

# 2014

## Lincolnshire Sport Insight Pack – West Lindsey



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## Demographics overview

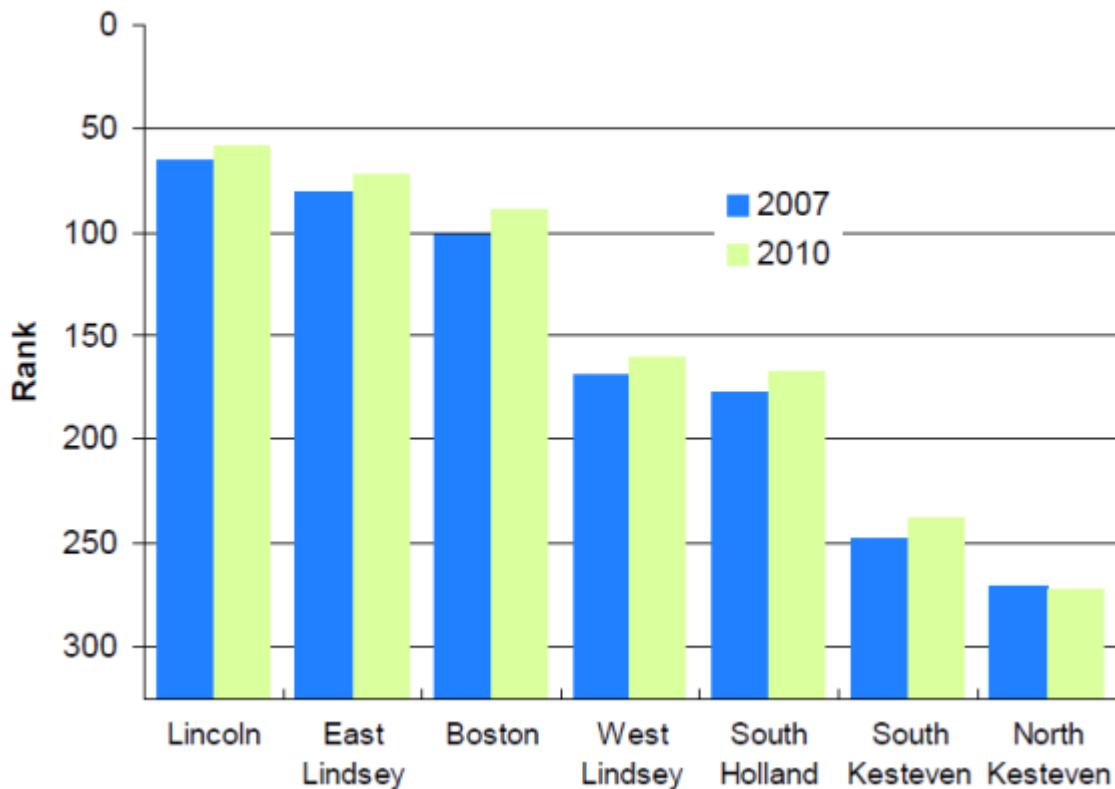
West Lindsey has a current population of 90,000 (based on ONS mid-year 2012 population estimates), which is the largest district population in the county.

At district level, since mid-2011 West Lindsey has seen a population increase of 0.7% per cent. This represents an increase in population of approximately 900 persons. Out of the seven districts in Lincolnshire, since 2002 West Lindsey has seen an increase of 11 per cent, the 4<sup>th</sup> highest in the County. Between 2002 and 2012 West Lindsey 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.

West Lindsey's population is projected to experience growth of 6 per cent by 2016 and 12 per cent, by 2021, which is above the national and east midlands average. Leading up to 2021 West 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 West Lindsey as the 4<sup>th</sup> least 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, West Lindsey has seen a 1.9% increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

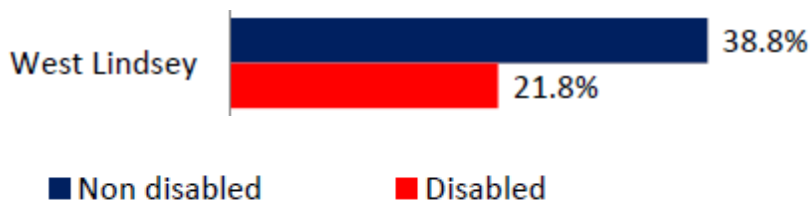
The following wards in the district are in the top 10% of the most deprived in England: Gainsborough South West, Gainsborough East.

