

2014

Lincolnshire Sport Insight Pack – South Holland



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Demographics overview

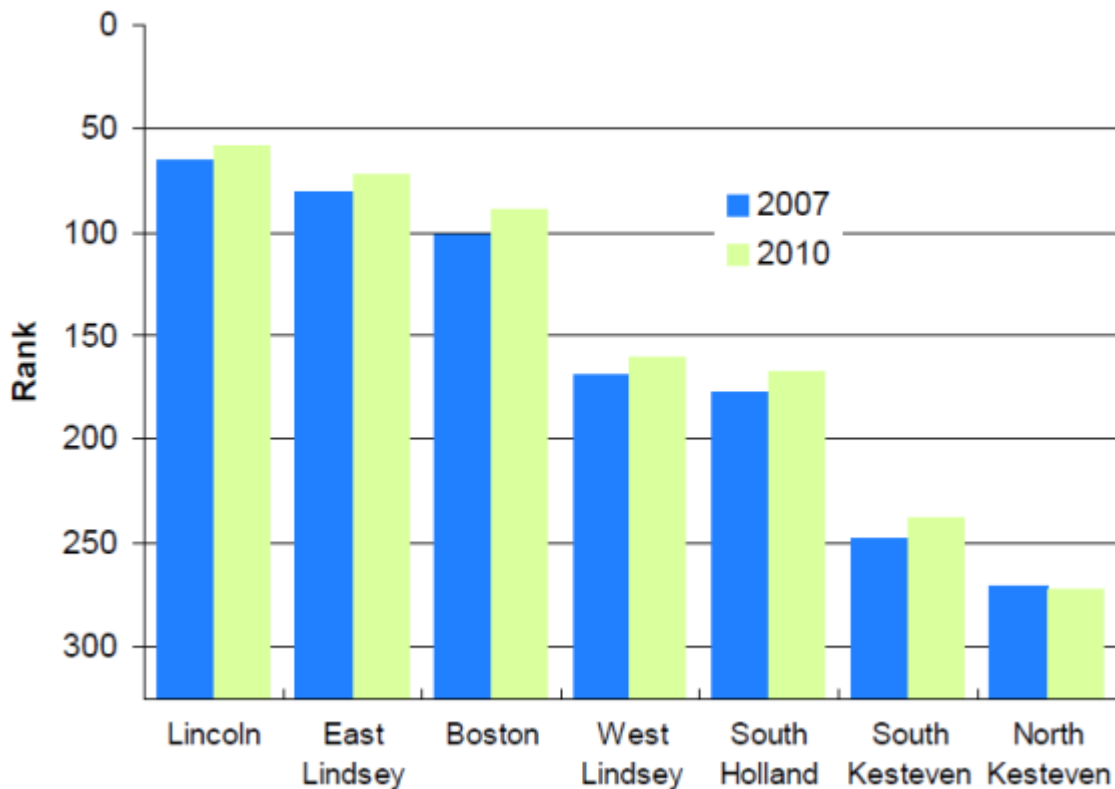
South Holland has a current population of 88,500 (based on ONS mid-year 2012 population estimates), which is the largest district population in the county.

At district level, since mid-2011 South Holland has seen a population increase of 1 per cent. This represents an increase in population of approximately 100 persons. Out of the seven districts in Lincolnshire, since 2002 South Holland has had the second highest increase at 13.6 per cent. Between 2002 and 2012 South Holland has seen a decrease in the 0-19 age range, no change in the 20-64 age range and an increase in the 65+ age range.

South Holland's population is projected to experience growth of 8 per cent by 2016 and 15 per cent, by 2021, which is above the national and east midlands average. Leading up to 2021 South Holland 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 South Holland as the 5th 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, South Holland has seen a 0.4% increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

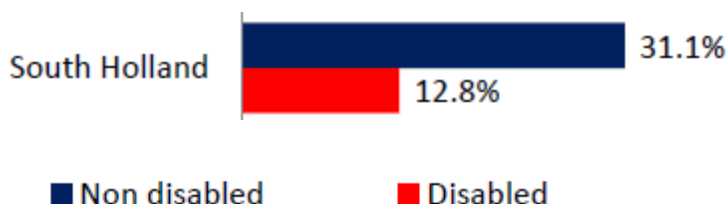
South Holland has no wards in the top 10% of the most deprived in England. However, Spalding St Paul’s and Sutton Bridge are in the top 30% most deprived in England.

