

South Holland Profile for Physical Activity



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Population Demographics

- South Holland has more resident women than men.
- 24% of residents are aged 65 and over. This is comparable with Lincolnshire (23.2% aged 65+).
- By 2032 the population aged 65 and over will increase by 28.9% in South Holland.

Estimated resident population, Mid-2017

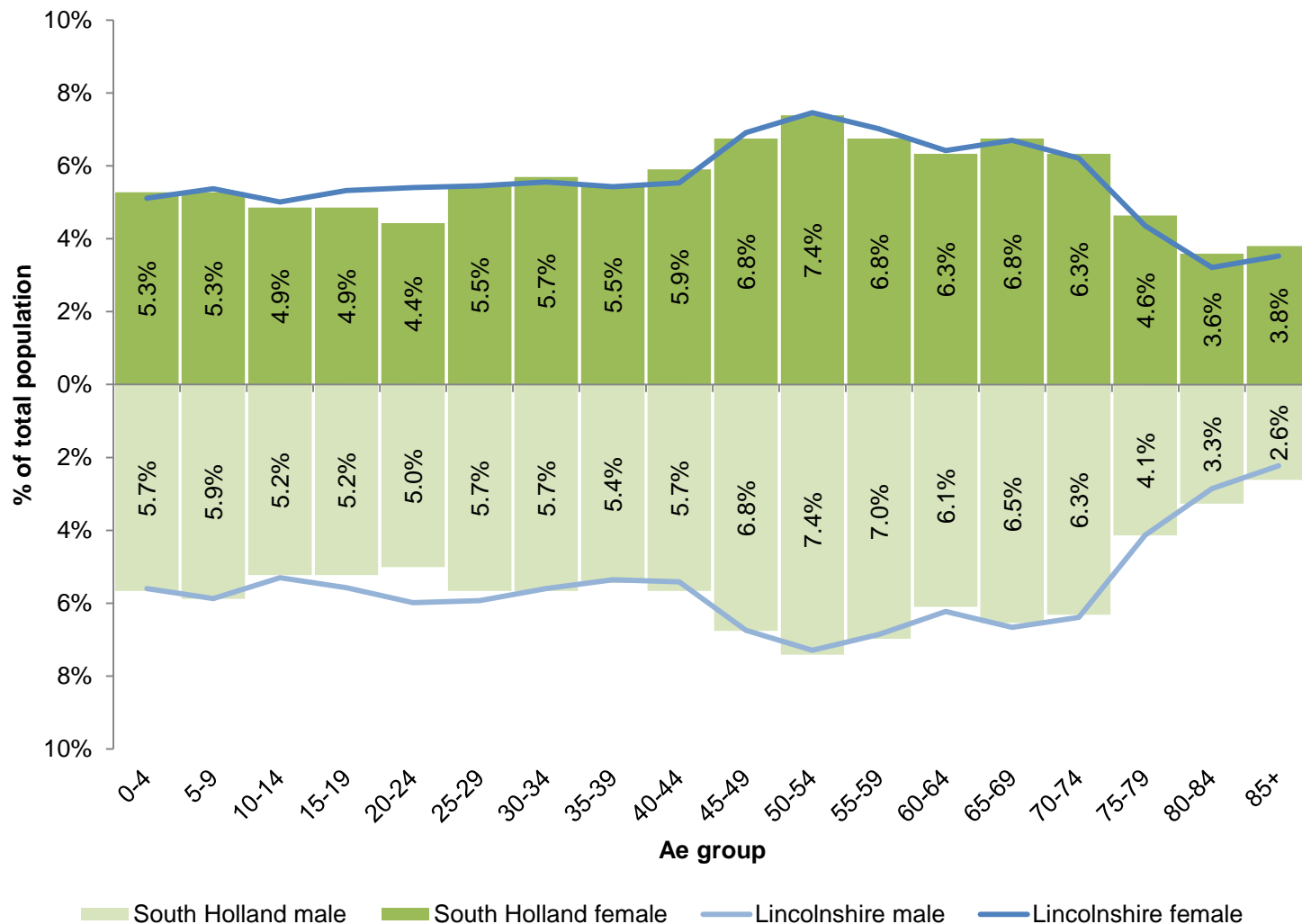
Area	Male	Female	Total
South Holland	45,900	47,400	93,300
Lincolnshire	367,800	383,300	751,200

Projected resident population, 2017 - 2032

Age group	South Holland					Lincolnshire				
	2017	2022	2027	2032	% change 2017-2032	2017	2022	2027	2032	% change 2017-2032
Age 0-15	16,000	17,100	17,300	16,800	5.0%	128,600	134,700	134,200	130,600	1.6%
Aged 16-64	54,700	55,300	55,800	55,800	2.0%	448,600	447,300	447,900	444,700	-0.9%
Aged 65+	22,500	24,000	26,200	29,000	28.9%	174,000	188,500	207,500	229,400	31.8%
All ages	93,200	96,500	99,400	101,700	9.1%	751,200	770,400	789,600	804,700	7.1%

Population Pyramid

Estimated resident population, Mid-2017



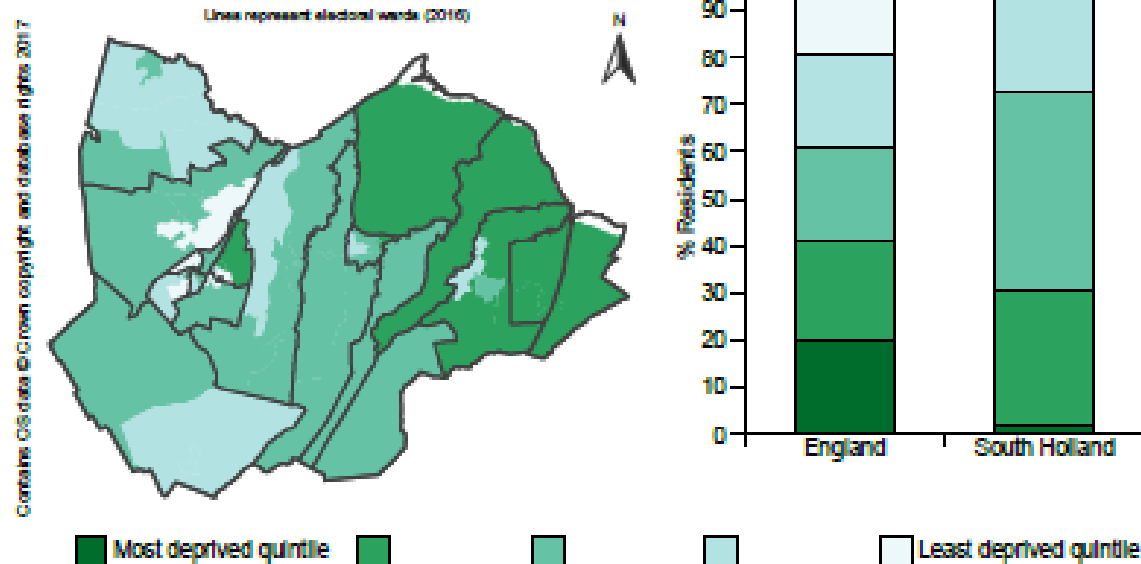
Source: ONS mid-year population estimates via NOMIS

Deprivation

Deprivation: a national view

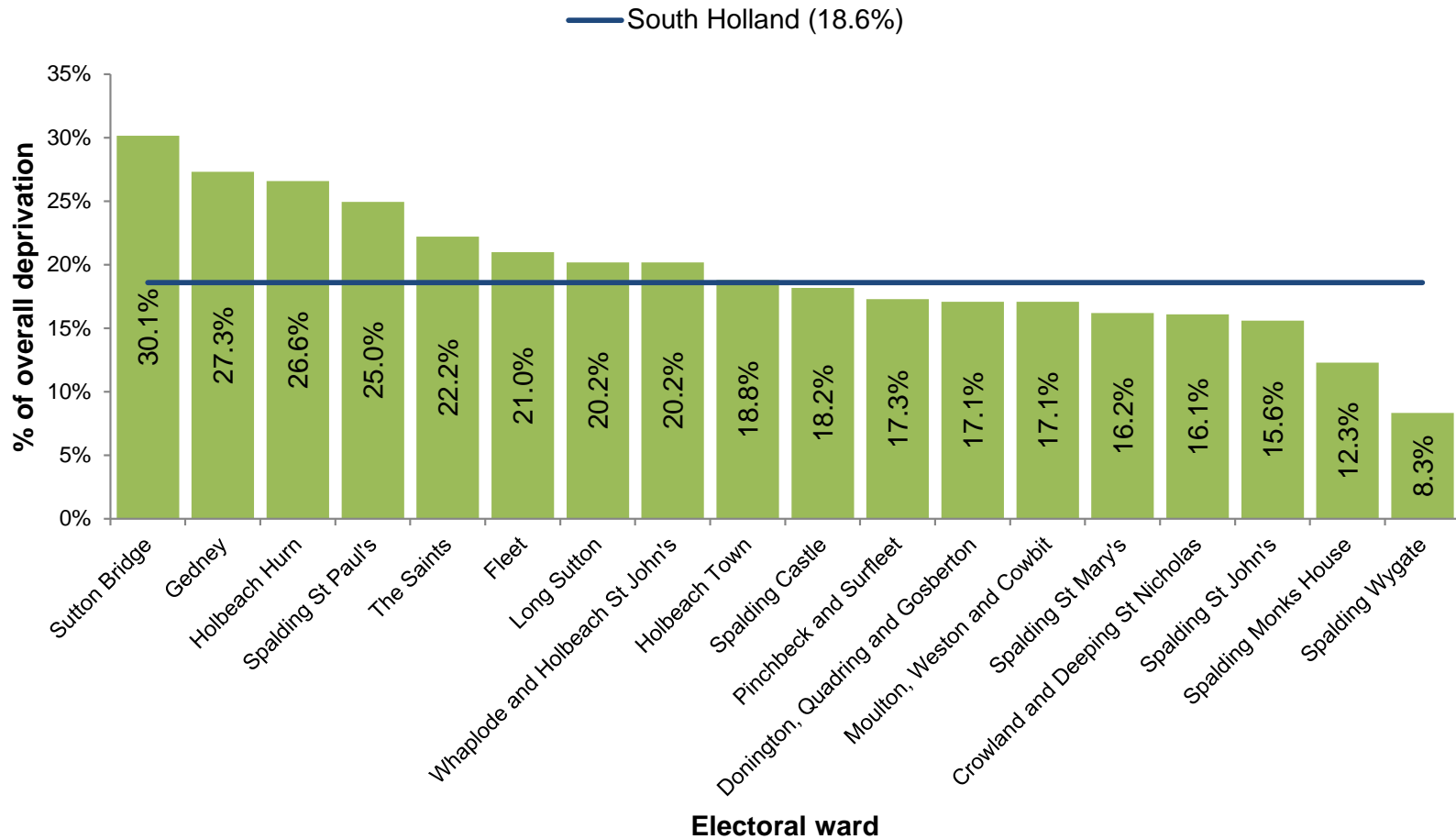
The map shows differences in deprivation in this area based on national comparisons, using national quintiles (fifths) of the Index of Multiple Deprivation 2015 (IMD 2015), shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

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



Deprivation

Proportion of overall deprivation, 2015

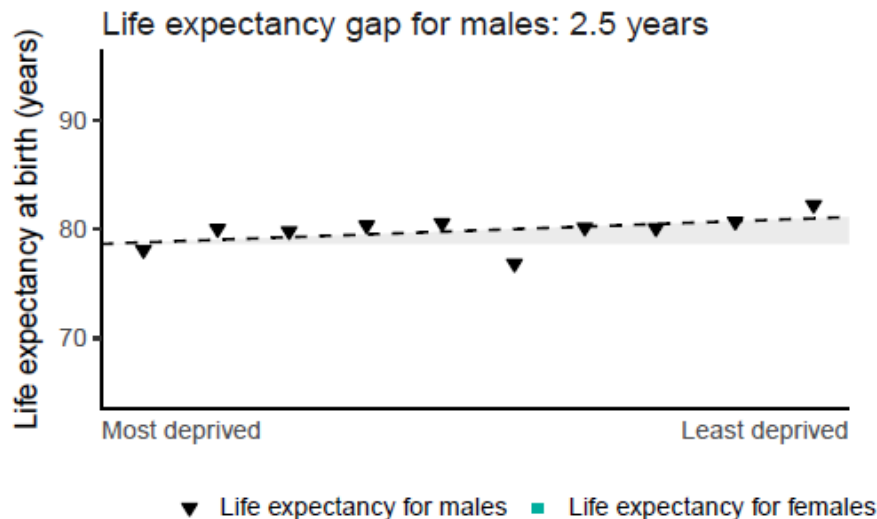


Healthcare

- Between 2015 and 2017, premature mortality rates (under 75) from cardiovascular disease are **significantly worse** than the regional and national averages.
- **70.5% (177 out of 251)** of all early deaths from cardiovascular disease are **considered preventable**.
- Premature mortality rates from cardiovascular disease are **higher for men** (123.1 per 100,000) than for women (56.4 per 100,000).
- Premature mortality rates from cardiovascular disease have **reduced by 35.7% since 2001**.
- **Excess winter deaths** for all ages are **significantly worse** than the regional and national averages.
- In 2016/17, the ratio of **excess winter deaths** for those aged 85+ in South Holland was the **worst** across all districts in England.

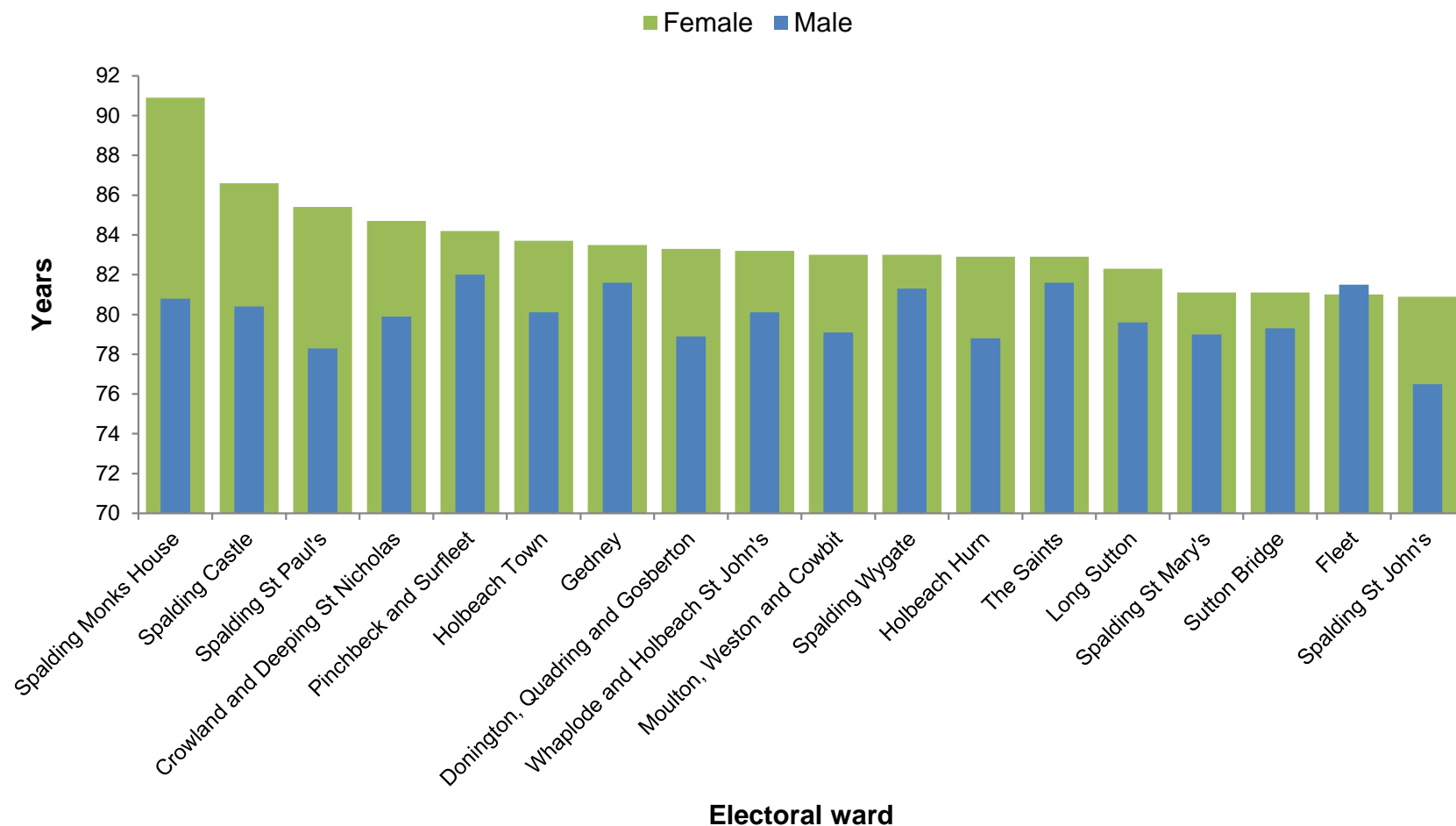
Health Inequalities

- Life expectancy is **2.5 years lower for men** and **3.5 years lower for women** in the most deprived areas of South Holland compared to the least deprived.
- Average life expectancy in South Holland is **79.6 years for men** and **83 years for women**.
- Average life expectancy in South Holland is **comparable to the national average** of 79.5 years for men and 83.1 years for women.



Health Inequalities

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



Child Health

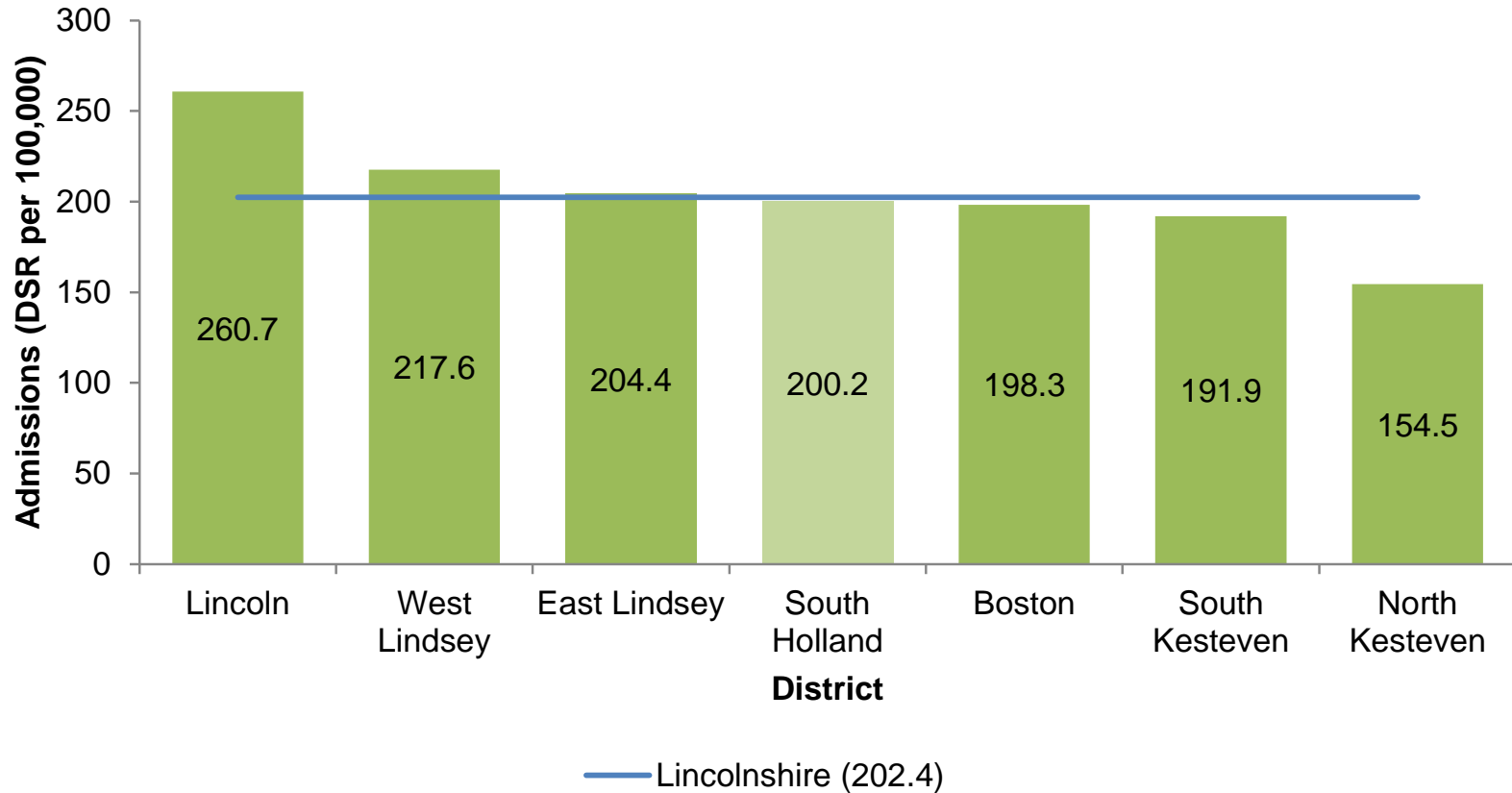
- 13.7% of children (under 16s) live in low income families.
- 14.3% of mothers are known to smoke at the time of delivery.
- 63.2% of mothers breastfeed their babies in the first 48 hours after delivery. This is worse than the national average of 74.5%.
- 70.4% of children under 5 are free from dental decay, which is worse than the national average of 76.7%.
- An estimated 9.3% of 15 year olds smoke regularly and 4.5% smoke occasionally.
- The rate of hospital admissions caused by unintentional and deliberate injuries is comparable to the national rate.
- 62% 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 rates in South Holland are similar to the national average.

