Place Profile
South Holland

Population 96,983

South Holland is a predominantly rural district in Lincolnshire, encompassing market towns like Spalding, Holbeach, and Long Sutton. The district spans approximately 287 square miles and has a population of around 95,100 as of the 2021 Census.
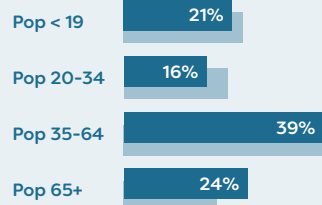
Agriculture plays a pivotal role in the local economy, with over 50% of jobs linked to the agri-food value chain. The area faces challenges such as rural isolation and limited access to recreational facilities, impacting health outcomes. In 2021, South Holland had the fourth-worst rate of exercise and activity in the country.

Recent investments include approved plans for the £20 million South Holland Health and Wellbeing Hub in Spalding. This development will include two new swimming pools, a multi-sport hall, fitness suite, cycle and group exercise studios, health and wellbeing consultation rooms, a children's adventure play area, and an outdoor 3G pitch. Construction is set to commence in Spring 2025, with completion expected by Autumn 2026.
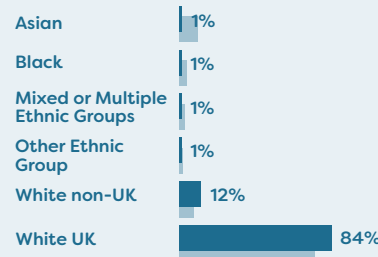
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Population

Age

Pop < 19	21%
Pop 20-34	16%
Pop 35-64	39%
Pop 65+	24%

Source: Census 2021 ▶
England ■

Ethnicity

Asian	1%
Black	1%
Mixed or Multiple Ethnic Groups	1%
Other Ethnic Group	1%
White non-UK	12%
White UK	84%

Source: Census 2021 ▶
England ■

Physical Activity

Adults

Active 150 mins + a week	Fairly active 30 – 149 mins a week	Inactive less than 30 mins a week
60%	12%	28%
England 63%	11%	26%

Source: Active Lives Survey 2021-22 ▶

Children & Young People

Active 60+ mins a day	Fairly active 30-59 mins a day	Less active less than 30 mins a day
60%	19%	21%
England 47%	23%	30%

Source: CYP Active Lives Survey ▶

Wider Determinants

25% Free school meals (25% England)
Source: LCC 2024 ▶

4% Unemployed (5% England)
Source: ONS/NOMIS 2021-22 ▶

33% Economically inactive (32% England)
Source: Census 2021 ▶

Deprivation Decile

5
1 Most deprived — England — 10 Least deprived
Source: ONS 2019 ▶

Services and social factors

Population within a 15 min walk of a GP (61% England) — 30%
Source: Gov.uk 2023 ▶

9.1 Public Leisure Facilities (per 10,000 people)
England 14.7 Source: ONS 2024 ▶

Social Isolation & Loneliness Score

55
1 Lowest — Lincolnshire (41) — 100 Highest
Source: LCF 2023 ▶

Health

79.1% of residents report being in good or very good health

England 82%
Source: Census 2021 ▶

20.7% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23 ▶

25.2% of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23 ▶

Prevalence of
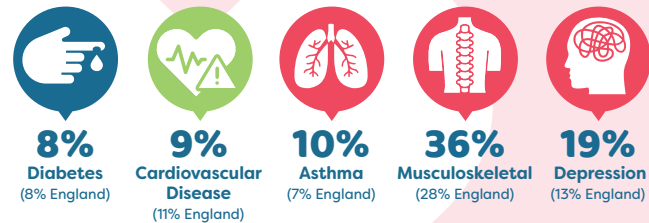
8% Diabetes (8% England)
9% Cardiovascular Disease (11% England)
10% Asthma (7% England)
36% Musculoskeletal (28% England)
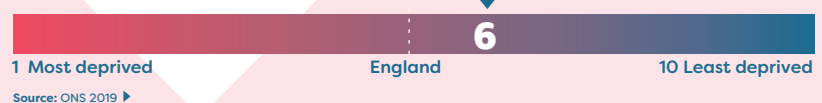**19%** Depression (13% England)
Source: QOF 2022-23 ▶

