

Place-based impact report

# The Dolphin

Community & Shopping  
Destination, Poole







## Contents

- 05 Foreword
- 06 Social impact summary
- 08 Overview: The Dolphin, Community & Shopping Destination
- 12 Place-based impact strategy
- 16 Community Partnership
- 18 Layout of The Dolphin
- 20 Interventions
- 28 Outcomes
- 31 Conclusion





Gather, the community events space at The Dolphin, provides a blank canvas for a diverse calendar of activities, workshops and exhibitions.

# Foreword

Against a backdrop of widening social inequality, we firmly believe that real estate owners and investors have a unique opportunity to play a tangible role in delivering on the ‘S’ of environmental, social and governance (ESG) considerations. One way we can do this is to consider the long-term impact of our investments on the local communities in which our assets are located. We call this a place-based impact approach.

Delivering social impact should not, in our view, come at the expense of risk-adjusted returns for investors. In fact, we believe social impact can enhance returns over the longer term. There is a compelling argument for real estate owners to consider social impact as an indispensable part of their investment process, in much the same way as environmental considerations are becoming an integral part of the investor toolkit.

We define social impact as the intentional, additional, and attributable economic, social and environmental benefits to communities as a result of our investment. We adopt a place-based approach. This means taking an asset-level view as to how we could intentionally contribute, deliver, and catalyse positive outcomes that address local needs.

The communities in which we operate face different challenges, have different wants and needs – some areas are facing homelessness, others are facing challenges around ageing demographics. It’s therefore essential that the measurement of impact is adapted and flexed to consider the specific asset, and its context. While delivering positive outcomes for local communities is key, it’s also vital that this impact aligns with our commercial objectives, protecting the investments of our investors, many of whom will be pension funds.

We have adopted this approach at The Dolphin Community and Shopping Destination in Poole. In partnership with the NHS, we welcomed the first outpatient assessment clinic in a shopping centre, and the first in Dorset, to help tackle long patient waiting lists. We now know that over half of patients stay and shop within the asset following their medical appointment.\* So, alongside delivering positive social outcomes for the community, we’re bolstering footfall and revenue for our occupiers, creating a relevant and resilient asset, and therefore, driving returns for our investors.

Meanwhile, our Kingland initiative has transformed a once vacant section of the high street into an eclectic mix of independent retailers, selling a range of goods from plants to fish, coffee to restored furniture. Through our intervention, these small businesses have been given the support they need to establish and grow, contributing to an ecosystem at The Dolphin, which also includes a flexible office and co-working facility, wellbeing hub and events space.

In addition, we have brought together a group of local stakeholders who represent some of the needs of the local community (Community Partnership) to co-create solutions to local issues such as anti-social behaviour, loneliness and unemployment. Members include charities, the NHS, local education institutions and the local council.

This model forms part of our long-term goal to deliver place-based social impact, creating a wellbeing hub which will engage and support residents. Pivoting The Dolphin away from a predominantly retail-led use will, we believe, uncover opportunities to generate social impact, help to secure its long-term future and provide a positive return for our investors.

This report showcases our approach to achieving a place-based impact for Poole and the wider area, as well as how The Dolphin is delivering tangible positive outcomes for the local community.



**Shuen Chan**  
Head of Responsible Investment and Sustainability, LGIM Real Assets

\* Source: NHS Dorset as at March 2023.

# Social impact summary

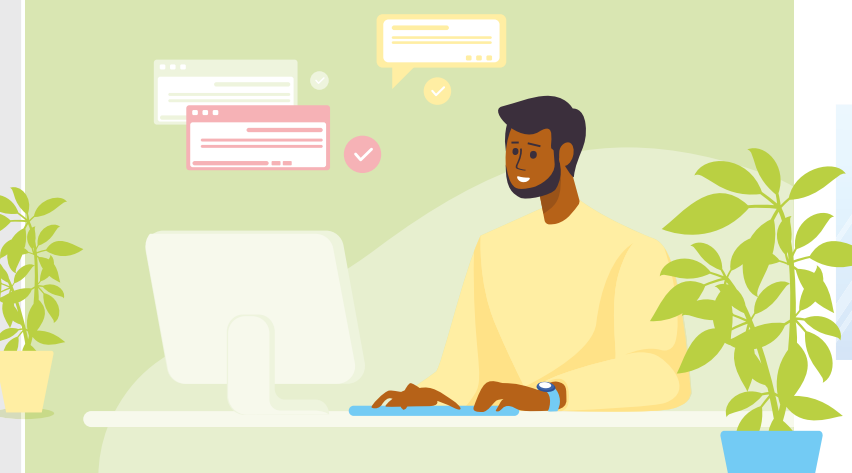
## NHS outpatient assessment clinic

- 15,535 patients seen between Dec 21-Jan 23
- 92% reduction in people waiting over 78 weeks for an orthopaedic appointment
- 59% of patients visit another operator while at The Dolphin



## Skills & Learning Centre

- Nearly 300 courses available, targeting adults
- Daily interaction with up to 300 students
- Estimated footfall: 42,332 per year



## FOUNDRY

- 71% offices occupied by end of first month
- Co-working space for 250 members
- Specialist mentorship partner to help businesses scale-up
- 50 events planned for first 12 months



## The Dolphin Wellbeing Hub (opening September 2023)

- A dedicated, welcoming community space for everyone
- 7 staff plus volunteers
- Multi-disciplinary social prescribing space



## Kingland

- 10 local, independent retailers
- Zero rent and business rates for first two years
- 29 new local jobs
- £2m turnover generated in first two years
- 16% increased footfall versus pre-COVID trend



