



European Union
European Structural
and Investment Funds



CaVCA
Helping communities to thrive
because people and places matter

Community Led Local Development Programme

Project Impact Report 2018-2019

CaVCA - Social Enterprise Ambassador South

CaVCA aims to support, develop and empower communities; help people and communities feel a sense of collective agency; and promote cooperation and common goals to improve lives for everyone.

Social Enterprise Ambassador South aims to support local businesses, third sector organisations, public sector bodies and local communities to realise the benefits of being part of the Yorkshire Coast Social Enterprise Zone. Social Enterprise Ambassadors help to develop local social marketplaces by providing one to one, bespoke and group support to potential entrepreneurs, start-ups and growing enterprises that want to develop along profitable but socially supportive lines. Specifically the project will:

- Work with communities to identify potential entrepreneurial interventions aimed at addressing local issues
- Increase the profile of social enterprise in the area
- Create the right conditions and infrastructure for social sector development and growth
- Facilitate and sustain increased levels of social interaction
- Enable pre and existing entrepreneurs to create and maximise new and emerging opportunities
- Build the capacity of a peer network that will survive beyond the period of funding to sustain and promote understanding of, and support for, social enterprise



**For every
£1 invested,
£2.50 of
social value
is returned***

* This return is a year one estimate based on forecasted outcomes, calculated using estimated data

Advantage Coast

The Advantage Coast Community Led Local Development (CLLD) programme aims to:

- Support business and enterprise growth
- Increase employment by supporting creation of new jobs
- Help those furthest from the labour market improve their employment opportunities
- Help to improve the skills and experience of unemployed people

The programme is funded by a joint bid made by East Riding of Yorkshire Council and Scarborough Borough Council, which secured £6.9 million from the European Structural Investment Fund to support community development, business growth and enterprise along the Yorkshire Coast.



EAST RIDING
OF YORKSHIRE COUNCIL



£50,146

of social value achieved*

* This return is a year one estimate based on forecasted outcomes, calculated using estimated data

The difference we make**

**Outcome statements categorised against Bristol Accord domains, based on project assumptions and expectations, not direct stakeholder feedback

Active, inclusive and safe

- 23 participants have increased awareness of the support available to them and their enterprise
- 1 participant feels more supported by peers in the local business community

Thriving

- 1 participant has improved marketing and promotional skills

Well served

- 15 groups and organisations have increased their collaborative working

Well run

- 9 participants have increased confidence in their organisation's plans
- 17 participants are networking more
- 1 participant has set up a new activity to address a local community issue

Social Value Engine

The CLLD programme is using the Social Value Engine to help identify a monetary value to represent the estimated social return of the programme as a whole. To build this picture we have used the Social Value Engine to calculate the social return of each CLLD project. We looked at the number of people and/or organisations each project has worked with to understand how many stakeholders have been impacted. We also used information on their individual journeys to understand the outcomes they have experienced. For more information on the Social Value Engine please visit <https://socialvalueengine.com>

