



**European Union**  
European Structural  
and Investment Funds



# Community Led Local Development Programme

Project Impact Report **2022-2023**

## Bridlington Town AFC – Get into Hospitality

Get into Hospitality aimed to introduce learners to a career in hospitality and customer service industry and support people who have been in the sector previously to re-build skills and confidence ready for when the visitor economy improves.

The programme helped prepare for a career in this field whilst gaining relevant qualifications and short course, distance and hands-on training at the Town Bar to support each individual be ready for an interview. By gaining valuable hands-on skills in a fully functioning commercial hospitality and customer service environment learners are more likely to find work once learners have finished the programme.

At the end of the programme learners were supported to apply for employment directly with one-to-one support with CV development and interview preparation. Learners may also have had the opportunity to progress on to formal education and Apprenticeship programmes at East Riding College.

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



For every  
£1 invested,  
**£3.85** 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.



# £ 208,664.27

## 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 Served

- 3 new networking opportunities for the football club

### Well Connected

- 9 participants felt an improvement in mental wellbeing

### Well Run

- 8 participants felt they had stronger community links

### Thriving

- 12 participants increased confidence and self belief
- 13 participants improved skills and knowledge
- 12 participants moved into employment

### Active, Inclusive and Safe

- 10 participants felt a reduction in social isolation

### 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>

