

NORTH LINCOLNSHIRE COUNCIL

HEALTH & WELLBEING BOARD

North Lincolnshire Integrated Strategic Assessment

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 The North Lincolnshire Integrated Strategic Assessment (ISA) provides an evidence-based overview of the population of North Lincolnshire, highlighting the strengths and challenges, with spotlights on key assets and areas for improvement. The aim of this report is to provide detail of the ISA and how it will be used to inform our Joint Health & Wellbeing Strategy.

2. BACKGROUND INFORMATION

- 2.1 The vision for the ISA is to provide an integrated picture of the strengths and challenges facing our local population – providing an evidence-base in a single assessment to inform strategic place planning across -North Lincolnshire.
- 2.2 The production of the ISA has been led by a cross-Council, system-wide group and has been involved the bringing together of a wide range of local data sources which have been interpreted and collated to provide a holistic overview of the state of the population in North Lincolnshire.
- 2.3 The ISA is structured into four key chapters being – Safe, Well, Prosperous and Connected. The Well chapter of the ISA is based on the evidence drawn from the Joint Strategic Needs Assessment, which was received by the Health and Wellbeing Board in October 2018.

3. OPTIONS FOR CONSIDERATION

- 3.1 For the board to endorse the ISA for approval before it is published in an interactive format on the data observatory website.

4. ANALYSIS OF OPTIONS

- 4.1 The ISA allows local leaders to work together to understand and agree the needs of all local people, and will inform collective priorities for the Joint Health and Wellbeing Strategy (JHWS).
- 4.2 Taken together, the ISA and JHWS will provide the foundations upon which the Health and Wellbeing Board will exercise its shared leadership to influence the wider determinants of health across the system to improve health and wellbeing.
- 4.3 The ISA and JHWS will enable commissioners to plan and commission integrated services to effectively meet our communities' needs based around the board's priorities. This will include targeting services for the most vulnerable individuals and groups of people with the worst health outcomes. A thorough evidence-base will also assist in preparing funding bids and developing business plans.
- 4.4 The ISA will also be a core evidence source to inform the priorities of our next Joint Health & Wellbeing Strategy. It is the responsibility of the Health and Wellbeing Board to publish this statutory document.
- 4.5 The ISA will be published online in an interactive format, on the data observatory site. Users will also be able to navigate to more detailed intelligence profiles, such as the vulnerable children's profile.
- 4.6 The Health and Wellbeing Board is hosting a Workshop on 18 July which will use the ISA and additional intelligence members hold within their organisations to identify the priorities of our JHWS. The support of the members of the Health & Wellbeing Board and wider Partnership is required in leading improvement across the Place of North Lincolnshire towards those shared health & wellbeing priorities.
- 4.5 Following the workshop the JHWS will be written and Board members consulted during August, and then submitted to the September Board meeting for approval.

5. FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)

- 5.1 There are no resource implications which would affect current budgeting assumptions

6. OTHER RELEVANT IMPLICATIONS (e.g. CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)

- 6.1 There are no direct implications

7. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

7.1 An integrated impact assessment is not relevant for the publication of the ISA.

8. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTEREST DECLARED

8.1 Consultation on earlier drafts of the ISA have been undertaken with Council Senior Managers, with Intelligence Hub staff, and with a range of key external partners including the North Lincolnshire Clinical Commissioning Group CCG, Humberside Fire and Rescues Service, Healthwatch, and Voluntary Action North Lincolnshire .

9. RECOMMENDATIONS

9.1 The Board is asked to endorse the ISA for approval before it is published in an interactive format on the data observatory website.

9.2 Members of the Board are invited to attend the JHWS Workshop on 18th July

DIRECTOR OF PUBLIC HEALTH

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Date: 14th June 2019

Background Papers used in the preparation of this report



North Lincolnshire

Integrated Strategic Assessment

January 2019



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EXECUTIVE SUMMARY

North Lincolnshire Council has identified four high level outcomes for North Lincolnshire and the Integrated Strategic Assessment (ISA) is structured around these: Safe, well, prosperous and connected. Within the ISA we have brought together evidence across these outcome areas, not only of needs but also of assets and strengths – giving us an overview of the state of North Lincolnshire, with a focus on the people who live here. By taking an integrated and holistic approach, we are able to identify what our key strengths challenges are to make North Lincolnshire the best place it can be for our residents.

North Lincolnshire is a place where people want to live, as evidenced by a growing and settled population. It is a comparatively safe place to live with strong, caring communities, and crime rates lower than the national average. The people of North Lincolnshire have a deep-rooted sense of community pride and a willingness to support their neighbours. The area is also known for its vibrant faith community that regularly contributes to the wellbeing, not only of their congregations, but the wider community.

It is our ambition that people are safe, and feel safe, at home, on the road, and in their communities. However, crime rates are starting to rise, and in some wards are above the National average. Challenges for us in achieving our ambition include reducing criminal damage, violence, hate crime and antisocial behaviour. We aim to build strong flourishing communities that can enhance safety, perceived safety, sense of pride and social cohesion. Within communities, there is a strong network of Neighbourhood Watch Groups and we have a Neighbourhood Action Team in each ward of North Lincolnshire. We have a good network of Voluntary and Community groups engaged in building community capacity and resilience in local groups. A challenge is to realise the capacity-building potential within existing groups, and of volunteers of all types in our communities.

It is our priority to protect the most vulnerable. We have a highly competent and capable workforce leading a whole Council approach to safeguarding. The number of children and young people who are looked after or subject to a child protection plan remains low, compared with other areas, although the number of children entering care has risen in North Lincolnshire in the last two years, as it has nationally. We have high performing substance misuse services. To serve our most vulnerable people even better, we aim to reduce homelessness, prevent people becoming repeat victims of domestic abuse, reduce the numbers of people in receipt of long term substance misuse care, and increase the number of Children in Care who remain in stable placements, and the number who are 'work ready'.

North Lincolnshire is home to 171,000 people, a population increase of 5.2% since 2007. This is a slower rate of increase than nationally. Growth in population is not evident across all demographic groups; the working age population is reducing and the 65+ population is increasing.

Our greenspace, leisure and cultural assets are a key strength. There are over 600 miles of footpaths, cycleways and waterways as well as 17 nature reserves and quality parks and green spaces (four with Green Flags Award). There are a range of sports, leisure facilities, and cultural arts venues that promote our local history and heritage. However, physical activity levels are low, and obesity rates are high. So there is an opportunity to encourage greater engagement in regular physical activity and healthy diet.

We have good quality housing that people can afford, and this supports a high quality of life. The type and quality of housing can also have an impact on an area's ability to attract and retain people working in that area. We have high rates of home ownership, and of stable accommodation for people with learning disability or mental illness. Our challenge is to meet future housing growth needs, ensuring adequate supply of retirement living options. We also have high rates of fuel poverty in some urban wards.

Children in North Lincolnshire generally have a healthy start and school readiness levels are high. However, rates of smoking in pregnancy are high, and breastfeeding rates are low.

Overall, children do well in school in North Lincolnshire. The average attainment 8 score in North Lincolnshire is higher than the England score, and pupils makes better progress between key stage 2 and key stage 4 than their national counterparts. We also have rising and above average attainment amongst vulnerable groups at 5-19 years. School absence rates in North Lincolnshire are amongst the lowest in the country.

The voice of young people is strong and well represented and we know that the majority of young people feel proud and are happy. Children in North Lincolnshire are much less likely to be involved in offending and anti-social behaviour than in other areas in the Humber region or nationally.

We want all our residents to have the opportunity to reach their potential. Opportunities to learn, work and develop skills throughout life, as well as overcoming challenges and barriers to achieving potential, is important in enabling residents to lead prosperous and healthy lives.

The number of people claiming unemployment benefits is now 31.8% lower than 6 years ago. Youth unemployment is rising though, and there is an opportunity to narrow the gap in educational attainment, and improve levels of employment in higher skilled sectors. We need to promote a culture of life-long learning in North Lincolnshire.

North Lincolnshire has a higher rate of working aged residents with a Trade Apprenticeship than regionally and nationally, highlighting the area's strong industrial roots. The manufacturing sector employs 20% of all in employees in North Lincolnshire, more than double the national figure of 8.1%.

In North Lincolnshire, average wages for those in full time work are higher than the regional average. However, the gender pay gap is significantly higher than regional and national rates. Our challenge is to enable more women into work and business.

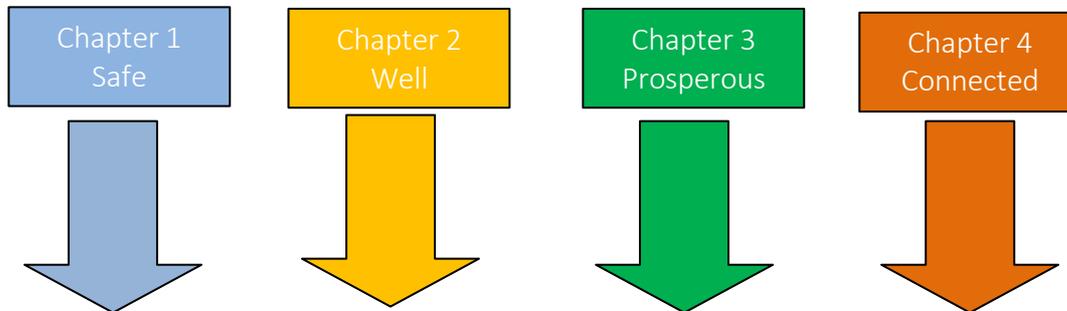
We want people to live well for longer and enjoy good mental wellbeing. Life expectancy is high and rising overall, and we need to work towards improving the quality of extended years of life and reducing the social gradient in both life expectancy and healthy life expectancy. We have good community resources for self-care and early intervention, and effective out-of-hospital care services. More frail elderly residents are cared for at home than average, although complexity of need is increasing and services need to respond accordingly.

Nationally, 10% of adults express feelings of frequent loneliness. People who are unemployed, are unable to work due to long term conditions and live alone are at particularly high risk of frequent loneliness, as are people living with life-long mental illness.

We aim to prevent loneliness experienced by some within our adult population by developing, and working more closely with, existing community resources.

Structure of this document

This document is structured around the council's 4 priorities – safe, well, prosperous and connected. There are four chapters, each looking at one of the key outcomes.



Outcomes for North Lincolnshire			
Safe	Well	Prosperous	Connected
<ul style="list-style-type: none"> • Safer roads • Safer people • Safer communities • Safer environments • Safer spaces 	<ul style="list-style-type: none"> • Cleaner and greener spaces • Good health and wellbeing • Quality housing • Vibrant leisure and culture • Improved quality of life 	<ul style="list-style-type: none"> • More jobs, better paid jobs • Improved skills • Excellent education • Thriving businesses • Accessible childcare 	<ul style="list-style-type: none"> • Accessible transport • Flourishing communities • Superfast digital connectivity • Better roads and rail • Strong sense of pride and belonging

Chapter 1

Safe outcomes for the people of North Lincolnshire

1. Safer Roads
2. Safer People
3. Safer Communities
4. Safer Environment
5. Safer Spaces



Safer roads

Safer Roads: Why it is this important?

Road collisions can have a devastating effect on the lives of those involved, their family and friends, and the wider community. The fear of road collisions can make people reluctant to travel by modes such as cycling and walking, and this can affect freedom of movement, especially for young people and the elderly. This can have a wider effect of people not enjoying the health benefits of active travel, increasing traffic congestion, and increasing pollution.

Safer Roads: What are our current strengths?

- The Council are upgrading street lighting to LED to improve safety and reduce costs.
- We have a successful Road Safety education programme which is nationally recognised.
- The number of people killed and seriously injured on North Lincolnshire's roads is on a long term downward trend.
- The total number of casualties each year on North Lincolnshire's roads is on a long term downward trend.
- We won the 2018 Prince Michael International Road Safety Award for Britain's most improved road jointly with East Riding of Yorkshire Council.
- The Council have a strong approach to licencing and have introduced innovations such as mandatory training for Taxi Drivers and Licence holders.
- Long term partnership working both within North Lincolnshire and in the wider Humber sub region (Safer Roads Humber) allows more effective and coordinated road safety work across the area.
- Data led interventions and campaigns, using injury data and socio-demographic profiling to effectively target vulnerable road users, and using collision and near miss data to identify where engineering or other interventions can improve safety
- Additional funding available for road safety projects meeting criteria set by Safer Roads Humber e.g. theatre in education, child car seat checks, drama workshops.
- Well established and comprehensive suite of road safety interventions with North Lincolnshire's schools and colleges providing a building block approach to road safety education and training for our children and young people.
- Strong and well established [speed management strategy](#)
- Launch of the Red, Amber, Green scheme to work with young people and schools to improve road safety and reduce nuisance parking.
Community speed watch pilot has been successfully completed and the scheme will go ahead run by Humberside Police

Safer Roads: Areas to consider in future planning

- Work with young drivers and passengers are prioritised at those secondary schools where casualty analysis shows young people are most at risk.
- Motorcycling safety interventions are focused on routes where casualties occur – A1077, A18, A161, B1398, and at other appropriate locations both in North Lincolnshire and further afield.
- Also see the [Local Transport Plan](#)

Safe People

Safe People: Why it is this important?

When people feel safe and live in low crime areas they report significantly higher levels of wellbeing. Crime and the fear of crime can have an equally important impact on health, contributing to social isolation and mental health problems, as well as acting as a barrier to physical activity, social interaction and access to local services. Young people who are crime free as either a victim or as an offender are much more likely to achieve at school, in work or in training.

Safer People: What are our current strengths?

People feeling safe and are safe

- North Lincolnshire is a comparatively safe place to live with crime rates lower than the national average.
- During 2018 we completed over 1,131 minor adaptations for vulnerable householders, keeping them safe and independent at home.
- 88% of our disabled facilities grant clients (who responded to our questionnaire) say they feel safer in their home following the adaptation and 88% say that it has made a difference to them.
- Care Call Services, which provide support to over 5,000 vulnerable clients, has recently been accredited by the Telecare Services Association (TSA)
- Targeted crime prevention surveys which help residents and businesses increase their awareness in relation to crime and disorder
- North Lincolnshire has the second lowest rate of accidental fires in the home compared to the rest of Humberside, and the rate during 2016/17 was the lowest of the last five years. The number of people injured in accidental fires in the home has remained very low and is the lowest in Humberside.
- North Lincolnshire has the second lowest rate of deliberate fires compared to the rest of Humberside, and the rate during 2016/17 improved on the previous year.
- Humberside Fire Service Community Advocates Carried out over 1200 engagements in 2017, including over 600 home visits.
- Numbers of identified cases of Modern Day Slavery and Human Trafficking are extremely low in North Lincolnshire.
-
- North Lincolnshire Substance Misuse treatment services reach a larger percentage of the target population (60%) compared to the England average (50%).
- Successful completions from alcohol treatment increased (45.2%) compared to the previous year and is above the England average (39.5%).
- Robust and mature approach to dealing with child exploitation leading to a reduction in local risk.
- We have robust processes for supporting those who present as homeless.

Safe Children

- Children in North Lincolnshire are more likely to remain in their own family and community than statistical neighbours.
- Whilst the care population has increased, North Lincolnshire continues to have lower numbers of children in care compared to other Authorities.
- The number of children and young people who are looked after or subject to a child protection plan remains low, compared with other areas, although the number of children entering care has risen in North Lincolnshire in the last two years, as it has nationally.

- Children in North Lincolnshire are much less likely to be involved in offending and anti-social behaviour than in other areas in the Humber region or nationally
- There has been a reduction in both the number of children who have experienced child sexual exploitation and children who are at risk of child sexual exploitation being discussed at the multi-agency child exploitation risk meetings and their level of risk.
- We have a high performing Young Person's Substance Misuse Service, which operates without a waiting list for specialist services
- The North Lincolnshire Safeguarding Children Board was judged outstanding by Ofsted in September 2017.

Multi-agency Support

- We have a multi-agency approach to dealing with antisocial behaviour resulting in victim satisfaction and reduction in first time entrants to the criminal justice system.
- We have established a pilot crime reduction priority task force and are looking to roll out area wide
- We have strong partnership arrangements working for traffic management road safety, with good quality education and training schemes.

Community Support

- We have a strong network of over 200 Neighbourhood Watch Groups.
- We have a Neighbourhood Action Team (NAT) led by Elected Members in each Ward of North Lincolnshire, and strong partnership working through the 17 NATs working with local communities to reduce crime & anti-social behaviour.
-
- A network of over 160 CCTV Cameras across North Lincolnshire. Supplemented by another 20 deployable CCTV Units.
-
- It is estimated that there are 800 voluntary groups in North Lincolnshire

Safer People: Areas to consider in future planning

Crime

- Reported crime increased by 8% in 2017/18 for North Lincolnshire
- The primary crime area in North Lincolnshire remains the Scunthorpe North area with an overall crime rate that is double that of North Lincolnshire. The most commonly reported crime in both Scunthorpe North and North Lincolnshire is anti-social behaviour.
- Violent crime with injury, burglary, criminal damage and shop thefts accounted for almost half of all crime that was experienced in North Lincolnshire (see graph x)
- The majority of drug offences related to the possession of illicit drugs, of which possession of cannabis accounted for 60%.
In North Lincolnshire 43% of drug offences occurred in Crosby & Park and Town wards.

