North East Lincolnshire Joint Health and Wellbeing Strategy

2025-2035

Contents

1. Foreword

By Diane Lee, Director of Public Health, North East Lincolnshire (picture please!)

Health is not created in hospitals or clinics, it is shaped in our homes, schools, workplaces, and communities. It is shaped by the air we breathe, the food we eat, the connections we have, and the opportunities we're given. In North East Lincolnshire, we are proud of our resilience, our sense of place, and our ambition. But we also recognise that too many people are living shorter, less healthy lives simply because of the circumstances they were born into.

This strategy is our collective response to that challenge. It is rooted in the voices of our residents, the evidence from our Joint Strategic Needs Assessment, and the principles of fairness, inclusion, and sustainability. It sets out a bold vision for a healthier, more equitable borough, one where every child has the best start in life, where communities are safe and connected, and where everyone has the opportunity to thrive.

We know that no single organisation can deliver this alone. That's why this strategy is built on partnership, across health, local government, education, business, and the voluntary and community sector. But it also calls on each of us, as individuals, to play our part. Whether it's supporting a neighbour, making healthy choices, or getting involved in local initiatives, we all have a role in building a healthier North East Lincolnshire.

This is more than a strategy, it's a shared commitment to put the public back in public health. I invite you to read it, challenge it, and most importantly, act on it. Together, we can create a future where health and wellbeing are not a privilege for the few, but a foundation for all.

By Councillor Stanley Shreeve, Portfolio Holder for Health, Wellbeing and Adult Social Care, North East Lincolnshire Council (picture please!)

As the Portfolio Holder for Health and Wellbeing, I am proud to present this Joint Health and Wellbeing Strategy, a bold and necessary roadmap for improving the lives of everyone in North East Lincolnshire.

This strategy is a shared commitment to fairness, opportunity, and resilience. It recognises that health is shaped not only by the care we receive, but by the homes we live in, the work we do, and the communities we belong to. It is a strategy that puts people first, especially our children, our older residents, and those who are too often left behind.

We are a borough of proud heritage and great potential. From the regeneration of Grimsby to the growth of our green economy, we are building a future that is both ambitious and inclusive. But we must ensure that this progress reaches every street, every household, and every individual. That is why this strategy focuses on the wider determinants of health, on good work, safe housing, education, transport, and strong communities.

I am particularly encouraged by the emphasis on partnership. No single organisation can deliver this vision alone. It will take collaboration across the council, the NHS, schools, businesses, and the voluntary sector. And it will take the voices and actions of our residents, because real change happens when people are empowered to shape their own futures.

This strategy is a call to action. It asks us to think differently, to work together, and to lead with compassion and courage. I am confident that, with this shared vision and our collective determination, we can create a healthier, fairer North East Lincolnshire for generations to come.

2. Executive Summary

North East Lincolnshire is a place of opportunity, resilience, and ambition. While the borough has seen economic regeneration and investment, particularly through the growth of the renewable energy sector and the Grimsby Town Deal, significant health challenges remain. Healthy life expectancy has declined over the past decade[1], and inequalities between our most and least advantaged communities continue to widen.

This strategy sets out a bold, place-based vision to improve health and wellbeing for everyone in North East Lincolnshire. It is grounded in the belief that health is shaped not just by access to healthcare, but by the conditions in which people are born, grow, live, work, and age. These wider determinants, such as housing, education, employment, transport, and social connection, form the eight building blocks of health that underpin this strategy.

Our approach is guided by three foundational principles:

- **Children and young people**: Giving every child the best start in life to break intergenerational cycles of disadvantage.

- **Environment**: Creating sustainable, healthy places through green transport, energy-efficient homes, and climate resilience.

- **Inclusion health**: Ensuring that marginalised and vulnerable groups are not left behind.

The strategy sets out six strategic aims:

1. Increase healthy life expectancy

2. Reduce health inequalities

3. Improve mental wellbeing

4. Make public health everyone's business

5. Embed prevention and early intervention

6. Create a fairer, greener, and more inclusive borough

Each of the eight building blocks, Good Work, Money and Resources, Housing, Education and Skills, The Food We Eat, Transport, Friends, Family and Communities, and Our Surroundings, is explored in depth, with evidence, resident voice, and clear actions for change.

We are committed to measuring success, using both quantitative indicators and qualitative insights such as ripple effects mapping. Progress will be reported annually to the Health and Wellbeing Board.

This is an ambitious strategy because North East Lincolnshire needs ambition. It is a call to action for all partners, across health, local government, education, business, and the voluntary sector, to work together to create a healthier, fairer future for everyone who lives, works, studies, and visits here.

But this is also a call to action for individuals. Everyone has a role to play in building a healthier North East Lincolnshire, whether it's supporting a neighbour, making active travel

choices, getting involved in local initiatives, or simply looking after your own wellbeing. Together, we can put the "public" back in public health and create a borough where everyone has the opportunity to thrive.

3. Introduction

North East Lincolnshire is well placed to leverage its unique strengths and opportunities to address its health challenges. Historically rooted in the fishing industry, the region is now embracing new growth sectors, particularly in offshore renewable energy and the low carbon economy. This transition is unlocking significant private sector investment and economic regeneration.

Grimsby, as the first town to secure a Town Deal in 2018, has been at the forefront of this transformation. The support has catalysed numerous projects, driving growth and innovation across the region. These developments are creating new job opportunities and attracting diverse industries, positioning North East Lincolnshire as a hub for sustainable growth.

However, we recognise that challenges persist. Despite economic progress, healthy life expectancy in North East Lincolnshire has declined over the past decade, (Figure 1) with widening inequalities between our most and least deprived communities. This trend highlights the urgent need to address the wider determinants of health particularly the quality of housing stock, access to education, skills and employment, and transport especially for those living in our rural areas.
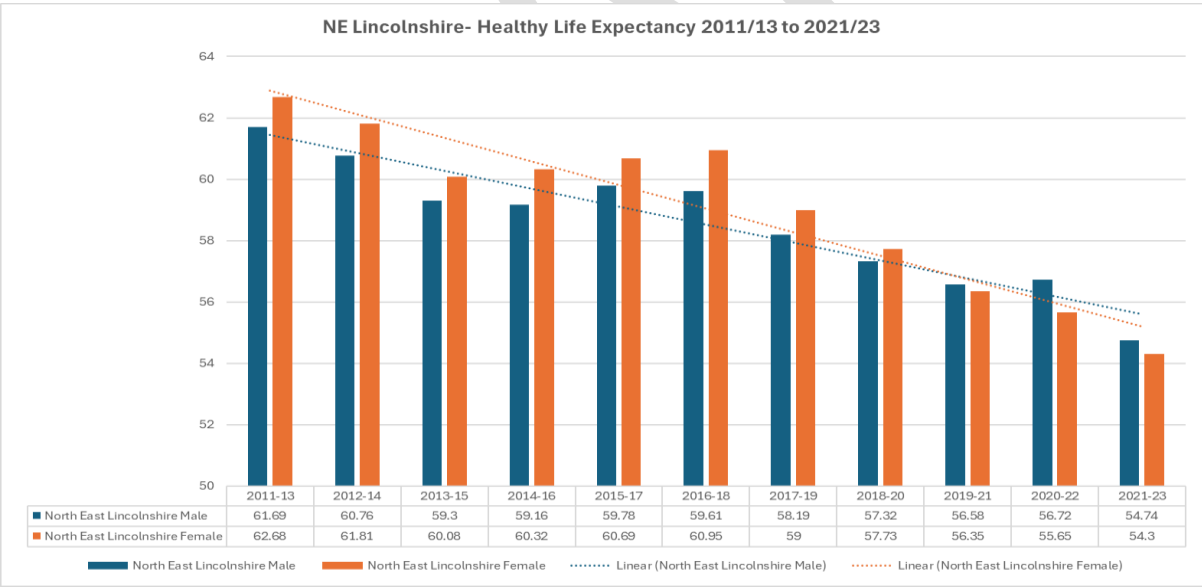
NE Lincolnshire- Healthy Life Expectancy 2011/13 to 2021/23

	2011-13	2012-14	2013-15	2014-16	2015-17	2016-18	2017-19	2018-20	2019-21	2020-22	2021-23
North East Lincolnshire Male	61.69	60.76	59.3	59.16	59.78	59.61	58.19	57.32	56.58	56.72	54.74
North East Lincolnshire Female	62.68	61.81	60.08	60.32	60.69	60.95	59	57.73	56.35	55.65	54.3

North East Lincolnshire Male   North East Lincolnshire Female   Linear (North East Lincolnshire Male)   Linear (North East Lincolnshire Female)

Figure 1: Healthy Life Expectancy in North East Lincolnshire (2011/13 to 2021/23)

To ensure that all residents benefit from these opportunities, a long-term, collaborative approach is essential. The Health Foundation's eight building blocks of health and wellbeing, as set out in the 2024 North East Lincolnshire Director of Public Health Annual Report, provide a locally grounded framework for action. By focusing on these interconnected themes, we can create a solid foundation for a healthier, fairer future for everyone in our communities.