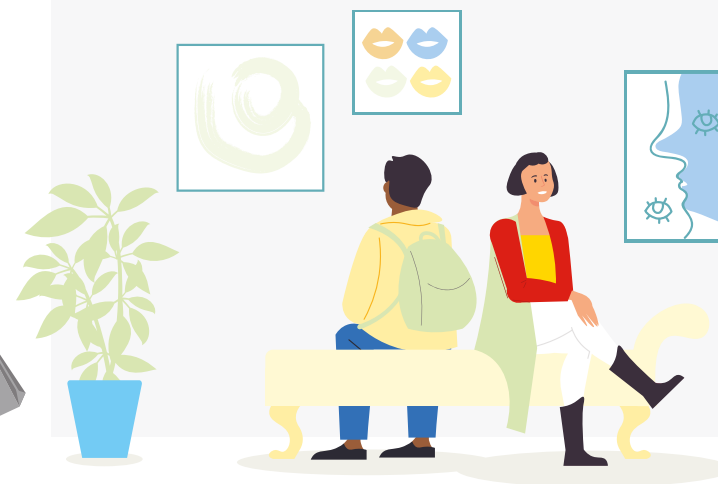
## MRKT

- Eight market stalls generating £216k combined turnover
- 225 different stall occupiers to date
- 75% average occupancy



## Gather event space

- 513 community events hosted between Oct 21-May 23
- 22 minutes average visitor dwell time
- Footfall: 21,600 per year

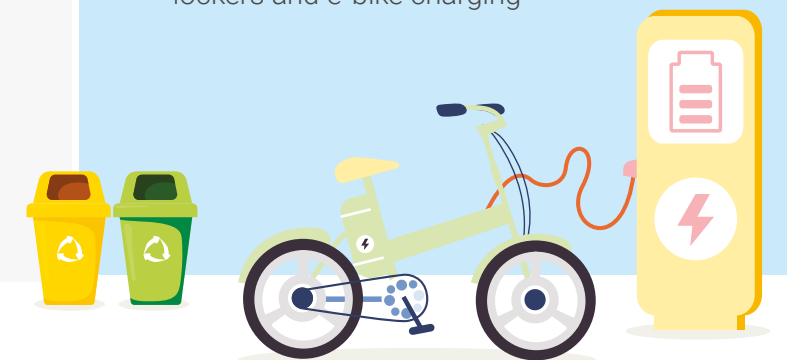


## Environment

- 70% recycling level
- Zero landfill policy
- Renewable energy tariff

## Secure cycle hub

- 34 regular users
- 24-hour secure access
- Repair station, air pump, lockers and e-bike charging





# Overview

## The Dolphin, Community & Shopping Destination

At Legal & General Investment Management, Real Assets (LGIM RA), we're proud owners of The Dolphin: Community and Shopping Destination in Poole – home to 90 shops, flexible working and community events spaces, an NHS outpatient assessment clinic and curated high street for local independents, all across 680,000 sq ft of retail and commercial space.

A community and wellbeing centre for everything happening at the centre of Poole, it draws in a total of 9.8 million visitors annually – with footfall growth outperforming the average UK shopping centre by 4.7% for 2022 (source: Springboard). Designed and delivered with the local community in mind, its services, amenities and operation strive to generate significant positive impact to Poole and the wider area.



The Dolphin is home to 90 shops, flexible working and community events spaces, an NHS outpatient assessment clinic and curated high street for local independents.

## Background context

Like many high streets in the UK, Poole town centre has been challenged by the continued growth of e-commerce, while having to compete with nearby retail destinations, including Bournemouth and a number of out of town retail parks. Further disruption caused by the effects of the COVID-19 pandemic and ongoing inflationary pressures have made conditions even more difficult. According to PMA, vacancy in Poole town centre was 21.8% in Q4 2022, versus a national average of 18.8%.

The Dolphin has not been immune to these challenges – in June 2017, the amount of vacant floorspace was 17% within the centre, with significant further headwinds on the horizon. With Marks & Spencer, a key anchor, accounting for an additional 8% of the centre's square footage and actively pursuing a strategy of closing older town centre stores, this raised the prospect of nearly a quarter of the scheme's floorspace being vacant amid demand from traditional retail occupiers collapsing. Adopting a reactive approach of waiting for national retail chains to fill up the vacant space was a recipe for decline.

The prospect of further vacancies meant it was clear that action was needed to secure the long-term future of The Dolphin, while at the same time exploring ways to shift our approach for the destination into one that proactively and intentionally generated positive social impact for the community.





## The vision for The Dolphin Centre

There's been a cultural shift in how consumers are interacting with places – the 'transactional' is no longer a priority, but rather the experience, functionality, productivity and inclusivity of their town centres is key. To respond to this shift, it's imperative that owners move away from being passive rent collectors or 'librarians' of space, to being consumer-centric 'editors of space' – delivering the right content, in the right environment at the right time.

We aspire to become more agile in how we curate spaces, particularly for retail-based assets. We're shifting the traditional 'shopping centre' beyond just solely shopping and pivoting towards discovering, learning, working and sharing.

A central pillar of the vision for The Dolphin is to build a vibrant ecosystem, where all the different elements support and reinforce one another, building and improving on the success of each initiative and aiding the growth of local businesses – creating in effect an incubator for local entrepreneurs to establish and thrive.

For example, a person could learn new skills, before then setting up a business at a market stall and/or co-working space before graduating to small (and then larger) retail units - all within the same place and the same partners supporting them each step of the way. As managers of the property, we will also look for ways to embed local businesses within our supply chain.

