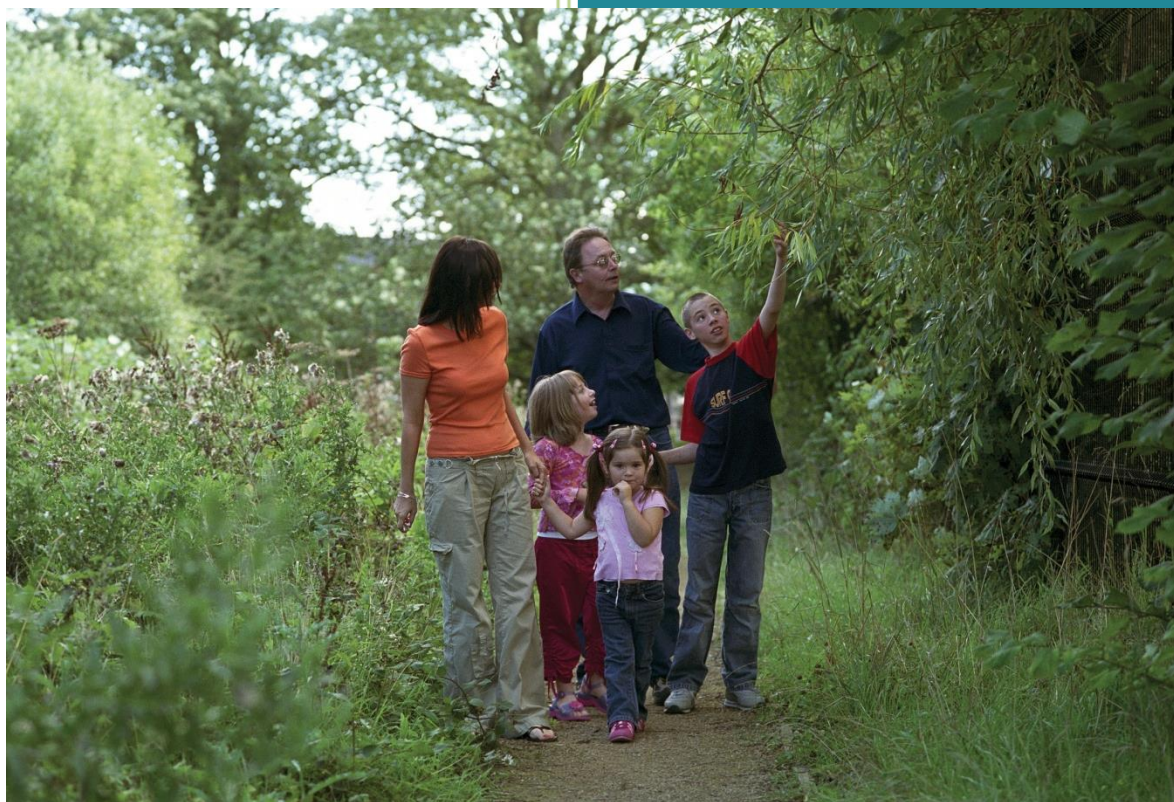


# 2014

## Lincolnshire Sport Insight Pack – East Lindsey



**Published: May 2014 (Version 1)**

T: 01522 585 580

E: [chris.johnson@lincolnshiresport.com](mailto:chris.johnson@lincolnshiresport.com)

W: [www.lincolnshiresport.com](http://www.lincolnshiresport.com)

