

South Kesteven Profile For Physical Activity



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Population Demographics

- South Kesteven has more resident women than men.
- 27.6% 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 43% in South Kesteven.

Estimated resident population, Mid-2017

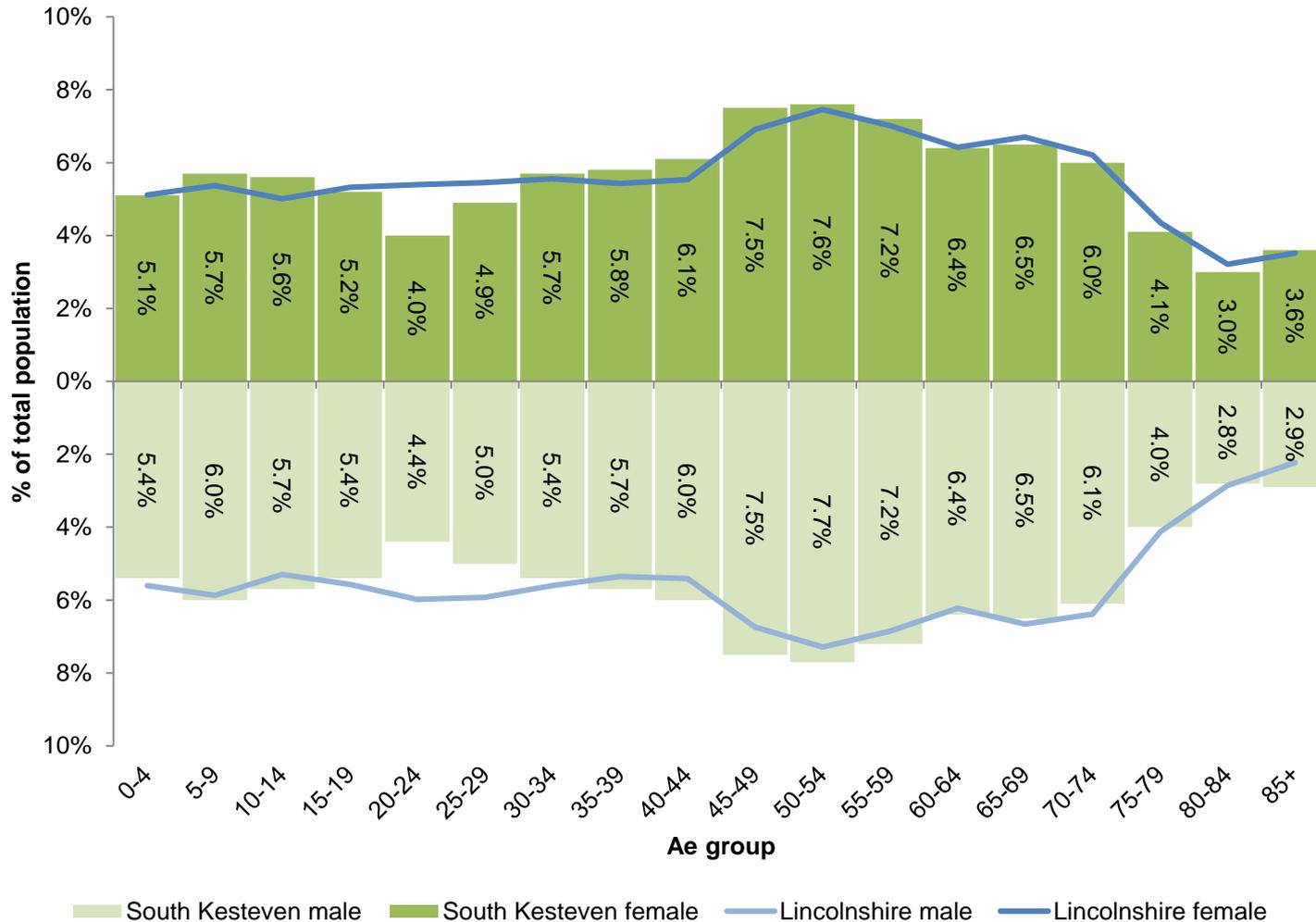
Area	Male	Female	Total
South Kesteven	68,400	73,200	141,600
Lincolnshire	367,800	383,300	751,200

Projected resident population, 2017 - 2032

Age group	South Kesteven					Lincolnshire				
	2017	2022	2027	2032	% change 2017-2032	2017	2022	2027	2032	% change 2017-2032
Age 0-15	25,876	27,130	27,056	26,430	2.1%	128,600	134,700	134,200	130,600	1.6%
Aged 16-64	84,551	85,119	85,338	84,658	0.1%	448,600	447,300	447,900	444,700	-0.9%
Aged 65+	31,539	35,413	40,078	45,121	43.1%	174,000	188,500	207,500	229,400	31.8%
All ages	141,970	147,659	152,473	156,209	10.0%	751,200	770,400	789,600	804,700	7.1%

Population Pyramid

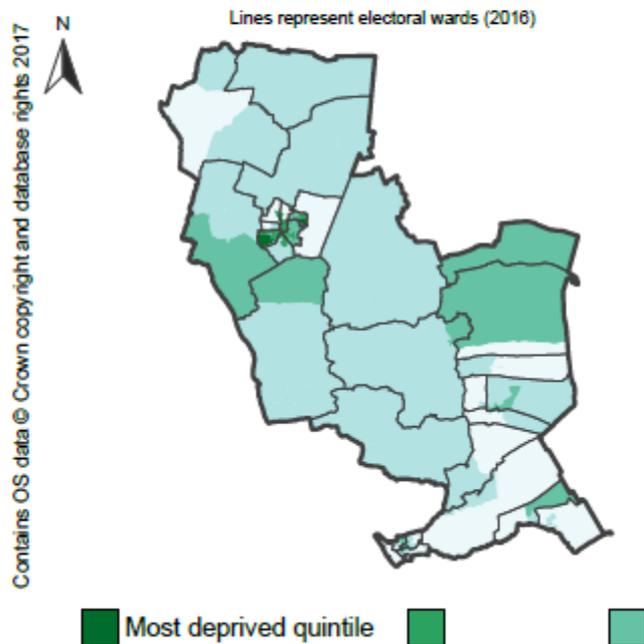
Estimated resident population, Mid-2017



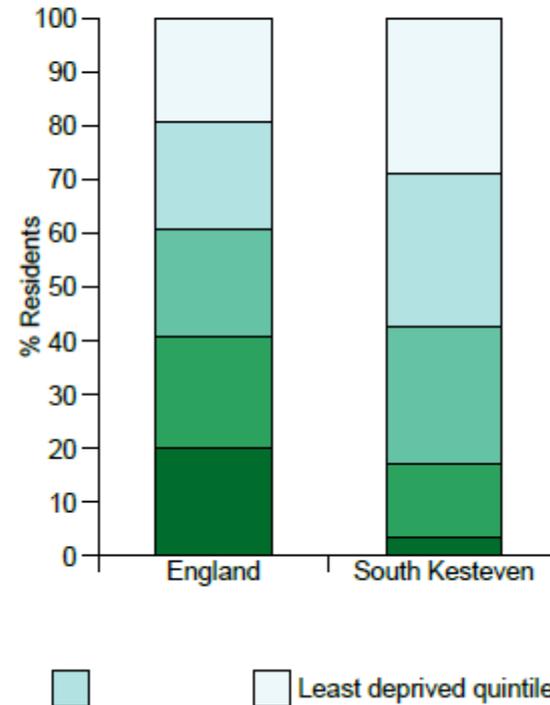
Source: ONS mid-year population estimates via NOMIS

Deprivation

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.

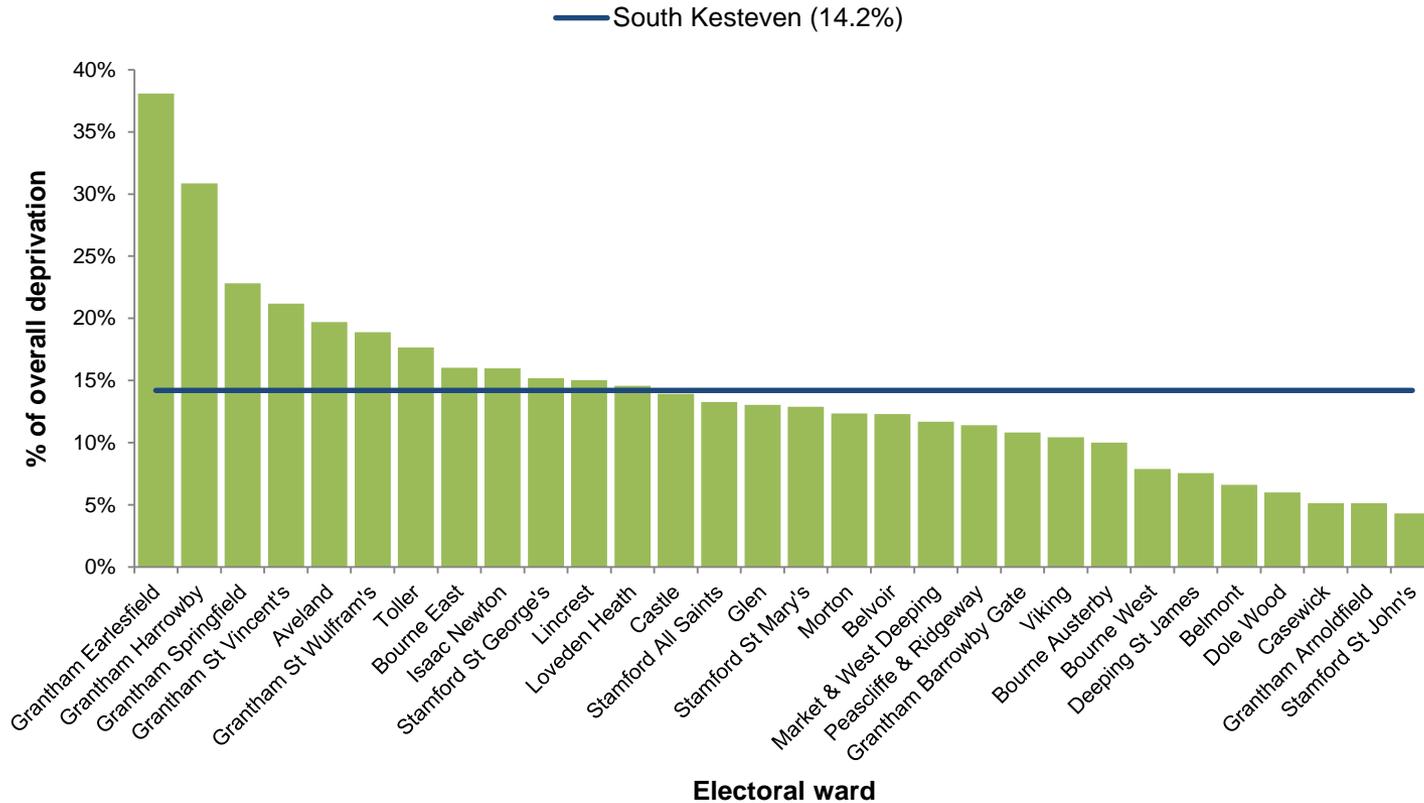


This chart shows the percentage of the population who live in areas at each level of deprivation.



Deprivation

Proportion of overall deprivation, 2015



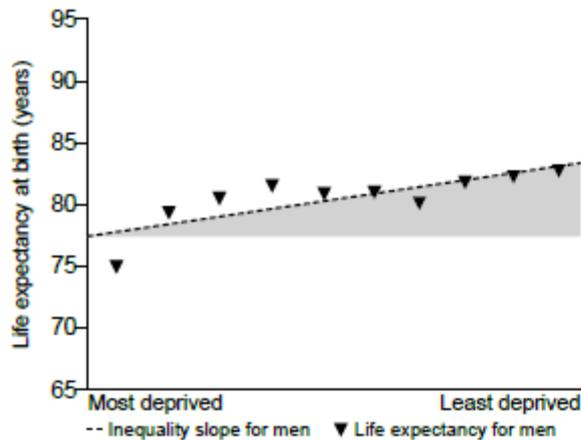
Healthcare

- Between 2015 and 2017, premature mortality rates (under 75) from cardiovascular disease are **better** than the regional and national averages.
- **68.6% (173 out of 252)** of all early deaths from cardiovascular disease are considered preventable.
- Premature mortality rates from cardiovascular disease are **higher for men** (87.6 per 100,000) than for women (31.5 per 100,000).
- Premature mortality rates from cardiovascular disease have **reduced by 28.4%** since 2001/03.
- In 2017/18, emergency hospital admissions due to falls for people over 65 were **significantly better** than the national average.
- In 2017/18, the rate of emergency admissions for hip fractures in people aged 65-79 in South Kesteven was **similar** to the national average.
- In 2018, screening coverage for breast, cervical and bowel cancers were **significantly better** than the national average.

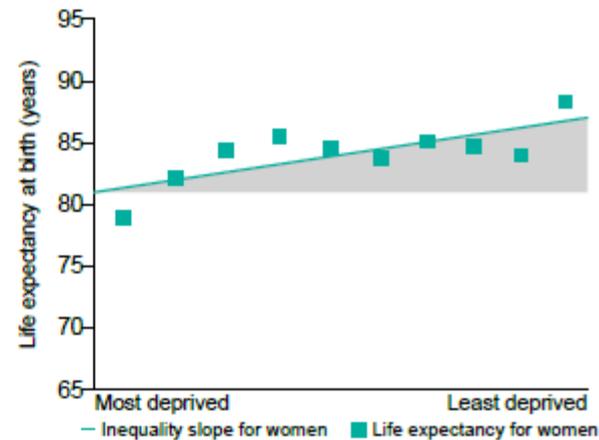
Health Inequalities

- Life expectancy is 5.9 years lower for men and 6.0 years lower for women in the most deprived areas of South Kesteven compared to the least deprived.
- Average life expectancy in South Kesteven is 80.7 years for men and 83.7 years for women.
- Average female life expectancy in South Kesteven is significantly better to the national average of 83.1 years, while average male life expectancy is significantly better than the national average of 79.5 years.

