

# The M.*a*D. Project

Strategy proposal:

A community project for and by young people  
facilitated by an independent Education

Consultant on behalf of the Kingsway Lincs Trust

## Guide to the M.aD. Project document

The M.aD. Project draft document was produced for **June 2007** by Rupert Collins on behalf of Kingsway Lincs Trust.

This document should be read in conjunction with the document '**M.aD. Activities**'.  
M.aD. Activities contains a list of current and proposed activities or mini projects and is a live document that will be updated as more of the activities or mini projects become active.

Reference should also be made to the diagrams:

Principles of M.aD. Activities

Principles of M.aD. Activities (Christian)

A full guide to all the documentation for the M.aD. Project can be found at:

<http://rupertcollins.com/madstrategy>

Note:

Christian aims and objectives may need to be omitted for certain funding however wherever possible these will be included.

### Contents

Summary	3
Aims and Objectives	3
M.aD. Activities	3
Principles	4
Success Criteria / Outcomes	4
Strategic Partnership	4
Interlink with the following plans (see Appendix 4)	4
Focus for Transformation	5
Focus Age	5
Focus Issues	5
Focus Areas (deprived)	5
Focus Areas Continued (Police)	7
Focus Areas Continued (14-19 Area Partnerships focus)	8
Appendix 1	10
NEL Children and Young People's Plan 2007 priorities with points where M.aD. fits	
Appendix 2	11
Every Child Matters – Green Paper	
Appendix 3	14
NEL Council Children's Services and their partners	
Appendix 4	16
List of Linking Documents	
Appendix 5	18
About North East Lincolnshire and its young population	

## The M.aD. Project

### Summary

Making a Difference (M.aD.) in North East Lincolnshire is a community project for and by young people. The project is facilitated by an independent Education Consultant on behalf of Kingsway Lincs Trust. Particular reference has been made to:

- Every Child Matters national strategy (Appendix 2)
- Children and Young People's Plan for North East Lincolnshire (Making a Difference) 2007 (Appendix 1 to see how the M.aD. Project fits)
- North East Lincolnshire's 14 – 19 Strategy for Learning.

The project has already begun and the target date for the full strategy is September 2007. The project will run for 3 years working towards a self funding model beyond these 3 years.

### Aims and Objectives

The aims of M.aD. are to engage and interact with young people so that they recognise the problems in the communities of North East Lincolnshire and decide what they are going to do about them. It is the intention to empower them to create their own mini projects / activities that help the community. Young people decide, young people plan, young people do, young people **make a difference**, transforming the community.

The project will focus on the 5 outcomes described in Every Child Matters:

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well-being

### M.aD. Activities

Decisions are currently made at weekly meetings of M.aD. using Activote electronic voting response devices. These responses are recorded and form the basis of '**M.aD. Activities**' (separate document).

At these meetings young people are planning to change the face of North East Lincolnshire. They are instigating and being involved with exciting community projects and having fun. They'll have a party! This is one of the M.aD. Activities:

- To have fun in a good clean atmosphere, giving young people the opportunity to understand that they can enjoy themselves without getting drunk etc.
- no booze, no fags, no drugs, no sex  
(More detail in M.aD. Activities Document)

Other activities that have already started to take place include M.aD. text, M.aD. Graffiti (Virtual), M.aD. Live Messenger, M.aD. Band and M.aD. Website.

Young people ask tough questions and chat through the issues they've always thought about in a place where their views are respected. They are making new friends, forging new relationships and transforming their attitudes. They also have the opportunity, if they wish, to find out who Jesus really is and how Christianity and real life fit together.

The activities or mini projects in the M.aD. Activities document are colour coded indicating the planning status, they are categorised by type (based on the book 'Sowing reaping keeping' by Laurence Singlehurst), and the resources needed are listed.