## Demographics overview

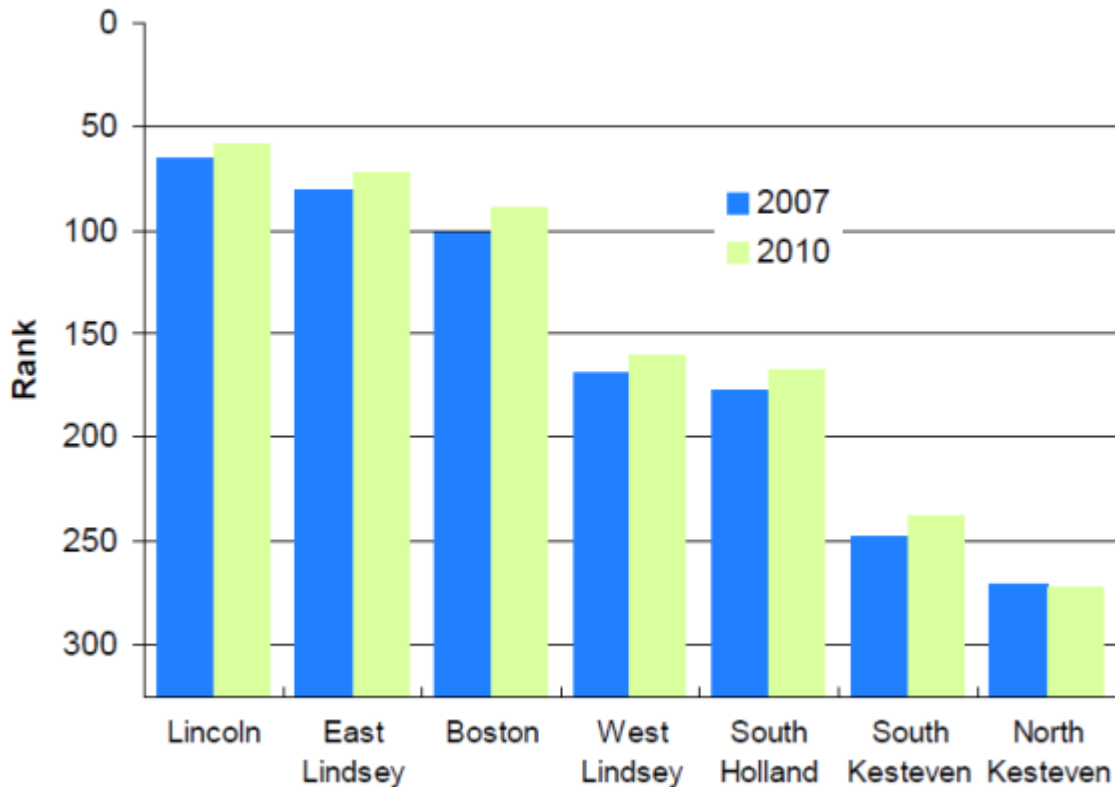
East Lindsey has a current population of 136,600 (based on ONS mid-year 2012 population estimates), which is the largest district population in the county.

At district level, since mid-2011 East Lindsey has seen a population decrease of -0.1 per cent. This represents a decrease in population of approximately 100 persons. Out of the seven districts in Lincolnshire, since 2002 East Lindsey has had the lowest increase at 3.4 per cent. Between 2002 and 2012 Boston has seen a decrease in the 0-19 age range, a decrease in the 20-64 age range and an increase in the 65+ age range.

East Lindsey's population is projected to experience growth of 6 per cent by 2016 and 11 per cent, by 2021, which is above the national and east midlands average. Leading up to 2021 East Lindsey is expected to see a no change in the 0-19 age range, a decrease in the 20-64 age range and an increase in the 65+ age range.

In terms of deprivation, the 2010 Indices of Deprivation identifies East Lindsey as the 2<sup>nd</sup> 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



**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, East Lindsey has seen a 1.7% increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

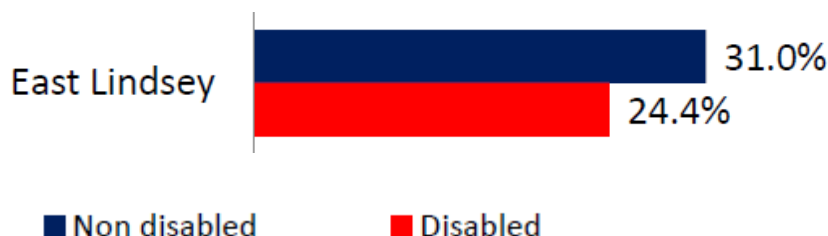
The following wards in the district are in the top 10% of the most deprived in England: Mablethorpe East, Mablethorpe Central, Chapel St Leonard’s, Ingoldmells, St Clement’s, Scarborough.

### 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 East Lindsey compared with England, the East Midlands and Lincolnshire. East Lindsey has the highest percentage of disabled people in the county.

	Number of disabled people in area	Proportion of population in that area that are disabled
East Lindsey	35,402	26%
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

There are no major student population in East Lindsey.