- **Good work**: Employment provides financial stability, purpose, and social connections, all of which are essential for mental and physical health.

- **Money and resources**: Adequate financial resources enable access to necessities such as food, healthcare, and education, reducing stress and improving quality of life.

- **Housing**: Safe, affordable, and quality housing is fundamental to health, providing a stable environment that supports physical and mental wellbeing.

- **Education and skills**: Education empowers individuals with knowledge and skills, opening up opportunities for better jobs and healthier lifestyles.

- **The food we eat**: Access to nutritious food is crucial for maintaining good health and preventing chronic diseases.

- **Transport**: Reliable and accessible transportation connects people to jobs, education, healthcare, and social activities, enhancing overall wellbeing.

- **Our surroundings**: Clean, safe, and vibrant environments promote physical activity, reduce stress, and foster community connections.

- **Friends, family and communities**: Strong social networks provide emotional support, reduce isolation, and contribute to a sense of belonging and purpose.

These building blocks will be supported by three foundational principles:

- **Children and young people**: Investing in the health and wellbeing of children and young people sets the stage for a healthier future, breaking down intergenerational barriers and improving life expectancy.

- **Environment**: Addressing environmental impacts through sustainable housing, green transport, and local food systems creates healthier communities and a cleaner future.

- **Inclusion health**: Ensuring equality and inclusion health guarantees that everyone in North East Lincolnshire has equitable access to opportunities and resources.

Recognising the importance of these areas, we aim to create an environment where children and young people can thrive. By addressing environmental impacts and ensuring equality and inclusion, we can build healthier communities and a cleaner future.

Through cross-sector collaboration between health providers, the council, educational institutions, businesses, community organisations and individuals we are creating an environment that empowers individuals and communities to live healthier, more fulfilling lives.

We know we cannot do this alone, this is an ambitious strategy. **North East Lincolnshire needs an ambitious strategy.** One that tackles all the underlying issues affecting the health of the people who live, work, study and visit here. Together, we can build a more resilient, equitable, and healthy North East Lincolnshire. Our ambition is to make public health everyone's business and to enable and empower everyone to be a public health leader.

Progress Since the DPH Annual Report

Since the publication of last year's Director of Public Health Annual Report, North East Lincolnshire has made meaningful progress across several key areas. Access to healthy food has improved through community partnerships, and efforts to reduce food insecurity are ongoing. Financial wellbeing has been supported by increasing benefit uptake and employment support. The "Make Every Contact Count" initiative has strengthened housing-related guidance

for those facing health inequalities, while Active Travel has been promoted to improve air quality and physical activity. Schools and agencies have collaborated to build health literacy and resilience among young people. Workplaces have been supported to prioritise mental health and suicide prevention, and we have contributed to safer communities through awareness campaigns, including support for the White Ribbon initiative to end male violence against women. These actions reflect a shared commitment to embedding health and wellbeing into the everyday lives of residents.

North East Lincolnshire as a Marmot Place

North East Lincolnshire is proud to be a Marmot Place, committed to reducing health inequalities through action on the social determinants of health. This means embedding fairness, inclusion, and sustainability into every policy and partnership, from housing and education to employment and community wellbeing. Our strategy aligns with the Marmot principles by focusing on the wider determinants of health and placing equity at the heart of decision-making. By adopting a whole-system, place-based approach, we aim to create the conditions for everyone in our borough to live longer, healthier lives regardless of their background or postcode.

4. Data and Intelligence

North East Lincolnshire (NEL) has a resident population of just under 157,000 people and just under 70,000 households. The 2021 Census[2] highlighted an ageing population with 20.9% of the local population being aged 65 years and over, an increase from 17.7% of the population in 2011, and is a higher proportion than the 18.6% of the national population that is aged over 65 years.

North East Lincolnshire is not expected to see significant overall population growth over the next decade. However, as highlighted in the Future of Adult Social Care in North East Lincolnshire report, the borough is undergoing a major demographic shift. The number of residents aged 65 and over is projected to rise by 23% by 2035. This ageing trend is expected to drive a substantial rise in demand for health and social care services, particularly due to the growing prevalence of long-term conditions, multimorbidity, and frailty. Notably, over 3,250 residents are projected to be living with dementia by 2035, and more than 11,700 are expected to experience a fall annually. These projections underscore the urgency of embedding prevention, early intervention, and age-friendly design into our strategic planning to ensure that older adults can live independently and with dignity for as long as possible.

The latest population figures from the Office for National Statistics (ONS)[2], estimated there were 33,257 children aged 0-17 years resident in North East Lincolnshire, which equated to 21% of the total resident North East Lincolnshire population. This includes 9,816 children aged 0-5 years, and 3,736 young people aged 16-17 years. Figures from the latest DfE School Census, show there were 11,357 pupils registered at North East Lincolnshire primary schools (years 1-6), and 9,148 pupils registered at North East Lincolnshire secondary schools (years 7-11).

Healthy life expectancy in the borough has been steadily declining since 2017-19, with recent data indicating a figure of 54.5 years for males. Alarmingly, since 2019-21, the healthy life expectancy for females has dipped below that of males, highlighting a significant decline in women's health in the area (Figure 1).

North East Lincolnshire faces substantial and persistent health inequalities, many of which are influenced by its coastal location, industrial heritage, and socio-economic profile.

Deprivation and Demographics

- NEL is the **29th most deprived** local authority in England (out of 317) according to the 2019 Index of Multiple Deprivation[3].

- Two wards — **East Marsh** and **West Marsh** — are in the **most deprived 1%** nationally, with five wards in the most deprived 10% (East Marsh, West Marsh, South, Sidney Sussex, and Heneage).

- The most deprived areas are concentrated around the historic docklands in Grimsby, characterised by dense, early 20th-century terraced housing, much of which is now in poor condition and within the private rental sector.

Health Outcomes

- NEL has **worse-than-average outcomes** across a range of indicators including:

  - Life expectancy

  - Obesity

  - Alcohol-related conditions

  - Self-harm

  - Premature mortality

- **Life expectancy** in NEL is consistently below the national average[4]:

  - In 2021–23, female life expectancy was **4.1 years lower** than the England average.

  - The gender gap in life expectancy has narrowed from **5.8 years (2001–03)** to **3.4 years (2021–23)**, but this reflects a **greater decline in female life expectancy**, which fell by **0.7 years** over the last decade, a steeper drop than the national trend.

Structural and Geographic Barriers

- NEL's coastal location and historical reliance on fishing and tourism have contributed to economic decline and population churn.

- The area experiences:

  - **Outmigration of younger people** seeking education and employment elsewhere.

  - **In-migration of older adults**, increasing demand for health and care services.

  - **Poor transport connectivity**, limiting access to employment and services for those without private vehicles.

  - A local survey found that **9 in 10 residents work within the borough**, highlighting limited economic mobility.

In March 2024 NELC produced the Joint Strategic Needs Assessment. The evidence from the JSNA[5] is used to inform commissioning to improve the health and wellbeing of the local population, this data has been used to inform the development of this strategy.

5. Vision

NB – vision and aims to be agreed with health and wellbeing board

Vision Option 1:

"A fairer, healthier North East Lincolnshire where everyone has the opportunity to thrive, regardless of where they live, their background, or their circumstances."

Vision Option 2:

"To create a borough where health and wellbeing are built into everyday life, through good work, safe homes, strong communities, and a healthy environment, so that every resident can live a longer, happier life."

Vision Option 3:

Other?

6. Aims

Our strategy is grounded in the ambition to improve health outcomes for all residents of North East Lincolnshire by addressing the wider determinants of health. These aims are informed by health equity principles and aligned with our three foundational principles: supporting children and young people, protecting the environment, and advancing inclusion health.

Our strategic aims are to:

1. **Increase healthy life expectancy**
   Reverse the decline in healthy life expectancy by tackling the root causes of ill health and ensuring that everyone has access to the building blocks of good health regardless of where they live or their background.

2. **Reduce health inequalities**
   Narrow the gap in health outcomes between our most and least advantaged communities by focusing on place-based, data-informed action and targeted support for those most at risk.

3. **Improve mental wellbeing**
   Promote positive mental health across the life course by strengthening social connections, reducing isolation, and embedding mental wellbeing into all aspects of local policy and service delivery.

4. **Make public health everyone's business**
   Empower individuals, communities, and organisations to take shared responsibility for health and wellbeing. We will build capacity across sectors and support residents to become public health leaders in their own lives and communities.

5. **Embed prevention and early intervention**
   Shift the focus from reactive care to proactive prevention by investing in early years, education, housing, and employment, reducing long-term demand on health and care services.

6. **Create a fairer, greener, and more inclusive borough**
   Ensure that our environment, economy, and services are designed to support sustainable health outcomes, reduce exposure to harm, and promote equity for all.

