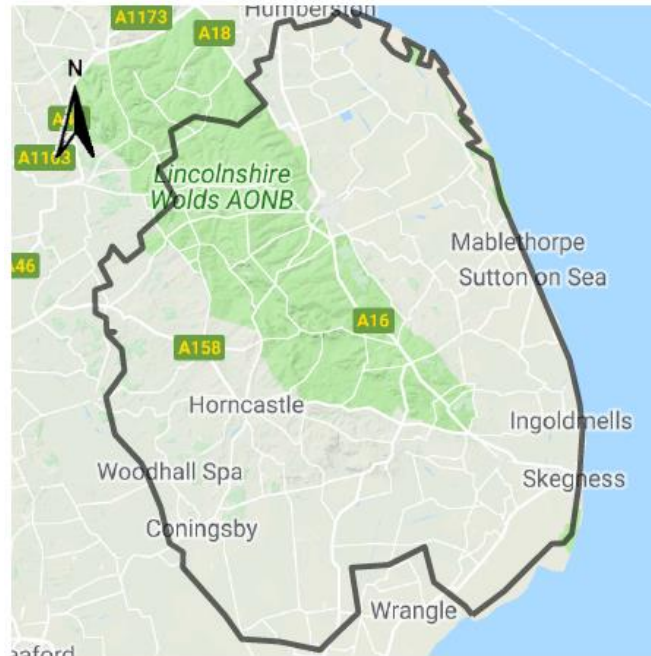# East Lindsey Profile For Physical Activity

Aiden Vaughan
Public Health Analyst

Philip Garner
Strategic Programme Manager

Contents

- Demographics
- Health related
- Activity
- Mosaic segmentation

Population Demographics

- East Lindsey has more resident men than women.
- 29.5% of residents are aged 65 and over. This is higher than across Lincolnshire (23.2% aged 65+).
- By 2032 the population aged 65 and over will increase by a quarter in East Lindsey.

Estimated resident population, Mid-2017

Area	Male	Female	Total
East Lindsey	68,500	71,600	**139,800**
Lincolnshire	367,800	383,300	**751,200**

Projected resident population, 2017 - 2032

Age group	East Lindsey					Lincolnshire				
	2017	2022	2027	2032	% change 2017-2032	2017	2022	2027	2032	% change 2017-2032
Age 0-15	21,300	21,700	21,200	20,500	-3.8%	128,600	134,700	134,200	130,600	1.6%
Aged 16-64	77,300	75,700	74,700	73,000	-5.6%	448,600	447,300	447,900	444,700	-0.9%
Aged 65+	41,200	43,800	47,500	51,800	25.7%	174,000	188,500	207,500	229,400	31.8%
All ages	**139,800**	**141,200**	**143,400**	**145,300**	**3.9%**	**751,200**	**770,400**	**789,600**	**804,700**	**7.1%**

Population Pyramid
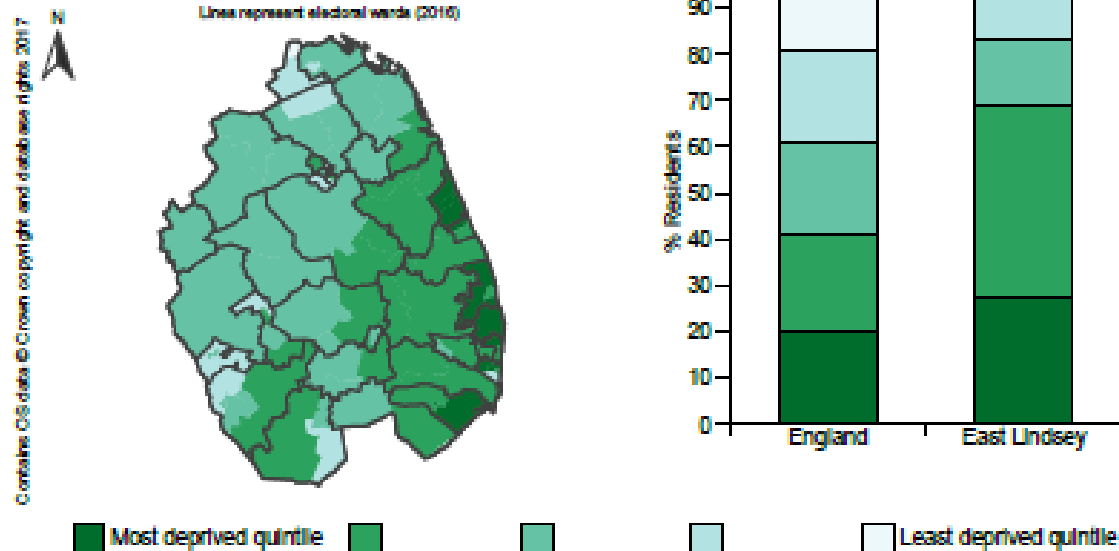
Estimated resident population, Mid-2017
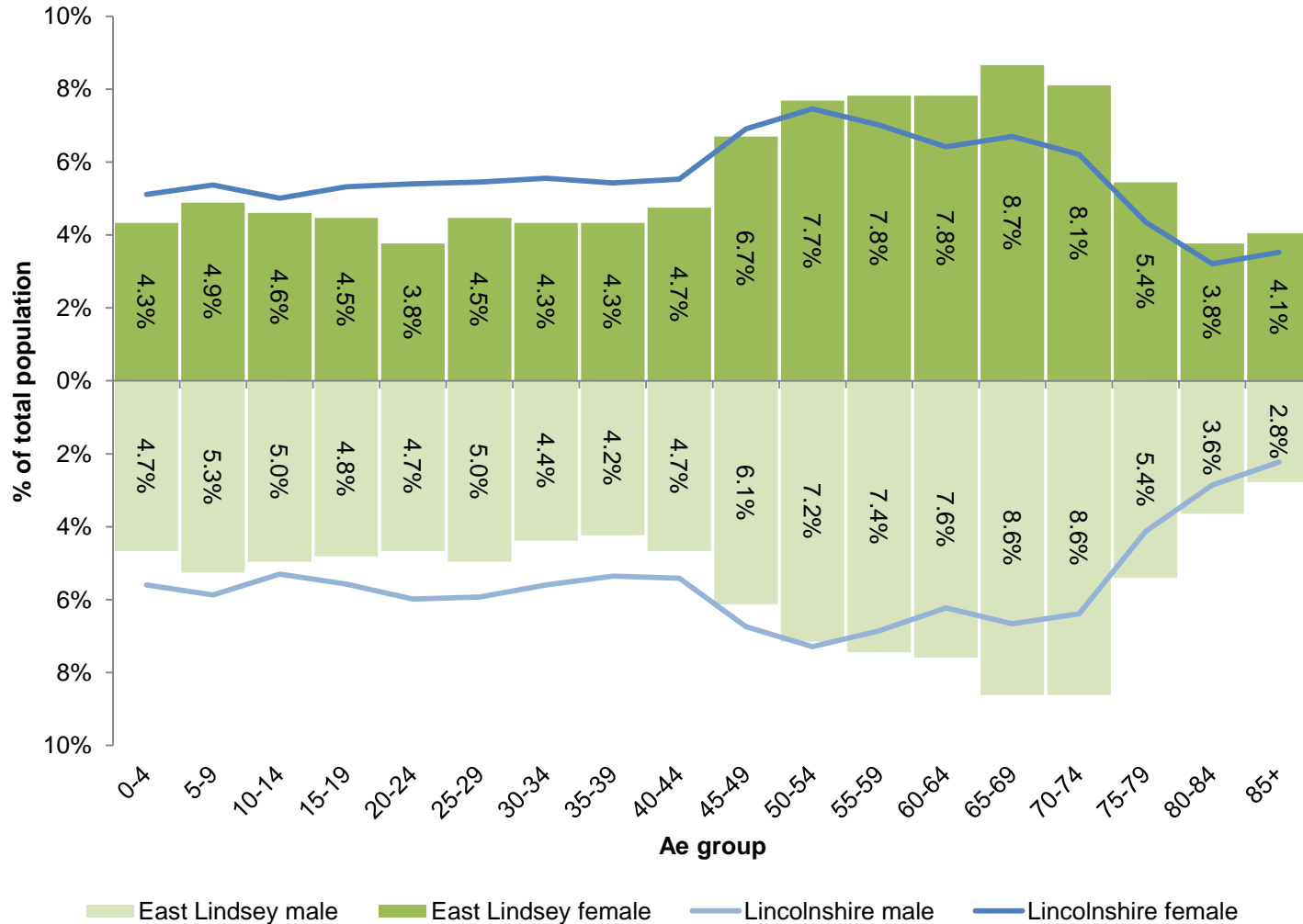
Source: ONS mid-year population estimates via NOMIS
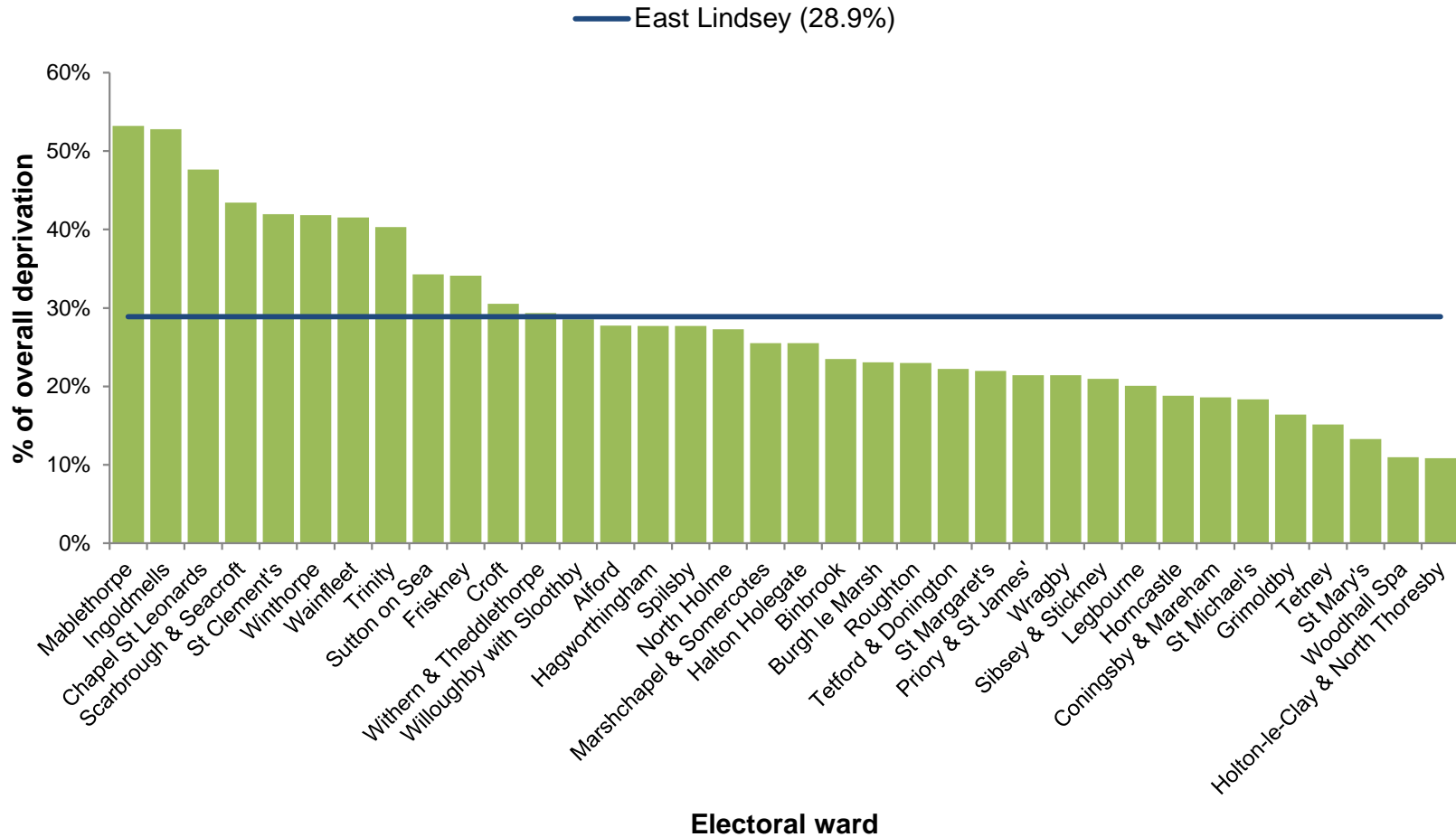
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Deprivation

Deprivation: a national view

The map shows differences in deprivation in this area based on national comparisons, using national quintiles (fifths) of the Index of Multiple Deprivation 2015 (IMD 2015), shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

This chart shows the percentage of the population who live in areas at each level of deprivation.

Lines represent electoral wards (2016)

Contains OS data © Crown copyright and database rights 2017

Most deprived quintile   Least deprived quintile

Deprivation

Proportion of overall deprivation, 2015

— East Lindsey (28.9%)

*Source: PHE, Local Health tool; DCLG, English Index of Deprivation 2015*

Healthcare

- Premature mortality rates (under 75) from cardiovascular disease are significantly worse than the regional and national averages.

- 66% of all early deaths from cardiovascular disease are considered preventable.

- Premature mortality rates from cardiovascular are higher for men (119.7 per 100,000) than for women (62.8 per 100,000).

- Premature mortality rates from cardiovascular disease have reduced by 37% since 2001/03.

- All age mortality rates from preventable causes are significantly worse than the regional and national averages.

- Emergency readmission rates within 30 days of discharge from hospital are significantly better than seen regionally and nationally.

Health Inequalities

- Life expectancy is 7.3 years lower for men and 5.4 years lower for women in the most deprived areas of East Lindsey compared to the least deprived.

- Average life expectancy in East Lindsey is 78.7 years for men and 82.2 years for women.

- Average life expectancy in East Lindsey is lower than the national average of 79.5 years for men and 83.1 years for women.

Source: PHE, Health Profiles
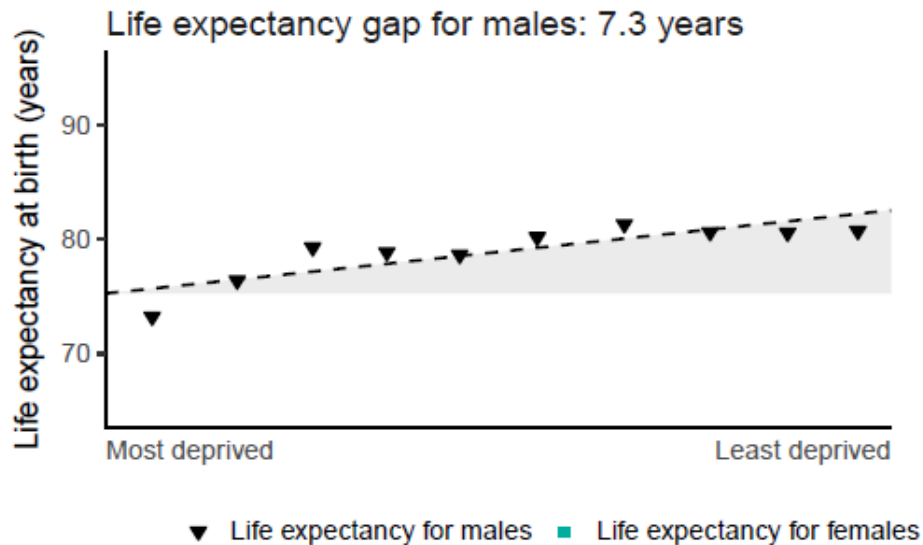
Health Inequalities

Male and female life expectancy at birth, by electoral ward, 2011-2015
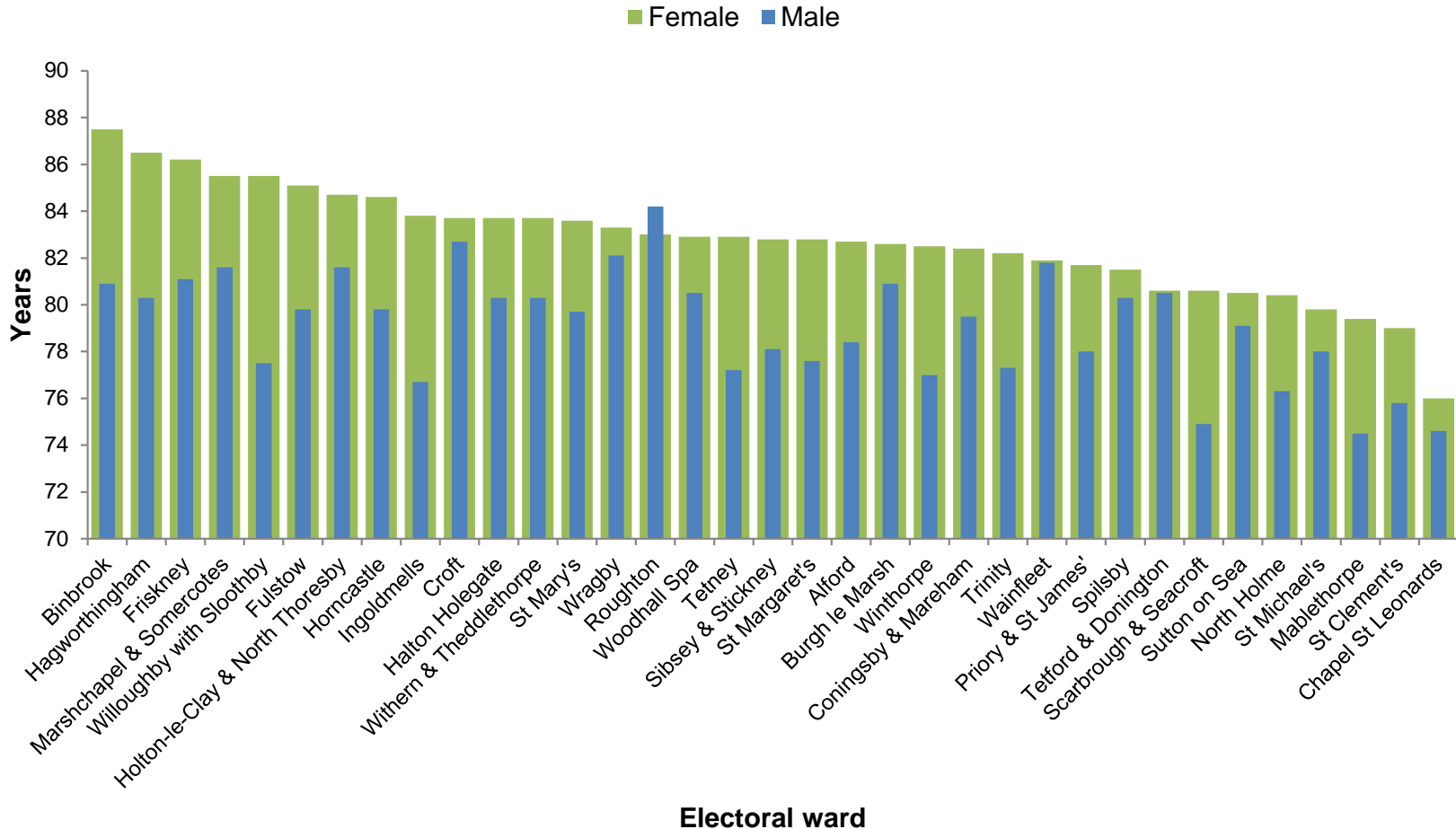
Child Health

- 20.9% of children (under 16s) live in low income families.

