

2014

Lincolnshire Sport Insight Pack – South Kesteven



Demographics overview

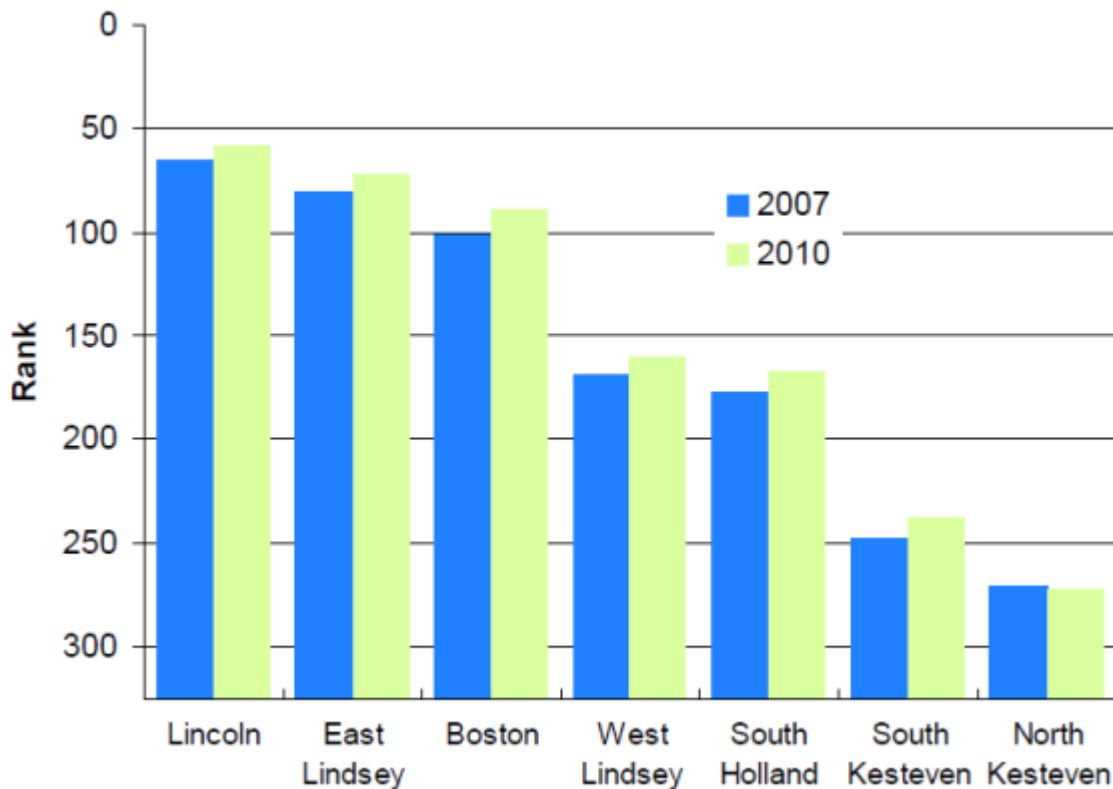
South Kesteven has a current population of 135,000 (based on ONS mid-year 2012 population estimates), which is the largest district population in the county.

At district level, since mid-2011 South 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 South Kesteven has had the second lowest increase at 3.4 per cent. Between 2002 and 2012 South 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.

South Kesteven's population is projected to experience growth of 5 per cent by 2016 and 11 per cent, by 2021, which is above the national and east midlands average. Leading up to 2021 South Kesteven 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 Kesteven as the 2nd 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, South Kesteven has seen a 0.8% increase in the proportion of their population living in the most deprived Lower Super Output Areas in the country.

The following ward in the district is in the top 10% of the most deprived in England: Earlesfield.

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 Kesteven compared with England, the East Midlands and Lincolnshire. South 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 |
|----------------|-----------------------------------|---|
| South Kesteven | 23,129 | 17% |
| 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

| Institution | Number of students | Source and more information |
|------------------|--------------------|---|
| Stamford College | 2,000 | http://www.stamford.ac.uk/about-us-2/ |
| Grantham College | 4,700 | http://www.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/CARE/SC039105 |

