

Kailo

Northern Devon #BeeWell Survey Results (2023/24) – Full Report

Area-level analysis – Autumn 2025



DARTINGTON
SERVICE
DESIGN LAB



University
of Exeter

What is Kailo?

Kailo means 'connected and whole'. It is a framework and approach that supports young people and local community partnerships to determine 'what matters' most in relation to promoting young people's wellbeing in their local context. The approach then supports emerging partnerships to come together to co-create, test and scale strategies and approaches to make a difference.

Build strong relationships and partnerships to connect and reinforce local efforts to improve young people's mental health and wellbeing.

Create a deep and more **systemic view of the social determinants** of mental health and wellbeing of young people.

Put **young people at the the centre of a co-design process** to address, locally, the social determinants of their mental health and wellbeing

Collaborate to find, adapt and improve **sustainable systemic approaches**, which can play a role in driving transformative change for young people.

See: <https://kailo.community>

Key phases of Kailo

- Designed to be a flexible, iterative framework, sensitive to local context
- Sites will have different starting points, priorities, gaps and partnerships
- The framework – and tools within – can be flexibly adapted as required: see the Kailo Framework pages for more details:
<https://kailo.community/framework/#>

Kailo

Kailo at a glance

00

Readiness

Is our area ready for Kailo?

Local leaders build a shared understanding of the commitment, time and resources required to embed and deliver within their system. They will consider how Kailo best adds value to the local context.

01

Early Discovery

What matters most for our young people?

A process of community-centred research and insight gathering to better understand what matters most for young people's mental health and wellbeing in the areas they live, work and play. This creates local priorities for action and a shared mission.

02

Deeper Discovery

Where can we create systemic change and how?

Bringing together the insights of young people, community partners and professionals to develop a deeper and shared understanding of local priorities. Then drawing upon evidence to co-design viable strategies to deliver these improvements.

03

Implementation

How can we effectively implement and sustain our design?

Putting the co-designed strategies and policies into practice: working with system leaders and partners to resource and implement what is designed. Iteratively testing and refining to enhance and sustain impact within the local system.

04

System Integration

How can we achieve lasting systemic change?

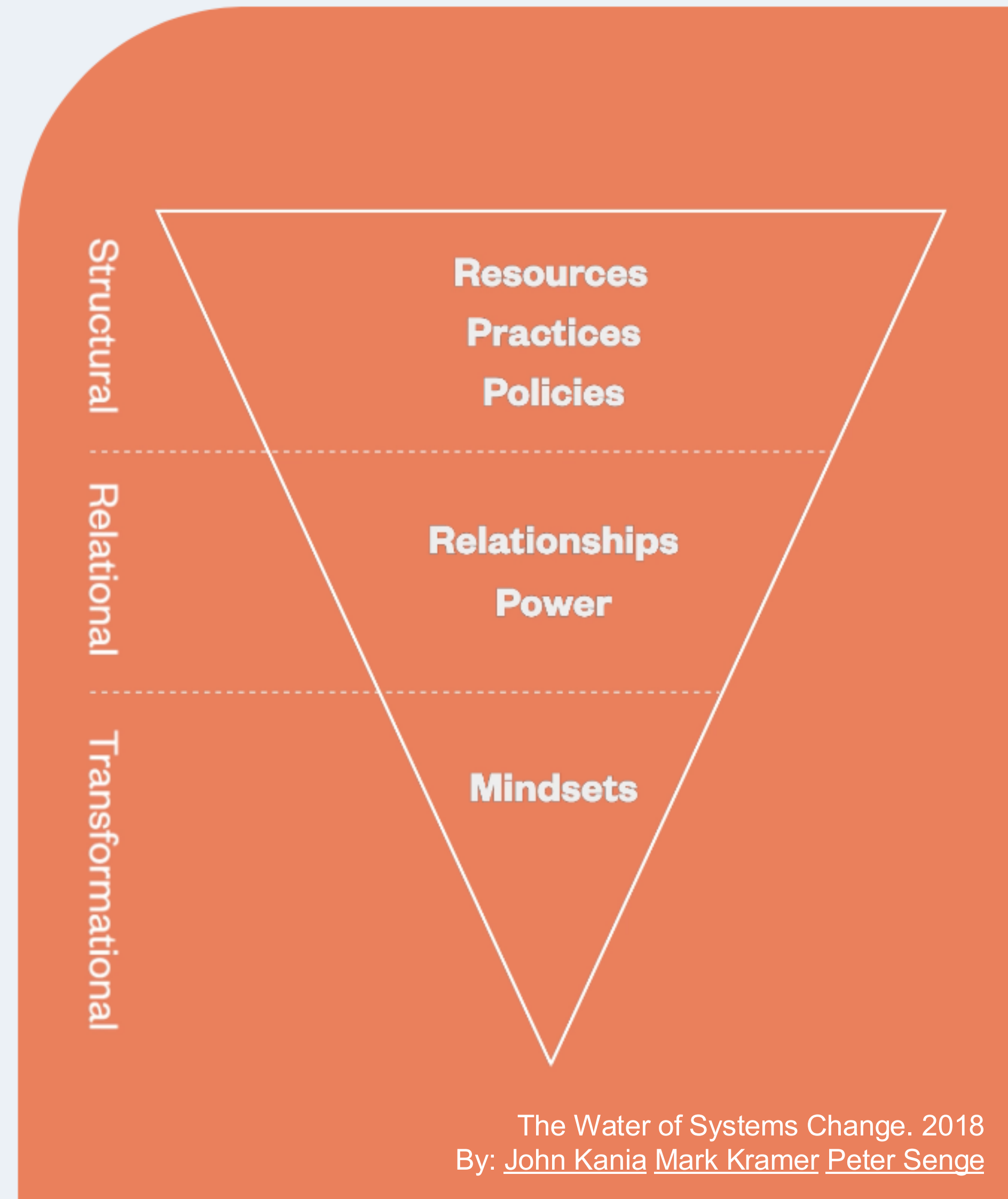
Integrating Kailo into the local system infrastructure. Capacity, governance arrangements and commissioning processes are shaped to enable iterative cycles of discovery and co-design. Over time, these create a coordinated portfolio of strategies to sustain and affect change.

Advancing systemic change

Kailo supports local partnerships to prioritise locally relevant **social determinants** of young people's mental health and wellbeing (such as safety, access to jobs and opportunities or social connection).

For us, systemic change means **understanding these social determinants** and "**shifting the conditions that are holding the problems in place**" (Social Innovation Generation, 2020).

Kailo



The #BeeWell Survey in Northern Devon

This document reports findings from the #BeeWell Survey that was conducted across seven secondary schools in North Devon and Torridge in 2023/24. 1,301 children and young people from Year 8 and 10 took part (79% of eligible young people).

#BeeWell is a collaboration between The University of Manchester, The Gregson Family Foundation and the Anna Freud Centre. The #BeeWell Census Survey was originally co-designed by young people and the #BeeWell partnership in Greater Manchester. It was adapted to the local Northern Devon context with input from young people and the public health team in Devon County Council.

The #BeeWell Census survey was implemented in Northern Devon, as part of Kailo, to better understand young people's perspectives about their mental health, wellbeing, and influences upon this, and in turn support local systems change efforts to address the social determinants of young people's mental health in the area, as part of the Kailo initiative.

Kailo



See here for further information about #BeeWell, see here: <https://beewellprogramme.org>

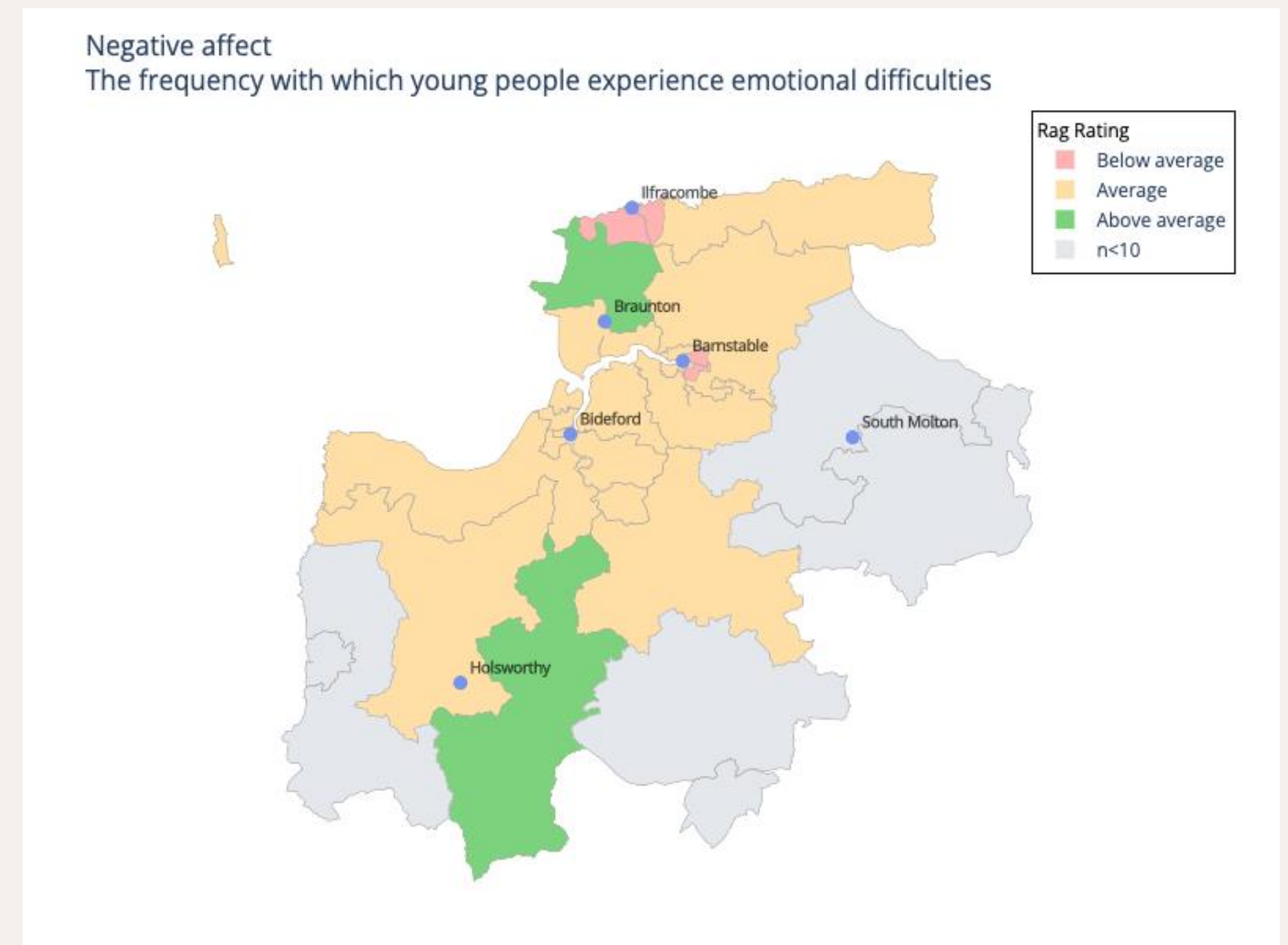
For further information about #BeeWell Census survey in Northern Devon, see here: <https://kailo.community/beewell/>

#BeeWell Data

Executive Summary

Life satisfaction and mental health

- The majority of young people are satisfied with their life, but 19% report low levels of life satisfaction (and it is lower for girls).
- 9% of young people report feeling consistently unhappy; and 31% do not agree they are a person of value (again, outcomes are poorer for girls).
- 28% often feel overwhelmed (more so for boys and those with fewer financial resources)
- Economically disadvantaged pupils, girls, and those with SEND report poorer outcomes across most measures of emotional mental health and wellbeing.
- Poorer outcomes are associated with pockets of economic deprivation in Barnstable and Ilfracombe (a generally consistent pattern across a range of indicators)

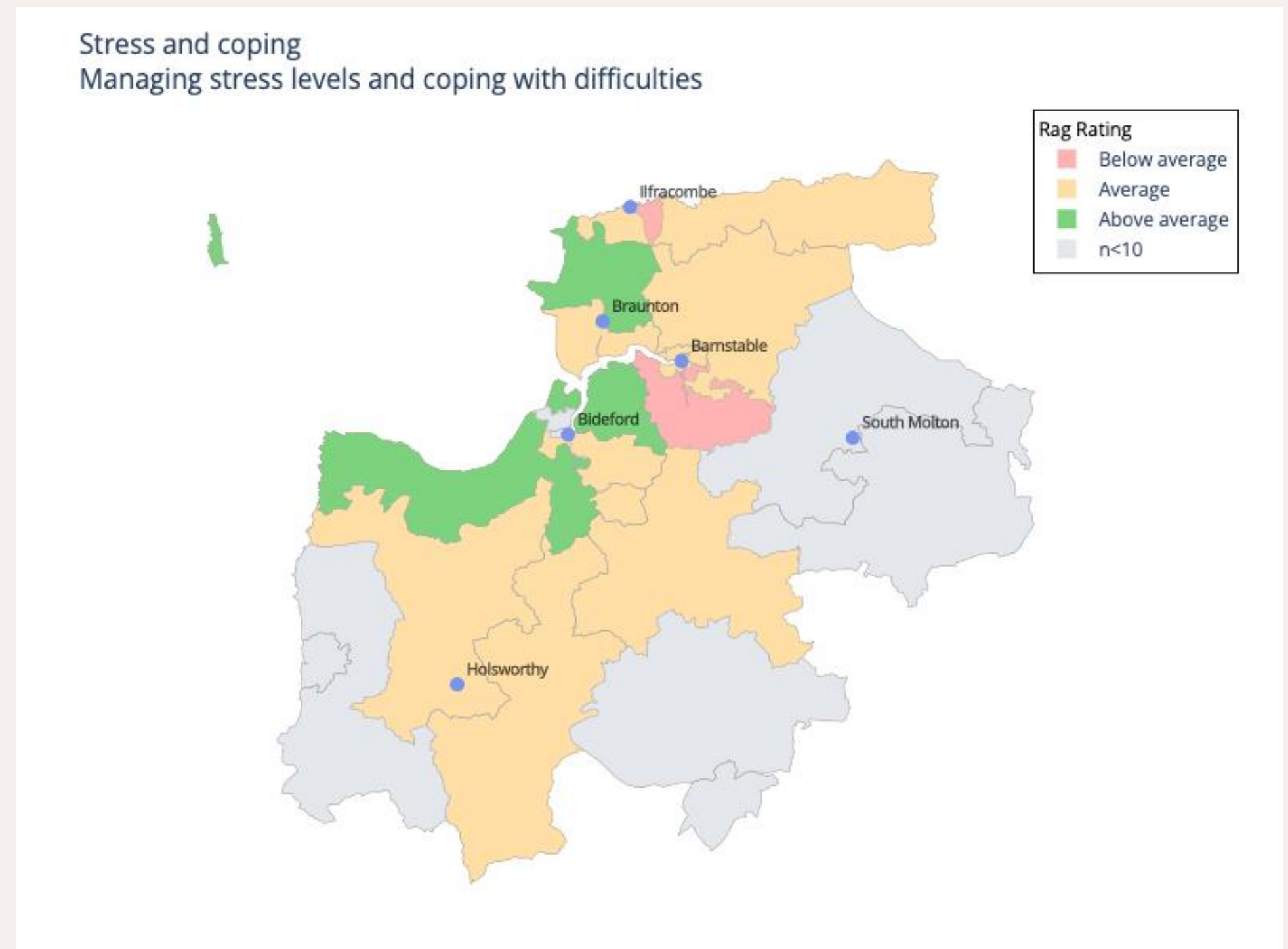


Take aways: Many young people are managing day-to-day life but a sizeable minority—especially girls and disadvantaged groups—experience significant emotional strain, low self-esteem and feelings of being overwhelmed.

Handling difficulties and seeking support

- Around one in four young people lack confidence in handling problems and knowing where to seek advice.
- Girls and economically disadvantaged pupils are less confident and less likely to know where to seek help.
- Young people are most comfortable talking to peers and their parents/carers.
- Yet they feel most listened to by parents/carers, and they report that the most useful advice comes from parents, carers and adults at school.

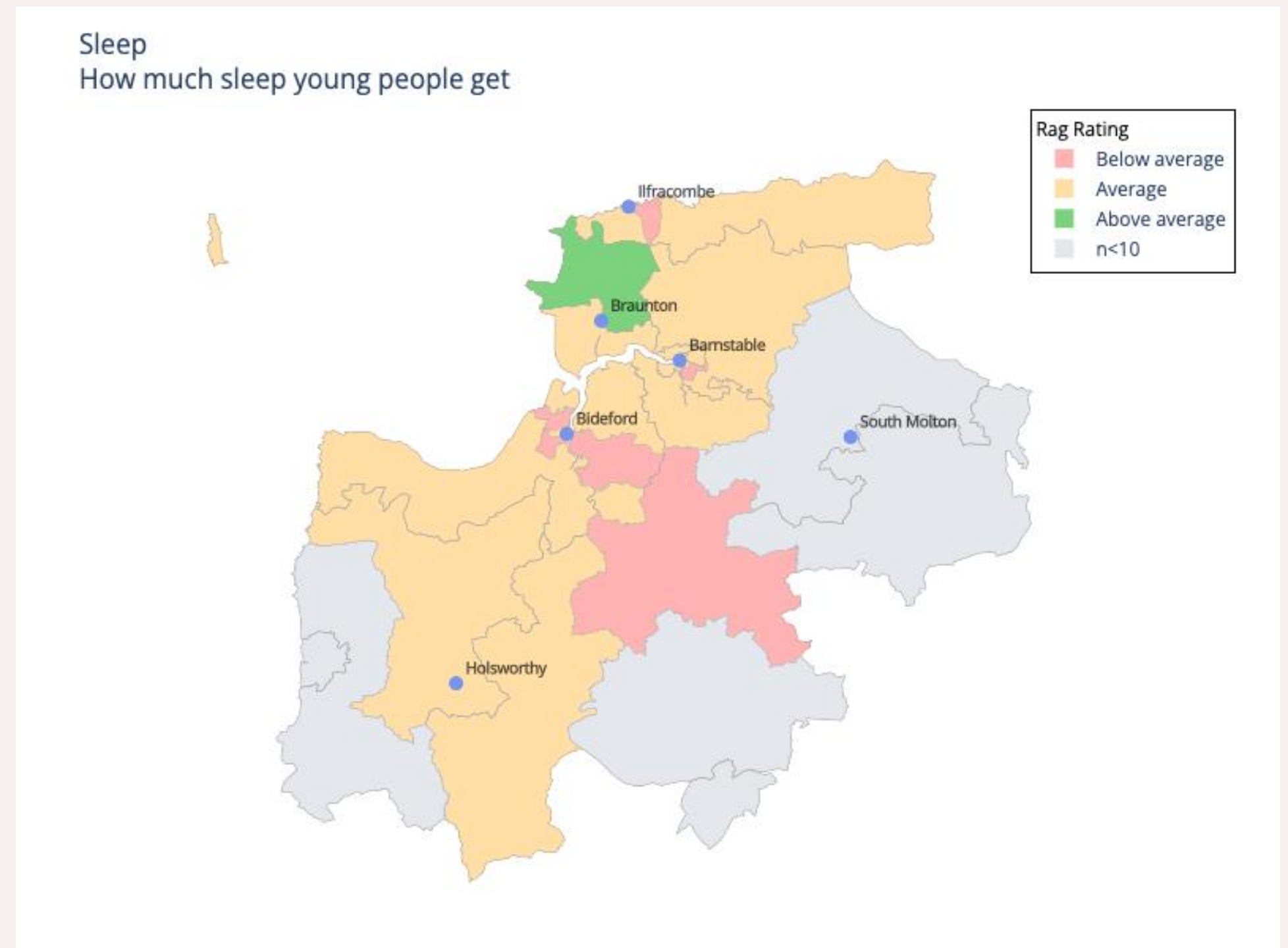
Take aways: Young people need more accessible, trusted pathways to wellbeing support. Parents, carers and school staff are a significant source of emotional support for young people, suggesting a need to equip families to respond effectively, with schools also being a trusted but under-utilised source of support for young people.



Physical activity and sleep

- Only 50% of young people report getting enough sleep to concentrate at school.
- Only 17% of young people report being physically active every day (although when they do exercise, it is to a moderate intensity).
- Economically disadvantaged young people and girls are consistently less active and more sleep deprived.

Take aways: Physical inactivity and poor sleep are widespread, which may compound emotional wellbeing challenges.



Local environment and things to do

- Over three-quarters of young people feel safe in their local area and that they belong.
- Climate change is sometimes or often a source of worry for 41% of young people.
- 45% of young people don't think there are good places to spend their free time (this is particularly the case in the most rural and isolated areas, including much of Torridge and the north-eastern coastline of Northern Devon).

