and applicable over the ‘whole life’ of a contract or single purchase, as well as throughout the delivery cycle.

Nationally there are 5 Themes and 48 Measures that are recognised.

The 5 National Social Value Themes:



Jobs

This Theme supports organisations to promote local skills and employment.



Growth

This Theme supports the growth of responsible regional business.



Social

Through this Theme, we aim to create healthier, safer and more resilient communities.



Environment

This Theme is focused on decarbonising and safeguarding our planet.



Innovation

This Theme aims to promote social innovation.

Sefton Council is signed up to the Social Value Portal and Sefton Council’s specific Themes and Outcomes can be found in Appendix 1.

The Strand repurposing project will ensure that Social Value is captured and reported via the [Social Value Portal](#) when procuring works, goods and services.

To communicate Sefton Council’s Social Value Policy’s performance and progress to all stakeholders, the Council will release an annual Social Value Statement from 2023 onwards to outline key areas of focus, future targets, operational procedures, successes and to communicate key messages to staff, partners, suppliers and other locally based organisations impacted by our Social Value performance.

In addition, there will also be ongoing reporting at a project level relating the Strand social value and as part of the Department for Levelling Up, Housing and Communities (DLUHC) bid for Levelling up, Sefton will be measuring the many non-monetised benefits associated with the project. This includes health and wellbeing outcomes, social value impacts (in terms of education and training outcomes for young people because of improved public resources and access), wellbeing impacts from greater community interaction and shared experiences, pride of place, productivity benefits to the target population, as well as benefits to visitors to the centre.



In terms procurement, the construction framework contracts, where used, include robust output focused KPIs including flexibility to allow the Council to specify social value and environmental sustainability (Net Zero) outputs as part of the evaluation and delivery requirements and to ensure the Councils standard terms and conditions are applied regarding social value capture when procuring works, goods and services. Where applicable and appropriate to do so, the Council will work with the Framework/Procurement Manager pre-contract to ensure any additional contract level KPIs appropriate for the work being commissioned are set out and agreed and then built into the procurement and contract documentation, including social value to be captured through the contract and how this is measured. Any sub-contractors used under the main contract will also need to adhere to these requirements.

For the LUF project, the Service Team working in partnership with Procurement will monitor social value commitments within the contracts, agree reporting periods to track progress for monitoring and evaluation purposes and ensure commitments made are undertaken in their entirety and using the Council's leverage when suitable to support delivery. The Council will seek to hold suppliers to all their contractually specified social value commitments and these will be treated like any other commitment specified in the price or quality component of the supplier's bid submission.



In JLL's view, social value in the built environment is about creating lasting positive social impact throughout the real estate life cycle for every stakeholder³ interacting with and within spaces.

4. The Strand – Social Value so far

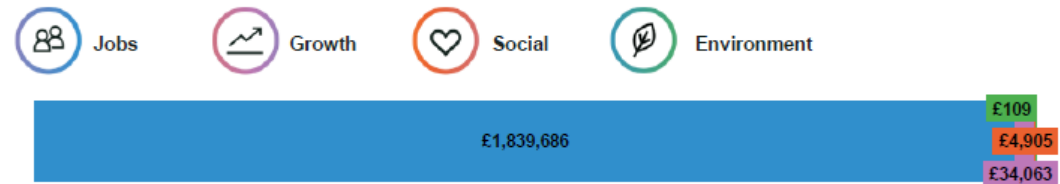
Throughout the period since acquisition in 2017, numerous Community Interest Companies (CICs) have been provided with vacant units free of charge. Local charities that have been supported as part of the day-to-day asset management, provided by Ellandi, have included: **Daisy Inclusive, Bootle Tool Shed & Bike Shed, Strand By Me, Kingsley and Co, In Another Place, The Big Onion, and Men’s Reach Centre** in offering essential services and workshops. This has ensured animation and vitality within these areas of the centre which would otherwise be vacant and also much needed support through these organisations for the local community through the services and help they provide.