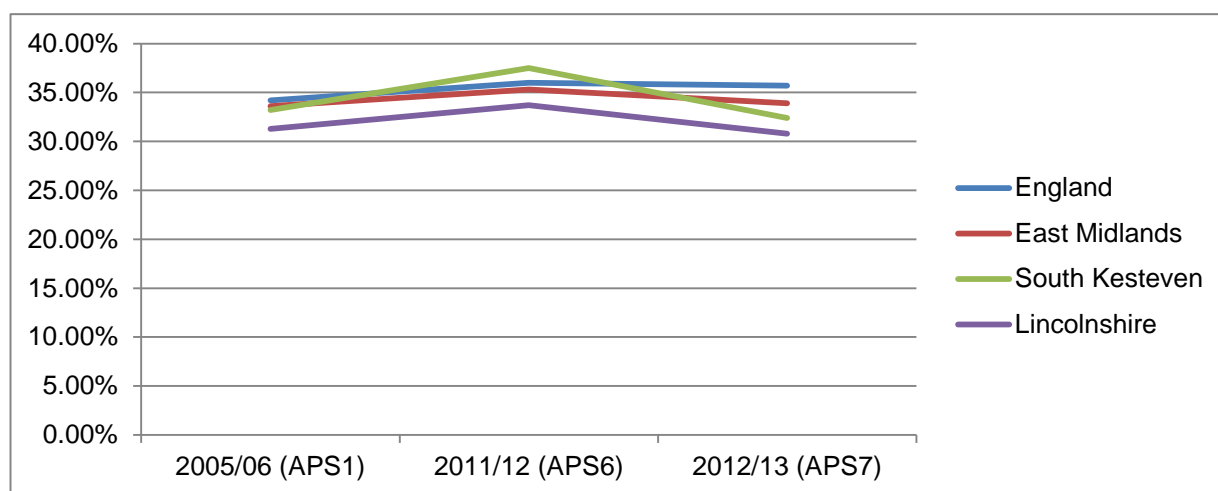
Participation

1 x 30

Current ranking for 1x30 = 252nd out of 326 district and unitary authorities.

In South Kesteven, the first Active People survey in 2005/06 found that 33.2% 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 32.4% of adults in South Kesteven are now taking part in sport for 30 minutes once per week.

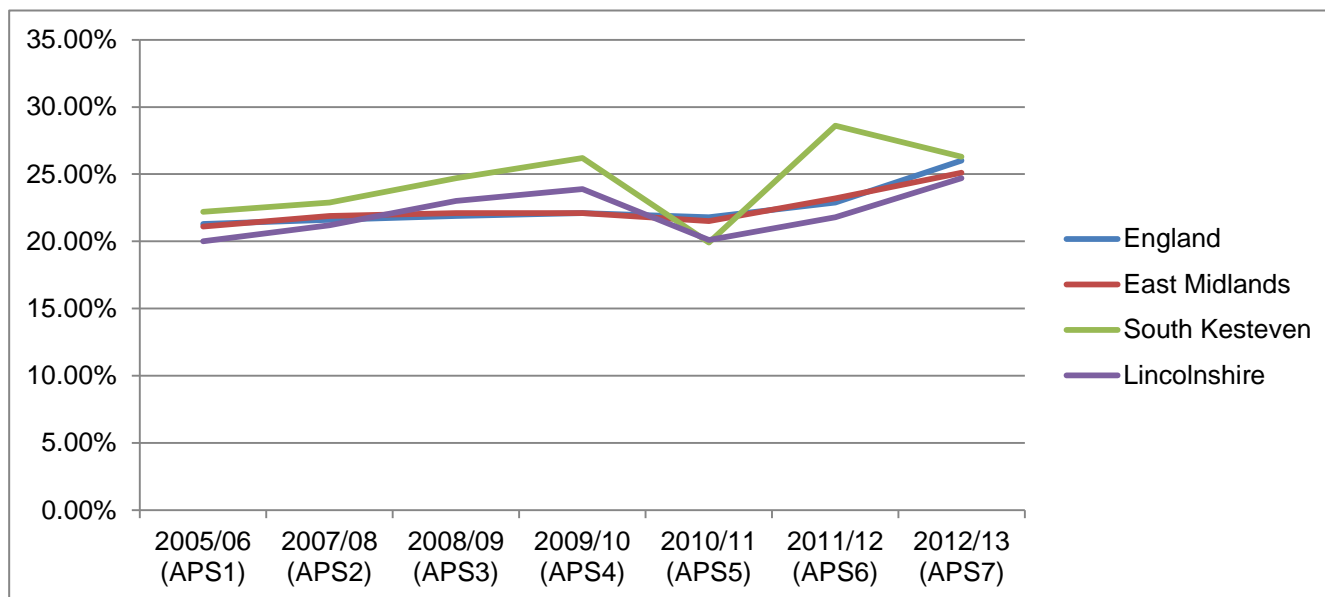
| Area | 2005/06 (APS1) | 2011/12 (APS6) | 2012/13 (APS7) |
|----------------|----------------|----------------|----------------|
| England | 34.20% | 36.00% | 35.70% |
| East Midlands | 33.60% | 35.30% | 33.90% |
| South Kesteven | 33.20% | 37.50% | 32.40% |
| Lincolnshire | 31.30% | 33.70% | 30.80% |



