



European Union
European Structural
and Investment Funds



Community Led Local Development Programme

Project Impact Report **2020 - 2022**

Yorkshire in Business – New Beginnings

New Beginnings was a programme created in reaction to the impact that COVID-19 had on the lives of individuals and their families within the Scarborough Community. Many individuals were not ready to adapt to the changes that we found ourselves having to overcome and YiB wanted to offer a tailored support service offered on a one to one basis by their life coach's that assisted one to realise and reach their full potential. Life Coaches spent time getting to know the clients. This involved looking at their current circumstances and the barriers and challenges they faced. They supported clients in assessing all aspects of their lives, including their mental health, social and interpersonal skills, skill level and financial situation. They also spent time looking at their existing experience and talents, to help them make the most of these, whilst exploring their passions and aspirations.

The coaches set goals and developed an action plan to reach those goals. The project provided the following benefits:

- Stimulate/promote an entrepreneurial culture
- Aid/ support/advise participants and increase access to existing provision
- Increase self-belief and esteem
- Support the recovery of our local economy from COVID-19 impact
- Provide accessible wrap around support for individuals impacted by COVID-19 -possibly those affected by redundancies, loss of earnings, reduced childcare, increase in living costs, change of career, lack of demand on industry etc
- Personal and professional Development.

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



For every
£1 invested,
£5.64 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.



£ 644,510.38

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

- 18 participants felt a reduction in social isolation

Fair to Everyone

- 20 participants were less dependant on benefits
- 21 participants felt they had more financial security

Well connected

- 12 participants reported an improvement in mental health

Thriving

- 30 participants reported increased employment opportunities

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>

