

## Health and Wellbeing Board

<b>DATE</b>	4 December 2025
<b>REPORT OF</b>	Ann-Marie Matson – Director of Children’s Services
<b>RESPONSIBLE OFFICER(S)</b>	Julie Poole, Assistant Director Children’s Assurance Evaluation and Partnerships  Lindsay Hudson, Acting Consultant in Public Health
<b>SUBJECT</b>	Growing Up Well in North East Lincolnshire
<b>STATUS</b>	Open
<b>FORWARD PLAN REF NO.</b>	N/A

### CONTRIBUTION TO OUR AIMS

This work will significantly contribute to our aims of tackling wider determinants of health and reducing health inequality in North East Lincolnshire. By promoting co-ordinated efforts across various sectors, we can better align resources and initiatives to address multiple health determinants more effectively. In the context of the Marmot principles, this integrated approach will also help to identify and mitigate health risks early, promote prevention, and enable healthier lifestyles. Additionally, it will enable support to be comprehensive and equitable, target systemic issues and ensure that people have the opportunity to achieve better health outcomes.

### EXECUTIVE SUMMARY

Facilitated by the Centre for Young Lives, in partnership with the Humber and North Yorkshire ICB, and led through NEL Council, the Growing Up Well in NEL initiative aims to establish a strategic approach for transforming children and young people’s mental health and wellbeing by uniting local agencies, organisations and wider stakeholders across the Borough to prioritise children and young people’s health and wellbeing.

Following a period of stakeholder engagement, a Growing Up Well in North East Lincolnshire Charter has been co-produced, to provide a place-based commitment to keep children and young people in NEL growing up well; embedding prevention, belonging and co-production across education, health, family, community and safety systems.

As a result of the stakeholder engagement, five core principles have been identified in the Charter that represent values and approaches to focus place-based partnership action. The Charter will be launched at a partnership event on 5 December 2025, and the principles of the Charter, are aligned to the Health and Wellbeing Strategy, and will feature in the wider children’s strategic framework.

## RECOMMENDATIONS

1. Note the progress and support the principles of the Growing Up Well in North East Lincolnshire Charter, which will be launched at place based partnership event on 5 December 2025
2. Support the legacy arrangements and implementation through ongoing oversight, monitoring and reporting via the Health and Wellbeing Board

## REASONS FOR DECISION

Due to the scope of the initiative and the anticipated outputs, there is a clear interface with the Joint Health and Wellbeing Strategy and the associated priorities and actions. In addition, the initiative will provide the opportunity to raise the profile of North East Lincolnshire across the Humber and North Yorkshire footprint, and beyond.

### 1. BACKGROUND AND ISSUES

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. We know that experiences and exposures at different life stages can have cumulative effects on a child's health and 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.

We aim to tackle intergenerational issues by breaking cycles of disadvantage and raising aspirations across generations. By fostering environments that encourage educational attainment, career opportunities, and personal growth, we can help children and young people achieve their full potential. This ensures that the building blocks for health, such as education, housing, and social connections, are strengthened throughout a person's life, leading to better health outcomes and reduced inequalities.

The Centre for Young Lives, in partnership with the Humber and North Yorkshire ICB is developing a model for improving children and young people's mental health and wellbeing. There was an opportunity for North East Lincolnshire to engage in the initiative, in order to contribute to transformation of place, and to address populations of need.

The Growing Up Well in NEL place based initiative aims to establish a strategic approach to show how a local area can transform children and young people's health and wellbeing by uniting local agencies, organisations and wider stakeholders across the Borough to prioritise children and young people's health and wellbeing, including mental health, and to join forces to provide opportunities and support.

Since its inception in 2024, the initiative has maintained strong momentum and there have been a number of key milestones including but not exhaustive, an initial

stakeholder launch event; a programme of stakeholder engagement with people across the partnership, along with children young people and families; and a midpoint review.

Significant and extensive stakeholder engagement involved regular working group meetings, targeted workshops with education leaders, and direct consultations with young people, including care-experienced individuals and youth development groups. Feedback was gathered via breakout discussions, questionnaires, and thematic analysis, highlighting priorities such as trusted relationships, accessible support, inclusive services, and long-term commitment. This collaborative process fostered strong ownership across sectors and directly informed the Charter's principles and commitments, positioning stakeholders as active partners in its delivery.

A critical aspect of the Growing Up Well in North East Lincolnshire Charter is how it integrates into the health and wellbeing strategy and strategic frameworks. The initiative was designed to bolster and complement existing strategies rather than creating a parallel effort. Aligning the Growing Up Well in North East Lincolnshire Charter with the Health and Wellbeing Strategy means the Charter's principles become part of the core health agenda for the area.

The facilitation through the Centre for Young Lives, will culminate on 5 December 2025 with the formal launch of the Charter and a call to action across place based agencies and organisations.

## **2. RISKS AND OPPORTUNITIES**

### **2.1 Risks**

There may be a reputational risk if this initiative does not have robust governance in place i.e. reporting to the Health and Wellbeing Board, or if the anticipated outputs are not achieved.

