

2014

Lincolnshire Sport Insight Pack – Boston



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Demographics overview

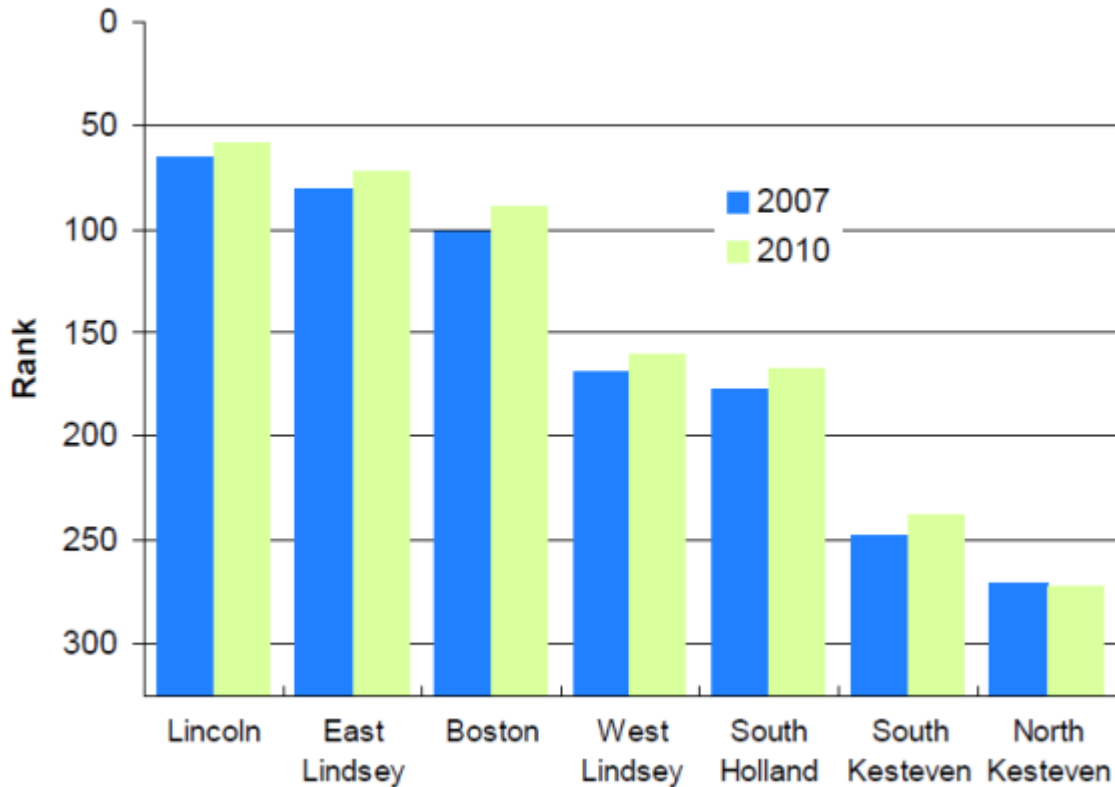
Boston has a current population of 64,800 (based on ONS mid-year 2012 population estimates).

At district level, since mid-2011 Boston has seen a population increase of 0.3%. This represents an increase in population of approximately 200 persons. Out of the seven districts in Lincolnshire, since 2002 Boston has had the highest increase at 14.9 per cent. Between 2002 and 2012 Boston has seen a slight decrease in the 0-19 age range, the 20-64 age range has remained the same and there has been a slight increase in the 65+ age range.

Boston's population is projected to experience the largest growth at 9% by 2016 and 17 per cent, by 2021, which is above the National and east midlands average and is the highest projected growth rate in the county. Leading up to 2021 Boston is expected to see a 1% increase in the 0-19 age range, a 2% decrease in the 20-64 age range and a 1% increase in the 65+ age range.

In terms of deprivation, the 2010 Indices of Deprivation identifies Boston as the 3rd most deprived district in the county. Between 2007 and 2010 the chart shows an increase in deprivation.

Figure 3: District IMD Rankings 2007 and 2010



Source: Lincolnshire Research Observatory

Figure 4: Extent of District Deprivation

District	Proportion of population living in most deprived areas (%)	Change in % since 2007
Boston	16.7	+2.0
East Lindsey	22.0	+1.7
Lincoln	29.8	+2.1
North Kesteven	0.1	+0.1
South Holland	1.1	+0.4
South Kesteven	3.7	+0.8
West Lindsey	9.4	+1.9

Source: Lincolnshire Research Observatory

Referring to the table above which shows the extent of deprivation in each of Lincolnshire’s districts, Boston has seen the second highest increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

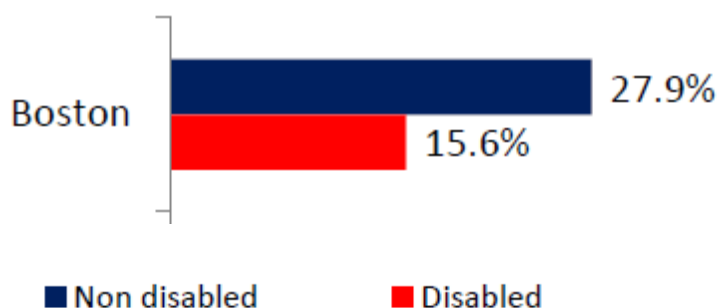
The following wards in the district are in the top 10% of the most deprived in England: Fenside.

