



# ACTION PLAN 2024-25

## Young People's Needs Analysis

An overview of the current picture in Norwich, highlighting key statistics and issues for young people in both Norwich and Norfolk.

## YAB Consultation Survey Results

A summary of the respondent demographics, priority results and further, specific information relating to each new priority.

## The YABs current position and local context of youth work

An outline of the youth services that are available to young people in Norwich, including education provisions, as well as a brief history of Norwich YAB.

## Norwich YAB Changemakers Fund 2024-2025

An in-depth description of how Norwich YAB will spend its £20k Change Maker money, based on the YAB Consultation priority data, detailing the specific projects we will undertake over the next year and the monies allocated to each project.

## Young Commissioner Development Money 2024-2025

A summary of how Norwich YAB will allocate the £10k on development for our Young Commissioners. This include travel, activities, training, food and venue hire.

# Young People's Needs Analysis

Below is an overview of the current picture in Norwich, highlighting key statistics and related issues for young people in both Norwich and Norfolk.

## Population<sup>1</sup>

- ★ The total population in Norwich is 143,922.
- ★ Young people aged 11-19 make up 11% of the population.
- ★ The population of young people is split evenly between male and females, with there being only 112 more females.
- ★ 87.1% of the population in Norwich are White, 5.5% are Asian, Asian British/Welsh, 3.1% are mixed ethnic groups, 2.5% are Black, Black British/Welsh, Caribbean or African.



## Education and Employment

- ★ An estimated 12% of ages 16 - 24 years in the UK were not in education, employment or training (NEET) in Oct to Dec 2023.<sup>2</sup>
- ★ There are approx. 18,273 pupils attending school in Norwich, with 36% of these receiving free school meals.<sup>3</sup>
- ★ The percentage of GCSE grades at 4 and above in Norfolk in 2023 was 66%, which was below the number in England of 68.8%.<sup>4</sup>

## Health and Wellbeing

- ★ 12.8% of 5 to 19-year-olds (1 in 8) are estimated to have a diagnosable mental health condition in Norfolk and Waveney.<sup>5</sup>
- ★ More children and young people are accessing services, but even with current levels of expansion, supply does not meet demand.<sup>6</sup>
- ★ 9% of the Norwich population identify as being disabled and limited a lot, and 13% of the population identify as being disabled and limited a little.<sup>7</sup>
- ★ Approx. 24,000 children and young people in Norfolk have been identified with special educational needs / disabilities in 2022.<sup>8</sup>

## Deprivation<sup>9</sup>

- ★ The number of children aged 11-19 living in a family with absolute low income in Norwich are 2,198 (2021/22).
- ★ The number of children aged 11-19 living in a family with relative low income in Norwich are 3,027 (2022/22)
- ★ The percentage of households in fuel poverty in Norwich is 19.6% (2020).
- ★ 1,375 young people in Norwich aged 16-21 are claimants of out-of-work benefits.<sup>10</sup>

<sup>1</sup> [Norfolk Insight – Population Report for Norwich](#)

<sup>2</sup> [Office for National Statistics – NEET data](#)

<sup>3</sup> [Active Norwich FSM](#)

<sup>4</sup> [Ofqual 2023 GCSE Results](#)

<sup>5</sup> [Norfolk and Waveney Integrated Care Partnership](#)

<sup>6</sup> [The Kings Fund Mental Health 360](#)

<sup>7</sup> [Office for National Statistics](#)

<sup>8</sup> [Norfolk SEND Survey](#)

<sup>9</sup> [Norfolk Insight – Children and Young People](#)

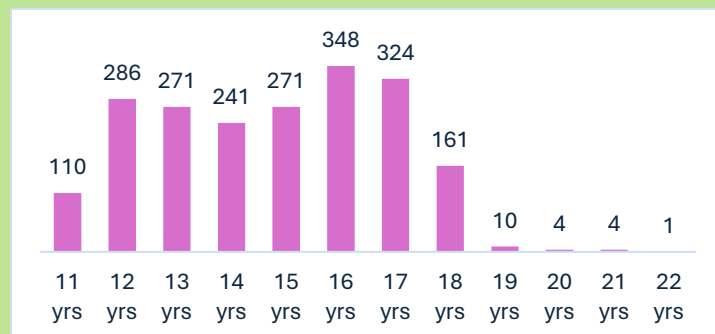
<sup>10</sup> [NOMIS Labour Market Profile](#)

## YAB Consultation Data - Demographics

The YAB Consultation received 11,736 responses across Norfolk, 2,064 of which were from the Norwich district. These results came from young people who live and/or attend education in Norwich. Below is a breakdown of the ages, genders, postcodes and schools that completed the survey.

