

onenortherndevon

Proposal to One Ilfracombe, One Northern Devon, Devon ICB

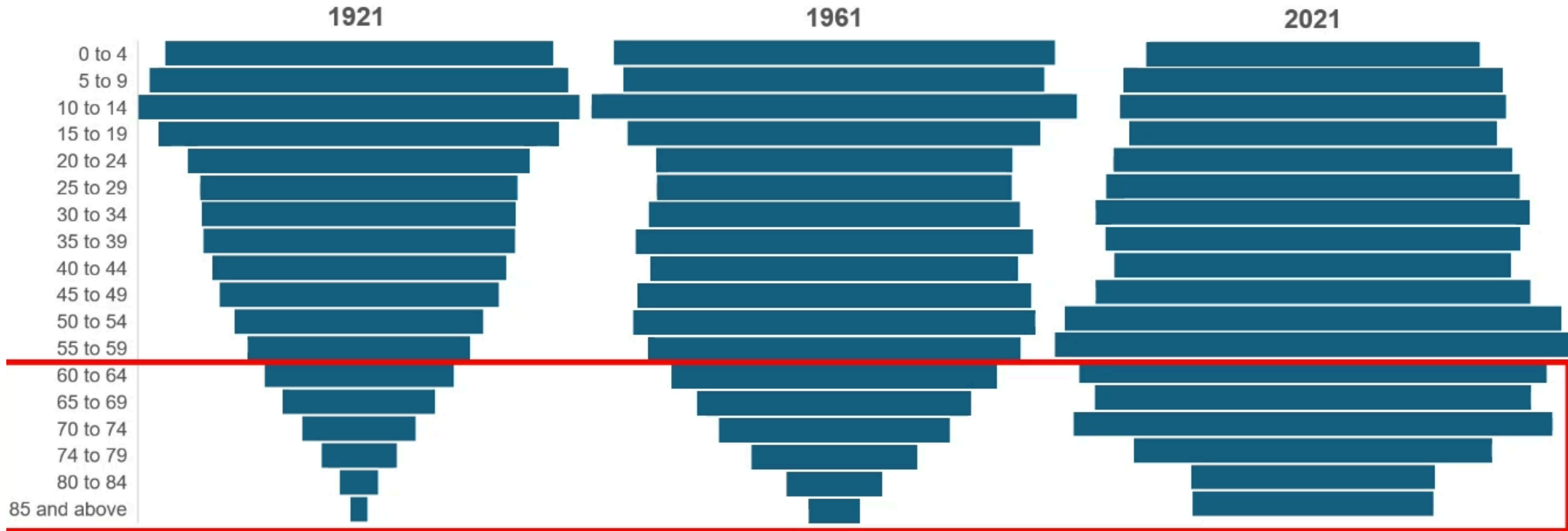
21.05.25

Proposal for Ilfracombe to join the Coastal Navigators' Network at a reduced cost of £15,000



Why the CNN has been formed

Change In Age Distribution Over Time In Coastal Towns



The ageing population on the coast is accelerating. Deprived communities up to 10 years more poor health
Nicholas Werran (Unverified)

Why the CNN has been formed

Intergenerational

16-24 Yr Olds

Largest increase in **economic inactivity** in the latest quarter



24-35 Yr Olds

The largest relative increases in economic inactivity **due to poor health**



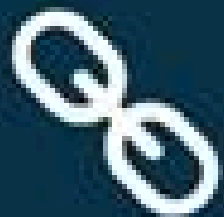
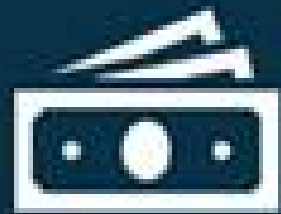
35-49 Yr olds