- Under-18 conceptions are higher (worse) than the national average.

- 16.7% of mothers are known to smoke at the time of delivery.

- 47.1% of mothers breastfeed their babies in the first 48 hours after delivery. This is worse than the national average of 74.5%.

- 73.2% of children under 5 are free from dental decay, which is similar to the national average of 76.7%.

- An estimated 10.2% of 15 year olds smoke regularly and 4.1% smoke occasionally.

- The rate of hospital admissions caused by unintentional and deliberate injuries is lower (better) than the national rate.

- 60% of pupils achieved a standard pass (9-4) in GCSE English and Maths in 2017 and 38% achieved a strong pass (9-5).

- Pupil absence is higher (worse) than the national average.

Adult Health

- 26% of the population are reported to have a limiting long term illness or disability and 8.2% report their general health to be 'bad or very bad'.
- 26.9% of pensioners live alone, which is lower (better) than the national average of 31.5%.
- 72.9% of working age adults are in employment, which is similar to the England average of 75.2%.
- The gap in employment rates between those with a long-term condition and the total population is worse than the national gap.
- 16.8% (n=19,331) of adults are known to be regular smokers.
- The rate of emergency admissions for hip fractures in people aged 65+ is worse than the national rate.
- Estimated diabetes diagnosis is better than the national average.
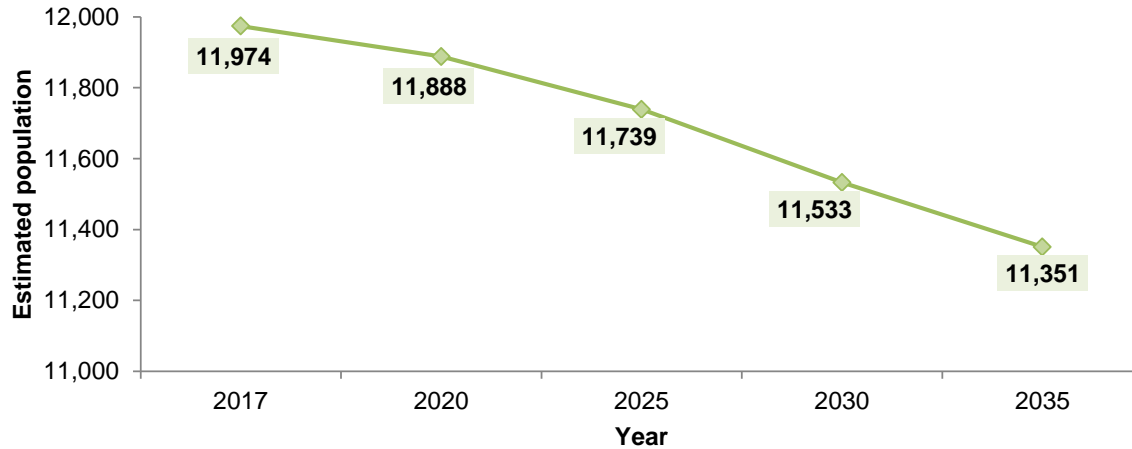- The rate of emergency admissions due to falls in people aged 65+ is better than the national rate.

Mental Health

**Inpatient admissions for mental health disorders (all ages), 2016/17**

Chart — Admissions (DSR per 100,000) by District:

District	Admissions (DSR per 100,000)
Lincoln	260.7
West Lindsey	217.6
East Lindsey	204.4
South Holland	200.2
Boston	198.3
South Kesteven	191.9
North Kesteven	154.5

—— Lincolnshire (202.4)

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Mental Health

People aged 18-64 predicted to have a mental health problem, 2017 - 2035

People aged 65+ predicted to have depression, 2017 - 2035

Source: PANSI, POPPI
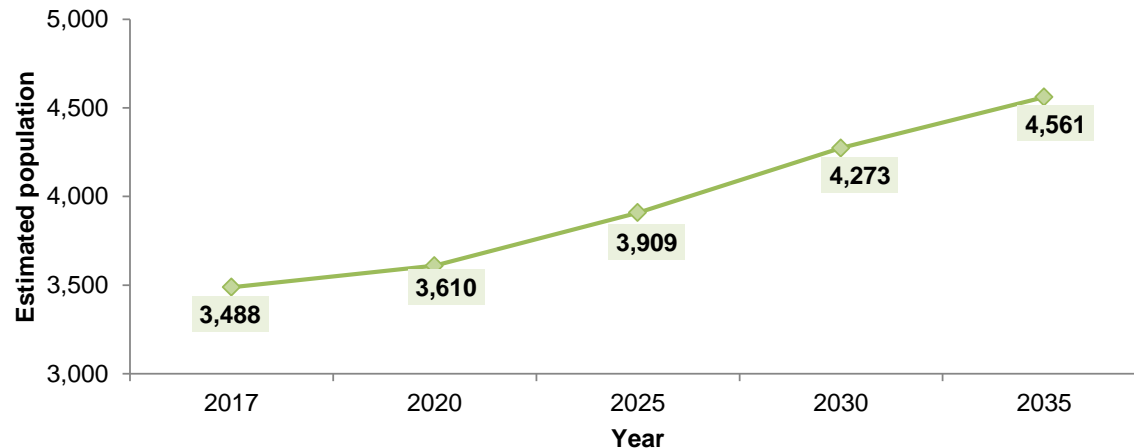
Mental Health

**Mortality rate due to mental health disorders (all ages), 2017**
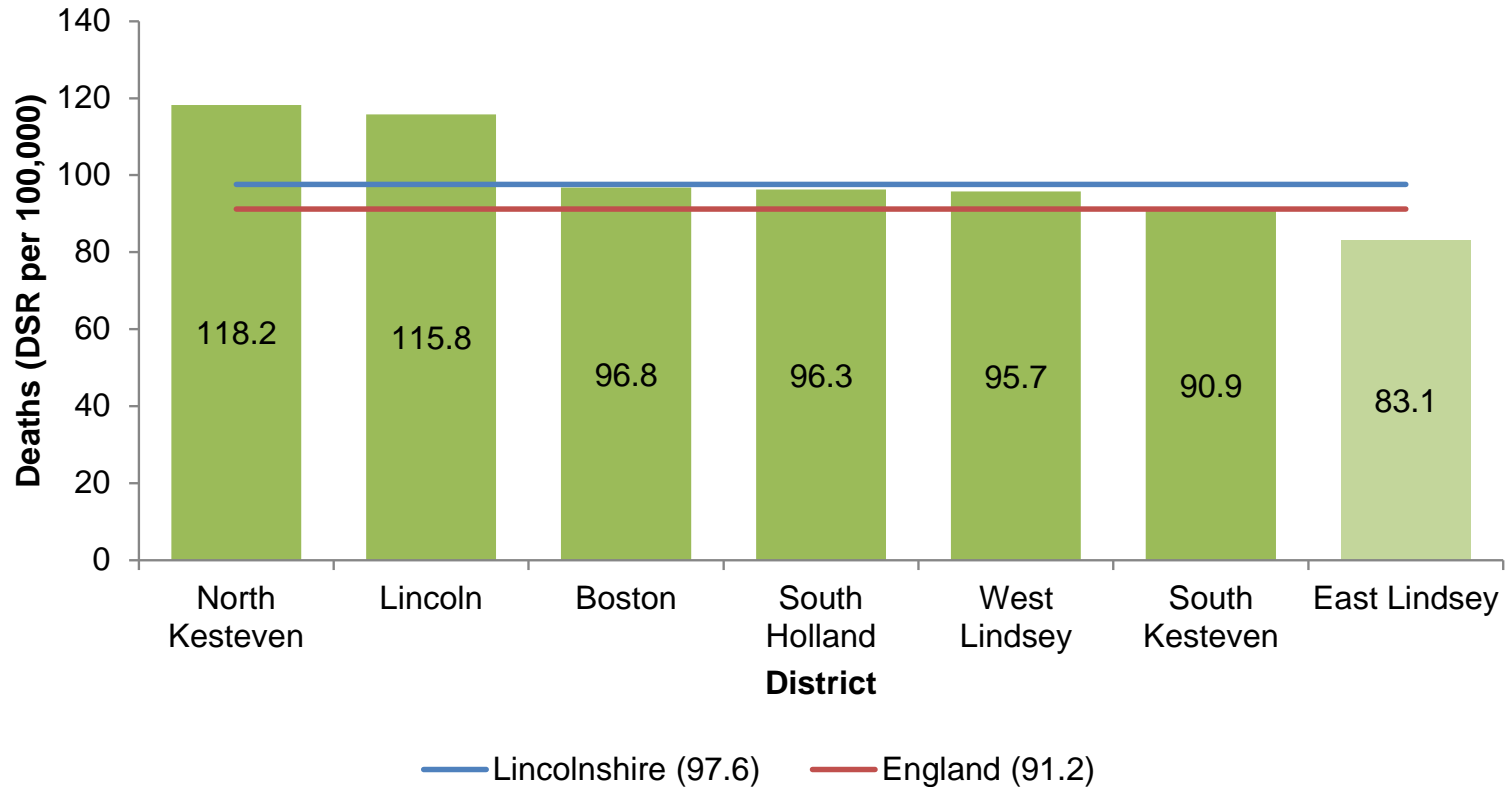
Source: ONS, Mortality Statistics via NOMIS

Carers

- 2011 Census data shows there are 5,624 unpaid carers in East Lindsey, which equates to 4.12% of the total population.

- In East Lindsey, 6.2% of young people (aged 16-24) provide unpaid care, with 1.8% providing 20 hours or more per week.

- East Lindsey is ranked 2nd out of all lower tier local authorities for the proportion of people caring for 50 hours a week or more.

- East Lindsey also has the highest proportion of residents aged over 65 in the UK.
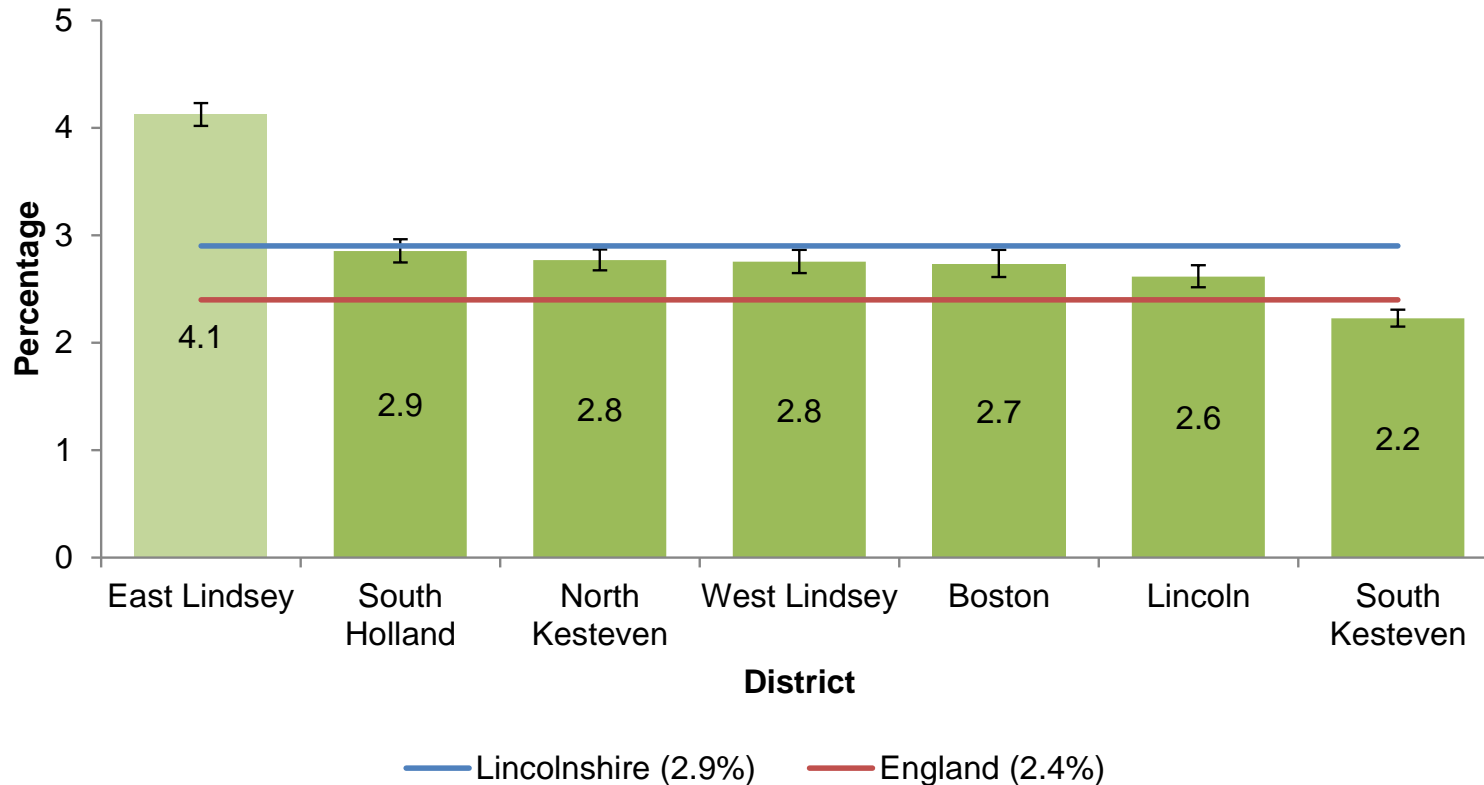
Carers

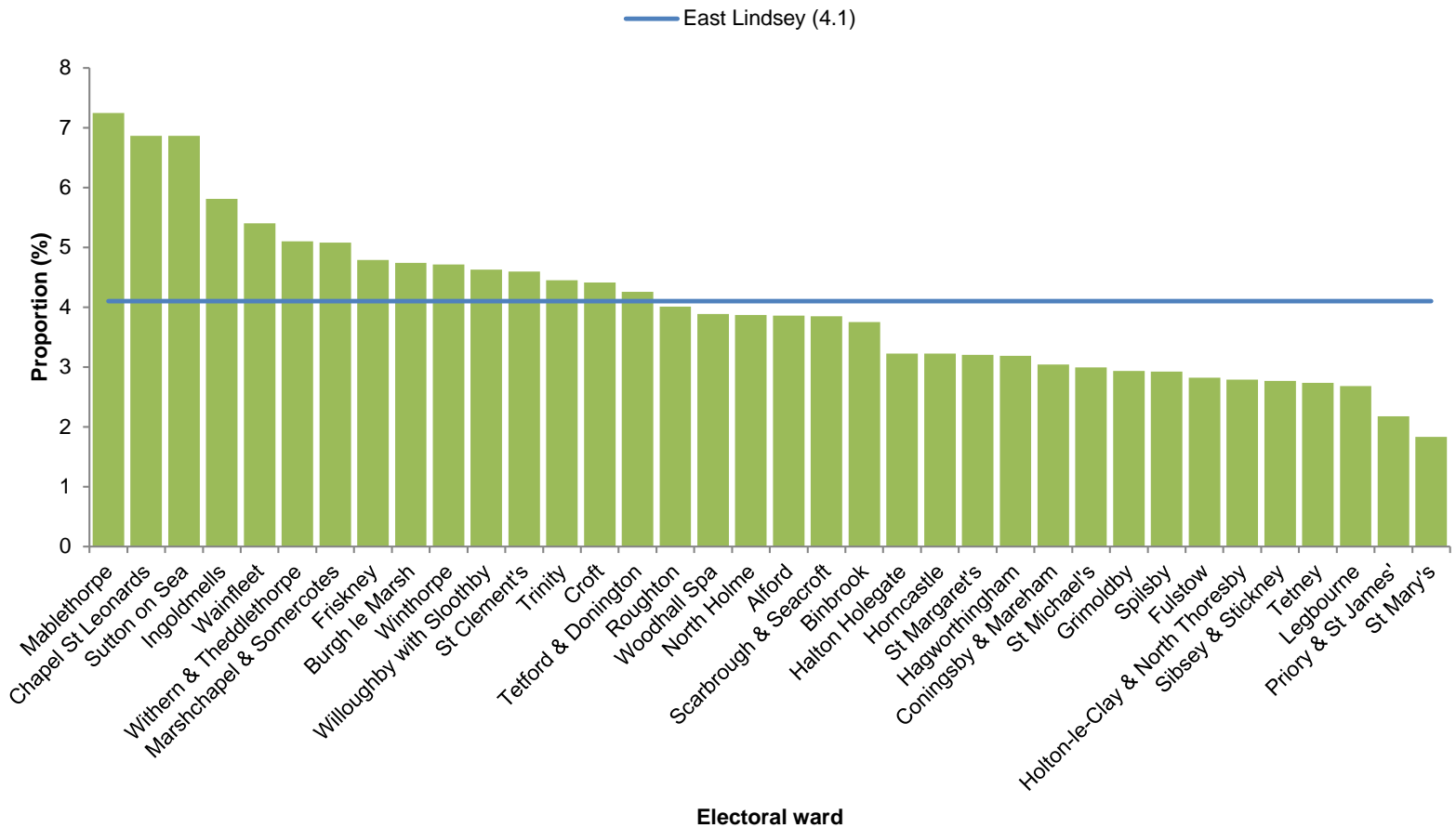## Provision of one hour or more of unpaid care per week, 2011