Life expectancy gap for men: 5.9 years

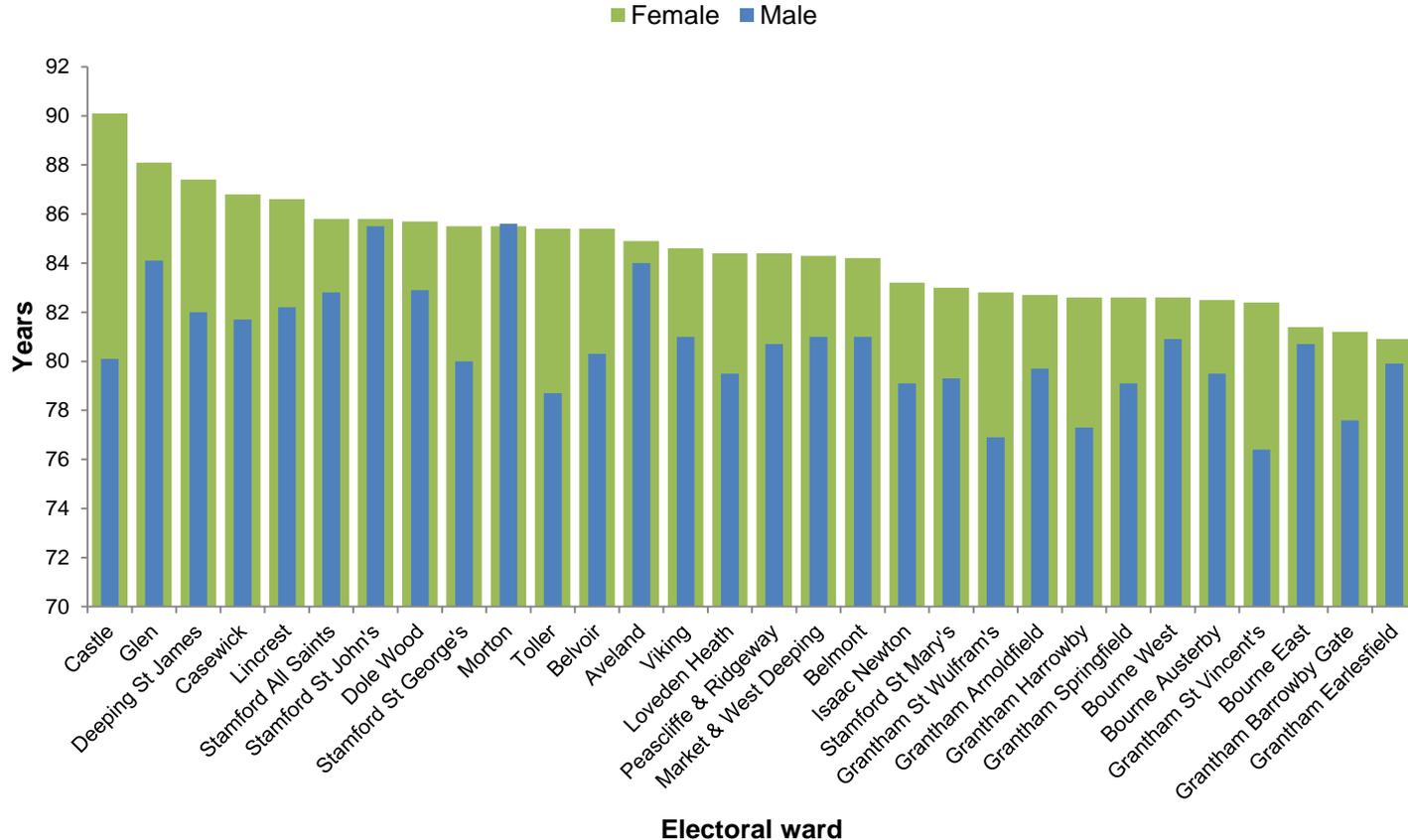


Life expectancy gap for women: 6.0 years



Health Inequalities

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



Child Health

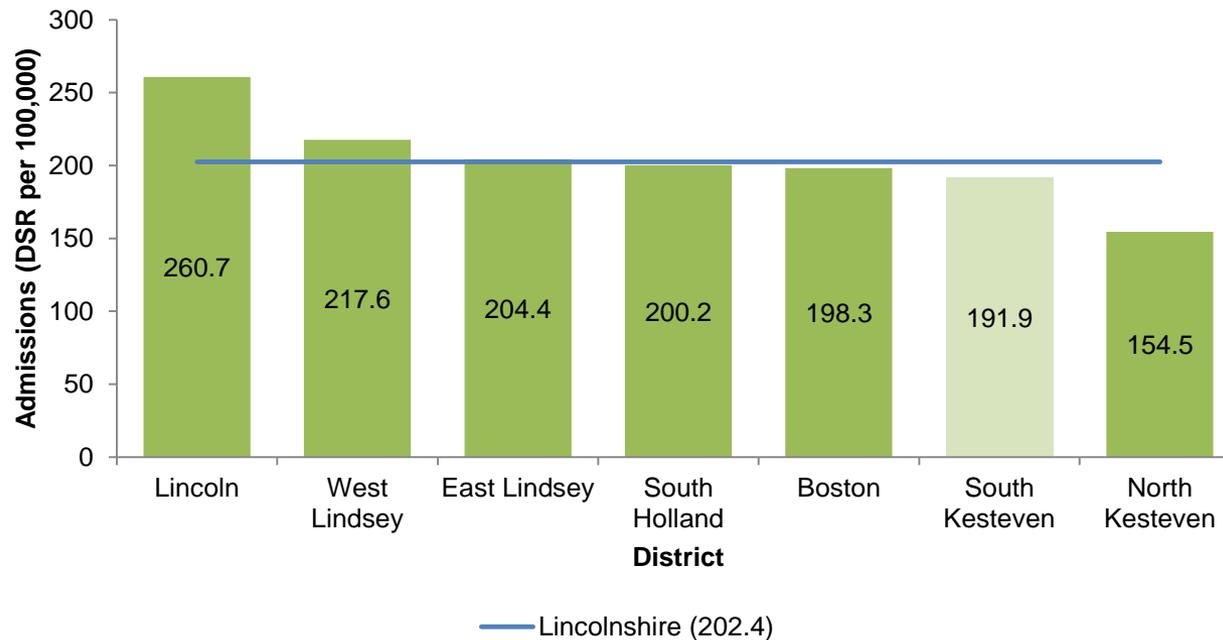
- 10.6% of children (under 16s) live in low income families.
- 15.1% of mothers are known to smoke at the time of delivery.
- 66.2% of mothers breastfeed their babies in the first 48 hours after delivery. This is worse than the national average of 74.5%.
- 79.3% of children under 5 are free from dental decay, which is similar to the national average of 76.7%.
- Under-18 conceptions in South Kesteven (17.8 per 1,000 females aged 15-17) is similar to the national rate of 18.8 per 1,000.
- The rate of hospital admissions caused by unintentional and deliberate injuries is similar to than the national rate.
- 64.1% of pupils achieved a standard pass (9-4) in GCSE English and Maths in 2017 and 31% achieved a strong pass (9-5).
- Pupil absence rates in South Kesteven are better than the national average.

Adult Health

- 17.3% of the population are reported to have a limiting long term illness or disability and 4.8% report their general health to be 'bad or very bad'.
- 29.8% of pensioners live alone, which is lower (better) than the national average of 31.5%.
- 83.0% of working age adults are in employment, which is significantly better than the England average of 75.2%.
- The gap in employment rates between those with a long-term condition and the total population is comparable to the national gap.
- Smoking prevalence among adults in South Kesteven (14.5%) is similar to the national average of 14.9%.
- Between 2015 and 2017 the rate of people killed or seriously injured on roads in South Kesteven is worse than the national average.
- The rate of hospital admissions for alcohol related conditions is significantly better in South Kesteven compared to the national average.
- Estimated diabetes diagnosis is similar to the national average.

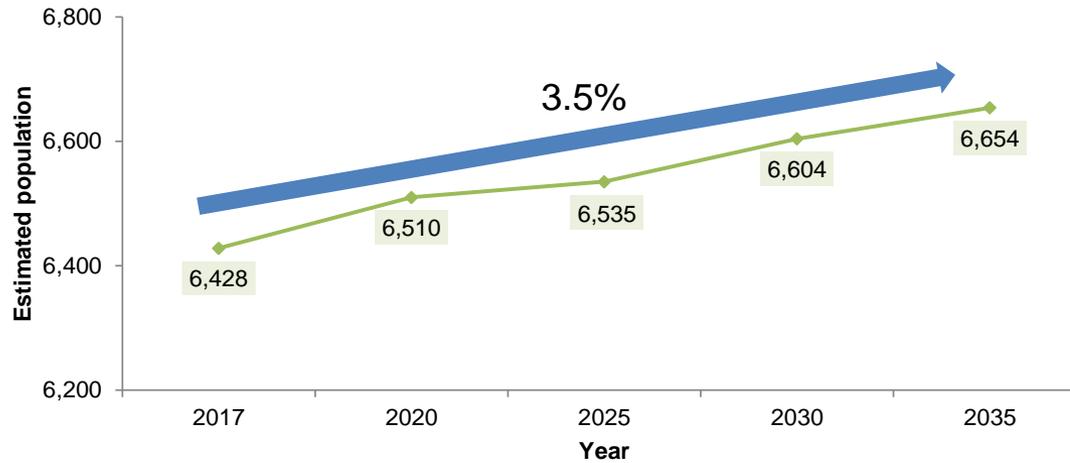
Mental Health

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

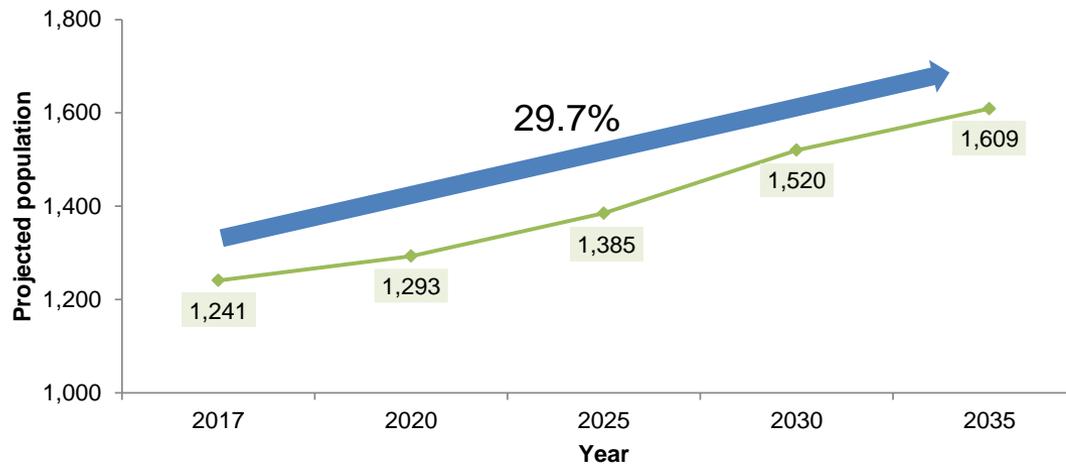


Mental Health

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

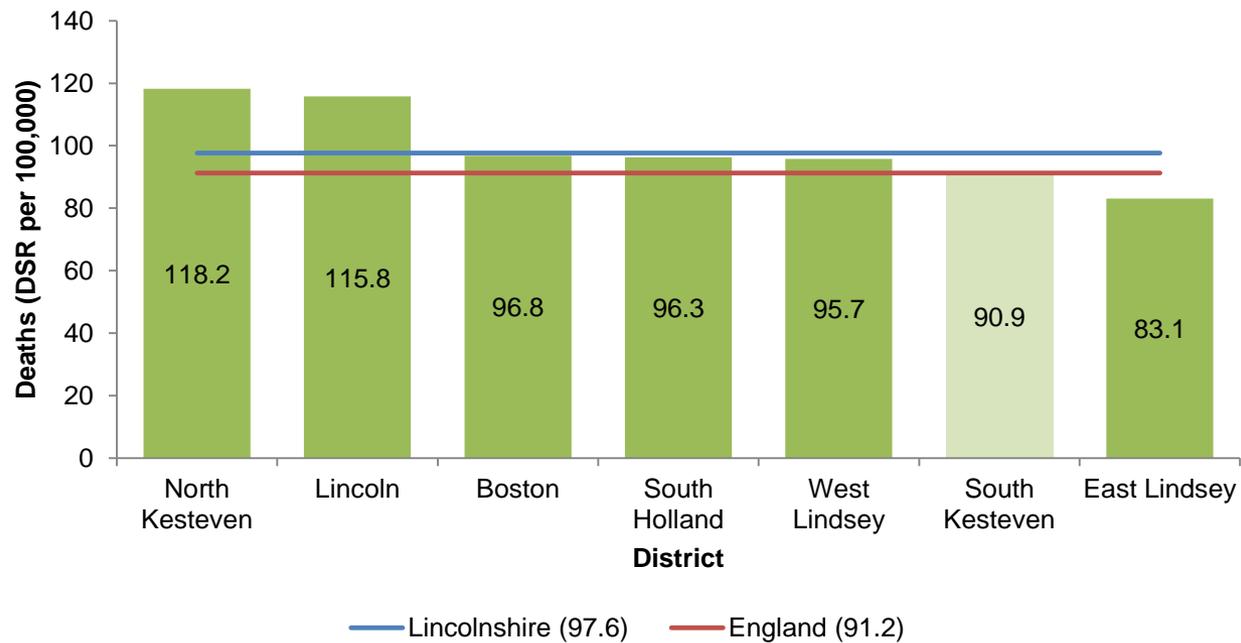


People aged 65+ predicted to have depression, 2017 - 2035



Mental Health

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



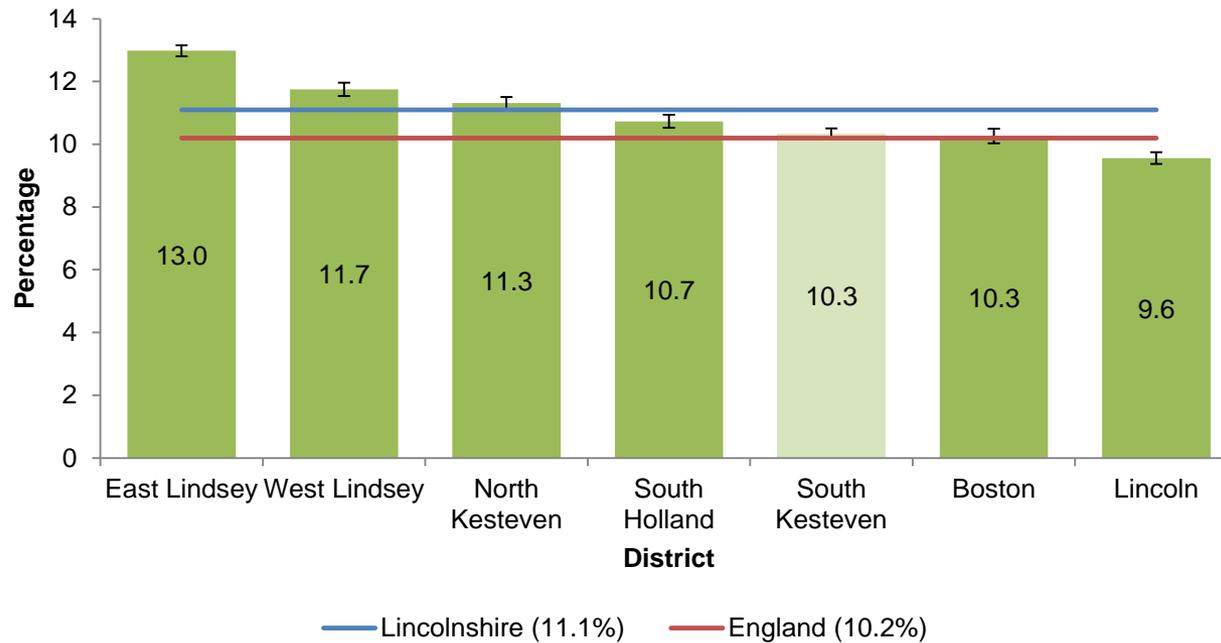
Source: ONS, Mortality Statistics via NOMIS

Carers

- 2011 Census data shows there are 2,979 unpaid carers providing substantial care (more than 50 hours a week) in South Kesteven, which equates to 2.2% of the total population.
- At electoral ward level, provision of substantial unpaid care varies from 4.2% in Grantham Harrowby Ward to 1.6% in Stamford St Marys Ward.