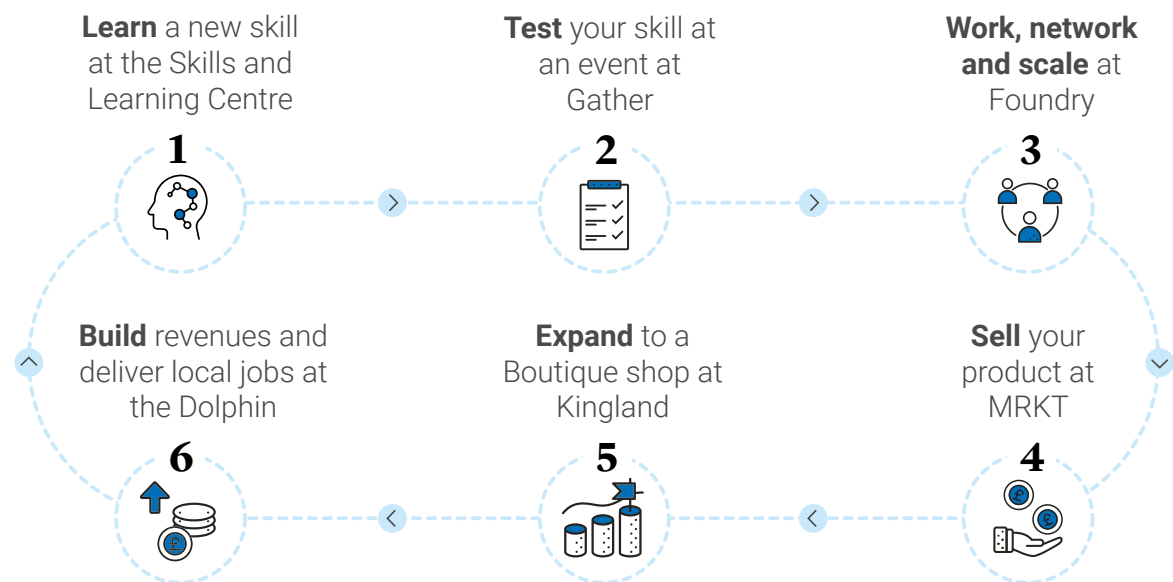
To deliver this future-facing vision, we're working alongside and employing local people who live and breathe Poole to help regenerate the area and create a sustainable asset that prioritises experience, localism and convenience.



We're shifting the traditional 'shopping centre' beyond just solely shopping and pivoting towards discovering, learning, working and sharing.

## A circular ecosystem at the Dolphin

Supporting entrepreneurs every step of the way



As a leading UK financial services provider, Legal & General is uniquely positioned to optimise use of our assets to catalyse and create greater positive social and environmental outcomes in partnership with local communities – and Poole is no different.

In addition to delivering positive social outcomes for the community, we want to bolster footfall and profit for our occupiers, creating a relevant and resilient asset, and, in the process, deliver a sustainable return for our investors.

“As urbanists, designers and investors, we have a responsibility to ensure our retail places are future-ready, remaining relevant, dynamic and responsive to our desire for social connections.”

—  
Denz Ibrahim, Head of Retail and Futuring, LGIM Real Assets





Adopting a place-based approach can provide a catalyst for greater inclusive growth and resilience in places where we invest.



# Place-based impact strategy

Against the national backdrop of widening social inequality, we recognise as real asset owners that we have a crucial role to play in the delivery of social impact that directly meets the specific needs of individual communities.

To do this, we need to go further than standard quantitative metrics or a 'one size fits all' approach and consider the context, as well as the long-term and qualitative outputs.

## Benefits of adopting a place-based approach

To understand the different challenges faced by the communities in which we operate, a place-based needs analysis is undertaken to identify the key social priorities to address. This then helps us to design and implement appropriate interventions through our assets – the social impact and success of which are measured via selected KPIs.

By engaging with the needs of the local community we aim to create:

- Greater inclusive growth and resilience in places where we invest, while providing greater accountability to our occupiers and members of the local community who use our assets.
- Additional positive social and environmental outcomes, while being able to evidence and attribute our contribution to the impact.
- An environment in which we empower the local community to design and implement solutions to challenges facing, in particular, underserved local people.



## Place-based needs analysis

In 2021, we undertook a place-based needs analysis of Poole and the wider area to determine the key social impact priorities for the management of The Dolphin.

The analysis incorporated the Index of Multiple Deprivation from the Office for National Statistics, local ward demographic data from the ONS and analysis of the Thriving Places Index. This revealed that one in five households in Dorset is vulnerable to social isolation (source: Dorset County Council, 2018) and 29% of its population is aged 65+ (source: Dorset Council, 2021).

The findings were then complemented by on-the-ground community engagement with key local organisations featuring charities, education providers and housing associations. Together, the most significant social challenges identified were:

- Low levels of good quality employment.
- Comparatively weak educational outcomes.
- Ageing population with health and loneliness challenges.



**Supporting active community engagement, partnerships with local organisations, civic pride and cohesion.**



## Priorities

Informed by the outcomes from the place-based needs analysis and Legal & General's wider social impact toolkit, the following social priorities were selected for The Dolphin:



**Inclusive economy**



**Health, wellbeing and quality of life**



**Climate and nature**

To boost the level of good quality employment opportunities and education outcomes, The Dolphin should promote an inclusive economy which comprises:

- Ethical, local and inclusive jobs, skills and education opportunities.
- Creating economic resilience through equity and affordability at The Dolphin.

To support those experiencing social isolation and health challenges, particularly within the local community's ageing population, The Dolphin's spaces, amenities and services should be dedicated to:

- Creating places and buildings that improve wellbeing and physical and mental health.
- Supporting active community engagement, partnerships with local organisations, civic pride and cohesion.

We have a responsibility to aid the fight against climate change and have set out a strategy to achieve net-zero carbon emission across our UK real estate portfolio by 2050.

We're committed to delivering future-ready places and at The Dolphin we're boosting longevity and sustainability via effective management of the centre and supporting low carbon connectivity through active transport infrastructure.

### Interventions

- Kingland
- MRKT
- Poole Skills & Learning Centre
- FOUNDRY

### Interventions

- NHS outpatient assessment clinic
- Wellbeing hub
- Gather
- Food bank storage

### Interventions

- L&G commitment to net zero
- Secure cycle hub
- Sustainable management





# Community Partnership

To help identify community needs and bring forward place-based interventions, a Community Partnership was formed in September 2021. The Partnership provides an official, on-going framework of communication between LGIM RA, The Dolphin Centre and stakeholders from local anchor organisations including:

- Bournemouth, Christchurch and Poole (BCP) Council.
- NHS Dorset.
- Bournemouth University.
- Bournemouth & Poole College.
- Bournemouth Churches Housing Association (BCHA).
- Charities: Faithworks, Prama Life, YMCA Bournemouth.
- Specsavers – nominated representative for The Dolphin’s commercial tenants.



