



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

Project Impact Report **2020-2022**

## Go4it UK – Back on Track

This project offered a series of events/sessions focusing on the forgotten members of society – addressing barriers Go4it UK Ltd have identified during their formal advice and guidance and that helped the participant feel more confident in their day to day lives and get closer to the job market. Stage 1 – wellbeing (healthy living, cooking, mindfulness and confidence building). Focused on expanding interests and introducing the clients to new ideas and hobbies with the underlying theme of encouraging networking and building of friendships, whilst at the same time encouraging them to focus on their own personal development and wellbeing. Stage 2 – identifying strengths and life skills, highlighting areas for improvement that will lead to their end point progression (job search, education/training and employment). Regular 121 meetings helped us define a personal development plan, which included support with cv writing, identified hidden job market, elevator pitches, personal appearance/interview preparation. Stage 3 – keeping up the momentum – job searching, access to further soft skills and accredited qualifications that will increase their chance of securing the job they are looking for

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



For every  
£1 invested,  
**£3.58** 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.



# £ 2,115,881.65

## 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

- 43 participants felt an increased sense of belonging
- 218 participants reported feeling more confident
- 117 participants reported an increased social network
- 7 participants completed work experience

### Thriving

- 237 completed qualifications
- 128 participants gained employment
- 240 participants improved life skills

### Well Connected

- 90 participants have improved physical health
- 100 participants have improved mental health

### 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>

