



State of the Borough 2018

North East Lincolnshire: State of the Borough 2018

This report provides a narrative summary of current outcome performance in North East Lincolnshire. It is themed around four sections looking at the place and the people across the lifecourse. As an appendix we have included the narrative summaries for each of our five outcomes framework reports:

- All People in NEL enjoy & benefit from a strong economy
- All people in NEL feel safe and are safe (incorporating the JSIA¹)
- All people in NEL enjoy good health and wellbeing
- All people in NEL live in sustainable communities
- All people in NEL fulfil their potential through skills and learning

The full outcome reports are available through North East Lincs Informed. In addition the council produces a range of strategic assessments each year that explore key issues affecting the population of North East Lincolnshire in depth. Examples of such assessments completed in 2018 include work looking at mental health across all ages of our population, a study of financial resilience and a review of pharmaceutical services. In 2019 we will be carrying out a review of vulnerable children along with an adolescent lifestyle survey. Many of these strategic assessments can be accessed here: <http://www.nelincsdata.net/strategicassessment>

The Place

Place shaping is now a key strategic area of local government and nowhere is this more true than North East Lincolnshire. The economic problems of the last half century have undoubtedly impacted on the urban centres of the borough and re-establishing these centres as thriving places where people want to live, work and play is often the first step on the road to economic regeneration.

Therefore one of the best pieces of news for the borough in the last year was the announcement of the Grimsby Town Deal which will make Grimsby the focus for regeneration and reconnect the town and the docks. The Grimsby docks have been granted conservation area status and the ten-year Town Deal backed by both private investors and the council is predicted to bring in new jobs and homes. The Deal aims to boost the local economy with plans for employment in renewable energy, logistics, manufacturing and food processing. A key element of the wider Town Deal ambition is the Heritage Action Zone where premises in the Kasbah, docks and town centre will be given a new lease of life for business and community use. In the long run it is hoped that this can support the visitor economy and be a focus for investments in leisure.

Cleethorpes is of course the main attraction for the visitor economy in North East Lincolnshire. Tourism has long been one of the key economic sectors for the borough and we are seeing steady growth in the spending of visitors to the area. The majority of tourism

¹ The JSIA (Joint Strategic Intelligence Assessment) is an annual report that explores intelligence on crime, disorder, antisocial behaviour and substance misuse within local authority areas.

spend is in our resort of Cleethorpes with its range of attractions and attractive promenade. Ensuring that it maintains its popularity in the face of growing competition for the tourism pound is a priority so the Council has recently invested in and secured regeneration funding from the Heritage Lottery Townscape Heritage Fund and the Coastal Communities Fund to develop and diversify the economic role of the resort and enhance the visitor experience.

North East Lincolnshire is fast becoming one of the main renewable energy centres for the country and we have seen substantial investments in services that support the off shore wind industry. In order to build on the 'Green Energy' brand the council secured £5.4m ERDF funding to deliver a £9.2 million project over three years and the 'Smart Energy Greater Lincolnshire' Project which launched in April 2018. The project is supporting small and medium sized businesses to reduce carbon and associated costs throughout Greater Lincolnshire, as well as enabling us to implement a range of energy efficiency measures within our own buildings to achieve savings and reduce carbon.

It is anticipated that there are many more such investments in 'Green Energy' and related industries to come. In order to facilitate this, the South Humber Industrial Investment Programme (SHIIP) has been established to create 90 hectares of additional employment land, potentially leading to over 4000 new jobs over the next 25 years. SHIIP is NEL's most strategically significant regeneration and key economic growth programme and underpins the Council's Stronger Economy and Stronger Communities priorities.

In order to support the jobs growth, the Local Plan which was formally signed off in 2018 envisages the development of 9700 new homes in the Borough by 2032. The greatest single area of expansion will be the Grimsby West development where around 3500 houses are proposed over the period. The council is focused on ensuring that this development is planned to ensure it creates a healthy and sustainable community with a good mix of high quality houses, green space, local amenities and good pedestrian and cyclist facilities including a proposal to link the development into Grimsby central area through a new green corridor running along the banks of the River Freshney. This sort of development will help to ensure that people who obtain new jobs in the borough will choose to live in the borough.

Improving our overall housing offer is certainly critical to revitalising our borough. The average value of our housing stock is far lower than the national average which can be both a weakness and strength. On the down side North East Lincolnshire has a high proportion of housing in the private rental sector. Most of this housing is old and poor quality and building sustainable communities in areas where there is a high turnover of people renting the properties is difficult. This undoubtedly contributes to our low performance in terms of waste recycling and our relatively low participation in the political process where turnout in local elections can be as low as 25% in the wards with the highest number of privately rented properties. Antisocial behaviour is also far more common in these areas with around 60% of all reported instances occurring in just five wards.

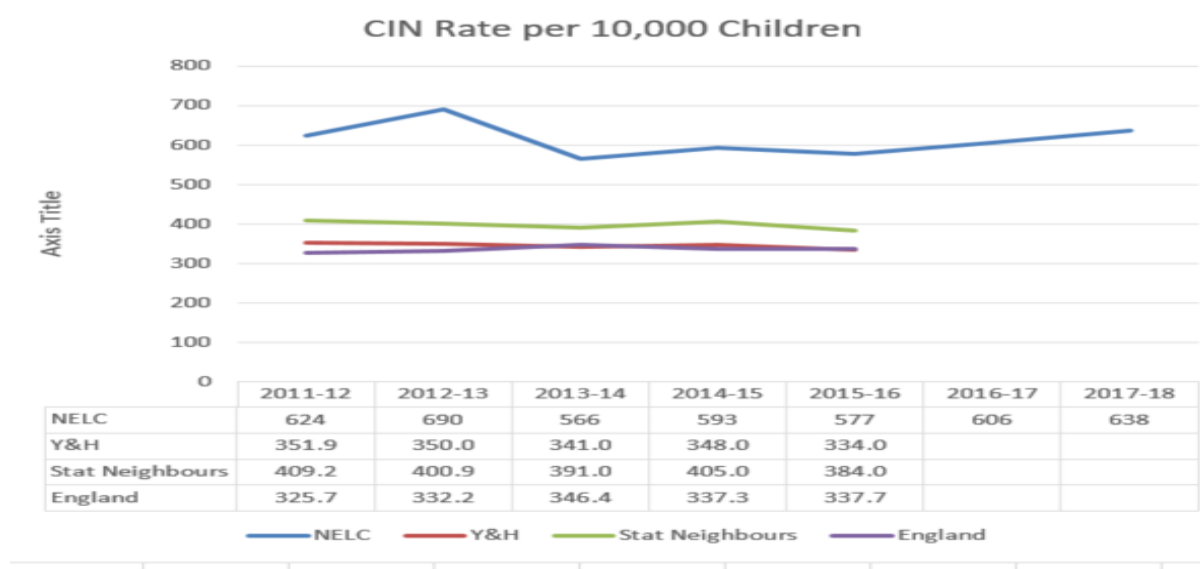
On the other hand low house prices provide the opportunity for younger people and lower income people to become owner-occupiers, an aspiration which has become unattainable to many across much of the country. If we can capitalise on this by ensuring that we have homes and communities where people wish to live and work in then we will see continuing improvements in our place.

Starting Well

One of the big challenges for North East Lincolnshire in ensuring that our children get the best possible start in life is that a disproportionate number of children are born and grow up in some of the more deprived parts of the borough. This pattern is not uncommon nationally but is particularly severe in North East Lincolnshire where the proportion of children in low income families is 26% (second highest in the region) and in some of our communities with the highest number of children the rate is over 40%.

There is no inevitability that children born in our poorest areas will fail to thrive but we do need to recognise that the challenges for these children are greater and they require greater levels of support throughout their childhood. This is particularly true for children in the early years and even more so for those children defined as being 'in need' due to their social circumstances. North East Lincolnshire has a particularly high number of children in need due to legacy issues and ongoing problems associated with the toxic trio (substance & alcohol abuse, mental health, and domestic abuse). We also have a high and growing number of looked after children, whose needs are even greater still.

Figure 1: Children in Need Rate in North East Lincolnshire compared with Yorkshire and Humber, Statistical Neighbours and England Rates



We are seeing signs of progress with the number of children defined as achieving a good level of development at the end of reception substantially improving in the last 5 years from 51% in 2013 to 71% in 2017, bringing us in line with the England average and better than the region.

Table 1: Proportion of children who have achieved a good level of development by the end of reception year

	NE Lincolnshire	Yorkshire & Humber	England
2012/13	50.9	50.1	51.7
2013/14	57.8	58.7	60.4
2014/15	66.8	64.6	66.3
2015/16	70.6	67.4	69.3
2016/17	70.8	68.8	70.7

However from a health perspective the high number of children becoming overweight or obese is worrying. 24% are overweight at reception, marginally above the national rate, but this increases to 38% by Year 6, significantly above the national rate. Children overweight at this age are far more likely to continue to be overweight in later life and are therefore set on a course for poor health and reduced life chances. All too often the response is that we need to tell people that they should eat more healthily but, whilst this has a part to play, evidence suggests that a more effective long term approach will be to use place shaping strategies that reduce the obesogenic environments that children living in our most deprived communities are exposed to (lack of greenspace, busy unsafe roads, limited access to healthy food etc.) and increase aspirations.

