

2014

Lincolnshire Sport Insight Pack – North Kesteven



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Demographics overview

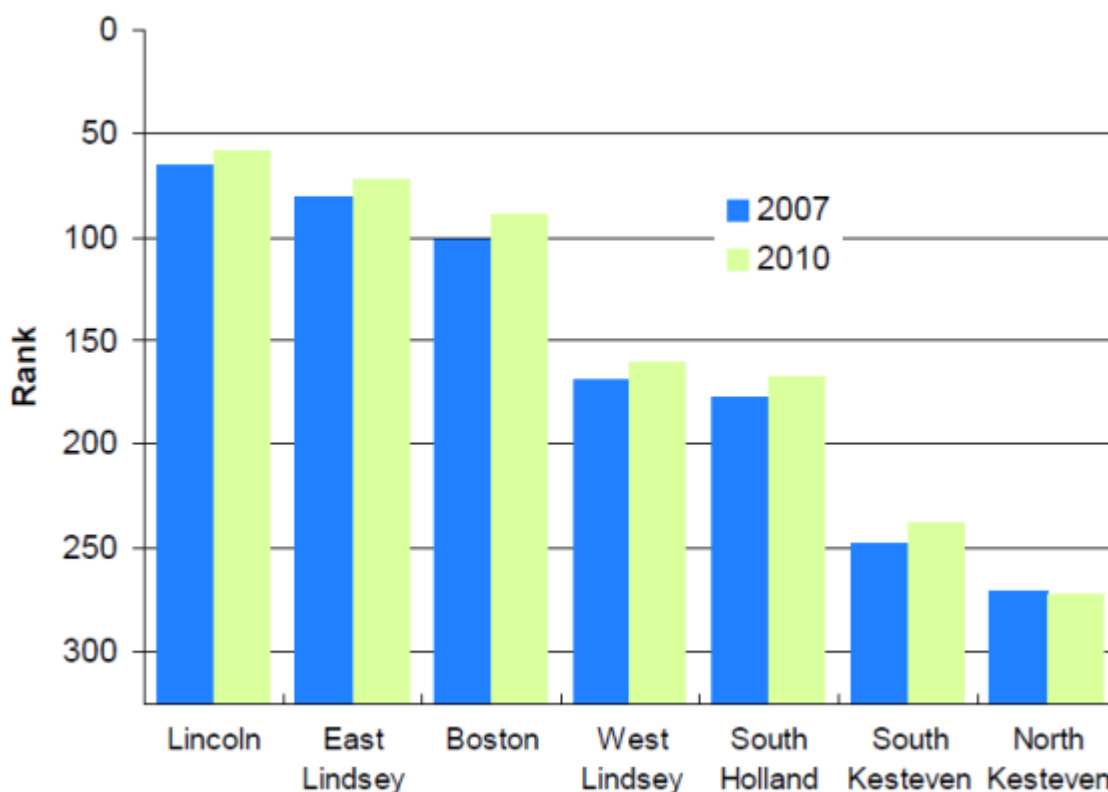
North Kesteven has a current population of 109,300 (based on ONS mid-year 2012 population estimates), which is the largest district population in the county.

At district level, since mid-2011 North Kesteven 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 North Kesteven has seen an increase of 12.8 per cent, the 3rd highest in the County. Between 2002 and 2012 North Kesteven 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.

North Kesteven'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 North Kesteven is expected to see a decrease 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 North Kesteven as the least deprived district in the county. Between 2007 and 2010 the chart shows a slight decrease 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, North Kesteven has seen a 0.1% increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

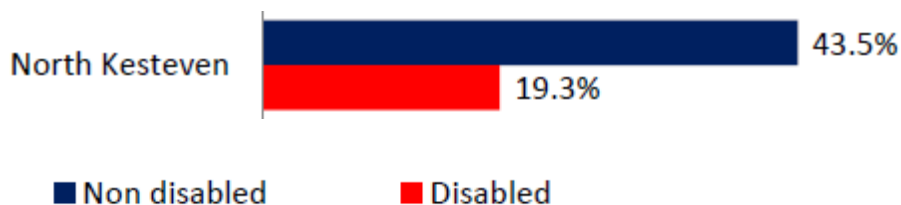
There are no wards in the district that are in the top 10% of the most deprived in England.

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 North Kesteven compared with England, the East Midlands and Lincolnshire. North Kesteven 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
North Kesteven	20,604	19%
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 North Kesteven.