### **2.2 Opportunities**

Opportunity to link this work with the Joint Health and Wellbeing Strategy, and report to the Health and Wellbeing Board in order to provide oversight and assurance for a potentially high profile piece of work.

Further opportunities to ensure an interface with the wider children's strategic framework.

Opportunity to make a real difference to the lives of children and young people.

## **3. OTHER OPTIONS CONSIDERED**

N/A

## **4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

None

## 5. FINANCIAL CONSIDERATIONS

The report does not require a spend update.

## 6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The Growing Up Well in NEL work is centred around children and young people, who will be front and centre in this commitment to prioritise their health and wellbeing in the Borough. By doing so we can promote healthy development and improve outcomes for our children and young people. We can raise aspirations and help children and young people to achieve their full potential.

The purpose of the Charter is to ensure that this is a shared, place-based commitment to keep children and young people in NEL growing up well; embedding prevention, belonging and co-production across education, health, family, community and safety systems.

During the consultation and engagement, five core principles were identified that represent values and approaches that the organisations signing up to the Charter would strive to follow. The five key principles are:

- **Prioritising Wellbeing:** children and young people's mental and emotional wellbeing is a driving force in community planning, service delivery and policy decisions with a significant emphasis on prevention, promotion of play and joy and moving away from simply providing treatment when mental and wellbeing is low
- **Diversity and Inclusive Support:** equitable, culturally aware, trauma and development informed support that meets the needs of individuals based on the uniqueness of every child or young person (SEND, care-experienced, ethnicity and language etc)
- **Collaboration and Partnership:** continuation of the pre-existing trusting, relational working across organisations within NEL including statutory services, the VCSE, families, children and young people etc. Ensuring the integration of practice, co-delivery and shared learning throughout the various sectors.
- **Young Voices:** allowing children, young people and their families to co-design, co-deliver and co-evaluate. Listening to the ongoing feedback we receive with visible "you said, we did" examples. Ensuring there is equitable inclusion of the voice of children and young people as there continues to be.
- **Sustainable and Ongoing Commitment:** long-term plans in place to continue to improve the mental health and wellbeing of children and young people through investment, ensuring relationships are stable and meaningful, workforces across the various sectors are supported and continue the successful cross-sector leadership with joined-up delivery.

The five principles were maintained and developed further from the initial feedback received from early engagement reflecting the input shared by stakeholders and young people. For instance, during engagement events, children and young people highlighted the importance of fostering a sense of belonging, joy, and building genuine, and lasting relationships, which significantly influenced the Charter's emphasis on wellbeing and inclusivity. Similarly, children and young people's desire for clear, demonstrable outcomes helped to shape the Young Voices principle. These principles are designed to represent broad, guiding values, each paired with specific commitments within the Charter to ensure they lead to meaningful action.

In addition to the five principles, a series of system-wide commitments were developed, and the Charter provides sector-specific commitments or examples (for education, health, VCSE etc.) to be adopted locally. For instance, schools might commit to having a named wellbeing lead, embedding daily physical activity and life-skills into the school day, and fostering an inclusive, anti-bullying culture. These tailored commitments help each sector see their role in the overall vision. Importantly, the Charter is not just a statement of intentions; it is connected to an implementation plan and a clear governance structure, reporting into the Health and Wellbeing board, which will receive quarterly Charter reports and dashboard updates for tracking progress. This ensures that the Charter becomes a living strategy with oversight and accountability.

Ultimately, the Growing Up Well in North East Lincolnshire Charter encapsulates the Council's "stronger together" relational ethos and provides a concrete roadmap for making NEL a place where "children and young people's health and wellbeing is prioritised from a system leadership perspective." It aligns all partners around shared principles of wellbeing, inclusion, partnership, youth voice, and sustainability, backed by clear commitments and an oversight structure to turn these principles into meaningful action. In essence, the Growing Up Well in North East Lincolnshire Charter acts as an umbrella for the already existing initiatives that contribute to the mental and wellbeing of children and young people and gives them a common set of goals and contributions via the Charter.

## **7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

None

## **8. CONSULTATION WITH SCRUTINY**

No consultation with Scrutiny has taken place yet.

## **9. FINANCIAL IMPLICATIONS**

None.

## **10. LEGAL IMPLICATIONS**

Health and Wellbeing Boards were established under the Health and Social Care Act 2012 to act as a forum in which key leaders from the local health and care system

could work together to improve the health and wellbeing of their local population. They have a statutory duty, with integrated care boards (ICBs), to produce a joint strategic needs assessment and a joint health and wellbeing strategy for their local population.

#### **11. HUMAN RESOURCES IMPLICATIONS**

There are no HR implications.

#### **12. WARD IMPLICATIONS**

No specific ward implications. This is a North East Lincolnshire piece of work.

#### **13. BACKGROUND PAPERS**

None.

#### **14. CONTACT OFFICER(S)**

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