



#BeeWell Greater Manchester Headline Findings 2024/25

Survey responses completed by over
36,000 young people in Years 7 and 10
in Autumn 2024



GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY



As part of
LIVE WELL
DOING THINGS DIFFERENTLY WITH
GREATER MANCHESTER'S COMMUNITIES

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You can also view our Visual Report on the latest headline findings, which is aimed to support conversations with young people and capture the key messages from the survey data: [#BeeWell Headline Findings 2024/25 Visual Report](#).



Executive Summary

#BeeWell is part of our wider Live Well commitment to ensuring great everyday support is available in every neighbourhood. #BeeWell is more than just a survey or a data set, it's an agreed approach to understanding and improving young people's health and wellbeing, putting their voices at the heart of our work. #BeeWell allows us to listen to the voices of our young people and identify the neighbourhoods where they struggle to access everyday support. The insights generated from the survey and co-creation activities also allow us to celebrate the organisations and individuals already working in our communities to provide young people with someone to talk to and somewhere to go.

Listen

By listening to and working with young people, since 2021 #BeeWell GM has heard the voices of 100,000 young people (99,608 young people through surveys), from 198 secondary schools across GM (2024: 36,494 young people from 147 schools; 2021 to 2023: 63,114 young people from 192 schools). This represents over 49.3% of those enrolled in schools across the year groups surveyed, in the largest exercise of its kind. Schools who participated in the survey can be found on the #BeeWell website: www.beewellprogramme.org/greater-manchester/schools

This year the survey invited young people from Year 7 and Year 10 to participate, allowing us to observe population level changes in our Year 10 cohort and, for the first time, hear from young people who've recently transitioned to secondary school.

Life satisfaction and psychological wellbeing scores of young people in Year 10 have remained largely stable since last year. 51.7% of young people in Year 10 were classed as having "good" levels of wellbeing in 2021. This level was maintained in 2022 (51.9%), increased in 2023 (56.5%) and has maintained much of that increase in 2024 (55.1%). Comparatively, this year 64.1% of young people in Year 7 reported "good" wellbeing. Inequalities remain persistent when observing the differences between neighbourhoods, gender, sexual orientation and other demographics.

Our #BeeWell Youth Steering Group have identified three key messages from this year's data:

1. **School belonging and hope and optimism for the future.** 60% of young people report that they feel like they belong at school, this includes 67% of young people in Year 7 and 51% of young people in Year 10. Inequalities are also noted for young people according to their gender, with lower levels of school belonging reported for girls and those that identify as LGBTQ+. The #BeeWell Youth Steering Group believe that by supporting those without a sense of connection to school, we would improve multiple wellbeing factors, including a sense of hope and optimism for the future. The number of young people that have hope and optimism for their future has remained stable this year at 83% of young people in Year 10 but remains lower for LGBTQ+ young people.

2. **Access to healthy food.** New questions in the survey identify that only one in ten young people are consuming five portions of fruit and vegetables a day. Alongside this, one in ten also report the food in their house didn't last and there wasn't enough money to buy more, most days. The #BeeWell Youth Steering Group identified more that we can do to support families and young people in making healthy choices, particularly by sharing the impact it could have on energy levels and sense of wellbeing.
3. **Girls' engagement in physical activity.** Participation for girls remains significantly lower than boys, at just one in four girls reaching the one hour a day chief medical officer guideline. #BeeWell Youth Steering Group identified issues in the sports offered within PE curriculum and gave examples of gendered PE kits making it uncomfortable to engage. Also identified was a lack of access to fun and free activities in the community, particularly as young girls get older.

Contributing to the Live Well ambition and developing a plan of action.

The report also highlights the data valuable in our Live Well Ambition. 61% of Year 10 young people and 79% of Year 7 young people report there are good places to go in their locality. A significant difference depending on where young people live is observed, with a 39% difference in neighbourhoods (55% to 94%). For the first time, we now have insight into how many young people feel like they have someone to talk to about their worries or concerns. 75% reported that they do, meaning more than a quarter of every classroom do not. Boys are less likely to feel like they have someone to talk to, with 69% reporting they do. The full report contains additional updated data across the domains and drivers of wellbeing, including identifying inequalities.

Act

The GM programme will focus efforts to improve young people's wellbeing in the identified priority areas, working across society to identify opportunities to share best practice and celebrate the work already being done. This includes:

1. **School belonging and hope and optimism for the future.** Schools with the highest levels of school connection will be invited to share best practice with other schools, alongside hearing the latest research from academics and the voices of young people in an upcoming webinar led by #BeeWell. More information will be shared in newsletters over the coming months. #BeeWell is also currently working with the 10 local authorities to share data on attendance and exclusions from GM schools. This will enable us to analyse the data to understand the impact school belonging and relationships with staff and peers has on their attendance. Insights will be shared with the GM Local Action Attendance Alliance and support our broader GM stronger education ambitions.
2. **Access to healthy food.** The #BeeWell team will work with the GMCA Research and Insight team, GM Food Security Action Network, NHS GM and BiteBack campaign group, among others, to understand the work already underway in this area and further explore the data and insights we can generate with young people.

3. **Girls' engagement in physical activity.** We will continue to work with colleagues at GM Moving to amplify the work they are doing in the Feel Good Your Way campaign (more information on the website, www.gmmoving.co.uk) and Active Education space. Phase two of the campaign will be launched in the coming weeks and colleagues are invited to share the resources and youth-led assets. We will also reach out to other national and local organisations working in this space to understand what more we can do to improve uptake of activity for girls.

Contributing to the Live Well ambition and developing a young people's action plan.

We will work with GM youth services, Violence Reduction Unit, and youth and play sector to further align our work to create spaces in the community for all young people in every neighbourhood. We will identify the neighbourhoods where there is provision to celebrate and work with those who may need more resources and support.

To ensure the voices of young people are heard and acted on, we are delivering two headline findings events this year to share the data and insights. Readers of this report are asked to share the invitation to the virtual headline event with anyone who could influence the wellbeing of young people in the city region. Tickets are available online at www.eventbrite.co.uk. #BeeWell is also hosting an in-person co-production session, in partnership with the Youth Alliance for Greater Manchester on the 16th April to bring together young people and those with influence to codesign an action plan in response to the survey, please contact beewell@manchester.ac.uk for more information.

Celebrate

#BeeWell's Youth Steering Group, youth co-creation activities, published research, extensive communications and focussed policy efforts all combine to shine a light on good practice and elevate our understanding, and appreciation, of young people's wellbeing, both locally and nationally.

2024 was a transformative year for the programme in Greater Manchester, it saw local plans adopting the #BeeWell measures as part of strategies and plans to ensure we're using the insights to its full potential. An independent evaluation report was published in October 2024, can be found online at www.beewellprogramme.org/evaluation, highlights the successes of the programme this far and suggestions for further development. Specific examples of action taken to improve the wellbeing of young people in GM from each of the #BeeWell stakeholder groups are outlined below.

#BeeWell partners, including VCSFE, local government and health, continue act on the #BeeWell data and insights, an overview of action can be found on the #BeeWell website: www.beewellprogramme.org/coalitionactionGM Specific examples include; using the survey data to measure impact, such as our work with Football Beyond Borders; www.beewellprogramme.org/FBBEvaluation. Offering additional programmes to schools, such as the movement for mind programme from Company Chameleon, more information can be found at beewellprogramme.org/company-chameleon. Embedding #BeeWell into local strategies and plans, such as the new Raising Rochdale CYP Plan

(www.democracy.rochdale.gov.uk/documents/CYPPlan) and working with young people to understand what's needed to improve their wellbeing. For Rochdale, safety on public transport was identified as a barrier to participation and the plan seeks to address this. Bringing in new investment to Greater Manchester, given our focus and profiling of wellbeing, such as the new All Child programme in Wigan.