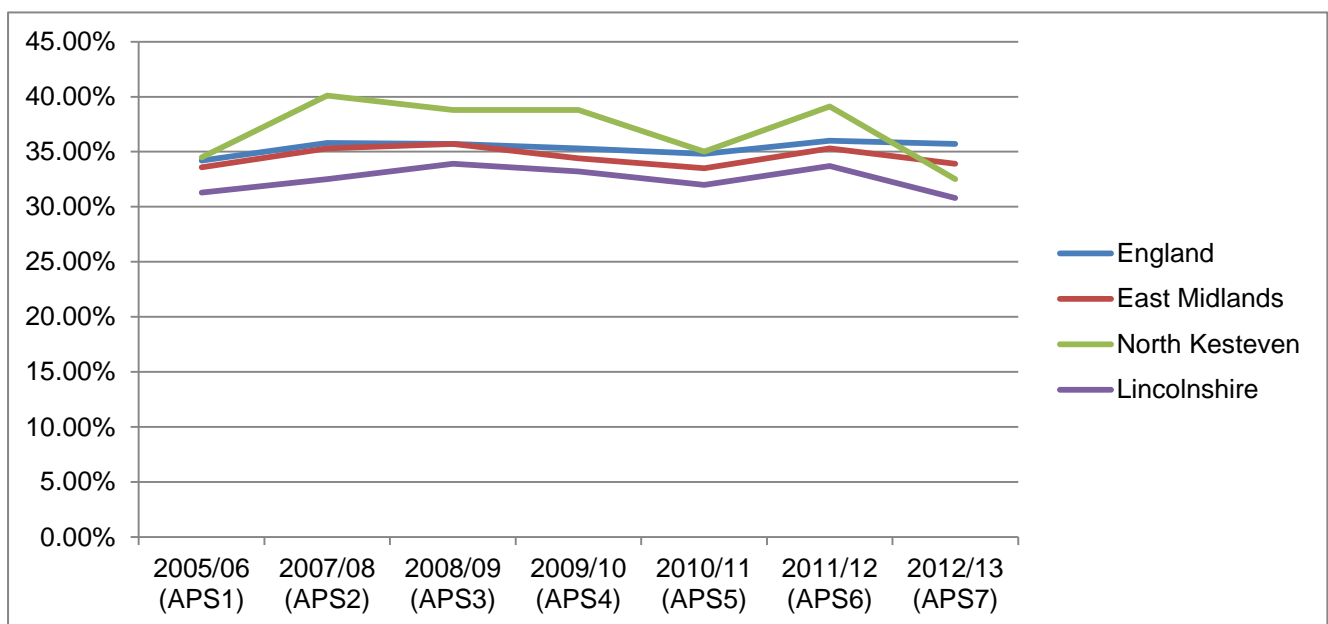
Participation

1 x 30

Current ranking for 1x30 = 256th out of 326 district and unitary authorities.

In North Kesteven, the first Active People survey in 2005/06 found that 34.5% 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 32.5% of adults in North Kesteven are now taking part in sport for 30 minutes once per week.