Legend: Lincolnshire (11.1%) — England (10.2%)
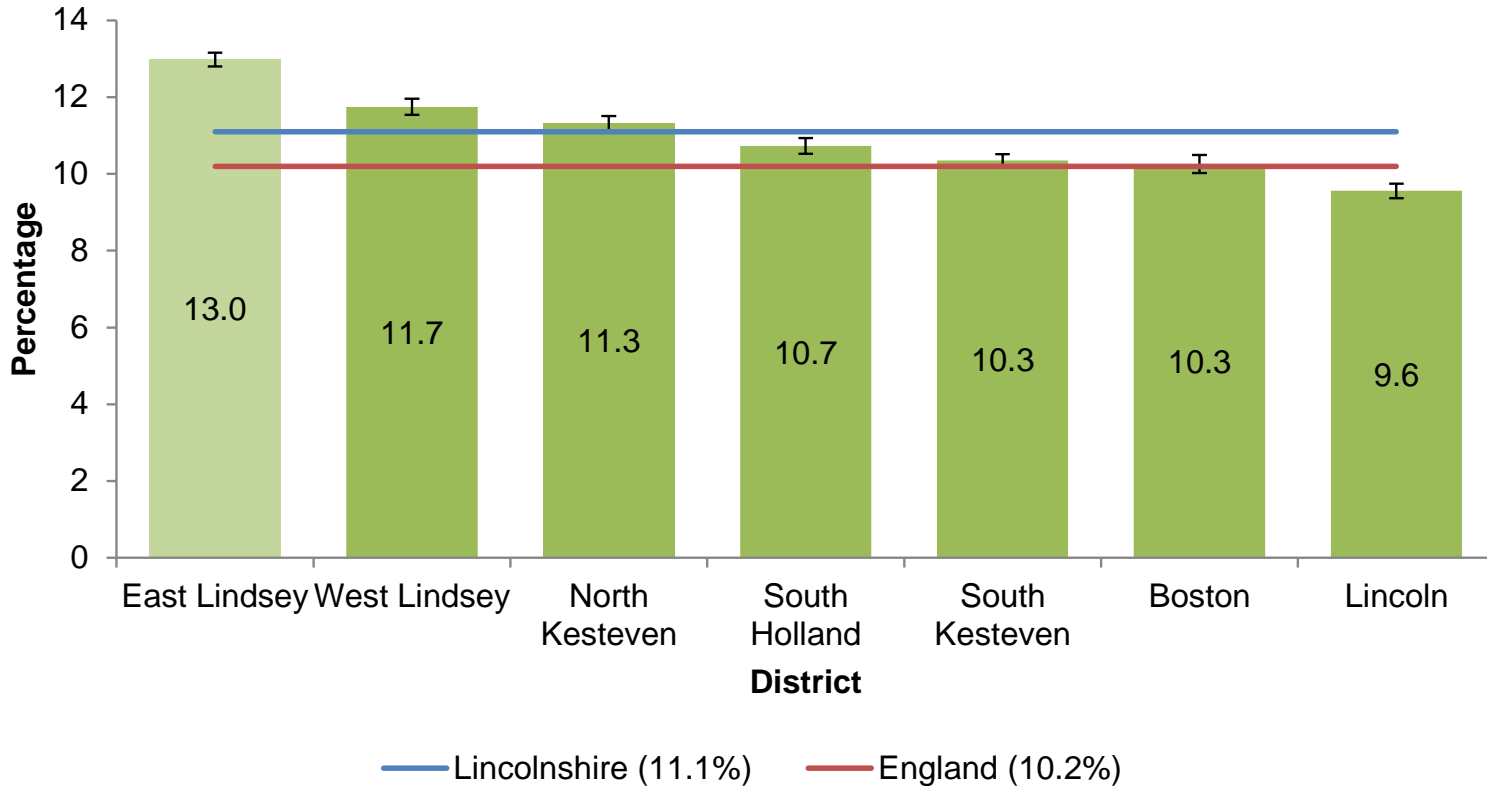
Carers

Provision of 50 hours or more of unpaid care per week, 2011

Carers

Provision of 50 hours or more of unpaid care per week, by electoral ward, 2011

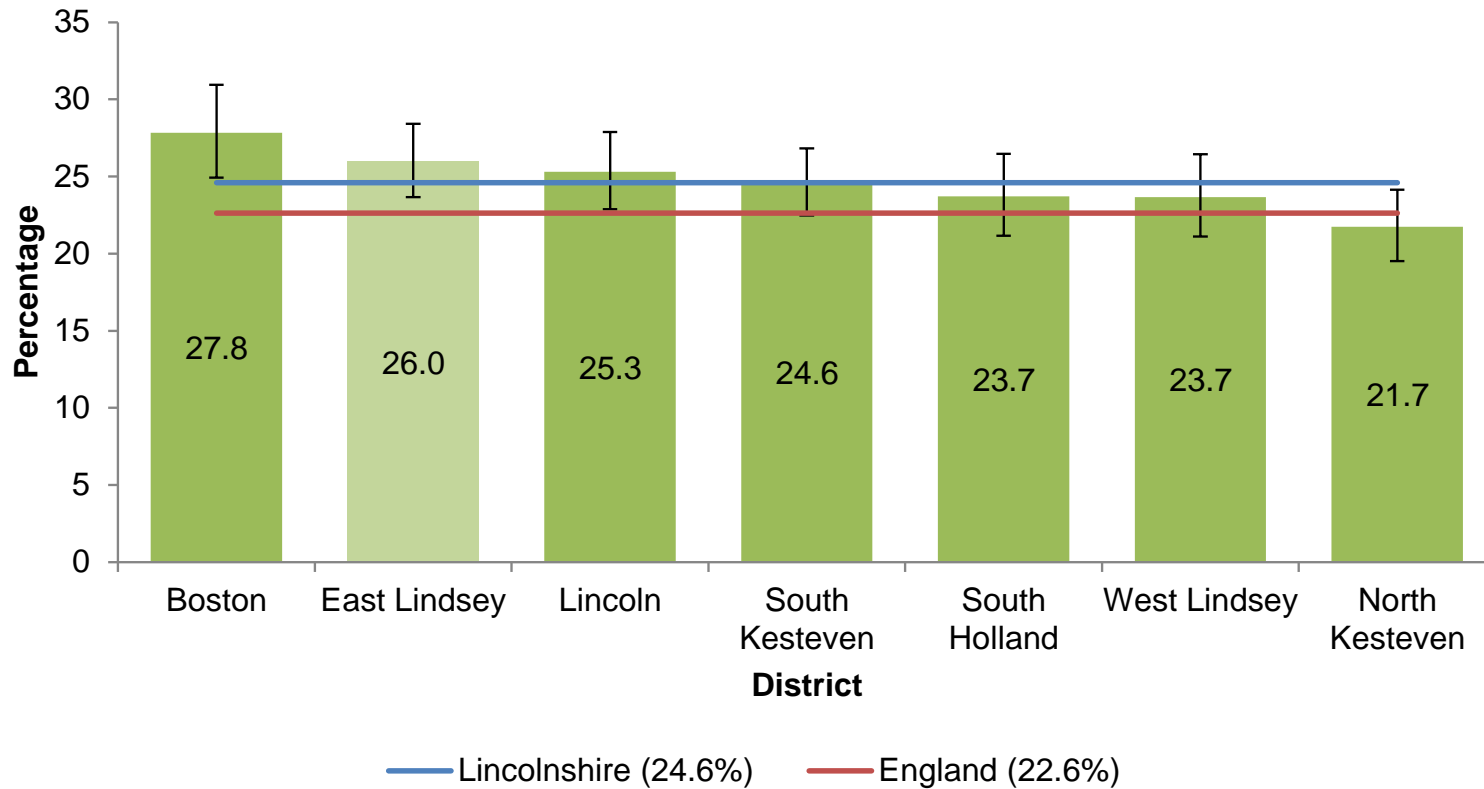# Obesity

- In Reception Year, 26% of children are overweight or obese. This is higher (worse) than the national average.

- Excess weight in Reception year children has increased from 22.9% in 2010/11.

- By Year 6, 33.2% of children are overweight or obese. This is similar to the national average.

- Excess weight in Year 6 children has decreased from 37.2% in 2010/11.

- East Lindsey has the highest proportion of overweight or obese adults in Lincolnshire (67.8%). This is higher (worse) than the national average.

- In addition, 59.9% of adults are meeting the recommended '5-a-day' on a usual day, which is similar to the national average.
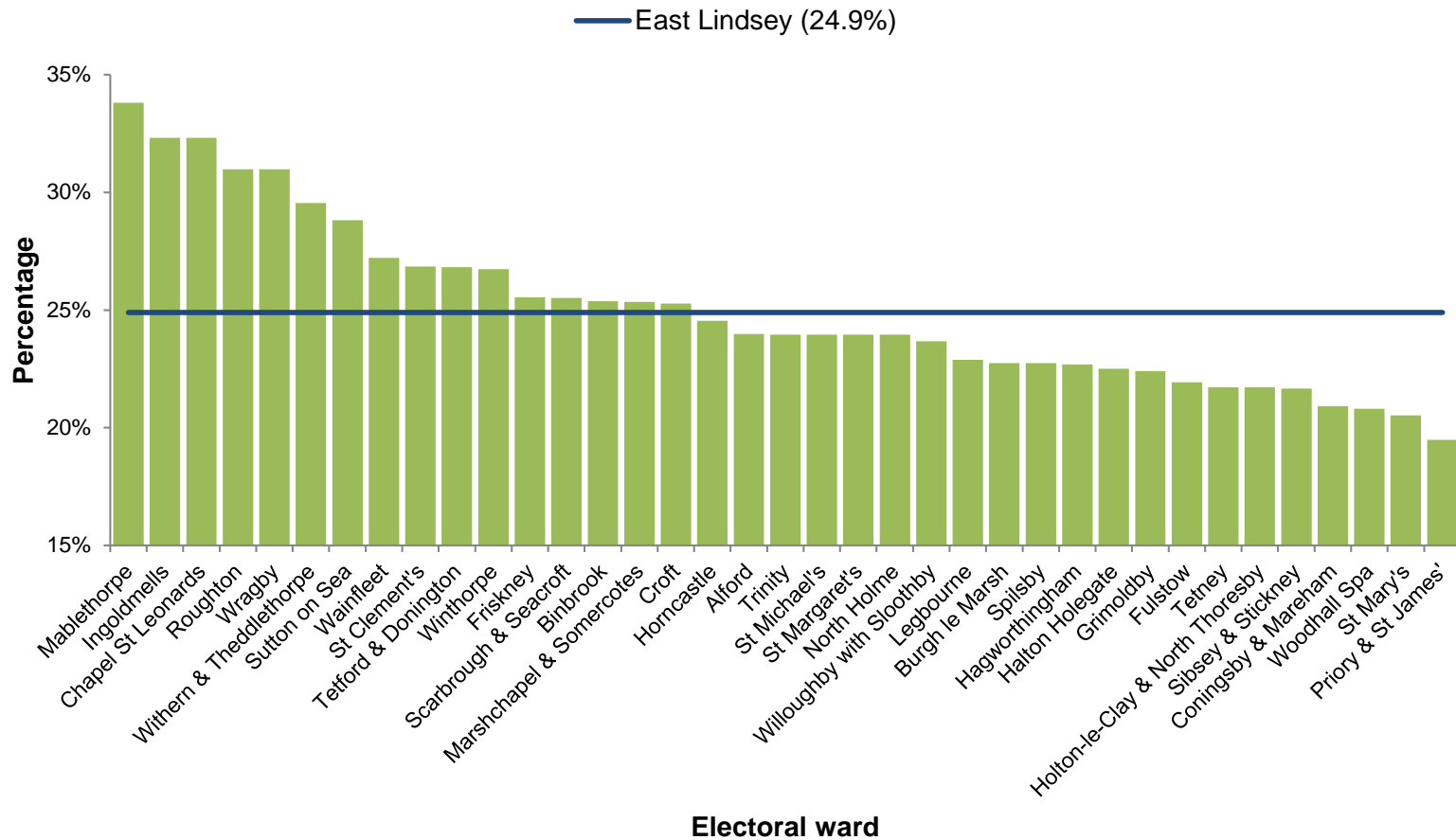
Source: PHE, NCMP

Obesity

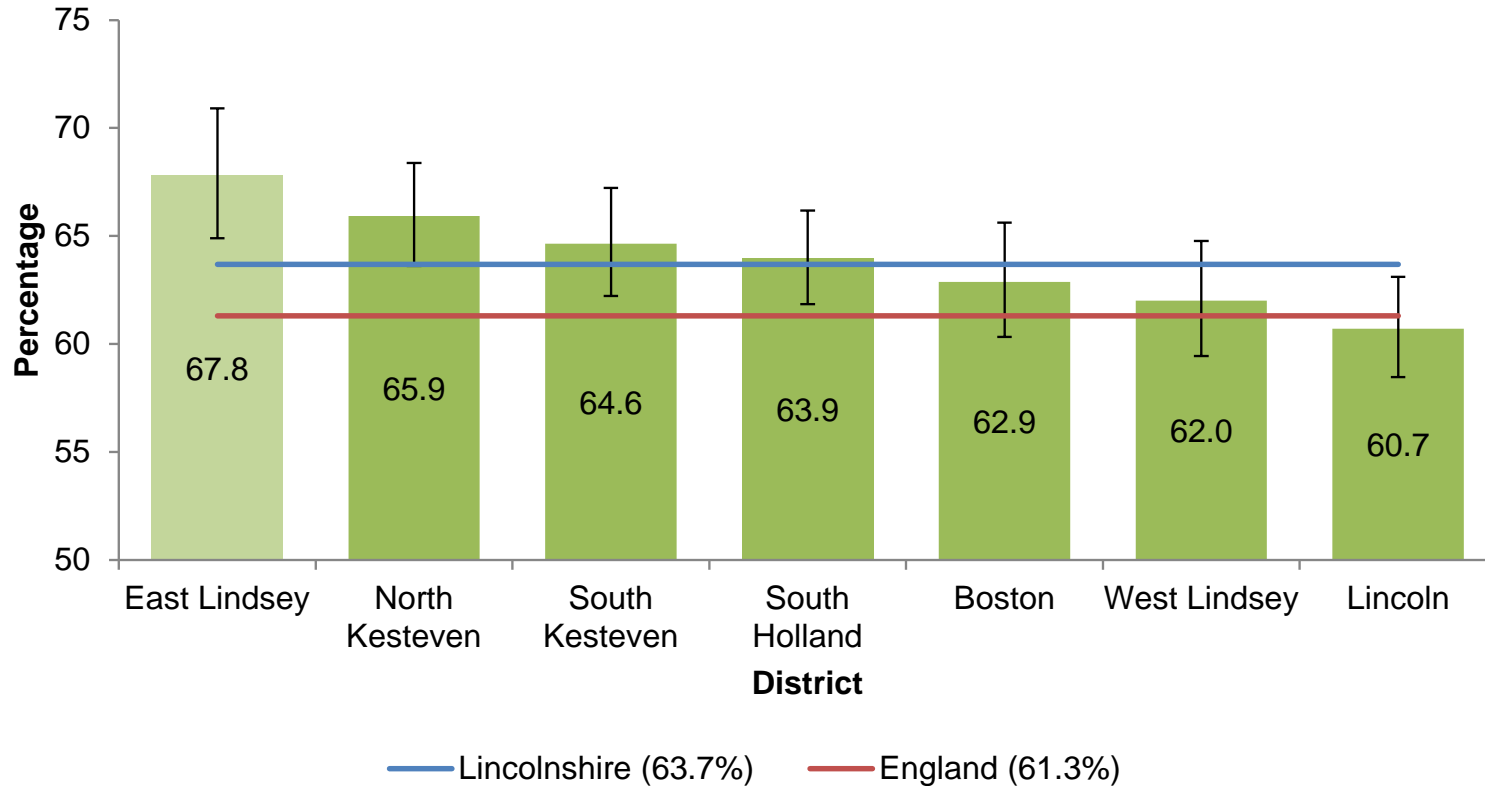**Reception year children (age 4/5) who are overweight or obese, 2016/17**

Source: PHE, NCMP

Obesity

Reception year children (age 4/5) who are overweight or obese in East Lindsey, by electoral ward, 2013/14 - 15/16