3 x 30

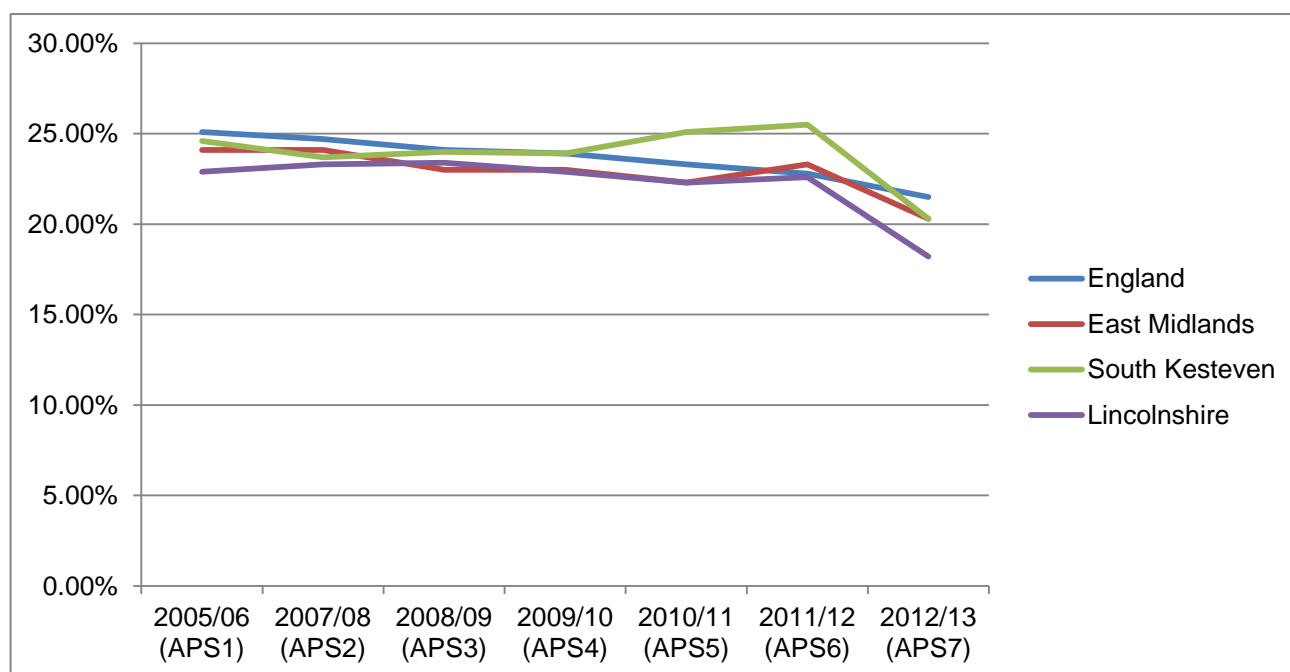
In South Kesteven, the first Active People survey in 2005/06 found that 22.2% of the adult (16+) population were taking part in sport for 30 minutes 3 times a week. The latest data released in December 2013 (Active People 7) shows that 26.3% of the adult population are now taking part in sport for 30 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% |
| South Kesteven | 22.20% | 28.60% | 26.30% |
| Lincolnshire | 20.00% | 21.80% | 24.70% |

