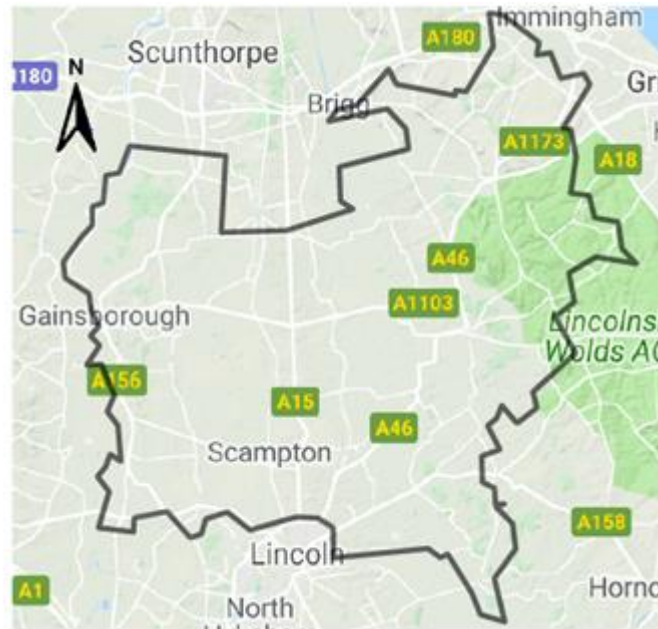


# West Lindsey Profile For Physical Activity



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Public Health Analyst

**Philip Garner**  
Strategic Programme Manager

# Contents

- Demographics
- Health related information
- Physical activity
- Mosaic segmentation

# Population Demographics

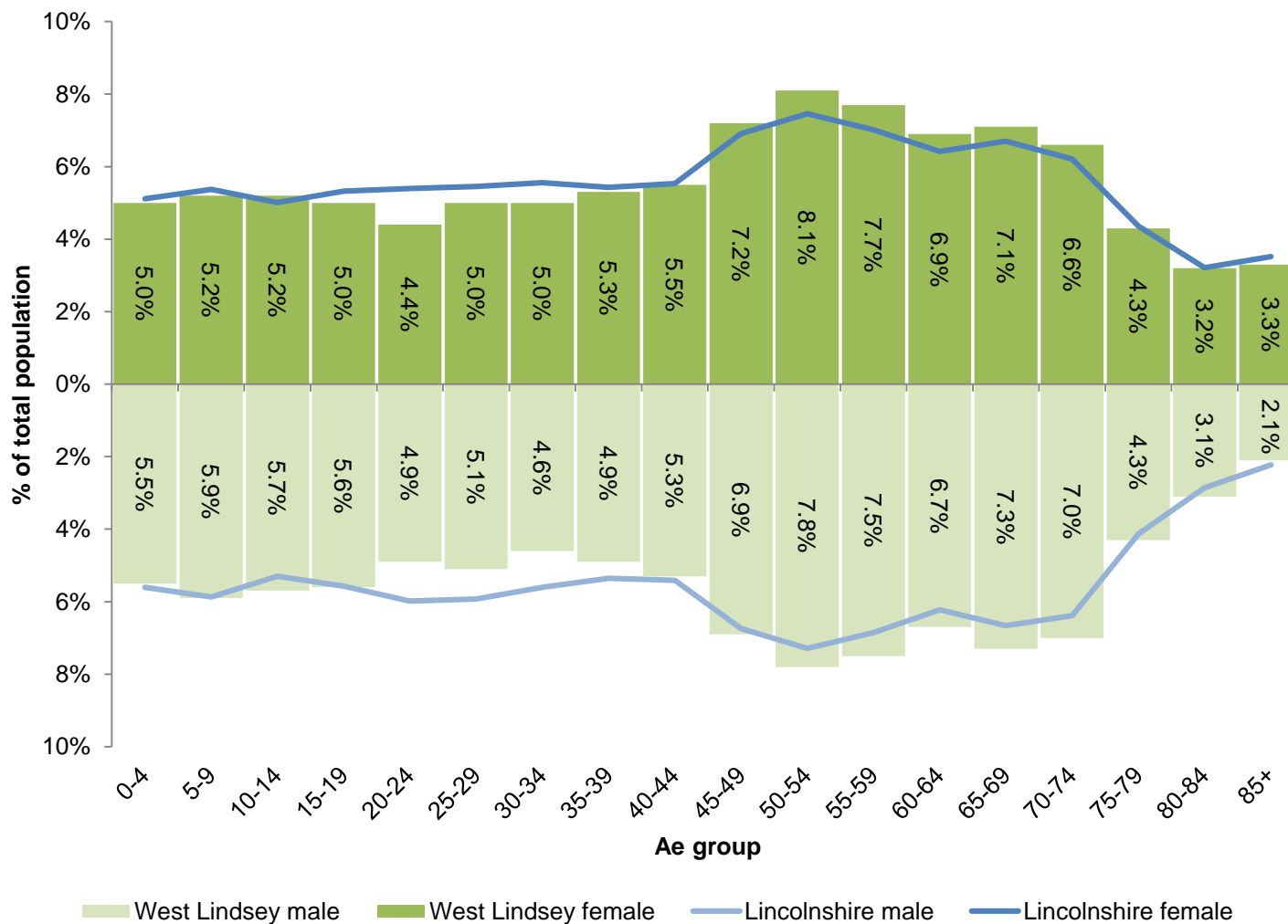
Area	Male	Female	Total
West Lindsey	45,804	47,930	<b>93,734</b>
Lincolnshire	363,565	379,848	<b>743,413</b>

Area	Year	0-15	16-64	65 +	Total
West Lindsey	<b>2017</b>	16,200	55,400	22,800	<b>94,300</b>
	<b>2041</b>	15,900	56,700	33,600	<b>105,700</b>
Lincolnshire	<b>2017</b>	128,600	448,600	174,000	<b>751,200</b>
	<b>2041</b>	120,300	453,400	250,600	<b>824,400</b>

- West Lindsey population of over 65 year olds will have increased by 47.37% by 2041

# Population Pyramid

Estimated resident population, Mid-2017



Source: ONS mid-year population estimates via NOMIS

# Deprivation

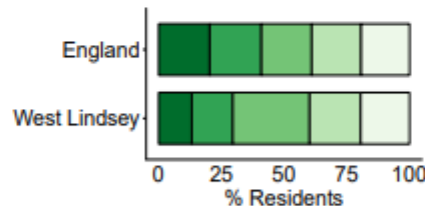
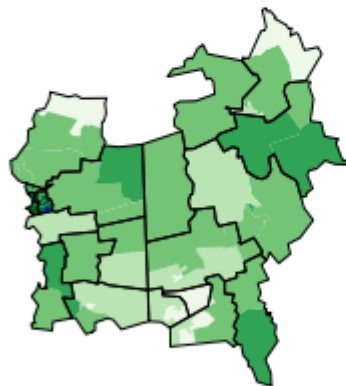
## Deprivation

The level of deprivation in an area can be used to identify those communities who may be in the greatest need of services. These maps and charts show the Index of Multiple Deprivation 2015 (IMD 2015).

### National

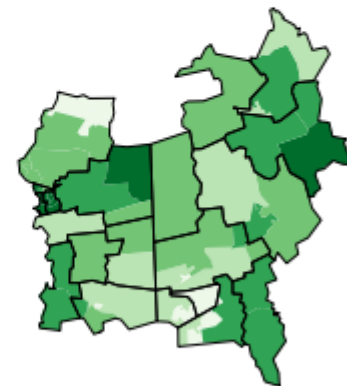
The first of the two maps shows differences in deprivation in this area based on national comparisons, using national quintiles (fifths) of IMD 2015, shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

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



### Local

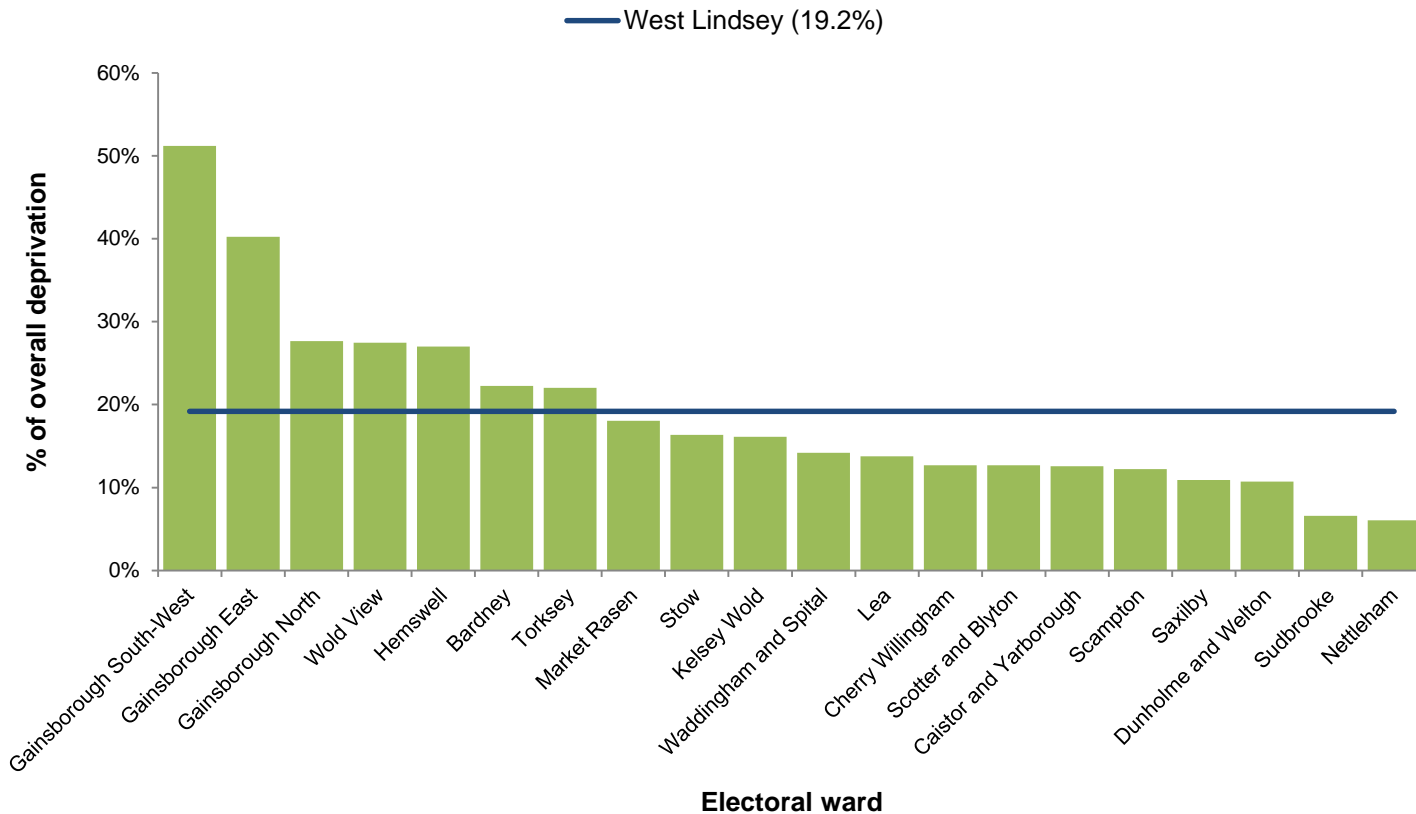
The second map shows the differences in deprivation based on local quintiles (fifths) of IMD 2015 for this area.



Lines represent electoral wards (2017). Quintiles shown for 2011 based lower super output areas (LSOAs). Contains OS data © Crown copyright and database rights 2018. Contains public sector information licensed under the Open Government Licence v3.0

# Deprivation

## Proportion of overall deprivation, 2015



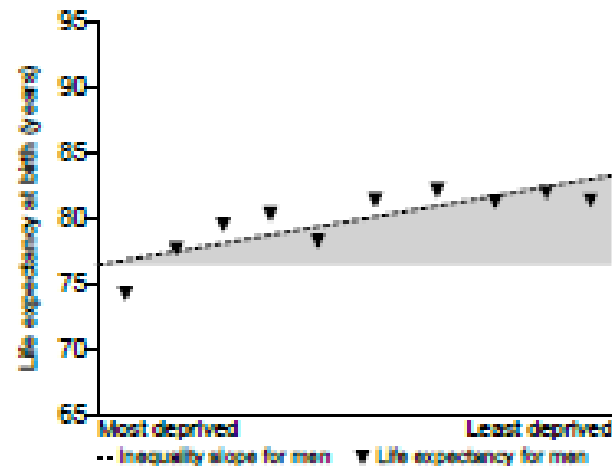
# Healthcare

- Between 2015 and 2017, premature mortality rates (under 75) from cardiovascular disease is **significantly worse** than the regional and national averages.
- **63% (138 out of 219)** of all early deaths from cardiovascular disease are considered preventable.
- Premature mortality rates from cardiovascular disease are **higher for men** (103.2 per 100,000) than for women (46.8 per 100,000).
- Premature mortality rates from cardiovascular disease have **reduced by 31.5%** 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 East Lindsey was **similar** to the national average.
- In 2018, screening coverage for breast, cervical and bowel cancers were **significantly better** than the national average.