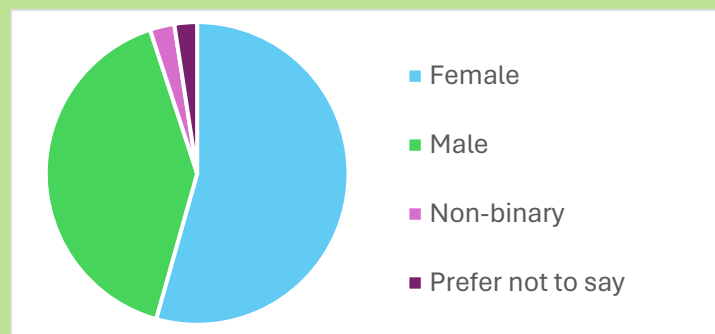
### Age:

We had responses from young people aged 11-22 years old, with the majority (85.7%) coming from those aged 12-17 years old.



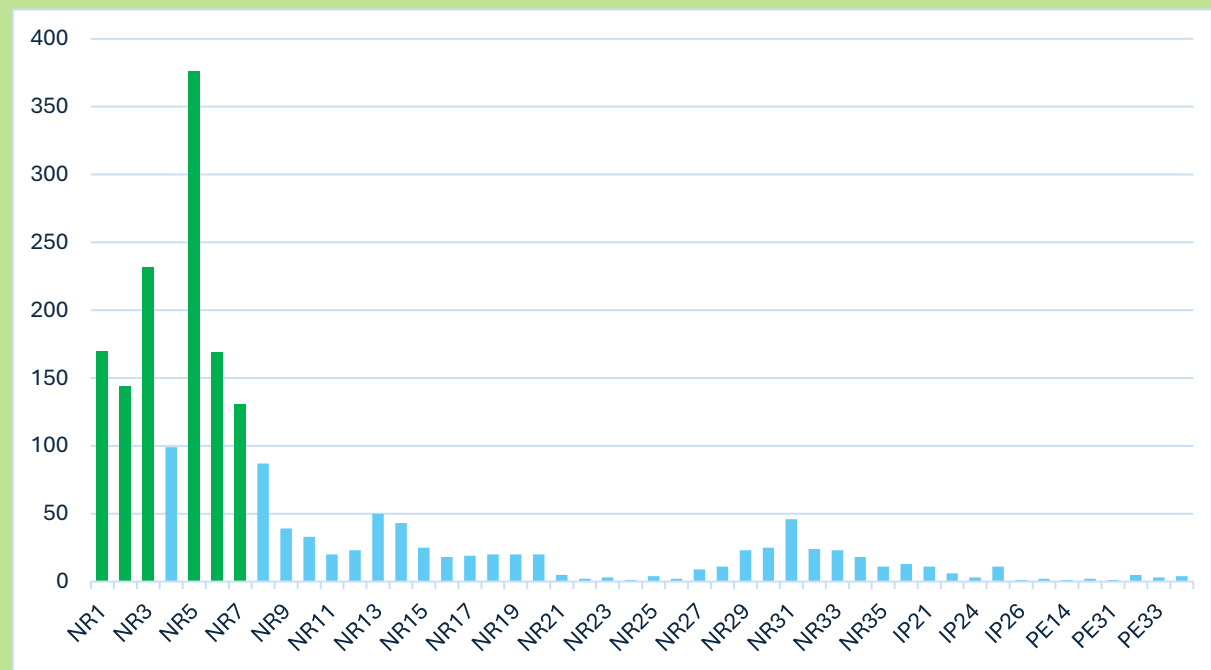
### Gender:

We had more responses from females compared to other genders, which is most likely be on account of the responses received from Norwich High School for Girls.