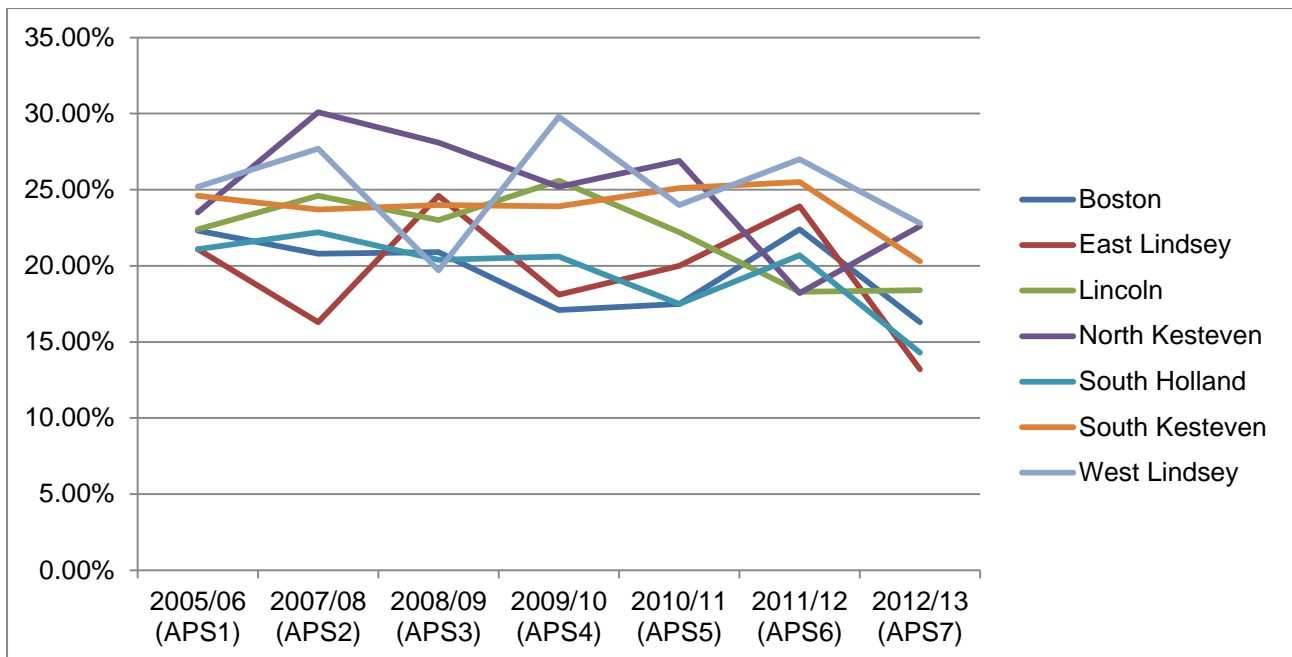


Club membership

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

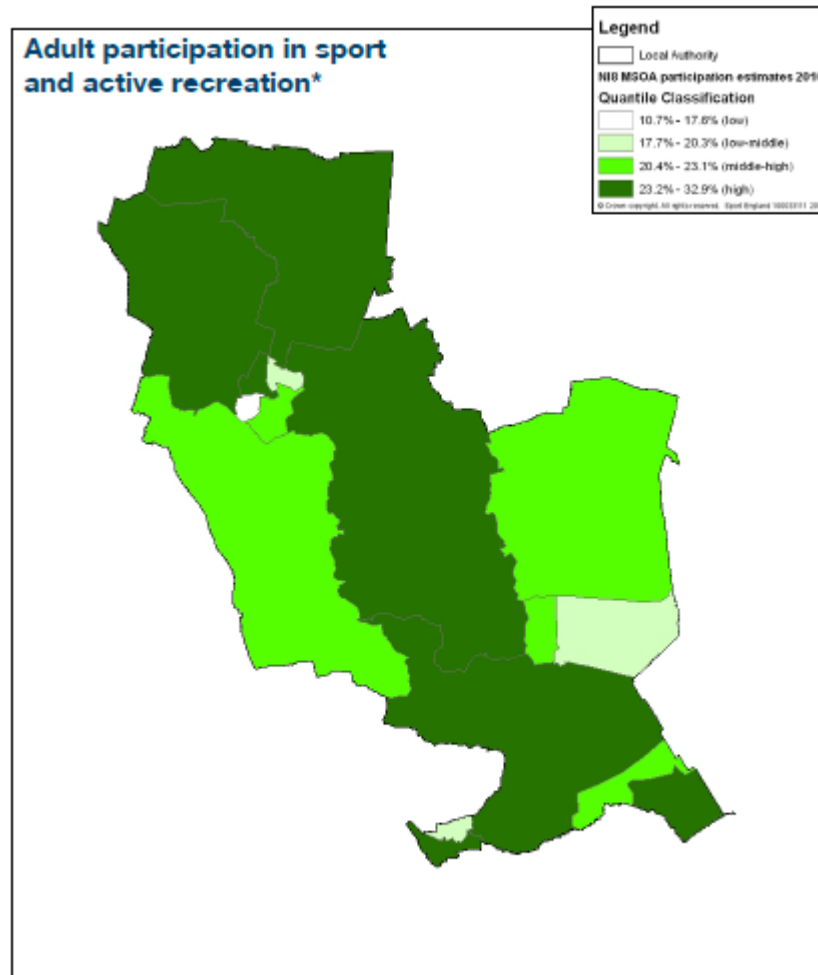


The downward trend in club membership is reflected in the other districts, with the exception of North Kesteven where there has been an increase. South Kesteven is ranked 7th out of seven districts for club membership.

