



brag

Enterprising People, Sustaining Communities

2023 - 2024

IMPACT EVALUATION SUMMARY



BRAG are happy to share the findings from a recent evaluation carried out by industry recognised Social Value Lab where the aim was to recognise the impact of BRAG services as it prepares to celebrate 35 years of existence.

The evaluation was undertaken in late 23 and early 2024 and covered the previous 3 years providing valuable insights into the impact of services offered across the communities of Fife where it currently operates. The evaluation was conducted to assess the effectiveness of BRAG in achieving its objectives and to gather feedback from service users, tenants, and key stakeholders where it gathered data on its core services namely:

- **Employability & Training**
- **Affordable Enterprise Space.**
- **Community Support**
(Families and poverty reduction)

The evaluation highlighted several key findings.

Firstly, excluding its partner performance BRAG have been successful in getting people into work, with 520 individuals finding employment over the past three years. Additionally, 431 individuals have successfully become self-employed with the support of BRAG's Employability Services. This demonstrates the effectiveness of BRAG in helping unemployed individuals gain employment and develop the necessary skills and confidence for future success.

The evaluation also emphasizes the positive impact of BRAG as a landlord for businesses. Tenants appreciate the value for money offered by BRAG, as well as the support and sense of community they experience. Being part of the BRAG community has been reported to have a positive effect on businesses, with tenants benefiting from networking opportunities and referrals from other businesses within the BRAG centres.



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BRAG's Community Services have been effective in addressing social isolation and loneliness, building confidence, improving physical and mental health, and increasing financial well-being. Service users have reported feeling less isolated and more connected to their community as a result of attending BRAG services. They have also experienced increased confidence, improved mental well-being, and better physical health. The BRAG Food Pantry, in particular, has been praised for its affordability, reducing the stigma of poverty, and providing access to affordable food.

Key stakeholders recognize the pivotal role that BRAG plays in the community, acting as an "honest broker" between the community and other service providers. BRAG's partnership working approach as the lead partner of Fife ETC and its ability to bring together various organisations and support providers have been highly valued. Additionally, BRAG is seen as a trusted partner and representative of the third sector in Fife.

However, the evaluation also identifies areas for improvement. Suggestions include the need for extended opening hours and the provision of more services for young people. The report also highlights the historic and entrenched issues of unemployment, poverty, and limited opportunities in the communities BRAG serves. The lack of training, employment, and resources in the areas BRAG operate within makes it difficult for individuals to escape poverty and find sustainable employment. The report emphasizes the need for targeted interventions that address the specific cultural and historic issues faced by people living in poverty in Fife.

In conclusion, the evaluation demonstrates the effectiveness of BRAG Enterprises in achieving its objectives and making a positive impact on the community of Fife. The findings highlight the success of BRAG in getting people into work, supporting self-employment, addressing social isolation, improving well-being, and acting as a valuable partner in the community.



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EMPLOYABILITY & TRAINING



1544
CLIENTS
ENGAGED



431

NEW TRADING
STARTS STILL
TRADING AFTER
6 MONTHS



78%
OF CLIENTS FELT
MORE CONFIDENT



520 **611**
INTO WORK WITH POSITIVE
OUTCOMES

100%

OF CLIENTS FELT THE BRAG
INTERVENTION WAS USEFUL

COMMUNITY SERVICES



75%
REPORTED
IMPROVED
FAMILY
RELATIONSHIPS



50%
REPORTED
IMPROVED HOME
ATMOSPHERE



25%
REPORTED REDUCED
FINANCIAL STRESS



80%
FELT LESS
SOCIALY
ISOLATED



60%
REPORTED
A BOOST IN
CONFIDENCE

BUSINESS SPACE

76

UNITS OF AFFORDABLE
BUSINESS SPACE
COVERING 34,000
SQUARE FEET IN
KNOWN AREAS OF
COMMERCIAL
MARKET FAILURE



100%
OCCUPANCY OF
SPACE WITH A
WAITING LIST

100%

OF TENANTS WOULD RECOMMEND
BRAG SPACE AND 100% ALSO FELT
IT WAS GOOD VALUE FOR MONEY

ALTHOUGH EASY
IN/OUT TERMS

64%
OF TENANTS HAVE
BEEN WITH US
OVER 3 YEARS
WITH 10% HAVING
BEEN WITH US 10
YEARS AND OVER



70%
SAID BEING A BRAG
TENANT HAD A
POSITIVE IMPACT
ON THEIR BUSINESS



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