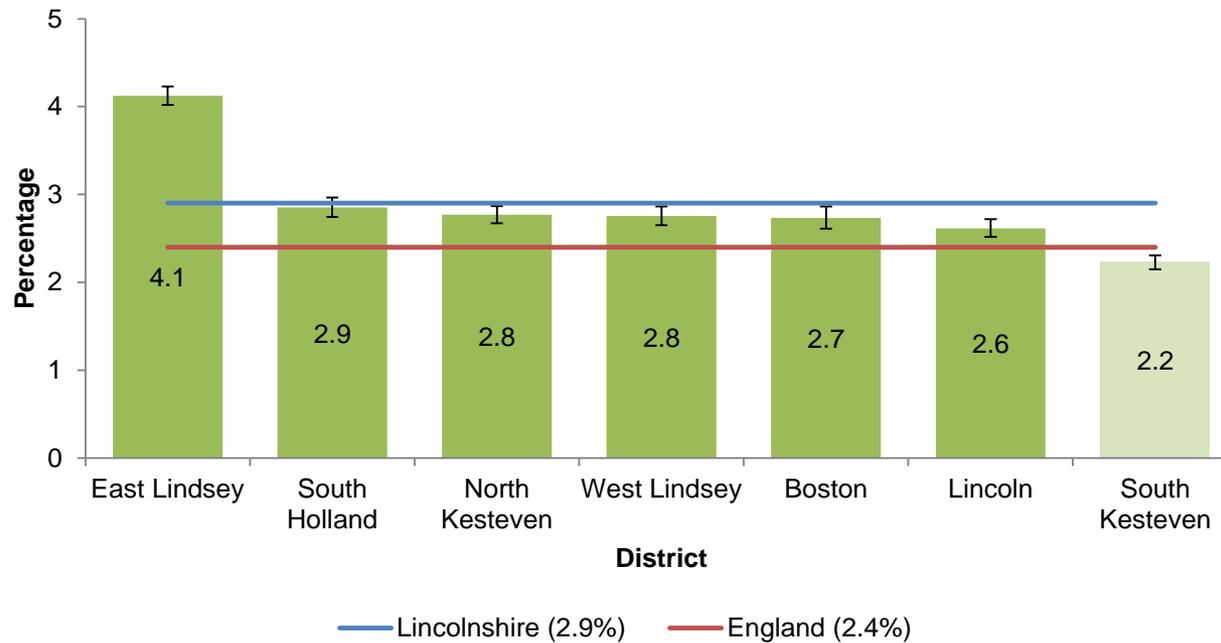
Carers

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



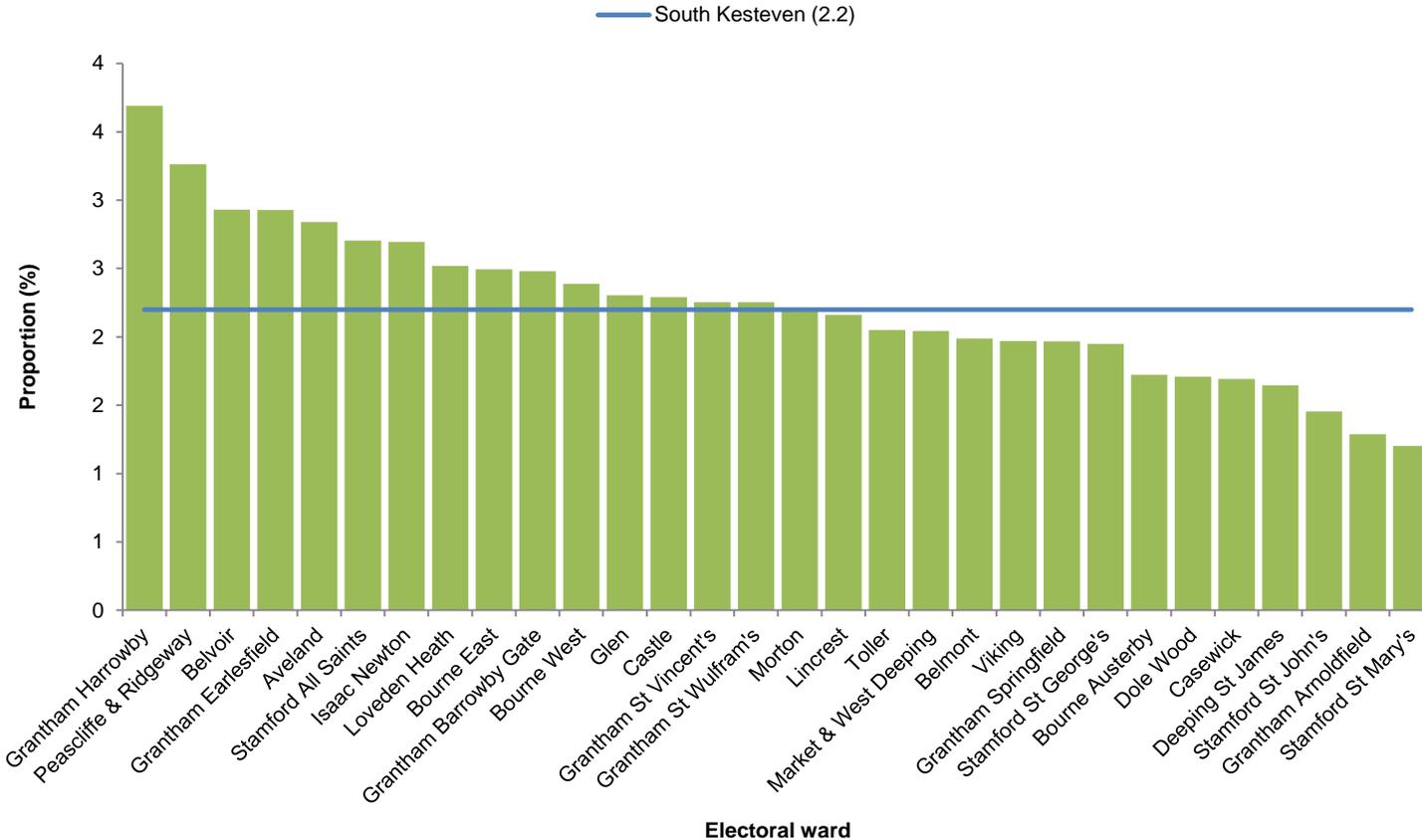
Carers

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

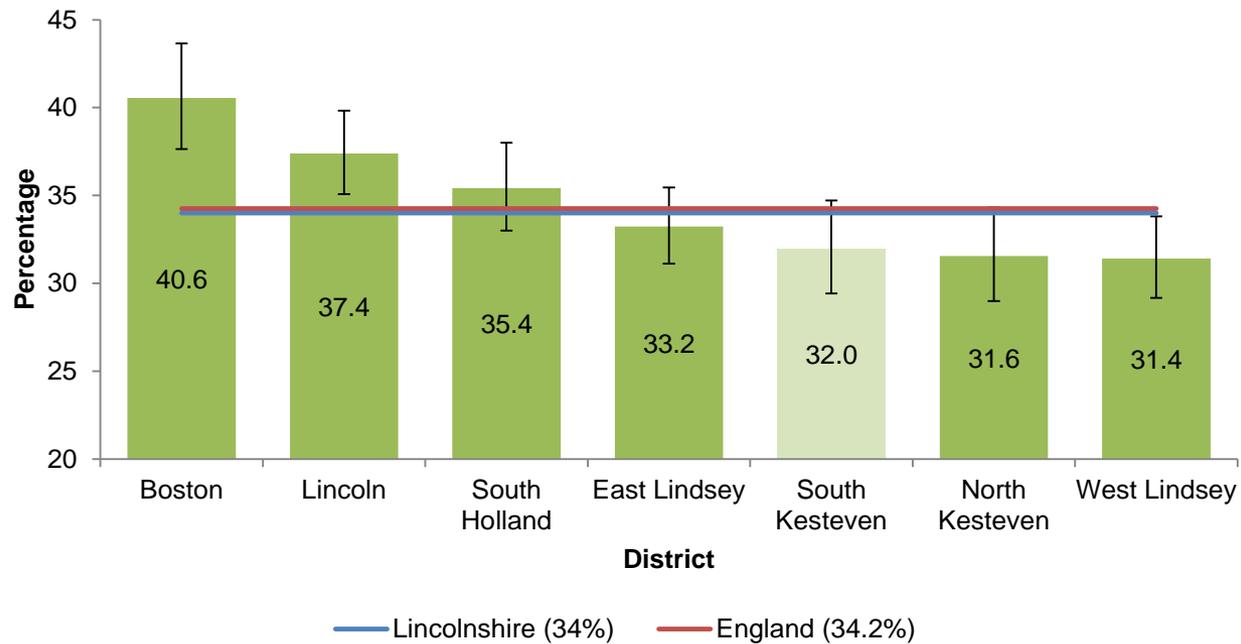


Obesity

- In 2017/18, **22.9%** of Reception Year children were overweight or obese. This is **similar** to the national average.
- Excess weight in Reception year children saw an increase between 2015/16 and 2016/17, however figures have **fallen** in 2017/18.
- By Year 6, **32.2%** of children are overweight or obese. This is **similar** to the national average.
- Excess weight in Year 6 children has **remained similar** since 2007/08.
- In 2016/17, **64.6%** of adults aged over 18 in South Kesteven were overweight or obese, which is **similar** to the national average.
- In 2016/17, **61.4%** of adults were meeting the recommended '5-a-day' on a usual day, which is **similar** to the national average.

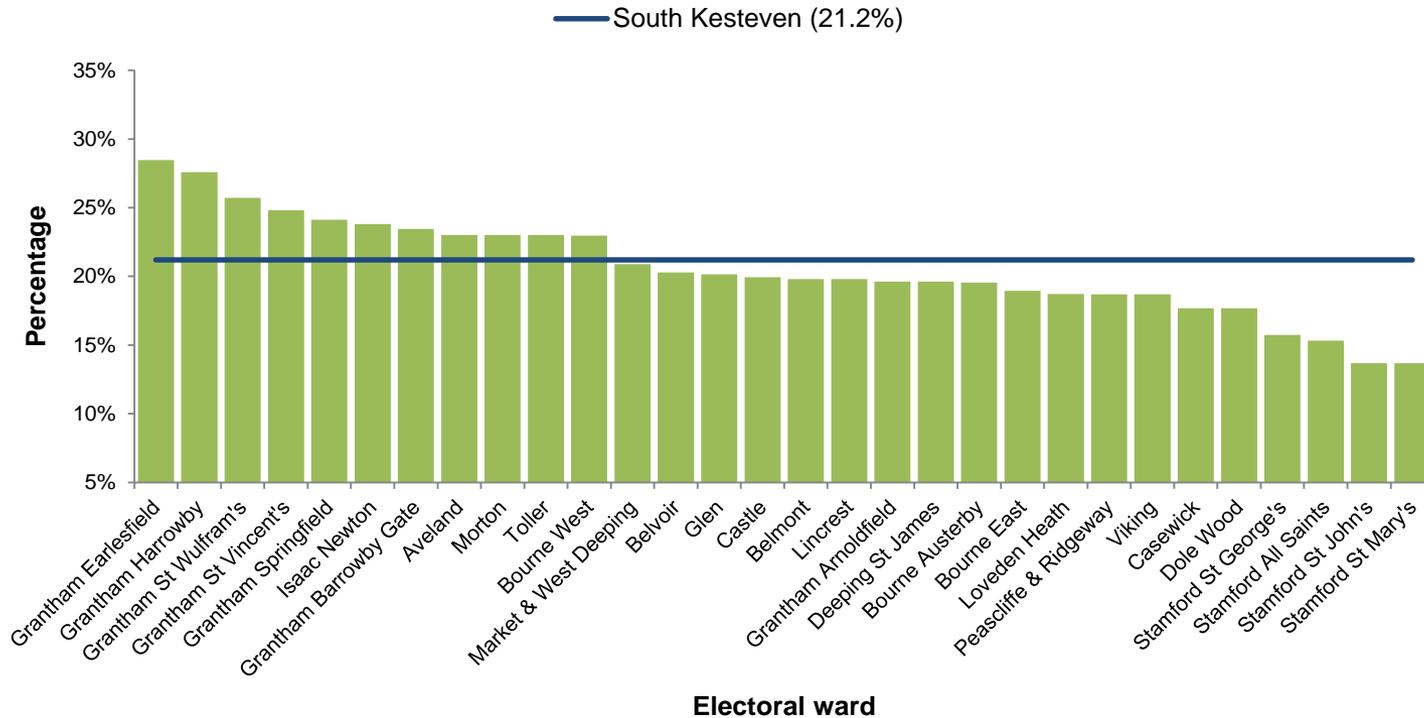
Obesity

Year 6 children (age 10/11) who are overweight or obese, 2017/18



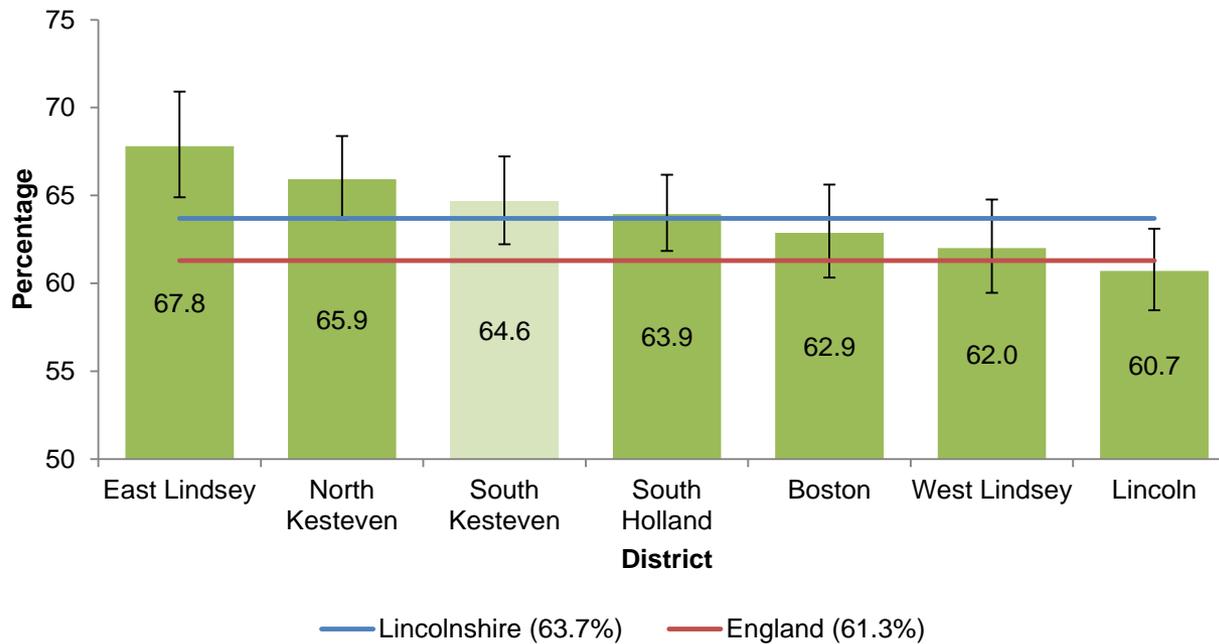
Obesity

Year 6 children (age 10/11) who are overweight or obese in South Kesteven, by electoral ward, 2013/14 - 2015/16



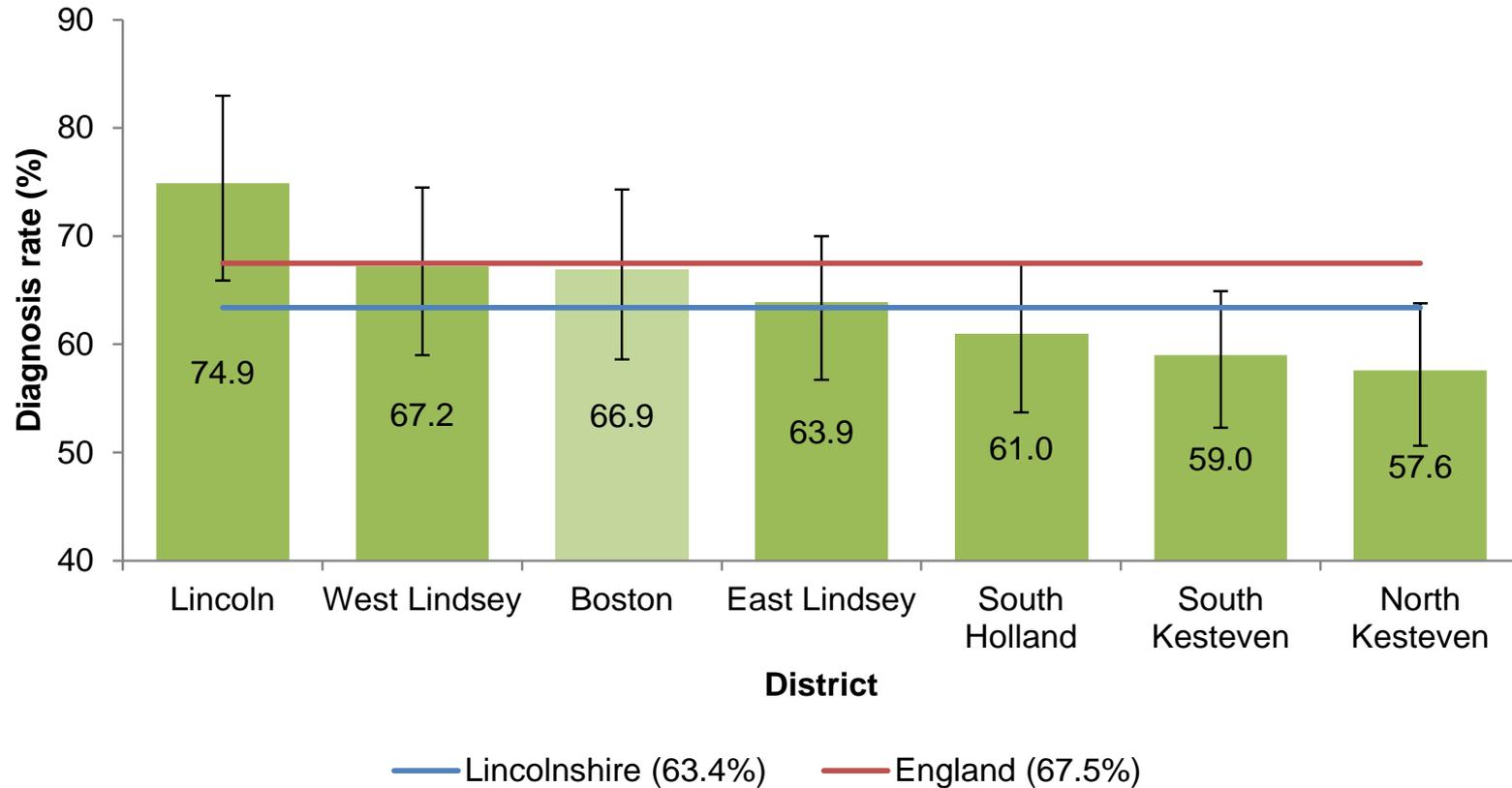
Obesity

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



Dementia

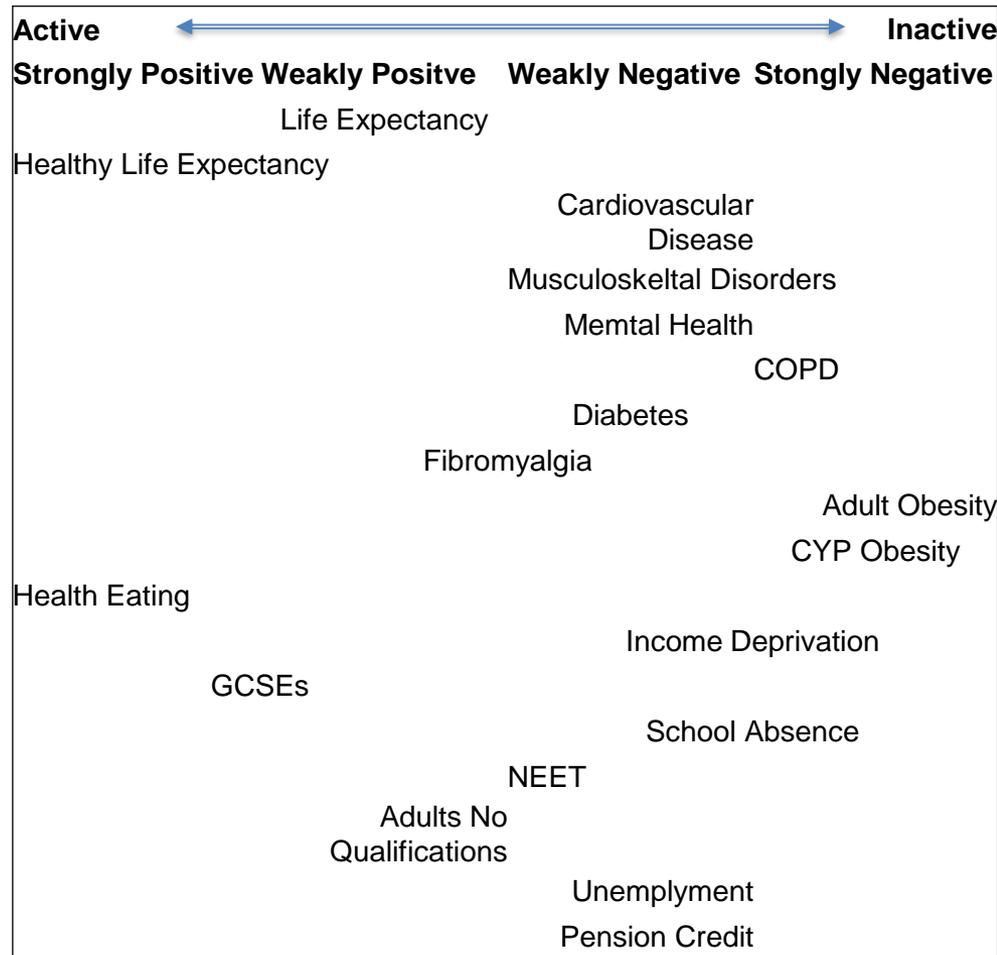
Dementia diagnosis rate (age 65+), 2018



- Dementia diagnosis in older people (aged 65 and over) in South Kesteven is significantly lower to the national rate.