### Postcode:

61% of responses came from young people living within Norwich (NR1-7, excluding NR4), with the rest coming from those living in the surrounding districts.



### School:

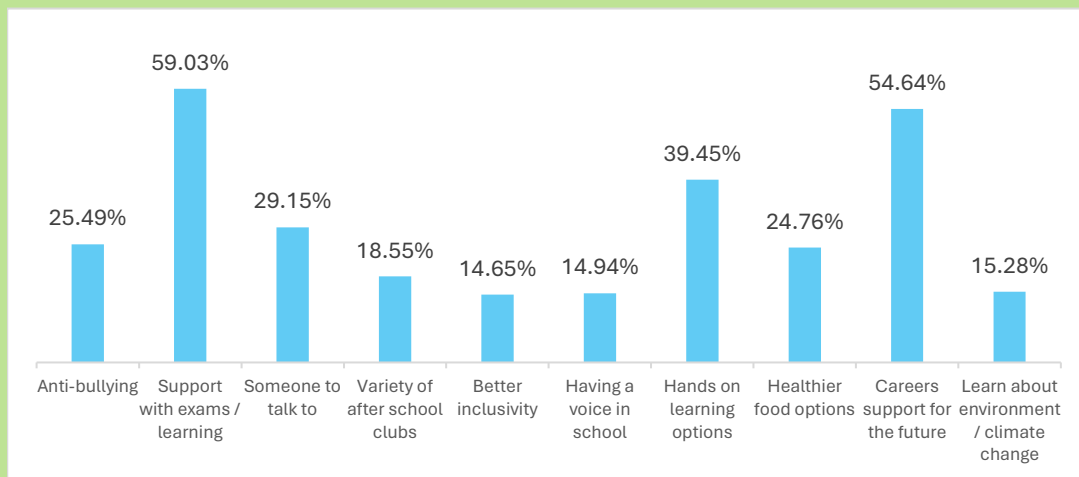
We received responses from 11 education settings in Norwich, including Notre Dame High School, City College Norwich, Norwich High School for Girls, Sewell Park Academy, Ormiston Victory Academy and Sir Isaac Newton Sixth Form. We also had significant responses from schools outside of Norwich, including Hellesdon High School, Taverham High School and Easton College.

## YAB Consultation Data – Priority Results

The next 2 pages will outline the results of the top issues for young people currently, taken from the YAB consultation Survey, as well as further, specific information relating to each priority.

### What would benefit you in your education?

The top results for this section are:



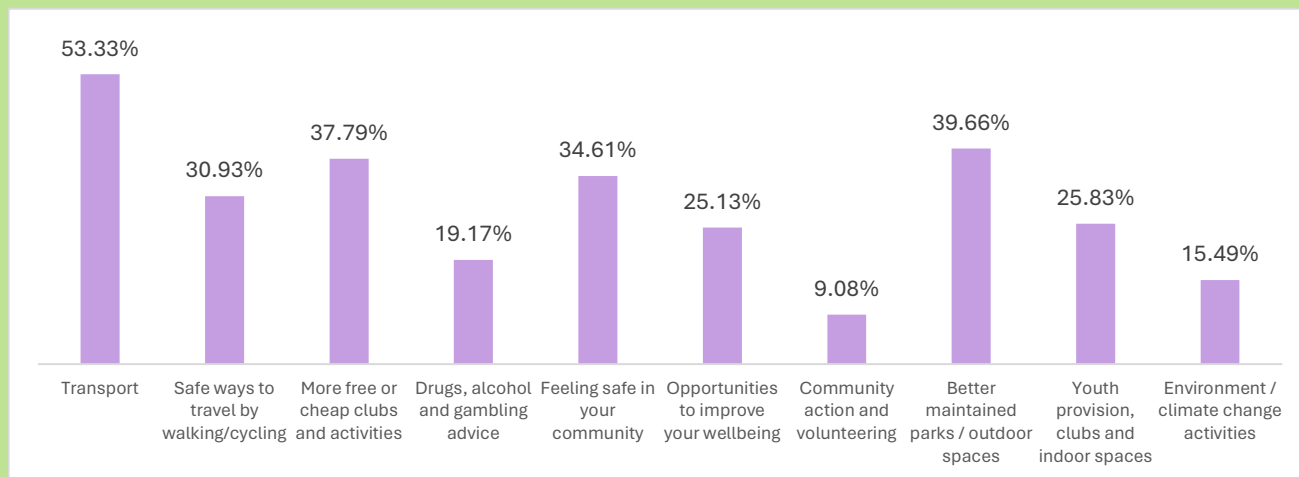
1. Support with exams and learning strategies
2. Careers support for the future
3. Hands on learning options
4. Someone to talk to
5. Anti-bullying

