



Advantage Coast

ADVANTAGE COAST  
COMMUNITY LED LOCAL  
DEVELOPMENT PROGRAMME

Mid-term Review



*January 2018 - May 2020*



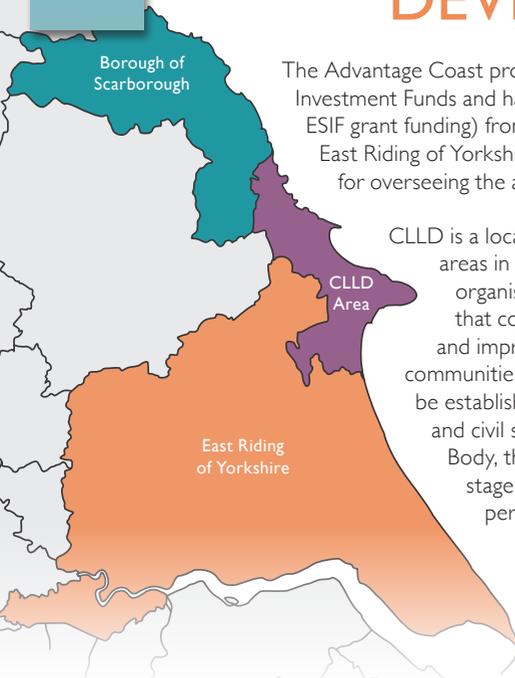
EAST RIDING  
OF YORKSHIRE COUNCIL



European Union  
European Structural  
and Investment Funds



# WHAT IS ADVANTAGE COAST COMMUNITY LED LOCAL DEVELOPMENT (CLLD)?



The Advantage Coast programme is funded by the European Structural and Investment Funds and has a total package of £12m – with £8m (including £6.9m ESIF grant funding) from the public sector and £4m from the private sector. East Riding of Yorkshire Council (ERYC) is the Accountable Body, responsible for overseeing the administration and management of the CLLD programme.

CLLD is a locally managed funding programme that targets selected areas in Bridlington and Scarborough to encourage local organisations and groups to suggest, design and deliver projects that contribute to increased employment, develop businesses and improve opportunities to enhance local economies and communities. To deliver CLLD a Local Action Group (LAG) needed to be established comprised of representatives from local public, private and civil society organisations. In conjunction with the Accountable Body, the LAG acts as the applicant for the implementation stage of the programme and is accountable for its financial performance and compliant delivery.

Prior to confirmation of funding ERYC undertook some at risk work, establishing a shadow LAG to ensure continued local community input and capacity building, as well as a healthy project pipeline. The shadow LAG assisted in the development of a Local Development Strategy (LDS),

which includes an overarching vision for the programme to 'engage, inspire and innovate'. The programme aims to support residents and businesses living and operating within the area's 20% most disadvantaged communities.

Since starting in 2018 more than 30 projects have been funded to deliver CLLD activities, with a total of £3.4m invested. Providers are drawn from the public, private and voluntary/community sectors, providing highly localised support. The programme has seen a steady pipeline of applicants and at the end of May 2020 £5.3m of the grant funding available had been allocated, attracting £3.8m of match funding.

Employment support projects, funded by the European Social Fund, have signed up 941 participants, helping 286 into employment and a further 101 into education or training.

Business support projects, funded from the European Regional Development pot, have assisted 141 entrepreneurs and 266 businesses, as well as helping businesses to create 117 new jobs.

The overall objective of the CLLD programme is 'to significantly improve the opportunities for people in the CLLD area to contribute to and benefit from sustainable social inclusion and economic growth.'

This is supported by four specific objectives:

- Increase local engagement activity in target areas
- Identify barriers experienced by target beneficiaries which prevent or limit contribution to economic activity
- Improve the capacity for individuals and businesses to create and access economic opportunities in the CLLD area
- Sustain and strengthen social inclusion and economic performance in the CLLD area

## FOR EVERY £1 INVESTED £2.60 OF SOCIAL VALUE HAS BEEN RETURNED

SINCE STARTING, THE ADVANTAGE COAST CLLD PROGRAMME HAS:

- Funded over **30** projects, with a total of £3.4m invested
- Signed **941** participants up to employment support projects
- Supported **286** participants into employment
- Supported **101** participants into education or training
- Assisted **141** entrepreneurs and **266** businesses through business support projects
- Allocated **£5.3m** of grant funding, attracting **£3.8m** of public and private match funding
- Created **117** new jobs in supported businesses

## THE PROGRAMME TEAM HAS:

- Created **18** LAG Executive volunteer opportunities
- Improved the leadership skills of **11** LAG Executive members
- Promoted partnership working for **12** projects
- Improved voluntary and community sector governance and relationships for **42** LAG members
- Expanded the capacity of **22** projects to provide local solutions to local problems
- Improved the knowledge and skills of **17** LAG Executive members
- Supported the creation of **47** new roles
- Provided training for a total of **57** attendees
- Increased networking for **18** LAG Executive members
- Created **3** apprenticeships
- Benefited from improved access to regional and national networks
- Promoted joint working between East Riding of Yorkshire and Scarborough Borough Councils

