



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

Project Impact Report **2022-2023**

## Yorkshire in Business– Gateway to Care

Yorkshire in Business is a well-established Enterprise Agency set up in 1985. Our vision is to raise skills and aspirations in the communities in which we operate. We aim to achieve this by focusing on enterprise in order to assist personal economic independence and a powerful entrepreneurial culture. Gateway to Care is a programme created in reaction to the impact that Covid19 and current national recruitment challenges.

The East Riding of Yorkshire County has a huge demand for domiciliary care workers and there is currently not enough workers to fill the demand. This project was a pilot to look at how we can inspire individuals to strive to fulfil these demands by offering a range of mentoring, training, job matching and self-employment options in care roles.

Many individuals are not ready to adapt to the changes that we now find ourselves having to overcome alongside new habits and ways of living as a result of covid 19 pandemic and now faced with the increase cost of living alongside other financial challenges and so we offered a tailored support service on a one-to-one basis by our life coach's that assisted participants to realise and reach their full potential.

This project included activities such as a mapping exercise of current care vacancies vs care provision and support, alongside awareness building activities and linking skills/people with local jobs, psychological employability, nurturing participants, facilitating access to training and developing enterprising ideas.

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



For every  
£1 invested,  
**£2.31** 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.



# £ 198,832.63

## 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

### Well Connected

- 4 participants felt an improvement in mental wellbeing

### Fair to Everyone

- 6 participants received advice on money and benefits

### Thriving

- 6 participants moved into employment

### Active, Inclusive and Safe

- 3 participants felt increased confidence

### 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>