Source: PHE, NCMP
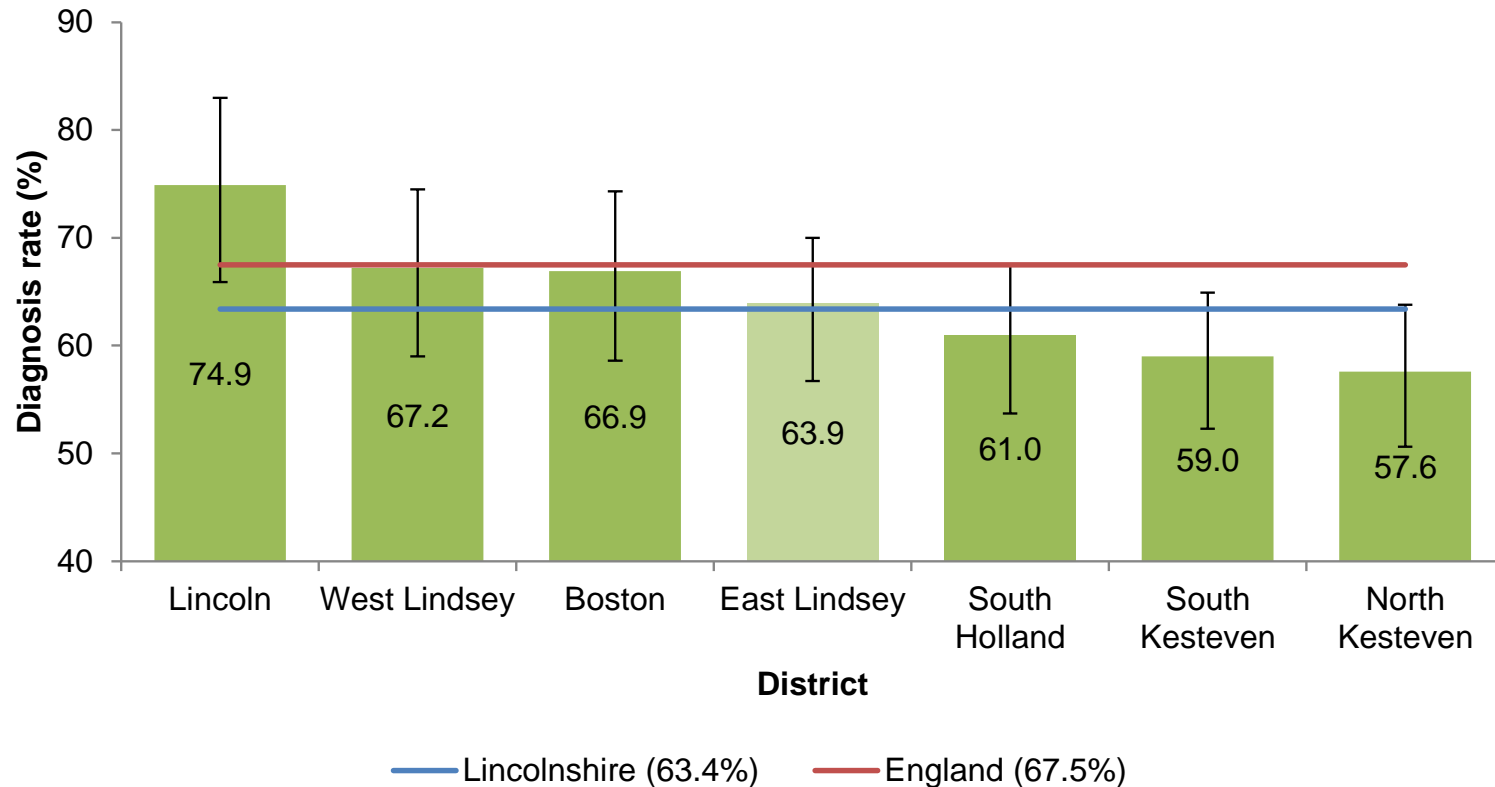
Obesity

Adults (18+) who are overweight or obese, 2016/17

Source: PHE, Public Health Outcomes Framework

Dementia

Dementia diagnosis rate (age 65+), 2018

Bar chart showing Dementia diagnosis rate (%) by District:
- Lincoln: 74.9
- West Lindsey: 67.2
- Boston: 66.9
- East Lindsey: 63.9
- South Holland: 61.0
- South Kesteven: 59.0
- North Kesteven: 57.6

Lincolnshire (63.4%) — England (67.5%)

- Dementia diagnosis in older people (aged 65 and over) is similar to the national rate.
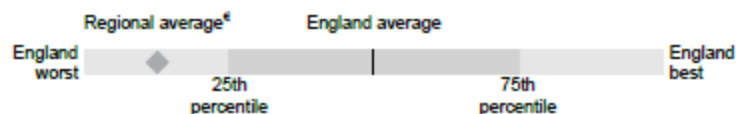
Source: PHE, Health Profiles

Dementia

Mortality rate due to dementia and Alzheimer's, 2017
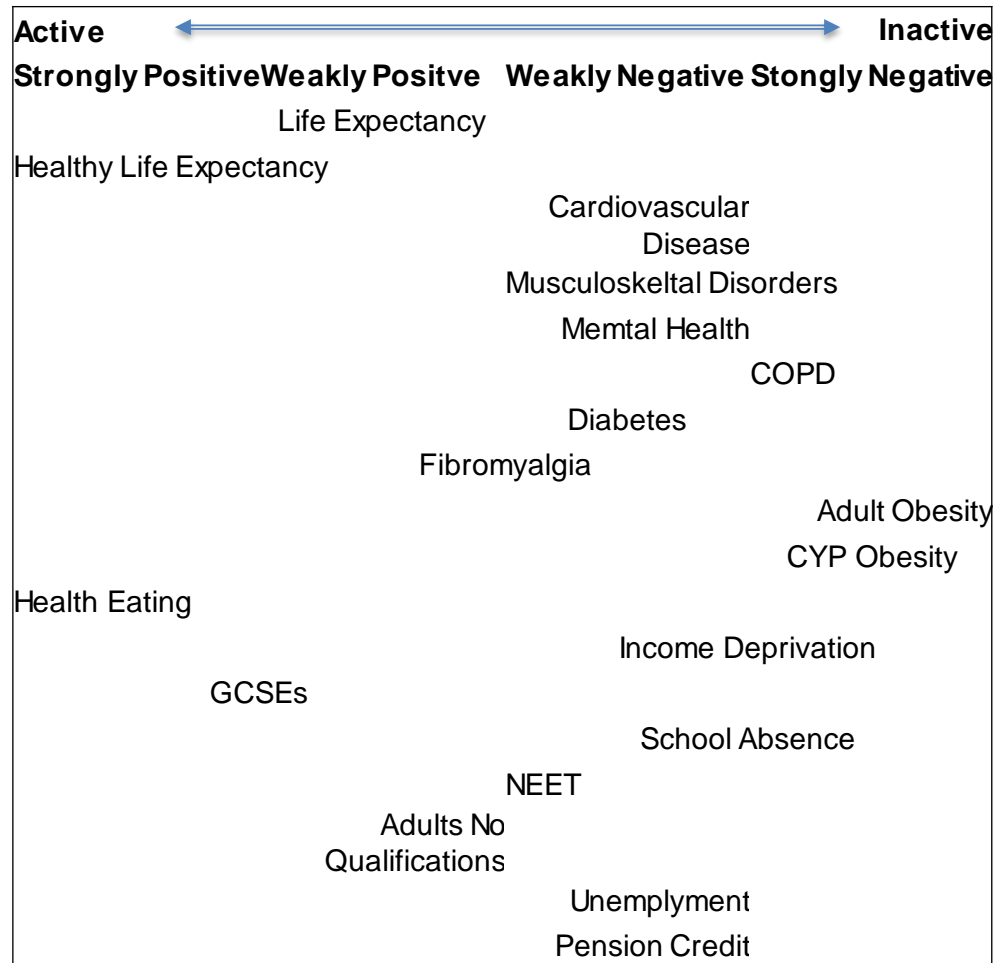

England (122.3)
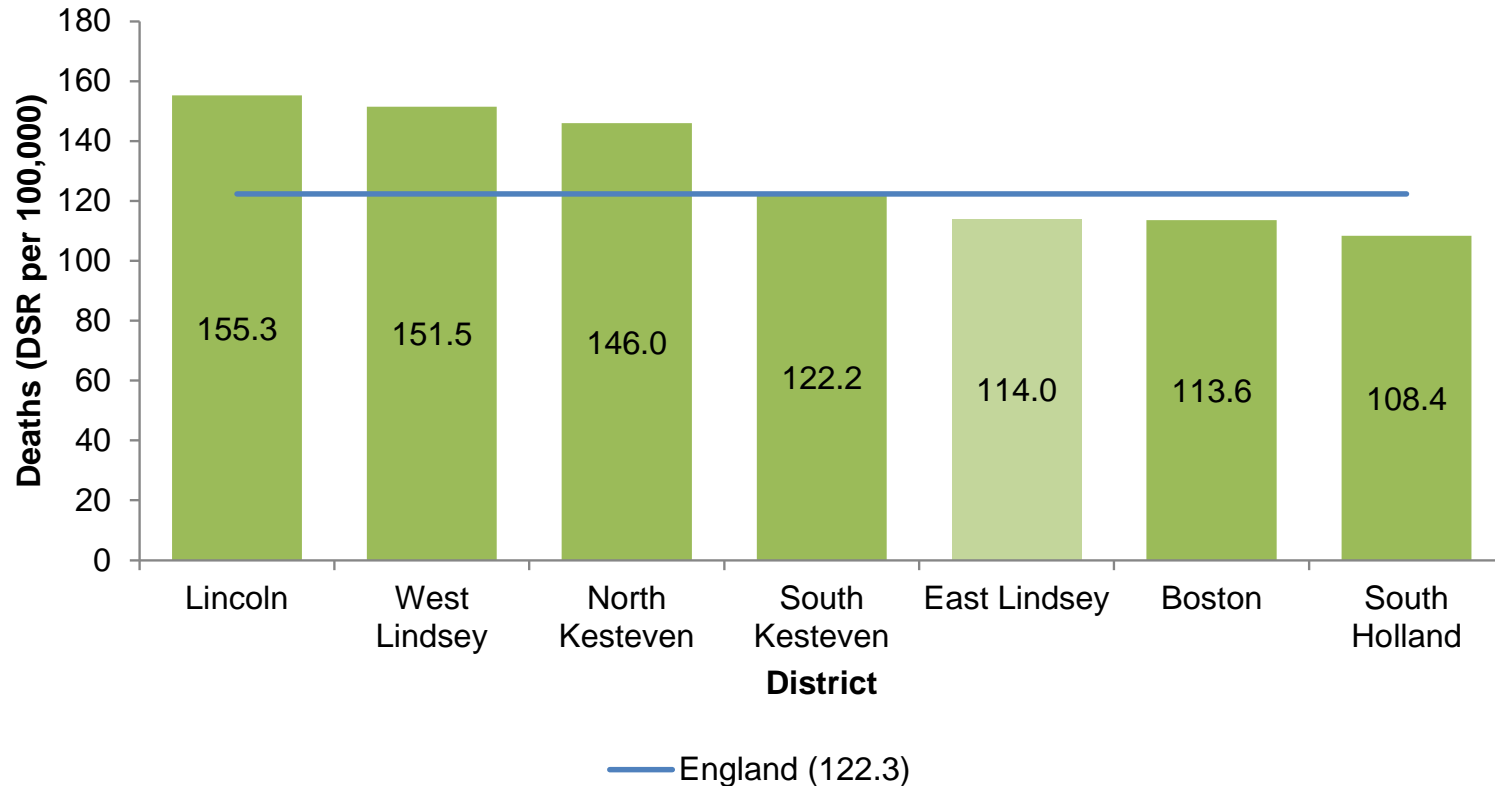
- Between January and December 2017, there were 114 deaths (per 100,000) residents) due to dementia and Alzheimer's. This is lower (better) than the national rate.

Regional average◆   England average

England worst ———— 25th percentile —— 75th percentile ———— England best

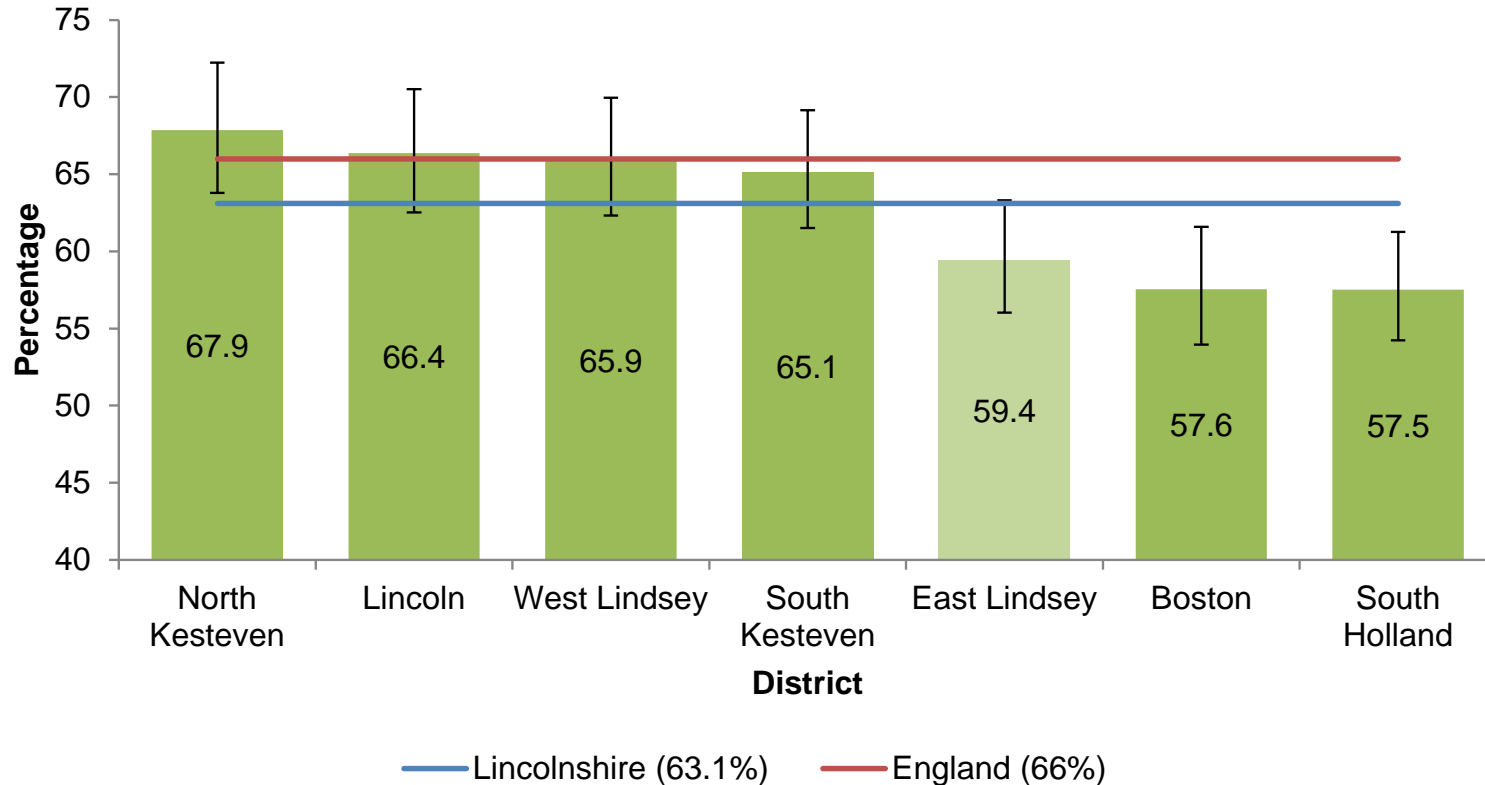| Domain	Indicator	Period	Local count	Local value	Eng value	Eng worst	England range	Eng best
Our communities	1 Deprivation score (IMD 2015)	2015	n/a	28.9	21.8	42.0	○	5.0
	2 Children in low income families (under 16s)	2014	5,065	23.9	20.1	39.2	●	6.6
	3 Statutory homelessness	2015/16	x[1]	x[1]	0.9			
	4 GCSEs achieved	2015/16	705	52.3	57.8	44.8	●	78.7
	5 Violent crime (violence offences)	2015/16	1,491	10.8	17.2	36.7	●	4.5
	6 Long term unemployment	2016	264	3.4 ^20	3.7 ^20	13.8	○	0.4
Children's and young people's health	7 Smoking status at time of delivery	2015/16	x[1]	x[1]	10.6 $[1]	26.0		1.8
	8 Breastfeeding initiation	2014/15	772	x[1]	74.3	47.2		92.9
	9 Obese children (Year 6)	2015/16	261	20.6	19.8	28.5	○	9.4
	10 Admission episodes for alcohol-specific conditions (under 18s)†	2013/14 - 15/16	32	44.5	37.4	121.3	○	10.5
	11 Under 18 conceptions	2015	62	27.6	20.8	43.8	●	5.4
Adults' health and lifestyle	12 Smoking prevalence in adults	2016	n/a	18.4	15.5	25.7	○	4.9
	13 Percentage of physically active adults	2015	n/a	55.5	57.0	44.8	○	69.8
	14 Excess weight in adults	2013 - 15	n/a	70.7	64.8	76.2	●	46.5
Disease and poor health	15 Cancer diagnosed at early stage	2015	396	50.0	52.4	39.0	○	63.1
	16 Hospital stays for self-harm†	2015/16	252	216.9	196.5	635.3	○	55.7
	17 Hospital stays for alcohol-related harm†	2015/16	1,021	665.1	647	1,163	○	374
	18 Recorded diabetes	2014/15	11,252	9.2	6.4	9.2	●	3.3
	19 Incidence of TB	2013 - 15	17	4.1	12.0	85.6	●	0.0
	20 New sexually transmitted infections (STI)	2016	249	316.8	795	3,288	●	223
	21 Hip fractures in people aged 65 and over†	2015/16	206	565.1	589	820	○	312
Life expectancy and causes of death	22 Life expectancy at birth (Male)	2013 - 15	n/a	79.0	79.5	74.3	○	83.4
	23 Life expectancy at birth (Female)	2013 - 15	n/a	82.2	83.1	79.4	●	86.7
	24 Infant mortality	2013 - 15	6	1.6	3.9	8.2	●	0.8
	25 Killed and seriously injured on roads	2013 - 15	279	67.6	38.5	103.7	●	10.4
	26 Suicide rate	2013 - 15	41	12.1	10.1	17.4	○	5.6
	27 Smoking related deaths	2013 - 15	n/a	n/a	283.5			
	28 Under 75 mortality rate: cardiovascular	2013 - 15	469	93.8	74.6	137.6	●	43.1
	29 Under 75 mortality rate: cancer	2013 - 15	763	149.8	138.8	194.8	●	98.6
	30 Excess winter deaths	Aug 2012 - Jul 2015	270	15.4	19.6	36.0	○	6.9