Figure 2: Percentage of children aged 4-5 classified as overweight or obese, trend for North East Lincolnshire, Yorkshire and Humber and England.

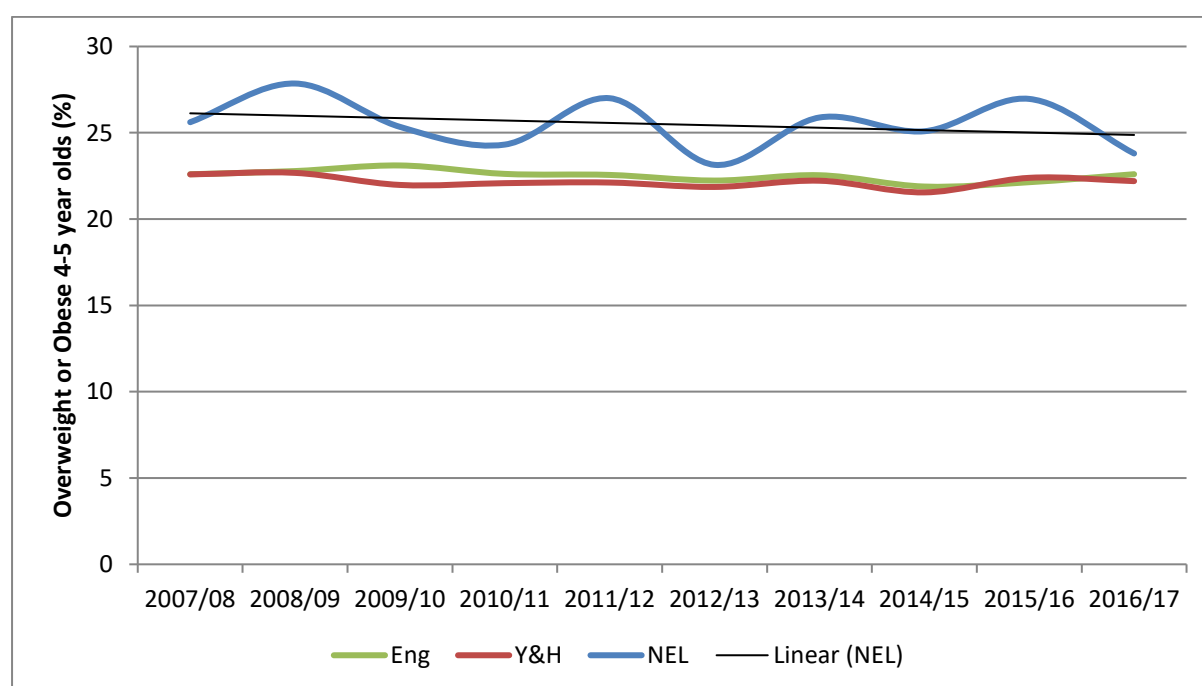
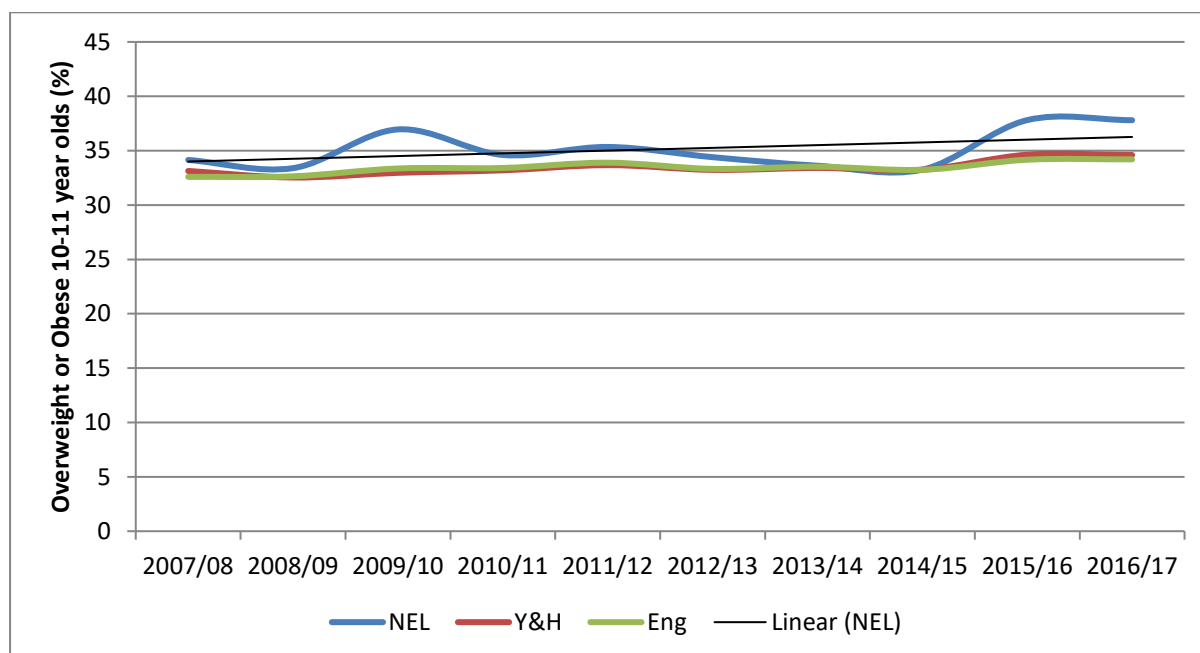


Figure 3: Percentage of children aged 10-11 classified as overweight or obese, trend for North East Lincolnshire, Yorkshire and Humber and England.



Evidence suggests that if we can address educational needs through early interventions, educational attainment can be improved. Surprisingly given our social factors there is a lower than average percentage of our pupils diagnosed as having a special educational need (SEN) than the England Local Authority average. There are though wide variations between schools and even between boys and girls with twice as many boys as girls having SEN. The rate of SEN in 'children in need' and looked after children is much higher still. Currently our children with SEN do less well than the England local authority average.

The general pattern of educational performance for North East Lincolnshire pupils is that we tend to perform marginally below the national average but similar to the regional average at the key stages up until Key Stage 4 (age 16 GCSEs). In most subjects boys are achieving less well than girls at all ages up to 16, a pattern reflected nationally, and children in receipt of free school meals also achieve below the average rates at all ages. It is concerning that our performance dips at this age as this is the age when educational performance is likely to set the direction for future work and education. In the last year the relatively high rate of school exclusions in some North East Lincolnshire schools has received national media attention. Inevitably school exclusion can impact on educational performance but there is also evidence that it can lead to a greater vulnerability to slipping into criminal activity. However recent data suggests that the number of crimes committed by young people and the number of people entering the criminal justice system in North East Lincolnshire has fallen.

Our mental health needs assessment highlighted that exam related pressures were probably having the biggest impact on the mental wellbeing of our young people. Overall over 80% of our young people feel happy with their lives but a significant minority do not and the professionals working with them believe that mental wellbeing as a whole is deteriorating in this group. We are undoubtedly seeing increases in self-harm presentations in hospital,

especially in girls. More positively we are clearly seeing reductions in unhealthy or risky behaviours in our adolescents such as smoking and drinking alcohol.

Another example of this trend in recent years has been the continuing reductions in teenage pregnancy. Obviously having a baby at an early age can substantially impact on life chances both for the parents and the child and whilst North East Lincolnshire continues to have amongst the highest rates in the country, the levels are far lower than they were a decade or so ago. A combination of good access to sexual health services and perhaps growing aspirations in our children are responsible for these falls. It should be noted however that rates remain extremely high in the more deprived parts of the borough so the work needs to go on.

Figure 4: Under-18 conception rates per 1000 female population aged 15-17 years, for England, Yorkshire and the Humber, and North East Lincolnshire UA, 1998 to 2016



On a similar note we have seen a probable reduction in the proportion of 16-17 years olds not in education, employment or training (NEET). Currently just over 6% of our young people are NEET, slightly higher than the national average. Around 89% of our 16 year olds are proceeding into further education at the age of 16 but it appears that a smaller proportion of those go onto higher education than the national average.