19% of people have a disability (under the equality act) (17% England)
Source: Census 2021 ▶

Life Expectancy years

79.7 (79.5 England)
83.2 (83.2 England)
Source: OHID 2020 ▶

Health Deprivation Decile

6
1 Most deprived — England — 10 Least deprived
Source: ONS 2019 ▶

Place Profile
Crowland & Cowbit

Population 7,570

Crowland and Cowbit are historic villages in South Holland with distinct identities. Crowland is known for Crowland Abbey, which dates to the 8th century, and the medieval Trinity Bridge. Cowbit, situated to the north, is a smaller village characterised by expansive fenland and its historic St. Mary's Church.
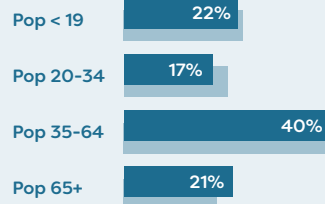
Both villages face challenges related to rural isolation and limited access to recreational facilities. The lack of public transport further exacerbates difficulties for residents in accessing healthcare and community services.

No specific recent investments have been recorded for physical activity facilities in these villages. However, nearby regional developments like the South Holland Health and Wellbeing Hub in Spalding are expected to address these gaps, offering improved sports and recreation options for communities throughout the district.
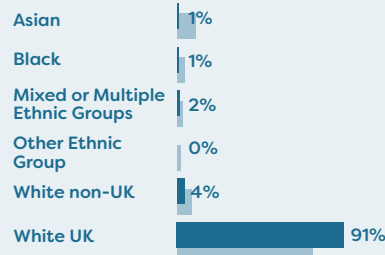
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Population

Age

Pop < 19	22%
Pop 20-34	17%
Pop 35-64	40%
Pop 65+	21%

Source: Census 2021 ▶   England ■

Ethnicity

Asian	1%
Black	1%
Mixed or Multiple Ethnic Groups	2%
Other Ethnic Group	0%
White non-UK	4%
White UK	91%

Source: Census 2021 ▶   England ■

Physical Activity

Adults

Active 150 mins + a week	Fairly active 30 – 149 mins a week	Inactive less than 30 mins a week
57%	13%	30%
England 63%	11%	26%

Source: Active Lives Survey 2021-22 ▶

Children & Young People

Active 60+ mins a day	Fairly active 30-59 mins a day	Less active less than 30 mins a day
48%	22%	30%
England 47%	23%	30%

Source: CYP Active Lives Survey ▶

Wider Determinants

25% Free school meals (25% England)
Source: LCC 2024

3.4% Unemployed (5% England)
Source: ONS/NOMIS 2021-22

30% Economically inactive (32% England)
Source: Census 2021

Deprivation Decile

1 Most deprived — England — **7** — 10 Least deprived
Source: ONS 2019 ▶

Services and social factors

Population within a 15 min walk of a GP (61% England) **42%**
Source: Gov.uk 2023 ▶

9.8 Public Leisure Facilities (per 10,000 people)
England 14.7   Source: ONS 2024 ▶

Social Isolation & Loneliness Score

1 Lowest — Lincolnshire (41) — **56** — 100 Highest
Source: LCF 2023 ▶

Health

81.2% of residents report being in good or very good health

England 82%

Source: Census 2021 ▶

20% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23 ▶

26.5% of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23 ▶

Prevalence of

7% Diabetes (8% England)
8% Cardiovascular Disease (11% England)
13% Asthma (7% England)
40% Musculoskeletal (28% England)
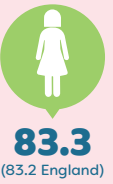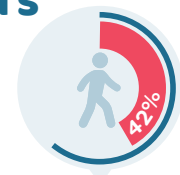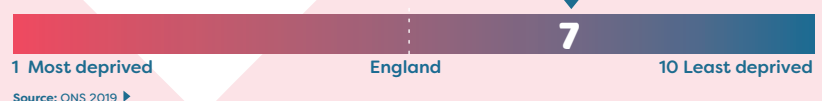**18%** Depression (13% England)