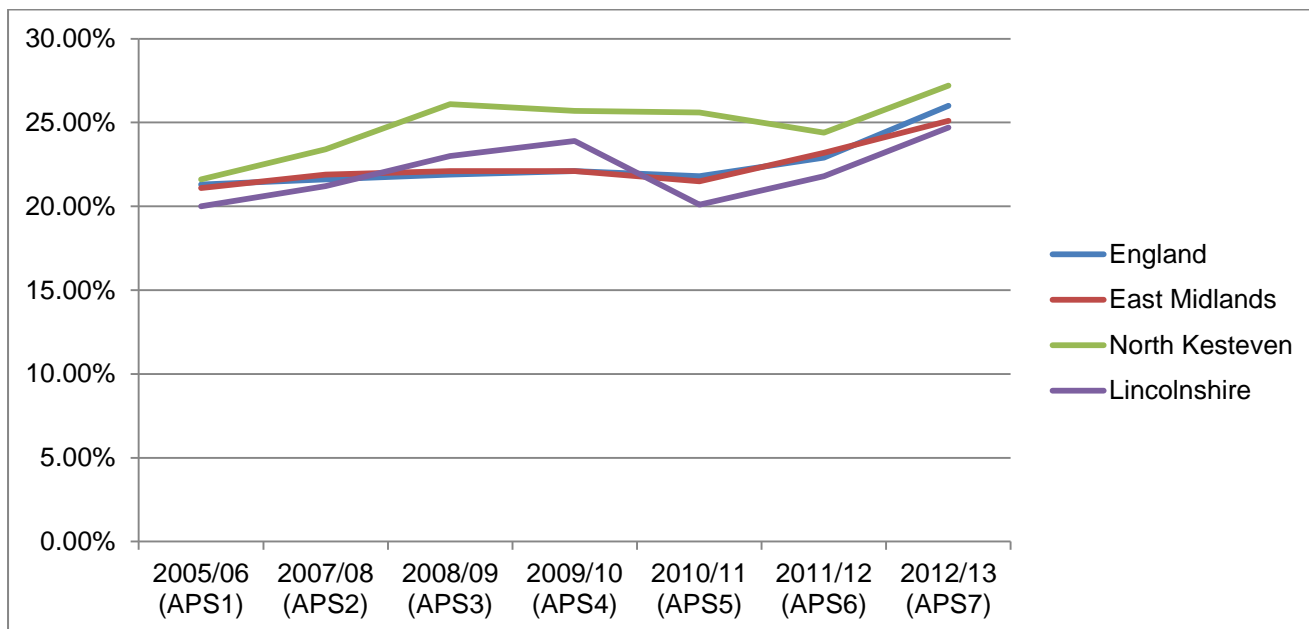
Area	2005/06 (APS1)	2011/12 (APS6)	2012/13 (APS7)
England	34.20%	36.00%	35.70%
East Midlands	33.60%	35.30%	33.90%
North Kesteven	34.50%	39.10%	32.50%
Lincolnshire	31.30%	33.70%	30.80%



3 x 30

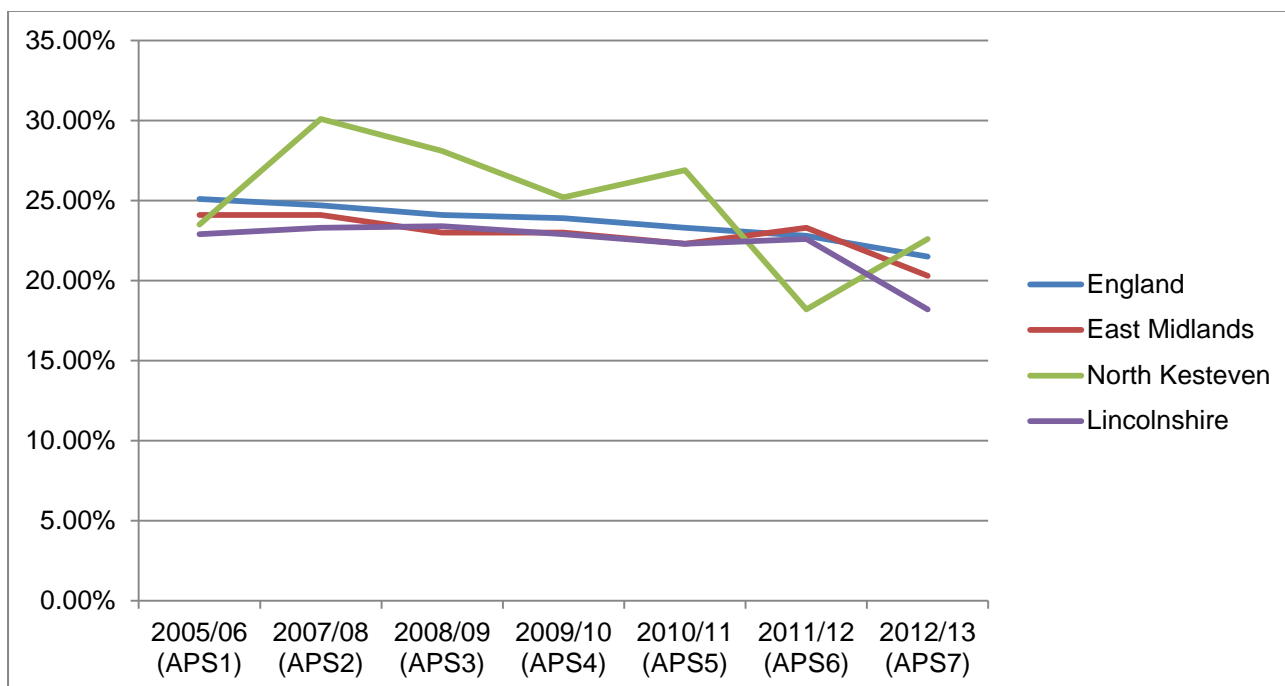
In North Kesteven, the first Active People survey in 2005/06 found that 21.6% of the adult (16+) population were taking part in sport for 30 minutes 3 times a week. The latest data released in December 2013 (Active People 7) shows that 27.2% of the adult population are now taking part in sport for 30 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%
North Kesteven	21.60%	24.40%	27.20%
Lincolnshire	20.00%	21.80%	24.70%