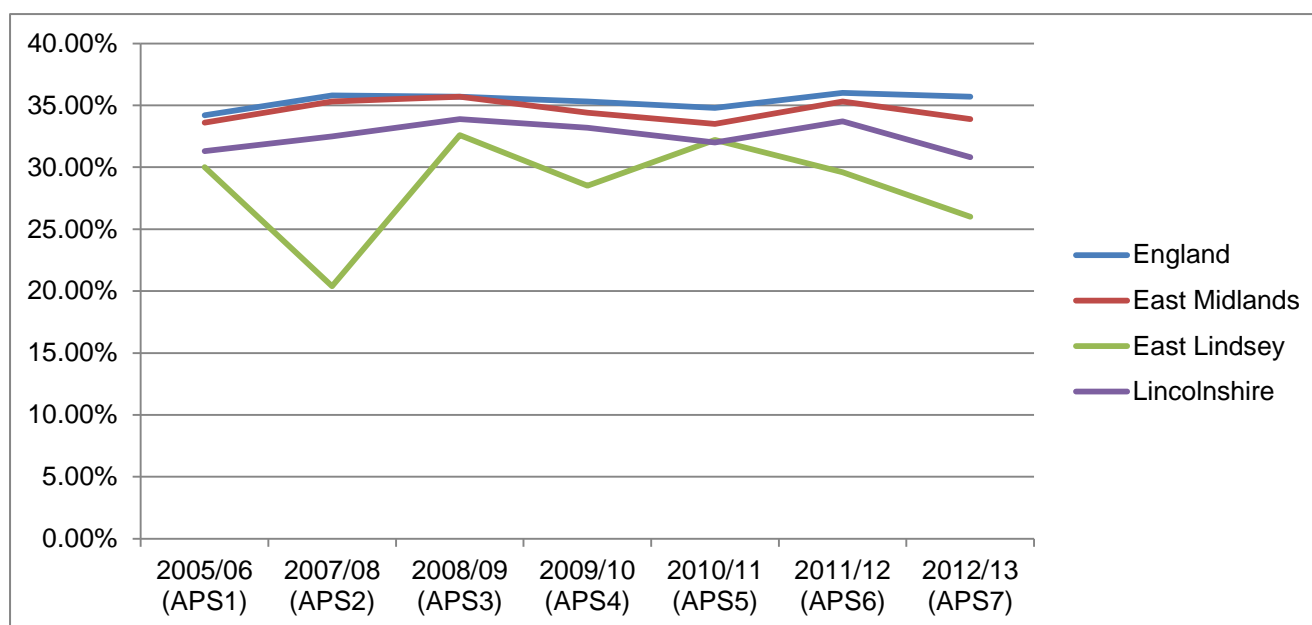
## Participation

### 1 x 30

Current ranking for 1x30 = 322<sup>nd</sup> out of 326 district and unitary authorities.

In East Lindsey, the first Active People survey in 2005/06 found that 30% 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 26% of adults in East Lindsey are now taking part in sport for 30 minutes once per week.

Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
<b>England</b>	34.20%	36.00%	35.70%
<b>East Midlands</b>	33.60%	35.30%	33.90%
<b>East Lindsey</b>	30.00%	29.60%	26.00%
<b>Lincolnshire</b>	31.30%	33.70%	30.80%

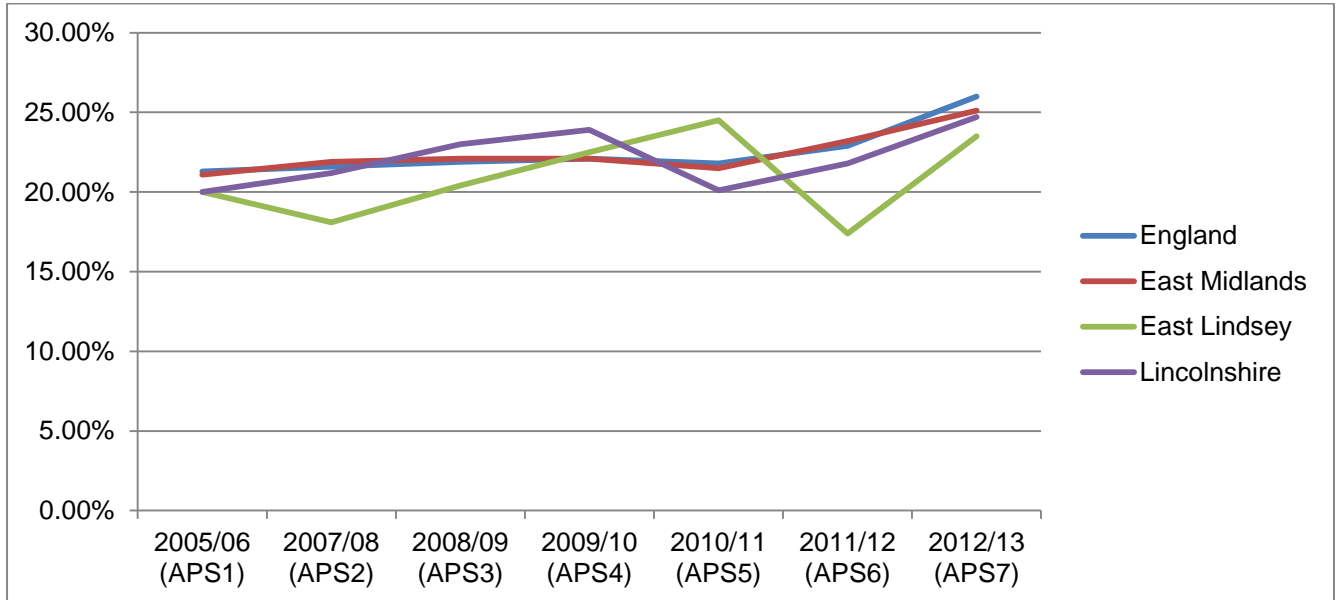


### 3 x 30

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.