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 South Holland compared with England, the East Midlands and Lincolnshire. South Holland has the second highest percentage of disabled people in the county.

	Number of disabled people in area	Proportion of population in that area that are disabled
South Holland	18,197	21%
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 populations in South Holland.

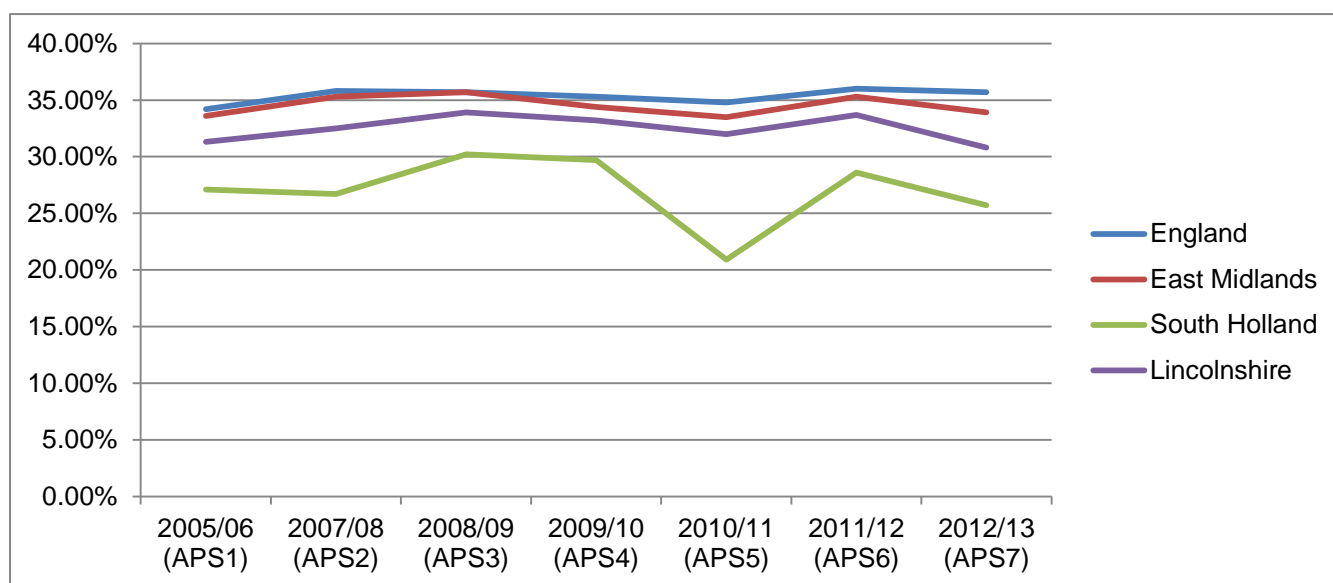
Participation

1 x 30

Current ranking for 1x30 = 323rd out of 326 district and unitary authorities.

In South Holland, the first Active People survey in 2005/06 found that 27.1% 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 25.7% of adults in South Holland are now taking part in sport for 30 minutes once per week, which is below the 2005/06 baseline.

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%
South Holland	27.10%	28.60%	25.70%
Lincolnshire	31.30%	33.70%	30.80%