Figure 1: Key Offences

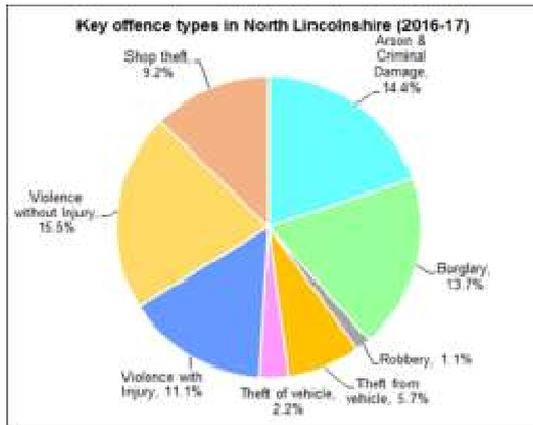
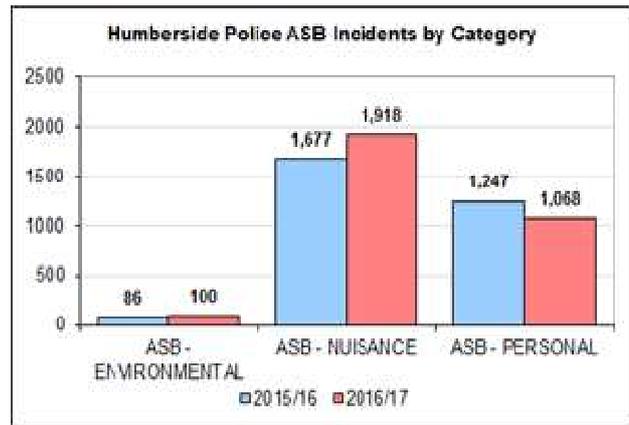


Figure 2: North Lincolnshire ASB Incidents



- Crime rates are starting to rise and in some wards are above the National average.
- Emergence of child criminal exploitation.
- Homelessness and begging has been an issue particularly in Scunthorpe North.
- Increase in incidents of reported domestic abuse.

Community Support

- Engage with communities in a meaningful way through the operation of the Neighbourhood Action Teams, service user groups & appropriate forums.
- Make best use of available information & intelligence sources to direct operational activity and to incorporate the feedback from ground work into the analysis.

Links to data sources

- Joint Strategic Intelligence Assessment (2016-2017)
- Community Safety Plan 2018/20
- Children and Community Resilience Service Plan 2018-19

Safer Communities

Safer Communities: Why it is this important?

Communities that are designed to be safe, attractive and accessible can build community capacity, a sense of community empowerment and ownership which in turn can discourage crime and antisocial behaviour.

We aim to support long-term sustainable change, local pride and ownership through endorsement of positive inclusion and a culture of listening to and working alongside our communities.

Safer Communities: What are our current strengths?

- Driven community-level developments, for example the Westcliff Project which was a finalist in the National award for best anti-social behaviour reduction project in the country.
- The new Police and Crime Commissioner strategic plan has focussed on re-energising CSPs and the opportunity of grant funding has been utilised in order to tackle key community priorities.
- North Lincolnshire has been successful in receiving funding through the Controlling Migration Impact Fund and will be undertaking targeted work in Scunthorpe North, focussing on the community and sustainability, with an emphasis on housing, crime and ASB, environmental issues and community engagement.
- SARA (Scanning, Analysis, Response, Assessment) problem solving tool utilised by the Safer Neighbourhoods Team which helps understand a particular problem and deliver the required response. SARAs are not closed until the criteria set at the start of the problem solving exercise is met.
- Trading Standards have a robust approach to dealing with underage sales and regularly undertake "Test Purchase" Operations to target offenders and protect vulnerable people.
- Nationally overall numbers in drug treatment have fallen by -2.7% when compared to 2016-17. In North Lincolnshire over the same period there has been an increase of 2.2%.

Working Together

- We have good levels of community participation with national Keep Britain Tidy initiatives. All campaigns are followed by an encouragement method that these groups keep on meeting regularly and to develop their own programme of local events.
- We have well-established community consultation and problem-solving processes through the ward based Neighbourhood Action Teams.
- Robust involvement of the Youth Council in debating issues important to young people via the Make Your Mark (MYM) Ballot and the Great Debate.
- Active engagement of young people in the Children and Young People's Partnership and the Corporate Parenting Board.

Community Groups

- Strong network of over 200 Neighbourhood Watch Groups.
- We have a Neighbourhood Action Team led by Elected Members in each ward of North Lincolnshire.
- We have a good network of around 800 Voluntary and Community groups engaged in building community capacity and resilience in local neighbourhoods.
- There are a range of positive activities for young people delivered through community organisations. These include sports, drama, arts and crafts and music.
- Number of successful watch schemes including business, shop, allotment and cadet.
- Strong local forums for Licensing and Taxi Operators.

Community Estate Assets

- 12 Community Centres in North Lincolnshire
- 15 libraries across North Lincolnshire offering access to local and national resources
- Faith Groups: There are over 11 faiths, as well as atheists and agnostics represented in churches. In addition there are over 35 places of worship including: 27 Christian churches; 6 Mosques and 2 Sikh temples.
- 7 Community Wellbeing Hubs offering community services to the public

Safer Communities: Areas to consider in future planning

- There are higher levels of crime and ASB in some wards
- Evaluate the process of engagement with hard to reach groups.
- Enhanced public engagement. Consider new and contemporary communication engagement methods.
- Aim to increase levels of volunteering within the community.
- Increased involvement in Neighbourhood Watch schemes
- Hate crimes increased by 104% (+76 crimes) and hate incidents increased by 6.5% (+6 incidents). Humberside Police changed their crime recording software in June 2017 and these increases may, in part, be due to how crimes/incidents are recorded on the old and new systems.
- Working with communities & businesses to develop a balanced approach to education, behaviour change & enforcement.

Data links

- Joint Strategic Intelligence Assessment (2016-2017)
- Community Safety Plan 2018/20
- PCC Strategic Plan
- Children and Community Resilience Service Plan 2018-19

Safer Environments & Safer Spaces

Safer Environments and Safer Spaces: Why are these important?

In this section we consider 'environments' and 'spaces' to be the places that people inhabit and live their lives. It is the personal and public spaces where people and families should feel safe.

The environment in which people live has a profound impact on their quality of life and well-being. We want people to be safe and feel safe and have confidence that public sector bodies will provide services to victims and the most vulnerable to enable them to live healthy safe lives.

North Lincolnshire covers an area of 338 sq. miles and has a varied and natural landscape and built environment, with 1628 hectares of natural and semi natural greenspace, with 178.029 acres of parks and green spaces, 194 hectares of outdoor sports facilities and 1.829 hectares of Local Nature Reserve per 1000 people.

Safer Environments and Safer Spaces: What are our current strengths?

- There is better than average access to good quality, well-maintained open spaces
- Children in North Lincolnshire are more likely to remain in their own family and community than statistical neighbours.
- We have an established process for dealing with Criminal Damage. The response times for graffiti removal (24 hours for graffiti of an obscene nature and a week for all other graffiti) are good.
- We have robust processes for supporting those who present as homeless and very low rates of "rooflessness" and rough sleeping.
- We prevented 796 households in 2018 from becoming homeless and our use of temporary accommodation is the lowest in the region.
- There is a robust multi-agency process for the referral of individuals experiencing high risk levels of domestic abuse to MARAC.
- Good multi agency responses to ASB, Mental Health and Substance Misuse through the Complex Case Panel
-
- Strong network of Neighbourhood Watch Groups.
- We have a Neighbourhood Action Team led by Elected Members in each ward of North Lincolnshire.
- We have a good network of Voluntary and Community groups engaged in building community capacity and resilience in local groups.
- Public sector organizations leading on positive values and respect
- A network of over 160 CCTV cameras across North Lincolnshire. Supplemented by another 20 deployable CCTV Units

Safer Environments and Safer Spaces: Areas to consider in future planning

- Reduced incidents of homelessness. Homelessness and begging has been a significant issue and the new Act which was implemented in April 2018 has placed greater duties on the Authority in the response to homelessness.
- Reduced incidents of domestic abuse. There has been a 30% increase in domestic abuse related crime across North Lincolnshire (394 more crimes).
- Reduce the numbers of people in receipt of long-term substance misuse care.
- Increase the number of Children in Care who remain in stable placements.

Chapter 1 - Safe

- Fully utilise the protections offered by the Public Space Protection Orders and ensure we are maximising opportunities to reduce those behaviours which impact on communities
- Implementation of the Public Space Protection Orders in North Lincolnshire to reduce ASB and Crime Associated with Substance Misuse

Data links

- Joint Strategic Intelligence Assessment (2016-2017)
- Community Safety Plan 2018/20
- Children and Community Resilience Service Plan 2018-19

Chapter 2

Well outcomes for the people of North Lincolnshire

1. Good health and wellbeing & improved quality of life
2. Quality housing
3. Cleaner greener spaces
4. Vibrant leisure and culture



Good health and wellbeing & improved quality of life

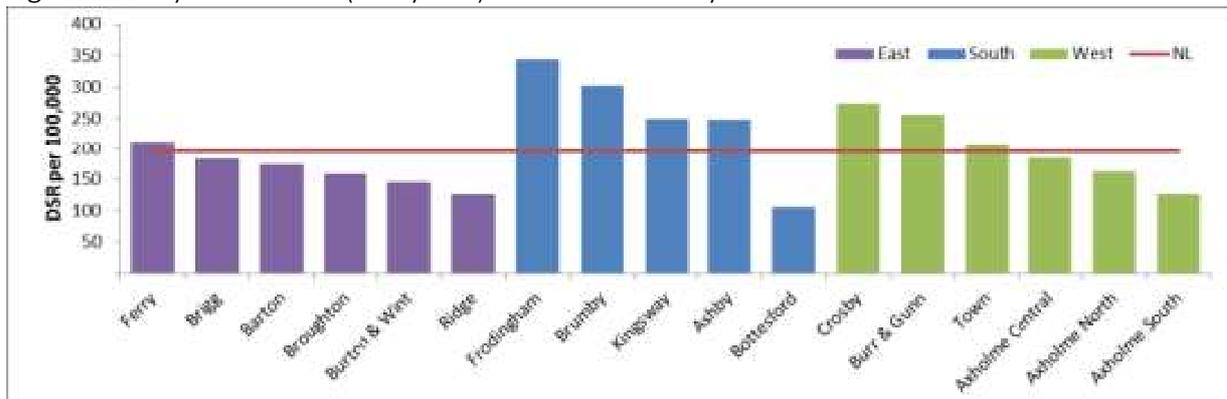
Population wellbeing is a key driver of economic growth and prosperity. Happy, healthy, connected people are more likely to live and work for longer, are more resilient to adversity and stress, are more likely to save for older age, and are better prepared for retirement.

In turn, access to good quality environments, healthy and sustainable spaces to live work and socialise, quality affordable housing, a purpose in life, and a sufficient income, help us to flourish, stay connected to others, feel well, recover faster from ill health and injury, and manage chronic long-term conditions and disability better.

Reducing preventable conditions:

- The trends and causes of ill health in the population are influenced by a broad range of factors, including living and working conditions, social and community networks, income and inequality, sex, hereditary factors, lifestyle and behavioural risk factors.
- In North Lincolnshire, the incidence of some potentially preventable or modifiable conditions amongst the working age population is above average, including higher rates of type 2 diabetes, prediabetes, hypertension, unhealthy weight, neck and back pain, as well as smoking-related conditions such as chronic lung disease and lung cancer.
- Rates of these conditions are highest amongst men living in our most deprived wards, increasing their risk of long term health related sickness absence and worklessness, as well as lowering their life expectancy and quality of life.
- These groups are also less likely to work for an employer with a work place or occupational health scheme, and are more likely to move straight onto sickness related benefit when they are ill.
- Almost 1 in 5 adults in North Lincolnshire report a long term muscle or joint problem and 1 in 8 have chronic back or neck pain. This is higher than it is nationally. These conditions account for more years of life lived with disability, (YLD) than any other condition in this age group, and for both sexes.
- Men are at higher risk of ill health, disability and early death, across the life course and for almost all major diseases, including cancer, heart disease and chronic lung disease.
- Men are also at much higher risk of suicide than women.
- Each year an average of 350 people die prematurely (ie <75 years of age) from potentially preventable diseases in North Lincolnshire. Two thirds of these early deaths occur amongst men. The most common causes being lung cancer, chronic lung disease, and heart disease.
- The highest rates of early deaths, including from lung cancer, COPD, heart disease and suicide, are amongst middle-aged men living in our most deprived communities.

Figure 1: Early death rates (<75 years) from all causes by ward



Source: PCMD, North Lincolnshire Council

THEME 1: Best start in life

Why it is important?

There is an increased understanding of the impact of what happens in the early years on long-term health and wellbeing, and increasing evidence of the cost effectiveness of intervening early. We know that loving, secure and reliable relationships with adult caregivers, together with the quality of the home, and learning environment, foster a child's:

- emotional wellbeing
- capacity to form and maintain positive relationships with others
- brain development
- language development
- ability to learn

On the other hand, poor support, particularly a failure to prevent abuse or neglect at this stage, can have a lifelong impact on health and wellbeing outcomes. There is also evidence that socially disadvantaged children are more likely to have speech, language and communication difficulties than their peers, which in turn is linked to worse educational attainment, worse peer relationships, emotional problems and impaired social behaviour.

As children develop as adolescents, they continue to experience significant physical, psychological and behavioural changes. The first signs of serious long-term conditions often emerge in teenage years, including three quarters of lifetime chronic psychiatric disorders.

The period between 12 and 24 years of age is also a time of important transitions for young people, which can alter their future life chances and health and well-being. Adolescent health is not improving as fast as it is for other age groups. This is especially true of emotional and mental wellbeing. In recognition of these issues, ensuring every child has the Best Start is one of Public Health England's (PHE's) key national priorities, with a focus on ensuring:



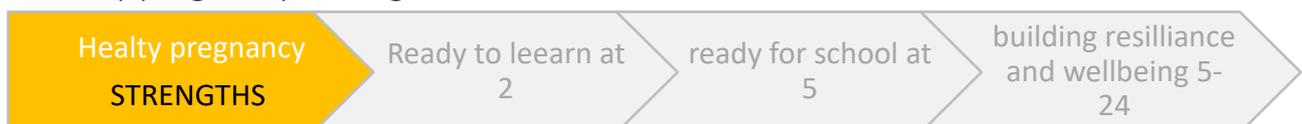
Best Start: Key facts about our children and young people Population

- 1,780 babies born to North Lincolnshire parents in 2016/17. This is slightly fewer than in previous years, and represents a lower than average birth rate
- 17% births are to women born outside the UK of which 12% are to women born in the EU and the remainder to women from south Asia and the Middle East.
- 48% of newborns are to women who live in the market towns and villages of North Lincolnshire
- <1% of births are to teenage Mums. This represents a decline in teen maternities of more than two thirds since 2010.
- In 2017, there were 9,100 under 5s resident in North Lincolnshire and registered with our GPs, representing 5% of the total population compared with 6% nationally
- 14% of primary and 13% secondary school pupils are eligible for free school meals
- 11% primary and 8% of secondary school pupils have English as a second language
- About 3,000 under 18s in North Lincolnshire have a chronic long term physical condition, such as asthma epilepsy or diabetes
- An estimated 1,740 under 18s have a disability in North Lincolnshire, of which between a quarter and a third will have additional special educational needs.
- For 1100 of these children and young people, the condition was severe enough to make them eligible for Disability Living Allowance, although the number meeting the Equality Act definition of disability may be twice that number.
- In 2017, 900 children and young people had a maintained Education and Health Care Plan, (EHCP), of which 128 were 16-17 year olds, and 67 18-24 year olds
- An estimated 2300 school age children have mental health disorders, of which the largest group present with conduct disorders
- 113 school age children have a EHCP where the primary need is recorded as autism
- 228 children are looked after by the local authority and 130 have a child protection plan
- Source: <https://fingertips.phe.org.uk/profile-group/child-health/profile/>

Best Start in Life: What are our current strengths?

Compared with other parts of the country, North Lincolnshire children are more likely to be born healthy, be protected against communicable diseases exceed healthy developmental goals and to start primary school healthy, happy and ready to learn. In North Lincolnshire:

‘Healthy pregnancy’ strengths

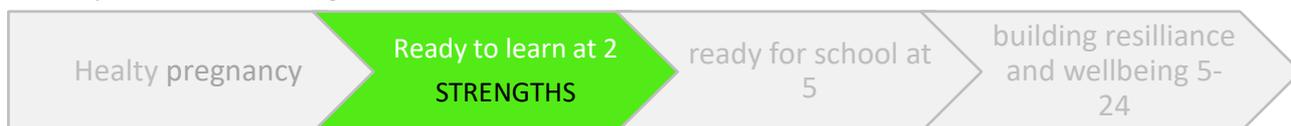


- 88% pregnant women book in for an assessment with midwifery services within 13 weeks of pregnancy
- Infant deaths and stillbirths remain low in North Lincolnshire and are in line with the national average (infant mortality) and below the regional average (stillbirths).
- 98% full term babies are born a healthy weight

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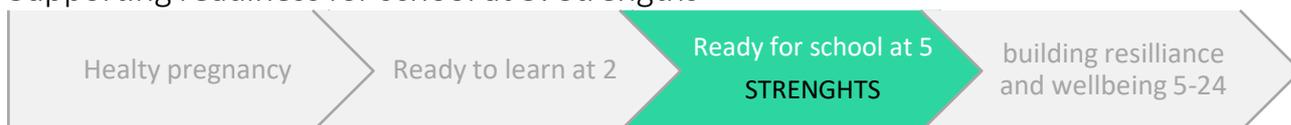
- Contact rates across all of the core health visiting services are above national rates. 87% newborns in North Lincolnshire have a health visitor contact within 14 days of birth
- Maternity, health visiting and children's centres services, all achieved UNICEF Baby Friendly Initiative Stage 3 accreditation in 2017. This was in recognition of the knowledge and skills of staff in supporting women to breastfeed. The aim now is to go for the Gold Award, which recognises leadership, culture and systems to maintain standards over the long term. The aim is to achieve this by 2020

'Ready to learn' strengths



- 89% 2 year olds meet or exceed healthy standards of development
- There are 12 Children's Centres in North Lincolnshire which provide universal early help services and targeted support to 0-19s in local communities, enabling young people with additional needs to access appropriate support

Supporting readiness for school at 5: Strengths



- A higher proportion of 6-7 year olds reach good standards of reading (75%), writing, (71%), and maths (76%) reflecting there reediness at five years old
- At least 90% under 5s have received their routine vaccinations
- 81% of under 5s are registered with a children's centre
- Rates of accidental injury amongst under 5s are significantly below the national average
- North Lincolnshire 5 year olds have some of the best oral health in both the region and the country, with almost 80% 5 year olds assessed as free of dental decay, compared with 75% nationally. *Source: <https://fingertips.phe.org.uk/profile-group/child-health/profile/>*
- North Lincolnshire is well provided for with affordable high quality childcare. 97% of early years providers in our area are judged by Ofsted as good or outstanding, with 71% 2 year olds currently benefiting from funded early years' education.
- Uniquely in the region, North Lincolnshire Council offers all children a free age appropriate book every month from birth to their 5th birthday. This scheme, known as the Imagination library, has been running for 5 years, with 87% under 5s currently registered to receive a monthly book
- There are more than 200 Library Champions who help to spread the word about the book scheme and support local events.

