

Coastal Navigators' Network Year Two Launch

16th October 2025



COASTAL
NAVIGATORS'
NETWORK



The Power of a Network



Coastal communities are small, but collectively are a large and significant priority national population group (18.5%) the near equivalent of the entire North West and North East regions combined



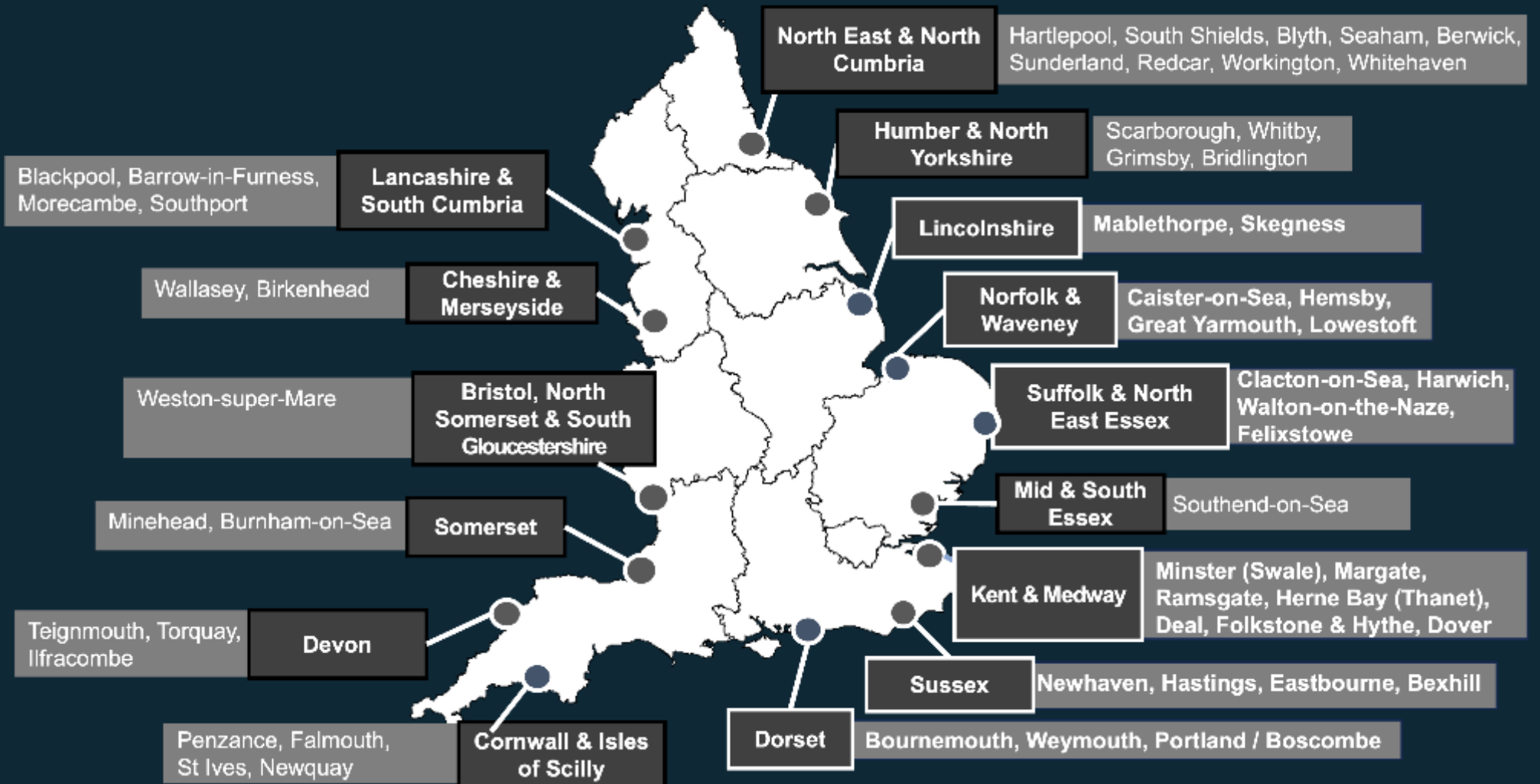
~ 10.4 million (approx. 18.5% of England's population)