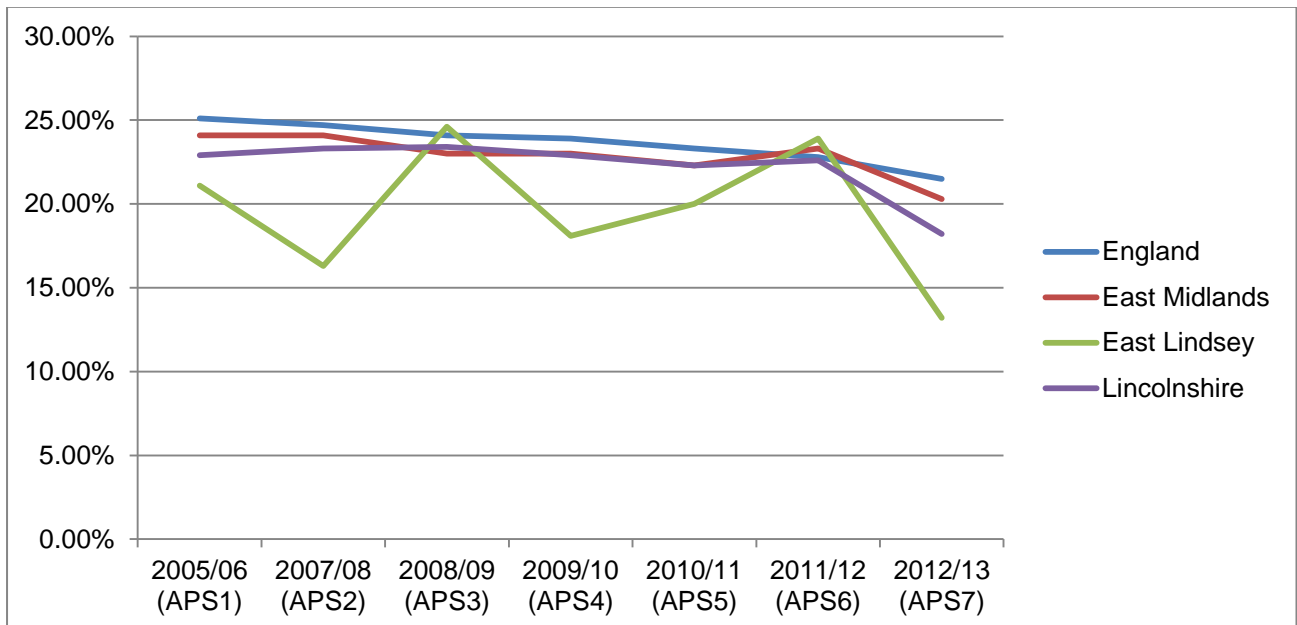
Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
<b>England</b>	21.30%	22.90%	26.00%

Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
East Midlands	21.10%	23.20%	25.10%
<b>East Lindsey</b>	20.00%	17.40%	23.50%
Lincolnshire	20.00%	21.80%	24.70%