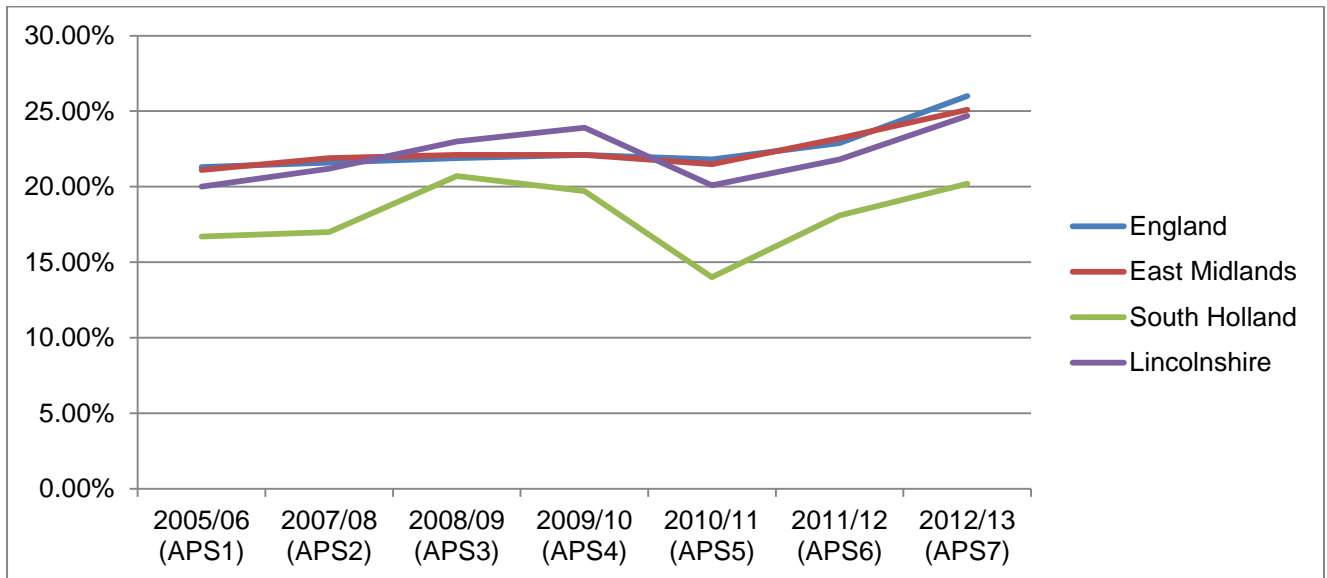


3 x 30

In South Holland, the first Active People survey in 2005/06 found that 16.7% 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 20.2% of the adult population are now taking part in sport for 30 minutes 3 times per week.

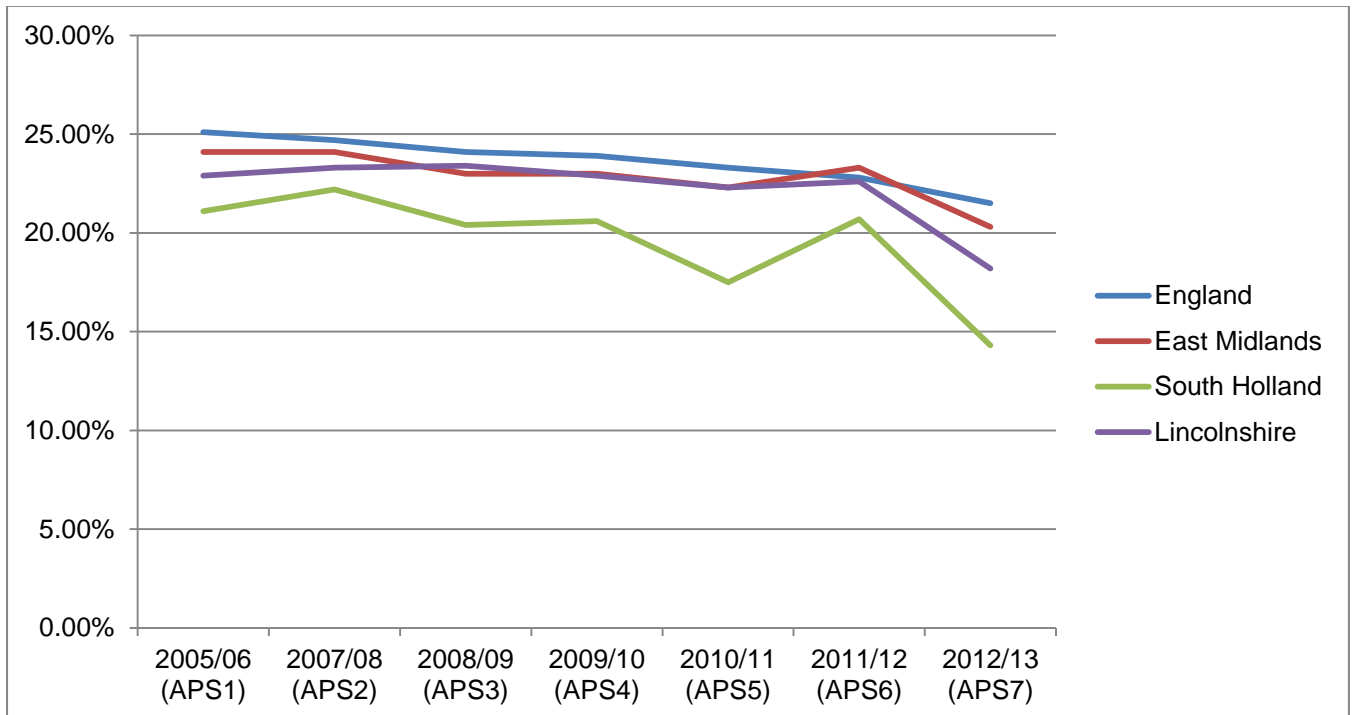
Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
England	21.30%	22.90%	26.00%
East Midlands	21.10%	23.20%	25.10%

Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
South Holland	16.70%	18.10%	20.20%
Lincolnshire	20.00%	21.80%	24.70%

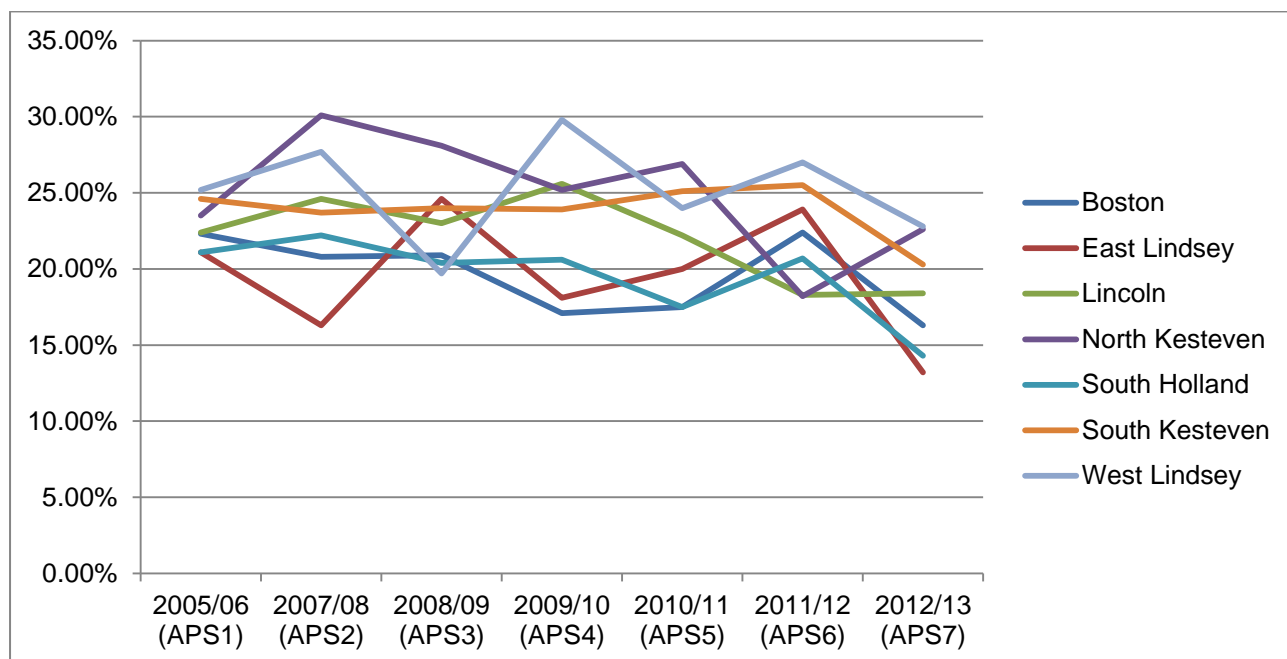


Club membership

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

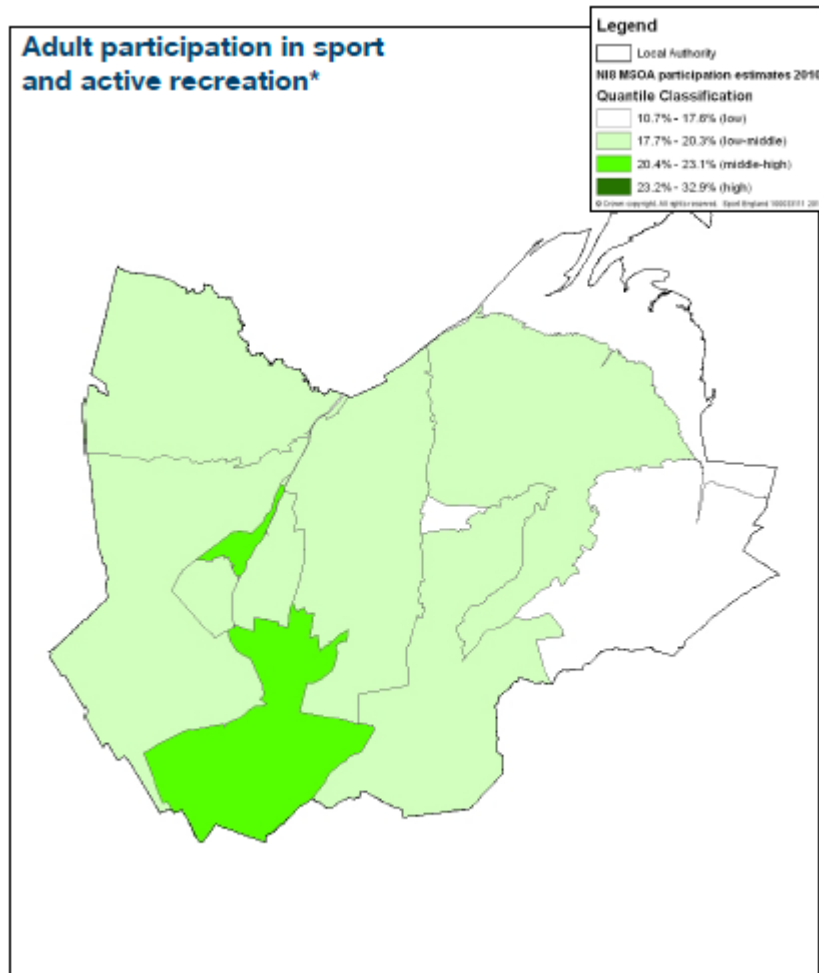


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. South