**The Community Partnership demonstrates Legal & General’s investment in a compassion-driven engine for the community, delivering ongoing cultural and social impact that will last for generations.**

**The work it’s put into encouraging new businesses and job opportunities in Poole – essential to the area’s successful regeneration – is really impressive and valued by the local community.”**

—  
Gareth Sherwood, Chief Executive at YMCA Bournemouth and Community Partnership member

The Partnership acts as a delivery vehicle for co-designed place-based impact initiatives, exploring how The Dolphin can further benefit the community. Guiding principles of the Partnership include:

- Being representative of the community, thereby enabling local residents and community groups to directly or indirectly participate in the design, implementation and evaluation of the new wellbeing hub.
- Being inclusive and open to other community partners’ requirements.
- Building on other local initiatives so partnership offers broader support to community.

Its primary role is to:

- Provide strategic input on new initiatives and the place-based impact model.
- Identify and discuss the challenges and needs of the local community which could potentially be served in part by the Dolphin.
- Provide input into the development of services, activities and impact framework, targeting social and environmental outcomes.

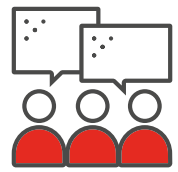
Key achievements of the Community Partnership include:

- Strengthening relationships with prominent local stakeholders – both inside and outside The Dolphin, with retail and non-retail functions.
- A new community wellbeing hub – set for completion in summer 2023.
- The opening of Dorset’s first ever secure bike hub.
- AKA Combat exercise space for young adults – set for completion in summer 2023 and being run by a local Community Interest Company and Sports England.









# Interventions Inclusive Economy

## Kingland

The regeneration of Kingland Crescent high street in 2020 transformed a street comprising shop units, which previously stood vacant for a number of years, into an activated, focal point in Poole's retail scene. The intervention saw 10 new, stripped back 'white-boxed' shop units introduced, enabling tenants to move in and quickly begin trading.

Supported by rent and rate-free units for the first two years, the initiative has actively encouraged and supported local entrepreneurs to take the next step in their business journeys. Equitable performance-linked leases have since ensured that these homegrown brands continue to flourish.

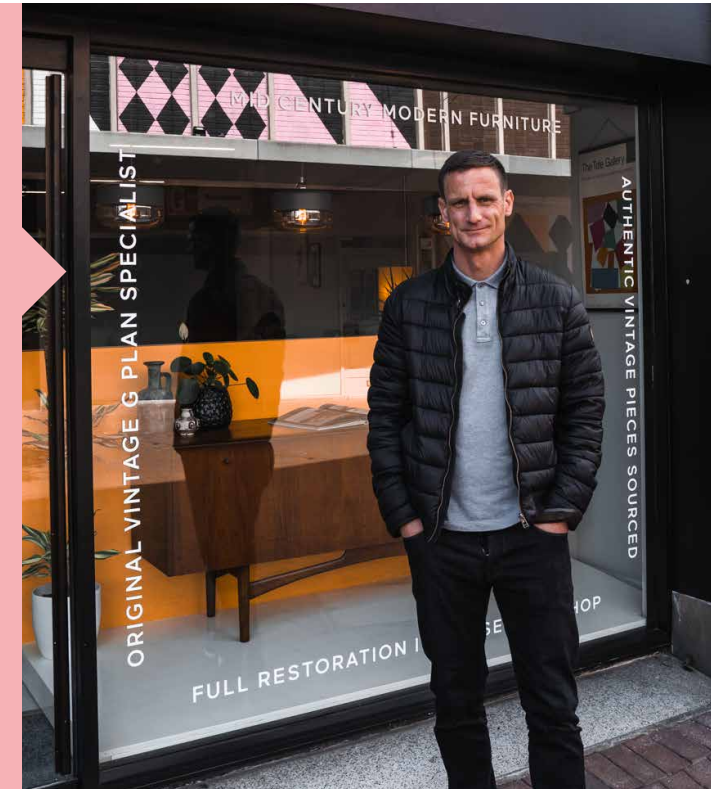
Featuring an eclectic range of ambitious, creative and bold SMEs, 29 new jobs have been created and a £2 million turnover was achieved in the first two years.



As a local, independent craftsman, I'm delighted to be based at Kingland. It's a unique set-up here - without the free two-year unit rent and rates, we simply wouldn't have been able to start up. The model should be seen as a blueprint for what can be done elsewhere to support local businesses and revitalise our high streets.

**The L&G team is excellent and always on-hand to provide advice or support on any issues that may arise."**

Stephen Wyatt,  
owner of Restored Retro



As of June 2023, tenants at Kingland include:

- Jay & Co and Restored Retro (furniture restorers)
- Wild Roots (florist)
- Greenslade (fishmonger)
- Grounded Coffee
- Viper Gin (distillery and cocktail bar)
- Boiler Room Records
- Titanium Flower (boutique jeweller)
- Brakeburn (independent clothes retailer)

This new approach moves away from the traditional landlord-tenant relationship and towards a model whereby occupiers are treated as partners, and the end consumer as a customer, sitting local and national brands together to create a more vibrant and distinctive experience.

Through the management of The Dolphin, we continually look for ways to employ occupiers to strengthen the Dolphin's ecosystem. For instance, Wild Roots is now providing plants and maintenance for various spaces across the centre to help create a greener, more pleasant environment for visitors.



Since taking a unit at Kingland, we've gone from having one full-time member of staff to seven employees in total. We've established a good customer loyalty here, boosted by Kingland's footfall.

**Having originally started as a purely mobile business, it's great to see that our physical presence at Kingland is growing our local brand which has been notable through customer feedback."**

Jon Rowe, co-owner and director  
at Grounded Coffee

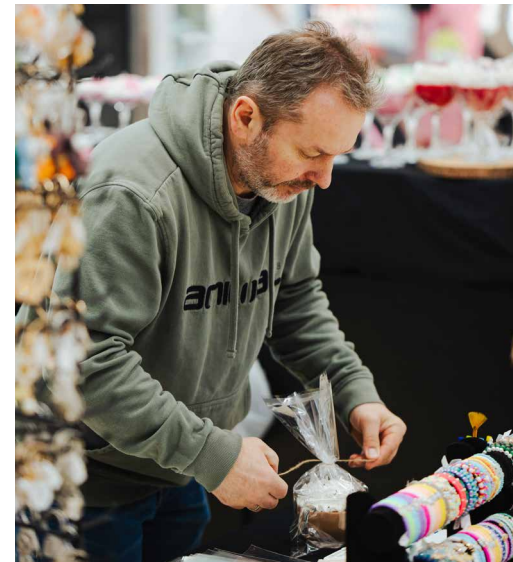


## MRKT

For businesses wanting to have a physical presence but not quite ready to take on a more permanent space, The Dolphin's market has given an opportunity for traders to sell their goods in a high-footfall environment safeguarded from inclement weather.