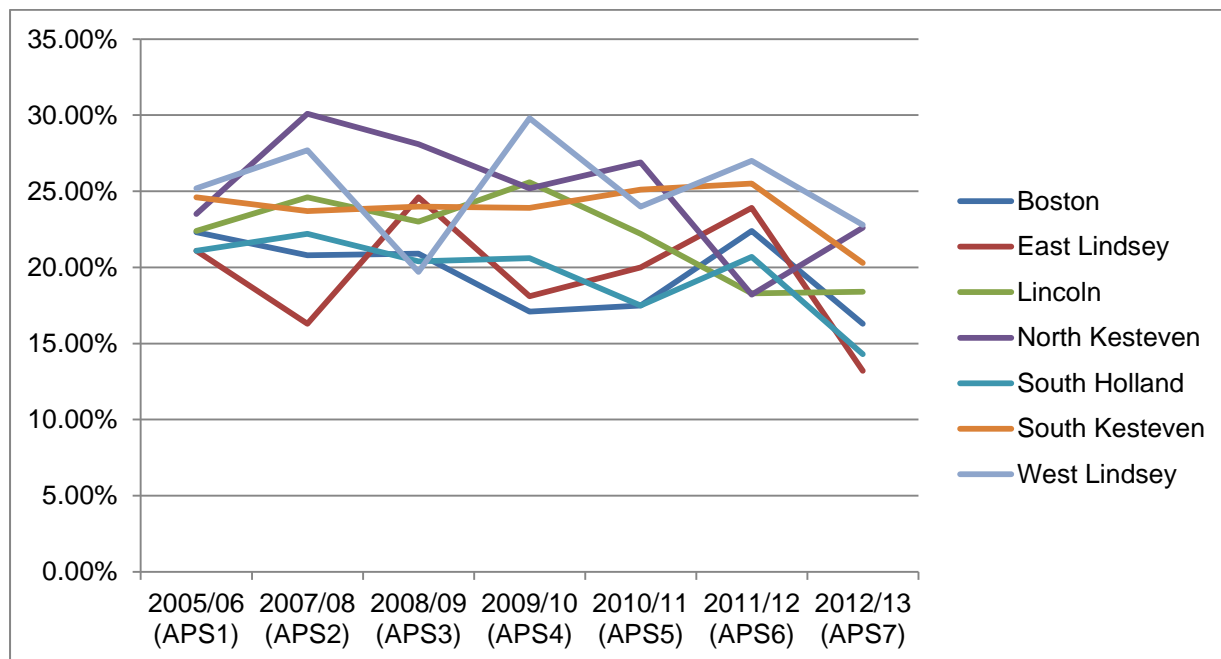


## Club membership

Club membership nationally is on the decrease and since 2011/12 this trend is reflected in East Lindsey.

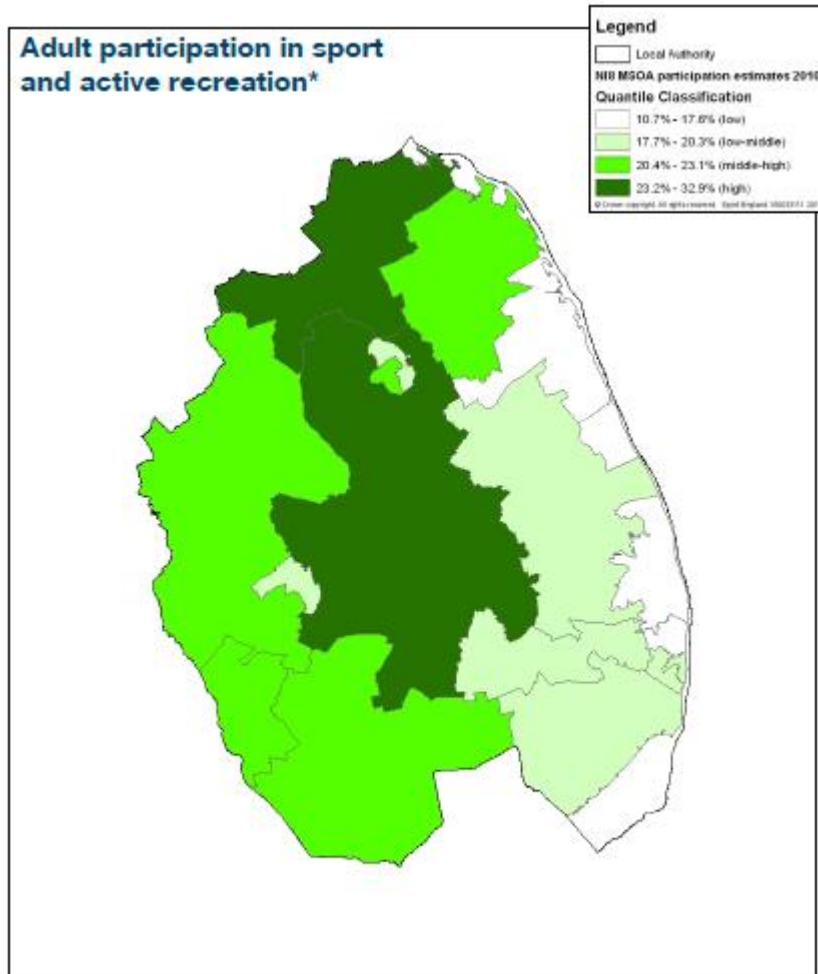


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. East Lindsey is ranked 7<sup>th</sup> out of seven districts for club membership.