North West (7.42m) + North East (2.65m) = ~10.07 million

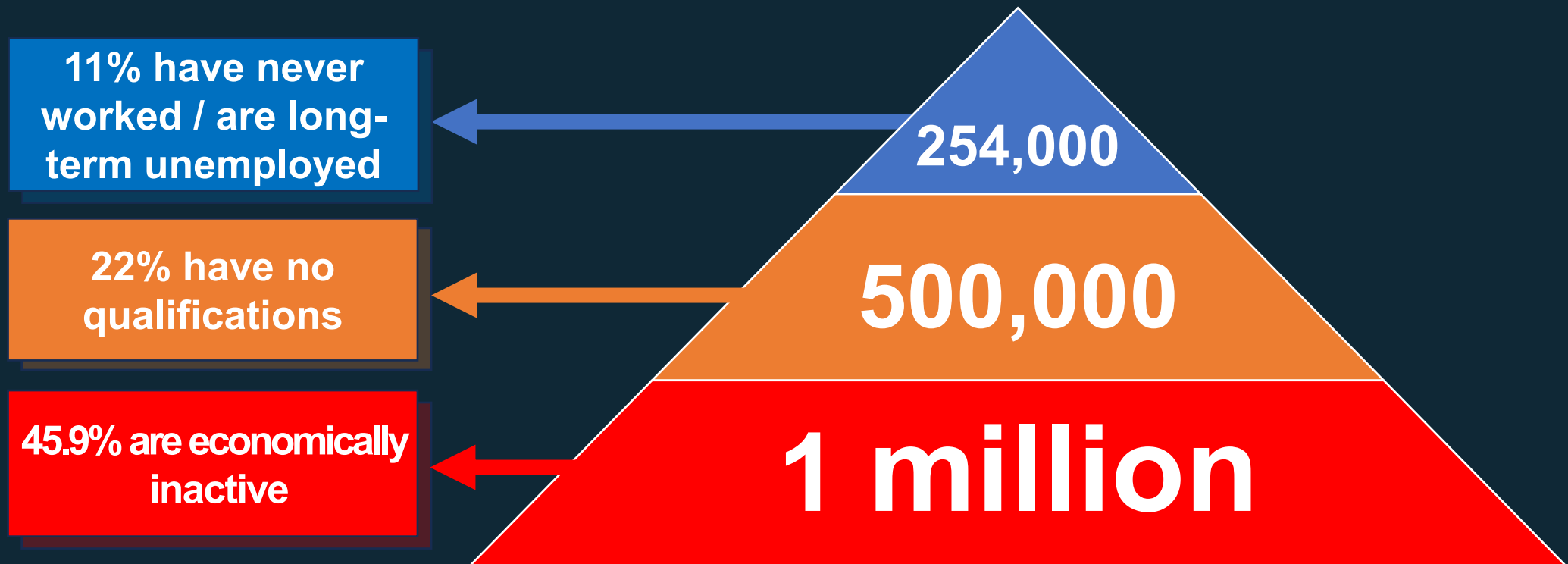


55 Priority coastal communities



Coastal employment gap in the 55 towns

= 2.2 million people; of these:



Case for Change

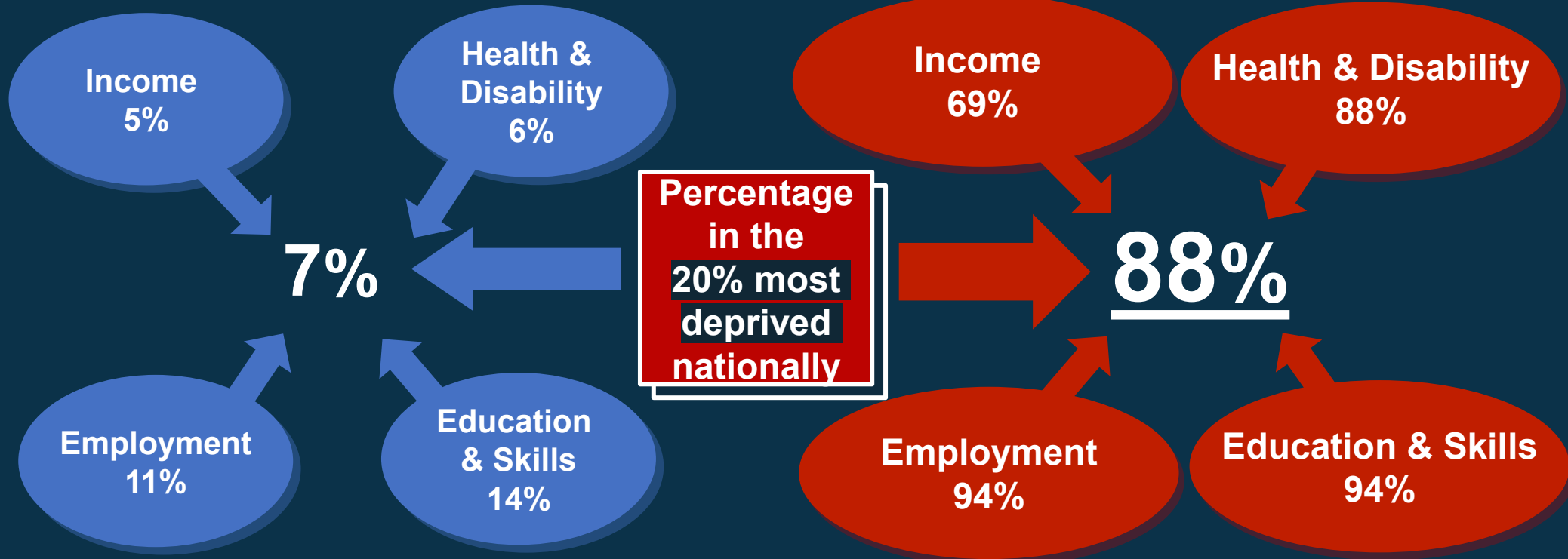
Problem Definition / Coastal-Specific



The following example from Lincolnshire shows the difference between coastal and rural income deprivation, health, employment and skills

Lincolnshire Rural & Market Towns

Lincolnshire Coastal Communities



Case for Change



NHS Burden

Coastal NHS systems face a disproportionate burden, accounting for **13.8 percentage points higher rates of economic inactivity due to long-term sickness** while receiving 20.2% fewer resources to meet demand.



Financial Impact

The cost of inaction **exceeds £12 billion annually** – driven by rising NHS demand, benefit dependency, and lost tax revenue.

Human Cost

Over 379,966 people are out of work due to physical or mental health conditions in the 55 priority coastal communities.



Key areas of CNN work

Solutions Development

NHS, local government and community co-production

Cross System Learning and Scalability

Sharing successful innovations and projects across a committed community of practice

Funding Strategies and Return on Investment Modelling

Identified and secured funding models to support solutions

National Engagement

Worked with senior DHSC, NHSE and Government Department officials to prioritise findings into long term national planning

N&W

Lincs

Dorset

SNEE

Sussex

K&M

**Skills Deficit &
Seasonal Employment**

**Pathways into
Primary Care**

**Retention in
Social Care**

**Youth Substance Use
& Crime**

**Secure Housing &
Employment**

**Suicide Prevention &
Unemployment**

Workforce

Prevention



Year 1: Establishing the Network



*“This will be a decade-long project of improvement, and we will start in **coastal** communities”*

Secretary of State for Health and Social Care, 25th June

“The CNN has had a key role to play in amplifying this agenda, so thank you”

Prof Bola Owolabi

Director of Health Inequalities, NHSE





Year 1: Establishing the Network



“We hope all coastal areas will have the opportunity to contribute to and benefit from the Coastal Navigators’ Network as it develops – it is a critical step in ensuring coastal communities are no longer left behind”



for
Coastal
Communities

**Co-Chair,
Alison Hume MP,**
Scarborough and Whitby



**Co-Chair,
Polly Billington MP,**
East Thanet



The granular data in this report clearly shows the sometimes stark differences that exist between coastal communities and their inland neighbours. On the positive side the data tells us what we need to focus on and what actions can be taken

Prof. Sir Chris Whitty, Chief Medical Officer

Year 2 Goals

1

Grow the CNN

Expand to 15 coastal towns working across the CNN in the next year.