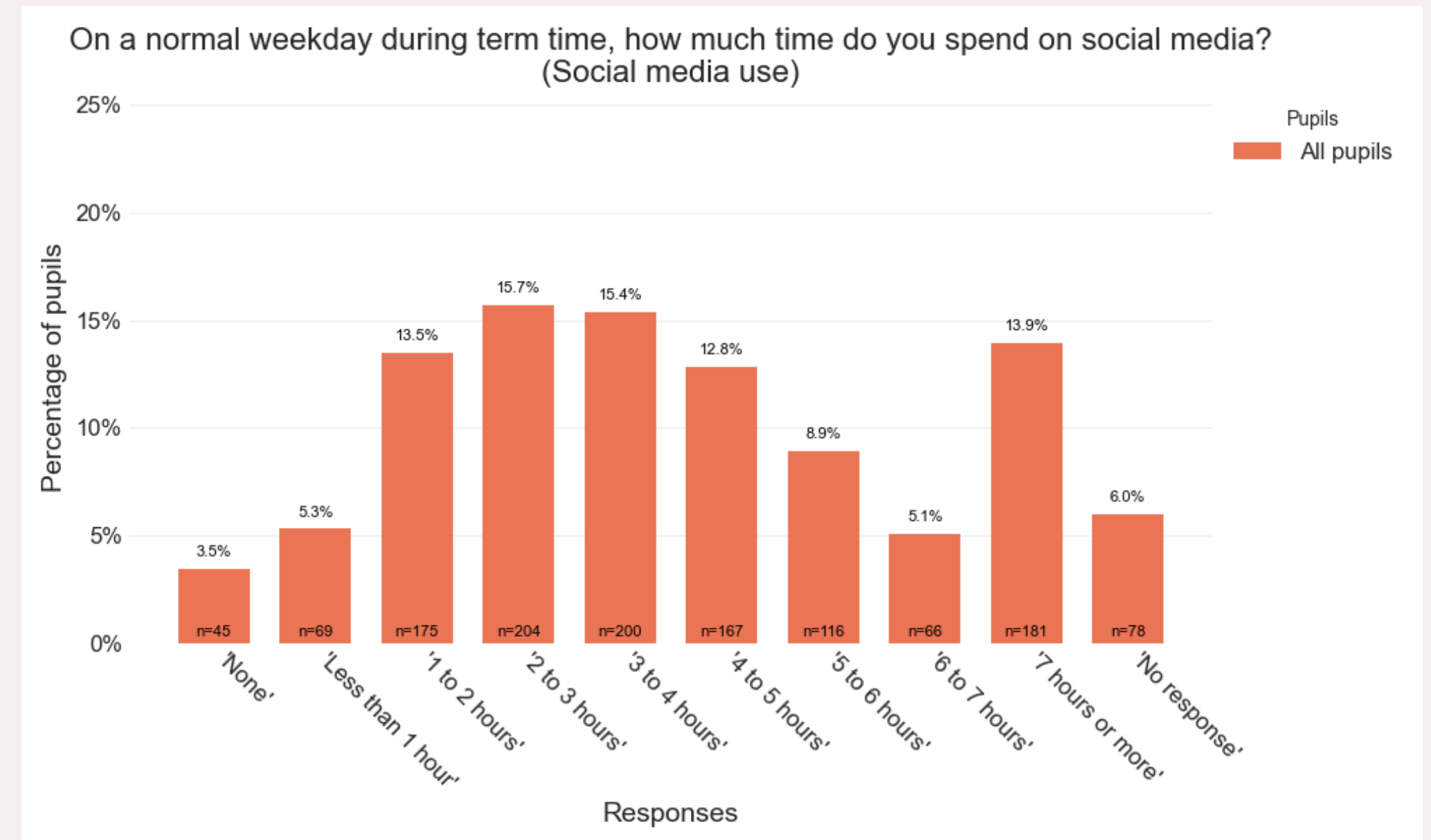
Take aways: Whilst Northern Devon generally feels safe for young people, they report a significant lack of places to go and things to do – especially in more rural areas.



Social relationships (in person and online)

- 11% of young people always feel lonely.
- 16% have experienced cyberbullying and 25% physical bullying.
- Time spent by young people on social media is high: with 86% spending at least an hour a day on social media, and 41% at least four hours a day.
- Around 7 – 8% of young people feel discriminated against due to their gender, disability, race, or sexuality.

Take aways: While safety and a sense of belonging are generally good, bullying and discrimination persist, particularly for minority or vulnerable groups.

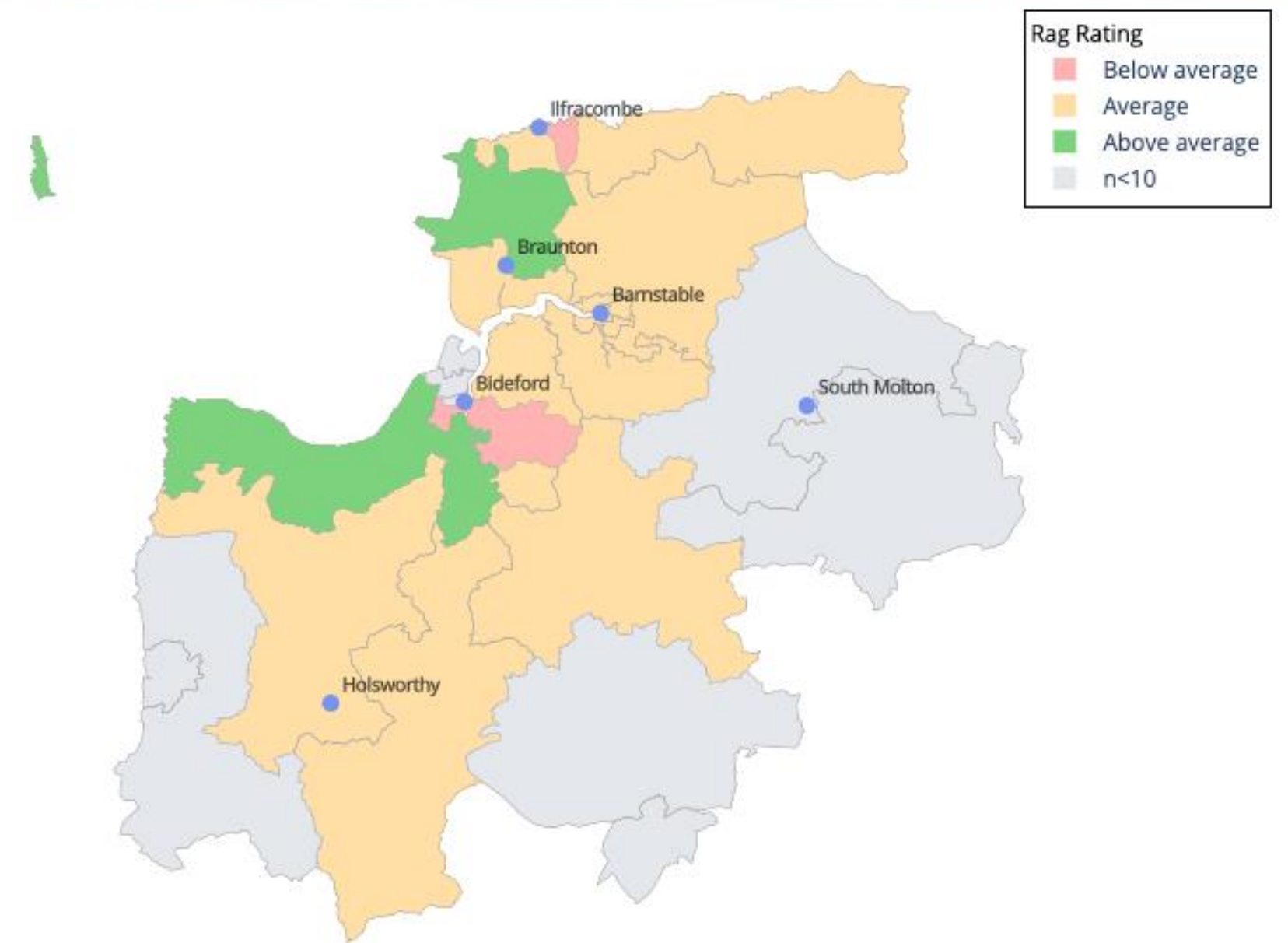


Future outlook, autonomy & opportunities

- Only 40% of young people feel free to express their ideas and opinions (this is lower for economically disadvantaged young people (35%) and those with SEND (34%).
- Around half of young people (47%) are interested in future opportunities; 35% are not.
- 58% feel supported to explore opportunities, but economically disadvantaged young people and those with SEND feel less so.

Take aways: There is a limited sense of agency - particularly among disadvantaged and neurodiverse young people - this may hinder engagement and self-confidence. Many young people are ambivalent or uncertain about the future, and economic disadvantage dampens optimism and aspiration.

Future opportunities
How young people feel about future options for work, education or training in their local area



Key take-aways

1. **Mental health inequalities mirror wider social determinants:** Socioeconomic disadvantage (most pronounced in Ilfracombe and Barnstable), gender, and SEND status are associated with poorer wellbeing amongst children and young people.
2. **Protective factors:** Parental/carer relationships are strong - these could be further supported and strengthened in prevention and early intervention efforts.
3. **Vulnerability areas:** Peer belonging, body image, help-seeking confidence, and physical health behaviours.
4. **Opportunities for systems change:** Strengthen young people's agency, voice, and access to opportunity, while equipping parents/carers, schools and communities to provide consistent, aligned and relational support.



DETAILED OVERVIEW:

The sample, and how to read the data

Sample overview

- Over 1,301 Young People (mainstream version)
- 79% of all eligible YP from Y8 and Y10
- From 5 of 7 Mainstream Secondary Schools
- 50/50 gender split
- 51% Y8, 49% Y10
- 19% of sample in receipt of Free-School Meals (compared to 20% in Devon overall)
- 96% of sample White British (compared to an average of 97% across Northern Devon and Torridge)
- 23% of the sample self-identify as neurodivergent (33% unsure)
- 19% of the sample have SEND, according to local authority data (compared to 20% in Devon overall)
- 28% report regularly caring for a family member in the last year



Things to bear in mind about the sample

- The sample represents adolescent aged children in Northern Devon. The findings should not be generalised to children under 12 or over 16, or those not engaged in formal or mainstream education settings.
- The sample is broadly representative of the wider population of secondary school-age children in Northern Devon and Torridge, in terms of key demographics.



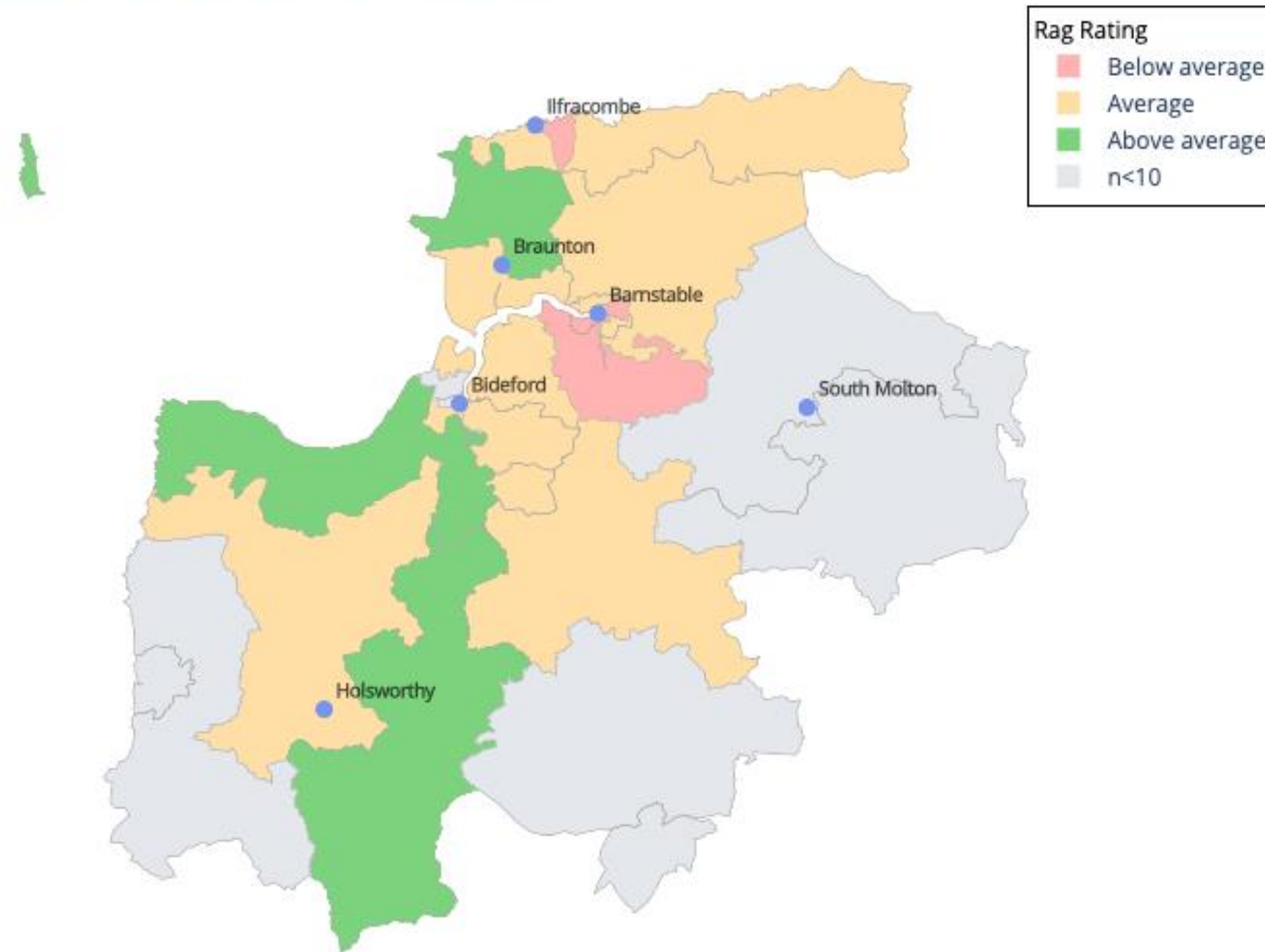
How to read the data

In the slides that follow, you'll see the results presented in three main forms:

- **Maps:** some slides contain a map of Northern Devon, representing data from an overarching topic in the survey (e.g. self-esteem or 'negative affect' (mood). Often (but not always) these maps and topics are comprised of answers to multiple related questions from the survey. The maps provide an indication of what areas (MSOAs) are either average (yellow), above average (green) or below average (red) on that topic – relative to other parts of Northern Devon. Given the limitations of the sample size, we are not reporting specific breakdowns or figures for each area – just an overall indication of relative difference.
- **Narrative:** All slides contain some written summary of key findings (right-hand side). These relate to responses to *specific questions* asked in the survey. When presented alongside a map, these narrative text are just from one illustrative question from that topic. A further breakdown is provided about how the responses vary by different sub-groups (by socio-economic status, gender and whether children have a local authority recorded SEND statement).
- **Bar charts:** some slides contain bar-charts. These report the number of responses by response category to individual questions (which relate to text on right-hand side).
- **Sample sizes:** below each chart, the total number (n) of children responding to each question or topic area is provided.

**Life satisfaction,
mental health and
wellbeing**

Life satisfaction
How satisfied young people feel with their life



n = 1301

Kailo

Overall, on a scale of 0-10, 52% of young people report being very satisfied with their life (7-10 on scale of 0-10) whereas 19% are not satisfied (0-4)

For young people who are economically disadvantaged (on Free School Meals) the proportion ***not satisfied*** is: 23%

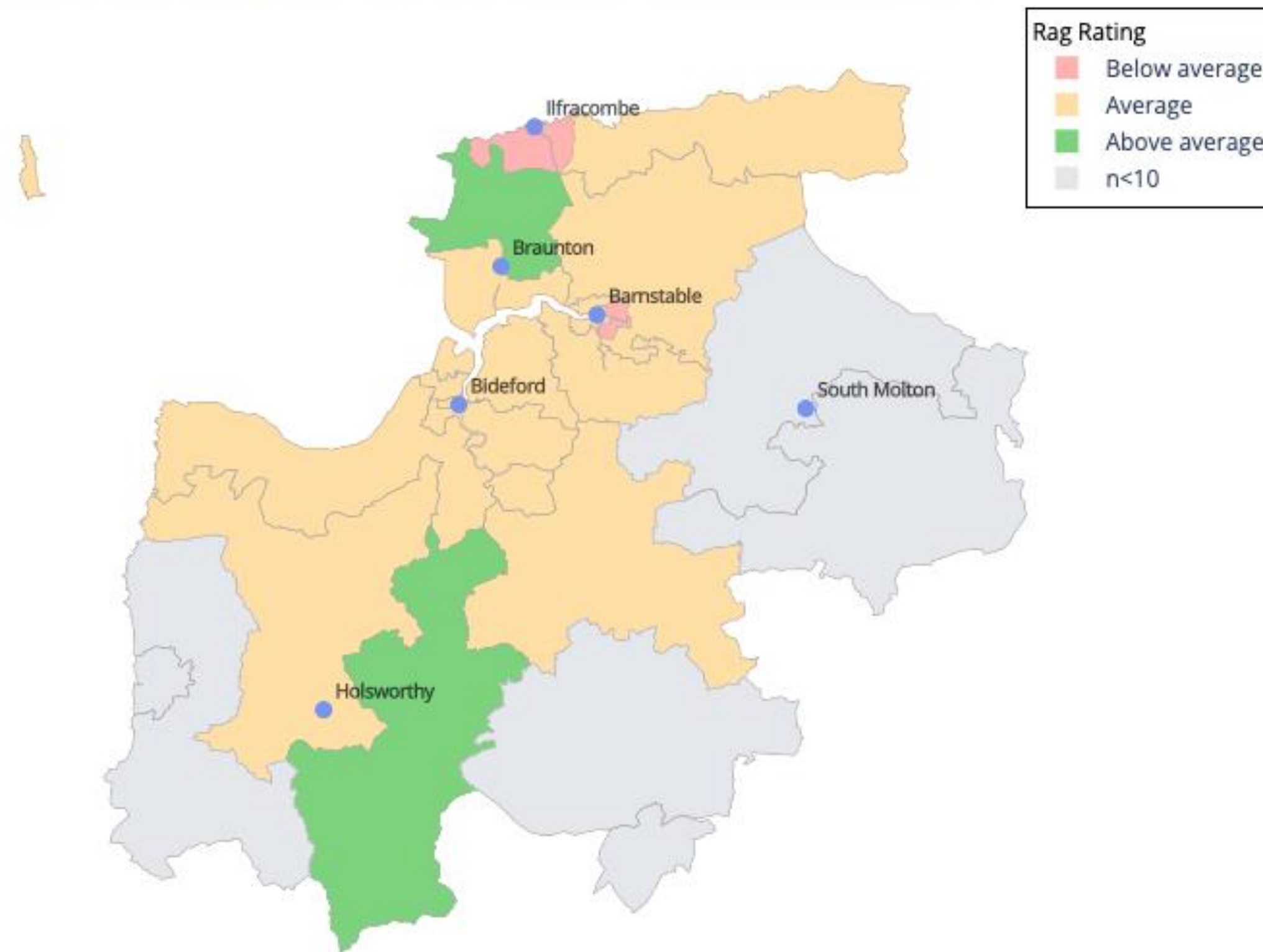
For boys it is 13%

For girls it is 24%

For those with a SEND statement it is 19%

Overall life satisfaction

Negative affect
The frequency with which young people experience emotional difficulties



n = 1301

Kailo

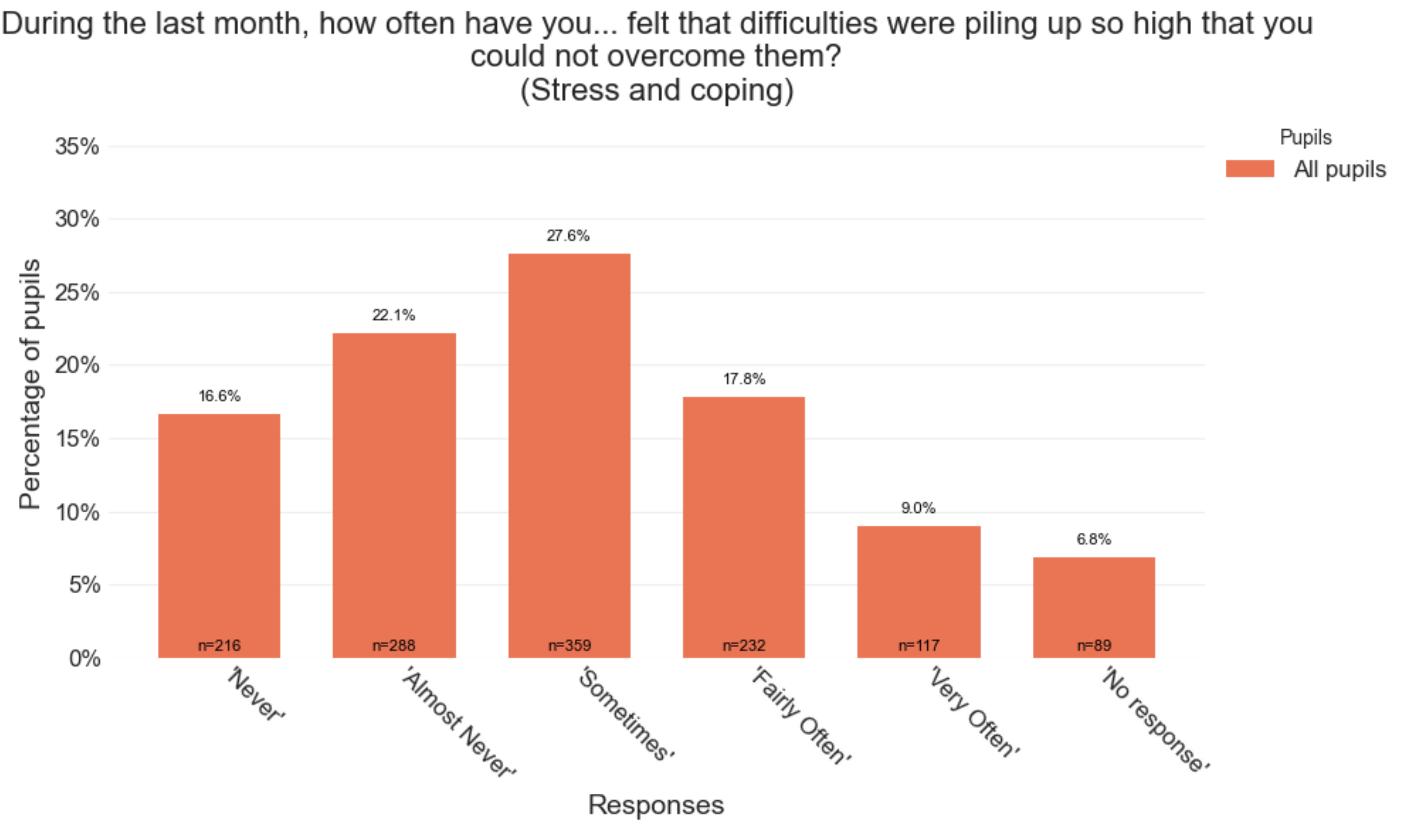
Overall, 9% of young people report consistently poor levels of emotional mental health (they 'always' feel unhappy).