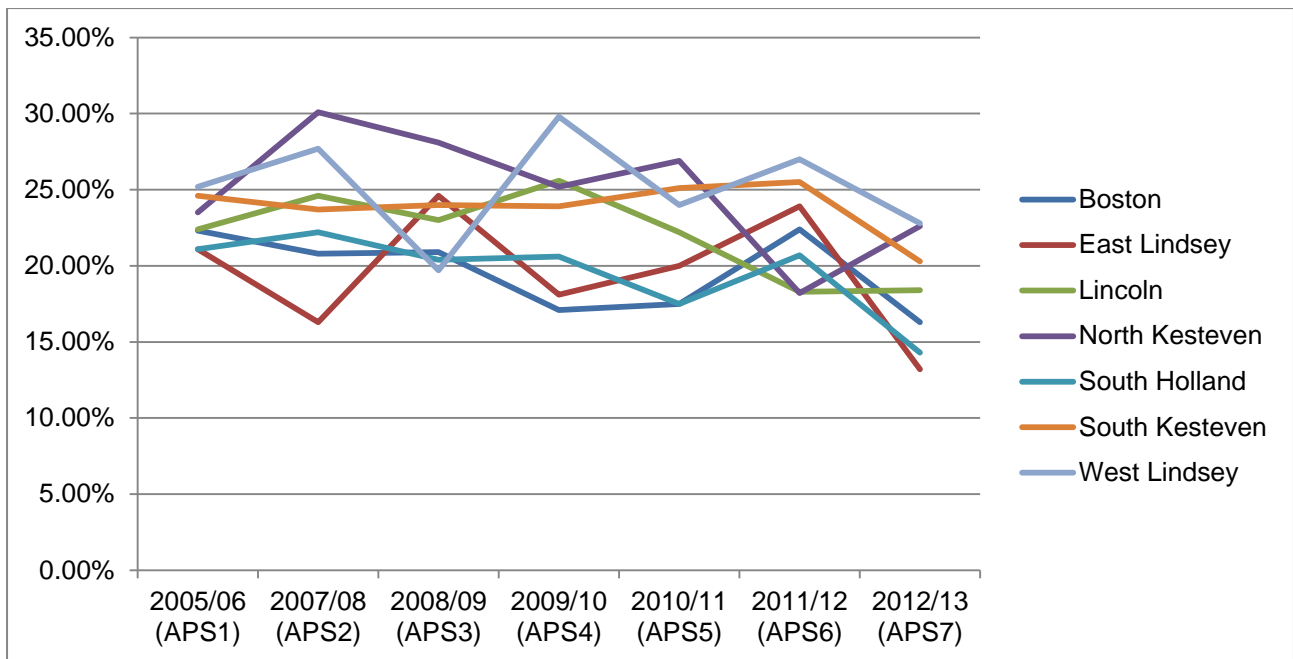


Club membership

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

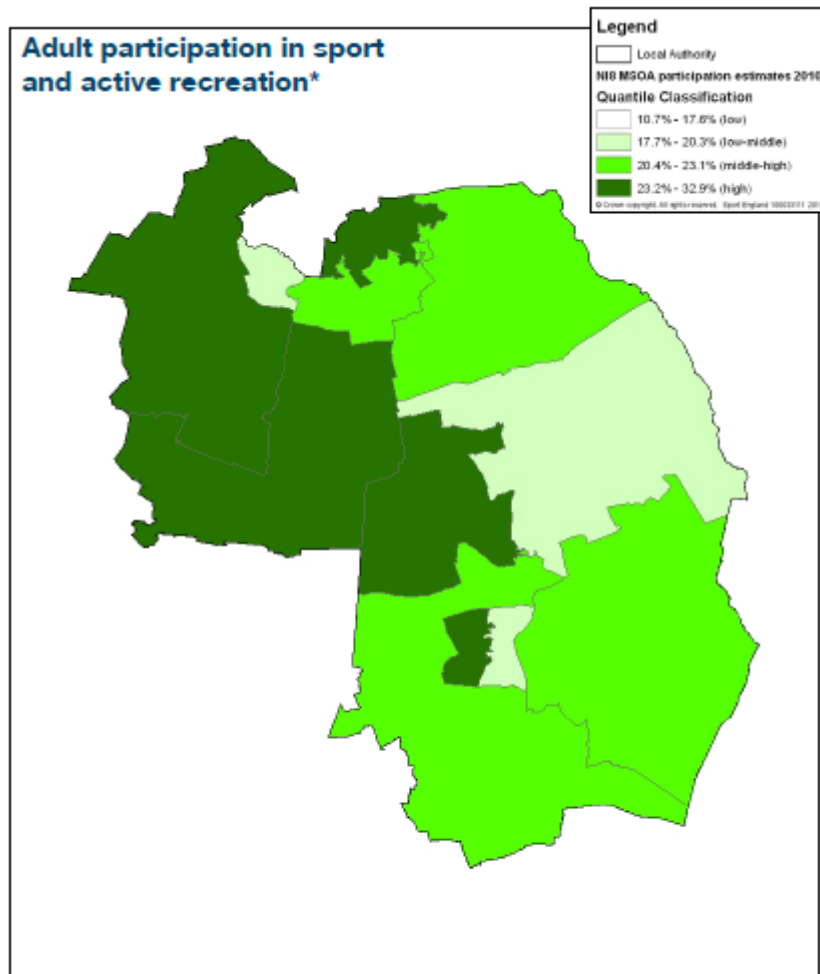


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. North Kesteven has one of the highest