## Principles

Each activity within the group are categorised in one or more of the following:

Sowing 1: It's cool and we're OK

Sowing 2: Understanding they can make a difference

Reaping: Participate in positive activities

Keeping: Good citizen

## Aim

It's cool to be a good citizen

**See 'Principles of M.a.D. Activities 1' diagram for full illustration** (separate document)

## Christian Principles

Alternatively Christian Principles can be applied to each activity within the group categorised in one or more of the following:

Sowing 1: God is good and we're OK

Sowing 2: Understanding content of the gospels

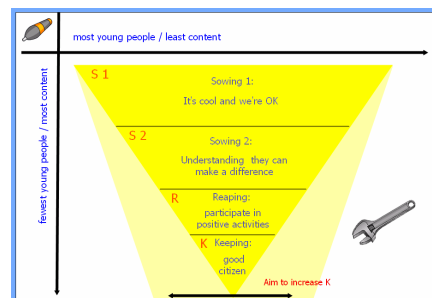
Reaping: Becoming a Christian

Keeping: Feeding, developing towards a mature Christian Faith

## Aim

It's cool to be a Christian

**See 'Principles of M.a.D. Activities 2' diagram for full illustration** (separate document)



## Success Criteria / Outcomes:

- Increase the number of young people serving the community
- Increase young people in education, employment and training
- Decreasing youth crime / youths causing annoyance incidents
- Decreasing Teenage pregnancy

## Strategic Partnership

It is proposed that this project runs in conjunction and in partnership with the following strategic agencies:

Grimsby Telegraph – already established

North East Lincolnshire Council Children's Services and their partners – already established (full list Appendix 3)

14-19 Area Partnerships

Humberside Police, especially the Neighbourhood Teams

Humberside Fire Department

North East Lincolnshire Primary Care Trust

## Interlink with the following plans:

Appendix 4

## Focus for Transformation

The project will have the following focuses:

### Focus age:

The range of activities proposed so far by the current members of M.a.D. are aimed at 11 -25 year olds with an inner focus of 14-19.

### Focus issues:

Promotion of 'no fags, no booze, no drugs, no sex' (in their words) but we have fun!  
Understanding the consequences of smoking, drinking, and illicit drug use.  
Encouragement towards sexual health and emotional well being.

Special focus on the following:

- Young people serving the community
- Young people in education, employment and training
- Youth crime / youths causing annoyance incidents
- Youth binge drinking
- Teenage sex (pregnancy)

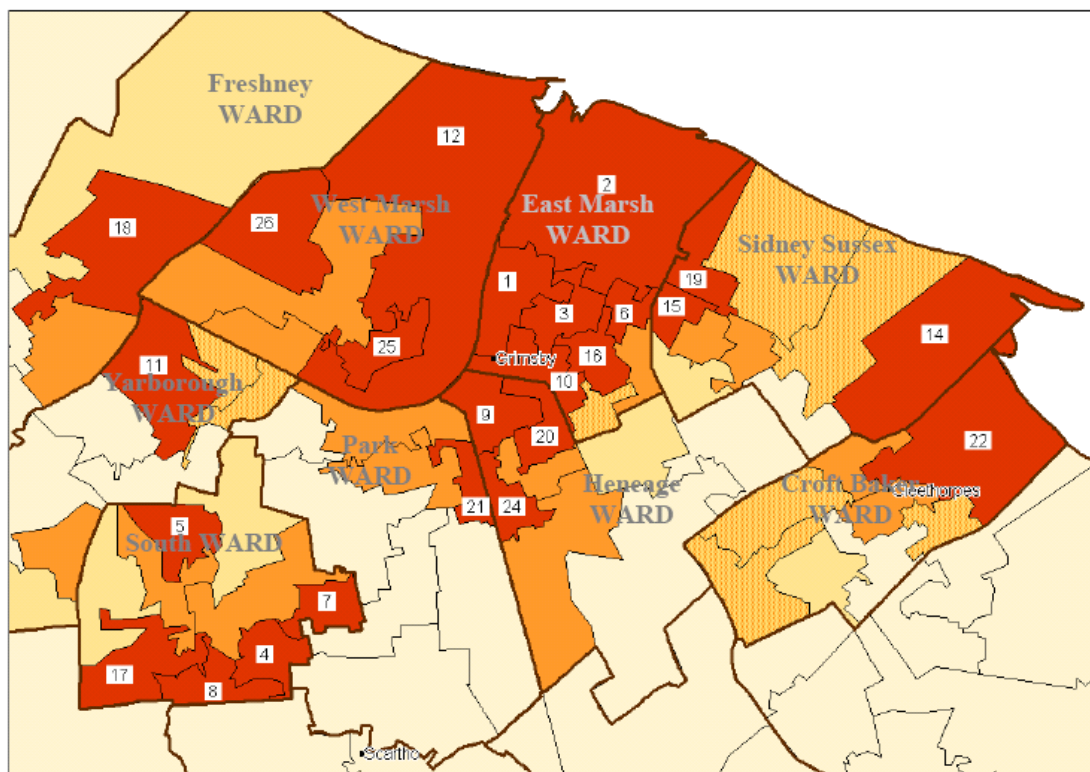
### Focus Areas:

It is the intention of the project that 3 centres will be setup in the area of Grimsby and Cleethorpes. Sites that have currently been identified are:

- Riby Square / Cleethorpes Road
- Western
- Cleethorpes Seafront

## Most-deprived 26 NEL LLSOAs Overview

### Grimsby & Cleethorpes Area



(source NEL Safer and Stronger Communities and the following information)

The following references are made to the 7 most deprived areas in North East Lincolnshire that fall into the 3% most deprived areas nationally.

**Riby Square / Cleethorpe Road site** is part of the 3 most deprived areas in North East Lincolnshire, and is close to the 6<sup>th</sup> area.

**1** **Area Description:** South of Cleethorpe Road (A180), with Railway Street and Freeman Street running north/south which has the highest deprivation in NEL.  
**Local Rank (out of 107)** 1  
**NeSS LLSOA label** NEL002B  
**Ward** East Marsh  
**IMD Score** 77.43  
**National Rank (out of 32482)** 64  
**National Decile** 1 (top 10%)  
**Population** 1,471  
**%Under5s** 3.4% (NEL average 6.1%)  
**% 85+** 2.7% (NEL average 1.9%)  
**%BME** 1.4% (NEL average 1.4%)  
**Households** 874  
**% Social Rented** 81.5% (NEL average 15.6%)  
**% Lone Parent\*** 42.5% (NEL average 27.1%)  
**% Lone Pensioner** 30.2% (NEL average 14.8%)

**2** **Area Description:** Including Cleethorpe Road (A180) and out to the coast/fish docks.  
**Local Rank (out of 107)** 2  
**NeSS LLSOA label** NEL002A  
**Ward** East Marsh  
**IMD Score** 74.11  
**National Rank (out of 32482)** 158  
**National Decile** 1 (top 10%)  
**Population** 1,440  
**%Under5s** 5.6% (NEL average 6.1%)  
**% 85+** 3.8% (NEL average 1.9%)  
**%BME** 1.7% (NEL average 1.4%)  
**Households** 784  
**% Social Rented** 73.0% (NEL average 15.6%)  
**% Lone Parent\*** 61.0% (NEL average 27.1%)  
**% Lone Pensioner** 21.8% (NEL average 14.8%)

**3** **Area Description** South of Cleethorpe Road (A180) with Victor Street and Albion Street running north/south.  
**Local Rank (out of 107)** 3  
**NeSS LLSOA label** NEL002C  
**Ward** East Marsh  
**IMD Score** 69.13  
**National Rank (out of 32482)** 315  
**National Decile** 1 (top 10%)  
**Population** 1,500  
**%Under5s** 9.0% (NEL average 6.1%)  
**% 85+** 2.3% (NEL average 1.9%)  
**%BME** 1.2% (NEL average 1.4%)  
**Households** 749  
**% Social Rented** 51.9% (NEL average 15.6%)

**% Lone Parent\*** 46.8% (NEL average 27.1%)

**% Lone Pensioner** 27.1% (NEL average 14.8%)

\* N.B. As a % of all households with dependent children

**6 Area Description** South of the A180, with Oxford Street running west/east and Rutland Street running north/south.

For details of this area see NEL Safer and Stronger Communities (electronic page 48)

**Western site** is close to 4<sup>th</sup> and 7<sup>th</sup> and is in 5<sup>th</sup> most deprived areas.

For details of this area see NEL Safer and Stronger Communities document (electronic page 47f)

**4 Area Description** East Nunsthorpe area, south-east corner of South ward south of Laceby Road, taking in part of Winchester Avenue, Redbourne Road and Torksey Drive.

**5 Area Description** North of Laceby Road, and along the north of South ward, taking in Cambridge Road, Coventry Avenue, Carnforth Crescent.

**7 Area Description** On the easterly edge of South ward, including parts of First Avenue, Milton Road and Sutcliffe Avenue.