Source: QOF 2022-23 ▶

18% of people have a disability (under the equality act) (17% England)
Source: Census 2021 ▶

Health Deprivation Decile

1 Most deprived — England — **7** — 10 Least deprived
Source: ONS 2019 ▶

Life Expectancy years

82.0 (79.5 England)

83.3 (83.2 England)

Source: OHID 2020 ▶

Place Profile
Holbeach

Population 7,823

Holbeach is a market town in the South Holland District, situated 8 miles from Spalding and 17 miles from Boston. The town has an ageing population, with many residents either approaching or in retirement. This demographic shift has increased the demand for healthcare and support services, while also reducing the recruitment pool for the local economy.
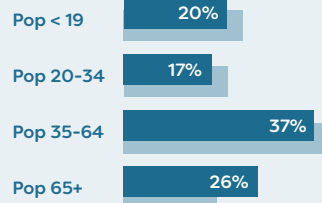
A key issue in Holbeach is the low participation of women and girls in physical activity, with inactivity rates in this demographic significantly higher than average. Rural isolation further exacerbates these challenges, as limited public transport restricts access to physical activity and community services, particularly for low-income residents. Post-COVID recovery has been slower in the area, compounding existing inequalities in health and access to services.

Although Holbeach benefits from a 3G football pitch at Holbeach United FC, the town lacks broader investment in sports and physical activity facilities, which are crucial for improving overall community well-being. Expanding these facilities, especially to cater to underrepresented groups such as women and girls, remains a priority for local health and development strategies.
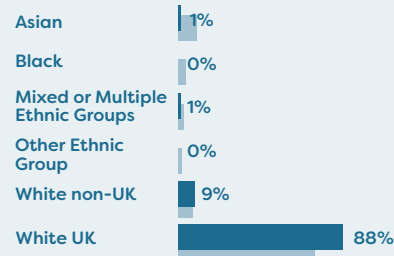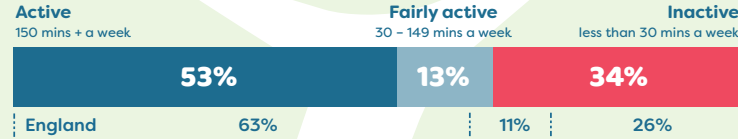
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Population

Age

Pop < 19	20%	
Pop 20-34	17%	
Pop 35-64	37%	
Pop 65+	26%	

Source: Census 2021 ▶   England ■

Ethnicity

Asian	1%
Black	0%
Mixed or Multiple Ethnic Groups	1%
Other Ethnic Group	0%
White non-UK	9%
White UK	88%

Source: Census 2021 ▶   England ■

Physical Activity

Adults

Active 150 mins + a week	Fairly active 30 – 149 mins a week	Inactive less than 30 mins a week
53%	13%	34%

England		
63%	11%	26%

Source: Active Lives Survey 2021-22 ▶

Children & Young People

Active 60+ mins a day	Fairly active 30-59 mins a day	Less active less than 30 mins a day
48%	22%	30%
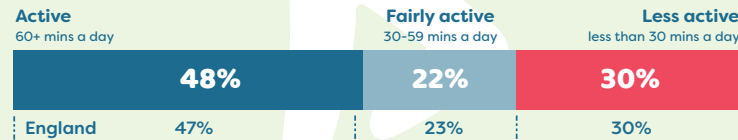
England		
47%	23%	30%

Source: CYP Active Lives Survey ▶

Wider Determinants

29% Free school meals (25% England)
Source: LCC 2024 ▶

4.9% Unemployed (5% England)
Source: ONS/NOMIS 2021-22 ▶

35% Economically inactive (32% England)
Source: Census 2021 ▶

Deprivation Decile

1 Most deprived — **6** England — 10 Least deprived
Source: ONS 2019 ▶

Services and social factors

Population within a 15 min walk of a GP (61% England) — 65%
Source: Gov.uk 2023 ▶