7. Foundational Principles

Our three principles, Children and Young People, Environment, and Inclusion Health, are the foundation on which all our actions must be developed. They are not standalone priorities but essential cross-cutting themes that underpin every aspect of this strategy. Whether we are shaping housing policy, designing transport systems, or investing in education, we must ask:

- How will this impact our children and young people?
- What are the environmental consequences?
- Are we reaching those most at risk of exclusion?

The reflective questions included under each principle are designed to guide decision-making across all sectors, ensuring that every intervention considers its broader implications and contributes to a fairer, greener, and more inclusive North East Lincolnshire. Appendix 1 has been developed to support partners in applying the three foundation stones in their work.

7.1 Children And Young People

In North East Lincolnshire, we recognise the importance of a life course approach in all our initiatives. However, we need to place additional focus on children and young people. This principle acknowledges that experiences and exposures at different life stages can have cumulative effects on a child's health. By concentrating on critical periods such as early childhood and adolescence, and ensuring every child has the best start in life, we can implement interventions that promote healthy development, prevent adverse childhood experiences, and improve outcomes for our children and young people.

A key part of this healthy development is play. As highlighted in the Play Commission report *Everything to Play For*, play is not a luxury, it is a fundamental right and a vital contributor to physical, emotional, social, and cognitive development. Play supports resilience, creativity, and wellbeing, and provides children with opportunities to explore, connect, and thrive. We must ensure that all children and young people have access to safe, inclusive, and stimulating spaces to play, both indoors and outdoors, as part of our commitment to a healthier, fairer borough.

Moreover, this approach aims to tackle intergenerational issues by fostering environments that encourage educational attainment, career opportunities, personal growth, and playful exploration, and helping children and young people to achieve their full potential. This ensures that the building blocks for health, such as education, housing, social connections, and play, are strengthened throughout a person's life, leading to better health outcomes and reduced inequalities.

1. Are we prioritising early intervention and support during critical developmental stages, particularly the first 1,001 days and adolescence?

This aligns with the strategy's life course approach and focus on breaking intergenerational cycles of disadvantage.

2. How are we ensuring that children and young people's voices shape the policies and services that affect them?

This reinforces the importance of co-production and youth engagement, as highlighted in the Adolescent Lifestyle Survey.

3. Are we addressing the social and structural barriers, such as poverty, housing, and access to education, that limit opportunities for children and young people to thrive?

This question ensures a holistic view of child wellbeing, beyond education and health services alone.

7.2 Environment

Environmental sustainability is a critical factor in shaping health and wellbeing. This principle emphasises the need to create and maintain sustainable environments that support all aspects of life. Key areas of focus include promoting green travel options, ensuring warm and energy-efficient homes, and reducing carbon emissions. By addressing these environmental factors, we can mitigate the adverse health effects of climate change and reduce exposure to pollutants and hazards. In addition to mitigation, we must adapt to the health impacts of climate change such as extreme heat, flooding, and air pollution by strengthening community resilience and emergency preparedness.

Sustainable practices, such as green transport and local food systems, contribute to healthier lifestyles and communities. Ensuring that our surroundings are conducive to health supports the other building blocks, such as good work and education, by providing a safe and nurturing context for individuals and families to live and work. By promoting environmental sustainability, we can create healthier communities and a cleaner, more resilient future for all.

1. Are we designing and maintaining our built and natural environments in ways that promote health, equity, and climate resilience for all communities?

This ensures that environmental interventions are not only sustainable but also inclusive, especially for those in deprived or high-risk areas.

2. How are we supporting residents, particularly those most affected by climate change, to adapt to environmental risks such as flooding, air pollution, and extreme heat?

This question encourages proactive adaptation planning and community resilience-building.

3. Are we embedding environmental sustainability into all local policies and services, including housing, transport, and food systems?

This helps ensure that environmental health is not siloed but integrated across the wider determinants of health.

7.3 Inclusion Health

Inclusion health is an umbrella term used to describe people who are socially excluded, who typically experience multiple overlapping risk factors for poor health, such as poverty, violence, and complex trauma. Inclusion health focuses on ensuring that marginalised and vulnerable groups have equitable access to health and wellbeing resources. This principle is vital for addressing health inequalities, promoting social justice, and tackling racism and discrimination.

By prioritising inclusion, we can identify and remove barriers that prevent certain populations from accessing essential services and opportunities. This includes addressing the needs of people experiencing homelessness, migrants, and those with disabilities. Additionally, by actively combating racism and discrimination, we can mitigate their detrimental impacts on health and wellbeing.

Ensuring that everyone, regardless of their background or circumstances, can benefit from fair access to the building blocks for health, such as housing, education, and social connections, creates a more equitable and cohesive society. Inclusion health ensures that no one is left behind in our efforts to improve overall health and wellbeing.

1. Have we meaningfully involved people with lived experience from inclusion health groups in shaping this work?

This question ensures that our approach is not only informed by data but also by the voices of those most affected. Inclusion health groups often face systemic barriers and stigma. Co-production and participatory design are essential to avoid reinforcing exclusion.

2. Does our approach address the intersecting barriers these groups face in accessing services, such as stigma, digital exclusion, and fragmented care pathways?

Inclusion health groups often experience multiple overlapping disadvantages, including poor access to primary care, digital poverty, and discrimination. This question helps ensure that our interventions are holistic and responsive to the real-world complexity of people's lives, rather than siloed or overly clinical.

3. Are we using data and insight effectively to identify, monitor, and respond to the needs of inclusion health groups, without reinforcing invisibility or stigma?

Many inclusion health populations are underrepresented or misrepresented in routine datasets. This question prompts reflection on how data is collected, interpreted, and acted upon, encouraging the use of tools like the Health Equity Assessment Tool (HEAT) and local health needs assessments.

Link to new DPH annual report

8. Themes

The eight themes outlined in this section referred to as the building blocks for health are drawn directly from the 2024 North East Lincolnshire Director of Public Health Annual Report[7]. That report highlighted the critical role these social determinants play in shaping health outcomes across our communities. By embedding these themes into this strategy, we are ensuring

continuity, building on local evidence, and reinforcing our commitment to tackling the root causes of health inequalities in a place-based, data-informed way.

8.1 Good work

Building Health and Stability Through Employment

Good work is a gateway for everyone to be able to afford basic living standards; participate in community and social life; support lifelong healthy habits; and feel a sense of identity, self-esteem, purpose, and reward. Additionally, offering protection against the harmful effects of unemployment and insecure jobs, which can damage long-term health and well-being.

Work is fundamental to mental well-being, providing structure, purpose, and social connection. A secure job fosters a sense of achievement and self-worth, encouraging individuals to engage with their communities. Positive workplace relationships and supportive environments contribute to social fulfilment and reduce feelings of isolation which are key factors in mental health.

In North East Lincolnshire, economic insecurity and workforce instability are key challenges. Higher rates of insecure, low-paid, or temporary work can contribute to stress, anxiety, and poor health outcomes. Supporting good-quality employment is vital for creating stability and reducing financial uncertainty, which, in turn, builds resilience, increases confidence, and establishes healthy daily routines.

Employment also plays a significant role in physical health. Jobs that provide structure and regular activity promote healthier lifestyles and reduce the risk of conditions like obesity and cardiovascular disease. However, North East Lincolnshire has higher rates of health-related work absences and lower workforce participation due to long-term illness. This highlights the need for workplaces to actively support employee well-being. Good work; offering fair pay, job security, and a positive environment, can significantly improve access to healthcare, preventive screenings, and mental health support.

Just under one fifth (18.6%) of households are workless in North East Lincolnshire. Figure 2 shows that household worklessness is higher locally compared to the region and nation.
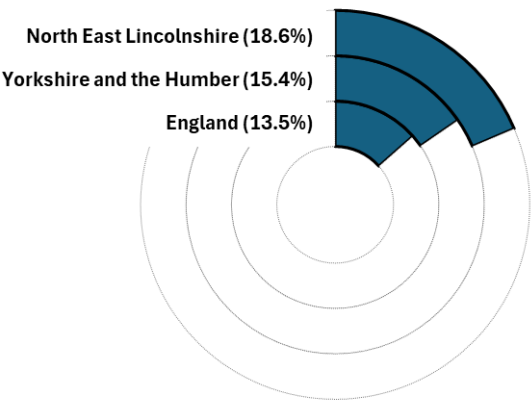