club membership percentages in the County.

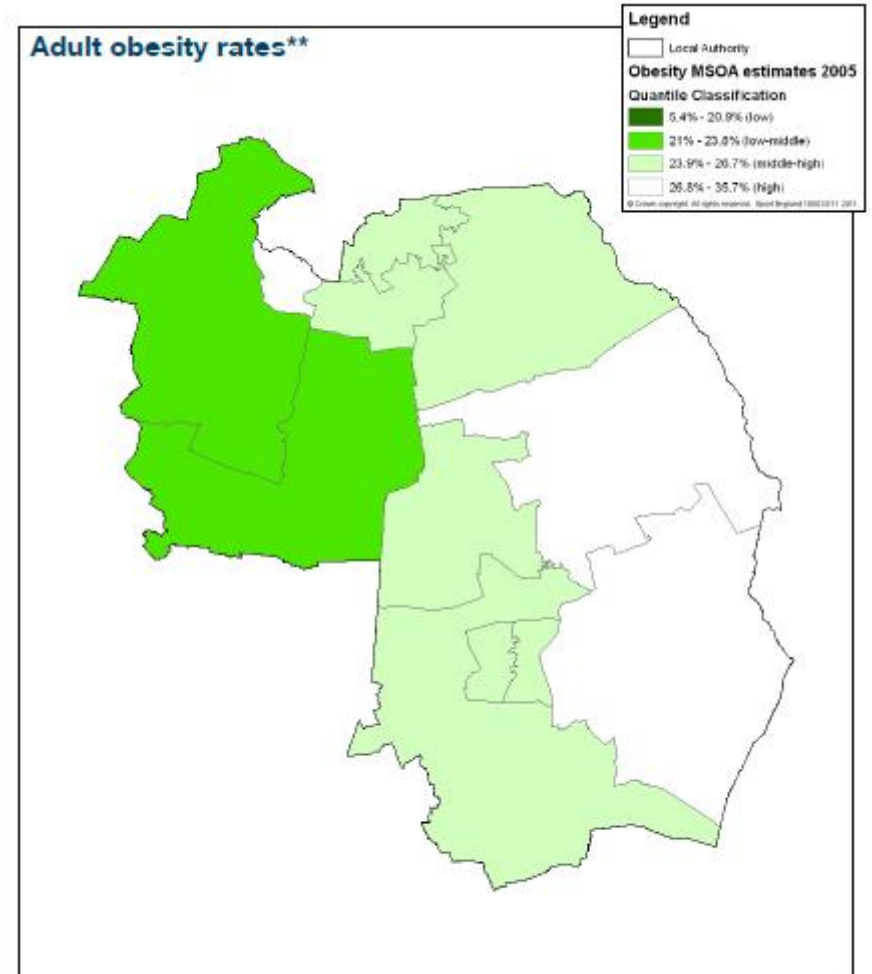


Mapping

The following maps show participation rates, obesity rates and deprivation. You can see clear links between high obesity and lower participation levels.