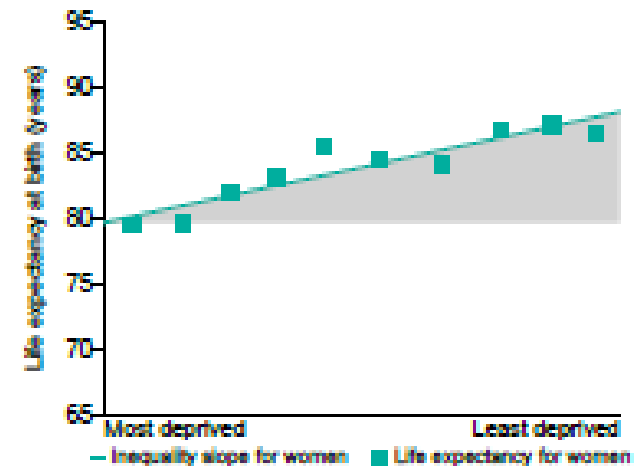
# Health Inequalities

- Life expectancy is **6.8 years lower** for men and **8.4 years lower** for women in the most deprived areas of West Lindsey compared to the least deprived.
- Average life expectancy in West Lindsey is **79.8 years for men** and **83.7 years for women**.
- Average female life expectancy in West Lindsey is **comparable** to the national average of 83.1 years; average male life expectancy is also **similar** to the national average of 79.5 years.

Life expectancy gap for men: 6.8 years



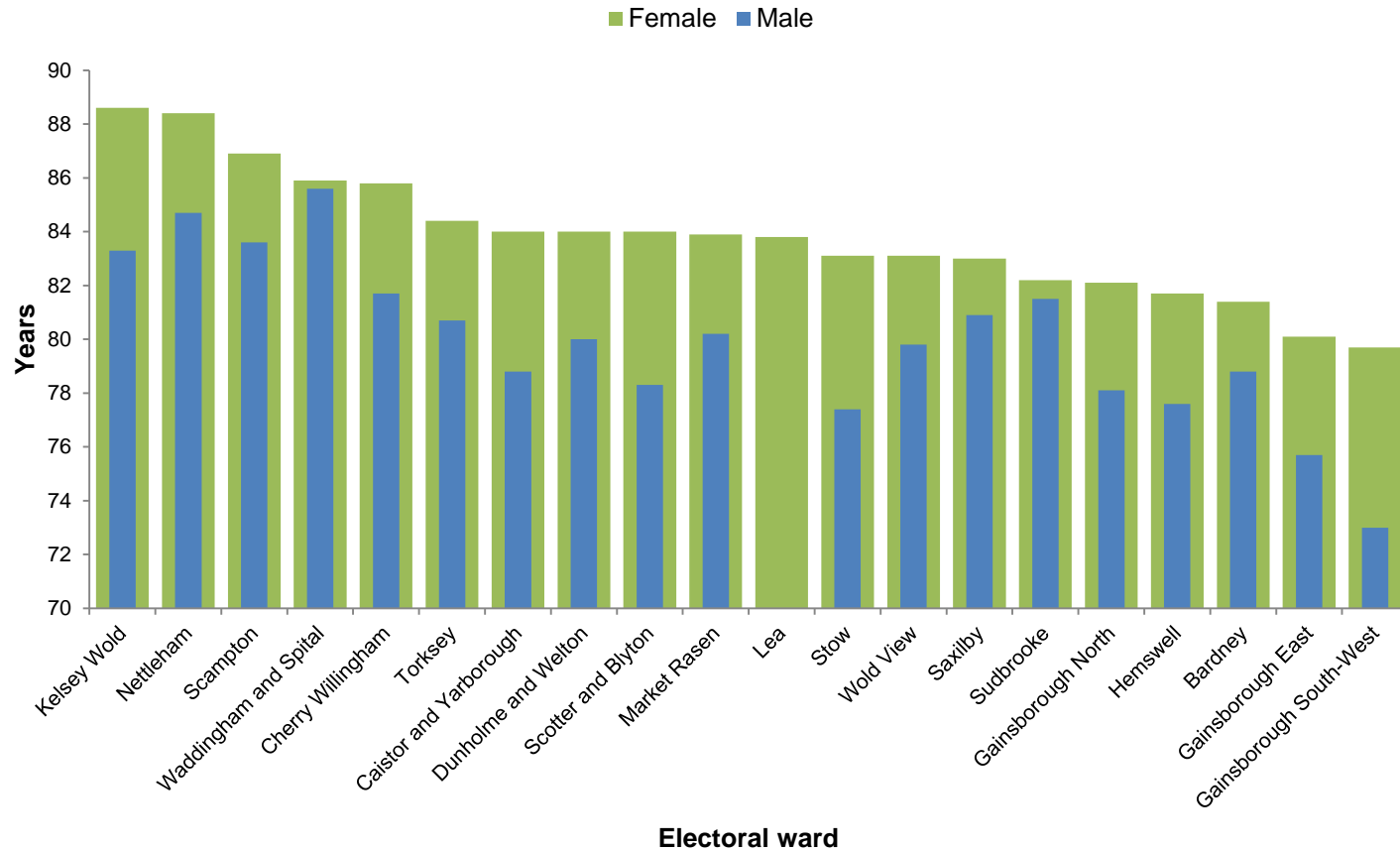
Life expectancy gap for women: 8.4 years





# Health Inequalities

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



# Child Health

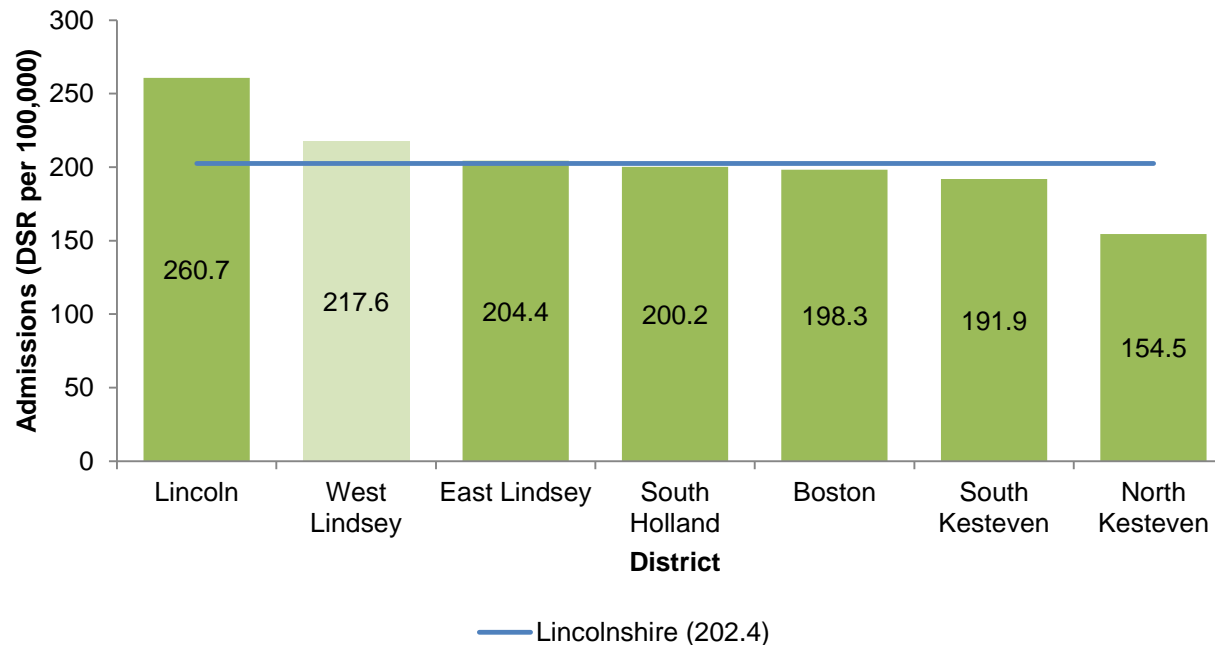
- 12.2% of children (under 16s) live in low income families.
- 16.9% of mothers are known to smoke at the time of delivery.
- The number of mothers who breastfeed their babies in the first 48 hours after delivery are unknown due to data issues in this district
- 82.3% of children under 5 are free from dental decay, which is better than the national average of 76.7%.
- Under-18 conceptions in West Lindsey (16.9 per 1,000 females aged 15-17) are similar than the national rate of 18.8 per 1,000.
- The rate of hospital admissions caused by unintentional and deliberate injuries is similar to the national rate.
- 55% of pupils achieved a standard pass (9-4) in GCSE English and Maths in 2017
- Pupil absence rates in West Lindsey is similar to the national average.

# Adult Health

- 19.9% of the population are reported to have a limiting long term illness or disability and 5.4% report their general health to be 'bad or very bad'.
- 71.9% 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 comparable to the national gap.
- Smoking prevalence among adults in West Lindsey (15.4%) is similar to the national average of 14.9%.
- Between 2015 and 2017 the rate of people killed or seriously injured on roads in West Lindsey is worse than the national average.
- The rate of hospital admissions for alcohol related conditions is significantly better in West Lindsey compared to the national average.
- Estimated diabetes diagnosis is similar to the national average.