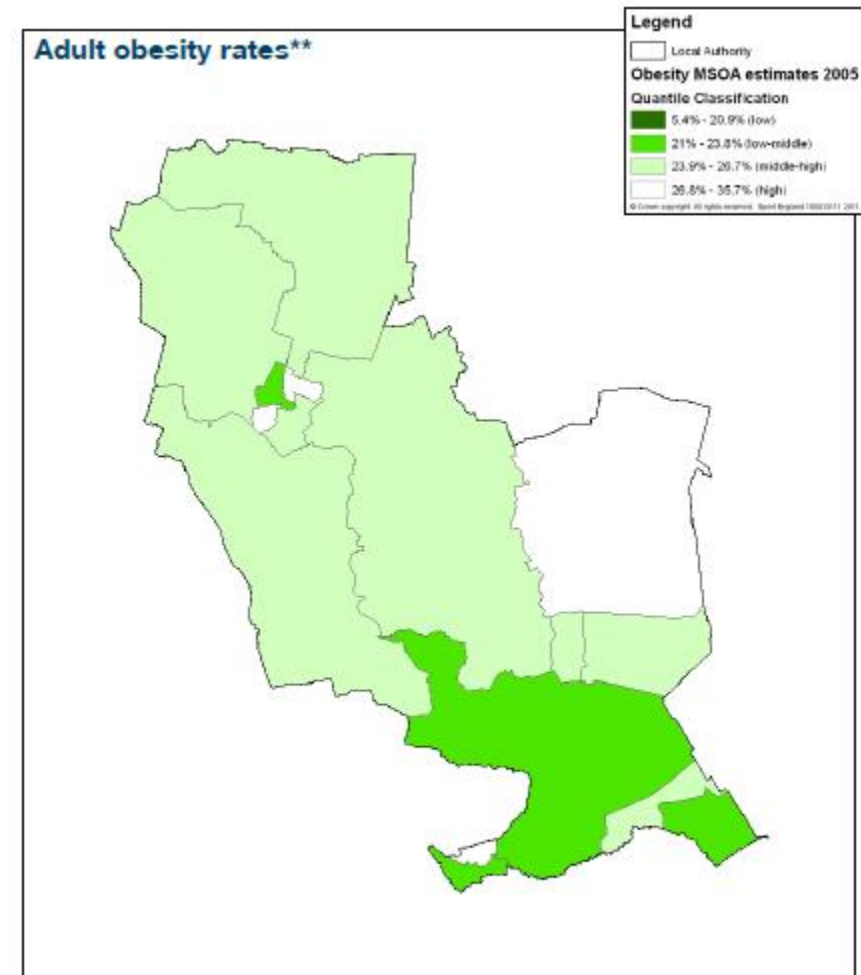


Mapping

The following maps show participation rates, obesity rates and deprivation. On the participation map (left) the lowest participation areas are around the Grantham St John's, Greyfriars, St Wulfram's, St Anne's and Harrowby. You can see clear trends between low participation rates, high obesity rates and deprivation.

