

**Radio Interview (Great Yorkshire Radio)
held with Councillor Jane Evison**

Reporter And now for more of our continuing coverage of the Coronavirus issue and I'm joined by Councillor Jane Evison from East Riding of Yorkshire Council and Jane I hope you're still staying safe?

Cllr Evison I am indeed, thank you very much, yes.

Reporter Good to hear that, washing hands, keeping a safe distance and all that kind of thing?

Cllr Evison Absolutely.

Reporter Now let's talk today about the Advantage Coast Programme. Now many people may not be aware of what that programme is Jane?

Cllr Evison Probably not. I would imagine people in Bridlington will probably be more aware but it's some European funding we were successful in attracting some two or three years ago, a significant amount of £6.9m to help in the deprived areas along the coast from Scarborough to Bridlington, where for the first time it allowed the Council to get involved in schemes that would help businesses expand and more importantly to work with people who had perhaps never worked, find it very difficult to get jobs, but for a variety of reasons perhaps aren't even particularly well skilled at cooking or all sort of basic things, but to give those people that information they need, that support they need to get them back on their feet and get them back into either education or employment.

Reporter Now this money is actually being shared with the Scarborough Borough Council because you mentioned it covers Scarborough, Filey and Bridlington. So how are the decisions for how the funding is spent made?

Cllr Evison It's a Committee, it's made up of people from the private sector, from the Council and, as I said, business and just different voluntary groups but it's a combined Board meeting between Scarborough and Bridlington so the Board is made up of a split of Scarborough and Bridlington representatives.

Reporter And who connects us the funding and how is it delivered?

Cllr Evison It is as far as Bridlington is concerned our money has all been allocated now, we've spent the money but we're always looking to match fund but it's gone to one or two businesses to help them expand and create employment, it's gone to groups of people who look after the people in society who have greater need, the support, the help to get them, as I say, into education or into learning because that's what we want, we want these people working. And generally giving them the attention that under normal circumstances people haven't had the time to do. That said the money is spent in Bridlington and an awful lot of this has been about isolation and about people not being in contact, not getting the right advice and then of course came the Coronavirus and it meant everybody was in lockdown so it took a deal of re-thinking for these groups to see how they could keep in touch with one another and, you know, keep the ball rolling for want of a better word, and that they, as I think

has everybody through this pandemic, they've come up with some, you know, brilliant ideas, they've kept in touch, they've reinvented themselves, we've got a number of groups in Bridlington, one Healthy Lives it's called and that was about, as you would expect, sort of getting people to understand how to eat properly, live properly, get out there, get jobs and a lot of that was about communication and getting to know one another, getting to work in groups. They lost all that so they set themselves up with a different email, phone contact, video and they've been out delivering food parcels to people and children's activity packs and they have now identified that the next need they have is to get people to be more savvy with internet use so there's something else they're going to do. We have another group that work with business in, specifically with businesses to keep in small business the health of the staff, you know, on the forefront and in people's attention that that's so important to make sure that you're, people you work for are kept healthy. Well of course they've now gone on to exercise on line and helping these people with job searches and putting them in touch, you know, and working with the Job Centre. So they've started to keep, find other ways of keeping in touch with people and making sure that the information actually goes out to them and then we have people who are lone families and there's been groups set up to help them with packs for the children to make sure that, they've sort of had issues there initially as well about mediation, you know, disputes about who gets the children and this sort of thing, so they've stepped in and helped there. So they've found ways of making sure that they've kept in touch with the people that they are there to help. And we hope when we come out of all this that, you know, they'll maybe even have discovered more needs but the aim is to get those people into employment or education.

Reporter And I guess by going through what they've all gone through all these groups and organisations and the individuals, they are in fact better prepared for what's going to be this 'new norm'?

Cllr Evison Yes. I mean we have to be prepared I think, I hope it's only short-term, but for more unemployment, you know, businesses will suffer, there's, you know, we have to be realistic about that. So these groups will actually have more work to do, you know, they are going to be helping more people, they're going to be helping people with CV's, with confidence to go for interviews, thinking about what their job skills are, maybe re-training, so there's going to be an even greater need and I think because of the lockdown that there'll probably be an even greater understanding of people and their needs as well.

Reporter Well the Advantage Coast Programme Jane is doing a fantastic job again and another great initiative with Scarborough Borough Council and East Riding of Yorkshire Council working together and thanks again for talking to us again about it.

Cllr Evison Thank you.