**Cleethorpes Seafront** has the second highest occurrence of youths causing annoyance incidents in North East Lincolnshire. The highest occurrence is Hainton Avenue which is close to Riby Square / Cleethorpe Road site. This site is in East Marsh which is also in one of the highest occurrence of youths causing annoyance.

### Focus Areas Continued

#### Humberside Police Neighbourhood Teams in the North East Lincolnshire (A Division):

**Grimsby North and Immingham** - Yarborough, Immingham West and Harborough, West Marsh and Pywipe, Stallingborough and Healing, Willows Estate, Laceby

**Grimsby Central** - Peoples Park, Grimsby Town Centre

**Grimsby South** - Scartho, Bradley Park, Grange, Nunsthorpe, Laceby Acres, Waltham and Bradley Village

**Cleethorpes North** - New Waltham and Humberston, Weelsby and Old Cleethorpes, Weelsby Woods and East Marsh

**Cleethorpes South** - Cleethorpes Seafront, Grant Thorold, Grimsby Road and Cleethorpes

The focus areas cover:

- Riby Square / Cleethorpes Road – Grimsby Central, Cleethorpes North -  
Beats: Hainton Avenue, East Marsh
- Western – Grimsby South  
Beats: Peoples Park
- Cleethorpes Seafront – Cleethorpes South

Beat	Percentage of Youths Causing Annoyance Incidents
Hainton Avenue	7.40%
Seafront	6.90%
Wybers Wood	6.80%
East Marsh	6.60%
West Marsh	6.10%
Humberston	5.40%
Peoples Park	5.40%
Nunsthorpe East	5.30%
Yarborough	5.10%
Scartho	5.00%
Kennedy Way	5.00%
Sommerton Road	4.10%
Sandringham	3.90%
Grange	3.60%
Nunsthorpe West	3.30%
Freeman Street	3.10%
Waltham	3.10%
Littlecoates	2.90%
North Cleethorpes	2.90%
Pywipe	2.10%
Laceby	2.00%
Top Town	1.90%
Healing Stallingborough	1.80%
Bradley	0.20%
Habrough	0.10%