Other health problem or disability has increased by 24%



65+

41% higher proportion of older adults in coastal than non-coastal regions

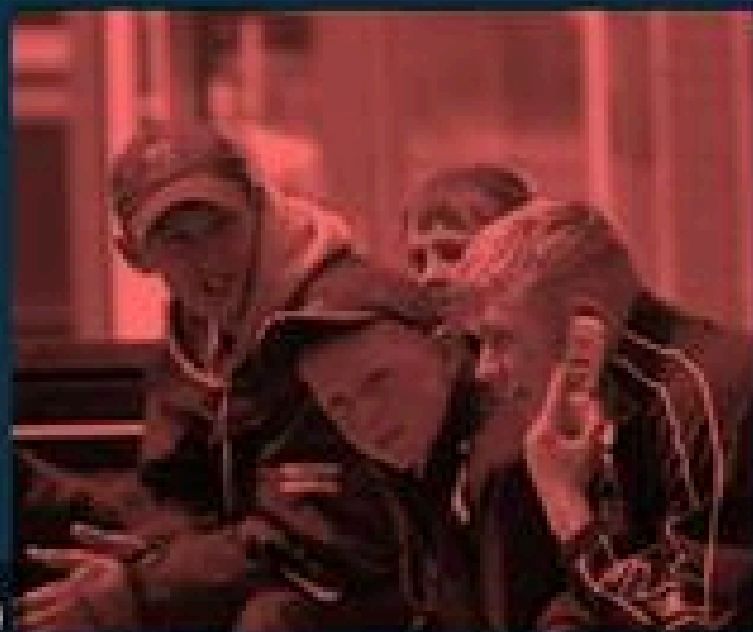


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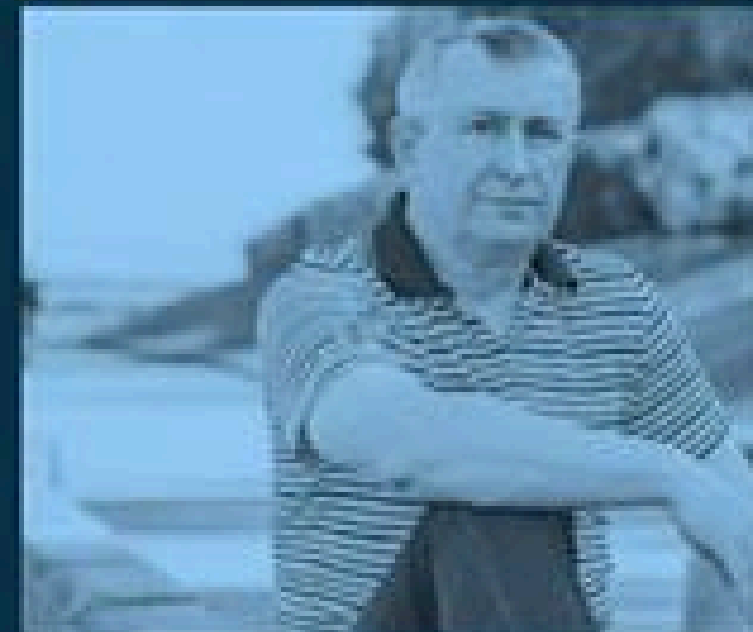
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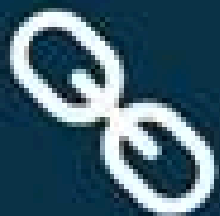
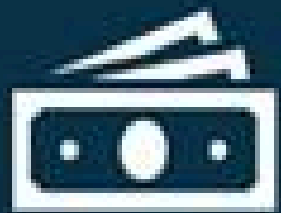
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Coastal Navigators' Network- National Sponsors



**Prof Sir
Chris Whitty**
Chief Medical Officer
for England

Prof Bola Owolabi
Director of Health
Inequalities, NHSE

**Polly Billington MP and
Alison Hume MP**



for
Coastal
Communities

“Now is the right time to renew the national focus on the coast as a key part of reducing health and economic inequalities for the country as a whole”