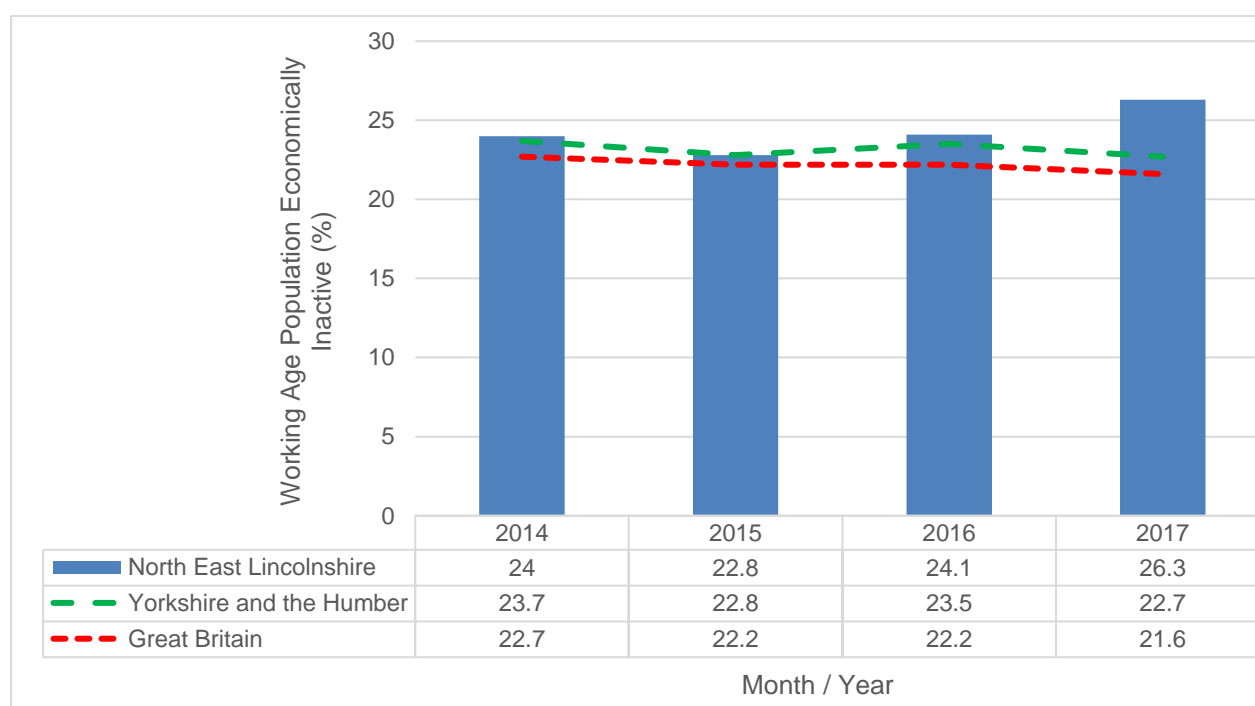
Along with other Humber authorities, North East Lincolnshire has been successful in a bid to establish a Careers Hub for the Humber region which will support the work of our schools and colleges in delivering the government's careers strategy. Havelock Academy is the lead school for this Humber wide initiative with five other local schools involved.

In an area where relatively few young people go into higher education it is particularly important that other training opportunities are available. Apprenticeships provide a good opportunity for young people who may not have been especially academic at school to develop job skills that will enable them to prosper in their working life. Here we see a mixed picture. Our rate of apprenticeships is higher than the national average but the lowest in the Humber area and has fallen in the most recent year. This needs to be an area of continued focus.

Living Well

Set against the excellent news of investment in the borough highlighted in the Place section are the continuing difficulties in improving the economic outcomes that the council is focused on. Despite significant jobs growth achieved in the area, productivity in North East Lincolnshire is just over 72% of the England average (measured by gross value added per head) and levels of economically inactive people have increased in the most recent year. We also have high levels of claimants related to long term sickness and disability. This has a knock on impact in terms of work readiness, unemployment and the ability to attract new business to the area.

Figure 5: Percentage of Working Population Economically Inactive (Unemployed) (2014-2017)



Consequently average earnings remain below the regional and national averages and have not grown significantly for many years. This limits the opportunity for people to improve economically and is a factor in why so few graduates who grew up in the area return to live here post-university and contributes to a shortage of young adults in the population. We also have an over-representation of low skilled, low pay process operator jobs (particularly in the food sector) in the area.

People requiring benefits are now likely to be receiving Universal Credit. This is a new benefit that is gradually being rolled out across the country and is replacing six working age benefits². Public health carried out a financial resilience needs assessment during 2017/18 which identified that its initial roll out had caused significant hardship for some claimants. Lack of budgeting skills was also contributing to problems and the number of people being referred for food parcels has escalated significantly.

Homelessness has also been increasing. Historically North East Lincolnshire has performed well in terms of preventing homelessness but the last few years have seen an increase in the rate of eligible homeless people deemed not to be in priority need which is now well above the national and regional average and the actual numbers of people identified as rough sleeping has increased. There are few things more devastating for health than being street homeless.

Overall skills levels in our working age population are below the national average. Just 40% of our working age population have qualifications equal or above NVQ3 level compared with 57% nationally. Two factors are at play with this. Firstly the generally lower educational attainment over the last half century of people from the area, although that is gradually changing as highlighted in the starting well section, but also the fact that those with higher educational qualifications are more likely to migrate away to areas with broader employment opportunities, or people who go away to higher education are less likely to return to the area post-graduation. There is an inevitability about some of this as small provincial, coastal communities are always likely to be less enticing places to live for young people than large metropolitan cities. However as people get a bit older and wish to settle down the positives to living in a place like North East Lincolnshire in terms of quality of life should ensure that improving the employment and housing offer will lead to an upskilling of the local population.

One factor that significantly impacts on whether people wish to live in a particular place are crime rates. Overall crime rates are relatively high for North East Lincolnshire as a whole but the rise here in recent years has been less than elsewhere. Overall crime rose by 8.3% in North East Lincolnshire during 2017/18 compared to 2016/17 with the biggest increases occurring in crimes such as theft (from shops and motor vehicles), robbery and violence (with or without injury). Crime rates do however vary enormously in different parts of the borough with people in the poorer, urban communities far more likely to be exposed to crime than people living in more prosperous communities.

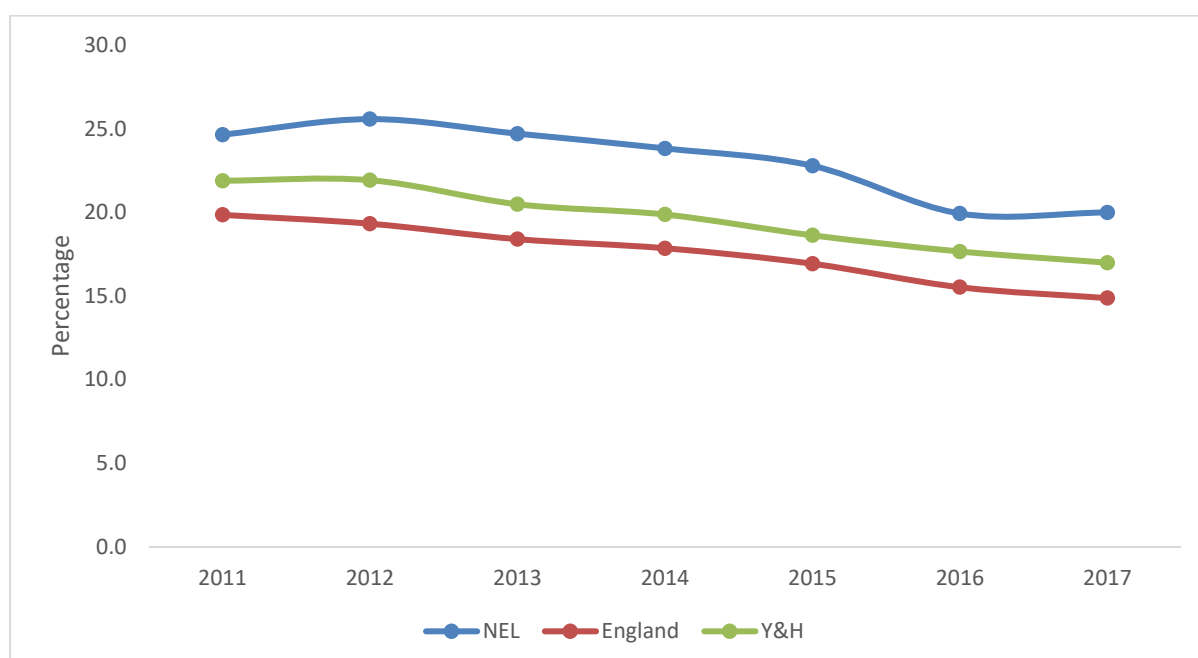
Drug and alcohol addiction is strongly associated with criminal activity; this is because addicts are often driven to commit crimes in order to fund their addictions but also because they are more likely to commit crimes of disorder or violence under the influence of substances. Over recent years we have seen a reduction in people addicted to hard drugs such as heroin but an apparent growth in people with drug problems associated with novel psychoactive substances and some evidence of a hidden problem of excess alcohol use. Locally our drug and alcohol services have been re-commissioned to try and build a stronger recovery focus to enable people to rebuild their lives by increasing their employment

² Income based Jobseekers Allowance; Income related ESA (after 365 days); Income Support; Housing Benefit; Working Tax Credits; Child Tax Credits

opportunities and emotional resilience. We will also open a recovery community during 2019 for people who have become drug and alcohol free.