Disability – Lincolnshire

The following information, taken from Census 2011 data and supplied by the English Federation for Disability Sport (EFDS), shows the number of disabled people in Boston compared with England, the East Midlands and Lincolnshire.

	Number of disabled people in area	Proportion of population in that area that are disabled
Boston	13,040	20%
England	9,352,586	18%
East Midlands	844,297	19%
Lincolnshire	145,422	20%

Proportion of people playing sport at a moderate intensity at least once a week for 30 mins – APS62



Student population

Institution	Number of students	Source and more information
Boston College	8,136	http://www.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/130761

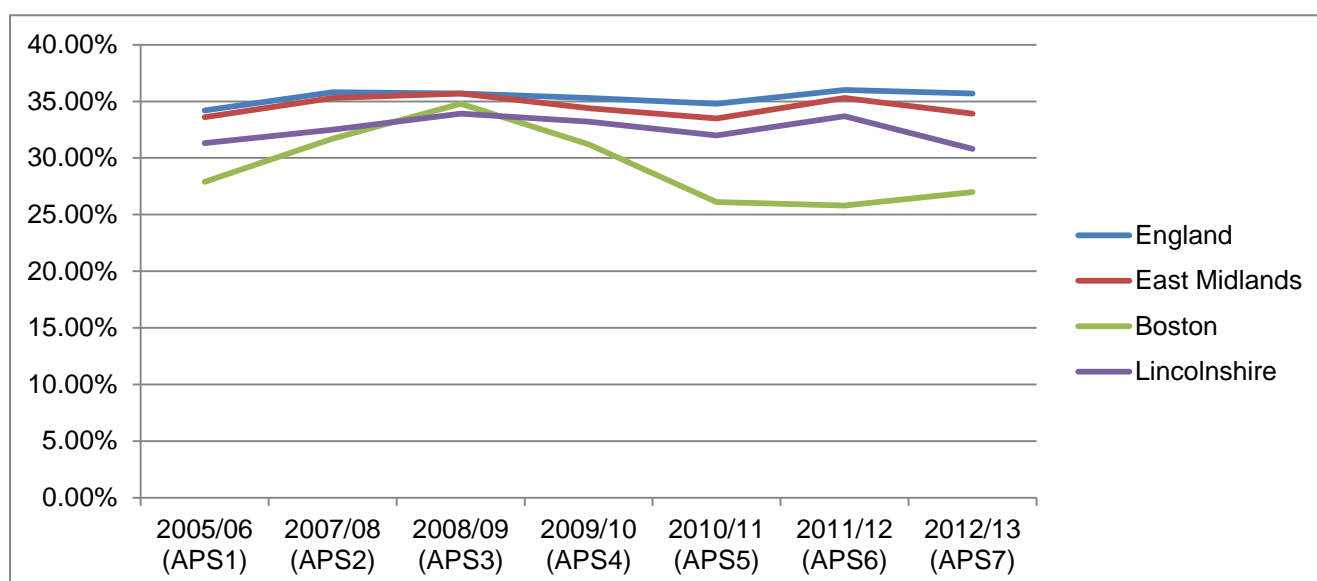
Participation

1 x 30

Current ranking for 1x30 = 321st out of 326 district and unitary authorities.

In Boston, the first Active People survey in 2005/06 found that 27.9% of the adult (16+) population were taking part in sport for 30 minutes once per week. Data released in December 2013 (Active People 7) shows that 27.0% of adults in Lincoln City are now taking part in sport for 30 minutes once per week.

Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
England	34.20%	36.00%	35.70%
East Midlands	33.60%	35.30%	33.90%
Boston	27.90%	25.80%	27.00%
Lincolnshire	31.30%	33.70%	30.80%

