



European Union
European Structural
and Investment Funds



Community Led Local Development Programme

Project Impact Report **2021-2022**

Activfirst - ActivEmployment

This project addressed the identified need for support for people in the local area who had been affected by the current pandemic, this included those who lost their jobs, business or their furlough scheme came to an end. It also supported those leaving college who hadn't had much face to face contact with tutors and may have struggled and felt anxious with their next steps, whether that was finding full time employment or to fill the summer gap before heading off to university. The project offered short sharp interventions to people to enable them to find suitable work again and quickly.

The project helped these people to understand how the labour market works now and the best and most successful ways to find and apply for employment. Dedicated mentors worked with participants, completed an IAG to understand what it is that they are looking for, and the support that they required to achieve their end goal. They worked with them offering the support required, giving as much or as little support the individual requires to achieve their end goal.

The project also built relationships with employers in the local area and worked alongside them to fill their vacancies by matching suitable participants on caseloads to the job advertised then supporting them to apply for the role and prepare for the interview. By doing this we guaranteed the employer that people who are applying for the role from us were suitable to be interviewed.

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



For every
£1 invested,
£3.64 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.



£ 1,031,832.13

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

- 41 participants reported feeling more included and engaged in community
- 41 participants reported improved awareness of support service available

Well Served

- 2 organisations reported increased partnership working

Well connected

- 13 Participants reported improved mental health and wellbeing

Thriving

- 18 Participants reported gaining increased skills and knowledge
- 25 participants reported an increase in employment opportunities

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>