Domain	Indicator	Period	Local count	Local value	Eng value	Eng worst	Regional average ⁶		England average		Eng best
							England worst	25th percentile	75th percentile	England best	
Our communities	1 Deprivation score (IMD 2015)	2015	n/a	14.2	21.8	42.0				5.0	
	2 Children in low income families (under 16s)	2014	3,580	14.7	20.1	39.2				6.6	
	3 Statutory homelessness	2015/16	9	0.2	0.9						
	4 GCSEs achieved	2015/16	946	64.1	57.8	44.8				78.7	
	5 Violent crime (violence offences)	2015/16	1,023	7.4	17.2	36.7				4.5	
	6 Long term unemployment	2016	215	2.6 ^{^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	1,069	x ¹	74.3	47.2				92.9	
	9 Obese children (Year 6)	2015/16	250	18.5	19.8	28.5				9.4	
	10 Admission episodes for alcohol-specific conditions (under 18s) [†]	2013/14 - 15/16	30	35.1	37.4	121.3				10.5	
	11 Under 18 conceptions	2015	31	12.0	20.8	43.8				5.4	
Adults' health and lifestyle	12 Smoking prevalence in adults	2016	n/a	16.0	15.5	25.7				4.9	
	13 Percentage of physically active adults	2015	n/a	59.1	57.0	44.8				69.8	
Disease and poor health	14 Excess weight in adults	2013 - 15	n/a	69.8	64.8	76.2				46.5	
	15 Cancer diagnosed at early stage	2015	370	57.4	52.4	39.0				63.1	
	16 Hospital stays for self-harm [‡]	2015/16	237	183.7	196.5	635.3				55.7	
	17 Hospital stays for alcohol-related harm [‡]	2015/16	768	541.4	647	1,163				374	
	18 Recorded diabetes	2014/15	8,547	6.6	6.4	9.2				3.3	
	19 Incidence of TB	2013 - 15	22	5.3	12.0	85.6				0.0	
	20 New sexually transmitted infections (STI)	2016	416	487.7	795	3,288				223	
	21 Hip fractures in people aged 65 and over [‡]	2015/16	150	512.3	589	820				312	
	Life expectancy and causes of death	22 Life expectancy at birth (Male)	2013 - 15	n/a	80.3	79.5	74.3				83.4
23 Life expectancy at birth (Female)		2013 - 15	n/a	83.8	83.1	79.4				86.7	
24 Infant mortality		2013 - 15	19	4.4	3.9	8.2				0.8	
25 Killed and seriously injured on roads		2013 - 15	172	41.6	38.5	103.7				10.4	
26 Suicide rate		2013 - 15	25	6.7	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	272	66.8	74.6	137.6				43.1	
29 Under 75 mortality rate: cancer		2013 - 15	526	128.6	138.8	194.8				98.6	
30 Excess winter deaths		Aug 2012 - Jul 2015	214	17.1	19.6	36.0				6.9	

Health & Physical Activity Correlations



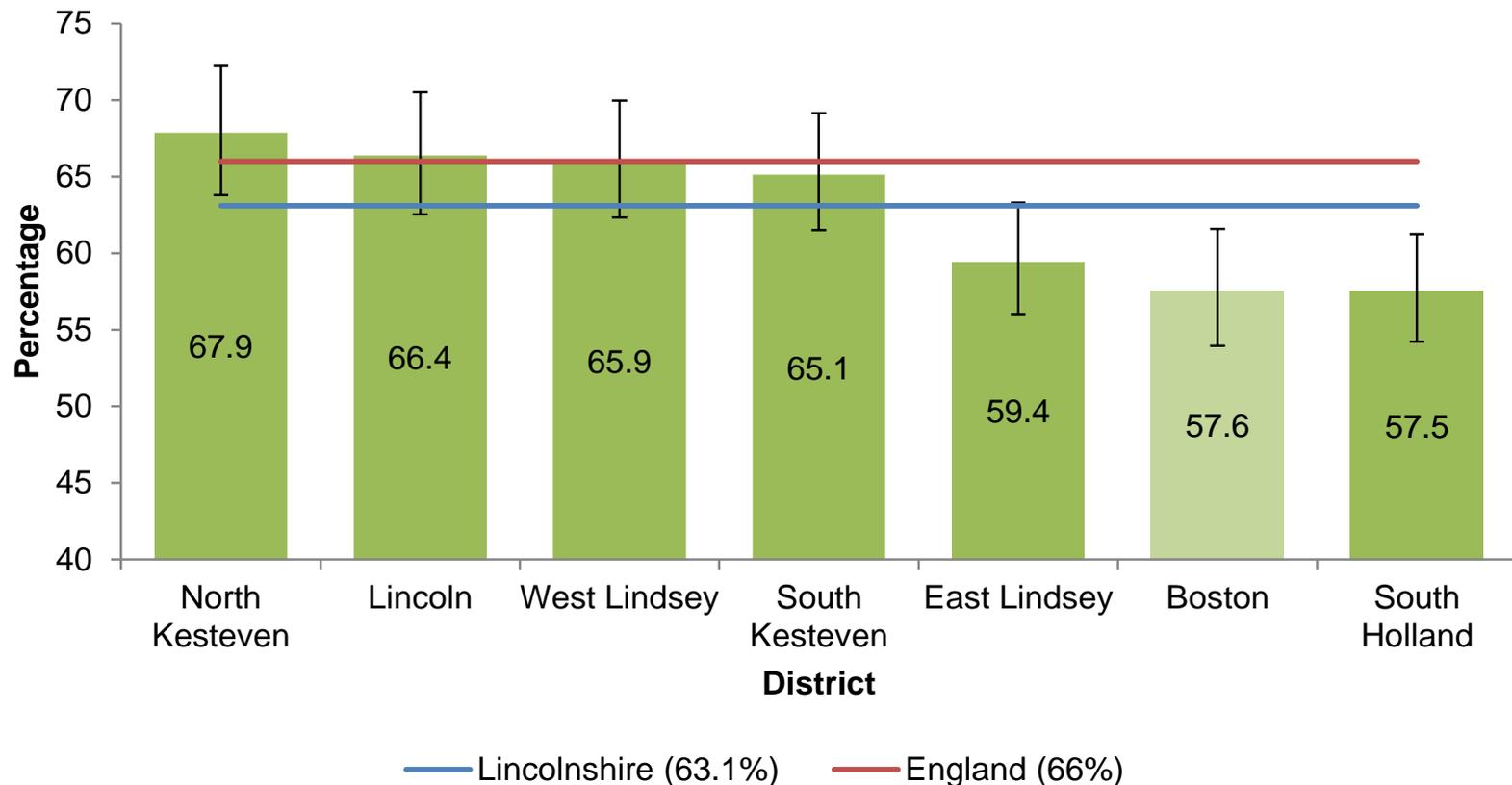
The Wider Determinants of Health Inequality in Lincolnshire

<http://www.research->

[lincs.org.uk/UI/Documents/The%20Wider%20Determinants%20of%20Health%20Inequality%20in%20Lincolnshire%20v2.pdf](http://www.research-lincs.org.uk/UI/Documents/The%20Wider%20Determinants%20of%20Health%20Inequality%20in%20Lincolnshire%20v2.pdf)

Physical Activity

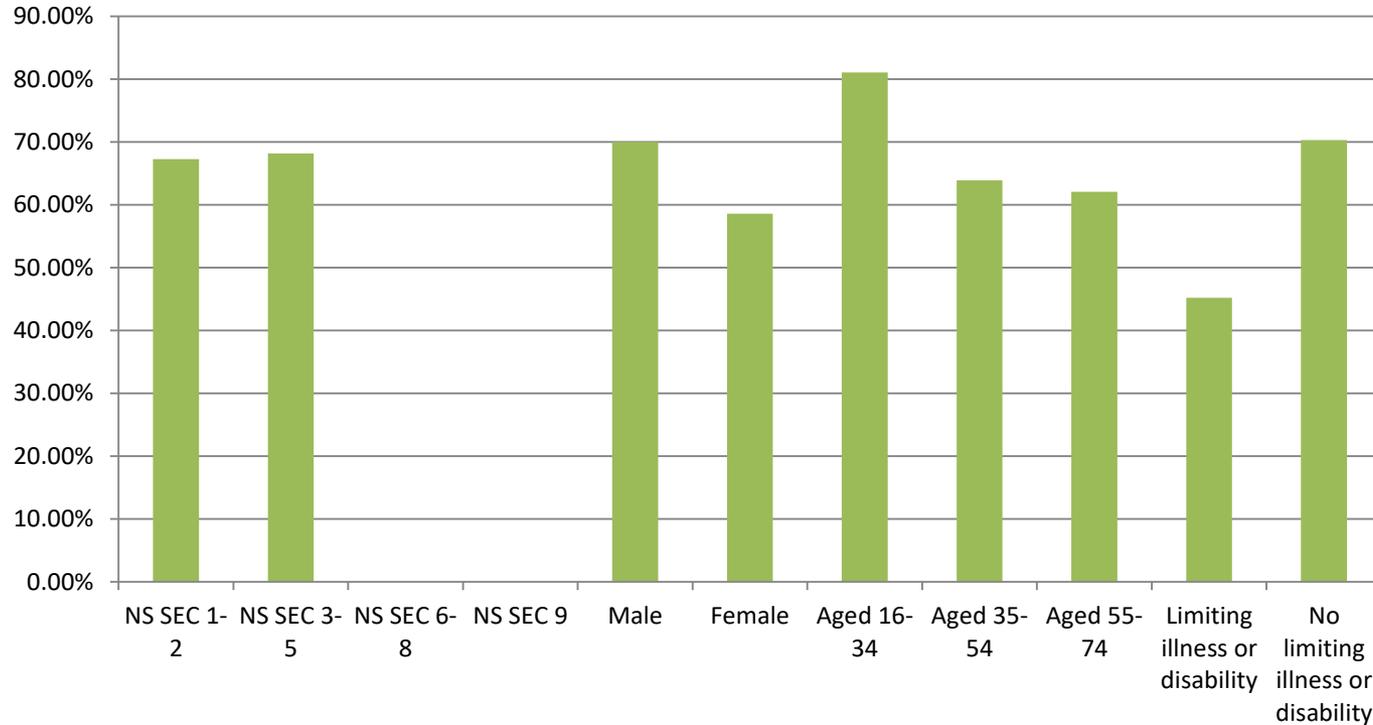
Physically active adults, 2016/17



- **65.1%** of adults meet the recommended physical activity guidelines of at least 150 minutes of moderate intensity activity per week.
- **20.2%** of adults are physically inactive in South Kesteven (less than 30 minutes a week)

Physical Activity

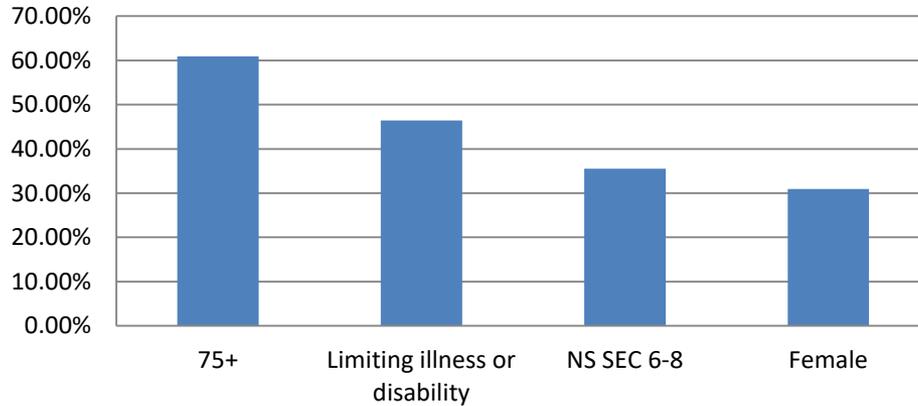
Physically active populations in South Kesteven



Physical Activity

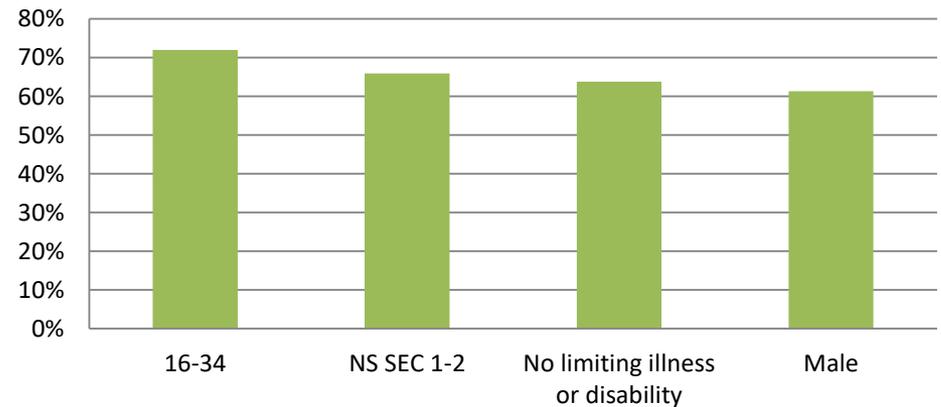
Highest levels of inactivity in Lincolnshire population

(Active Lives Survey - May 18)

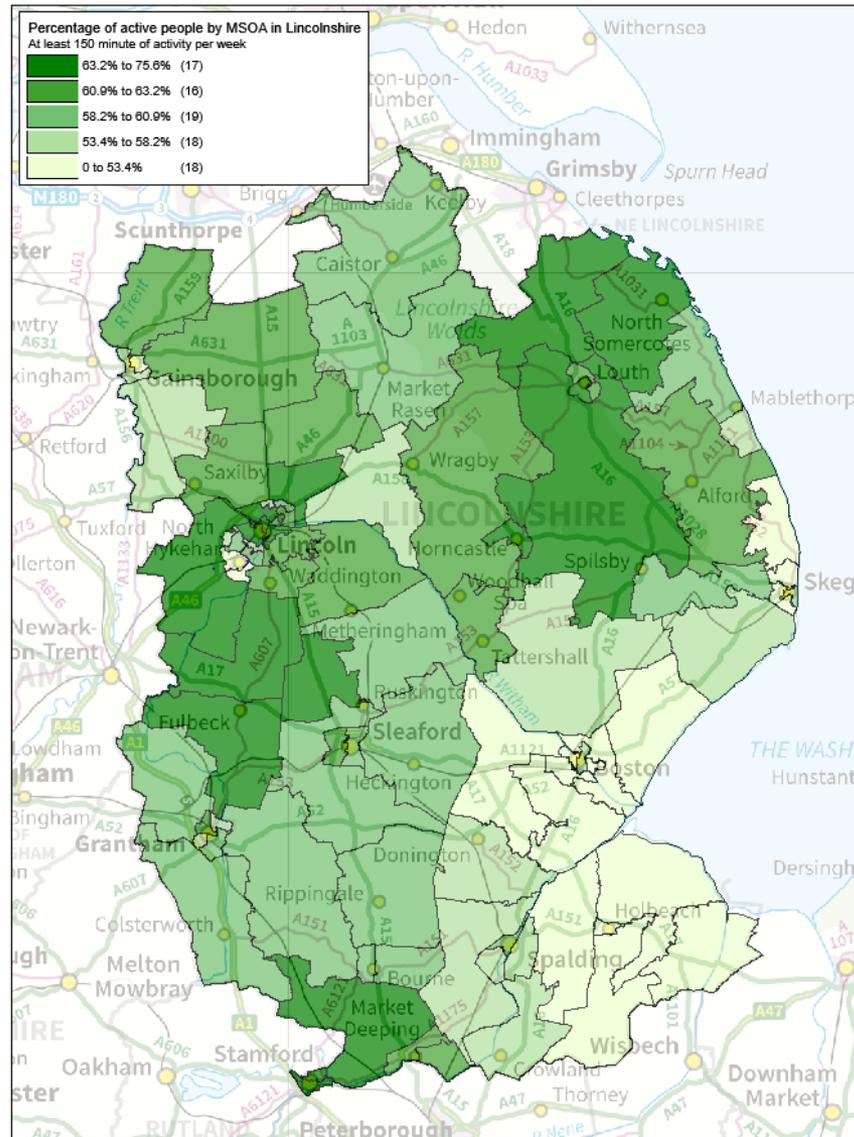


Highest levels of activity in Lincolnshire population

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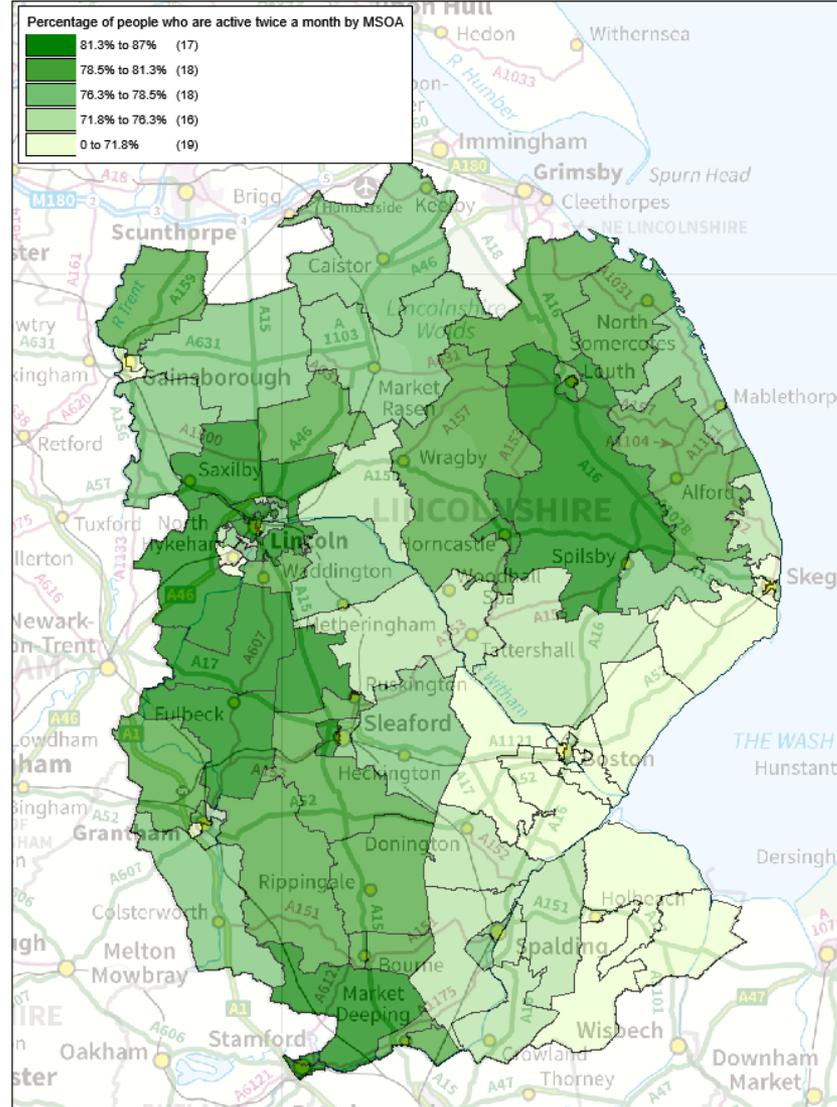