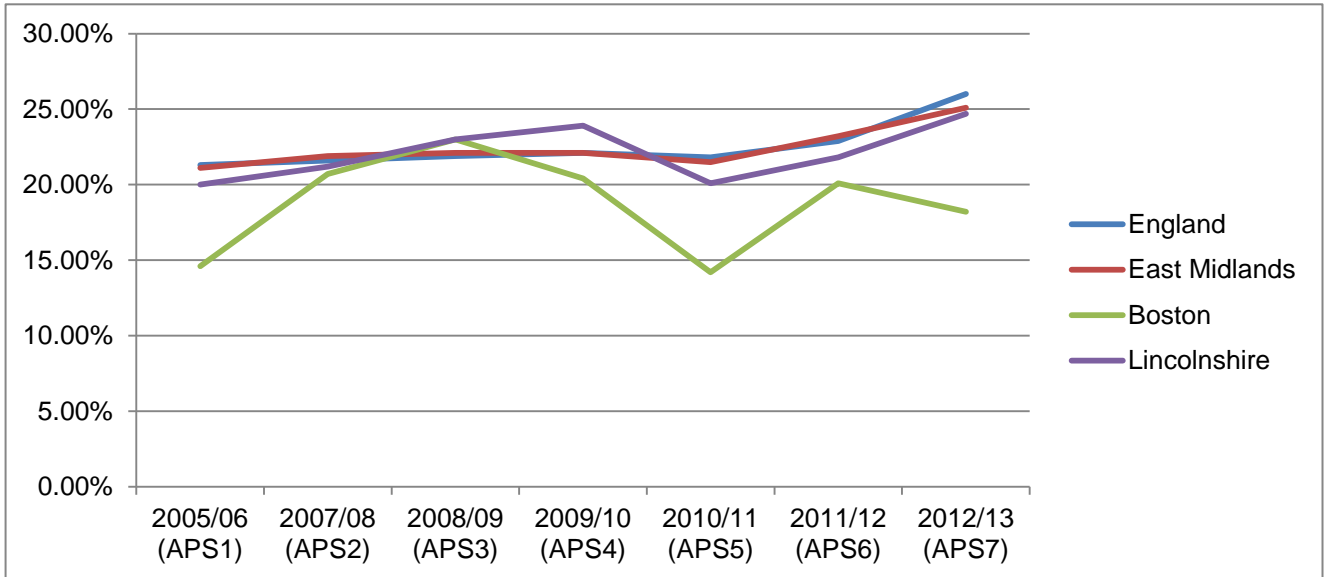


3 x 30

In Boston, the first Active People survey in 2005/06 found that 14.6% of the adult (16+) population were taking part in sport for 30 minutes 3 times a week. The latest data released in December 2013 (Active People 7) shows that 18.2% of the adult population are now taking part in sport for 30 minutes 3 times per week.

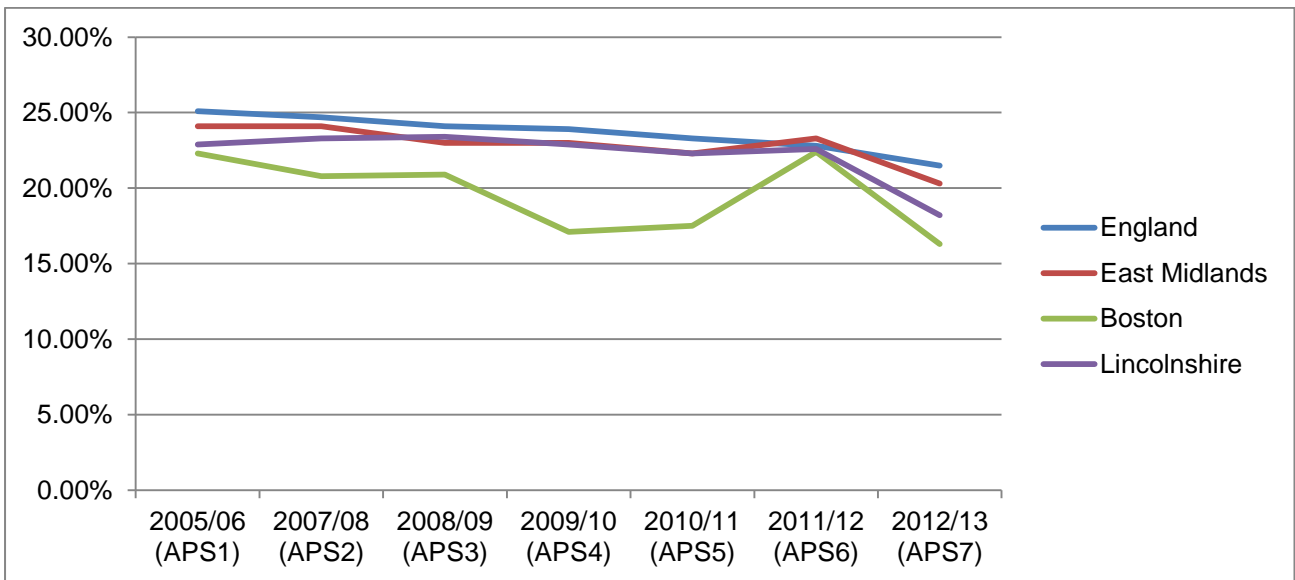
Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
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Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
England	21.30%	22.90%	26.00%
East Midlands	21.10%	23.20%	25.10%
Boston	14.60%	20.10%	18.20%
Lincolnshire	20.00%	21.80%	24.70%