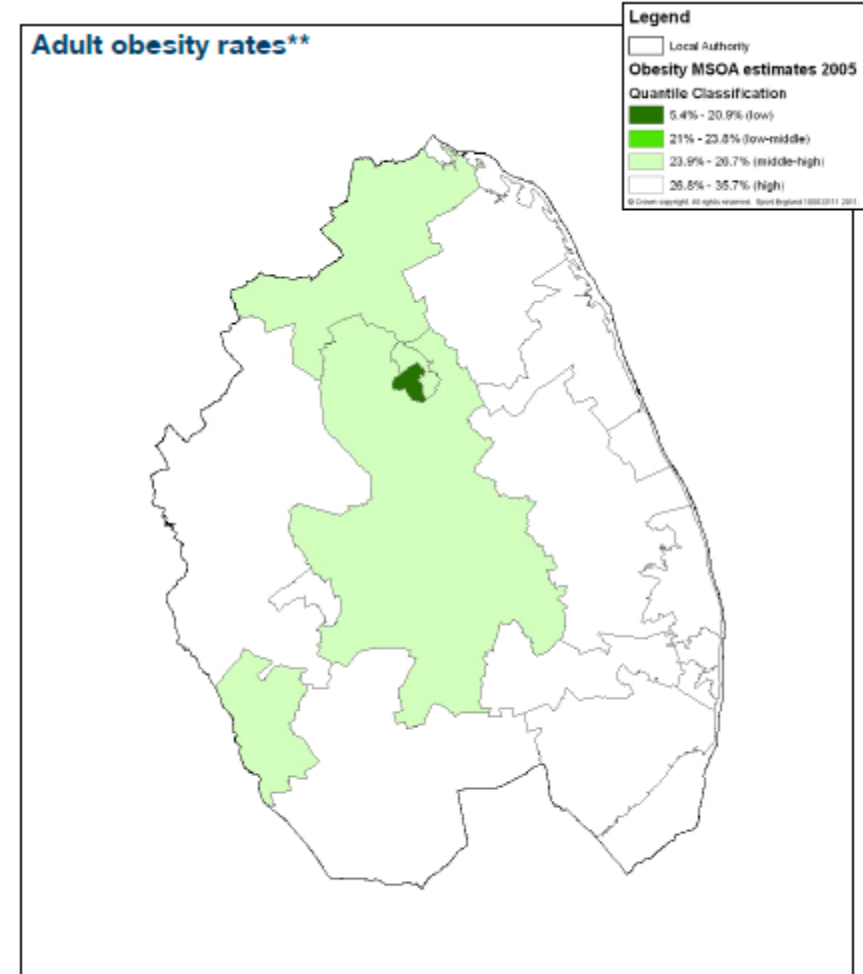


## Mapping

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

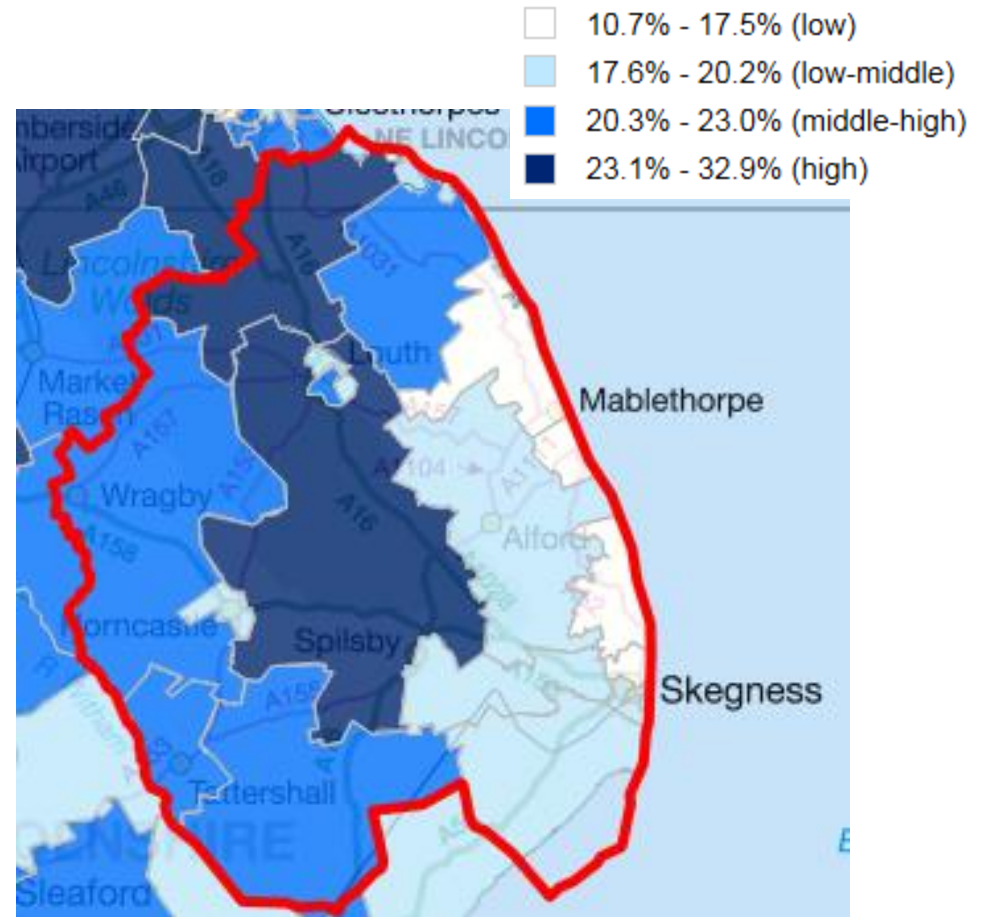
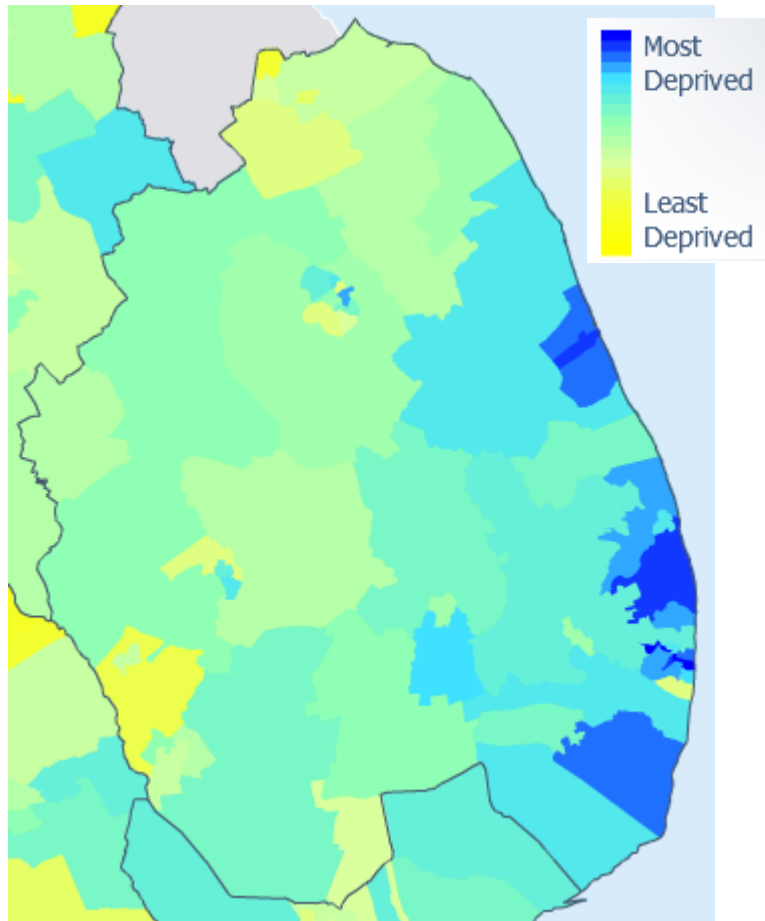