Physical Activity



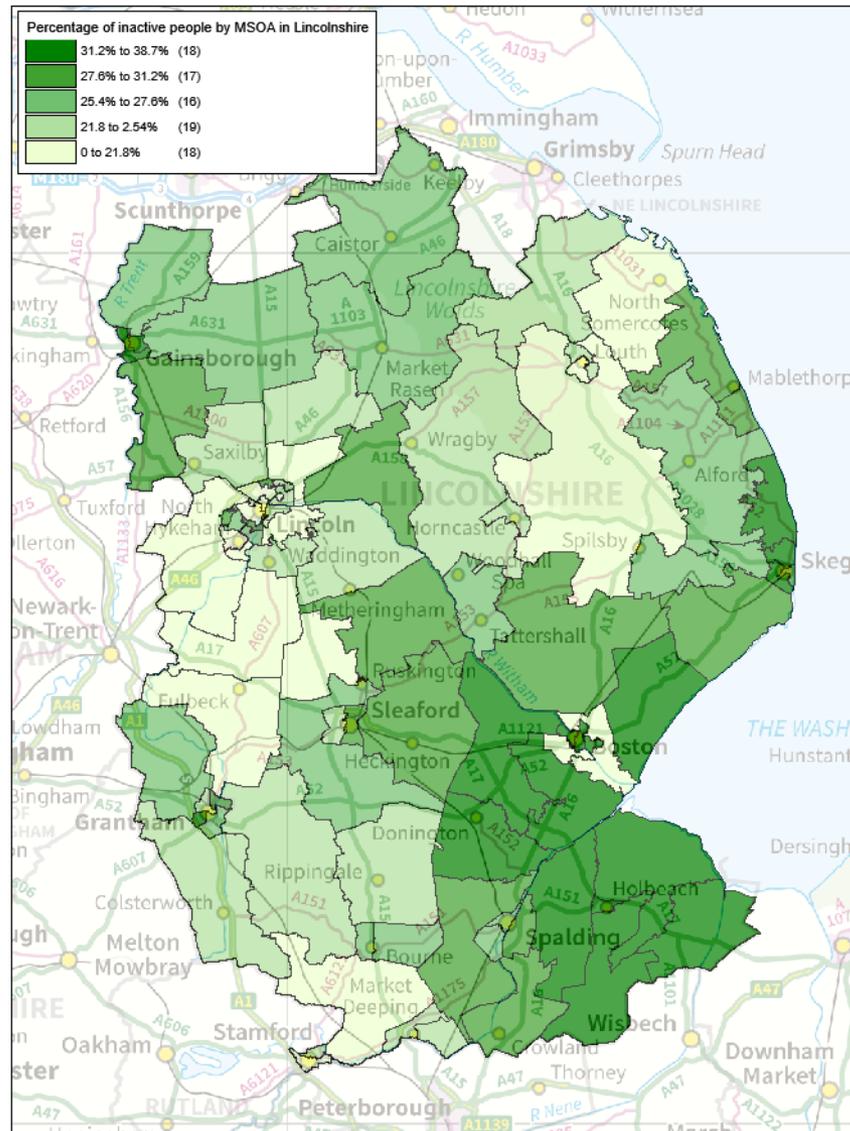
Source: Active Lives Survey

Physical Activity



Source: Active Lives Survey

Physical Activity

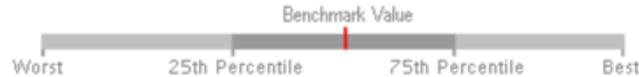


Source: Active Lives Survey

PHE: Physical Activity Profile

* a note is attached to the value, hover over to see more details

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



[Export table as CSV file](#)

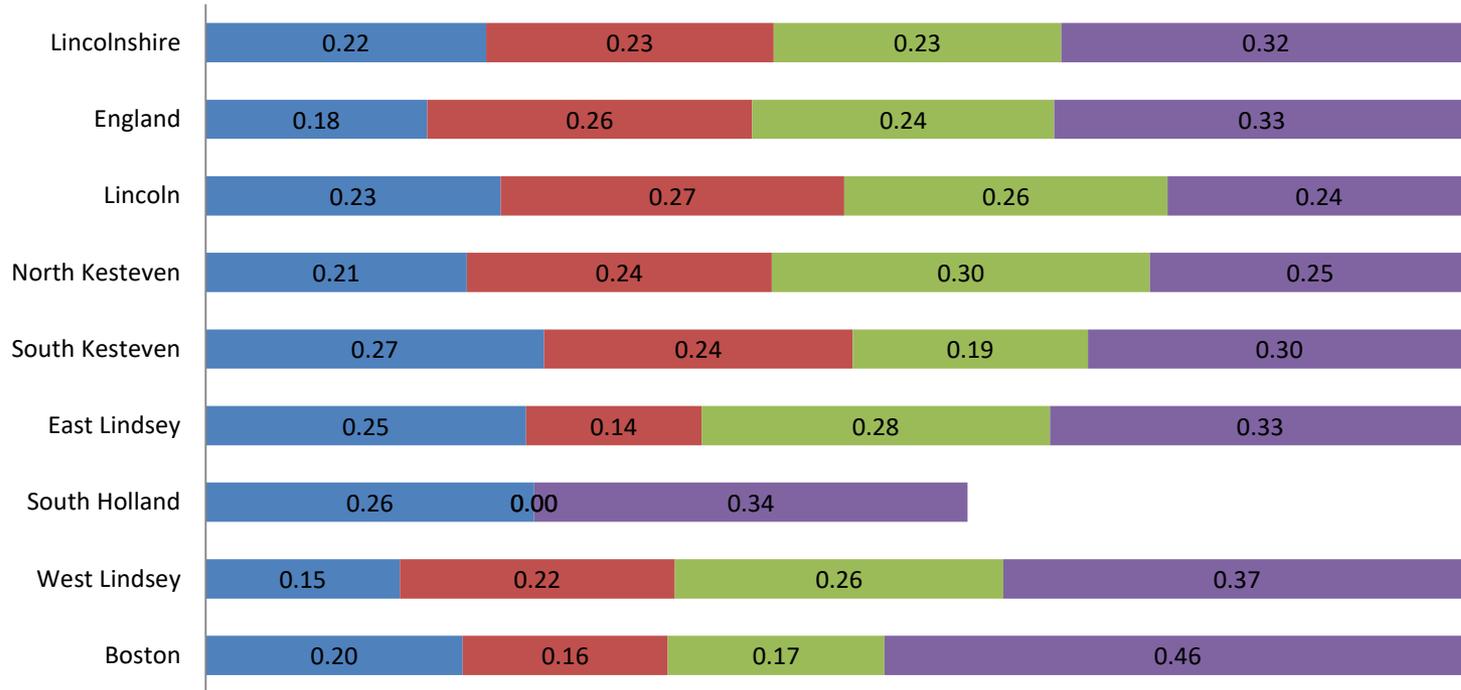
Indicator	Period	S Kesteven		Region England		England		
		Count	Value	Value	Value	Worst	Range	Best
Percentage of physically active adults - current method	2016/17	-	65.1%	65.0%	66.0%	53.3%		78.8%
Percentage of physically inactive adults - current method	2016/17	-	20.2%	23.1%	22.2%	33.3%		12.4%
Percentage of adults walking for travel at least three days per week	2016/17	-	16.3%	18.8%	22.9%	10.0%		43.6%
Percentage of adults cycling for travel at least three days per week	2016/17	-	2.3%	2.6%	3.3%	0.3%		31.8%
Percentage of physically active adults - historical method	2015	-	59.1%	56.8%	57.0%	44.8%		69.8%
Percentage of physically inactive adults - historical method	2015	-	26.3%	28.7%	28.7%	43.7%		14.7%
Percentage of adults doing 30-149 minutes physical activity per week - historical method	2015	-	14.6%	14.5%	14.3%	9.4%		20.7%
Percentage of adults who do any walking, at least five times per week	2014/15	-	48.6%	49.1%	50.6%	37.7%		68.1%
Percentage of adults who do any walking, at least once per week	2014/15	-	80.0	79.5	80.6	70.4		91.3
Percentage of adults who do any cycling, at least three times per week.	2014/15	-	2.9%	3.8%	4.4%	0.2%		39.0%
Percentage of adults who do any cycling, at least once per month	2014/15	-	13.6%	14.7%	14.7%	5.0%		58.0%

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

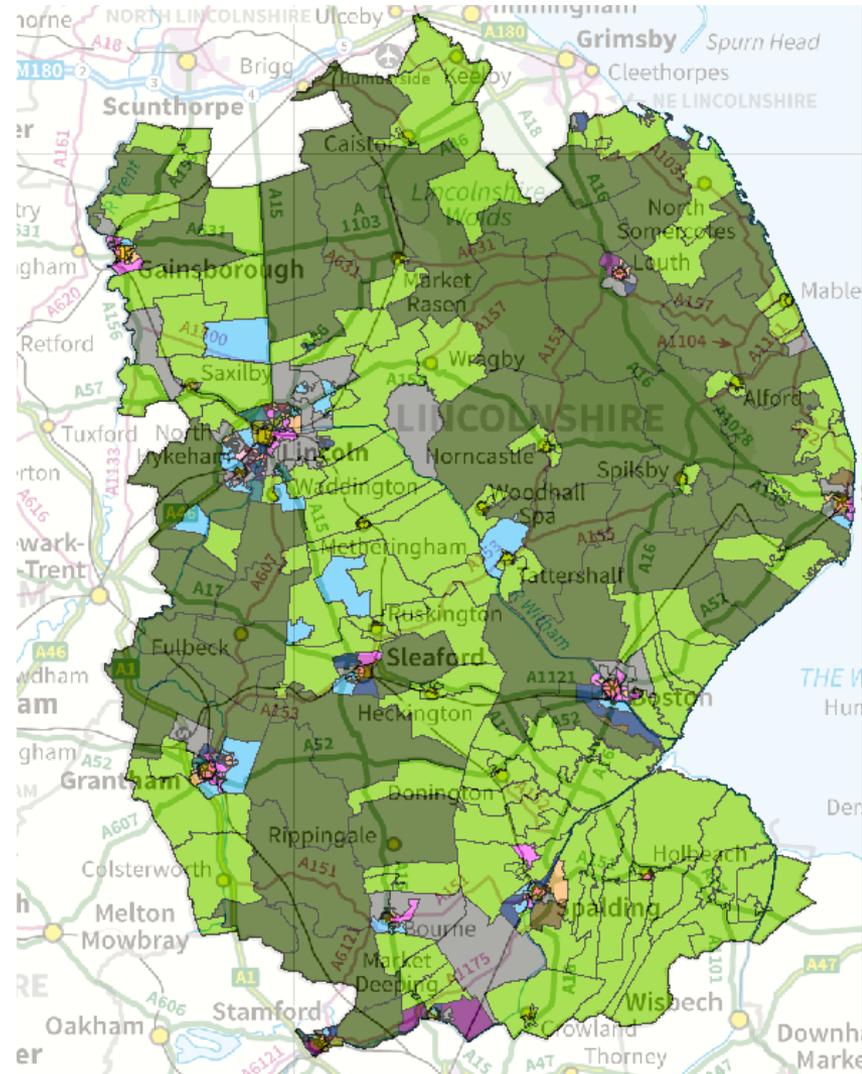


Mosaic Segmentation

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	7366	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	2971	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	78	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	6474	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	5291	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	5471	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	8777	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	7057	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	345	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	1647	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	2665	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	5798	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	3531	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	3047	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	471	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

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

G Rural Reality

Householders living in inexpensive homes in village communities

Orkney Islands
5.87% | 5.55%

Mosaic Public Se...

Who We Are

Age 46-50 11.4% 123	Household income £20k-£29k 24.3% 118
Household composition Single 40.6% 107	Number of children No children 75.7% 105
Tenure Owned 69.0% 107	Property type Semi-detached 32.6% 123

Channel Preference

 50	 66	 99
 98	 93	 109

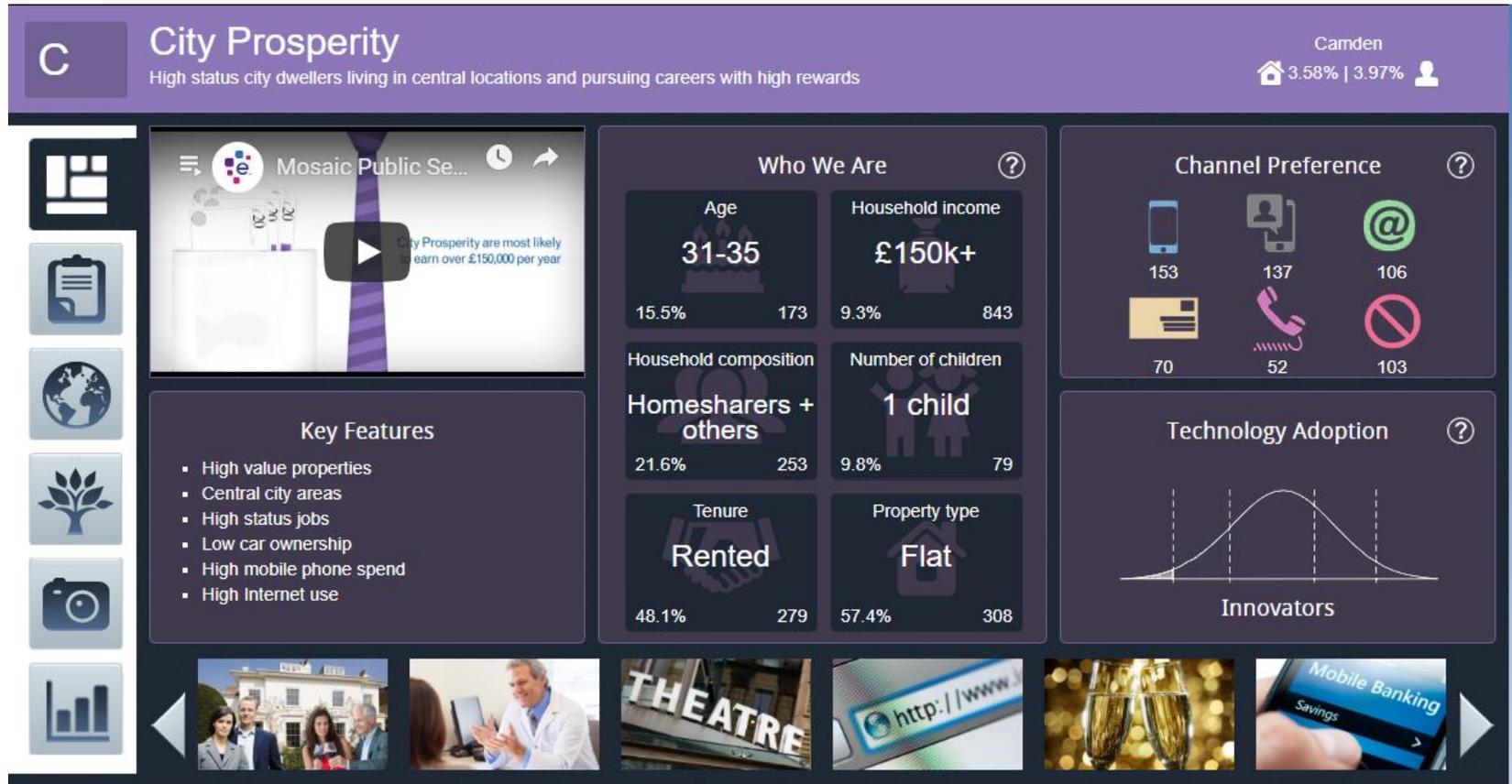
Key Features

- Rural locations
- Village and outlying houses
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow Internet speeds

Technology Adoption

Early Majority

Mosaic Segmentation



Mosaic Segmentation

N Vintage Value

Elderly people reliant on support to meet financial or practical needs

South Tyneside
6.82% | 4.73%

Mosaic Public Se...

Some live in residential homes for the elderly



Who We Are

Age 76-80 17.7% 418	Household income <£15k 59.4% 291
Household composition Single 71.7% 189	Number of children No children 98.9% 137
Tenure Council/HA 54.9% 298	Property type Purpose built flats 34.5% 222