For young people who are economically disadvantaged (on Free School Meals) this figure is: 13%

For boys it is 6%
For girls it is 12%

For those with a SEND statement it is 10%

Negative affect



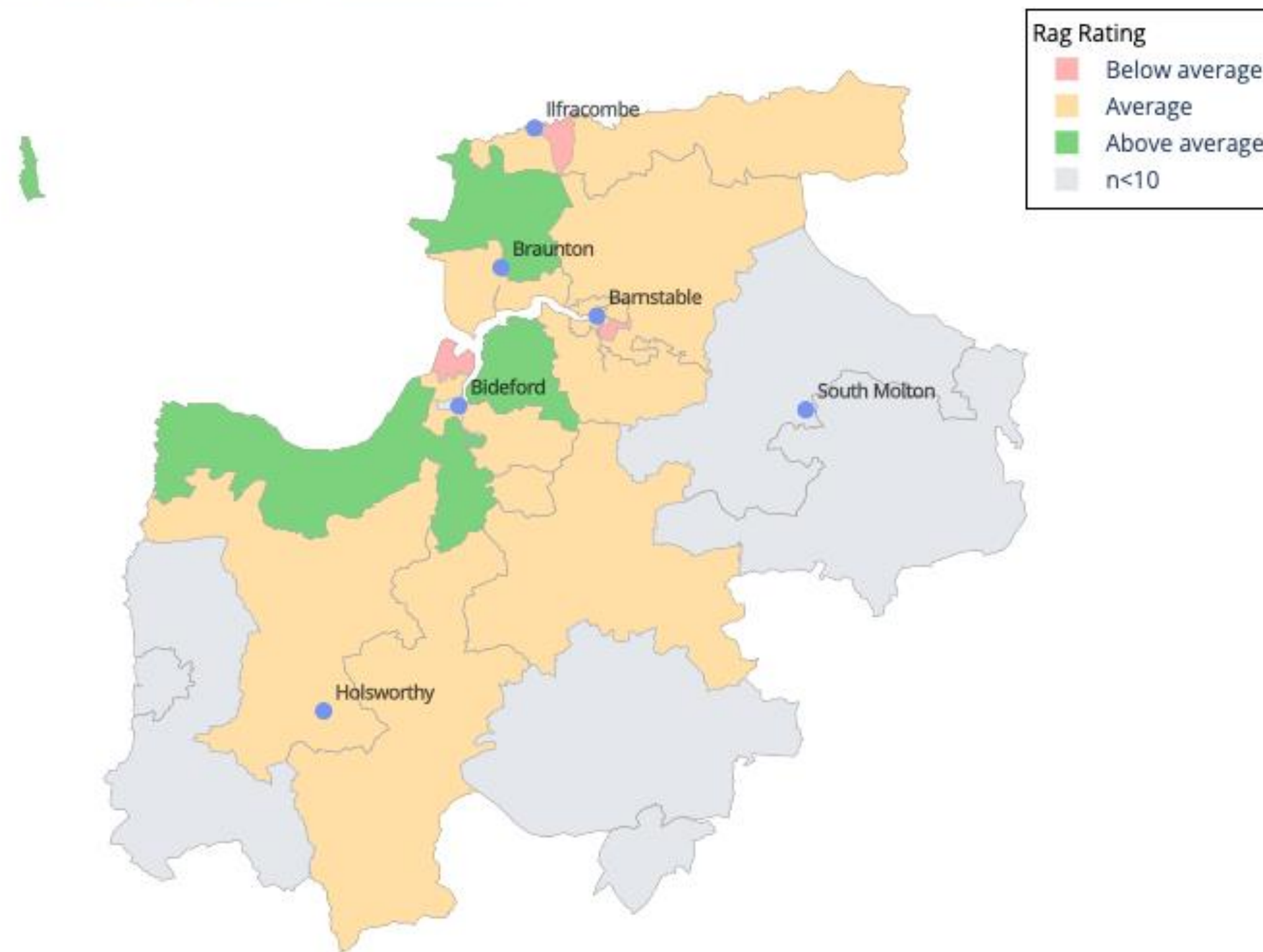
28% of young people report often feeling overwhelmed and unable to cope

For young people who are economically disadvantaged (on Free School Meals) this figure is: 32%

For boys it is 48%
For girls it is 27%

For those with a SEND statement it is 33%

Self-esteem How much young people value themselves



n = 1301

Kailo

Overall, 69% of young people report 'agreeing' or 'strongly agreeing' that they are a person of value

For young people who are economically disadvantaged (on Free School Meals) this figure is: 59%

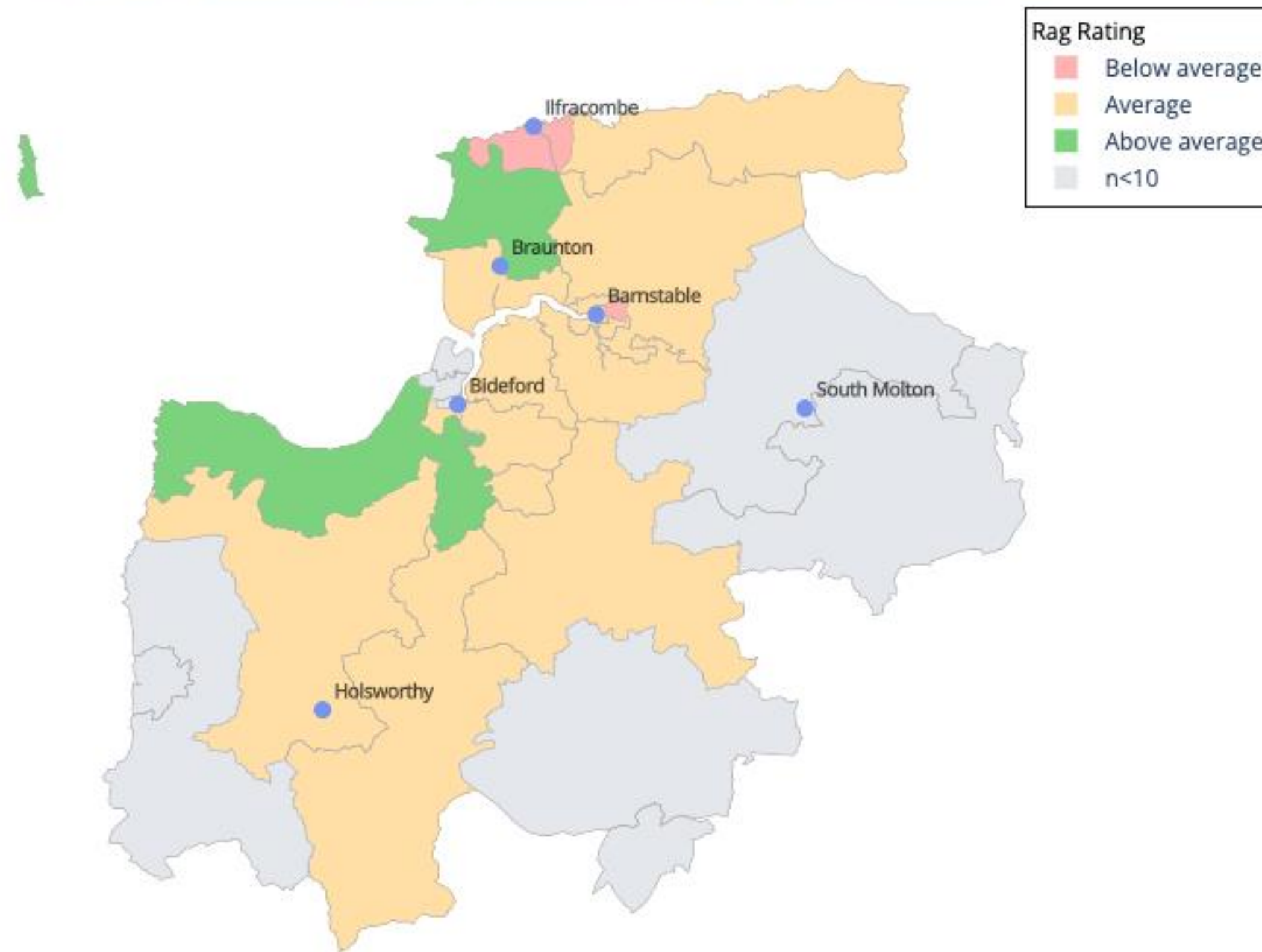
For boys it is 71%
For girls it is 64%

For those with a SEND statement it is 63%

Self-esteem / value

Acceptance

Whether young people feel accepted by different groups of people in their life



n = 1301

Kailo

Overall, 85% of young people report being ‘fully’ or ‘mostly’ accepted by the parents or carers (compared to 61% by their peers).

For young people who are economically disadvantaged (on Free School Meals) this figure is: 81% at home and 56% by peers

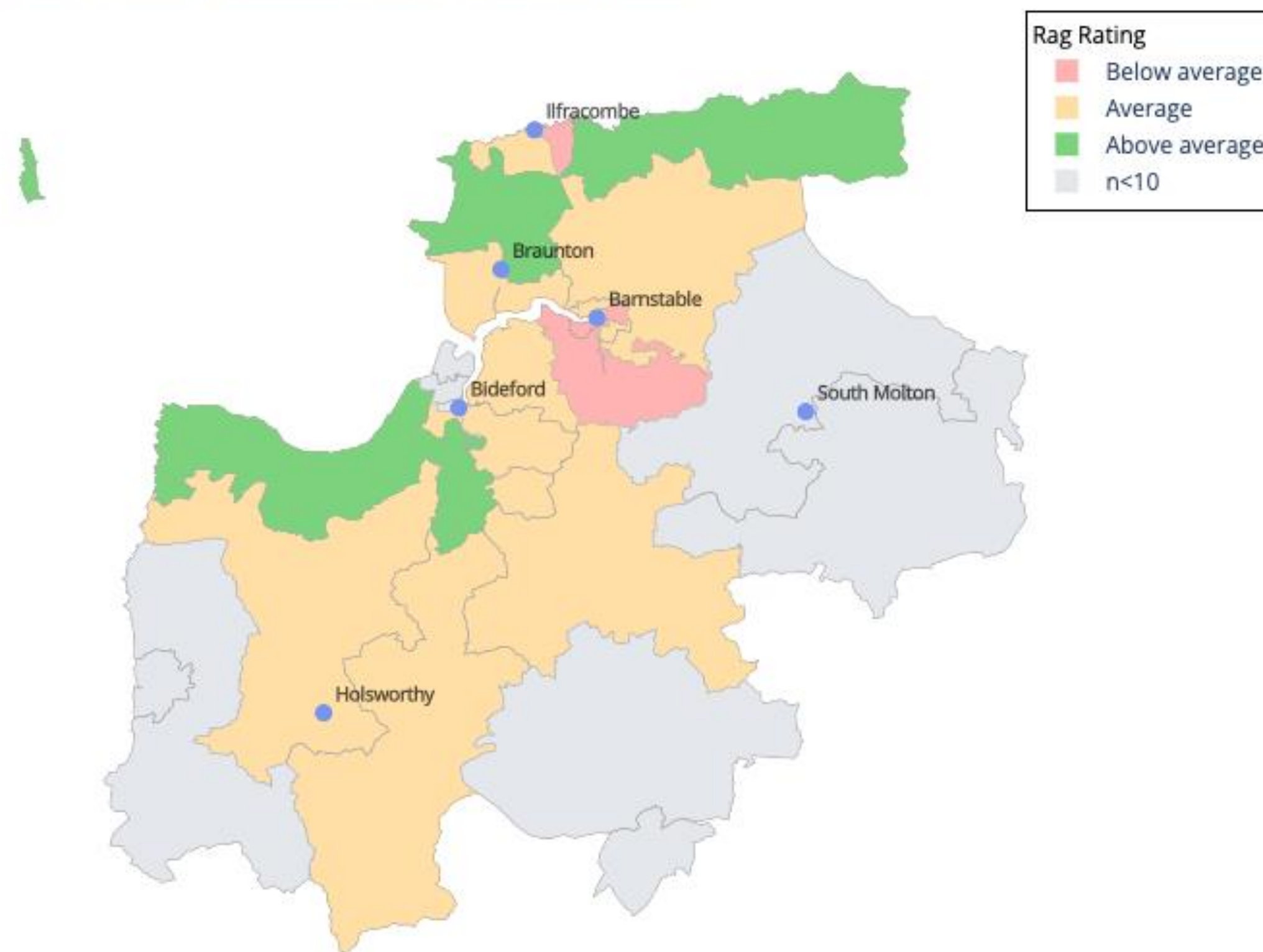
For boys it is 87% at home and 66% by peers

For girls it is 84% at home and 60% by peers

For those with a SEND statement it is 82% at home and 56% by peers

Acceptance

Feelings around appearance
Young people's feelings around the way that they look



Overall, 67% of young people report 'agreeing' or 'strongly agreeing' that their appearance affects how they feel about themselves

For young people who are economically disadvantaged (on Free School Meals) this figure is: 71%

For boys it is 57%
For girls it is 79%

For those with a SEND statement it is 59%

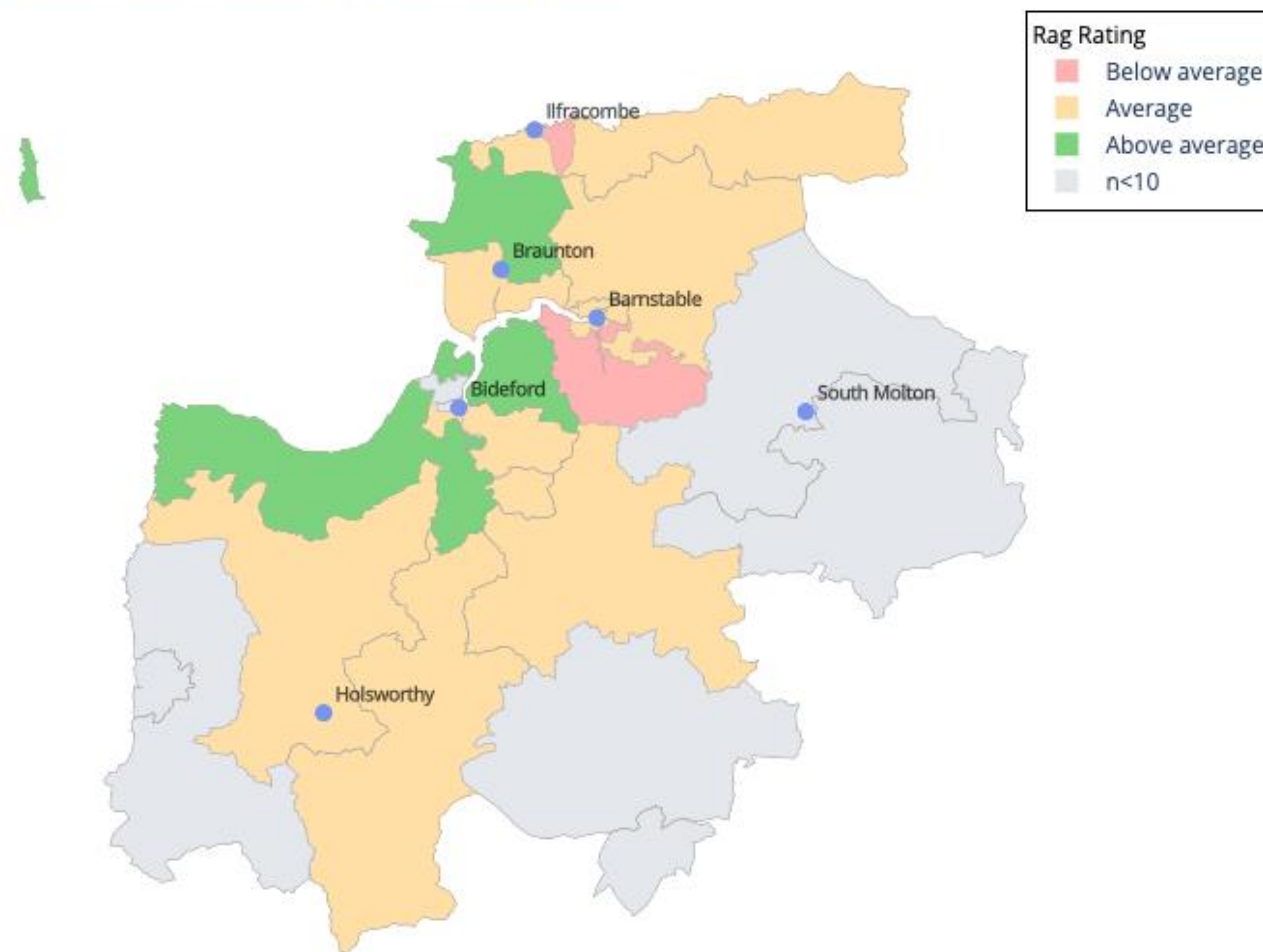
n = 1301

Kailo

Appearance (affecting feelings of self)

Handling difficulties and seeking support

Stress and coping
Managing stress levels and coping with difficulties



Overall, 25% of young people report ‘never’ or ‘almost never’ feeling confident about their ability to handle personal problems

For young people who are economically disadvantaged (on Free School Meals) this figure is: 31%