Figure 2 Percentage of households that are workless 2023

There are considerable variations in the pattern of occupations when comparing North East Lincolnshire to the region and nation and these are shown in Figure 3.
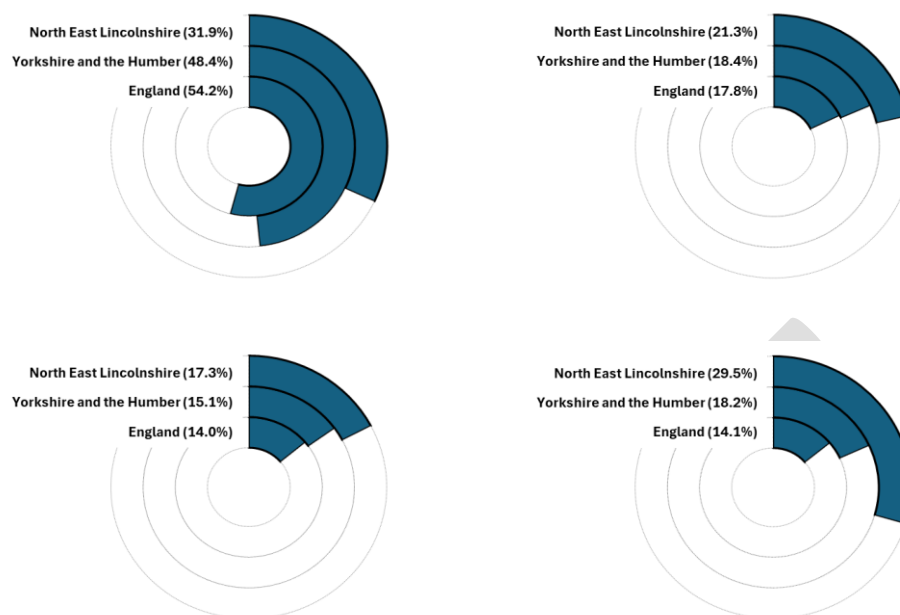

Figure 3 Employment by occupation 2024. Top left – Managerial and professional, Top right – Administrative and skilled trade, Bottom left – Service, Bottom right – Process plant and elementary

Key Actions to Promote Good Work in North East Lincolnshire:

1. **Job Creation in Emerging Industries**: Partner with local businesses, especially in green energy, digital, and healthcare sectors, to create new, sustainable job opportunities that match residents' skills and build economic resilience.
2. **Skills Training and Retraining Programs**: Offer tailored vocational training and reskilling for both employed and unemployed individuals, focusing on sectors with growth potential in North East Lincolnshire.
3. **Support for Small Businesses and Entrepreneurs**: Provide resources, grants, and mentorship for small business owners and start-ups, promoting local entrepreneurship as a pathway to employment and economic growth.
4. **Inclusive Employment Practices**: Encourage employers to adopt inclusive hiring practices, flexible work options, and mental and physical health support for employees, making workplaces accessible and supportive for diverse community members.
5. **Youth Employment and Apprenticeship Programs**: Develop pathways for young people through apprenticeships and mentorships, reducing unemployment among younger residents and addressing local skill gaps.
6. **Community-Based Employment Initiatives**: Promote community projects that offer part-time work or volunteering, supporting individuals with barriers to full-time employment while enhancing community assets, like green spaces or public services.

In areas like North East Lincolnshire, where higher unemployment and job insecurity contribute to health inequalities, increasing access to stable, good-quality jobs can improve both mental and physical well-being. By investing in sustainable employment, workforce health initiatives, and skills development, the borough can create a healthier, more resilient workforce and reduce the long-term impact of economic instability on public health.

The Adolescent Lifestyle Survey told us:

The biggest worry for young people in North East Lincolnshire is their future, with 71% worrying a little or a lot about this, additionally 61% worried about getting a job. Only 20% of young people think they will be living in North East Lincolnshire in 10 years time.

What residents have told us

Survey responses revealed that while a majority of residents are satisfied with their current employment, a significant portion are either not working or seeking change. Aspirations for the next five years varied, with many aiming for retirement, promotion, or better-paid roles. However, residents identified key barriers to achieving these goals, including limited opportunities, lack of confidence, qualifications, and childcare challenges. These insights highlight the need for targeted support to improve access to good work and career progression across North East Lincolnshire.

8.2 Money and resources

Strengthening Financial Stability for Health

Money provides people with freedom, security, and opportunity, allowing them to choose how they live, support their families, and invest in their future. Financial stability is a cornerstone of well-being, giving individuals the means to access education, healthcare, and safe housing, while also offering a safety net for unexpected hardships.

In North East Lincolnshire, financial insecurity remains a significant challenge due to the decline of the fishing industry, a reliance on low-paid work, and the seasonal nature of tourism in Cleethorpes. Many families face unstable employment, low wages, and rising living costs, leading to increased stress, poorer health outcomes, and limited access to essential resources. Addressing these economic challenges is key to improving health, stability, and long-term opportunities for residents.

The stress of financial insecurity has a direct impact on health, increasing the risk of mental health conditions like anxiety and depression, as well as long-term physical health issues such as high blood pressure and cardiovascular disease. Children growing up in poverty are more likely to experience poorer educational outcomes, reduced life expectancy, and long-term health problems.

Just over three quarters (75.4%) of the North East Lincolnshire population aged 16 to 64 years is economically active. This along with regional and national comparators are shown in Figure 4.
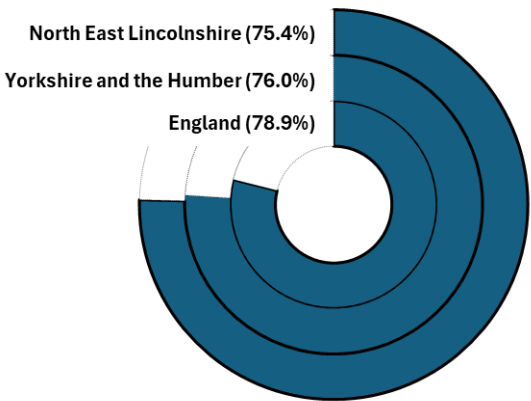

North East Lincolnshire (75.4%)
Yorkshire and the Humber (76.0%)
England (78.9%)

Figure 4 Percentage of the 16-64 population who are economically active 2024

One quarter of children (25.2%) aged under 16 years in North East Lincolnshire live in relative low income families. This along with regional and national comparators are shown in Figure 5.
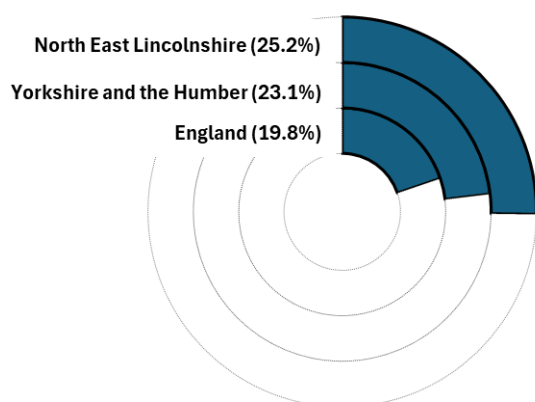

North East Lincolnshire (25.2%)
Yorkshire and the Humber (23.1%)
England (19.8%)

Figure 5 Percentage of children (<16) in relative low income families 2022/23

Key Actions to Improve Financial Well-being in North East Lincolnshire:

1. **Financial Literacy Programs**: Equip residents with budgeting and financial planning skills to help manage income fluctuations, reduce debt, and build savings.
2. **Income Support and Access Programs**: Advocate for improved access to benefits and resources, ensuring residents have financial support during off-seasons or unemployment spells. This will have the knock on effect of increasing food security in the Borough.
3. **Community Partnerships for Employment**: Collaborate with local businesses, especially within the tourism sector, to create stable jobs that extend beyond seasonal work, fostering year-round income sources.
4. **Affordable Living**: Address the lack of affordable housing to ease financial burdens and promote stable, long-term living conditions.
5. **Supportive Services**: Develop partnerships with local banks, credit unions, and financial counselling services to offer low-cost, accessible financial resources to individuals and families.

Addressing economic challenges and improving financial stability will enable North East Lincolnshire residents to reduce stress, afford healthier lifestyles, and access the resources they need for better overall well-being. By addressing child poverty, in-work financial hardship, and affordable living, the community can build long-term resilience and create opportunities for upward mobility.

The Adolescent Lifestyle Survey told us:

One of the top ten priorities for young people in North East Lincolnshire is to tackle children and young people living in poverty including providing free school meals. Half of young people worry about the cost of living and 13% of girls have experienced period poverty in the last year (an increase from 8% in 2019).

What residents have told us

The Our Place Our Futures Survey gathered data on money and resources, with 21% of people reporting debt or financial worries as having a negative impact on themselves, or their immediate family in the last year.

8.3 Housing

The Foundation for Health and Well-being

Stable, high-quality housing is critical to health and well-being. In North East Lincolnshire, challenges such as a shortage of social housing, long waiting lists, and limited access to affordable homes, often linked to wider issues like unemployment make secure housing inaccessible for many. Families are frequently placed in temporary accommodation, and homelessness remains a pressing issue. Additionally, with rising energy costs, there is a growing need to address fuel poverty by improving home energy efficiency.

A further concern is the condition of the private rented sector. Many residents live in privately rented homes that are poorly maintained, cold, damp or unsafe, conditions that can significantly impact physical and mental health. Poor-quality housing is associated with increased risks of respiratory illness, injury, and stress, and often affects those already facing disadvantage, compounding existing health inequalities.