An integral cog of The Dolphin's place-based ecosystem, the market comprises eight affordable stalls, available to rent at a low pitch fee from £30 a day. With an average occupancy of 75%, its total combined turnover to date is £216k.

This amenity exclusively comprises local, unique brands - boosting the proportion of independent retailers across The Dolphin to 28%.



“

**Since the decision to relocate to The Dolphin, the Poole Adult Learning Centre is now much more visible to the community, helping it to become the busiest and one of largest in our network.**

**Learners have expressed their satisfaction of the high-quality facilities, professional atmosphere and vibrancy at the new venue, increasing their motivation and inspiration to complete their courses and continue their journey into further education or professional development.”**

—  
Terri Clark,  
Business & Finance Manager at Skills & Learning Adult Community Education

## Poole Skills & Learning Centre

The first floor of The Dolphin was predominantly vacant until just a few years ago. Through ongoing collaboration with the Community Partnership and other local institutions, much of the space is now occupied by alternate uses, generating a positive social impact for the local community.

Formerly a retail unit, the focus of the adult learning centre, which is part of the Skills & Learning Adult Community Education network and run by BCP Council, is to address employment skills gaps hindering productivity growth across the area.

It employs 40 core members of staff with over 100 additional employees and offers nearly 300 different courses from over 100 subjects that include: health, leisure, beauty and core academic subjects.

The centre was relocated to The Dolphin in September 2022, increasing its accessibility for students, whose courses are fully funded and subsidised by the Education & Skills Funding Agency and national government.

To date, the centre is on track to generate an annual footfall of 42,332 people with up to 300 students visiting per day.



## FOUNDRY

Co-founded by Legal & General, FOUNDRY is a flexible co-working and business events space for 250 members, spanning 16,000 sq ft of serviced offices, desk areas, breakout space, meeting rooms and boutique shops.

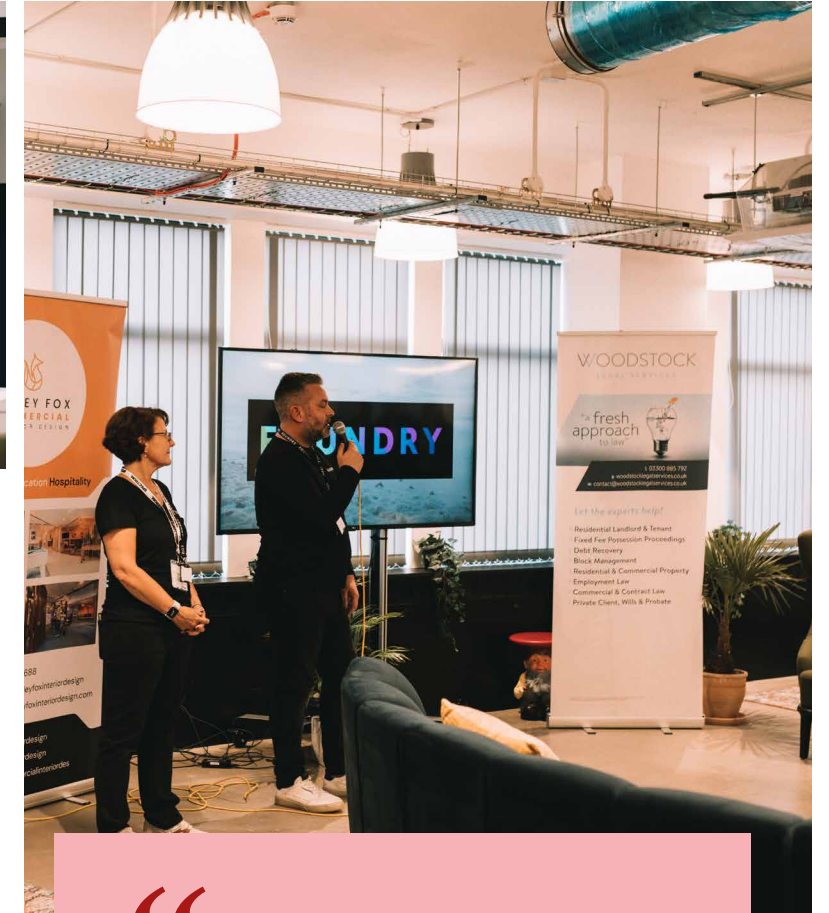
The space that Foundry now occupies was previously held by a job centre before laying vacant for a number of years, interspersed with a few temporary letting arrangements. The space has since been transformed through a £3.2m investment, featuring a new roof and windows.

Open to the public since May 2023, it meets a growing demand for new, post-pandemic hybrid working models, accessible at affordable day rates from £25 or weekly from £99.

FOUNDRY promotes creativity and connectivity, supporting the scale-up of local businesses with global ambitions through a specialist business mentorship partner.

It has 50 different events planned for its first 12 months to boost member networking collaboration and social cohesion.

The space will also have two permanent business support mentors on site, providing guidance to Foundry members and all businesses operating from the Dolphin.