Each participating school receives confidential results to inform school action. Schools have used their data to create a stronger sense of school belonging and improved relationships with staff, increased extra-curricular offers, targeted interventions with certain cohorts identified by the data and worked with parents and carers to understand their role in improving wellbeing. We know that Oldham Council has developed resources to support parents and carers of children in primary school to get ahead of some of the issues manifesting for young people in secondary school. More examples can be found on the #BeeWell website: beewellprogramme.org/schools-acting-on-their-data

Young people have acted on the data, including creating a film to explain what the data means in their area, creating a zine describing the need for trusted adults to highlight the need for someone to talk to and commissioning girls only physical activity spaces to drive up participation. More information on other local projects can be found here: beewellprogramme.org/How-are-young-people-acting-on-the-data. We know that Stockport Youth Summit and Bury Annual Youth Conference focussed conversations with young people on how they can improve the wellbeing of young people by utilising the #BeeWell data.

Next Steps and Recommendations

This report has been submitted through internal governance at the Greater Manchester Combined Authority throughout March 2025, and in coming months we seek to share these findings and the #BeeWell neighbourhood dashboard (which will be updated in early April) with partners across GM.

1. **Listen** to the key findings of the 2024 #BeeWell survey results.
2. **Act** on what the data is telling us and support the #BeeWell mission to make young people's wellbeing everybody's business. Support the development of an action plan to improve young people's wellbeing, across the city region and into localities and neighbourhoods. Utilise the insights to inform future policy, including our ambitions to create a stronger education system.
3. **Celebrate** your commitment to improving young people's wellbeing by sharing a quote or short video clip to beewell@manchester.ac.uk highlighting how you are supporting young people in Greater Manchester to #BeeWell.

Report: #BeeWell Headline Findings

2024/25

Introduction

Developed in response to a growing concern for the wellbeing of young people in the UK, highlighted by the OECD PISA report, #BeeWell is a collaboration between The University of Manchester, The Gregson Family Foundation and Anna Freud, who, together with the Greater Manchester Combined Authority (GMCA), founded the programme in 2019.

#BeeWell believes that young people's wellbeing is as important as their academic attainment. Using a co-designed survey, we listen to the voices of as many young people as possible; publish the results privately to schools and publicly by neighbourhood; and drive action across society to improve young people's wellbeing. #BeeWell's mission is to see this approach implemented nationally. More information can be found on the website, www.beewellprogramme.org.

#BeeWell is part of our wider Live Well commitment to ensuring great everyday support is available in every neighbourhood. Live Well will be the front door for prevention and support, bringing together the very best of our public services and community support when it is needed. Through Live Well Centres, Spaces and Offers built on our neighbourhood model, we will bring about a radical shift in how we deliver public services and collaborate with communities so that people are able to access support and advice to improve their physical and mental health and deal with the problems and issues they may have to help them lead happy healthy lives.

#BeeWell is more than just a survey or a data set, it's an agreed approach to understanding and improving young people's health and wellbeing, putting their voices at the heart of our work. #BeeWell allows us to listen to the voices of our young people and identify the neighbourhoods where they struggle to access everyday support. The insights generated from the survey and co-creation activities also allows us to celebrate the organisations and individuals already working in our communities to provide young people with someone to talk to and somewhere to go. By collaborating with our #BeeWell coalition of partners and aligning with Live Well we can all act together to make young people's wellbeing everybody's business.

Through Live Well and #BeeWell, we will address the challenges identified by our young people enhancing what's already available in our communities and making young people's wellbeing, everybody's business. The programme has three elements: Listen, Act, Celebrate.

Listen – Emerging Headline Findings

By listening to and working with young people, since 2021 #BeeWell GM has heard the voices of 100,000 young people (99,608 young people via surveys), from 198 Secondary schools across GM (2024: 36,494 young people from 147 schools; 2021 to 2023: 63,114 young people from 192 schools). This represents over 49% of all young people enrolled in schools across the year groups surveyed, in the largest exercise of its kind. This year the survey invited young people from Year 7 and Year 10 to participate, allowing us to observe population level changes in our Year 10 cohort and, for the first time, hear from young people who've recently transitioned to secondary school.

To make the most of the insights #BeeWell can provide, we need break down wellbeing into separate missions that align with our existing commitments and strengthen our collective contributions. We need to make it easier for everyone to identify their role in improving young people's wellbeing and identify opportunities to pivot to prevention, offering everyday support in spaces and places in communities. In line with the language used by localities, wellbeing can now be aligned to four missions, to create the conditions for young people to thrive, ensuring they are: Happy, Healthy, Safe and Strong and Successful. Within the report, we're also highlighting #BeeWell insights that can support our Live Well ambition to ensure all young people are getting great everyday support in every neighbourhood.

Happy

Our Greater Manchester ambition is that all our children and young people get the best start in life and are cared for, nurtured and supported to grow up well. The following data from the #BeeWell survey highlights data aligned to this mission.

Life satisfaction and psychological wellbeing scores of young people in our Year 10 tracker cohort have remained largely stable since last year, with scores of 6.7/10 for life satisfaction and 21.5/35 for psychological wellbeing in 2024. These scores remain slightly higher than levels observed when we first started surveying in 2021. The proportion of those in Year 10 in GM reporting elevated levels of emotional difficulties was around 17% in 2021, 16% in 2022, and remained stable at around 14% from 2023 to 2024. Shown in Figure 1.

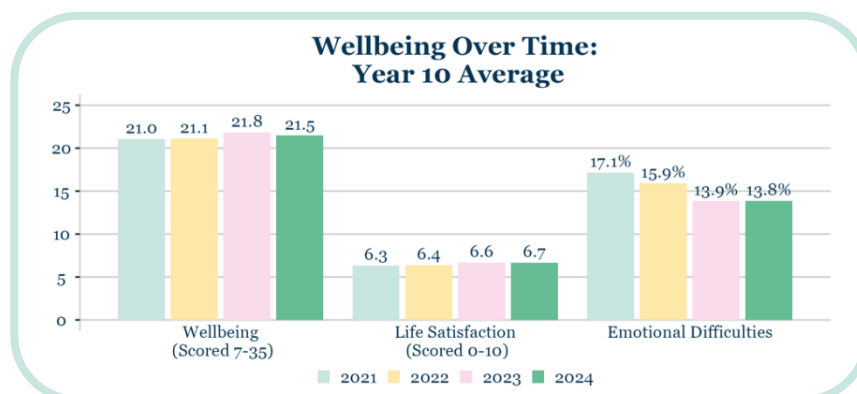


Figure 1 - Wellbeing Over Time: Year 10 Average. Emotional Difficulties statistics represent the proportion of young people meeting the threshold for “Elevated Symptoms” on the Me and My Feelings scale (scores ≥ 12). All figures are rounded to one decimal place.

When expressed as a percentage, as reported in the Greater Manchester Strategy (GMS), 51.7% of those in Year 10 were classed as having “good” levels of wellbeing in 2021. This level was maintained in 2022 (51.9%), increased in 2023 (56.5%), and has maintained much of that increase in 2024 (55.1%). Comparatively, 64.1% of those in Year 7 reported “good” wellbeing.

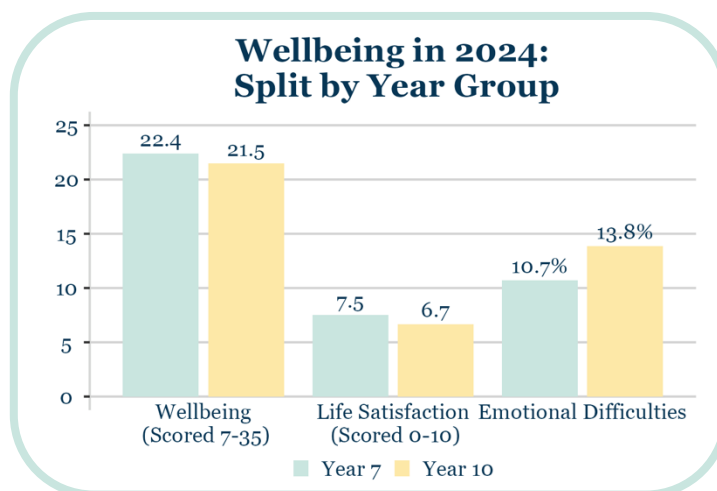


Figure 2 – Wellbeing in 2024: Split by Year Group. Emotional Difficulties statistics represent the proportion of young people meeting the threshold for “Elevated Symptoms” on the Me and My Feelings scale (scores ≥ 12). All figures are rounded to one decimal place.