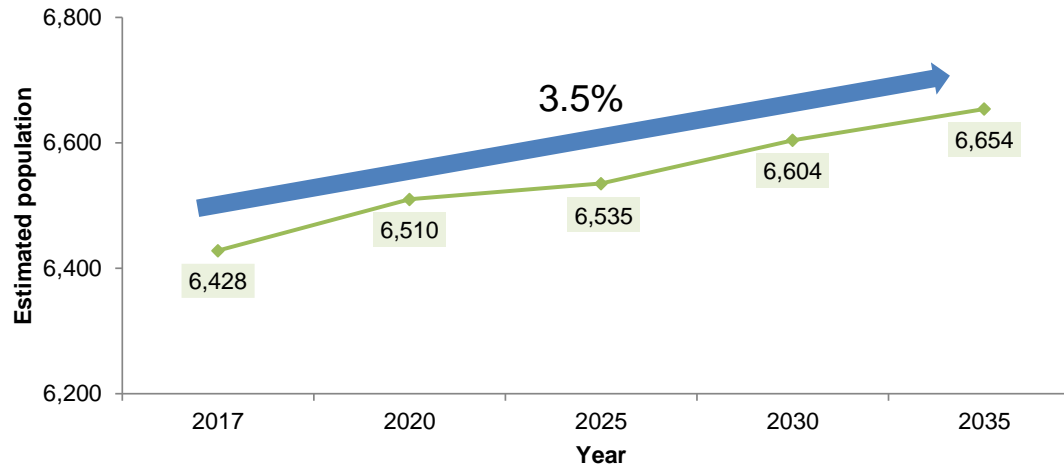
# Mental Health

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

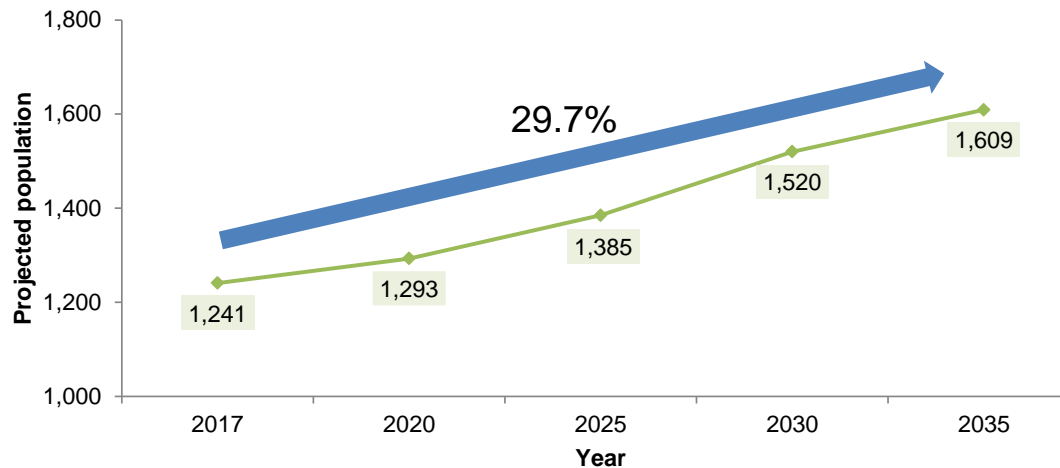


# Mental Health

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

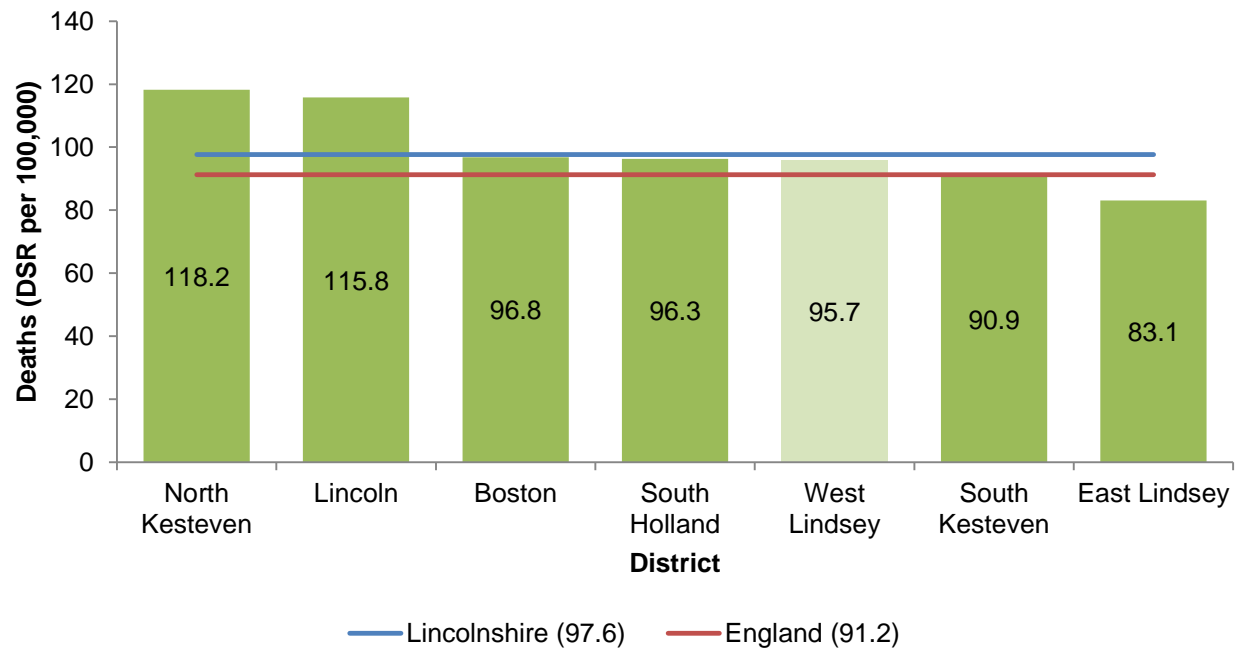


## People aged 65+ predicted to have depression, 2017 - 2035



# Mental Health

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



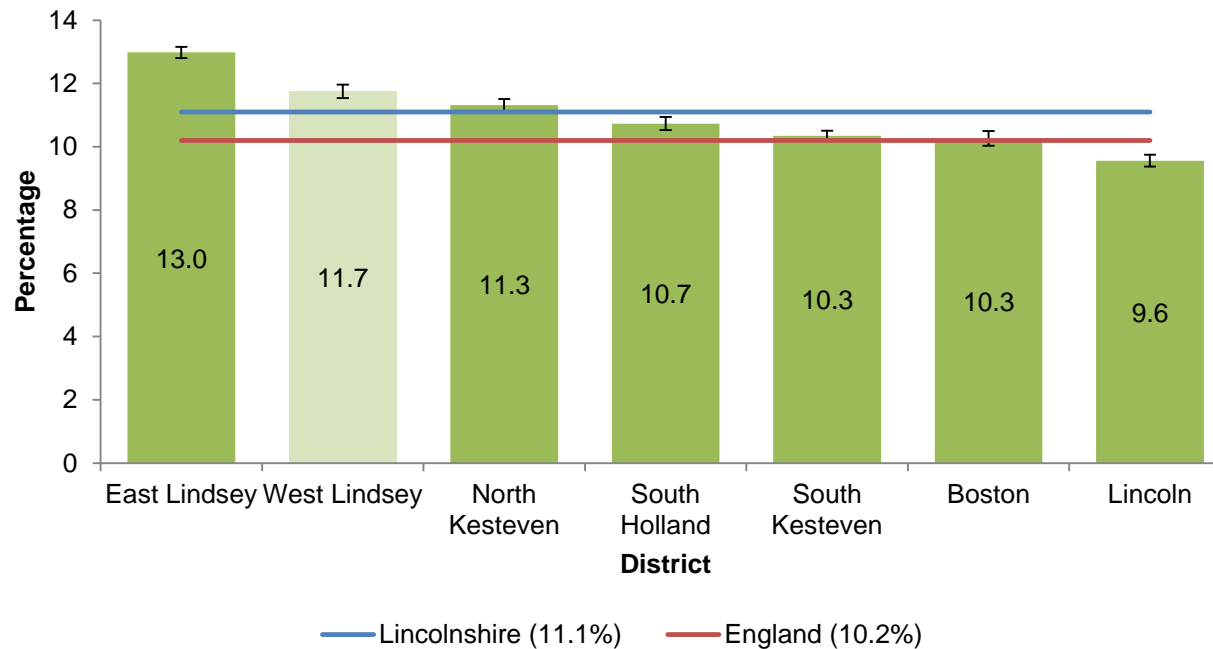
Source: ONS, Mortality Statistics via NOMIS

# Carers

- 2011 Census data shows there are 2,458 unpaid carers providing substantial care (more than 50 hours a week) in West Lindsey, which equates to 2.8% of the total population.
- At electoral ward level, provision of substantial unpaid care varies from 4.4% in Bardney Ward to 2.4% in Saxilby Ward.
- West Lindsey has nearly a quarter of residents (24.1%) aged over 65 in the UK.

# Carers

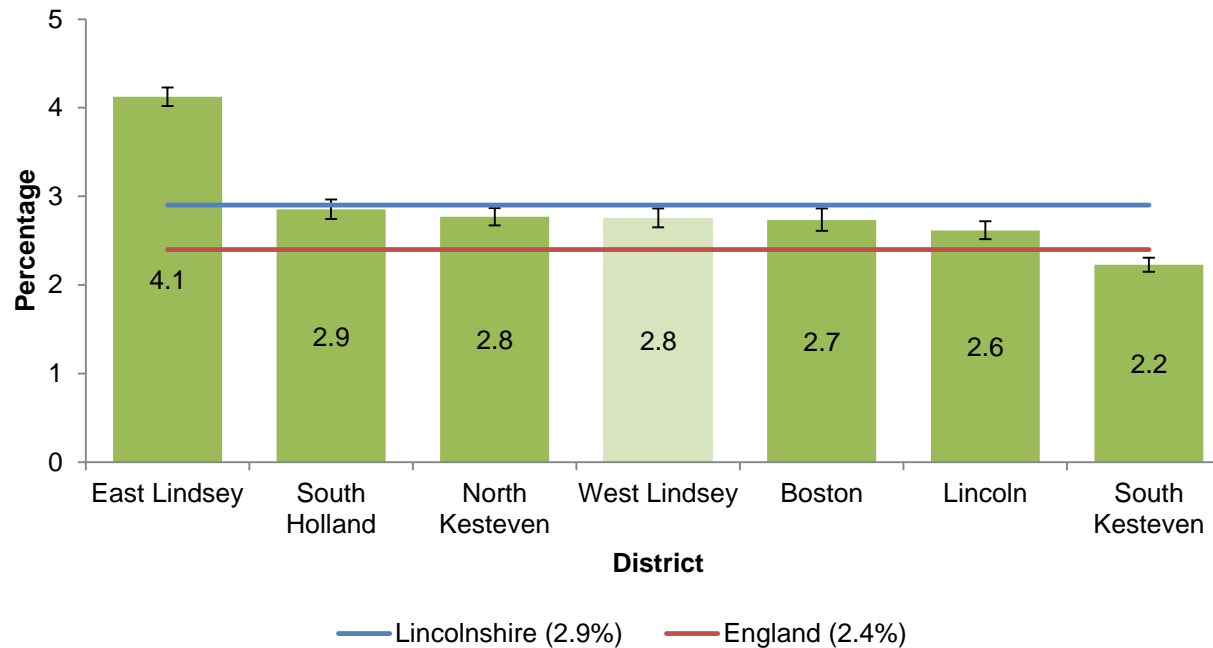
## Provision of one hour or more of unpaid care per week, 2011





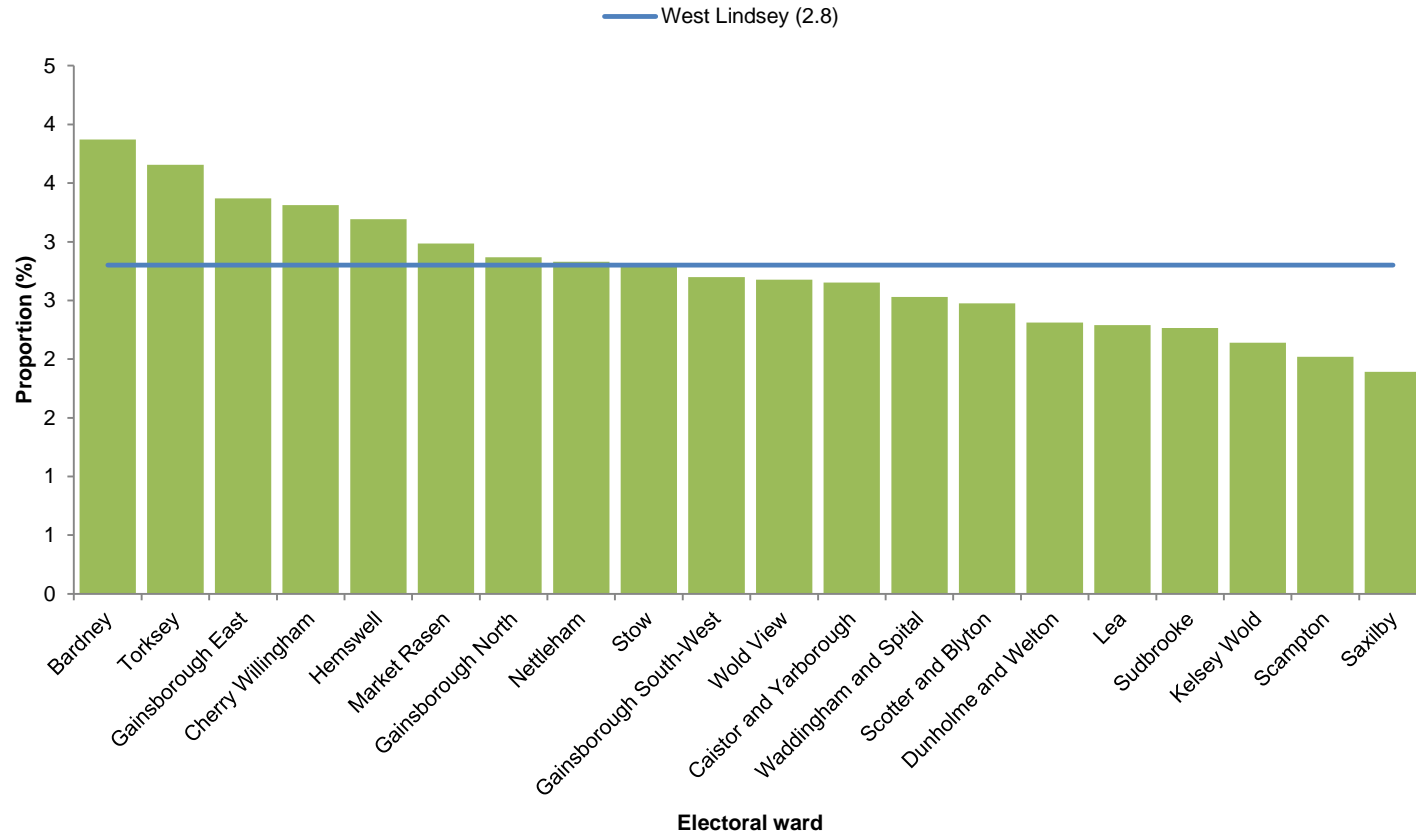
# Carers

## 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

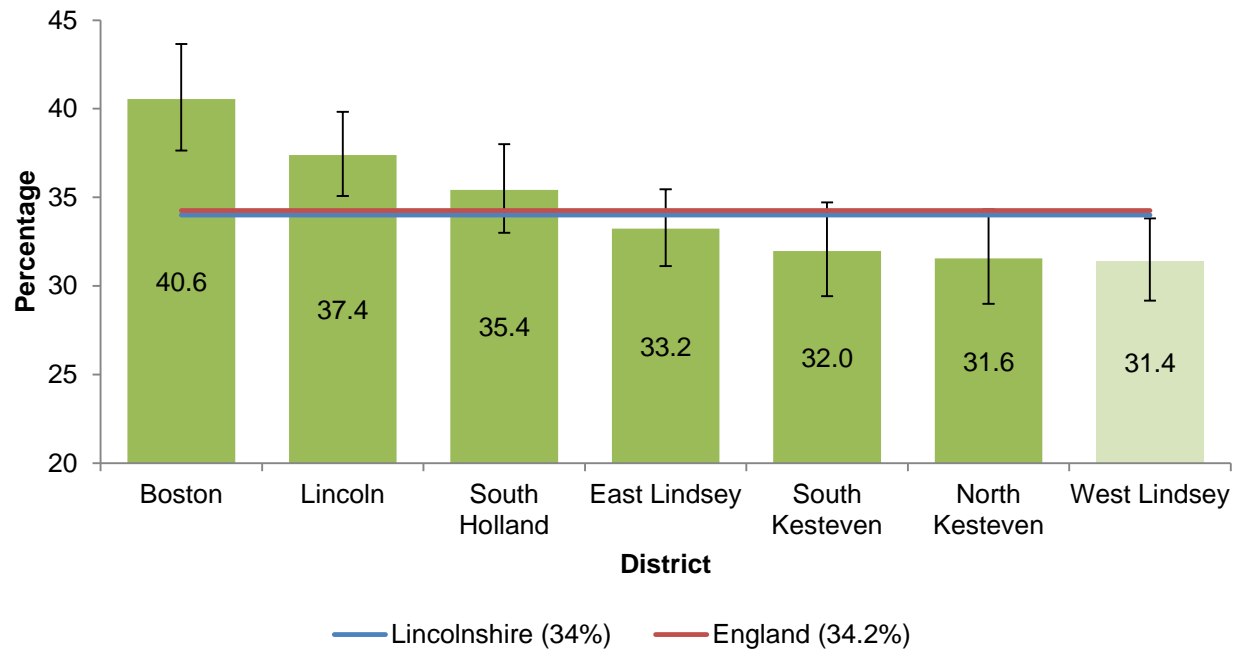


# Obesity

- In 2017/18, **26.1%** of Reception Year children were overweight or obese. This is **higher (worse)** than the national average.
- Excess weight in Reception year children saw an **increase** from 2015/16 by 54.8%
- By Year 6, **31.5%** of children are overweight or obese. This is **similar to** the national average.
- Excess weight in Year 6 children has **increased** from **31.3%** in 2015/16.
- In 2016/17, **62.0%** of adults aged over 18 in West Lindsey were overweight or obese, which is **higher (worse)** than the national average.
- In 2016/17, **56.7%** of adults were meeting the recommended '5-a-day' on a usual day, which is **similar** to the national average.