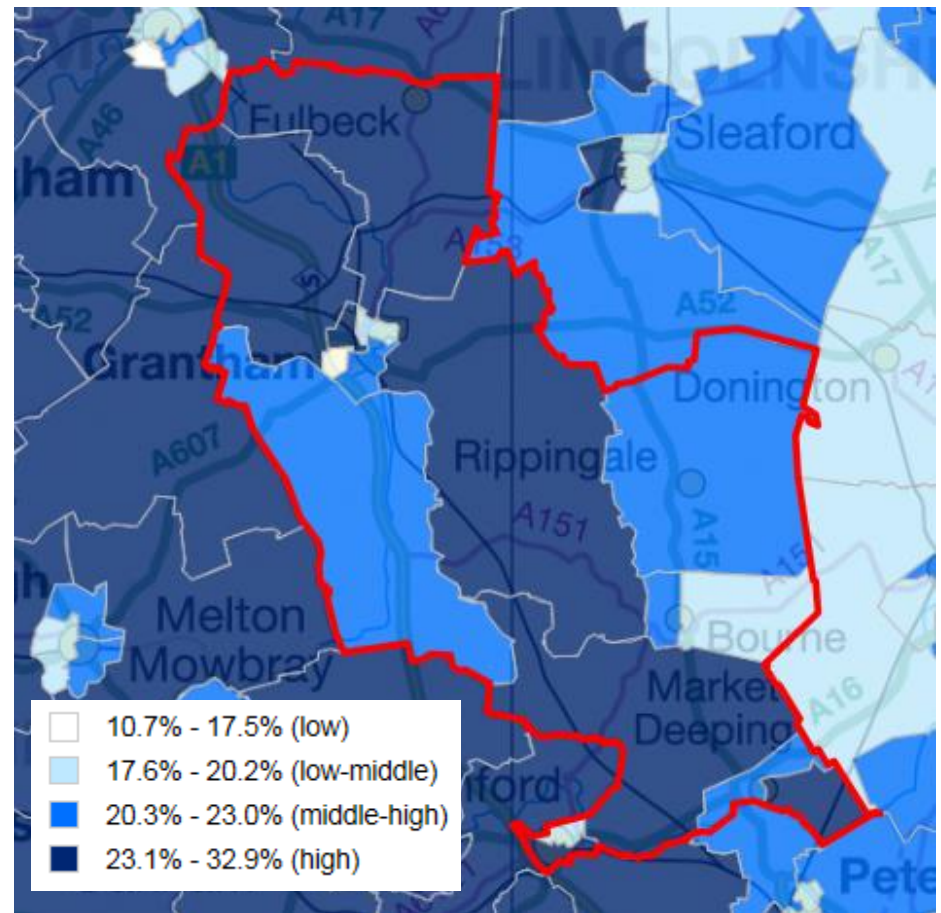
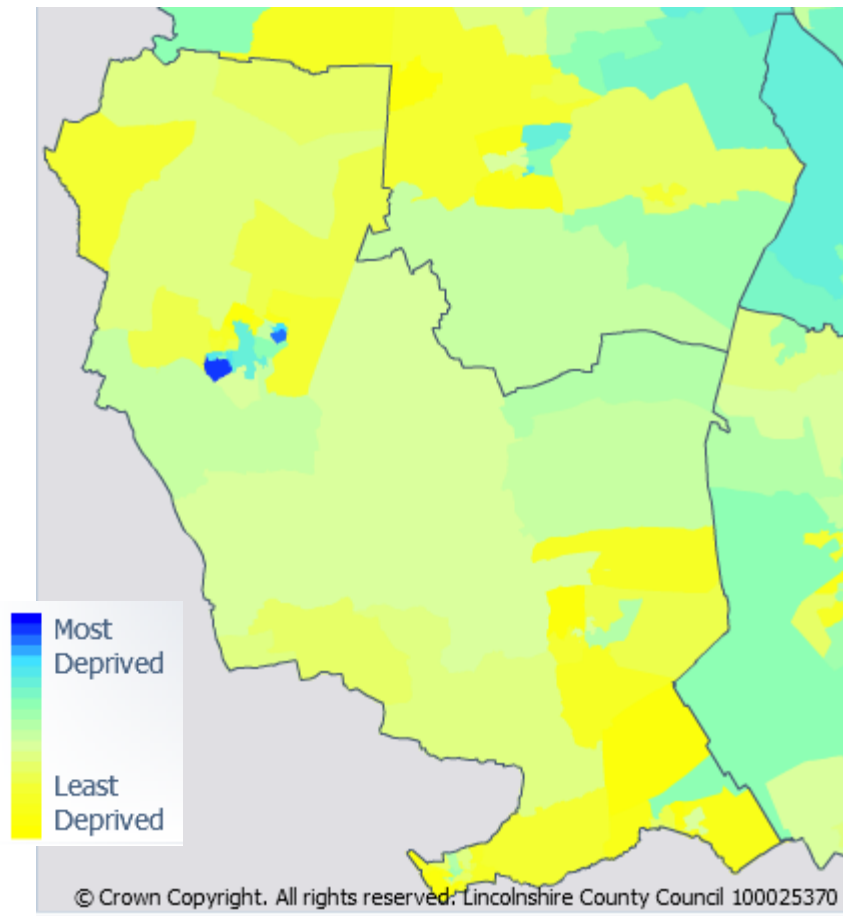