Adult Health

- 20.6% of the population are reported to have a limiting long term illness or disability and 6.1% report their general health to be 'bad or very bad'.
- 26.8% of pensioners live alone, which is lower (better) than the national average of 31.5%.
- 74.3% of working age adults are in employment, which is similar to the England average of 74.4%.
- The gap in employment rates between those with a long-term condition and the total population is worse than the national gap.
- 15.6% (n=11,750) of adults are known to be regular smokers.
- The rate of people killed or seriously injured on roads in South Holland is lower (worse) than the national average.
- 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.

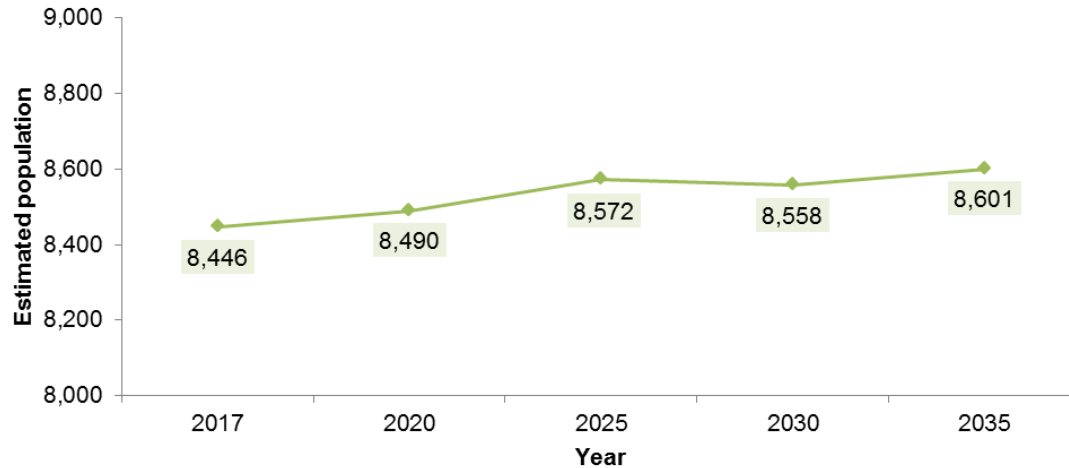
Mental Health

Hospital inpatient admissions for mental health disorders (all ages), 2016/17

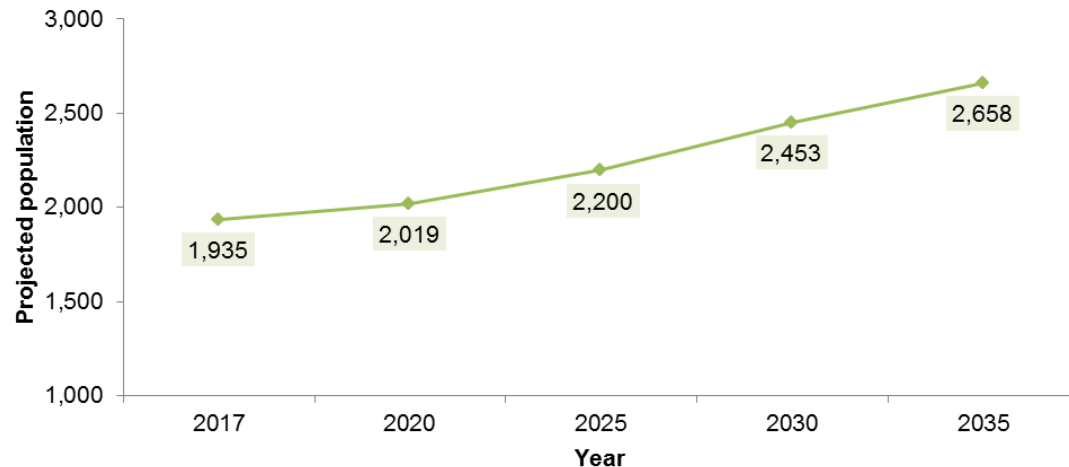


Mental Health

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

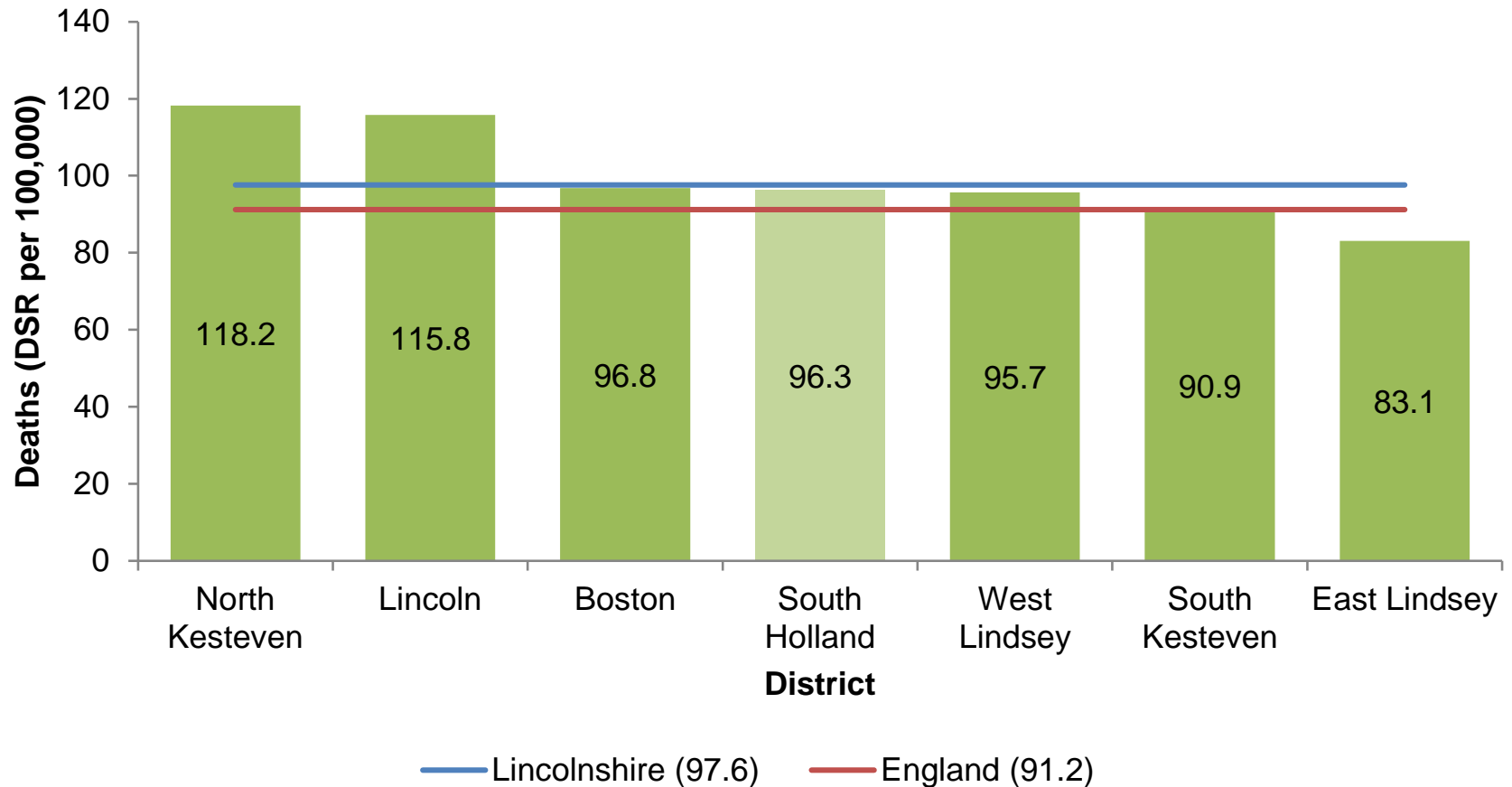


People aged 65+ predicted to have depression, 2017 - 2035



Mental Health

Mortality rate due to mental health disorders (all ages), 2017



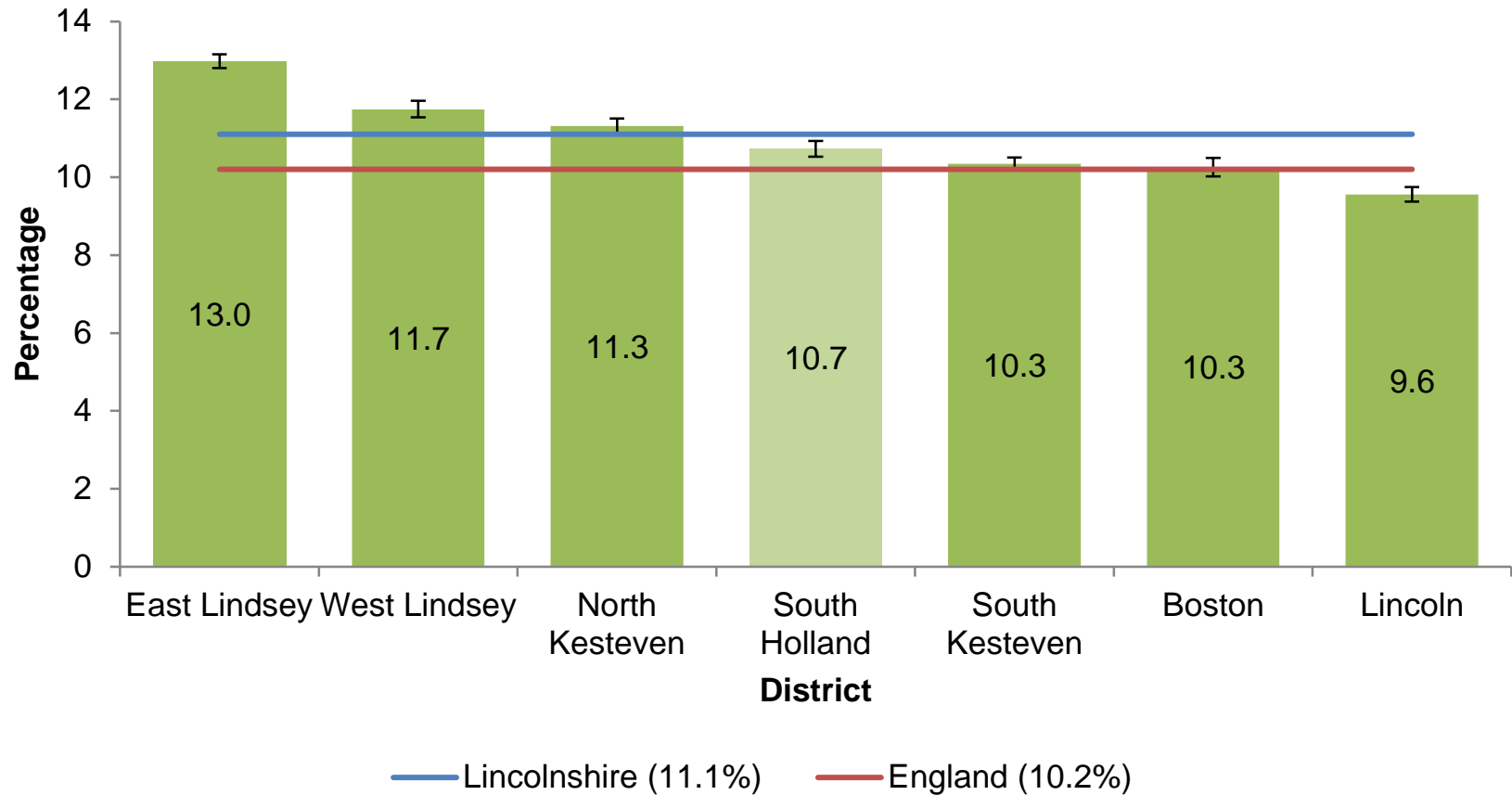
Source: ONS, Mortality Statistics via NOMIS

Carers

- 2011 Census data shows there are 2,518 unpaid carers providing substantial care (more than 50 hours a week) in South Holland, which equates to 2.9% of the total population.
- At electoral ward level, provision of substantial unpaid care varies from 4% in Fleet Ward to 1.8% in Spalding St. John's Ward.
- In South Holland, 4.9% of young people (aged 16-24) provide unpaid care, with 1.6% providing 20 hours or more per week.
- 1.61% of children aged under 15 providing unpaid care in South Holland, which is higher (worse) than the national average of 1.11%.
- South Holland has almost of a quarter of residents (24.1%) aged over 65 in the UK.

