

South Norfolk Youth Advisory Board

Needs Analysis: March 2019 Summary

This document considers data and information from the following sources:

- SNYAB's online survey undertaken in November and December 2018
- SNYAB Young Commissioners Focus Group discussion and full YAB Meetings
- Workshop at the School Conference (February 2019)
- Community Monitoring South Norfolk – Early Help Children's Services (June 2018)
- 2017 Norfolk Children and Young People Health and Wellbeing Survey (March 2018)
- Director of Public Health Annual Report – A health profile for Norfolk (2018)
- Transforming Mental Health Services for Children and Young People in Norfolk and Waveney (February 2019)
- Make Your Mark results – Youth Parliament (2018)
- Healthy Carers Survey Report – Norfolk Young Carers Forum (2018)
- www.police.uk – Crime and policing in England, Wales and Northern Ireland (2019)
- www.berealcampaign.co.uk/ - The Be Real Campaign: Body Confidence for Everyone (2019)
- www.norfolkinsight.org.uk (2019)

General Statistics for South Norfolk:

- There is an estimated 11,939 12 – 19 year olds living in South Norfolk
- Unemployment rate in South Norfolk for 16 – 64 year olds is 4.5%. Norfolk is 4.7%, and England is 4.3%.
- 16.1% of Primary and Junior School pupils are eligible for Free School Meals
- 29.1% of children in Year 6 have excess weight, with 15.6% being classed as obese – although this is the second lowest level of obesity and excess weight in Norfolk
- 81 Young People are Not in Education, Employment or Training (NEET)
- 95.2% of people identify as White British across the district, with Costessey having the largest proportion of residents from an Ethnic Minority.
- Records of ASB incidents in South Norfolk are low, but Wymondham has the highest number.
- 1 in 12 young people are Young Carers
- 78% of the population live in a rural area

SNYAB Online Questionnaire Statistics:

- **Number of Respondents:** 1738
- **Number aged 13 – 19yrs:** 1065 (62.8%)
- **Number aged 11 – 12yrs:** 603 (35.6%)
- **Male:** 47% **Female:** 47% 6% prefer not to say
- There was an even geographical spread from across district, apart from a total of 3% from the Costessey, Harleston and Hethersett cluster areas.

60% of young people who answered the questionnaire do not feel represented as a young person in their local area, and 65% wouldn't know where to go if they had ideas how to better their community.

School, family, Mayor, Council, Community Centre or Village Hall, Parish Council, Library, Church, Young Commissioners and MP were some of the people and places they suggested might help. Most said that they knew what to do to make changes in their school, but not where they lived.

1 in 5 11-18 year olds voted in the Make Your Mark consultation in 2018 (1,106,788 votes). Young people have ideas about what they would like to see in their communities. Votes at 16 remains a campaigning topic for Youth Parliament.

SNYAB Young Commissioners will continue to work with forums and networks, such as Young Carers, School Councils, Town and Parish Councils, and South Norfolk Council to ensure that young people feel represented, and know where to go to be heard and make a difference.

79% of young people who answered the SNYAB questionnaire rated their current physical health and activity as a 3 or 4 out of 4 (1 being 'No, not happy' and 4 being 'Yes, very happy')

In Norfolk about two in three adults are estimated to be overweight or obese. In South Norfolk, 15.6% of Year 6 pupils are obese. In the 2017 Norfolk Children and YP Health and Wellbeing Survey, 49% of high school students stated they were happy with their weight. The survey also stated that “whilst students may enjoy partaking in physical activity, accessing it can sometime prove a barrier (especially given the rural nature of Norfolk). As part of this it was found that 13% of secondary students find it difficult or very difficult to get to clubs and other group activities and 19% to get to helping and volunteering.” Anecdotally, we know that young people find transport a barrier to accessing all kinds of activity and support.

The average physical health score for Young Carers according to the Norfolk Survey in 2018 is 5.9 out of ten. This equates to 2.4 out of 4, which is considerably lower than the young people answering the SNYAB question.

Young people were also asked 'How do you feel about publicity around exercise'?