In 2024, those in Year 7 scored more favourably across all three of our main markers of mental health than those in Year 10, denoting a deterioration in wellbeing with age, as expected from wider research. Shown in Figure 2.

Between 2021 and 2023, the average life satisfaction and mental wellbeing scores of young people in GM were lower than those of young people in England (in studies using the same measures¹ as in #BeeWell). This remains the case in 2024.

Inequalities

There has been no reduction in the inequalities highlighted in previous reports, particularly for gender and sexual orientation. Given the same patterns have been identified once again, this reinforces the need for action in reducing disparities in wellbeing for young people.

¹ Updated life satisfaction national score taken from Good Childhood Report 2022; mental wellbeing national score taken from NHS Digital 2020

Adult's score: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021-part-2/loneliness-and-wellbeing#wellbeing>

Wales data: <https://orca.cardiff.ac.uk/id/eprint/158974/1/SHRN-2021-22-National-Indicators-Report-FINAL-en.pdf>

² Caution is needed in interpreting differences between GM and national data, given the socio-demographic differences between the city region and the country, the different age ranges of the GM and national samples, and differences in outcomes are within the limits of expected natural variation.

Gender & sexual orientation

Wellbeing inequalities were observed by both gender and sexual orientation. Cisgender boys reported the fewest emotional difficulties (5.4%), compared to cisgender girls (17.1%), trans and gender-diverse (21.9%), and those questioning their gender (14.5%). Shown in Figure 3. Gay/lesbian and bi/pansexual young people reported poorer wellbeing, life satisfaction and substantially higher rates of emotional difficulties than their heterosexual peers. Shown in Figure 4.

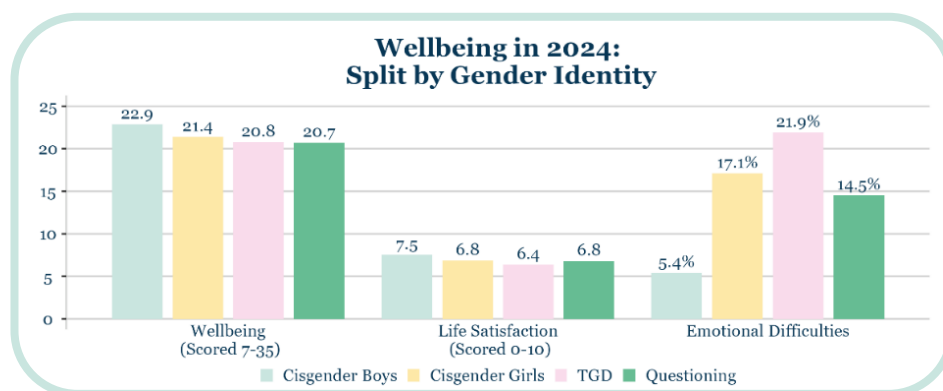


Figure 3 – Wellbeing in 2024: Split by Gender Identity. Emotional Difficulties statistics represent the proportion of young people meeting the threshold for “Elevated Symptoms” on the Me and My Feelings scale (scores ≥ 12). All figures are rounded to one decimal place.

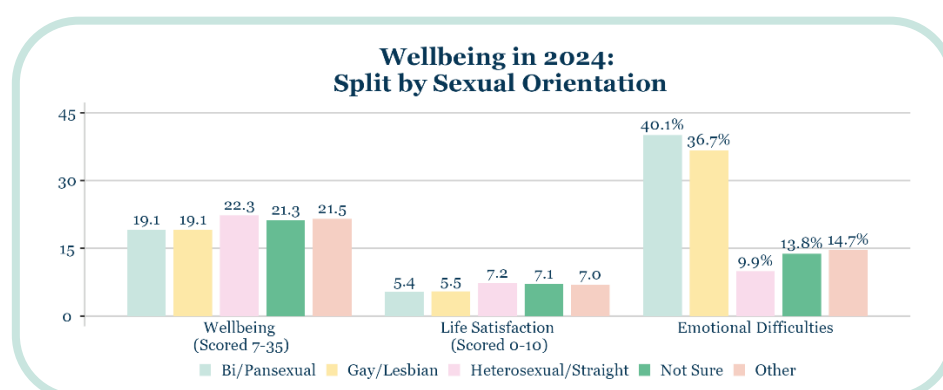


Figure 4 – Wellbeing in 2024: Split by Sexual Orientation. Emotional Difficulties statistics represent the proportion of young people meeting the threshold for “Elevated Symptoms” on the Me and My Feelings scale (scores ≥ 12). All figures are rounded to one decimal place.

Free School Meals

There is a modest association between socio-economic disadvantage and wellbeing. Young people in GM eligible for Free School Meals (FSM) reported lower levels of life satisfaction (6.8/10) and mental wellbeing (21.4, on a scale of 7-35) than their peers not eligible for FSM (7.2, and 22.1 respectively). The biggest difference can be seen for the difference in emotional difficulties with 14.8% of young people eligible for FSM reporting elevated symptoms, compared to 11.3% of their peers not eligible.

Neighbourhoods

The pattern of neighbourhood differences in wellbeing identified in previous years remains evident. There is some variation across GM neighbourhoods in the 2024 data, the most

notable being in relation to the percentage of young people reporting elevated levels of emotional difficulties, ranging from 3.3% to 14.3%.

Special Educational Needs

In 2024, young people in GM with Special Educational Needs (receiving SEN Support or with an EHC Plan) reported similar levels of life satisfaction and mental wellbeing to their peers without SEN. The proportion of young people with SEN reporting a level of emotional difficulties is somewhat higher at 15.4%, compared to 11.8% without SEN.

Ethnicity

The pattern of rather modest ethnicity inequalities identified in previous years persists in 2024. The 2024 #BeeWell data suggests White young people in Greater Manchester have the poorest wellbeing across all three domains, most notably emotional difficulties for which 13.9% report elevated symptoms compared to 9.1% of Asian young people, the lowest scoring group shown in Figure 5.

As trailed in previous reports, the #BeeWell research team has recently developed a report looking in more depth at the wellbeing of young people according to ethnicity. Preliminary findings show that several minoritised ethnic groups, such as Black African and Indian young people, reported better mental wellbeing compared to White British young people, while no minoritised groups reported worse wellbeing. Some factors, like the widely found male/female gender gap in wellbeing and the positive impact of peer support, were consistent across all ethnic groups. Other factors interacted with ethnicity, such as racial or religious discrimination having a particularly negative impact on Indian and Pakistani youth, and the protective effect of living in areas with a higher density of people from the same ethnic background being beneficial only for certain groups. The full report will be published in the coming months alongside engagement with young people to understand if the data matches their experiences.

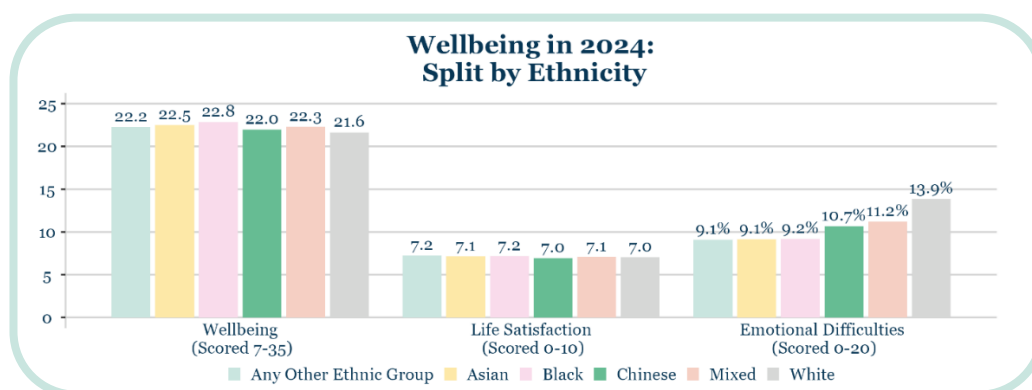


Figure 5 – Wellbeing in 2024: Split by Ethnicity. Emotional Difficulties figures represent the proportion of young people meeting the threshold for “Elevated Symptoms” on the Me and My Feelings scale (scores ≥ 12). Rounded to one decimal place.