In 2022, Social Value Portal and Ellandi completed a study of the social value created at The Strand. The study analysed the asset management, property management, supply chain and tenants in place at the building, the findings of which were presented in a report entitled ‘Real Estate Social Value Index, Ellandi The Strand 2022 Report’. The findings of the report can be summarised in the following infographics:

Key stats & Highlights:

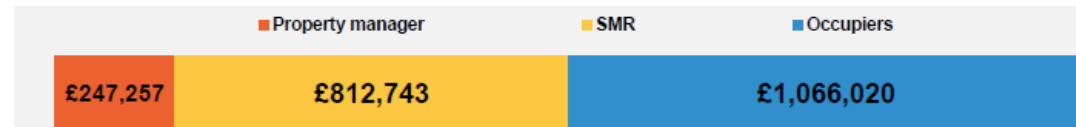


Social and Local Economic Value (SLEV) Generated at The Strand in 2022 by Theme:



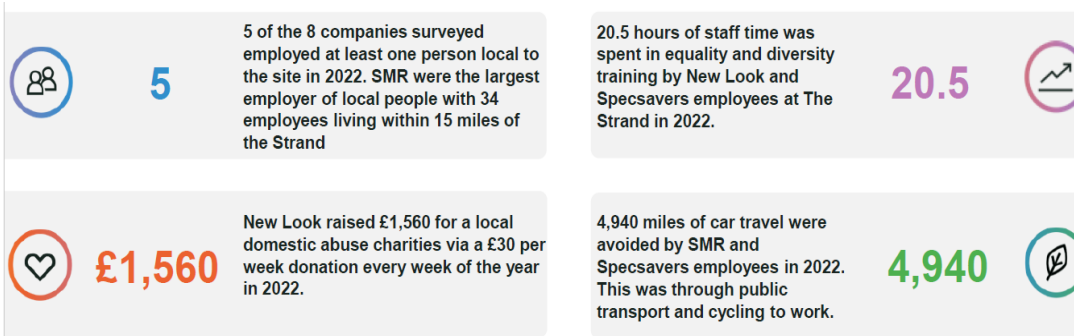
(Jobs - £1,839,686; Growth - £34,063; Social - £4,905; Environment - £109)

SLEV Generated at The Strand in 2022 by Firm:



(Property Manager - Ellandi; SMR - Savills Management Resources)

How Social Value was Created at The Strand in 2022:



In addition, from a commercial operation perspective, the occupation of spaces in the Palatine has contributed to cost savings to the council (compared to vacancy of said units), and that these partners have contributed to the vibrancy and footfall of this area of the centre, as well as the centre as a whole, with their offer and their activities.

In summary there have been **19 CICs supported** within the Strand, and the terms of their lease vary from covering rates only (with small fees payable to agents) to full occupational cost coverage.

For the units the Council has given over to CIC's, over the years, the value of support this has provided is as follows:

c.£1.1m

of occupation costs that they have not had to pay like other tenants

c.£200k

of rent they have not had to pay as they would if paying market rent for that unit

c.£1.3m

total savings to the CICs over these years since acquisition due to the Council's actions. that unit

In some cases, where the CIC has been in a position to make a contribution towards costs or get rates relief this has provided a saving to the Council over what it would have incurred if the unit simply remained vacant, which totals c. £88k over the period.

In addition to the above, the centre has consistently offered support for a range of community events, for example supporting the Community Christmas Light Switch On event, a free, fun-filled day for the local community. This included live performances, photo opportunities with Children's characters, free Fair rides, Meet Santa and a free selection box. This year's event was on Saturday 25th November 2023.



Furthermore, the centre has allowed In Another Place to use WH Smith and an empty storage space for various **events and activities**; assisted Kingsley and Co in setting up events, including electricity feeds, craft zones, and fencing; supported the **ADHD Foundation's Umbrella Campaign**; provided units for storage to Kingsley and Co and The Big Onion for use as required; facilitated **Blood Pressure check-up** stalls by Strand by Me and Know Your Numbers events; and hosted **Job Fairs** and **Artisan Markets** facilitated by The Big Onion.

