

North East Lincolnshire Joint Strategic Needs Assessment (JSNA)

All people in North East Lincolnshire enjoy and benefit from a strong economy

North East Lincolnshire Council's priorities are clear - 'stronger economy and stronger communities'.

The Council's stronger economy/stronger communities priorities are underpinned by a key strategic outcomes framework. Our outcomes framework is the means by which our priorities will be translated into action and delivered, developed and achieved in conjunction with our partners across sectors.

The outcomes framework sets out five high level outcomes that we and our partners aspire to achieve, to ensure prosperity and wellbeing for the residents of North East Lincolnshire.

The five outcomes are that all people in North East Lincolnshire will:

- Enjoy and benefit from a strong economy
- Feel safe and are safe
- Enjoy good health and well being
- Benefit from sustainable communities
- Fulfil their potential through skills and learning.

This JSNA summary includes indicators which are relevant to the outcome "all people in North East Lincolnshire will enjoy and benefit from a strong economy". The vision statement in our outcomes framework for all people in North East Lincolnshire enjoy and benefit from a strong economy is:

- "NEL's businesses will achieve sustainable, long-term growth that benefits all of our residents by providing fulfilling, well-paid employment opportunities. We will:
- Create the 'right' environment to attract and sustain private investment, by providing high quality business infrastructure- including road and rail connectivity, superfast broadband, high quality employment sites and premises
- Equip NEL residents – particularly young people, and those living in our most deprived communities – with the skills and confidence to secure and sustain well paid employment in all sectors of our economy.

NEL will drive the growth of the 'Energy Estuary' as an international centre for offshore renewable energy. The Port of Immingham and Grimsby has cemented its role as the largest port in the UK, diversifying successfully into new markets. The growth of NEL's food sector has been driven by new export opportunities. Our visitor economy, services and retail sector will continue to grow through efforts to change internal and external perceptions of NEL as an attractive place to live, work, visit and invest.

The outcomes framework is structured into life course stages, however, most indicators in this priority span the whole life course, therefore, this summary report will follow the structure:

- Overarching
- Starting and Developing Well
- Living Well.

1. Overarching

1.1 % Sustainable Businesses (3+ Years)

North East Lincolnshire is home to just over 5,100 businesses¹. The proportion of microbusinesses (employing 9 or fewer staff) (79%) is slightly lower than the England average (82%) but the proportion of 'Small Medium Enterprises' (SMEs) employing between 10-49 staff (16.5%) is correspondingly higher than the England average (14.8%)².

Business survival rates provide an indicator of the strength of the business environment and economy of North East Lincolnshire. It is crucial that our economy comprises strong, sustainable businesses to ensure fulfilling employment opportunities for our communities and long-term growth for our borough.

The proportion of businesses surviving decreases year on year. Table 1 shows the business survival rates for North East Lincolnshire for each year businesses were born. Businesses born in 2009 decreases from 44.8% surviving one year to 20.2% surviving five years. It is evident more businesses are surviving longer with the increase in proportion of business' surviving one year between from 44.8% in 2009 to 73.3% in 2013.

Table 1 Business survival rates in North East Lincolnshire, 2006-2013

Survival	Birth year of business							
	2006	2007	2008	2009	2010	2011	2012	2013
1 year	*	*	*	44.8	45.4	55.6	55.0	73.3
2 year	*	*	37.8	36.6	39.5	45.8	41.6	*
3 year	*	48.6	29.3	29.5	29.0	35.4	*	*
4 year	54.9	39.0	23.9	23.0	23.0	*	*	*
5 year	46.0	33.6	19.8	20.2	*	*	*	*

*Data unavailable

Data Source: North East Lincolnshire Informed (NELI), at <http://www.nelincsdata.net/profiles/profile?profileId=170&geoTypeId=>

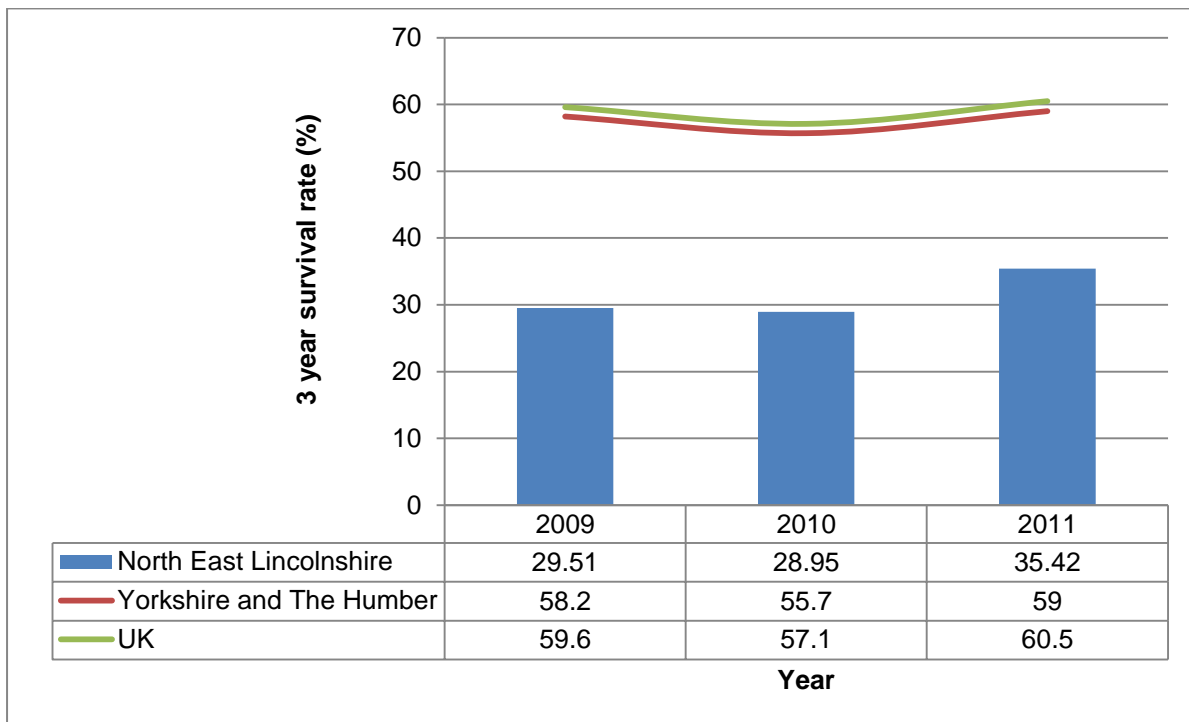
There are clear fluctuations in survival rates for businesses reaching a 2 and 3 year survival rate. Overall less than 50% of businesses reach the 2 and 3 year survival mark, however, both on average are showing a gradual increase.

Over the period 2009-2011 the proportion of North East Lincolnshire's businesses reaching the 3 year survival rate is significantly lower than the national and regional average as identified in Figure 1 consistently displaying less than a 50% survival rate.

¹ NOMIS at, <https://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx#tabidbr>

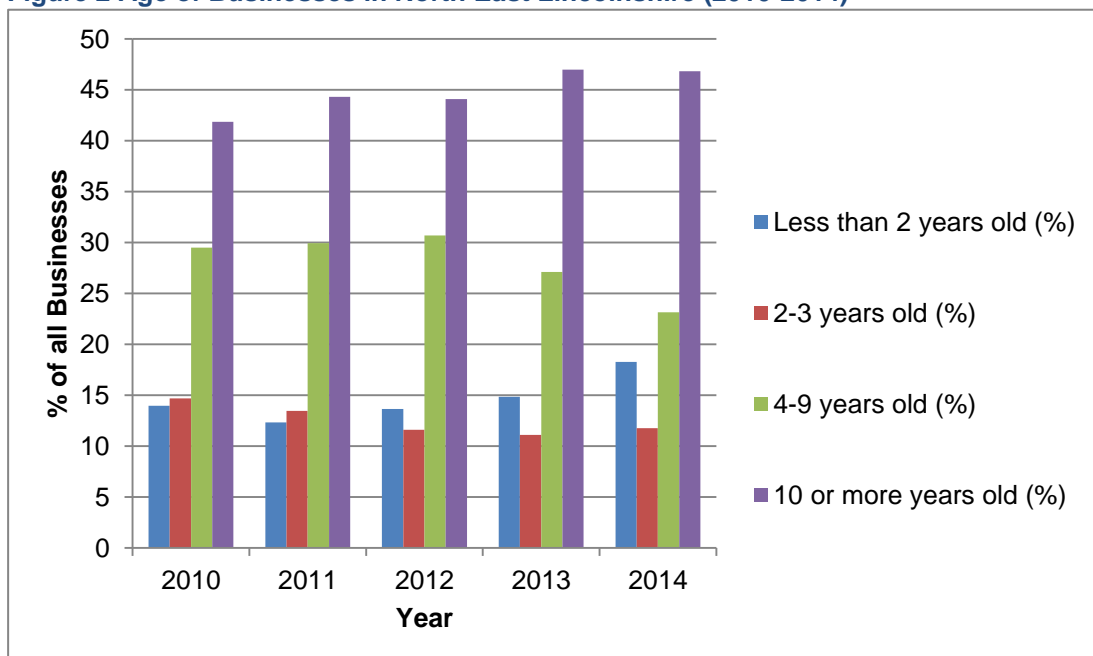
² North East Lincolnshire Council Economic Strategy (2015) p.3

Figure 1 Percentage Of Businesses Surviving 3 Years



Data Source: North East Lincolnshire Informed (NELI), at <http://www.nelincsdata.net/profiles/profile?profileId=170&geoTypeId=> ONS (2014) Business Demography at, <http://www.ons.gov.uk/ons/datasetsandtables/index.html?pageSize=50&sortBy=none&sortDirection=none&newquery=enterprise+survival&content-type=Reference+table&content-type=Dataset>

Figure 2 Age of Businesses in North East Lincolnshire (2010-2014)



Data Source: NELI, at <http://www.nelincsdata.net/profiles/profile?profileId=170&geoTypeId=>

Figure 2 above identifies that on average over 40% of businesses within North East Lincolnshire are 10 or more years old with a further significant proportion falling in the 4-9 years old category. Businesses less than 2 years old have grown from 13.95% in 2010 to

18.27% in 2014. However comparatively businesses that are 2-3 years old have declined from 14.69% in 2010 to 11.76% in 2014.

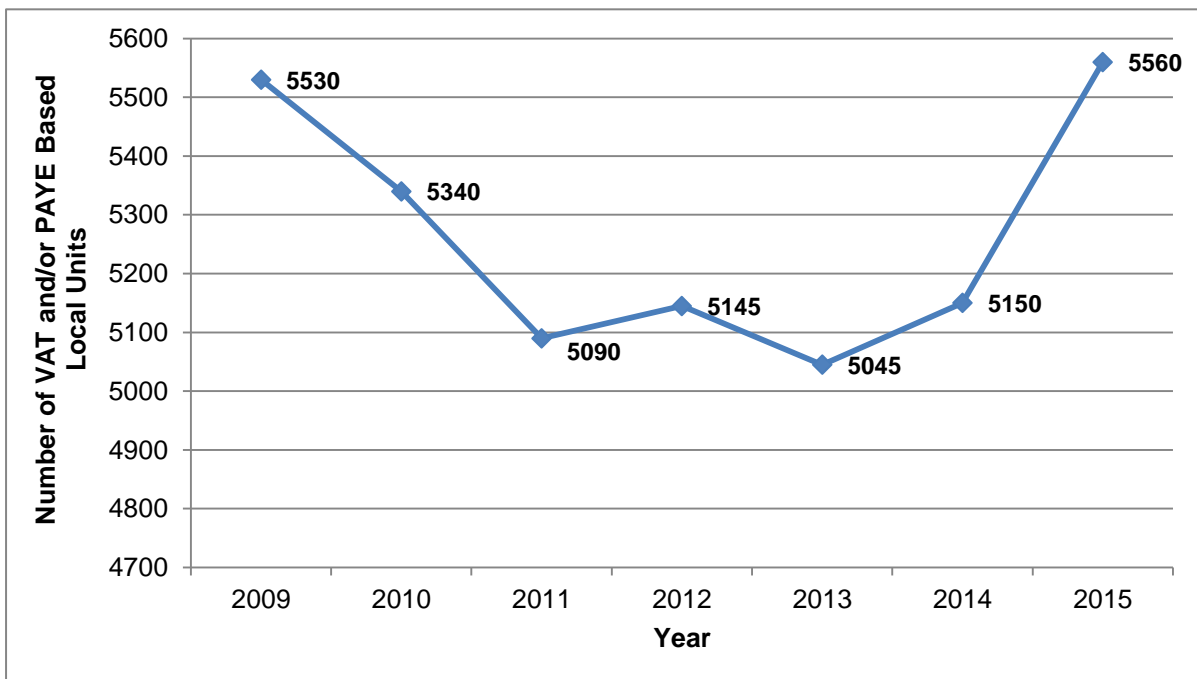
1.2 Value Added Tax Registrations (VAT)

VAT registrations provides an indicator of not only the amount of active tax paying businesses that are based within North East Lincolnshire but also; the strength of the businesses and environment for growth in North East Lincolnshire.

Businesses must register for VAT if VAT taxable turnover is more than £82,000 (the 'threshold') in a 12 month period³.

North East Lincolnshire has experienced fluctuations in VAT and/or PAYE based local units over time, with a clear period of decline from 2010-2013; see Figure 3. From 2014-2015 there has been an increase, with the 2015 level (5560) exceeding the pre-decline level 2009 (5530).

Figure 3 All VAT and/or PAYE Based Local Units (2009-2015)



Data Source: NELI at, <http://www.nelincsdata.net/dataviews/tabular?viewId=287&geoid=4&subsetId>

1.3 Gross Value Added (GVA)

GVA measures our business, industry and sector contributions; 'value added', to North East Lincolnshire's economy and ultimately identifies our workforce and industry productivity⁴.