Live Well measure: Someone to talk to.

Our young people tell us that, to them, everyday support means having **someone to talk to**. To support our understanding, the 2024 survey included a new measure, asking young

people if they have a place to seek support for worries or mental health concerns (for example, someone I can talk to) with response options ranging from ‘Never’ to ‘Always’, to ensure we can highlight where we might need to work with communities to enhance provision or access.

75% of young people told us they have someone to talk to about their worries or mental health concerns, reducing to 71% in Year 10 and 80% in Year 7. The themes of inequality according to gender, sexual orientation and ethnicity were observed within this measure. Interestingly, just 69% of cisgender boys reported having somebody to talk to compared to 81% of cisgender girls, 77% of transgender young people and 81% of those questioning their gender. The lowest level of having someone to talk to was reported by black young people with just 68% reporting they sometimes, often or always have someone.

We also asked young people about who they would be likely to talk to, as shown in Figure 6. In 2024, young people turned to close friends and family the most, at 61.2% and 58.6%, respectively, and used online resources the least at 14%.

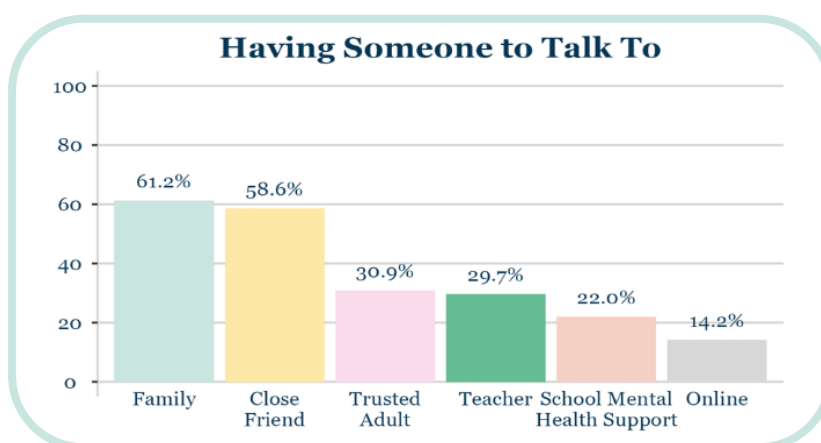


Figure 6 – Any positive responses to the question “How often have you had contact with the following people about your mental health”

Healthy

Our ambition is that all young people live healthier lives and live well with long-term conditions, focusing on reducing health inequalities and improving physical and social health of all young people. The data from the #BeeWell survey highlights data aligned to this mission includes self-perceived physical health, physical activity, food and nutrition and whether young people get enough sleep to concentrate at school.

A recent #BeeWell report looked at young people's health behaviours, using the data from the first three surveys. The insights can be found at beewellprogramme.org/Health-Behaviours-Paper-summary but the main four points found by the research are:

- Socio-economic disadvantage is the single greater predictor of health behaviour patterns in young people. This points to ongoing need to reduce disparity across the city region.
- Frequency of social media use may be a useful screening tool to help identify young people most likely to exhibit unhealthy patterns of behaviour.
- Ethnic disparity is apparent. Asian and Black young people are much less likely to exhibit healthy patterns of behaviour compared to their white peers.
- Health behaviours have a supportive effect for mental wellbeing but only among the healthiest young people.

Physical health

The proportion of Year 10s (84%) reporting good physical health was notably lower than Year 7's (89%) with more than one in ten young people indicating they thought their physical health was fair or poor. Improvements in self-reported physical health observed since we began surveying in 2021 have been maintained, with eight in ten young people reporting Good, Very Good or Excellent physical health, as shown in Figure 7.

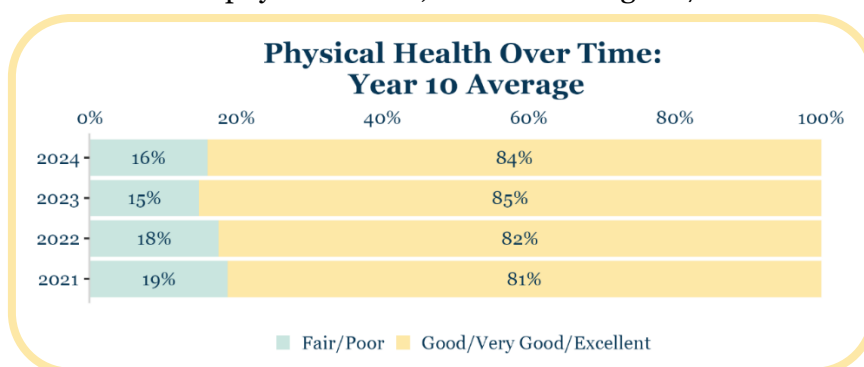


Figure 7 –Self-Perceived Physical Health Over Time: Year 10 Average. Rounded to nearest whole number.

Physical activity

Our #BeeWell Youth Steering Group, highlighted girls' levels of physical activity as one of their key headline messages for this report. Our young people identified issues with the sports offered within PE curriculum and examples of gendered PE kits making it uncomfortable to engage. Also identified were issues with access to fun and free activities in the community, particularly as young girls get older. 37% of all young people surveyed meet the Chief Medical Officers' guidelines of an average of ≥ 60 minutes physical

activity per day. This equates to one in three of those in Year 10, and one in four girls. Shown in Figure 8. Our #BeeWell Youth Steering Group would like to highlight this inequity in the experiences of girls, and request action to improve it.

In 2024, boys reported being physically active for an average of 57-minutes daily, whilst girls complete an average of 42-minutes per day. As is the norm both nationally and internationally, younger pupils were more active than older pupils (those in Year 7 performing an average of 53-minutes whilst those in Year 10 perform an average of 46-minutes).

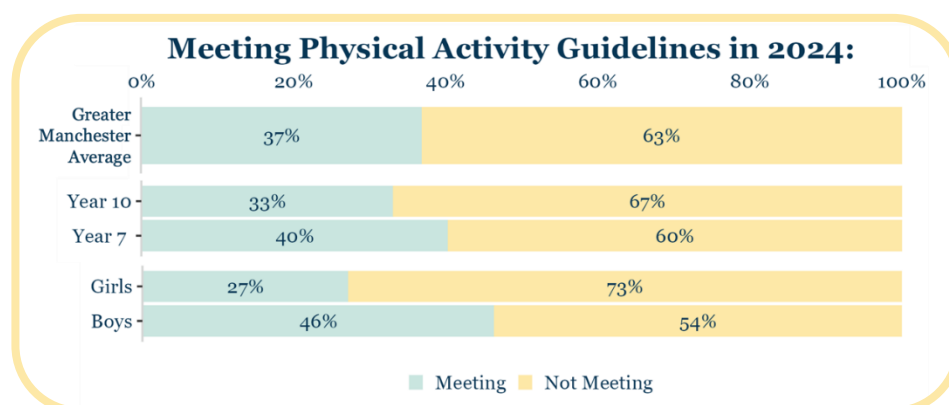


Figure 8 – Meeting Physical Activity Guidelines in 2024. UK Chief Medical Officers recommend an average of ≥ 60 mins/day moderate-to-vigorous physical activity. Percentage meeting or exceeding this were classed as "Meeting". Rounded to nearest whole number.

Year on year improvements in daily physical activity for those in Year 10 have stalled in 2024. The proportion of Year 10's meeting current guidelines has regressed slightly, back to levels observed in 2022 (although the change is only marginal). Shown in Figure 9.