11.6 Public Leisure Facilities (per 10,000 people)
England 14.7   Source: ONS 2024 ▶

Social Isolation & Loneliness Score

1 Lowest — Lincolnshire (41) — **62** — 100 Highest
Source: LCF 2023 ▶

Health

76.4% of residents report being in good or very good health

England 82%
Source: Census 2021 ▶

19.4% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23 ▶

**25%** of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23 ▶

Prevalence of

8% Diabetes (8% England)

9% Cardiovascular Disease (11% England)

11% Asthma (7% England)

38% Musculoskeletal (28% England)

19% Depression (13% England)

Source: QOF 2022-23 ▶

20% of people have a disability (under the equality act) (17% England)
Source: Census 2021 ▶

Health Deprivation Decile

1 Most deprived — **6** England — 10 Least deprived
Source: ONS 2019 ▶

Life Expectancy years

79.1 (79.5 England)

83.2 (84.9 England)

Source: OHID 2020 ▶
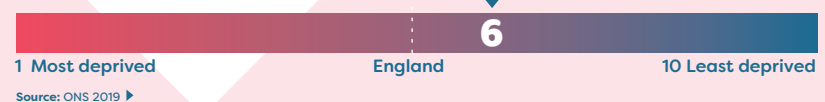
Place Profile

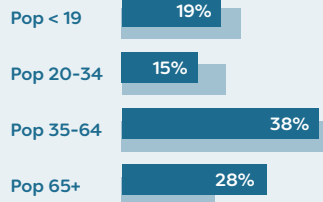## Long Sutton East & Sutton Bridge

Population 10,025
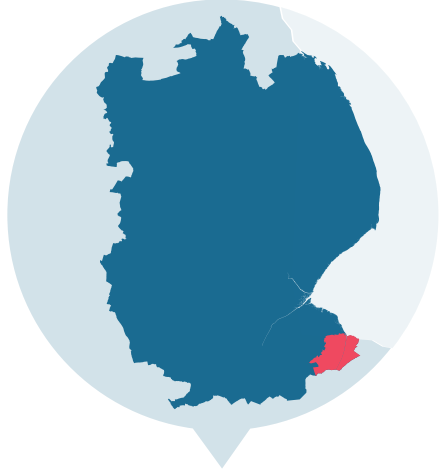
Long Sutton and Sutton Bridge are rural communities in South Holland, Lincolnshire. Long Sutton is a small market town in the fens, a marshy region near The Wash. Whereas, Sutton Bridge is a village and civil parish with historical significance due to its swing bridge and commercial dock on the River Nene. Like other parts of South Holland, the area focuses on increasing women and girls' participation in physical activity, as inactivity rates remain high among this group. However, rural isolation continues to limit access to these opportunities. A lack of reliable public transport creates further difficulties for low socioeconomic groups in accessing physical activity.

The limited availability of affordable local facilities, especially for young people in Sutton Bridge, contributes to a sense of isolation from the rest of the county. To address this, the region has recently invested in local sports and community infrastructure, including a £206,250 Football Foundation PlayZone development at Sutton Bridge Memorial Park.
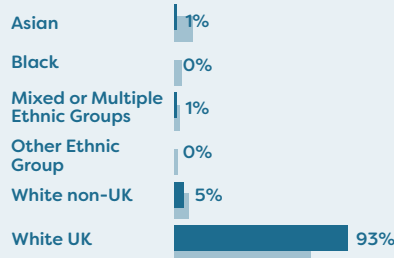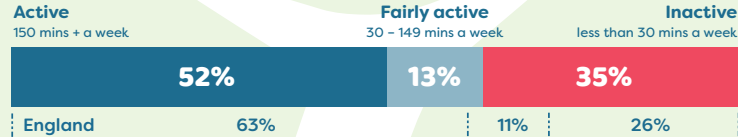
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Population

Age

Pop < 19	19%
Pop 20-34	15%
Pop 35-64	38%
Pop 65+	28%

Source: Census 2021 — England

Ethnicity

Asian	1%
Black	0%
Mixed or Multiple Ethnic Groups	1%
Other Ethnic Group	0%
White non-UK	5%
White UK	93%