Drug and alcohol addiction is highly likely to have serious impact on health and those with a long term addiction will be fortunate to reach retirement age. Unfortunately North East Lincolnshire has a high burden of chronic disease, such as cardiovascular disease and respiratory disease, that impacts at an early age, especially in some of our more deprived communities. Whilst drug and alcohol addiction is part of the problem, the high rate of smoking is probably the biggest lifestyle factor. Although rates of smoking as a whole have been falling for decades, the rate of fall in prosperous communities has been far greater than in poorer communities which is a big factor in why inequalities in life expectancy have not reduced. Today a man living in our most deprived communities can expect to live for 12 years less than a man living in our most affluent.

Figure 6: Smoking prevalence trend, North East Lincolnshire, Yorkshire & Humber and England



Managing long term chronic disease brings major costs to local health services and forces people out of the labour market at an early age. We have 6740 people in receipt of Employment Support Allowance or incapacity benefits in North East Lincolnshire, which is around 7% of the working population. This is higher than the regional and national rate but represents a significant fall in the last year. Premature chronic disease contributes to poverty and all too often forces others, including children to take on caring roles. It also contributes to over 250 deaths under the age of 65 in North East Lincolnshire each year.

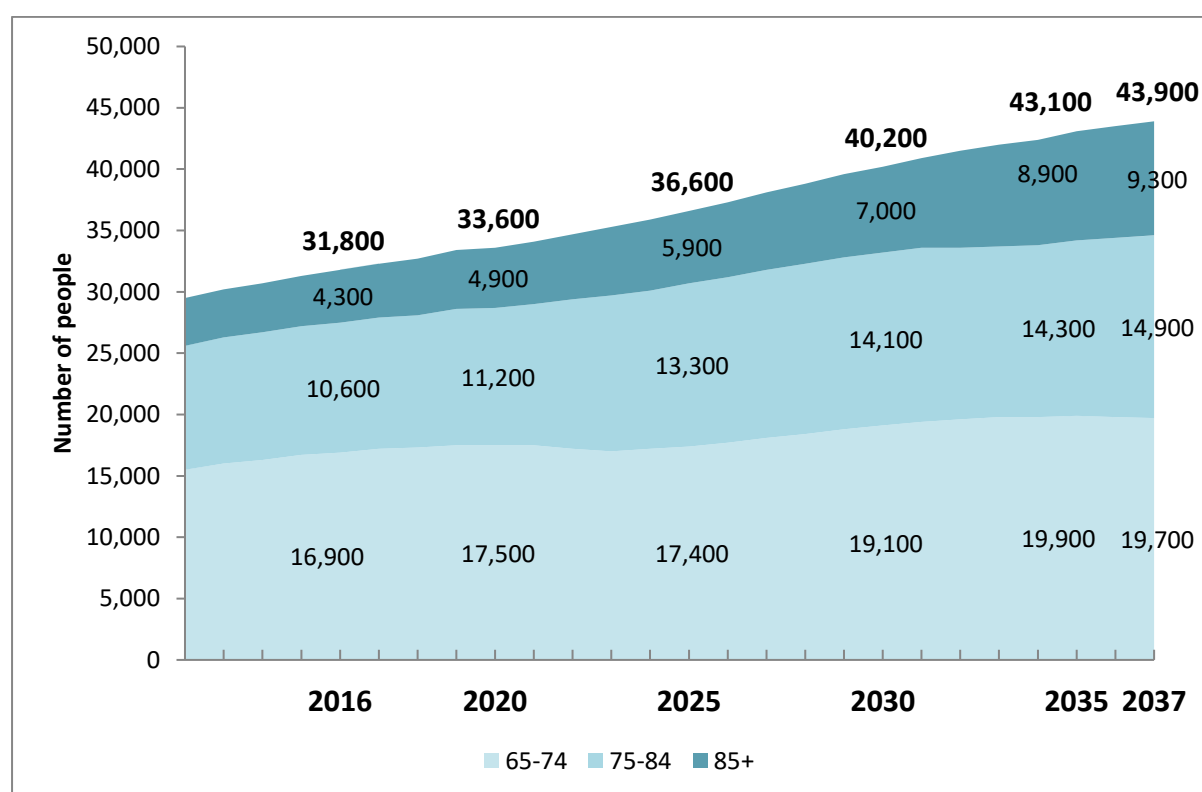
Whilst physical health issues grab the headlines mental health problems can sometimes pass under the radar. Our mental health and wellbeing needs assessment pointed to significant issues of low level mental health problems affecting the working age population in our communities, especially in more deprived areas. There are limited services to deal with

these issues which ultimately impact on workplaces, families and health services and can deteriorate to more serious problems in a minority of cases. The needs assessment pointed to an urgent need to strengthen the response to mental wellbeing in workplace and community settings and to explore how the voluntary sector can support this.

Ageing Well

North East Lincolnshire has a large and growing population of people over the age of 65, currently around 32,000. This reflects the fact that birth numbers boomed in the post second world war period and continued at a high rate for over 20 years thereafter. This period coincided with better health care following the establishment of the NHS and also greatly improved living standards so infant and child mortality rates plummeted. This generation of people are now either post retirement or approaching retirement age. Currently around 20% of our population are over 65 compared with 18% nationally. The higher rate locally reflects the smaller proportion of younger adults in the local population and the inward migration of older people from other parts of the Yorkshire & Humber or East Midlands regions who choose to retire near the coast.

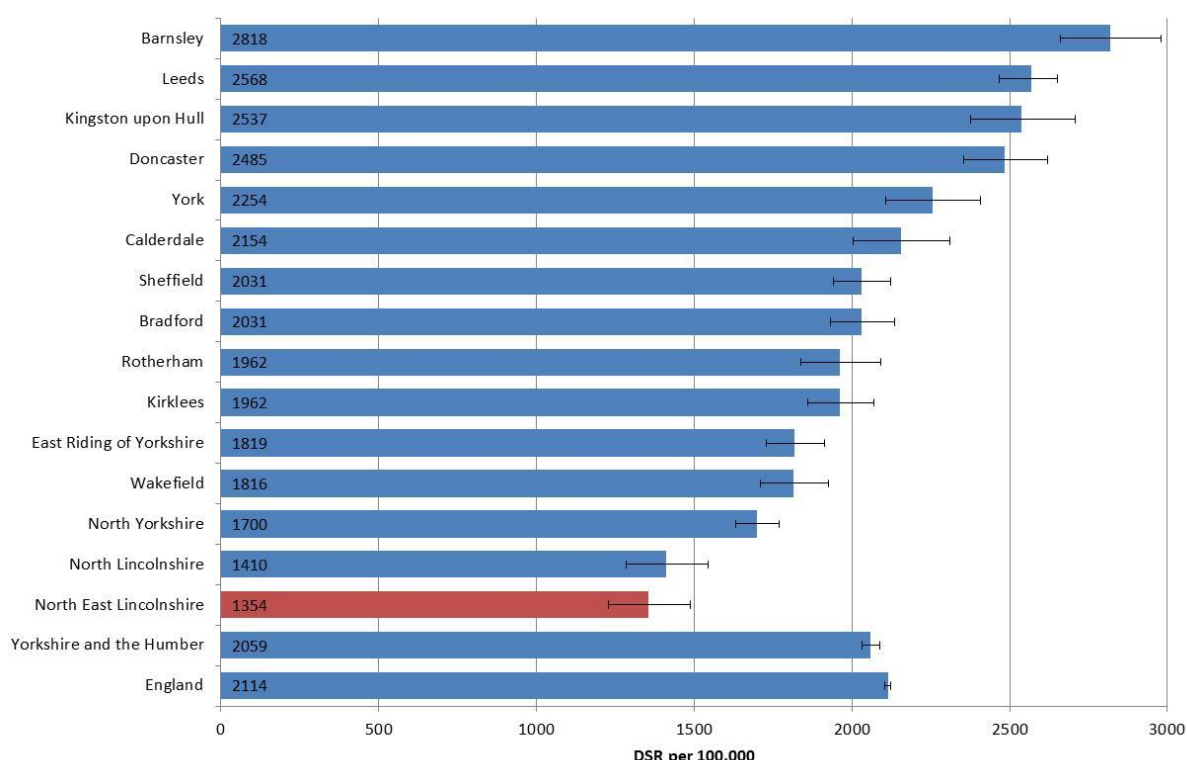
Figure 7: Population Projections, ages 65 and over, 2016 - 2037, North East Lincolnshire



The Office for National Statistics predict that our over 65s population will increase by 12,000 people by 2037. There is a dramatic increase predicted in the oldest age group (aged 85 and over), with the number of people aged 85 and over set to double by 2037 to 9300.