\*Source: Sport England Active People Survey (APS)  
Dataset: APS3 and APS4 Model Based Estimates, 2008-2010



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

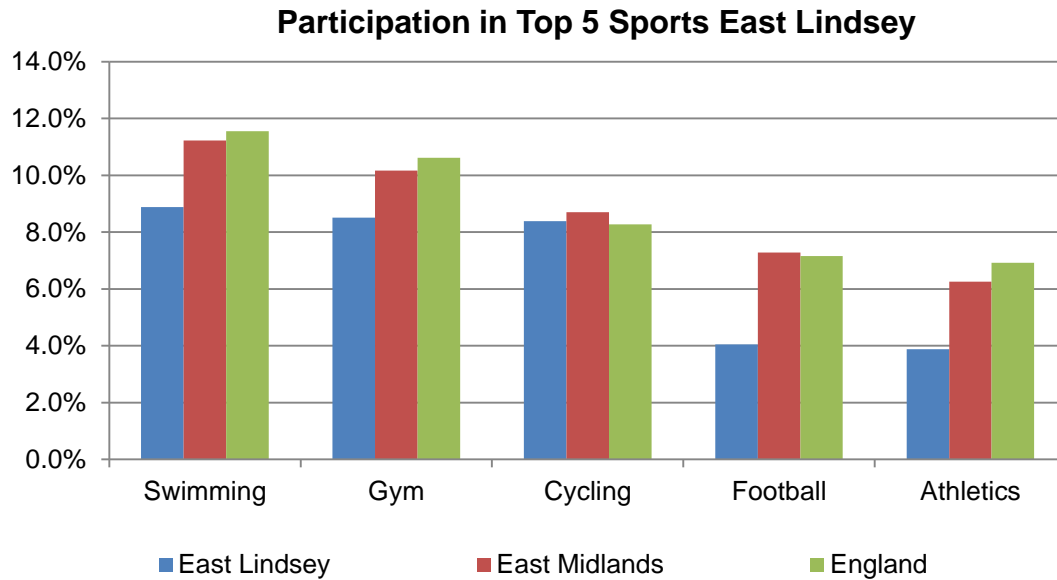
Deprivation (below) and 3x30 participation (right)