CMO Foreword for the CNN Prospectus

Case Study Focus

Return on Investment



Integrated Neighbourhood Team

Patients recorded with alcohol and substance abuse: 3,716

Finance and activity measures

PPPY – Total = £2,489		10% Reduction	20% Reduction
		Years 1 - 2	Years 3 - 5
Acute elective	£600	£540	£480
Acute Non-elective	£787	£709	£630
GP Encounters	£332	£299	£266
Community	£183	£165	£147
Mental Health	£249	£224	£199
Social Care	£337	£303	£270
		£2,240 PPPY	£1,992 PPPY
Total for population £9.3 million		Total cost saving year 5 £1.8 million	

Young People aged 0 – 19 = (4,525)

Alcohol and substance use = 64 (1.4%)

**Activity spend: £106,497
In total = 1.2%**

£1,664 PPPY

**Target:
Reduction of 50%**

**Cost Savings =
£53,248 Per year**





Expand & Scale

Prospectus Scaled Up Across All Coastal Communities Over 10 Years

£1.4 Billion

Addressing youth unemployment and drug-related challenges

£650 Million

Expanding suicide prevention programmes to all coastal locations

£4 Billion

Developing career pathways for underqualified and economically inactive individuals in coastal towns

£550 Million

Strengthening system-wide activity to reduce supported housing costs

£1.4 Billion

Expanding vocational scholarship programmes to all coastal communities

£4.1 Billion

Coordinating joined-up apprenticeship programmes across coastal regions



Expand & Scale

The CNN Framework For Working With New Locations

Getting Started

Something to share and contribute with the network



Something to solve

Where to focus?

Prevention

Care tech

Coastal career pathways

Talent and employer attraction

Housing and infrastructure

Service transformation

Programme Focused Activity

Who needs to be part of the plan for this to succeed?



Activation

Co-designed pathway and delivery plan

Return on Investment case and the cost of doing nothing

Shared Investment Framework

Connect through the CNN Year 2 Prospectus

What support will Ilfracombe receive?

- Work with local partners to create a localised, neighbourhood dataset using different sources e.g. health, DWP, local authority, education, VCSE etc.
- Analysis of this data to demonstrate real costs of inaction and to measure the return on investment.
- Support to identify priority areas and groups
- Co-produce practical, locally-led action plans with partners in health, employment, local government and industry that can begin delivery immediately.

What support will Ilfracombe receive? cont'd ...

- Identify models for single investment and resource alignment, including connections to existing regional and national opportunities (such as Connect to Work, the new MHCLG pilots, and the forthcoming £350 million Coastal Communities Regeneration Fund). We also work closely with the APPG for Coastal Communities to support cross departmental engagement
- Provide insight and action reports that are highly usable for busy system leaders – showing what's working, what isn't, and how others can help solve local challenges.
- Spotlight and share best practice across the CNN via the annual CMO prospectus and events, helping other coastal towns build on what's already working elsewhere – meaning less time spent on design and more on delivery.

Emerging impact from first cohort (six coastal locations)

- Five of the six locations have used CNN reports to inform their applications to the Widening Access Demonstrator Programme launched two weeks ago, which will provide £4.9m in capacity funding for pre-employment activity in up to 10 left-behind and coastal areas. The CNN programme was one of the reasons the DHSC established this programme.
- Three locations are now co-developing a coastal apprenticeships pathway.
- Dorset and Norfolk and Waveney have implemented new pre-employment programmes based directly on the CNN insight and recommendations.
- Dorset ICB has launched a local widening participation initiative – More and Different – based on CNN work with Breaking Barriers Innovations (see attached).

Emerging impact from first cohort (six coastal locations)

- Much of this work builds on the earlier Clacton Place pilot developed with SNEE ICB, Essex County Council, DWP and the VCSE sector – widely recognised as one of the strongest coastal anchor projects in the country. This has included the community diagnostics centre creating 200 jobs, a new tech campus in North East Essex, and integrated employment support for neurodiverse residents via DWP, Summit Support and NHS services.
- Used local insights and evidence from the 6 location areas and worked with National bodies to help make the case for the £350 coastal regeneration fund – with new requirements around apprenticeships, coastal employers and integrated support