Alongside these issues being selected, young people wrote comments around support being needed in the following areas:

- Climate change
- Mental health/bullying support being needed
- Food in schools/college being too expensive
- Needing help with preparing for the future and life skills

### What would you like to see improved in your community / leisure time?

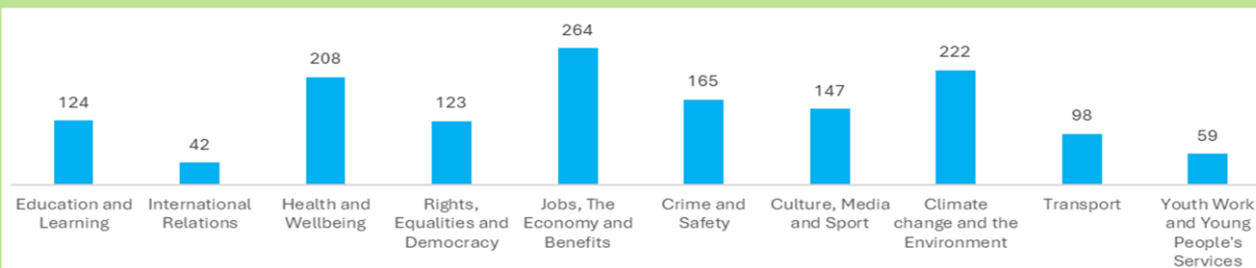
The top results for this section are:



1. Transport
2. Better maintained parks and outdoor spaces
3. More free and cheap activities and clubs
4. Feeling safe in your community
5. Safe ways to travel by walking/cycling

Alongside these issues being selected, young people highlighted the following areas through comments:

- Improving community spaces
- Reducing crime
- Issues with bus reliability and prices
- Lack of free activities and things to do



## Make Your Mark – Norwich Results

MYM is the largest national consultation of young people, powered by the British Youth Council (BYC) and supported by local youth councils across Europe.

The ballot gives young people aged 11–18 the chance to have a say on the biggest issues facing them today.

## Norwich YAB's New Priorities

Below are the 3 new priorities for Norwich YAB based on the above data, alongside some specific data relating to each topic. These priorities align with many of the Youth Strategy Themes, including Emotional Wellbeing, Bullying, Environment and Climate Change, Life Skills and Choices, and Discrimination.

### Transport

With transport being the highest response within community issues (53%), and many comments being written regarding this, Norwich YAB will have this as one of its priorities.

The percentage of young people in Norwich that can travel to secondary school within 15 minutes, by walking or public transport, is 38%.<sup>11</sup>

First Bus offer an all-day Young Person ticket (age 5-19 years) for £3.70 within Norwich Inner Zone, and £4.50 for the Norwich Zone.<sup>12</sup>

#### In the YAB Consultation, young people said:

- ★ “the buses are ALWAYS LATE!! this needs to be fixed ASAP!”
- ★ “public transport links are awful, I've been late to so many things due to late or cancelled buses/trains”
- ★ “Buses are too expensive - nearly £300 a term”
- ★ “buses in Norwich can be unreliable”

### Mental Health and Wellbeing

With support with exams, career options, someone to talk to, anti-bullying and improving wellbeing collectively receiving a 3,945 votes, we will address all of these under this priority.

According to Kooth, one of the most commonly presenting mental health issues across all genders in young people is stress and anxiety.<sup>13</sup>

On the Make Your Mark consultation, Health and Wellbeing came out at the 3<sup>rd</sup> most important issues young people want addressed.