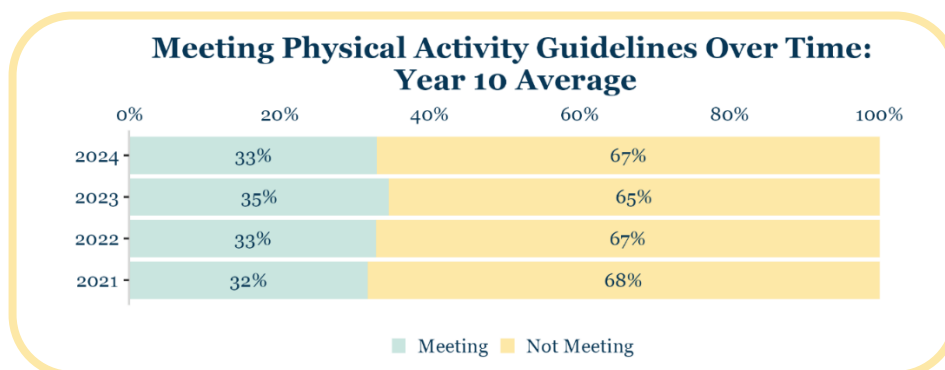


Figure 9 – Meeting Physical Activity Guidelines Over Time: Year 10 Average. UK Chief Medical Officers recommend an average of 60mins/day moderate-to-vigorous physical activity. Percentage meeting or exceeding this were classed as "Meeting". Rounded to nearest whole number.

Sleep

On average just under two in three young people report getting sufficient sleep to feel awake and concentrate throughout the day. As expected, substantially fewer of those in Year 10 (57%) get sufficient sleep than those in Year 7 (70%), given this later stage of education is typically associated with greater academic pressure and developmental stressors.

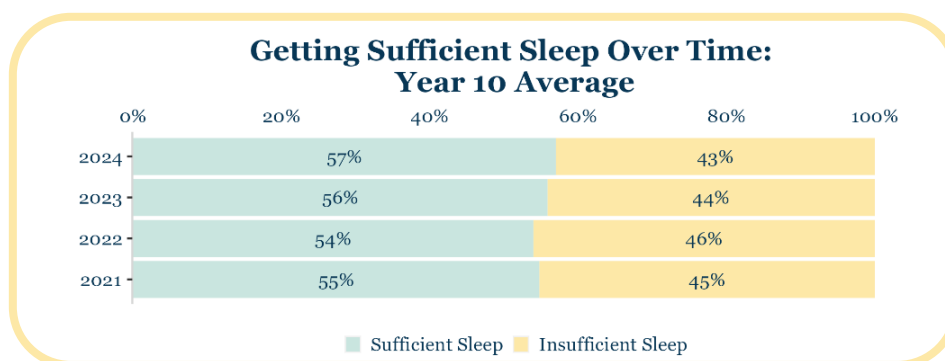


Figure 10 – Getting Sufficient Sleep Over Time: Year 10 Average.

2024 was the best year for sleep in Year 10, with marginal year-on-year improvements in sleep sufficiency continuing. Now roughly six in ten young people get sufficient sleep. Shown in Figure 10.

A recent report using the #BeeWell data revealed that girls' sleep and mental wellbeing are closely linked. When girls reported getting enough sleep, they reported better mental wellbeing one year later. Interestingly, this relationship was found to be reciprocal, meaning that better mental wellbeing also predicted the later sleep quality of girls. This connection was particularly strong between the ages of 12 and 14 - a crucial time when mental health challenges can emerge. The full report can be found here:

www.manchester.ac.uk/about/news/importance-of-sleep-for-mental-wellbeing-of-teenage-girls/

Food and nutrition

Our #BeeWell Youth Steering Group, highlighted access to healthy food as one of their key headline messages for this report. Our young people identified more that we can do to support families and young people in making healthy choices, particularly by sharing the impact it could have on energy levels and sense of wellbeing.

In 2024 we revised the nutrition items in the survey to better capture the proportion of young people eating five portions of fruit and vegetables per day. On average, only one in ten young people consume at least five portions with similar rates between young people in Year 7 and Year 10.

We also asked young people the frequency with which the food in their house didn't last and they didn't have enough money to buy more. 7 in 10 young people said this almost never happened however, one in ten young people also claimed that this happened most days illustrating a very concerning lack of food security for a substantial proportion of the GM population. Shown in Figure 11.

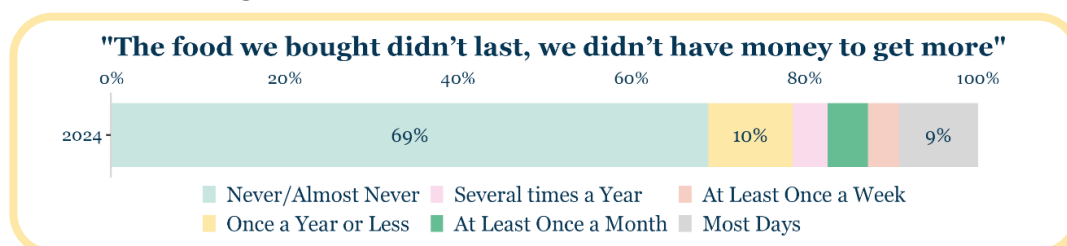


Figure 11. "The food we bought didn't last, we didn't have money to get more". Young people responded to this statement to indicate how often this happens for their family. Rounded to nearest whole number.

Safer & Stronger

Our vision for GM is to enable **resilient, safe, and vibrant communities** where everyone has access to essential services, with local centres and high streets which are successful and reflective of their populations, and access to high quality leisure spaces. Our young people tell us that to get everyday support in every neighbourhood, they need a safe place to go in their community. The following data from the #BeeWell survey highlights data aligned to this vision.

Through recent discussions with the GM Youth Combined Authority, #BeeWell Youth Steering Group and other young people engagement, we've compiled a thorough understanding of why some young people do not feel like there are places to go in their community and why there is a decrease in participation in activities as they get older. The barriers to participation in sports, arts, culture and entertainment, include a need for more inclusive spaces, specifically for young people with disabilities. Also identified was the need for more gender-neutral spaces and spaces that appeal to older young people. The cost of transport to get to and from activities and the perceptions of safety whilst travelling both deter young people from participating. There is a difficulty for young people (and adults around them) to know what is on/available, with multiple different platforms often providing out of date information. The cost of activities remains a consistent barrier to young people being able to access the things they would like to do in their local area.

Good places to spend free time

In 2024, 70% of young people reported having good places to go in their free time however, there was a stark contrast between year groups, with eight in ten (79%) Year 7's reporting this to be the case as opposed to only six out of ten (61%) Year 10's.

The previously reported downward trend in having good places to go for those in Year 10 has stalled this year, with 61% reporting they do have good places to go, compared to 65% in 2021. Shown in Figure 12.

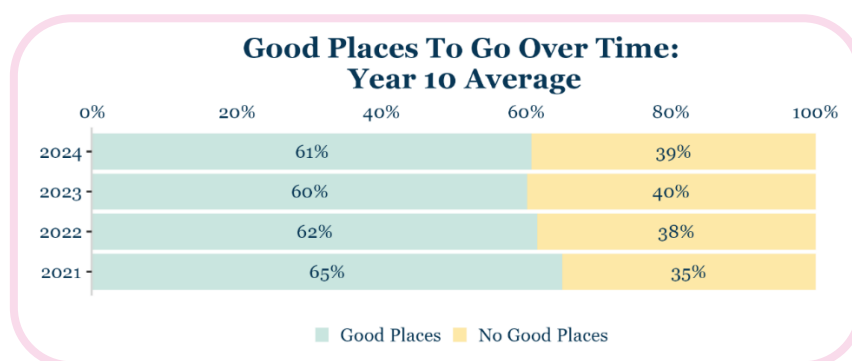


Figure 12 – Good Places to Go Over Time: Year 10 Average. Rounded to nearest whole number.

The previously reported inequalities in reporting good places to go in Greater Manchester remain evident in 2024. Neighbourhood scores range from 94% to 55% of young people feeling like there are places to go in their local area. Differences in experiences are also seen for gender and sexual orientation, with 73% of cisgender boys saying they have places to go in their local community, compared to 60% of girls and 64% of transgender young people.

Only 54% of gay/lesbian young people feel like there are places to go in their communities and 68% of young people eligible for FSM and 68% of SEN young people.