Source: Census 2021 — England

Physical Activity

Adults

Active 150 mins a week	Fairly active 30 – 149 mins a week	Inactive less than 30 mins a week
52%	13%	35%
England 63%	11%	26%

Source: Active Lives Survey 2021-22

Children & Young People

Active 60+ mins a day	Fairly active 30-59 mins a day	Less active less than 30 mins a day
48%	21%	31%
England 47%	23%	30%
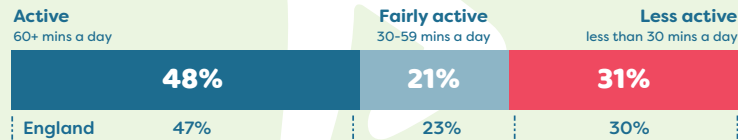
Source: CYP Active Lives Survey

Wider Determinants

36% Free school meals (25% England)
Source: LCC 2024

5.3% Unemployed (5% England)
Source: ONS/NOMIS 2021-22

39% Economically inactive (32% England)
Source: Census 2021

Deprivation Decile

4

1 Most deprived — England — 10 Least deprived

Source: ONS 2019

Services and social factors

Population within a 15 min walk of a GP (61% England) — 24%

Source: Gov.uk 2023

12 Public Leisure Facilities (per 10,000 people)
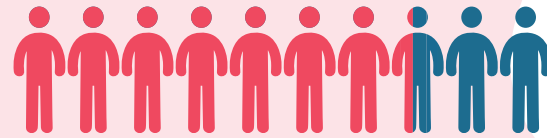
England 14.7
Source: ONS 2024

Social Isolation & Loneliness Score

68

1 Lowest — Lincolnshire (41) — 100 Highest

Source: LCF 2023

Health

74.3% of residents report being in good or very good health

England 82%

Source: Census 2021

24% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23

25.5% of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23

Prevalence of

10% Diabetes (8% England)

11% Cardiovascular Disease (11% England)

13% Asthma (7% England)

43% Musculoskeletal (28% England)

25% Depression (13% England)

Source: QOF 2022-23

24% of people have a disability (under the equality act) (17% England)
Source: Census 2021

Health Deprivation Decile

3

1 Most deprived — England — 10 Least deprived

Source: ONS 2019

Life Expectancy years

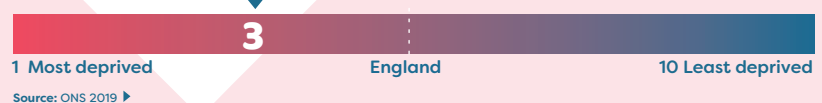**77.4** (79.5 England)

82.8 (84.9 England)

Source: OHID 2020

Place Profile
Long Sutton West, Gedney & Holbeach Hurn

Population 6,945

Long Sutton West, Gedney, and Holbeach Hurn are rural communities in South Holland with rich historical and agricultural roots. Long Sutton is noted for its 13th-century St Mary's Church, while Gedney is home to the Grade I listed St. Mary Magdalene Church- often referred to as the "Cathedral of the Fens." Holbeach Hurn, a smaller village, offers a peaceful rural setting and a close-knit community.
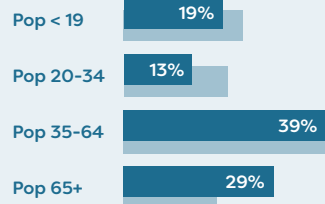
These villages face challenges such as rural isolation and limited access to recreational and health facilities, impacting both older adults and younger families. Public transport is minimal, further restricting access to essential services.