I feel pressured into exercising	8%
I don't feel pressured	20%
I already exercise	40%
I like to be encouraged	17%
I don't like to be encouraged	6%
I feel that other people should exercise more	9%

Generally, young people made comments about taking part in different sporting activities, and really enjoying. However, some young people said that they didn't want people watching them while they exercised, and would prefer young people only sessions.

66% of these young people gave a 3 or 4 out of 4 for how happy they felt with their body image.

The Be Real Campaign is “determined to change attitudes to body image and help all of us put health above appearance and be confident in our bodies. It is a national movement made up of individuals, schools, businesses, charities and public bodies”. This strategy encompasses education, health and diversity, and offers support and resources, and states that more than half (55%) of young people have been bullied about the way they look, with two fifths of those experiencing this bullying at least once a week. Most of this bullying focuses on weight and body shape, with 60% of young people admitting they tried to change their appearance after being bullied and 24% said they reduced the amount they ate or went on a diet. In some cases, the effect was more severe with one in ten of those being bullied about their looks having suicidal thoughts and 9% saying they self-harmed as a result.

SNYAB will continue to work around healthy choices and having confidence in what can't be changed.

76% of young people answering the SNYAB questionnaire rated their mental health 3 or 4 out of 4. (1 being 'No, not happy' and 4 being 'Yes, very happy').

Comments included needing more information and awareness in schools through lessons, assemblies, after school groups and interactive training sessions. It was also stated that activities and sports were a great distraction and so promotion was needed – particularly of anything free. Young people were also keen to ensure that stress, anxiety and anger issues got acknowledged as part of mental health and wellbeing.

According to the Public Health Annual Report, “most mental health conditions start early in life, some of them are common (e.g. depression and anxiety) and many have a major impact on quality of life”.

SNYAB will continue to offer monthly Wellbeing sessions which target young people who are feeling anxious, as well as those more vulnerable groups, such as young carers.

Young people were asked “Do you have someone you can talk to if you have any problems? Who do you think of first?”

Parent	66%
Teacher	5%
Youth Worker	1%
Support Worker	2%
No one available	3%
Don't know	7%
Other	16%

‘Other’ included different family members, pastoral teams in schools (young people understood that this may be separate from teaching staff), and Childline. The young people answering ‘Don't know’ has dropped significantly from early 2018, where 29% stated that, and 23% in 2017.

SNYAB is keen to update it's ‘Guide to Understanding Teenagers’, and this would support the fact that 66% would talk to a parent first.

Young people were asked about how they liked to spend their spare time:

Youth Club or regular group	10%
Hang out at park / youth shelter	17%
Shops	25%
Leisure Centre / sports group	30%
Social Media	49%
Videos / TV	45%
Meet friends	54%
Screen time	35%
Gaming online / offline	46%
Other	26%

‘Other’ included homework, specific sports such as horse-riding, watching sport, music, reading and time with family.

Q15 Is there something that you would like to do in your spare time, that isn't available to you? Are you able to meet with people, or do you have time on your own?

cinema make outside stuff play football closer football around usually go gym go park
 im always something know work one quite far away bus football club sports live far away
 town come good spending time nothing Norwich places happy family
 Poringland park lot time people busy play cant things think
 clubs feel able meet people nope want walk
 meet friends yes able meet time house go allow
 friends horse riding really free meet people wish
 yes way able many spare time Diss able meet friends
 young school already sometimes rugby area love often join
 see friends hard live local area gym youth club dont age swimming parents
 available new everything Go shopping lot meet friends live village live area sports
 local none yeah bike sister activities also

Most young people answered that they were happy with what they did which included activities such as motocross, skiing and trampolining. However, those that weren't happy, wanted to hang out friends more, but found transport a barrier for this.

Young people were asked 'How much of your spare time is spent online during one week?'

	0-10hrs	11-25hrs	25-50hrs	51-75hrs	76hrs+
Social Media	53%	27%	12%	4%	4%
Work / research	61%	27%	9%	1%	2%
Watching videos	46%	31%	13%	5%	5%
Gaming online	59%	20%	10%	6%	5%
Gaming offline	76%	15%	4%	2%	3%

Any comments made, were from young people stating that they do not use any social media sites.