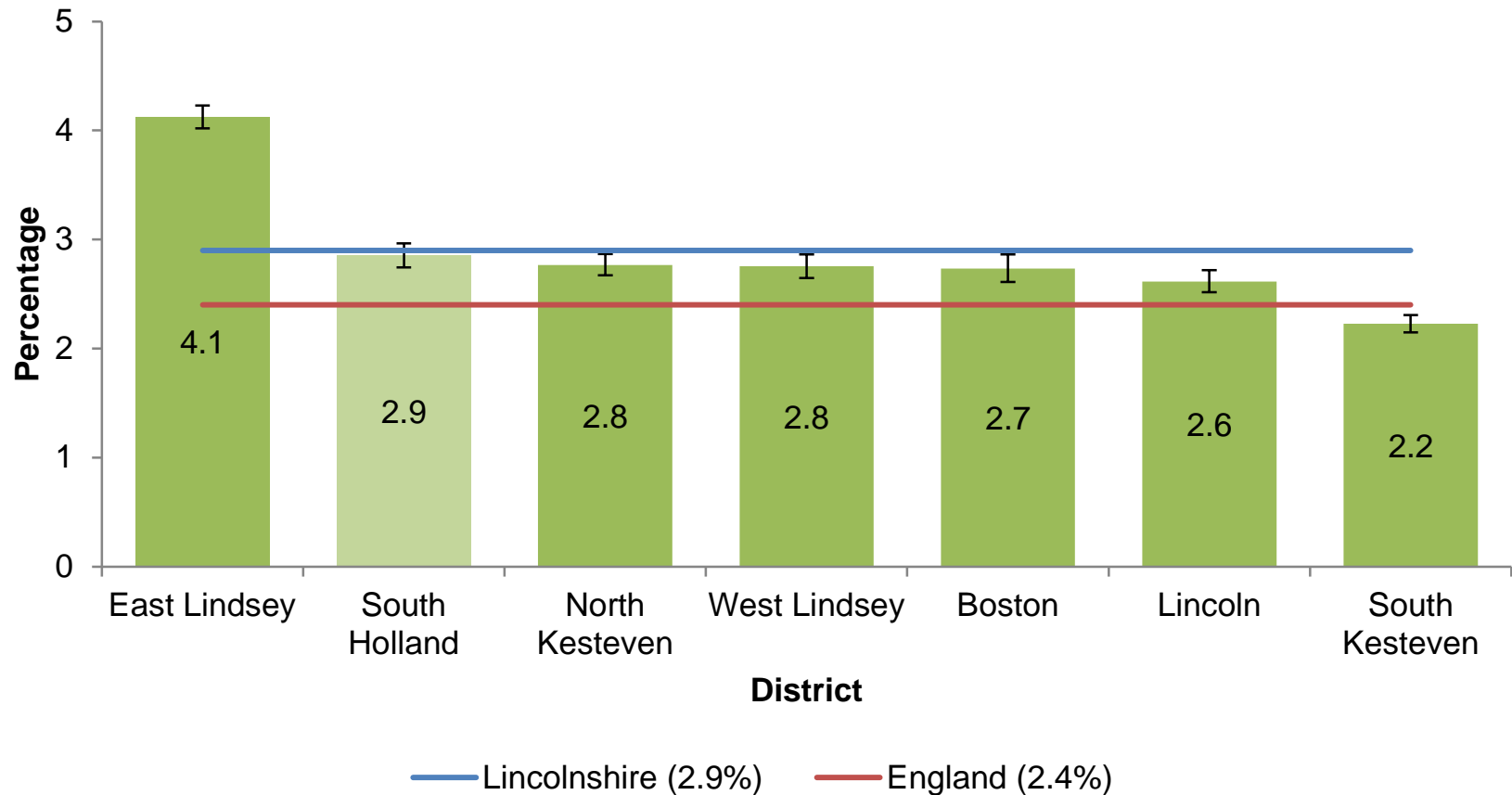
Carers

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



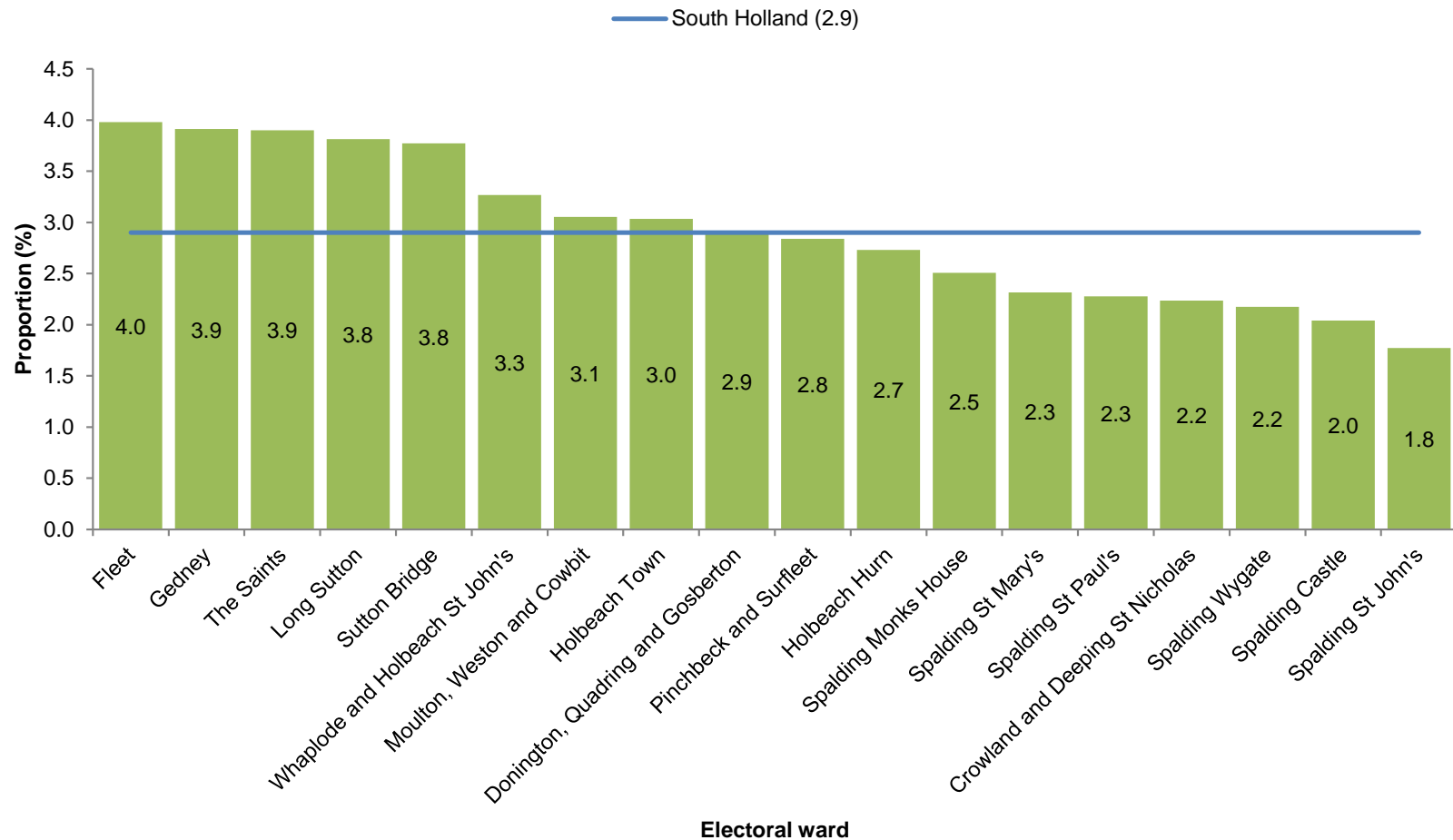
Carers

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

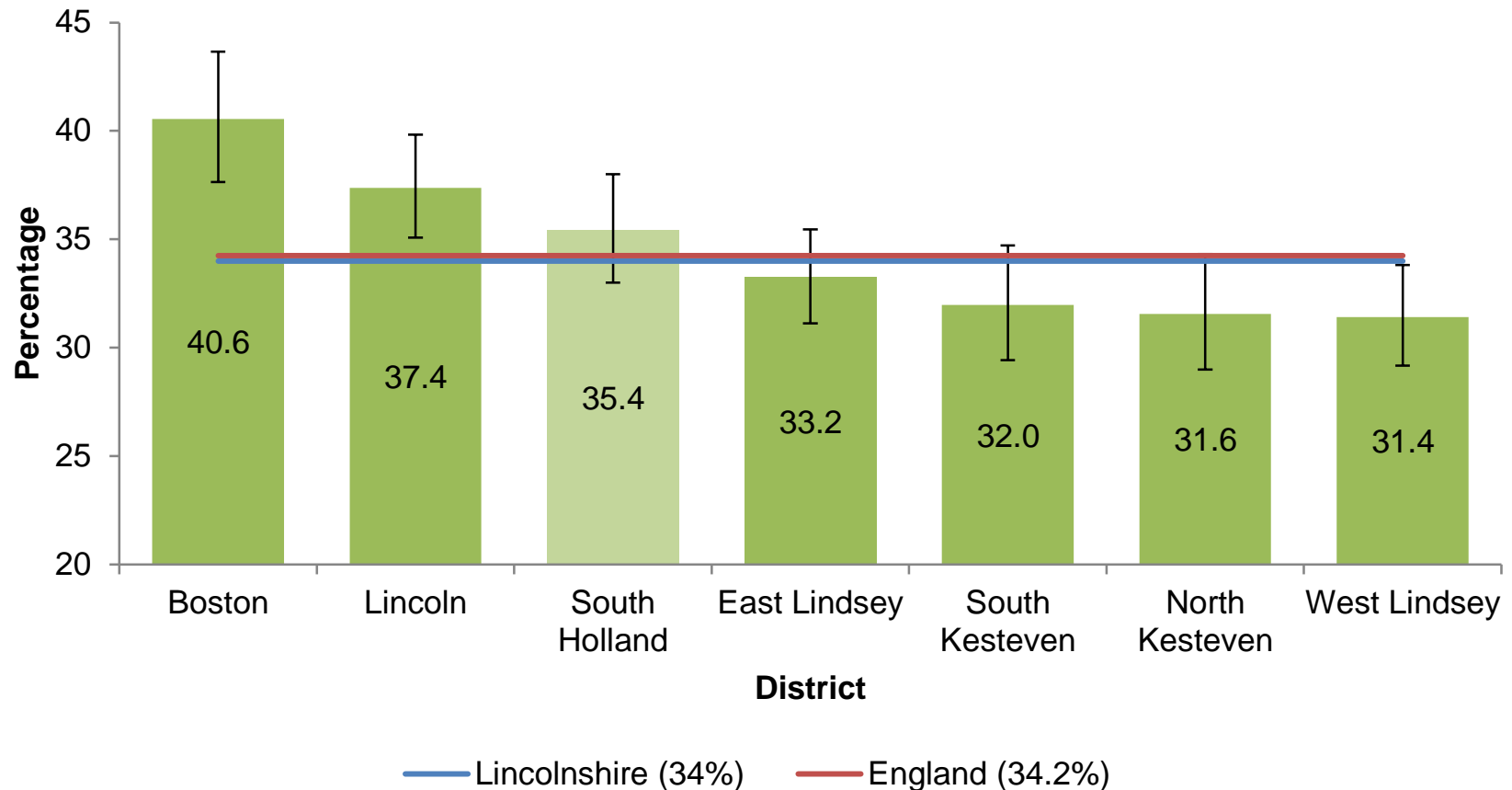


Obesity

- In 2016/17, **23.7%** of Reception Year children were overweight or obese. This is **similar** to the national average.
- Excess weight in Reception year children has **remained stable in the past three years**.
- By Year 6, **35.4%** of children are overweight or obese. This is **similar** to the national average.
- Excess weight in Year 6 children has **decreased** from **41.9%** in 2015/16.
- In 2016/17, **63.9%** of adults aged over 18 in South Holland were overweight or obese, which is **higher (worse)** than the national average.
- In 2016/17, **55.3%** of adults were meeting the recommended '5-a-day' on a usual day, which is **similar** to the national average.

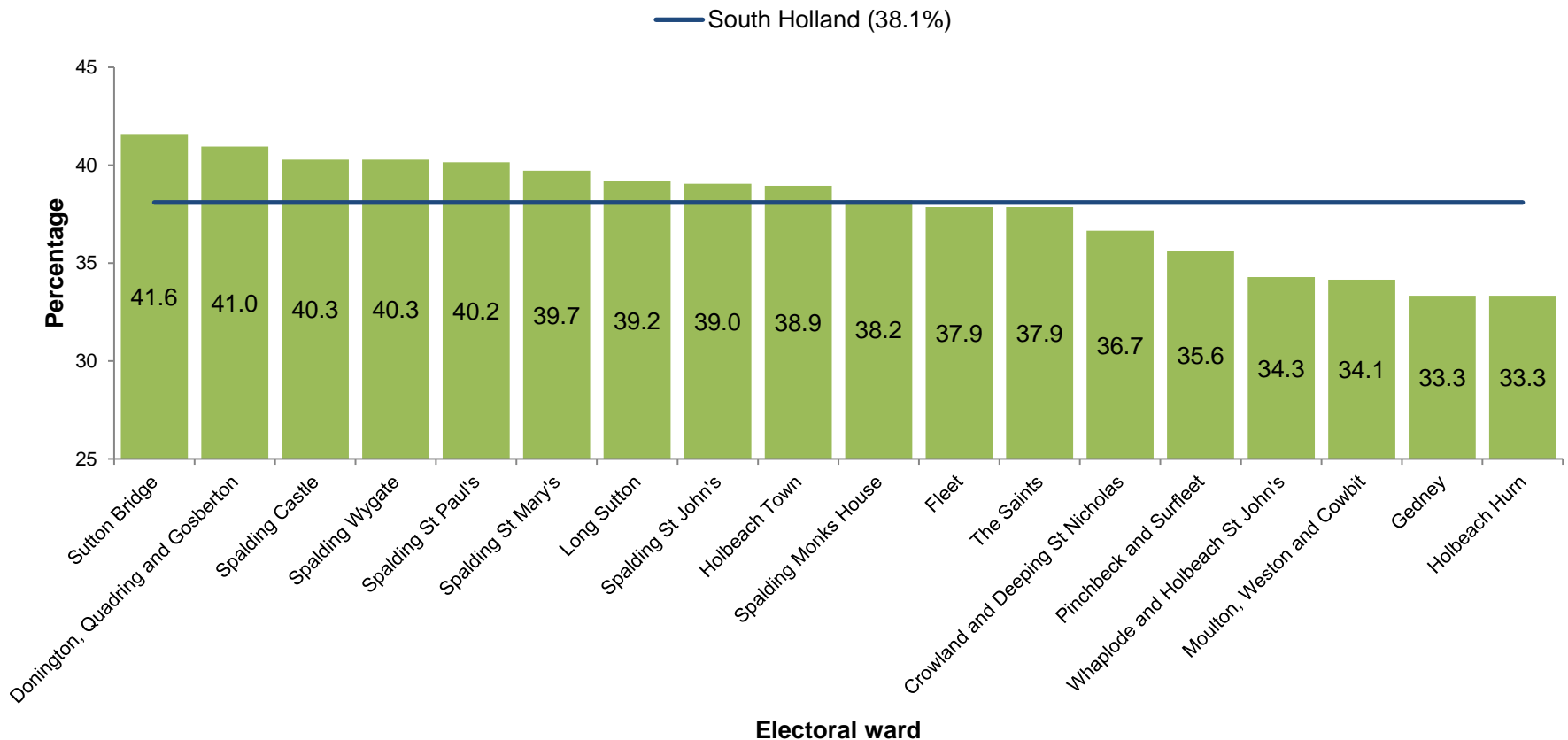
Obesity

Year 6 children (age 10/11) who are overweight or obese, 2016/17



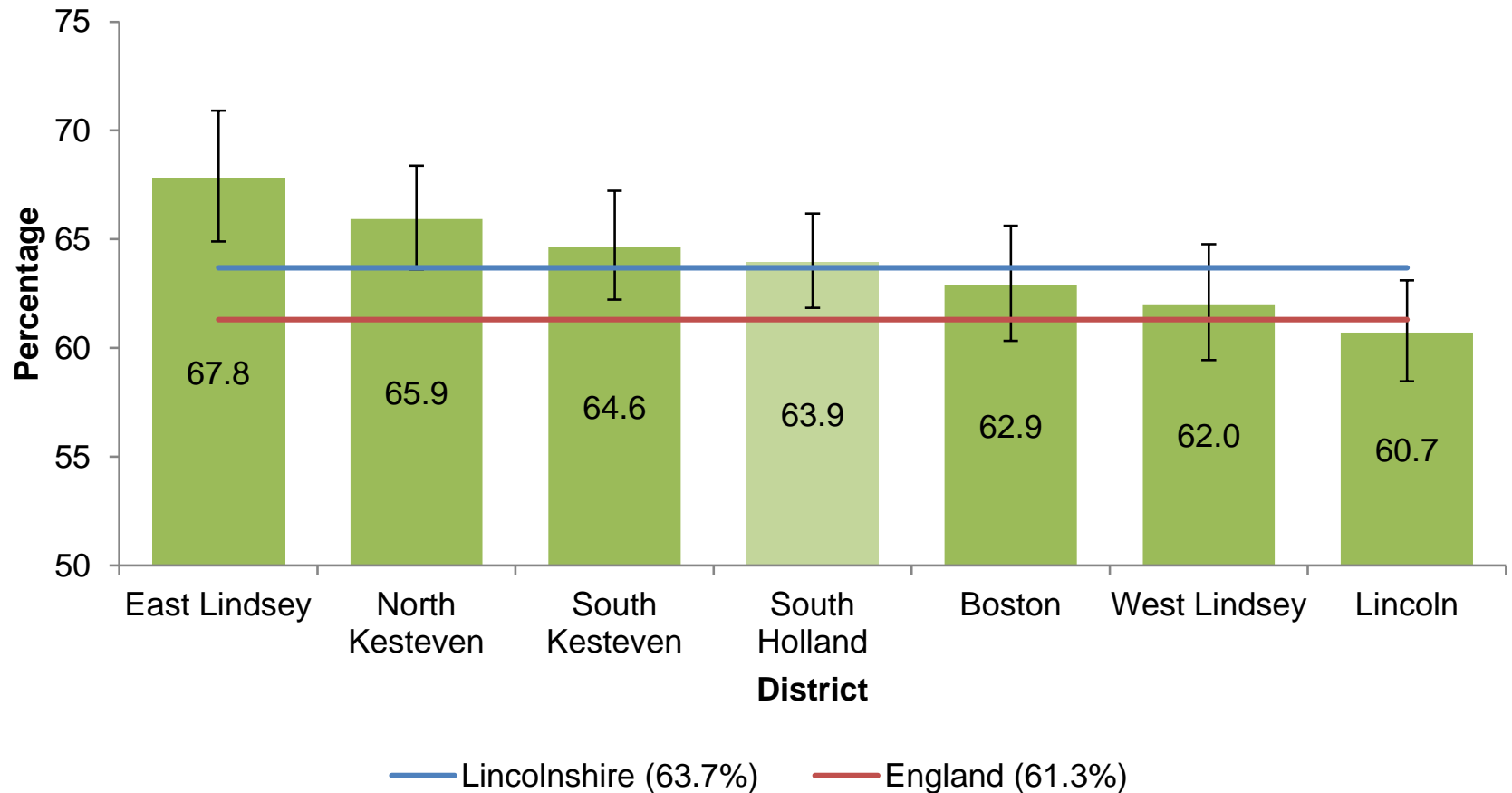
Obesity

Year 6 children (age 10/11) who are overweight or obese in South Holland, by electoral ward, 2013/14 - 15/16



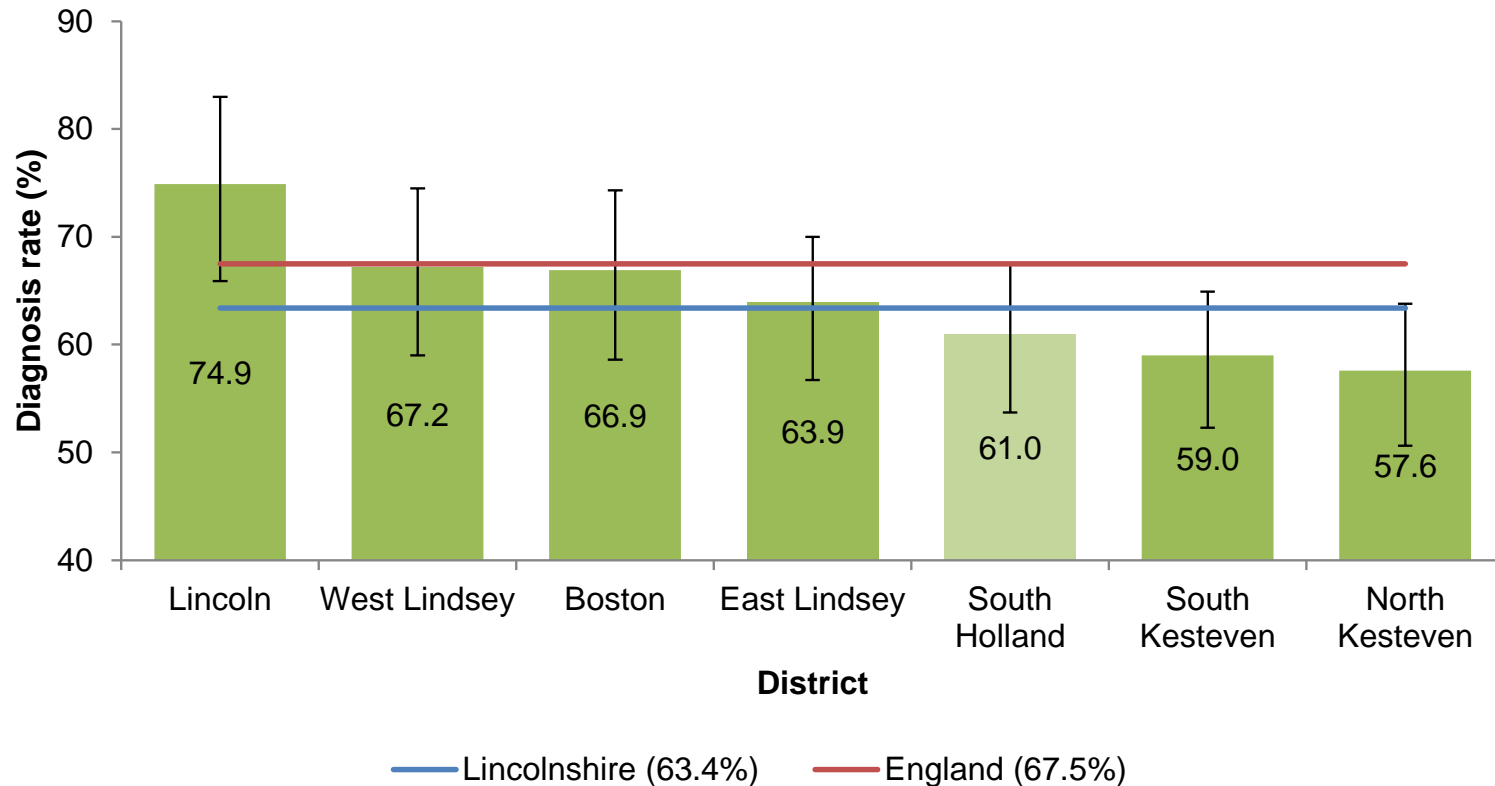
Obesity

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



Dementia

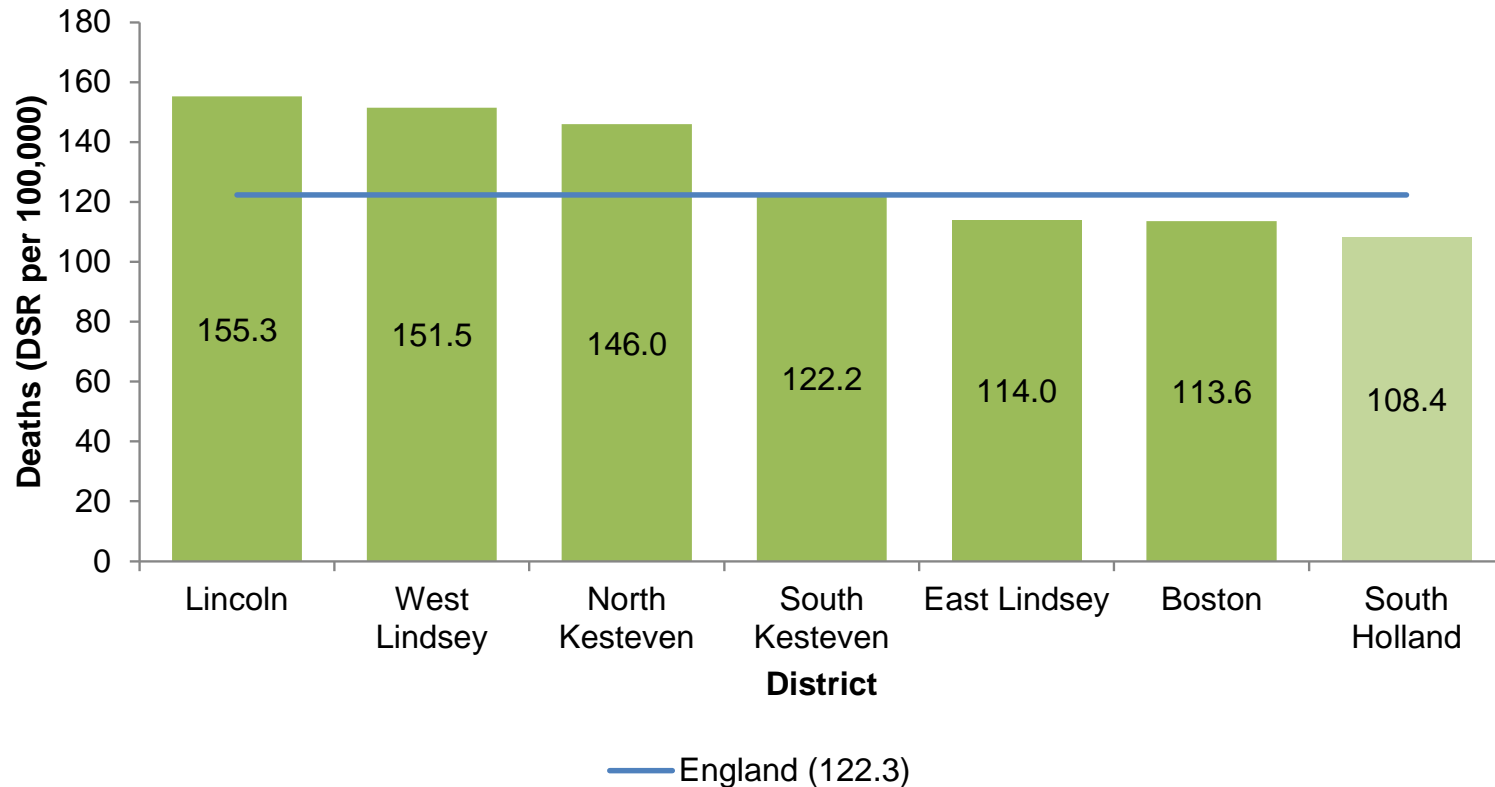
Dementia diagnosis rate (age 65+), 2018



- Dementia diagnosis in older people (aged 65 and over) is similar to the national rate.