#### In the YAB Consultation, young people said:

- ★ “I have stress/anxiety when it comes to exams”
- ★ “the future and careers makes me anxious”
- ★ “A lot of my learning is taken away because of bullying”
- ★ “I have been bullied in the past and still am occasionally for having autism”
- ★ “Lot of people around me had a mental health crisis during high school”

### Local Environment & Outdoor Spaces

A commonality between the responses is feeling safe in the community, including improving outdoor spaces, climate issues and less crime, all of which we will address with this priority.

One in three young people in Britain are scared (33%), sad (34%) or pessimistic (34%) about climate change.<sup>14</sup>

MYM - Climate Change and the Environment came out at the 2<sup>nd</sup> most important issues with Crime and Safety being 4<sup>th</sup>.

#### In the YAB Consultation, young people said:

- ★ “I care about the environment and want to conserve green spaces we have.”
- ★ “I think more police input out and about just on the streets would help young people feel safer”
- ★ “Climate change is important and I think people should be educated about it”
- ★ “Having clean maintained areas outside can make people feel safe”

<sup>11</sup> [Norfolk Insight - CYP](#)

<sup>12</sup> [First Bus Ticket Prices](#)

<sup>13</sup> [Norfolk Insight NODA](#)

<sup>14</sup> [The Woodland Trust – Eco Anxiety](#)

# The YABs current position and local context of youth work

Below will outline the youth services that are available to young people in Norwich, as well as a brief history of Norwich YAB.

## Norwich YAB

Norwich YAB currently runs 2 Youth Advisory Groups in Norwich, with the look to expand this within the next year. Over the last 5 years, Norwich YAB have had worked towards various priorities, including Physical Health and Smoking, Racism and Religious Discrimination, Knife Crime and County lines, Housing and Homelessness, and Education Accessibility. Key priorities have run through multiple Action Plans, including Youth Voice, Bullying, Discrimination, Climate and Mental Health.

### A flavour of what Norwich YAB has done previously...

In previous years, Norwich YAB have commissioned projects that supported LGBTQ+ young people, run a Body Positivity Campaign, represented youth voice through speaking up about the impact of COVID 19 on mental health, and co-delivered the Norfolk Youth Against Bullying Conference (NYAB) each year with the other Norfolk YABs. Our Young Commissioners feel very passionately about working towards improving the climate, and have taken real ownership over the various climate themed events that we have run, spanning over the last 5 years, which they will continue through the next year.



## Youth Provision and Services

- Norwich is well-placed for youth provision, due to its urban location, it's a central hub in Norfolk. There is an array of services and clubs on offer for young people, from youth clubs, to uniformed serves, to open green space and free events.
- Organisations such as The Benjamin Foundation, Norfolk LGBT+ Project, YMCA Norfolk, Norwich Youth for Christ, The Henderson Trust, Norwich International Youth Project, and MAP itself, all run youth groups across Norwich. There are also clubs and activities for those with additional needs, young carers and other specific areas, for young people.
- In addition, many services are available for specific issues including sexual health, mental health and employment/careers support.

## Norwich Education Settings

Norwich has an array of schools and colleges within the District, including:

- City Academy Norwich
- City of Norwich School
- Jane Austen College
- Norwich High School for Girls
- Norwich Steiner School
- Notre Dame High School
- Open Academy
- Sewell Park Academy
- The Hewett Academy
- University Technical College Norfolk
- Sir Isaac Newton Sixth Form

There are also many education settings in the neighboring districts of Broadland and South Norfolk that many Norwich-base young people attend, including:




- Hellesdon High School
- Taverham High School
- Thorpe St Andrew School
- Ormiston Victory Academy



# Norwich YAB Changemakers Fund 2024-2025

Budget £20,000 + £2,750 carried over from 2023-2024 budget.