Specific recent investments in physical activity infrastructure in these areas are limited, but broader regional initiatives, such as the £20 million South Holland Health and Wellbeing Hub in Spalding, will improve access to modern sports and health services for residents across the district.
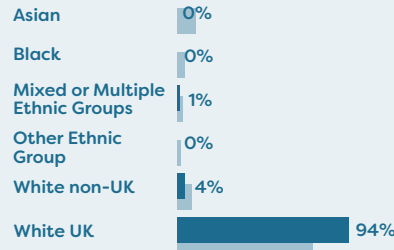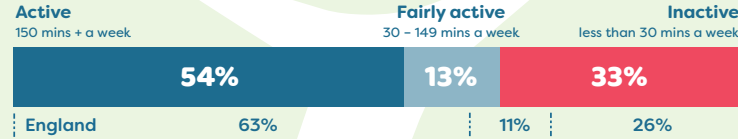
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Population

Age

Pop < 19	19%
Pop 20-34	13%
Pop 35-64	39%
Pop 65+	29%

Source: Census 2021 — England

Ethnicity

Asian	0%
Black	0%
Mixed or Multiple Ethnic Groups	1%
Other Ethnic Group	0%
White non-UK	4%
White UK	94%

Source: Census 2021 — England

Physical Activity

Adults

Active (150 mins + a week)	Fairly active (30 – 149 mins a week)	Inactive (less than 30 mins a week)
54%	13%	33%
England 63%	11%	26%

Source: Active Lives Survey 2021-22

Children & Young People

Active (60+ mins a day)	Fairly active (30-59 mins a day)	Less active (less than 30 mins a day)
48%	21%	31%
England 47%	23%	30%
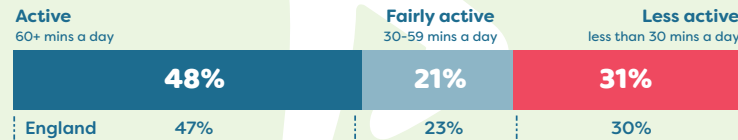
Source: CYP Active Lives Survey

Wider Determinants

27% Free school meals (25% England)
Source: LCC 2024

4% Unemployed (5% England)
Source: ONS/NOMIS 2021-22

39% Economically inactive (32% England)
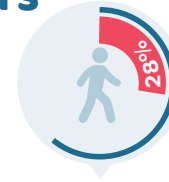Source: Census 2021

Deprivation Decile

4

1 Most deprived — England — 10 Least deprived
Source: ONS 2019

Services and social factors

Population within a 15 min walk of a GP 28% (61% England)
Source: Gov.uk 2023

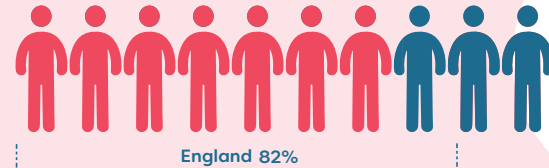**11.8 Public Leisure Facilities** (per 10,000 people)
England 14.7 Source: ONS 2024

Social Isolation & Loneliness Score

68

1 Lowest — Lincolnshire (41) — 100 Highest
Source: LCF 2023

Health

76.6% of residents report being in good or very good health

England 82%

Source: Census 2021

22.6% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23

33.3% of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23

Prevalence of

9% Diabetes (8% England)
10% Cardiovascular Disease (11% England)
12% Asthma (7% England)
43% Musculoskeletal (28% England)
20% Depression (13% England)

Source: QOF 2022-23

21% of people have a disability (under the equality act) (17% England)
Source: Census 2021

Life Expectancy years

80.5 (79.5 England)
83.5 (83.2 England)
Source: OHID 2020

Health Deprivation Decile

5

1 Most deprived — England — 10 Least deprived
Source: ONS 2019

Place Profile
Spalding East

Population 9,376

Spalding is a historic market town located on the River Welland, serving as the administrative centre of South Holland District. The town has an ageing population, with many residents either approaching or in retirement. This demographic shift has increased the demand for healthcare and support services, while also reducing the recruitment pool for the local economy.
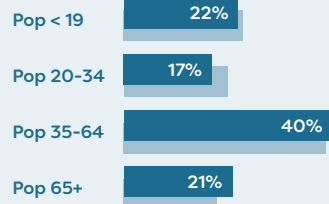
A key priority in Spalding is addressing the pronounced gender disparities in physical activity, particularly among women and girls, whose inactivity rates are notably high. Rural isolation and inconsistent public transport also create substantial barriers to accessing physical activity opportunities. These challenges disproportionately affect low-income residents, who may lack the resources or mobility to participate in health-promoting activities.