An ageing population produces considerable social and economic challenges to an area and places particular demands on public services. Older people have a greater need for health and social care services which is especially true for people of advanced old age (>85). Falls are the largest cause of emergency hospital admissions for older people, and significantly impact on long term outcomes, e.g. being a major precipitant of people moving from their own home to long-term nursing or residential care. However our local performance at preventing falls is good with our rate of emergency hospital admissions due to falls being lowest (best) out of all the local authorities in the Yorkshire and the Humber, and also significantly lower than the England rate.

Figure 8: Rate of admissions for falls in people aged 65 years and over per 100,000 population for all local authorities in Yorkshire & Humber and England in 2016/17



The large older population should not necessarily be seen as a deficit, as in many cases it can be an asset. Older people generally have more spare time and the majority are healthy, so we have seen a growth in the number of people undertaking voluntary work across a whole range of services. Older people play a significant role in formal health and social services such as Care Plus's health and wellbeing collaboratives, and in culture and leisure services such as sustaining some of our new community libraries. They also play an important role in civic participation making up a substantial proportion of the active membership on groups such as the Clinical Commissioning Group's community body Accord.

Older people also make a substantial contribution to informal care services by providing personal care and support within the home environment, whether by looking after their grandchildren to enable parents to go to work during the day, or caring for elderly or disabled family members, friends and neighbours who might otherwise be completely dependent on public services. It has been estimated nationally that the direct economic contribution of

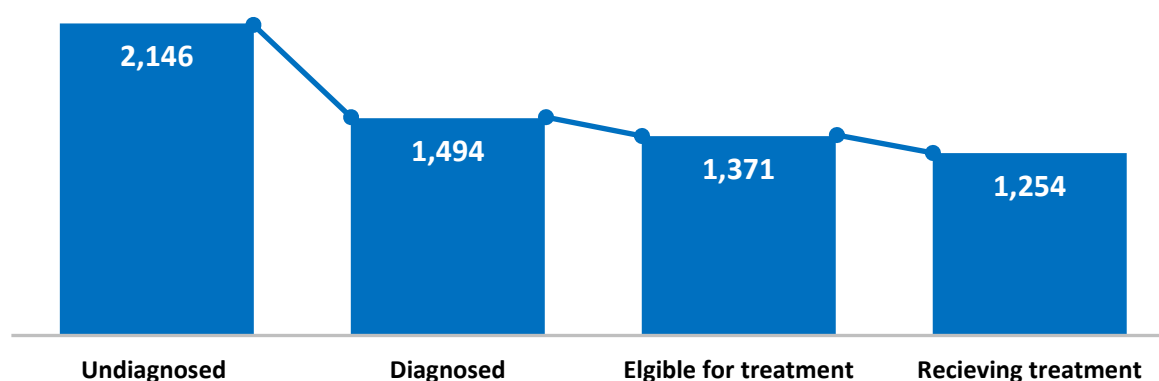
people aged 65 years plus is around £61 billion a year (Age UK, 2014). It is certainly mitigating the impact of some of the financial cutbacks enforced by the UK government.

Our current older population also have far more financial security than younger people, having lived through a period when owning your own home and obtaining secure pensions was much more attainable than it is for younger generations. They are therefore significantly over-represented in our areas of prosperity and under-represented in deprived communities. Whether this situation will be sustained in the next generation of older people is however doubtful.

The generally positive outlook of older people in North East Lincolnshire was illustrated in our mental health needs assessment where older people reported more positive mental wellbeing and there were fewer needs identified, especially amongst the younger cohort of the over 65 population. The main mental health needs in older people were found mainly in the oldest people where social isolation becomes common, as physical health deteriorates and the loss of partners, siblings or friends becomes more of an issue.

Social isolation can increase the progression and the impact of dementia which is becoming more common due to the ageing population. People with dementia require increasing support as the condition progresses and many become totally dependent on social care services in the later stages of the disease. Early diagnosis can however slow the progression of the disease. Currently we have over 2000 older people estimated to be living with dementia, however only around two-thirds of these have been diagnosed. Our diagnosis rate of 71% is higher than the national average but there is still potential for improvement with some parts of the region having a diagnosis rate over 80%.

Figure 9: Estimates of dementia prevalence in North East Lincolnshire, 2016/17



Undiagnosed – Estimated total number of people expected to be living with dementia (assumed from 65+ estimates)

Diagnosed – Total number of people diagnosed with dementia

Eligible for treatment – Total number of people who are eligible for treatment (Exceptions)

Receiving treatment – Number of patients whose dementia care plan has been reviewed in a face-to-face review in the preceding 12 months

Source: NHS QoF 2016/17, NHS Digital

Appendix 1: Outcomes Framework Narrative Summaries

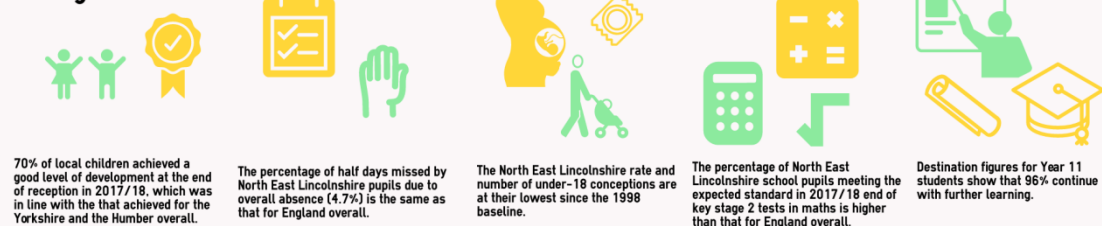
1. All people in NEL fulfil their potential through skills and learning

The outcome statement for 'All people in NEL fulfil their potential through skills and learning' is:

- We want all people in NEL to benefit from being in a place where they can fulfil their potential. We recognise the importance of enabling children to start and develop well and how important it is to have the best possible start. All communities will have access to good or outstanding nurseries, schools and further/ higher education establishments. All children and young people attend and achieve at these establishments.
- NEL must be a place where we enable children to have excellent school readiness and where they can reap the benefits from high levels of attendance, in schools where they can excel. A place where young people can meet develop aspirations and skills and where all young people who are able, actively participate in earning and learning. This contributes to low unemployment rates and high aspirations and matching expectations as individuals have good career opportunities (including volunteering) and employees are supported to work and develop within a thriving local economy. This should be a place where all people benefit from life-long learning and where regardless of age, people are fulfilling their potential in NEL. People and their carers are supported to develop skills and confidence in living with long term conditions. NEL is a place where young people's aspirations are high and where no child and family are left behind.

All People in North East Lincolnshire fulfil their potential through skills and learning

Strengths



Weaknesses



North East Lincolnshire has a number of key industry sectors which offer opportunities for economic growth and increased employment and development. These include ports and logistics, chemicals, food processing, renewable energy and visitor economy, services and retail, construction and health and social care. In order for more local people to access and take advantage of these economic opportunities, a focus on skills development is crucial.

There remains a number of challenges locally as some people do not have the skills they need to overcome adversity and deal with the challenges they face in order to thrive in North East Lincolnshire, which include for example relatively high levels of claimants related to long term sickness and disability, levels of low paid work and the level of skills / qualifications in the adult population. This has a knock on impact in terms of work readiness, unemployment and the ability to attract new business to the area.

Regarding local schools, the majority in North East Lincolnshire are academies, and this academy provision is a mix of national, regional, and local multi-academy trusts, along with some stand-alone academies. The Education and Skills Board that reports to the Place Board continues to meet on a regular basis. This currently includes representation from six schools/academies (primary, secondary and pupil referral unit (PRU)) plus both post 16 providers, coming together to develop a collective vision for education and skills for North East Lincolnshire. The board will

be the mechanism to ensure collective actions are agreed in response to evidence based local priority issues.

We have been successful in our bid to have a Careers Hub for the Humber region, and this will support the work of our educational establishments in the achievement of the Gatsby Benchmarks as set out by the DfE Careers Strategy published in December 2017. Havelock Academy are the lead school for this Humber wide initiative. Six of our schools are in the Careers Hub, Havelock, Healing, Ormiston Maritime Academy, Franklin College, and Phoenix Park (PRU).

Achieving full potential starts from an early age and includes achieving a good level of development by the end of reception year (five year old children). A majority of children locally are school ready by the end of reception, which is the same level of achievement as for England overall. The achievement of children with free school meal status locally drops, however is higher than that achieved for England overall.

Children from poorer backgrounds are more at risk of poorer development and the evidence shows that differences by social background emerge early in life. The percentage of Year 1 pupils achieving the expected level in the phonics screening check locally is just under that achieved for England overall. Socioeconomic inequalities are again present with poorer outcomes for children with free meal status. Inequalities between the sexes also begin to emerge with girls outperforming boys.

Children from poor households are more likely to leave school with lower literacy and numeracy skills, fewer qualifications, and more likely to be excluded from school, than children from more affluent homes. School attendance figures have fluctuated over recent years with the current absence rate locally matching that for England overall.