Dementia

Mortality rate due to dementia and Alzheimer's, 2017



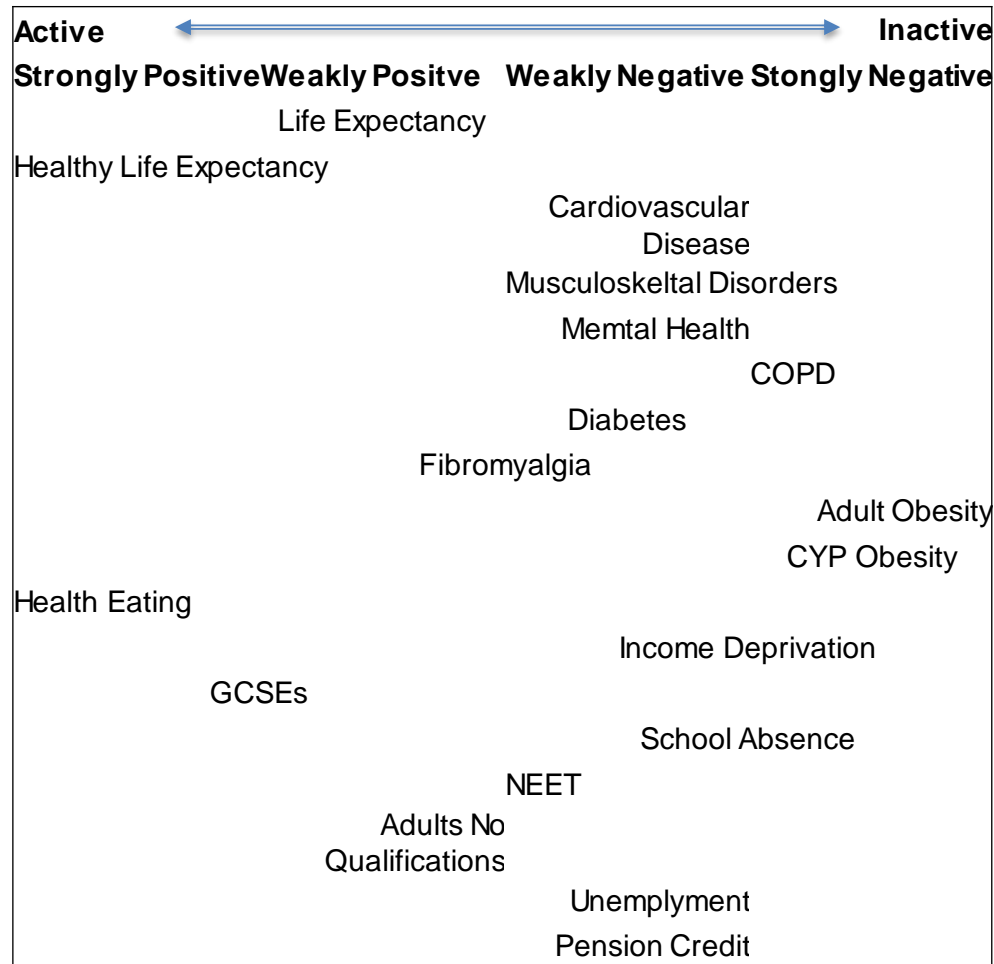
- Between January and December 2017, there were **108.4 deaths** (per 100,000 residents) due to **dementia and Alzheimer's**. This is **lower (better)** than the national rate.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared



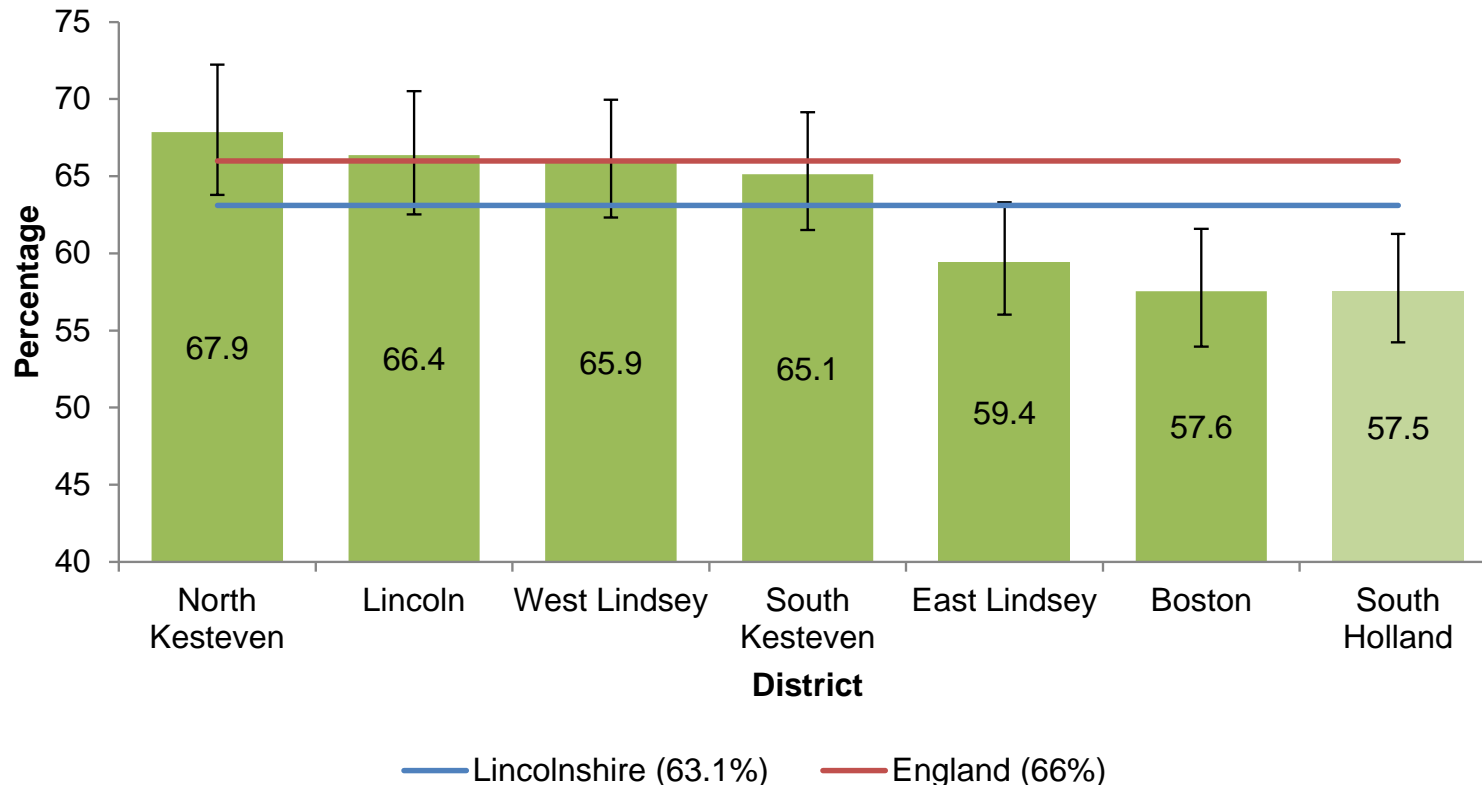
Domain	Indicator	Period	Local count	Local value	Eng value	Eng worst	England range	Eng best
Our communities	1 Deprivation score (IMD 2015)	2015	n/a	18.6	21.8	42.0		5.0
	2 Children in low income families (under 16s)	2014	2,495	16.4	20.1	39.2		6.6
	3 Statutory homelessness	2015/16	5	0.1	0.9			
	4 GCSEs achieved	2015/16	497	52.9	57.8	44.8		78.7
	5 Violent crime (violence offences)	2015/16	698	7.7	17.2	36.7		4.5
	6 Long term unemployment	2016	135	2.5 ^{^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	555	63.9	74.3	47.2		92.9
	9 Obese children (Year 6)	2015/16	210	25.9	19.8	28.5		9.4
	10 Admission episodes for alcohol-specific conditions (under 18s)†	2013/14 - 15/16	17	32.7	37.4	121.3		10.5
	11 Under 18 conceptions	2015	31	20.4	20.8	43.8		5.4
Adults' health and lifestyle	12 Smoking prevalence in adults	2016	n/a	19.0	15.5	25.7		4.9
	13 Percentage of physically active adults	2015	n/a	49.2	57.0	44.8		69.8
	14 Excess weight in adults	2013 - 15	n/a	70.0	64.8	76.2		46.5
	15 Cancer diagnosed at early stage	2015	213	51.3	52.4	39.0		63.1
Disease and poor health	16 Hospital stays for self-harm†	2015/16	132	153.0	196.5	635.3		55.7
	17 Hospital stays for alcohol-related harm†	2015/16	550	576.5	647	1,163		374
	18 Recorded diabetes	2014/15	5,680	7.8	6.4	9.2		3.3
	19 Incidence of TB	2013 - 15	7	2.6	12.0	85.6		0.0
	20 New sexually transmitted infections (STI)	2016	149	271.5	795	3,288		223
	21 Hip fractures in people aged 65 and over†	2015/16	125	560.2	589	820		312
Life expectancy and causes of death	22 Life expectancy at birth (Male)	2013 - 15	n/a	79.7	79.5	74.3		83.4
	23 Life expectancy at birth (Female)	2013 - 15	n/a	83.0	83.1	79.4		86.7
	24 Infant mortality	2013 - 15	8	2.8	3.9	8.2		0.8
	25 Killed and seriously injured on roads	2013 - 15	156	57.5	38.5	103.7		10.4
	26 Suicide rate	2013 - 15	23	x ²	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	235	86.5	74.6	137.6		43.1
	29 Under 75 mortality rate: cancer	2013 - 15	375	135.5	138.8	194.8		98.6
	30 Excess winter deaths	Aug 2012 - Jul 2015	203	20.7	19.6	36.0		6.9

Health & Physical Activity Correlations



Physical Activity

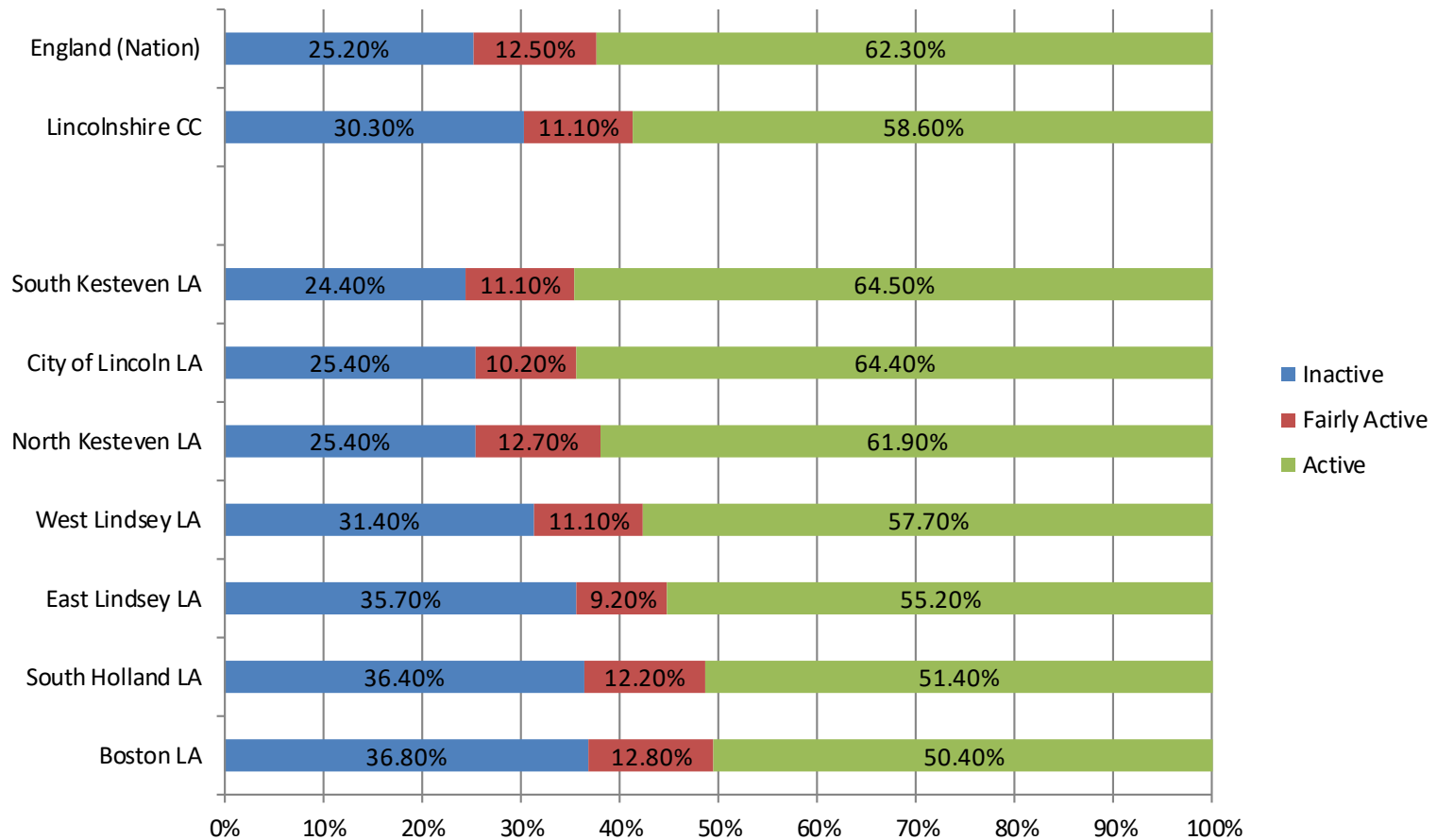
Physically active adults, 2016/17



- 57.5% of adults meet the recommended physical activity guidelines of at least 150 minutes of moderate intensity activity per week (inc gardening)
- 31.9% of adults are physically inactive in South Holland (less than 30 minutes a week), which is higher (worse) than the national average.

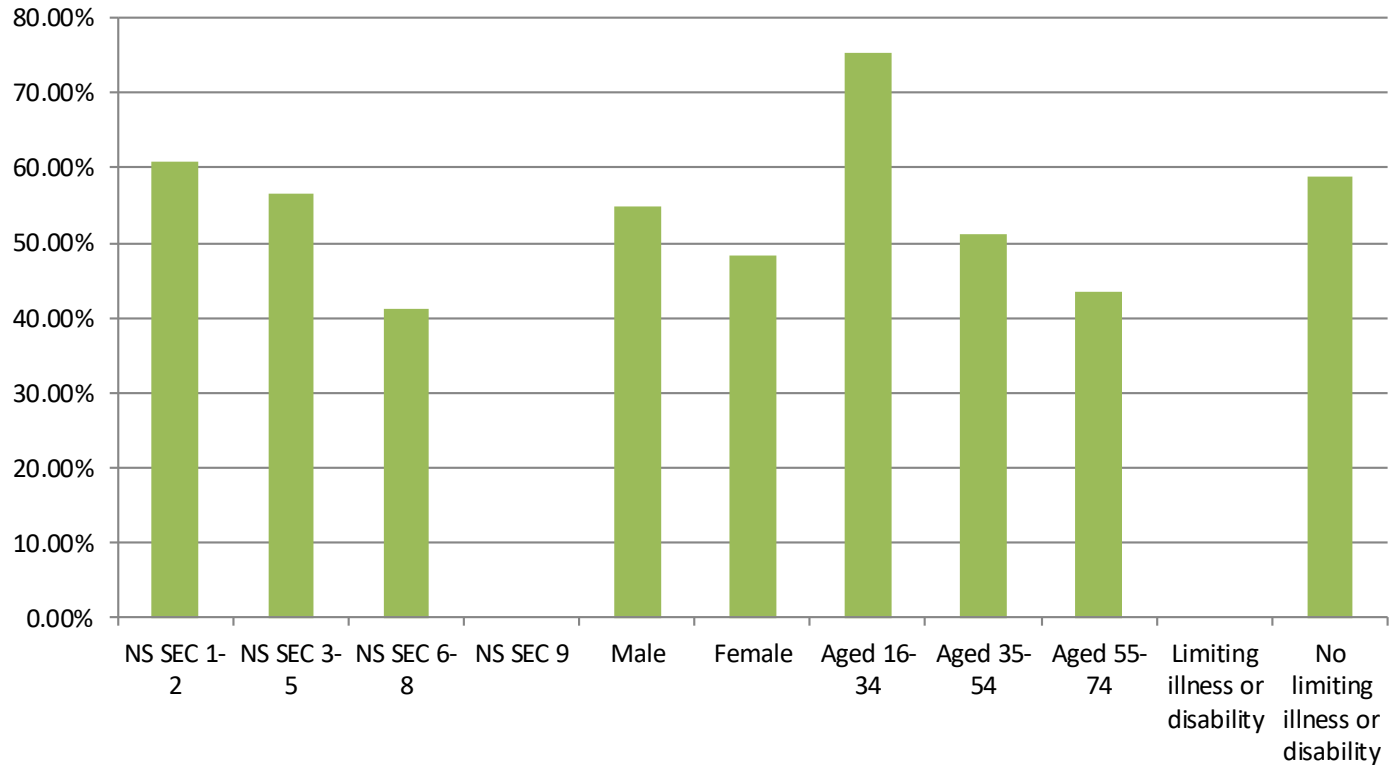
Physical Activity

Active Lives Survey (May 2017/18)



Physical Activity

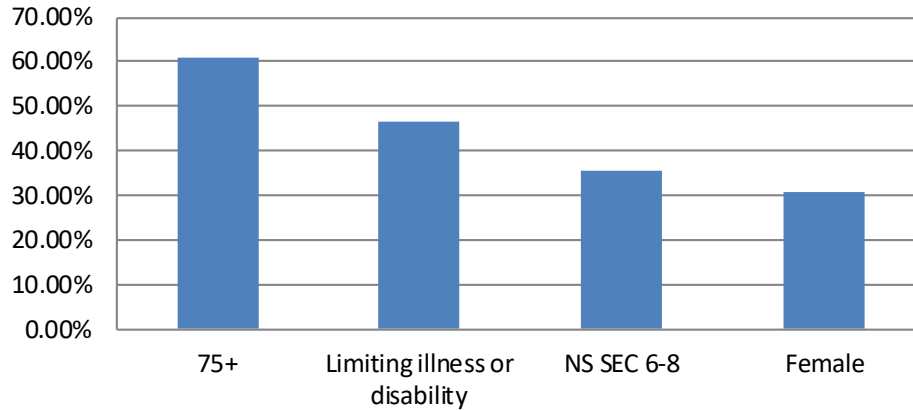
Physically active populations in South Holland



Physical Activity

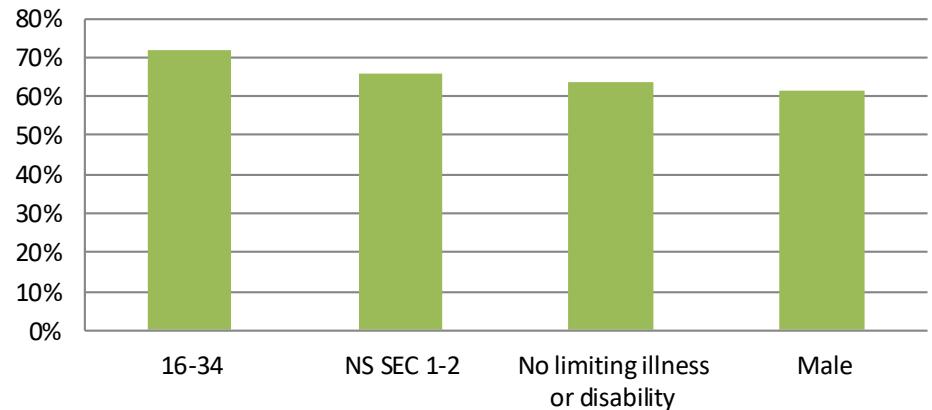
Highest levels of inactivity in Lincolnshire population