Nearby Pinchbeck faces additional health concerns, including a growing prevalence of dementia. Expanding access to community sports could greatly benefit these groups. Investment in the area is focused on improving physical activity infrastructure, with a planned 3G pitch development as part of the Levelling Up funding for Castle Sports Leisure Centre. Applications for further investment are expected in the next cycle of Football Foundation funding post April 2025.
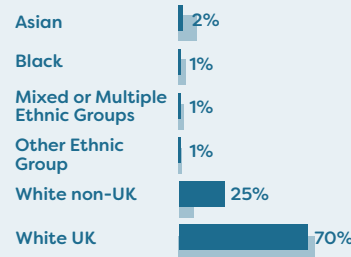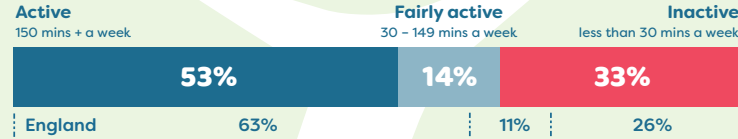
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Population

Age

		England
Pop < 19	22%	
Pop 20-34	17%	
Pop 35-64	40%	
Pop 65+	21%	

Source: Census 2021

Ethnicity

		England
Asian	2%	
Black	1%	
Mixed or Multiple Ethnic Groups	1%	
Other Ethnic Group	1%	
White non-UK	25%	
White UK	70%	

Source: Census 2021

Physical Activity

Adults

Active 150 mins + a week	Fairly active 30 – 149 mins a week	Inactive less than 30 mins a week
53%	14%	33%
England 63%	11%	26%

Source: Active Lives Survey 2021-22

Children & Young People

Active 60+ mins a day	Fairly active 30-59 mins a day	Less active less than 30 mins a day
48%	22%	30%
England 47%	23%	30%

Source: CYP Active Lives Survey

Wider Determinants

31% Free school meals (25% England)
Source: LCC 2024

5.1% Unemployed (5% England)
Source: ONS/NOMIS 2021-22

31% Economically inactive (32% England)
Source: Census 2021

Deprivation Decile

5

1 Most deprived — England — 10 Least deprived
Source: ONS 2019

Services and social factors
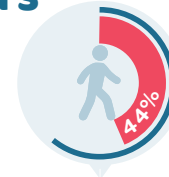
Population within a 15 min walk of a GP (61% England) — 44%
Source: Gov.uk 2023

15.3 Public Leisure Facilities (per 10,000 people)
England 14.7 Source: ONS 2024

Social Isolation & Loneliness Score

53

1 Lowest — Lincolnshire (41) — 100 Highest
Source: LCF 2023

Health

79.3% of residents report being in good or very good health

England 82%
Source: Census 2021

19.8% of adults who are obese/severely obese (11.4% England)
Source: QOF 2022-23

26.5% of Yr 6 who are obese/severely obese (22.5% England)
Source: NCMP 2021-23

Prevalence of

7% Diabetes (8% England)
7% Cardiovascular Disease (11% England)
8% Asthma (7% England)
30% Musculoskeletal (28% England)
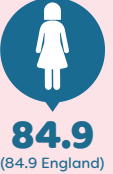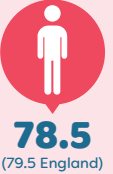**17%** Depression (13% England)

Source: QOF 2022-23

18% of people have a disability (under the equality act) (17% England)
Source: Census 2021

Life Expectancy years

78.5 (79.5 England)

84.9 (84.9 England)