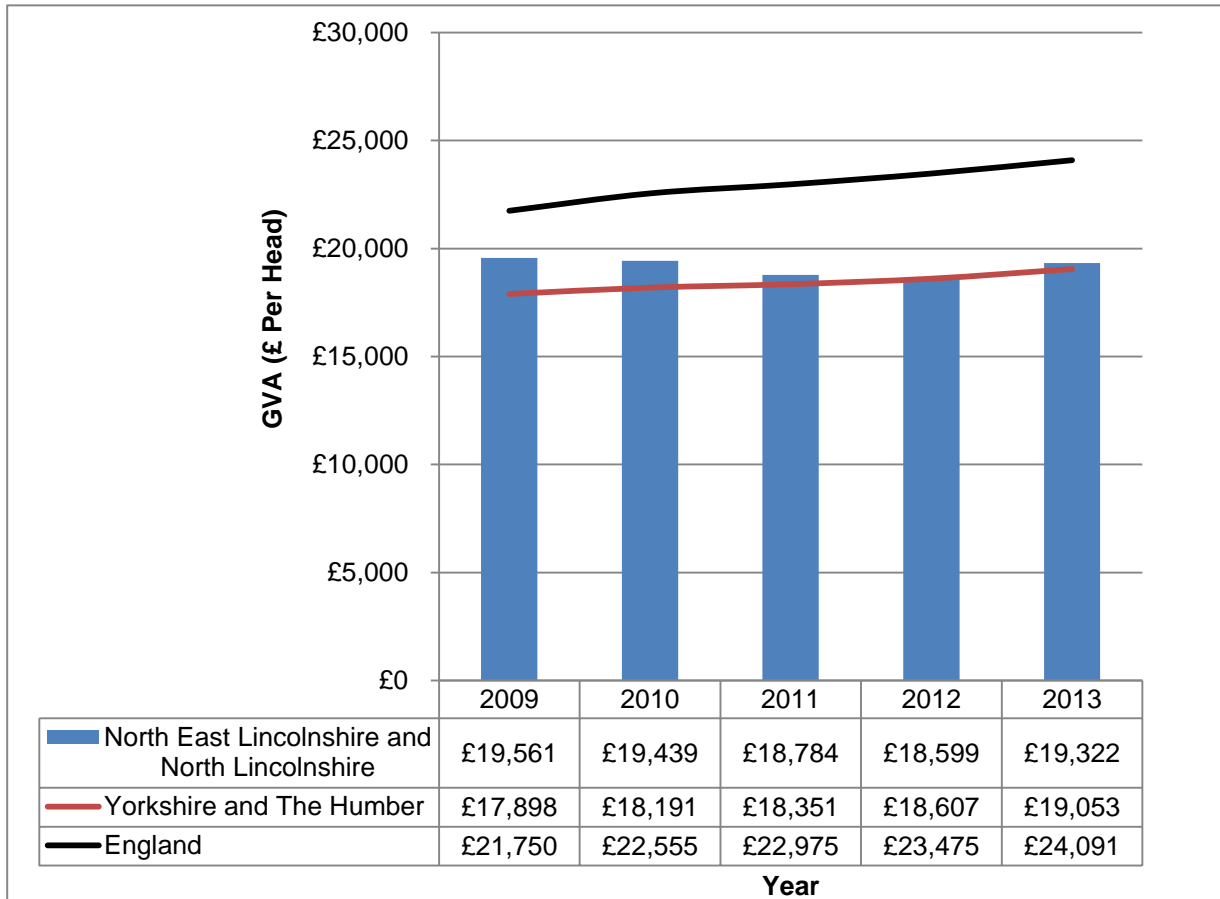
North East Lincolnshire has noted a decline in GVA per head from 2009-2012 but has shown a notable increase of £723 from 2012 to 2013; see Figure 4.

³ <https://www.gov.uk/vat-registration/when-to-register>

⁴ ONS at, <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/economy/national-accounts/gva/relationship-gva-and-gdp/gross-value-added-and-gross-domestic-product.html>

North East Lincolnshire’s workforce GVA per head was 80% of the England average in 2013⁵ underpinned by low workforce productivity. Despite this, our average has remained significantly higher than the regional average on all accounts, excluding 2012 when it stood at £8 lower – a notable, but not significant comparison.

Figure 4 GVA (£) per Head in North East Lincolnshire (2009-2013)

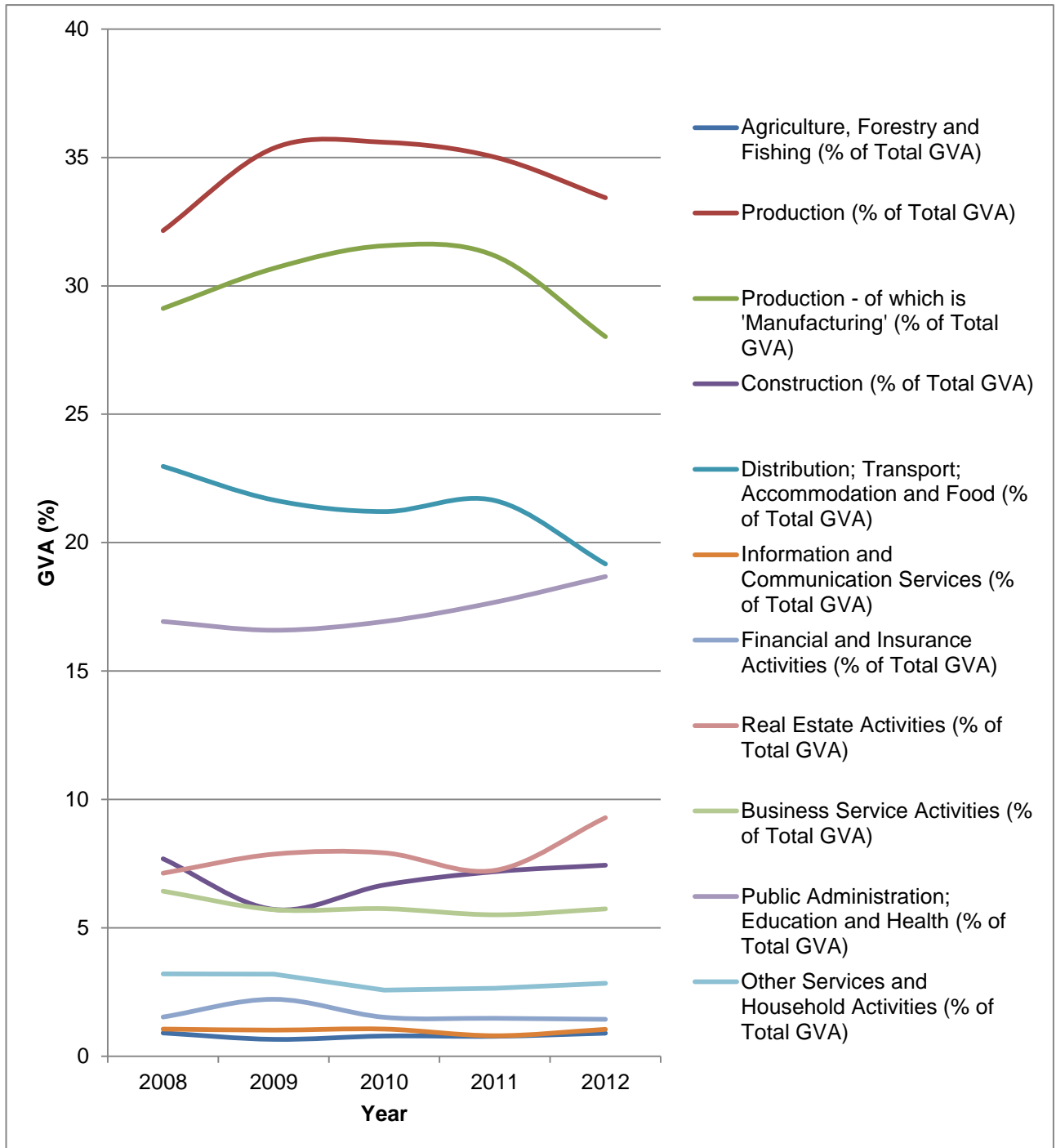


Data Source: NELI at, <http://www.nelincsdata.net/profiles/profile?profileId=171&geoTypeld=>

North East Lincolnshire’s economy is diverse and comprises various sectors and industries each contributing to our GVA. Figure 5 highlights the percentage GVA contribution of our industries to our economy. Production, Distribution and Public Administration dominates despite fluctuations over 2008-2012, our remaining sectors have contributed a more static contribution (1-8%) bar Real Estate and Construction which have shown a gradual increase.

⁵ North East Lincolnshire Council Economic Strategy (2015)

Figure 5 GVA (%) by Industry (2008-2012)



Data Source: NELI at <http://www.nelincdata.net/profiles/profile?profileId=171&geoTypeId=>

1.4 Investment Secured

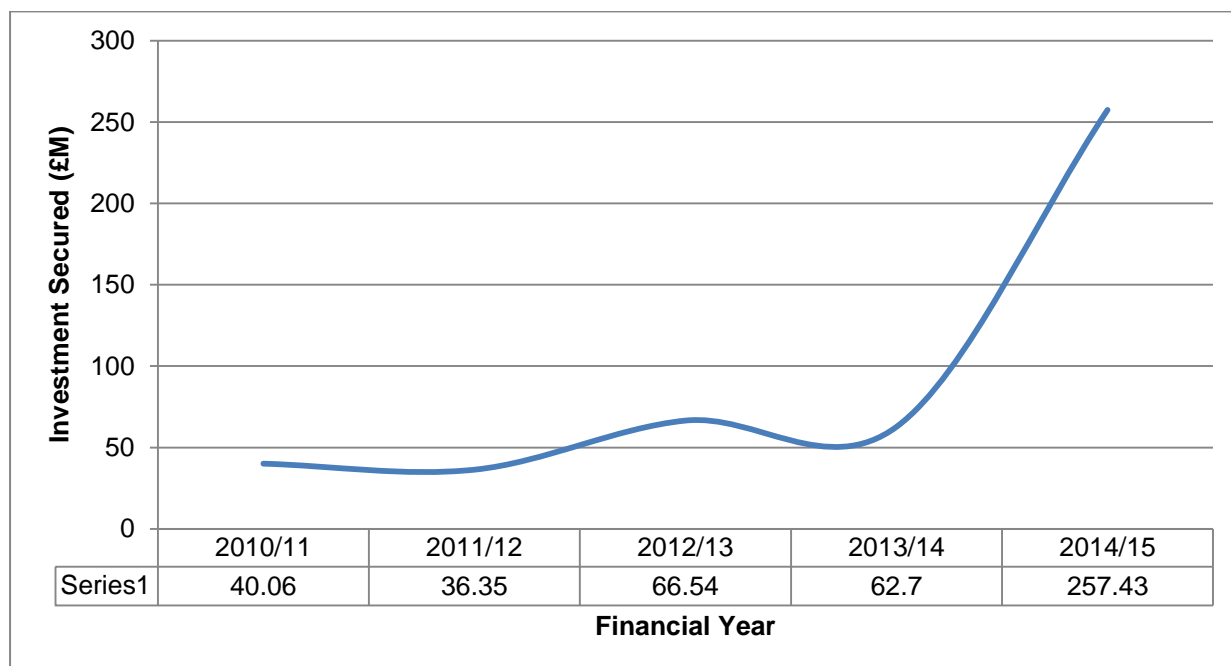
North East Lincolnshire has a strong ambition for growth and figures for investment secured are key indicators of the delivery of the Economic Strategy⁶ and overall growth of the borough.

⁶ North East Lincolnshire Council Economic Strategy (2015)

Investment secured figures include the value of publicly supported and/or privately funded expenditure, by organisations or companies within North East Lincolnshire on new equipment/facilities/infrastructure or upgrading of renewing plant/facilities/infrastructure.

Figure 6 illustrates the amount of investment (£m) in North East Lincolnshire from Financial Year (FY) 2010/11 to 2014/15. There is a positive overall trend indicating North East Lincolnshire is attracting new businesses alongside growing indigenous businesses. Most notably investment in FY 2014/15 more than quadrupled from the year previous.

Figure 6 Investment Secured in North East Lincolnshire (FY 2010/11 – 2014/15)



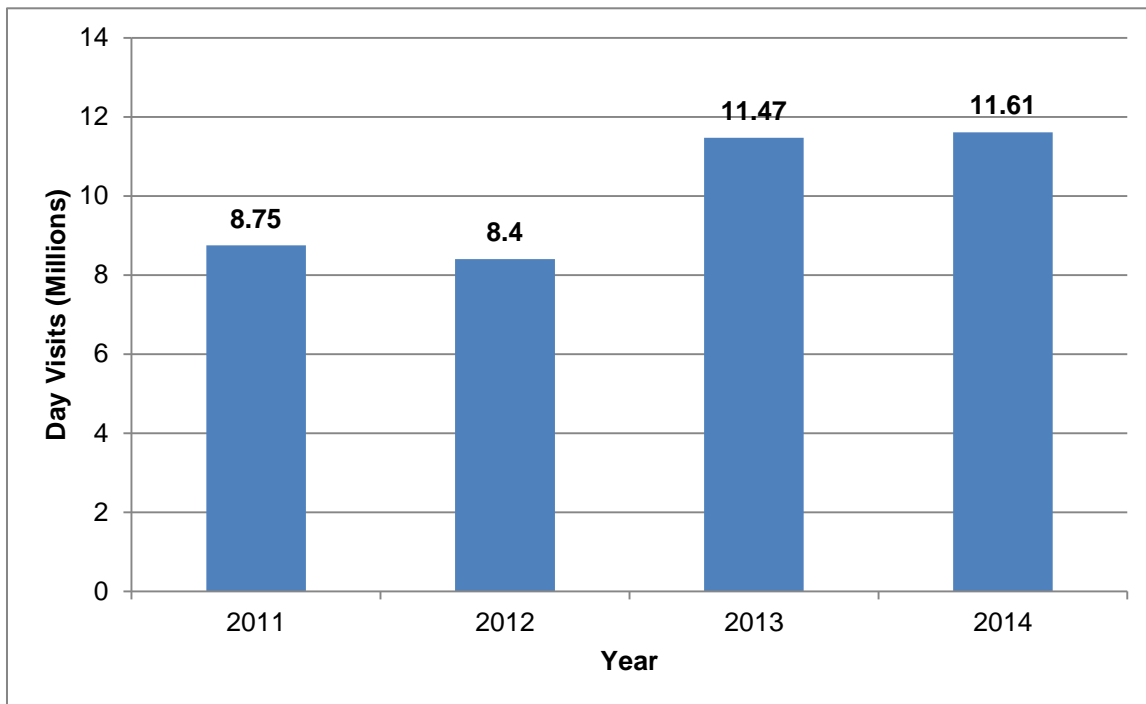
Data Source: ENGIE Partnership Pipeline

1.5 Tourism Figures

Tourism falls under one of our 5 key growth sectors; ‘Visitor Economy, Services and Retail’ and its success as an industry is owed mainly to North East Lincolnshire’s resort of Cleethorpes, which hosts cultural events and festivals, a diverse mix of restaurants and retail and accompanying attractive facilities such as the Discovery Centre, Thorpe Park and a modern Leisure Centre.

Figure 7 illustrates the year on year growth of tourist numbers in North East Lincolnshire. In 2013, North East Lincolnshire hosted 11.61 million day visits (3+ hours).