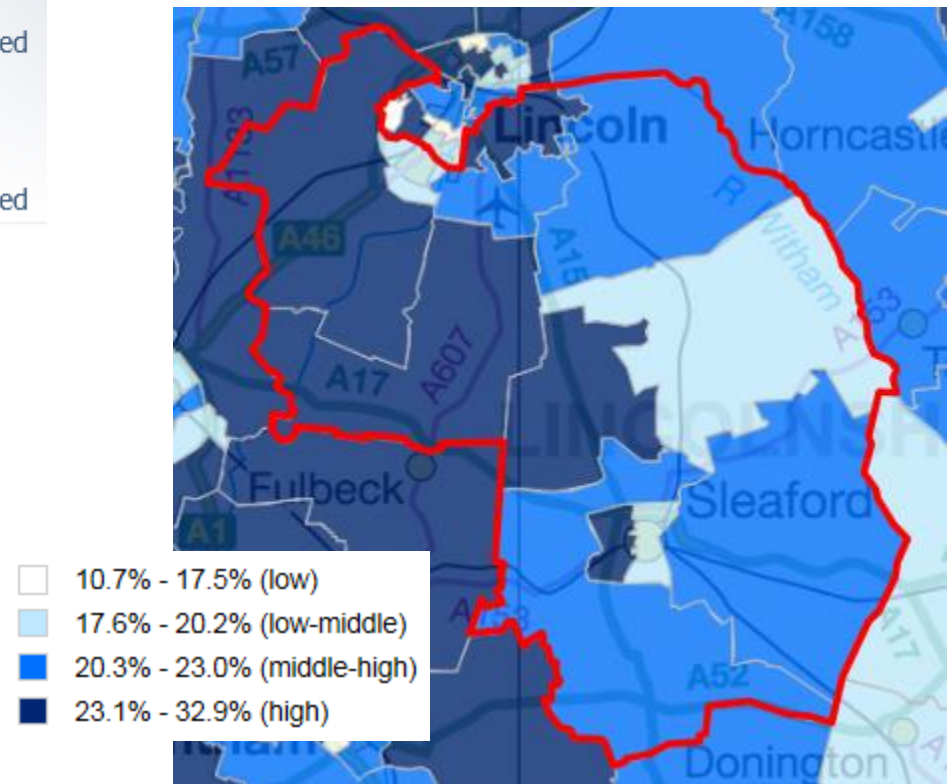
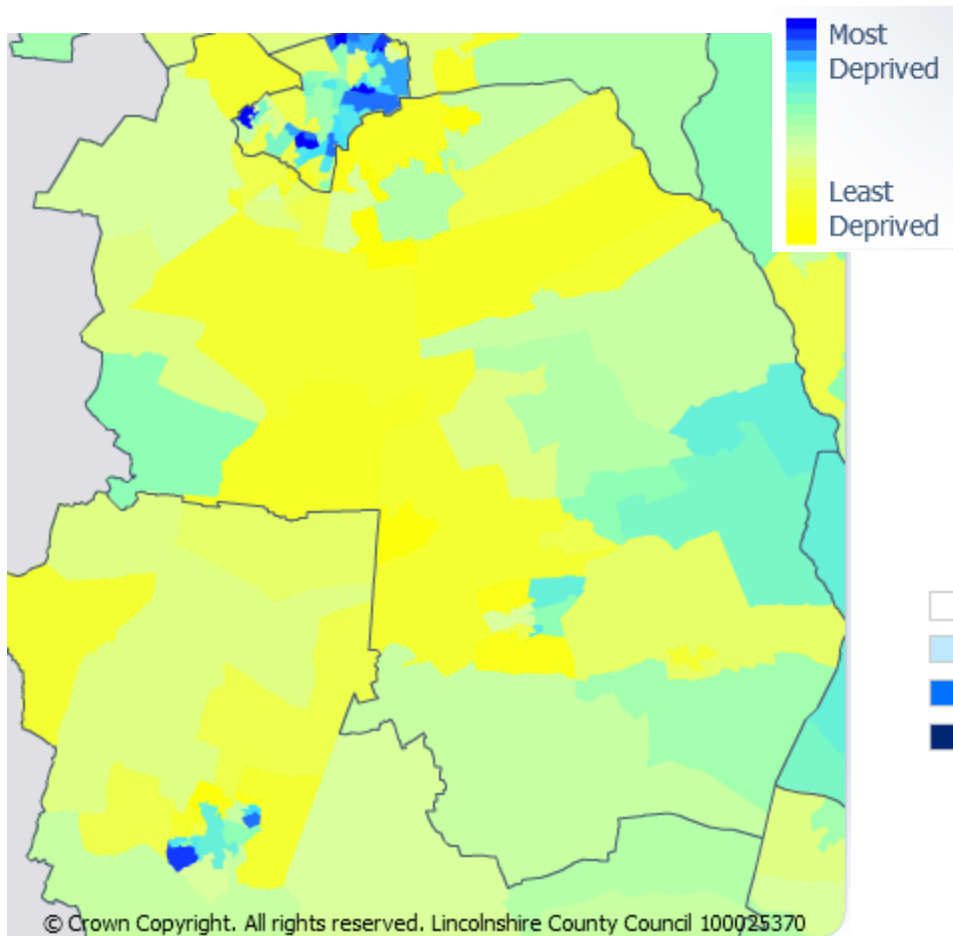