'Building resilience and wellbeing 5-25' strengths



Attainment and aspiration

- 15 year olds attain higher at GCSE than nationally, with , 63.9%, attaining 9-4 passes in English & Maths compared with 63.9% in England
- School attendance rates are very good, with local schools ranking amongst the best in the country in 2016/17

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- A rising proportion of young people are aspiring to go on to higher education than in previous years, the highest rates being amongst girls and BME communities (of both sexes) Source: DfE, LAIT Tool, 2018

Mental health, wellbeing, resilience and support

- When asked, 76% young people aged 16-18 years say they feel optimistic about the future, and almost three quarters, 73%, say they feel at least a little prepared for employment. (Source: College Lifestyle Survey)
- More than 90% of 5-15 year olds say they feel safe and happy in school, 80% find it easy to talk to family and friends about their worries and 79% say they can talk to school staff.
- The number of children with significant social emotional or mental health needs is low compared with other areas, at 1.96% of the school age population, compared with 2.33% nationally.
- The incidence of mental illness amongst children and young people is in line with the national average.
- Episodes of serious self-harm amongst children and young people are low, and are just above the lowest quartile in the country
- North Lincolnshire has Mental Health Champions in all schools and colleges, with at least 2 champions trained in Youth Mental Health First Aid. Sixteen training courses have been run with 256 delegates, to date, and are on-going. All young people aged 13+ have access to free counselling and advice.
- SafeTALK training has been provided to 117 professionals to enable professionals to feel confident in discussing emotional health and wellbeing. Safe TALK is a basic course aimed at helping people to recognise that a person needs help, become suicide alert and taking early intervention to reduce risk by connecting them with additional help.
- North Lindsey College has been successful in its application to be involved in the DfE Peer Support Programme for Children and Young People's Mental Health and Emotional Wellbeing, 2017-19, via the Anna Freud, National Centre for Children and Families
- The number of young people who get involved in crime is amongst the lowest in the country.
- In the last two years the Youth Council has led on a number of initiatives to promote positive emotional health and wellbeing amongst young people. These include :
 - Be Unique - promoting positive body image through positive messages and information resources.
 - Positive Steps towards emotional wellbeing, includes the development of a Positive Steps leaflet, event and website and app of resources for young people.
- All schools and colleges in North Lincolnshire have a health plan, and PSHE is highly regarded by pupils.
- North Lincolnshire has a high performing Young People's Substance Misuse treatment service, which operates without a waiting list.

Looked after Children and children in need

- The number of children and young people who are looked after or subject to a child protection plan remains low, compared with other areas, although the number of children entering care has risen in North Lincolnshire in the last two years, as it has nationally.
- The number of children in need due to family stress, dysfunction or absent parenting is below the national average, at 83.4 per 10,000 compared with 93.8 nationally.

Sexual Health & Risky Behaviours

- Levels of health literacy are high amongst teenagers. More young people are making healthy choices, with rates of smoking, drug use and under age sex below national rates and at their lowest levels in North Lincolnshire for 15 years.
- Whilst use of condoms has not risen amongst young people over the same period, take up of sexual health services by young people is high, with one of the highest uptakes of LARCs in the country

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- Teen conception rates are at their lowest level in North Lincolnshire for 20 years, with a 65% reduction since 1998. At 18.8 per 1000, or less than 2% of 15-17 year old females, this is one of the best rates of improvement in the country and the highest improvement rate in the region. Teen conceptions continue to fall, and in quarter 3 2017/18, (the latest period for which published national data are available) teen conception rates remained below the national average and were the 3rd lowest in the region.

Source: <https://fingertips.phe.org.uk/profile-group/child-health/profile/>

Figure 2: The positive impact of healthy literacy and education

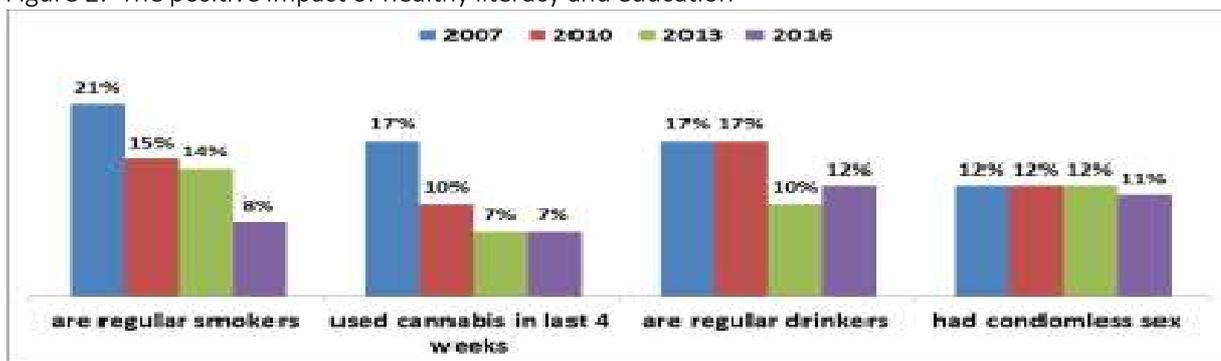
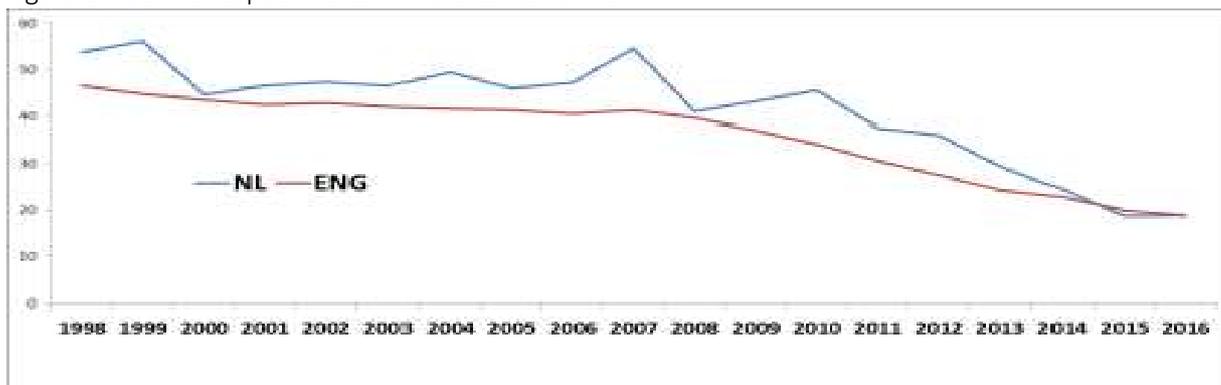


Figure 3: Teen conception rates in North Lincolnshire



Readiness for adult life

- Young people have a strong tradition of civic engagement in North Lincolnshire, including participation in youth elections, school councils, youth debates, as well as representation on formal partnership boards. In 2017, more than 8,000 young people voted in the 'Make Your Mark' ballot, one of the highest participation rates in the country.
- When asked what they would like more help with, the most commonly mentioned were life and social skills. Young women were slightly more likely than young men to say they would welcome more practical hands on work experience prior to leaving full time education.
- 94% of 16-18 year olds are in learning which is above the national average of 92% (2017)
- More young people are in trade apprenticeships in North Lincolnshire, than regionally or nationally.
- The number of homeless 16-24 year olds is significantly below the national average

Source: DfE, LAIT Tool, 2018

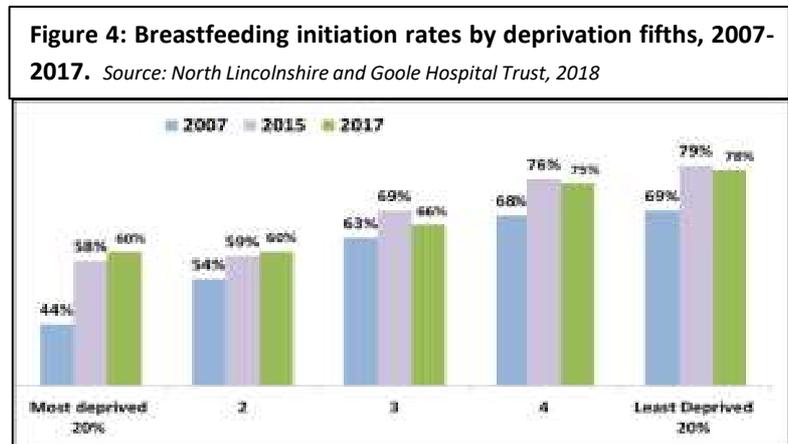
Factors to consider in future planning: Best Start in Life

Increase levels of smoking cessation for mothers and their families

- Smoking is the single biggest modifiable risk factor for poor outcomes in pregnancy. Encouraging pregnant women to stop smoking during pregnancy can help them kick the habit for good, provide health benefits for the mother and unborn child, and reduce children's exposure to second-hand smoke.
- According to the latest published data, smoking in pregnancy rates are almost twice the national average in North Lincolnshire, at 19.2% (2017/18), compared with 10.8% nationally. This has been the consistent trend for the last 3 years, locally regionally and nationally. The highest smoking in pregnancy rates in North Lincolnshire are amongst 20-29 year old low income, white British women, with rates more than 3 times the national average in some of our most deprived wards.
- The national Tobacco Control Plan contains an ambition to reduce the rate of smoking throughout pregnancy to 6% or less by the end of 2022, with current top quartile performance being less than 8%. Matching this top quartile performance would require at least 200 fewer pregnant smokers a year.

Increasing number of mothers breastfeeding

- Breastfeeding rates in North Lincolnshire have remained below the England average for a number of years. Initiation rates have been consistently recorded at around 66% for the past four years, whilst continuation rates are currently around 35%. Whilst this latter rate is an improvement on previous years, this is due largely to improved recording practice by health visitors at the 6-8 week contact.

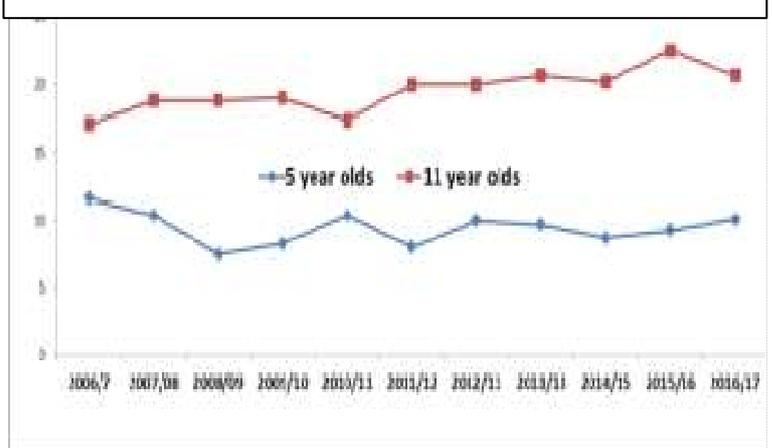


- Breastfeeding initiation rates have risen fastest amongst women living in our most deprived 20% neighbourhoods, and especially amongst our BME women. Amongst average income white women, initiation rates have changed little in the last 10 years.
- Maternity, health visiting and children's centres services, all achieved UNICEF Baby Friendly Initiative Stage 3 accreditation in 2017. This was in recognition of the knowledge and skills of staff in supporting women to breastfeed. The aim now is to go for the Gold Award, which recognises leadership, culture and systems to maintain standards over the long term. The aim is to achieve this by 2020

Increasing the number of children with healthy weight

- Between the ages of 5-11 years, levels of obesity double to 20%, which means that on average 1 in 5 children leave primary school with significant excess weight. More than 1 in 20 of this age group, (5%), are severely obese, a rate significantly above the national and regional average.
- Whilst North Lincolnshire is not an outlier for excess weight in children, rates have remained unchanged for the last 10 years. In 2016/17, almost 1 in 4 North Lincolnshire children aged 4-5 years of age were either overweight or obese, including 10% who were obese and 3% who were severely obese. This level of excess weight rises to a third of children in some of the most disadvantaged areas of North Lincolnshire. To meet the top quartile rate of no more than 19% with excess weight, would require at least 100 fewer overweight or obese 4-5 year olds a year in North Lincolnshire.

Figure 5: Trends in childhood obesity (%) in North Lincolnshire



Reducing Inequalities

Whilst, on average, North Lincolnshire children and young people meet or exceed healthy development goals and compare well with the national average on a number of outcomes measures, these average scores mask significant inequalities in the social determinants of health and health outcomes between areas and different groups. Areas with the highest levels of disadvantage tend to have the highest concentration of:

- Workless families
- Smokers
- Dental decay
- Unhealthy weight
- Use of urgent care
- Vulnerable children

Supporting mental health, wellbeing, resilience and support

- Although many outcomes for children and young people are good and improving, these authority wide indicators can mask variations within North Lincolnshire, especially in relation to vulnerable groups. These vulnerable groups include children and young people with special educational needs and disabilities, (SEND), in the Looked After system, on the edge of the criminal justice system and others.
- There is also a need for more targeted work aimed at developing the mental health literacy of boys and young men, as well as equipping young women with the coping mechanisms to enable them to handle anxiety and stress. Young people are clearly in support of this and between a quarter and a third of all 11-15 year olds in this recent survey said they wanted emotional wellbeing and mental health issues to be given greater coverage in their school's PSHE programme.
- Levels of mental wellbeing amongst young people in North Lincolnshire are generally in line with national trends. However, some groups remain at higher risk of poor mental health, including young people with SEND, young women, young carers, Looked After Children and LGBT young people
- Other groups at risk of poor wellbeing in these school and college surveys include young people who identify as LGBTQ. More than a quarter of local 16-18 year olds who self-identified as gay lesbian or bi sexual, (29%), in a recent college student survey, reported low or very low emotional wellbeing, compared with 12% of other students this age. Rates of self-reported wellbeing were lowest amongst young lesbian and bi sexual women. This group were also more likely to say they felt uncomfortable opening up to their parents about their feelings, relied more on their friends for emotional support, and

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were more likely than their peers to engage in some risky behaviours. They were also less likely than others to say they found sex and relationships education (SRE) useful.

Reducing risk taking activities / behaviours

- Teen smoking, drug use, under age sex and teen conception rates have become more clustered amongst a smaller, potentially more vulnerable group of young people, widening the gap in health risk and health outcomes as they progress through adulthood

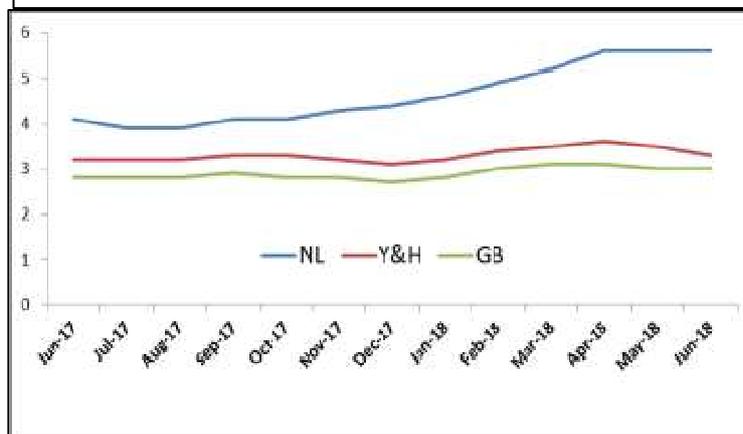
Reducing Inequalities in Best Start

- Whilst, on average, North Lincolnshire children and young people meet or exceed healthy development goals and compare well with the national average on a number of outcomes measures, these average scores mask significant inequalities in the social determinants of health and health outcomes between areas and different groups. Areas with the highest levels of disadvantage tend to have the highest concentration of:
 - Workless families
 - Unhealthy weight
 - Smokers
 - Use of urgent care
 - Dental decay
 - Vulnerable children

Reducing Worklessness

- In spite of higher rates of educational attainment and adult employment, North Lincolnshire under 5s are more likely than average to live in workless households, 19.8% compared with 16% nationally, with this affecting more than a 1/3 children in some North Lincolnshire wards.
- Unemployment rates amongst under 25 year olds have risen by 37% over the last 12 months, and are currently above the national average, with rates more than twice the England average in some Scunthorpe wards. (see figure 6).

Figure 6: 18-24 year olds on Jobseekers Allowance (%) 2017-18 (NOMIS)



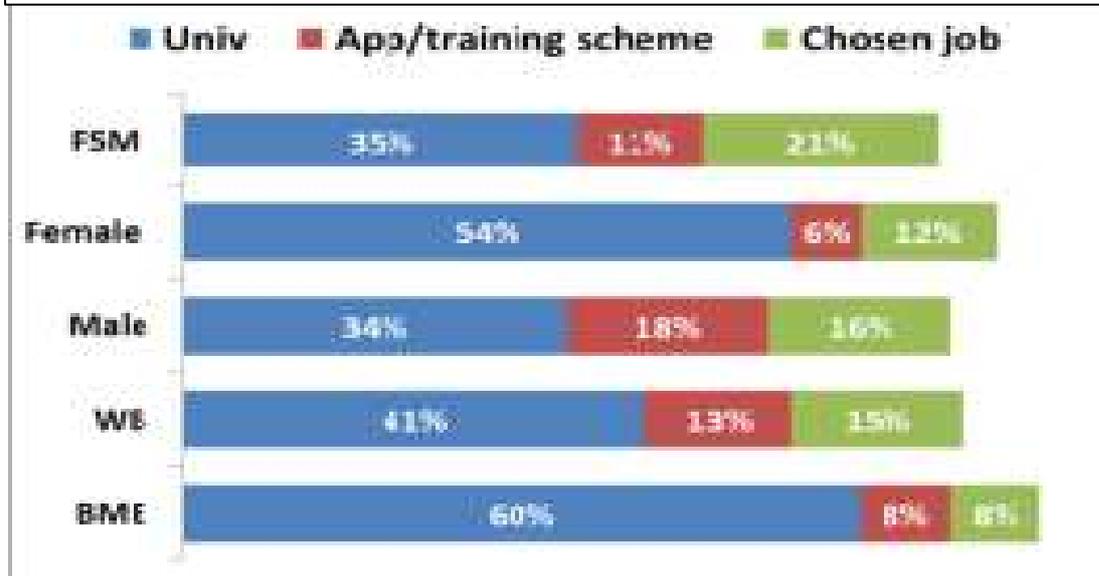
Education

- The percentage of young people with level 2 and level 3 qualifications at age 19 has been falling behind national rates, and is amongst the lowest ranking local authorities in the country.