*Source: Sport England Active People Survey (APS)
 Dataset: APS3 and APS4 Model Based Estimates, 2006-2010



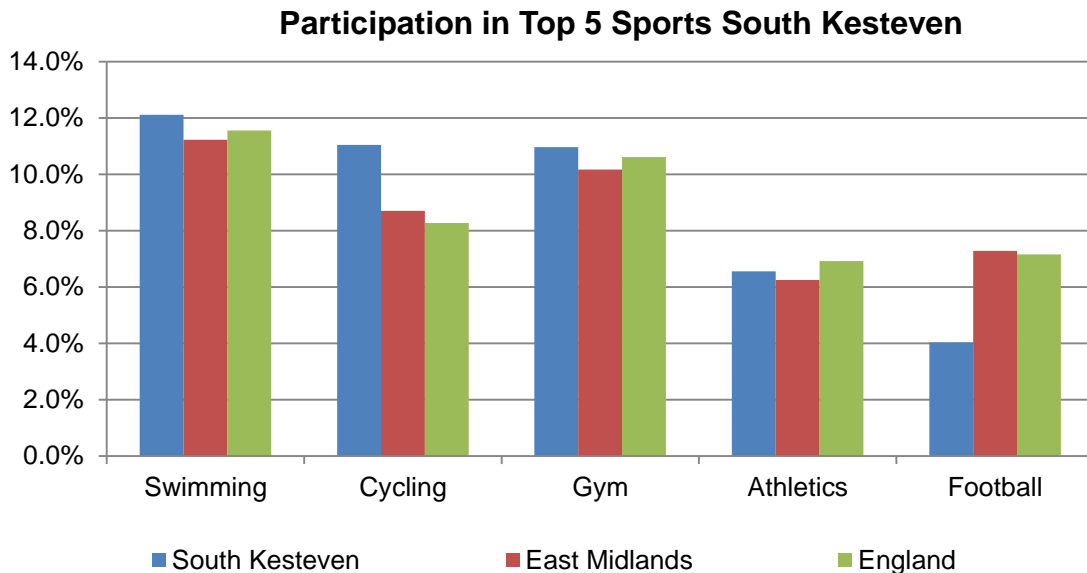
**Source: The NHS Information Centre for health and social care (The NHS IC)
 Dataset: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005

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 South Kesteven.