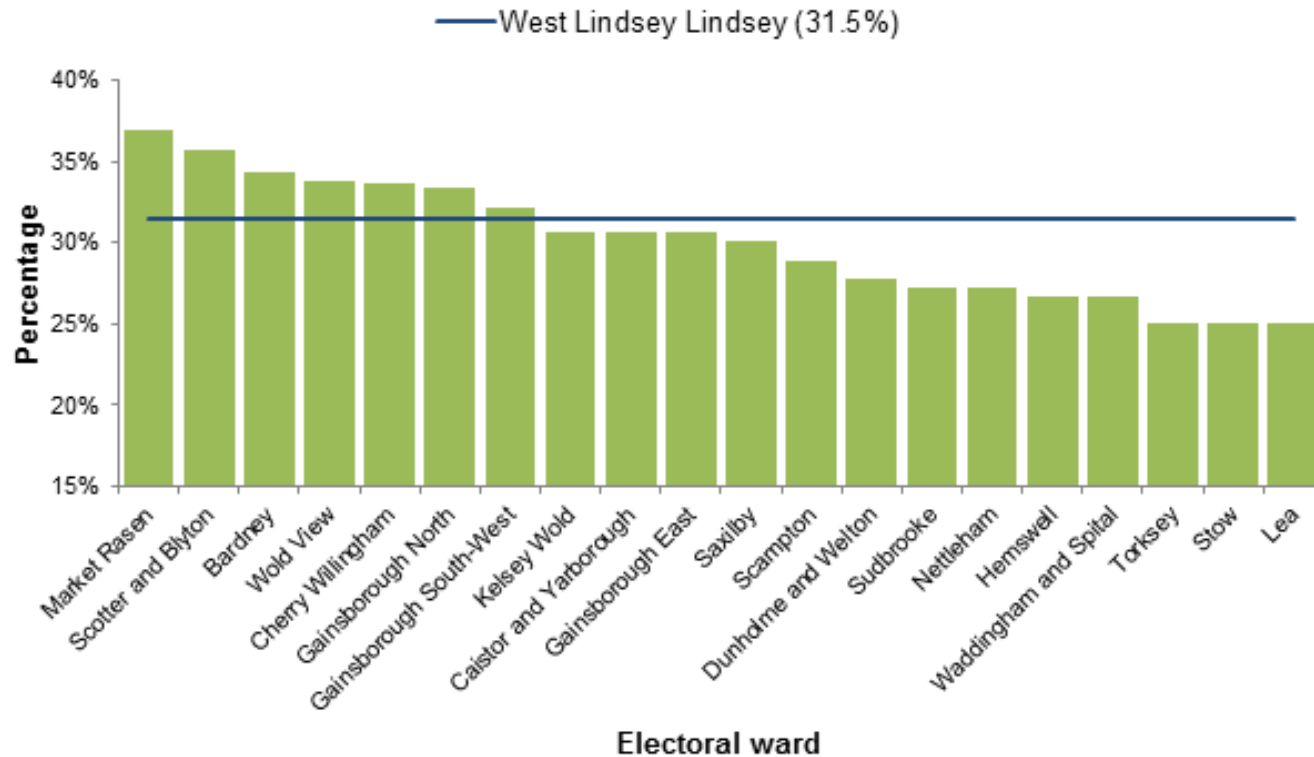
# Obesity

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



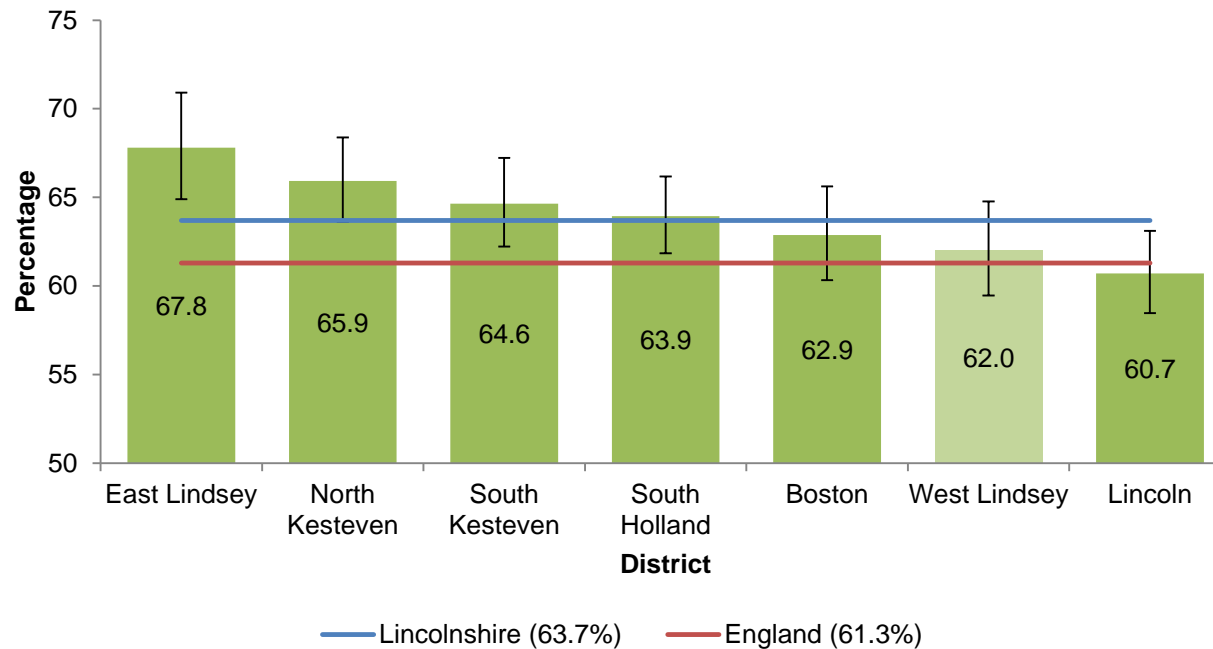
# Obesity

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



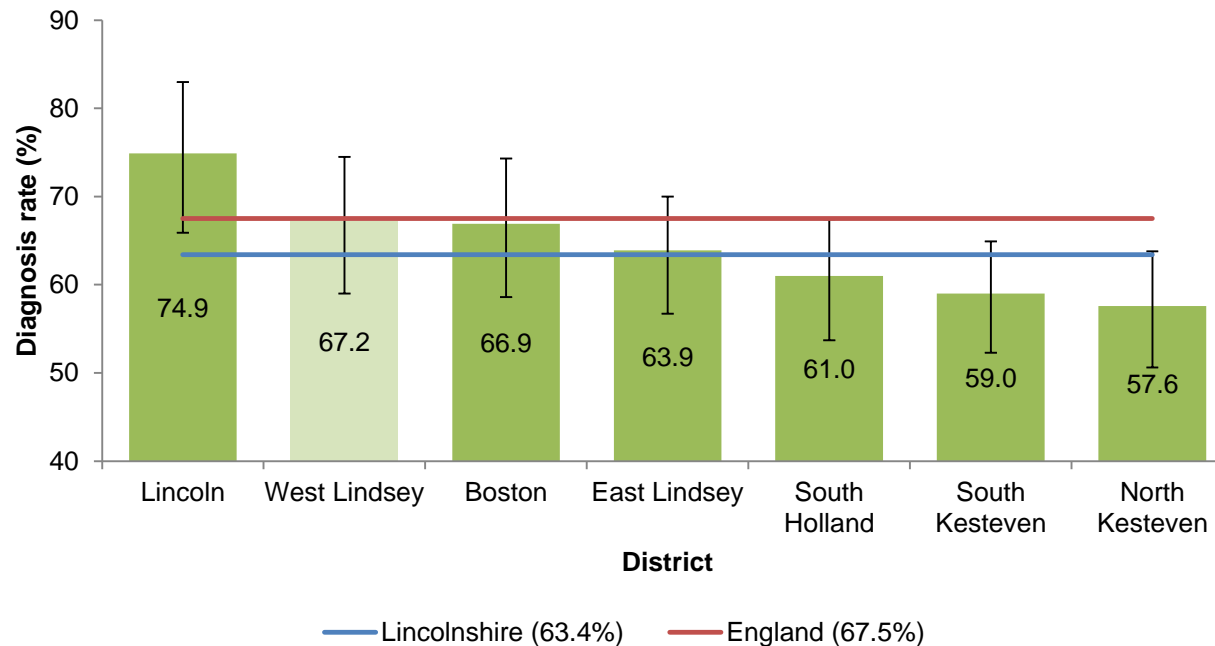
# Obesity

**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 West Lindsey is similar to the national rate.

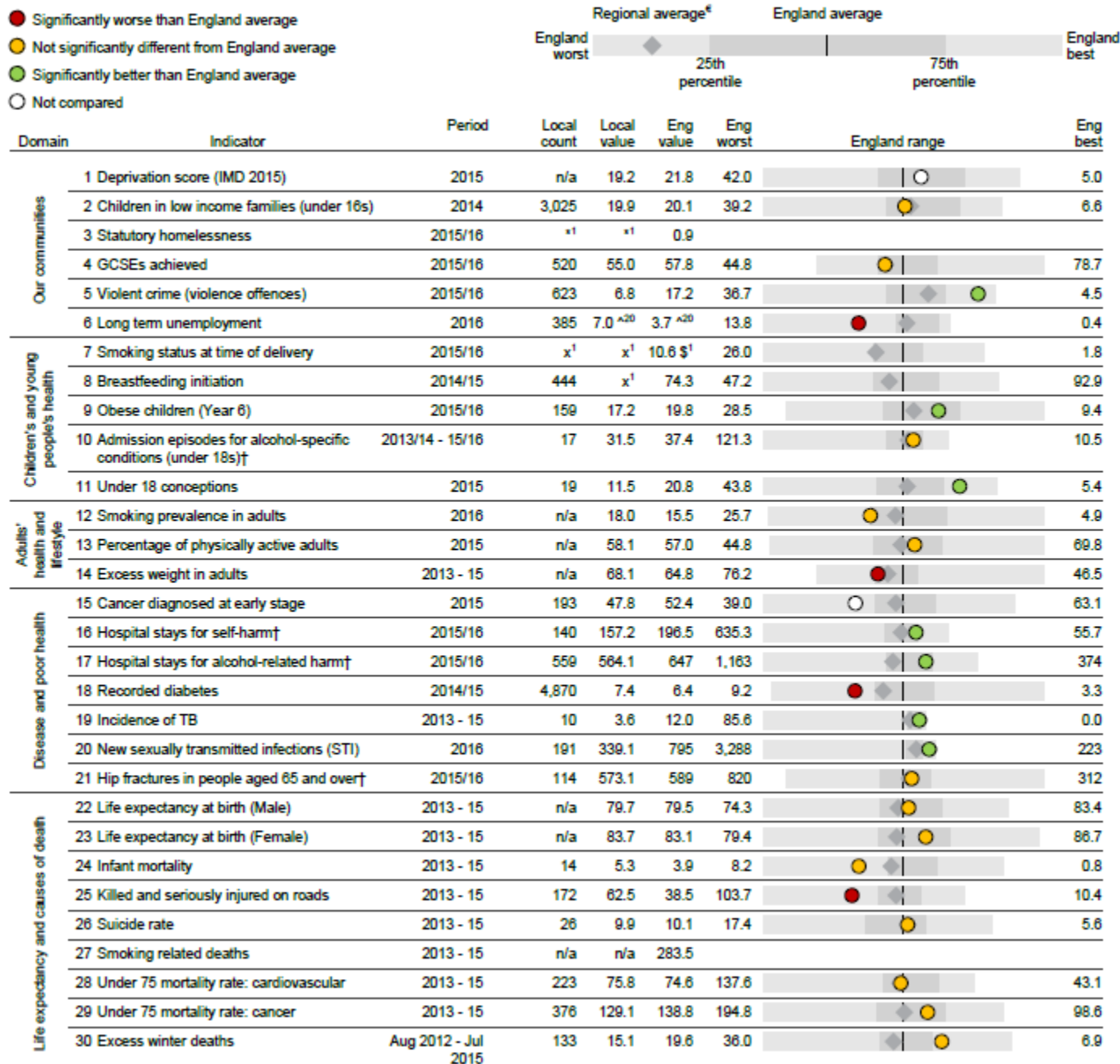
# Dementia

## Mortality rate due to dementia and Alzheimer's, 2017

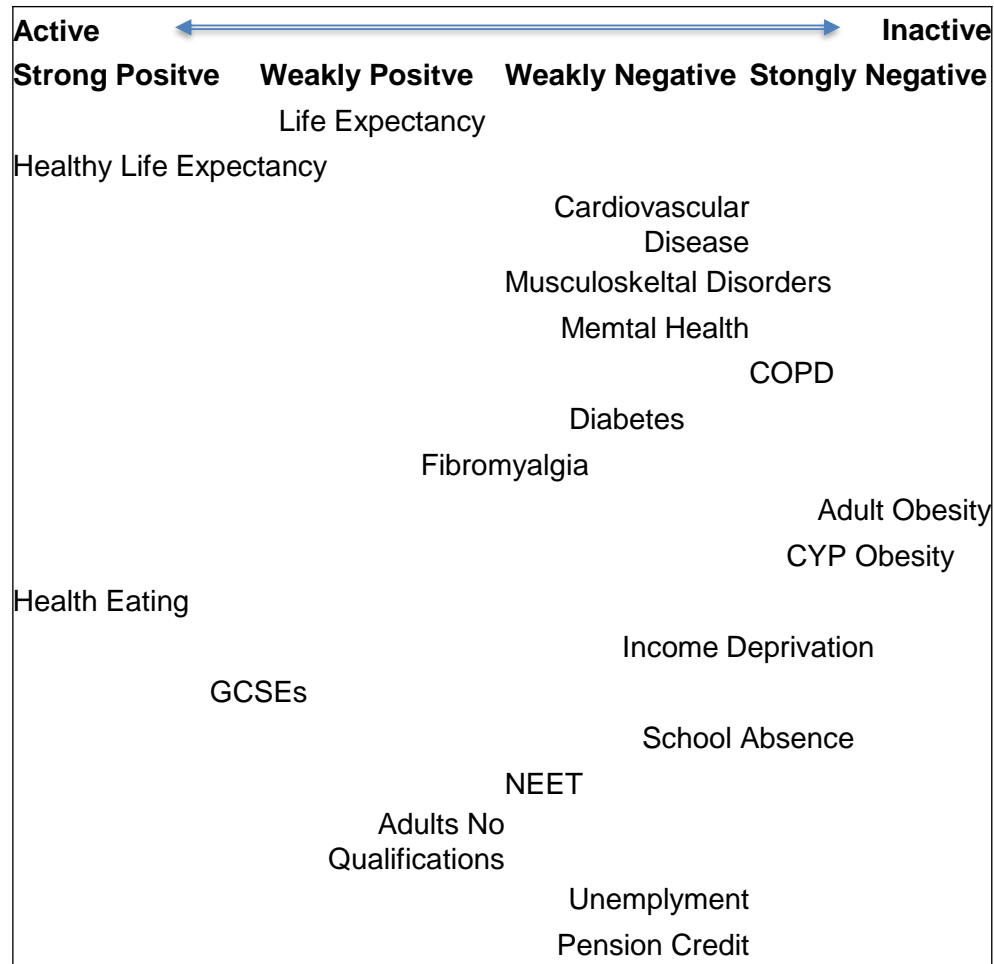


- Between January and December 2017, there were 151.5 deaths (per 100,000 residents) due to dementia and Alzheimer's. This is similar to the national rate.