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- Although the number of young people moving into apprenticeships is above average in North Lincolnshire, take up of this option by young women and minority ethnic groups (BME), remains low (see figure 7).

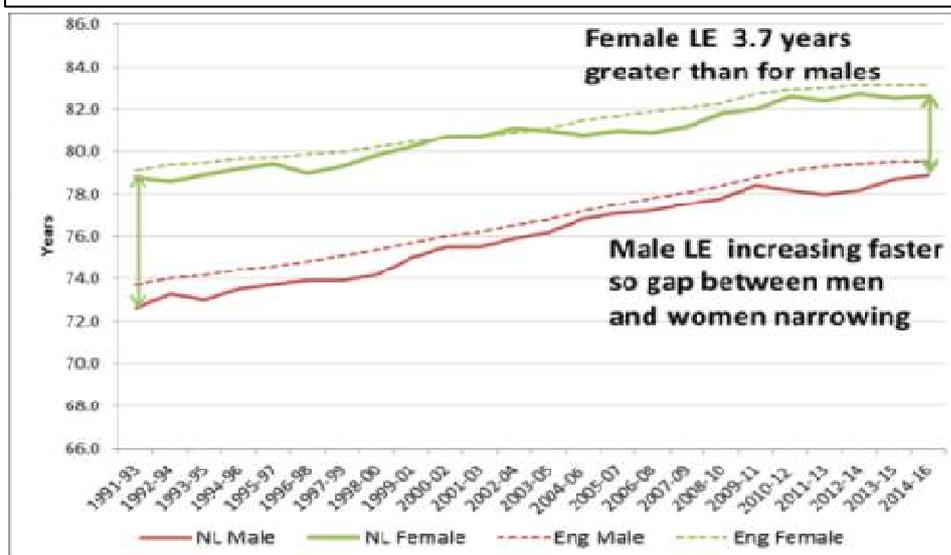
Figure 7: What do you hope to be doing when you complete full time education at 18 (local lifestyle survey)



THEME 2: Adding years to life

Life expectancy is at its highest level and continues to improve each year for men, although it has levelled off for women. In the last 25 years, life expectancy rose by 6 years for men and 4 years for women, with the gender gap continuing to narrow. See figure 8.

Figure 8: Trends in Male and Female Life expectancy, 1991-2016

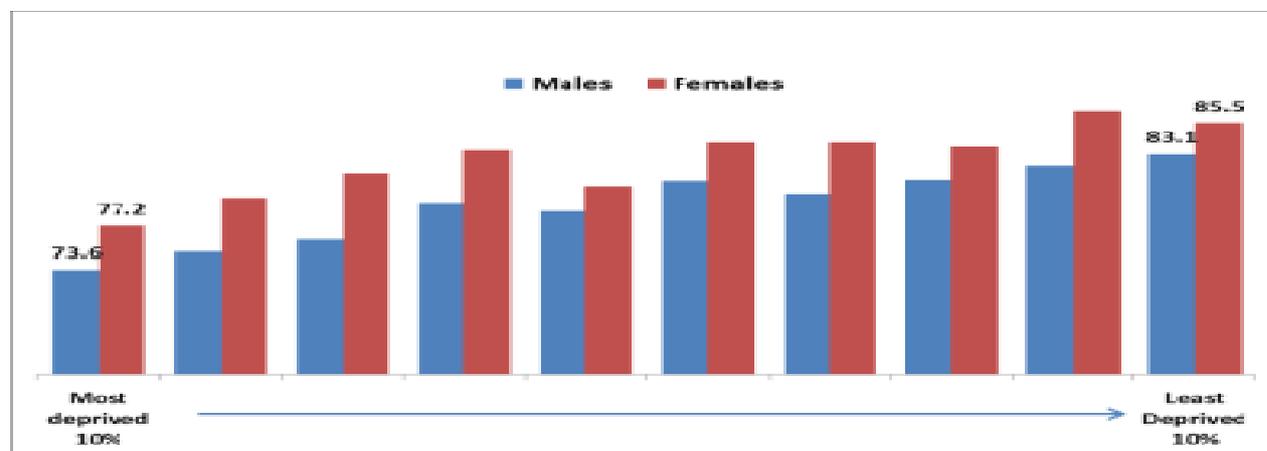


Much of the early onset of poor health and lifestyle related risks in the working age population is concentrated amongst our most disadvantaged males, for whom healthy life expectancy (HLE) is below 55 years. National research shows that people with the lowest HLE generally have lower rates of educational attainment and economic activity, lower incomes, higher rates of smoking, and obesity, lower rates of physical activity, and higher rates of mental illness, and substance misuse.

These differences are reflected locally by ward, with those areas with the lowest rates of education, income and employment, having the highest rates of lifestyle risks and poorer health outcomes. Over the life course, these disparities can culminate in a widening gap in health outcomes, between the least well off sections of society and the rest.

In North Lincolnshire, this is apparent in both life expectancy and the quality of years of life lived. Males living in the least deprived areas of North Lincolnshire live almost 10 years longer than males living in the most deprived areas. For females the gap is slightly narrower at just over 8 years.

Figure 9: Life expectancy by deprivation rank of neighbourhood 2014-16



This social gradient in life expectancy is somewhat wider in the quality of those years lived, (HLE), with a 12 year difference in the number of years of good health, between the least and most deprived men and women in North Lincolnshire. Preventable conditions account for a significant part of this social gap in life and healthy life expectancy, including higher rates of heart disease, diabetes, chronic lung disease, and cancer within our more deprived

Strengths: Interventions to improve life expectancy and quality of life

Detection Interventions

The detection and treatment of common long term conditions such as depression, diabetes and heart disease in primary care is better than average in North Lincolnshire

Psychological therapies

There is also better access to psychological therapies in primary care than nationally

Making Every Contact Count (MECC)

MECC training equips workforces and community champions with the knowledge and skills to undertake 'healthy chats' with relatives, neighbours, colleagues, clients and patients, who are engaged in health risk behaviours, increasing people's motivation to change. MECC is well embedded in North Lincolnshire, with the number of people trained to deliver healthy chats exceeding 400 a year.

North Lincolnshire's Tobacco Control Plan

This plan includes further work to reduce the uptake of smoking by children and young people, and plans to support communities to create smoke free playgrounds and other outdoor spaces.

Trading standards:

The illicit trade in cigarette harms local public health, providing a supply of cheap tobacco that undermines smokers' desire to quit. Our trading standards team have a key role in investigating underage sales of tobacco and seizing illicit tobacco. In 2016/17, Trading Standards identified 6 sales of illicit tobacco products leading to seizures of 44,145 illicit cigarettes and 11.05kg of illicit hand rolling and niche tobacco.

Children's weight management

In 2017/18 the 'Get Going' children's weight management programme worked with over 100 families. The retention rate in this 8-10 week programme is excellent at 92%, with 75% children and young people achieving a reduction in their BMI score.

Active Together

Over the last 3 years this programme has supported inactive people in North Lincolnshire to take part in sport and physical activity. Over the three years 2,050 people accessed the project, making a total of 77,600 visits during this time.

Healthy Living Service

The Council now directly provides a healthy living service. This is targeted at those individuals and communities most in need of healthy living support, enabling access to services which were previously provided separately. This includes Health Trainers, community and workplace health and wellbeing champions/volunteers, Specialist Stop Smoking services, Adult Weight Management, and holistic support to pregnant women to support behaviour change.

Cancer Screening

Local residents are now more likely to present earlier for cancer diagnosis than 5 years ago, contributing to improving cancer survival rates. More than half, 54%, cancers are diagnosed early, (ie at Stage 1 or 2), in North Lincolnshire, compared with an England average of 52%.

Home assistance policy

The Council has a Home Assistance policy which allows Council staff to target advice and financial assistance at those most in need. This includes giving support to older and vulnerable households to help them repair and heat their homes more effectively, reducing the risk of needing residential care or hospital admission.

Healthy work place scheme

There is a strong economic argument for addressing health and disability related worklessness. Nationally it is estimated that when a claimant moves into a job paying the National Living Wage, there are savings of £6,900 for government, a £13,100 boost to the local economy, and £6,500 gain to the individual, (2015 prices).

North Lincolnshire Council has a Wellbeing at Work Healthy Workplace Award Scheme. The scheme is designed to provide a framework of support to help businesses promote and enable positive health and wellbeing in the workplace. The Council is currently working in partnership with over 38 local businesses who are engaged in the scheme who are part of an active workplace health network, with 20 of these working towards the toolkit attainment requirements of bronze, silver, gold and platinum award status. This has allowed for key public health messages, signposting opportunities and awareness raising activity to reach over 14,000 people via workplace health activity.

- So far, more than 300 Workplace Health Champions have been recruited and trained across North Lincolnshire.
- British Steel has been the first local business to achieve the highest award level of Platinum which was celebrated at our 'Wellbeing at Work,
- Workplace Challenge 10,000 was developed by two Health Champions from British Steel. The Challenge was for North Lincolnshire businesses to take part in a workplace pedometer contest designed to increase walking and encourage people to work towards achieving at least 10,000 steps a day. The challenge enabled 70% of participants to increase their walking for leisure purposes and 22% as a means of both commuting and leisure.
- Stagecoach-East Midlands has led the way from the transport industry locally, the organisation has acknowledged how investing in employee health and wellbeing can really benefit both the workforce and organisation and is in the process of rolling out their Healthy Workplace Agenda nation-wide

People with long term conditions are more likely to be in employment in North Lincolnshire than they are nationally, however those that are off work with sickness, tend to be absent for longer.

Rates of health related worklessness in North Lincolnshire are no higher than they are nationally at 6% of the working age population. This number and rate of people claiming sickness related benefits has not changed locally in the last 3 years.

Factors to consider in future planning: Improving life expectancy and quality of life

A number of preventable lifestyle risks and conditions which are above the national average in North Lincolnshire, include unhealthy weight and physical inactivity in adults, pre diabetes, hypertension and alcohol related harm. On average, these conditions combined with smoking, account for 40% of ill health in the adult population.

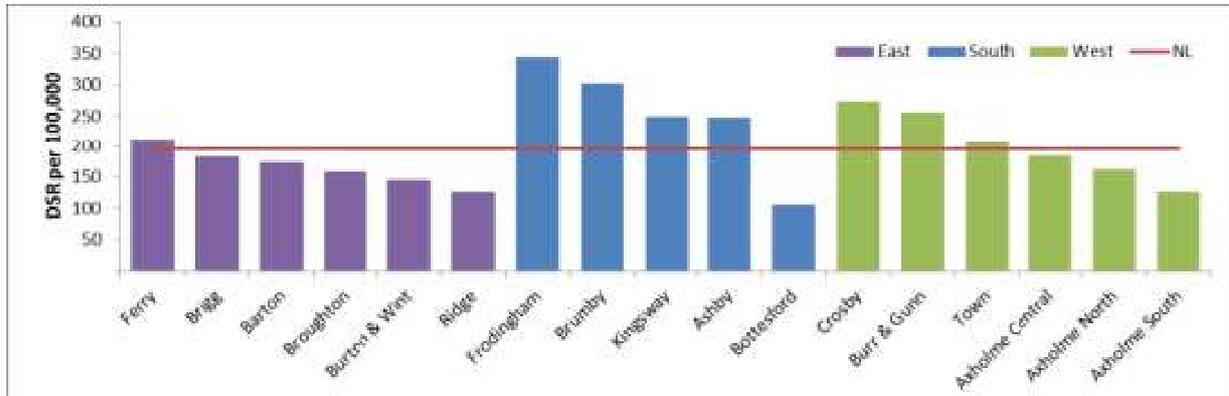
Some of these conditions have risen locally over the last 10 years. This trend is worrying as conditions such as obesity and physical inactivity not only increase the risk of conditions such as diabetes and heart disease, they both raise the risk of multiple diseases in older age. North Lincolnshire already has higher than average rates of obesity related diseases, with rising rates of type 2 diabetes in the adult population.

In North Lincolnshire we have both an earlier onset, and higher than average rates of these conditions in the working age population, especially amongst working age men. All of these risk factors and conditions contribute to lower than average life and healthy life expectancy in North Lincolnshire.

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The highest rates of early deaths, including from lung cancer, COPD, heart disease and suicide, are amongst middle-aged men living in our most deprived communities.

Figure 10: Early death rates (<75 years) from all causes by ward



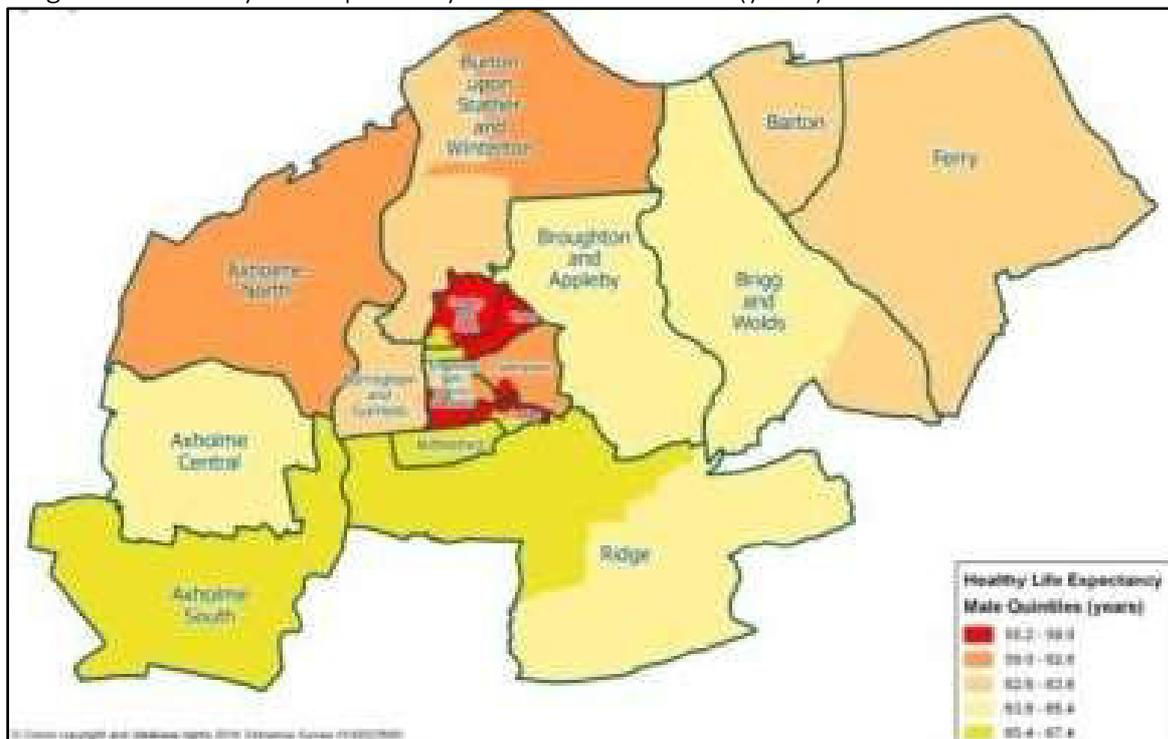
Source: PCMD, North Lincolnshire Council

Source: PCMD, North Lincolnshire Council

Improving the healthy life expectancy in men

Years of healthy life are lowest amongst low income men living in the most deprived areas of North Lincolnshire. Currently male healthy life expectancy in North Lincolnshire is 4 years below the national average at 59.5 years, placing North Lincolnshire in the bottom national quartile for this indicator. This is of particular concern as more people will be expected to work well into their late 60s, which for the average male in North Lincolnshire comes at a time when their health is already causing problems and at a younger age than their peers elsewhere.

Figure 11: Healthy Life Expectancy in North Lincolnshire (years)



Source: <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/>

North Lincolnshire residents report particularly low rates of walking compared with other areas. In 2015/16, 70% adults said they had walked for at least 10 minutes once a week or more in the previous 4 weeks, compared with 81% nationally. This places North Lincolnshire bottom in the region for this indicator and in the least active quartile of local authorities nationally.

According to local school surveys 75% 15 year olds in North Lincolnshire are sedentary 7+ hours a day outside school, and < 20% 11-15 year olds report doing recommended levels of physical activity outside school

Reducing Smoking

Whilst the latest available figures show a steady decline in adult smoking in North Lincolnshire over the last 10 years, rates of tobacco smoking in some groups remain high. Overall, 20.5% adults smoke in North Lincolnshire, compared with 14.9% nationally, which places North Lincolnshire in the 'worst' quartile nationally for this indicator. (PHE, 2017). Amongst people in routine and manual occupations, the rates are even higher, at 35%. This is one of the highest rates in the country, with evidence of a widening gap between those on low incomes and others. Other high risk groups include adults with serious mental illness, for whom rates are estimated to be at least 40%. Overall, tobacco smoking accounts for:

This is a higher rate of tobacco related deaths than average, placing us in the worst national quintile of local authorities for smoking prevalence and smoking related deaths. (Source: <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/>)

Reducing alcohol related harm

- In 2016/17 there were over 4,400 hospital admissions where the primary or secondary reason for admission was linked to alcohol. This was significantly above the national average. These admissions are highest in the 40-64 age group.
- The Council commissions a local alcohol treatment service which achieves a successful completion rate of 45.2% (above the England average of 39.5%).
- Nevertheless, 81% of dependant drinkers in North Lincolnshire are not receiving treatment and so addressing unmet need continues to be a local priority.