### 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 West Lindsey compared with England, the East Midlands and Lincolnshire. West 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
West Lindsey	17,784	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

There are no major student populations in West Lindsey.

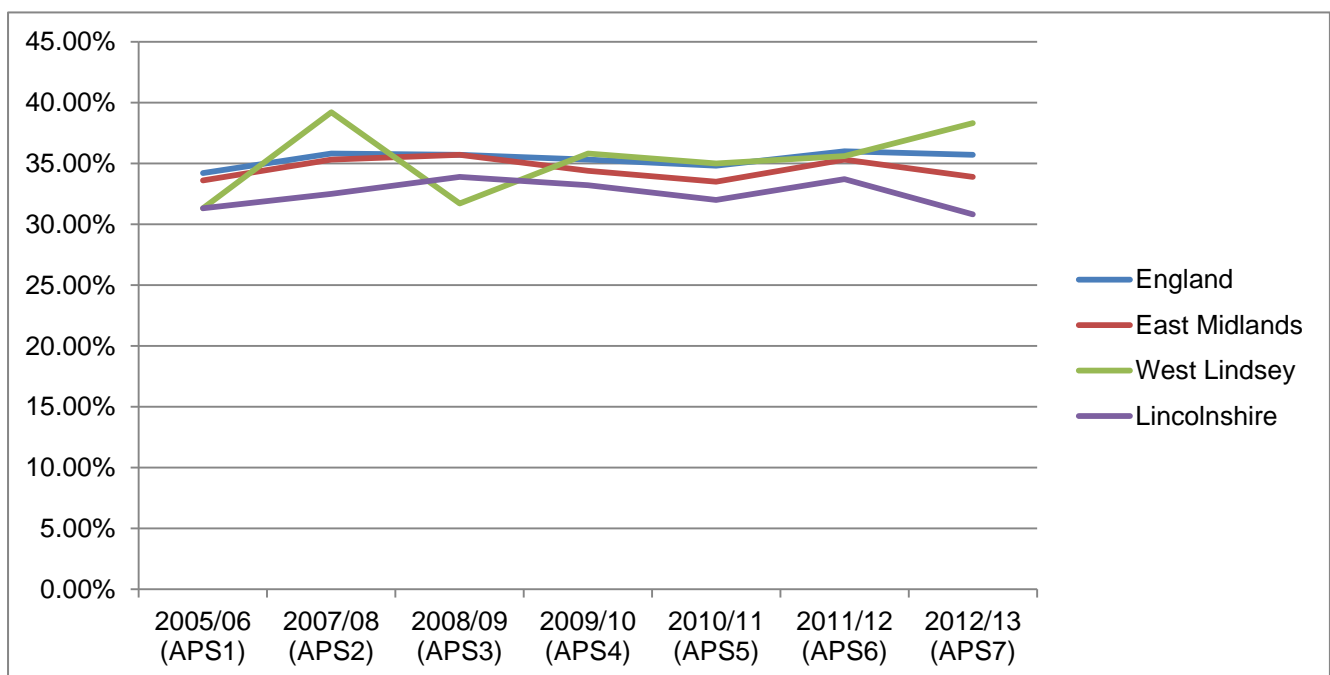
## Participation

### 1 x 30

Current ranking for 1x30 = 80<sup>th</sup> out of 326 district and unitary authorities.

In West Lindsey, the first Active People survey in 2005/06 found that 31.3% 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 38.3% of adults in West Lindsey are now taking part in sport for 30 minutes once per week.