Additional **financial contributions** from the centre and from Ellandi have included covering costs for essential items, such as **£750** for audio equipment for In Another Place; funding a **£2,500** wrestling ring for The Big Onion's Comic Con event; contributing **£1,000** towards a giant Dragon for Kingsley and Co's Literary Festival; assisting in replacing a ruined classroom carpet for Kingsley and Co at a cost of **£1,000**; and financially contributing to In Another Place's building of a new **Christmas Grotto**.

In addition to this, the Salt and Tar project at Bootle Canalside commissioned Bootle Tool Shed to deliver planters and seating for the project, with a value of circa **£25,000**, which supports with operating costs for the company for two years.

Ykids literary fair 2023: the dragon lorry used Salt and Tar to park on for the event on 11/11. 100 free car parking passes were used as part of the event, with a face value of £7.50 per pass i.e. a days parking. A number of the community organisations are liaising with the Salt and Tar Manager to look at ways in which they can be involved in activities and events on the site going forward.

Further information regarding the Social Value that has been delivered can be found in the Case Studies in Appendix 2.



Ellandi and, by extension, Sefton Council's commitment to these groups has helped them grow, serve the local community, and provide essential services, events, and workshops where they are needed most.

5. Strand Social Value – The Vision

The repurposing of the Strand will be the catalyst for a more sustainable and resilient town centre in Bootle, providing improved opportunities for local communities, residents and businesses. It will increase pride and raise ambition across the town as well as improving perception and brand beyond Bootle.

The repurposing of the Strand will build on existing strengths and momentum facilitated by Ellandi to deliver Social Value.

As part of the Social Value section of the demolition tender, contractors will be asked to provide a method statement outlining the activities they will undertake to deliver their Social Value Offer for the Strand Transformation Project. Answers will be expected to focus on the approach they would take in working with key stakeholders and consideration to Sefton's key drivers which include (but are not limited to):

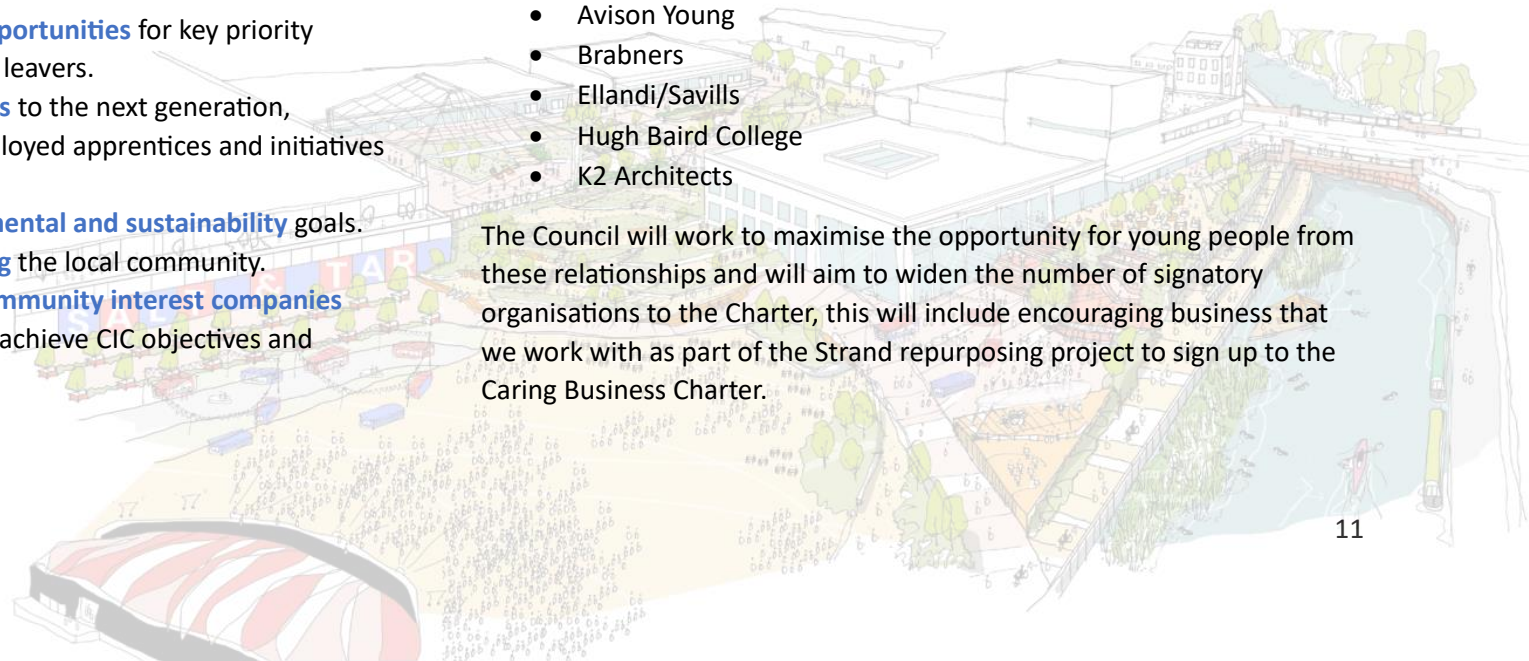
1. Consider **employment related opportunities** for key priority groups, in particular for local care leavers.
2. Provide **educational opportunities** to the next generation, including a number of locally employed apprentices and initiatives with local schools and colleges.
3. Contribution to Sefton's **environmental and sustainability** goals.
4. Support the **health and well-being** the local community.
5. Work in partnership with **local community interest companies** (CICs) throughout the contract to achieve CIC objectives and project outcomes.