Holland is ranked 6th out of seven districts for club membership.

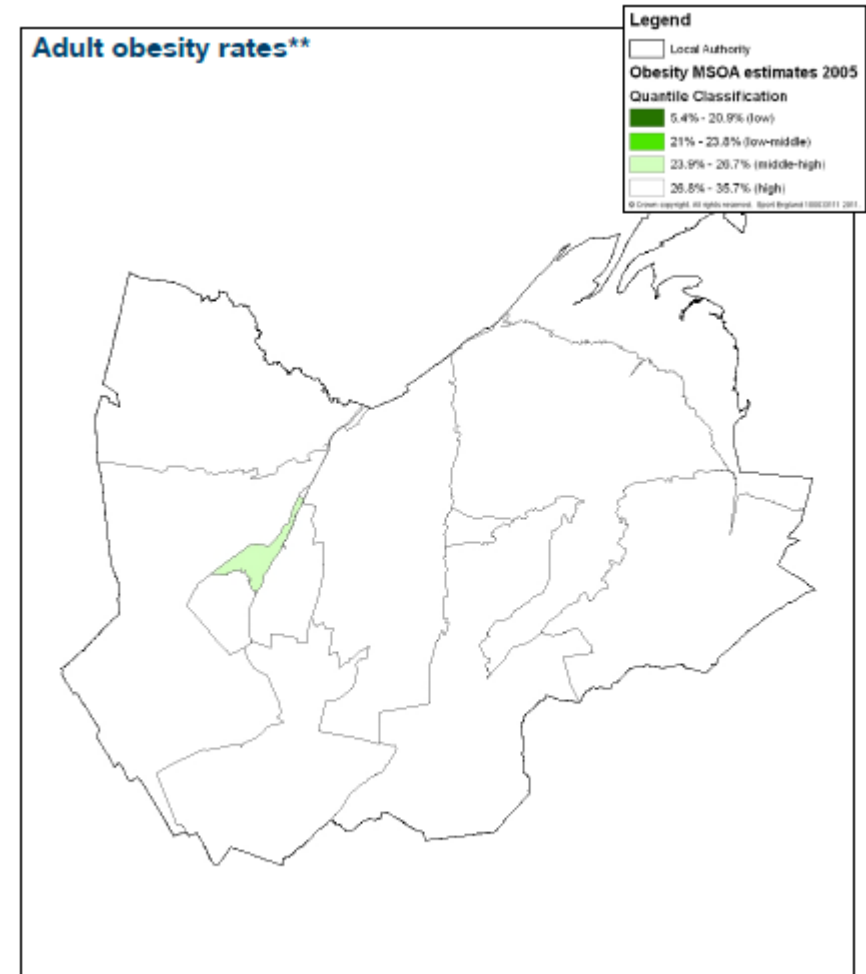


Mapping

The following maps show participation rates, obesity rates and deprivation. On the participation map (left) the lowest participation areas are in Holbeach Hurn, Holbeach Town, Gedney and Sutton Bridge.