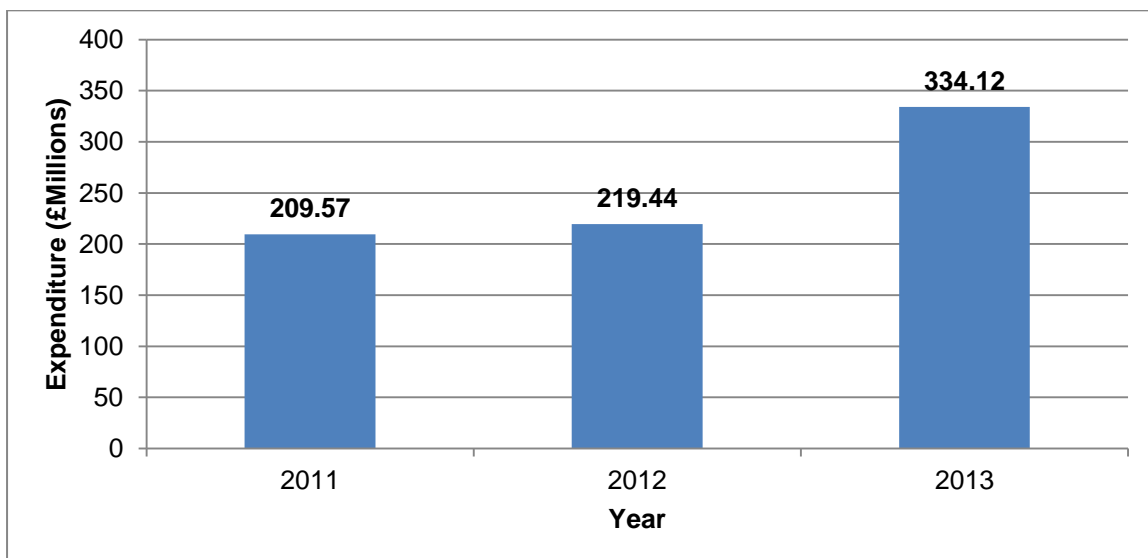
Figure 7 Tourism Day Visits (3+ hours) in North East Lincolnshire



Data Source: VisitEngland at, <https://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/domestic-day-visits>

Figure 8 illustrates the year on year increase in tourist expenditure aligning to data displayed in Figure 7. In the period 2012-2013, expenditure increased by over 50% from £219.44m to £334.12m.

Figure 8 Tourism Day Visits Expenditure (3+ Hours) in North East Lincolnshire



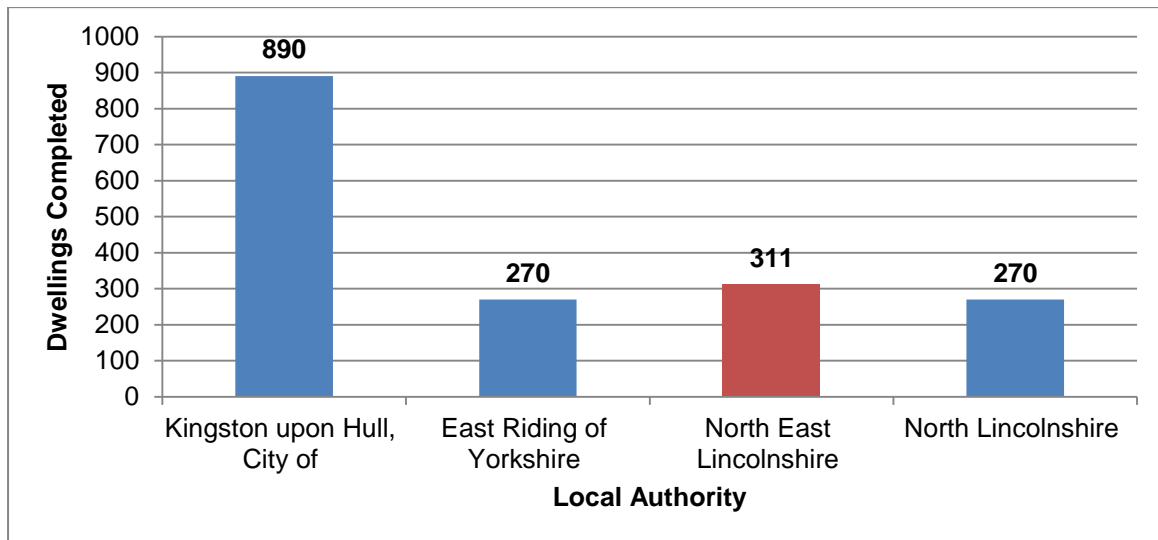
Data Source: VisitEngland at, <https://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/domestic-day-visits>

1.6 New Homes Built

The Local Plan has projected an additional 8,800 jobs from now until 2032 which certifies our need to provide 13,340 new homes to support our growing workforce and economy⁷.

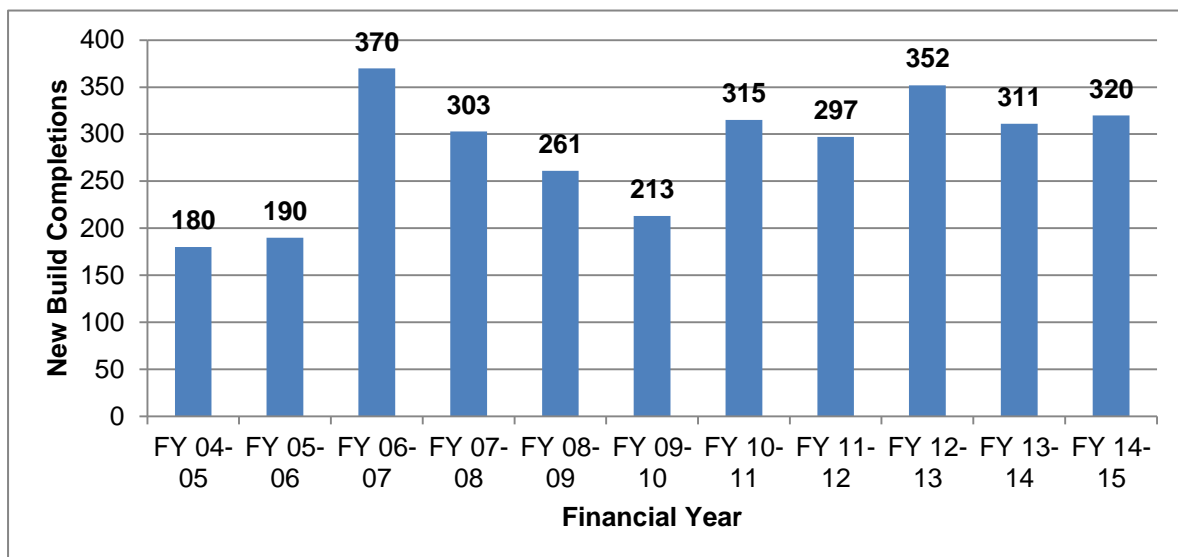
Figure 9 illustrates the most recent data on dwellings completed for the local authorities in the Humber region (FY 2013-2014). Hull City Council takes a significant lead, however compared to the smaller local authorities of East Riding of Yorkshire and North Lincolnshire, North East Lincolnshire is performing well with the highest number of dwellings completed.

Figure 9 Dwellings Completed across Humber Local Authorities (FY 2013-2014)



Data Source: Humber Data Observatory at, <http://www.humberdataobservatory.org.uk/dataviews/tabular?viewId=479&geoid=7&subsetId=>

Figure 10 New Build Completions (2004-2015)



Data Source: North East Lincolnshire Council Consultation Draft Local Plan (2013-2032)

⁷ North East Lincolnshire Council Consultation Draft Local Plan (2013-2032)

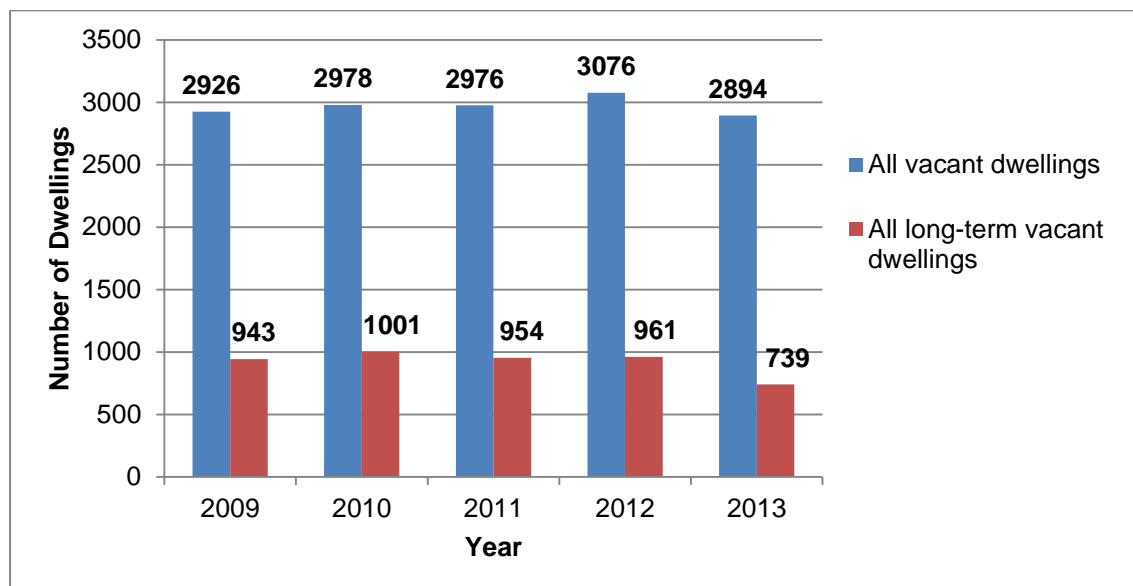
Figure 10 above displays the number of new build completions in North East Lincolnshire from 2004-2015. New build completions peaked in FY 06-07, followed by a decline post-recession. FY 10-11 saw an increase in new build completions followed by minor fluctuations in subsequent years. New build completions will have to increase to meet the targets projected in the Local Plan (13,340 new homes by 2032).

1.7 Reduce The Number Of Empty Homes

A certain number of vacant dwellings is needed in order for our local property market to function but when dwellings become long-term vacant a challenge arises. The longer a dwelling is vacant the more likely it is to deteriorate, incurring a higher cost to bring back into use⁸. In a time when more homes are needed for our residents it is crucial that we make best use of our current housing stock.

Figure 12 shows that there has been limited variation in the number of vacant dwellings in North East Lincolnshire

Figure 11 Number of Vacant Dwellings in North East Lincolnshire (2009-2013)



Data Source: NELI at, <http://www.nelincsdata.net/profiles/profile?profileId=170&geoTypeId=>

There has been limited variation in the number of vacant dwellings in North East Lincolnshire from 2009-2013 but it is notable that the number of long-term vacant dwellings has decreased by 204 from 2009-2013, indicating an improving position for the borough.

⁸ *Empty Homes in England* (2015) At, <http://www.emptyhomes.com/wpcontent/uploads/2011/05/Empty-homes-in-England-Final.pdf>

1.8 Improved Housing Offer

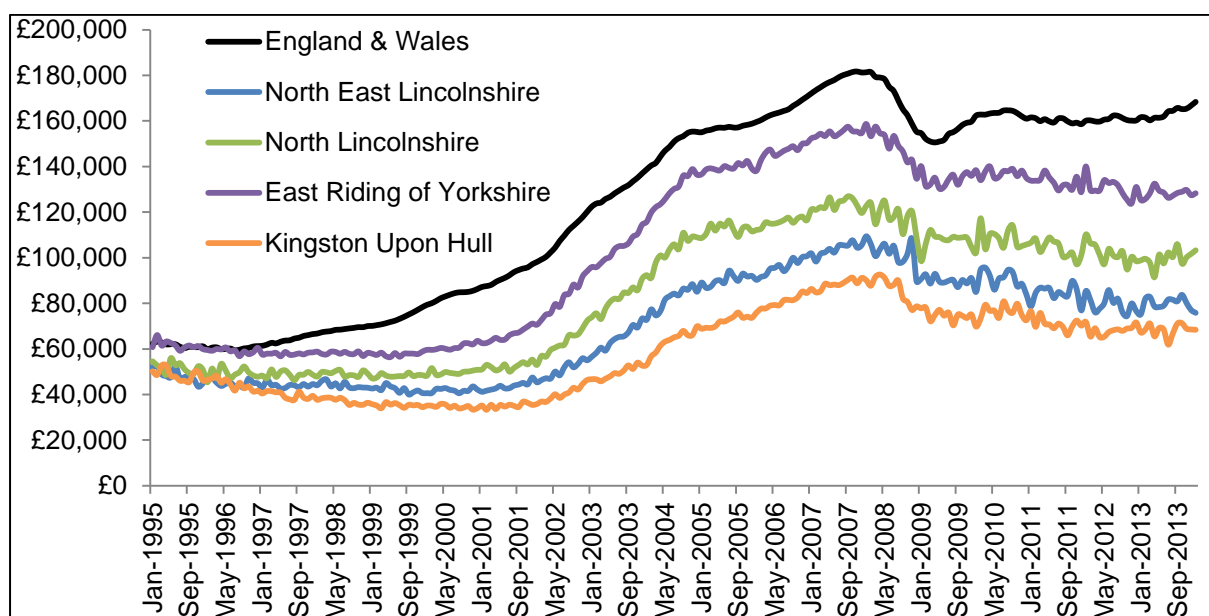
The Economic Strategy states that:

“economic growth and housing choice and affordability are inextricably linked”⁹

To achieve the forecast growth of 8,800 jobs by 2032, it is essential that North East Lincolnshire has an improved housing offer to attract and retain the workforce of the future. This aligns closely to the DiscoverNEL vision whereby North East Lincolnshire is a great place to ‘work, stay & play’ where our ‘housing offer’ plays a crucial role in our ‘place offer’.

The Local Plan identifies the need for an additional 13,340 new homes by 2032 to support the new jobs created and it is therefore essential that we maintain and/or increase the quality of our housing offer without compromising affordability.

Figure 12 Average House Prices (1995-2013)



Data Source: Atkins (2014) North East Lincolnshire Economic Baseline, p.35

North East Lincolnshire has been identified as an affordable place to live pre and post-recession as average house prices consistently remain lower than the national average and our neighbouring local authority averages (North Lincolnshire and East Riding of Yorkshire, Figure 12).

In January 2014, the average sold house price in England was £168,356 whereas in North East Lincolnshire the average was 55% lower at £75,822¹⁰. Despite this, a significant number of North East Lincolnshire’s residents remain unable to afford outright owner-occupation and the ongoing need for social housing is reflected in the extensive housing waiting lists operated by the Council/Shoreline Housing Partnership. However, the Council has been and will be able to secure modest affordable housing provision through developer

⁹ North East Lincolnshire Council Economic Strategy (2015), p.36

¹⁰ Atkins (2014) North East Lincolnshire Economic Baseline, p.34

contributions under section 106 of the 1990 Town and Country Planning Act but these have been limited by the low levels of housing activity¹¹.