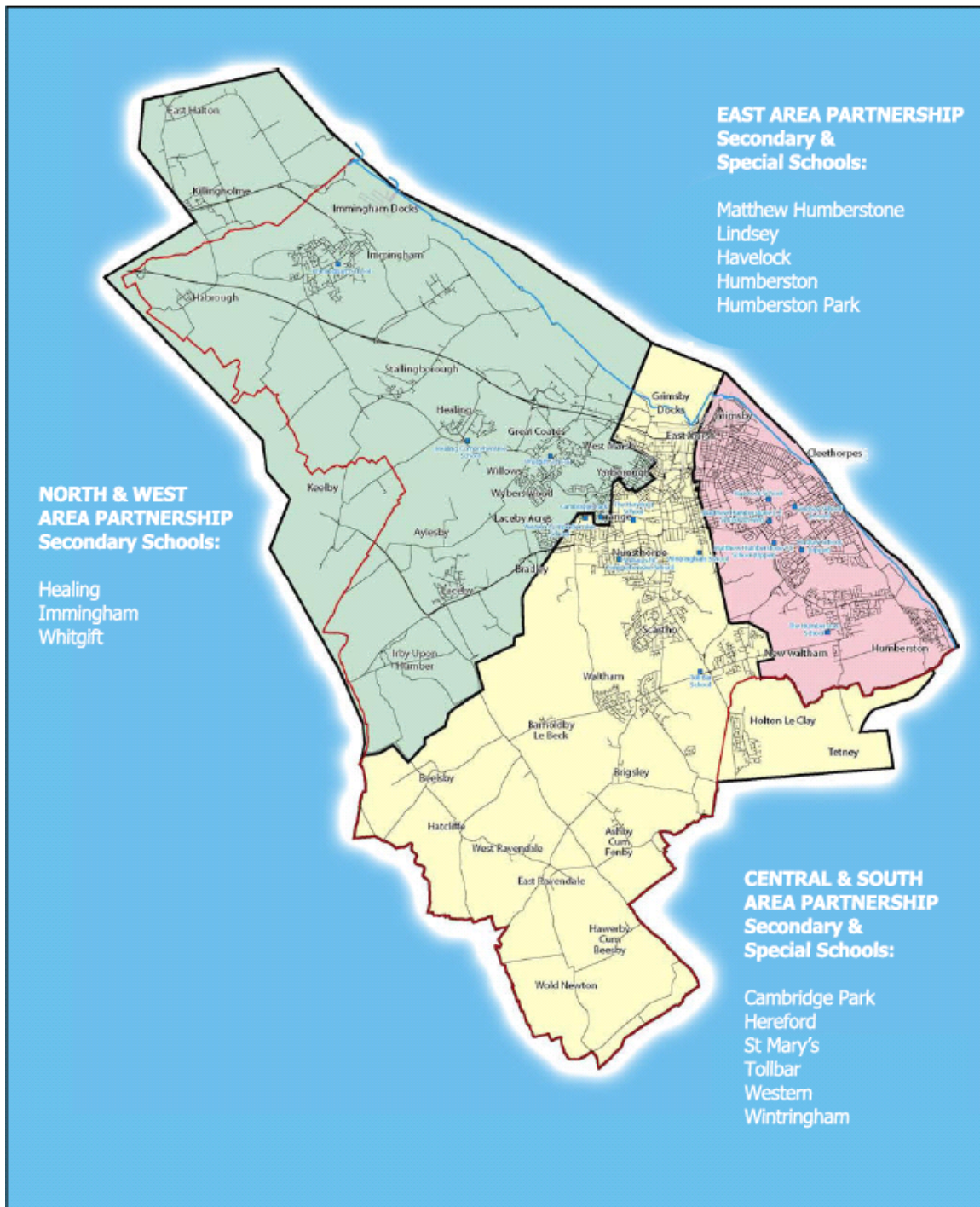
### Focus Areas Continued

#### North East Lincolnshire 14-19 Area Partnerships focus

- Riby Square / Cleethorpes Road – Central & South Area Partnership with links through to North & West Area Partnership
- Western – Central & South Area Partnership
- Cleethorpes Seafront – East Area Partnership

See map below for partnership details





### Inclusion Statement

The M.a.D. Project will be a project for and by young people that does not discriminate on grounds of age, colour, disability, ethnic origin, gender, HIV status, immigration status, social or economic status, nationality or national origins, race, faith, religious beliefs, responsibility for dependants or sexuality.

Promoting equal opportunities is everyone's responsibility, from children in the playground to parents and carers, children's professionals, politicians and executives. This M.a.D. Project seeks to ensure that all young people are safe and free from bullying, harassment and discrimination and recognises that we all have a role to play.

## Appendix 1

North East Lincolnshire Children and Young People's Plan 2007 priorities with points where M.a.D. fits

Our vision is : – M.a.D.

*'We want to help our children and young people achieve their potential and enjoy life. We want all our children and young people to be active, participating citizens, free from poverty, ignorance, crime, harm, abuse and neglect.'*

We can do this by : – M.a.D.

Working together in partnership;

to ensure that children and young people enjoy life and achieve their full potential and to keep children safe and families together.

### Stay Safe

#### **Our Number 1 priority is:**

We want to keep children safe from being bullied or being racially abused as well as domestic violence. – M.a.D.

#### **We need to:**

Protect children and young people from bullying in and out of schools. – M.a.D.

Protect children and young people from racial abuse. – M.a.D.

Ensure children and young people are safe in their own home (domestic violence, internet, physical and sexual abuse). – M.a.D.

Ensure children and young people can live without fear of crime and anti social behaviour. – M.a.D.

Support young people with disability in their transition to adult services.

Take action to reduce the number of children hurt or injured on our roads or in accidents.

### Be Healthy

#### **Our Number 1 priority is:**

We want to lower the number of teenage pregnancies and improve sexual and mental health.

#### **We need to:**

Reduce teenage pregnancy rates and improve sexual health. – M.a.D.

Improve access to sexual health centres for young people.

Reduce alcohol consumption and smoking amongst young people. – M.a.D.

Improve access to Child, Adolescent and Mental Health Services.

Improve access to dental services.

Reduce drug taking. – M.a.D.

Reduce obesity and develop healthy lifestyles by eating better and taking regular exercise. – M.a.D.

### Enjoy and Achieve

#### **Our Number 1 priority is:**

We want all children to attend regularly and enjoy and achieve at school, particularly young people at secondary school. - M.a.D.

#### **We need to:**

Develop new learning methods to meet the needs of all children and young people. - M.a.D.

Increase school and college attendance rates. - M.a.D.