The link between housing and health is undeniable. Secure, high-quality housing reduces stress and anxiety, lowers the risk of respiratory and cardiovascular diseases, and provides a foundation for social and economic stability. Home ownership, in particular, increases community pride and long-term well-being, yet many residents struggle to access the property market due to high deposits and rising costs.

Just under one fifth of households in North East Lincolnshire are living in fuel poverty. This along with regional and national comparators are shown in Figure 6.
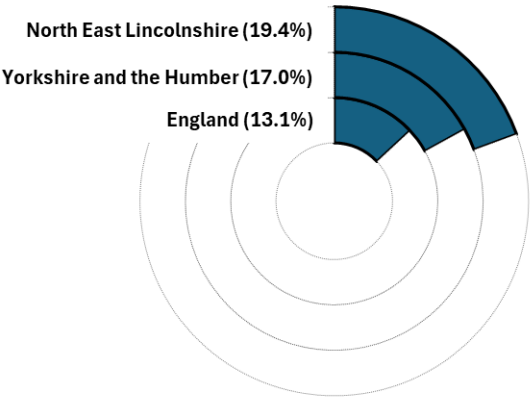

North East Lincolnshire (19.4%)
Yorkshire and the Humber (17.0%)
England (13.1%)

Figure 6 Percentage of households in fuel poverty 2022

Key Actions to Improve Housing in North East Lincolnshire:

1. **Promote Affordable Home Ownership**: Collaborate with the local council, housing providers, and financial institutions to increase affordable home ownership options, particularly for first-time buyers, care leavers and young families. Shared ownership schemes and low-interest loans could help more residents achieve housing stability.

2. **Expand Social Housing Availability**: Work with government and housing organisations to build new social housing and reduce waiting lists, ensuring that individuals and families in need can access affordable, permanent homes.
3. **Support for Vulnerable Populations**: Provide resources and outreach for homeless individuals and families in temporary accommodation, creating clear pathways to permanent housing and reducing long-term reliance on temporary solutions.
4. **Energy Efficiency and Fuel Poverty Reduction**: Support energy efficiency improvements in existing housing stock, such as insulation, double glazing, and renewable energy installations, to lower energy costs and reduce fuel poverty. Educational programs on energy reduction can also help residents save on utilities.
5. **Tenant Support and Rights Education**: Improve resources for renters, including information on tenant rights and energy-saving advice, to foster safer and more stable rental experiences.

By increasing access to secure, high-quality, and affordable housing, North East Lincolnshire can reduce health inequalities, improve mental and physical well-being, and foster stronger, more stable communities. Addressing homelessness, fuel poverty, and poor housing conditions is essential to ensuring that all residents have a safe, warm, and stable place to call home.

What residents have told us

Residents value the affordability of housing in North East Lincolnshire, with many seeing it as a key reason for choosing to live in the area. While preferences for future home purchases varied, detached and semi-detached houses were the most sought after. Some residents shared positive experiences of receiving support to live independently, while others called for regeneration of existing housing stock and more diverse housing options. These insights highlight the importance of maintaining affordability, supporting independent living, and investing in the quality and variety of local housing.

8.4 Education and skills

Building a Stronger Future

Education provides the foundation to lift people out of poverty and reduce inequalities. Increases in educational attainment are strongly associated with longer healthy life expectancy. In the UK, individuals with the highest levels of education live, on average, four years longer than those with the lowest levels[1].

Crucially, the foundations for educational success and lifelong health and wellbeing are laid in the earliest years of life. A child's earliest experiences, particularly during the first 1,001 days from conception to age two, shape brain development, emotional resilience, and future learning. These early years influence later outcomes in education, employment, and health. However, there are well-recognised inequalities in early child development, both nationally and locally, which often widen as children progress through school. Addressing these disparities is essential to breaking cycles of disadvantage and improving long-term outcomes.

To ensure these early gains are sustained, it is vital that support continues throughout the life course, through inclusive education, accessible skills training, and opportunities for digital inclusion that empower individuals to thrive in a changing world.

Education and skills development are key drivers of health, economic stability, and well-being. In North East Lincolnshire, educational attainment remains a challenge, with lower-than-average

qualifications among adults and high levels of young people not in education, employment, or training (NEETs). Limited access to skills training and further education creates barriers to securing stable, well-paid employment, reinforcing cycles of poverty and poor health outcomes, and widening health inequalities.

The link between education, employment, and health is well established. Higher levels of education lead to better job opportunities, financial security, and improved health outcomes. A skilled workforce also attracts investment and economic growth, creating more opportunities for local residents.

Around two thirds (66.0%) of children in North East Lincolnshire achieve a good level of development at the end of reception. This along with regional and national comparators are shown in Figure 7.
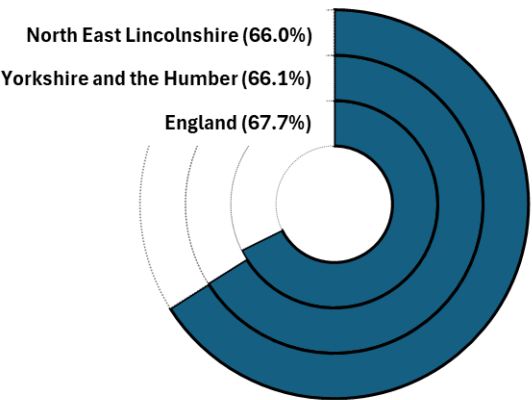

Figure 7 Percentage of children achieving a good level of development at the end of reception 2022

Approximately 10% of the 16 to 64 year old population in North East Lincolnshire have no qualifications. This along with regional and national comparators are shown in Figure 8.
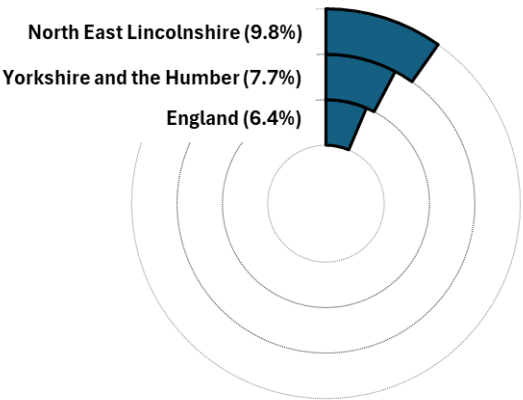

Figure 8 Percentage of the 16 to 64 year old population with no qualifications 2024

Key Actions to Improve Education and Skills in North East Lincolnshire:

1. **Family Support:** Enhance the support available for families with early child development.
2. **Early Childhood Development Programs**: Expand access to early childhood education, focusing on language, social skills, and basic health literacy to set a strong foundation for lifelong well-being.

3. **Early Identification of SEND:** Early identification of support needs to ensure children and young people are supported appropriately to achieve their full potential.
4. **Adult Education and Skills Training**: Partner with local colleges and businesses to provide vocational training, skill-building workshops, and upskilling opportunities that align with local job market demands, helping adults enter or advance within the workforce.
5. **Digital Literacy and Access**: Ensure that all residents, especially in under-served areas, have access to digital literacy programs and resources, which are essential for modern job-seeking, remote learning, and personal development.
6. **Support for Students and Young People**: Develop after-school programs, mentorships, and career readiness initiatives to support students, especially in areas where access to higher education and career opportunities is limited.
7. **Community Lifelong Learning Initiatives**: Encourage a culture of continuous learning through workshops, community classes, and partnerships with local libraries, offering accessible options for residents to expand skills and knowledge.

Improving education and skills will empower North East Lincolnshire residents with tools to build stable careers, achieve financial independence, and reduce the health inequalities associated with limited education and employment options. This strategy seeks to create a community where all individuals, regardless of background, can pursue fulfilling careers and healthy lives.

The Adolescent Lifestyle Survey told us:

76% of young people said it is important or very important to get good results at school. 48% of girls said they wanted to go onto study at college and/ or university and 7% would like to do an apprenticeship, 28% of boys said they wanted to go to college/ university and 20% would like to gain an apprenticeship. School work/ exams was the second biggest worry for young people with two thirds worrying a little or a lot about this.

What residents have told us

Residents highlighted the importance of school attendance, with most considering 95% to be an appropriate target. However, 60% said they would permit absences for family holidays, indicating a need to balance attendance expectations with family needs. Around 10% of respondents reported having a child with Special Educational Needs or Disabilities (SEND), and 83% felt able to track their child's progress at school. Feedback also pointed to the need for better promotion of school and college careers events, and concerns were raised about children having to travel long distances due to limited local school places.

8.5 The food we eat

Improving Access to Nutritious Choices

Access to nutritious food is fundamental to health and well-being, but North East Lincolnshire faces significant challenges related to healthy food deserts and unhealthy food swamps. Many low-income neighbourhoods have limited access to fresh, affordable food, while fast food and highly processed options dominate the local food environment. These factors contribute to high rates of obesity, diabetes, and heart disease, reinforcing existing health inequalities.