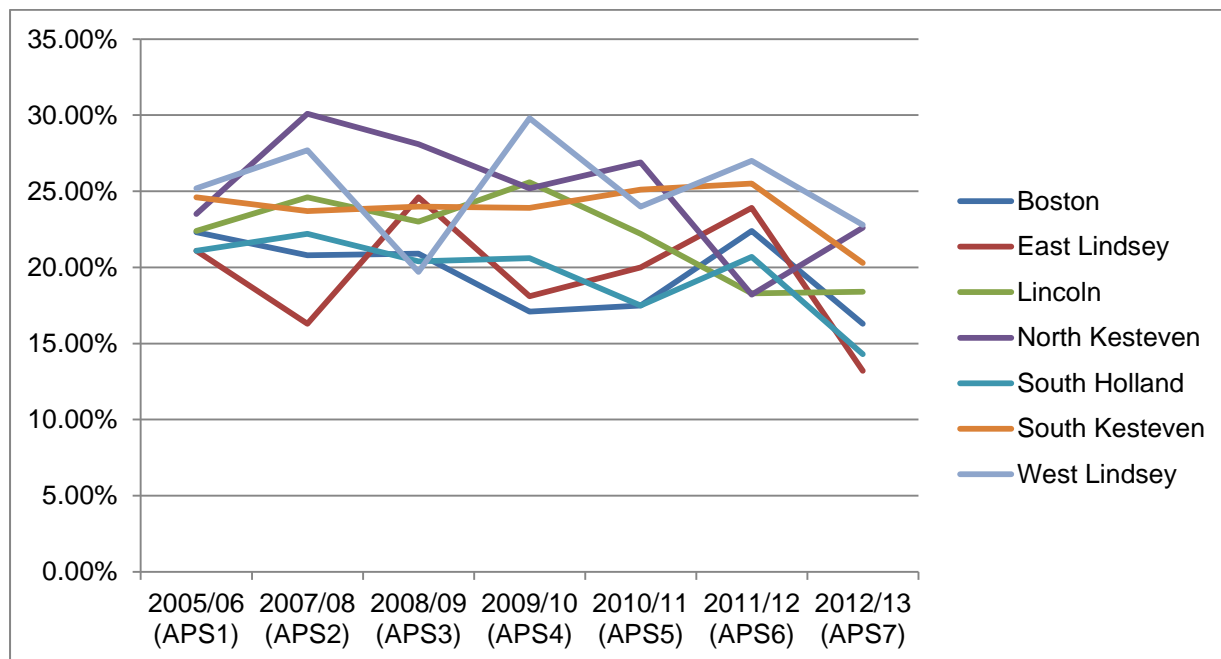


Club membership

Club membership nationally is on the decrease and since 2009/10 this trend is reflected in Boston.

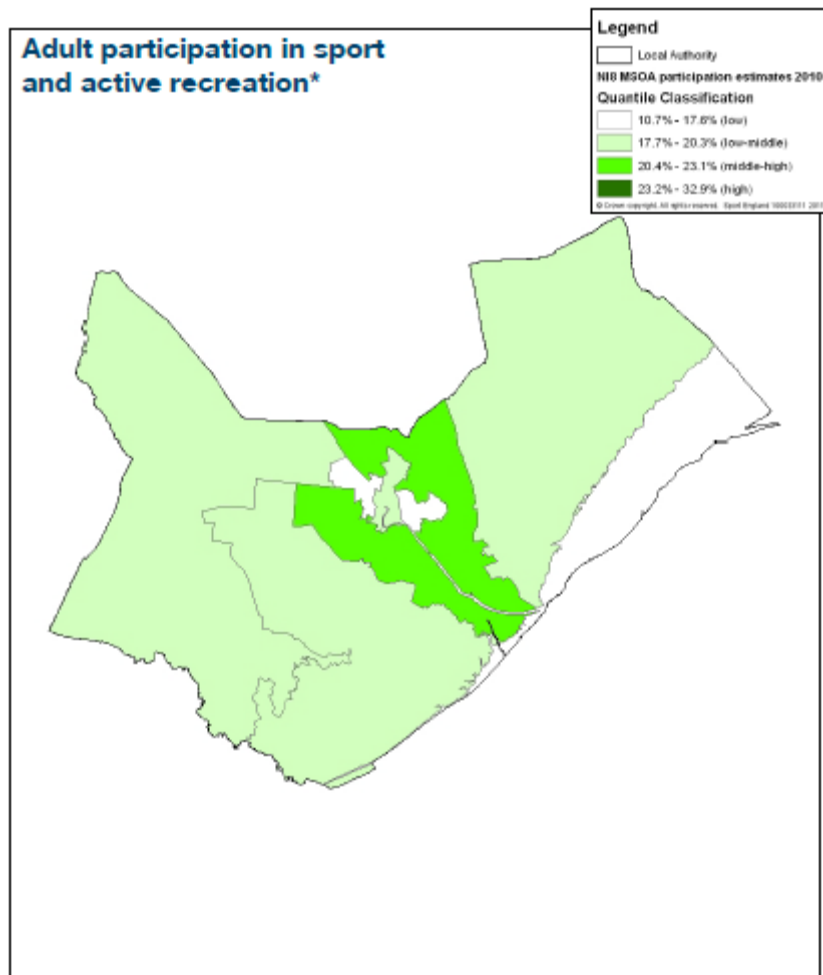


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. Boston is ranked 5th out of seven districts for club membership.