*Source: Sport England Active People Survey (APS)
Dataset: APS3 and APS4 Model Based Estimates, 2006-2010



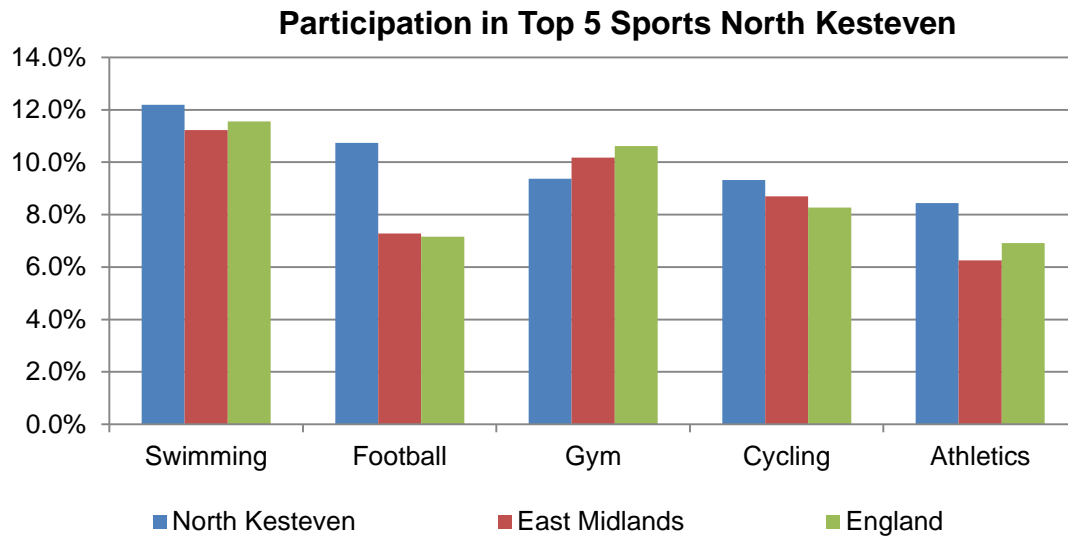
**Source: The NHS Information Centre for health and social care (The NHS IC)
Dataset: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005

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 North Kesteven.