## ADVANTAGE COAST CLLD HAS FUNDED 31 PROJECTS TO DATE THAT HAVE:

- Made **434** participants more aware of the services available to them
- Given **123** participants a greater sense of belonging in their community
- Supported **44** participants to become volunteers
- Improved the mental health of **160** participants
- Increased the confidence and self-esteem of **315** participants
- Supported **87** local businesses to strengthen their business models
- Helped **72** entrepreneurs to set up new businesses
- Provided work focused skills training for **743** participants
- Improved the life skills of **297** participants

**£3,673,178**  
OF SOCIAL VALUE  
ACHIEVED

# THE DIFFERENCE WE MAKE

## FOR EVERY £1 INVESTED £2.60 OF SOCIAL VALUE HAS BEEN RETURNED

The outcomes realised align to 6 of the 8 Bristol Accord domains – characteristics of sustainable places.

### SOCIAL AND CULTURAL

**Active, inclusive and safe** - fair, tolerant and cohesive with a strong local culture and other shared community activities

- 44 participants have become volunteers
- 369 participants feel less isolated
- 123 participants have a greater sense of belonging
- 434 participants have better access to services
- 73 participants feel physically fitter
- 18 LAG Executive volunteer opportunities have been created

### ECONOMY

**Thriving** - with a flourishing and diverse local economy

- 297 participants have improved life skills
- 743 participants completed skills training enabling them to progress in their careers
- 87 organisations have been supported to become more sustainable
- 72 new enterprises have been created
- 47 new roles have been created
- 17 LAG Executive members have improved skills
- 57 attendees have received programme delivery skills training

### TRANSPORT AND CONNECTIVITY

**Well connected** - with good transport services and communication linking people to jobs, health and other services

- 160 participants have better mental health
- 58 participants feel healthier
- The programme has improved access to regional and national networks

### HOUSING AND BUILT ENVIRONMENT

**Well designed and built** - featuring a quality built and natural environment

### GOVERNANCE

**Well run** - with effective and inclusive participation, representation and leadership

- 41 small businesses are doing more partnership working
- 22 projects have expanded their capacity to provide local solutions to local problems
- 11 LAG Executive members have improved leadership skills
- The programme has improved voluntary and community sector governance and relationships

### SERVICES

**Well served** - with public, private, community and voluntary services that are appropriate to people's needs and accessible to all

- 131 entrepreneurs have better access to services
- 180 organisations are working more collaboratively
- 64 participants are more engaged with their children
- 23 organisations have been supported to create apprenticeships
- 24 participants have moved into apprenticeships
- 18 LAG Executive members are networking more
- 3 apprenticeships have been created by the programme
- 12 projects are doing more partnership working

### ENVIRONMENT

**Environmentally sensitive** - providing places for people to live that are considerate of the environment

### EQUITY

**Fair for everyone** - including those in other communities now and in the future

- 315 participants have more confidence and higher self-esteem
- The programme has promoted joint working between East Riding of Yorkshire and Scarborough Borough Councils

## SUSTAINABLE COMMUNITIES



### BRISTOL ACCORD

The Social Value Engine uses the Bristol Accord to enable you to see how your activity is building a more attractive place – where people want to live and work, both now and in the future.

The Bristol Accord was developed in 2005 when the UK Government worked with all the EU Member States to agree what makes communities sustainable and to foster 'place making' skills.

A sustainable community should be safe, fair, thriving, environmentally sensitive, well run, served, well connected and well designed and built.

This common framework for defining a successful sustainable community is shown in the diagram above.

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ACHIEVED

*"I always knew there was a need for something like SPARKS but it was only being involved in the programme governance that made me realise I could apply for funding and deliver the project myself. Without CLLD, SPARKS would not have existed."*

Michelle Davison-Ward

# THE DIFFERENCE WE MAKE



Advantage Coast CLLD has funded **31** projects to date. The programme team has worked with each project to identify expected social outcomes and tailor evidence gathering and tracking methods to their needs. A social impact report has been produced for each project, along with a number of participant case studies. These are all available at [www.advantagecoast.org.uk](http://www.advantagecoast.org.uk)

## 297

Participants have improved life skills

## 44

Participants have become volunteers

## 369

Participants feel less isolated

“ Since starting CLLD I have enjoyed volunteering for 2 local businesses, as well as work experience for 8 weeks at the local Morrison's. During that time I have felt well supported and my confidence has grown greatly, I'm currently volunteering at YMCA.

**Mark Parkhouse, Advantage Coast CLLD Programme – The Hub project participant** ”

“ If I hadn't joined the project I would have become a recluse and not left the house. The project has helped me build confidence and to apply for a variety of things including voluntary work.

