



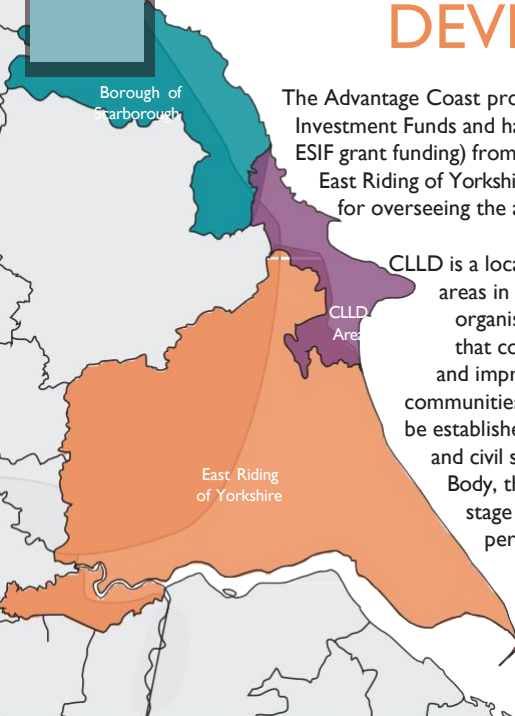
Advantage Coast

ADVANTAGE COAST COMMUNITY LED LOCAL DEVELOPMENT PROGRAMME

End of Programme
Review

January 2018 - March 2023

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, 53 projects have been funded to deliver CLLD activities, with a total of £12.4m invested. Providers are drawn from the public, private and voluntary/community sectors, providing highly localised support

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

Employment support projects, funded by the European Social Fund, have signed up 2238 participants, helping 659 into employment and a further 444 into education or training.

Business support projects, funded from the European Regional Development pot, have assisted 225 entrepreneurs and 1105 businesses, as well as helping businesses to create 229 new jobs.

FOR EVERY £1 INVESTED

£2.93 OF SOCIAL VALUE HAS BEEN RETURNED

2

SINCE STARTING, THE ADVANTAGE COAST CLLD PROGRAMME HAS:

- Funded **53** projects, with a total of £10.1m invested
- Signed **2238** participants up to employment support
- Supported **659** participants into employment
- Supported **444** participants into education or training
- Assisted **225** entrepreneurs and **1105** businesses through business support projects
- Allocated **£5.8m** of grant funding, attracting **£4.3m** of public and private match funding
- Created **229** 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 **53** 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 53 PROJECTS THAT HAVE:

- Made **953** participants more aware of the services available to them
- Given **283** participants a greater sense of belonging in their community
- Supported **172** participants to become volunteers
- **582** participants improved mental health
- Increased confidence and self-esteem of **533** participants
- Supported **502** local businesses to strengthen their business models
- Helped **225** entrepreneurs to set up new businesses
- Provided work focused skills training for **743** participants
- Improved the life skills of **297** participants

£31,826,500.02

OF SOCIAL VALUE ACHIEVED

with an investment of £12m from public and private funding

THE DIFFERENCE WE MAKE

FOR EVERY £1 INVESTED £2.93 OF SOCIAL VALUE HAS BEEN RETURNED

The outcomes realised align to 8 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

- 172 participants have become volunteers
- 539 participants feel less isolated
- 283 participants have a greater sense of belonging
- 953 participants have better access to services
- 246 participants feel physically fitter
- 18 LAG Executive volunteer opportunities have been created

ECONOMY

Thriving - with a flourishing and diverse local economy

- 491 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
- 225 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

- 582 participants have better mental health
- 246 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
- 23 organisations have been supported to create apprenticeships
- 63 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

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



“ActivBusiness have helped build staff moral through group exercise and group courses. The mentoring has helped with career development and the staff feel more energised from attending the fitness sessions, they are sleeping better which means they are more focused at work. The health checks have been beneficial giving the staff personal bespoke advice to help them improve their health and well-being.”

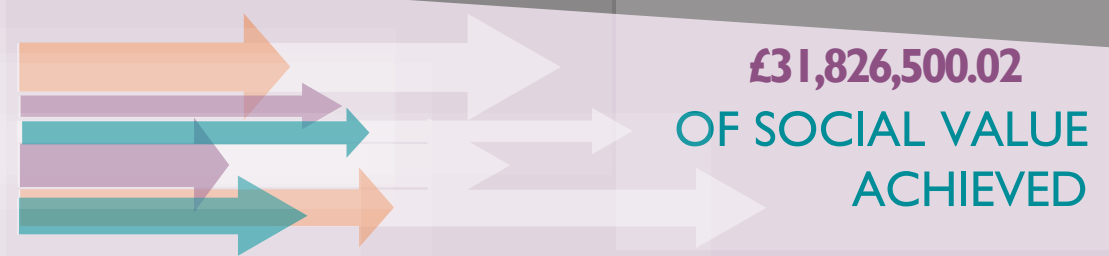
BRISTOL ACCORD

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.



THE DIFFERENCE WE MAKE



Advantage Coast CLLD has funded **53** projects. 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

491

Participants have improved life skills

172

Participants have become volunteers

539

Participants feel less isolated

"She had attempted to take her life a few times and stuff like that, so Louise was brought in to help... And it just slowly built and built and built, which gave her the confidence to get out more. And then, she then, with Louise's help went into college to do an electrician's course, she did that for a few months. And then just by chance on Indeed, the job which she now has came up where she goes in, delivers oxygen tanks for people which are end of life care, people which have just gone home after operations. So she's gone from wanting to be an electrician to actually a pretty important job. She's massively loving it at the moment."

582

Participants have better mental health

533

Participants have more confidence and higher self-esteem

283

Participants have a greater sense of belonging

"They referred me from the Job Centre to the Pure Solutions and then I turned up to the course and obviously I got all the help and support that I needed, because I suffer from Dyslexia. Basically, it's been a good course, to be fair, to get my CCS card. I would say, obviously, if someone does suffer from Dyslexia, obviously the more the help they need is obviously through reading and actually understanding stuff, as I did, so they might need a little bit more time, which obviously you gave me while I was on the course, obviously that helped me gain my qualification for my Construction Level 1, labourer's card"

"Just guidance on everything, the group at ERVAS has been fantastic. If it wasn't for ERVAS, we wouldn't have got as far as we have got, because they just supported us step by step all the way"

Michelle – CLLD 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.

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>

RoseRegeneration



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

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