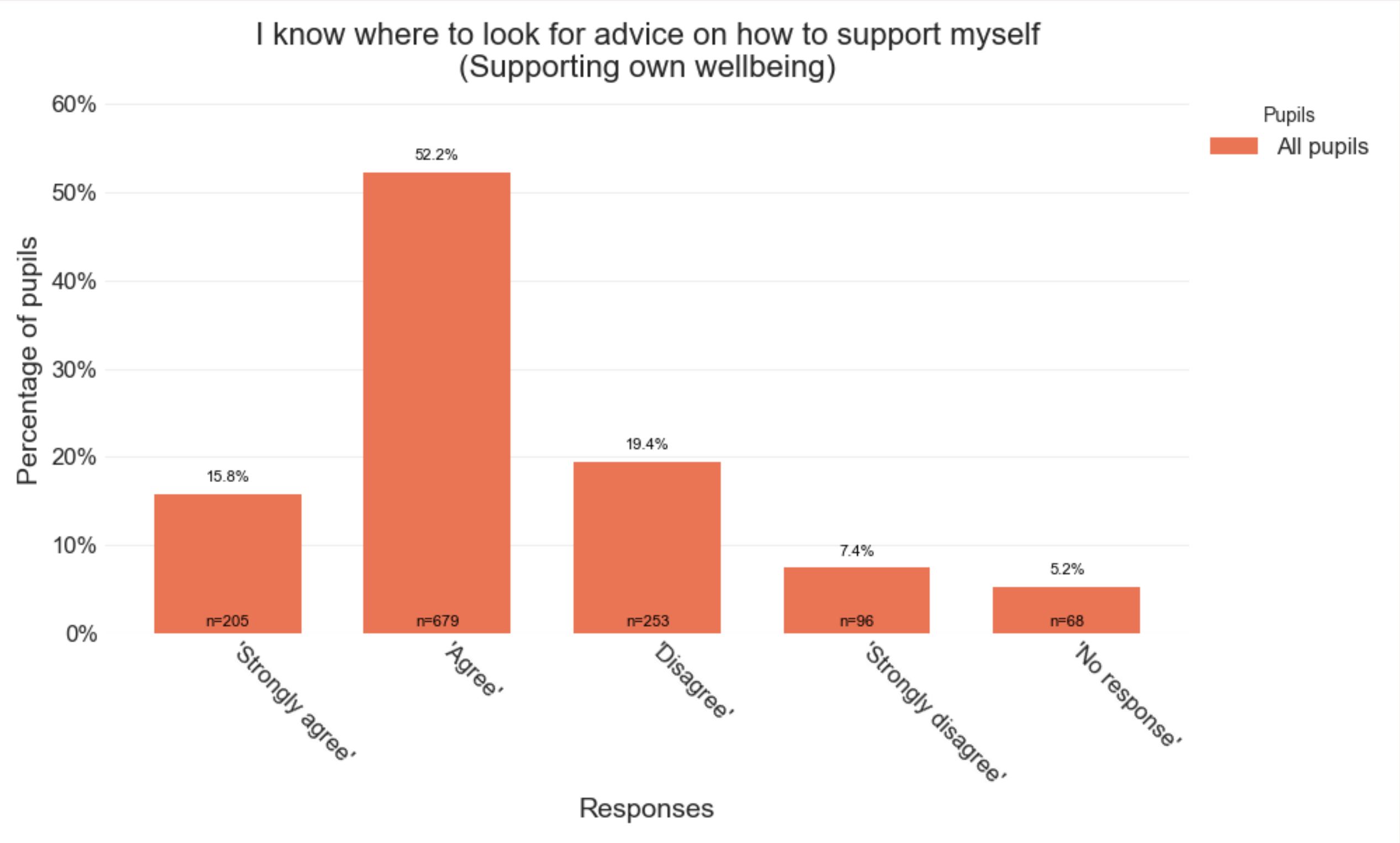
For boys it is 19%
For girls it is 29%

For those with a SEND statement it is 25%

n = 1301

Kailo

Ability to handle problems



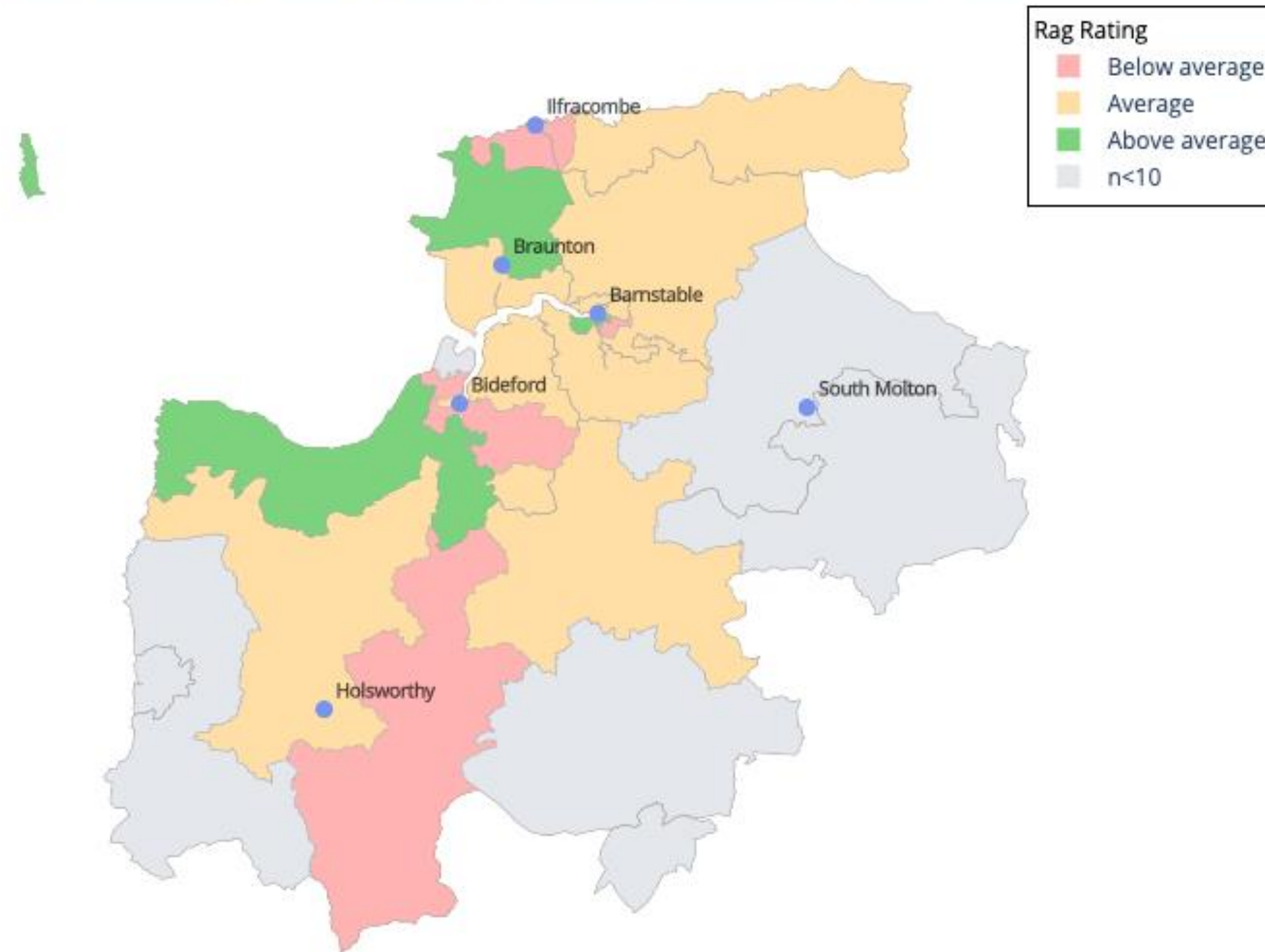
Overall, 27% of young people report ‘disagreeing’ or ‘strongly disagreeing’ that they know where to look for for advice on how to support their wellbeing.

For young people who are economically disadvantaged (on Free School Meals), the figure not knowing where to look for support is: 33%

For boys it is 21%
For girls it is 33%

For those with a SEND statement it is 24%

Supporting own wellbeing
Young people's knowledge on supporting themselves and looking for advice



n = 1301

Kailo

Overall, 73% of young people report 'strongly agreeing' or 'agreeing' that they have ways to support themselves and their wellbeing.

For young people who are economically disadvantaged (on Free School Meals) this figure is: 75%

For boys it is 77%
For girls it is 67%

For those with a SEND statement it is 73%

Self-care

**Support from peers,
adults at school and
parents / carers**

The following slides report on the extent to which young people report feeling: (i) comfortable; (ii) listened to; and (iii) how useful support is, from either peers, adults at school, and parents / carers.

The overall messages are, young people:

- Are most likely to talk to school staff when feeling down, followed by peers and then parents/carers
- Are more comfortable talking to peers and parents / carers (although girls less so with peers)
- They feel most listened to by parents / carers
- The most useful advice is from parents/carers and adults at school (not peers).

This suggests that parents/carers and school staff have a crucial role in providing trusted advice and support to young people (assuming they are well-equipped to do so).

Further detail in following slides....

Kailo

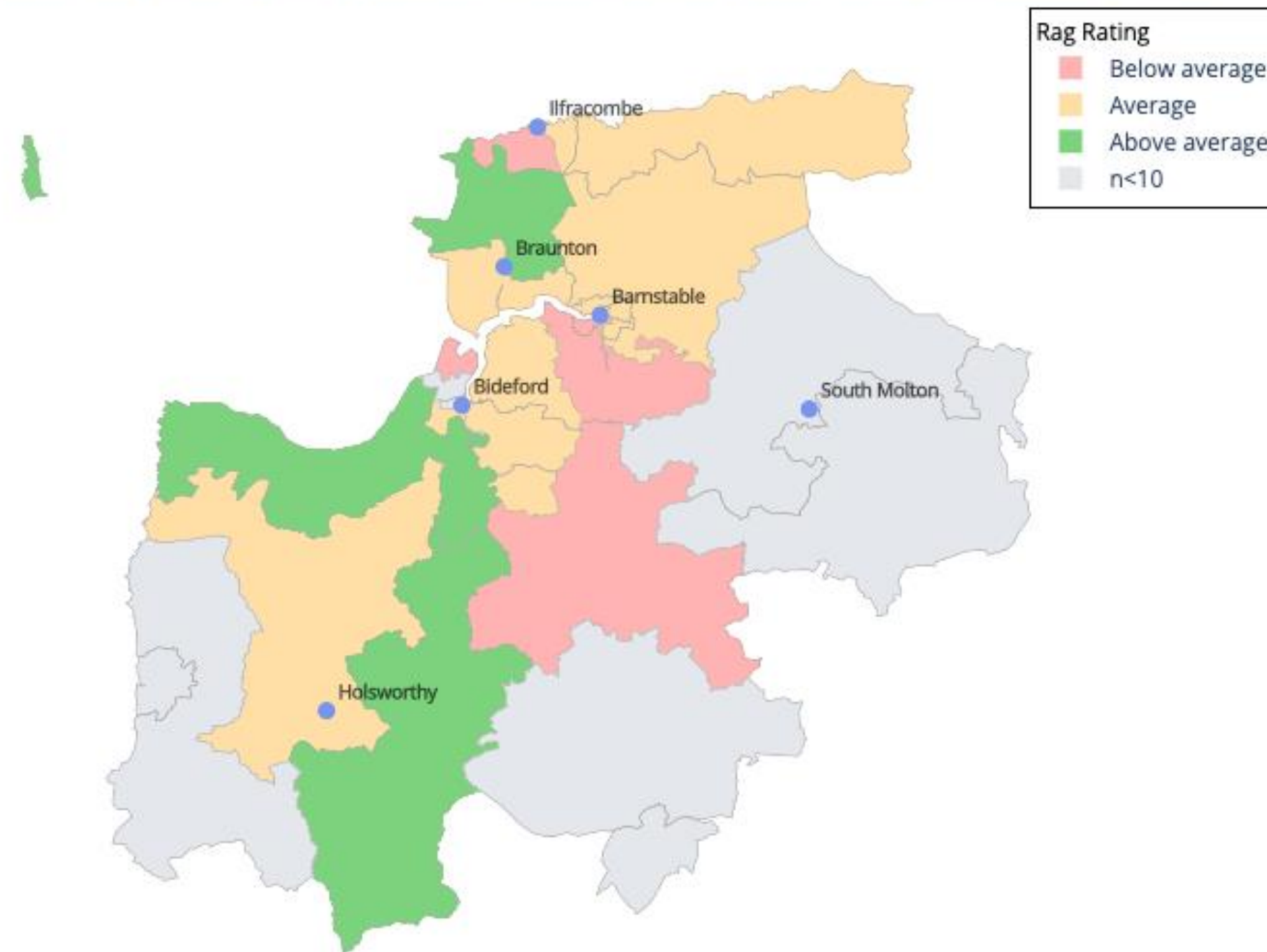


**Overview: support from peers,
school and parents/carers**

Support from peers

Taking to peers about feelings

How positively/negatively young people feel about talking with peers about feeling down



n = 567

Kailo

Overall, 44% of young people reported talking to peers when feeling down

Of these, 37% report feeling 'comfortable' or 'very comfortable' talking about their feelings with peers

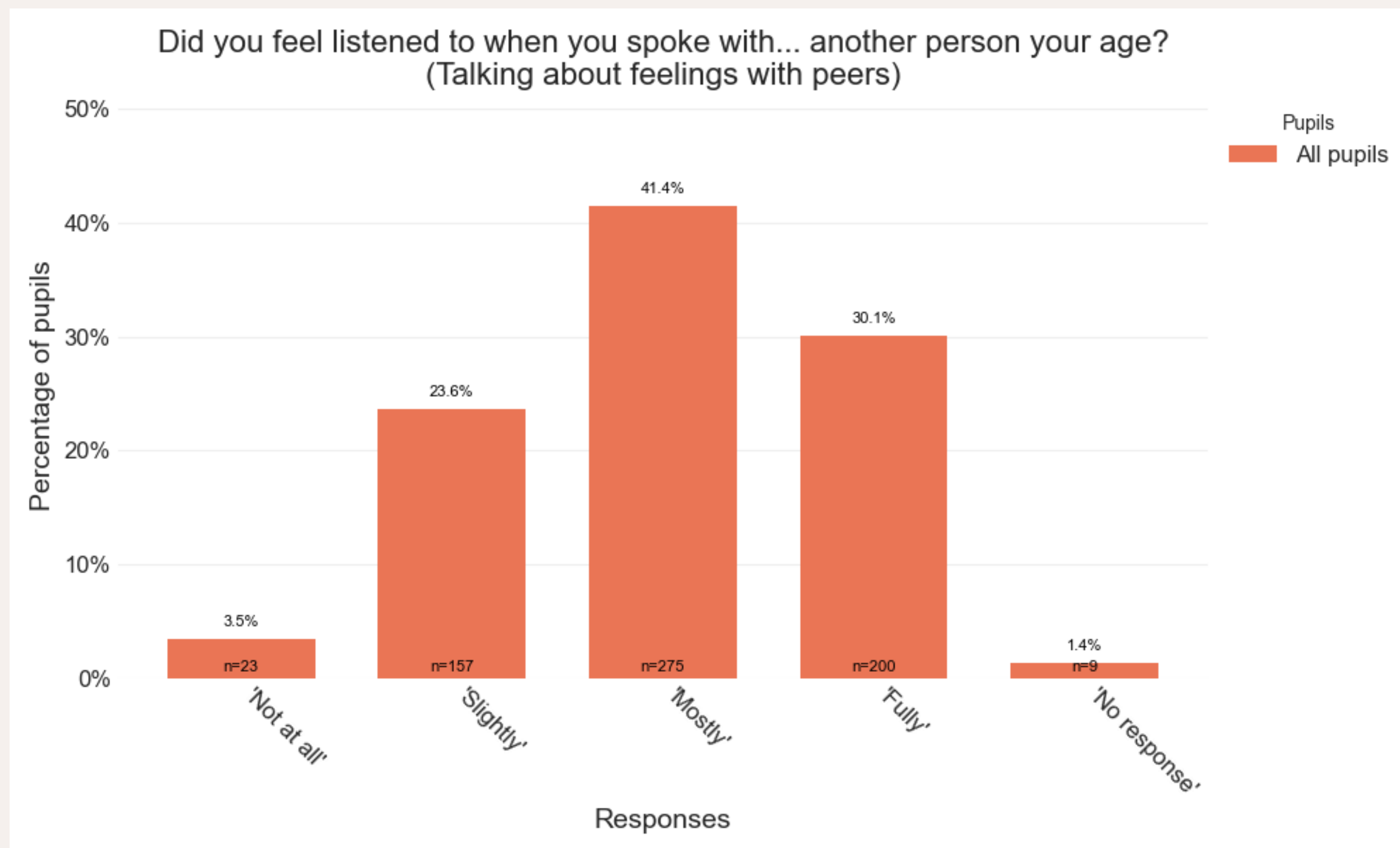
For young people who are economically disadvantaged (on Free School Meals) this figure is: 24%

For boys it is 41%

For girls it is 27%

For those with a SEND statement it is 31%

Comfort in talking to peers about feelings



n = 664

Kailo

Of those young people that have talked to peers when feeling down, 72% report feeling 'mostly' or 'fully' listened to by peers

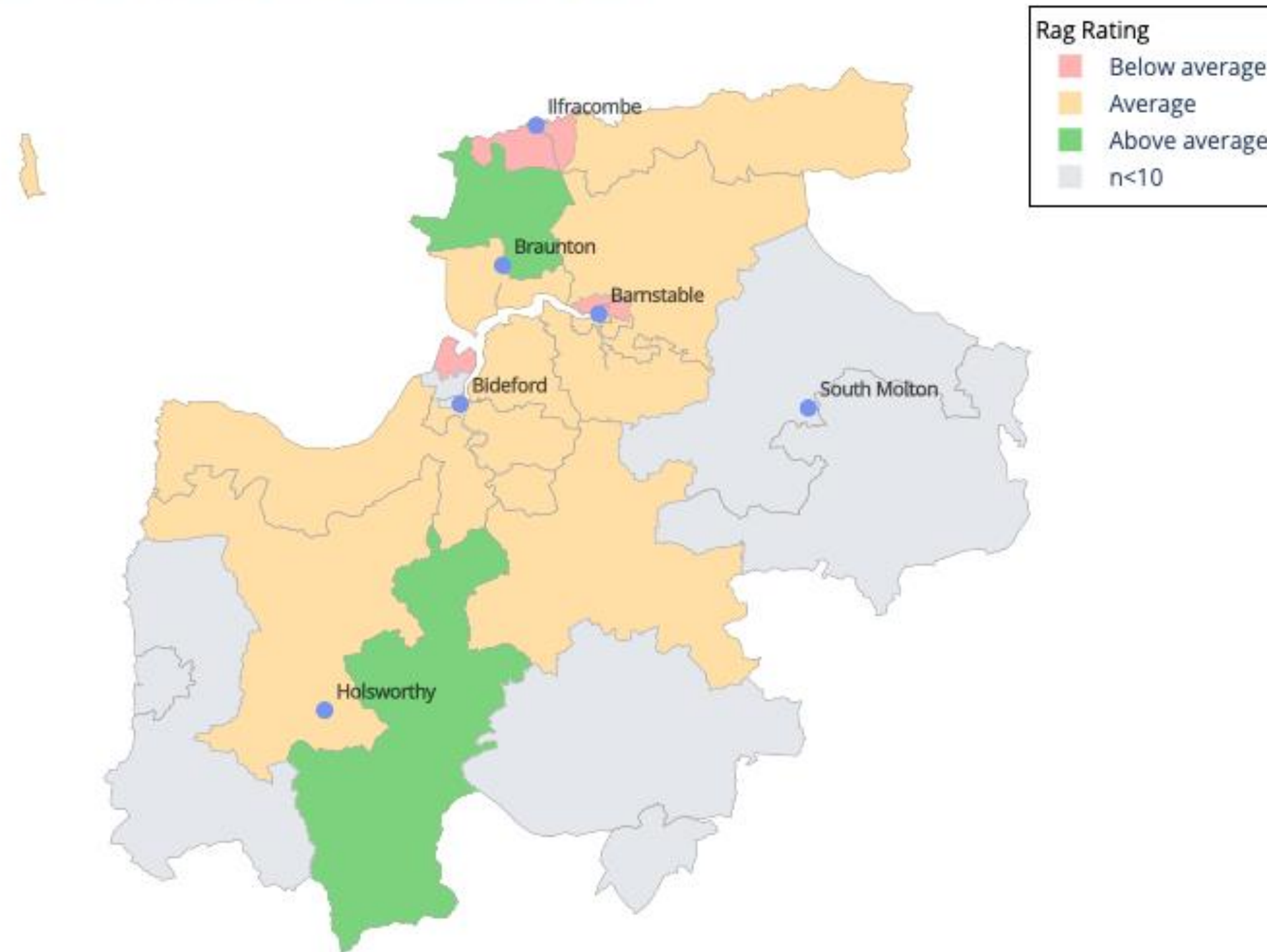
For young people who are economically disadvantaged (on Free School Meals) this figure is: 69%

For boys it is 75%
For girls it is 69%

For those with a SEND statement it is 67%

Feel listened to by peers

Support from friends
The support young people receive from their peers



n = 664

Kailo

Of those that talked to peers when feeling down, 22% of young people say that advice from peers was ‘very helpful’

For young people who are economically disadvantaged (on Free School Meals) this figure is: 23%

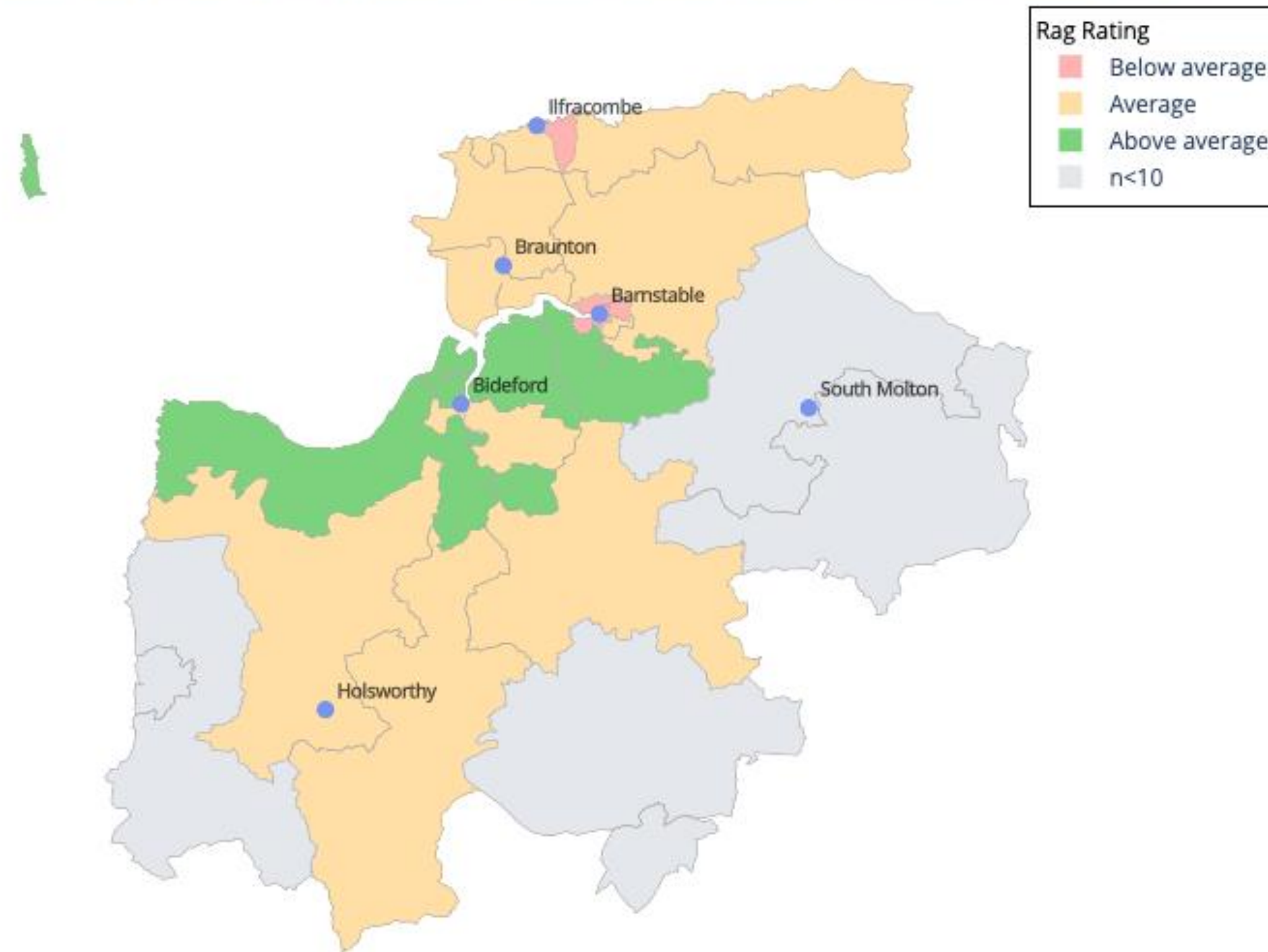
For boys it is 24%
For girls it is 22%

For those with a SEND statement it is 20%

Support from peers

Support from adults at school

Taking to staff about feelings
How positively/negatively young people feel about talking with staff about feeling down



n = 804

Kailo

Comfort in talking to adults at school about feelings

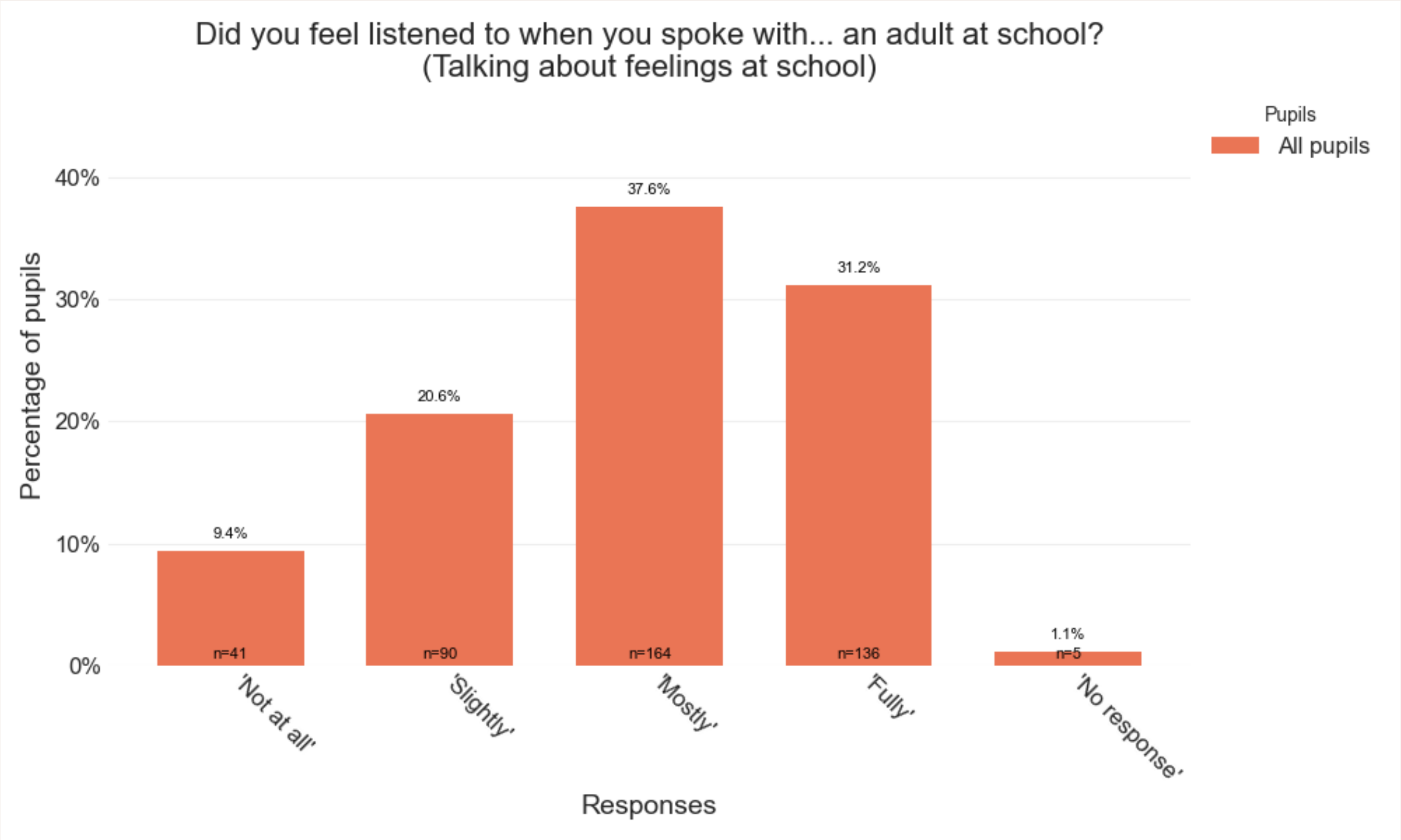
Overall, 62% of young people reported talking to school staff when feeling down