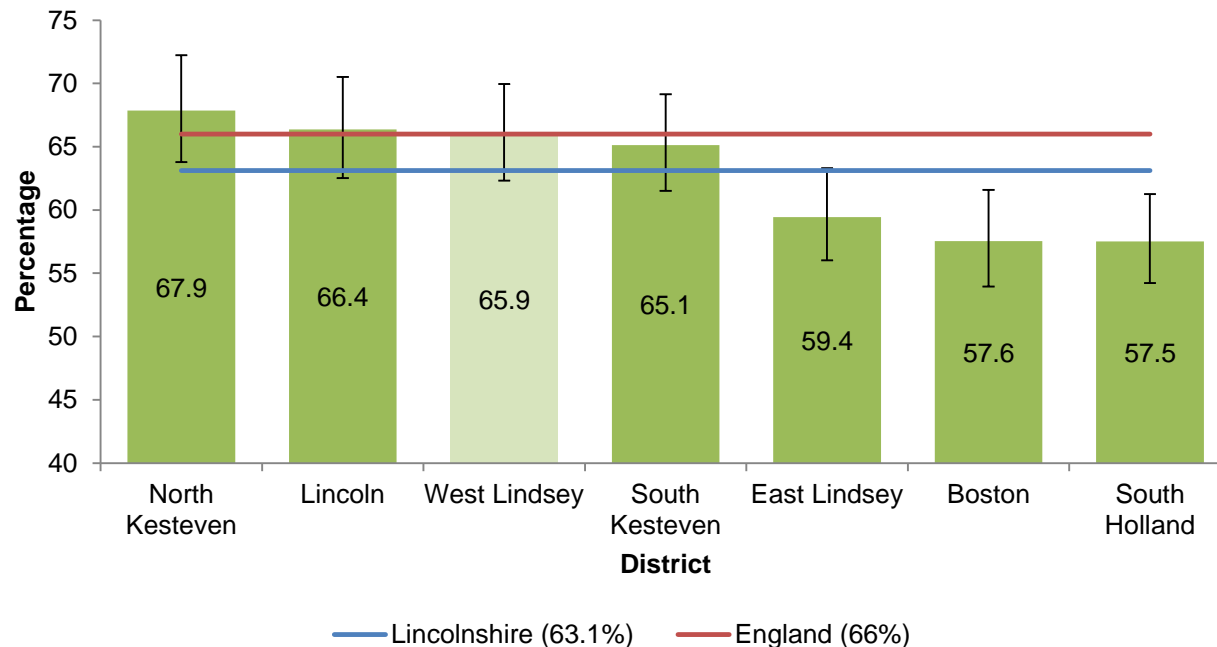


# Health & Physical Activity Correlations



# Physical Activity

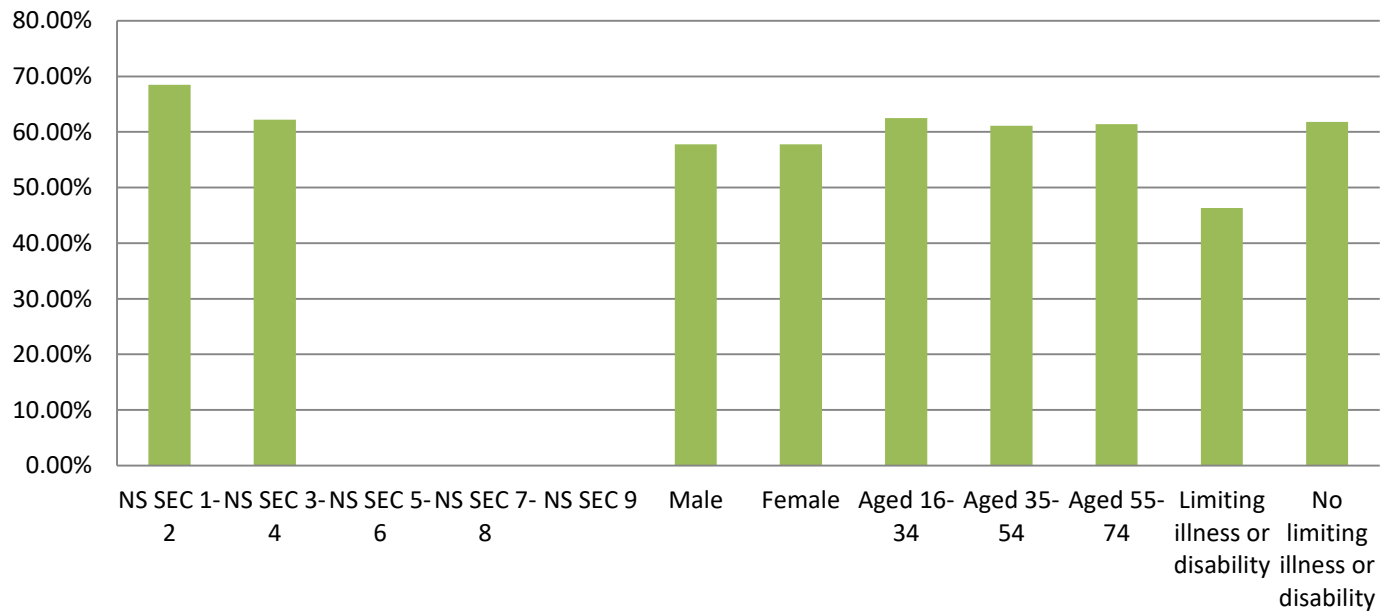
## Physically active adults, 2016/17



- 65.9% of adults meet the recommended physical activity guidelines of at least 50 minutes of moderate intensity activity per week (inc gardening)
- 23.9% of adults are physically inactive in West Lindsey (less than 30 minutes a week), which is similar to the national average.

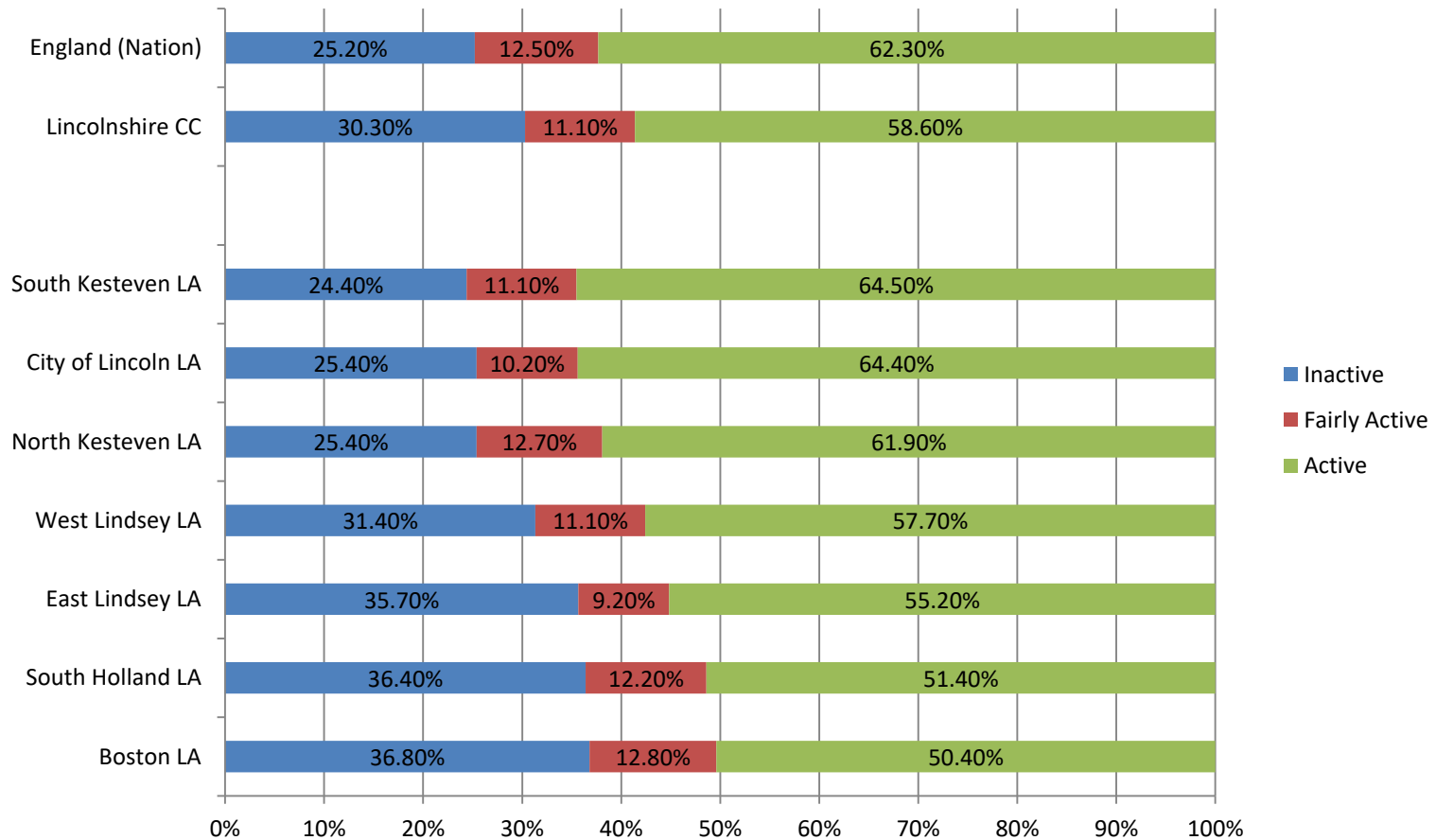
# Physical Activity

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



# Physical Activity

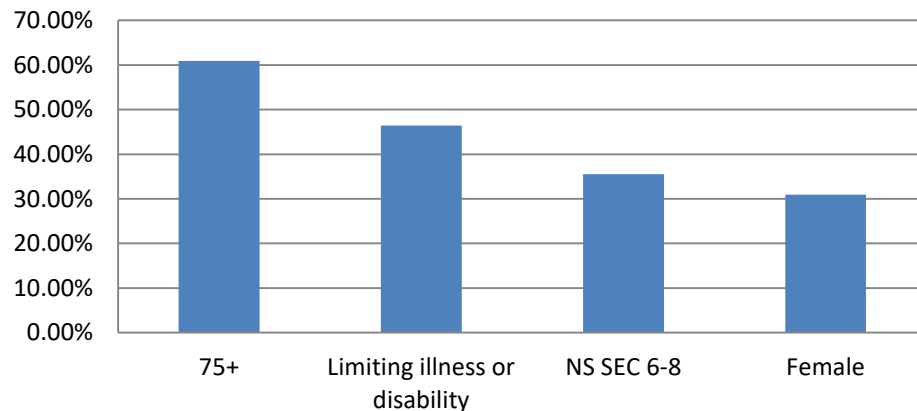
Active Lives Survey (May 2018)