1.9 Fuel Poverty

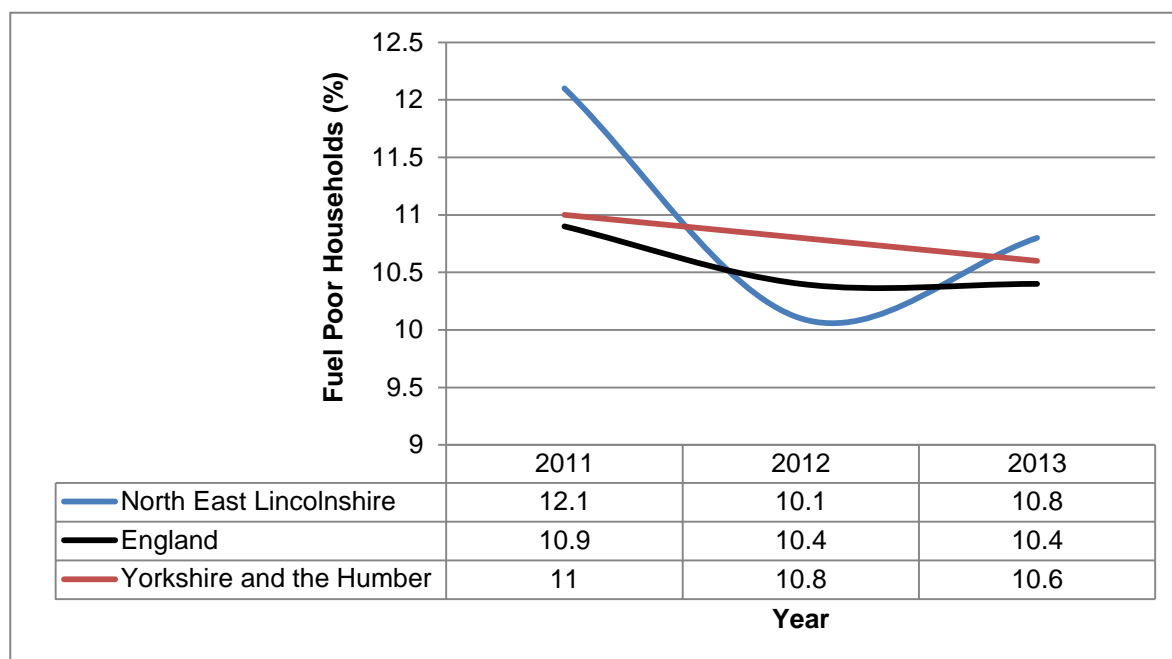
Under the "Low Income, High Cost" measure, households are considered to be fuel poor where:

1. They have required fuel costs that are above average (the national median level)
2. Were they to spend that amount, they would be left with a residual income below the official fuel poverty line¹².

There is compelling evidence that the drivers of fuel poverty (low income, poor energy efficiency and energy prices) are strongly linked to living at low temperatures¹³ and that low temperatures are strongly linked to a range of negative health outcomes¹⁴.

In North East Lincolnshire, the number of fuel poor households has fluctuated from 8518 in 2011, decreasing to 7164 in 2012, followed by an increase to 7678 in 2013. In comparison to regional and national averages, North East Lincolnshire has experienced a higher average of fuel poor households, excluding 2012 when there was a notable decrease (see Figure 13).

Figure 13 Fuel Poor Households (% , 2011-2013)



Data Source: Humber Data Observatory at, <http://www.humberdataobservatory.org.uk/dataviews/tabular?viewId=316&geold=6&subsetId=>

¹¹ North East Lincolnshire Council Economic Strategy (2015), p.40

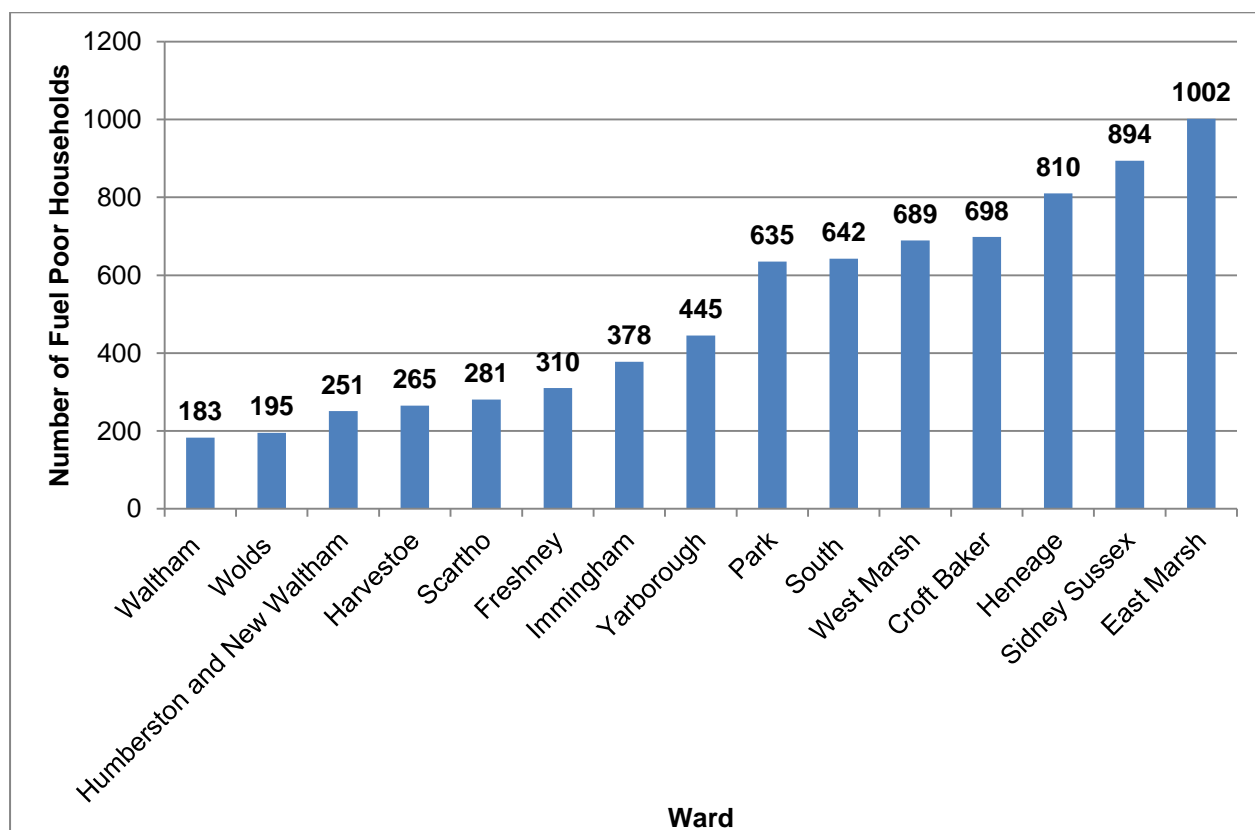
¹² Public Health Outcomes Framework at, <http://www.phoutcomes.info/public-health-outcomes-framework#page/6/gid/1000041/pat/6/par/E12000004/ati/102/are/E06000015/iid/90356/age/1/sex/4>

¹³ Wilkinson et al. (2001) *The Social and Environmental Determinants of Excess Winter Deaths in England 1986–96*

¹⁴ Public Health Outcomes Framework at, <http://www.phoutcomes.info/public-health-outcomes-framework#page/6/gid/1000041/pat/6/par/E12000004/ati/102/are/E06000015/iid/90356/age/1/sex/4>

The wards with the highest number of fuel poor households in 2013 were East Marsh, Sidney Sussex and Heneage (see Figure 14). There is a clear disparity between the wards in North East Lincolnshire whereby East Marsh has five times more fuel poor households than Waltham and the Wolds.

Figure 14 Number of Fuel Poor Households at Ward Level in North East Lincolnshire (2013)



Data Source: NELI at, <http://www.nelincsdata.net/dataviews/tabular?viewId=452&geoid=4&subsetId=>

1.10 Voluntary Community and Social Enterprise Review (HealthWatch)

In work with partner agencies the following information regarding food poverty, which is an escalating issue, has emerged:

- The Food Provider Forum fed 7,287 people between March-October 2014.
- Between April 2013 – March 2014, Christian Action Resource Enterprise (CARE) fed 3,600 adults and children donating emergency food parcels, 26% represented children.
- CARE has seen a 420% increase in the number of people accessing emergency food parcels over the last 3 years.
- North East Lincolnshire Council's Customer Access Points are currently the food larder's highest referring agency representing over 20% of their referrals.
- Top 3 reasons for referrals are benefit delays/sanctions, debts and utilities.

1.11 % of Local Businesses able to Recruit Suitable Employees

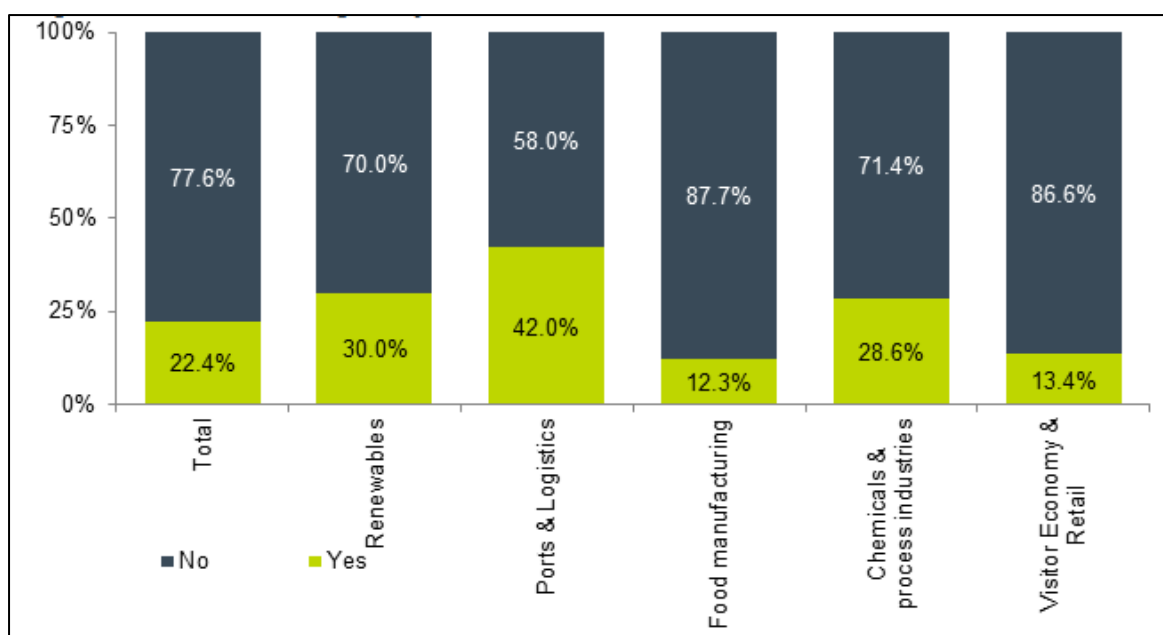
It has been identified in the Economic Strategy that our borough experiences skills shortages and skills gaps alongside an ageing population which has proven a challenge for our key sectors.

“Skills shortages arise when employers find it difficult to fill their vacancies with appropriately skilled applicants. Skills gaps occur where members of the existing workforce are seen to lack the skills necessary to meet business needs”¹⁵.

In order to facilitate growth in our emerging and established sectors, our workforce needs to be upskilled with the ‘right’ skills to take advantage of emerging opportunities, notably in the renewable energy sector¹⁶.

In 2013, Atkins undertook a survey with North East Lincolnshire’s businesses in our key sectors to explore their experiences of recruiting in the borough. A business answering ‘yes’ indicates that they do experience a skills shortage whereas a business answering ‘no’ indicates that they do not. It was identified that Ports and Logistics experienced the most difficulty in recruiting, closely followed by the Renewables and Chemicals & Processing sector (Figure 15).

Figure 15 Key Sectors In North East Lincolnshire Reporting Having A Skills Shortage



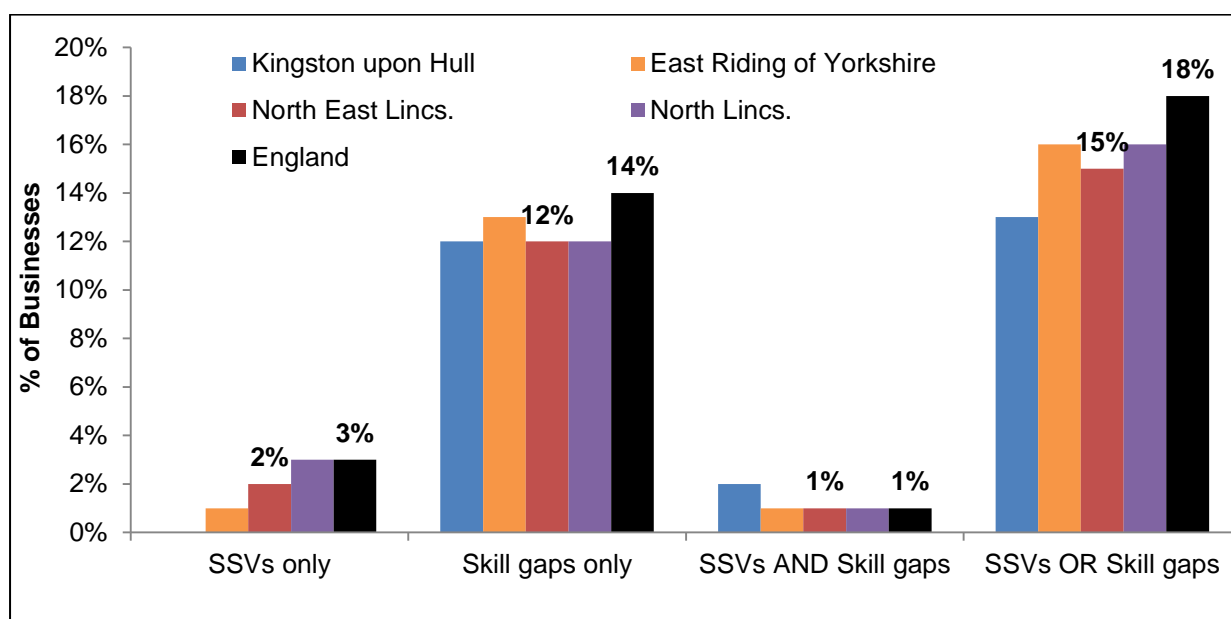
Data Source: Atkins (2014) North East Lincolnshire Sector Study, p.40.

In summary, when analysing the situation across all sectors, less than 25% of businesses have experienced skills shortages, however the borough cannot be complacent when faced with an ageing population and substantial growth in emerging high-skilled sectors.

¹⁵ Atkins (2014) *North East Lincolnshire Economic Baseline*, p.30

¹⁶ *North East Lincolnshire Council Economic Strategy* (2015)

Figure 16 Business Experience Of Skill Shortage Vacancies (SSVs) And Skill Gaps Across The Humber Region (2013)



Date Source: Atkins (2014) North East Lincolnshire Economic Baseline, p.31.

In 2013, an Employer Skills Survey was undertaken across the region. Figure 16 illustrates the current skills picture of our region whereby North East Lincolnshire consistently performs well in comparison to the national average. However, when comparing our position against neighbouring Local Authorities we experience a greater proportion of ‘skill gaps’ or ‘SSVs OR Skill gaps’ which could inevitably impact on our future growth if our recruitment brings in a workforce from beyond the boundary of our borough.

It is important to reassert that North East Lincolnshire cannot be complacent, since the undertaking of this study the borough has experienced significant growth and investment in the renewable energy sector and it is expected that by 2022 most of the jobs created will be high-skilled, professional and managerial roles¹⁷.