## Overview

Priority & Budget	Raising Awareness	Campaigning / Lobbying	Commissioning	Flourish
<b>Transport</b> £1,500	Transport Forum	Transport Forum		
<b>Mental Health and Emotional Wellbeing</b> £12,100	NYAB & Hidden Disabilities Positive Minds Wellbeing bag		NYAB & Hidden Disabilities Careers Guidance	
<b>Local environment and outdoor spaces</b> £7,150	Right to Play Litter Picks Climate Event Safer Communities	Right to Play Safer Communities		
<b>Local Initiatives</b> £2,000	To be determined...			

## Flourish Outcomes

The Norwich Young Commissioners and the Youth Workers on the YAB will work to meet all of the Flourish Outcomes. We pledge to provide a safe, accessible and inclusive environment where Young Commissioners can access opportunities to learn, increase resilience and gain skills. To support young people to use their voices and influence decision-making processes in Norwich. We will promote healthy lifestyles through training, sign-posting and Youth Worker support.



Family & Friends



Learning



Opportunity



Understood



Resilience



Individual



Safe and Secure



Healthy

## Action Plan

Priority	What will we do?	Budget	Monitoring & Outcomes
Mental Health and Emotional Wellbeing	<b>Anti-bullying – Hidden Disabilities</b>  Norwich YAB will co-deliver the Norfolk Youth Against Bullying event (NYAB), which has been successfully taking place annually for the last 5 years, where we will deliver a workshop around Hidden Disabilities. To inform the workshop, we will conduct research around this topic, work with organisations in this field and produce an animation raising awareness, which will be premiered at our NYAB Workshop and then circulated locally with organisations and educational sectors. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Bullying and Discrimination. To continue a legacy of improving the lives of disadvantaged/marginalised or under-represented young people.</li> </ul>	£1,000 for NYAB  £4,000 animation	Norwich YAB will create a short animation which will be presented at NYAB, and then circulated to at least 5 different youth organisations/schools, as well as being circulated on social media. We aim to improve understanding of hidden conditions and to reduce bullying rates.
	<b>Careers Guidance – Commissioned Project</b>  We will work with Breckland, West and Great Yarmouth YAB to commission a service that will address the concerns raised by young people around careers information and guidance in Norfolk. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Life Skills &amp; Choices. To be inclusive and accessible to young people, therefore, having a direct impact on improving their lives.</li> </ul>	£5,000	To commission a service where Young People will gain more knowledge on IAG, to include CV writing, college and job applications and the interview process.
	2 projects carried over from 2023-2024 Action Plan		
	<b>Positive Minds – Mental Health Fair</b>  Norwich YAB has started work on this project and will continue this within this year. We will host an event called Positive Minds, taking place at The Forum in Norwich. Local professionals, organisations and charities that support mental health will be invited and have stalls to promote their services. This will be in a “job fair” setup. The aim of the event is to inform young people of the mental health support that is available to them. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Emotional Wellbeing. To improve the mental health of young people, including those marginalised/disadvantaged, by hosting the event for free in the City Centre.</li> </ul>	£2,000 from this year's budget	We will invite a minimum of 20 organisations to run stalls, with the target of having at least 50 young people attending the event. Young people leave the event with more knowledge of the support available to them.
	<b>Mental health – wellbeing bags</b>  Norwich YAB will create 200 Wellbeing Bags, containing resources and tools to help young people to relax and feel positive, which will be given to local young people through schools, local libraries, and other relevant organisations who would like to be involved. It will be the organisations responsibility to distribute the bags to young people in need, as decided by their knowledge of their young people. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Emotional Wellbeing. Improving the lives of young people through supplying them with resources to aid with their emotional needs.</li> </ul>	£100 from this year's budget	200 wellbeing bags will be created and handed out to a minimum of 5 different organisations/schools in Norwich. Young people to feel more equipped to handle their emotions and feelings.