# Physical Activity

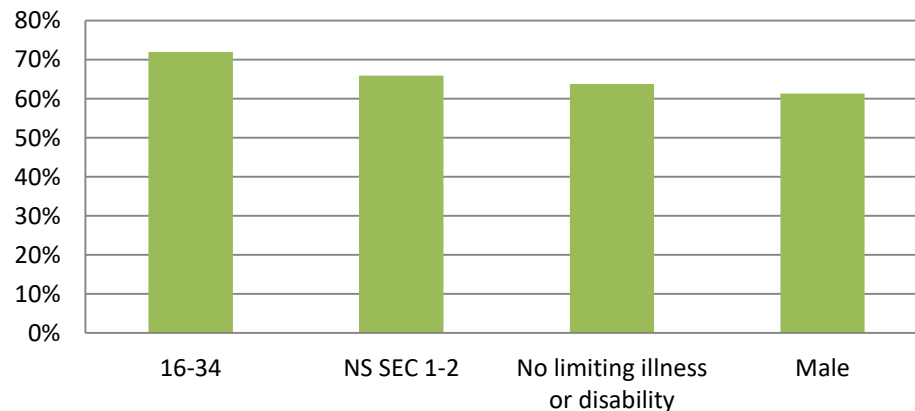
## Highest levels of inactivity in Lincolnshire population

(Active Lives Survey - May 18)

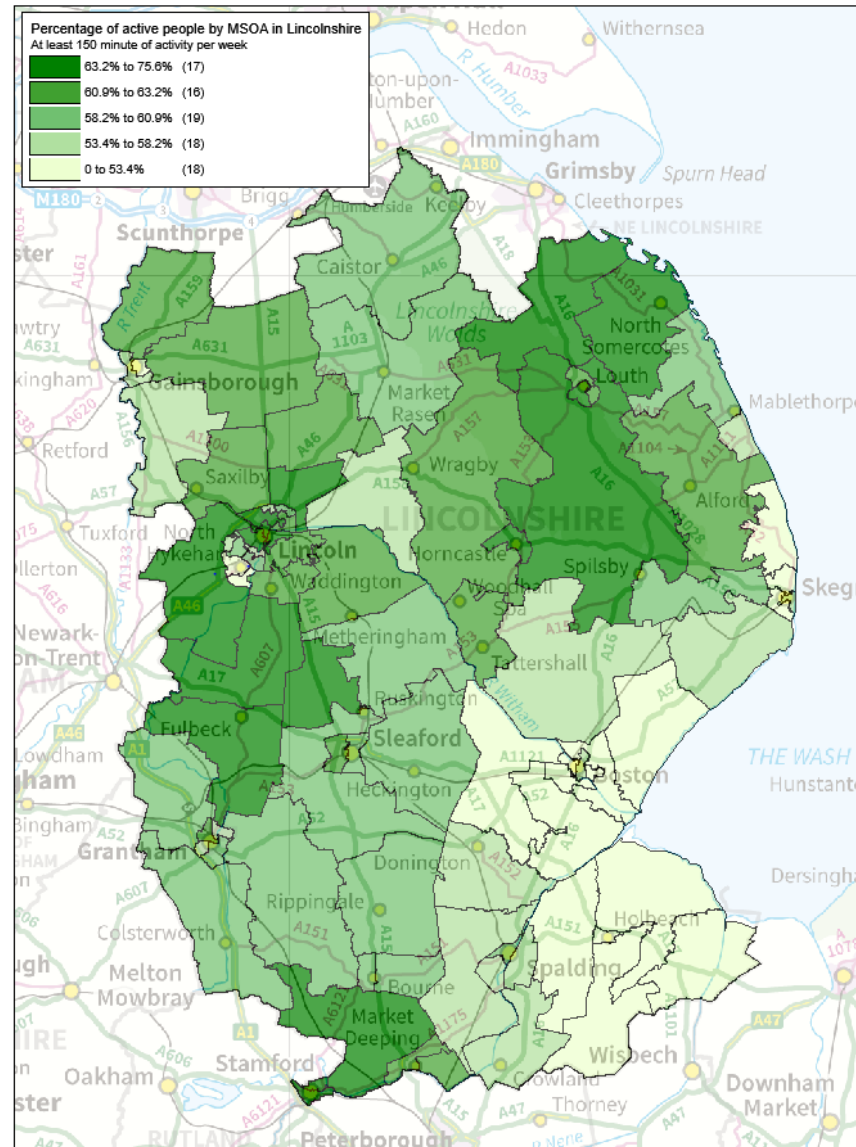


## Highest levels of activity in Lincolnshire population

(Active Lives Survey - May 18)