Provide better resources so that children and young people can enjoy and achieve in their social life (get out more, meet new people, get involved in activities off curriculum). - M.a.D.

Develop booster classes for year 6 and high school.

Make leisure facilities more accessible, particularly for children and young people living out of the town centre.

### **Achieving Economic Well-being**

#### **Our Number 1 priority is:**

We want all young people, when they leave school, to achieve their full potential. - M.a.D.

#### **We need to:**

Increase the number of young people engaged in further education, training and employment. - M.a.D.

Develop young people so that they can support themselves later in life (financially aware, lifeskills). - M.a.D.

Develop alternative training for young people who do not want to go to college. - M.a.D.

Ensure access to and choice of suitable and affordable housing.

Increase the opportunities for longer term work experience.

### **Make a Positive Contribution**

#### **Our Number 1 priority is:**

We want all children and young people to have a say and help to make a safer community.

#### **We need to:**

Develop an effective complaints procedure across the children's service partnership.

Encourage children and young people to participate in positive activities and decisions that affect them, in order to become good citizens. - M.a.D.

Reduce the number of young people who offend and re-offend.

Build up children and young people's confidence to speak out about issues that affect them. - M.a.D.

Develop young people's ability to deal with significant life changes. - M.a.D.

Encourage young people to take up voluntary work. - M.a.D.

## Appendix 2

### Every Child Matters – Green Paper

The death of Victoria Climbié exposed shameful failings in our ability to protect the most vulnerable children. On twelve occasions, over ten months, chances to save Victoria's life were not taken. Social services, the police and the NHS failed, as Lord Laming's report into Victoria's death made clear, to do the basic things well to protect her.

From past inquiries, the common threads which led in each case to a failure to intervene early enough were poor co-ordination; a failure to share information; the absence of anyone with a strong sense of accountability; and frontline workers trying to cope with staff vacancies, poor management and a lack of effective training.

As Lord Laming's recommendations made clear, child protection cannot be separated from policies to improve children's lives as a whole. We need to focus both on the universal services which every child uses, and, on more targeted services for those with additional needs.

Our aim is to ensure that every child has the chance to fulfil their potential by reducing levels of educational failure, ill health, substance misuse, teenage pregnancy, abuse and neglect, crime and anti-social behaviour among children and young people.

When we consulted children, young people and families, they wanted the Government to set out a positive vision of the outcomes we want to achieve. The five outcomes which mattered most to children and young people were:

- **being healthy:** enjoying good physical and mental health and living a healthy lifestyle
- **staying safe:** being protected from harm and neglect
- **enjoying and achieving:** getting the most out of life and developing the skills for adulthood
- **making a positive contribution:** being involved with the community and society and not engaging in anti-social or offending behaviour
- **economic well-being:** not being prevented by economic disadvantage from achieving their full potential in life.

### Green Paper proposals

We are building on the progress already made by focusing action on four main areas:

- **Supporting parents and carers** - We are consulting on a long term vision to improve parenting and family support through:
  - **universal services**
  - **targeted and specialist support**
  - **compulsory action**
- **Early intervention and effective protection** - Some children will always require extra help because of the disadvantages they face. The key is to ensure children receive services at the first onset of problems, and to prevent any children slipping through the net. We will do this by:
  - **improving information sharing** between agencies to ensure all local authorities have a list of children in their area, the services each child has had contact with, and the contact details of the relevant professionals who work with them.
  - **developing a common assessment framework** to help practitioners, across

universal and specialist services, to assess needs for services earlier and more effectively.

- **introducing a lead professional.**
- **developing on-the-spot service delivery.**
- **Accountability and integration – locally, regionally and nationally** - We want to put children at the heart of our policies, and to organise services around their needs. To achieve this the Government will:
  - Legislate to create the post of **Director of Children's Services** , accountable for local authority education and children's social services
  - Legislate to create a **lead council member** for children
  - In the long term, integrate key services for children and young people under the Director of Children's Services as part of **Children's Trusts** .
  - require the creation of **Local Safeguarding Children Boards** as the statutory successors to Area Child Protection Committees.
- **Workforce reform** The people who work with children are central to keeping them safe and helping them get the most out of life. We owe a debt of gratitude for the difficult and challenging work that they perform.

We want to value the specific skills that people from different professional backgrounds bring, and we also want to break down the professional barriers that inhibit joint working, and tackle recruitment and retention problems.