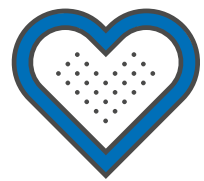
“

**FOUNDRY started as a passion project, born out of the need to create exciting, productive environments for people to work and build a local community.**

**Being able to provide a vibrant, innovative space that brings together so many entrepreneurial and creative minds in Poole, and beyond, is only going to provide more opportunities for the community.”**

—  
Adam Walker,  
co-founder of FOUNDRY





# Interventions

## Health, wellbeing and quality of life

### NHS outpatient assessment clinic

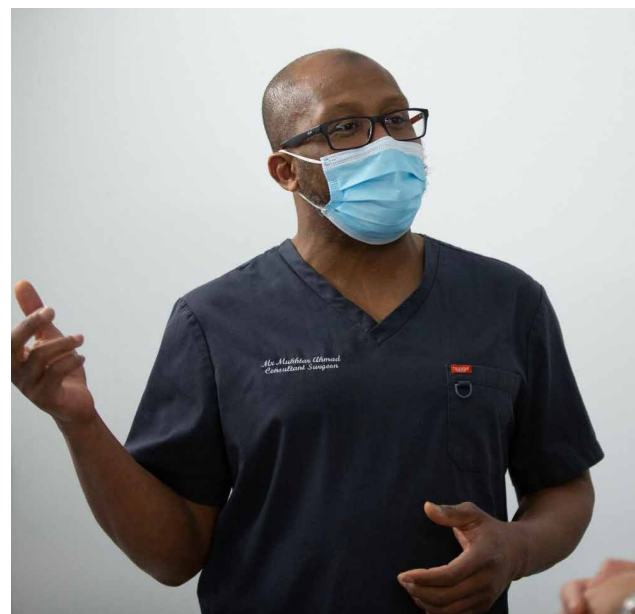
The opportunity for The Dolphin to provide an outpatient assessment clinic in partnership with the NHS was recognised in 2021, when a decision was made to transform an over-spaced 20,000 sq ft department store floor for an alternative use that would provide an integral health facility for Poole and the wider area.

Supporting the 112,000 patients in the local area waiting for appointments, the clinic was co-designed by clinical and non-clinical teams to optimise patient experience, accessibility and appointment efficiency.

The nine services the clinic offers are:

- physiotherapy
- orthopaedics
- breast screening
- general surgery
- maternity
- dermatology
- AAA screening
- ophthalmology
- respiratory

15,535 patients were seen between Dec 2021 – Jan 2023. The dermatology capacity has tripled from pre-pandemic levels to accommodate 96 patients an hour and the orthopaedic specialty has experienced a 92% reduction in people waiting over 78 weeks for an appointment. (Source: NHS Dorset as at March 2023)



A safe and calming space for a social prescribing hub will help the health and wellbeing for the residents of Poole, Dorset.

### The Dolphin Wellbeing Hub coming soon...

The vision for the new social prescribing wellbeing hub was driven by the collaborative efforts of the Community Partnership to complement The Dolphin's existing health services and help reduce the strain on hospital services.

It will enable GPs, nurses and other healthcare professionals to refer people to a range of local, non-clinical services - offering social, emotional and practical support.

With one in five households in Dorset vulnerable to social isolation (source: Dorset County Council, 2018), tackling loneliness across all ages is a key aim of the new hub – particularly focusing on Poole's large elderly population who are at higher risk.



**Through the Community Partnership, Legal & General has done a great job of bringing together stakeholders across the private, public and voluntary sectors to help deliver the new community wellbeing hub, which will transform the way people gain mental health and wellbeing support across Poole.**

**Having a presence in The Dolphin, on top of our ongoing outreach, will help to further break down the barriers for people to get vital support."**

Chris Beale, Programmes Director at Prama Life and Community Partnership member

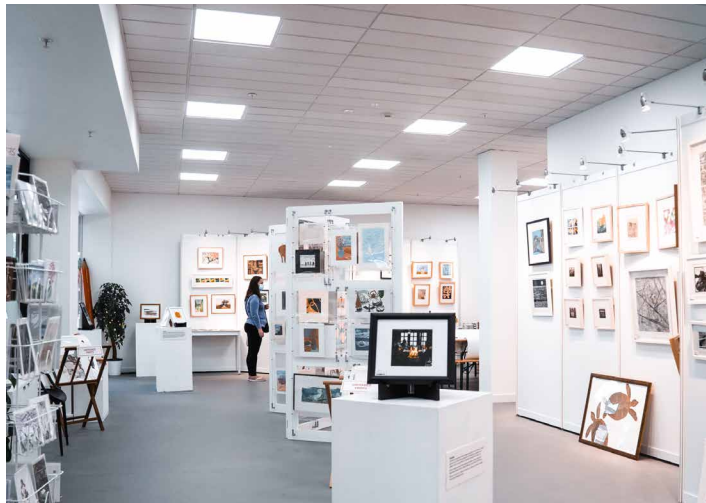


## Gather

The community events space at Gather provides a blank canvas for a diverse calendar of activities including workshops, exhibitions, creative classes, pop-up shops and health support sessions.

Events held at the space range from craft-making workshops, charity fundraising events, educational workshops, art exhibitions and infant soft play.

The space is free to hire and hosted a total of 513 events between October 2021 to May 2023, generating an annual footfall of 21,600 people.



## Food bank storage

At The Dolphin, a Food Bank storage centre and donation point is managed by the local charity, Faithworks, through the BCP Access to Food Partnership.

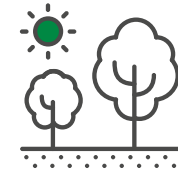
Since September 2020, the food bank has used an ex-Argos unit as a warehouse, providing good access to the food distribution centre at St James Church in Poole town centre. All donation points around the Poole and Bournemouth area (including at The Dolphin) feeds into the warehouse.

The storage centre will soon be relocating to a new premises within The Dolphin, allowing for improved vehicular drop-off and accessibility.

### Apr 2022 - Mar 2023

- 4,217 food parcels distributed
- 4 bags of food per week collected from The Dolphin donation box
- 63% included families with children under 17
- Most regular visitors to Poole Food bank are from:
  1. Poole
  2. Newtown and Heatherlands
  3. Hamworthy

Food bank statistics source: Faithworks, 2023



# Interventions Climate and nature

## Net zero

The Dolphin is part of LGIM's commitment to achieving net zero carbon emissions across its real estate portfolio by 2050 or sooner. The business has adopted science-based targets, including reducing the operational carbon and energy intensity of buildings by 55% by 2030. This involves:

- Reducing energy demand
- Using 'Paris Proof' energy intensity targets
- Optimising on-site renewables
- Utilising off-site renewables that demonstrate additionality
- Offsetting as a last resort using recognised frameworks and disclosure



## Secure cycle hub

The Dolphin's bike storage facility, which opened in spring 2023 – equipped with repair station, air pump, lockers and e-bike charging – is the first of its kind in Dorset.