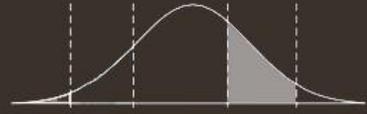
Channel Preference

 103	 60	 86
 128	 177	 114

Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

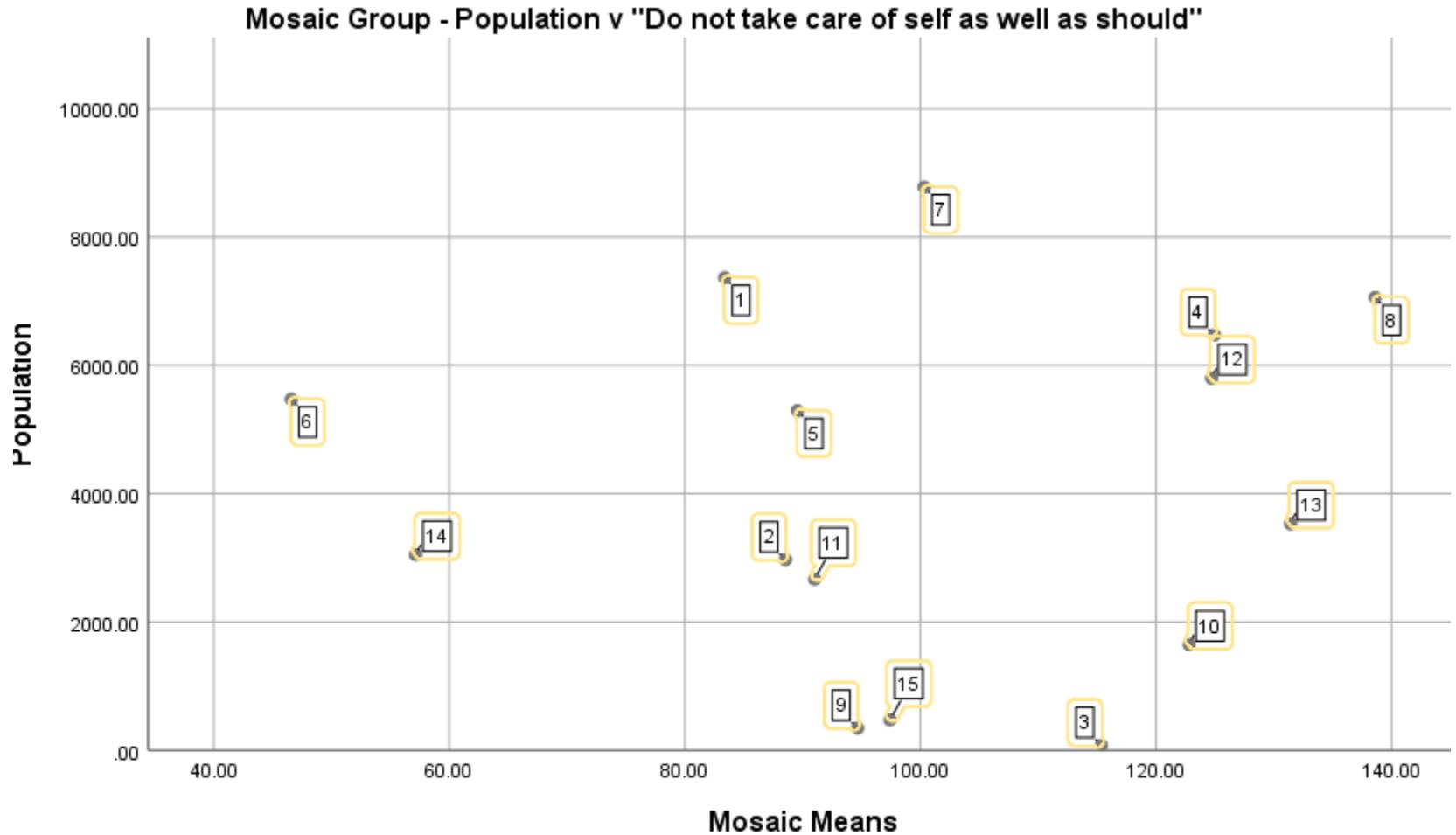
Technology Adoption



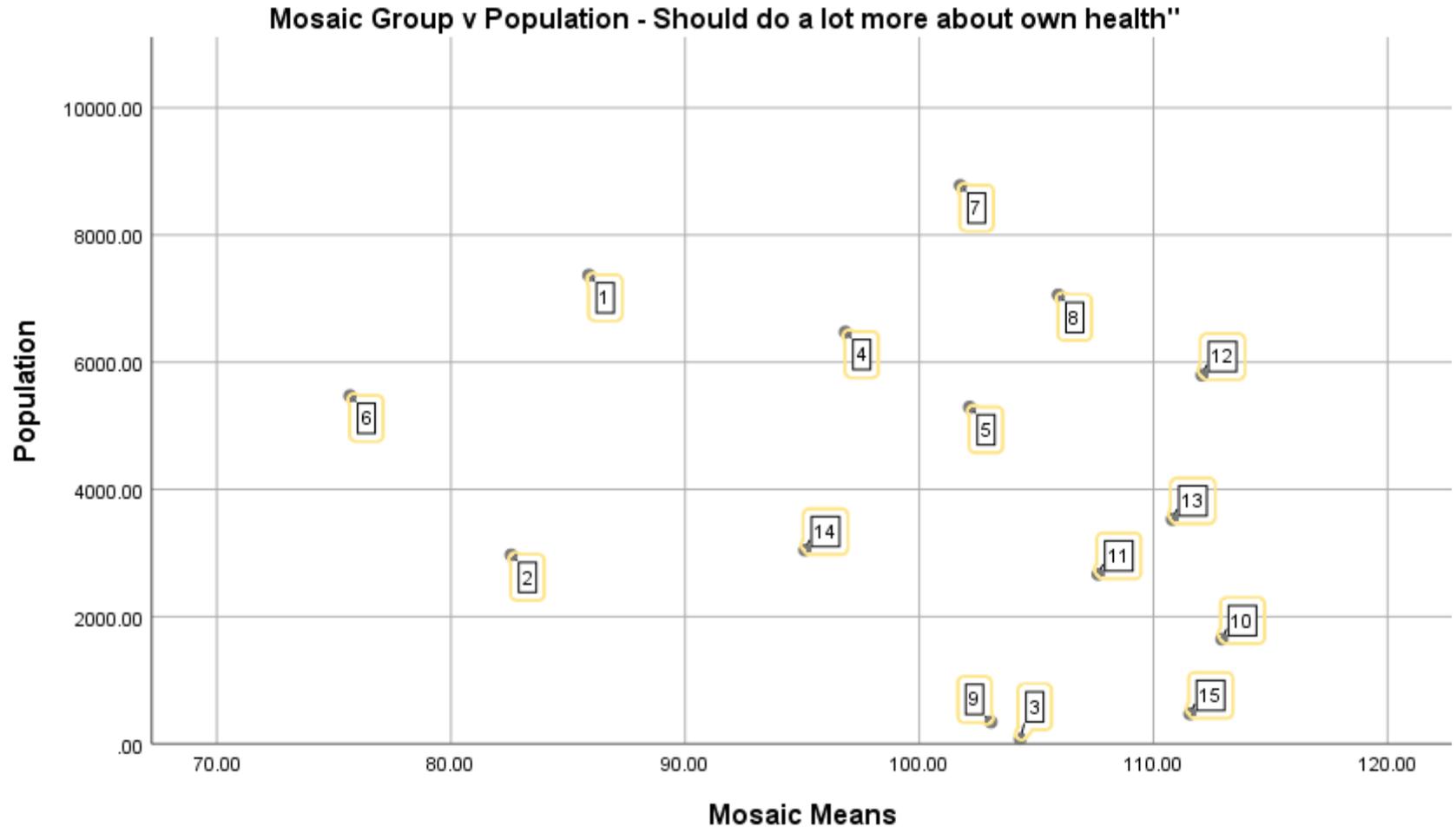
Late Majority



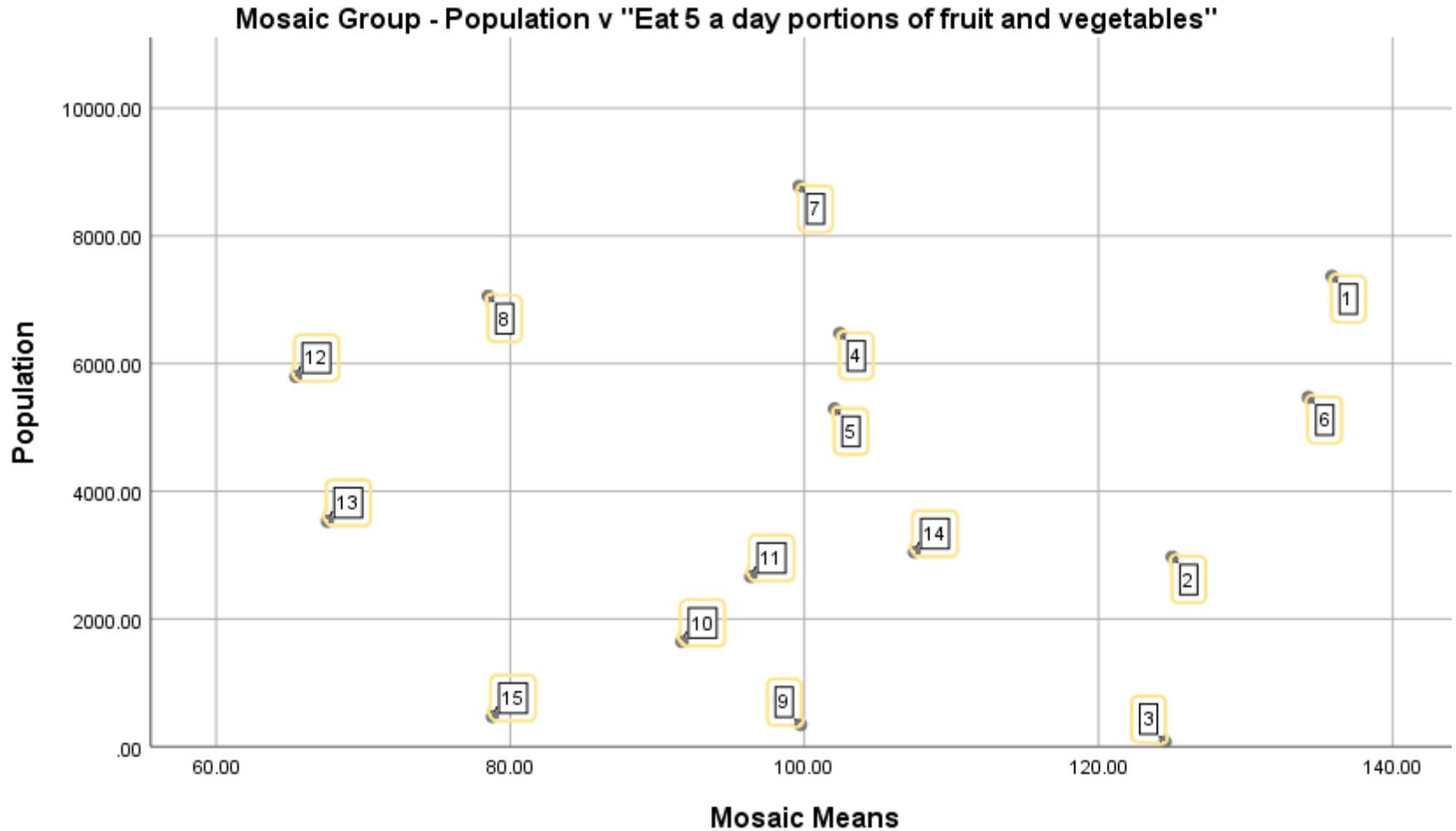
Mosaic Segmentation



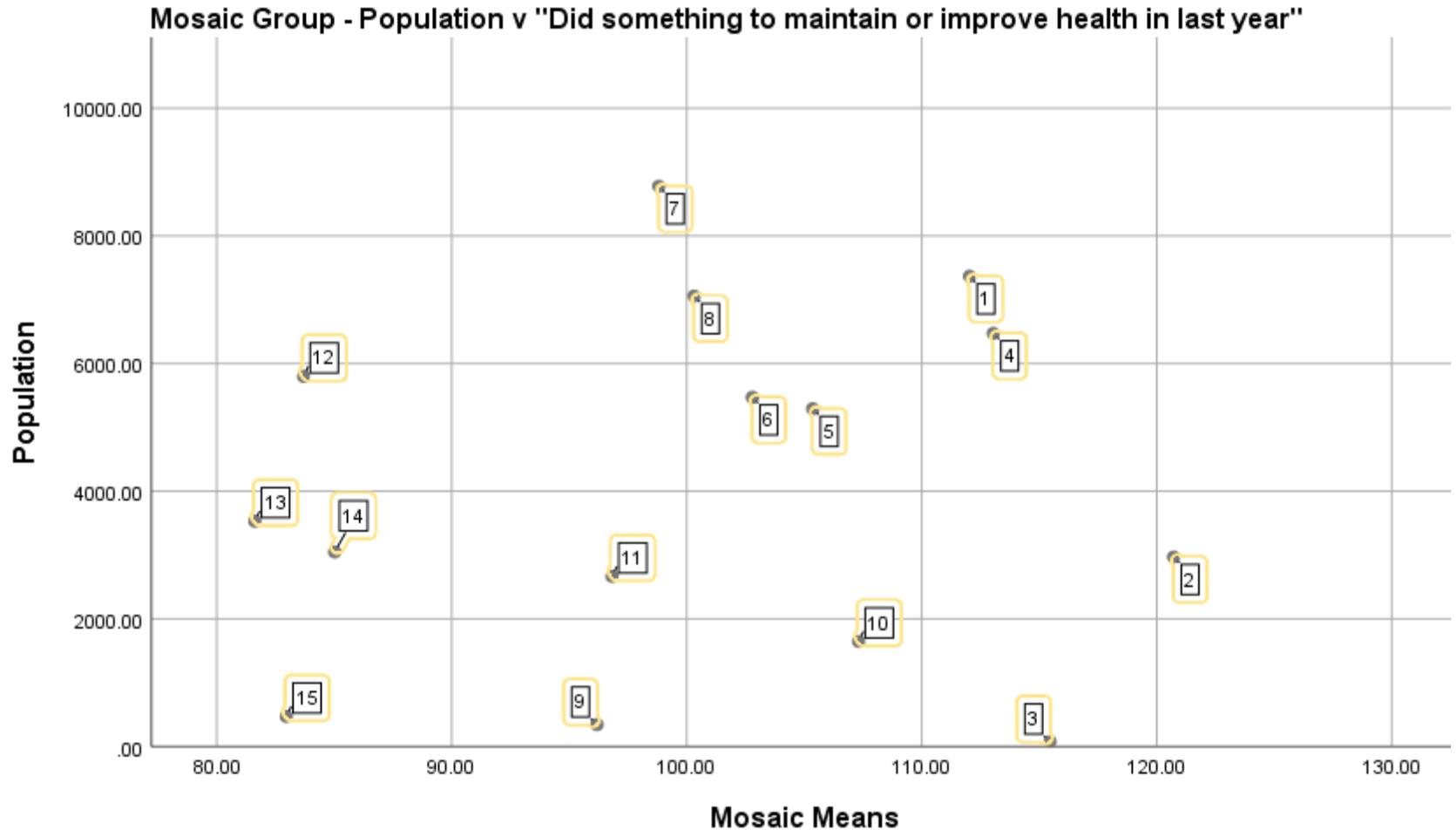
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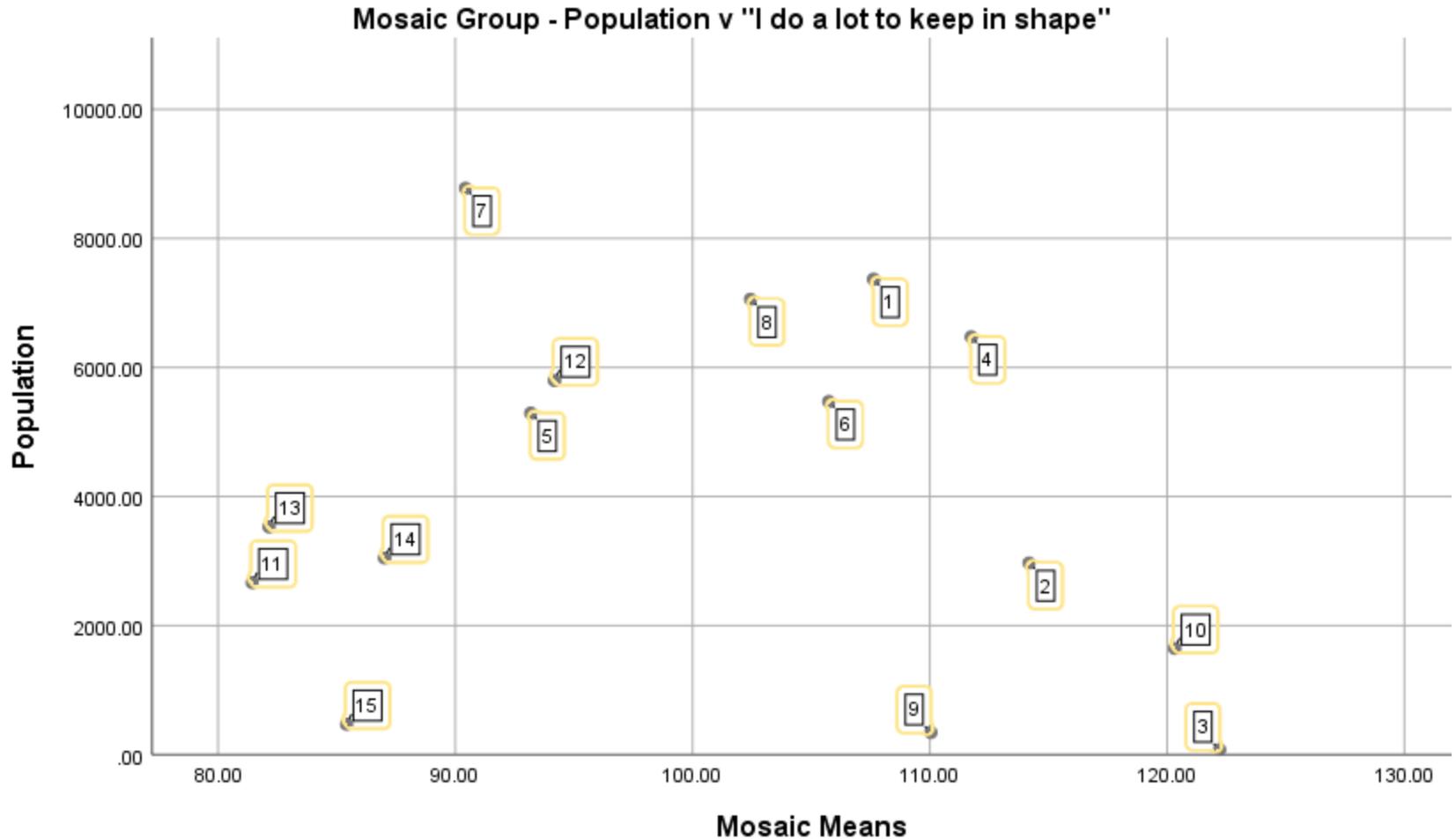