**Tracy Keady, Advantage Coast CLLD Programme - Scarborough Jobmatch Delivery project participant** ”

## 160

Participants have better mental health

## 315

Participants have more confidence and higher self-esteem

## 123

Participants have a greater sense of belonging

“ Through attending the classes, competitions and courses I have been able to meet other like-minded business people, and have made real connections...Personally, I was becoming very isolated, which was taking its toll on my mental health. The project has helped introduce me to people I speak to regularly, which has made me feel far less alone on this daunting journey.

**Danielle Hakner, Bridlington Escape Ltd, Advantage Coast CLLD Programme - Activbusiness project participant** ”

“ The support I received from my key worker has really helped me increase my confidence. I am very happy and excited that I have a new job. I am also looking at completing more mental health courses as I would like to work in mental health eventually.

**Danielle Edwards, Advantage Coast CLLD Programme - Lone Parent Mentor project participant** ”

# METHODOLOGY

## SOCIAL RETURN ON INVESTMENT (SROI)

As part of a full evaluation of the CLLD programme we are undertaking an analysis of its Social Return on Investment (SROI). Social Return on Investment is acknowledged in HM Treasury Green Book as an effective means of assessing impact. The SROI process involves identifying a financial proxy for an outcome, which enables a value to be ascribed to the impact it has delivered. SROI methods calculate a figure for the value created per £1 spent.

To calculate the social return of the programme as a whole we have assessed every project for each year of its duration; as well as assessing the social return of the programme's activities, processes and structures over and above the collective value of its projects.

## NEXT STEPS

*At the half way point in the delivery of CLLD, the programme has made a positive start, with an impressive number of organisations coming forward with project ideas from the local community.*

*To date we have funded 31 individual projects across the CLLD programme area allocating over £5m of grant funding and attracting more than expected in private match funding to support the programme delivery.*

*The challenges faced across the CLLD area due to the COVID-19 pandemic will impact on CLLD with the possibility of an extended delivery period. Different challenges over the remainder of the programme are likely to mean additional projects are funded to meet the needs of the community arising from the pandemic. The support to businesses throughout the pandemic has shown the impact CLLD has had across Bridlington and Scarborough. Our business support projects have provided essential help and advice to guide participating businesses through such uncertain times.*

*Our employment and social inclusion support projects are ready to react to the needs of the area once the true impact of COVID-19 is shown; we are working with local Job Centre Plus teams to identify participants that will require support from CLLD to ensure we tackle the potential rise in unemployment and social isolation.*

*The SROI methodology, as part of our wider evaluation, will allow us to analyse and understand the impact of CLLD across our area. Helping us to recognise and report on its social impact, as well as the quantitative data we use to monitor progress. The figures in this mid-term review are a solid demonstration of the value we are adding to our communities. We are confident we will build on this foundation to realise even more significant value at the programme end point.*

*CLLD is a truly community led programme, with representatives from the residential and business community making both strategic and funding decisions as part of the Local Action Group. We aim to show the benefits of this funding approach, and ensure we provide evidence for future funding to be allocated in this way.*

*We would like to thank all stakeholders and providers for their continued support in the successful delivery of the Advantage Coast CLLD Programme.*

*N.J. Watson*

Neil Watson, Chair of CLLD Local Action Group



# THE SOCIAL VALUE ENGINE (SVE)



We are using the Social Value Engine to calculate SROI. This tool was developed jointly by East Riding of Yorkshire Council and Rose Regeneration, and it is accredited by Social Value UK. The Social Value Engine contains over 200 financial proxies, which can be used to quantify the value of an outcome. Each outcome is referenced against one of the eight domains in the Bristol Accord - a means of assessing the relative sustainability of a place. This means that when the social value of an intervention is calculated it can be described not just in terms of a financial value but also in terms of its impact on the relative sustainability of the community in which it is located. For more information on the Social Value Engine please visit <https://socialvalueengine.com> or email [socialvalueengine@eastriding.gov.uk](mailto:socialvalueengine@eastriding.gov.uk)



## FOR MORE INFORMATION

If you would like further details on any of the funded projects, please visit the Advantage Coast website [www.advantagecoast.org.uk](http://www.advantagecoast.org.uk)

For further information regarding the Advantage Coast Programme please email the Advantage Coast Programme Coordinator, Rob Warner, at [rob.warner@eastriding.gov.uk](mailto:rob.warner@eastriding.gov.uk)

## EUROPEAN STRUCTURAL AND INVESTMENT FUNDS

The project is receiving up to £6.9m of funding from the England European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities & Local Government and the Department for Work and Pensions are the managing authorities for ERDF and ESF funding through the Growth Programme, funds established by the European Union to help local areas stimulate their economic development. By investing in projects the funds will help to support innovation, businesses, skills and employment to improve local growth and create jobs.

For more information visit [www.gov.uk/european-growth-funding](http://www.gov.uk/european-growth-funding)