## Top 5 sports by district

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



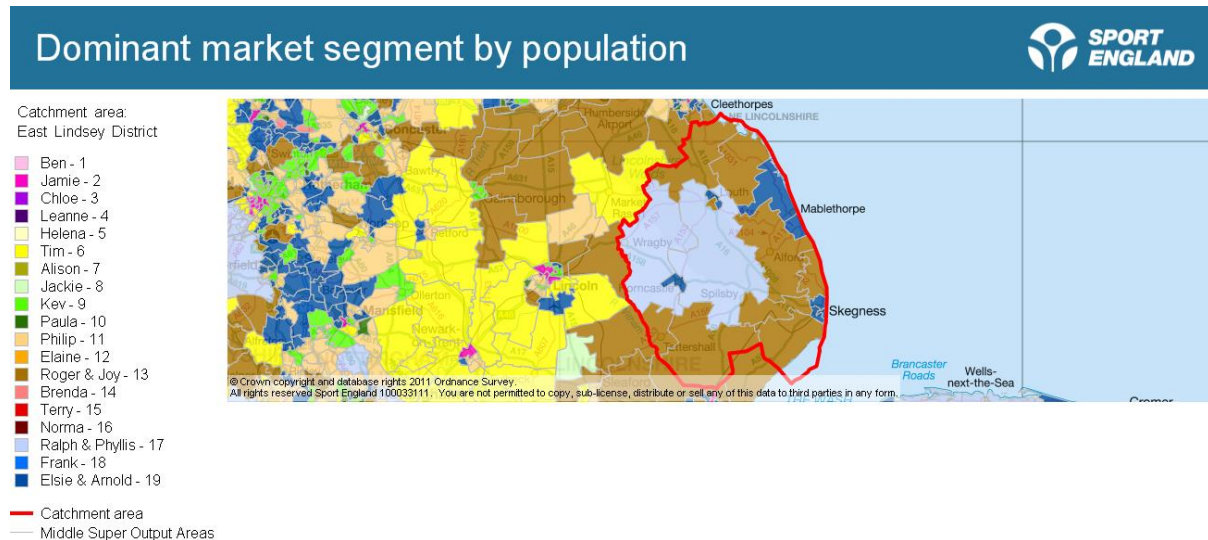
## Demand for sport by district

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

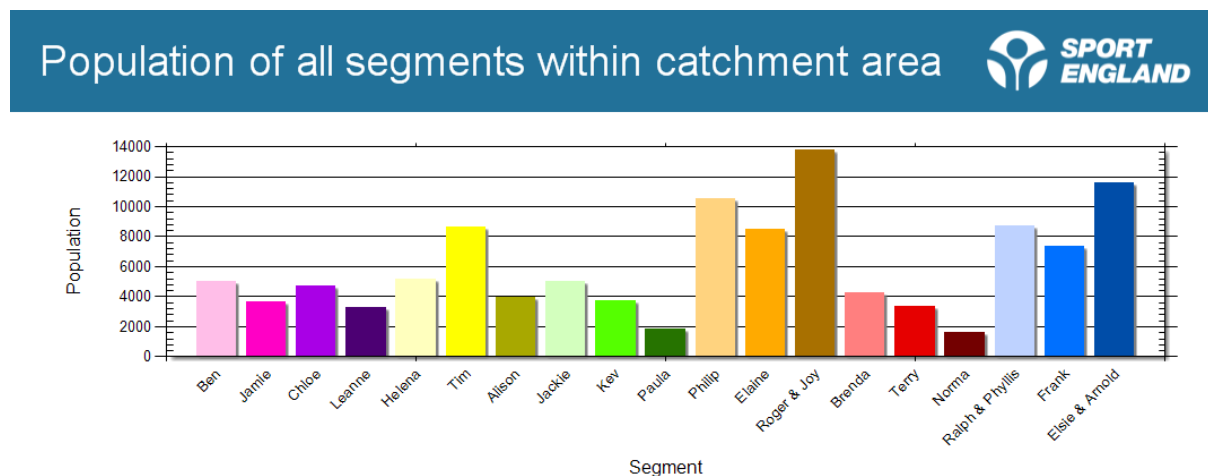
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



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

District	Market segments	% and number
East Lindsey	Roger & Joy	12% / 13,782
	Elsie and Arnold	10.1% / 11,555
	Philip	9.2% / 10,534

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



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 East Lindsey.

	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
East Lindsey	9	0	23	210	18	4	2	0	29	6	6	20	22	349

## Clubmark Accredited Clubs

	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
East Lindsey		2				5		1	7	4		1	2	2				1	1		4			30

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.

## Key contacts

### District Contacts

District	Sports Development
East Lindsey	James Brindle E: James.brindle@e-lindsey.gov.uk

### School Sport Contacts

School Sport Partnership	School Games Organisers
Lincolnshire Coastal	Bec Connick E: <a href="mailto:r.connick@sgs.lincs.sch.uk">r.connick@sgs.lincs.sch.uk</a> Tel: 01754 610000 Base: Skegness Grammar School