To address skills gaps, present and future, work needs to be done to increase the quality and performance of local training and education provision which has been identified as a substantial associated factor of skill shortages and gaps¹⁸.

¹⁷ North East Lincolnshire Council Economic Strategy (2015) p.24

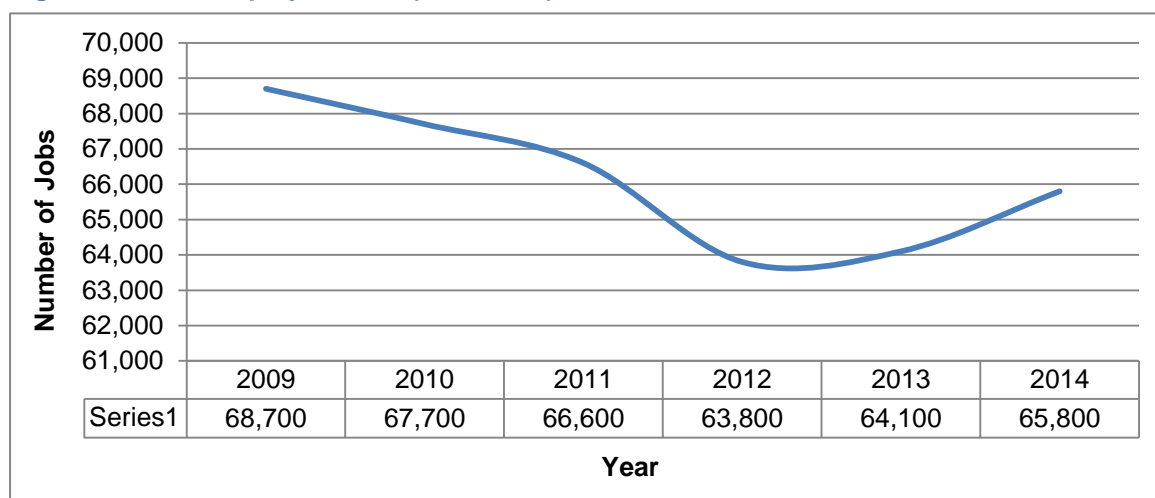
¹⁸ Atkins (2015) North East Lincolnshire Economic Baseline, p.31.

1.12 Job growth

The Local Plan has projected a target of 8,800 new jobs by 2032 as a result of inward investment and growth of our key sectors, most notably offshore wind and renewable energy. The North East Lincolnshire Strategic Housing Market Assessment (2013) includes baseline economic forecasts produced by Experian, which do not adjust for the potential impact of the successful implementation of local growth strategies, but are intended to provide a projection of economic change, assuming that change in North East Lincolnshire continues based on its current trajectory and the wider forecast growth of the country. This forecast projects a growth of approximately 1,300 jobs between 2011 and 2030, which equates to approximately 70 jobs per year. This is a much lower projection of job generation than that targeted in the Local Plan, hence the importance of considering the impacts from the range of potential job generators and local investment schemes alongside the baseline figures.

Further to the recession and austerity, a considerable number of jobs were lost in North East Lincolnshire, however as can be seen from Figure 17 below, there has been a modest recovery since 2013. The Experian baseline projection to 2030 confirms this recovery but indicates that a recovery to pre-2007 employment levels will not occur within the forecast period.

Figure 17 Total Employee Jobs (2009-2014)

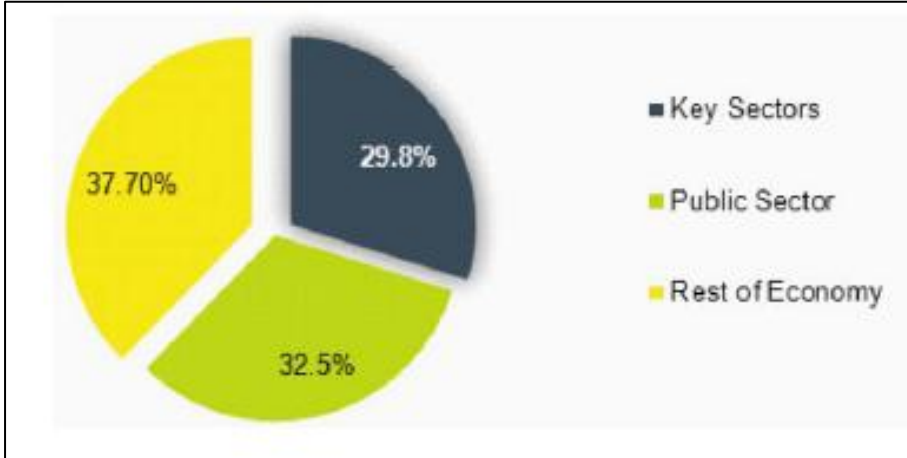


Data Source: NOMIS at, http://www.nomisweb.co.uk/reports/lmp/la/1946157110/subreports/bres_time_series/report.aspx

North East Lincolnshire's broad economy is focused on 5 key growth sectors – Ports and Logistics; Renewables and Energy; Chemicals and Processing; Visitor Economy, Services and Retail; and Food Processing. Collectively, these employ 19,230 people (30% of total) across 1,180 firms (27% of the total) and generate approximately 60% of the area's GDP¹⁹.

¹⁹ Atkins (2014) *North East Lincolnshire Sector Study*

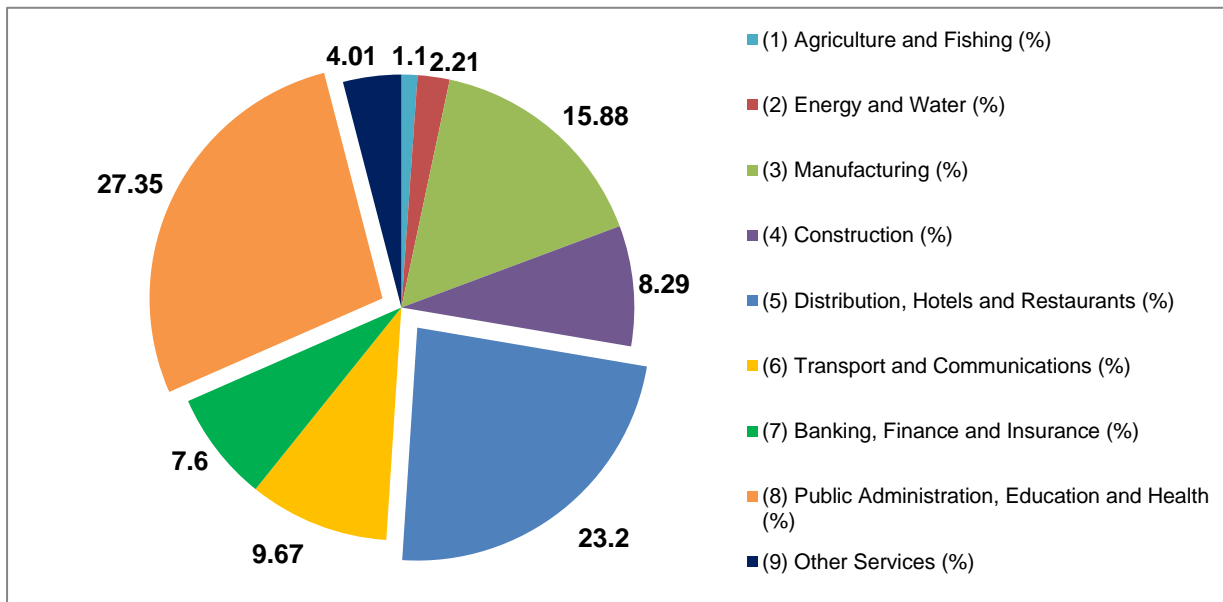
Figure 18 Broad Employment Structure of North East Lincolnshire (2014)



Data Source: North East Lincolnshire Council Consultation Draft Local Plan, p.27

Figure 19 shows that North East Lincolnshire has a high proportion of jobs within the Distribution, Hotels and Restaurant industry and most notably the Public Administration, Education and Health industry which accounts for more than one quarter of all jobs. Agriculture and Fishing and Energy and Water have a significantly lower proportion of jobs but these are niche and specialised sectors. However, the Energy and Water industry is expected to grow in future years due to recent national and international investment in the borough.

Figure 19 Employment by Industry (2015)



Data Source: NELI at <http://www.nelincsdata.net/dataviews/tabular?viewId=294&geoid=4&subsetId=>

2. Start and Develop Well

2.1 Number Of Children In Poverty

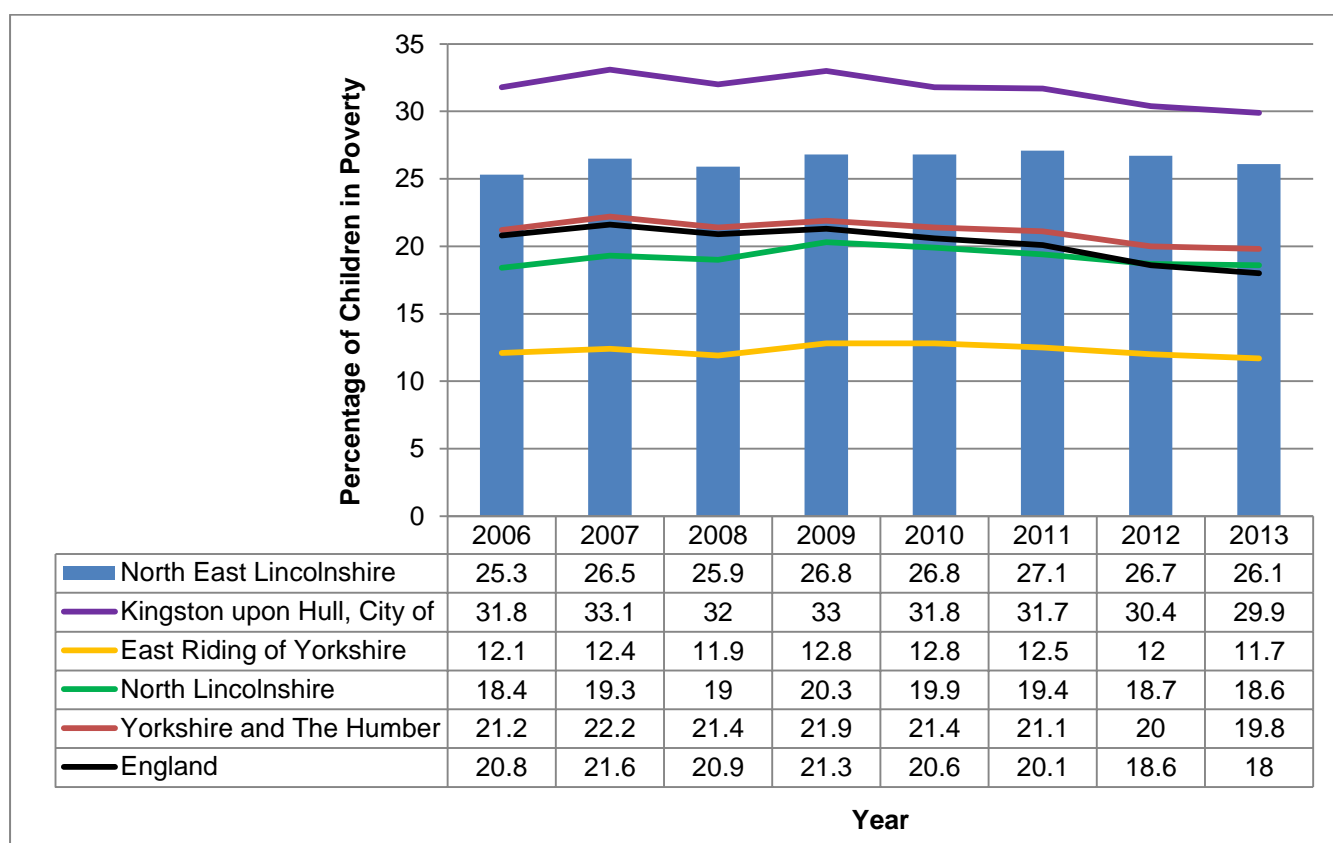
The Child Poverty Act (2010)²⁰ made a commitment to eradicate child poverty by 2020 and from this, local authorities have a key role to play in reducing and mitigating the effects of child poverty in their local area²¹. Hence, the Outcomes Framework emphasises the importance of 'Starting and Developing Well'.

The data has been calculated by identifying children in families which are in receipt of either out of work benefits or tax credits with a reported income of less than 60% median income.

North East Lincolnshire consistently has a higher rate of children in poverty in comparison to the regional and national averages, see Figure 20. Over time, the regional and national averages have decreased but North East Lincolnshire has not experienced the same trend and remains stagnated between 25-27%.

In comparison to other local authorities in the region, North East Lincolnshire has a higher rate than East Riding of Yorkshire and North Lincolnshire but has a lower rate than Kingston upon Hull.