Source: <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data>

Increasing Cancer screening uptake

- Coverage of the 3 cancer screening programmes amongst eligible adults is above the national average in North Lincolnshire, although take up has been falling in recent years, as it has nationally. In 2017, coverage rates for breast, cervical and bowel cancer screening were, 76%, 76% and 60% respectively.

Workforce

- The North Lincolnshire workforce is already slightly older than average, and is projected to rise further as the state pensionable age increases
- Whilst people with long term conditions are more likely to be in employment in North Lincolnshire than nationally, by 2030 it is projected that 40% of the workforce will have at least 1 long term condition.
- A higher proportion of the local workforce are engaged in low or unskilled manual occupations in North Lincolnshire and carry a higher risk of both poorer health and health related absence and worklessness.
- Currently healthy life expectancy for men in North Lincolnshire is 59.5 years, 3 years short of the national average and at least 6 years short of the current state pensionable age
- Whilst rates of worklessness as a result of disability or ill health are no higher in North Lincolnshire than nationally, the number of working days lost to sickness absence amongst employees is above average.

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In the 3 year period 2014-16, an estimated 2% of working days were lost to sickness absence in North Lincolnshire, one of the highest rates reported nationally, placing this area in the highest quartile of local authorities for this measure.

- The groups who experience the highest rates of sickness absence are women, older workers, those with long-term health conditions, smokers, public health sector workers and those working in the largest organisations (those with 500 or more employees). (Data source: <https://fingertips.phe.org.uk/profile/wider-determinants/>)
- North Lincolnshire already has an older than average labour force which is projected to age faster than nationally, higher rates of long term conditions in the adult population and an earlier age at onset of some potentially preventable conditions. (Data source: North Lincolnshire Economic Assessment, [http://nlido.northlincs.gov.uk/IAS Live](http://nlido.northlincs.gov.uk/IAS_Live))
- As our workforce ages we should expect a larger number of people working with multiple long term conditions, including sensory impairments.
- Just over a quarter of the work force have some long term (ie lasting 12 months or more) health problem or disability. Of these, 1 in 3 also have a mental health condition
- Employment rates vary by the type and severity of condition, ranging from 65% of those with a physical condition, such as a respiratory problem, 60% of those with a muscular or joint problem, 42% of those with a mental health condition, and 28% of those with a learning disability.
- There are currently 6,100 working age adults in North Lincolnshire who are unable to work due to ill health. For 2,500 of these claimants, 41%, the primary reason is mental ill health
- More than 14,000 people are currently being treated for a depressive illness in North Lincolnshire and more than 2,000 for a severe and enduring mental illness
 - Employment rates are lowest amongst those with a severe and enduring mental illness and are currently less than 10%
 - Life expectancy for this group is between 10-20 years below the average for men and women in North Lincolnshire

Source: <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework>

Mental Health

- There is also strong evidence of the economic and social returns of promoting population mental wellbeing, not least because of the impact of mental ill health over the life course and especially amongst working age adults.
 - depression comes second only to lower back and neck pain in terms of years of life lived with disability, for women, and 4th for men
 - stress, anxiety and depression related illnesses are the 3rd largest cause of *sickness absence* from work, after minor illnesses such as coughs and colds, and neck and back pain
 - mental illness is the largest single cause of health related *worklessness*
 - The return on investment of employee wellness programmes to employers, is estimated to be between £2 and £34 for every £1 spent.
- The benefits for employers on healthy ageing actions include: workplace skills retention, lower levels of sickness absence, reduced staff turnover and associated costs, and a wider recruitment pool.
- Adults with a serious mental illness, (SMI) including psychotic illnesses, are at particularly high risk of developing potentially avoidable long term physical conditions and of dying prematurely from preventable conditions. In North Lincolnshire, excess deaths amongst this group are higher than nationally. They are also less likely to receive an annual physical health check here compared with peer elsewhere.

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- Depression and anxiety tends to be more prevalent amongst people with multiple chronic long term conditions, and chronic pain, with prevalence rising to between 40-50% of people with three or more long term conditions. We should therefore expect a higher than average prevalence of mental illness amongst people with diabetes, back and neck pain and other joint conditions, stroke, heart disease and COPD, much of which currently be undiagnosed.
- Whilst the detection and management of dementia in primary care has improved, we should expect the number of people at risk of developing dementia to rise as the older population grows, and people live into very old age

THEME 3: Adding life to years

It is widely recognised and to be celebrated that people are living longer. We want to add life to those years by improving quality of life and extending healthy life expectancy (i.e. the length of life a person spends in good health). Older people want to age well, retain their independence and health for as long as possible and quite rightly expect to continue to live fulfilled lives and to make positive contributions to their families, communities and the wider economy. As a society, we all benefit significantly from those contributions and as citizens and providers of services, we all have a responsibility to be part of ensuring that everyone has the opportunity to age well.

At the same time, we recognise that increasing age is linked to increasing health problems and frailty and that these trends could increase future demand for both health and social care services. Ensuring that people have the means (be it financial, social, environmental) to age well and are enabled to maintain their independence is therefore important, not only to better manage future demands on services, but more importantly to safeguard older people's well-being in the longer-term.

Key Facts: Factors influencing independent living

- There are over 71,000 people in North Lincolnshire aged 50+ (over 40% of the population) and this is projected to rise to over 81,500 in the next twenty years. The number of 75+ resident in North Lincolnshire is projected to almost double to 26,600 by 2035.
- North Lincolnshire already has a higher than average proportion of people of pensionable age and people over 80 years, 20.2% of residents are aged 65+ compared with 17.9% nationally.
- 15,100 of our residents are aged 75 years and older, of which more than half, 52%, live in our market towns and villages. Just over half of this number live alone.
- Since 2010, life expectancy has risen by 3.4 years for men and 1.9 years for women, to 78.9 years for men and 82.6 years, respectively. For those residents who are already 80 years of age, they can expect to live for a further 8-10 more years.
- Whilst poor health is not an inevitable part of ageing, the chances of developing at least one chronic condition increases steeply post 75 years, with multiple conditions being the norm amongst the 80 pluses.
- In North Lincolnshire, men aged 65 years can expect to live a further 18 years, of which 10 years will be spent managing two or more diseases and 1.9 years managing 4 or more. Women can expect to live for a further 21 years, of which 12 years will be spent managing two or more chronic conditions and 2.2 years 4 or more.
- The most common conditions in older age are arthritis, high blood pressure, diabetes, sensory impairments, respiratory conditions, cancer, depression and heart disease.
- In 2016/17, 19,884 adults were supported to live at home by Council services, many of them with low level needs.
- Whilst the health of people aged 65-74 years is gradually improving, with support needs of this age group projected to remain relatively low over the next two decades, the number of dependent 85+s with complex needs is projected to almost double over the next 20 years. The largest increases in dependency are expected amongst older people living with dementia and other complex physical conditions.

Whilst recent research findings suggest that the number of independent older people living with low or no support needs is likely to grow in the next two decades, the parallel rise in life expectancy and growth in the very old, suggest that the number of people with high support needs will also rise. In particular, the

projections are for a significant growth in people aged 85+ living with complex care needs. By 2035, the number of this age group living with both dementia and other comorbidities is likely to double.

Whilst the incidence of conditions such as dementia and stroke has fallen in the UK over the last 10 years, the number of older people surviving into very old age with these and other age related conditions such as cancer, has risen. At the same time, other risk factors for poor health in older age, such as obesity and physical inactivity, and diabetes, have risen, increasing the risk of multi-morbidity in older age.

Between now and 2035 the number of 85+s living with 4 or more conditions is projected to grow from 15% to almost 40%, increasing the number and proportion of older people who are likely to require intensive social care support. By 2035 it is estimated that 10% men and 20% women aged 85+ will have high dependency needs, ie needs help everyday with using the toilet, or has problems with continence, transferring from bed or chair, feeding and putting on socks and shoes.

Strengths:

People get the right care at the right time and are only treated in hospital when appropriate

Effective out-of-hospital care

- Our frail and elderly residents are more likely to be supported at home, with fewer admissions to long term residential care, with more vulnerable adults benefitting from community based services than elsewhere.
- More than 90% of people using North Lincolnshire's rehabilitation and reablement services post hospital discharge are still living independently at home more than 3 months later.
- Local people are less likely to experience a delayed discharge from hospital, and once discharged, are more likely to stay at home for longer.
- As our residents approach end of life, they are more likely to receive palliative care at home, or in a care home, than nationally.
- North Lincolnshire has a high performing adult social care service, with the majority of indicators within the Adult Social Care Outcomes Framework above the national average.
- The number of people with dementia receiving a timely diagnosis and ongoing support has improved significantly.

Excellent primary and community health and wellbeing provision

- 80% of care homes, 100% home care providers and 90% GP practices are rated as 'good' or 'outstanding' by the Care Quality Commission in North Lincolnshire.
- We are best in the region for the number of care homes and home care providers rated 'Good' or 'Outstanding'

Well - established community health and wellbeing services

- There are already a range of health services based in the community which in the past would have only been accessible in a hospital setting. This includes a respiratory service and pulmonary rehabilitation, MSK services, dermatology, and nursing and therapy services.
- There are also services focussed on managing people who are acutely unwell within their own homes; this service is delivered by a team of Emergency Care Practitioners. These patients would previously had been admitted to hospital as an emergency but can now be cared for in their own home supported by highly skilled practitioners to avoid hospital admission
- Handyperson Service / Home Assistance Service - This Council-funded service operates 24 hours a day, 365 days a year, with the aim of ensuring that people can remain safely and independently in

their own homes. The services provide a flexible and speedy response when care call alarms have been activated by a person. The range of services offered include generic support, simple aids to daily living, minor adaptations, Telecare, monitoring and response to Telecare alarm and signposting.

- The Intermediate Care Centre, Sir John Mason House, provides rehabilitation and re-ablement programmes to people who are not well enough to live in their own homes after a period of illness or injury.
- Intermediate Care is also provided in the person's own home via the Community Support Team Referral and support is provided 24/7 for up to 6 weeks. The nurses and therapists also provide an outreach service to people placed in other private care home settings for up to 4 weeks, when needs arise.

Factors to consider in future planning:

Demand for alternative housing options

The strongest projected growth in our population is expected amongst people aged 75 years and older over the next 20 years. In order to meet future local needs, the range of housing options available for older people needs to grow, including both mainstream homes suitable for older buyers who may wish to downsize and remain living in their communities, as well as assisted living schemes.

Analysis of the local care market has identified that whilst the current provision of residential care in North Lincolnshire meets demand for those with non-specialist needs, the demand for personalised care for those with more complex, specialist care needs is not being met locally and is likely to increase. This includes personalised services for people with:

- Dementia
- Time limited step –up/step-down support to respond to people with specialist and complex needs at points of crisis which can quickly enable people to return to live in their own homes.

Over the last year, the range of housing options for vulnerable adults has risen, enabling more people to remain living at home and to manage their tenancies. However there are additional market opportunities to provide support and care solutions in the community, to enable frailer, elderly and people with complex needs to live at home or closer to their local communities.

There is still a need for householders to consider their future needs in relation to their home before the need arises and problems become acute.

[Community Link to Market Position Statement and housing growth plan once online](#)

Preventing social isolation

- Whilst most people experience loneliness at some point in their lives, an estimated 10% of adults express feelings of frequent loneliness. People who are unemployed, are unable to work due to long term conditions and live alone are at particularly high risk of frequent loneliness, as are people living with life-long mental illness.
- Whilst loneliness is often associated with older age, surveys show that older people are much more likely to feel connected to their local area than younger people, are more likely to regularly stop and talk with people in their neighbourhoods, to trust their neighbours and be willing to help them than younger age groups.

- Some of the factors associated with loneliness amongst 65+ include living alone, low income, being in poor health, visual impairment, having difficulties with at least one activity of daily living, loss of friends, and no or low access to private transport. Fear of falling when out on the streets, as well as fear of crime, can also limit people's social connectedness and exacerbate feelings of social isolation.
- Based on these key risk factors, Age UK and the ONS have constructed a 'loneliness heat map' based on Census 2011 data. <http://data.ageuk.org.uk/loneliness-maps/england-2016/north%20lincolnshire> This map highlights as high risk areas some urban neighbourhoods in the Crosby and Ashby areas of Scunthorpe, as well as areas within the more rural market towns of Barton, Winterton and Gunness and Keadby.

Air quality

- Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. There is also often a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas.
- Some areas of North Lincolnshire continue to experience high concentrations of air pollutants from the steelworks site, due to the prevailing winds. There are a number of emission sources and different companies involved on this site, which requires collaboration between local businesses and the Council. The Environment Agency is the lead agency responsible for regulating these businesses and PAH emissions.
- Emissions of PM10 (particulate matter with a diameter of 10 microns or less) from the steel works site and neighbouring operators have contributed to the exceedance of legal air quality targets, leading to the declaration of Air Quality Management Areas (AQMA).
- (Source: <http://www.nlincsair/>)

Quality Housing

Quality Housing: Why is this important?

Houses are more than physical structures providing shelter. They are homes – where we bring up our families, socialise with friends, our own space where we can unwind, keep our possessions safe and take refuge from the rest of the world. They're where we spend most of our time.

Poor housing, unsuitable housing and precarious housing circumstances affect our physical and mental health. Generally speaking, the health of older people, children, disabled people and people with long term illnesses is at greater risk from poor housing conditions. The home is a driver of health inequalities, and those living in poverty are more likely to live in poorer housing, precarious housing circumstances or lack accommodation altogether. The right home environment is essential to health and wellbeing, throughout life. The right home environment can:

- Protect and improve health and wellbeing and prevent physical and mental ill-health;
- Enable people to manage their health and care needs, including long-term conditions, and ensure positive care experiences by integrating services in the home;
- Allow people to remain in their own home for as long as they choose. In doing so it can:
 - Delay and reduce the need for primary care and social care interventions, including admission to long-term care settings;
 - Prevent hospital admissions;
 - Enable timely discharge from hospital and prevent re-admissions to hospital;
 - Enable rapid recovery from periods of ill-health or planned admissions.

The change demographic of North Lincolnshire will influence the housing market. The proportion of the population aged 65 years and over in North Lincolnshire reached 20.7% in mid-2017, compared with 18.0% nationally. In mid-2017 there were 35,400 people aged years 65 and over, 7,500 more than the mid-2007 figure. Those people aged 90 and over account for only a very small proportion of the population, at 0.9% both locally and nationally in mid-2017. In North Lincolnshire, the population in this age band has risen from 900 in mid-2001 to 1,600 mid-2017, a rise of 77.6% over the period, higher than the 54.5% seen nationally.

Quality Housing: strengths

Housing and accommodation

- April 2018 figures show that, at £140,343, North Lincolnshire's average house price is 42.4% lower than the England average of £243,639. Average monthly rental costs of £490 also compare favourably with national and regional average.
- North Lincolnshire has traditionally had high rates of home ownership. At the 2011 Census 69.8% of households had a stake in their own home - either outright, with a mortgage or as shared ownership. This compares to a national average of 64.2% of households who own their own home.

Vulnerable People

- High rates of stable accommodation for people with learning difficulties and mental illness. In North Lincolnshire 90% of adults in contact with secondary mental health services live in stable and appropriate accommodation. This compares favourably to the national average of only 54%.

- 90% of North Lincolnshire's adults in contact with secondary mental health services live in stable and appropriate accommodation, compared to 54% nationally.

Homelessness

- North Lincolnshire has consistently experienced lower rates of homelessness than that seen nationally. Latest figures show that in North Lincolnshire there were 84 homeless people in priority need- a rate of 1.15 per 1,000 households, less than half the national rate of 2.41 per 1,000.
- The average monthly rent paid is significantly lower than the regional and national average (see graph)

Areas to consider in future planning

North Lincolnshire's housing completion rates fell to a five-year low of 272 completions in 2016/17, short of the 290 annual target. This is a rate of 3.6 units per 1,000 dwellings, the lowest rate of all of North Lincolnshire's neighbouring authorities and significantly lower than the national rate of 9.2 per 1,000 dwellings.

- Increase the Supply of Retirement Living Options for Older People As life expectancy increases, so North Lincolnshire's population is set to age.
- Increase access to affordable warmth in some rural areas. At 10.8%, the average rate of households said to be in fuel poverty locally is less than the national average of 11.0%. Although the data illustrates that fuel poverty is not as significant an issue in North Lincolnshire as it is in other authority areas, there are pockets of fuel poverty experienced in some of North Lincolnshire's wards. Specifically, the three urban wards of Crosby and Park, Town and Frodingham (with 15.6%, 15.4% and 13.6% respectively) all have fuel poverty rates well above both the regional and national averages.
- The private rented sector has grown considerably within Northern Lincolnshire over the last 16 years. Whilst private renting is spread across the whole Borough, the highest concentrations are within the urban centres of North Lincolnshire, in particular the inner urban area of Scunthorpe. Current Council tax and housing benefit data suggests that the level of private renting in this area may be as high as 45% of all households.
- Scunthorpe North: A considerably larger proportion of homes in Scunthorpe North are privately rented (21.6%) compared to the North Lincolnshire average of 13.4%. This area has a high population turnover and is one of the most ethnically diverse areas in North Lincolnshire. There has been a significant change in the ethnic profile of this area in the last 10 years. Many of the properties available for private rent in this area are older properties, of a poor standard. Other tenants of these properties include vulnerable adults who are unable to afford anything better due to their low incomes and high levels of benefit dependency. Social deprivation, coupled with a high concentration of migrant workers and asylum seekers, low levels of spoken English, working long hours on zero hours contracts, also means that some groups are unable to engage with the community in which they live, which can increase their risk of social isolation, fear of crime and disorder and lack of knowledge of how and where to access public services. In the wards of Crosby and Park and Town Wards there are concerns regarding ASB and crime. The age of the stock and condition of the properties means that there is a higher percentage of the homes in this area that have category 1 health and safety hazards, along with a higher percentage of multiple occupation than elsewhere. Consequently, this area is struggling with issues related to excess waste, fly tipping, noise nuisance and unacceptable housing conditions, which put a strain on those living in them and on services needed to provide support.