Latest key stage 1 results show that North East Lincolnshire performance has been maintained over recent years, with performance just short of that for England. Girls consistently outperform boys which is also a national trend.

Regarding key stage 2 results (children aged 11 in Year 6), North East Lincolnshire key stage 2 achievements for reading and grammar, punctuation and spelling are slightly behind the England figure, however the achievement for mathematics is slightly ahead of the England figure. Further inequalities become apparent with the percentage of pupils with special educational needs and / or a disability (SEND) meeting the expected standards being considerably lower than pupils with no identified SEND.

Overall, attainment at key stage 4 (children aged 16 in Year 11) is just short of that for England. Attainment has been relatively stable over recent years, with the

socioeconomic and sex inequalities still present. The vast majority of our Year 11 students go on to continue with further learning, with most of the Year 11 cohort having applied for their September 2018 entry post-16 choices using the Lincs2 online application process. Funding has been secured to re-develop the website and online application process in two phases, with phase one nearing completion and phase two estimated to be completed by early 2019.

Teenage pregnancy continues to be a considerable public health issue for North East Lincolnshire because of the risk of poor outcomes for both the mother and the child. These poor outcomes don't just impact the skills and learning outcomes, but also negatively impact the strong economy, feel safe & are safe, and health and wellbeing outcomes. The most recent under 18 conception rate for North East Lincolnshire is the lowest rate that has been achieved since the 1998 baseline, however the rate remains higher than both the Yorkshire and the Humber and England rates. Compared to all the local authorities in England, North East Lincolnshire has the tenth highest annual rate of under 18 conceptions. There are considerable geographical variations in North East Lincolnshire under 18 conception rates at ward level, with six wards (Wolds, Waltham, Humberston and New Waltham, Scartho, Haverstoe, and Immingham) having under 18 conception rates that are significantly lower than the North East Lincolnshire rate, and two wards (East Marsh and West Marsh) having under 18 conception rates that are significantly higher than the North East Lincolnshire rate.

Young people who are not engaged in education, employment or training are at greater risk of a range of negative outcomes, including poor health, depression or early parenthood. The percentage of local 16 to 17 year olds, not in education employment or training is slightly above that for England overall.

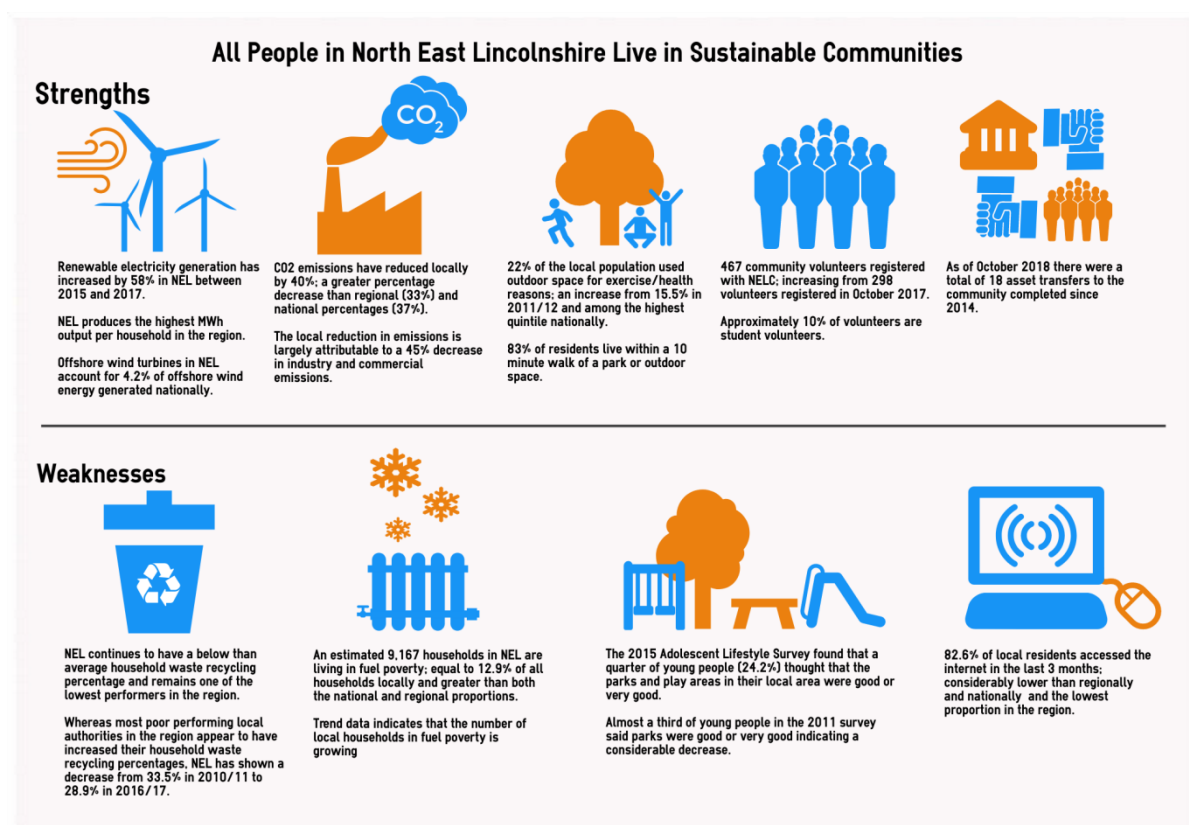
Qualifications are often essential requirements for career development and progression. The proportion of the North East Lincolnshire working age population with an NVQ 4 equivalent and above qualification (HND, degree, higher degree or equivalent) is much lower than the percentage for Great Britain overall, and inversely, the proportion of the North East Lincolnshire working age population with no qualifications is higher than the percentage for Great Britain. From September 2018 to the time of writing, there have been approximately 500 enrolments in Community Learning on either accredited or non-accredited courses.

Current work will lead to a refreshed careers guidance offer to educational establishments, a refreshed Economic Strategy and Skills Action Plan outlining developments/challenges from the key employment sectors, and the re-framing of the work of the YPSS Earning and Learning team to include greater emphasis on children with special educational needs and disabilities and children looked after, as per the recommendations from recent inspection findings.

2. All people in NEL benefit from sustainable communities

The outcome statement for 'all people in North East Lincolnshire live in sustainable communities' is:

- We want North East Lincolnshire to be a place where people are supported to live independently and have access to the means to connect to other people and places
- A place where all its citizens, partner organisations and visitors have access to a high quality, well maintained natural and built environment.
- A place where we can celebrate our natural heritage and cultural offer. A place where residents and partner agencies are encouraged and empowered both individually and in partnership to help shape, support and contribute to the communities in which they live, work and play. A place where communities support each other and engender a sense of community cohesion and civic pride.



North East Lincolnshire is ideally located in its proximity to the Lincolnshire Wolds giving residents doorstep access to an area of outstanding natural beauty. Local people are taking advantage of green and other outdoor spaces for health purposes with 4 out of 5 local residents living within 10 minutes' walk of one of the many outdoor spaces North East Lincolnshire has to offer. Despite this, local play areas are not as good as they used to be according to young people.

A simplified, more flexible and responsive approach to Community Asset Transfers designed with community groups that was introduced in 2016/17 has continued to result in successful community asset transfers. Assets transferred so far include sports grounds, sports facilities, pavilions, community centres and libraries. Further local assets including

community facilities and playing fields are also in scope for being transferred into community in the near future.

Locally, renewable energy generation has increased considerably in the last few years and North East Lincolnshire is now the leading local authority in the region for renewable energy generation per household. Furthermore offshore wind turbines in North East Lincolnshire account for 4.2% of all offshore wind energy generated nationally.

North East Lincolnshire is home to a number of heavy industries, a result of which is a high level of CO₂ emissions locally. Despite this, local industries have reduced their carbon emissions significantly in recent years and North East Lincolnshire, as a whole, has reduced its CO₂ emissions at a greater rate than that of national reductions. £5.4m ERDF funding has been secured to deliver a £9.2 million project over 3 years, the 'Smart Energy Greater Lincolnshire (SEGL)' Project which launched in April 2018. The project will support small and medium sized businesses to reduce carbon and associated costs throughout Greater Lincolnshire, as well as enabling us to implement a range of energy efficiency measures within our own buildings to achieve savings and reduce carbon.

Recycling rates in North East Lincolnshire remain low and are one of the lowest in the region. Furthermore, recycling rates in North East Lincolnshire appear to be declining and, as such, a litter and recycling review is due to take place in the near future. Between August and October 2018, through the "Skip It" pilot, pop up community recycling centres were delivered in all 15 wards across the borough, which have proved very successful in raising awareness of recycling and waste collection issues and encouraging residents to take pride in their own area.