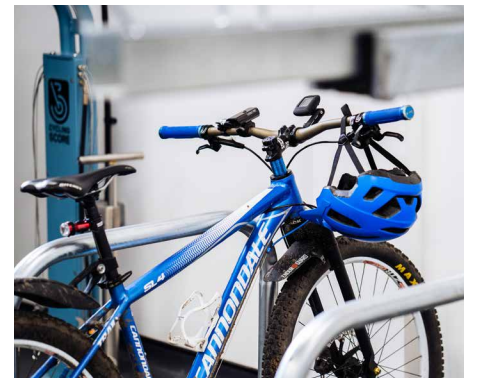
The hub was brought to fruition via the Community Partnership in collaboration with BCP Council to ensure active travellers can explore The Dolphin with ease and peace of mind.

With 24-hour access via a free app, the cycle hub already supports 34 regular users in its first three months – available for just £1 a day via pay as you go or monthly memberships.

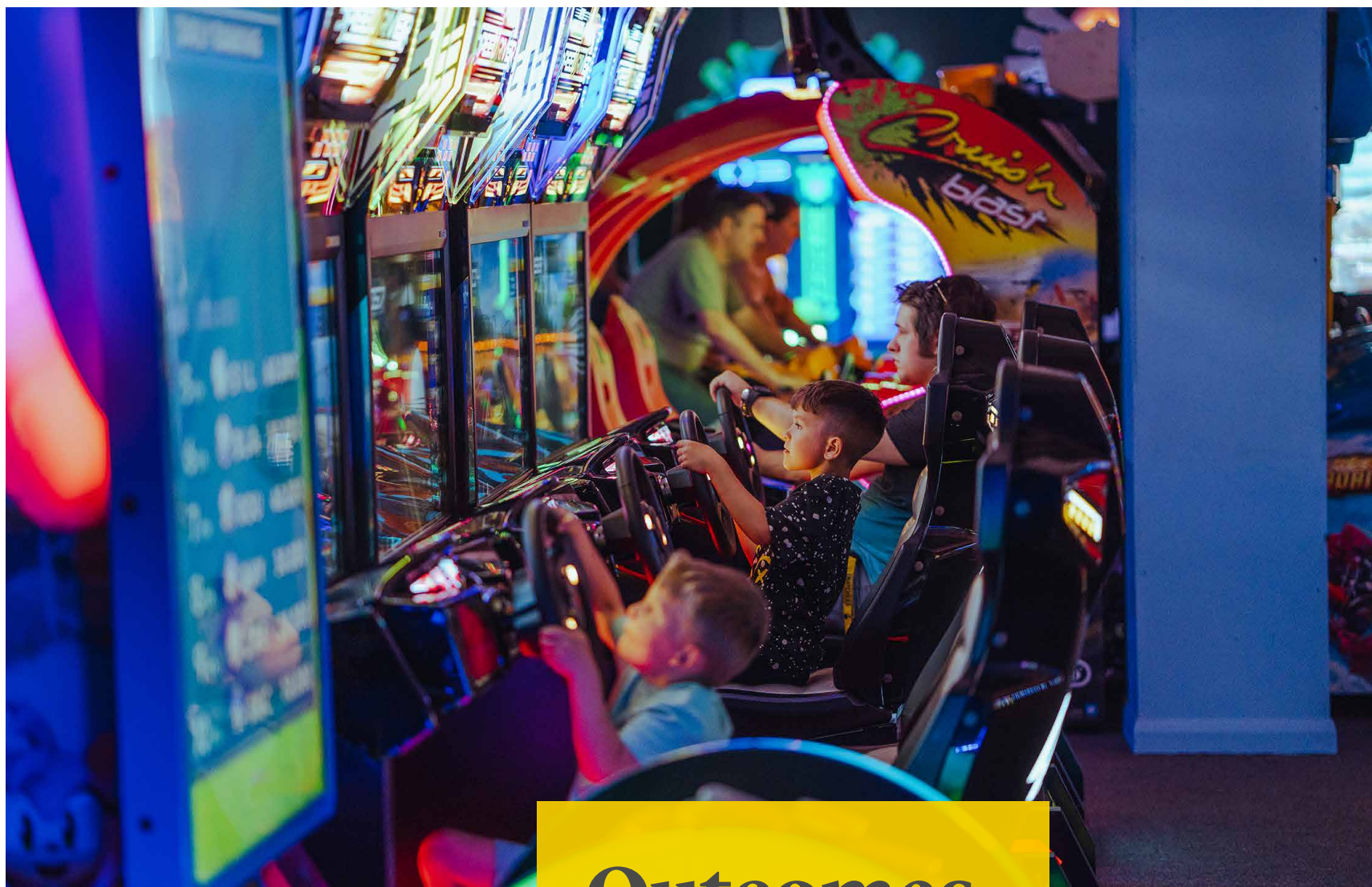
## Sustainable management

The Dolphin has a zero-landfill policy with recycling levels at 70%. Any additional waste is taken to a facility to be incinerated and converted into energy.

The asset is operated via a renewable energy tariff and air conditioning is not required due to its efficient self-ventilation generated by its access to outside spaces.







Flip Out has opened a multi-format leisure space within the ex-M&S unit in the Dolphin in May 2023. The space includes e-karting, laser tag, adventure golf and dining options in a family friendly environment. We have seen a 15% uplift in footfall in the initial four weeks post opening. (Source: LGIM RA Research, Springboard)

# Outcomes

## Commercial outcomes

LGIM RA's approach to securing place-based impact is a key driver to generating positive commercial outcomes for investors.

Resulting from the various future-proofing initiatives that have reconnected The Dolphin with the local community, vacancy levels are now down to 10.9% with the asset on track for 35% of its floorspace to be occupied by alternate uses (like healthcare and education), thereby creating a diverse community destination that delivers meaningful social impact.