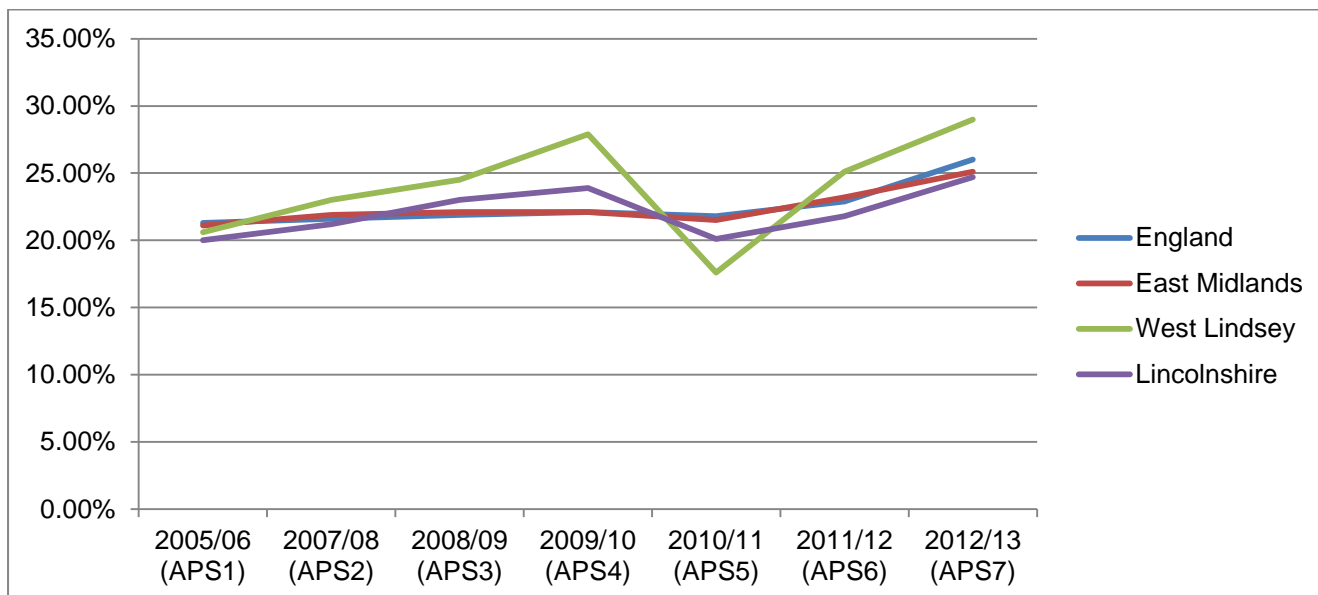
Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
<b>England</b>	34.20%	36.00%	35.70%
<b>East Midlands</b>	33.60%	35.30%	33.90%
<b>West Lindsey</b>	31.30%	35.60%	38.30%
<b>Lincolnshire</b>	31.30%	33.70%	30.80%



### 3 x 30

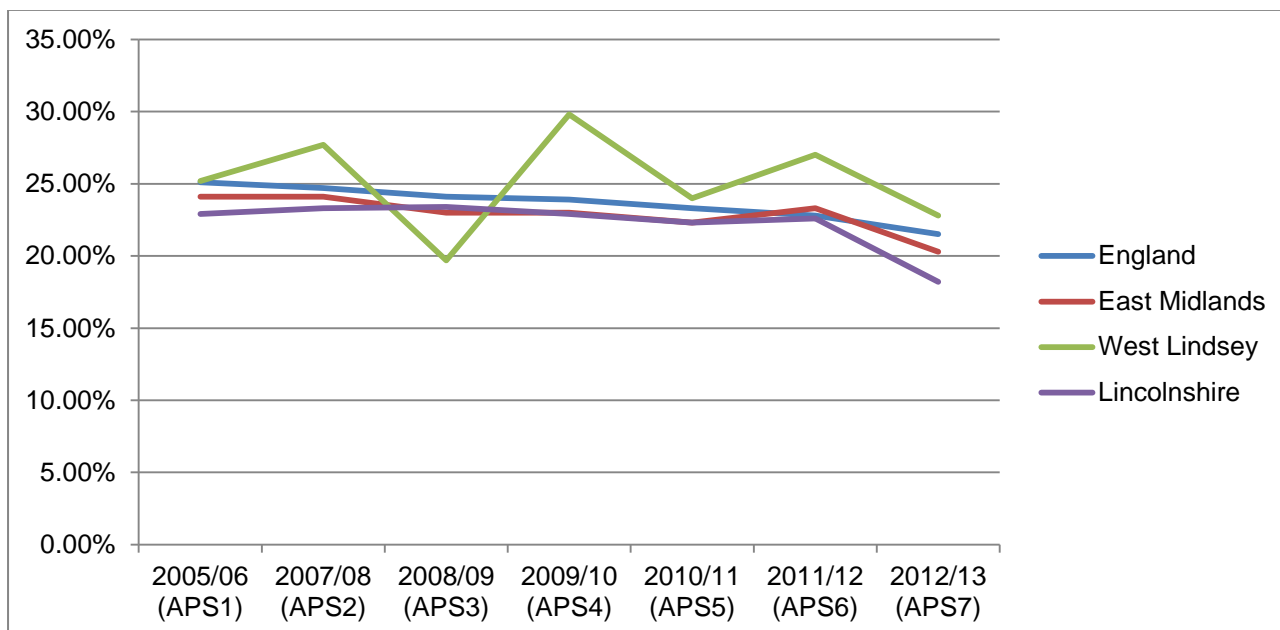
In West Lindsey, the first Active People survey in 2005/06 found that 20.6% of the adult (16+) population were taking part in sport for 30 minutes 3 times a week. The latest data released in December 2013 (Active People 7) shows that 29.0% of the adult population are now taking part in sport for 30 minutes 3 times per week.

Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
<b>England</b>	21.30%	22.90%	26.00%
<b>East Midlands</b>	21.10%	23.20%	25.10%
<b>West Lindsey</b>	20.60%	25.10%	29.00%
<b>Lincolnshire</b>	20.00%	21.80%	24.70%

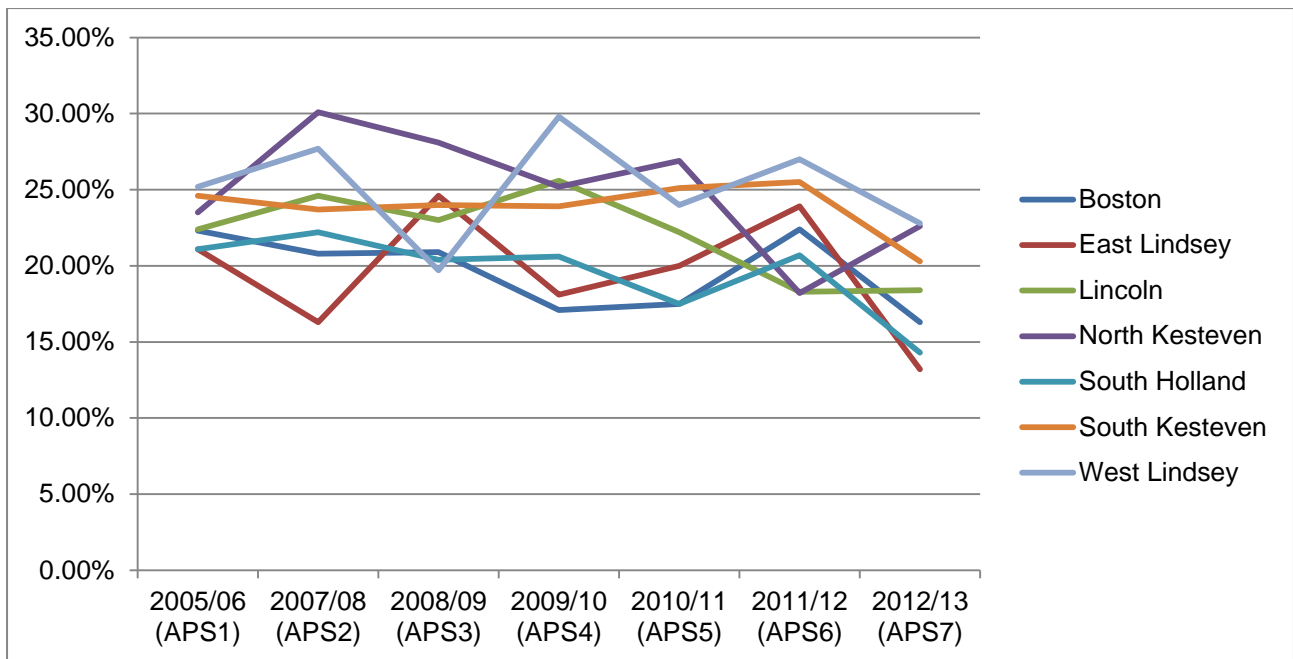


### Club membership

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

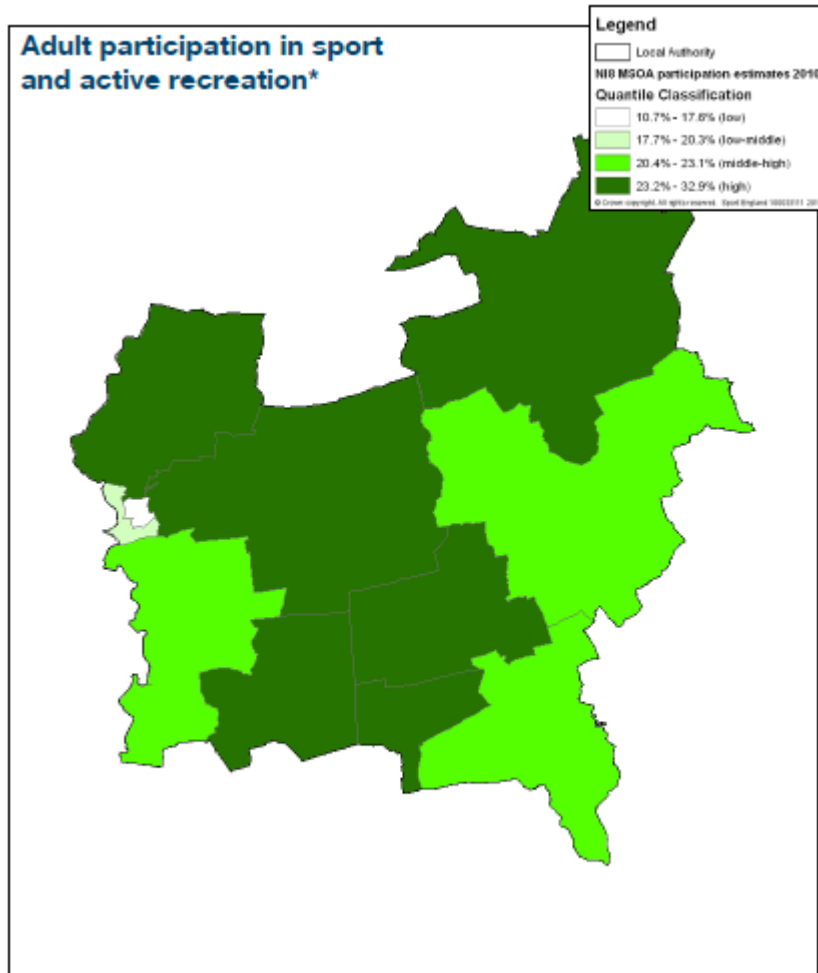


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. West Lindsey is ranked top out of seven districts for club membership, closely followed by North Kesteven.

