



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

## Project Impact Report 2018-2019

### Yorkshire in Business - Love Local

Yorkshire in Business is passionate about helping people develop themselves and their ideas. They offer high quality, free business support to both start up and established businesses.

Love Local aims to:

- Stimulate and promote the creation of new enterprises within the area
- Help, support and advise existing small enterprises to grow and expand
- Stimulate the business community to contribute to the well being of the area
- Develop new business networks and reduce social isolation of the self-employed
- Increase local business sustainment

Leading to...

...Increased entrepreneurship and innovation...Development of innovation and value added...Improved life satisfaction...Greater sense of cohesion and cooperation across different sectors...Reduced social isolation for community members...Improved efficiency and dynamism of community and voluntary sector...Skills development and improvement for residents and workers...Improved health and wellbeing for local residents...



**For every  
£1 invested,  
£5.43 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.



# £508,569

of social value achieved\*

\*This value is a year 1 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

### Fair to everyone

- 25 participants have increased financial security

### Active, inclusive and safe

- 34 participants feel more supported in their lives by others in the local business community

### Thriving

- 32 participants set up a new enterprise
- 32 enterprises have more viable business models
- 103 participants have an improved understanding of how to set up and run a business

### Well served

- 21 participants have given or received peer support to improve a business

### Well connected

- 14 participants have reduced the impact of a mental health issue on their daily lives

### 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>