Of these, 24% report feeling 'comfortable' or 'very comfortable' talking to adults at school about their feelings

For young people who are economically disadvantaged (on Free School Meals) this figure is: 14%

For boys it is 29%
For girls it is 15%

For those with a SEND statement it is 25%



n = 436

Of those young people that have talked to school staff when feeling down, 70% report feeling 'mostly' or 'fully' listened to by adults at school

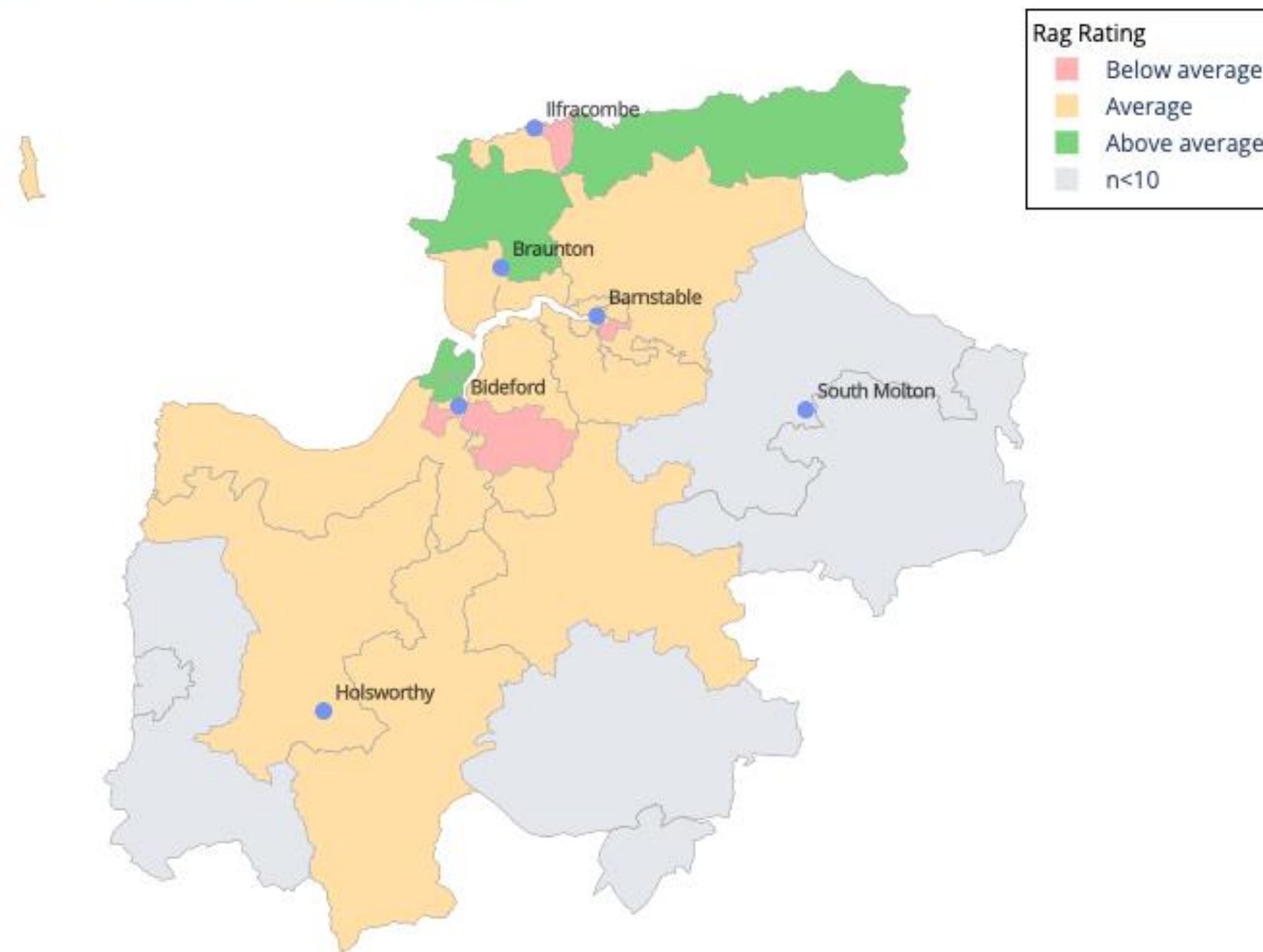
For young people who are economically disadvantaged (on Free School Meals) this figure is: 56%

For boys it is 79%
For girls it is 63%

For those with a SEND statement it is 68%

Kailo **Feel listened to when talking to adults at school**

Support from staff
The support received from adults at school



n = 436

Kailo

Of those young people that have talked to school staff when feeling down, 26% say that advice from adults at school was ‘very helpful’

For young people who are economically disadvantaged (on Free School Meals) this figure is: 15%

For boys it is 32%

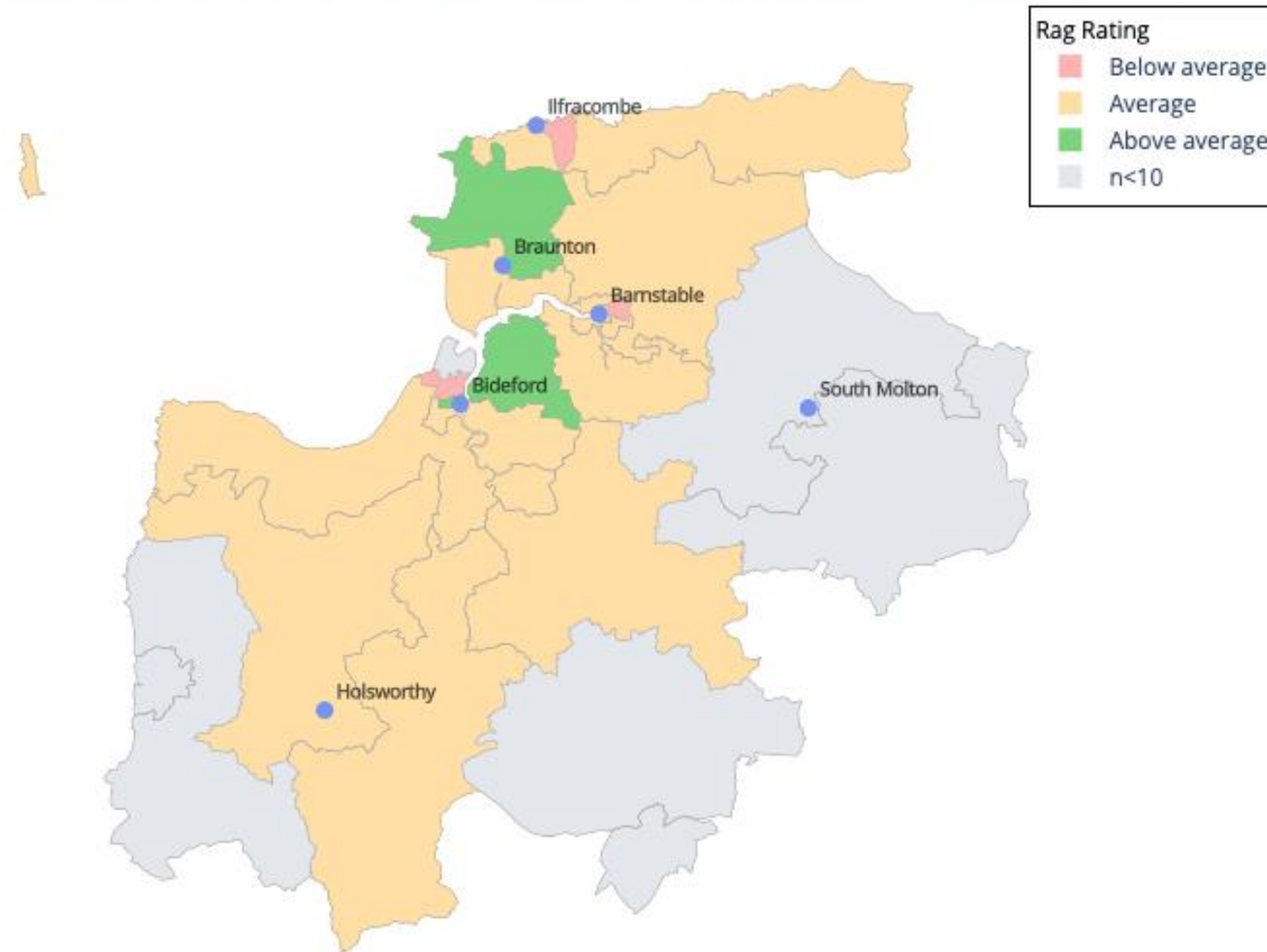
For girls it is 21%

For those with a SEND statement it is 24%

Support from adults at school

Support from parents or carers

Talking at home about feelings
How positively/negatively young people feel about talking at home about feeling down



n = 448

Kailo

Overall, 34% of young people reported talking to parents or carers when feeling down

Of these, 38% report feeling 'comfortable' or 'very comfortable' talking to parents or carers about their feelings

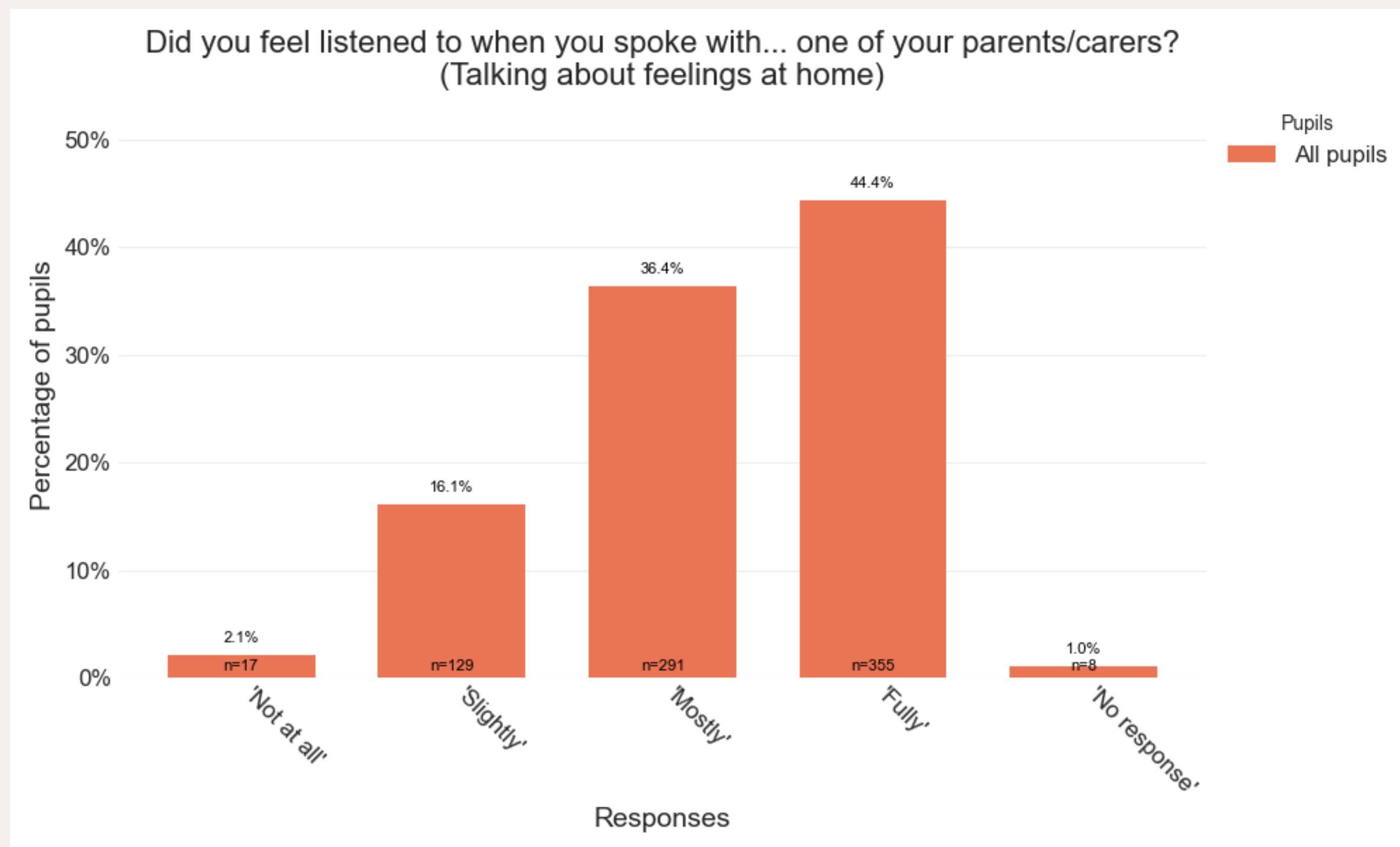
For young people who are economically disadvantaged (on Free School Meals) this figure is: 27%

For boys it is 52%

For girls it is 61%

For those with a SEND statement it is 31%

Comfort in talking to parents/carers



n = 800

Of those young people that have talked to parents or carers when feeling down, 81% report feeling 'mostly' or 'fully' listened to by parents / carers

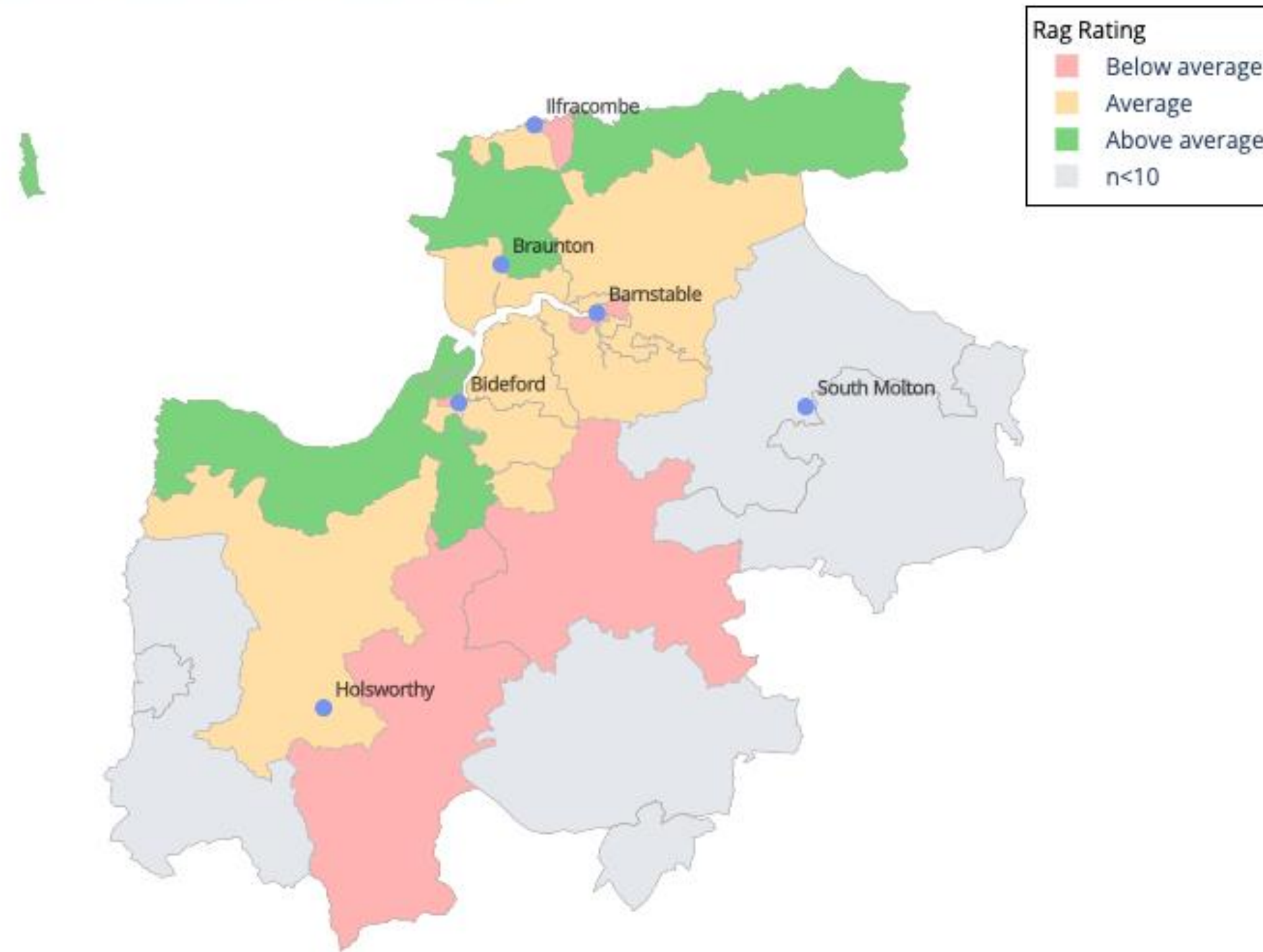
For young people who are economically disadvantaged (on Free School Meals) this figure is: 72%

For boys it is 87%
For girls it is 75%

For those with a SEND statement it is 74%

Kailo **Feel listened to when talking to parents / carers**

Support from parents/carers
The support received from adults at home



n = 800

Kailo

Of those young people that have talked to parents or carers when feeling down, 38% say that advice from parents or carers was 'very helpful'

For young people who are economically disadvantaged (on Free School Meals) this figure is: 28%