Figure 20 Percentage of Children in Poverty (2006-2013)



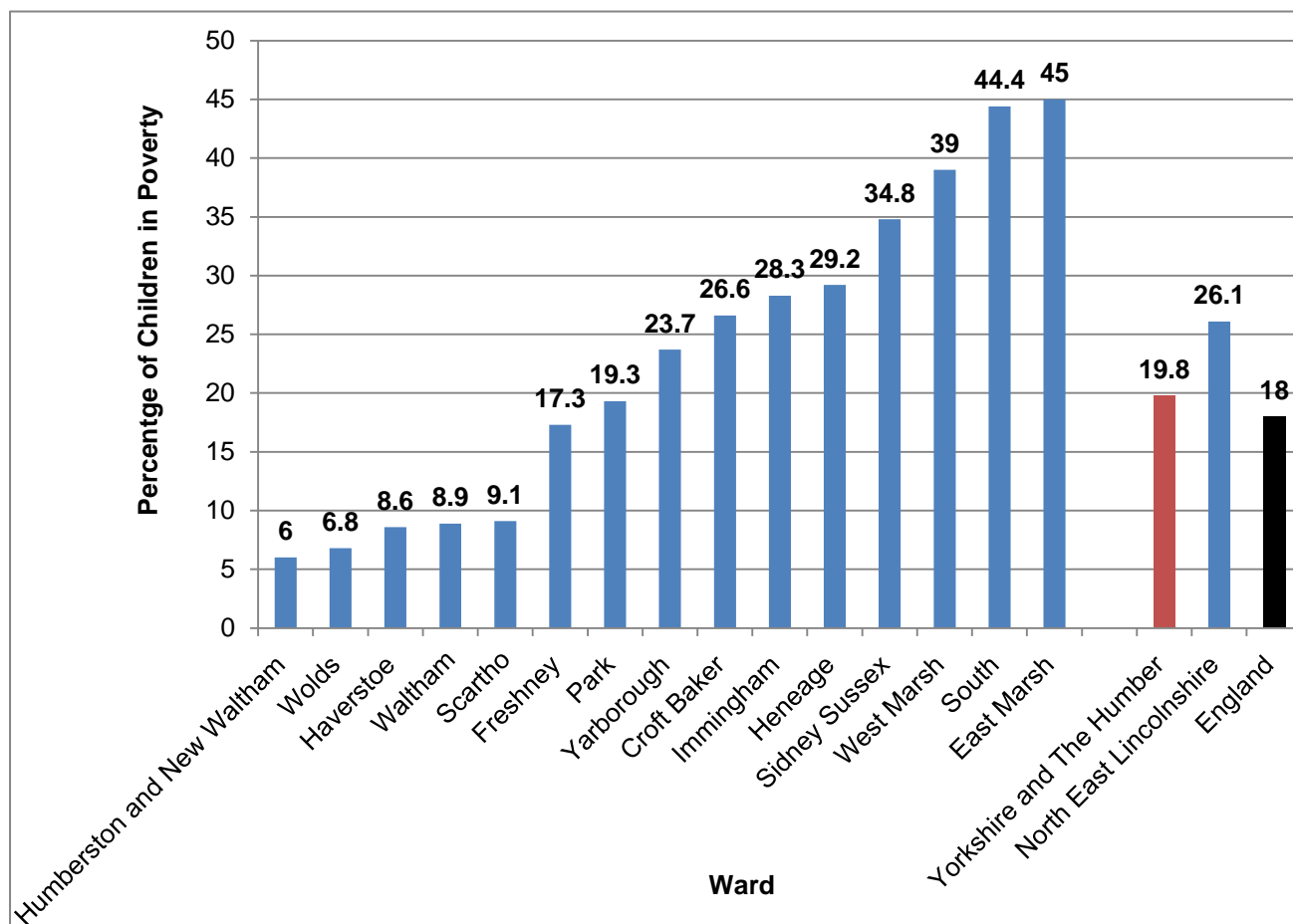
Data Source: Humber Data Observatory at, <http://www.humberdataobservatory.org.uk/dataviews/tabular?viewId=322&geoid=7&subsetId=>

²⁰ HM Government (2010) *The Child Poverty Act*. London: The Stationary Office

²¹ North East Lincolnshire Council (2010) *The Child Poverty Needs Assessment*, p.5

Figure 21 shows that children in poverty levels are substantially more pronounced at ward level whereby East Marsh and South wards both have more than 40% of children in poverty. There is a notable disparity between the wards whereby East Marsh and South ward have over four times more children in poverty than Humberston and New Waltham, Wolds, Waltham, Scartho and Haverstoe.

Figure 21 Percentage of Children in Poverty at Ward Level (2013)



Data Source: NELI at, <http://www.nelincsdata.net/dataviews/tabular?viewId=326&geold=8&subsetId=>

The Child Poverty Needs Assessment (2010)²¹ identified a number of causes and consequences of child poverty, recognising parents' difficulties in sustaining employment, lack of employment opportunities, poor health, skills gaps or disabilities. Furthermore, limited access to services, poor housing quality and crime can affect quality of life chances²². This in turn can have a wider impact on communities and create a higher demand on public services. Therefore, it is unsurprising that the East Marsh ward has the highest level of child poverty as it has been identified as the most deprived ward in North East Lincolnshire²³. Data shown in Section 9 (Fuel Poverty) and Section 14 (Unemployment/Benefits Claimants) supports this data set further, whereby East Marsh has the highest numbers in both categories.

²² North East Lincolnshire Council (2010) *The Child Poverty Needs Assessment*, p.5

²³ *North East Lincolnshire Council Consultation Draft Local Plan (2013-2032)*

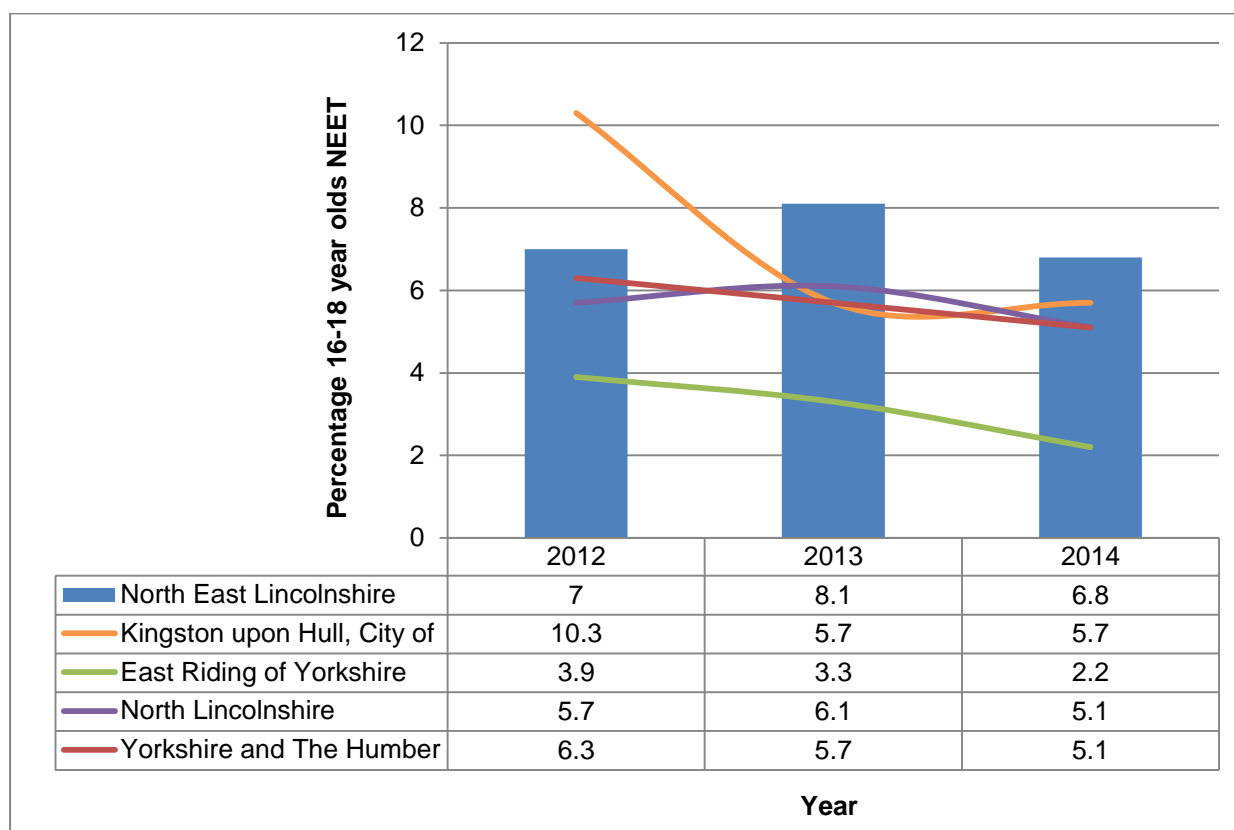
2.2 Not in Education, Employment or Training (NEETs)

NEET is the acronym for 'Not in Education, Employment or Training' and comprises people aged 16-24, however the subgroup of NEETs aged 16-18 is often of particular focus due to the raised the participation age from 16 to 19. It is now a government requirement for young people to participate in some form of education, employment or training up until the age of 19²⁴.

It is important that our young people, who are the workforce of the future, remain in education, employment or training in order to take advantage of all emerging opportunities within the borough, resulting in fulfilling careers and employment.

Figure 22 shows that North East Lincolnshire has a significantly higher rate of 16-18 year olds NEET than the Yorkshire and The Humber - this has remained consistent over time. However, it is notable that there has been a decrease of 1.7% in the North East Lincolnshire rate from 2013-2014. The decrease is mirrored regionally but North East Lincolnshire still has a higher rate of NEETs than neighbouring Local Authorities, which is an area of concern.

Figure 22 Percentage of 16-18 year olds NEET (2012-2014)



Data Source: Humber Data Observatory at, <http://www.nelincdata.net/dataviews/tabular?viewId=420&geoid=4&subsetId=>

It is important to note these figures only include the NEETs that are known by the Local Authority, therefore it is possible there could be a variation on this figure in reality. It has been suggested that one of the reasons why the rate of NEETs in North East Lincolnshire is

²⁴ Department for Education (2014) *Participation of young people in education, employment or training*, At, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/349300/Participation_of_Young_People_Statutory_Guidance.pdf

higher than local comparators is that we have been better at identifying NEETs in the local population but this cannot be substantiated.

2.3 Percentage Of Families Living In Temporary Accommodation

A family is defined as statutorily homeless if they do not have accommodation that they have a legal right to occupy which is accessible and physically available to them. Duty lies with the local authority to provide accommodation to applicants defined as in 'priority need' and become homeless through no fault of their own²⁵.

“Priority need groups include households with dependent children and/or a pregnant woman and individuals who are vulnerable in some way. Individuals are classed as vulnerable if they: have mental illness or physical disability; are a young person (16 to 17 years old, or 18 to 20 years old and vulnerable as a result of previously being in care); were vulnerable as a result of previously being in custody; were vulnerable as a result of previously being in HM Forces; or were forced to flee their home because of violence or the threat of violence²⁶”.

Households are then either assisted to remain in their existing accommodation or are placed in temporary accommodation whilst they await an offer of settled accommodation²⁷.

The amount of families living in temporary accommodation reflects the housing situation in our borough, whereby some families struggle to afford rising rent costs combined with a limited stock of affordable homes.

It is crucial that we prevent families finding themselves in this situation, as vulnerability increases when they become 'homeless'. Thus there is an inevitable impact on the life chances of children whereby deprivation increases, educational attainment decreases and health and wellbeing is severely impacted. This in turn decreases their chances of 'starting well'²⁸.

The total number of households living in temporary accommodation in North East Lincolnshire has fluctuated over time, with a period of decline from 2007-2011 followed by an increase in 2012 which has stagnated up until 2014 (Figure 23).

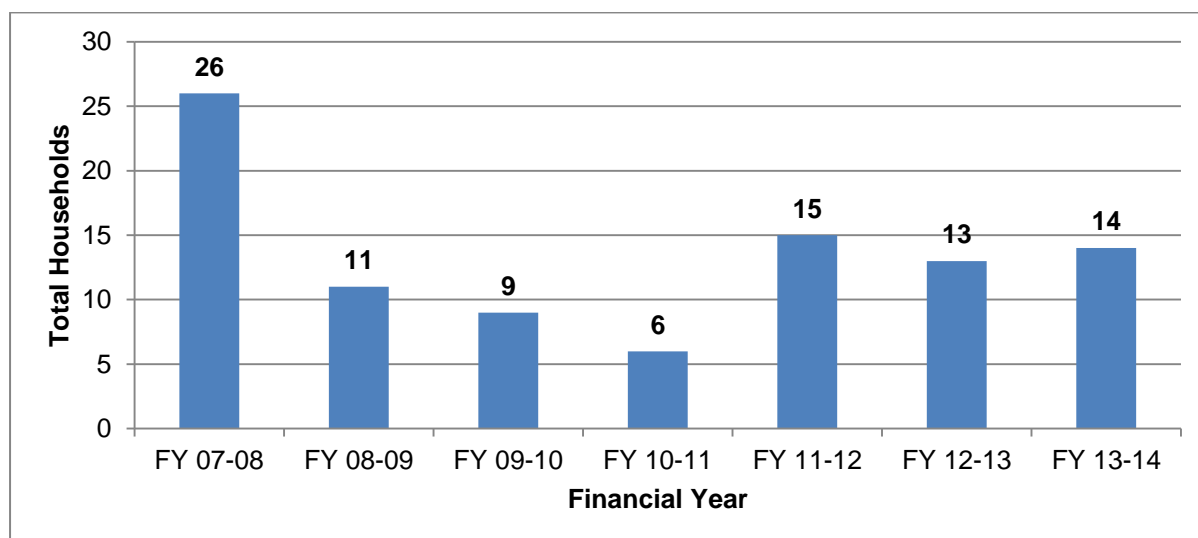
²⁵ DCLG (2015) *Statutory Homelessness: October to December Quarter 2014 England*

²⁶ DCLG (2015) *Statutory Homelessness: October to December Quarter 2014 England*, p.2

²⁷ DCLG (2015) *Statutory Homelessness: October to December Quarter 2014 England*

²⁸ *Shelter* at, http://england.shelter.org.uk/campaigns/_why_we_campaign/supporting_families_and_children

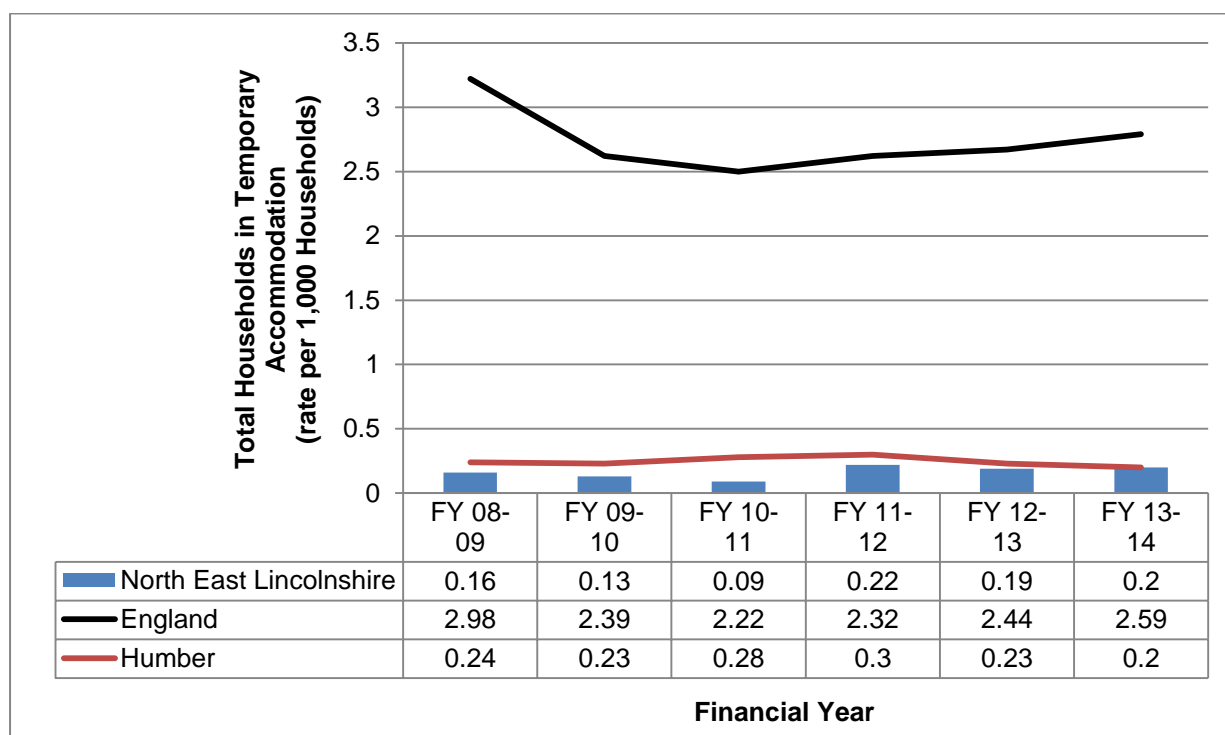
Figure 23 Total Households in Temporary Accommodation in North East Lincolnshire (2013)



Data Source: NELI at, <http://www.nelincsdata.net/dataviews/tabular?viewId=336&geold=4&subsetId=>

North East Lincolnshire has consistently performed well against regional and national rates over the period 2008-2014, despite the aforementioned fluctuations in Figure 24. The borough has a constant rate of less than 0.3 households in temporary accommodation per 1,000 households.