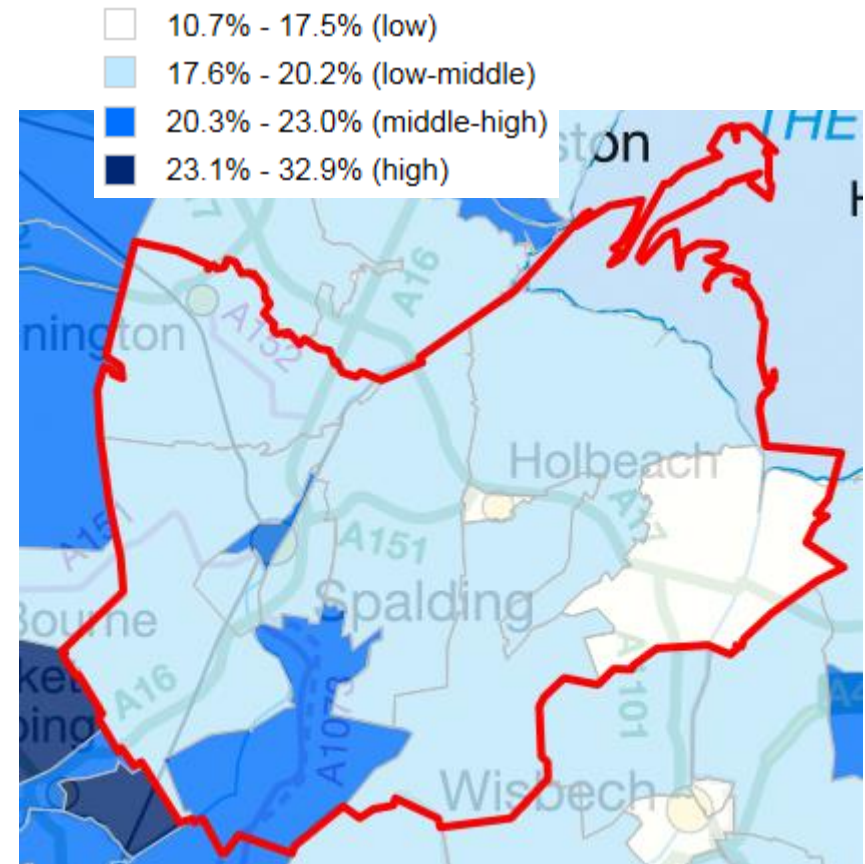
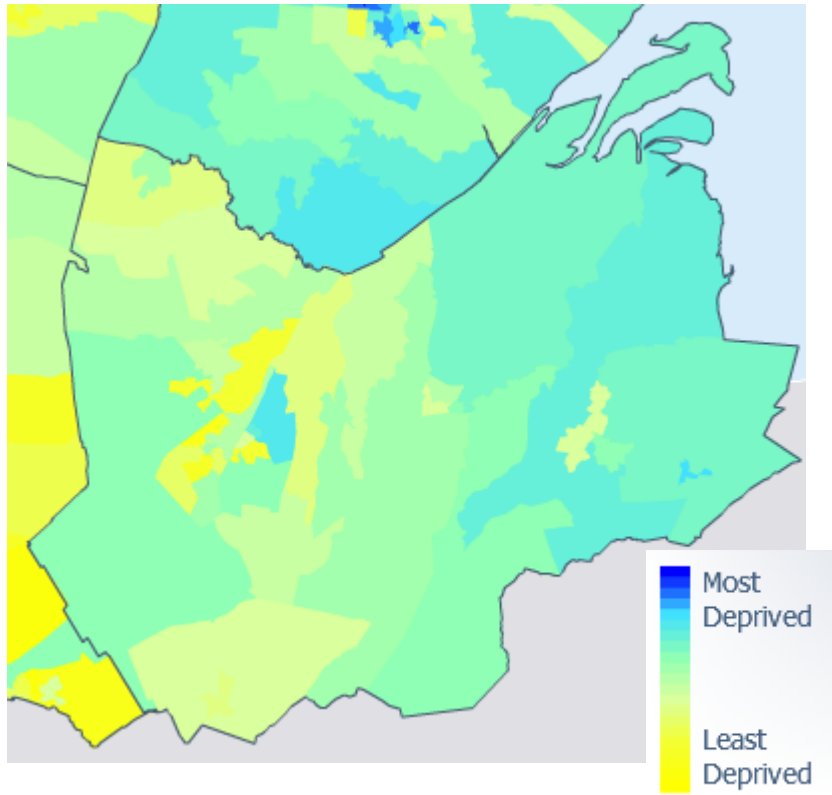