Our goal must be to make working with children an attractive, high status career, and to develop a more skilled and flexible workforce. Over time, and subject to consultation and resources, the Government would like to develop a package of measures to deliver this.

The **Every Child Matters Green Paper** was published on 06 September 2003 and the public consultation ran from this date until 01 December 2003.

The **Every Child Matters Green Paper** is available from:  
<http://www.dfes.gov.uk/everychildmatters/>. The consultation report and supporting documents are available from : <http://www.everychildmatters.gov.uk/key-documents/>

<http://www.everychildmatters.gov.uk/>

## Appendix 3

### **North East Lincolnshire Council Children's Services and their partners**

North East Lincolnshire Local Strategic Partnership Board and associated Boards:

Change4Children Partnership – Executive Board

Change4Children Partnership – Performance Board

Economic Development and Enterprise Board

Healthier Communities Board

Neighbourhood Renewal Board

Safer Communities Board

Voluntary Sector Forum Theme Groups

North East Lincolnshire Council

All council directorates :

Chief Executive's office

Policy, Planning and Development

Environment Services

Children's Services

Community Care

Community Regeneration

Corporate Services

Head Teachers and Governors of all nursery, primary and secondary schools in NEL

Cabinet

Colleges :

Grimsby Institute

Franklin College

Council members

Partner agencies

Connexions

Diocese of Lincoln

Health :

Primary Care Trust

North Lincolnshire and Goole NHS (NLAG)

Public Health

NH Trust NLAG

All Doctors in North East Lincolnshire

Services:

Humberside Fire Service

Humberside Police

Learning and Skills Council

Humberside Probation Service

Shoreline

Voluntary Action in North East Lincolnshire (VANEL)

Partnership Boards and Work Groups:

Anti Bullying Work Group

CAMHS Board

Early Years Development and Child Care Partnership Members

Integrated Service Team

Local Safeguarding Children's Board

Strategic Management Partnership Board  
Teenage Pregnancy Partnership Board  
Youth Offending Team Board  
14-19 Strategy Group

Community:  
Children's Centres  
Youth Centres

Reception areas for public consultation:  
Cleethorpes Civic Offices  
Grimsby Municipal Offices  
Immingham Civic Centre  
Libraries  
Social Services reception points

Children, young people, parents and carers:  
Children's Fund  
Children's Centres parents groups  
Council for Young People  
Fostering and Adoption parents/carers  
Parenting Forum  
School Councils  
VANEL to youth groups



## Appendix 4

### Linking Documents

These documents or a website reference to them are either at <http://rupertcollins.com/madstrategy> or as a website reference

- Children's Services Directorate Plan
- Every Child Matters - Outcome Plans (i.e. service plans)
- Building Schools for the future
- Children's Trust Development Plan (in draft)
- 14 - 19 Year Olds Strategy
- Teenage Pregnancy Strategy
- Anti Bullying Strategy
- Early Years and child Care Strategic Plan 06 - 08
- Strategic Proposal for Children's Centres and Extended Schools Provision within North East Lincolnshire 06 - 08
- CAMHS Strategy
- Safer Communities Strategy
- National Primary Strategy
- National Secondary Strategy
- School Effectiveness Team Plan 2006 – 2007
- Asset Management Plan
- NEETS Strategy
- Children's Workforce Strategy - (in development)
- Joint Commissioning Plan
- Youth Offending Service – Post Inspection Action Plan
- Young People's Service Business Plan (Under review for 2007 – 2008)
- National Strategies Behaviour and Attendance Project
- Neighbourhood Renewal Fund
- Local Area Agreements
- Children Missing in Education – Policy
- Young Carer's Policy
- Anti-Bullying Policy
- Disability Strategy Group
- Legislation
  - Children and Young People's Plan (England) Regulations 2005
  - Children and Young People's Plan (England) (Amendment) Regulations 2007
  - The Children's Act 2004
  - The Childcare Act 2006
  - Education and Inspections Act 2006