Data links

- Joint Strategic Intelligence Assessment (2016-2017)
- Community Safety Plan 2018/20
- Children and Community Resilience Service Plan 2018-19

Cleaner and Greener Spaces

Cleaner and Green Spaces: why is this important?

Green Spaces

Physical and mental illnesses associated with sedentary urban lifestyles are an increasing economic and social cost. Areas with more accessible green space are associated with better mental and physical health. The risk of mortality caused by cardiovascular disease is lower in residential areas that have higher levels of 'greenness'. There is evidence that exposure to nature could be used as part of the treatment for some conditions. There are challenges to providing green spaces, such as how to make parks easily accessible and how to fund both their creation and maintenance¹.

Improving green space use may promote social cohesion by allowing groups from different social backgrounds to interact, which in turn has health benefits, such as reducing stress.

Urban green spaces, as part of a wider environmental context, have the potential to help address problems 'upstream', in a preventative way – considered a more efficient approach than simply dealing with the 'downstream' consequences of ill health².

Open space, sport and recreational facilities are important to community cohesion because they can facilitate bringing people together, by providing meeting venues and social spaces for events and activities. They are an essential part of urban heritage and the urban fabric that makes up an area. As such they have an integral role in providing balanced and sustainable communities.

Cleaner Spaces

Air pollution is the top environmental risk to human health in the UK, and the fourth greatest threat to public health after cancer, heart disease and obesity. It makes people more susceptible to respiratory infections and other illnesses³

The built environment influences the public's health, particularly in relation to chronic diseases. There is good evidence to indicate that the burden of chronic disease in the population can be reduced through an

¹ <http://researchbriefings.files.parliament.uk/documents/POST-PN-0538/POST-PN-0538.pdf>

² http://www.euro.who.int/__data/assets/pdf_file/0005/321971/Urban-green-spaces-and-health-review-evidence.pdf?ua=1

³ https://consult.defra.gov.uk/environmental-quality/clean-air-strategy-consultation/user_uploads/clean-air-strategy-2018-consultation.pdf

active lifestyle, proper nutrition, and reduced exposure to toxic conditions. Urban and suburban environments can be designed to facilitate healthy behaviors or create the conditions for health..⁴

What we do well

Greener Spaces

- The area is well served by vast areas of green space which include: [300 acre Normanby Hall Country Park](#); [110 acre Waters Edge Country Park](#); [300 hectares of parks and gardens](#); [17 nature reserves covering 310 hectares](#) including the internationally important Humberhead Nature Reserve
- Figure 15 identifies and summaries a list of natural and build resources in North Lincolnshire that help make up the green spaces.

Figure 15: types of greenspace			
Typology	Number of Sites	Total Area (ha)	Provision per 1,000 Population (ha)
Parks and Gardens	66	279.22	1.64
Natural and Semi Natural Greenspace	66	1634.55	9.63
Amenity Greenspace	83	84.98	0.50
Outdoor Sports Facilities	65	195.02	1.15
Provision for Children and Young People (Stand Alone Provision)	54	8.47	0.45
Provision for Children and Young People (Within Other Typologies)	78	9.18	0.45
Allotments	14	29.46	0.17
Churchyards and Cemeteries	46	47.76	0.28
Area Total	394	2279.46	13.42

Cleaner Spaces

- Overall, air quality is good in North Lincolnshire, with relatively low road transport related pollution
- Levels of litter are good and are just below the national upper quartile of performance
- Communities are positively engaged with the national Keep Britain Tidy campaign, and in the last year there have been significant reductions in litter in some key areas.

What factors do we need to consider in future planning?

- Pockets of poor air quality associated with heavy industry
- Whilst the quality of housing, air, and overall physical environment of our urban and rural areas is generally very good, these averages mask significant challenges in some neighbourhoods of North Lincolnshire
- Some areas of North Lincolnshire continue to experience high concentrations of air pollutants from the steelworks site, due to the prevailing winds. There are a number of emission sources and

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447979/>

different companies involved on this site, which requires collaboration between local businesses and the Council. The Environment Agency is the lead agency responsible for regulating these businesses and PAH emissions.

THEME 4: Delaying the onset of long-term conditions in later life

Whilst on aggregate, the growth in the older population is driving greater demand for health and care services, it is not necessarily the case that more older people inevitably equals a greater burden of disability and disease. The nature and complexity of health needs in older age is rapidly changing, with many conditions associated with older age either being preventable or manageable. For example, we know that active treatment of hypertension in middle age and older people without dementia, can reduce dementia incidence in later life.

Other modifiable risk factors for dementia in middle age and older include hearing loss, depression, social isolation, low education and brain cognitive reserves, physical inactivity, obesity, smoking and diabetes.

Obesity, physical inactivity and injury are all major risk factors for other common conditions in later life including joint and muscular pain. In fact for the three leading musculoskeletal (MSK) conditions that cause the most disability in later life there are evidence-based interventions that work.

Figure 16: Evidence based interventions for prevention or delay of low neck and back pain, falls and osteoarthritis

MSK condition	Intervention
Low Back and Neck Pain	Stay physically active and exercise regularly, weight loss support
Falls	Strengths and balance training, home safety assessment, participation in falls prevention programmes, activities such as tai chi, dancing bowls or gardening
Osteoarthritis	Activity and exercise to strengthen muscles and improve aerobic fitness, such as walking, swimming and pilates weight loss support

- Acquiring a health condition does not necessarily mean high levels of dependency on health and care services. Whilst most people aged 75 years and older have more than one health condition, almost half of this age group do not perceive these conditions as having a significant impact on their lives.
- However, as the population ages we should expect a rise in the number of older people with 4+ conditions, of which a third will have coexisting depression and/or dementia. It is projected that even without any changes in current incidence, the numbers of older people living with 4+ conditions will double over the next 20 years, suggesting the need for a new focus on the prevention and treatment of complex multi-morbidity, through:
 - Primary prevention of mid and late life risk factors in high risk groups/communities
 - Targeting older people who have acquired a second chronic condition
 - Providing personalised integrated services for people with four or more conditions

Factors to consider in future planning

Waiting Times

- Average waiting times for planned hospital treatment have risen in the last 2-3 years, as they have nationally, as the number of people referred for diagnostic and treatment services has grown. Currently, 30% patients wait more than 18 weeks for treatment and in 2017/18 almost 700 people waited more than 52 weeks from referral to treatment.
- Whilst waiting times in A&E have fallen locally in the last two years, the local provider has struggled to meet the national target, although A&E performance is above the bottom national quartile.
- Currently, the proportion of North Lincolnshire people with cancer in receipt of treatment within 62 days of urgent GP referral is below the national target of 80%, and at 72.4%, North Lincolnshire currently ranks in the bottom national quartile on this measure.

Reducing use of urgent care

- North Lincolnshire residents make greater use of urgent care for chronic and acute conditions which could potentially be managed in the community, than nationally, although rates have fallen in the last three years.
- High rates of such admissions tend to be associated with above average rates of deprivation and lower rates of access to ambulatory urgent care services.
- Almost half of all unplanned admissions to hospital in North Lincolnshire are people under the age of 65 years, although the risk of an urgent admission is highest amongst the very old. (See Figure *) Information is also available at Care Network and GP practice level at [...\(insert hyperlink to GP and Network profiles\)](#).
- Children account for a significant number of these admissions, but so do middle-aged adults. There are much higher rates of emergency admissions for conditions that could potentially be managed within the community, especially in our most deprived neighbourhoods, including higher emergency admissions rates for conditions such as angina, chronic lung disease, and urinary tract infections.

Improving quality of provision across the health and social system

- Whilst the quality of health and social care services is generally good across North Lincolnshire, recent CQC inspection reports have highlighted some challenges within the acute sector, and the latest report suggest further room for improvement.
- Further work is required to stabilise acute hospital services and implementing improvement plans for hospital, ambulance and patient transport services.
- In order to ensure services are of high quality, safe and affordable, some acute services may need to be delivered from larger hospitals
: <https://www.cqc.org.uk/provider/RJL>

Support for Vulnerable groups

- We all have the capacity to improve our and our community's health and wellbeing, whether it's doing all we can to keep ourselves and families well, connecting people to support in their communities, or keeping our neighbourhoods clean safe and green.
- However some groups and communities may be at greater risk of poor wellbeing, or have fewer personal, social or community assets to draw on, and may require additional support to strengthen their resilience, develop their skills and networks, and enable them to self-care better. These groups include:
 - 0-19s especially those with special educational needs and disabilities, or who have experienced adverse childhood experiences (ACEs), such as abuse, neglect, domestic abuse, parental

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- separation or substance misuse. (SEND Needs Assessment, and Vulnerable Children chapter)
- Frail and elderly adults, who are at higher risk of frequent and sudden deteriorations in
- health, and urgent hospital admissions. Especially those that live alone, or in care homes. ([Hyperlink to Vulnerable Adults chapter](#))
 - People living in our most disadvantaged communities, who are at greater risk of poor health from potentially preventable conditions, are more likely to present to health care services later, and to die prematurely.
 - Adults with serious mental illness, (SMI), who are more likely to present in A&E for healthcare and to die sooner of preventable physical conditions. Adults with both mental illness and substance misuse issues, are at particularly high risk of early death from preventable causes.
 - Adults with learning disabilities – including those with slight to moderate learning disabilities, are more likely to experience poor health across a range of outcome indicators, including poor mental wellbeing, arthritis, diabetes, epilepsy and multiple morbidity. This group is less likely to be employed and is more likely to be dependent on lifelong benefits, increasing the impact of the wider determinants on their health and wellbeing.
 - People living in poor quality housing or with a low thermal efficiency rating, especially young families, older people and those with underlying health conditions.
 - People who are long term unemployed or unable to work – especially those living alone, who are at particularly high risk of the double burden of poor mental wellbeing and long-term conditions. 41% of adults on long term sickness benefits have a mental illness of behavioural

THEME 5: End of life

Death is a fact of all of our lives. All of us will die and most of us will experience bereavement at some point in our lives. Whilst the majority of deaths occur in older age, and after a period of chronic illness, some occur at younger ages and may be unexpected. A very small number of deaths occur in childhood.

The place and manner in which people die and are cared for at end of life can have a significant impact on the wellbeing of the individual, their carers and on others who are bereaved.

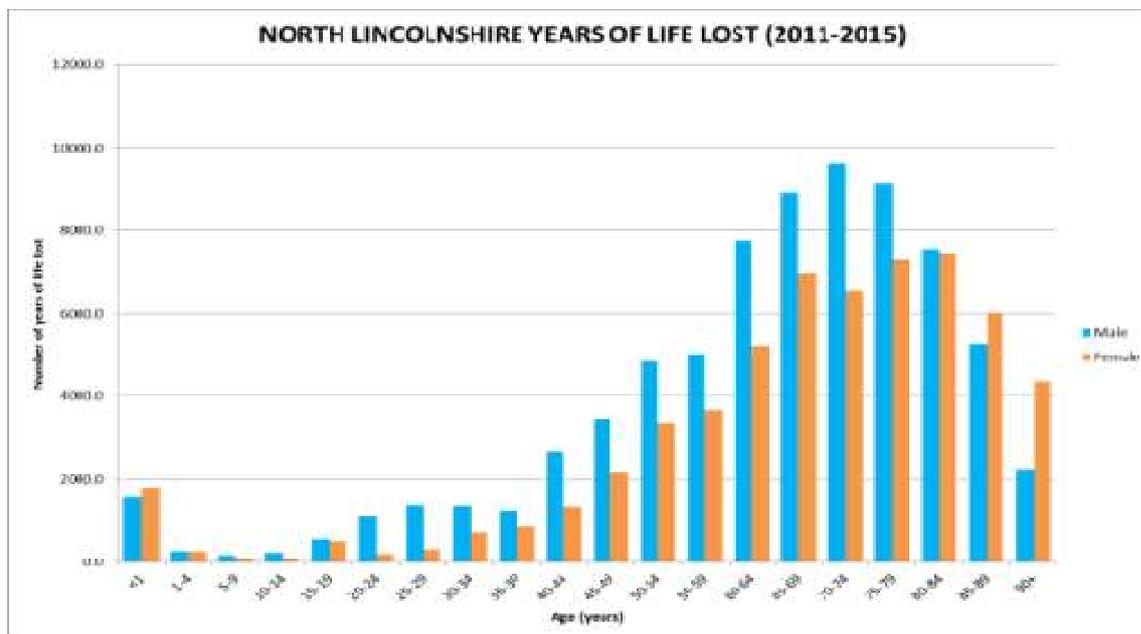
People dying where they want to and having the opportunity to plan in advance and exercise some choice of care at end of life, can also bring great comfort to them and to those who are left behind.

Some population groups are more likely to die at a younger age than others, including people with learning disabilities, people with serious mental illness, people with chronic substance misuse issues, and people living in our most deprived communities, especially low income men.

Key Facts

- The number of people dying at very old age is rising year on year. In 2017, 365 people died in their 90th year or older, with a number of complex underlying conditions, representing just over a fifth of all deaths in that year.
- The major causes of death are cancer, (29% deaths), circulatory disease such as stroke and heart disease, (26%), and respiratory disease, such as chronic lung disease (14%).
- Less than half of deaths occur in hospital in North Lincolnshire, (45%), 21% at home, 28% in a care home, and 4% in a hospice. A slightly higher proportion of deaths occur at home in North Lincolnshire than nationally.
- More than half of deaths which occurred in care homes, were of temporary residents, ie the care home was not their usual place of residence.
- People with dementia are more likely to die in care homes.
- The number of deaths which occur in hospital or within 30 days of discharge remain above average in Northern Lincolnshire and Goole, although rates are improving
- North Lincolnshire's rates of excess winter deaths have historically compared well with the national and regional rates, although they can fluctuate quite significantly from one year to the next.
- Men die at a younger age than women, and from all major causes.
- Sudden deaths are also more common amongst men, with males having much higher rates of accidental deaths, including traffic related fatalities, alcohol and drug related deaths and suicides, than women.
- Men are also more likely to die sooner than women from other potentially preventable causes, including lung cancer, chronic lung disease and heart disease, especially those living in our most disadvantaged areas.
- An average of 10 children and young people die each year in North Lincolnshire. The majority of these child deaths occur in the first year of life and most are due to extreme prematurity or congenital conditions.
- Infant mortality rates are similar to the national average in North Lincolnshire and have remained at around 4 per 1,000 live births for the last decade.

Figure 17: Years of life lost by age and gender in North Lincolnshire



The above graph shows that, an average of 1780 North Lincolnshire residents die each year. Of these, less than 1% are under 20 years of age at the time of death, compared with 86% aged 65 years or older and 68% aged 80+.

Areas to consider in future planning

- Excess winter mortality is an issue of concern for public health as there is strong evidence that many of these deaths are preventable.
- Flu vaccination can help reduce winter mortality. Take up of the flu vaccine by people aged 65+ is in line with national average in North Lincolnshire and has improved in recent years although it is still below the target coverage of 75%.
- Older people with underlying health conditions are most vulnerable to excess winter deaths, especially those aged 75+.
- Premature deaths (ie deaths before 75 years of age) from cancer, circulatory disease and respiratory disease are significantly above the national average in North Lincolnshire, the highest rates being observed in Brumby, Crosby and Park and Frodingham wards in Scunthorpe.
- The number of deaths where dementia is mentioned on the death certificate is rising each year.

Vibrant Leisure and Culture

Vibrant Leisure and Culture: Why is this important?

Culture

Research⁵ has found that both men and women engaging in cultural activities, such as museum visits and sports, reported having better health and satisfaction with life, as well as lower anxiety and depression. This research has demonstrated that attending or participating in a wide range of cultural and sporting activities can have a positive effect on perceived health, satisfaction of life, anxiety and depression.

Similarly, another research study⁶ found that people who participate in culture or attend cultural places or events are more likely to report good health and life satisfaction than those who do not. This remains true even when other factors such as age, economic status, income, area deprivation, education qualification, disability or long standing illness and smoking are taken into account.

Leisure including physical activity

There is overwhelming evidence proving that people should all be more physically active, if they want to live a healthy, fulfilling life into old age. The medically proven health benefits of regular physical activity include:

- up to a 50% lower risk of type 2 diabetes
- up to a 50% lower risk of colon cancer
- up to a 20% lower risk of breast cancer
- a 30% lower risk of early death
- up to an 83% lower risk of osteoarthritis
- up to a 68% lower risk of hip fracture
- a 30% lower risk of falls among older adults
- up to a 30% lower risk of depression
- up to a 30% lower risk of dementia
- up to a 35% lower risk of coronary heart disease and stroke

What do we do well?

Culture

- North Lincolnshire has diverse array of attractions, which includes:
 - Museums
 - Art galleries like 20:21 Contemporary visual arts
 - Specialty markets and key events in
 - Waters' Edge Country Park and Visitor Centre.
 - Thornton Abbey and Gates house
 - The Plowright Theatre
 - The Ropewalk
 - The Baths Hall

⁵ <https://www.nhs.uk/news/lifestyle-and-exercise/cultural-activities-linked-to-health/>

⁶ <https://news.gov.scot/news/culture-is-good-for-your-health>

Leisure Assets

- Examples of built leisure assets include:
 - The Pods
 - Ancholme Leisure Centre
 - Epworth Leisure Centre
 - Baysgarth Leisure Centre
 - Riddings Pool
 - Axholme North Leisure Centre

Tourism facts

- Total visitor numbers to North Lincolnshire stand at 3.46m, a rise of 6.2% since 2009, and an increase of 1.8% on 2014.
- Day visits to North Lincolnshire (3.038m) represent 87.8% of the total visits to North Lincolnshire and have grown by 4.5% since 2009, and increased by 1.8% on 2014. Staying visits (423,000) represent 12.2% of the total visits to North Lincolnshire and have grown by 20.4% since 2009, and increased by 1.3% on 2014.
- On average, visitors staying in North Lincolnshire spend 2.36 days in the area and spend £9.8 million on accommodation (3.2% increase). Between 2014 and 2015 the average length of stay for all staying visitors rose by 1.1%.
- Over 4 million Visitor Days and Nights generated in North Lincolnshire in 2015 (2% increase on 2014).

