



**European Union**  
European Structural  
and Investment Funds

# Community Led Local Development Programme

Project Impact Report **2020-2022**



## Yorkshire in Business Bridlington

Yorkshire in Business is a well-established Enterprise Agency set up in 1985. Since inception they have been supporting both new and existing businesses to start & grow within the local community. Their vision is to raise skills and aspirations in the communities in which they operate. They aim to achieve this by focusing on enterprise in order to assist personal economic independence and a powerful entrepreneurial culture.

The project was a range of business support activities which focused on developing enterprising skills within its participants, of which a proportion of participants went on to start their own new enterprises, resulting in new businesses for the local area alongside the creation of a job for themselves and possibly others.

The project also offered support to existing enterprises, enabling them to maximise the potential of their business, which enabled them to sustain and grow, to ensure the business is viable long term.

The project provided the following benefits:

- Stimulate/promote the creation of new enterprises within the area
- Aid/ support/advise existing small enterprises to grow and expand
- Stimulate the business community to contribute to the well-being of the area
- Develop new business networks & reduce social isolation within self-employment
- Increase local business sustainment

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

**£** For every  
**£1** invested,  
**£9.69** 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.



# £ 748,696.86

## 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

- 50 participants reported reduced social isolation

### Well Run

- 66 participants reported increased support from peers

### Fair to Everyone

- 12 participants were less dependant on benefits
- 60 participants felt an increase in financial security

### Well Connected

- 23 participants felt a reduced impact on mental health issues

### Thriving

- 47 new enterprises
- 63 existing enterprises reported increased sustainability

### Well Served

- 51 participants reported an increase in partnership working

### 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>