1

2

Promote at national level

Work with the APPG for Coastal Communities, Government departments and regional / national agencies

2

3

Expand coastal career opportunities

Establish a Coastal Industry Taskforce that supports CNN projects

3

Strategic Fit – National



Get Britain Working

Supports DWP goals to reduce economic inactivity

NHS Long-Term Workforce Plan

Tackles productivity and prevention challenges

Devolution and Local Growth

Empowers mayoral and combined authorities

Core20PLUS5

Addresses health inequalities in coastal populations

From Sickness to Prevention

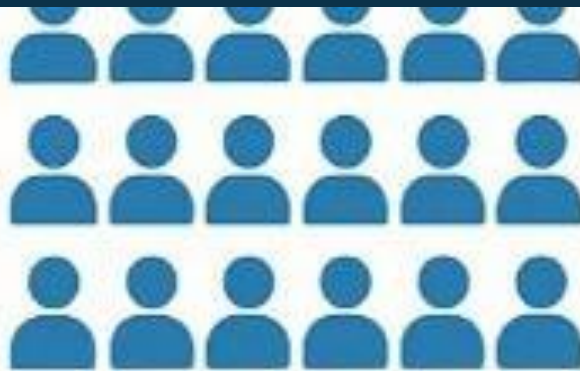
Shortening the amount of time people spend in ill-health by preventing illnesses before they happen