(Active Lives Survey - May 18)



Highest levels of activity in Lincolnshire population

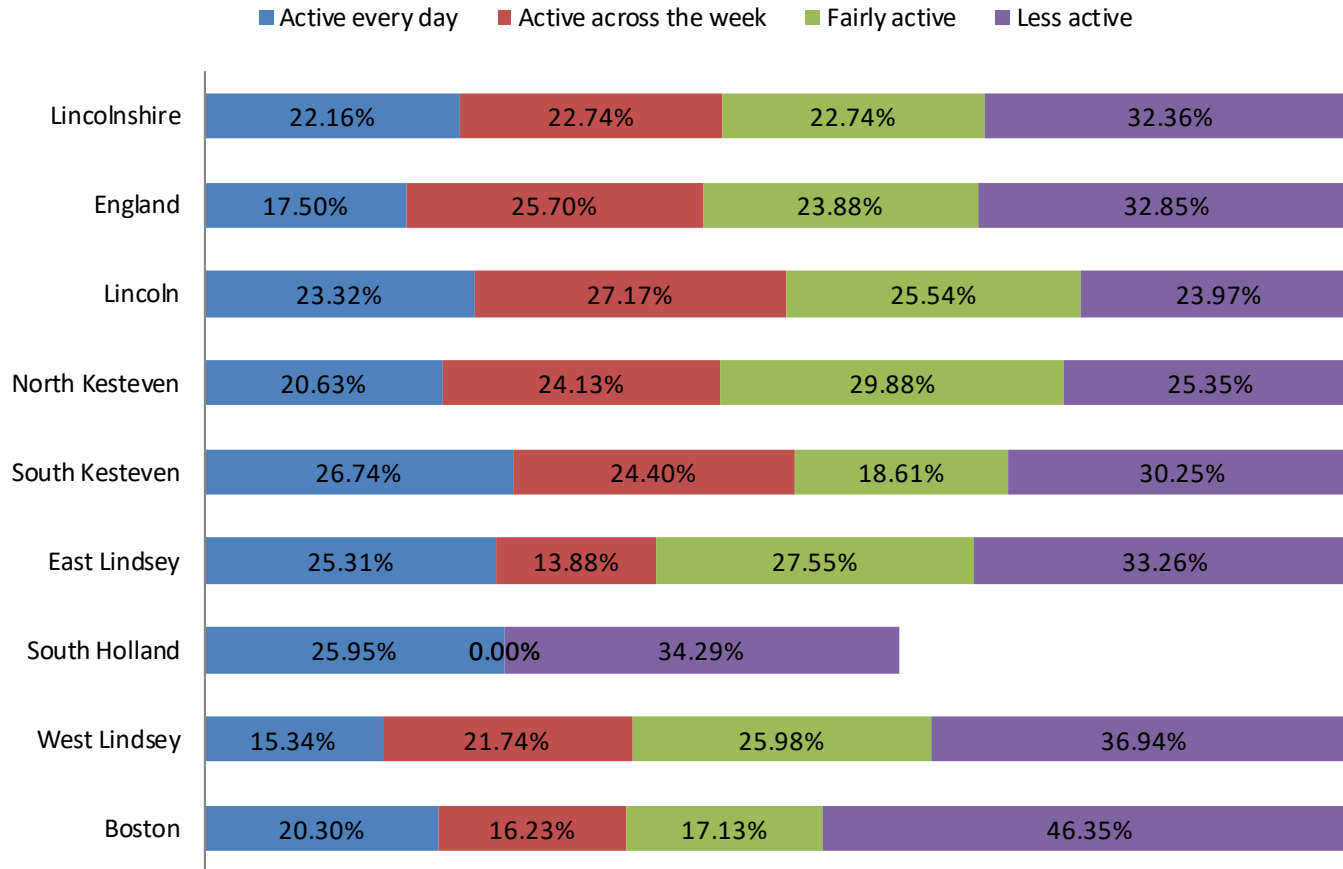
(Active Lives Survey - May 18)



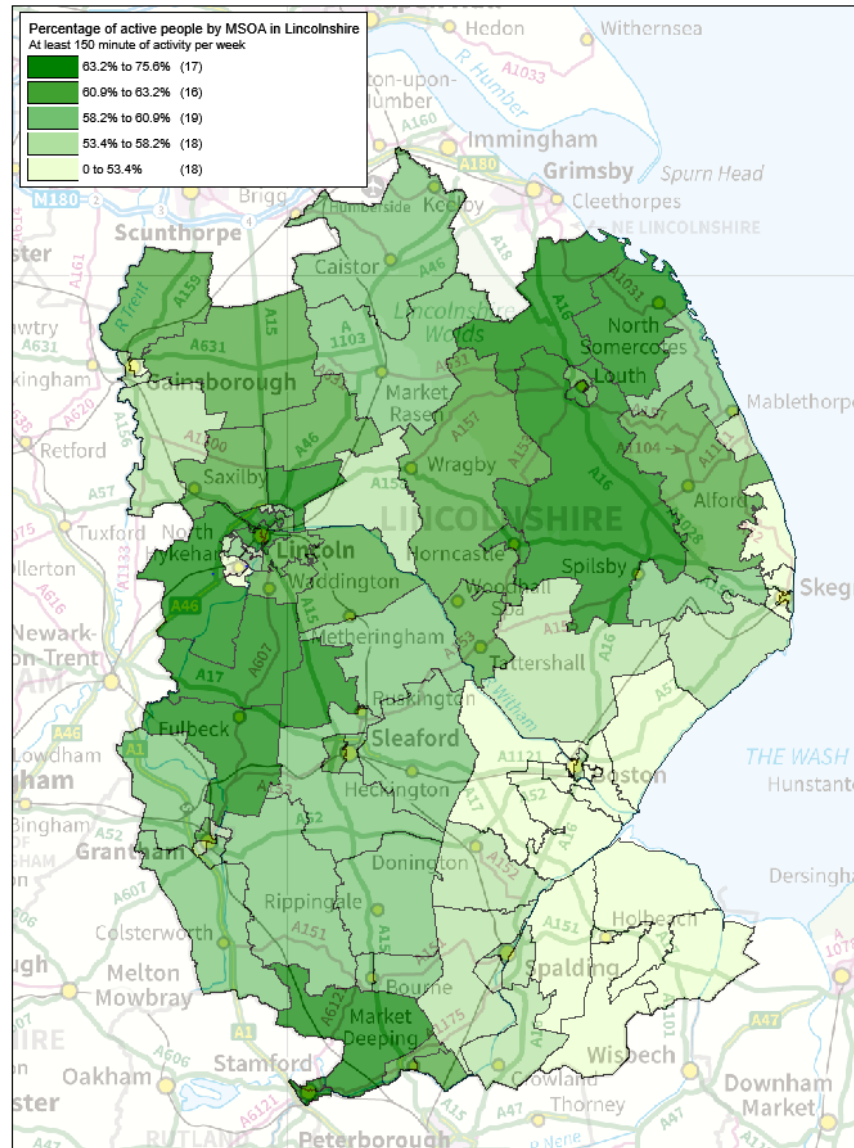
Physical Activity

Children and young people activity levels by district

(Active Lives - December 2018)

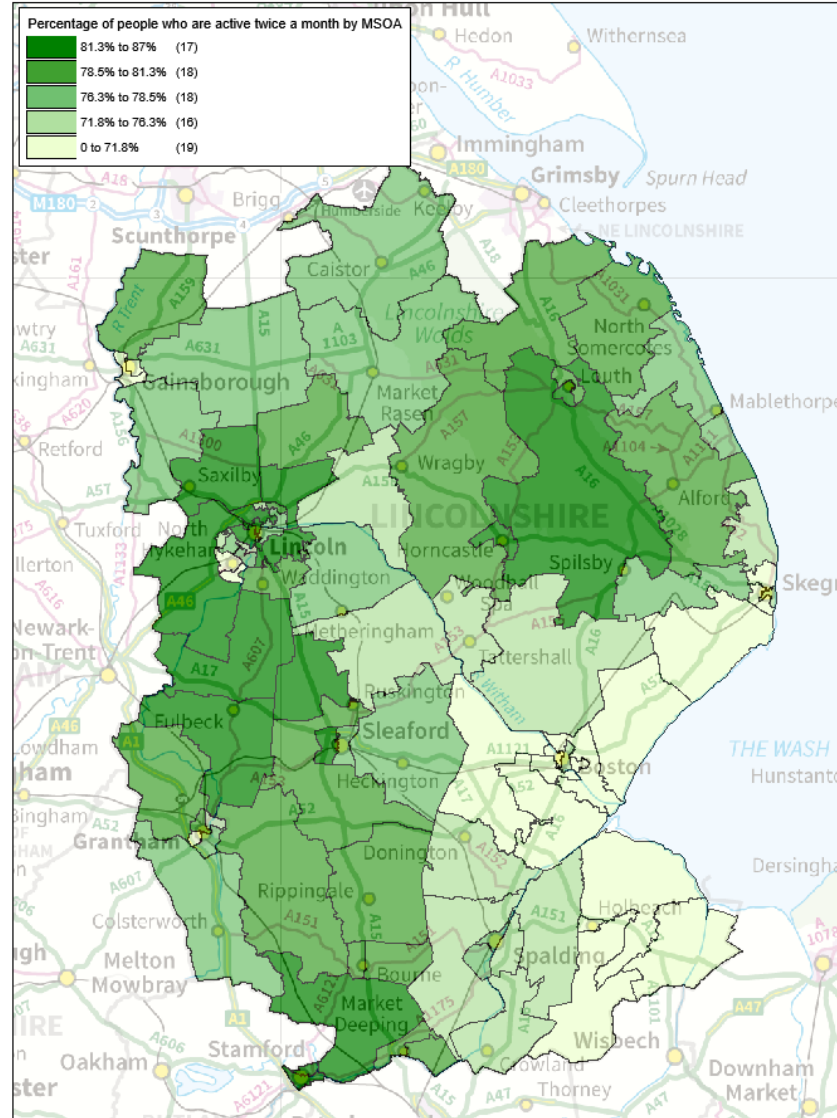


Physical Activity



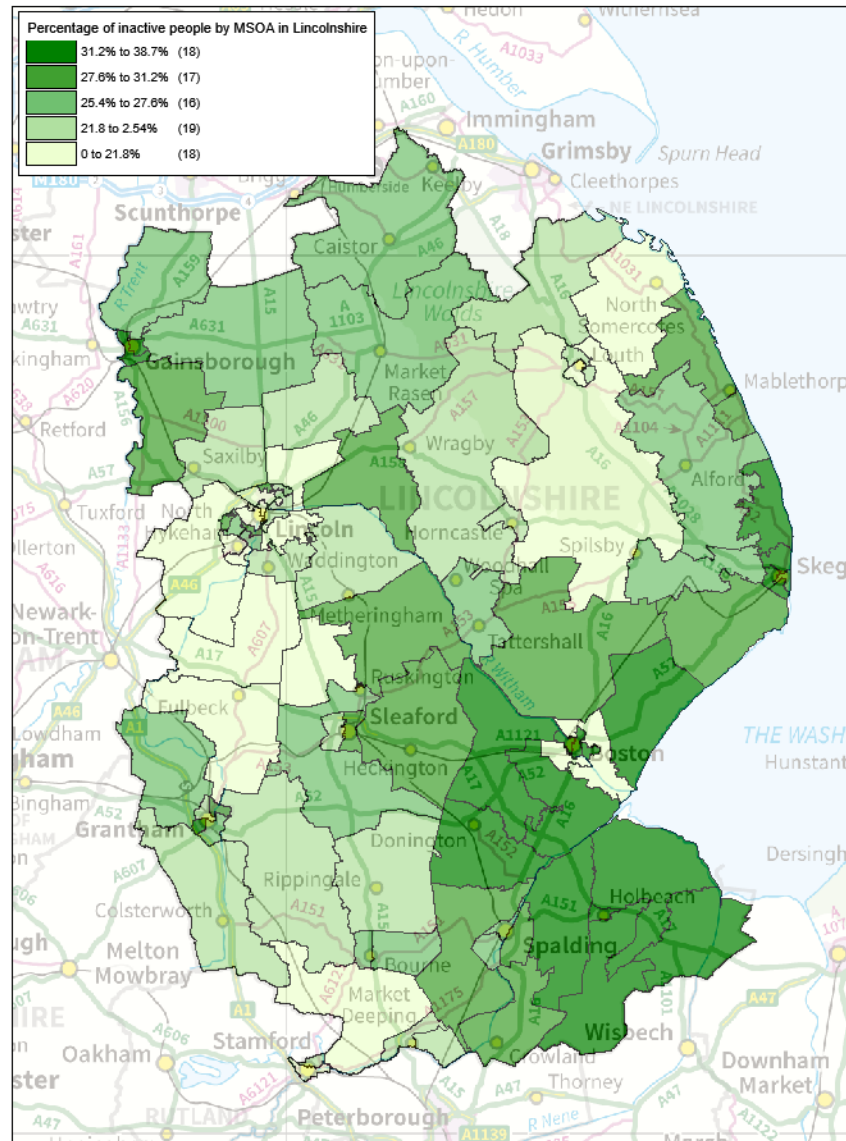
Source: Active Lives Survey

Physical Activity



Source: Active Lives Survey

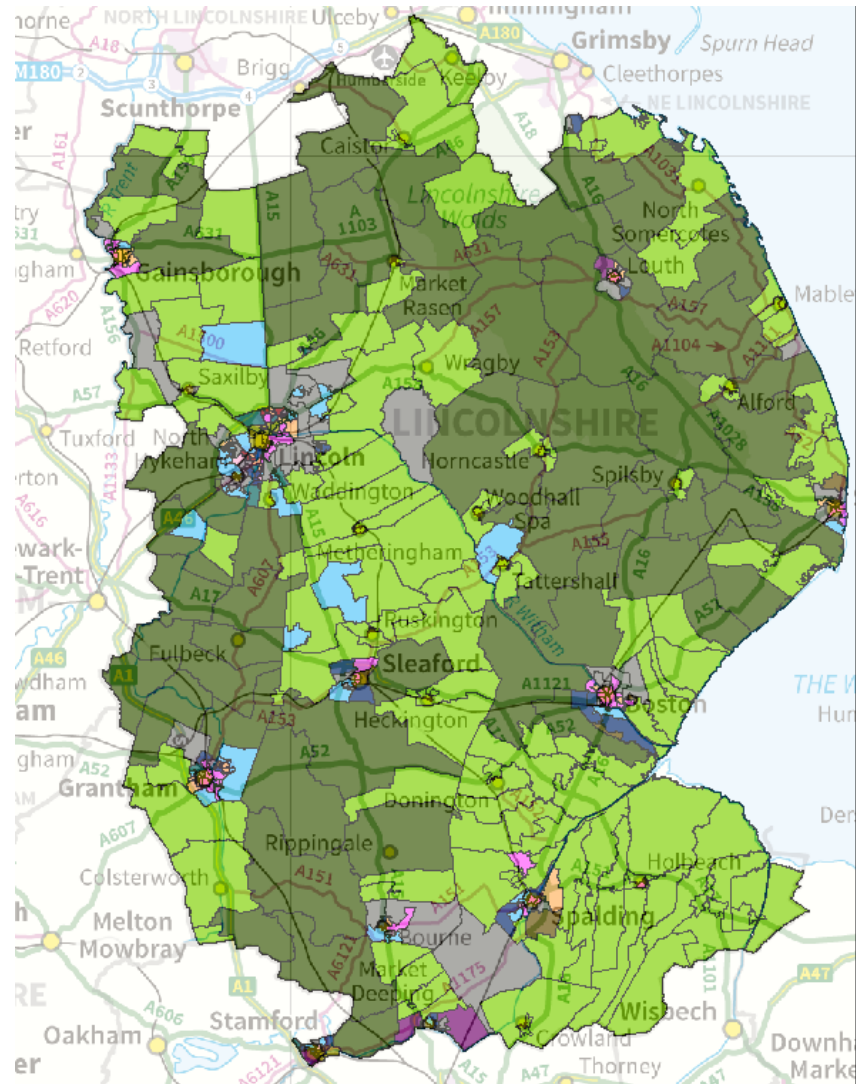
Physical Activity



Source: Active Lives Survey

Mosaic Segmentation

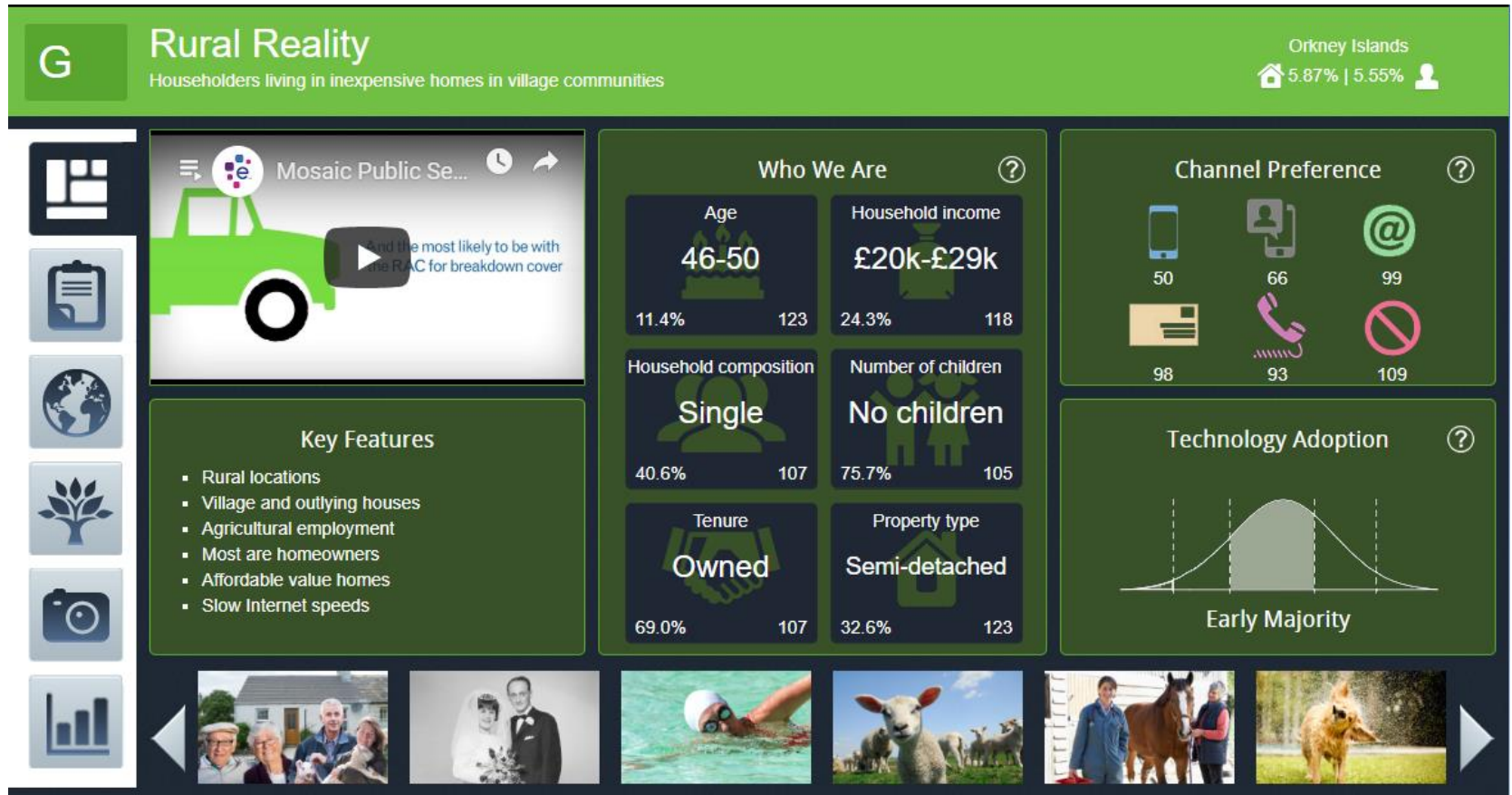
A	Country Living
B	Prestige Positions
C	City Prosperity
D	Domestic Success
E	Suburban Stability
F	Senior Security
G	Rural Reality
H	Aspiring Homemakers
I	Urban Cohesion
J	Rental Hubs
K	Modest Traditions
L	Transient Renters
M	Family Basics
N	Vintage Value
O	Municipal Challenge