Figure 24 Total Households in Temporary Accommodation (rate per 1,000 Households) in North East Lincolnshire (2013)



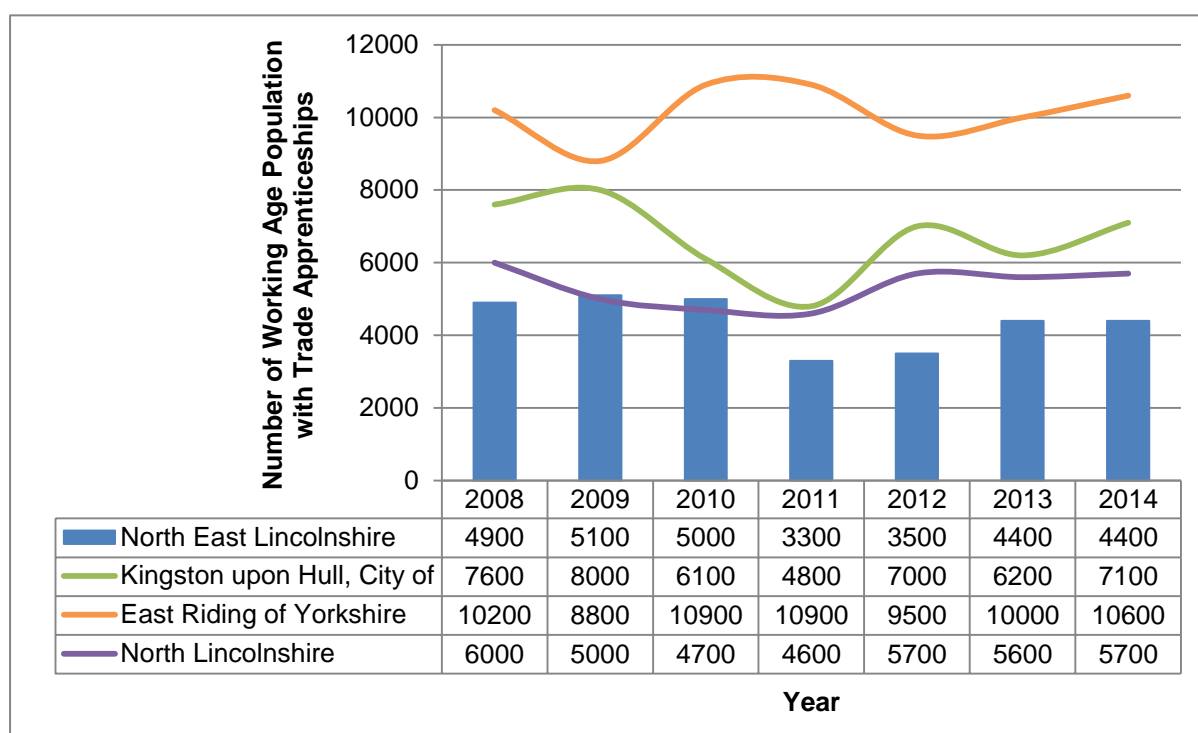
Data Source: NELI at, <http://www.nelincsdata.net/dataviews/tabular?viewId=336&geold=4&subsetId=>

2.4 Apprentice Places Taken By Local People

Participation in work-based learning and training is crucial in equipping people with the practical skills and certified qualifications needed for our key sectors. Apprenticeships offer a different route for our young people and allow them to ‘earn whilst they learn’, which, over time helps to reduce skills shortages and gaps in our borough and address our ageing population/workforce.

Figure 25 displays the number of apprenticeships within the local authority area from 2008-2014. The number of apprenticeships has varied over time and this is mirrored across all local authorities, however, overall North East Lincolnshire has a lower number of people in trade apprenticeships than all other Local Authorities in the region. North East Lincolnshire’s highest level of apprenticeships peaked in 2009 and the borough is yet to return to this level, but from 2011 numbers have shown a steady increase.

Figure 25 Number of Working Age Population with Trade Apprenticeships (2008-2014)



Data Source: Humber Data Observatory at, <http://www.humberdataobservatory.org.uk/dataviews/tabular?viewId=472&geoid=7&subsetId=>

2.5 Adolescent Lifestyle Survey

An Adolescent Lifestyle Survey (ALS) was undertaken in North East Lincolnshire during 2015. The ALS was offered to all young people of secondary school age (years 7 to 11; ages 11 to 16 years), and was facilitated by the academies with eight of the ten secondary academies in North East Lincolnshire participating. The final report included an analysis of the responses of 52% of the registered secondary school population. Key points from the ALS relevant to stronger economy are presented below:

- 14% of young people receive Free School Meals, a lower proportion than in 2011 (20%).
- 8.9% of young people who do not eat anything for lunch said that school food is too expensive
- 15.7% thought that there are good places to gain skills and qualifications for their future in North East Lincolnshire.
- Less than a tenth thought that North East Lincolnshire was a place with good job prospects for their future.
- The majority of young people want to do well at school. More young people now consider achieving good results in school work as very important than in 2011.
- Over half said they would like to go to college/university at the end of year 11, with females more likely to say this.
- Males were considerably more likely to want to get a job at 16 (16.3% compared to 8.7%) or do an apprenticeship (18.3% compared to 5.8%).
- A greater proportion of children are now saying that they think they will be living in the local area in 5 and 10 years' time when compared with 2011.

3 Live and work well

3.1 Employment Rates

The importance of employment cannot be overstated. The Visitor Economy, Services and Retail (VESR) Strategy (2015) has highlighted that when people participate in employment they gain spending power for the local economy, they have increased health and wellbeing and are more likely to be able to buy their own home, improving the opportunities for themselves and their families. This is a cycle that over time will improve, not only our 'place' and borough but the life chances for our communities whereby people can 'start and develop well', 'live and work well' and 'age well'.

In 2014, 61.7% of North East Lincolnshire's population was of working age (16-64), which is marginally lower than the regional average (63.2%) and national average (63.5%)²⁹. It has been identified in the Economic Strategy that North East Lincolnshire has an ageing population and it is expected that by 2032 "25.7% of our population will be aged 65 or older compared with just 18.8% in 2012"³⁰.

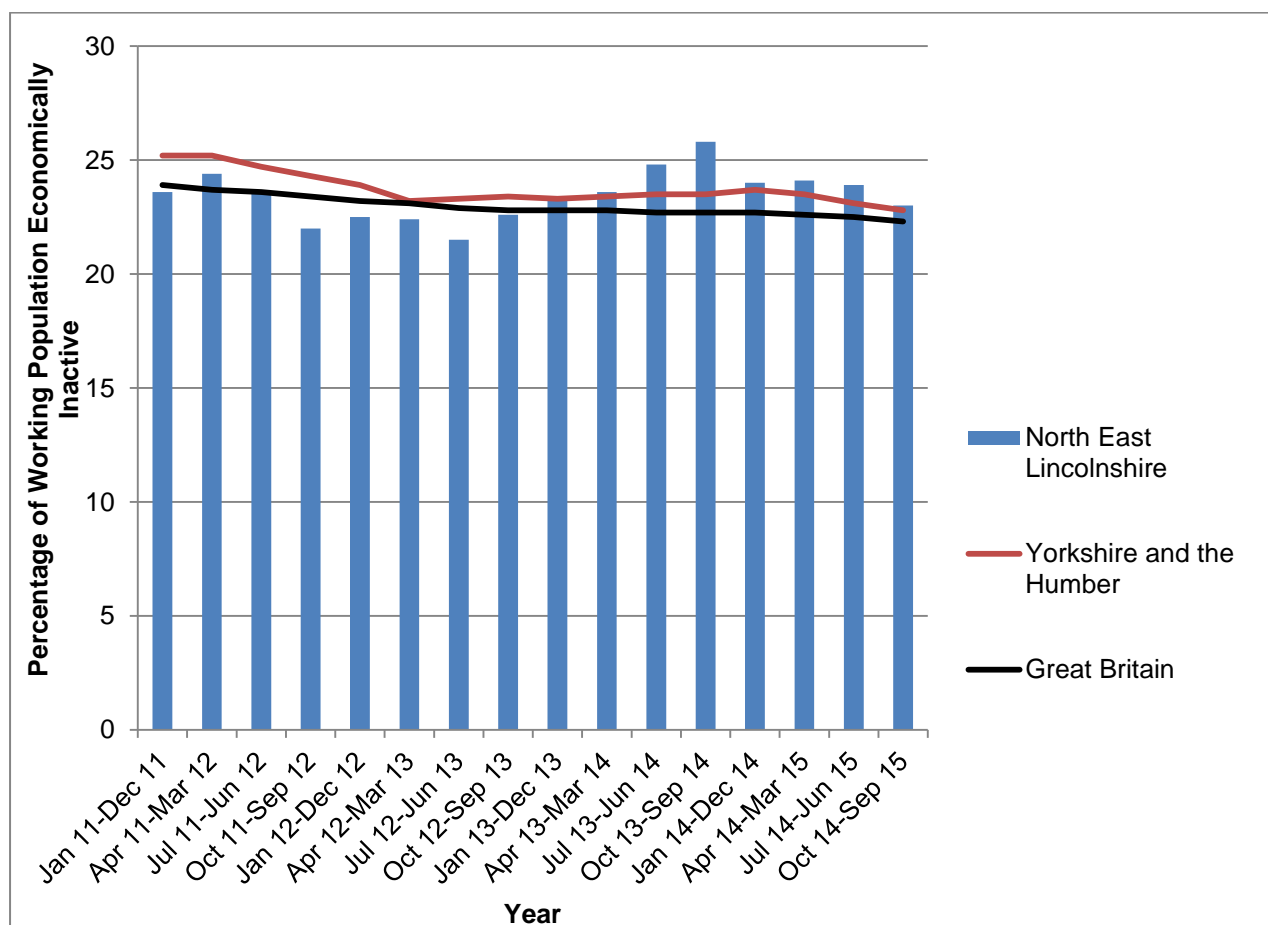
²⁹ NOMIS (2014) at, <http://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx#tabwab>

³⁰ North East Lincolnshire Council Economic Strategy (2015), p.2

Figure 26 identifies the percentage of economically inactive population as a proportion of the working age population from 2011-2015. Pre-2012 North East Lincolnshire's average was consistently lower than the regional and national average. From late 2013 to late 2015, the North East Lincolnshire average has declined overall but despite this, the most recent unemployment statistics (October 2014 – September 2015) indicate that North East Lincolnshire has a higher average of unemployed people of working age (23%) than the regional average (22.8%) and national average (22.3%)³¹.

Of the 22,400 people in North East Lincolnshire of working age who were economically inactive as of June 2016, 27% were long-term sick, 25.8% looking after families or homes, 18.5% students, 16.9% retired and 9.5% listed as other. 27.5% were described as wanting a job³².

Figure 26 Percentage of Working Population Economically Inactive (Not in work) (2011-2015)



Data Source: NOMIS at, http://www.nomisweb.co.uk/reports/lmp/la/1946157110/subreports/einact_time_series/report.aspx

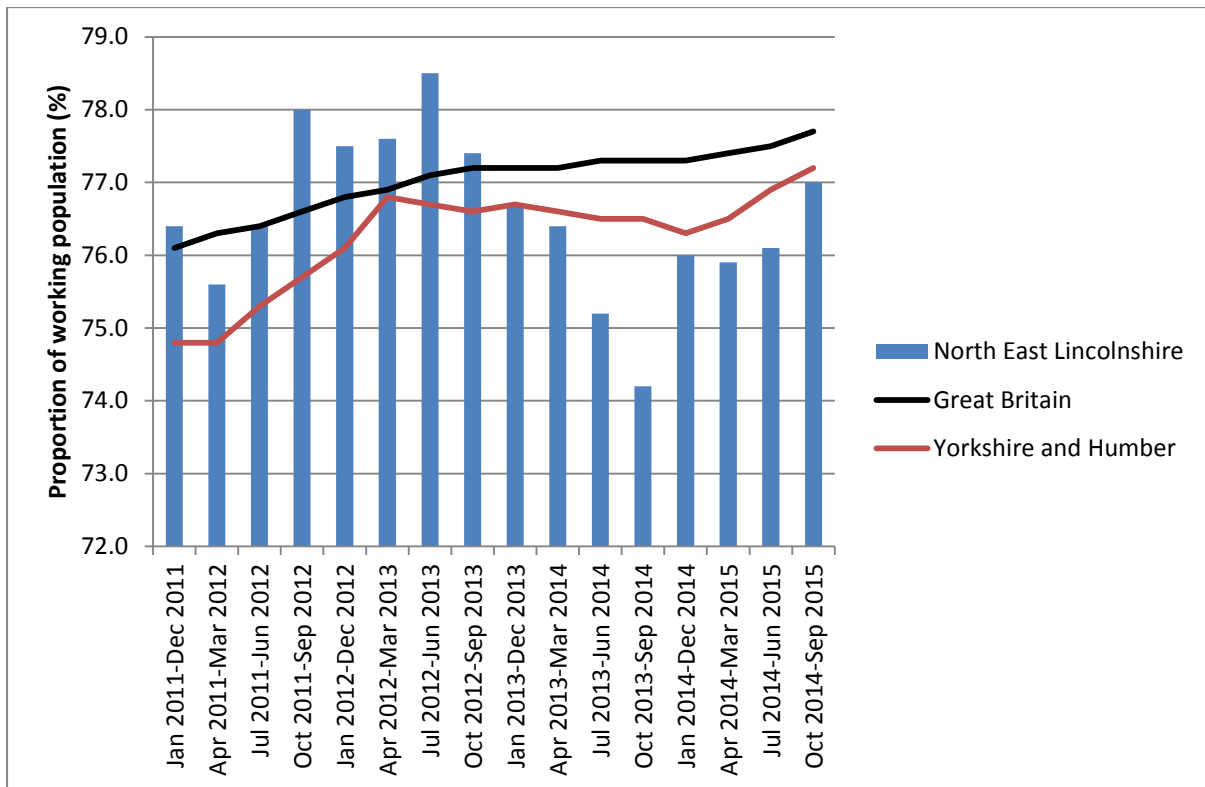
³¹ NOMIS (2014) at, <http://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx#tabwab>

³² NOMIS (2016) at, <https://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx?town=north%20east%20lincolns%20hire#tabeinact>

Figure 27 highlights that in North East Lincolnshire the proportion of the working age population who are economically active declined in October 2013 – September 2014, however, the proportion is now increasing and for October 2014 – September 2015, 77% of the working age population were economically active. This is just below the regional (77.2%) and the national (77.7%) rate.