*Source: Sport England Active People Survey (APS)
Dataset: APS3 and APS4 Model Based Estimates, 2008-2010



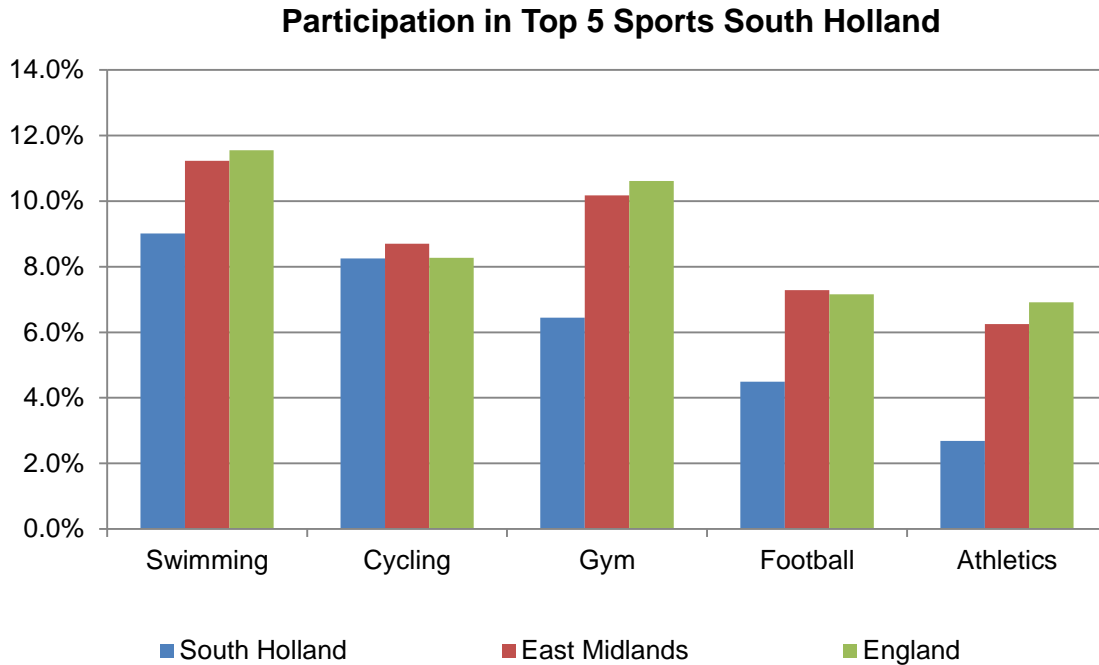
**Source: The NHS Information Centre for health and social care (The NHS IC)
Dataset: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005

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 South Holland.