Social Value for the Strand project will be encouraged to take into consideration and, where appropriate to do so, seek to align with various Sefton Council policies including (but not limited to): Sefton [Vision 2030](#) Core Purpose and Outcomes Framework; [Sefton Economic Strategy 2022 - 2024](#); [Sefton Child Poverty Strategy 2022](#); [Health and Wellbeing Strategy 2022 - 2025](#); active travel, community wealth building and the emerging Child Friendly Projects amongst others.

In a first for the North West, Sefton Council established a '[Caring Business Charter](#)' in 2022 - partnering with public and private sector organisations to offer employment, training, apprenticeship, work experience, mentoring and other opportunities to young people who have experience of the care system in Sefton. The list of signatories to date stands at some 62 businesses (many of whom are located in the Strand) and covers a range of industries from construction and project management to hospitality and healthcare including:

- Avison Young
- Brabners
- Ellandi/Savills
- Hugh Baird College
- K2 Architects

The Council will work to maximise the opportunity for young people from these relationships and will aim to widen the number of signatory organisations to the Charter, this will include encouraging business that we work with as part of the Strand repurposing project to sign up to the Caring Business Charter.



Closely aligned to the Strand is the activity of the Council's in-house jobs brokerage service Sefton@work. This service supports more than 1500 local residents per year and assists them to build their skills and confidence, receive impartial advice and guidance and gain access to a wide range of professionally delivered support programmes and opportunities with local employers. Sefton@work offers quality assured personalised guidance for workless individuals together with an employer liaison function which deals directly with employers to deliver bespoke recruitment services including bespoke skills pathways and advocate on behalf of our clients on entry to jobs. The service is wholly centred upon delivering inclusive growth and is connected to all the regeneration initiatives across the borough and the city region through the development of employment and training agreements with investors and developers who are creating opportunities across Bootle Town Centre and the wider borough of Sefton.

In 2024, Sefton@work will be relocating its main Bootle base directly into the Strand and this will enable a more comprehensive service to be provided which will benefit both community members and the traders within the centre. The employment support on offer includes waged or unwaged work experience placements, support with financial barriers and access to a range of incentives for employers to recruit and candidates from vulnerable groups. The service will also provide a bespoke employment broker service on offer to businesses within the Strand to assist with recruitment and will also be able to provide open days, recruitment fairs and events to assist local recruitment as well as assisting with staff screening, on-site recruitment, staff turnover management during the construction and delivery phases of the project for the benefit of residents from across the borough.