Health & Physical Activity Correlations

Active			Inactive
Strongly Positive	**Weakly Positve**	**Weakly Negative**	**Stongly Negative**
	Life Expectancy		
Healthy Life Expectancy			
		Cardiovascular Disease	
		Musculoskeltal Disorders	
		Memtal Health	
			COPD
		Diabetes	
	Fibromyalgia		
			Adult Obesity
			CYP Obesity
Health Eating			
		Income Deprivation	
	GCSEs		
			School Absence
	NEET		
	Adults No Qualifications		
		Unemplyment	
		Pension Credit	

Physical Activity

Physically active adults, 2016/17

Legend: Lincolnshire (63.1%) — England (66%)

- 59.4% of adults meet the recommended physical activity guidelines of at least 150 minutes of moderate intensity activity per week (inc gardening)
- In addition, 27.1% of adults engage in less than 30 minutes of physical activity per week and are considered physically inactive.
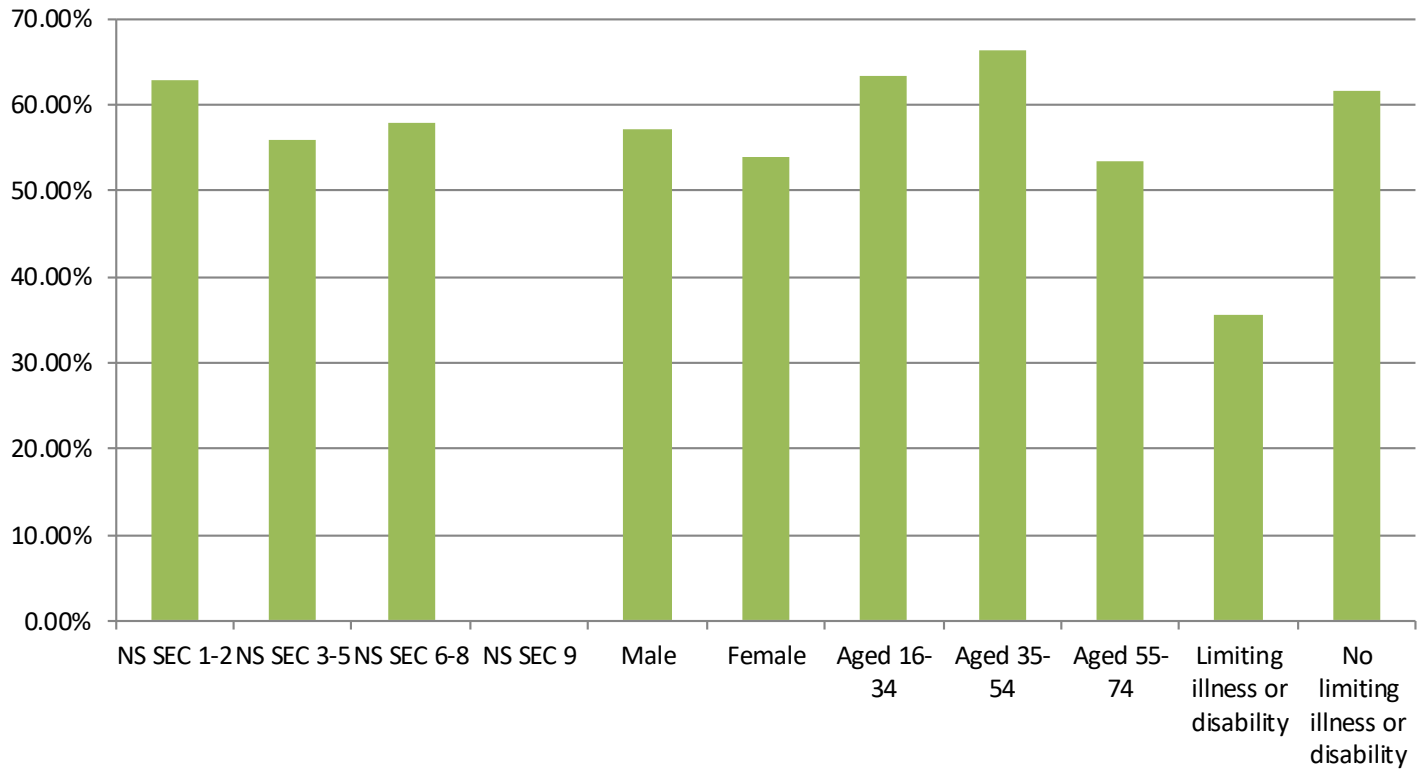
Source: PHE, Public Health Outcomes Framework

Physical Activity

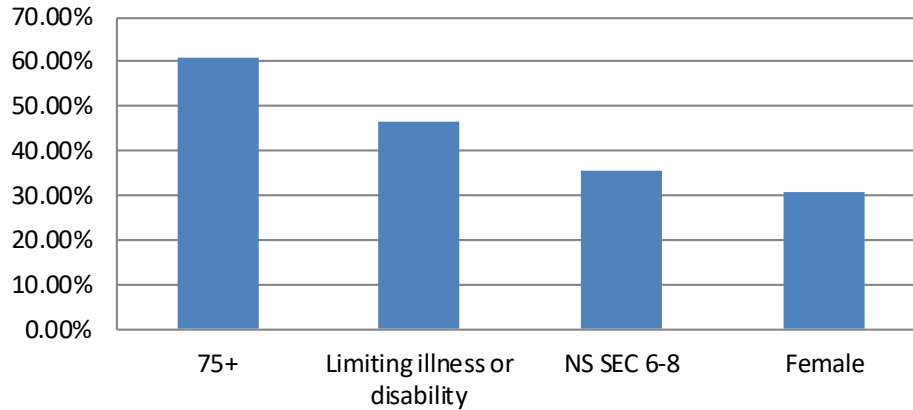Active Lives Survey (December 2018)
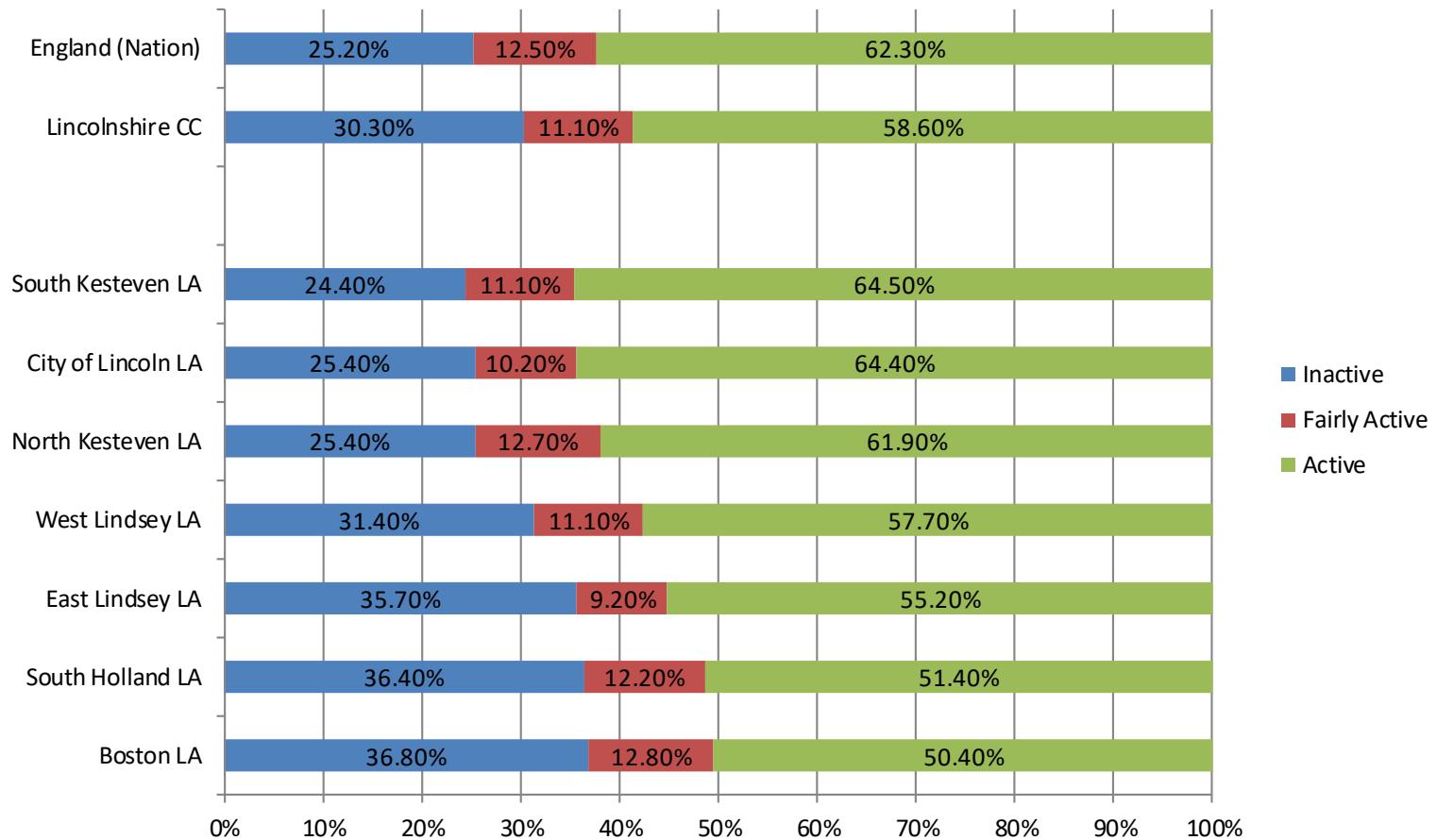
Physical Activity

**Physically active populations in East Lindsey
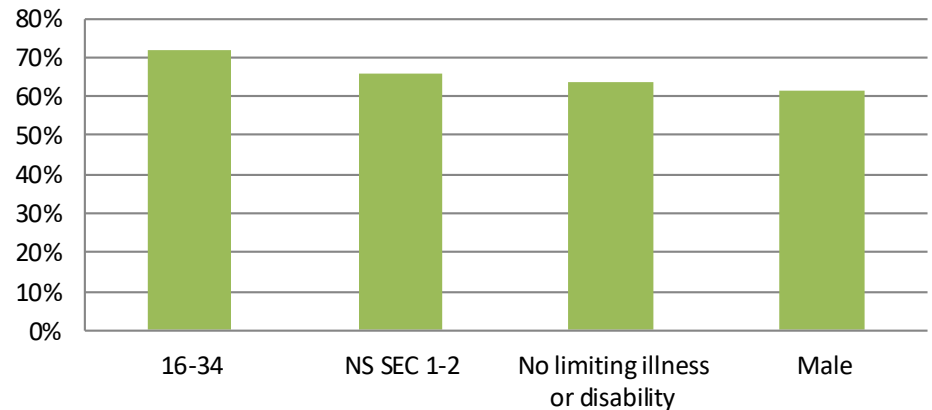(Active Lives December 2018)**

Physical Activity

Highest levels of inactivity in Lincolnshire population
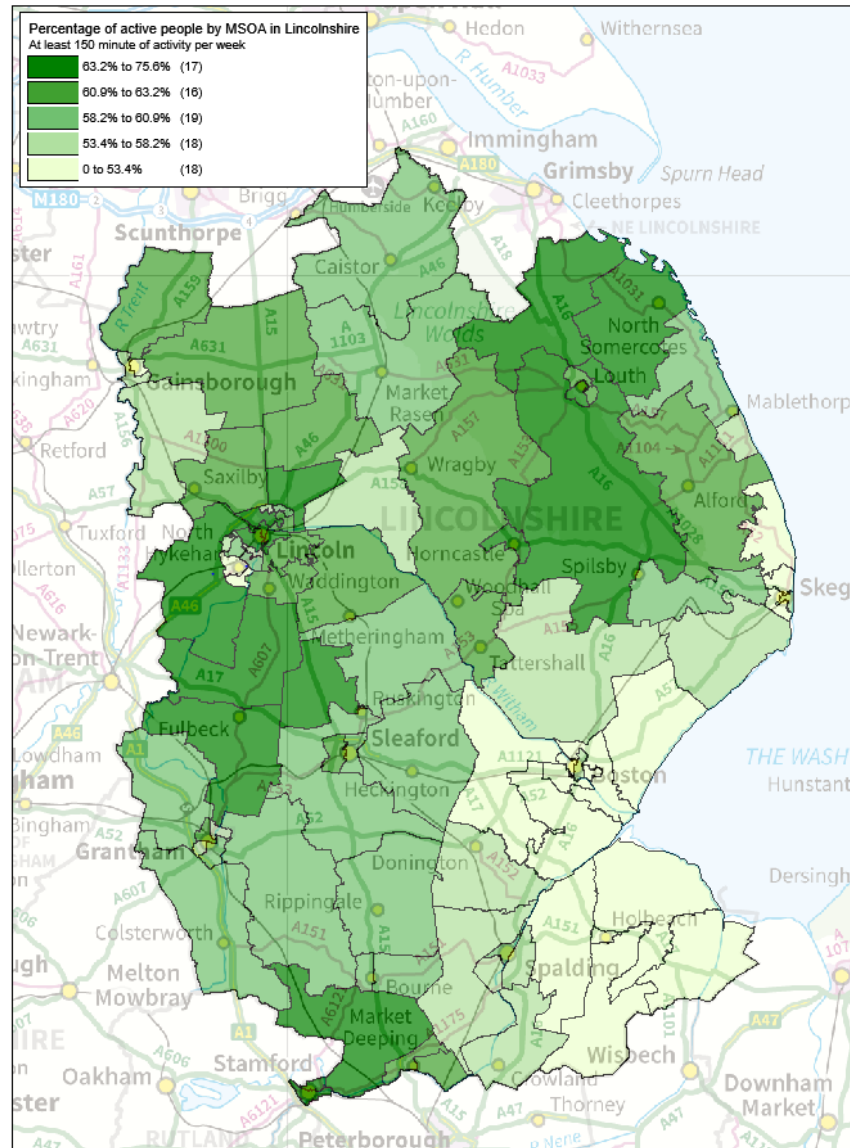**(Active Lives Survey - May 18)**