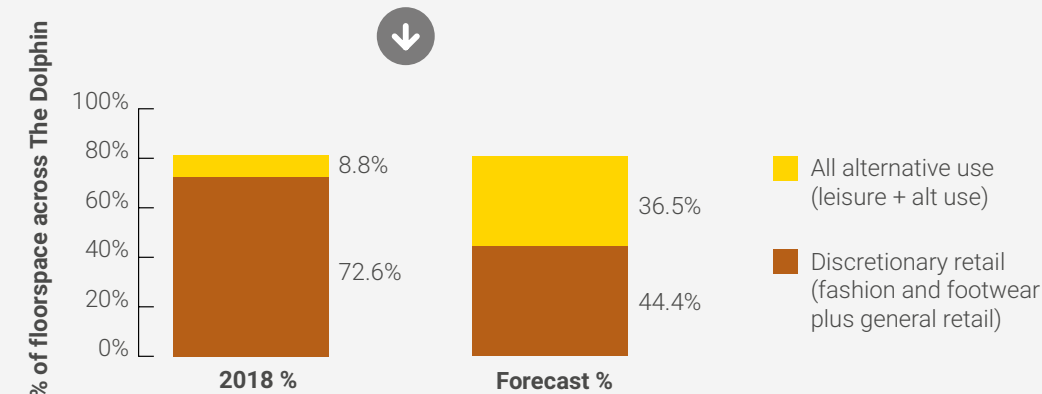
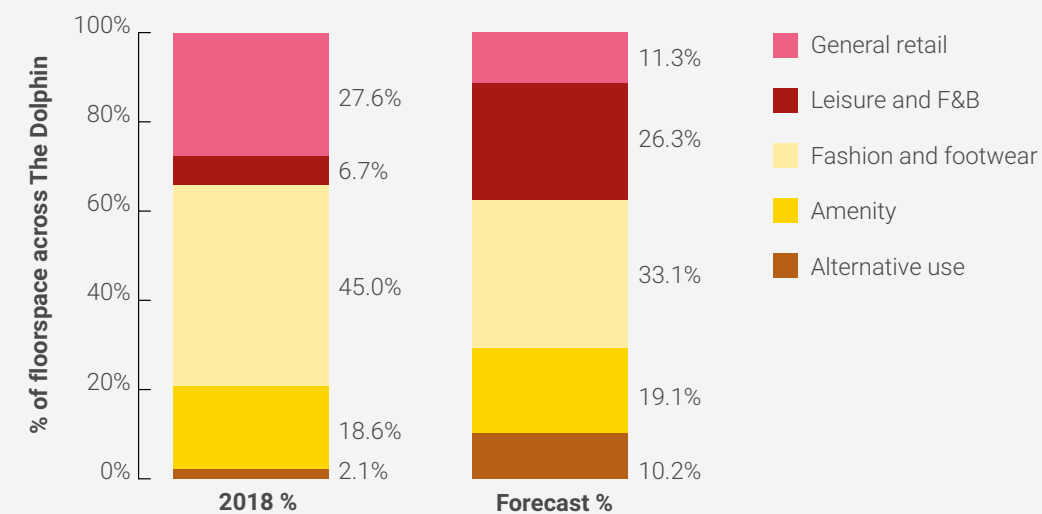
The statistics below provide a summary of how the positive social outcomes illustrated in this report have been a catalyst for improved asset performance:

- Total footfall 4.7% ahead of UK shopping centre average for 2022\*
- Over 2023 to date (first 17 weeks), footfall is up 5.2% on 2022\*
- Spend at the Dolphin in Q1 2023 was 7.8% ahead of Q1 2022 (benchmark schemes were -1.1%)\*\*
- Dwell time was 98 minutes in Q1 2023, up from 90 minutes in Q1 2022 having grown consistently for four consecutive quarters\*\*
- Spend per customer over the quarter increased from £80 in Q1 2022 to £83 in Q1 2023 (+3%)\*\*

Most importantly, the asset has diversified its offer across a broader range of uses, over and above shopping. We believe this will create a more future-fit and sustainable asset for the local community and investors. The evolution in the use of floorspace is shown below:

\*Source: Springboard, LGIM RA Research 2023  
\*\*Source: Barclays 2023

### The Dolphin – % breakdown of floorspace (2023 forecast)





## Community feedback

In May 2023, a survey exploring The Dolphin's social impact and value in the community was distributed on social media to gather the views of our visitors.

Below are some of the responses received:

### Positive

“

Gather and Kingland are a great start to bringing The Dolphin back to life, which is what Poole needs.”

“

It's working hard to be innovative and re-generate.”

“

The local community needs a central place for shopping. Having lots of shops under one roof stops us having to drive too far to shops outside of Poole. It's dear to most Poole born-and-bred people and long may it stay there!”

“

Good for teenagers as they can shop there safely and it's easy for them to get to.”

“

Gather is an excellent community space”

“

Keep thinking outside the box and coming up with innovative ideas, and make sure The Dolphin Centre continues.”

“

Everything is close together. I like what they are doing with music and events now to generate more buzz.”

“

It is clean and tidy. You feel safe walking through there and the toilet facilities are great. It is perfect for disabled accessibility.”

### Areas to improve

Alongside the positive feedback received, the survey highlighted areas the community would like to see improved, informing Legal & General's future strategy for The Dolphin. These are:

1

Improvements to help make the bus station a nicer and safer environment.

2

Facilitate evening/late night spaces for events and activities.

3

Provide a greater range of food and beverage options in the evenings.

**Watch this space for more interventions to address these challenges!**



## Conclusion

This report illustrates what can be achieved through embedding a place-based impact lens alongside a forward-thinking, proactive asset management strategy. It highlights how positive social outcomes can support desirable commercial outcomes, rather than representing an either/or.

The growing array of initiatives at The Dolphin, from Kingland to FOUNDRY, the NHS outpatient assessment clinic to the wellbeing hub, all serve to generate positive community impact, while at the same time breathing new life into a once declining asset through a vibrant mix of uses, culminating in significant additional footfall, right in the heart of Poole.

Through innovative, future-looking and proactive asset management, informed by data analysis and in close partnership with a range of community stakeholders, the impact achieved from interventions at The Dolphin will help, we hope, to continue to meet the needs of the community in Poole and the wider area for years to come.



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