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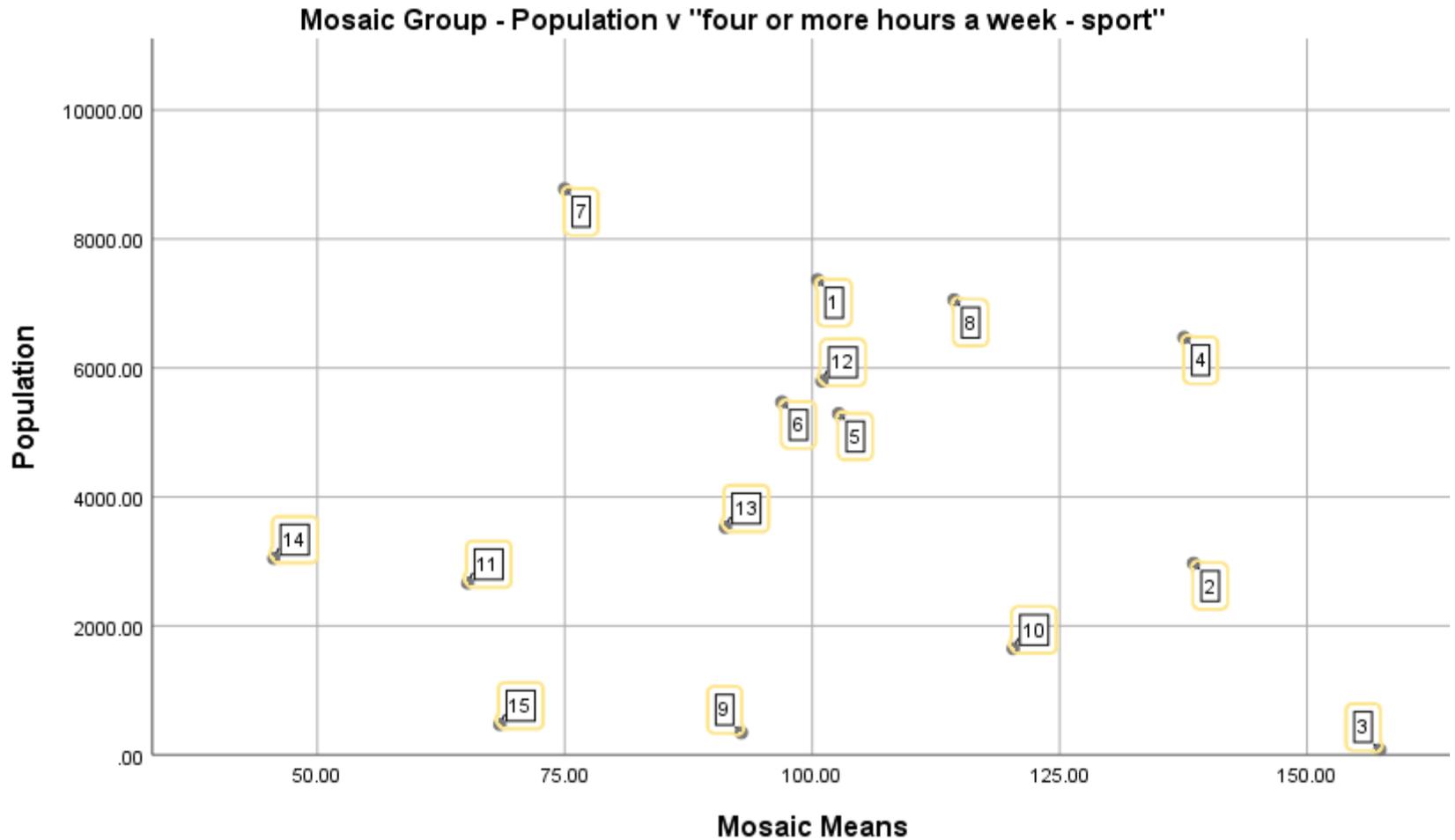
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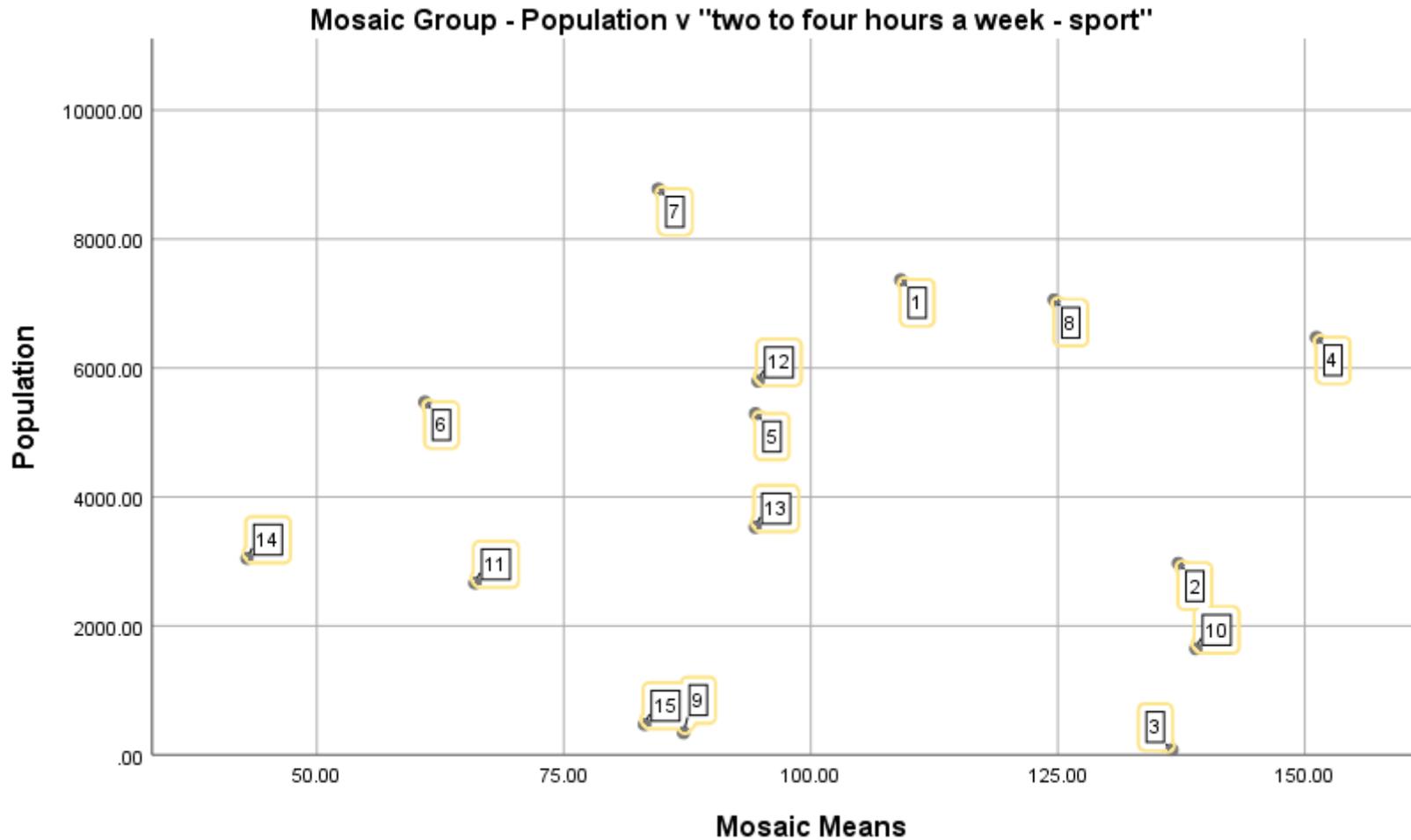
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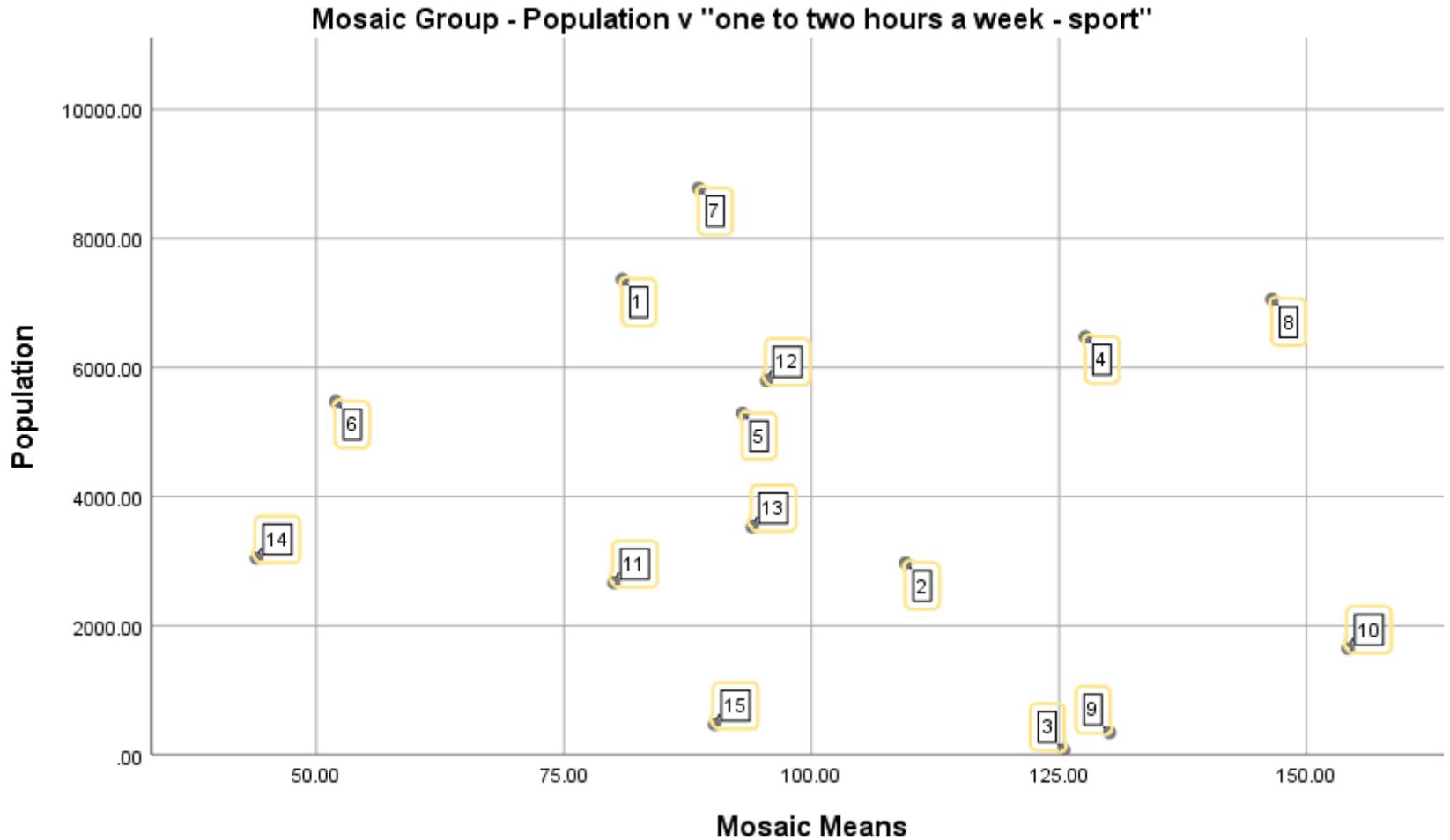
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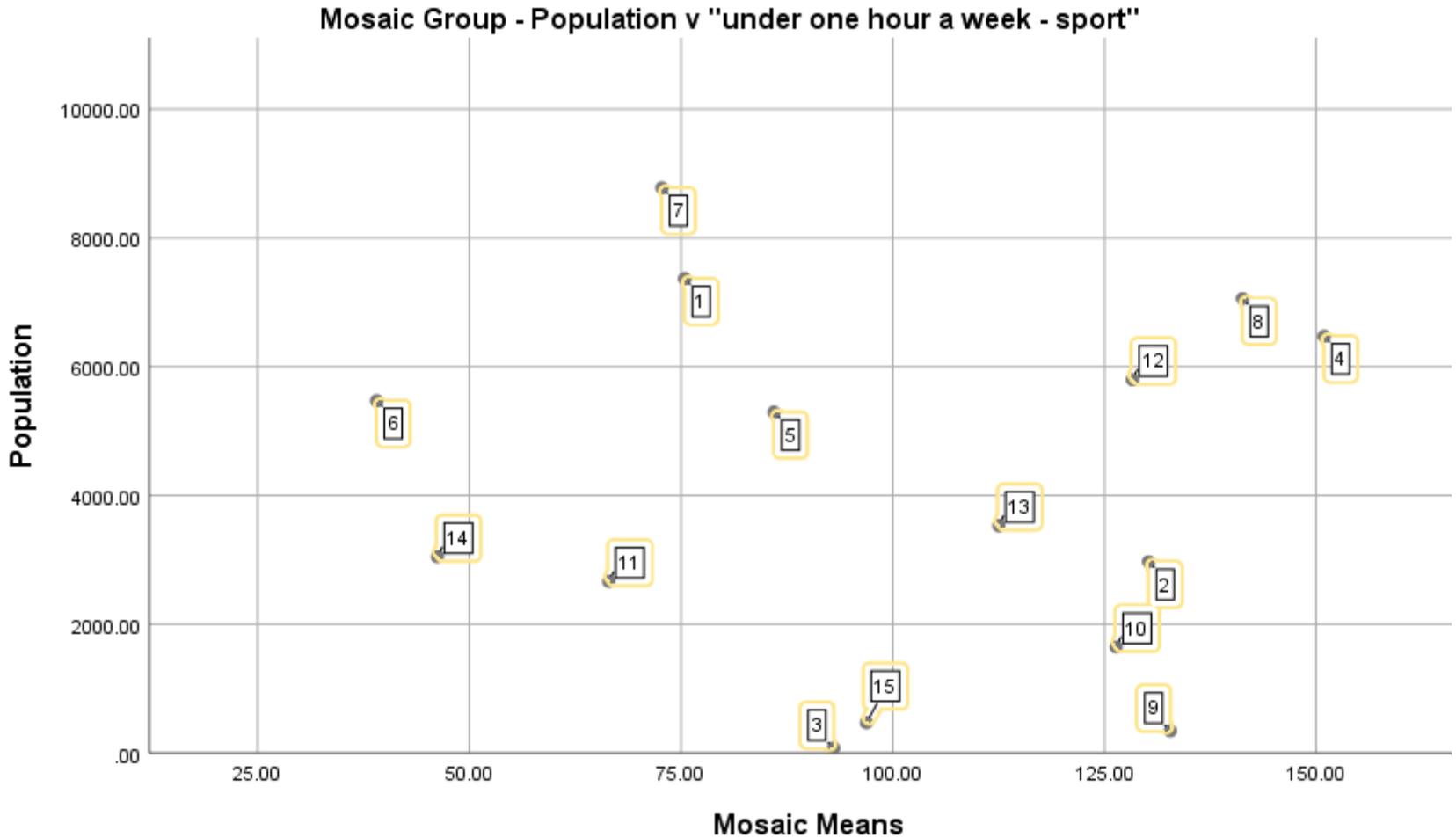
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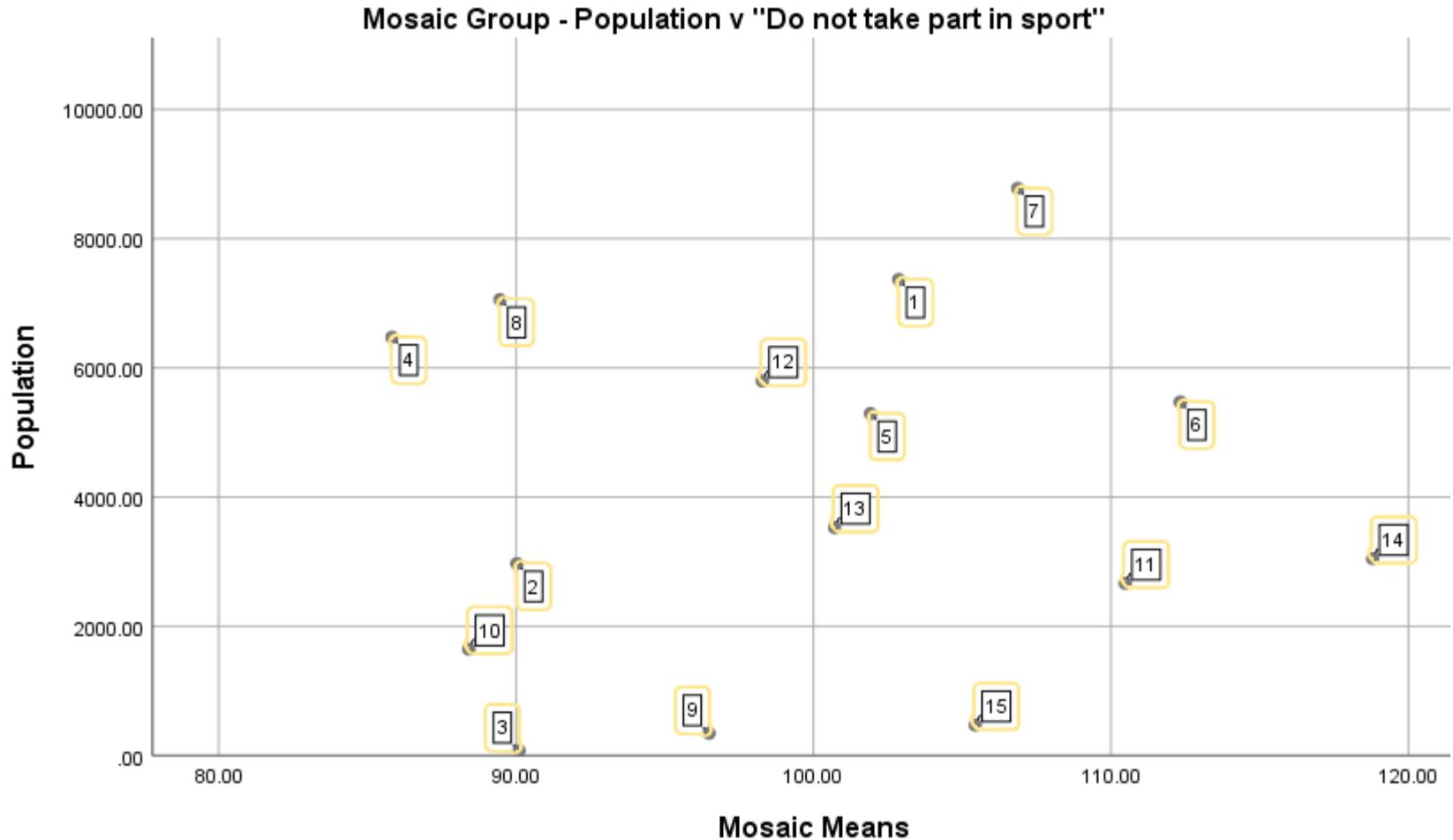
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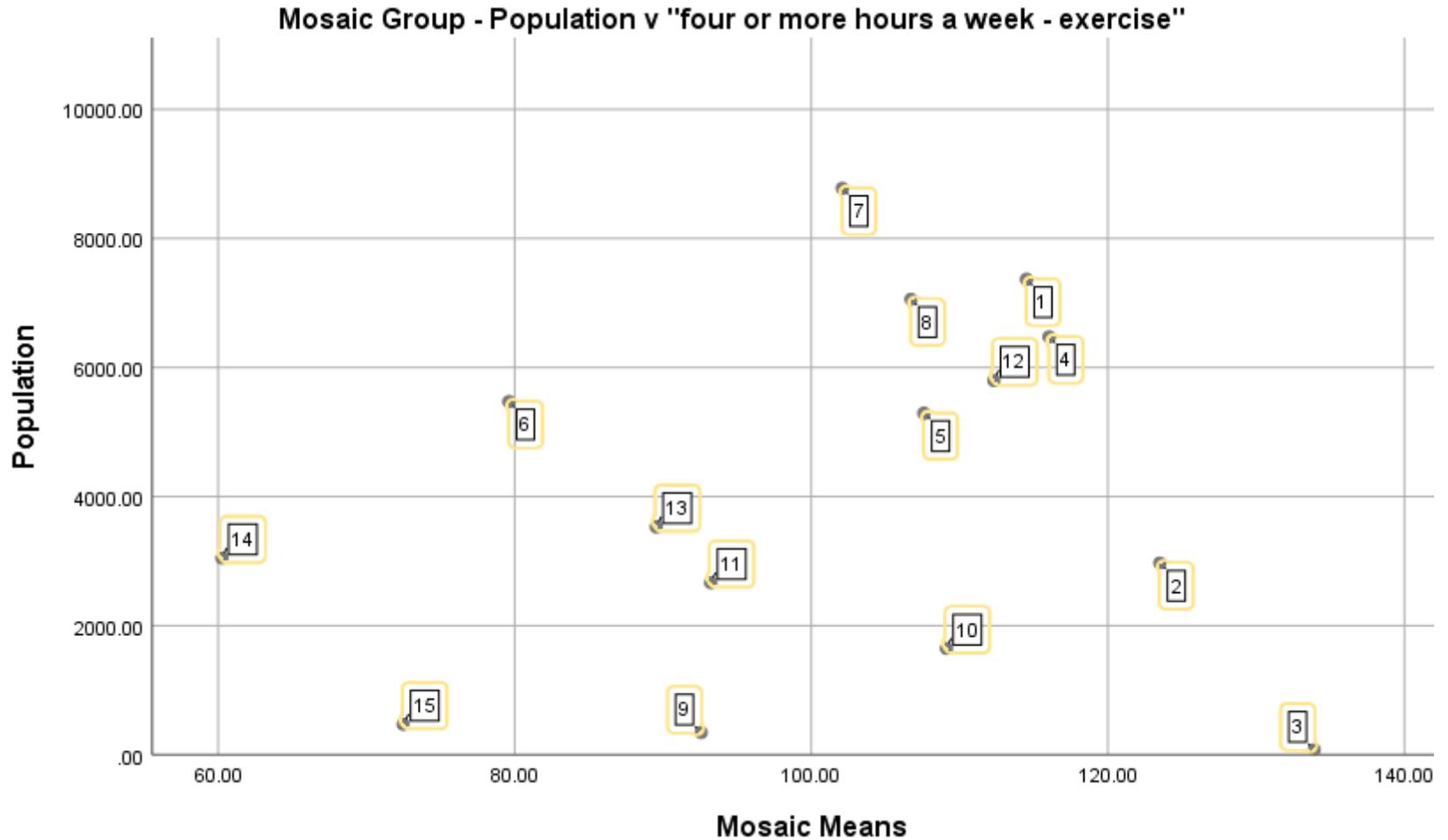