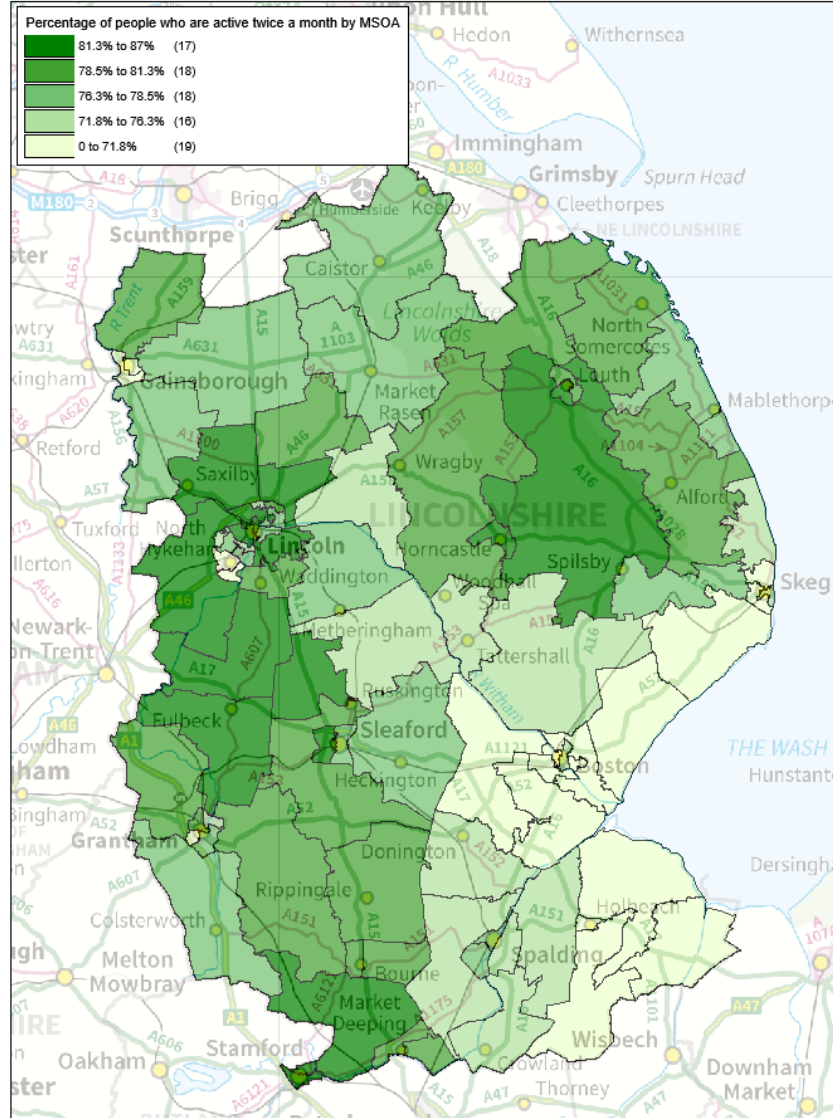### Highest levels of activity in Lincolnshire population
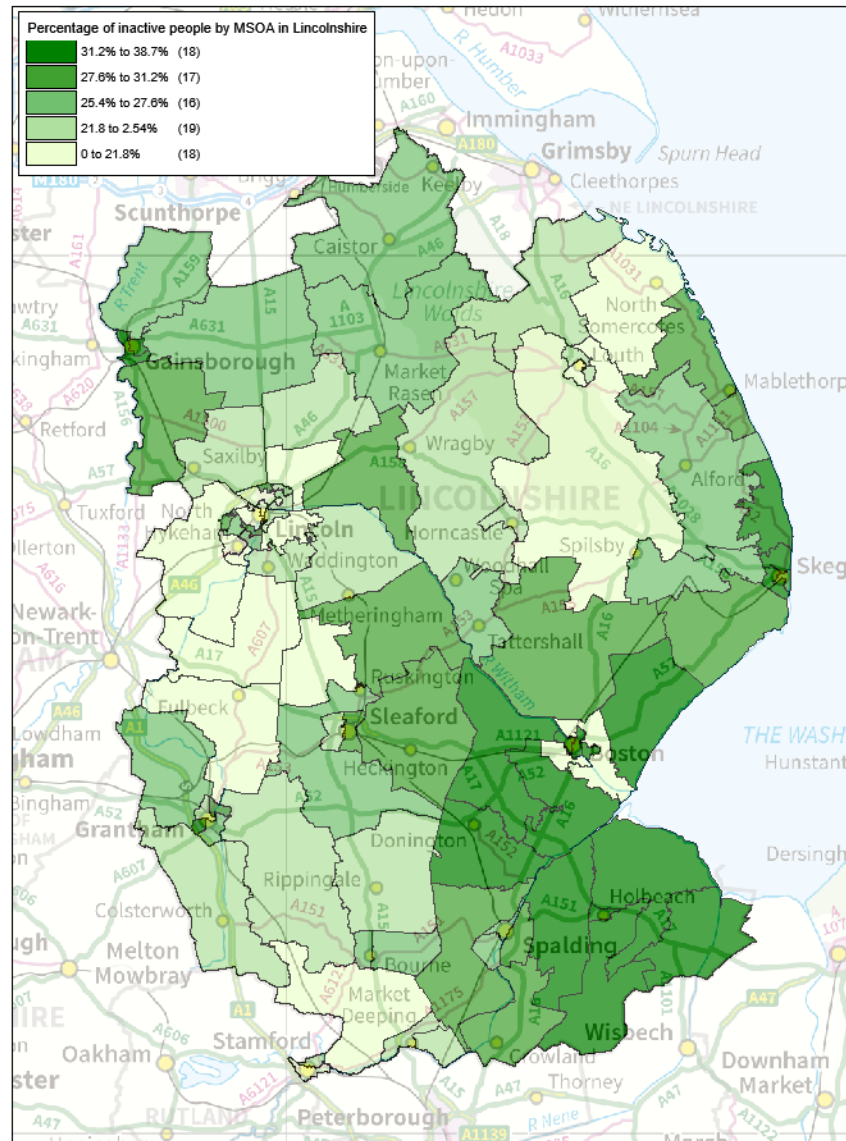**(Active Lives Survey - May 18)**

Physical Activity

Percentage of active people by MSOA in Lincolnshire
At least 150 minute of activity per week

63.2% to 75.6%	(17)
60.9% to 63.2%	(16)
58.2% to 60.9%	(19)
53.4% to 58.2%	(18)
0 to 53.4%	(18)

Source: Active Lives Survey

Physical Activity

Source: Active Lives Survey

Physical Activity

Percentage of inactive people by MSOA in Lincolnshire

- 31.2% to 38.7% (18)
- 27.6% to 31.2% (17)
- 25.4% to 27.6% (16)
- 21.8 to 2.54% (19)
- 0 to 21.8% (18)

Source: Active Lives Survey

PHE: Physical Activity Profile

Compared with benchmark: ○ Better ○ Similar ● Worse ○ Not compared

Benchmark Value

| Worst | 25th Percentile | 75th Percentile | Best |
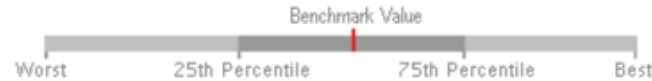
Export table as CSV file

Indicator	Period	E Lindsey		Region	England	England			
		Count	Value	Value	Value	Worst	Range		Best
Percentage of physically active adults - current method	2016/17	-	59.4%	65.0%	66.0%	53.3%	●		78.8%
Percentage of physically inactive adults - current method	2016/17	-	27.1%	23.1%	22.2%	33.3%	●		12.4%
Percentage of adults walking for travel at least three days per week	2016/17	-	12.2%	18.8%	22.9%	10.0%	●		43.6%
Percentage of adults cycling for travel at least three days per week	2016/17	-	2.6%	2.6%	3.3%	0.3%	○		31.8%
Percentage of physically active adults - historical method	2015	-	55.5%	56.8%	57.0%	44.8%	○		69.8%
Percentage of physically inactive adults - historical method	2015	-	33.9%	28.7%	28.7%	43.7%	●		14.7%
Percentage of adults doing 30-149 minutes physical activity per week - historical method	2015	-	10.5%	14.5%	14.3%	9.4%	○		20.7%
Percentage of adults who do any walking, at least five times per week	2014/15	-	49.5%	49.1%	50.6%	37.7%	○		68.1%
Percentage of adults who do any walking, at least once per week	2014/15	-	78.1	79.5	80.6	70.4	○		91.3
Percentage of adults who do any cycling, at least three times per week.	2014/15	-	2.1%	3.8%	4.4%	0.2%	●		39.0%
Percentage of adults who do any cycling, at least once per month	2014/15	-	15.8%	14.7%	14.7%	5.0%	○		58.0%

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Physical Activity

Children and young people activity levels by district
### (Active Lives - December 2018)

■ Active every day   ■ Active across the week   ■ Fairly active   ■ Less active

| District	Active every day	Active across the week	Fairly active	Less active
Lincolnshire	22.16%	22.74%	22.74%	32.36%
England	17.50%	25.70%	23.88%	32.85%
Lincoln	23.32%	27.17%	25.54%	23.97%
North Kesteven	20.63%	24.13%	29.88%	25.35%
South Kesteven	26.74%	24.40%	18.61%	30.25%
East Lindsey	25.31%	13.88%	27.55%	33.26%
South Holland	25.95%	0.00%	34.29%	
West Lindsey	15.34%	21.74%	25.98%	36.94%
Boston	20.30%	16.23%	17.13%	46.35%
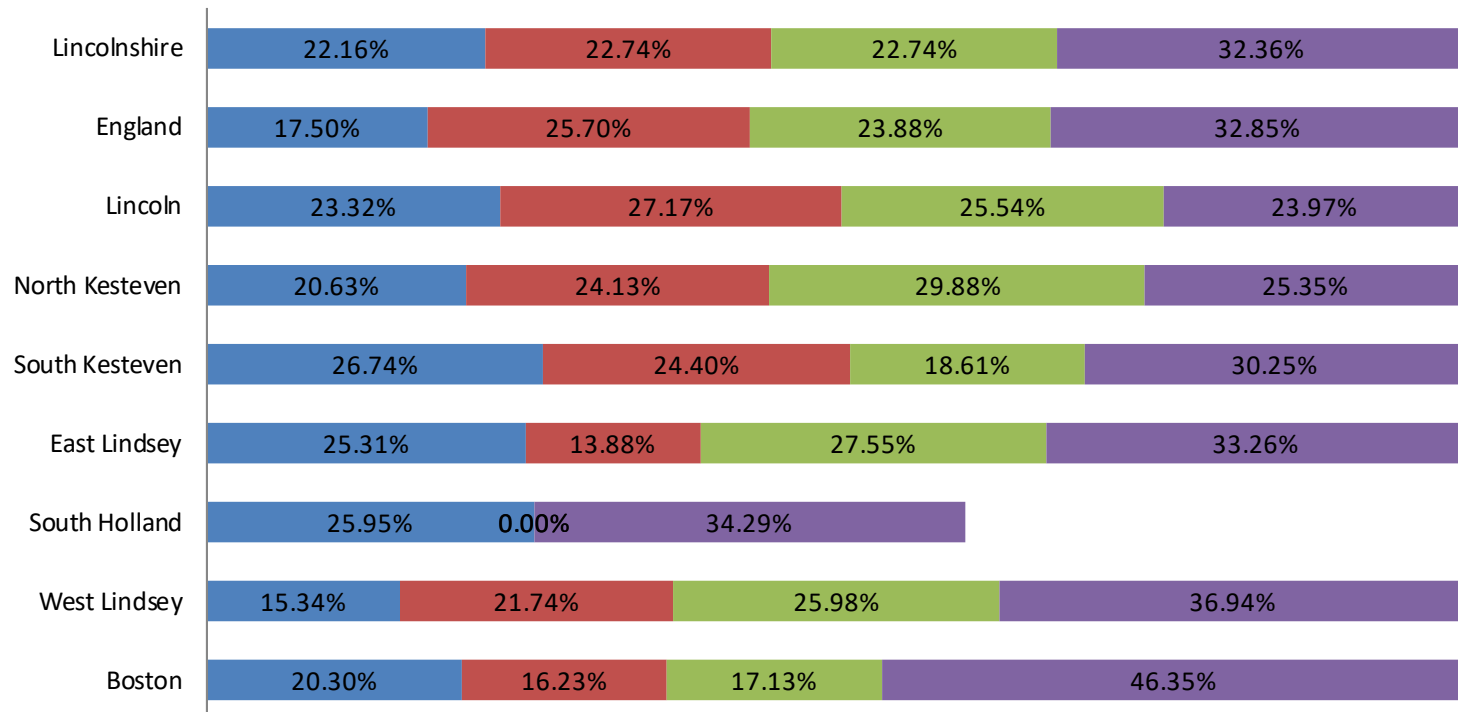
Mosaic Segmentation

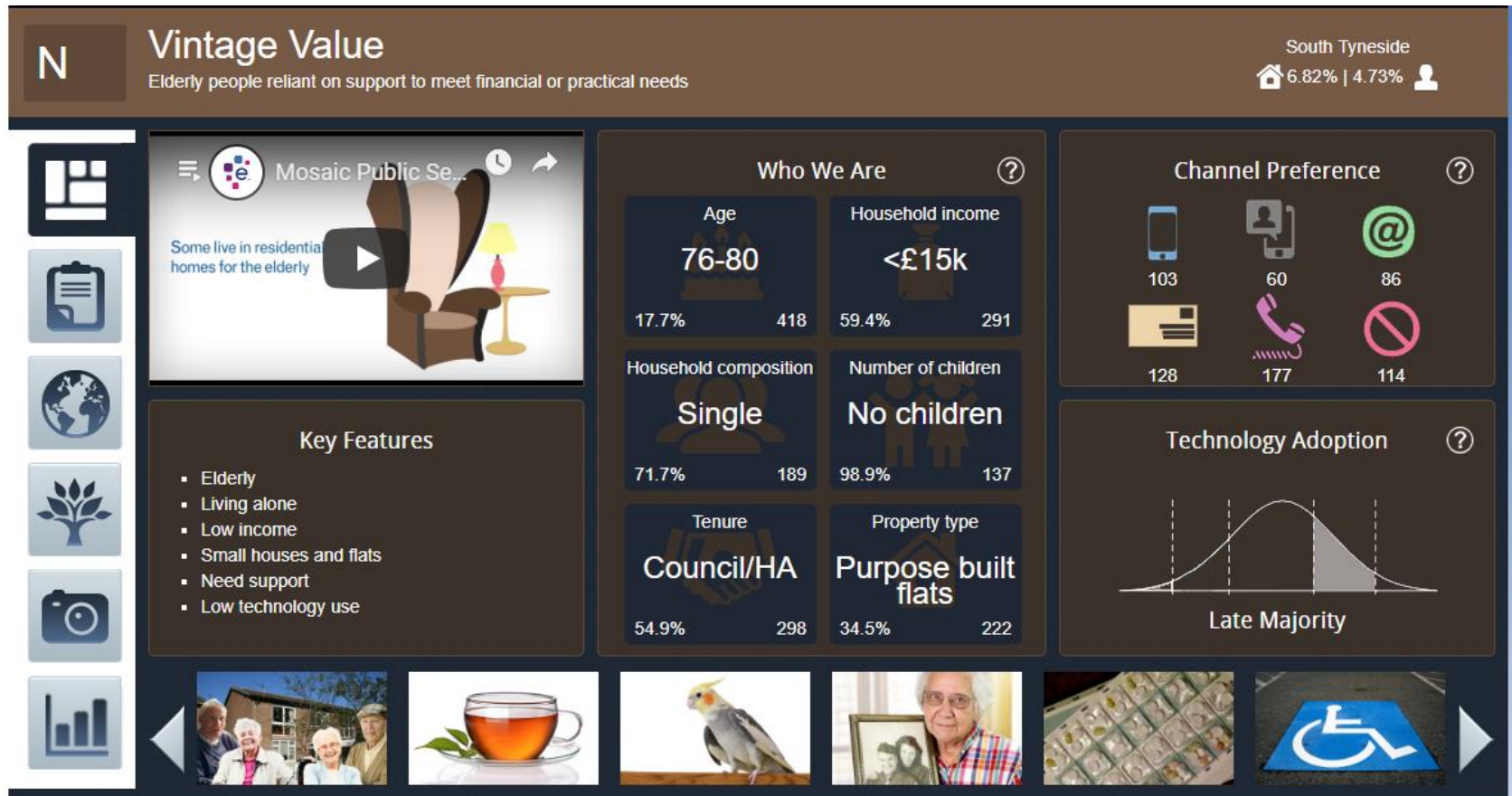| Group	Population	Do not take care of self as well as should	Should do a lot more about own health	Eat '5 a day' portions of fruit and vegetables	Did something to maintain / improve health in last year	I do a lot to keep in shape	4+ hours a week	2-4 hours a week	1-2 hours a week	<1 hour a week	Do not take part in sport	4+ hours a week	2-4 hours a week	1-2 hours a week	<1 hour a week	Do not exercise
Country Living	16363	83.37	85.89	135.88	112.03	107.63	100.55	109.10	80.89	75.42	102.87	114.51	135.39	104.66	89.32	85.05
Prestige Positions	484	88.54	82.57	125.02	120.72	114.18	138.54	137.20	109.51	130.21	90.03	123.50	130.44	123.66	110.98	73.02
City Prosperity	5	115.36	104.31	124.53	115.46	122.21	157.34	136.55	125.50	93.01	90.10	133.92	125.93	140.58	83.07	70.30
Domestic Success	760	124.96	96.84	102.41	113.04	111.74	137.57	151.18	127.66	150.93	85.83	116.04	116.82	128.35	108.79	78.73
Suburban Stability	1571	89.55	102.15	102.05	105.36	93.18	102.68	94.40	93.03	85.97	101.92	107.60	107.44	106.80	104.25	92.07
Senior Security	8262	46.58	75.69	134.27	102.79	105.74	96.94	60.94	51.94	39.06	112.33	79.61	85.54	78.69	80.17	122.26
Rural Reality	23064	100.32	101.75	99.64	98.81	90.43	74.98	84.57	88.60	72.74	106.87	102.09	99.39	95.42	90.70	102.49
Aspiring Homemakers	2374	138.60	105.94	78.50	100.31	102.44	114.33	124.63	146.52	141.30	89.46	106.72	109.68	126.37	117.88	83.29
Urban Cohesion	0	94.67	103.06	99.75	96.18	110.04	92.84	87.12	130.11	132.77	96.49	92.57	71.24	91.07	117.22	110.39
Rental Hubs	755	122.82	112.92	91.67	107.31	120.32	120.31	138.97	154.20	126.38	88.41	109.11	124.00	100.40	115.72	86.65
Modest Traditions	1616	91.01	107.64	96.36	96.82	81.44	65.20	66.01	80.04	66.48	110.48	93.22	83.20	90.04	95.04	111.30
Transient Renters	4446	124.72	112.07	65.41	83.69	94.18	100.99	94.66	95.47	128.30	98.28	112.31	96.24	87.82	112.33	97.58
Family Basics	1599	131.42	110.80	67.57	81.62	82.15	91.23	94.37	94.03	112.51	100.71	89.55	94.10	90.49	113.35	106.12
Vintage Values	3371	57.14	95.11	107.47	85.02	87.02	45.60	42.94	43.94	46.24	118.80	60.25	58.71	62.06	52.22	147.67
Municipal Challenger	921	97.41	111.56	78.78	82.96	85.42	68.44	83.18	90.21	96.89	105.44	72.48	60.78	81.20	100.00	127.45