The volunteer network has continued to grow with TakePartNEL. Improvements in networking, a continued social media presence and direct community engagement, have allowed the local authority to support more events, roles and organisations locally. There has also been a focus on getting more young people involved in volunteering. The 'voLEARNteering' brand for students continues to develop in partnership with GIFHE and Franklin College to enhance their skills and practical experience as well as create our next generation of volunteers. This has included students taking part in beach and park cleans.

There is continued work with the Humber Emergency Planning Service (HEPS) to train a cohort of Community Response Volunteers to enable them to support the council's response locally in the event of an emergency; this has been both commended and supported by both the Humberside Fire and Police services.

The proportion of North East Lincolnshire residents accessing the internet is lower than both regional and national proportions. However, work with the carers centre and the community shop has been undertaken providing insight into how these cohorts of residents use the internet, interact with services and access information, advice and guidance. Key findings are that help is needed in some areas and their aspiration is not for classroom based education but by buddies via drop-in relaxed locations. Furthermore, locations of free Wi-Fi locations have been mapped and will be made available to the public in the near future.

North East Lincolnshire is home to a large proportion of old, energy inefficient housing stock. Coupled with higher levels of deprivation this has led to a greater level of fuel poverty locally. A full consultation on "community energy" has been undertaken to identify how residents and

community groups can be supported in the development of their own green energy projects. The results of this consultation will be used to develop the support we offer for community energy projects. A business case for solar farm development / investment is being developed with a view to generating and supplying carbon free energy. Furthermore the local authority is developing a business case on becoming a low tariff energy supplier with the aim of supplying local residents and businesses.

3. All people in NEL enjoy good health & wellbeing

The outcome statement for 'all people in North East Lincolnshire enjoy good health and wellbeing' is:

- We want people to be informed, capable of living independent lives, self-supporting and resilient in maintaining/improving their own health. By feeling valued throughout their lives feel, people will be in control of their own wellbeing, have opportunities to be fulfilled and are able to actively engage in life in an environment that promotes health and protects people from avoidable harm.
- Access will be made available to safe quality services that prevent ill health, support, maintain and restore people back to optimal health or support them with dignity at end of life as close to home as safety allows: Services that are part of an affordable innovative and quality health and social care system which directs resources according to need.



Good health is an outcome the vast majority of our citizens aspire to. The council has acknowledged the importance of the wider determinants of health and all sectors of the council have a role around improving the health and wellbeing of our population. We have also recognised the importance of health and care services and have sought to strengthen these by establishing the Union arrangements between the council and CCG.

Health inequality has been a major focus in NEL for many years. Health inequalities can exist between our borough as a whole and other parts of the country and between localities within our borough. As a whole the borough has seen significant improvements in the vast majority of health outcomes in the last two decades but the gap between our area and the rest of the country has remained. Within North East Lincolnshire there have been substantial improvements in health outcomes in more affluent areas but much less in areas of deprivation, which has in some cases led to a widening of health inequalities.

This pattern is particularly stark in relation to smoking which has a negative impact on a wide range of health outcomes. Smoking prevalence has fallen dramatically in the last few decades but the fall is far smaller in our more deprived communities. Smoking in pregnancy for instance is now rare in people living in our more affluent wards, affecting less than 1 in 20 pregnancies, but impacts on almost 40% of pregnancies in two of our most deprived wards and overall our borough's rate is twice as high as the national average.

Other health outcomes associated with lifestyle are also concerning. Excessive weight in children and adults is high. For instance the proportion of 11 year olds classed as overweight or obese in North East Lincolnshire is significantly worse than the national average and continues to rise and whilst the problem is widespread across our communities, the risk is higher in areas of deprivation.

We have however seen some improvements in our key health and wellbeing outcomes for children. For instance there has been a significant improvement in the rate of children who have achieved a good level of development at the end of their reception year based on the Early Years Foundation Stage.

Drug and alcohol use causes significant health problems in our borough. Recent years have seen changing patterns with a smaller and ageing population of opiate users but some evidence of a growing and largely hidden number of people using novel psychoactive drugs (NPS). Since these drugs were banned, use of NPS appears to be mainly by people in poor social circumstances such as the homeless or amongst those who have fully or partially switched from more expensive drugs. Reliable intelligence on alcohol is hard to come by but there does appear to be a growing number of people affected by alcohol related illness and a growing number of alcohol related deaths.

As we age the impact of poverty and unhealthy lifestyles can have a major impact on health as an adult. The Northern Lincolnshire burden of disease study identified that certain communities in NEL have significantly elevated rates of chronic disease, often emerging as early as their 40s and 50s, much earlier than more affluent areas of the borough, and this is leading to premature disability and mortality on a significant scale. Unfortunately it also leads to over 250 deaths per year amongst people under the age of 65 in the borough.

Whilst the early emergence of chronic disease is undoubtedly associated with the more challenging economic and social circumstances of people who live in these areas, lifestyle

choices also have a major impact on the health of an individual and traditional approaches to service provision have failed to change the choices that people make in these areas.

The pattern of health and illness in our population over 65 is not dissimilar to other parts of the country. The majority of older people in North East Lincolnshire live in our more affluent communities and there is good access to health and social care services in the borough with a wide range of primary and secondary care services available. Increasing numbers of older people over the age of 65 and particularly over the age of 85 in the next 20 years will however impact on the ability of the health and social care sectors to effectively meet the needs of this population and demands new models of health and social care.

A new move to early action and prevention aims to have a more person centred approach, encouraging people to take more responsibility for their own health and wellbeing. This requires different relationships with individuals and communities and a multi-agency approach to individual and family support. This approach aims in the longer term to have fewer people requiring intensive support as they are more able to self-manage as a result of greater understanding of the factors that impact on their health.

4. All people in NEL enjoy and benefit from a strong economy

The outcome statement for 'All People in North East Lincolnshire enjoy and benefit from a strong economy' is:

- NEL's businesses will achieve sustainable, long-term growth that benefits all of our residents by providing fulfilling, well-paid employment opportunities. We will create the 'right' environment to attract and sustain private investment, by providing high quality business infrastructure- including road and rail connectivity, superfast broadband, high quality employment sites and premises
- Equip NEL residents – particularly young people, and those living in our most deprived communities – with the skills and confidence to secure and sustain well paid employment in all sectors of our economy.
- NEL will drive the growth of the 'Energy Estuary' as an international centre for offshore renewable energy. The Port of Immingham and Grimsby has cemented its role as the largest port in the UK, diversifying successfully into new markets. The growth of NEL's food sector has been driven by new export opportunities. Our visitor economy, services and retail sector will continue to grow through efforts to change internal and external perceptions of NEL as an attractive place to live, work, visit and invest.
- We want North East Lincolnshire to be a place where the local existing and emerging workforce actively participate in learning and employment levels are high.

All People in North East Lincolnshire Enjoy & Benefit From a Strong Economy

Strengths



NEL has a strong tourism sector with year on year increase in tourist day visits and expenditure.

In the period 2014-2017, expenditure increased by more than 12% from £517.2m to £589.28m.



NEL and North Lincolnshire have noted an increase in Gross Value Added (GVA) per head from 2014-2016 from £20,760 to £22,326 per head.

NEL GVA per head has been consistently higher than the regional average from 2014-2016 but has remained lower than the national average during the same period.



There was a notable increase in the number of jobs in NEL in 2013-16 compared to a decline in 2009-12.



NEL consistently performs well against the UK average on the percentage of apprenticeships starts by working age population (16-64) but under performs against the regional average and has the lowest rate among all the local authorities in the Yorkshire and Humber region.

In 2016/17, NEL had 1,390 apprenticeship starts compared to North Lincolnshire (2,000), Hull (3,990) and East Riding (5,390).

Weaknesses



NEL has the lowest number of dwellings completed in 2017/18 compared to other local authorities in the Yorkshire and Humber region.



The vacant town centre retail/leisure units for Grimsby and Cleethorpes have fluctuated from 2014-2017.

Cleethorpes vacancy rate ranges between 2.4% - 8.6% while Grimsby's rate ranges between 10.2% - 11.8% which is significantly higher than Cleethorpes.

Cleethorpes consistently has lower vacancy rates than the UK average whereas Grimsby's vacancy rate stands higher than the UK vacancy rate over the same period.



North East Lincolnshire consistently has a higher percentage of economically inactive population (unemployed) against the regional and national averages from 2014-2017.



Average earnings in NEL has been consistently lower than the regional and national averages from 2013 - 2017.

The aim of creating a thriving borough with improved job opportunities and higher wage levels has been a focus for North East Lincolnshire Council and its partners for many years and a number of initiatives and partnerships have been in place over the years to try to achieve this.

Despite the jobs growth achieved in the area, productivity in North East Lincolnshire is just over 72% of the England average (measured by gross value added (GVA) per head). There is an over-representation of low skilled/low value process operator jobs (particularly in the food sector) in the area. There are also low levels of business investment in innovation – though efforts to drive down offshore wind operations and maintenance costs, decarbonisation in energy intensive industries and changes in business models post-Brexit, particularly in the food industry, present future opportunities for North East Lincolnshire.