In addition, the service will be delivering the Young Persons Guarantee on behalf of the LCR Mayor from the Strand and will provide incentives for the creation of opportunities through this alongside the award winning Ways to Work offer.

The new location will allow space for increased collaboration with stakeholders such as Citizens Advice who will offer complimentary support to service users alongside a vibrant programme of skills course delivered by Sefton's Community Learning Service.

Sefton@Work will also work alongside the appointed contractors to ensure social value targets are facilitated and captured.

We're Open
Sefton@Work 
working for you

The repurposing of the Strand will catalyse development of a more sustainable and resilient town centre that provides improved opportunities for local communities, residents and businesses. It will increase pride and raise ambition across Bootle whilst improving perception and brand beyond Bootle.

Principles



People First



Connected



Resilient

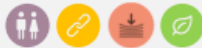


Green

Outcomes

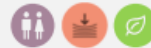
Improved resident wellbeing

- Supporting mental health through improved outdoor space and amenity
- Improved public services, with better access to health, employment and learning support
- Supporting community activity and ventures



Inclusive growth

- Supports future inward investment into Bootle
- Increases residents' access jobs
- Opportunities across all skill levels



Connected & integrated town centre

- The re-purposed Strand is seen as the heart of Bootle
- It better connects with the town centre (visually, permeability and access to other assets)
- Mixes public services and community activity in the heart of the town, creating a more animated place



A sustainably repurposed asset

- Reduced level of retail space
- Creates a sustainable balance between commercial, public service, residential and community uses
- Improved quality, configuration and flow of the asset
- Surplus space is positively repurposed
- Improved perceptions, pride and brand



A framework for success (principles to test options & shape evaluation criteria against)

Economic

- Jobs (number, quality)
- Investment attracted
- Levelling up & alignment to growth sectors
- Skills and training
- Future adaptability/ flexibility

Social

- Improved public services
- Access/ engagement with local communities
- New facilities/ amenities
- Health and wellbeing
- Bootle £

Environmental

- Quality of place
- Sustainable mix of use
- Sustainability
- Brand
- Heart of a connected Bootle (incl. Canal)
- Public realm/ space
- Gateway to Liverpool

Commercial

- Deliverability (incl. pace of change)
- Affordability/ VfM
- Risk exposure
- Market appeal
- Adaptability/ flexibility
- Resources/ commitment

Appendix 1: Sefton Council’s Social Value – Themes & Outcomes

Theme	Outcome
Jobs: Promote Local Skills and Employment	More local people in employment
	More opportunities for disabled/disadvantaged people
	Improved skills
	Improved employability of young people
Growth: Supporting Growth of Responsible Regional Business	More opportunities for local MSMEs and VCSEs
	Improving staff wellbeing and mental health
	Reducing inequalities
	Ethical Procurement is promoted
	Social Value embedded in the supply chain
Social: Healthier, Safer and more Resilient Communities	Creating a healthier community
	Vulnerable people are helped to live independently
	More working with the Community
	Carbon emissions are reduced

Theme	Outcome
Environment: Decarbonising and Safeguarding our World	Air pollution is reduced
	Safeguarding the natural environment
	Sustainable Procurement is promoted
Innovation: Promoting Social Innovation	Social innovation to create local skills and employment
	Social innovation to support responsible business
	Social innovation to enable healthier safer and more resilient communities
	Social innovation to safeguard the environment and respond to the climate emergency

Appendix 2: Case Studies

Kingsley and Co

Kingsley & Co held Pirate Fest, a two-week family event in the Strand Shopping Centre in Summer 2022. The purpose of the event was to offer free high quality and engaging activities for families in the local community who could not afford expensive days out over the summer.

Activities included:

- A giant sand pit full of 'Pirate Red Beards Treasure'
- A pirate ship
- A treasure hunt
- Interactive storytelling
- Pirate workshops
- Marauding pirates on mini galleons
- Singing sea shanty pirates
- Captain Jack Sparrow
- Virtual Reality walk the plank
- Pirate workshops



Outcomes:

3,500
people attended
events and
activities.