Neighbourhood safety

In 2024, 81% of young people in Year 10 report feeling safe (i.e. 'fairly safe' or 'very safe') in their local area (within five minutes walking distance of their home), which has maintained since 2022. 85% of those in Year 7 report feeling safe in their local area.

Across neighbourhoods, perceptions of safety ranged from 80% to 88%. The previously identified inequalities in perceptions of safety relating to gender, sexual orientation, free school meal eligibility and special education needs, also remain, with LGBTQ+ young people having the lowest feelings of safety (72-75%).

Discrimination

In total, 29% of young people reported discrimination (with a frequency of "hardly ever" or more) due to their race, 17% due to their gender, 13% due to their religion, 13% due to a disability, and 9% due to their sexuality.

In 2024, following feedback from young people and schools, we expanded the range of questions relating to young people's experience of discrimination. The survey now includes questions to share the locations where they faced discrimination. According to this data, one in every two young people experiencing religious discrimination reported this happening on school premises, rising to around seven in ten young people living with a disability. Other notable sites were online where around a quarter of discriminated young people are made to feel bad due to their race, gender, sexual orientation, disability and/or faith; and in their local area where 15-18% of all types of discrimination occur.

The following figure illustrates the location discrimination occurred for all young people who reported having experienced discrimination according to their skin colour or where they were born (graphs are also available for other types of discrimination). Shown in Figure 13.

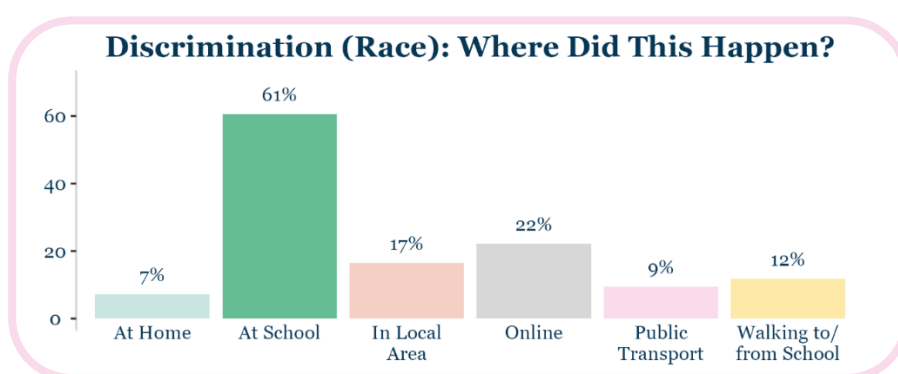


Figure 13 – Discrimination (Race): Where Did This Happen? Of those reporting experiencing discrimination at least "Hardly Ever", what proportion claimed this occurred "At Home", "At School" etc. Rounded to nearest whole number.

Participation in Arts, Culture and Entertainment (PACE)

#BeeWell research has shown engagement in PACE activities predicts later wellbeing, and practicing a range of activities was found to be beneficial for wellbeing amongst young people.

Using previous #BeeWell data, researchers shared the PACE briefing that one in five young people are disengaged from participation in arts, culture and entertainment. These young people are more likely to live in a disadvantaged neighbourhood and be eligible for FSM. Further information can be found in our report; www.beewellprogramme.org/PACE-briefing.

The 2024 data shows that engagement in enriching activities has increased when comparing this year's Year 10's with previous years, for all categories except attending youth clubs which decreased by 4%. Shown in Figure 14. Just 29% of young people in GM go to a youth club at least monthly, ranging from 36% of Year 7's to 20% of Year 10's. Year 7's reported higher engagement in all PACE activities, other than listening to music and watching TV. 58% of young people in Year 7 read for enjoyment at least once a month compared to 38% of Year 10's. In conversation with young people, they share that as they get older, they prioritise different things, particularly with the amount of homework and revision required, so the things they do for just "fun" tend to reduce.

The 2024 data also looked at inequalities in frequent PACE engagement, with 'frequent' meaning more than six activities in a month. The largest disparities were observed for year group (e.g., 74% of Year 7 reported frequent PACE engagement compared to 54% of Year 10), sexual orientation (58% of gay/lesbian young people compared to 85% heterosexual young people), and ethnicity (63% of White young people compared to 71% of Black young people). Neighbourhood variation was small, ranging from 62% to 67% frequent engagement.

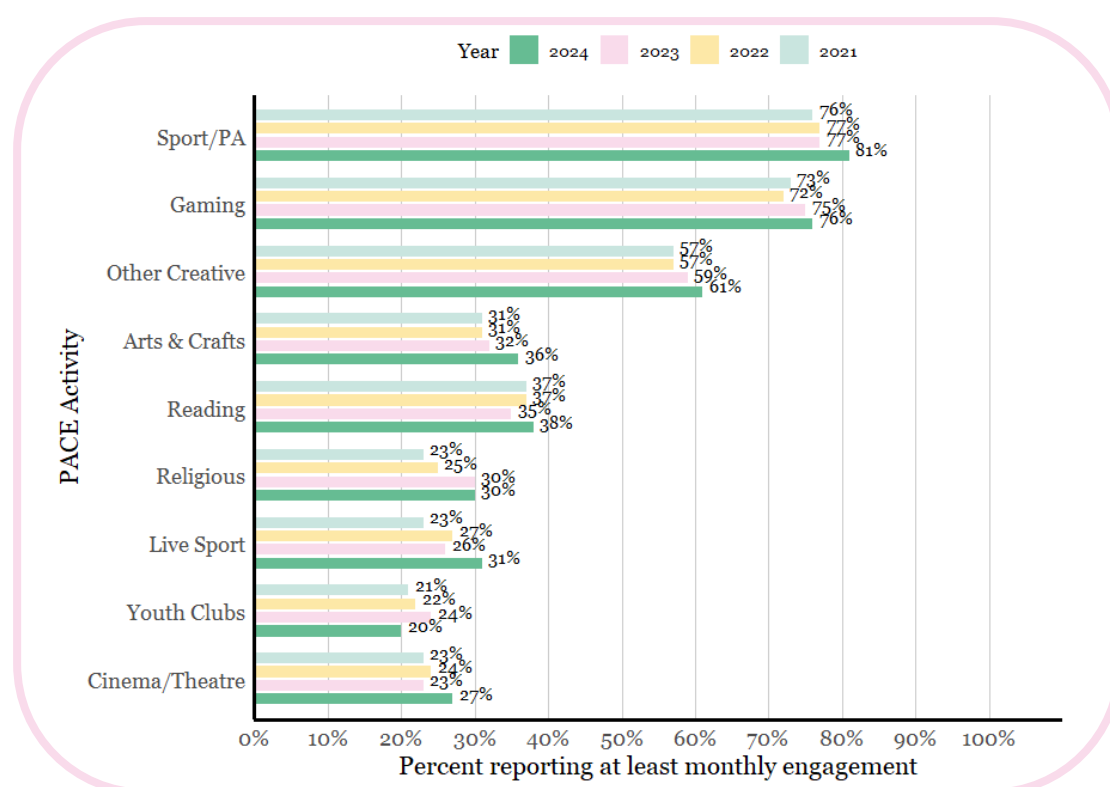


Figure 14 – Year 10 Young People's engagement in PACE activities over time.

Successful

Our GM ambition is to prepare young people to actively participate and thrive in the economy. Building on their ambitions, qualities and skills enabling fair access to the opportunities available across GM and ensuring all young people have **hope and feel optimistic for their future**. The following data from the #BeeWell survey highlights data aligned to this ambition.

Our #BeeWell Youth Steering Group, highlighted school belonging and its impact on hope and optimism for the future as one of their key headline messages for this report. Our young people believe that by supporting those without a sense of connection to school, we would improve multiple wellbeing factors, including a sense of hope and optimism for the future.

Hope and optimism for the future

In 2024, 83% of young people in Year 10 agree or strongly agree that they have hope and feel optimistic for their future, maintaining the return to pre-pandemic levels reported in last year's survey.