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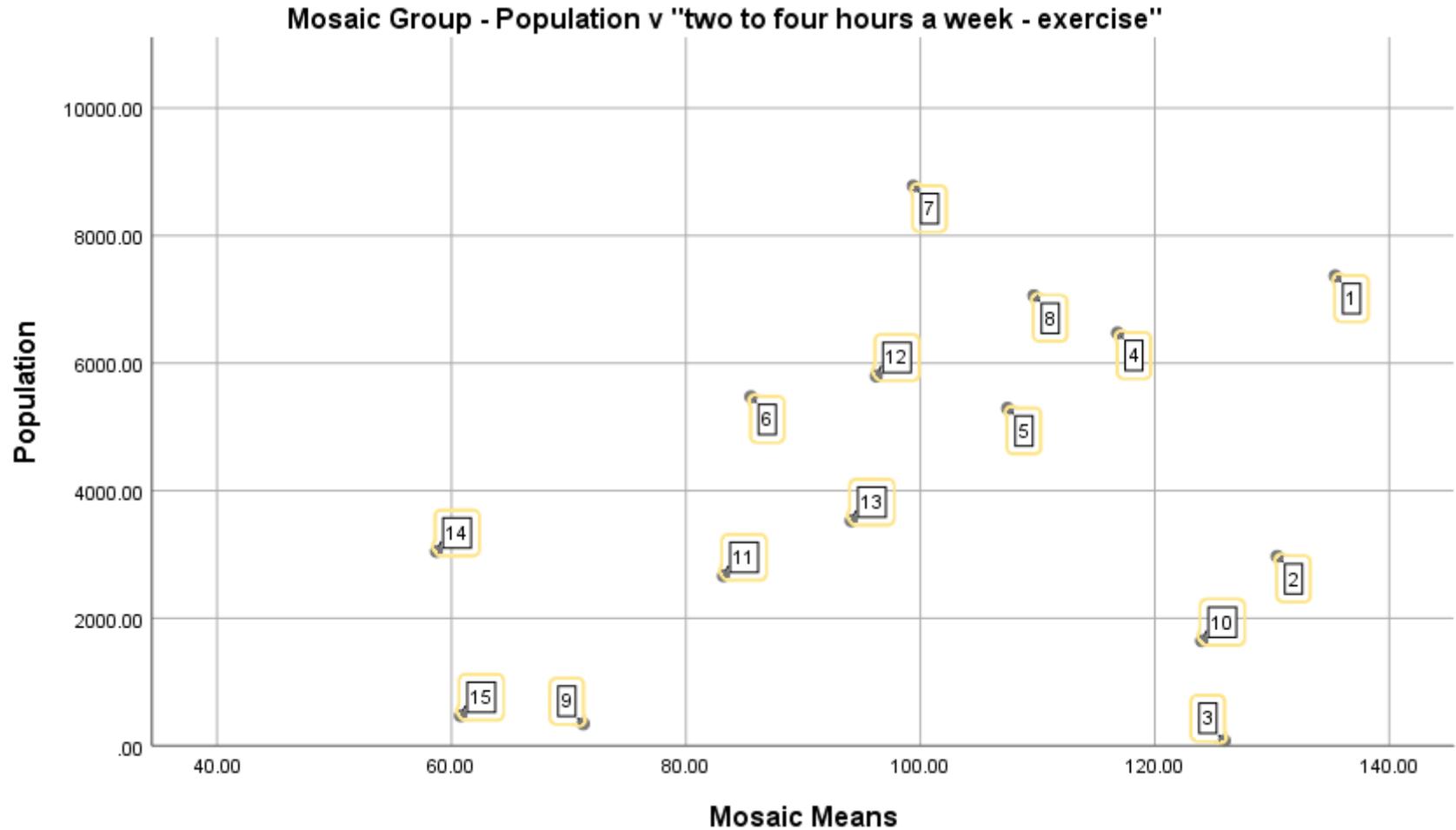
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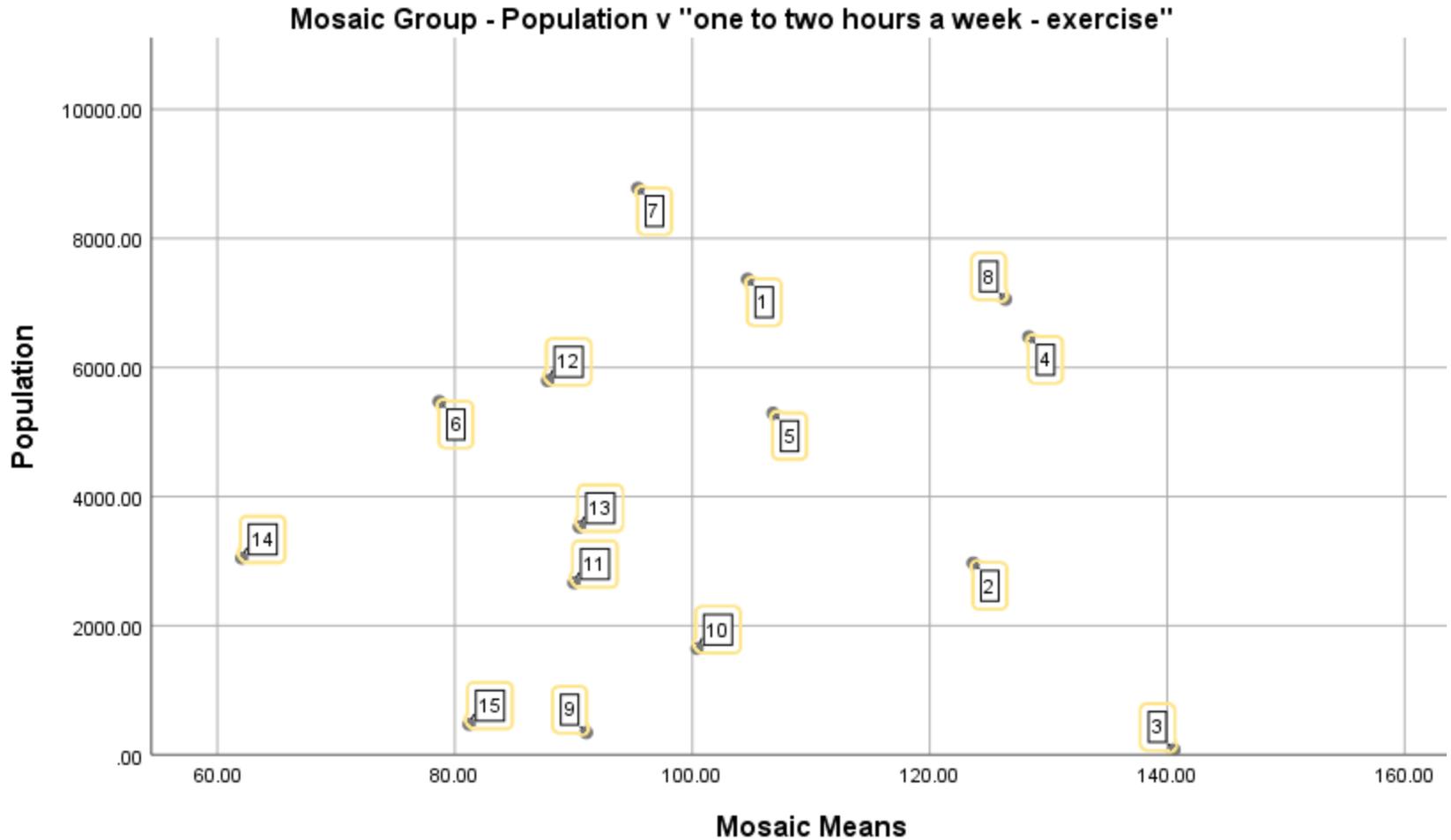
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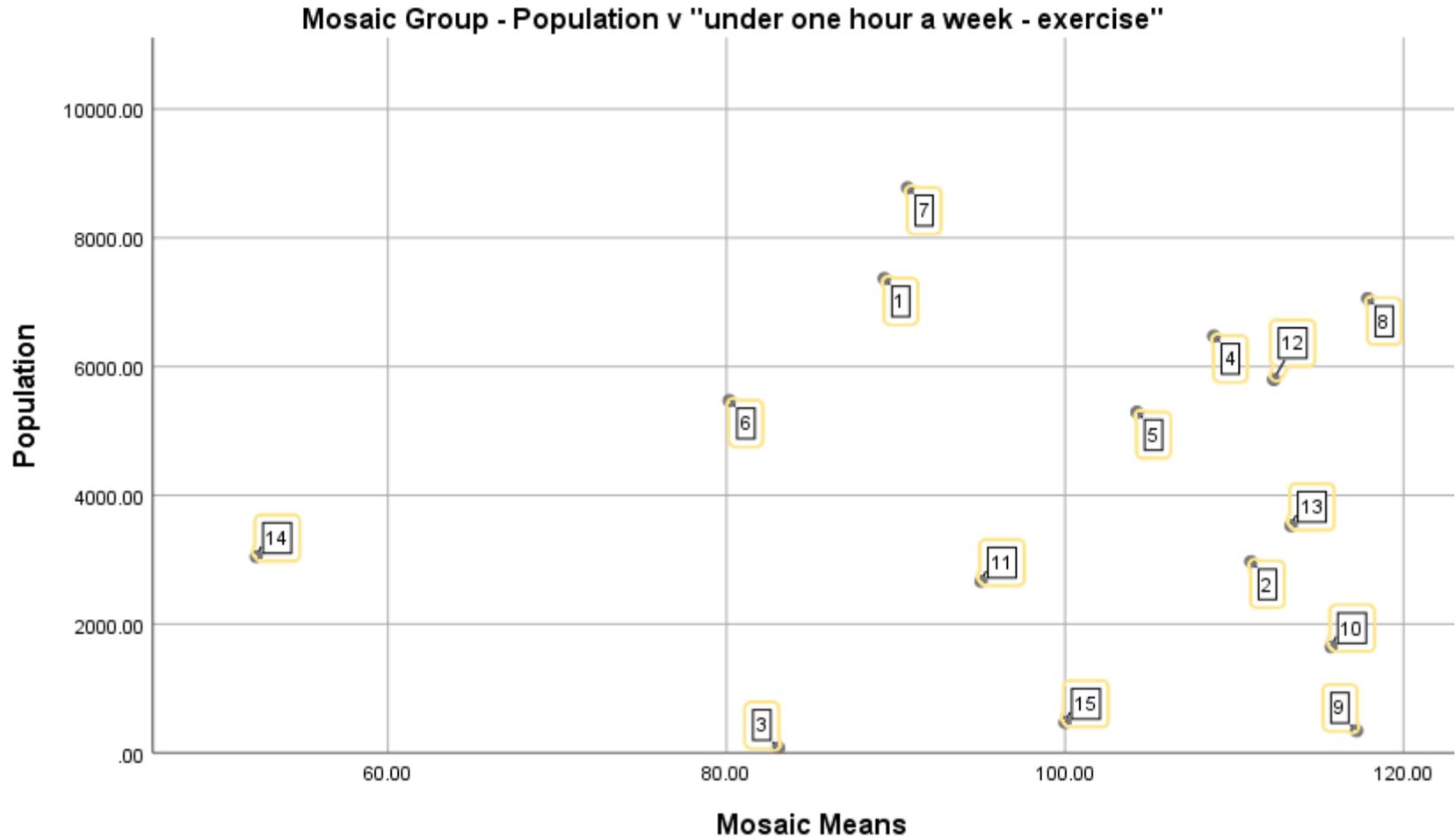
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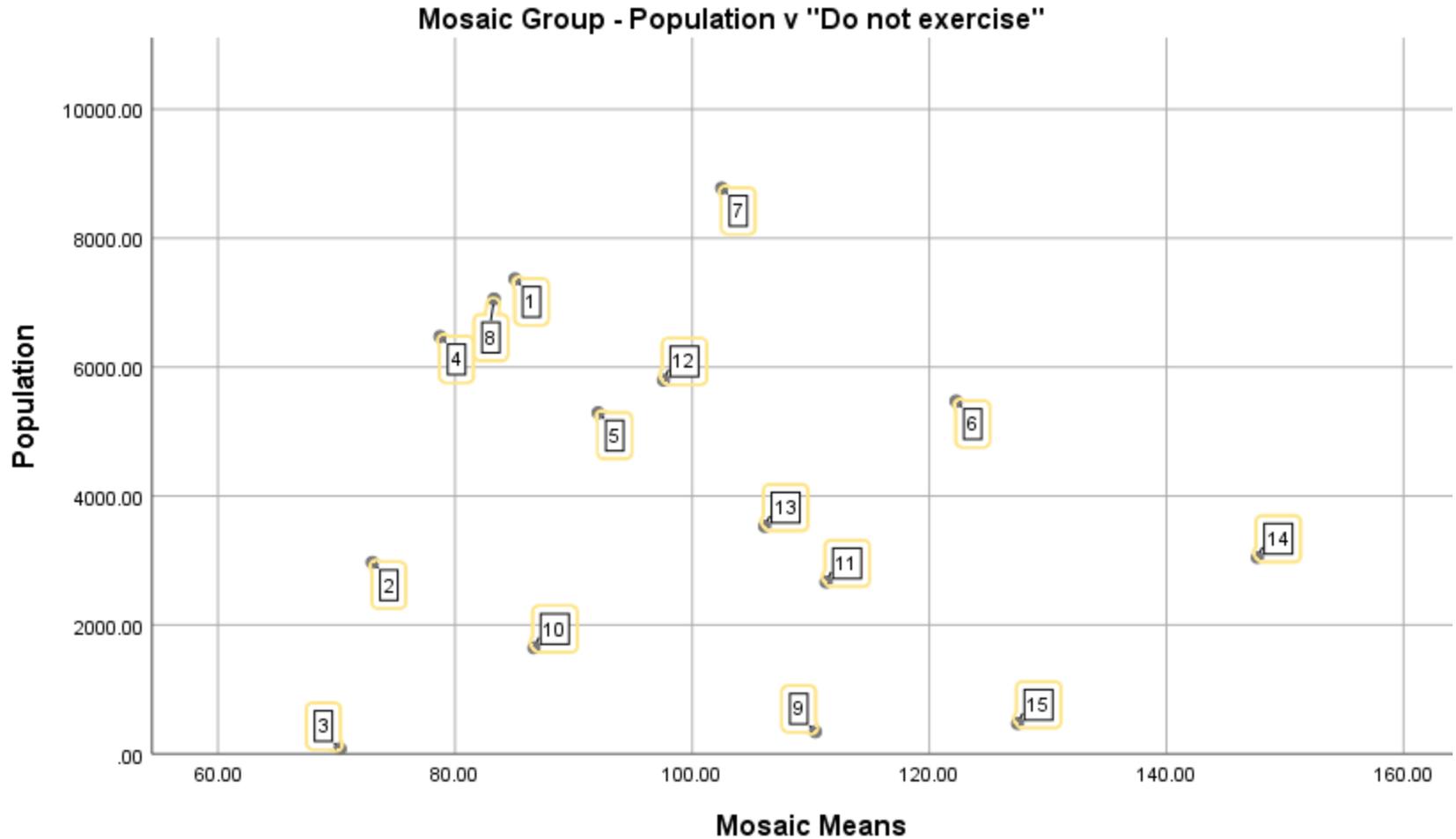
Mosaic Segmentation



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