For boys it is 43%
For girls it is 34%

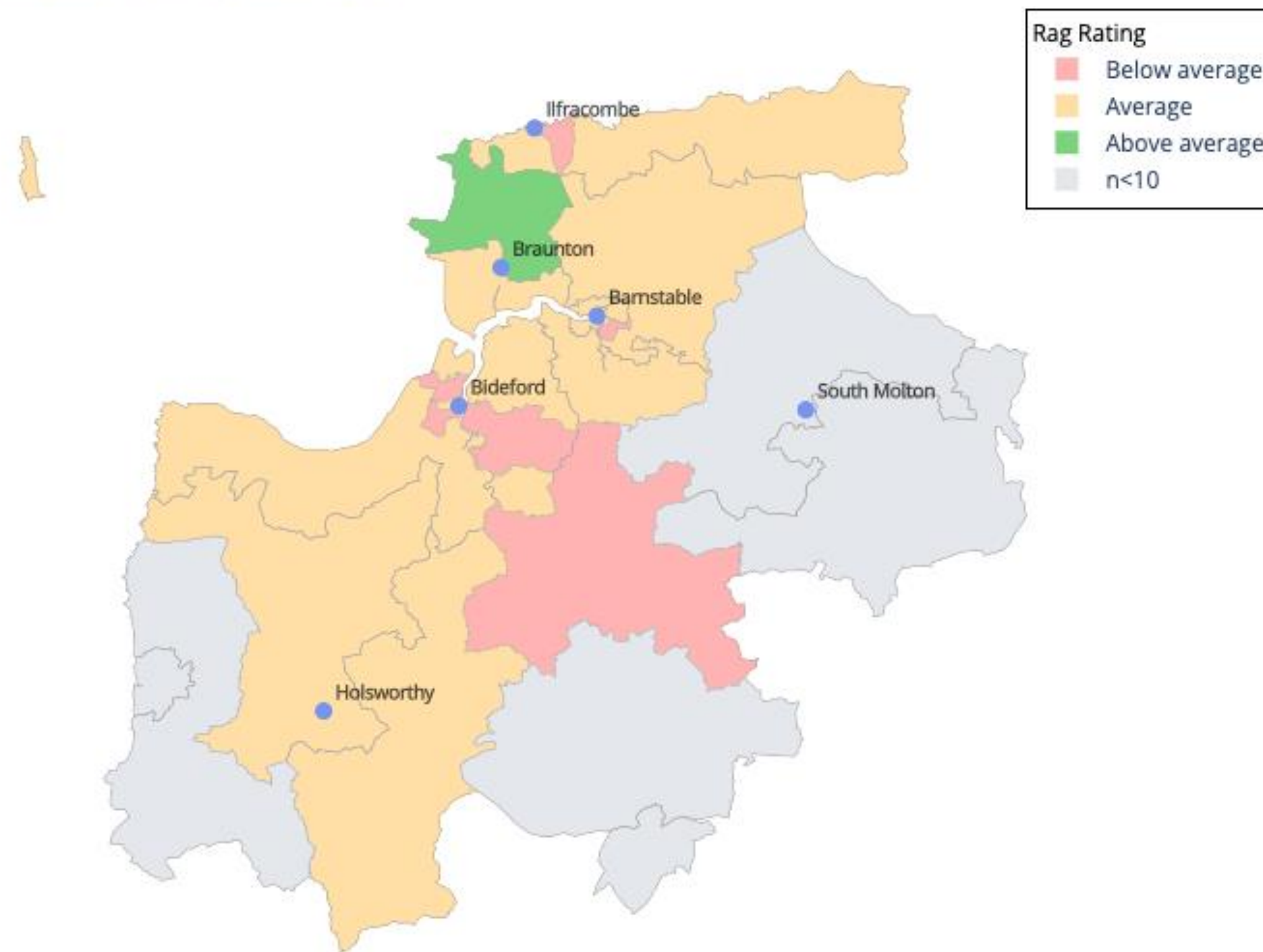
For those with a SEND statement it is 36%

Support from parents / carers

Physical activity and sleep

Sleep

How much sleep young people get



n = 1301

Kailo

Overall, only 50% of young people report getting enough sleep to feel awake and concentrate on work at school

For young people who are economically disadvantaged (on Free School Meals) this figure is: 38%

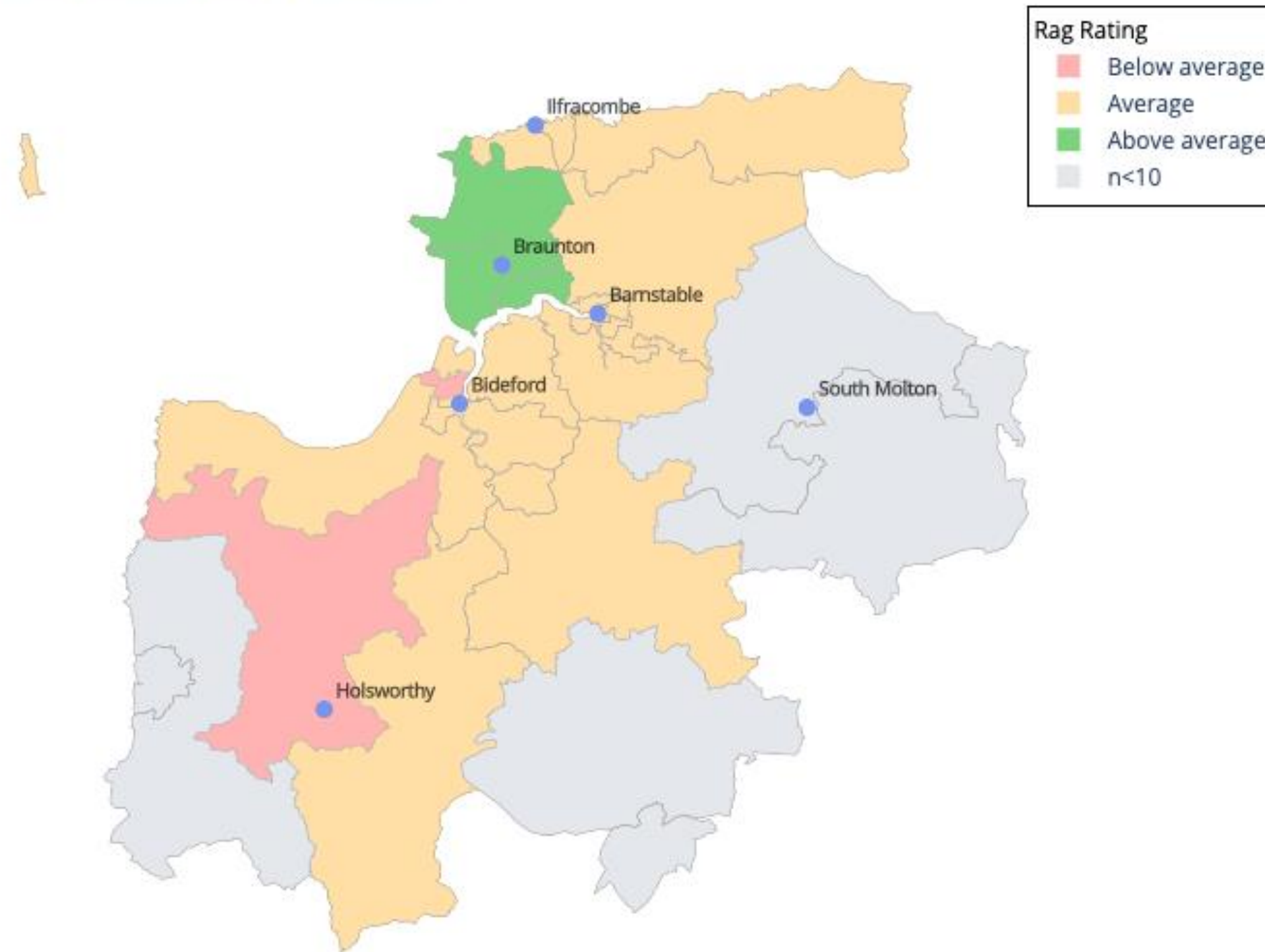
For boys it is 56%
For girls it is 43%

For those with a SEND statement it is 48%

Sleep

Physical activity

How physically active young people are



n = 1301

Kailo

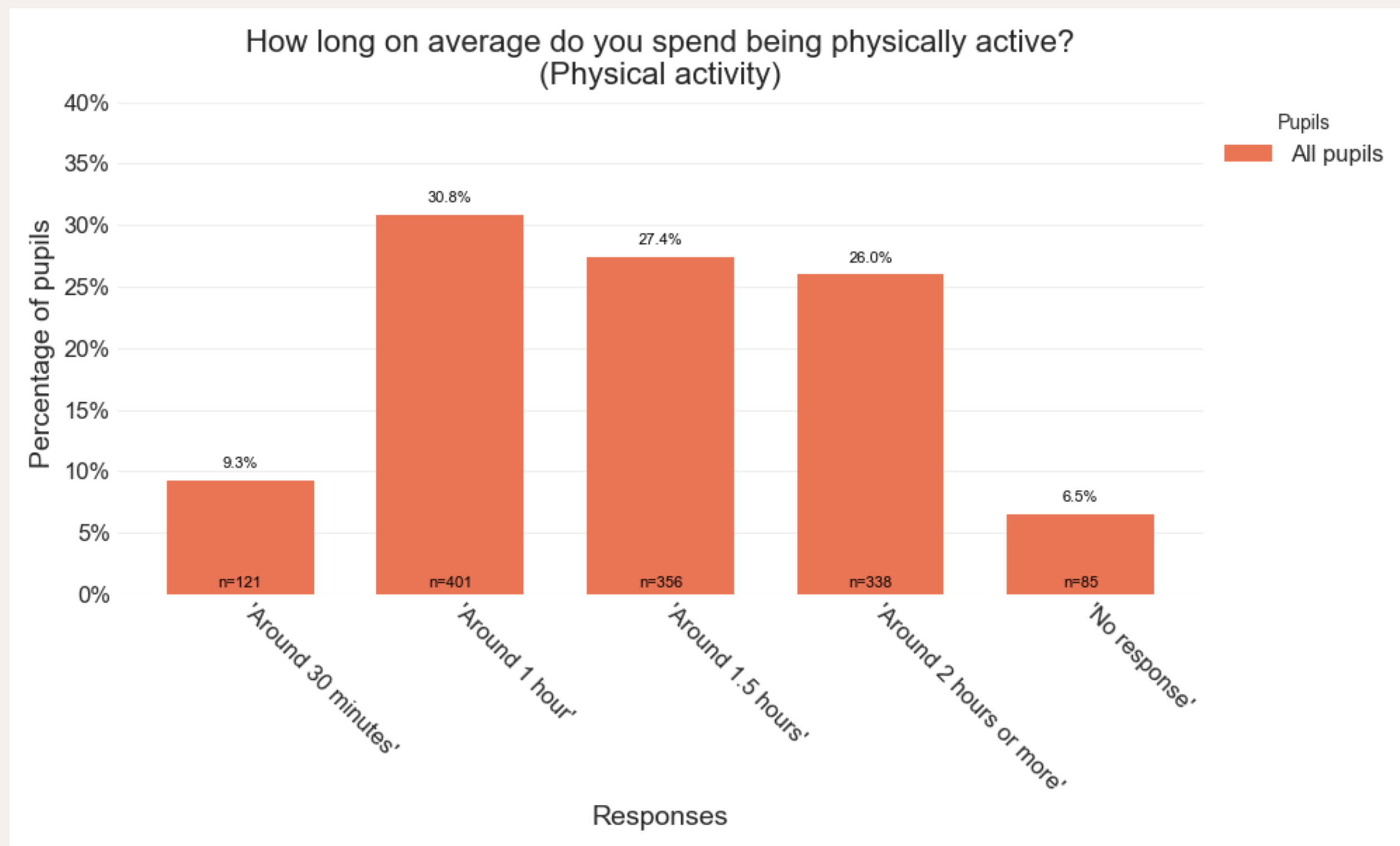
Overall, only 17% of young people report being physically active every day (46% on at least 5 days).

For young people who are economically disadvantaged (on Free School Meals) the figure for being active every day is: 10%

For boys it is 21%
For girls it is 9%

For those with a SEND statement it is 12%

Days of physical activity



n = 1301

This suggests that the frequency of physical activity is less than NHS guidelines suggest, but when physical activity is undertaken, it is to a reasonable intensity.

Kailo

Duration of physical activity

Overall, only 84% of young people report being physically active for at least one hour or more

For young people who are economically disadvantaged (on Free School Meals) the figure for being active every day is: 77%

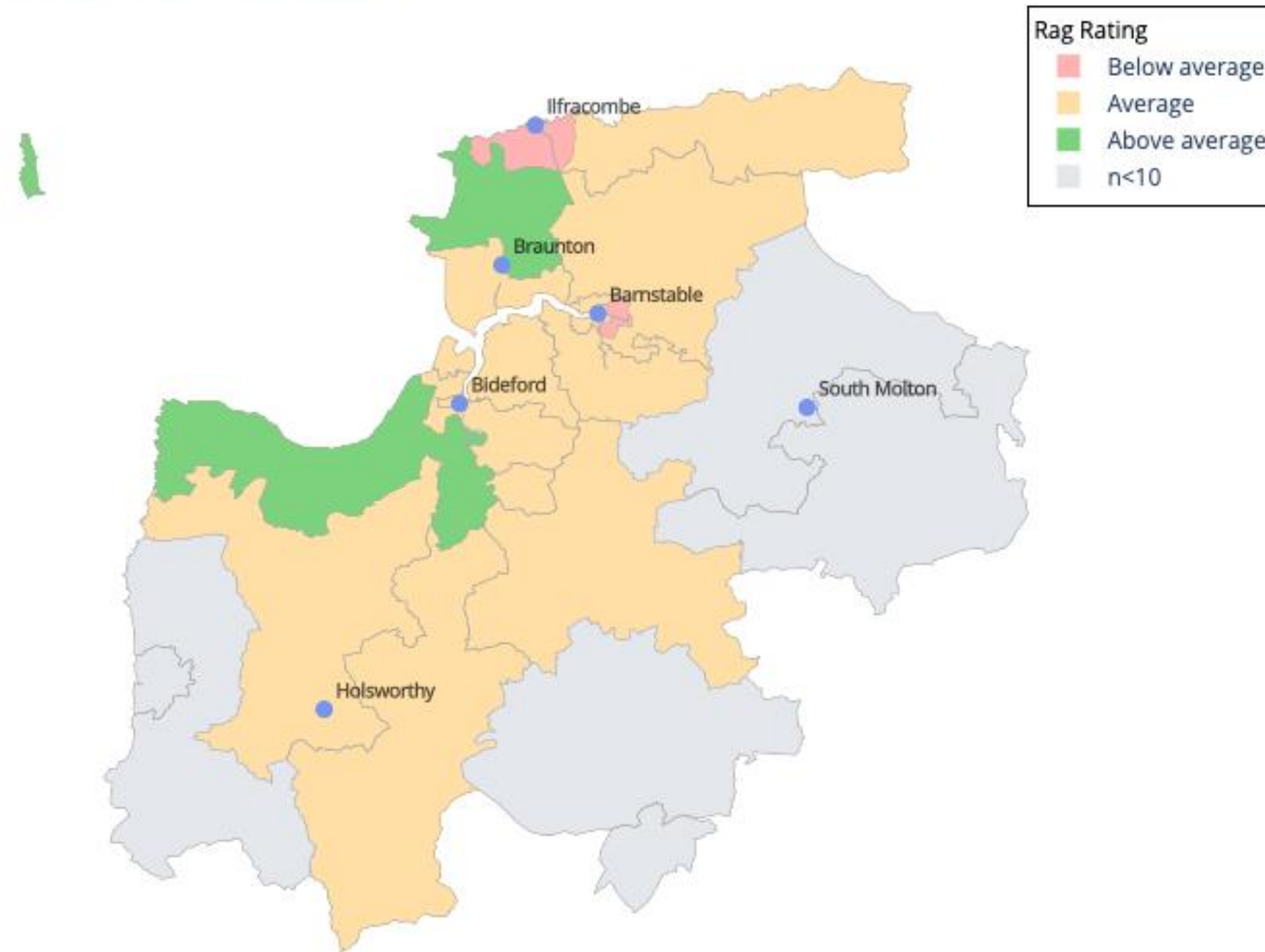
For boys it is 86%
For girls it is 82%

For those with a SEND statement it is 78%

Social Relations (on and offline)

Loneliness

How often young people feel lonely



n = 1301

Kailo

Overall, 11% of young people report feeling 'always' lonely.

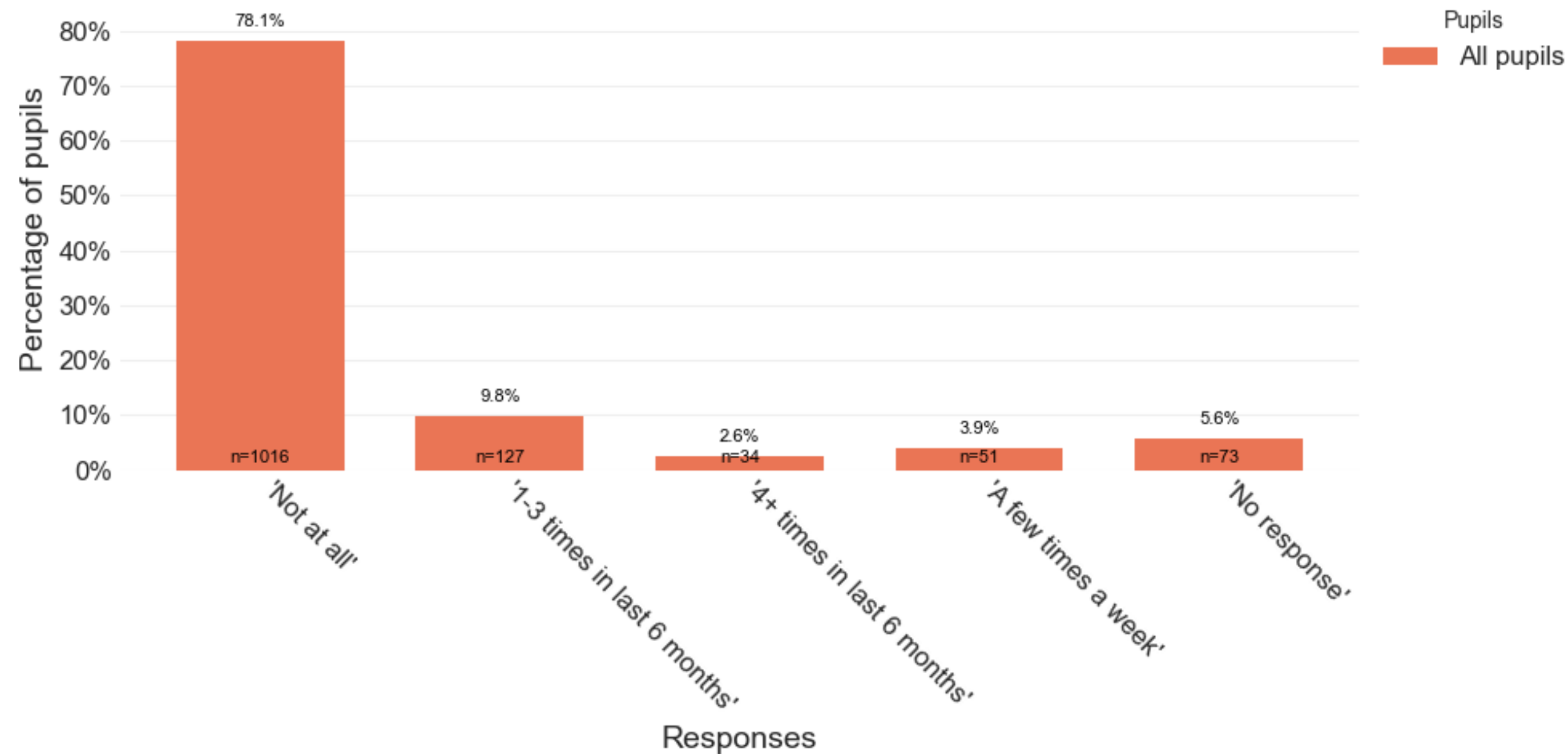
For young people who are economically disadvantaged (on Free School Meals) the figure for being active every day is: 11%

For boys it is 6%
For girls it is 10%

For those with a SEND statement it is 10%

Loneliness

How often do you get cyber-bullied (someone sending mean text or online messages about you, creating a website making fun of you, posting pictures that make you look bad online, or sharing them with others)?
(Bullying)



n = 1301

Overall, 17% of young people report being cyber bullied at least once in the last six months.

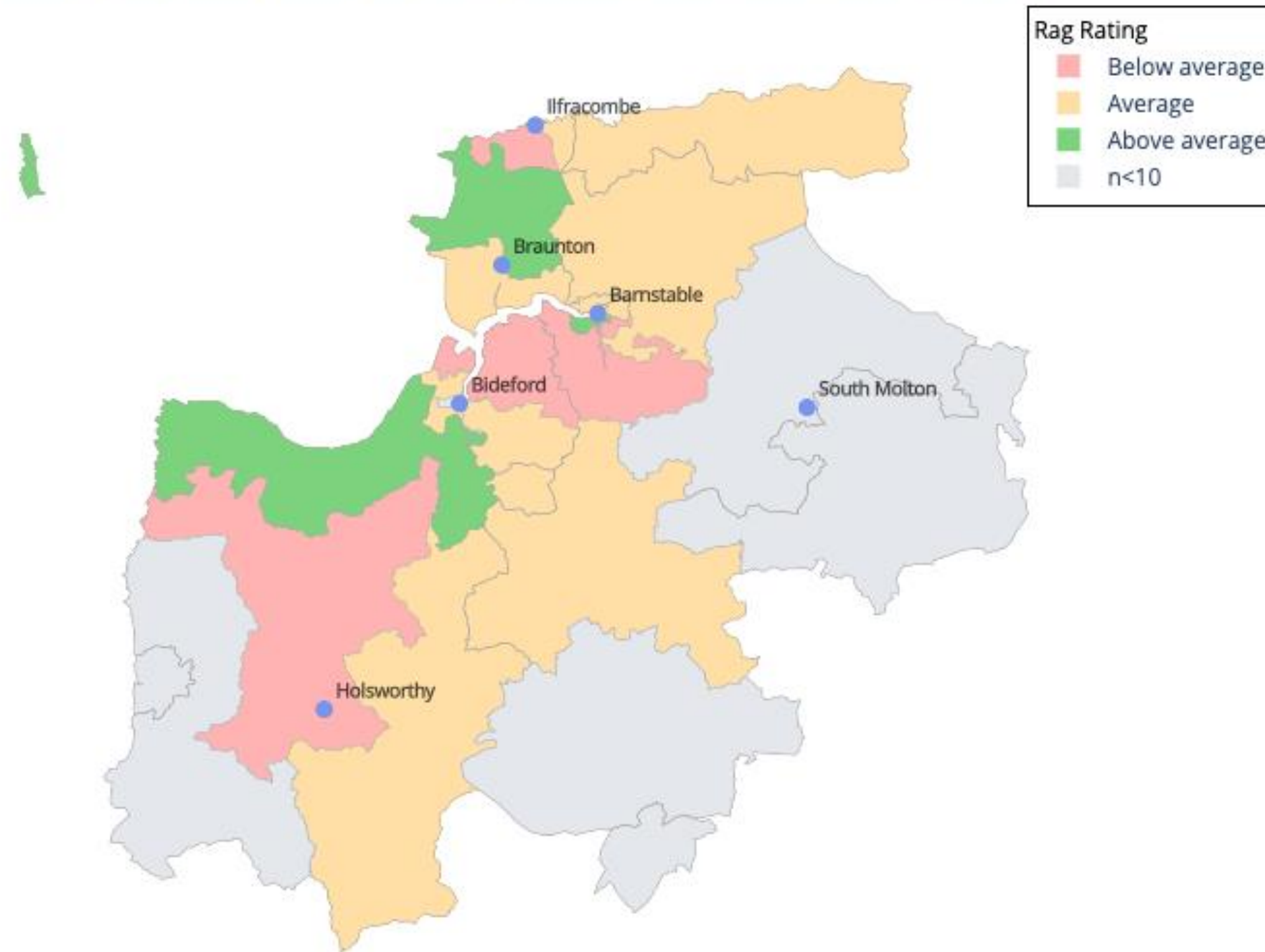
For young people who are economically disadvantaged (on Free School Meals) the figure for being cyber bullied at lease once in the last six months is: 21%

For boys it is 21%
For girls it is 18%

For those with a SEND statement it is 9%

Bullying

The frequency with which young people experience different types of bullying



n = 1301

Kailo

Overall, 24% of young people report being physically bullied at least once in the last six months.