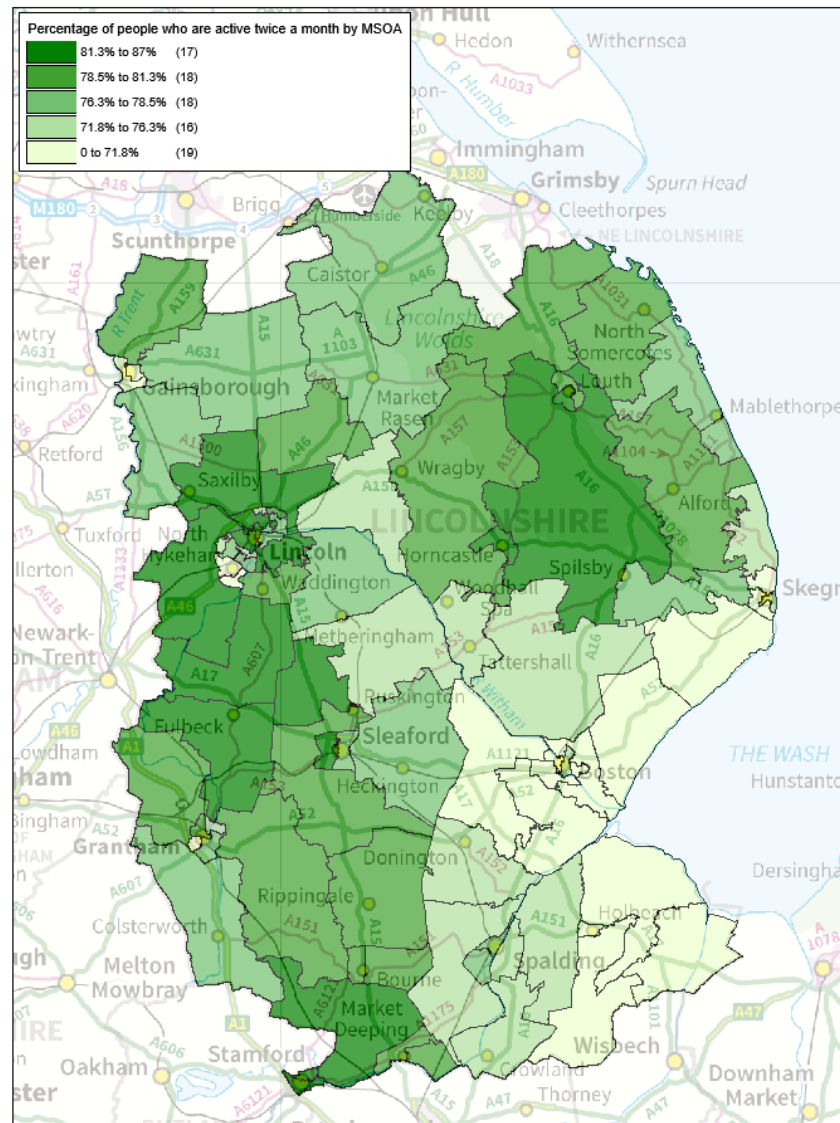


# Physical Activity



Source: Active Lives Survey

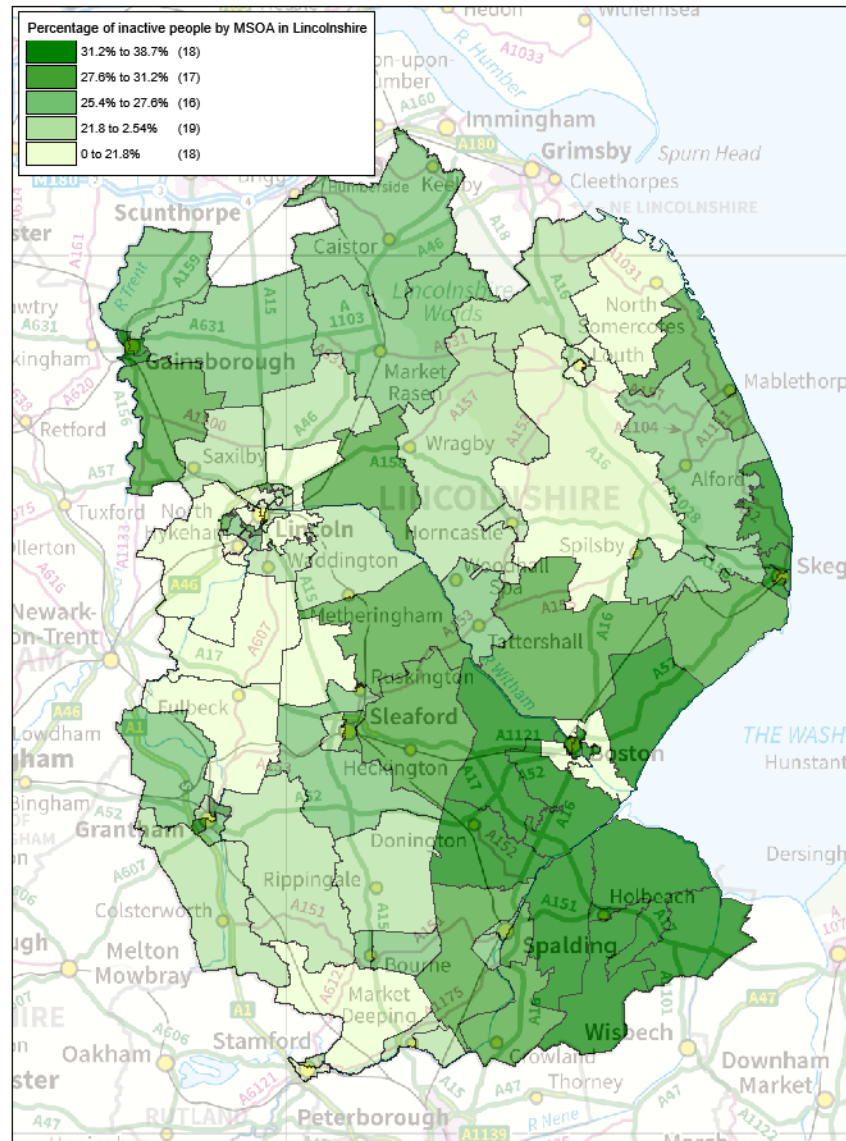
# Physical Activity



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



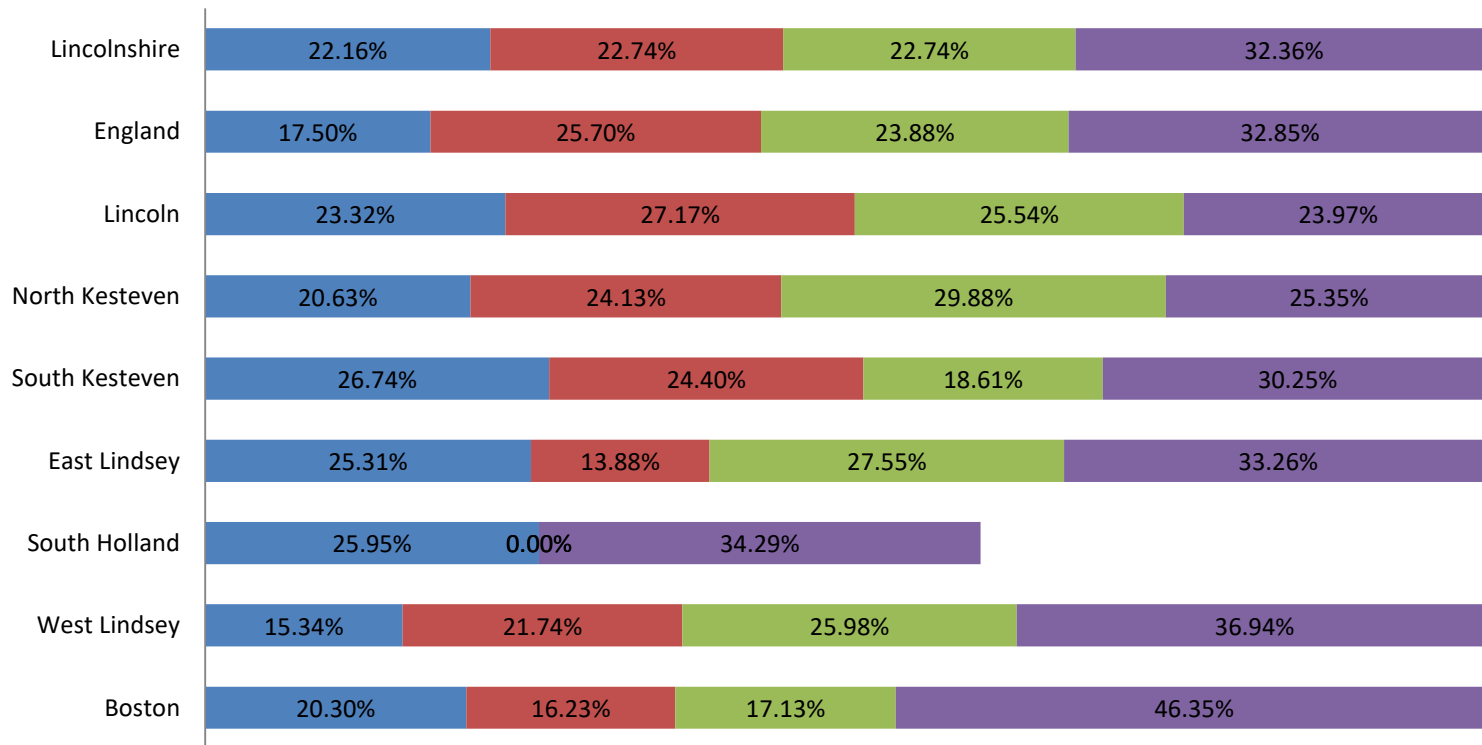
Indicator	Period	W Lindsey		Region	England	England		
		Count	Value	Value	Value	Worst	Range	Best
Percentage of physically active adults - current method	2016/17	-	65.9%	65.0%	66.0%	53.3%		78.8%
Percentage of physically inactive adults - current method	2016/17	-	23.9%	23.1%	22.2%	33.3%		12.4%
Percentage of adults walking for travel at least three days per week	2016/17	-	20.6%	18.8%	22.9%	10.0%		43.6%
Percentage of adults cycling for travel at least three days per week	2016/17	-	3.2%	2.6%	3.3%	0.3%		31.8%
Percentage of physically active adults - historical method	2015	-	58.1%	56.8%	57.0%	44.8%		69.8%
Percentage of physically inactive adults - historical method	2015	-	28.2%	28.7%	28.7%	43.7%		14.7%
Percentage of adults doing 30-149 minutes physical activity per week - historical method	2015	-	13.7%	14.5%	14.3%	9.4%		20.7%
Percentage of adults who do any walking, at least five times per week	2014/15	-	47.6%	49.1%	50.6%	37.7%		68.1%
Percentage of adults who do any walking, at least once per week	2014/15	-	79.3	79.5	80.6	70.4		91.3
Percentage of adults who do any cycling, at least three times per week.	2014/15	-	4.9%	3.8%	4.4%	0.2%		39.0%
Percentage of adults who do any cycling, at least once per month	2014/15	-	15.7%	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

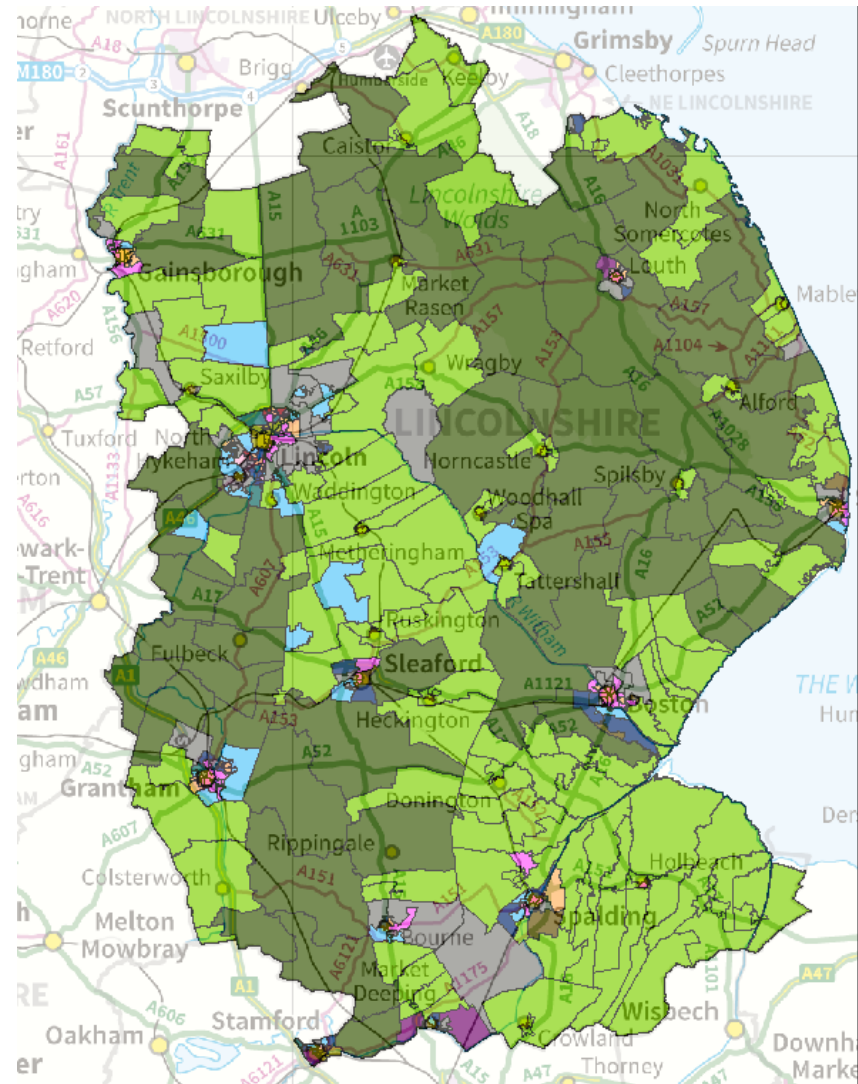


# Mosaic Segmentation

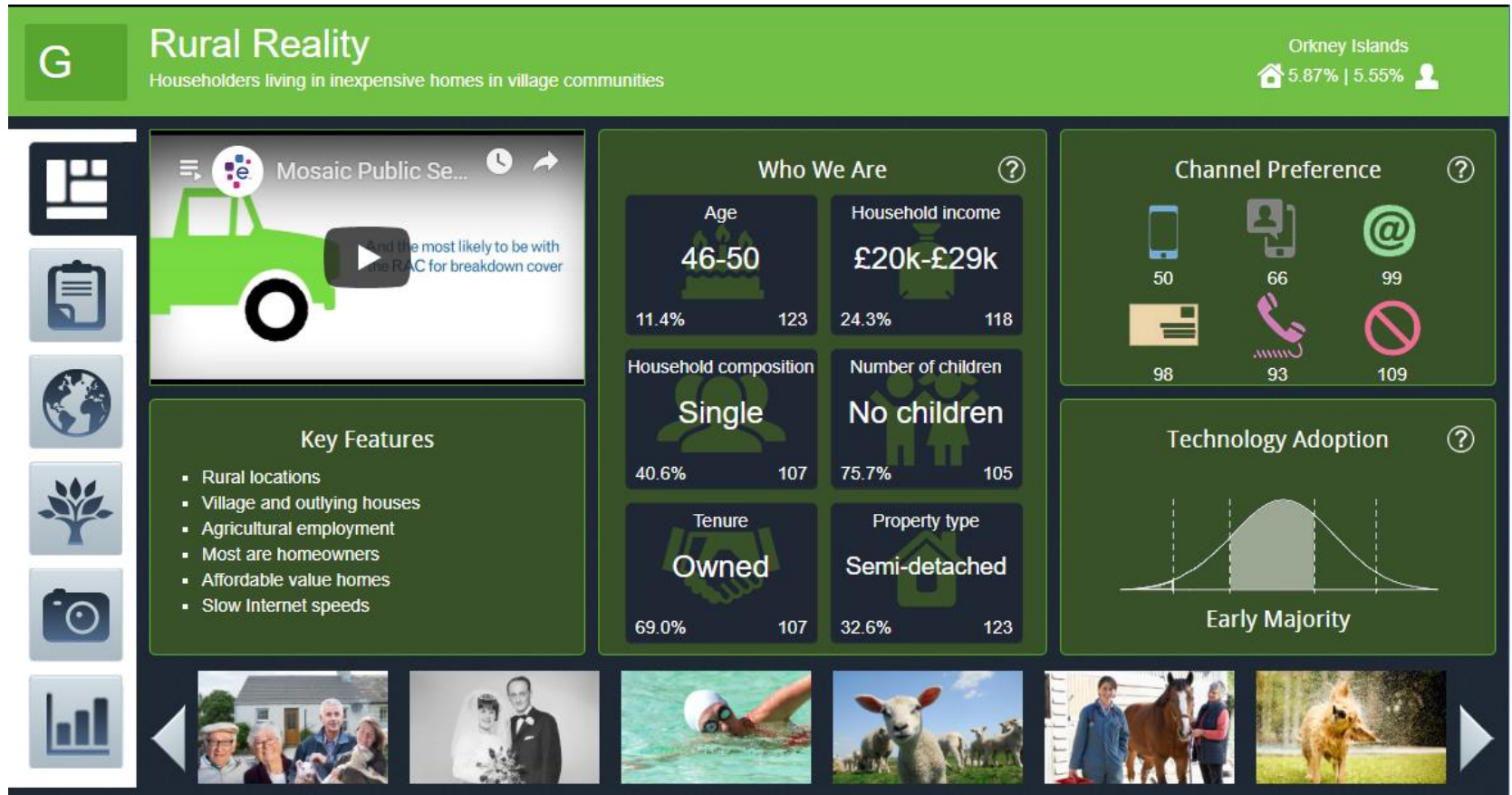
Group		Do not take care of self as well as should	Should do a lot more about own health	Eat '5 a day' portions of fruit and vegetables	Did something to maintain / improve health in last year	I do a lot to keep in shape	4+ hours a week	2-4 hours a week	1-2 hours a week	<1 hour a week	Do not take part 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	8681	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	689	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	1807	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	1207	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	3675	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	14924	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	2603	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	195	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	1302	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	3738	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	1699	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	1327	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	862	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