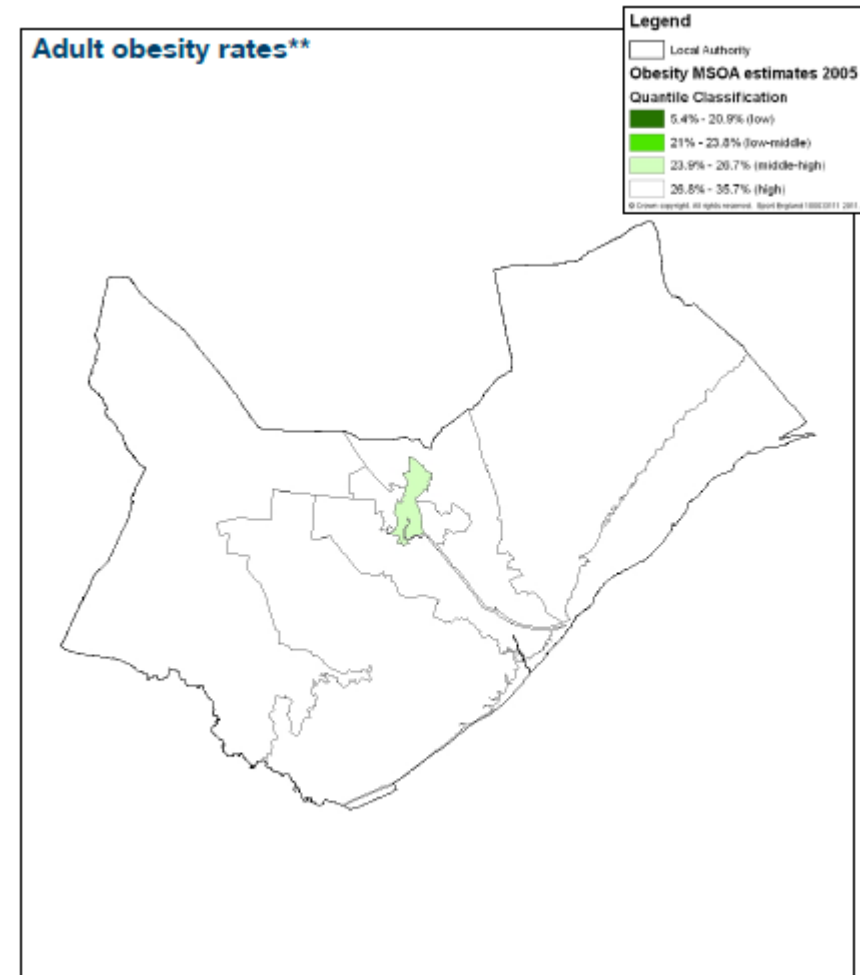


Mapping

The following maps show participation rates, obesity rates and deprivation. On the participation map (left) the lowest participation areas are in Fenside. You can see clear trends between low participation rates, high obesity rates and deprivation.