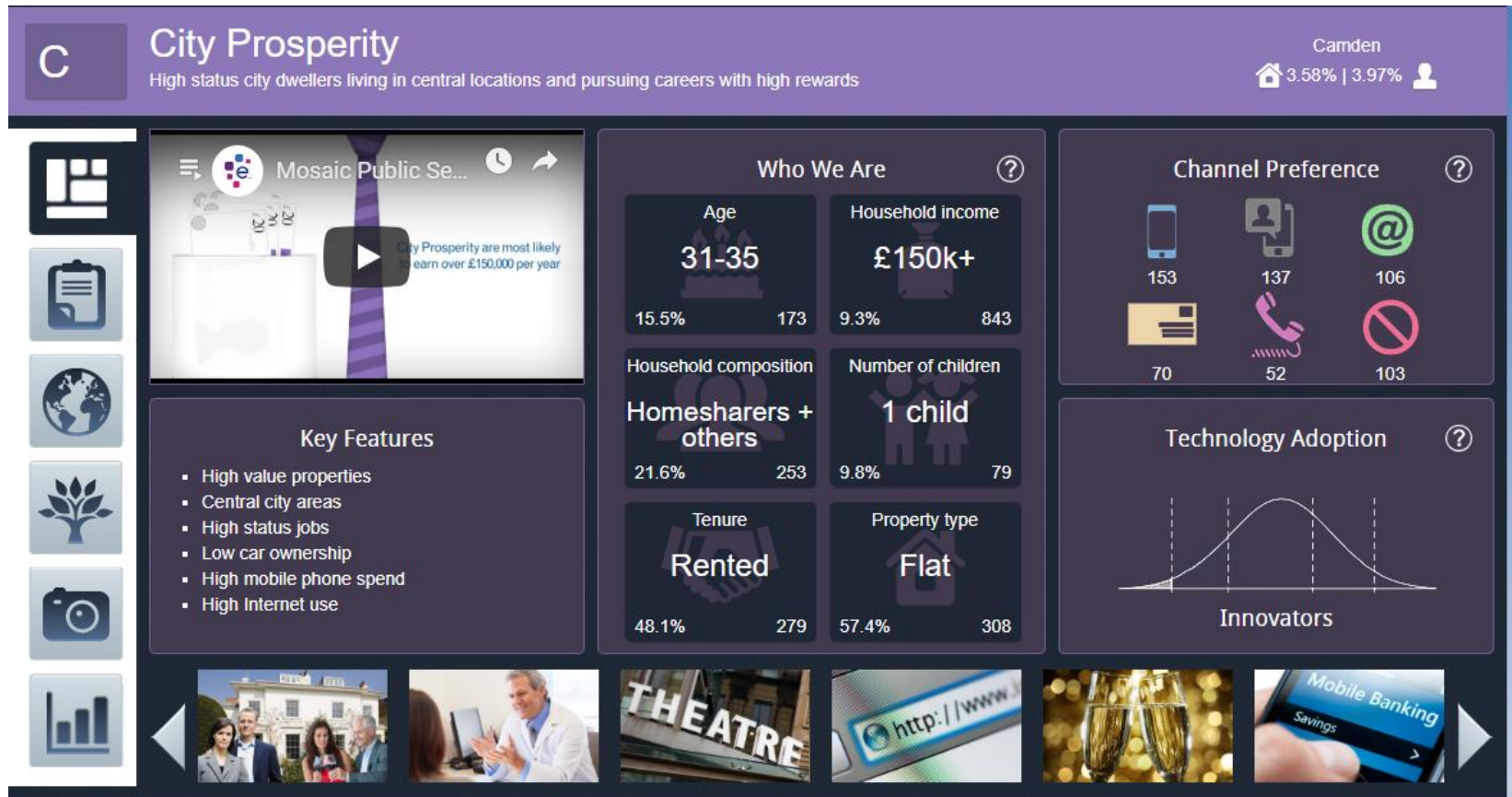
Mosaic Segmentation

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	4260	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	294	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	0	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	1272	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	2222	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	4377	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	17049	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	2366	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	7	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	169	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	792	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	4594	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	919	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	1888	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	468	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