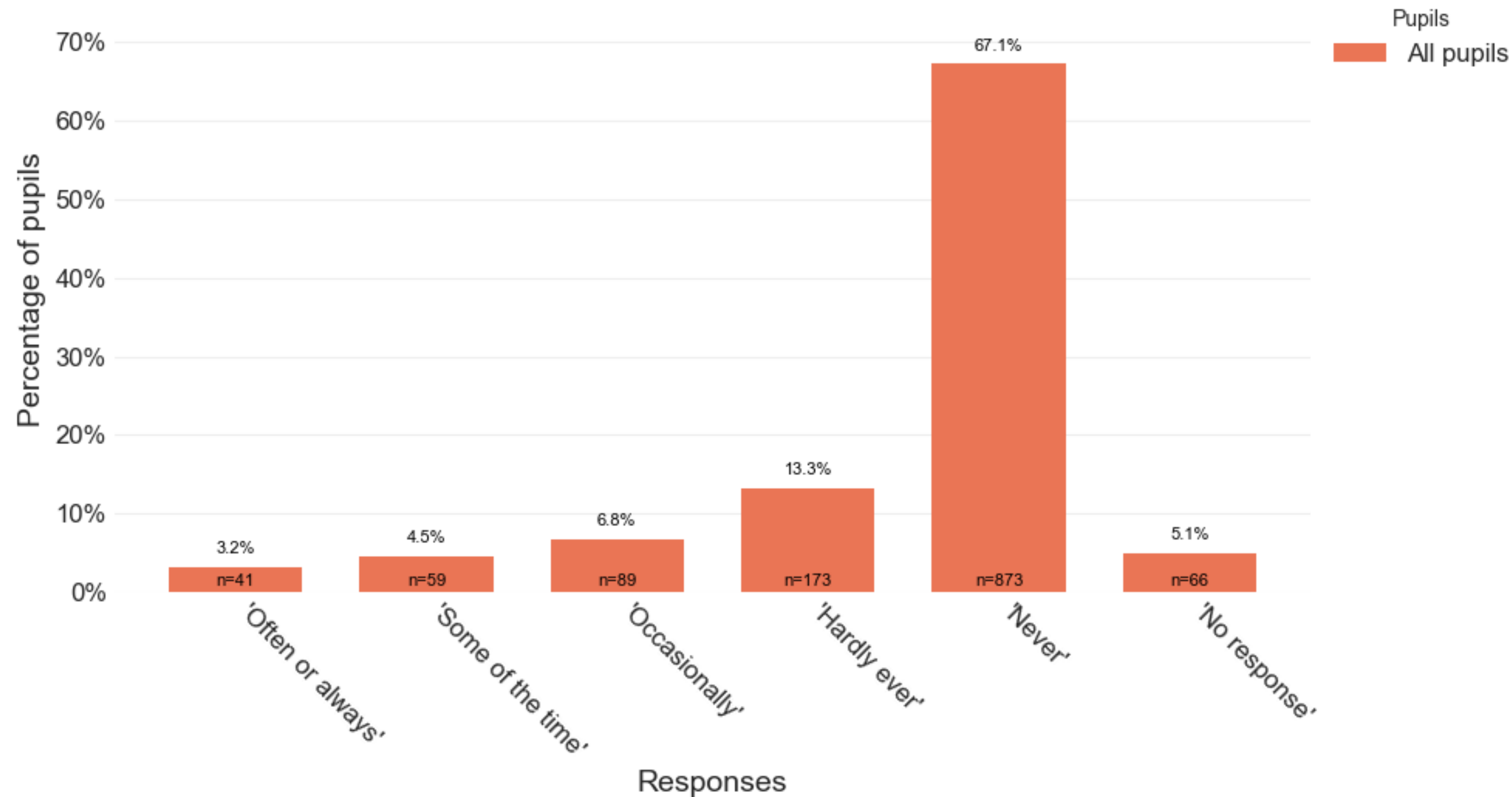
For young people who are economically disadvantaged (on Free School Meals) physically bullied at least one in the last 6 months: 31%

For boys it is 25%
For girls it is 24%

For those with a SEND statement it is 32%

Physical bullying

How often do people make you feel bad because of... your gender?
(Discrimination)



n = 1301

Kailo

8% of young people report 'often or always' or 'some of the time' being made to feel bad because of gender

The same is true for the following characteristics:

Disability: **8%**

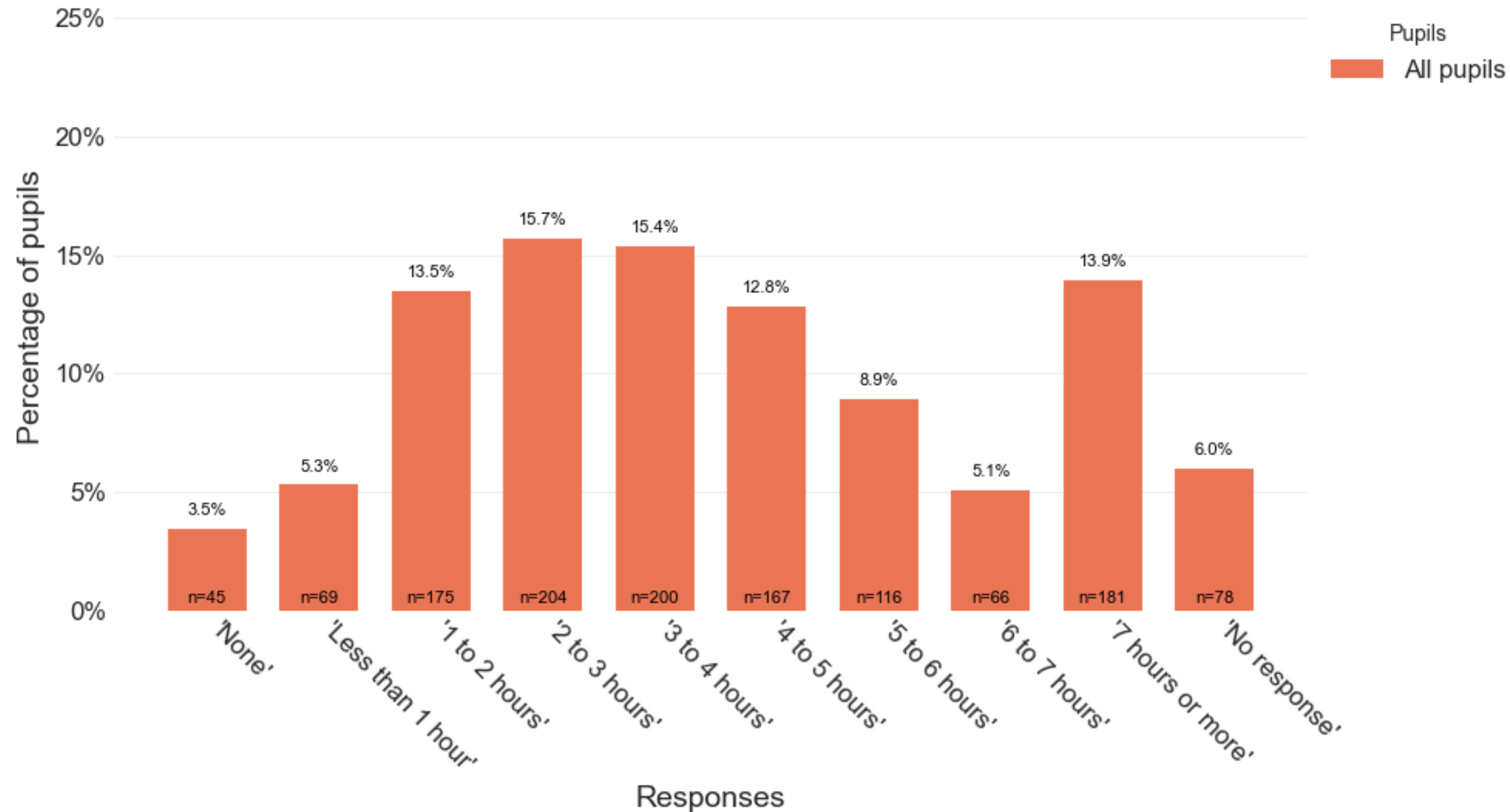
Race/ethnicity: **7%**

Sexual orientation: **7%**

Religion: **5%**

Discrimination

On a normal weekday during term time, how much time do you spend on social media?
(Social media use)



n = 1301

Kailo

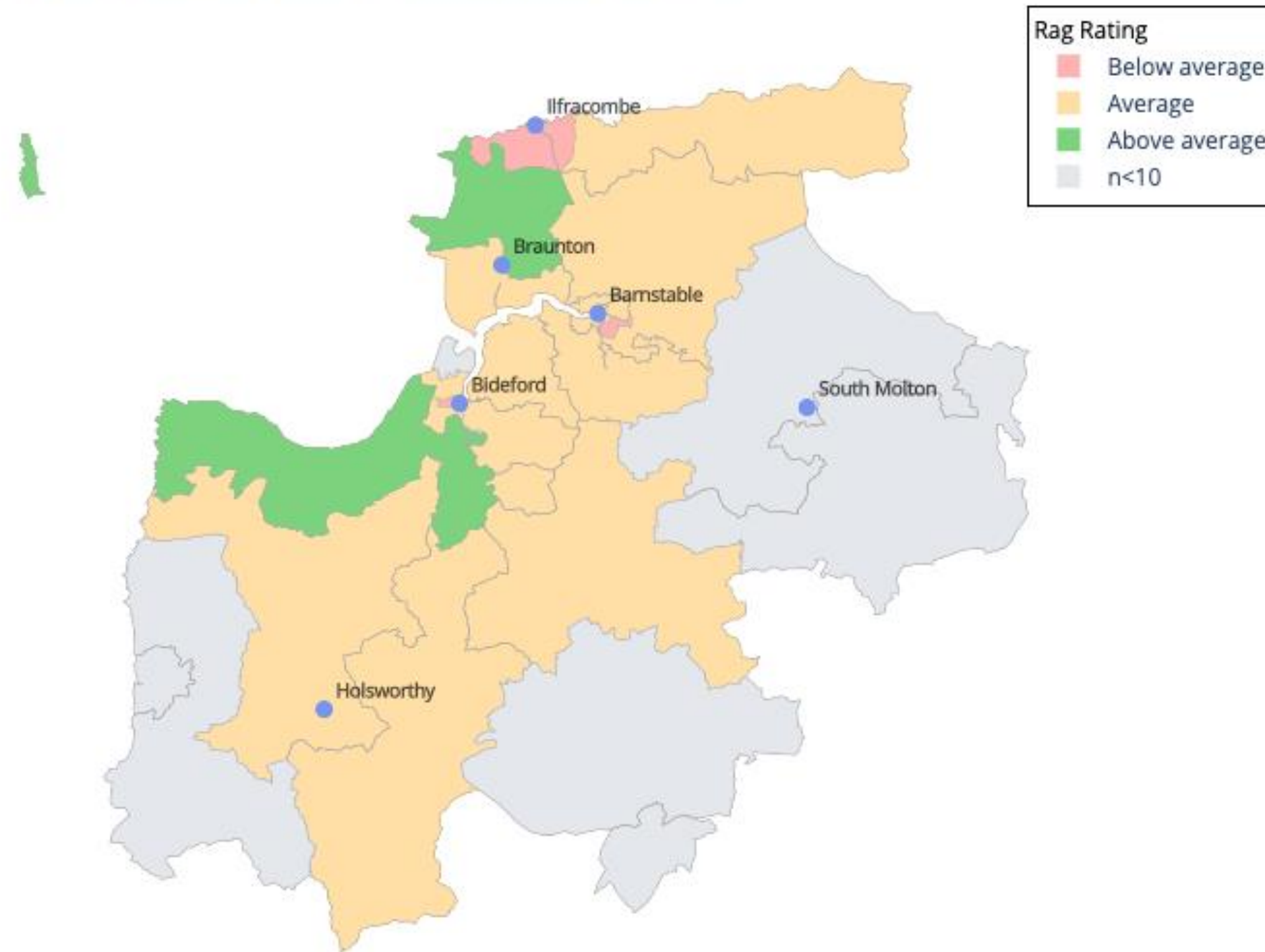
Young people report very high levels of time spent on social media:

- **9%** spending an hour or less a day
- **45%** spending between one and four hours per day
- **41%** spending more than four hours a day

Social media use

**Local environment,
autonomy and future
opportunities**

Local environment
How young people feel regarding the area where they live



n = 1301

Kailo

Overall, 78% of young people report that they feel ‘very safe’ or ‘fairly safe’ in their local area.

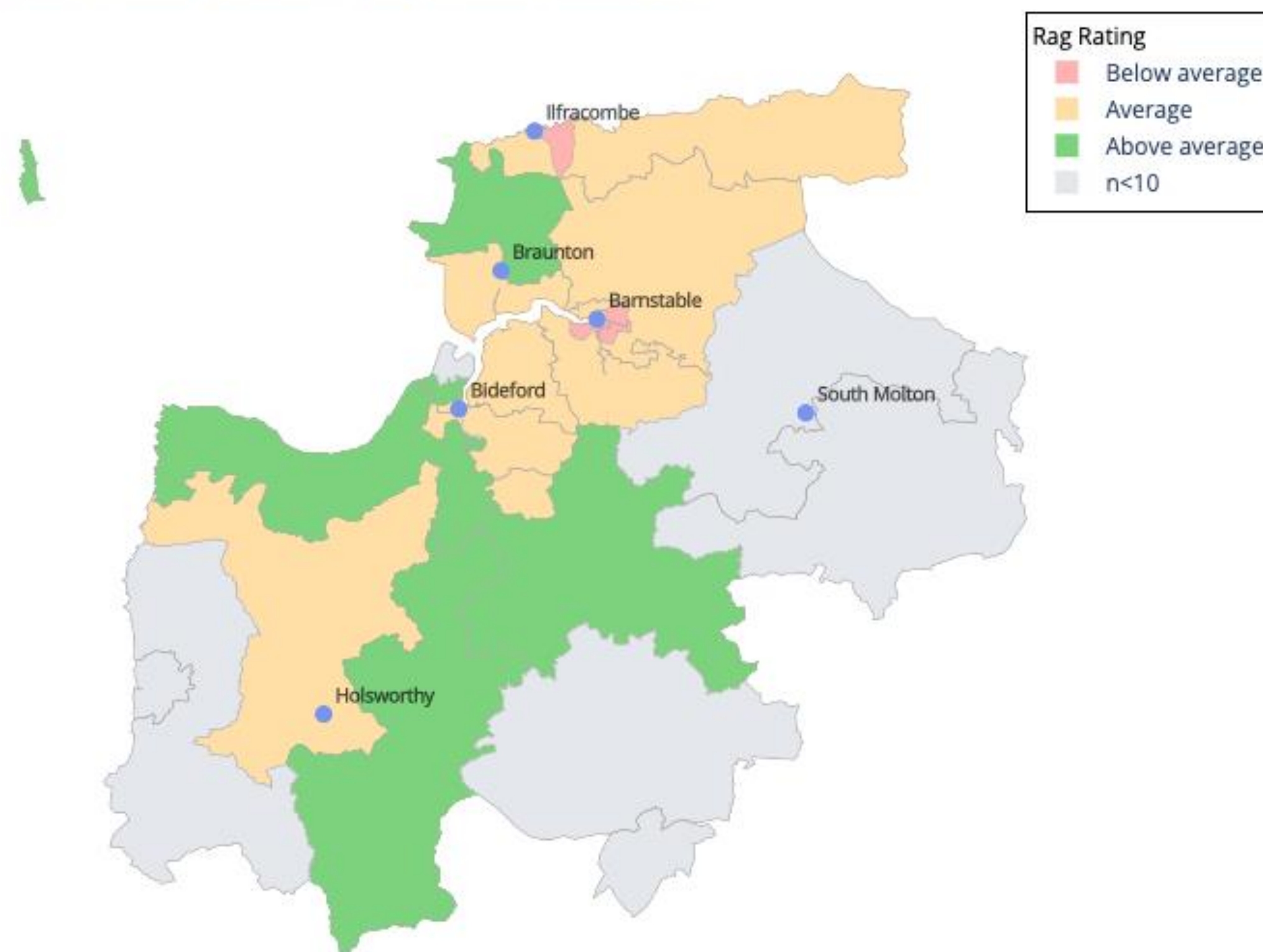
For young people who are economically disadvantaged (on Free School Meals) the figure for feeling ‘very safe’ or ‘fairly safe’ is: 71%

For boys it is 79%
For girls it is 76%

For those with a SEND statement it is 71%

Local environment and safety

Local connection
Young people's feelings of belonging in their local area



n = 1301

Kailo

Overall, 78% of young people report 'agreeing' or 'strongly agreeing' that they belong in their local area

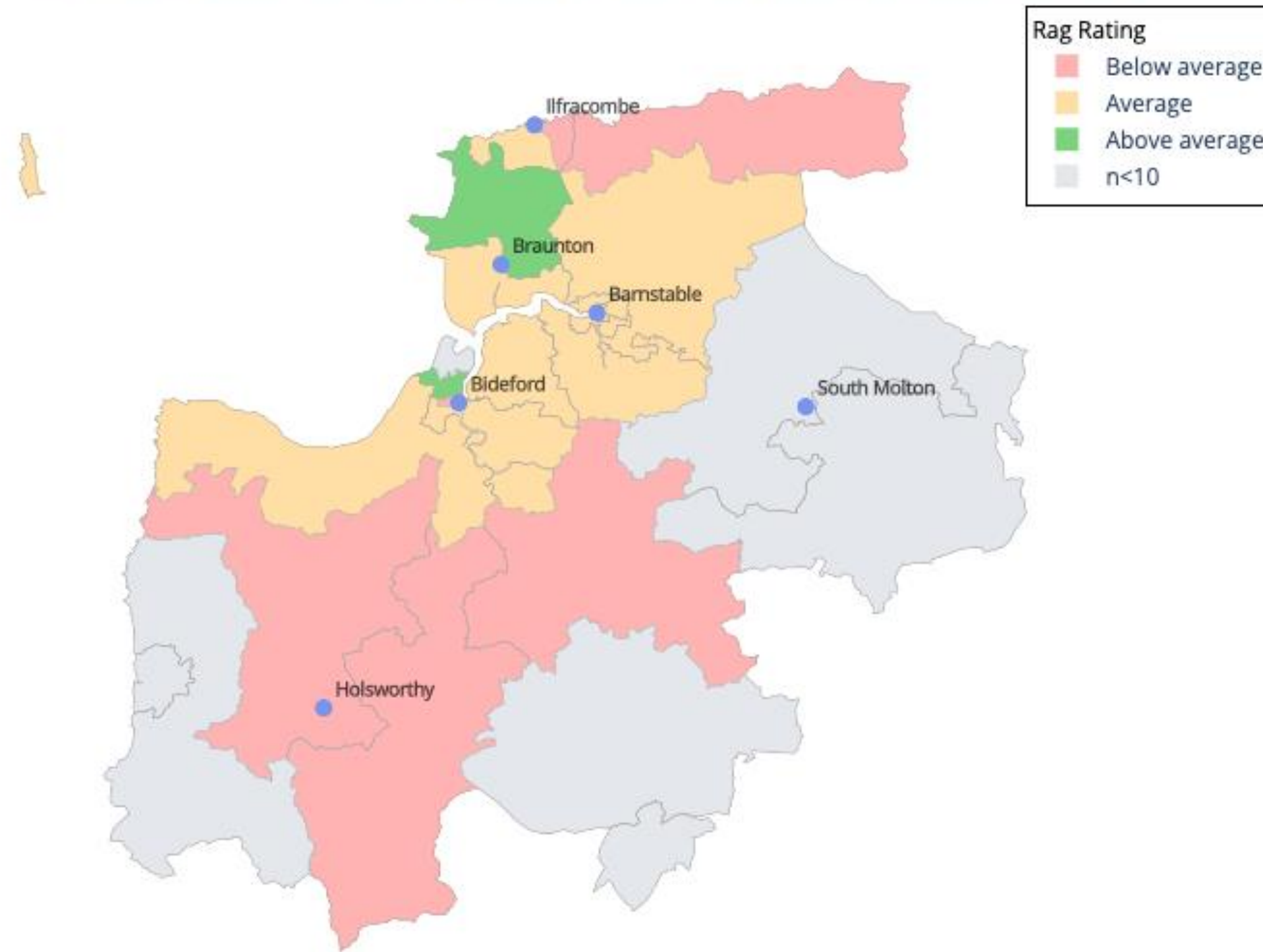
For young people who are economically disadvantaged (on Free School Meals) this figure is: 74%

For boys it is 81%
For girls it is 74%

For those with a SEND statement it is 75%

Belonging in local area

Places to go and things to do
Whether young people feel there are places to go and things to do in their free time



n = 1301

Kailo

Overall, 55% of young people report that there are good places to spend their free time.

