



European Union
European Structural
and Investment Funds



Community Led Local Development Programme

Project Impact Report **2020-2022**

ActivFirst – White Vinyl Media

The White Vinyl Media project provided social media support to businesses in Bridlington. The project employed three people who assisted businesses to maximise the power of social media as a marketing tool in order to generate business, raise the company profile and upskill staff.

The project worked with businesses of all ages, sizes and industries and spent time to fully understand what a business is wanting to achieve from the engagement. Individual marketing strategies were developed detailing what the business needed and to who. This allowed an informed decision as to the appropriate platforms to utilise to maximise exposure to the target market. Through speaking with local businesses Activfirst identified that:

- Most small businesses can not initially afford to take on a full time social media marketer.
- They do not understand the massive benefits of social media and focus funding in more traditional marketing activities at a high cost with little return.
- They do not have the knowledge to effectively manage someone in a social media marketing position.

To allow growth and sustainability in this ever developing digital world, businesses need to interact with social media as a marketing tool. Social media has an instant long ranging reach to customers and potential customers in a cost effective manner.

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



For every
£1 invested,
£4.60 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.



£ 792,060.73

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

Fair to Everyone

- 32 participants with increased market awareness

Thriving

- 35 participants with increased skills and knowledge
- 35 participants updating social media/websites
- 4 employees with increased career profile
- Increased customer base for ActivFirst

Well Served

- Improved relationship between ActivFirst and local employers

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>

