



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

Project Impact Report **2018-2021**

## Activfirst - Business

The Project developed a network of support for businesses and employees to improve and increase the health and wellbeing of employees resulting in a healthier and more productive workforce, resulting in reduced financial constraints as a result of people being unfit for work through mental health and obesity. The project delivered a tailored package for businesses to ensure all needs were met.

Activities included:

- Mental Health Support
- Leadership & Management workshops
- A range of free activity sessions for employees and business owners to encourage physical activity at the same time networking with other local businesses
- Health & wellbeing workshops
- Volunteer training to create a sustainable offering
- Enterprise Ready – The delivery of a number of enterprise ready workshops

For more information about this and other CLLD projects please visit <https://www.advantagecoast.org.uk/>



For every  
£1 invested,  
**£2.86** of  
social value  
is returned\*

\*This return is based on data from July 2019 to June 2020, including direct participant feedback

## 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.



# £ 1,373,404.05

## of social value achieved\*

\*This return is based on data from July 2019 to June 2020, including direct participant feedback

## The difference we make\*\*

\*\*Outcome statements categorised against Bristol Accord domains, based on on data that includes direct participant feedback

### Active, inclusive and safe

- 73 participants reported feeling more included and engaged in community
- 73 participants reported improved health and wellbeing
- 9 volunteers recruited

### Well run

- 20 Enterprises reported increased partnership working

### Well connected

- 88 Participants reported improved mental health and wellbeing

### Thriving

- 33 Enterprises reported increased productivity

### 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>