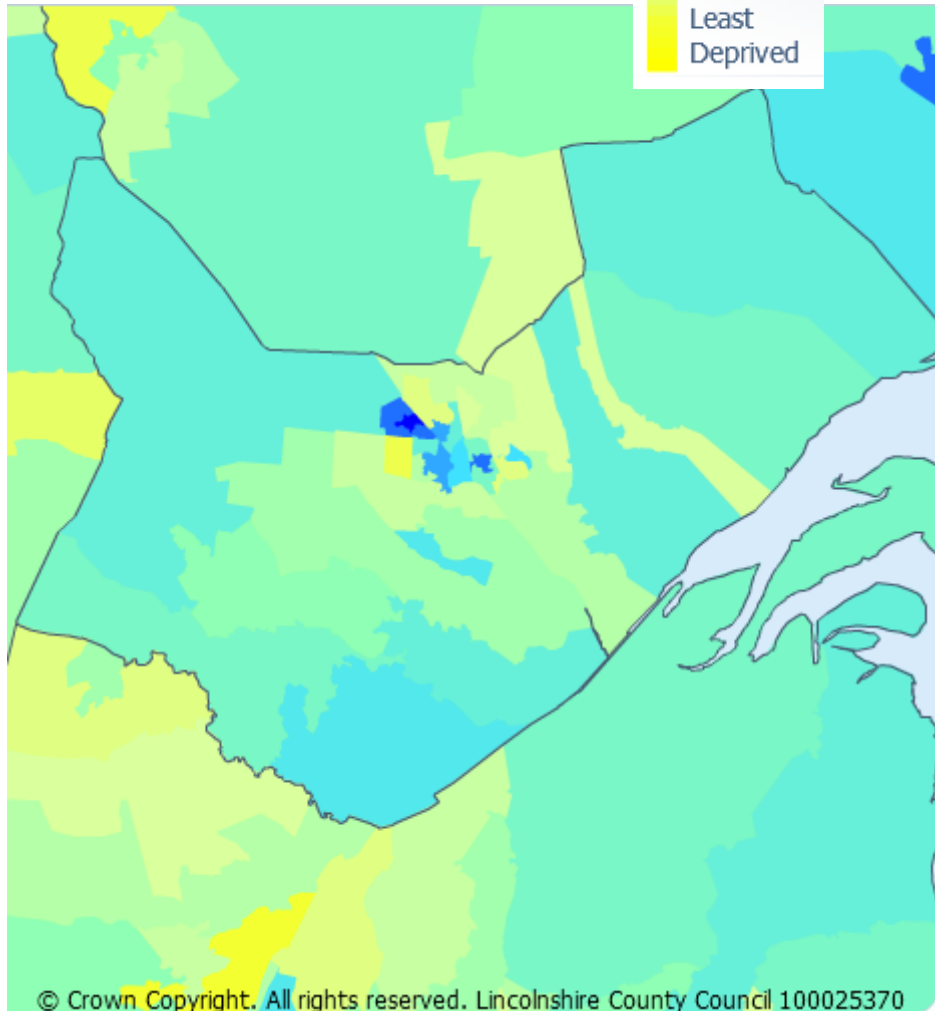
*Source: Sport England Active People Survey (APS)
Dataset: APS3 and APS4 Model Based Estimates, 2008-2010



**Source: The NHS Information Centre for health and social care (The NHS IC)
Dataset: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005

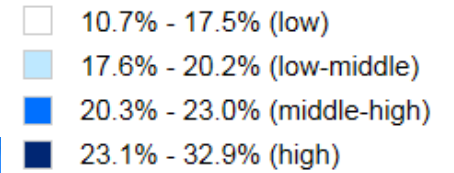
Deprivation (below) and 3x30

participation (right)

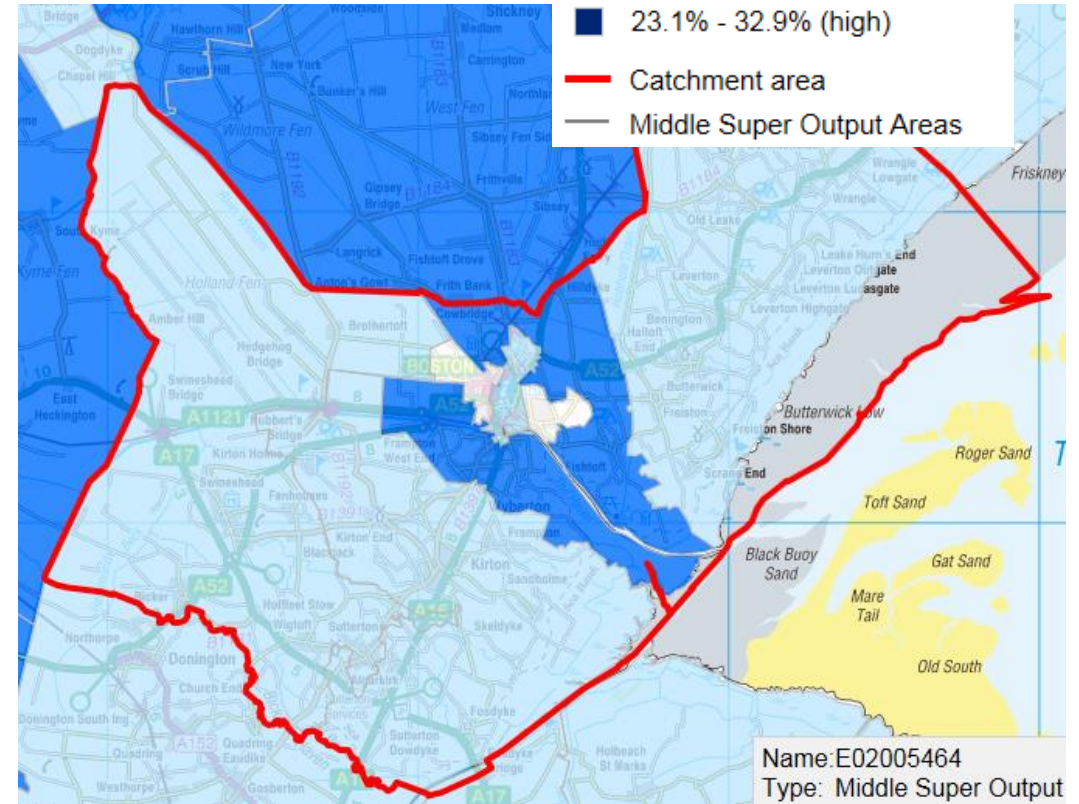


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Participation estimates 2008-10
Quantile classification*