Improving access to nutritious food is key to tackling diet-related health issues and ensuring that all residents, regardless of income, can make healthier choices.

Over 3 in 10 adults are obese in North East Lincolnshire. This along with regional and national comparators are shown in Figure 9.
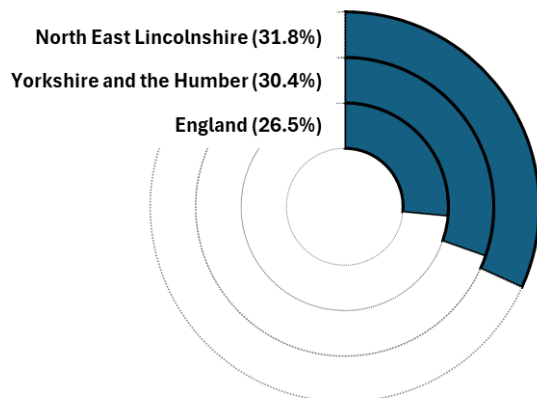

Figure 9 Prevalence of adult obesity 2023/24

A higher percentage of children are eligible for free school meals in North East Lincolnshire than regional and national comparators are shown in Figure 10
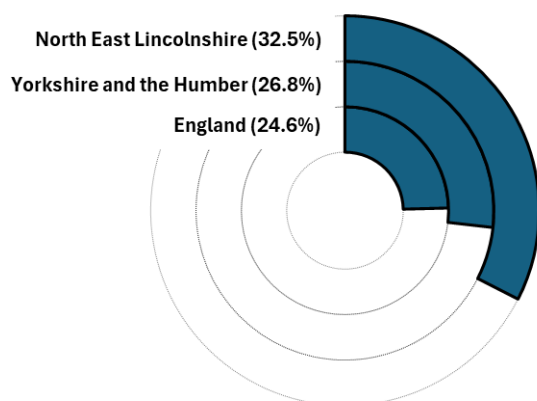

Figure 10 Prevalence of pupils eligible for free school meals 2023/24

Key Initiatives to Improve Food Access in North East Lincolnshire:

1. **Expanding Access to Fresh Food**: Support local initiatives that bring fresh produce to under-served areas through mobile markets, community allotments and farmers' markets.
2. **Work with community food providers** such as food banks to address food poverty and diet related ill health by increasing access to healthy, affordable, and culturally appropriate food. Partner with wider support agencies to support individuals and families who are accessing emergency food provision with income maximisation and financial resilience, increasing people's choice and control over their food choices, and reducing longer-term reliance on emergency food provision.
3. **Community Food Hubs and Food Banks**: Partner with community food providers such as food banks and community organisations to provide nutritious options, focusing on fresh and whole foods rather than just processed goods. Increase awareness and access to these resources as a short term measure for residents facing food insecurity.

4. **Local Partnerships to Combat Food Deserts**: Work with retailers to encourage the availability of affordable, fresh foods in local convenience stores, particularly in rural or low-access areas.
5. **Nutrition Education Programs**: Implement nutrition programs that teach residents how to make healthy, budget-friendly meals. These can be offered through schools, community centres, and food banks to improve food choices at all income levels.
6. **Policy Advocacy for Food Environment Improvements**: Advocate for policies that limit the proliferation of fast-food outlets in low-income areas and support incentives for retailers offering healthy foods.

By reshaping the local food environment, improving access to fresh food, and promoting nutrition education, North East Lincolnshire can reduce diet-related health inequalities, support healthier lifestyles, and improve long-term well-being. Ensuring that healthy food is accessible and affordable will empower residents to make better food choices and lead healthier lives.

The Adolescent Lifestyle Survey told us:

Only 10% of young people eat the recommended 5 portions of fruit and vegetables a day and a quarter eat one portion or less. 42% said they don't eat breakfast every day, mostly because they are not hungry or don't have enough time, most young people do eat lunch at school though, with only 10% skipping lunch. 47% of young people would like to eat more healthily and 45% think they already do eat healthily.

8.6 Transport

Transport and Well-being in North East Lincolnshire

A well-designed and considered transport system is essential for maintaining and improving the health and wellbeing of our residents and plays a fundamental role in enabling our local communities to flourish, thrive and prosper.

Healthy and sustainable transport systems seek to support safe and well-designed streets, roads and public spaces, enable optimal efficiency of transport services to encourage use and accessibility for all, offer strategies to minimise the harmful impacts transport can have on the environment and individuals in terms of air and noise pollution, and assist ease of take-up and choice for active modes of transport.

Encouraging and facilitating active modes of transport in cycling, wheeling, walking, particularly for short journeys in urban environments, not only offers improvements to individuals' health and wellbeing, but offers opportunity to reduce carbon emissions, improve air quality, reduce traffic noise and congestion in highly populated areas, and in-turn can reduce potential for collisions / road traffic casualties.

Transport and the infra-structure surrounding it has the capacity to help people maintain connection to the support networks, resources and amenities that help to keep us safe and well, such as; social connection with family, friends, work colleagues and the wider community.

Reliable and accessible transport is essential for health and well-being, enabling residents to reach healthcare, employment, education, and social opportunities. However, North East Lincolnshire faces significant transport challenges, particularly in rural areas, where limited public transport can leave residents isolated and unable to access essential services. An aging

population and financial barriers further impact mobility, increasing the risk of poor health outcomes and social exclusion.

The North East Lincolnshire rate of people killed or seriously injured on the roads is higher than both the regional and national rates and this is shown in Figure 11.
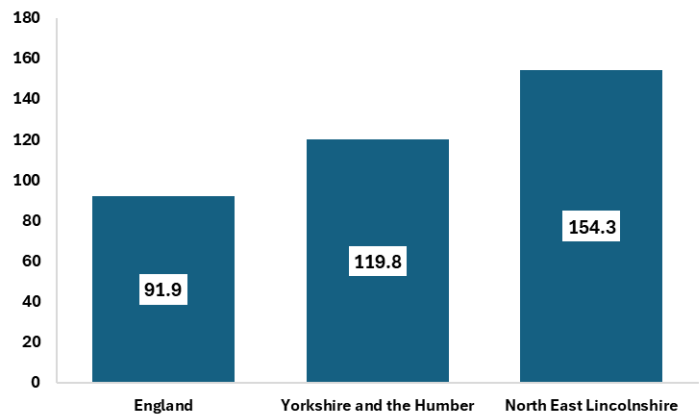

Figure 11 People killed or seriously injured on the roads per 1 billion vehicle miles 2023

Approximately 27% of households in North East Lincolnshire do not have access to a car or van. This along with regional and national comparators are shown Figure 12.
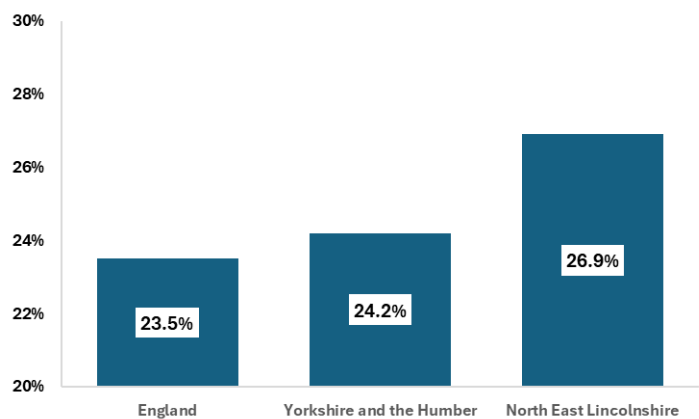

Figure 12 Percentage of households with no car or van 2021

1. **Healthcare Access**: Collaborate with healthcare providers to ensure transport services align with healthcare needs, offering options for older adults and individuals in rural areas who require consistent, reliable access to medical services.
2. **Improved Public Transport Services**: Work with local transport companies to expand public transport routes and schedules to meet the needs of both rural and urban communities. Emphasise access to employment centres, schools, and community hubs, ensuring affordable options that promote equitable access.
3. **Community Transport Solutions**: Develop community-based transport options such as shared services or subsidised taxis for residents with limited access to public transit, especially in rural areas where options are often limited.
4. **Active Transport and Infrastructure**: Promote walking, cycling, and accessible pathways, connecting key areas to support physical activity and reduce reliance on cars.

5. **Digital and Mobile Resources**: Implement accessible information tools, like mobile apps, to improve route planning, schedule updates, and service availability, making transport easier to navigate for all age groups.

By improving transport access, affordability, and active travel infrastructure, North East Lincolnshire can enhance social inclusion, support healthier lifestyles, and reduce inequalities tied to mobility barriers, creating a more connected, resilient community.

The Adolescent Lifestyle Survey told us:

Making public transport cheaper was one of the top 10 priorities for young people in North East Lincolnshire.