## Appendix 5

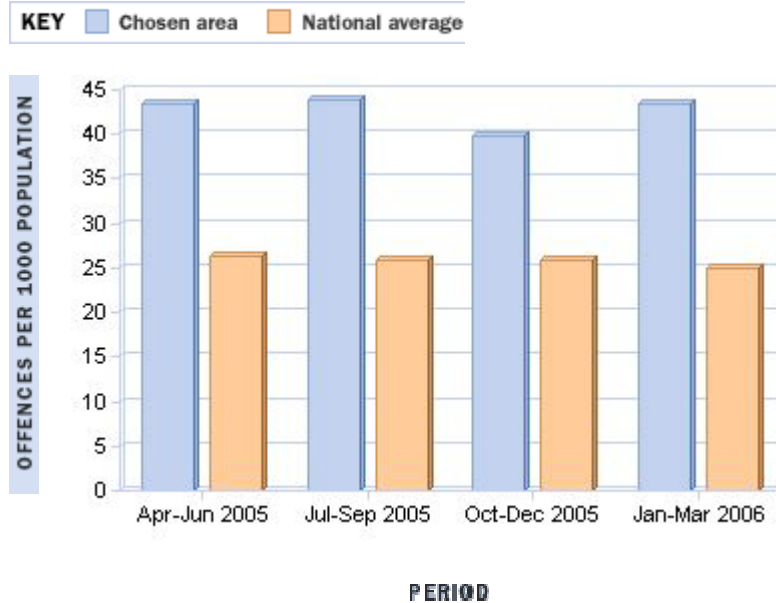
### About North East Lincolnshire and its young population

(Source Humberside Police / NEL Children and Young People's Plan)

157,713 people live in North East Lincolnshire, an area of 74 square miles.

The decline in the traditional fishing industry brought some real challenges in terms of deprivation and low aspirations to the area. Around one-third of the North East Lincolnshire Local Authority area is in the most deprived 10% of areas in England.

#### Crime statistics



Month	Total number of offences	Offences per 1000 population	Offences per 1000 England/Wales population
Apr-Jun 2005	6846	43.4	26.4
Jul-Sep 2005	6910	43.8	25.9
Oct-Dec 2005	6289	39.9	25.9
Jan-Mar 2006	6860	43.5	24.9

#### Our young population

In 2005, North East Lincolnshire had an estimated young population of 41,575 (2005 ONS). This means that 26% of the population were 19 years or younger. This compares to the national average of 25%

There are 41,575 children and young people aged 0 – 19 years living in North East Lincolnshire. This makes up 26% of the total population.

There has been a 3% decrease in the child population aged 0 – 17 since 2003. The largest total decrease across all 15 wards is for 0 – 2 year olds.

In 2007 the vast majority of children and young people in the area were the white British with 900 children and young people from black and minority ethnic backgrounds (2007 Pupil Level Annual School Census).

### **Where do our children and young people live?**

Young people primarily live within the urban centres. However, there are significant issues, particularly lack of access to youth and leisure facilities, for those young people living in the rural communities.

North East Lincolnshire ranks amongst the 20% most deprived local authority districts in the country, with 25% of the resident population living in areas which are amongst the most deprived 10% in England.

Our children live primarily in those areas of income deprivation, with a large number of them living in households dependent on means tested benefits. Lone parent households, with dependent children, make up 27% of all families in North East Lincolnshire.

### **Important facts and figures about our children and young people**

- Research carried out in 2003 suggested that young women from low social and economic backgrounds and with lower levels of employment and educational attainment are twice as likely to become pregnant. In 2003, 15% of all live births in this area were to women under the age of 20.
- North East Lincolnshire has higher than average unemployment rates in all age groups, but especially amongst the young. At October 2005, 1,060 of the 3,410 unemployed people were aged 24 and under.
- The North East Substance Team (NEST), a single multi-agency team comprising of health, youth and social care workers, dealt with 105 referrals of young people misusing substances, in a 3 month period in 2004, with 23% of these cases involving alcohol.
- At 31st March 2006, North East Lincolnshire had 70 children on the Child Protection Plan.

Health figures show that there is an increase in some sexually transmitted diseases, particularly Chlamydia, in young people aged 16 – 19 years, though improved screening may have contributed to this rise.

- We know from local studies that the oral health of 5 year old children in North East Lincolnshire could be improved.
- Figures show that only 18.5% of our community participate in regular sports activities (30 minutes three times a week).
- Our hard to reach group is 16-24 year old females who demonstrate the lowest level of participation.
- 78% of all 5 – 16 year olds participate in 2 hours a week of PE as part of the Schools Sports Partnership.