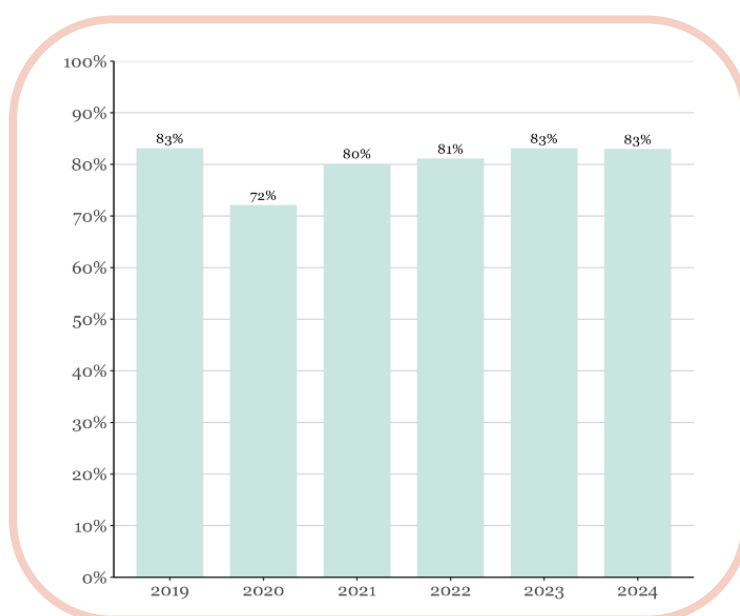


Figure 15 - The percentage of Year 10 young people that felt they have hope and feel optimistic for the future, 2019-2024. Note that the sample size was much smaller in the original Life Readiness Survey, (years 2019 and 2020 in Figure 1), and resulting trends should be treated with caution.

Inequalities in hope and optimism for the future

89% of young people in Year 7 report feeling hopeful and optimistic about the future, higher for those in Year 10 (83%). There is a large variation across the neighbourhoods, by approximately 14 percentage points across Greater Manchester (ranging between 80% and 94%). When looking at just those in Year 10, the neighbourhoods vary by 25% (between 75% and 100%) compared to a 12% variation for those in Year 7 (between 81% and 94%).

Persistent inequalities remain for our LGBTQ+ young people. 65% of young people who identify as gay/lesbian/bisexual report they have hope and optimism for the future, compared to 88% of their heterosexual peers. 78% of trans and gender diverse young people

have hope and optimism for the future compared to 85% of cisgender girls, 89% of cisgender boys and 83% of young people questioning their gender.

82% of young people with SEN agree or strongly agree that they feel hope or have optimism for the future, compared to 87% of young people without SEN. 83% of young people eligible for Free School Meals (FSM) agree or strongly agree that they have hope or feel optimism for the future, compared to 87% of young people who are not eligible for Free School Meals.

School belonging

In 2024, 60% of those who responded to this question said they felt they belonged at their school 'quite a bit' or 'a lot'. Interestingly, 67% of Year 7 pupils felt like they belonged at their school, despite recently transitioning to secondary school, compared to 51% of those in Year 10.

The consistent inequalities reported, throughout #BeeWell, for young people who identify as LGBTQ+ are evident in the reporting of feeling a sense of belonging at school. 56% of cisgender girls report feeling that they belong at school, compared to 66% of cisgender boys, 47% of trans and gender diverse young people and 52% of those questioning their gender. Similarly, lower levels of school belonging are identified for gay/lesbian young people at 34%, compared to 62% of heterosexual young people.

In recent #BeeWell research, focussed on school belonging, we found that just over 3% of the variation in school belonging is attributable to differences between schools (with the remaining 97% attributable to differences between individuals, e.g. age, gender, SEN, ethnicity). This 'school effect' is modest but somewhat more substantial than for other key outcomes in the #BeeWell survey (e.g. life satisfaction, loneliness). There was also evidence that it varied across some socio-demographic groups (e.g. larger school effect on school belonging for young people eligible for free school meals than for their non-eligible peers). There was evidence of inequalities in school belonging across socio-demographic groups. A range of school-related factors were found to be associated with levels of school belonging. In order of magnitude, these were: relationships with school staff, happiness with attainment, bullying, and to a lesser extent, school pressure and peer pressure. These factors partially, or in some cases fully, explain the socio-demographic inequalities in school belonging that we identified.

Happiness with attainment

In the 2024 survey, 56% of young people were happy with their attainment (defined as scores ≥ 7 on the happiness with attainment measure). There were some stark differences between the age groups with 67% of Year 7 pupils being happy with their attainment compared to 43% of those in Year 10.

Life preparation

In the 2024 survey, 78% of young people in Year 10 strongly agreed or agreed that when they finish their education, they will have the skills and knowledge needed to be prepared for life.

Volunteering

32% of young people said they volunteer at least once a month or more. (35% of Year 7 and 28% of Year 10).

Everyday success

Our #BeeWell Youth Steering Group wanted to ensure that we don't just report young people's success using measures about the future or academic success. Everyday success should also be celebrated, as such we have highlighted some specific measures to define what we mean by day-to-day success.

77% of young people agreed or strongly agreed that they feel good about themselves (81% of Year 7 and 73% of Year 10).

83% of young people agreed or strongly agreed that they are a person of value (85% of Year 7 and 80% of Year 10).

43% of young people reported they have been feeling useful, often or all of the time. (47% of Year 7 and 39% of Year 10).

Act

Schools across Greater Manchester received their updated data dashboards in January 2025 and have already begun to act on their own insights. The dashboards provide schools with confidential insights into the strengths and needs of their students, with the ability to explore trends by demographic characteristics. The #BeeWell follow up support offer includes sessions with parents and pupils, more information can be found on the #BeeWell website, <https://beewellprogramme.org/greater-manchester/school/responding-to-the-survey/>

The neighbourhood-level, interactive, dashboard will be updated at the beginning of April 2024. The dashboard will show variation in wellbeing across different communities, as well as insights into the drivers of young people's wellbeing. Young people will be central to shaping the key messages that emerge from the neighbourhood analysis.

To ensure the voices of young people are heard and acted on, we're delivering two headline events this year to share the data and insights. Readers of this report are asked to share the invitation to the virtual headline event with anyone who could influence the wellbeing of young people in the city region. Tickets can be booked online at www.eventbrite.co.uk. #BeeWell is also hosting an in-person co-production session, in partnership with the Youth Alliance for Greater Manchester on the 16th April to bring together young people and those with influence to codesign an action plan in response to the survey.

To respond to this year's data the programme will focus efforts to improve young people's wellbeing on the identified priority areas, working across society to identify opportunities to share best practice and celebrate the work already being done. This includes:

- **School belonging and hope and optimism for the future.** Schools with the highest levels of school connection will be invited to share best practice with other schools, alongside hearing the latest research from academics and the voices of young people in an upcoming webinar led by #BeeWell. More information will be shared in newsletters over the coming months. #BeeWell is also currently working with the 10 local authorities to share data on attendance and exclusions from our schools. This will enable us to analyse the data to understand the impact school belonging and relationships with staff and peers has on their attendance. Insights will be shared with the GM Local Action Attendance Alliance and support our broader GM stronger education ambitions.
- **Access to healthy food.** The #BeeWell team will work with the GMCA Research and Insight Team, Food Security Action Network, NHS GM and BiteBack campaign group, among others, to understand the work already underway in this area and further explore the data and insights we can generate with young people.
- **Girls' engagement in physical activity.** We will continue to work with colleagues at GM Moving to amplify the work they are doing in the Feel You're your Way campaign and Active Education space. Phase two of the campaign will be launched in the coming weeks and colleagues are invited to share the resources and youth-led assets. We will also reach out to other national and local organisations working in this space to understand what more we can do to improve uptake of activity for girls.
- **Contributing to the Live Well ambition and developing an action plan.** We will work with GM youth services, Violence Reduction Unit, and youth and play sector to further align our work to create spaces in the community for all young people in every neighbourhood. We will identify the neighbourhoods where there is

provision to celebrate and working with those who might need more resources and support.

Colleagues are asked to consider how they will utilise the information galvanised from the survey and young people engagement, and seek to act on what they are telling us to improve wellbeing for all.