What residents have told us

Residents expressed significant concerns about the effectiveness and accessibility of local transport. Many felt current networks do not adequately reduce congestion, with strong calls for improved bus routes, better rail services, and safer infrastructure for walking and cycling. A lack of reliable public transport was seen as a barrier to accessing employment, healthcare, and social opportunities—particularly in rural areas. Road safety was a recurring concern, with residents highlighting the need for more pedestrianised areas and safer cycling routes. While nearly half of respondents use active travel daily, barriers such as poor road conditions, personal safety, and inadequate facilities persist. Interest in electric vehicles remains low, largely due to cost and limited charging infrastructure.

Road Safety Audit

As part of our commitment to creating a safer and more accessible transport environment, a comprehensive road safety audit has been undertaken across North East Lincolnshire. This audit identified key hotspots for collisions, particularly in urban centres and along high-speed corridors, and highlighted the need for targeted interventions to reduce the rate of people killed or seriously injured on our roads currently higher than both regional and national averages.

8.7 Friends, family, communities and belonging

Strengthening Social Connections for Well-being

People who are more socially connected to family, friends or their communities are happier, and live longer, healthier lives with fewer physical and mental health problems than people who are less connected. Research shows that nearly 1 in 4 adults aged 65 and older are socially isolated, and that social isolation and loneliness are associated with an increased risk of heart disease and stroke.

A positive family life provides a child with opportunities for a healthy life by creating the early life foundations for them to feel loved and valued; build supportive relationships; develop intellectual, social and emotional skills; and establish lifelong healthy habits. However, it is equally important to recognise that living in a difficult or unsafe family environment, such as one affected by conflict, neglect, or domestic abuse, can have a profound and lasting impact on health and wellbeing.

Coercive and controlling behaviour, a form of domestic abuse that includes psychological manipulation, isolation, intimidation, and restriction of autonomy, is particularly harmful. It often goes unseen but can deeply erode a person's confidence, independence, and mental

health. In North East Lincolnshire, a significant proportion of residents report either experiencing or knowing someone affected by coercive control, highlighting the need for trauma-informed services and community awareness.

The effects of domestic abuse are not limited to those directly targeted. Children who witness coercive control or other forms of abuse are at increased risk of experiencing adverse childhood experiences (ACEs), which can disrupt emotional development, impair educational attainment, and increase the likelihood of poor health outcomes in adulthood. Critically, many children who grow up in homes where coercive control is present go on to experience or perpetrate similar patterns of abuse in their own relationships, perpetuating a cycle of harm across generations. Breaking this cycle requires early intervention, safe and supportive environments, and services that are equipped to respond to the complex needs of both survivors and children affected by domestic abuse.

During adulthood, a positive family life, including strong relationships at home, can continue to support good health by providing emotional security and encouraging healthy behaviours. Conversely, loneliness or strained relationships can reduce motivation for self-care, increase stress, and negatively affect both mental and physical health. Taking part in community life, such as youth clubs, volunteering, or local events, can be empowering and create a sense of purpose, while also protecting health and wellbeing.

Strong social connections with family, friends, and the wider community are essential for mental and physical wellbeing. Supportive relationships foster a sense of belonging, reduce isolation, and help individuals cope with life's challenges. In North East Lincolnshire, high levels of social isolation, particularly among older adults and disadvantaged communities, contribute to poor mental health and lower quality of life. Strengthening community connections and ensuring safe, supportive environments is key to reducing loneliness, improving resilience, and enhancing wellbeing across all age groups.

Key Initiatives:

1. **Community Events and Social Spaces**: Develop accessible spaces and regular events to encourage social interaction, celebrate local culture, and bring together residents of all ages.

2. **Family Support Services**: Strengthen support networks through resources such as parenting classes, support for older people, and mental health resources for families, empowering residents to support one another.

3. **Volunteer and Engagement Programs**: Promote volunteer opportunities that allow residents to connect while giving back, fostering a sense of purpose and belonging.

4. **Social Prescribing and Peer Support Networks**: Work with healthcare providers to expand social prescribing, connecting residents to peer support groups, clubs, and activities that encourage social involvement.

5. **Building Community Safety and Trust**: Collaborate with local organisations to create a safer, more cohesive community, reducing isolation and encouraging trust through neighbourhood watch programs and community-led initiatives. This includes raising awareness of coercive control, ensuring access to domestic abuse support services, and providing early help for children and families affected by abuse to prevent intergenerational harm.

By prioritising social connections and recognising the deep and lasting impact of domestic abuse, particularly coercive control, North East Lincolnshire can create a more inclusive, resilient, and supportive environment where people of all backgrounds can thrive.

The Adolescent Lifestyle Survey told us:

Most (95%) young people have a parent that looks out for them but for those who don't, they are significantly more likely to have worse emotional wellbeing. Only 23% had something to be proud of compared to 69% of those who have someone to look out for them and 39% said they usually feel happy about life compared to 83% who do have a parent or family who look out for them.

Most (96%) young people have at least one good friend. One of the best things about our area for young people is having places to meet up with their friends. Socialising and being with friends is one of the most common ways young people deal with their problems/ stress.

What residents have told us

Residents shared a mixed picture of community life in North East Lincolnshire. While many expressed pride in their local area and appreciation for mental health and wellbeing support services, others highlighted concerns around social isolation and safety. A significant number reported knowing someone affected by domestic abuse, with coercive control, physical, and verbal abuse being the most common. Just over half felt confident in accessing support. Families reported being impacted by a range of challenges including poor physical and mental health, bereavement, financial stress, and antisocial behaviour. While some residents described strong community spirit, others noted a lack of connection with neighbours, suggesting that experiences of belonging vary across neighbourhoods.

8.8 Our surroundings

Creating Safe, Clean, and Inviting Spaces for Well-being

The area that we live in shapes the resources that are readily available, and in turn, the choices that we make. Whether it's determining the food we eat, the quality of air we breathe or how easily we can access basic services and infrastructure, our surroundings can have a massive impact on our health.

The places where people live, work, and socialise have a profound impact on health and quality of life. In North East Lincolnshire, challenges such as crime, vandalism, fly-tipping, and poorly maintained public spaces can contribute to stress, reduce community pride, and discourage people from being active outdoors. A lack of access to clean, safe environments disproportionately affects more deprived areas, reinforcing health inequalities.

At the same time, green and blue spaces, including parks, woodlands, waterways, and the coast, offer significant physical and mental health benefits. Well-maintained outdoor spaces support active lifestyles, social connection, and emotional well-being, while also improving air quality and biodiversity. However, not all residents have equal access to high-quality public spaces, and ensuring safe, inclusive, and accessible environments is a key priority.

Air pollution (fine particulate matter) concentration figures for North East Lincolnshire along with regional and national comparators are shown in Figure 13.
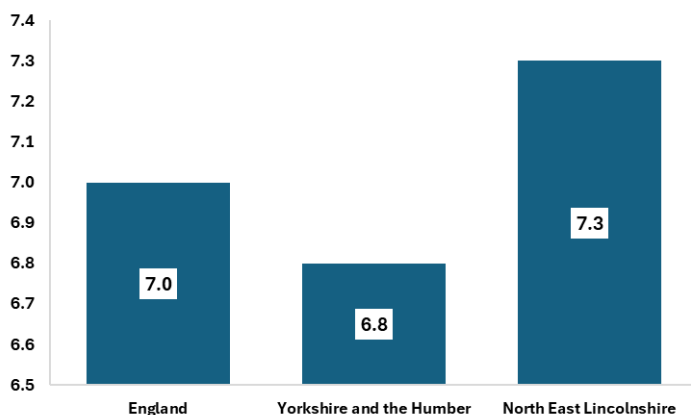
Figure 13 Mean concentration (ug/m3) of fine particulate matter 2023

Key Initiatives:

1. **Green and Blue Space Development**: Improve access to and maintenance of parks, beaches, and nature reserves, encouraging outdoor activity and providing calming spaces for residents of all ages. Including development of community gardens and greening initiatives.
2. **Community Clean-Up Programs**: Organise regular clean-up and beautification initiatives, partnering with local groups to reduce fly-tipping, litter, and vandalism, fostering community pride and safer, cleaner neighbourhoods.
3. **Crime Prevention and Safety Enhancements**: Collaborate with law enforcement and community organisations to reduce crime, address vandalism, and improve lighting and surveillance in public areas, making spaces safer for recreation and reducing stress related to safety concerns.
4. **Leisure and Wellness Facilities**: Develop accessible leisure centres, walking and cycling trails, and family-friendly recreational areas, creating opportunities for physical activity and socialisation that are vital for both physical and mental health.
5. **Environmental Education**: Promote awareness around environmental care through local programs, encouraging residents to take an active role in maintaining and protecting their surroundings.

By making North East Lincolnshire's surroundings cleaner, greener, and safer, we can enhance community pride, reduce health inequalities, and create an environment where all residents can live healthier, happier lives.

