



European Union
European Structural
and Investment Funds



Community Led Local Development Programme

Project Impact Report **2019-2022**

Bridlington Brewing Company – Half Moon Renovation

Bridlington Brewing Company Ltd purchased a site which was a disused public house in the town centre of Bridlington.

This project transformed the building into a new venue which incorporated a micro brewery within a micro pub. Moving their current brewery to the Half Moon site allowed an increase in production which meant the products could be sold further afield. The work also opened up the brewery to new customers who were able to watch them brewing whilst trying new ales and required them to take on a full time brewer and a trainee.



For every
£1 invested,
£5.33 of
social value
is returned*

*This return is based on data from July 2019 to June 2020, including direct participant feedback

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

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.



£ 445,414.35

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 & Safe

- 110 members of the local community felt it improved the appearance of the town centre

Well Designed & Built

- 192 tourists visited Bridlington as part of a CAMRA trail

Well Connected

- 4 new trade customers

Fair to Everyone

- 23 contractors working on the renovation
- 10 new Half Moon employees

Thriving

- 1 business reporting increased ability to innovate
- 1 business start up

Well Served

- 9 local breweries working together in collaboration

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>