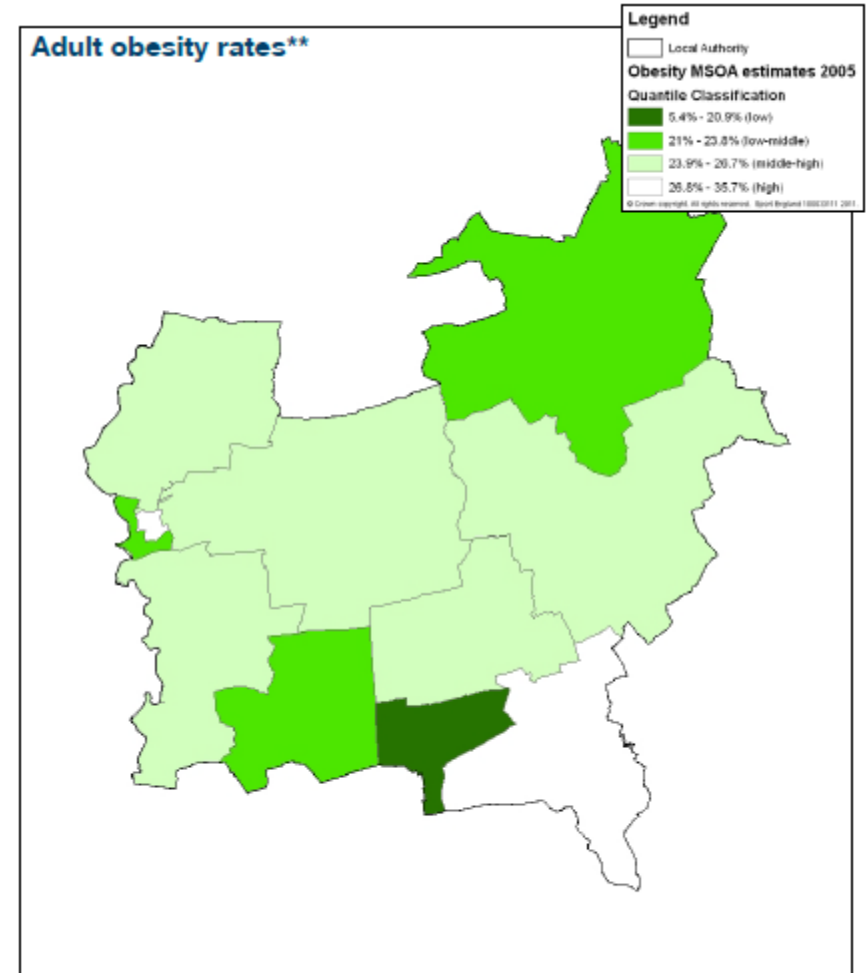


## Mapping

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



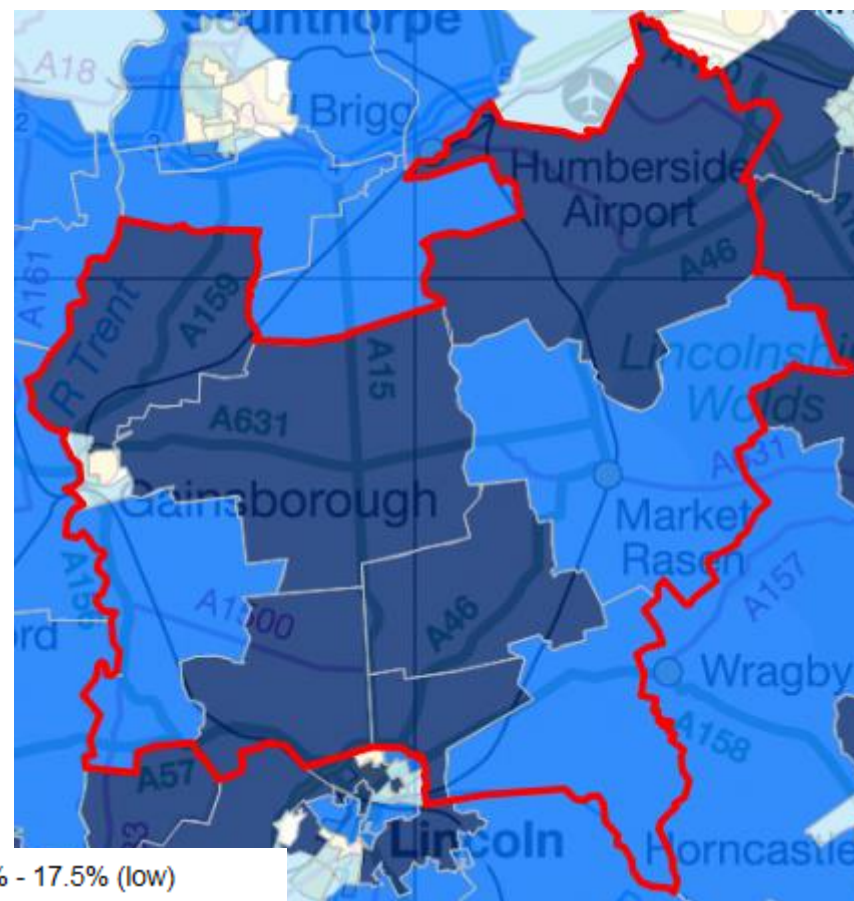