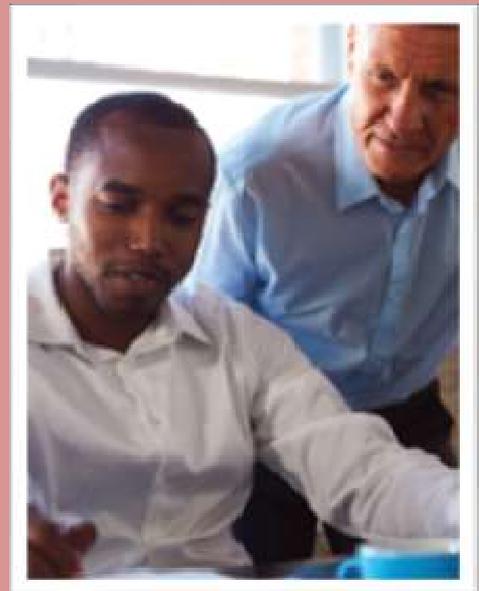
Areas to consider in future planning

- To consider how leisure and culture can be used to engage with people and communities who, on average, have poorer health outcomes.

Chapter 3

Prosperous outcomes for the people of North Lincolnshire

6. More Jobs, better paid jobs
7. Improved skills
8. Excellent education
9. Thriving businesses
10. Accessible child care



More jobs, better paid jobs Thriving Businesses

Why is this important?

An individual's employment status and the nature and quality of their work has a direct bearing on their quality of life, physical and mental health. Evidence shows that good quality work is beneficial to a person's health and wellbeing, and protects against social exclusion through the provision of income, social interaction, a core role, a sense of identity and purpose.

Those who are satisfied with their job, income and amount of leisure time report higher levels of wellbeing. Having a good level of income also supports the local economy. People have more money to spend, thereby supporting businesses and fostering an economically sustainable local environment.

Income inequality, whether by gender, social disadvantage, or other factor, drives inequalities in health and results in worse health and social outcomes for all, not just those on lowest incomes.

Conversely, unemployment can have a significant negative impact on the quality of life of both individuals and their families, with adverse health effects often experienced as a result. Worklessness is particularly associated with poorer physical and mental health and lower levels of wellbeing.

Economic development is a critical component that drives economic growth in our economy, creating high wage jobs and facilitating an improved quality of life.

Key Facts

- As of March 2018 in North Lincolnshire there are fewer economically active women (37,300) when compared to economically active men (44,300) (*NOMIS Labour Market Profile*).
- In 2017, the number of Businesses ceasing trading (640) outstripped Business start-ups (610) in North Lincolnshire for the first time in 5 years
- A lower proportion of North Lincolnshire's population (20.9%) is economically inactive in comparison to the national average (21.4%) (*NOMIS Labour Market Profile, March 2018*).
- 21.7% of the population in North Lincolnshire is classed as retired compared to a national average of 13.0% (*NOMIS Labour Market Profile, March 2018*).
- Latest figures show that the rate of claimants for unemployment benefits aged 18-24 has risen from 4.1% in October 2017 to 6.3% in October 2018, and is now double the national rate (3.1%) (*NOMIS Claimant Count & Annual Population Survey*)

What we do well

- The sectors with the highest share of jobs are manufacturing, health and retail.
- The number of workers in North Lincolnshire employed in the manufacturing sector, double the regional average and well above the national rate (7.9%). The number of people employed in the manufacturing sector increased by 3,000 over the 12 month period from 2016-2017. It remains North Lincolnshire's largest sector for employment, with 22.7% (17,000) of all people in employment, considerably higher than the regional and national rates of 11.2% and 7.9% respectively

Chapter 3 - Prosperous

- Of the ten industry sectors, two produced almost half of the GVA (gross value added) generated in North and North East Lincolnshire. These industry sectors are Manufacturing and Distribution; transport; accommodation and food.
- The GVA per head figure for North and North East Lincolnshire was £22,326 in 2016, higher than the regional average of £21,285 but lower than the national average of £27,060.
- In North Lincolnshire there were 5,555 active enterprises during 2016, raising from 5,335 in 2015.
- According to the Annual Survey of Hours and Earnings (ASHE), in 2017 the median gross weekly pay for full-time workers in North Lincolnshire was £531.40, compared to the Yorkshire and Humber figure of £502.30. The median gross weekly pay for full-time workers in North Lincolnshire has remained consistently higher than the regional pay.
- Although the rate of enterprise births in North Lincolnshire is lower than the regional and national figures, it has been steadily increasing each year for the last 5 years, save a slight dip in 2014. In addition, the rate of enterprise deaths in North Lincolnshire over a 5 year period has been consistently lower than the rate seen across the region and nationally.

Factors to consider in future planning?

Our Skills and Employability Position Statement has been produced to provide information on the key employment sectors and signposts identifying skills gaps within those sectors. Some of the concerns around skills shortages identified include:

- An aging workforce with a significant number of people retiring from certain sectors (e.g. manufacturing);
- Rural manufacturing and engineering businesses struggling to find suitably qualified staff;
- An increasing focus on the need for people with scientific, technological and engineering backgrounds;
- Wider technical and higher level skills required in sectors such as food manufacturing to meet the technological changes taking place in the industry;
- Large gaps in the health and care sector, logistics and a general gaps in higher level and management skills.
- The median gross weekly pay for full-time workers in North Lincolnshire, at £531.40, is higher than the regional average of £502.30, although it remains lower than the national average of £555.80. When comparing the gross median weekly pay for females in full-time employment in North Lincolnshire with that for males there is a clear gap. The median gross weekly pay for females is £430.20, £168.70 lower than the comparable figure for males, and £66.00 lower than the national average for females.
- Unemployment adversely affects the 18-24 year old age group to a greater extent than older age groups, and this is clearly shown in the claimant count figures. Of the 3,285 claimants in North Lincolnshire in October 2018, 750 (or 22.8%) are aged over 18-24 years. Latest figures (October 2018) show North Lincolnshire's claimant count rate for 18-24 year olds, at 6.3%, is almost double the national and regional rates at 3.1% and 3.5% respectively.
- For the transport and transportation network to develop to meet future demands
- People who are more vulnerable to exclusion from the labour market and may experience barriers to securing and maintaining employment would benefit from additional support. The Universal Prevention Offer from North Lincolnshire Council's Adult and Commissioning Service is focussed on encouraging; preparing; finding and sustaining paid employment for vulnerable adults across North Lincolnshire.
- Reduce long term worklessness amongst 50+ with LTCs, mental ill health and disabilities. Worklessness is defined as-
 - the unemployed;

- those actively seeking work; and
- the economically inactive (those who are not working but have a reason for not seeking work).
- The rate of worklessness across North Lincolnshire for both people of working age and those aged 50 to 64 generally follow the national trend, with the exception of 2016 when rates in North Lincolnshire experienced a surge and climbed well above the national averages.
- Worklessness is higher amongst the 50-64 year olds than generally across the working age population, and this is true both locally and nationally. In North Lincolnshire 21.9% of the economically inactive gave being retired as the reason they were not actively seeking work, and a high proportion of these people are likely to be aged over 50 years old.
- There were 5,770 Employment and Support Allowance (ESA) claimants in November 2017 in North Lincolnshire, according to DWP figures⁷. Of these, 2,790 were aged 50+ representing 48.4% of all claimants and higher than the 47.0% seen nationally.
- Of North Lincolnshire's 5,770 ESA claimants, 2,410 (41.9%) are claiming with mental health conditions. An analysis of those claimants with mental health conditions shows that 1,435 (59.5%), are residents of Scunthorpe's urban wards. There are a further 850 people (14.8%) in receipt of ESA, claiming with musculoskeletal conditions. 40.6% of these people live in North Lincolnshire's rural wards (this includes market towns such as Epworth and Brigg) compared to 59.4% living in the urban areas of Scunthorpe or Barton.

When detailed medical condition data is available further analysis of this dataset will be carried out to discover if there is a link between medical conditions, age and place of residence.

Data links

- North Lincolnshire Local Economic Assessment 2018.

⁷ DWP are currently investigating an issue with the medical condition codes in the ESA and IBSDA data. Until this is resolved, please use the medical condition figures with caution.

Improved Skills

Why is this important?

Having a skilled workforce is one of the keys to driving the economy. Businesses need workers who have the right skills to match their needs. This is particularly important to attract new businesses to the area as well as support and enable the existing businesses to be successful and grow.

The Government's Industrial Strategy identified that the country does not have enough people skilled in science, technology, engineering and maths; and there is a need to narrow disparities between communities in skills and education and remove barriers faced by workers from under-represented groups in realising their potential. This is reflected in North Lincolnshire where there are inequalities in terms of skills levels and employment rates across the area. Skills underpin many of our ambitions around increasing productivity, growing the economy and supporting businesses.

Businesses and public sector organisations play a vital role in helping young people learn about the working environment; shaping the way young people learn to ensure they have the right skills and attitude for work; and providing schools and young people with the information they need to make informed choices about future careers. Businesses also play a key part in raising awareness of employment opportunities within their industries and communicating the specific skills/ qualifications required to access these roles.

A strong link between businesses and public sector organisations means that businesses input into ensuring skills provision meets the need of their current and future business requirements.

It is important that the Council and partners work closely with local businesses to identify their current and future learning and skills needs.

What we do well

- North Lincolnshire's workforce is skilled in our key sectors, particularly in manufacturing. A significant proportion of North Lincolnshire's workforce is in skilled trades or machine operatives, supporting our strengths in the manufacturing sector. This provides us with a robust base from which to increase productivity through manufacturing going forward.
- Programmes are in place to link businesses with local schools, building good connections and creating opportunities for our children and young people.
- Programmes in place to support innovation, entrepreneurs and young ambassadors. A North Lincolnshire Young Enterprise competition takes place annually to encourage innovation and increase enterprise opportunities for young people. This is part of the North Lincolnshire Young Ambassador Programme which has been developed to create links between businesses and young people, inspiring young entrepreneurs and giving young people the opportunity to gain experience and have their voices heard within the business environment
- In 2016/17 over 140 apprenticeships were taken up through the Council with an 86% success rate; two thirds of those undertaking an internship have gone on to permanent jobs
- The Engagement Panel creates bespoke engagement pathways for vulnerable and "at risk" young people and has supported over 40 young people into further training or education.
- Participation in Springboard, and other programmes with similar target groups, has resulted in over 40 young people in work or full-time training

- The proportion of Care Leavers in Education Training and Employment continues to be higher than national comparators
- Two institutions have been awarded the Humber LEP Gold Standard for Careers Education, Information, Advice and Guidance (CEIAG) and the majority of secondary schools and colleges have signed up for it.
- In 2017, 27.2% of the working age population held a qualification of at least an NVQ4, although this figure is lower than that observed regionally (33.0%) and nationally (38.6%) (NOMIS Labour Profile).
- In 2017, 7.8% of the population in North Lincolnshire had no qualifications- less than the regional average (9.5%), but slightly higher than the national average (7.6%) (NOMIS Labour Market Profile).

Factors to consider in future planning

- Increasing level 2 and level 3 attainment at age 19. The large majority of young people (79%) who were studying in North Lincolnshire at age 16 were qualified at level 2 or higher by age 19. This is a fall of almost 8 percentage points on the 2016 outcome. A fall in level 2 attainment was also seen nationally and regionally. 50% of young people who were studying in North Lincolnshire at age 16 were qualified to level 3 by age 19. This is a fall of 0.7ppts on the 2016 outcome. Slight falls in level 3 attainment were seen regionally, whereas a slight increase was seen nationally. The all LA average was 57.5%.
- There are challenges to be addressed in order to further improve attainment for all students in Key Stage 5.
- The area is behind the national levels for working age population qualified to NVQ4+, suggesting a gap in higher level skills in North Lincolnshire. According to Census 2011, 19.5% of the population aged over 16 years old in North Lincolnshire were qualified to NVQ Level 4 or higher, and this percentage was 14.5% in the Scunthorpe North area.
- In 2017, 27.2% of the working age population held a qualification of at least an NVQ4, although this figure is lower than that observed regionally (33.0%) and nationally (38.6%) (NOMIS Labour Profile).
- In 2017, 7.8% of the population in North Lincolnshire had no qualifications- less than the regional average (9.5%), but slightly higher than the national average (7.6%) (NOMIS Labour Market Profile).
- There are area based inequalities in terms employment and skills levels across North Lincolnshire. Some wards in North Lincolnshire have higher levels of unemployment and much lower skills levels when compared to other areas. For example 3.2% of the working age population in North Lincolnshire were claiming UC or JSA in October 2018; this figure was 5.2% for Scunthorpe North
- Employers have highlighted the importance of employability skills and positive attitudes and behaviours to the world of work, particularly amongst young people entering work for the first time. The North Lincolnshire Employability Skills Framework was developed in recognition the key attributes that people should possess in order to be successful in their studies and in the workplace. The council will continue to promote programmes across North Lincolnshire aimed at all young people and those residents who require support to further develop their employability skills.

Excellent Education

Why is this important?

Education can be defined as a stock of skills, competencies, and other productivity-enhancing characteristics. In general, education—as a critical component of a country’s human capital—increases the efficiency of each individual worker and helps economies to move up the value chain beyond manual tasks or simple production processes. Human capital has long been considered the most distinctive feature of the economic system and further work has proven the impact of education on productivity growth empirically.

There are three channels through which education affects a country’s productivity. First, it increases the collective ability of the workforce to carry out existing tasks more quickly. Second, secondary and tertiary education especially facilitate the transfer of knowledge about new information, products, and technologies created by others. Finally, by increasing creativity it boosts a country’s own capacity to create new knowledge, products, and technologies(WEF 2016).

Education also enables equality of opportunity and helps foster informed and engaged citizens who are able to achieve their potential in life.

What we do well

- School attendance is very good with pupil absence rates being amongst the lowest in the country (*Pupil Absence in Schools 2016 – 2017 SFR published 22/03/2018*).
- The large majority of North Lincolnshire’s children (71%) achieved a good level of development, compared to 71.5% of their peers nationally (*Early Years Foundation Stage Results SFR published 18/10/2018*).
- In the 2018 phonics screening check, the clear majority (83%) of year 1 pupils in North Lincolnshire met the expected standard of phonics decoding (Key Stage 1 & Phonics Screening Test SFR published 27/09/2018).
- The proportion of children in North Lincolnshire achieving the expected standard in reading, writing & mathematics at the end of Key Stage 2 is above the national average for the first time (National Curriculum Assessments at Key Stage 2 SFR provisional, published 4/09/2018).
- The average attainment 8 score in North Lincolnshire is higher than the national result and pupils make better progress between key stage 2 and key stage 4 than their national counterparts (Key Stage 4 SFR provisional results published 16/10/2018).
- The percentage of North Lincolnshire pupils achieving a strong pass in both English and Maths GCSEs is higher than the national average (Key Stage 4 SFR provisional results published 16/10/2018).
- Attainment and progress at key stage 4 is above national averages (2018).
- In 2018, 65% of pupils in North Lincolnshire achieved the expected standard in reading, writing and mathematics combined at the end of Key Stage 2, compared with 64% of children nationally. This is the first year that North Lincolnshire children have performed above their national counterparts at the end of Key Stage 2 since the new curriculum was introduced in 2016. In terms of the improvement seen since the new curriculum was introduced, North Lincolnshire ranks 1st out of 152 Local Authorities in the country.

Chapter 3 - Prosperous

- ✓ School attendance in North Lincolnshire is better than measured regionally and nationally, with 2016/17 figures indicating that overall absence rates in North Lincolnshire are amongst the lowest in the country (DfE 16/17 pupil absence).
- ✓ Good schools and colleges
- ✓ Rising attainment amongst vulnerable groups at 5 – 19 years.
- ✓ For the most part, the attainment of North Lincolnshire's 19 year olds with SEN has matched or exceeded regional rates. Latest figures show that 53.0% of 19 year olds with SEN achieved a level 2 qualification in 2017, with 21.0% attaining level 3
- ✓ The rate of 19 year olds with SEN gaining a level 3 qualification in North Lincolnshire has increased by 10.3 percentage points over the last 10 years. Similar results are seen for 19 year olds eligible for Free School Meals (FSM) achieving level 2 and level 3 qualifications.
- ✓ Latest figures show 53.8% of FSM eligible 19 year olds attained a level 2 qualification in 2017 with 24.9% attaining a level 3 qualification. The attainment rate for a level 3 qualification for this group of 19 year olds has increased by 11.9 percentage points since 2007.

Factors to consider in future planning

The following factors to be considered in future planning are key developments taken from the Council's Education Strategy:

- ✓ To support and challenge all schools to develop local structural solutions to national policy
- ✓ To implement the findings of the area wide review of post-16 college provision
- ✓ To establish a new relationship between schools, settings and children's social work services
- ✓ To increase the quantity and range of post-16 places with North Lincolnshire for young people with learning difficulties and disabilities
- ✓ To sustain the Post-16 Engagement Panel for hard to engage and vulnerable young people
- ✓ To develop a model for Learning Partnerships aligned to local priorities
- ✓ To use the local and area wide regeneration projects to inform and inspire children and young people
- ✓ Further develop the TeachNorthLincs brand to support recruitment and retention within the

Accessible Childcare

Why is this important?

Early education and childcare play a crucial role in developing our children and young people. Getting things right for children in the early years through high quality provision helps to raise children's educational achievement. It also improves their life chances, particularly for those who are living in poverty or who face other types of disadvantage.

Without sufficient, flexible, high quality childcare parents are unable to take-up or remain in work, which impacts upon the quality of the workforce and the local economy. Research demonstrates that helping families to achieve/maintain employment is the best way to tackle child poverty, as well as helping the local economy to grow.