North East Lincolnshire has a strong tourism sector with year on year increase in tourist day visits and expenditure. Visitor numbers to North East Lincolnshire were over 10m for the second year in 2017. The economic impact of tourism in North East Lincolnshire has increased – up by more than £29m over the previous year to a record high of £589m in 2017. The number of houses completed is low in the area compared to other local authorities in the region and the number of vacant town centre retail/leisure units in the area remains higher than the national average.

In 2018, the Council adopted a Borough-wide Local Plan 'Planning for Growth'. The plan sets out the strategy for economic and housing growth and improvements to quality of place over the period to 2032. The plan also creates greater levels of certainty and confidence for investors/developers, de-risking their investment in the Borough. It establishes the platform

for developers, investors, communities and partners to engage with us to help shape the place and local communities over the next 15 years

The North East Lincolnshire Economic Strategy vision (adopted in 2016 and shown below) also sets out a long-term aspiration for economic growth, improved skills and enhanced productivity:

“North East Lincolnshire – where businesses invest and grow; our entrepreneurs flourish; our workforce is skilled, productive and has fulfilling, well-paid jobs; our infrastructure is world class; and our young people’s aspirations hold no bounds.”

The priorities for action being taken forward through the Economic Strategy are focused in three main areas which are:

- *creating the ‘right’ environment to attract and sustain business investment*
- *improving our ‘quality of place’,*
- *equipping NEL residents – particularly young people, and those living in our most deprived communities – with the skills and confidence to secure and sustain well paid employment.*

These three areas are supported by six distinct programmes which are: South Humber Industrial Investment Programme (SHIIP); Grimsby West; Housing Zones & Estate Regeneration; Grimsby Town Centre; Cleethorpes; and Energy. These programmes, together with the development of the wider ‘place’ agenda, are further underpinned by the ‘Town Deal’.

The Council invested up to £8.4m into the SHIIP in 2017. Under this scheme, a number of key projects are expected to be delivered over a 5-10 year period. When complete, the programme is expected to create 90 hectares of additional employment land, 4,000 new jobs and generate £200m within the local economy over the next 25 years. SHIIP remains NEL’s most strategically significant regeneration and key economic growth programme and underpins the Council’s Stronger Economy and Stronger Communities priorities.

The 10-year Greater Grimsby Town Deal backed by both private investors and North East Lincolnshire is expected to bring in jobs and homes. The Town Deal is expected to help shape and support housing and town centre regeneration, drive economic growth by helping to deliver 195 hectares of employment land across six Enterprise Zones. It is also expected to raise aspirations and drive up educational and skills attainment and in so doing, accelerate the delivery of jobs and new homes set out in the Council’s Local Plan.

Ørsted, the world’s biggest offshore wind farm developer, is investing over £6 billion in offshore wind power infrastructure, supported from the Humber. Grimsby has become a major centre for operations and maintenance with new offshore wind farms jobs being created in operations and maintenance and predominantly in mechanical and electrical engineering.

Eighty per cent of the UK’s seafood products are still manufactured in Grimsby and Grimsby is one of the world’s leading locations for seafood processing. Grimsby has seen huge investment by some of the food industry’s biggest names, such as Young’s Seafood.

To promote, innovate and adopt energy efficiency and renewable energy use in small medium enterprises (SMEs), Council and other public sector owned buildings; North East Lincolnshire Council was awarded £5.4m in 2017 from the European Regional Development Funds. Along with private sector investment, this funding forms part of a £9.2m '*Smarter Energy Business Greater Lincolnshire*' programme which will be delivered over three years.

The Council also secured a £7.2million regeneration programme for Cleethorpes to deliver public area and property improvements and support delivery of events/festivals to stimulate further private investment in the resort. This includes regeneration of Cleethorpes Town Centre and the North Promenade and surrounding areas.

In summary, over £560m of direct inward investment has been attracted to North East Lincolnshire since 2010 supported by Engie and the Council. These projects have resulted in the creation of over 4,500 jobs over the same period. Several millions of pounds of funding have also been secured through Local Government Fund, Coastal Communities Fund and Heritage Lottery Fund to deliver the programmes above and it is expected that this will result in physical enhancements in the borough.

5. All people in NEL feel safe and are safe

The outcome statement for 'all people in North East Lincolnshire feel safe and are safe' is:

- Every child will be brought up by supportive and nurturing families. All families live in good quality housing which is designed to meet a range of different needs, supporting people to be as independent as possible. Living within low crime communities, people will feel safe in their home and are able to access opportunities for work, socialising and leisure. Communities where there is zero tolerance of violence. Communities are supportive to and value children, vulnerable people and the elderly. Where possible people are encouraged to make a contribution to the communities in which they live or work.
- People can access services, when needed, that are safe and individuals and their families are confident in the quality and safety of care provided.



Prevention and early help is essential to realise this outcome and is a key focus for children's services. Locally, substance and alcohol abuse, mental health, and domestic abuse, are known as the toxic trio, and these create an unprecedented demand for many partner agencies. The 0-19 Commissioning programme phase one across North East Lincolnshire is now complete and operates in 4 locality areas, offering specialist services through young & safe, strengthening families, and children's health, across the area. Early help provision is cross cutting involving the police, family hubs, health visiting, school nursing, schools, education services, and voluntary sector agencies etc. North East Lincolnshire place board has committed to delivering inclusive growth, ensuring that physical and social regeneration are undertaken so that opportunities are available to all members of our community. Work continues with the voluntary and community sector to increase participation and build inclusive cohesive communities. Locally there are several thousand neighbourhood watch members.

Nationally and locally crime is rising but North East Lincolnshire is seeing a lower rate of increase than the national average and also lower than its Humberside neighbours. North East Lincolnshire is in a peer group comprised of 15 local authorities which are considered to be similar. In 2017/18 North East Lincolnshire improved its position within this most similar group moving from 15th (worst) to 11th position, reinforcing that the rate of increase in crime is lower than for some of our benchmarking peers.

Overall crime rose by 8.3% in North East Lincolnshire during 2017/18 compared to 2016/17. The number of crimes of criminal damage, hate crime, robbery, shop theft, theft from a motor vehicle, theft of a motor vehicle, violence with injury, and violence without injury, all

increased during 2017/18. During the year the number of burglaries and incidences of anti-social behaviour decreased.

Violent crime continues to be a cause for concern and remains stubbornly high. Although showing an increase, the number of reported violence with injury incidents has slowed down considerably during 2017/18. Violence either with or without injury can be influenced by many factors ranging from family arguments including domestic abuse, friends or neighbours having a dispute, to drug or alcohol related aggression. Thus it is particularly difficult to predict when and where independent violent crime will occur as opposed to an emerging pattern of behaviour within the night time economy.

While anti-social behaviour (ASB) is high in volume, it continues on a downward trajectory. The partnerships positive focus on ASB over previous years resulted in a year on year reduction. ASB continues to remain the public's biggest area of concern and has a considerable adverse effect on a community. If left unchecked ASB can contribute to the decline of a neighbourhood, and leaves the perpetrators particularly young people to progress to more serious offending. The effect of ASB can have a devastating effect on the victim and it is often the vulnerable that are targeted. There are considerable geographic inequalities with North East Lincolnshire with 60% of all ASB being reported in 5 of our 15 local wards.

Substance and alcohol misuse can be linked to many aspects of crime committed in North East Lincolnshire. 7% of all people arrested for a crime tested positive for cocaine, and 4.9% for opiates. 5.6% of all individuals arrested during 2017/18 were under the influence of either drugs or alcohol. 19% of violent incidents were committed by individuals under the influence of either alcohol or drugs. Substance misuse linked to mental health is becoming an increasing public health challenge. Intelligence regarding North East Lincolnshire shows a reducing but aging cohort of opiate users but an increasing cohort of crack cocaine users. Both user rates remain higher than the national figure as does the number of individuals accessing treatment. Novel Psychoactive Substances predominantly 'Spice' has become a concern.

The North East Lincolnshire rate of children killed or seriously injured in road traffic accidents is more than twice the England rate and the second-highest in the country. Boys are more at risk than girls, accounting for two-thirds of all child KSIs locally between 2007 and 2016, and children from the poorest backgrounds are estimated to be more than twice as likely to be killed or seriously injured as other children.

Numbers of young people entering the criminal justice system for the first time have continued to fall with North East Lincolnshire now the best performing member of our most similar family group.

Child Criminal Exploitation remains a significant threat linked to organised crime groups in North East Lincolnshire and will require significant partnership focus moving forward. This partnership approach is still developing and has received national recognition and support via Home Office funding.

Regarding our older population, falls are the largest cause of emergency hospital admissions for older people, and significantly impact on long term outcomes e.g. being a major precipitant of people moving from their own home to long-term nursing or residential care. Figures show the North East Lincolnshire rate of emergency hospital admissions due to falls, to be the lowest (best) out of all the local authorities in the Yorkshire and the Humber, and also significantly lower than the England rate.