



Norfolk and Suffolk Health and Care Awards 2026

Supporting Young People Award

MAP Community Youth Work Project

Mancroft Advice Project

Mancroft Advice Project (MAP) is being nominated by North Norfolk 4 PCN (NN4) for the significant impact of its Children and Young People (CYP) Youth Worker pilot, first introduced across four PCNs in Norfolk and Waveney in 2024. Following its success, the programme was recommissioned in 2026 and expanded regionally, demonstrating strong confidence in its effectiveness. Developed collaboratively with the ICB, PCNs, GP practices and young people themselves, the service was designed to address local gaps and place young people's needs at its centre.

MAP provides tailored support to help young people build confidence, manage anxiety, improve wellbeing and develop life skills. Support spans a wide range of needs, including emotional regulation, loneliness, neurodiversity, physical health, education, family relationships, and identity. Recognising barriers faced in rural communities, MAP created flexible, accessible pathways, delivering support not only through primary care but increasingly through schools, youth groups and care settings.

The programme adapted quickly to demand, particularly from schools, establishing group activities, mentoring and strong referral pathways. This joined-up approach strengthened relationships across education, health and youth services, ensuring young people could access help in safe, familiar environments.

Evidence shows measurable improvements in confidence, emotional wellbeing and engagement. Young people reported reduced anxiety, better coping strategies and increased participation in education and social settings. Positive feedback and sustained engagement highlight the programme's success in early intervention and prevention. MAP's expansion reflects its value as a scalable, person-centred model, improving outcomes and opportunities for young people across Norfolk and Waveney.