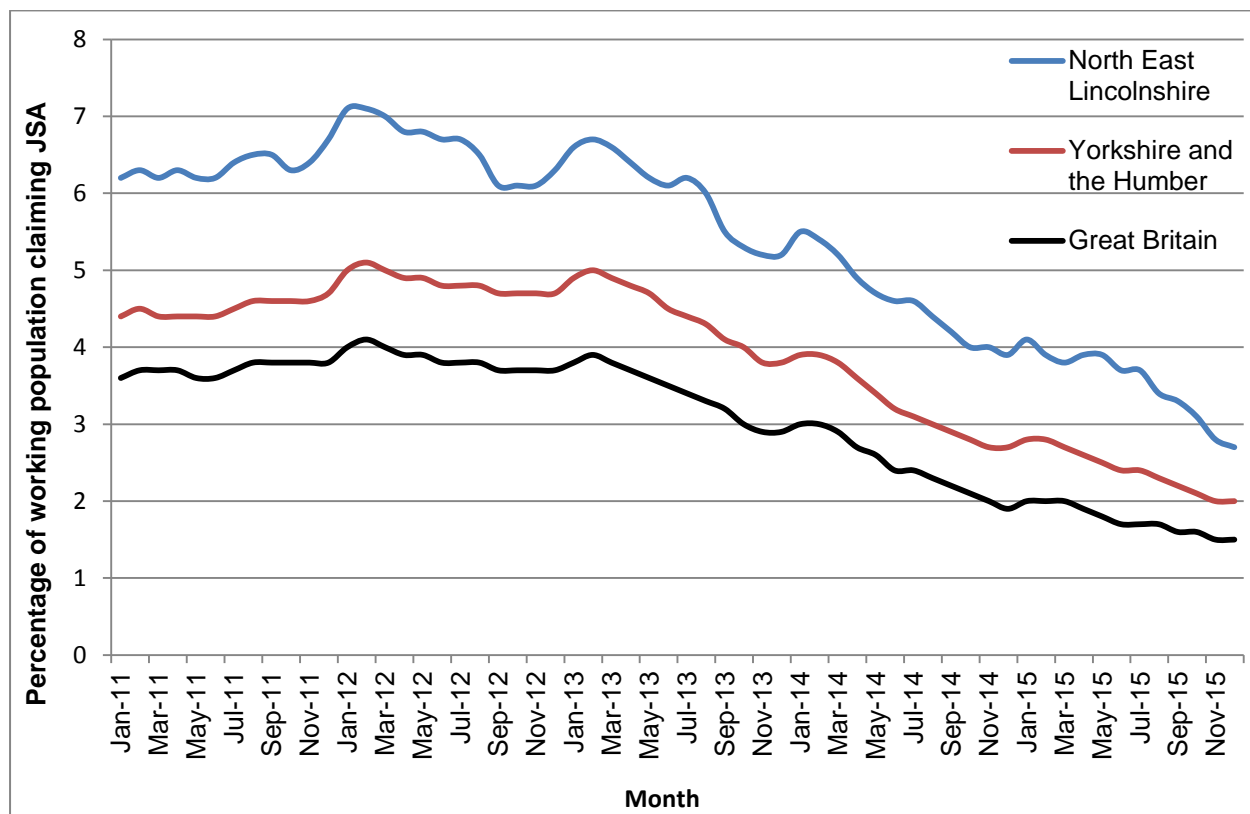
Economically active describes those who are either in work, or who have looked for work in the last four weeks. As of June 2016, of the 79,000 people listed as economically active, it is estimated that 6.8% were looking for employment.

Figure 27 Percentage of Working Population Economically Active (2011- 2015)



Data Source: NOMIS

Figure 28 Percentage of Working Population Claiming JSA (2011-2015)



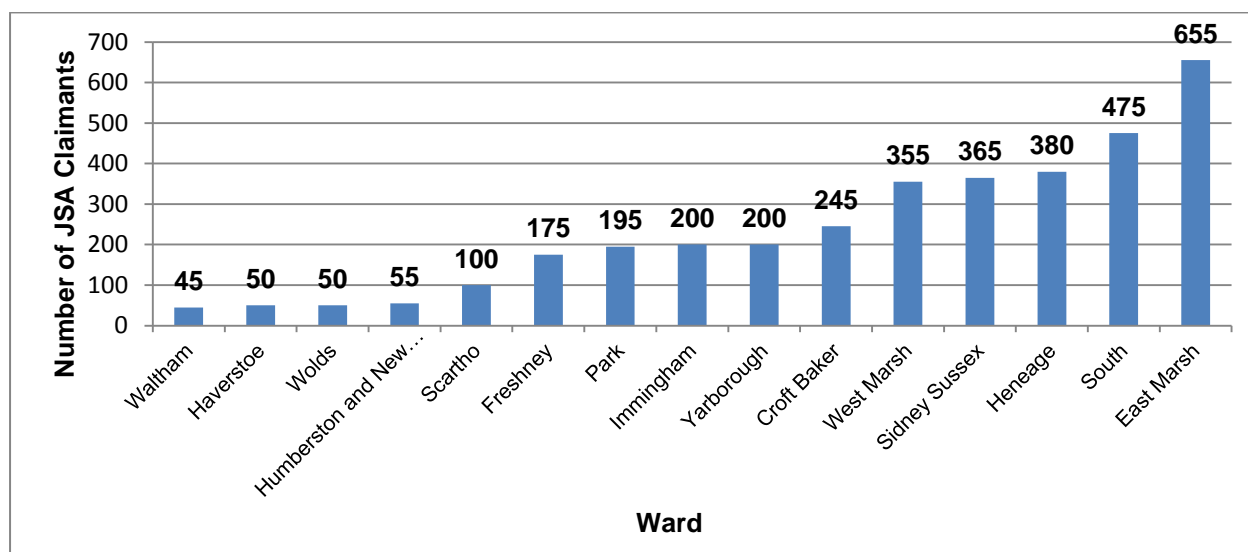
Data Source: NOMIS at, <http://www.nomisweb.co.uk/reports/lmp/la/1946157110/report.aspx#tabwab>

Figure 28 above displays the percentage of the working population claiming JSA from 2011-2015. There has been a substantial decline in claimants nationally, regionally and locally over time. In January 2011, North East Lincolnshire had a rate of 6.2% and in December 2015, the rate was 2.7%, which is over a 50% decrease in claimants.

Overall, North East Lincolnshire still has a higher rate (2.7%) than the regional (2%) and national rate (1.5%) as of December 2015.

At ward level, it is clear to see a wide variation in JSA claimants across the borough (Figure 29). East Marsh has the highest number of claimants at 655 which is 180 more claimants than the second highest ward, South ward at 475. Waltham, Haverstoe, Wolds and Humberston and New Waltham all have less than 60 claimants, emphasising the inequality between the wards where East Marsh has ten times more claimants. West Marsh, Sidney Sussex and Heneage also have high proportions of claimants (350+).

Figure 29 Number of JSA Claimants by Ward (May 2015)



Data Source: NELI at <http://www.nelincsdata.net/dataviews/tabular?viewId=302&geoid=8&subsetId=>

Figure 30 identifies the percentage of JSA claimants; as a proportion of all JSA claimants, that have been claiming for over 12 months.

From mid-2013 there has been a substantial decline in the amount of people claiming JSA for over 12 months. In December 2015, 0.9% of JSA claimants had been claiming for over 12 months which is higher than the regional average (0.6%) and national average (0.4%).

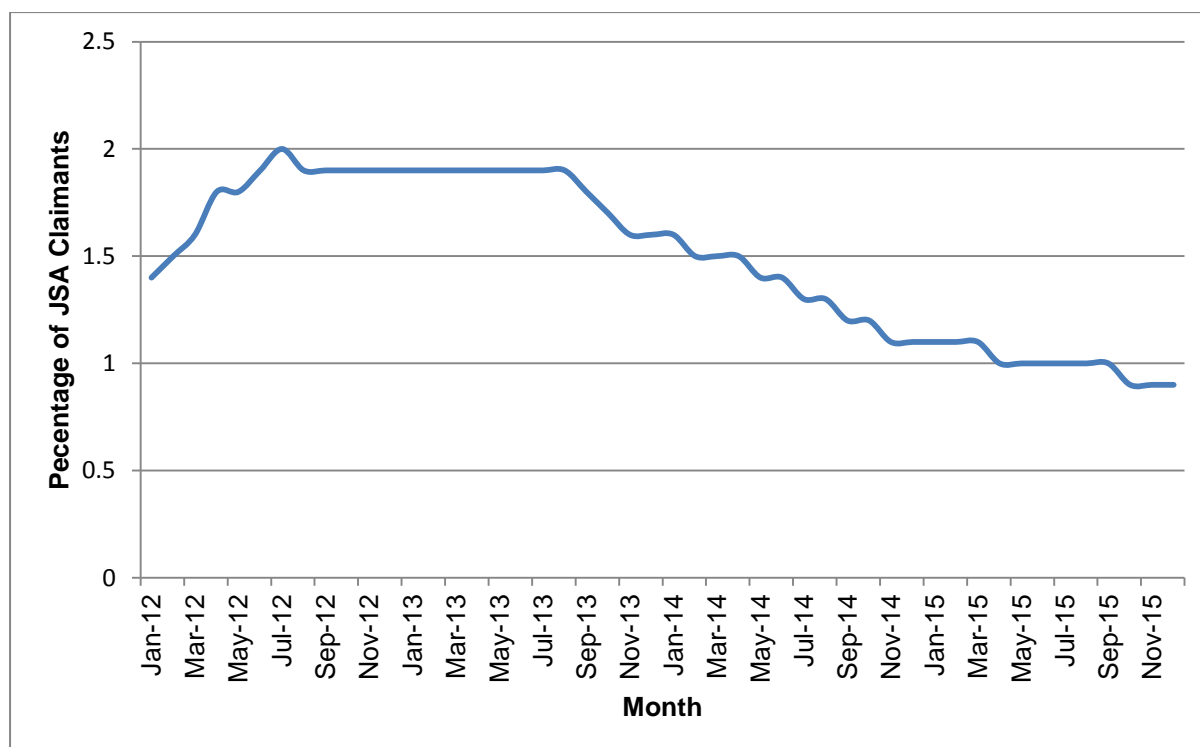
It is important that the amount of people on long-term benefits remains as low as possible. The Economic Strategy highlighted that the long-term unemployed are particularly disadvantaged by the lack of entry-level jobs in the borough which, can in turn, make them further away from the labour market³³. Claiming benefits long-term impacts on not only the claimants employability and skills but also on their emotional and mental health and well-being³⁴. Thus, putting pressure on public services and a cost on the public purse³⁵.

³³ North East Lincolnshire Council Economic Strategy (2015), p.32

³⁴ DWP (2012) *Mental Health In Context: The National Study Of Work-Search And Wellbeing*

³⁵ North East Lincolnshire Council Economic Strategy (2015), p.32

Figure 30 Percentage of JSA claimants claiming for over 12 months in North East Lincolnshire (2012-2015)

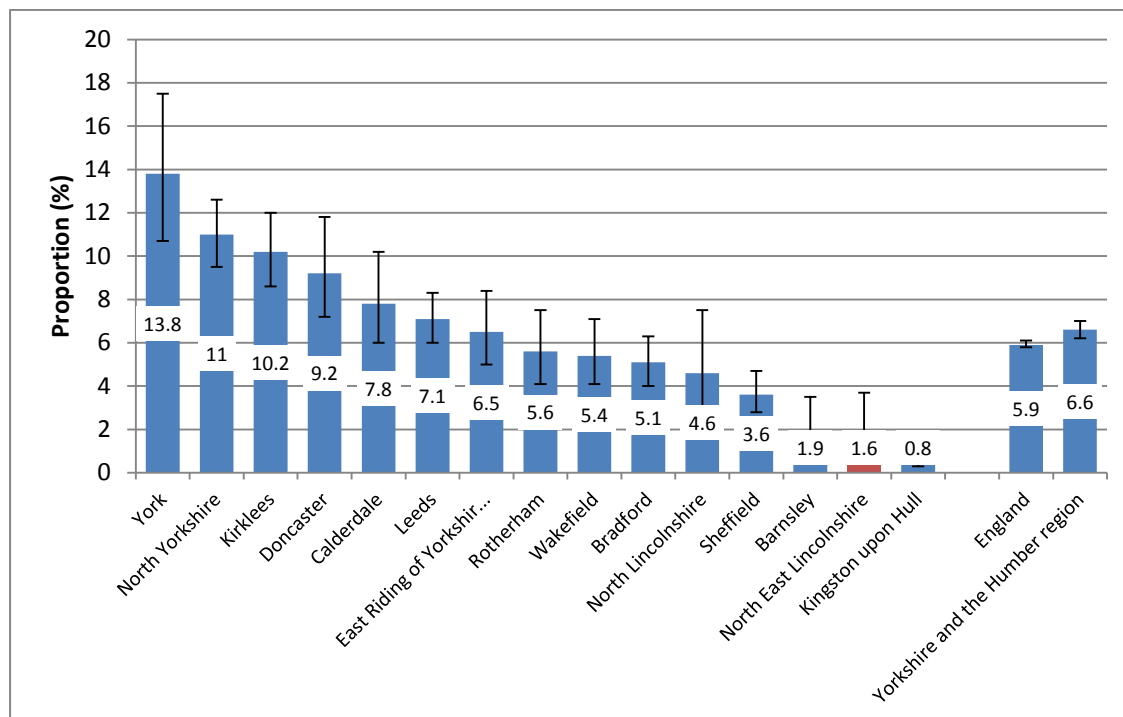


Data Source: NOMIS at, http://www.nomisweb.co.uk/reports/lmp/la/1946157110/subreports/ccadr_time_series/report.aspx

Figure 31 shows that for 2014/15, the proportion of supported adults in North East Lincolnshire who have a learning disability in paid employment was 1.6%, this was the second lowest in the Yorkshire and Humber region and was significantly lower than the Yorkshire and Humber average (6.6%) and the England average (5.9%).

In North East Lincolnshire, the proportion of adults who are in contact with a secondary mental health service and in employment is 7.4% (HSCIC). This is higher than for England with 6% of all registered adults in employment who are in contact with a secondary mental health service.

Figure 31 Proportion of supported adults with a learning disability in paid employment, Yorkshire and Humber Region, 2014/15



Data Source: HSCIC

3.2 Strengths and Weaknesses

Strengths

- North East Lincolnshire GVA per head is consistently higher than the regional average.
- North East Lincolnshire has a strong tourism sector with year on year increase in tourist day visits and expenditure.
- Average house prices in North East Lincolnshire are significantly lower than the national average.
- Percentage of working population claiming JSA has shown a consistent decrease since 2011.

Weaknesses

- NEL experiences high inequalities between wards in regard to fuel poverty, child poverty and JSA claimants.
- Child poverty in North East Lincolnshire is consistently higher than the regional and national averages.
- A high proportion of North East Lincolnshire population are employed in the service sector, which is creating dependency on this sector.