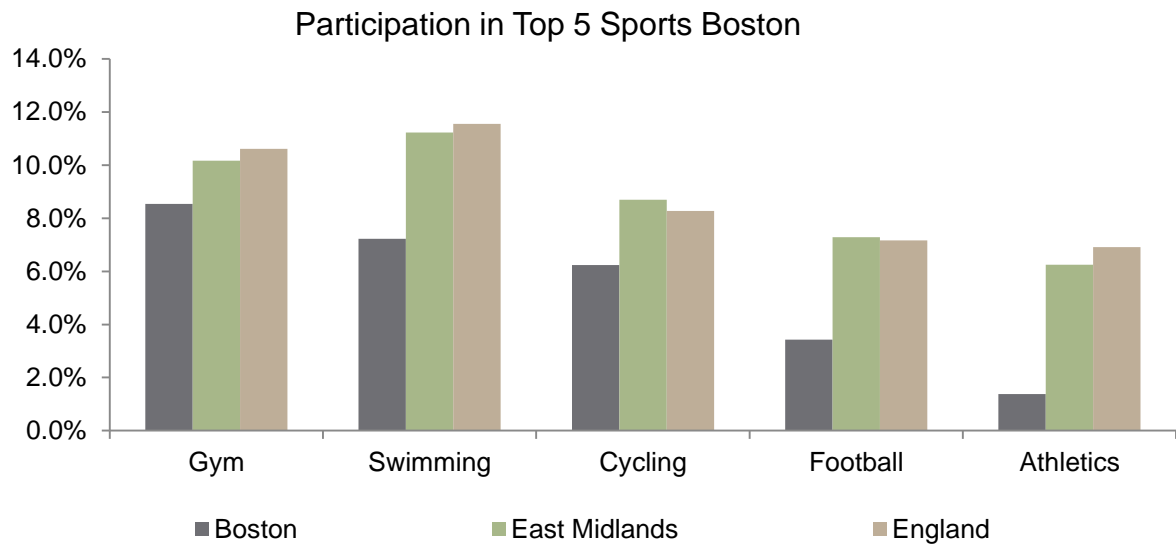
— Catchment area
— Middle Super Output Areas



Name: E02005464
Type: Middle Super Output

Top 5 sports by district

The following information, taken from Sport England's Local Sport Profile Tool, shows the top 5 sports in Boston.



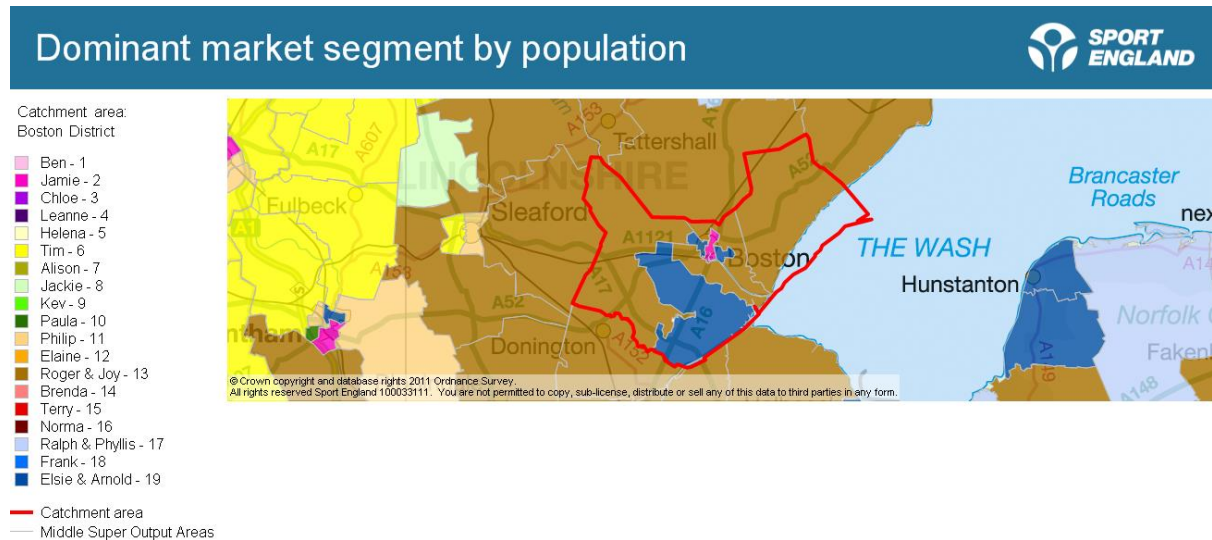
Demand for sport by district

The following table shows the percentage of adults wanting to do more sport by district.