6 Degrees Separate us from Everyone



1



10,000



10.000.00.00



5 degrees

Random Distribution Model

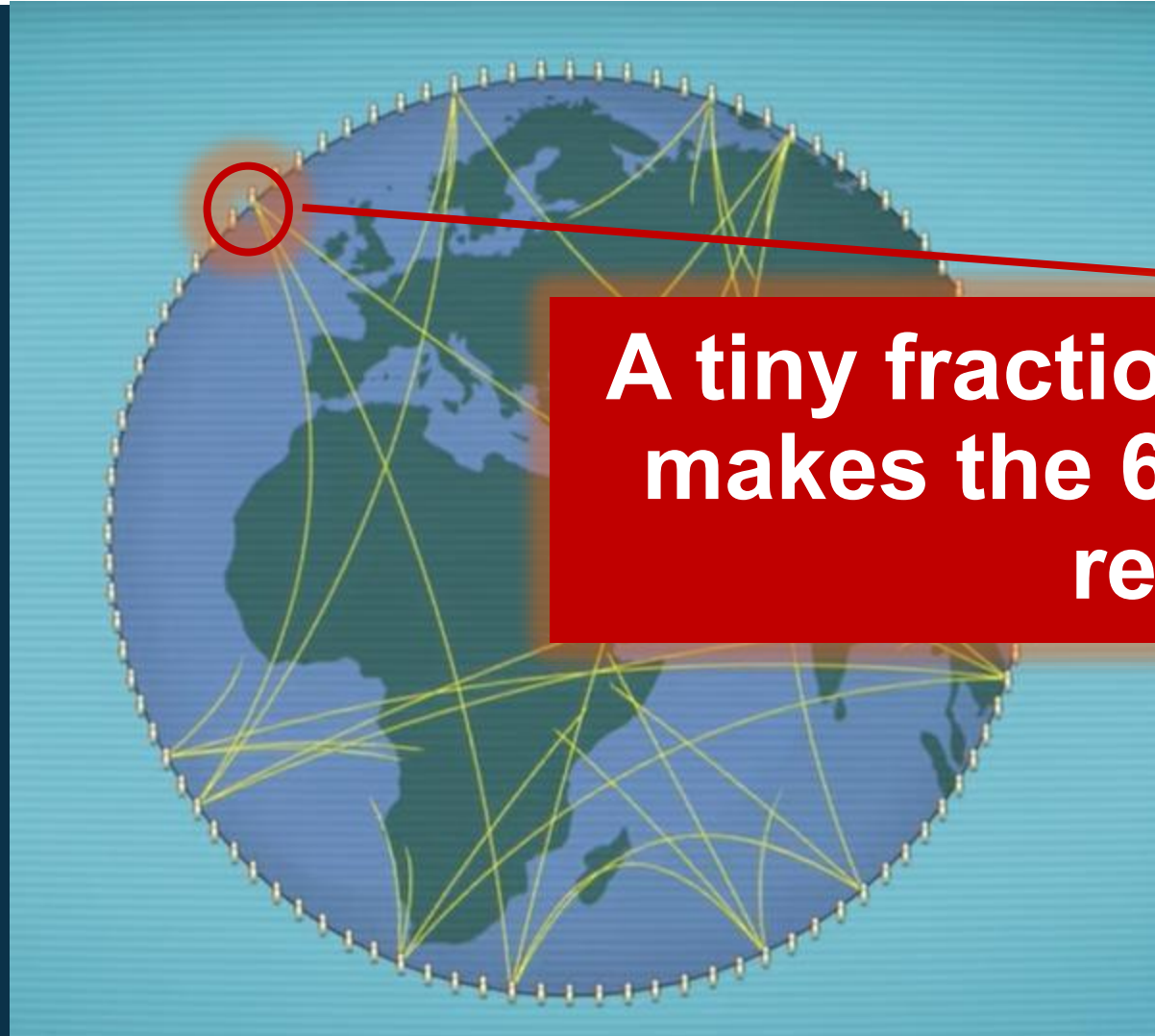


Local Distribution Model



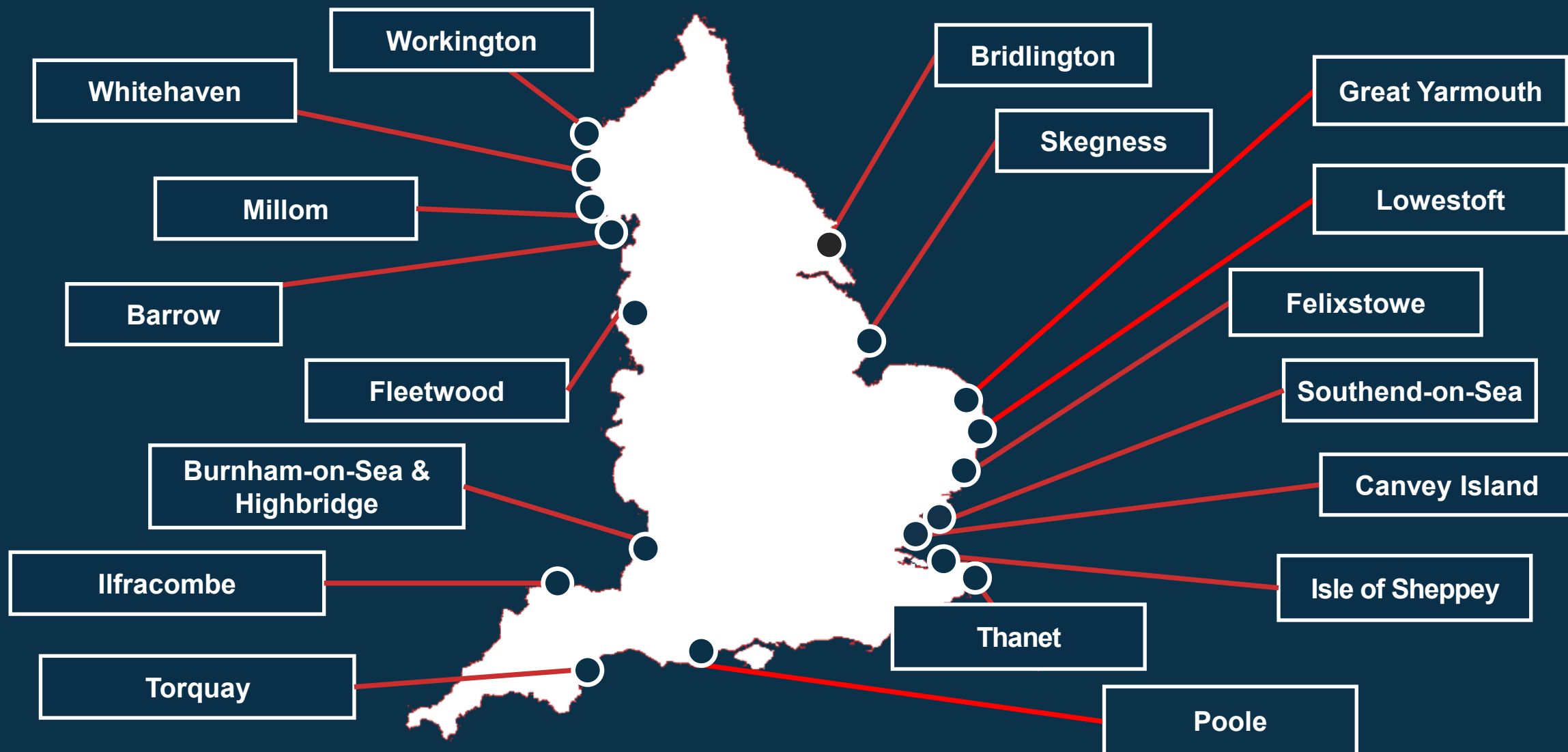
**The vast majority of our connections
are place based**

