



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

## Project Impact Report 2018-2019

### Activfirst - Activ Business

Activfirst offer employment and educational support to help individuals and businesses grow.

Activ Business aims to:

- Support local businesses by helping their employees to be physically and emotionally healthy
- Improve local business productivity, and reduce costs associated with sickness absence and turnover
- Provide information and support to potential entrepreneurs to help them make better informed business decisions
- Increase sustainable business start ups
- Engage local employers to support work placements and raise aspirations

“The sessions were a great opportunity to meet new people and unwind, at the same time as get some exercise and have fun with work colleagues.”

“The leadership workshops are a brilliant space to self-reflect and get the views of others, they are also a great opportunity to network with other businesses.”

Employees of the Hinge, Activ Business participant



**For every  
£1 invested,  
£4.36 of  
social value  
is returned\***

\*This return is a year one estimate based on forecasted outcomes, calculated using estimated data from the first 10 months

### 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.



# £338,873

of social value achieved\*

\*This return is a year one estimate based on forecasted outcomes, calculated using estimated data from the first 10 months

## The difference we make\*\*

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

### Well connected

- 12 participants have improved their mental health

### Active, inclusive and safe

- 58 participants have a greater sense of belonging
- 80 participants feel fitter and healthier

### Thriving

- 33 enterprises feel more productive
- 1 entrepreneur set up a new business

### Well run

- 20 enterprises increased their partnership working

"Through attending the classes, competitions and courses, I have met other like minded business people, and made real connections.....which has helped me massively from both a business and personal point of view." Danielle Hakner, Bridlington Escape Ltd, Activ Business participant

### 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>