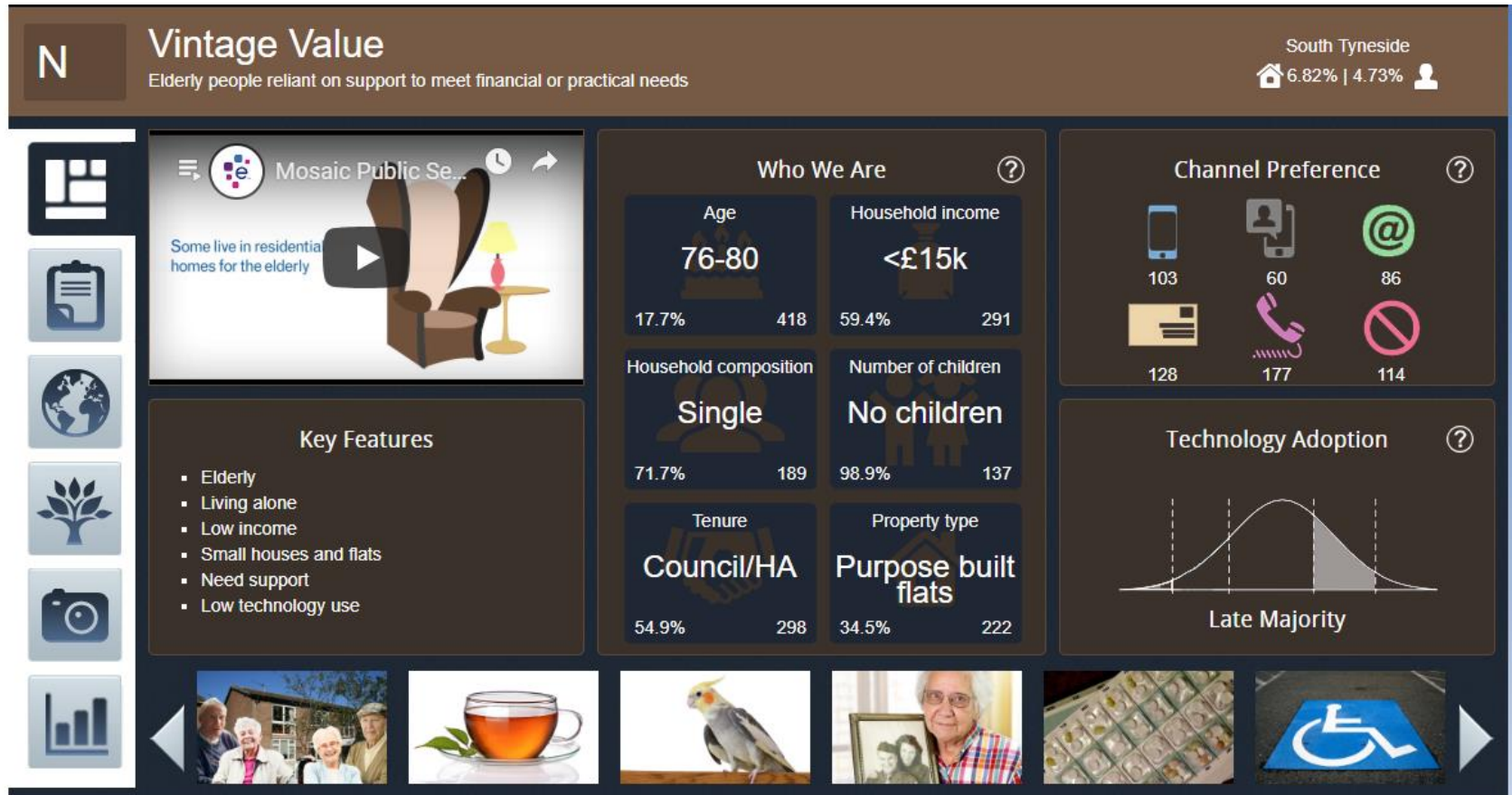
Mosaic Segmentation



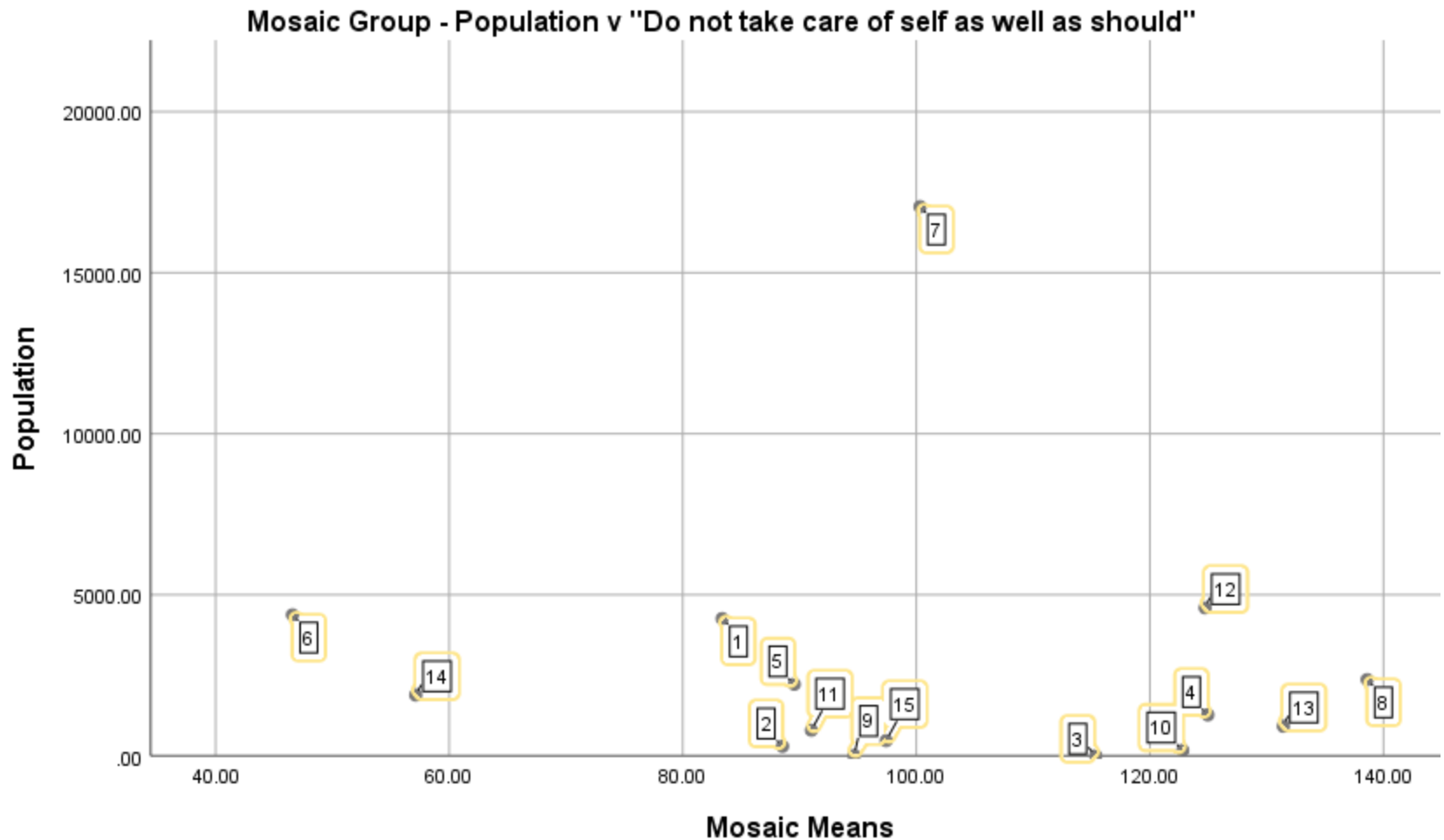
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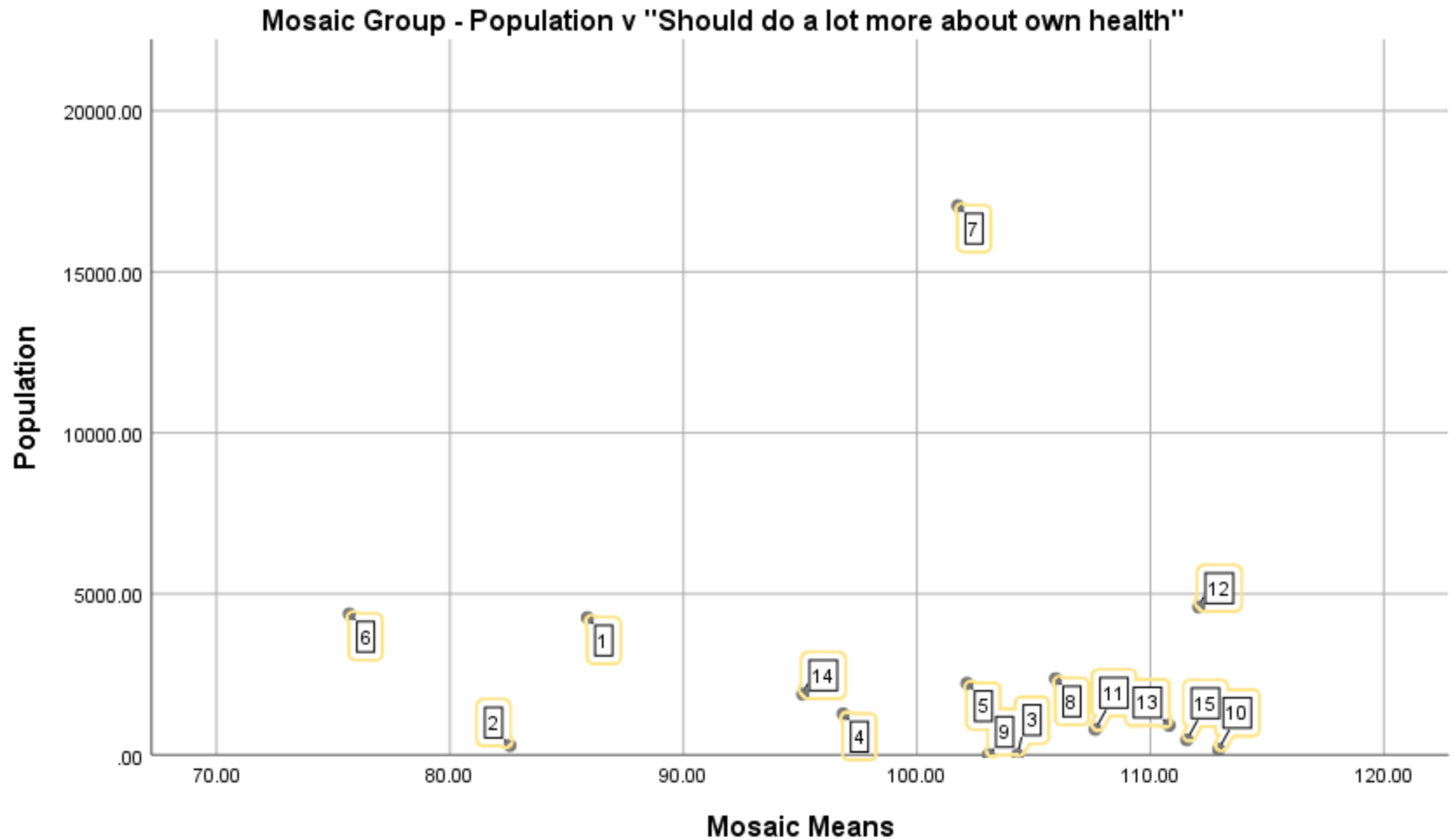
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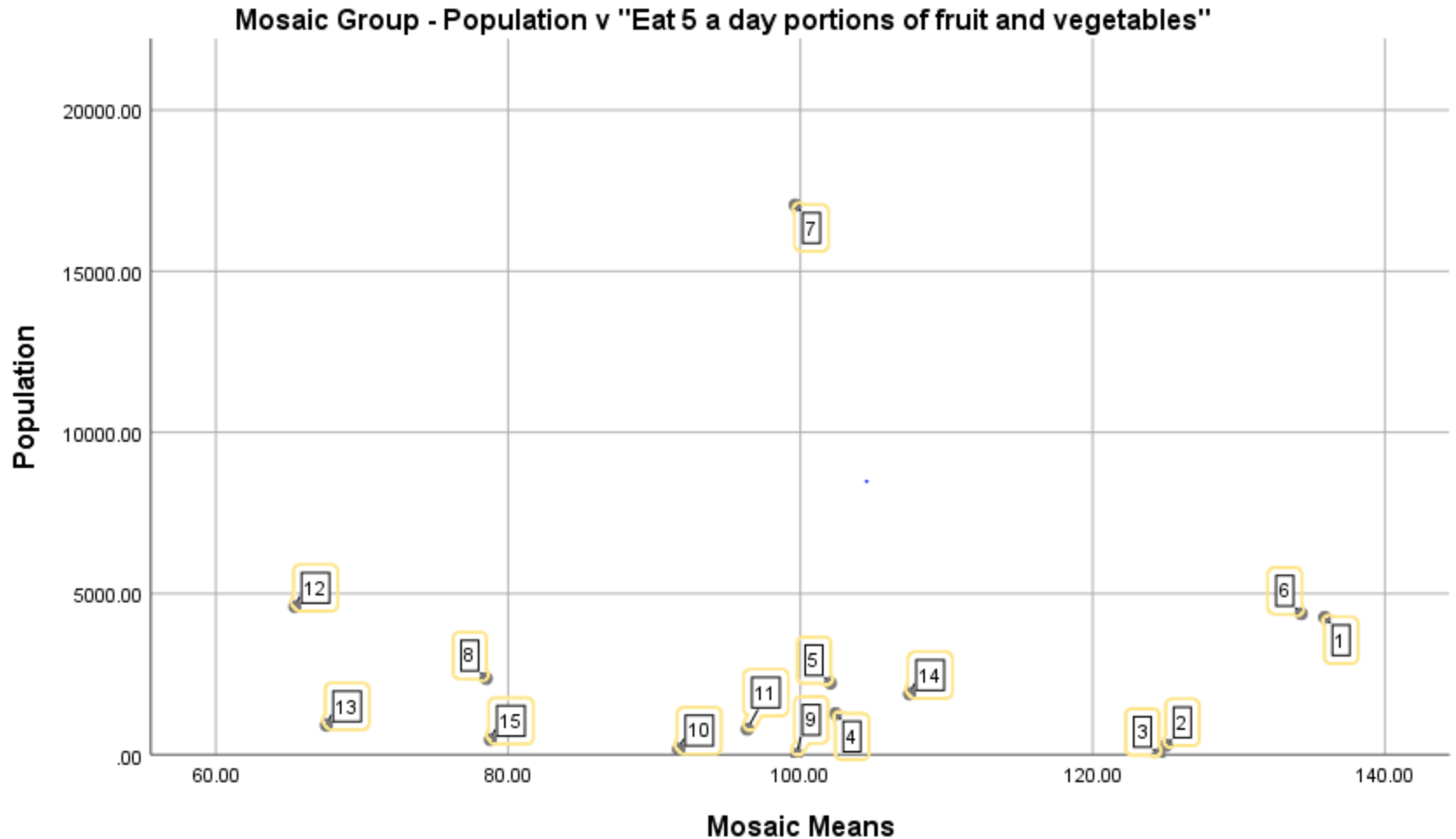
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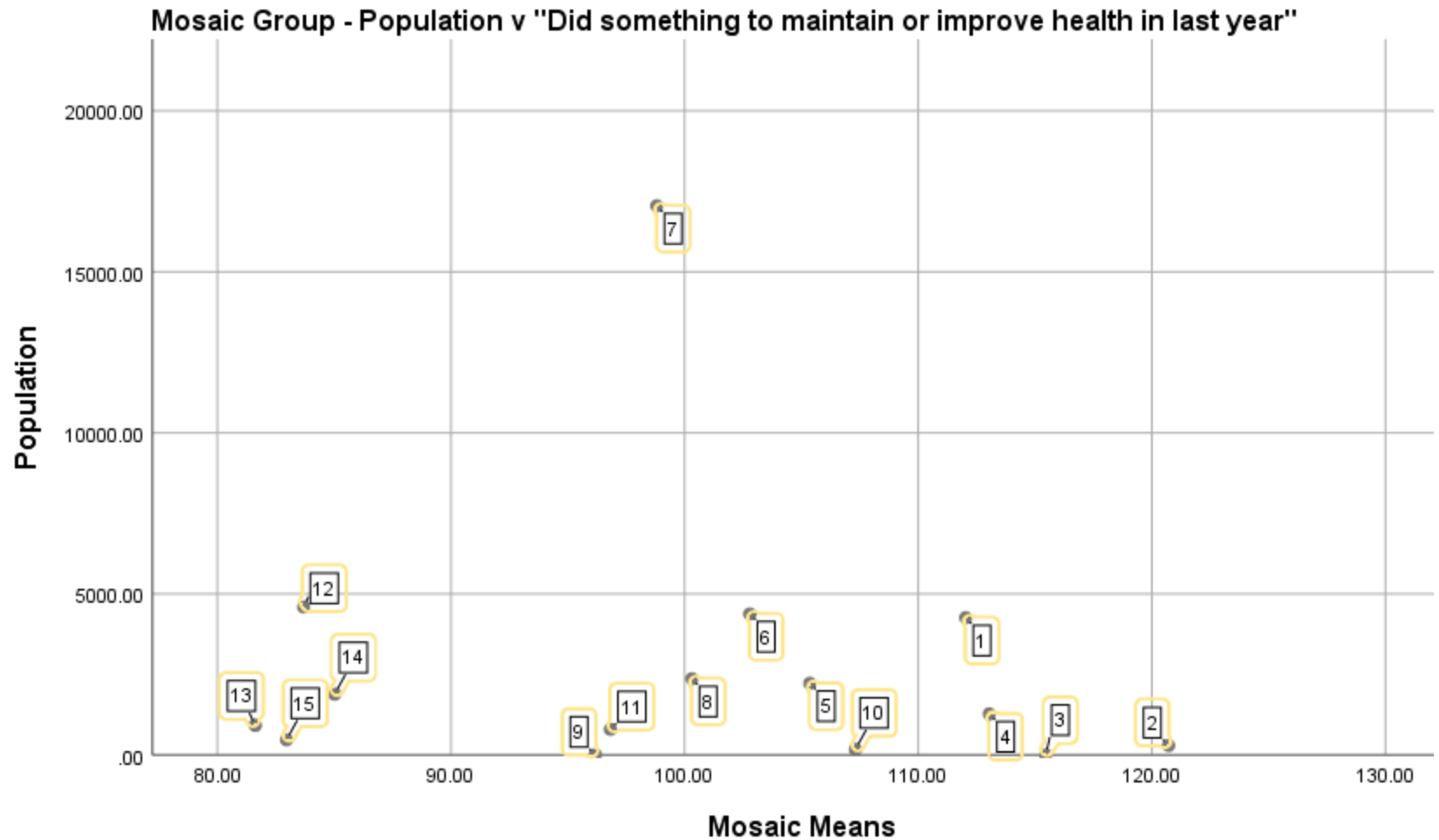
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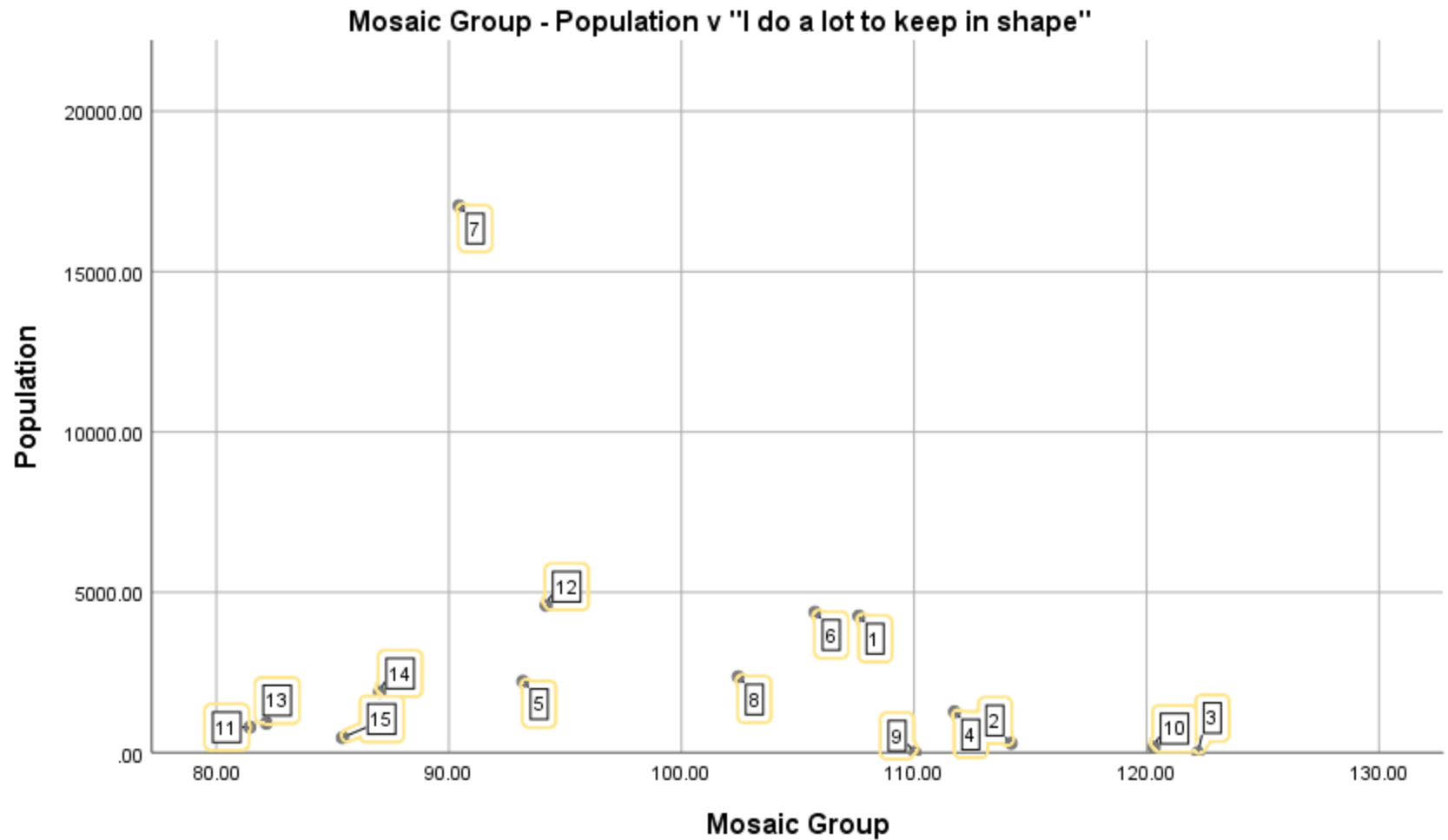
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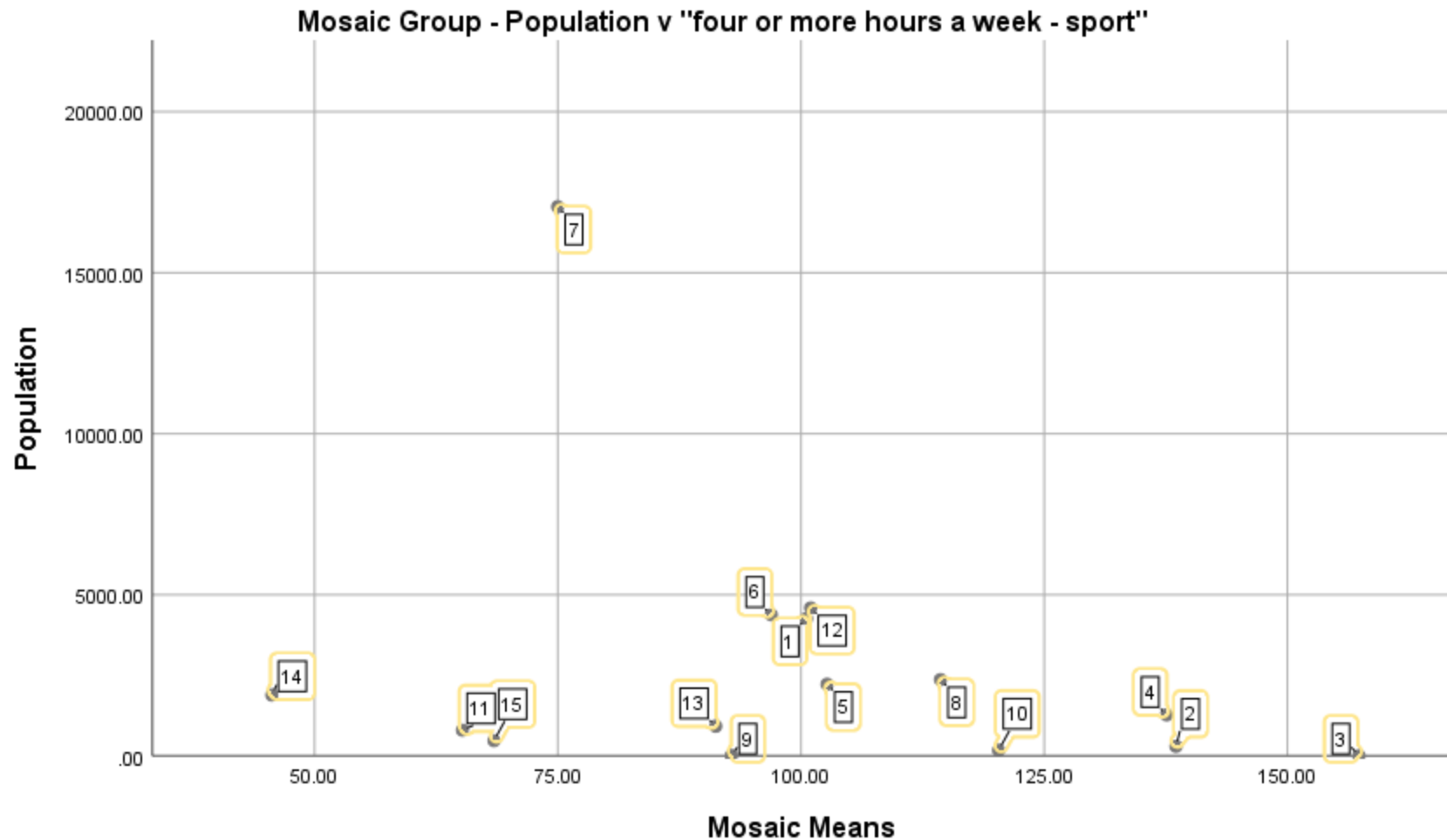
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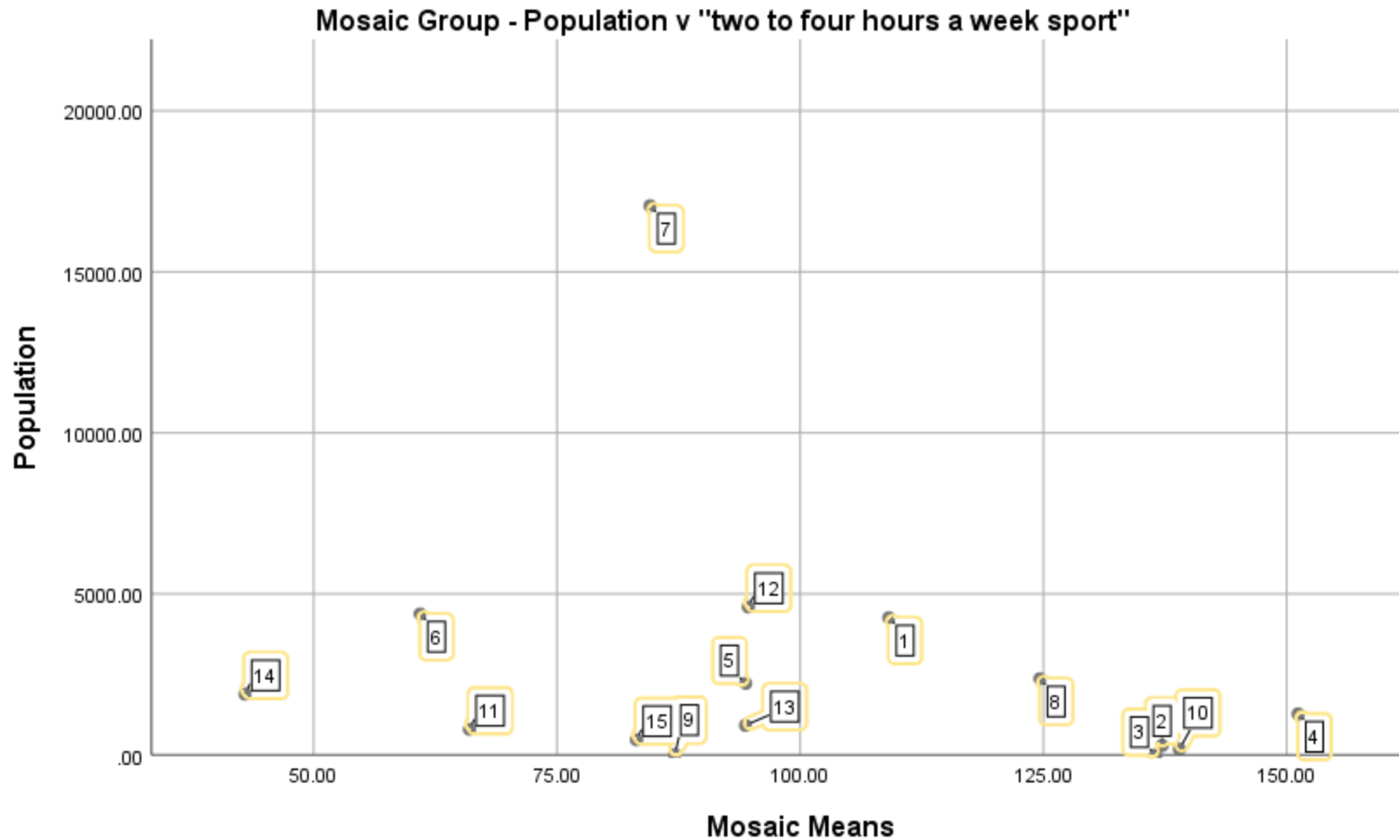
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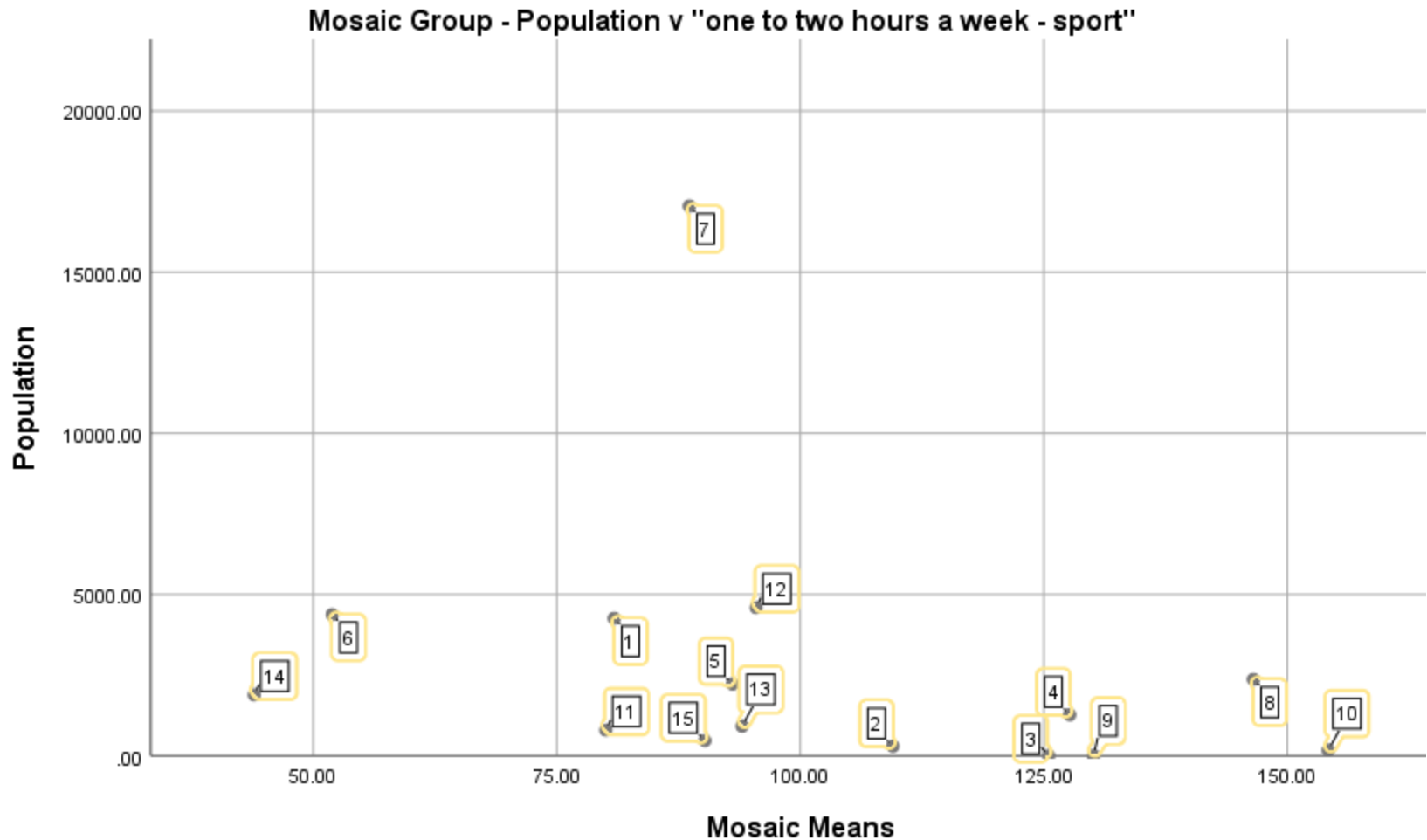
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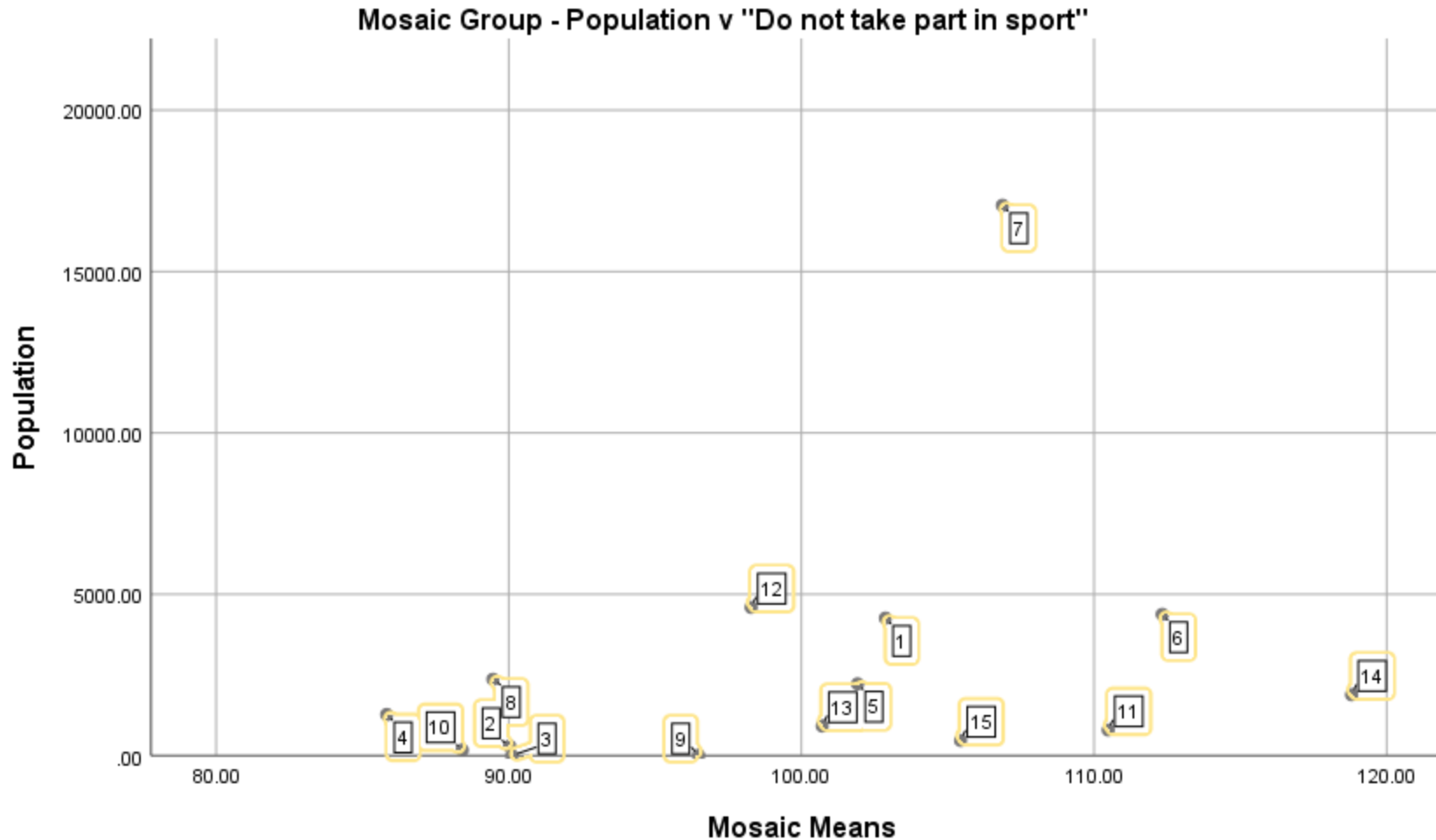
Mosaic Segmentation