Source: OHID 2020

Health Deprivation Decile

6

1 Most deprived — England — 10 Least deprived
Source: ONS 2019

Notes

Section	Indicator	Measure	Notes
Health	Child Obesity	Yr 6 % Obese/Severely obese	As part of the National Child Measurement Programme, children are weighed and measured at school. BMI is calculated as 'centiles' The centile result is shown as a percentage of how their BMI compares nationally with other children or teenagers of the same age and sex. Those included in this measure are above the 95th centile
	Adult Obesity	% GP patients Obese/Severely obese	This data comes from the Quality and Outcomes Framework (NHS) which takes prevalence data from GP's in England. This Obesity Measure is % of observed or measured registered GP patients - which is not the same as % of population as some population may not be registered and not all registered patients have their height and weight measured
	GP registered prevalence	Diabetes Prevalence (%) (22-23)	This data comes from the Quality and Outcomes Framework (NHS) which takes prevalence data from GP's in England
	GP registered prevalence	Cardiovascular Disease Prevalence (%) (22-23)	
	GP registered prevalence	Asthma Prevalence (%) (22-23)	
	GP registered prevalence	Musculoskeletal Prevalence (%) (22-23)	
	GP registered prevalence	Depression Prevalence (%) (22-23)	
	Self Reported Health	% residents reporting good or very good health	This data is from Census Q21 "How good is your health in general" with responses including Very good, good, Fair, Bad, Very Bad
	Health Deprivation Decile	Health Deprivation Decile (National Rank)	The Health Deprivation and Disability decile measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation. Decile 1 represents the most deprived 10% (or decile) of small areas in England, and Decile 10 represents the least deprived 10%.
	% disabled	% disabled	This data comes from the census 2021 and is self-recorded disability.
Active Lives	Activity Levels x population	% adults active, fairly active, inactive	These figures are modelled estimates at the MSOA and Local Authority Level.
	Activity Levels x population	% CYP active, fairly active, inactive	These figures are modelled estimates at the MSOA and Local Authority Level.
Population	Age Profiles	% pop in various age bands	This data comes from the census 2021
	Ethnicity Profiles	% pop x ethnic groups	This data comes from the census 2021
Wider Determinants	Economic Activity	Economically Inactive	This data comes from the census 2021 and is self recorded economic inactivity, which includes retired, student, carers (looking after the sick or elderly, or inactive due to long term illness or disability)
	Free School Meals	% in receipt of free school meals	This data is from the schools census. The dataset covers current and main pupils on the roll of schools in Lincolnshire
	Multiple Deprivation Measure	Deprivation Decile	The Indices of Deprivation 2019 provide a set of relative measures of deprivation for small areas (Lower-layer Super Output Areas) across England, based on seven domains of deprivation. The domains were combined using the following weights to produce the overall Index of Multiple Deprivation: Income Deprivation (22.5%) Employment Deprivation (22.5%) Education, Skills and Training Deprivation (13.5%) Health Deprivation and Disability (13.5%) Crime (9.3%) Barriers to Housing and Services (9.3%) Living Environment Deprivation (9.3%). Deprivation deciles are based on the Index of Multiple Deprivation 2019 (IMD 2019). Decile 1 represents the most deprived 10% (or decile) of small areas in England, and Decile 10 represents the least deprived 10%.
Social Factors & Accessibility	Unemployment	% Unemployed	This is taken from the annual population and labour force survey which is a residence based labour market survey encompassing population, economic activity (employment and unemployment), economic inactivity and qualifications
	Social Isolation & Loneliness Score	Social Isolation & Loneliness Score	This score takes measures that look directly at loneliness, or indirectly through outcomes (or causes) of isolation and loneliness. The LCF use loneliness rate and numbers of people living alone as direct data, but also looked at outcomes such as depression and wellbeing, as well as potential causations such as lack of transport, rurality, age, caring role, income, and digital exclusion. The data is a score ranging from 1 - 100, where 100 is the highest level of social isolation and loneliness
	GP accessibility	% within 15 mins walk of GP	This data comes from the Governments Journey Time Statistics database.
	Public Leisure Accessibility	Public facilities /10,000 pop	This data source gives counts of sports & leisure facilities and counts grouped by public and private facilities and type of facility across geographical areas. We used public facility counts only. It should be noted that some coastal areas will have a high number of facilities due to tourism but these facilities may be seasonal in nature
Life Expectancy	Life Expectancy	Life Expectancy at Birth (years)	Life expectancy at birth is a useful summary measure of all cause mortality as it quantifies the differences between areas in units (years of life). For a particular area, it is an estimate of the average number of years a newborn baby would survive if he or she experienced the age specific mortality rates for that area throughout his or her life.