Local environment and outdoor spaces	<b>Right to Play – Disability Campaign</b>  We will join Breckland and West YABs on their Right to Play Disability Campaign, advocating for this to be extended into Norwich parks and to encourage more signing of the pledge. We plan to link this with other campaigns such as the UN International Day of Play on Tuesday 11 <sup>th</sup> June. We will do mapping of Norwich Parks, identify which have a lack of accessibility and speak to the relevant decision maker regarding this. To support our Young Commissioners to be equipped to advocate for this, we will take them on research trips to accessible parks in England and undertake campaign training. We will look to fund campaign t-shirts, so that there is consistency with representing the campaign. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Discrimination and Environment. Improving the lives of disadvantaged young people through social action and change.</li> </ul>	£4,000	The aim is that 7 /7 district councils will sign the pledge this year; that the campaign will be heard at a national. Our outcome will be for young people to feel welcome and included in their local community park and space, monitored through verbal/written feedback.
	<b>Climate event</b>  Norwich YAB developed and delivered a successful Climate Event in 2023 and will pledge to deliver another event in 2024/25. With interactive stalls from various local organisations, the event will be a great opportunity to reengage or reignite people of all ages to support understanding the issues around climate change, and what we can do to tackle it. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Environment and Climate Change. Raising awareness of climate issues through social action.</li> </ul>	£2,500	We will invite a minimum of 12 organisations to run stalls, with the target of having at 75 young people attending the event. We will have a pledge tree at the event where people will write 1 thing they will change to help the climate crisis based on what they learnt at the event.
	<b>Safe communities – work with police</b>  We will work in partnership with Police Organisations in order to make the community feel safer and work towards reducing the friction felt between the Police and young people. We anticipate this work will primarily be expressing youth voice on police matters, to better inform these services of young people's views on how to feel safe in their community. Where possible, we will team-up on any schemes and initiatives that arise, to ensure youth voice is paramount and young people are taken into consideration with the work the Police, and other relevant services, undertake in this area. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Environment and Discrimination. Norwich YAB hopes the learning from this work will lead to ideas of future projects with Police organisations.</li> </ul>	£450	We will work in partnership with Police related organisations on 3 occasions to advocate for youth voice and assist on schemes, initiatives or campaigns that arise. We aim to help bridge the relationship between the Police and young people by collaborating on activities, schemes and social media.
	<b>Litter picking</b>  Norwich YAB will complete litter picks in local areas to improve the quality and cleanliness of communal outdoor spaces. The areas in need will be identified through further research with young people and other community members. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles: Environment. To improve young people's experiences at local parks and community spaces by having a cleaner and safer environment.</li> </ul>	£200	Norwich YAB will conduct litter picking in 5 areas of Norwich. To improve cleanliness of local spaces allowing young people to feel safer and take more pride in their community.

<b>Transport</b>	<b>Transport Forums Across Norfolk</b> To work with other YABS to facilitate and host a series of forums throughout Norfolk to bring together young people and professionals/companies responsible for public transport, including MPs, local counsellors and travel companies. The aim is to create dialog between all parties, around young people's concerns with using public transport, to work collaboratively to seek solutions. To inform our Young Commissioners ahead of the forums, we will do research around public transport in Norwich. <ul style="list-style-type: none"> <li>Change Maker Themes &amp; Principles : Environment and Emotional Wellbeing. Improving young people's lives through a sustainable project of social change.</li> </ul>	£1,500	We will run 4 forums across Norfolk with a minimum of 16 Young Commissioners (across all 4 YABs) attending to share their voices and views on local public transport. We would like to see a reduction in transport prices and improved reliability.
<b>Local Initiative Money</b>	This money is for any projects, opportunities or relevant projects that come up throughout the course of the year. This allows us to ensure we are responding to the needs of young people that arise.	£2,000	To be determined once projects arise.

## Young Commissioner Development Money 2024-2025

Budget £10,000

Item	Budget	Notes
Transport	£4,000	To cover the cost of taxis and coach hire
Food	£1000	Food for weekly YAG sessions
Venue hire	£750	Venue hire for training, activities and meetings
Activities	£3,400	The Young Commissioners haven't yet identified what activities they would like to do, but in previous years activities have included: <ul style="list-style-type: none"> <li>Norwich Pride</li> <li>Bowling</li> <li>Trips to Parliament</li> <li>Residentials</li> </ul>
Training	£850	Young people have identified the below training that they would like to do: <ul style="list-style-type: none"> <li>First Aid (booked for May 2024)</li> <li>Online Safety</li> <li>Mental Health First Aid</li> <li>Sexual Health</li> <li>British Sign Language</li> <li>Self-defence</li> </ul>