This vision is beautifully captured in the artwork entitled 'A healthy Grimsby, through a child's eyes' (Figure 14). Created from the ideas of Freya, a young attendee at a community wellbeing event, the image reflects her hopes for a healthier environment. Freya described a Grimsby filled with play parks, climbing frames, and open spaces for movement, places where children can thrive. She emphasised the importance of bins to keep the area clean, flowers to brighten the surroundings, and sunshine to support good mental health. Her vision was brought to life through AI, turning her words into a vibrant image that reminds us of the importance of designing our communities through the eyes of our youngest residents.
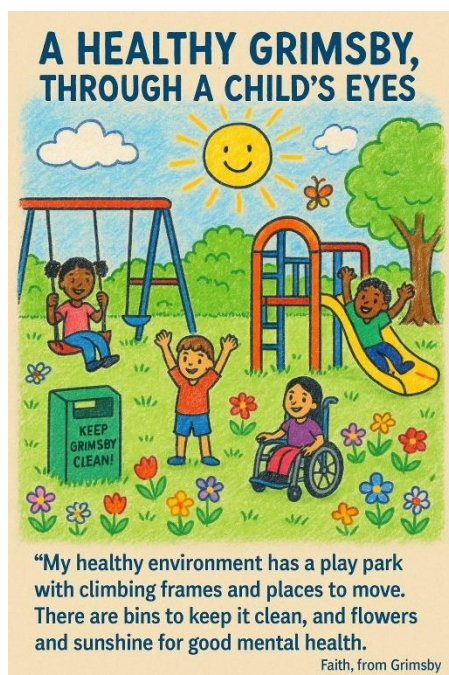
Figure 14: *A healthy Grimsby, through a child's eyes*

What residents have told us

Residents frequently visit local green and blue spaces such as Cleethorpes Beach, Weelsby Woods, and Peoples Park, with most living within a 15-minute walk of a greenspace. However, barriers such as lack of facilities, personal safety concerns, and intimidation by groups limit more frequent use. Suggestions included local greening campaigns and improvements to safety and accessibility. Community safety remains a key concern, particularly in areas like Immingham and Grimsby, where negative media coverage and reduced police visibility have contributed to a sense of insecurity. Residents also expressed concern that children and young people may be growing up without a clear understanding of the role of local policing, potentially weakening community trust and cohesion.

9. Resident Voice

With thanks to residents who shared their views through the 2024 'Our Place Our Future' survey. Comments and themes have been used to aid our understanding of local assets and opportunities and shape this strategy.

Nearly 6,000 secondar school age children and young people recently took part in the Adolescent Lifestyle Survey[6] in NEL, their views have helped shape the development of this strategy.

10.   Governance

Progress on the North East Lincolnshire Joint Health and Wellbeing Strategy will be reported to the North East Lincolnshire Health and Wellbeing Board with a full annual report provided yearly to the board on the anniversary of the strategy being published. Updates on key areas within the strategy will be provided at every meeting, in line with the Health and Wellbeing Board forward plan, and in line with identified key areas of focus for the board.

11. Measuring Success

To ensure accountability and track progress, we will align our outcomes with the Marmot Framework's key indicators of health equity. These include measures such as healthy life expectancy, child development, employment, housing quality, and access to education and services. By embedding these indicators into our local monitoring system, we can evaluate the impact of our actions on the wider determinants of health and reduce inequalities across North East Lincolnshire.

We will draw on the approach used by Coventry, which provides a practical and transparent framework for tracking progress against Marmot principles. This includes both quantitative metrics and qualitative insights, enabling us to understand not only where change is happening, but also how and why. The Coventry model has been recognised nationally for its clarity and adaptability, and we will use it as a baseline to shape our own local dashboard.

In addition, we will explore the use of ripple effects mapping and other participatory evaluation methods to capture the broader, less easily measured impacts of our work such as shifts in community confidence, partnership working, and lived experience. This will ensure that our evaluation framework reflects both statistical trends and the voices of our residents.

Our success will be measured not only by improvements in health outcomes, but also by how well we embed equity, inclusion, and sustainability into the systems and structures that shape daily life. Progress will be reported annually to the Health and Wellbeing Board, with regular updates on priority areas and emerging challenges.

Appendix 1: Foundation Stones and Reflective Guidance for Partners

This appendix is designed to support partners in applying the three foundation stones, Children and Young People, Environment, and Inclusion Health, across their work. Each section includes a purpose, guidance on how to use the principle, reflective questions, and prompts to help translate the strategy into action.

Children and Young People

Purpose

To ensure that every child and young person in North East Lincolnshire has the best start in life and the opportunity to thrive. This principle encourages partners to take a life course approach, focusing on early intervention, youth voice, and tackling intergenerational disadvantage.

How to Use

When designing, reviewing, or implementing a policy, service, or initiative, use the following questions to assess its impact on children and young people. These prompts help ensure that your work supports healthy development, listens to youth perspectives, and removes barriers to opportunity.

Reflective Questions and Prompts

1. Are we prioritising early intervention and support during critical developmental stages, particularly the first 1,001 days and adolescence?

- Does this work support families during pregnancy and early childhood?

- Are services accessible and timely for children and young people at risk?

- Are there mechanisms to identify and respond to developmental delays or adverse experiences early?

- Are transitions (e.g. primary to secondary school, adolescence to adulthood) supported?

2. How are we ensuring that children and young people's voices shape the policies and services that affect them?

- Have children and young people been consulted or involved in co-design?

- Are there feedback mechanisms that are age-appropriate and inclusive?

- Does the work reflect what young people say matters to them (e.g. safety, mental health, future opportunities)?

- Are youth advisory groups or surveys (like the Adolescent Lifestyle Survey) informing decisions?

3. Are we addressing the social and structural barriers, such as poverty, housing, and access to education, that limit opportunities for children and young people to thrive?

   - Does this work reduce child poverty or improve financial resilience for families?

   - Are housing conditions for families with children being considered?

   - Is access to education, extracurricular activities, and digital resources equitable?

   - Are SEND (Special Educational Needs and Disabilities) needs being identified and supported?

Environment

Purpose

To ensure that the places where people live, work, learn, and play are clean, safe, and sustainable. This principle encourages partners to consider how their work contributes to climate resilience, reduces environmental harm, and promotes access to green and blue spaces.

How to Use

Use this principle to assess how your work supports environmental wellbeing. Consider both the direct and indirect impacts of your decisions on the natural and built environment, and how these in turn affect health, equity, and community resilience.

Reflective Questions and Prompts

1. Are we designing and maintaining our built and natural environments in ways that promote health, equity, and climate resilience for all communities?

   - Does this work improve access to green or blue spaces (e.g. parks, beaches, waterways)?

   - Are public spaces safe, inclusive, and welcoming for all ages and abilities?

   - Are we addressing environmental inequalities (e.g. areas with poor air quality or lack of green space)?

   - Are we designing for climate resilience (e.g. flood prevention, heat adaptation)?

2. How are we supporting residents, particularly those most affected by climate change, to adapt to environmental risks such as flooding, air pollution, and extreme heat?

   - Are vulnerable groups (e.g. older adults, low-income households) supported to prepare for and respond to environmental risks?

   - Are we using data to identify areas most at risk from climate impacts?

   - Are we building community resilience through education, emergency planning, or local networks?

- Are we reducing exposure to environmental hazards (e.g. improving air quality, reducing noise pollution)?

3. Are we embedding environmental sustainability into all local policies and services, including housing, transport, and food systems?

- Does this work reduce carbon emissions or promote energy efficiency?

- Are we encouraging active travel (walking, cycling) and reducing car dependency?

- Are we supporting local food systems or reducing food waste?

- Are sustainability goals aligned across departments and sectors?

Inclusion Health

Purpose

To ensure that no one is left behind. This principle focuses on addressing the needs of people who are socially excluded or marginalised—such as those experiencing homelessness, poverty, discrimination, or complex trauma. It promotes equity, dignity, and access to the building blocks of health for all.

How to Use

Use this principle to reflect on whether your work is inclusive, equitable, and responsive to the needs of those who face the greatest barriers. Consider how your service or policy might unintentionally exclude or disadvantage certain groups, and how you can actively remove those barriers.

Reflective Questions and Prompts

1. Have we meaningfully involved people with lived experience from inclusion health groups in shaping this work?

- Have we engaged people with lived experience in co-design or consultation?

- Are we using trauma-informed and culturally sensitive approaches?

- Are we compensating people for their time and expertise?

- Are we creating safe spaces for people to share their views?

2. Does our approach address the intersecting barriers these groups face in accessing services, such as stigma, digital exclusion, and fragmented care pathways?

- Are services accessible to people without digital access or ID?

- Are we addressing language, literacy, or cultural barriers?

- Are we working across sectors to provide joined-up support?

- Are we training staff to recognise and challenge stigma and discrimination?

3. Are we using data and insight effectively to identify, monitor, and respond to the needs of inclusion health groups, without reinforcing invisibility or stigma?

- Are we collecting and using data ethically and inclusively?

- Are we using tools like the Health Equity Assessment Tool (HEAT)?

- Are we identifying gaps in data or representation?

- Are we using qualitative insights (e.g. lived experience, community voice) alongside quantitative data?

References

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