Mosaic Segmentation
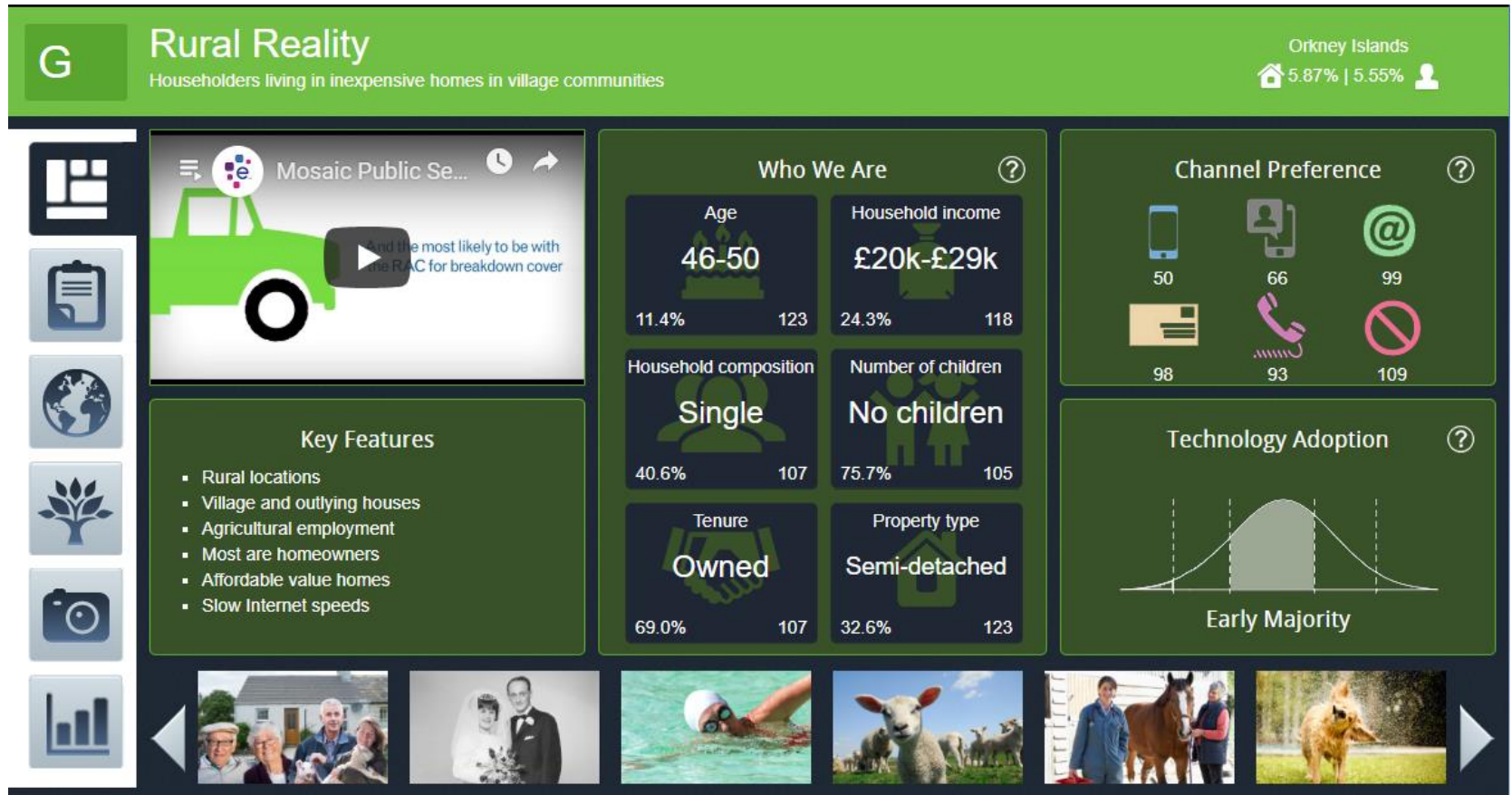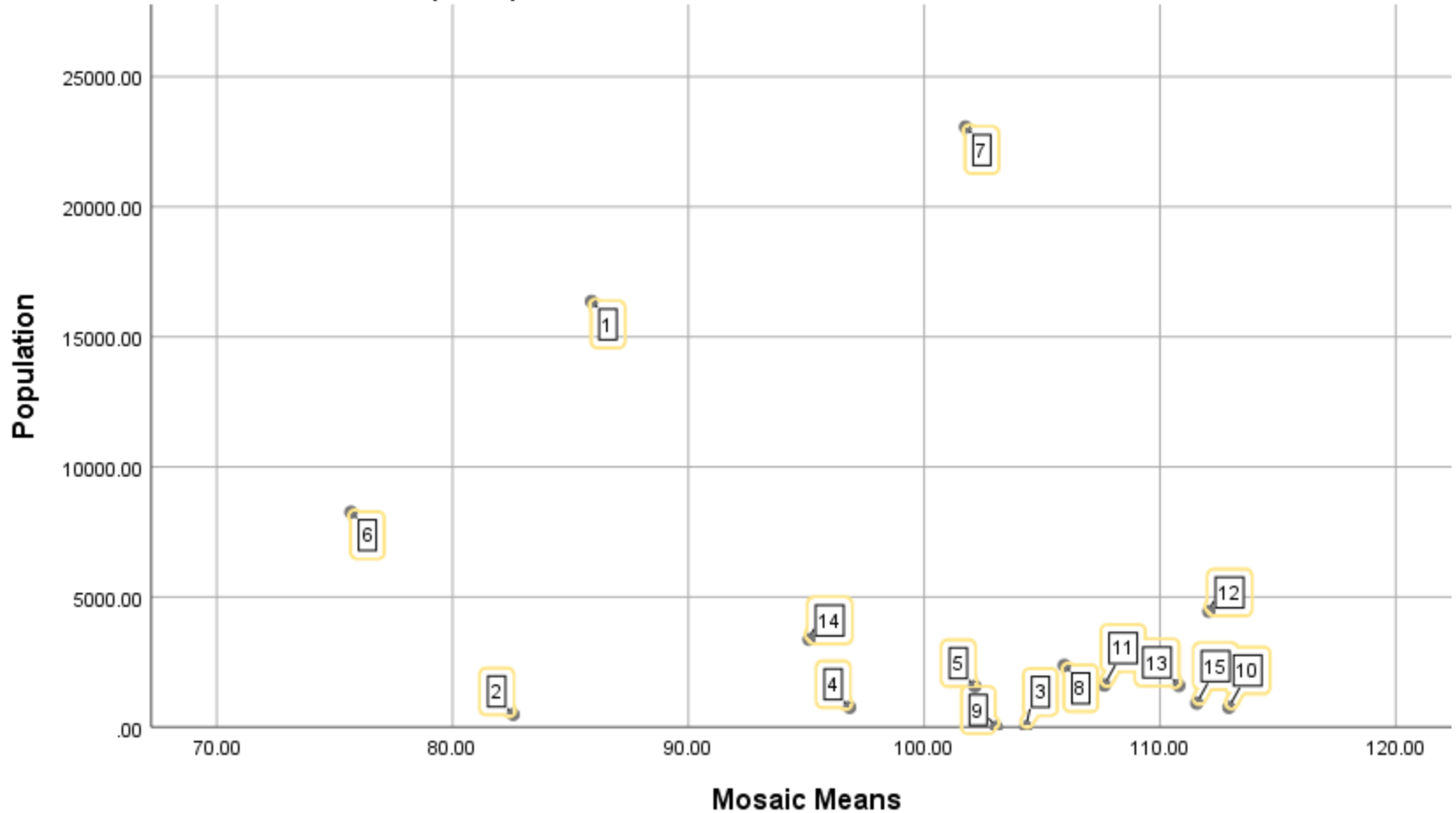
Mosaic Segmentation
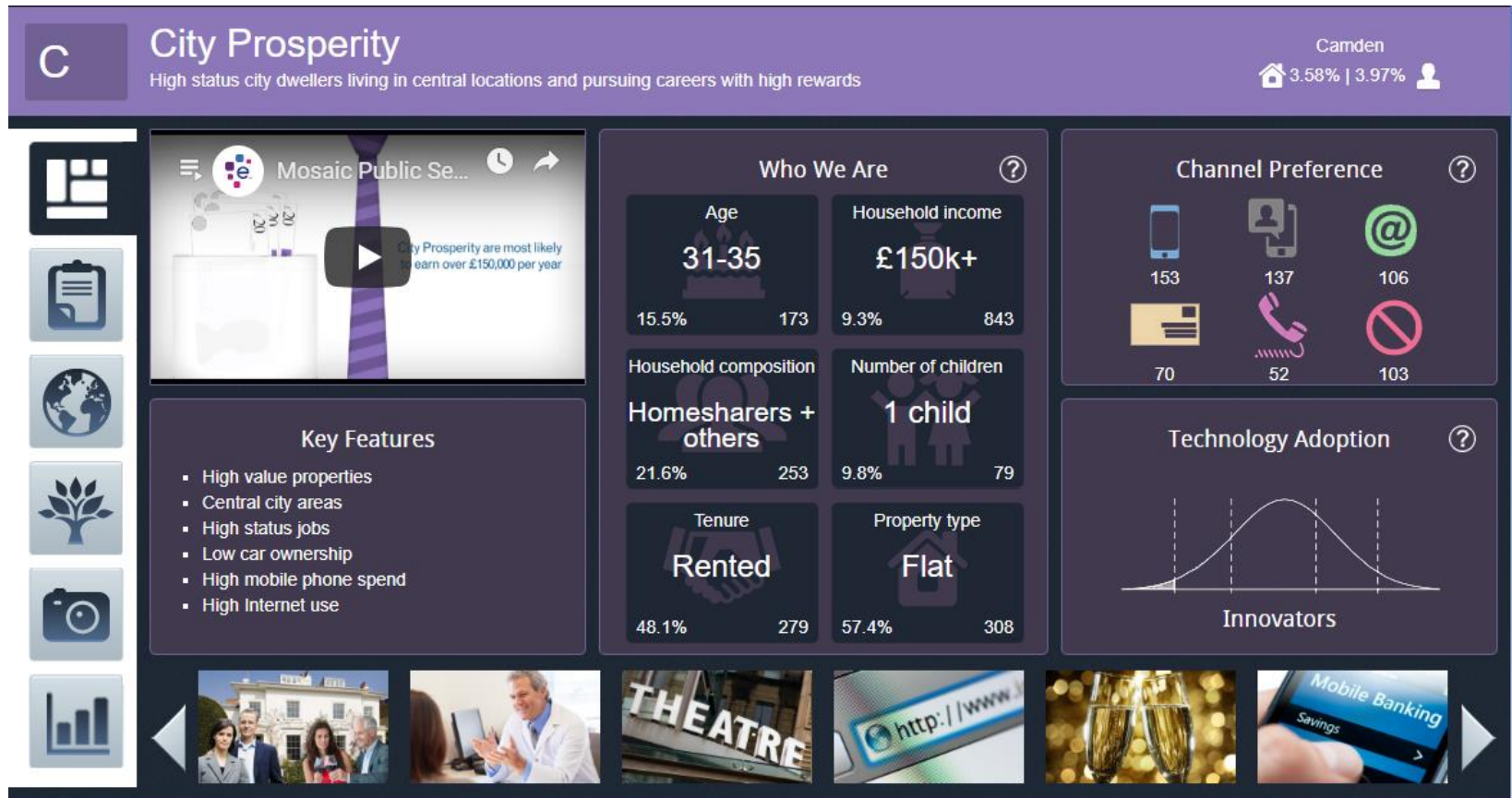
Mosaic Segmentation

Mosaic Segmentation

Mosaic Group v Population v "Do not take care of self as well as should"
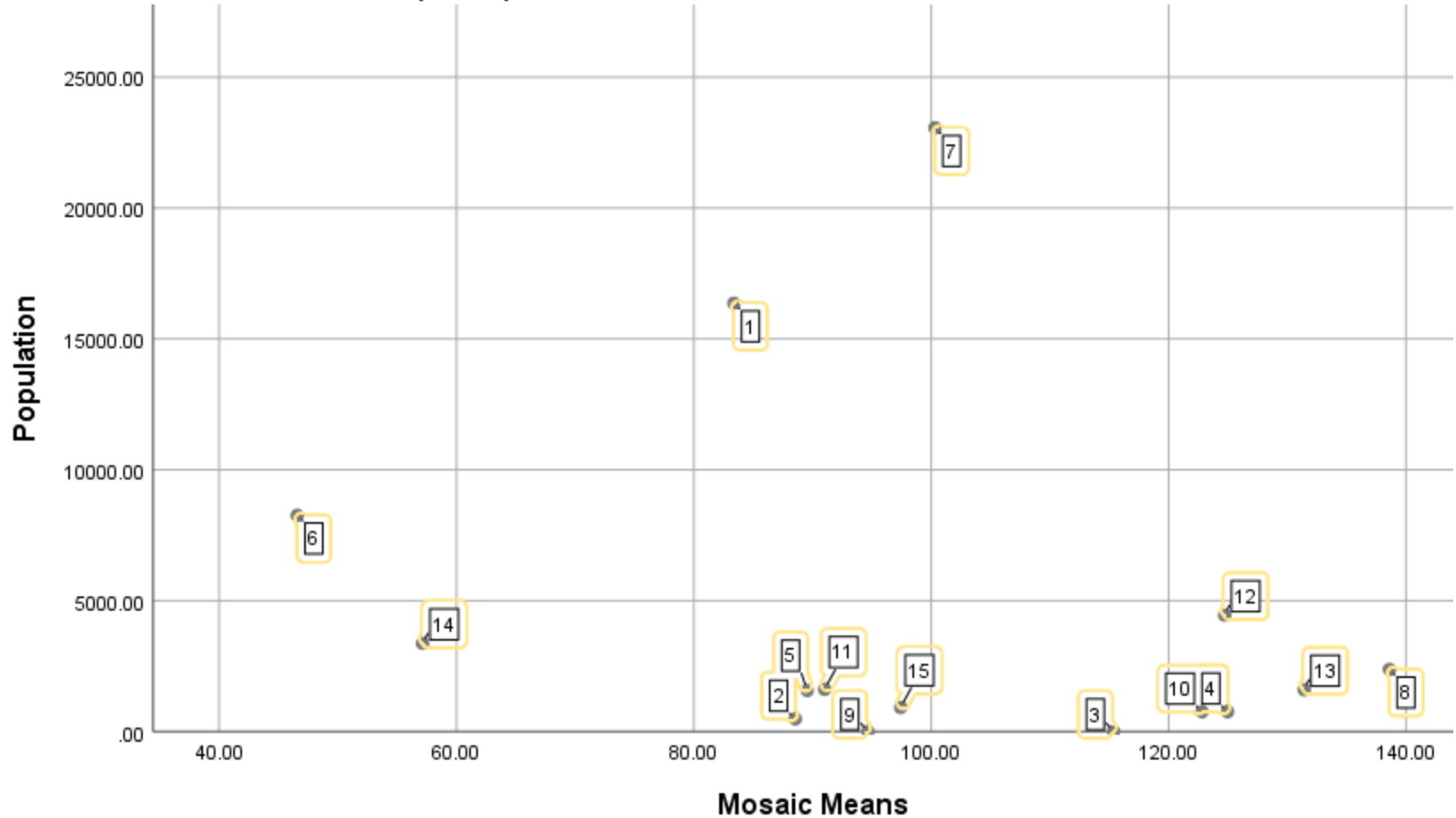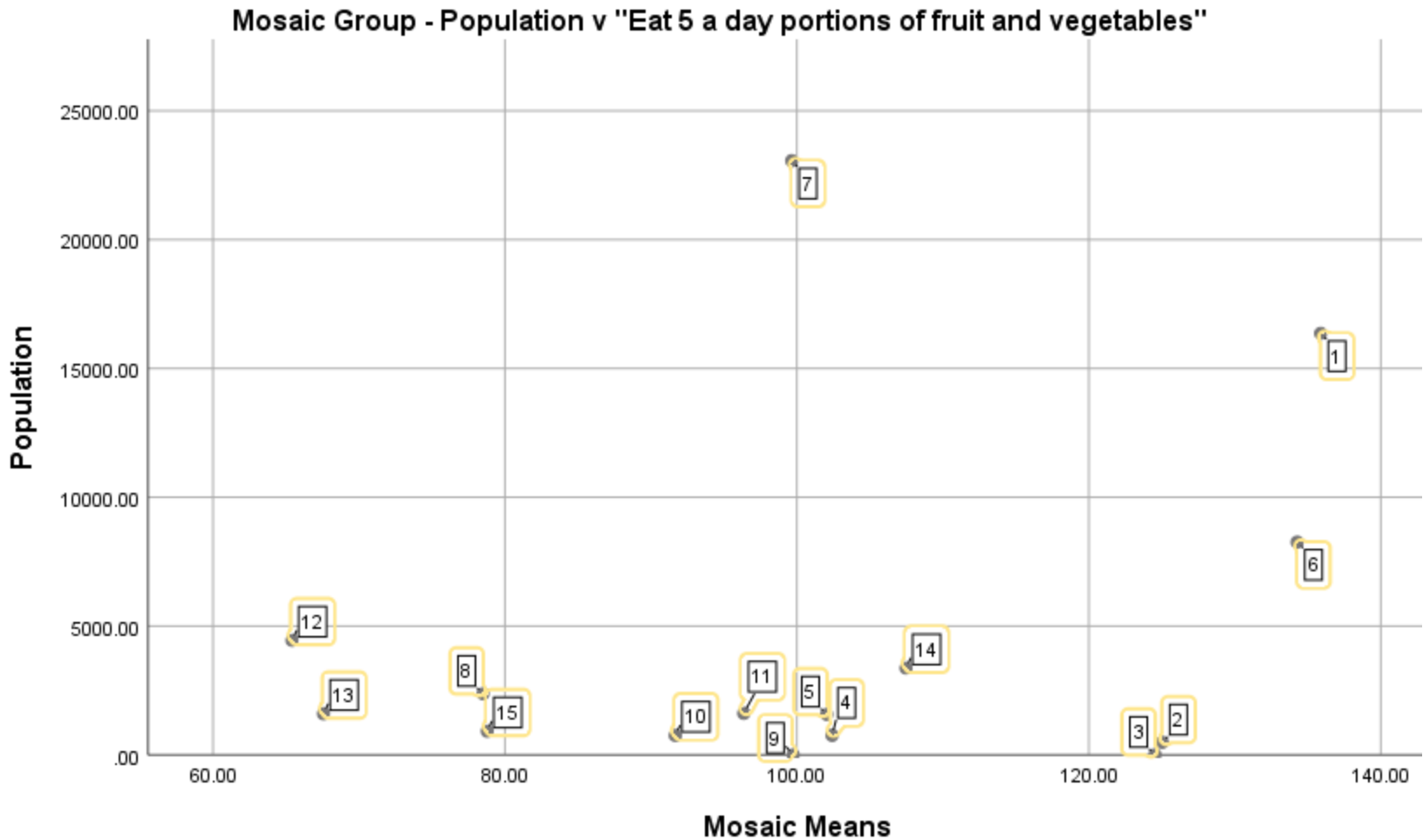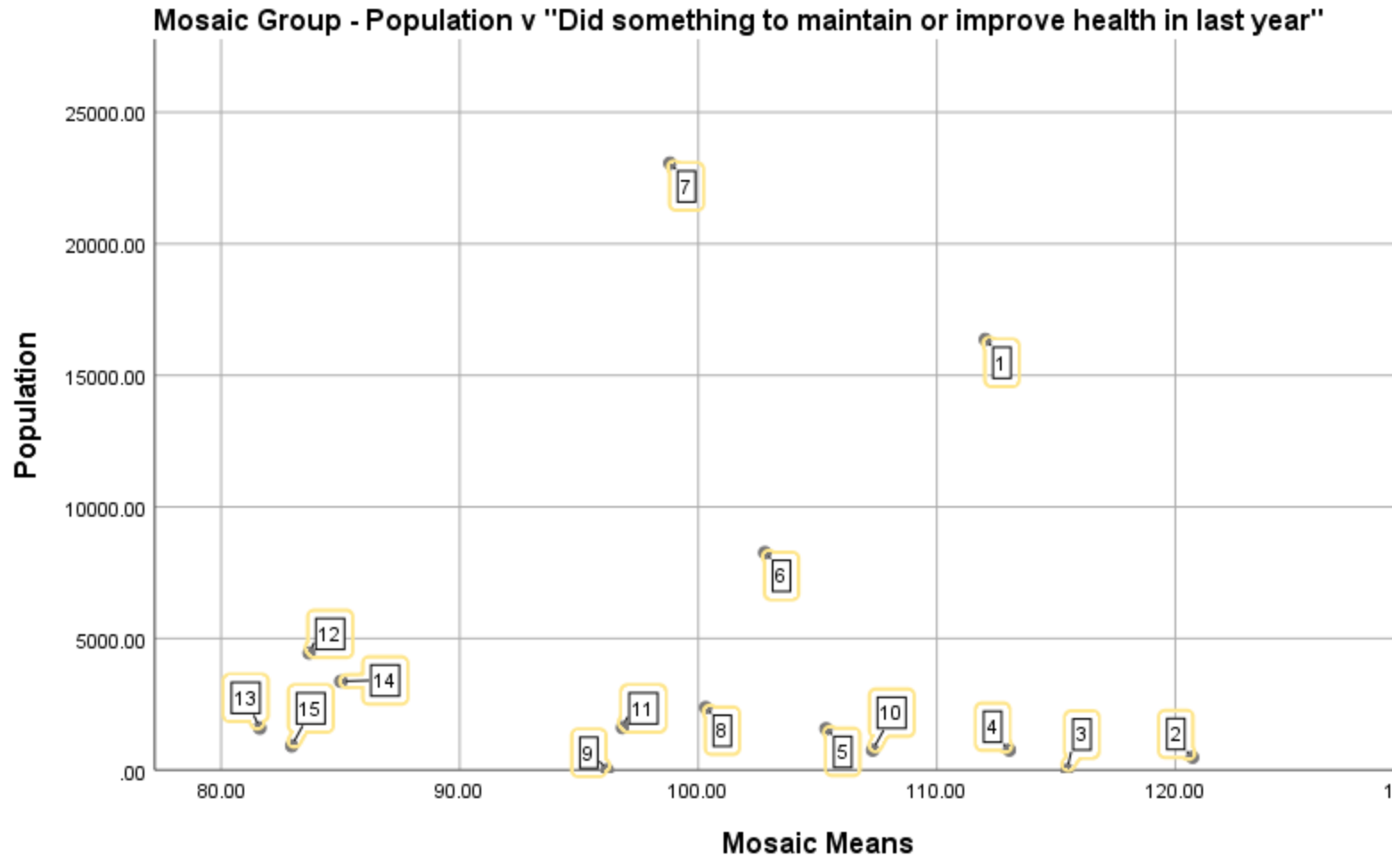
Mosaic Segmentation