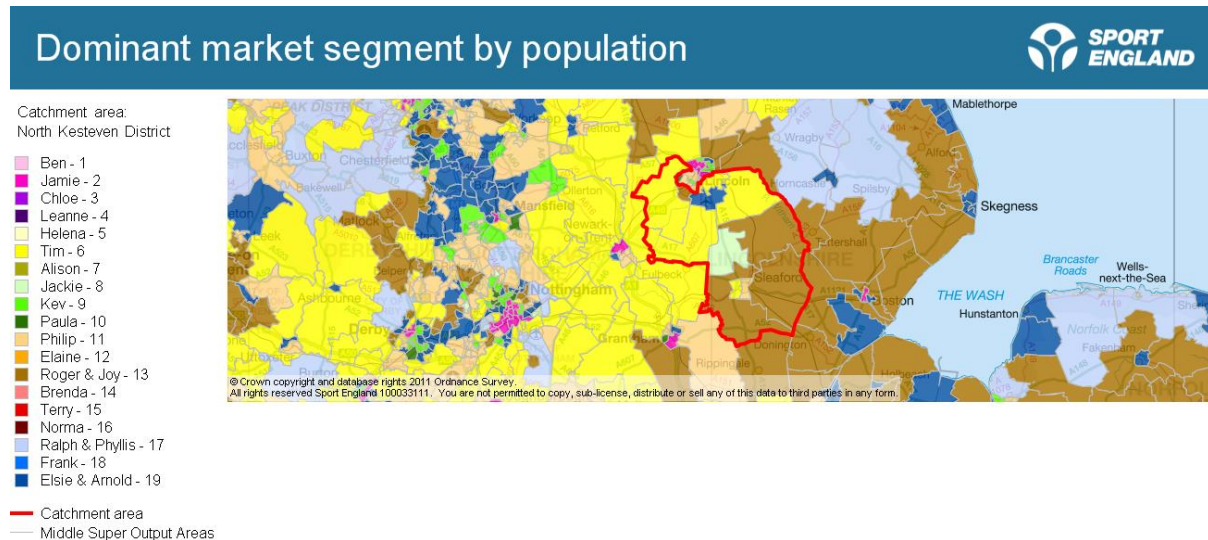
Demand for sport by district

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

Market Segmentation

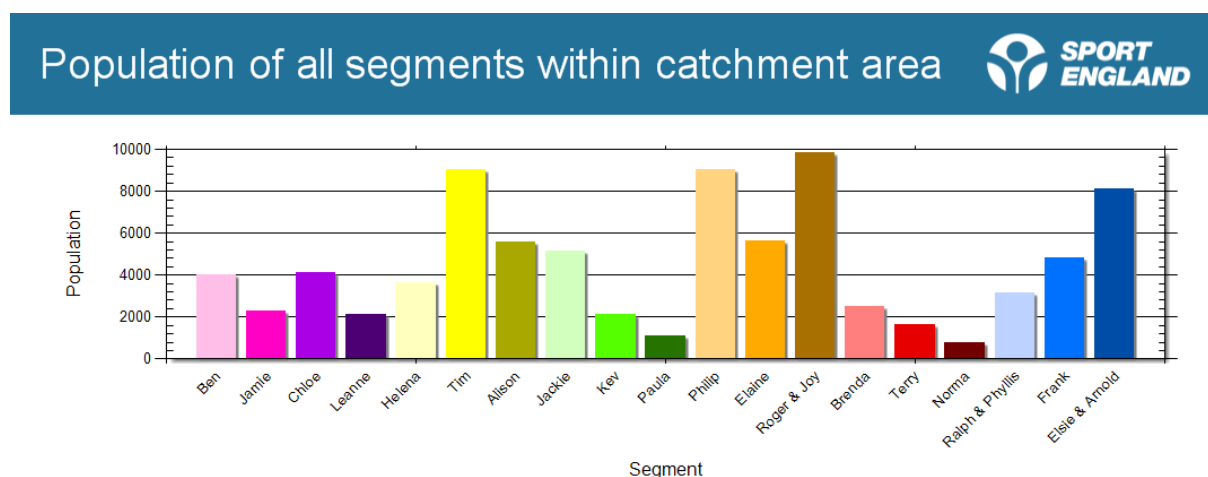
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



The most prevalent segments across **North Kesteven** are Roger & Joy, Tim, and Philip.

District	Market segments	% and number
North Kesteven	Roger & Joy	11.6% / 9,837
	Tim	10.7% / 9,042
	Philip	10.7% / 9,029

- Roger and Joy – Early retirement couples – 56-65 years – slightly less active than most.
- Tim – Settling down males – 26-45 years – participates regularly.
- 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 North Kesteven.

	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
North Kesteven	9	0	12	147	14	1	0	0	20	19	10	14	23	269

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
North Kesteven		1			1	3			12	2	1	2		2				1			1	1		27

Key contacts

District Contacts

District	Sports Development
North Kesteven	Mike Lock E: mike_lock@n-kesteven.gov.uk

School Sport Contacts

School Sport Partnership	School Games Organisers
Lincolnshire South West	Terry Plumb E: terryplumb@prioryacademies.co.uk Tel: 01476 566384 Base: Priory Ruskin Academy