Early years education is proven to have a significant positive impact on early outcomes for children. Overall research demonstrates that having a longer early education experience has a greater benefit on literacy outcomes, regardless of the quality. However, higher quality of care makes more of an impact than a longer period of time in early education.

What do we do well?

There are 217 Ofsted registered childcare providers in North Lincolnshire as at 31 August 2018 (including school run nursery provision). Childcare is offered by the private and voluntary sector including day nurseries, pre-schools and playgroups, childminders, crèche facilities, out of school and holiday clubs, as well as home carers. Further provision is offered in nursery units, breakfast and after school clubs at maintained schools and academies. In addition to Ofsted registered childcare care there are two unregistered providers caring for children for less than two hours. The number of childcare providers and places in North Lincolnshire has remained relatively consistent in North Lincolnshire over the past few years.

All families are able to access their statutory 15 hours of early education funding whether this be two, three or four-year old funding. The take-up of eligible two-year olds is above the national average of 72 per cent, with 78 per cent of eligible children benefitting from a place. In addition families in work in almost all instances are able to find childcare to meet their needs and enable them to work. Research with families in the summer of 2018 found that 98 per cent of families are satisfied with their childcare, 86 per cent feel that it is of a high quality and 90 per cent felt that their childcare arrangement meet their needs.

The government introduced 30-hours early education funding for working parents of three and four-year olds in September 2017, the aim of this is to reduce the cost of childcare for working parents. Whilst the cost of childcare in North Lincolnshire is generally lower than the national average, it is a significant cost for families. All childcare providers offer 30-hours to eligible parents either themselves or in partnership with other providers. No families have reported any difficulties in locating a place; 760 children were accessing a place in the autumn term 2018.

As a measure of quality all childcare providers are inspected by Ofsted. The Ofsted inspection outcome of outstanding, good, requires improvement or inadequate indicates to parents and professionals the quality of care offered by each provider. Nationally 95 per cent of childcare providers on the Early Years Register (EYR) have an Ofsted inspection outcome of good or outstanding (2018), this is a substantial increase from 74 per cent in August 2012, when Ofsted revised their inspection framework..

In North Lincolnshire all childminders with Early Years children on role and inspected in the year up to 31 December 2018, received a good or outstanding Ofsted inspection outcome. Overall 100 per cent of childminders have a good or better Ofsted judgement. The North Lincolnshire Council twelve week training programme 'Introduction to Home Based Childcare Care' is particularly successful at supporting childminders to receive a good or better Ofsted inspection judgement at their first inspection, with all childminders being rated good or better.

Likewise, 100 per cent of non-domestic providers (day nurseries, pre-schools and out of school clubs) registered on the Early Years register have a good or better Ofsted inspection outcome. North Lincolnshire good or outstanding Ofsted inspection gradings are five per cent above the national average.

Considerations in future Planning

- To continue to monitor childcare places and take-up to ensure that there continues to be sufficient childcare places for working families and for the statutory childcare offer for two, three and four-year olds.
- To determine trend analysis and improve demand projections for the 30-hour childcare offer, to ensure that take-up is maximised by families and that there are sufficient flexible places to meet the needs of working parents.
- To work in partnership with families and businesses to ensure that the childcare available meets the needs of parents and employers, with a particular emphasis on holiday childcare. Recent research with families indicated a potential for a gap in holiday childcare provision for school age children.
- To promote equality and inclusion for children with disabilities and special educational needs working with parents to give each child the support to fulfil their potential and to enable parents to work, train or study.
- To work with childcare providers to ensure continuing business sustainability, to develop and improve business skills and knowledge across the sector.
- To support and challenge early years providers to remain good and where there is the capacity to move towards an Ofsted inspection outcome of outstanding.
- To support and challenge early years providers to narrow the gap in the early education especially in key early language and literacy skills for the most disadvantaged two, three and four-year olds.
- To maintain and promote information for parents and prospective parents on the provision of childcare and support available with the cost of childcare in North Lincolnshire.

Chapter 4

Connected outcomes for the people of North Lincolnshire

11. Accessible transport
12. Flourishing communities
13. Superfast digital connectivity
14. Better roads and rail
15. Strong sense of pride and belonging



Accessible Transport Better roads and rail

Why it is important?

- A well maintained transport system supports sustainable communities within a safe and prosperous environment and contributes to the wider environmental, economic and social wellbeing of the people who live and work in North Lincolnshire
- Targeted improvements across all modes of transport support economic development and prosperity objectives
- Transport plays a key role in enabling people to thrive through access to employment, community facilities and social connectedness
- Wellbeing and health are enhanced through sustainable and active travel
- Access to the internet and superfast broadband can create benefits through higher educational attainment for children, access to employment opportunities, improved standards of living for older people and increased democratic engagement as well as access to information.

Strengths

North Lincolnshire's central UK location and extensive transport infrastructure assets have established the area as a global gateway. The ports on the South Humber Bank along with parts of the strategic rail and highway networks play a key role in facilitating trade across the UK and Europe. This unique position provides businesses' in North Lincolnshire with a significant competitive advantage and easy access to 370 million customers in Europe and 50 million people in the UK, within 4 hours.

North Lincolnshire Council is a member of Transport for the North, a sub-national transport body established in 2018. The role of TfN is to make the case for strategic transport improvements across the North Lincolnshire. TfN brings together the North's 19 local transport authorities and business leaders together with Network Rail, Highways England and HS2 Ltd and works with Central Government.

<https://transportforthenorth.com/>

As a partner in Greater Lincolnshire, North Lincolnshire Council is also involved in Midlands Connect. Midlands Connect explores, develops and recommends transport projects which will provide economic and social benefits for the Midlands and the rest of the UK. The aim of the improvements is to enable the Midlands economies to work more effectively together by unlocking better east-west connectivity and transform access to regional and UK gateways like ports and airports.

<https://www.midlandsconnect.uk/>

User satisfaction

National satisfaction surveying of a range of highways and transport themes indicates average or above average performance across all areas except public transport ([National Highways and Transport \(NHT\) Survey Report 2017](#)) (Voice). Highlights show North Lincolnshire performs as follows:

- Road Safety Education - Top 7% Nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)
- Ease of Access (all) - Top 7% Nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)
- Traffic Levels - Top 7% Nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)

Road

North Lincolnshire is an ideal strategic location providing easy access to the UK's motorway and trunk road network via the M180, M18, M1 (South), M62 (Trans-Pennine) A1 (North and South) and Humber Bridge (North East). The area has low levels of congestion compared to other local authorities. Car/van household ownership is higher than the national and regional average.

- [79.3% of households have access to a car or van](#)
- Car/van is the main mode of transport for commuters with 92.9% in-commuting and 89% out-commuting by this method
- Key centres, including Doncaster, Sheffield, Leeds, York and Manchester, are accessible within a 2 hour drive
- 1.8 million population can be reached within a 1 hour drive
- 50 million population can be reached within a 4 hour drive

Rail

Well served by rail with the Trans-Pennine line providing direct links to Doncaster, Sheffield and Manchester with good network connections to London and the rest of the country from these destinations. The rail network through North Lincolnshire is strategically important, carrying 25% of all UK freight. There is significant rail infrastructure, but the level of public service is limited for journeys from, for example, Brigg to Gainsborough which only operate a limited Sunday service.

Air

[Humberside International Airport operates 3 daily flights to Amsterdam/Schiphol \(60 minutes\) providing onward connections to almost anywhere in the world.](#) It has a thriving freight operation, a “perishables hub”, and a heliport. Doncaster-Sheffield Airport, located just outside North Lincolnshire, also provides freight and passenger services to over [35 destinations](#).

- [196 European and 145 Intercontinental destinations from Schiphol, with onward connections to almost anywhere in the world](#)
- [60 minutes to Amsterdam by air](#)
- [5th largest heliport in the UK](#)
- [3 daily direct flights to Amsterdam](#)

Sea

North Lincolnshire's geographical location on the Humber Estuary allows the area to take full advantage of the trading opportunities with the countries bordering the North Sea. The ports at Killingholme and Immingham are the busiest in the UK accounting for 12% of all port traffic ([link](#)).

Bus

Call Connect was introduced in 2016 as a flexible bus service operating in the rural areas of North Lincolnshire and the numbers of passenger journeys are increasing. It is ideally placed to address the gaps that conventional bus services are unable to fill. Compared to other areas, North Lincolnshire has maintained the level of subsidised bus services.

- [91% of Bus Services Ran “On Time” as at Q2](#)
- [19,687 Call Connect passengers Jan18 to Aug 18 a 9% increase on the same period last year](#)
- [National survey findings evidence “overall satisfaction” with Highways & Transport satisfaction = 61%](#)
- National surveying of a range of highways and transport themes indicates average or above average performance across all areas except public transport ([National Highways and Transport \(NHT\) Survey Report 2017](#)) (Voice). Highlights show North Lincolnshire performs as follows:

- Road Safety Education - Top 7% Nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)
- Ease of Access (all) - Top 7% Nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)
- Traffic Levels - Top 7% nationally (out of 112), Number 1 in YHR (out of 15), Top 11% UA Peer Group (out of 43)

Areas for consideration in future planning

Public transport access to the major employment sites in North Lincolnshire is mixed, affecting both urban and rural areas. Some key employment sites are accessible and others less so.

- Access to public transport in rural areas is mixed. Levels of service could be improved especially on certain rail routes.
- North Lincolnshire is relatively well served by rail but it is not viewed as a primary means of travel by local residents, particularly for commuting purposes, with slow journey times on some routes. At present a direct rail route to London does not exist. Investment in developing the rail links “east to west” have been identified as a development area in the economic growth plan.
- Development of a new South Humber port is identified in the economic growth plan.
- Development of improved road connectivity “north to south” is identified as an opportunity in the economic growth plan.
- [Following a recent consultation with residents regarding a direct London service \(May 18\), 96.5% of those who completed the survey supported the proposal for a direct train from Scunthorpe to London, via North Lincolnshire.](#) (Voice)
- [Currently 3% of A roads \(2nd quartile\), 6% of B and C roads \(3rd quartile\) and 34% of unclassified roads \(4th quartile\) require maintenance](#)
- [Following a recent consultation with residents regarding a direct London service \(May 18\), 96.5% of those who completed the survey supported the proposal for a direct train from Scunthorpe to London, via North Lincolnshire.](#) (Voice)
- An Infrastructure Plan has been developed for the period 2018 – 2023 which sets out key improvement opportunities
- A holistic “total transport” approach to connectivity is needed encompassing road users, walking, cycling, public transport, sea, air and rail users. Some of these improvements will need to be delivered through partnerships
- In order to ensure that the whole road network is of a sufficient quality, particularly around key economic centres, the quality of the non-strategic road network needs to be addressed through investment.
- Ensuring people can easily travel to our tourism destinations, market towns and countryside will be crucial in moving forward, as well as providing the right infrastructure to support growth in the visitor economy sector.
- An opportunity to increase rail freight will be enabled by current gauge enhancement work on the line between Doncaster and Immingham.
- Opportunities to explore a direct rail link with London.
- Opportunities to provide and incentivise sustainable and active transport options, such as cycling and walking, as part of an integrated transport approach and to recognise these modes as more fundamental than leisure activities, contributing to improved health and better air quality

Chapter 4 - Connected

- Opportunities to develop better road links to the south of North Lincolnshire via improvements to the A15 and rail links
- [Car ownership is higher than national average](#) which may reflect the lack of viable alternative options together with the areas geographic and rural features.
- To ensure that there is sufficient capacity on the highway network to accommodate all traffic resulting from the council's growth aspirations
- The number of people killed and seriously injured on North Lincolnshire roads has reduced but is higher than national averages
- Opportunities to retain and grow fare-paying passengers through smart ticketing, better information, technological and infrastructure improvements. Adoption of electric buses and provision of supporting infrastructure offers the ability to reduce operating costs, increase patronage and reduce air quality impacts
- Real time passenger information provision and improved waiting environments
- [Working with operators and the Quality Bus Partnership to support a more strategic network that will attract younger fare paying passengers with CallConnect providing the supplementary support](#)
- Encourage new developments to be well connected via public transport and infrastructure, reducing dependency on cars as the primary mode and to ensure that people without a car are not disadvantaged.
- To support the development of the airport, both in terms of increased passenger numbers and the employment land allocations, partners must help them deliver the airport's growth plan.
- There is a need to consider the transport requirements for our population demographics, ensuring access to health and leisure facilities as well as encouraging active lifestyles
- Opportunities to secure additional funding and investment for providing superfast broadband to 100% of residents are being explored
- Increase range of information presented via the website and other online tools

Superfast digital connectivity

Why is this important?

According to the government, broadband and mobile must be treated as the fourth utility, with everyone benefiting from improved connectivity. This will play a crucial role in ensuring that everyone, wherever they live and however they connect, can make full use of digital services and benefit from participation in the digital economy. Improved connectivity also increases innovation and productivity across the economy, bringing significant economic rewards. Independent research suggests increased broadband speeds alone could add £17 billion to UK output by 2024.⁴

Strengths

- North Lincolnshire has good broadband and 4G mobile coverage:
- Superfast broadband: [currently coverage over 90%](#) of premises (94%) with plans to widen coverage further ([See Map](#)). The actual percentage coverage is currently disputed with evidence indicating that the actual is between 93% and 98.5%. Further work is required to determine the correct percentage.
- [4G mobile](#): the large majority of the area has 4G coverage providing high speed wireless internet access with an Average Maximum [Broadband Speed \(2017\) 45.4 M/Bits/s](#)
- Mid-Range Performer for [Digital & Social Exclusion Index](#)

Areas for consideration in future planning

- Access to [superfast broadband](#) and [4G mobile services](#) in some rural settlements is currently limited. Without modern broadband, business, employment and community development opportunities are restricted.
- To encourage improved 4G(5G) mobile investment to provide coverage that matches that available in the wider region and that the area keeps pace with technological development and relative performance in other areas
- It is essential that the performance of broadband speeds keeps pace with technological development and relative performance in other areas in order to maintain North Lincolnshire's competitive advantage
- Comparison with [national digital and social inclusion](#) findings indicate opportunity to enhance inclusion levels

Flourishing communities

Strong sense of pride and belonging

Why it is important?

- Analysis has shown that a sense of belonging to the immediate neighbourhood is a key indicator of community cohesion.
- The term 'place attachment' refers to the emotional bonds or ties that people have to particular places, including the neighbourhood in which they live. Place attachment is generally seen as having positive impacts for individuals and for neighbourhoods. For individuals, it may provide security, access to social networks and/or a sense of identity. For neighbourhoods, it is associated with stable, cohesive areas where people play an active role. As a result, place attachment has increasingly become a focus for policy makers who are concerned with the regeneration of deprived areas and the promotion of 'sustainable communities'⁸
- Localities, communities and individuals thrive and are more resilient when they are integrated, enabled and connected with transport, digital and social infrastructure
- Wellbeing is enhanced through social contact and reduced isolation

What we do well

- North Lincolnshire has a vibrant community sector offering a vast range of facilities, services and activities. It is estimated that there are 800 voluntary groups in North Lincolnshire.
- Communities in North Lincolnshire have good connectivity through social and environmental infrastructure and supporting networks.
- There are a number of established citizen voice groups, partnerships and networks in North Lincolnshire which help to provide transport, digital and social connectivity:
 - Autism Partnership
 - Carers Advisory Partnership (CAP)
 - Dementia Steering Group
 - Embrace
 - Experts by Experience
 - Freshstart Pathfinders
 - Healthwatch
 - Learning Disabilities self-advocate groups
 - Learning Disability Partnership (LDP)
 - Quality Bus Partnership
 - Mental Health Collaborative Group
 - North Lincolnshire Seniors Forum
 - Seniors Forums
 - Thinkers Group (also known as People for People Group)
 - Children and Young People Consultation and Participation Groups, for example the Children in Care Council and Feeling Safe Consultation Groups, ICE Service User Group, Youth Council, Parent Involvement Partnership
 - Patient Community Assurance Group
 - Universal Links via Healthwatch
 - North Lincolnshire Business Networks
 - Humber Road Safety Partnership

⁸ <https://www.jrf.org.uk/sites/default/files/jrf/migrated/files/2200-neighbourhoods-attachment-deprivation.pdf>

- North Lincolnshire is a place where people want to live, as evidenced by a growing and settled population, with cohesive and safe communities.
- The area has a strong lifestyle offer, recognising its broad and diverse range of natural, economic and physical assets
- Happiness levels are broadly in line with regional and national averages. (Voice)
- The area has a vibrant community sector offering a vast array of facilities, services and activities.
- The voice of young people is strong and well represented and we know that the majority of young people feel proud and are happy. (Voice)
- The area boasts nationally and regionally recognised heritage, cultural and leisure assets, including Normanby Hall, Quibell Park and The Pods

Natural Assets

- [17 nature reserves covering 310 hectares](#)
- [300 hectares of parks and gardens](#)
- [192 miles of cycle ways](#)
- 80 miles of estuaries and other waterways
- [195.2 hectares of outdoor sport facilities](#)
- 800 voluntary and community groups

Areas for consideration in future planning

- Scunthorpe (with the exception of Crosby) is less well served by voluntary and community groups in North Lincolnshire, some of which is explained by the historical development of the sector, socio-economic factors and better access to services and facilities in the urban area.
- Despite North Lincolnshire having a large community sector, compared to some part of the UK, the Voluntary and Community sector has shrunk by c. 20% over the last 10 years and formation of new organisations is in decline
- Improve focus on recontracting with the Voluntary and Community sector and development of community infrastructure
- Improve focus on volunteering and associated infrastructure
- Obtain an up to date baseline understanding of levels of resident satisfaction with their communities
- Focus investment and sector development in key areas using evidence based criteria
- Baseline research is required to understand the sense of pride and belonging amongst residents. (Voice)
- Scope exists to enhance happiness and life satisfaction levels to equal top quartile performance. (Voice)
- Pride in the area could be enhanced by becoming a top quartile performer for clean spaces
- Levels of homelessness acceptances and preventions presenting show a higher proportion for Scunthorpe North compared to the overall adult population for North Lincolnshire