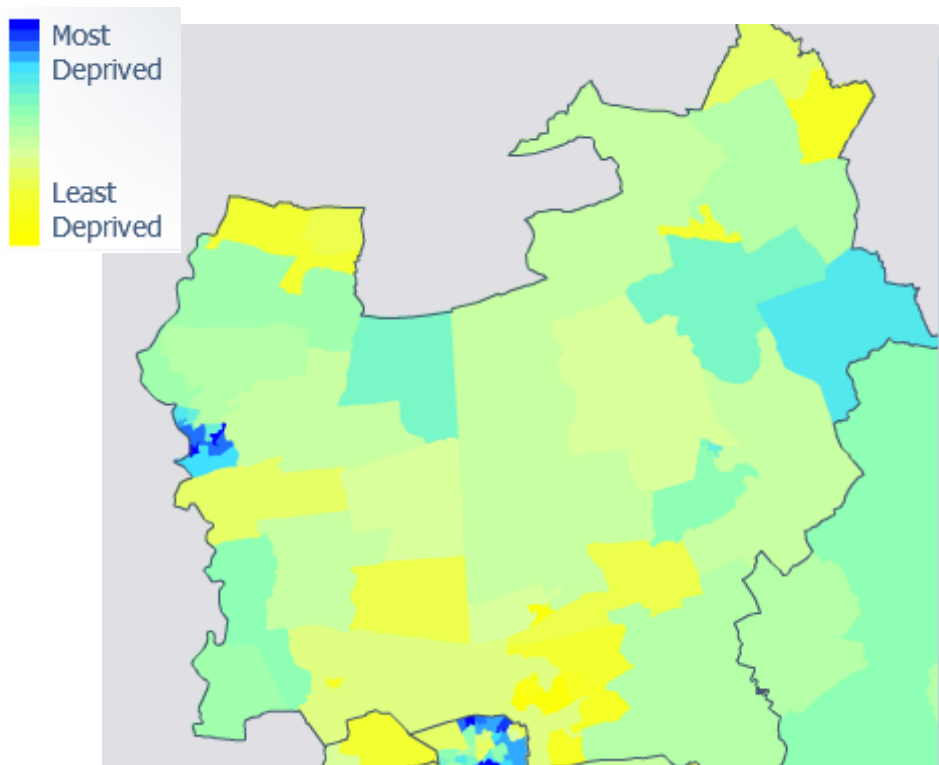
\*Source: Sport England Active People Survey (APS)  
Dataset: APS3 and APS4 Model Based Estimates, 2008-2010