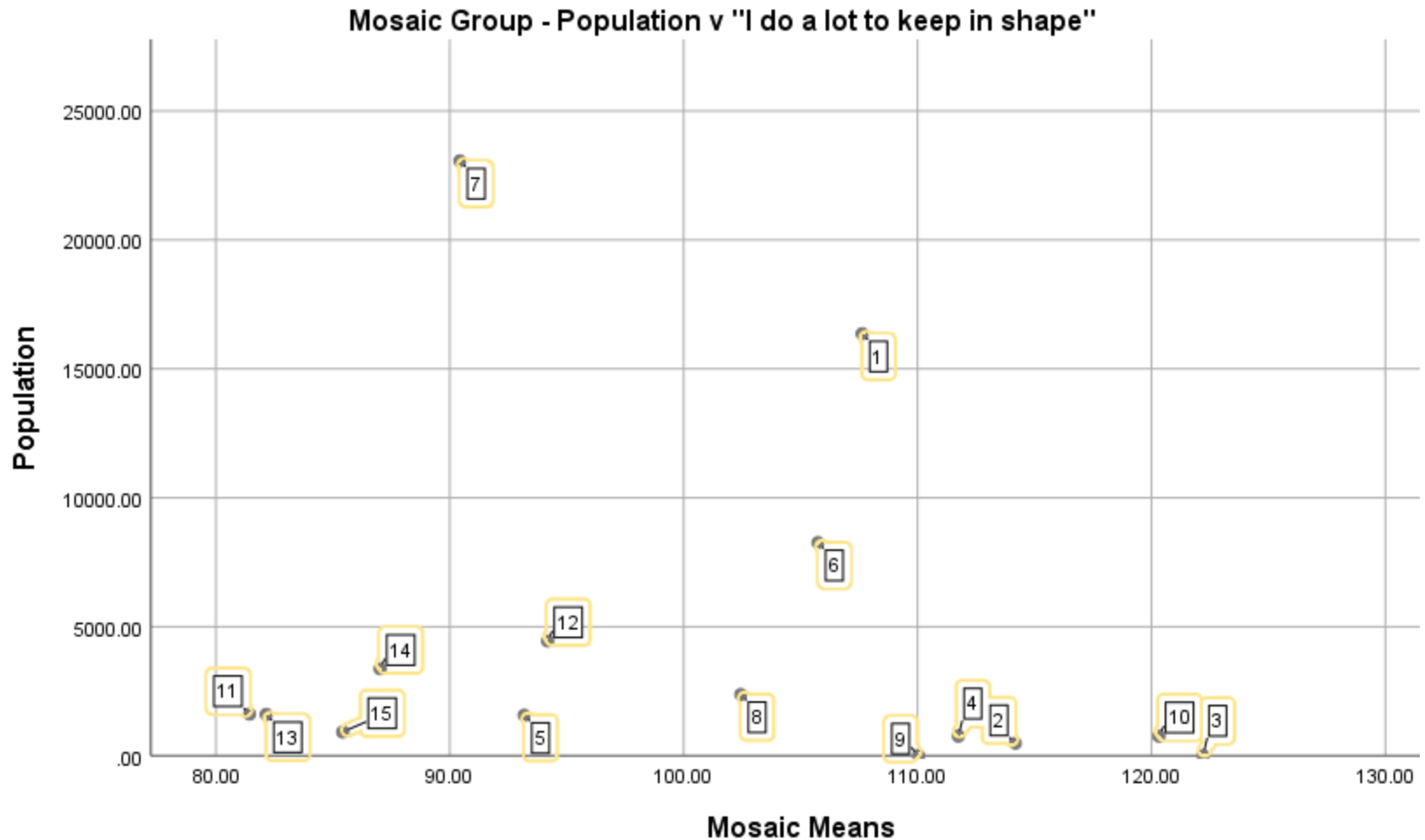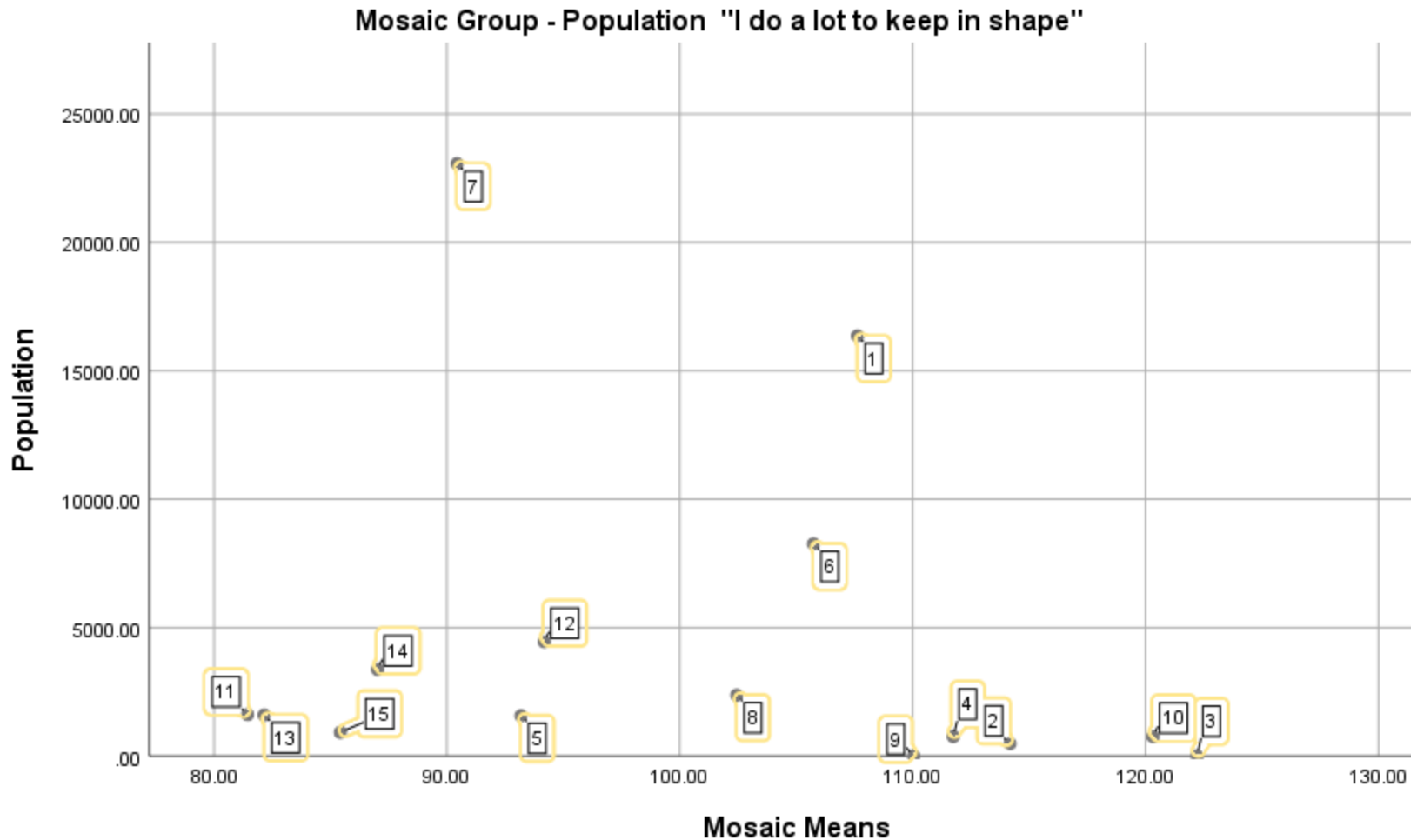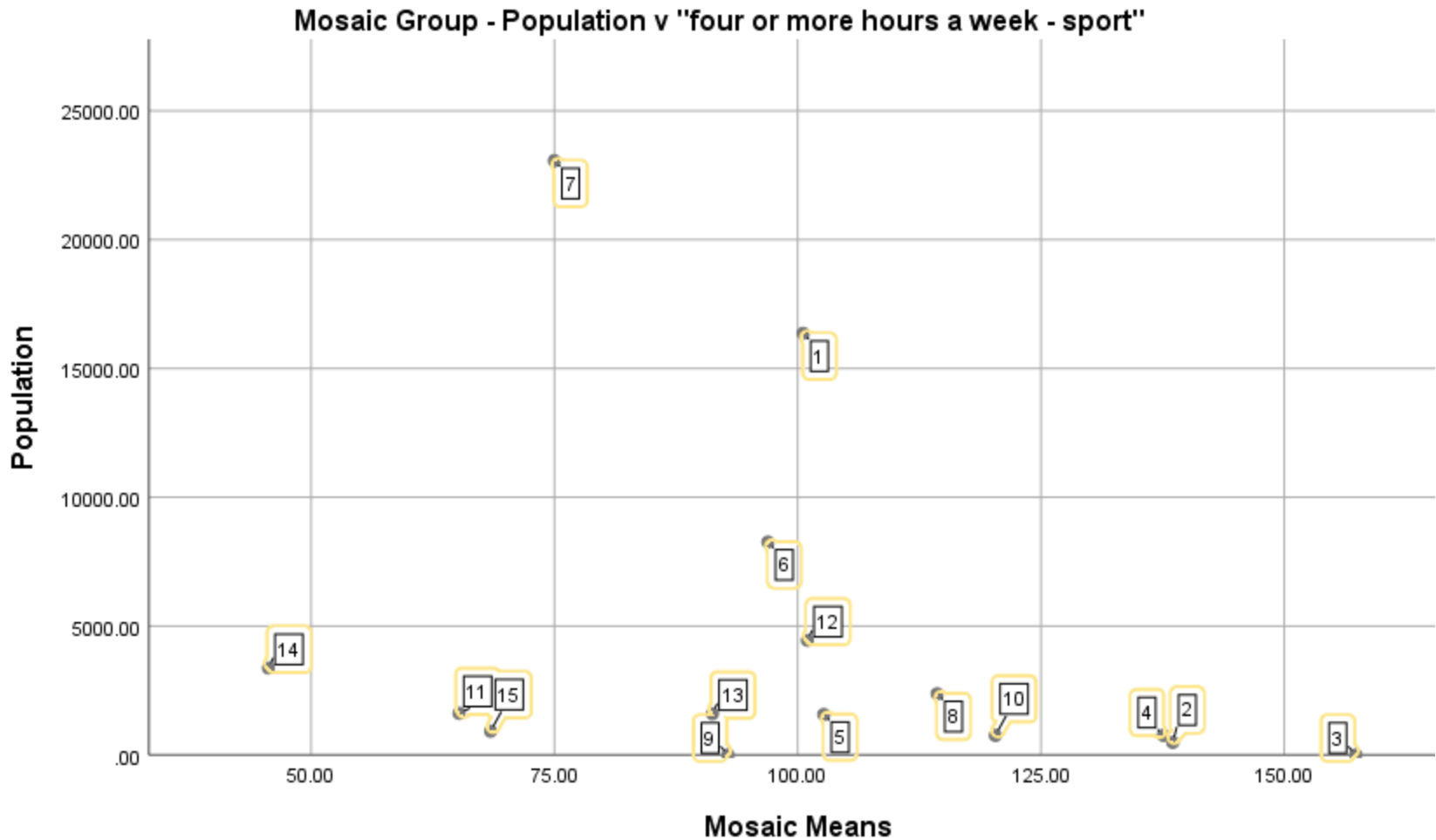Mosaic Group - Population v "Should do a lot more about own health"

Mosaic Segmentation

Mosaic Group - Population v "Eat 5 a day portions of fruit and vegetables"

Mosaic Segmentation

Mosaic Group - Population v "Did something to maintain or improve health in last year"

Mosaic Segmentation

Mosaic Group - Population v "I do a lot to keep in shape"

Mosaic Segmentation

Mosaic Group - Population "I do a lot to keep in shape"

Mosaic Segmentation

Mosaic Group - Population v "four or more hours a week - sport"

Mosaic Segmentation

Mosaic Group - Population v "two to four hours a week - sport"

Mosaic Segmentation

Mosaic Group - Population v "one to two hours a week - sport"

Mosaic Segmentation

Mosaic Group - Population v "under one hour a week - sport"

Mosaic Segmentation

Mosaic Group - Population v Do not take part in sport"

Mosaic Segmentation

Mosaic Group - Population v "four or more hours a week - exercise"

Mosaic Segmentation

Mosaic Group - Population v "two to four hours a week - exercise"

Mosaic Segmentation

Mosaic Group - Population v "one to two hours a week - exercise"

Mosaic Segmentation

Mosaic Group - Population v "under one hour a week - exercise"

Mosaic Segmentation

Mosaic Group - Population v "Do not exercise"

Mosaic Segmentation Key

1	**Country Living**	Well-off owners in rural locations enjoying the benefits of country life
2	**Prestige Positions**	Established families in large detached homes living upmarket lifestyles
3	**City Prosperity**	High status city dwellers living in central locations and pursuing careers with high rewards
4	**Domestic Success**	Thriving families who are busy bringing up children and following careers
5	**Suburban Stability**	Mature suburban owners living settled lives in mid-range housing
6	**Senior Security**	Elderly people with assets who are enjoying a comfortable retirement
7	**Rural Reality**	Householders living in inexpensive homes in village communities
8	**Aspiring Homemakers**	Younger households settling down in housing priced within their means
9	**Urban Cohesion**	Residents of settled urban communities with a strong sense of identity
10	**Rental Hubs**	Educated young people privately renting in urban neighbourhoods
11	**Modest Traditions**	Mature homeowners of value homes enjoying stable lifestyles
12	**Transient Renters**	Single people privately renting low cost homes for the short term
13	**Family Basics**	Families with limited resources who have to budget to make ends meet
14	**Vintage Value**	Elderly people reliant on support to meet financial or practical needs
15	**Municipal Challenge**	Urban renters of social housing facing an array of challenges