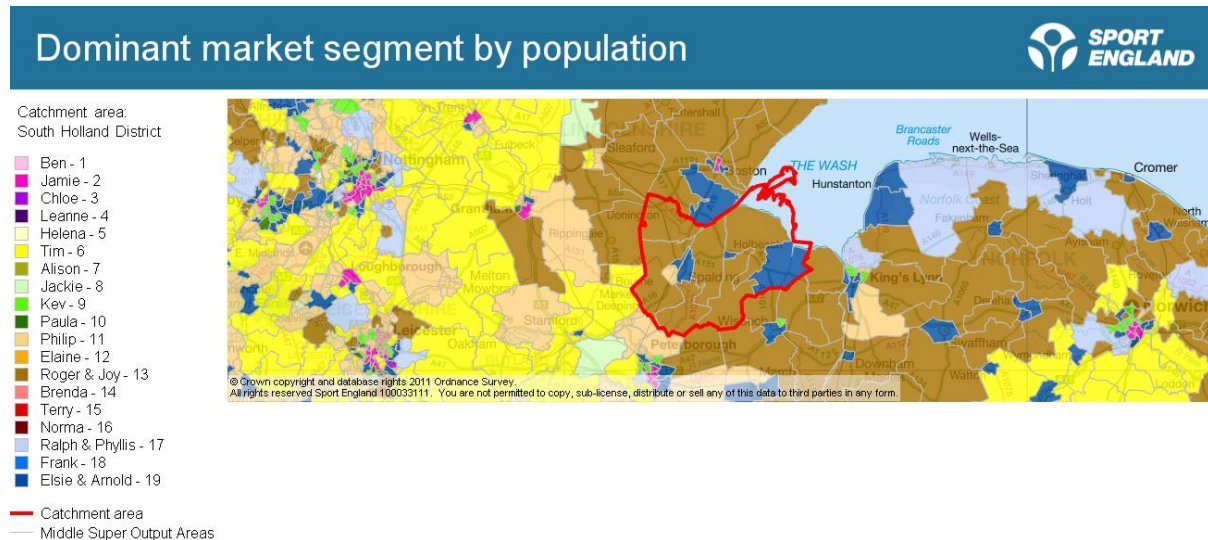
Demand for sport by district

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%
South Holland	48.8%
Lincoln	50.5%
North Kesteven	53.5%
South Holland	42.5%
South Kesteven	49.7%
West Lindsey	52.1%

Market Segmentation

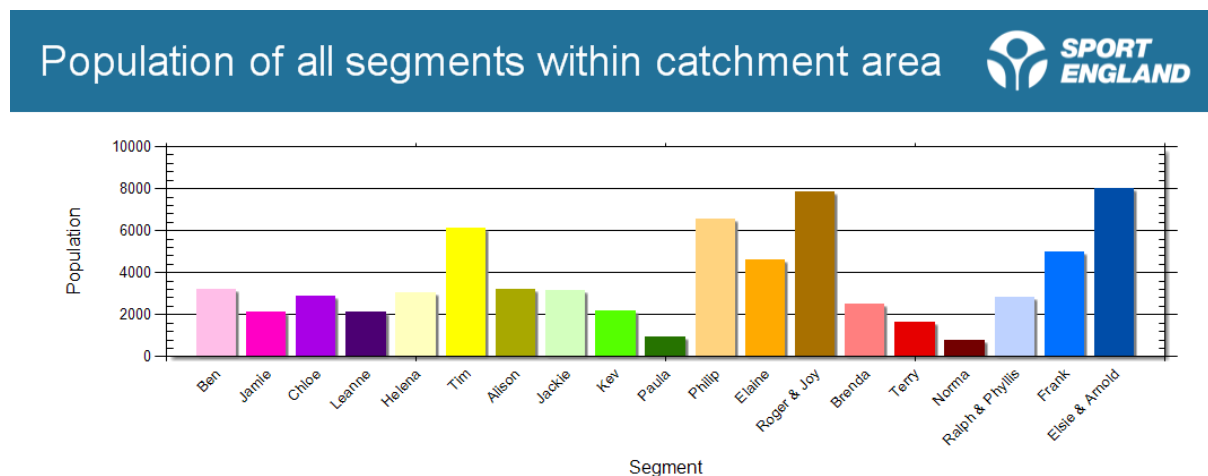
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



The most prevalent segments across South Holland are Elsie & Arnold, Roger & Joy, and Philip.

District	Market segments	% and number
South Holland	Elsie & Arnold	11.7% / 8,002
	Roger & Joy	11.4% / 7,829
	Philip	9.6% / 6,555

- 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.



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 South Holland.

	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
South Holland	3	1	4	66	11	3	0	0	12	4	2	4	6	116

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
South Holland						3	1	1	7	2	2	1					1	1	1				1	21

Key contacts

District Contacts

District	Sports Development
South Holland	Emily Holmes E: eholmes@sholland.gov.uk

School Sport Contacts

School Sport Partnership	School Games Organisers
Lincolnshire South East	Rupert Gibson E: agilitassports@btinternet.com Tel: 07775653297 Base: Agilitas Sports Ltd