The Impact of Short Cuts and the (Real) Small World Model



**A tiny fraction of short cuts
makes the 6 degree rule a
reality**

CNN Is a Short Cut



This is Your Opportunity as a Network



1

Strength in Weak Ties

2

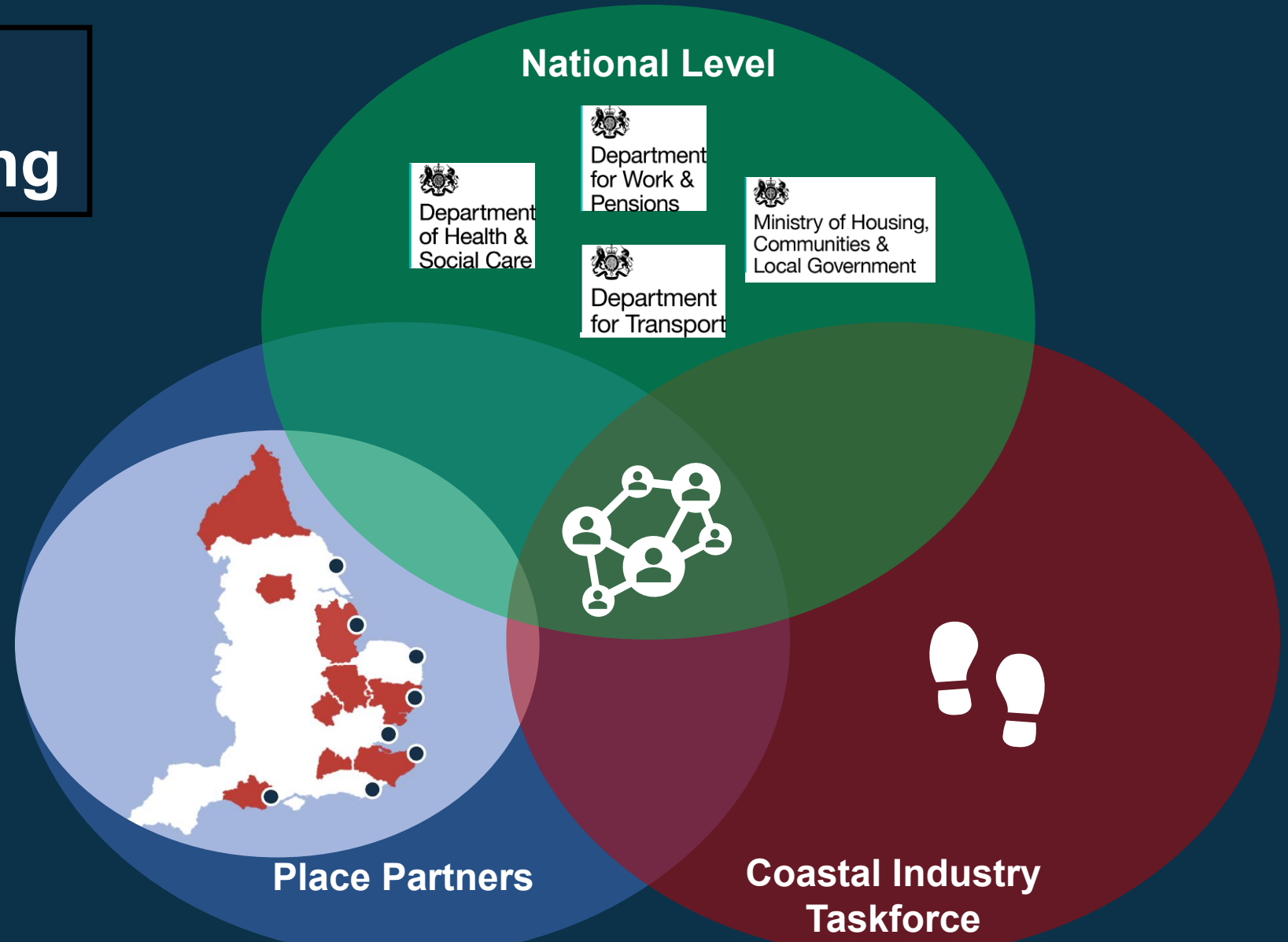
Strength in Visibility and Size

3

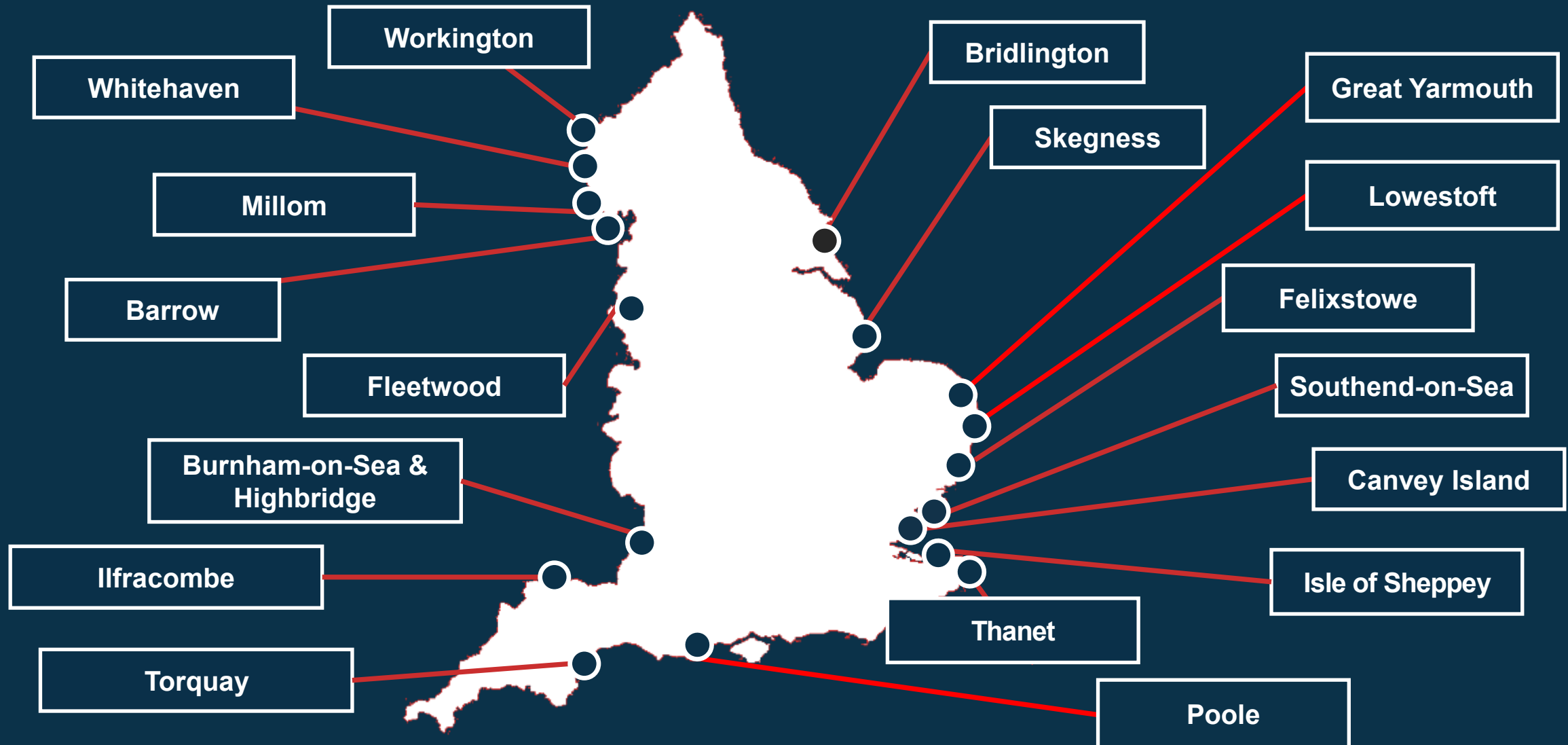
Learning from Each Other

The Bigger Network

Co-Investment & Partnership Working



Coastal Navigators' Network Locations - Year Two



Common Issues Across CNN Locations

Economic & Employment

Widespread economic inactivity and a lack of employment opportunities is a recurring theme.

Young People

Low aspirations and limited career pathways for young people.