Mosaic Segmentation

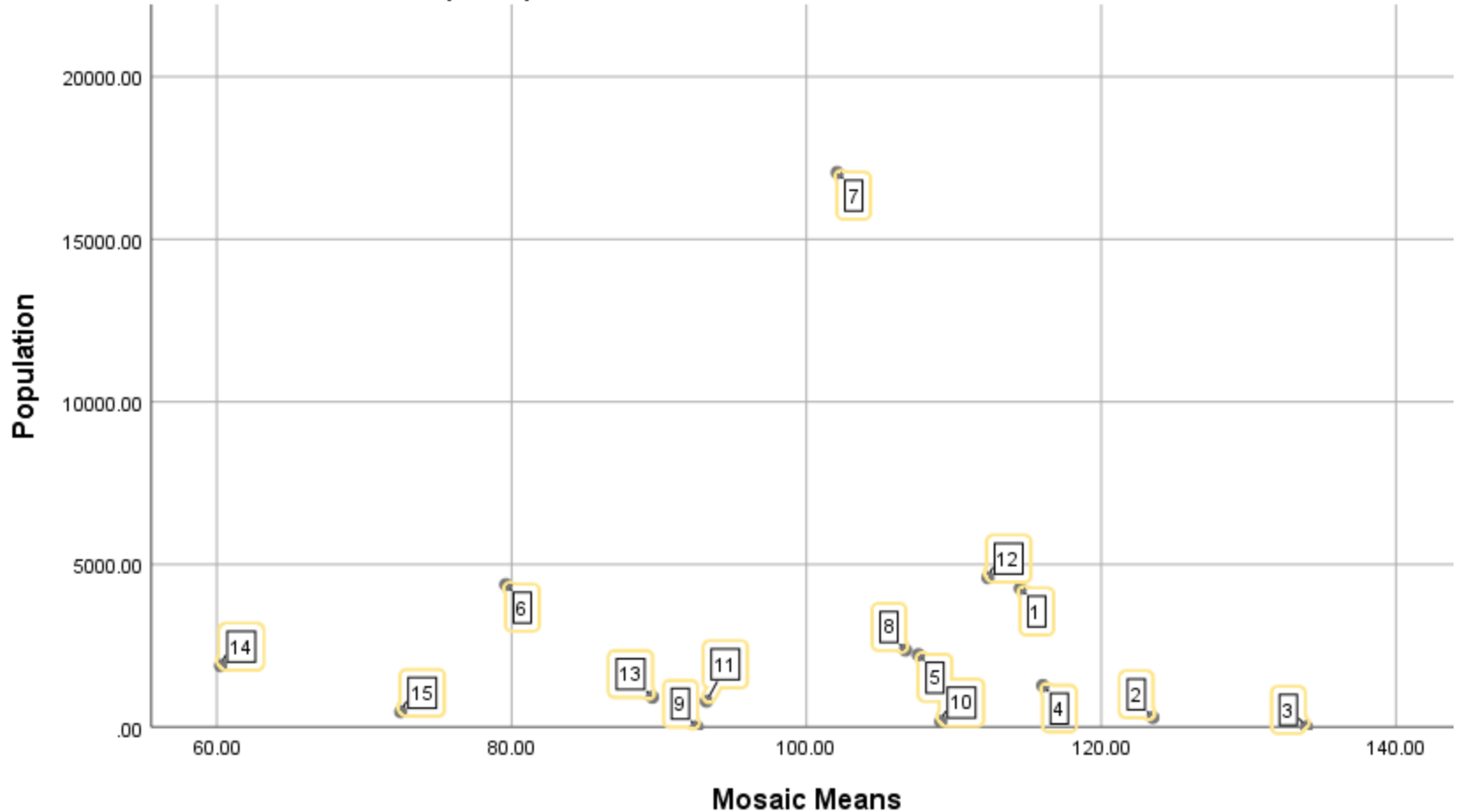


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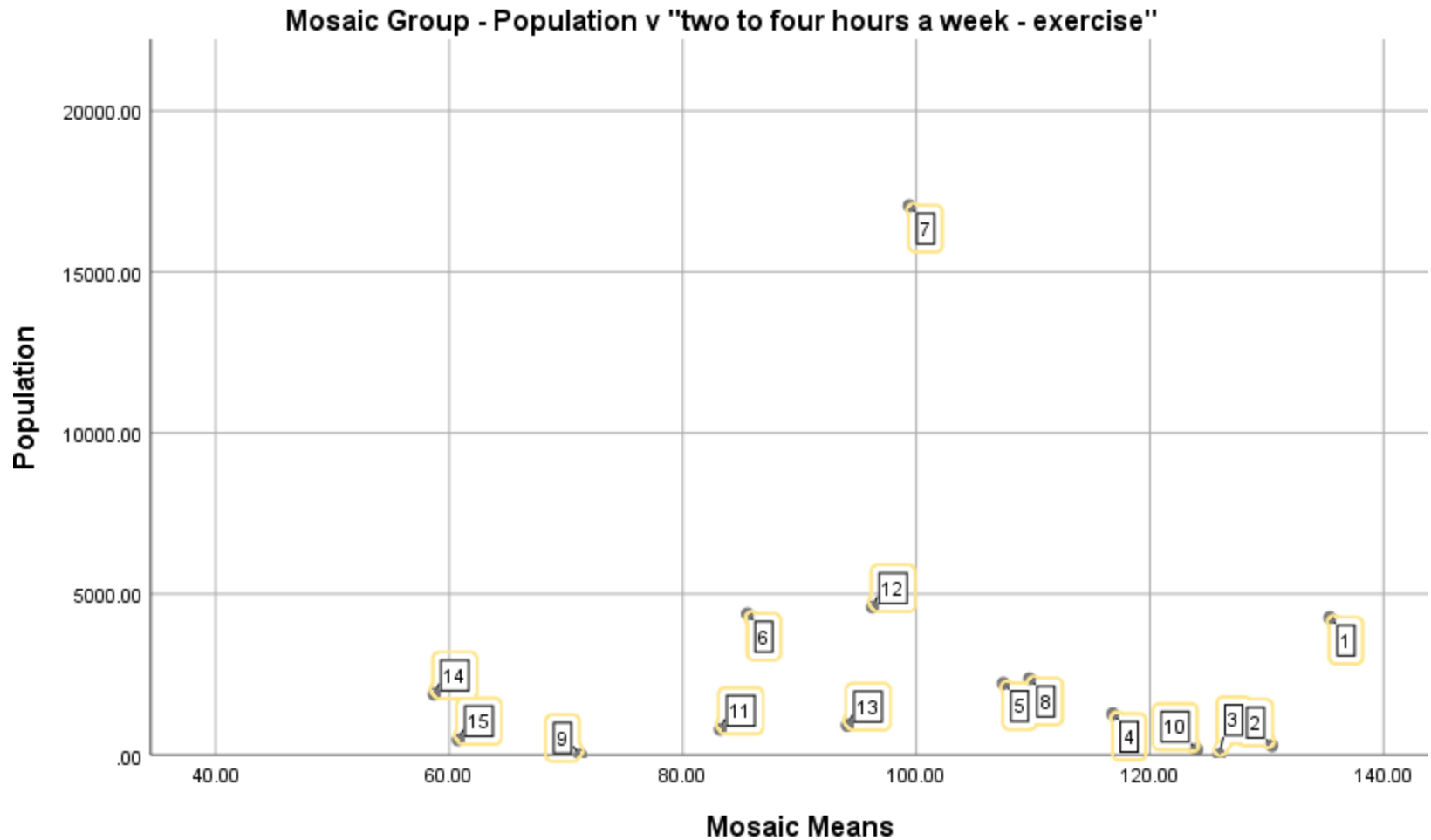


Mosaic Segmentation

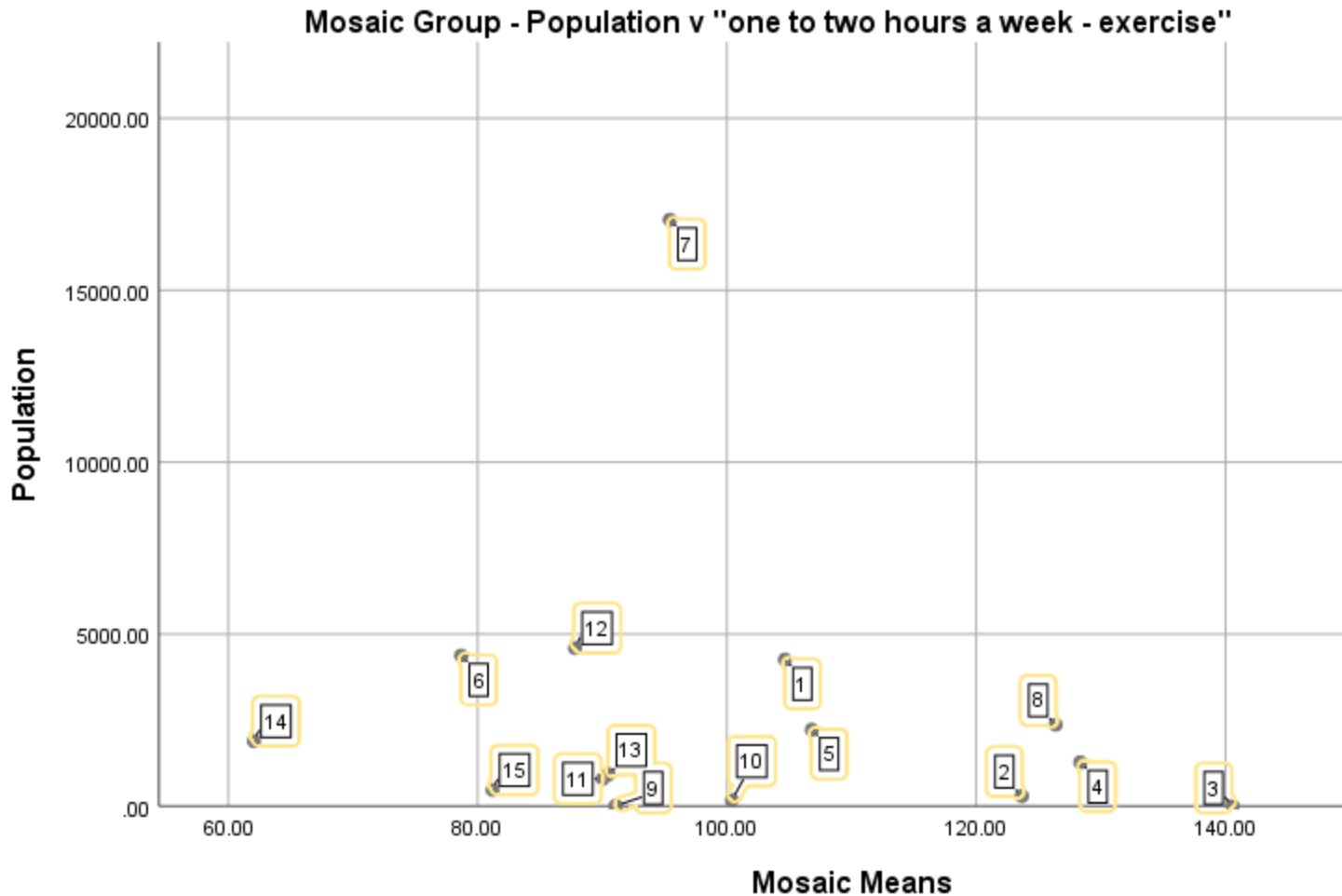
Mosaic Group - Population v "four or more hours a week - exercise"



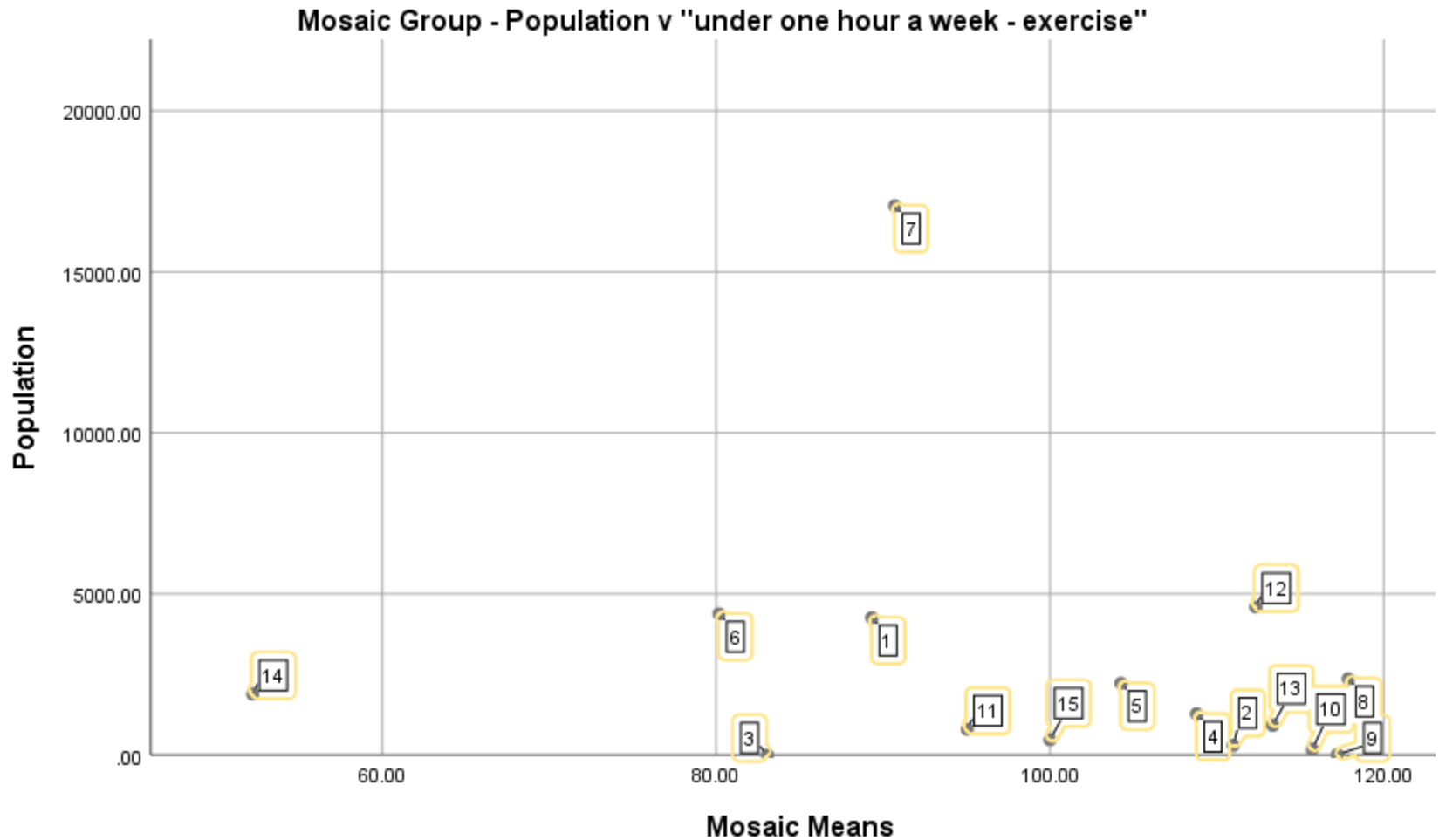
Mosaic Segmentation



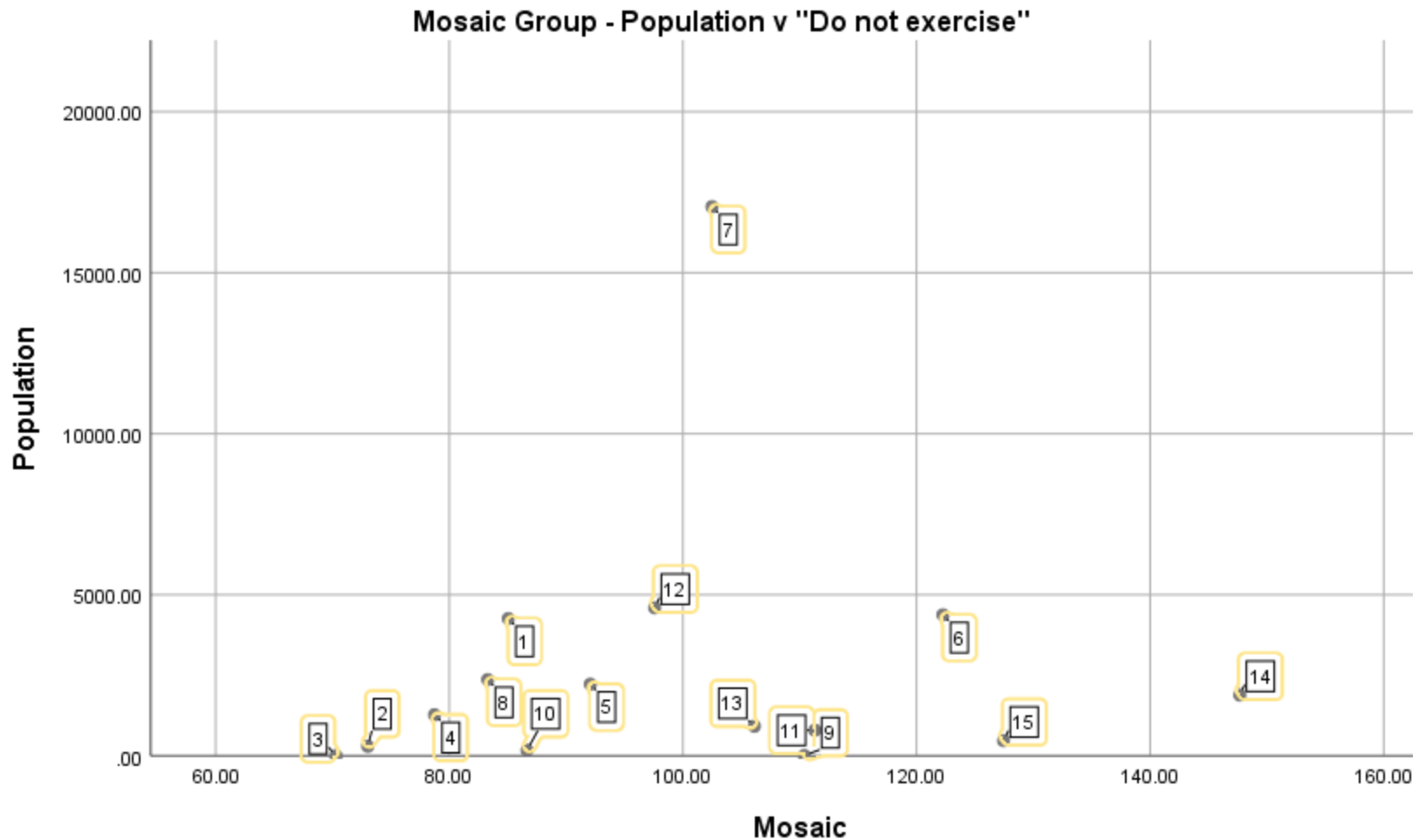
Mosaic Segmentation



Mosaic Segmentation



Mosaic Segmentation



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