**MAKING YOUNG PEOPLE'S WELLBEING
EVERYBODY'S BUSINESS**



Celebrate

The #BeeWell team is keen to continue working with our partners across Greater Manchester to support you to use and respond to the #BeeWell insights. If you want support to respond to these headline findings, please contact us to discuss further:

beewell@manchester.ac.uk.

The #BeeWell programme has benefitted from external evaluation from Renaisi, to gather the evidence that the programme is influencing Greater Manchester to make young people's wellbeing everybody's business. The full reports can be found here:

<https://beewellprogramme.org/impact/evaluation/>. Highlights from the final report include evidence that #BeeWell has supported organisations to:

- **Develop tailored support and initiatives, addressing specific challenges that young people face.** The #BeeWell data has provided organisations with a detailed picture of young people's wellbeing across a range of domains and drivers, allowing them to respond to specific areas of need – making support more meaningful for young people and tailored to their experiences.
- **Make informed decisions around where to focus work and internal resource.** Engagement with the #BeeWell data has enabled organisations to prioritise and pivot in response to the needs of young people at a local neighbourhood level, or by gender.
- **Build the case for further funding and resource to support young people's wellbeing.** Organisations have found the #BeeWell data a valuable reference point in funding bids and proposals, providing credible evidence of young people's experiences, which can help to make the case for services and support focused on boosting wellbeing. Our evaluation also highlighted several core enablers for engagement with the programme. Communication with the #BeeWell team, direct support to understand the data, and operational and strategic-level buy-in were key to fostering greater confidence and capacity among stakeholders to engage.

The evaluation also demonstrated the progress the #BeeWell programme has made in embedding itself within the wider landscape of young people's wellbeing support across Greater Manchester:

- Across Greater Manchester's ten localities, there are varying levels of embeddedness. In some local authorities, the programme has been referenced across directorates and within strategies. However, in others, further strategic and operational buy-in is required to connect #BeeWell into local priorities.
- More broadly, the programme has fostered cross-sector collaboration and is mobilising stakeholders around a shared language and focus on young people's wellbeing. Organisations value the #BeeWell programme's emphasis on building partnerships across Greater Manchester.
- Moving into the fourth year of delivery, building a more detailed picture of how organisations continue to engage and respond will be important for fostering wider engagement – providing a route map and examples for other organisations to follow.

Grouped by stakeholder (Coalition of Partners, Schools and Young People) the following examples of different responses to the #BeeWell data and action taken by partners have been identified:

Coalition of Partners

#BeeWell partners, including VCSFE, local government and health, continue act on the #BeeWell data and insights, an overview of action can be found on the #BeeWell website: www.beewellprogramme.org/coalitionactionGM Specific examples include; using the survey data to measure impact, such as our work with Football Beyond Borders; www.beewellprogramme.org/FBBEvaluation. Offering additional programmes to schools, such as the movement for mind programme from Company Chameleon, more information can be found at beewellprogramme.org/company-chameleon. Embedding #BeeWell into local strategies and plans, such as the new Raising Rochdale CYP Plan (www.democracy.rochdale.gov.uk/documents/CYPPlan) and working with young people to understand what's needed to improve their wellbeing. For Rochdale, safety on public transport was identified as a barrier to participation and the plan seeks to address this. Bringing in new investment to Greater Manchester, given our focus and profiling of wellbeing, such as the new All Child programme in Wigan.

"A key part of understanding appetites and conditions for new place based partnerships is knowing the assets already in existence in communities with whom we could integrate. The existence of the #BeeWell survey across schools in GM was a driver of our inclination to start in Wigan. Not only did it show the regional priority given to understanding social emotional wellbeing of children and to youth voice, but it also offers significant opportunity for evaluation and delivery partnership with #BeeWell given the synergies between our values and approaches. The team at #BeeWell were immediately enthusiastic about the potential for our new partnership model in the region, and we look forward to progressing this partnership now delivery has commenced." Joe Prendeville, All Child.

Schools

#BeeWell worked with schools both individually through sessions with #BeeWell advisors and existing networks of school leaders to ensure the data collected by the survey is used to improve young people's wellbeing. According to education stakeholders, #BeeWell has created a common language between schools, health, and others. It has enabled partnership working and understanding where all can make a difference and support schools.

Each participating school receives confidential results to inform school action. Schools have used their data to create a stronger sense of school belonging and improved relationships with staff, increased extra-curricular offers, targeted interventions with certain cohorts identified by the data and worked with parents and carers to understand their role in improving wellbeing.

As a youth-centred programme, feeding back the data to pupils is an essential part of #BeeWell, putting young people at the heart of decision-making. In the last year we've worked with #BeeWell schools, and their pupils, to explore their school data in the context of the Greater Manchester headlines and data specific to their local area. Some pupils were pleasantly surprised at the increase in young people feeling hope and optimism for the future. Key priorities the students highlighted included inequalities, self-esteem and discrimination. Discussions about school support and community provision led to pupils shortlisting several suggestions to take back to senior staff, which included more access to gym facilities, sharing positive news in form time and improving the spaces available to young people in the community. With Senior Leaders present, it was a great opportunity for

them to hear so many young people's suggestions about how to improve mental health and wellbeing. More information can be found here: <https://beewellprogramme.org/beewell-workshops>.

We know also know that there's coordinated school support offered in our local areas, from improving training and developing resources. A specific example comes from Oldham Council who have developed resources to support parents and carers of children in primary school to get ahead of some of the issues manifesting in young people in secondary school. More examples can be found here: beewellprogramme.org/schools-action

Young People

#BeeWell's youth-centred approach seeks to ensure young people are at the core of our response to the data. The next steps will be to share back the place-based data with young people in each of the 10 local authorities to develop narratives and co-design localised responses. #BeeWell uses the Lundy Model of Participation in line with the GM ambition and commitment to embed this approach in all our work with young people. We continue to share our learning from the #BeeWell Champions programme particularly reflecting on youth led investment and peer to peer support. Webinar and report can be found here: beewellprogramme.org/beewell-champions-evaluation.

Young people have acted on the data, including creating a film to explain what the data means in their area; highlighting the need for someone to talk to by creating a zine describing the need for trusted adults; and commissioned girls only physical activity spaces to drive up participation. More information on other local projects can be found here: beewellprogramme.org/young-people-response. We know that Stockport Youth Summit and Bury Annual Youth Conference focussed conversations with young people on how they can improve the wellbeing of young people by utilising the #BeeWell data.

#BeeWell plans for 2025

Stakeholders involved in our evaluation also reflected on their priorities for the #BeeWell programme as it moves beyond its first three years of delivery. Several common areas of focus emerged:

- Strengthening and expanding the existing #BeeWell network to enable stakeholders to share best practice, collaborate, and continue to build momentum and shared language around young people's wellbeing.
- Sustaining the changes and progress that have been made, through long-term funding and strategic commitment across the GMCA and ten localities.
- Stakeholders felt that more could be done at a GMCA-level to foster further strategic commitment and buy-in, embedding the programme further into both strategy and practice.
- Building on the #BeeWell data to advocate for policy change at local and national levels – using young people's experiences to inform discussions and policy decision-making around how resources are allocated to support young people's wellbeing.
- The #BeeWell national partners continue to lobby national government, amongst other national bodies, to extend wellbeing measurement across the country, building on the programme developed in Greater Manchester. More information on the

campaign can be found here: [Our Wellbeing Our Voice Campaign | National Wellbeing Measurement](#).

Next steps & recommendations

This report has been submitted through internal governance at the Greater Manchester Combined Authority throughout March 2025, and in coming months we seek to share these findings and the #BeeWell neighbourhood dashboard (which will be updated in early April) with partners across GM.

1. **Listen** to the key findings of the 2024 #BeeWell survey results.
2. **Act** on what the data is telling us and support the #BeeWell mission to make young people's wellbeing everybody's business. Support the development of an action plan to improve young people's wellbeing, across the city region and into localities and neighbourhoods. Utilise the insights to inform future policy, including our ambitions to create a stronger education system.
3. **Celebrate** your commitment to improving young people's wellbeing by sharing a quote or short video clip to beewell@manchester.ac.uk highlighting how are you supporting young people in Greater Manchester to #BeeWell?



**LISTEN.
ACT.
CELEBRATE.**