\*\*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)

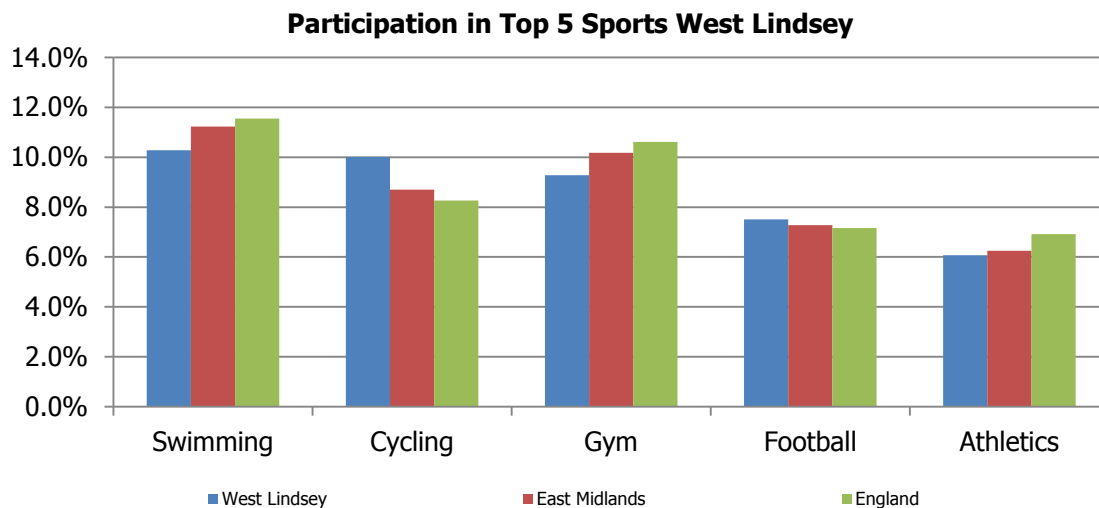


- 10.7% - 17.5% (low)
- 17.6% - 20.2% (low-middle)
- 20.3% - 23.0% (middle-high)
- 23.1% - 32.9% (high)