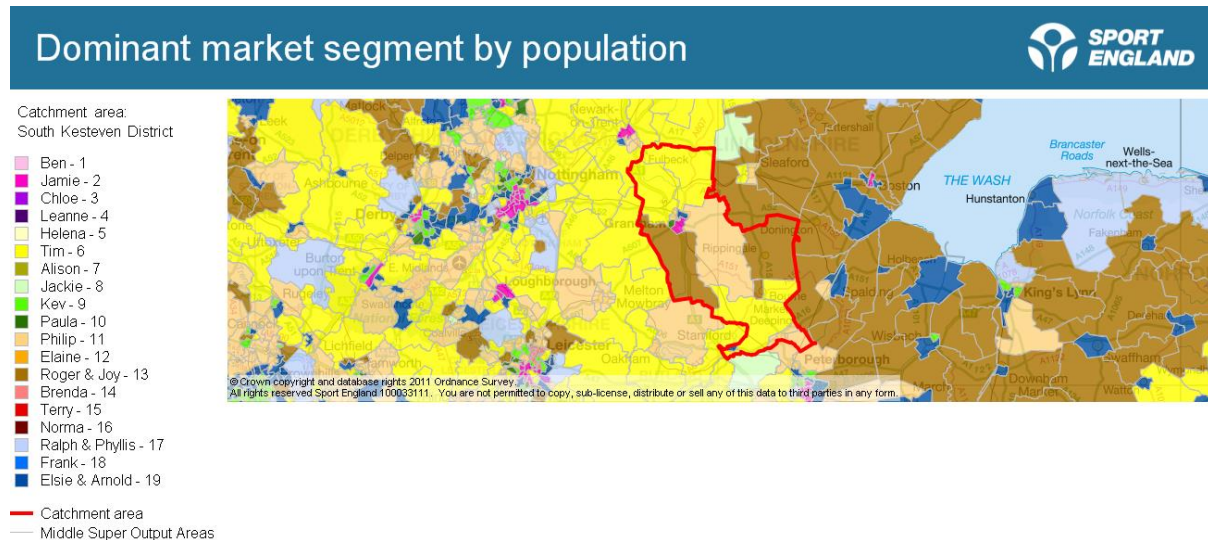
Demand for sport by district

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

Market Segmentation

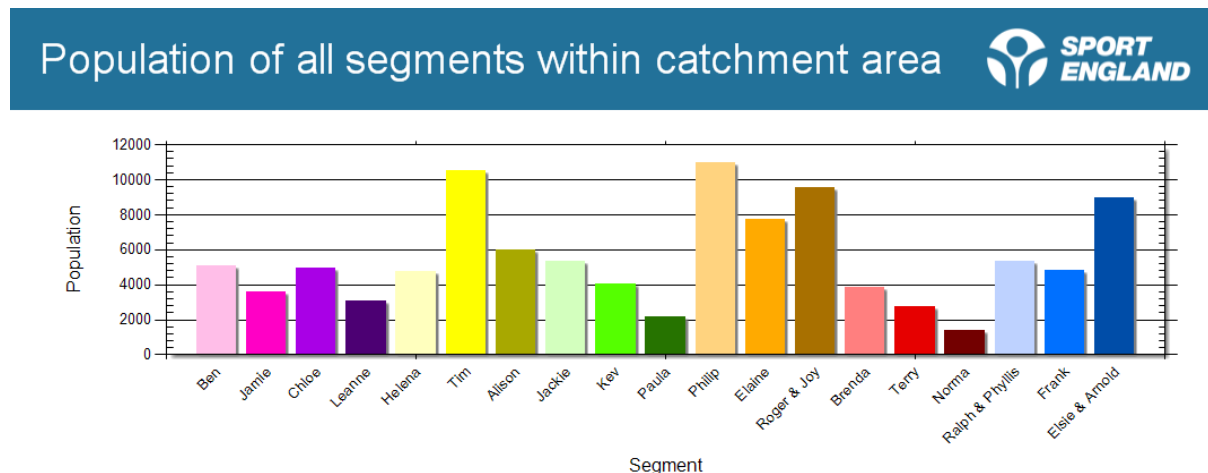
Sport England has developed nineteen sporting segments that help partners to understand attitudes to sport, including their motivations and barriers.



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

| District | Market segments | % and number |
|----------------|-----------------|----------------|
| South Kesteven | Philip | 10.5% / 10,946 |
| | Tim | 10% / 10,520 |
| | Roger & Joy | 9.1% / 9,543 |

- Philip – Comfortable mid-life males – 46-55 years – above average participation.
- Tim – Settling down males – 26-45 years – participates regularly.
- Roger and Joy – Early retirement couples – 56-65 years – slightly less active than most.



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 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 |
|-----------------------|------------------------|-----------------|------|-------------|------------------------|--------------|----------------------|-----------|-------------|--------------|--------|---------------|--------------|------------|
| South Kesteven | 7 | 1 | 10 | 157 | 19 | 2 | 0 | 2 | 31 | 17 | 12 | 18 | 37 | 313 |

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 Kesteven | | 1 | 5 | | | 5 | 2 | | 13 | 4 | | 1 | | 1 | | | 2 | | 1 | 2 | 3 | | | 40 |

Key contacts

Further Education Colleges

| | |
|--|---|
| Grantham College Stonebridge Road Grantham Lincolnshire NG31 9AP | Lynsey Coy (College Sport Maker) E: lcoy@grantham.ac.uk Tel: 01476 400 200 |
| Stamford College Drift Road Stamford Lincolnshire PE9 1XA | Kashmiro Bhatti E: kbhatti@stamford.ac.uk Tel: 01780 484300 |

District Contacts

| District | Sports Development |
|----------------|--|
| South Kesteven | Phil Jordan E: p.jordan@southkesteven.gov.uk |

School Sport Contacts

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