Mental Health

Mental health issues are a significant barrier to employment and wellbeing.

Fragmented Systems

Lack of joined-up services across health, education, employment, and social care.

Transport & Connectivity

Poor transport infrastructure limits access to jobs, education, and healthcare.

Health Inequalities

High levels of deprivation and associated health disparities.

Location	Priority Challenges	Goal	Key Project
Barrow	Economic inactivity / housing pressure	Diversified employment pathways	Team Barrow Regeneration Model
Bridlington	High deprivation and poor transport	Exemplar Live Well campus for the North	Live Well Campus
BoS & Highbridge	Long-term sickness and inactivity	Return to work & inclusive employment	WorkWell Programme
Canvey Island	Frailty prevention and management	Health ageing and prevention	INT, Town Deal and Active Essex
Felixstowe	Family level barriers/ mental health	Whole family well being and work	Sizewell, Skills Hub & ITCF Mentoring
Fleetwood	Youth mental health/fragile funding	Sustainable local health improvement	Fleetwood Hub ROI Plan
Great Yarmouth	Youth unemployment and aspirations	NEET prevention/carers pathways	Right to Succeed
Isle of Sheppey	Generational unemployment & isolation	Long term/ collaborative funding	Social Regeneration
Ilfracombe	Fragmented services & poor access	Neighbourhood Health Model	One Ilfracombe Partnership
Millom	Isolation	Making best use of existing resources	Connect to Work
Skegness	Unemployment and youth disengagement	Early intervention & work readiness	Widening Access Demonstrator
Southend-on-Sea	Frailty prevention and management	Joined up support for frailty	INT and Care Tech
Thanet	Suicide prevention	Reduce deaths by suicide in older males	Scale up community model
Torquay	Low aspiration in 14-16 year olds	NEET prevention/ social mobility	Shared Prosperity Fund Projects
Workington	Joining up place-based initiatives	Neighbourhood Health	INT and Connect to Work
Whitehaven	Narrow career pathways	Economic diversification	Key regeneration projects

CNN Priority Focus Areas for Year 2



Prevention



**Inclusive
Employment
& Career
Pathways**



**Mental
Health**



**Care Tech and
Healthy Ageing**



**Infrastructure
& Transport**



**Service
Transformation**

Coastal Industry Taskforce – Preliminary Meeting 10th July



UK Chamber of Shipping

RNLI

Ipswich Football Club

Ebbsfleet
Development
Corporation

VisitBritain

Britain's Energy Coast
(BEC)

Babcock

Morgan Sindall

Shell

Business Board Network

APPG Coastal
Communities

Sizewell C

BP

Skills England

DP World

Renewable UK

BAE Systems

National Coastal
Tourism Academy

VodafoneThree

Active Prospects

Hutchinson Ports

The Crown Estate

Associate British Ports

Department for Transport

Skills for Care

SNEE ICB

WSP

Port of Felixstowe

Business Board Network

UK Fresh Produce
Network

The CNN Taskforce: Emerging Opportunities



Morgan Sindall



Largest UK Infrastructure company active in housing, transport, energy, ports and logistics. Direct employment + supply chain.

Premier Football League/ English Football League



Developing “Coastal United” to work with the CNN to engage residents through the power of football and build pathways into employment and healthier lifestyles.

Nuclear: Britain’s Energy Coast



The Levels Project: inspiring young people about opportunities in nuclear and clean energy using gaming technology.

RNLI



2850 staff and 8,800 volunteers in addition to 1000 seasonal lifeguards across 200 beaches

Michael Pemberton, Chief Executive (BEC) The Social Regeneration Partner for Sellafield PLC



Inaugural Partner for the Taskforce



The Coastal Navigators' Network represents exactly the kind of effort we need in West Cumbria.

BEC is proud to be supporting the work in Whitehaven, and we look forward to playing our full part in the exciting cluster that's now forming across the region.

At BEC we are also happy to commit today to being a part of the Coastal Industry Taskforce and are looking forward to working alongside yourselves to improve the outcomes of those living in our deprived coastal communities.”

'By creating opportunities for people of all generations to contribute — whether through employment, volunteering, or skills development — we will continue to strengthen the resilience of our coasts and support communities to thrive generations to come'



The Power of the Network

*Gareth Morrison,
Head of Water Safety at RNLI*