70% of young people rated a 3 or 4 out of 4 around whether they thought that their social media privacy settings were important. (1 being not bothered at all, 4 means check them regularly).

However, 92% said that they used privacy settings – although 52% said that they ticked the agreement, without reading the information.

Again, some young people stated that they do not use social media at all. Others said that the agreements are too long and so they will never read them. They also said that they get information about this at school already.

SNYAB will work with the Safer Schools Partnership to ensure that consistent messages are sent out in different formats.

Young people were asked a set of questions around Anti-Social Behaviour (ASB):

Q22 What does Anti-Social Behaviour mean to you?



Anti-social behaviour is a catch-all phrase which means different things to different people. When talking to the police, they say same as lots of crime gets categorised as this, as that is how it gets reported. The cluster with the highest number of recorded ASB crime is Wymondham with 238, followed by Costessey with 232 crimes, and Diss 223 (for the period February 2018 – January 2019). The reports in Diss are mainly of nuisance vehicles in supermarket car parks, which is clearly different to the

Some young people made comment about where they would go for help, with family or friends being popular, along with homelessness charities, and interestingly, Food Banks. Only one young person said they would go to the council. The comments also showed that they mainly thought that homelessness was an issue in Norwich, although some recognised that there were people who had no permanent address near them.

According to South Norfolk Council, 421 16-25 year olds approached the council for help, advice and support with housing between 3rd April 2018 – 26th March 2019. 106 of these made homeless applications – which is 20% of all homeless applications. 29 of these applications cited family breakdown as the reason for this, and six were due to domestic abuse. Even though the service is open to 16 year olds, none accessed it, and only three were aged 17.

The new leaflet jointly produced by SNYAB and SNC will be distributed to young people in need, and in school through workshops. This aims to put the right information out to young people, so they know what to do, and where to go in the future.

The SNYAB questionnaire asked young people how they would like to access information and advice:

Websites 28%

Social Media 19%

Attend sessions and courses 8%

Although 40% said yes to attending events around mental health, wellbeing and body image.

Siri / Alexa / OK Google, etc 11%

Text service 9%

Specialist workers 7%

Drop-in sessions 6%

Other 12% This included family and school.

There was no real conclusive answer to this, and through discussion it has been identified that it is important to produce information in as many formats as possible, to reach as many different people as possible. It also became clear that young people don't know where and how to access information around certain topics including Sexuality & Gender transition; Young Carers; Self harm; and Coping Strategies – so this will need to be passed onto relevant agencies. The question of how comfortable young people are when seeking support was also asked, and some issues are more difficult than others – however, ensuring information is available in different formats will go some way to alleviate this.

Young people were asked 'What do you think are the top three most important issues for you?'

	1	2	3	Numbers of yp voting for this issue
Mental health and wellbeing including self-image	51%	27%	22%	465
Bullying	37%	35%	28%	304
Life skills including finance and living away from home	34%	33%	33%	343
E-safety and online issues	23%	40%	37%	155
Relationships and family	35%	34%	31%	402
Social development including activities, information and training courses	21%	40%	39%	131
Drug and alcohol use including smoking	27%	39%	34%	230
Sexual health / pregnancy / contraception	23%	34%	43%	156
Raising awareness of Young Carers	25%	41%	34%	76
Raising awareness of support services	19%	45%	36%	91
Getting jobs / earning money	35%	32%	33%	488
Nothing to do / bored	39%	24%	38%	297
Crime / violence	32%	29%	39%	211
Getting a home / somewhere to live	29%	35%	36%	307

Some young people also cited Environmental Issues as being something that was important to them, whereas others made more specific comments about the parks and facilities near to them.

Based on the number of young people voting for topics, SNYAB has chosen the following as their priorities for 2019-2020, on top of Youth Voice:

- Mental health and wellbeing including self-image
- Relationships and family
- Getting jobs / earning money

Young Commissioners recognise that these priorities overlap and relate with other topics on the list.

There is still much work to be done with the data. It can be split into school cluster areas, and given to town and parish councils to help them with their planning. It may also be useful to look at information via gender and age groups, to see if any further trends can be identified. If you require any more information, please contact SNYAB.



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