56%
of children that
attended were
on free school
meals.

30%
of children
attending had
additional needs



Case Study – Big Onion

The Big Onion, developed and run by Merseyside Expanding Horizons, seeks to support people to become more economically independent. Operating from its hub in Bootle Strand Shopping Centre the Big Onion offers a range of services and activities to help people:

Improve their skills.

Get back into work or move on with their careers.

Start a business or social enterprise or grow an existing business.

Opening in December 2020, after only 3 weeks of trading, the hub closed due to Covid and the enforced national and local lockdowns. Since reopening in April 2021, MEH and its Big Onion hub have delivered a series of impressive outputs including:

- Providing employment support via its **Youth Hub programme** to **813 Sefton residents** aged up to 25.
 - Supporting **268 participants** on the Youth Hub programme to get into **work**.
- Providing employment support, via its **New Horizons and Directions** programmes to **394** Sefton residents.
 - Supporting **129** of those New Horizons and Directions clients to get into work.
- Provided **business support and advice** to **374** local people.
- Supported **187 entrepreneurs** to start up a business or social enterprise or grow their existing business.
- Delivered a range of accredited and non-accredited **skills training** to **213** local residents.

- Delivered a programme of **special events** including Artisan markets, live music performances, Employment fairs, skills and job speed dating events and a Comic Con and live action wrestling Show.



Case Study - Crystalliz3D, Ceris Thomas

Ceris, 36, from Waterloo, walked into the Big Onion for the first time back in early 2022. Ceris had always wanted to start her own business, but due to the pressures of everyday living, including some health concerns, coupled with some early attempts to start trading, she was frustrated with progress and recognised she could do with some business support.

Ceris has had a unit within the Big Onion Trader Arcade since April 2022. Her business takes photographs from customers and converts them into 3D images within crystals. More recently Ceris has signed a contract to supply 10 North West based gift shops.

“I couldn’t believe it when I got the call about this opportunity. I spoke with Chris, my Business Mentor about this and he helped me with developing my pricing schedule and terms and conditions of sale.”

Ceris has now expanded her range of printable gift items and now offers personalised images printed on slate, wood, metals and various other materials.

“I feel so much more confident now in running my business and feel part of a growing community of entrepreneurs within the Big Onion.”

Ceris regularly attends the monthly Business Club within the Big Onion and is always keen to share her experiences and personal journey with newcomers in the group.



Case Study: Bootle Together – Christmas Event 2023

The Strand are working with Community groups from inside of the Strand and in the surrounding local area; Asda Community Champions, Local ward counsellors, Attitude Dance School, The Inclusivity Hub, One Vision Housing (OVH), Crosby Lions, The Big Onion, Ykids and In Another Place. Together these community groups form **Bootle Together**. They have all worked together to fund and plan this year's Community Christmas Tree Light Switch on. Last year was the first time working together and this year sees even more local groups joining in. The ward counsellors have funded the tree, lights and Fairground rides on Salt and Tar and OVH have provided funds towards these costs and provided around 500 selection boxes for children on the day. Crosby Lions have provided Santa and some staff to assist. Attitude dance are performing on the stage, IAP have provided a Gospel choir to perform carols on stage, The Big Onion have arranged an Artisan Market on the day and Claire (Ykids) has Xmas decoration crafts happening and has provided 2 x Xmas elves on the day. The other groups are providing volunteers on the day.

Assistance (to date) is as follows:

- A donation of **200 Cadburys selection boxes** for Santa to give out to children at the Xmas light switch-on. Cost **£340**.
- **Xmas themed vinyling and branding** of the area where Santa will give out the selection boxes in the ex H Samuels Unit . Cost **£2,250**.
- Assistance towards **Grotto** build: In Another Place . Cost **£1,000**.
- Wrapping of **Mayors Toy Appeal** donation Box. Cost **£200**.