## Top 5 sports by district

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



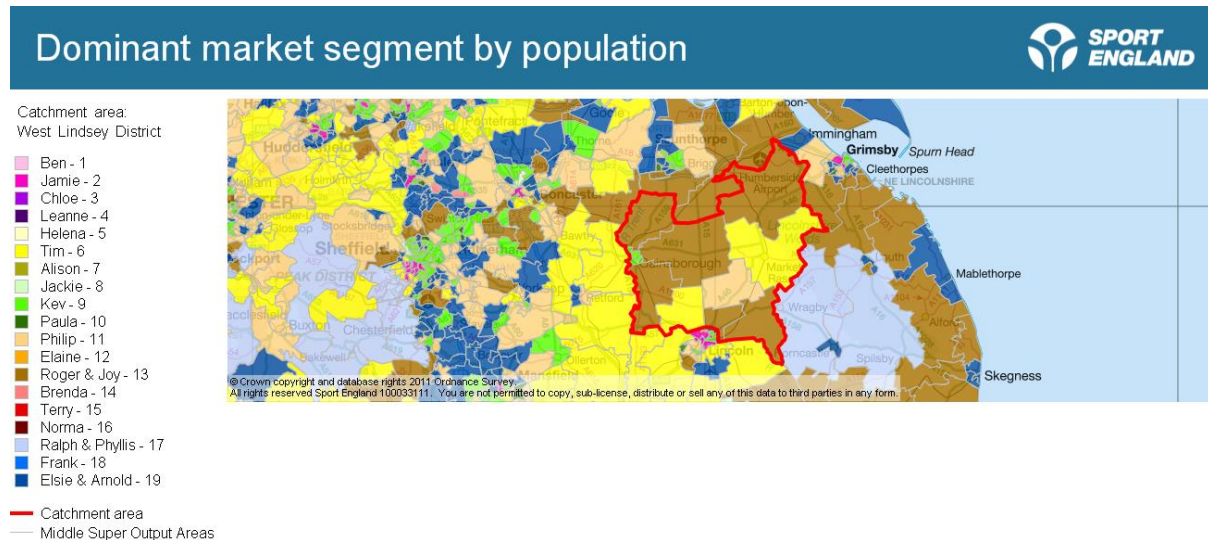
## Demand for sport by district

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

## Market Segmentation

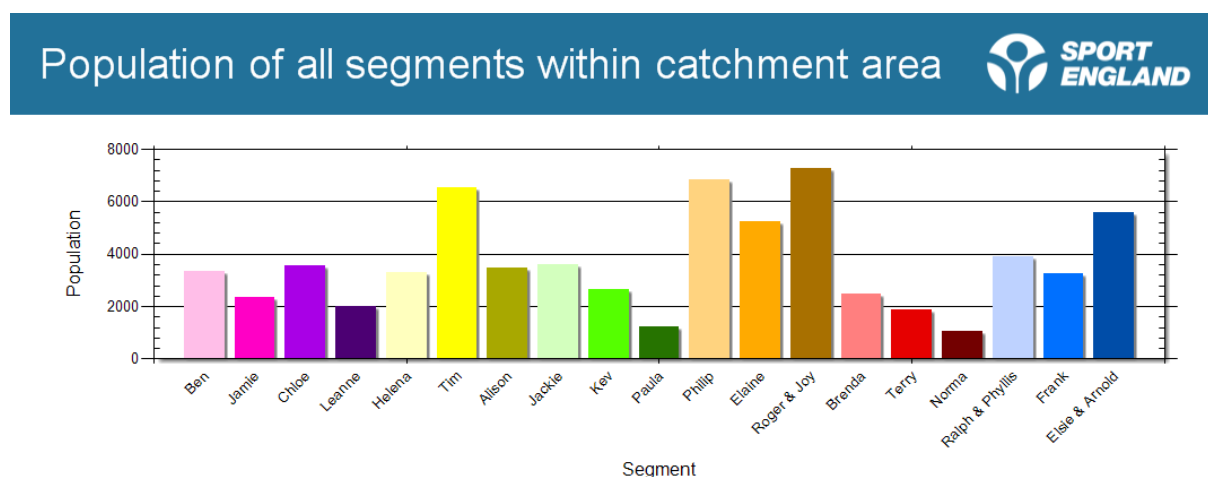
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



The most prevalent segments across **West Lindsey** are Roger & Joy, Philip, and Tim.

District	Market segments	% and number
<b>West Lindsey</b>	Roger & Joy	10.4% / 7,263
	Philip	9.8% / 6,816
	Tim	9.4% / 6,544

- 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.
- Tim – Settling down males – 26-45 years – participates regularly.



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 West 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
<b>West Lindsey</b>	7	0	11	143	8	2	1	0	16	5	8	6	14	<b>221</b>

## 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
<b>West Lindsey</b>						6			7	4			1							1	2			<b>21</b>

## Key contacts

### District Contacts

District	Sports Development
West Lindsey	Karen Whitfield E: <a href="mailto:karen.whitfield@west-lindsey.gov.uk">karen.whitfield@west-lindsey.gov.uk</a>

### School Sport Contacts

School Sport Partnership	School Games Organisers
Cherry Willingham	Gareth Hart E: <a href="mailto:gareth.hart@cwcs.lincs.sch.uk">gareth.hart@cwcs.lincs.sch.uk</a> Tel: 01522 751040 Base: Cherry Willingham Community School