District	Proportion of adults wanting to do more sport
Boston	49.7%
East Lindsey	48.8%
Lincoln	50.5%
North Kesteven	53.5%
South Holland	42.5%
South Kesteven	49.7%
West Lindsey	52.1%

Market Segmentation

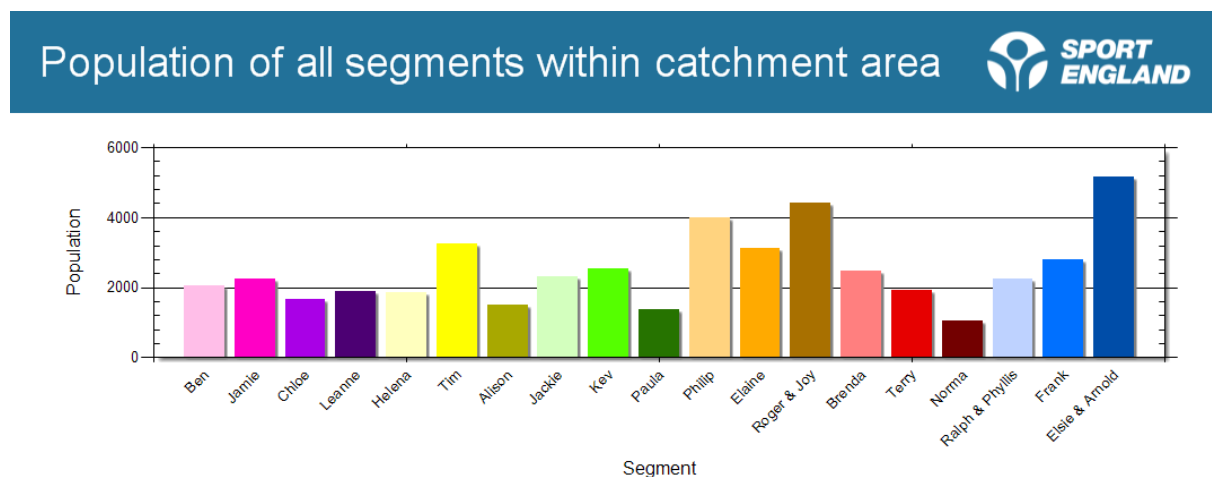
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



The most prevalent segments across **Boston** are Elsie & Arnold, Roger & Joy, and Philip.

District	Market segments	% and number
Boston	Elsie & Arnold	10.8% / 5,152
	Roger and Joy	9.3% / 4,428
	Philip	8.4% / 3,999

- Elsie and Arnold – Retired home singles – 66+ years – much less active than the average adult.
- Roger and Joy – Early retirement couples – 56-65 years – slightly less active than most.
- Philip – Comfortable mid-life males – 46-55 years – above average participation.



As can be seen from the above table, Boston does not have a profile of dominant market segments in the 18 – 25 age range, which has implications for the types of sport played.

Detailed information, maps and charts can be found via <http://segments.sportengland.org/>

Facilities

Sport England's Active Places is a national sports facility database that holds data and contact details on over 40,000 sites and 64,000 facilities for 11 different facility types (approximately 80% of where formal sport takes place). Each record is checked by Sport England on an annual basis and users can register for free to access detailed information on each site and facility (see Useful Links section). The below table is a count of the different facility types, with the intention of demonstrating facility provision across Boston.

	Artificial Grass Pitch	Athletics Track	Golf	Grass Pitch	Health & Fitness Suite	Indoor Bowls	Indoor Tennis Centre	Ski Slope	Sports Hall	Squash Court	Studio	Swimming Pool	Tennis Court	Total
Boston	2	1	3	86	8	1	1	0	17	7	6	4	15	151

Clubmark Accredited Clubs

Clubmark is the universally acknowledged cross sport quality accreditation scheme for community sports clubs. It is based on criteria which must be supported by specific evidence. Based on four key areas of club development, it focuses on Activity/playing programmes, Duty of care and welfare, Knowing your club and its community and Club management.

	Angling	Athletics	Badminton	Bowls	Canoeing	Cricket	Cycling	Equestrian	Football	Golf	Gymnastics	Hockey	Judo	Netball	Orienteering	Rowing	Rugby Union	Squash	Swimming	Table Tennis	Tennis	Triathlon	Volleyball	Total
Boston	1					1			8			1	1			1		1			1			15

Key contacts

Further Education Colleges

Boston College Skirbeck Road Boston, Lincolnshire, PE21 6JF	James Wright E: james-w@boston.ac.uk Tel: 01205 365701 John Clark E: john-c@boston.ac.uk Tel: 01205 365701
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District Contacts

District	Sports Development
Boston	Phil Perry E: phil.perry@boston.gov.uk

School Sport Contacts

School Sport Partnership	School Games Organisers
Boston and District	Matthew Haslam E: matthew.haslam@middlecott.lincs.sch.uk Tel: 01205 725424 Base: Kirton Middlecott School