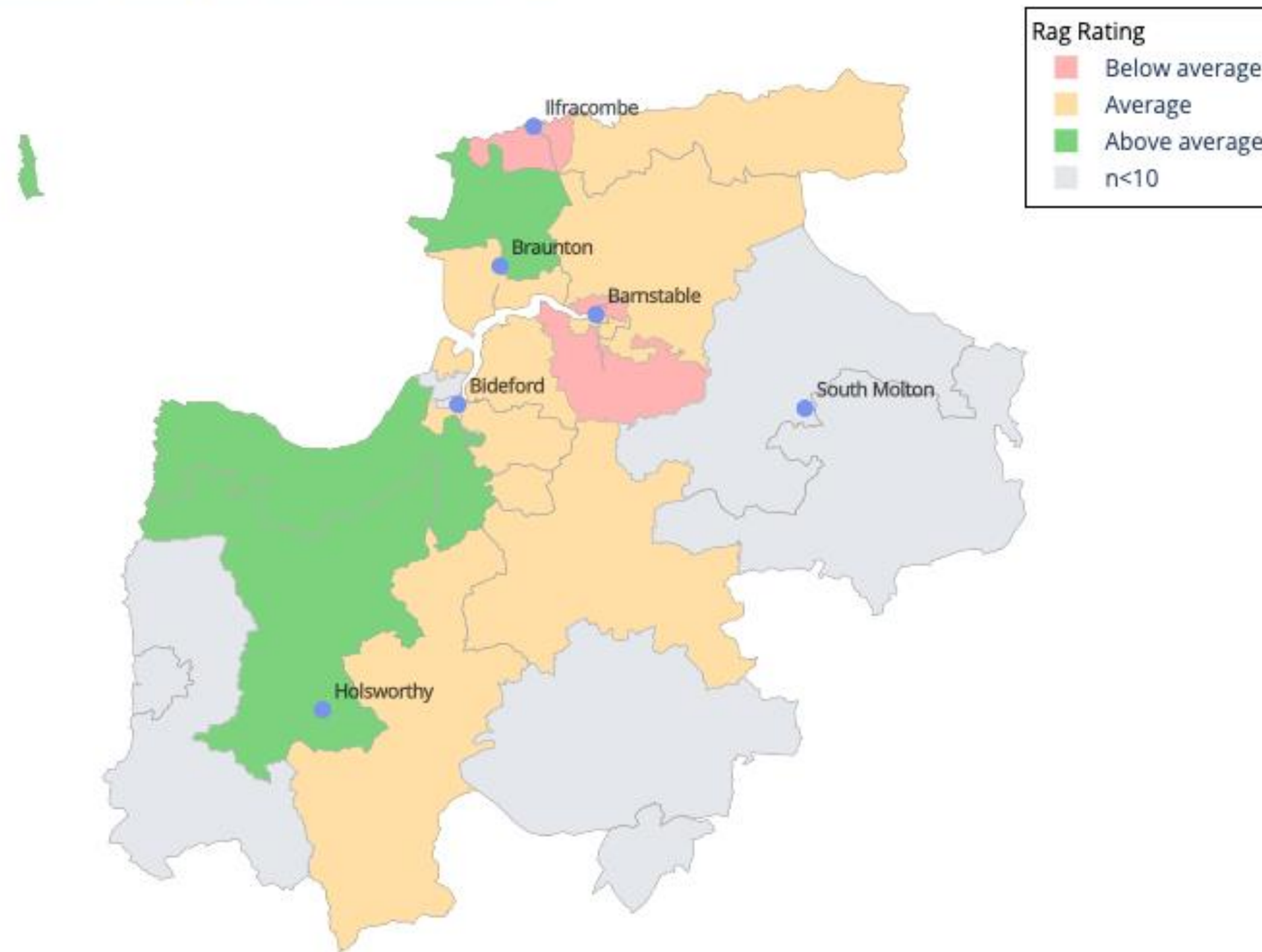
For young people who are economically disadvantaged (on Free School Meals) the figure is: 48%

For boys it is 59%
For girls it is 50%

For those with a SEND statement it is 56%

Places to go and things to do

Autonomy
How 'in control' young people feel of their life



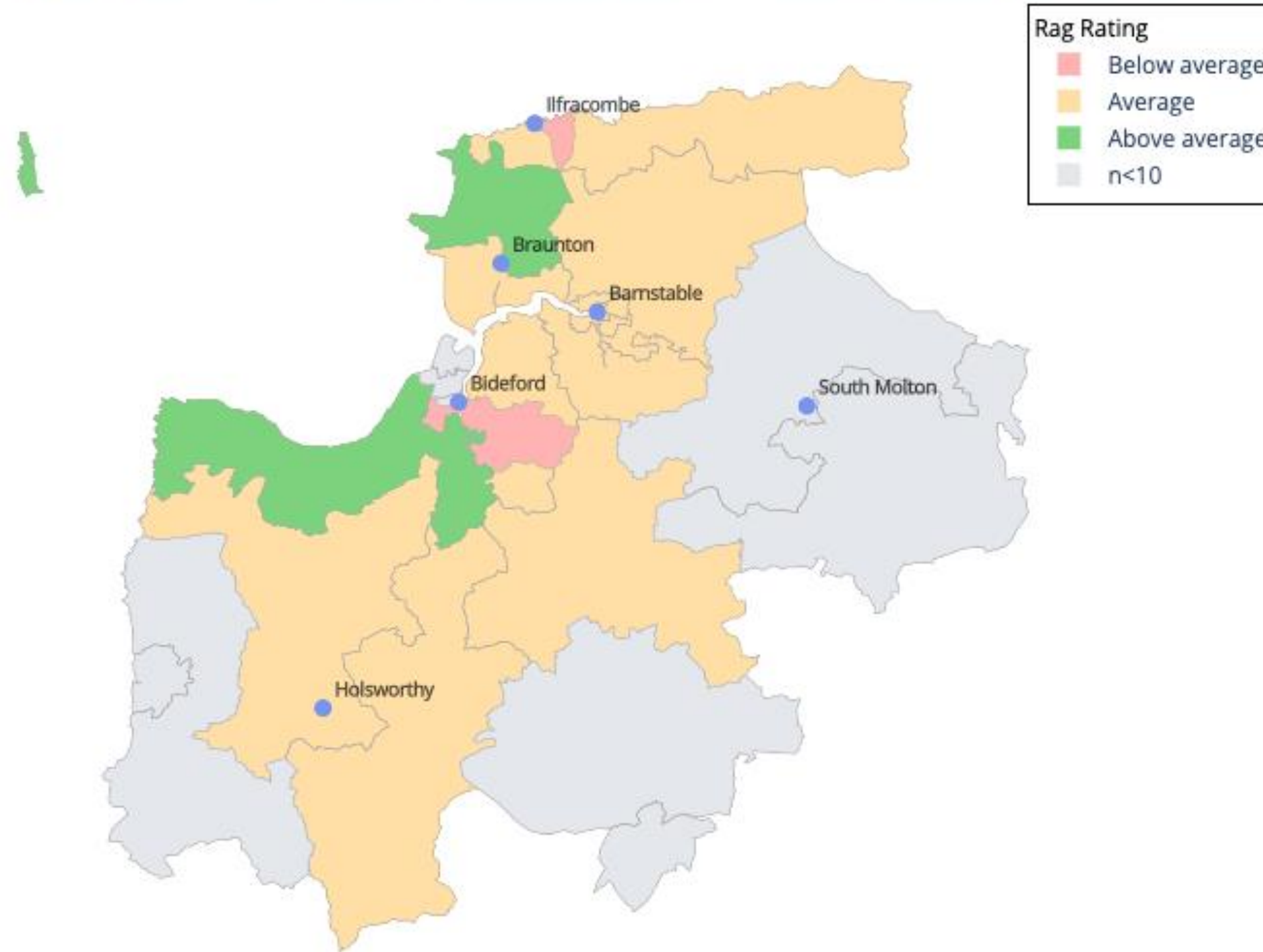
Overall, only 40% of young people report feeling free to express their ideas and opinions (4 or 5 on a scale of 1-5)

For young people who are economically disadvantaged (on Free School Meals) the figure for feeling free to express their ideas is: 35%

For boys it is 44%
For girls it is 36%

For those with a SEND statement it is 34%

Future opportunities
How young people feel about future options for work, education or training in their local area



n = 1301

Kailo

Whilst 47% of young people are interested in future opportunities...

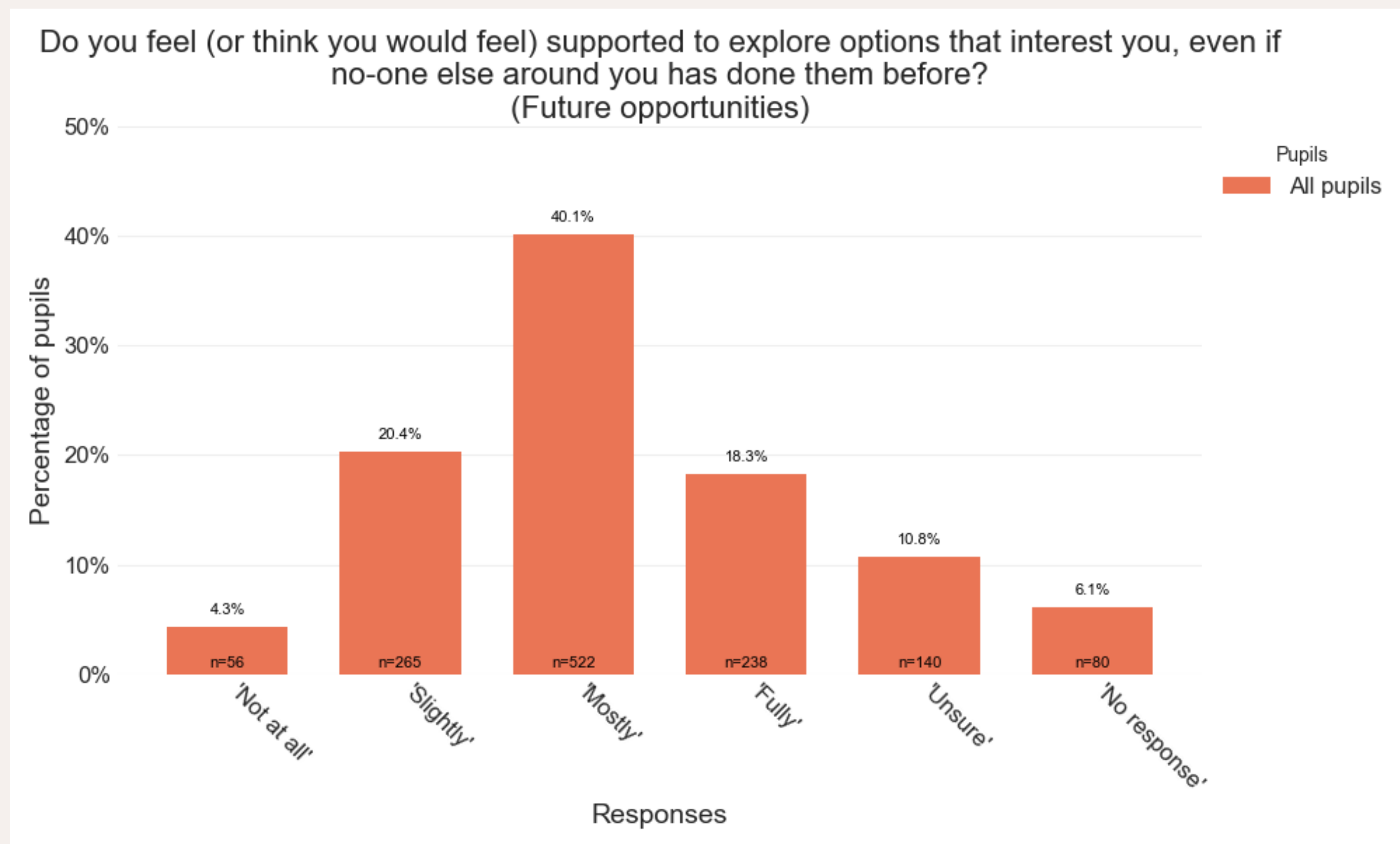
...35% are 'not at all' or, only 'marginally' interested in future opportunities.

For young people who are economically disadvantaged (on Free School Meals) the figure for being 'not at all' or 'marginally' interested is: 38%

For boys it is 32%
For girls it is 40%

For those with a SEND statement it is 32%

Future opportunities (options)



Whilst 58% of young people feel 'fully' or 'mostly' supported to explore future opportunities...

...24% report feeling 'not at all' or 'slightly' supported.

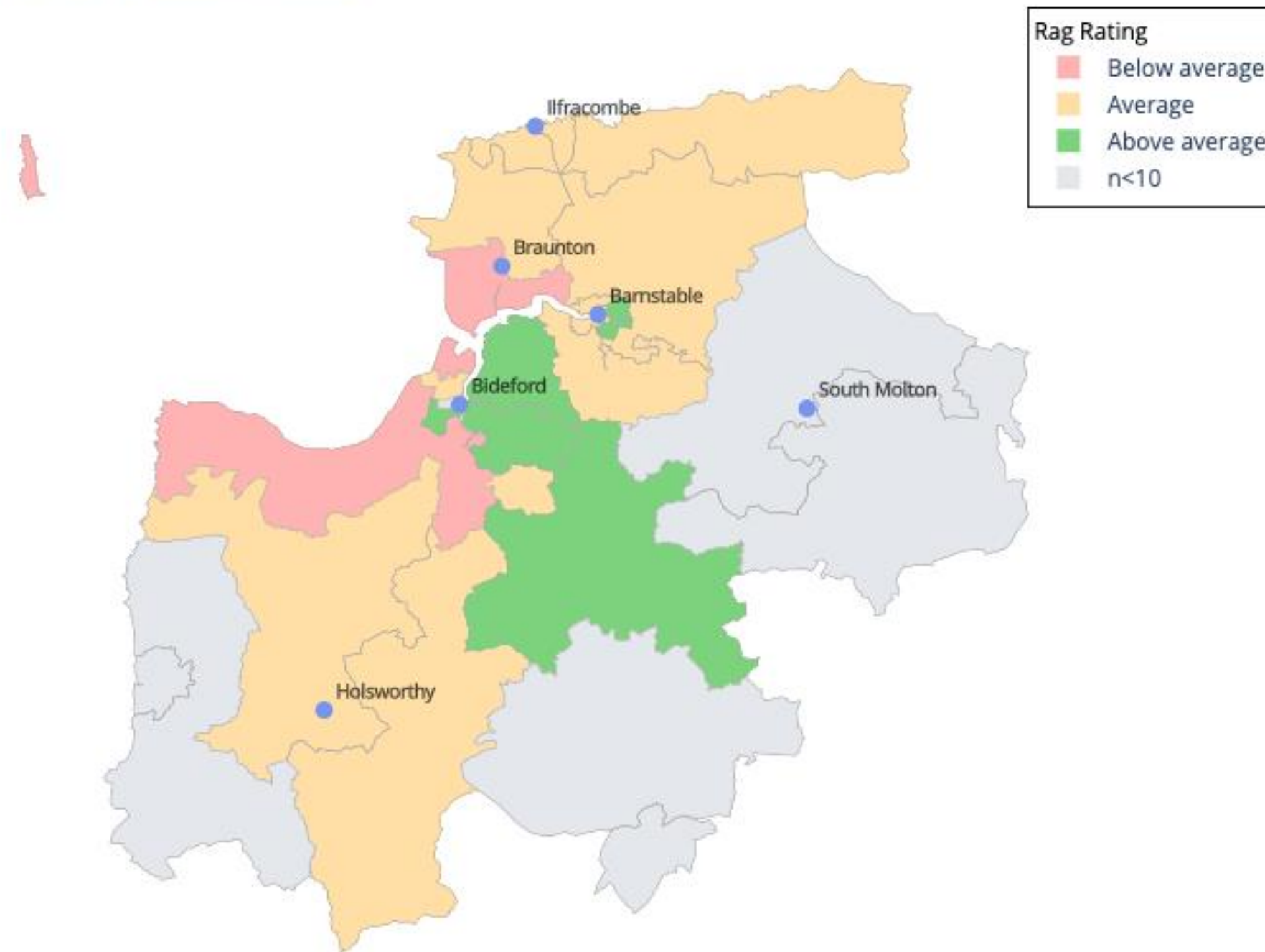
For young people who are economically disadvantaged (on Free School Meals) the figure for being 'not at all' or 'marginally' interested is: 27%

For boys it is 24%

For girls it is 26%

For those with a SEND statement it is 29%

Climate change Worries regarding climate change



n = 1301

Kailo

Overall, 13% of young people ‘often’ worry about the impact of climate change on their future (and 28% ‘sometimes’).

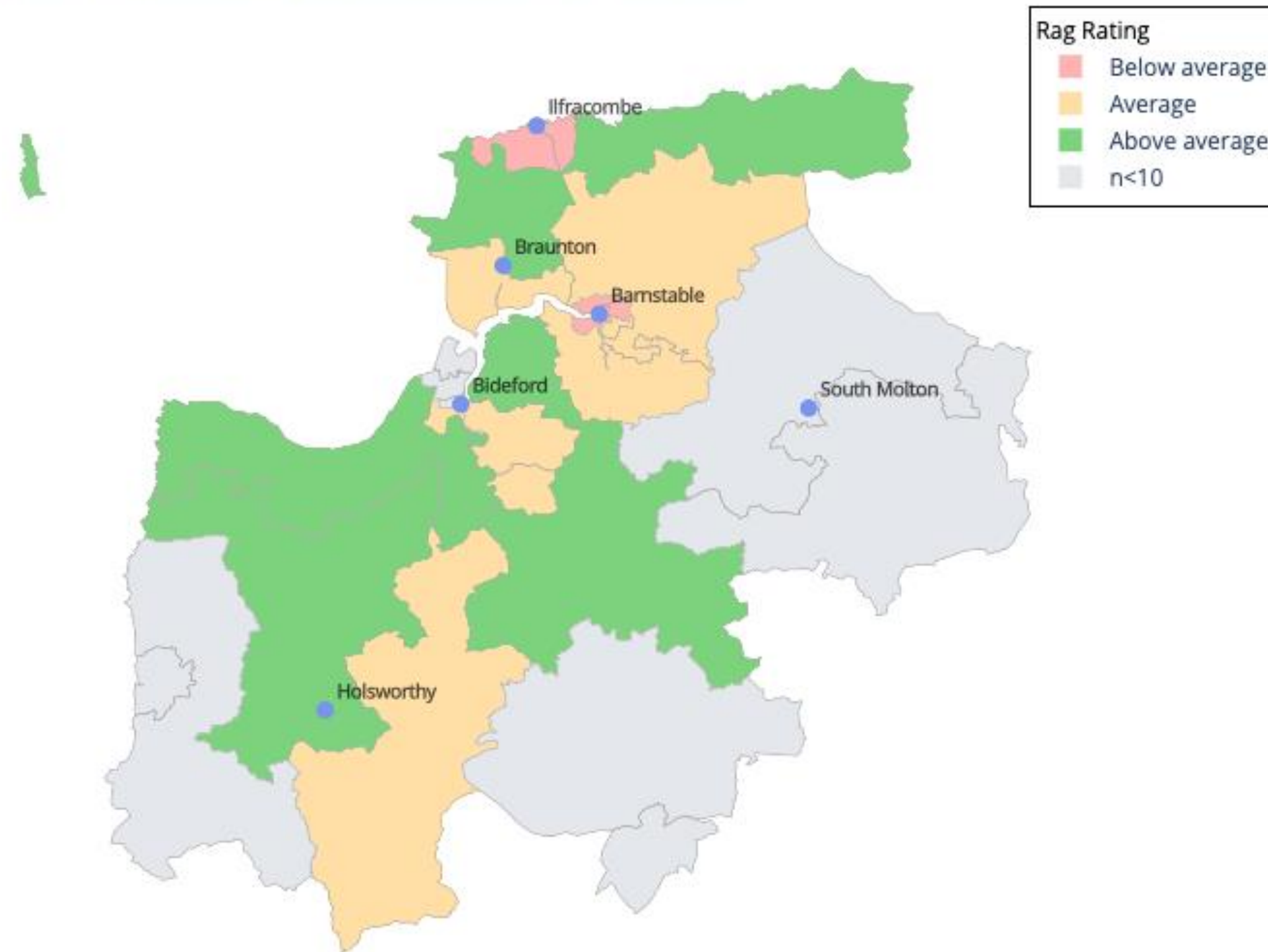
For young people who are economically disadvantaged (on Free School Meals) the figure ‘often’ worrying is: 9%

For boys it is 11%
For girls it is 16%

For those with a SEND statement it is 10%

Impact of climate change on future

Optimism
Young people's hopefulness and confidence for the future



n = 1301

Kailo

Overall, 54% of young people report feeling optimistic about their future.

For young people who are economically disadvantaged (on Free School Meals) this figure is: 48%

For boys it is 59%
For girls it is 51%

For those with a SEND statement it is 51%

Hopefulness and confidence for the future

Our partners



This work is supported by the UK Prevention Research Partnership (UKPRP), which is funded by the British Heart Foundation, Chief Scientist Office of the Scottish Government Health and Social Care Directorates, Engineering and Physical Sciences Research Council, Economic and Social Research Council, Health and Social Care Research and Development Division (Welsh Government), Medical Research Council, National Institute for Health Research, Natural Environment Research Council, Public Health Agency (Northern Ireland), The Health Foundation and Wellcome.



+ Many amazing local partners! NDVS and TTVS, Waymakers, Family Compass, Space, Young Devon, Spark UK, Sunrise Diversity, One Northern Devon, and many more

Contact and how to Reference

For further information, contact:

Kailo@dartington.org.uk

To cite this research:

[Kailo \(2025\): Northern Devon #BeeWell Survey.](#)
[Dartington Service Design Lab and Exeter University.](#)



DARTINGTON
SERVICE
DESIGN LAB



University
of Exeter