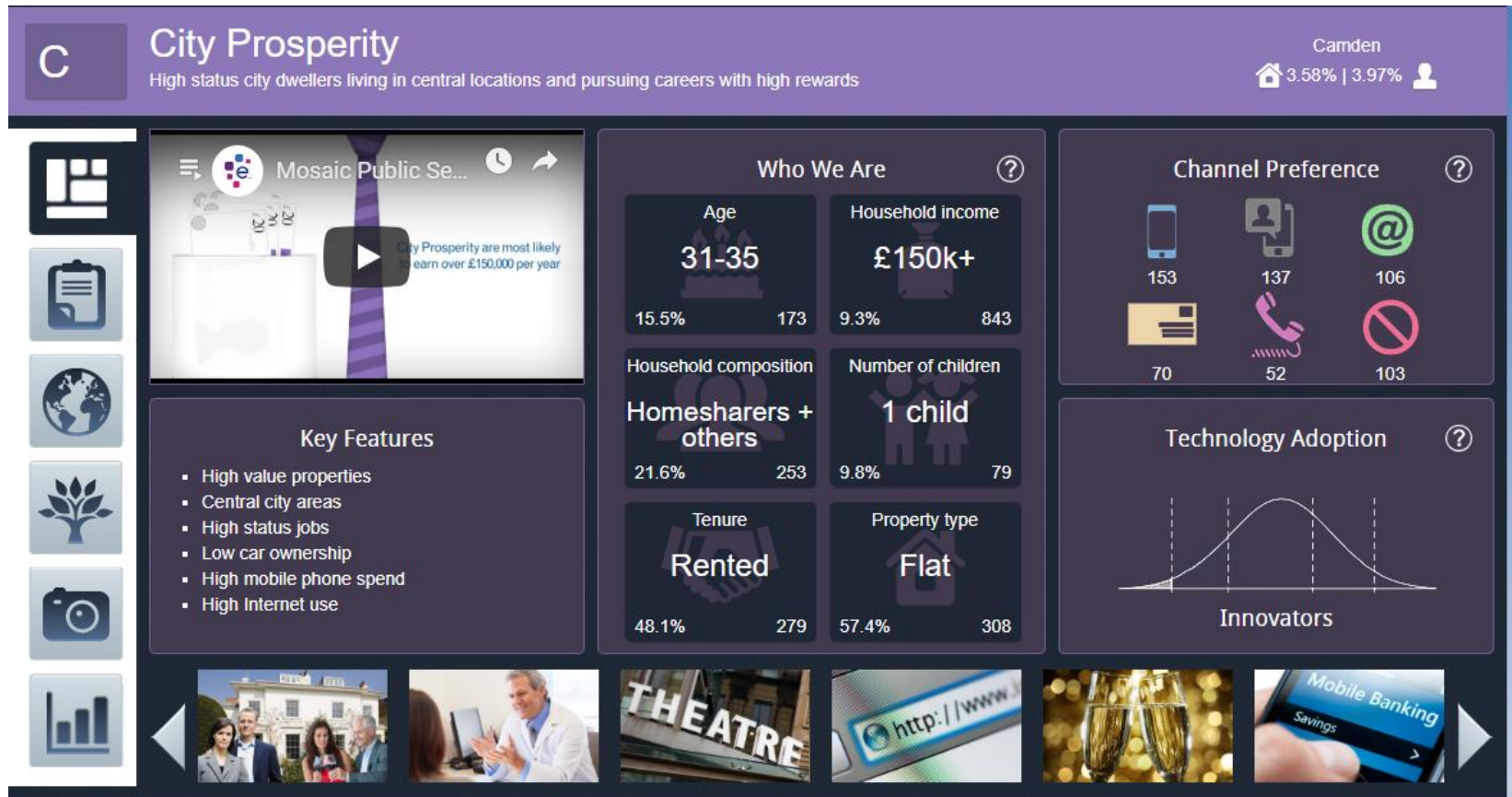


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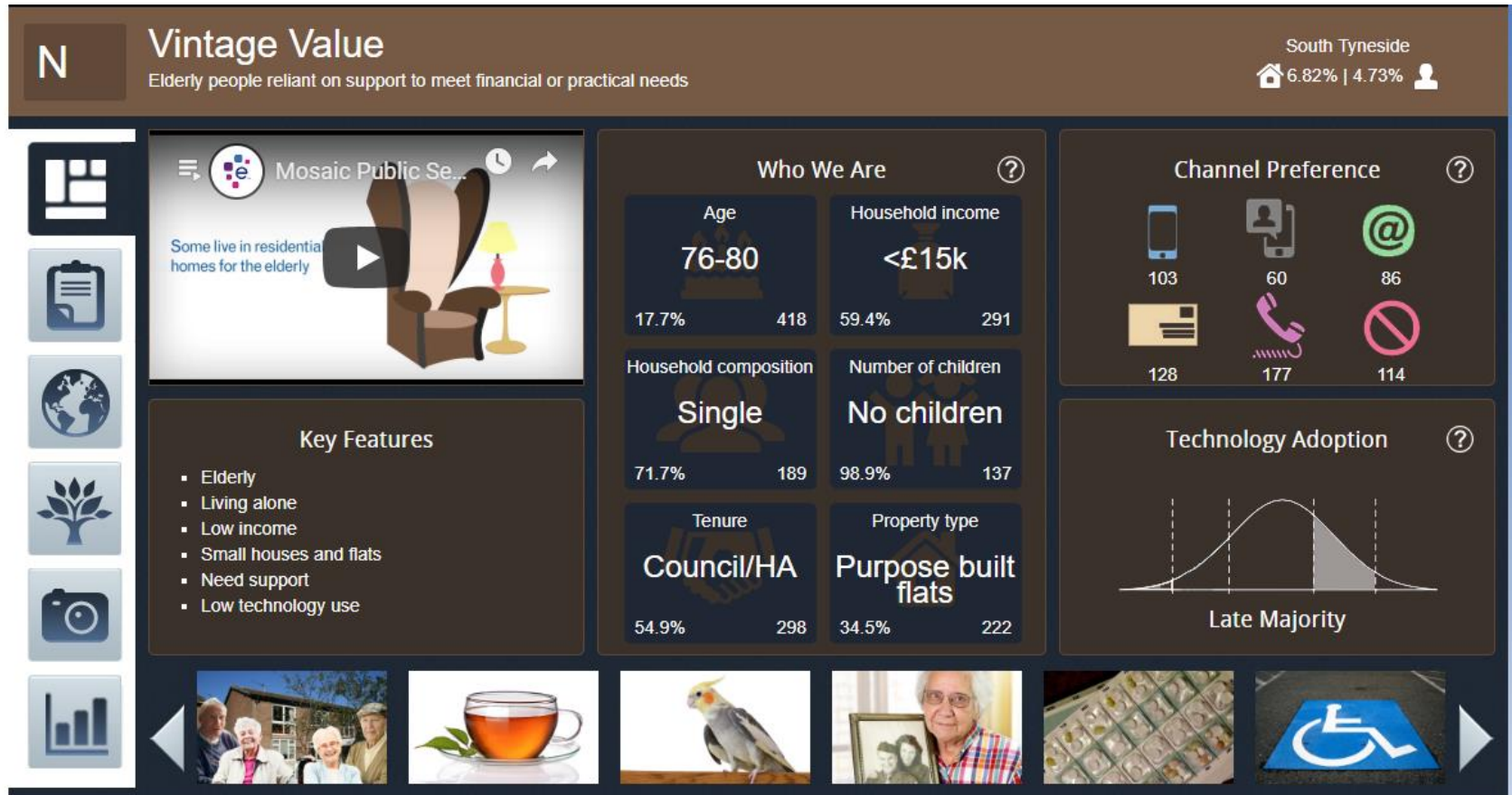




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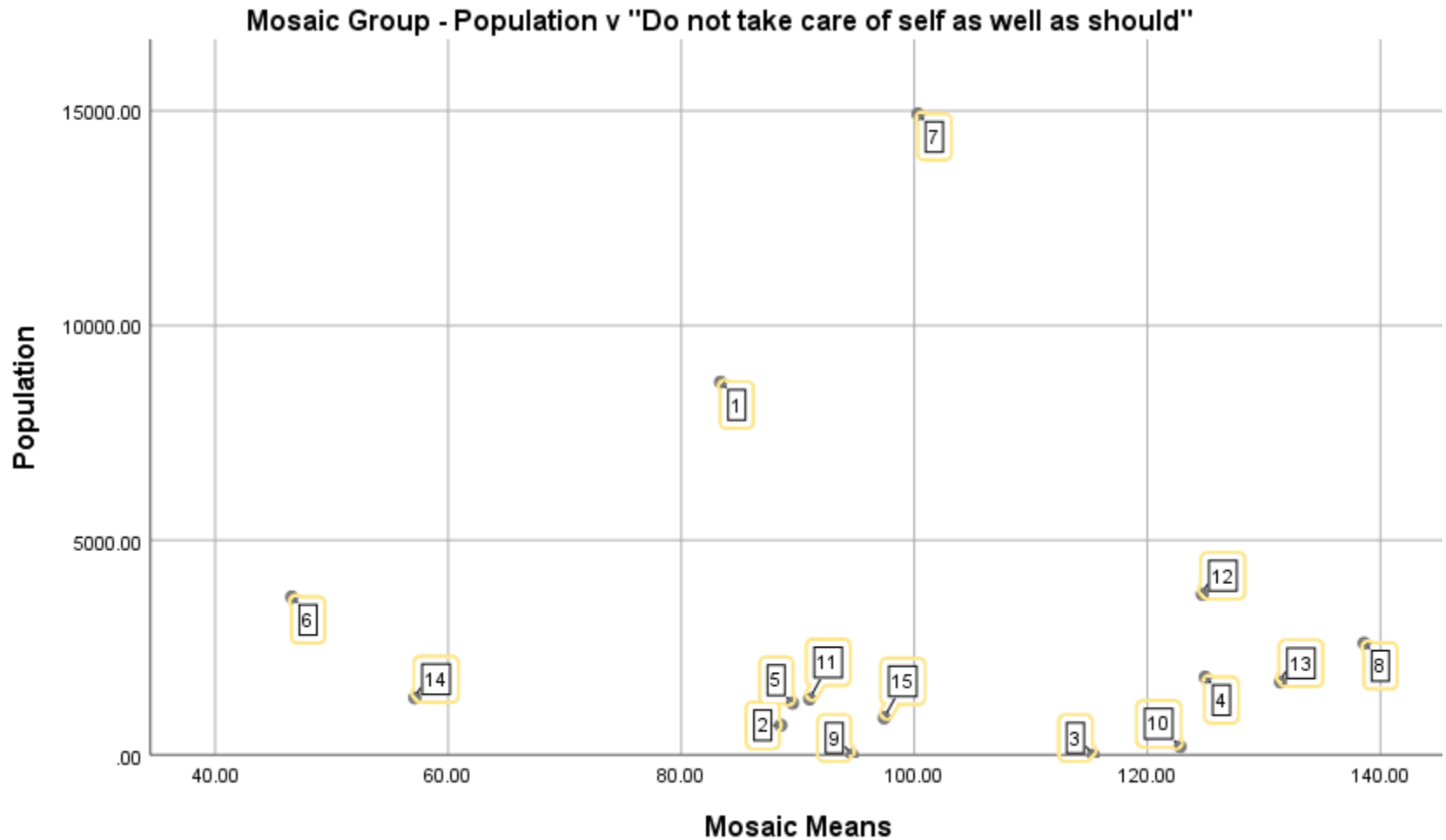


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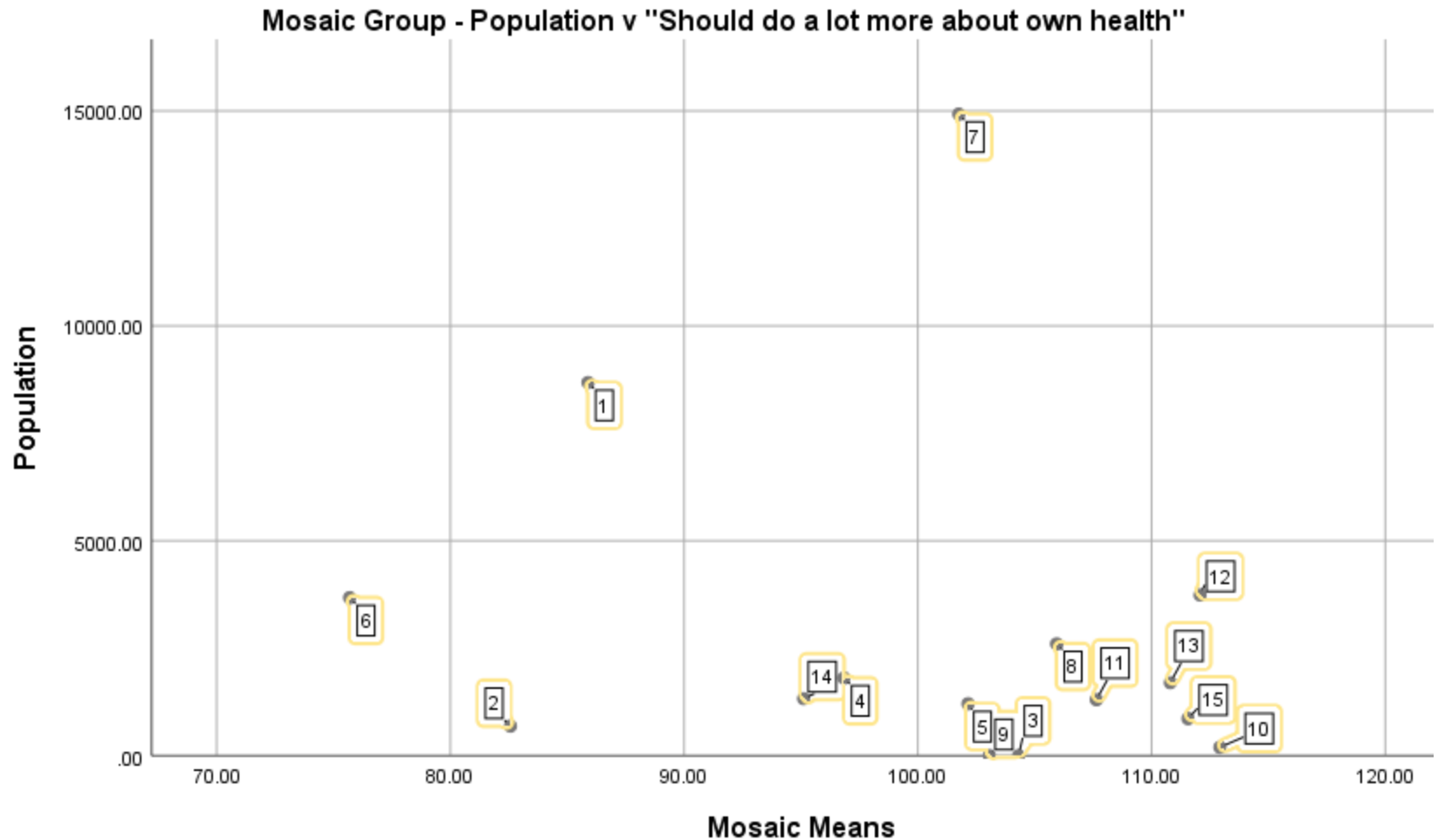




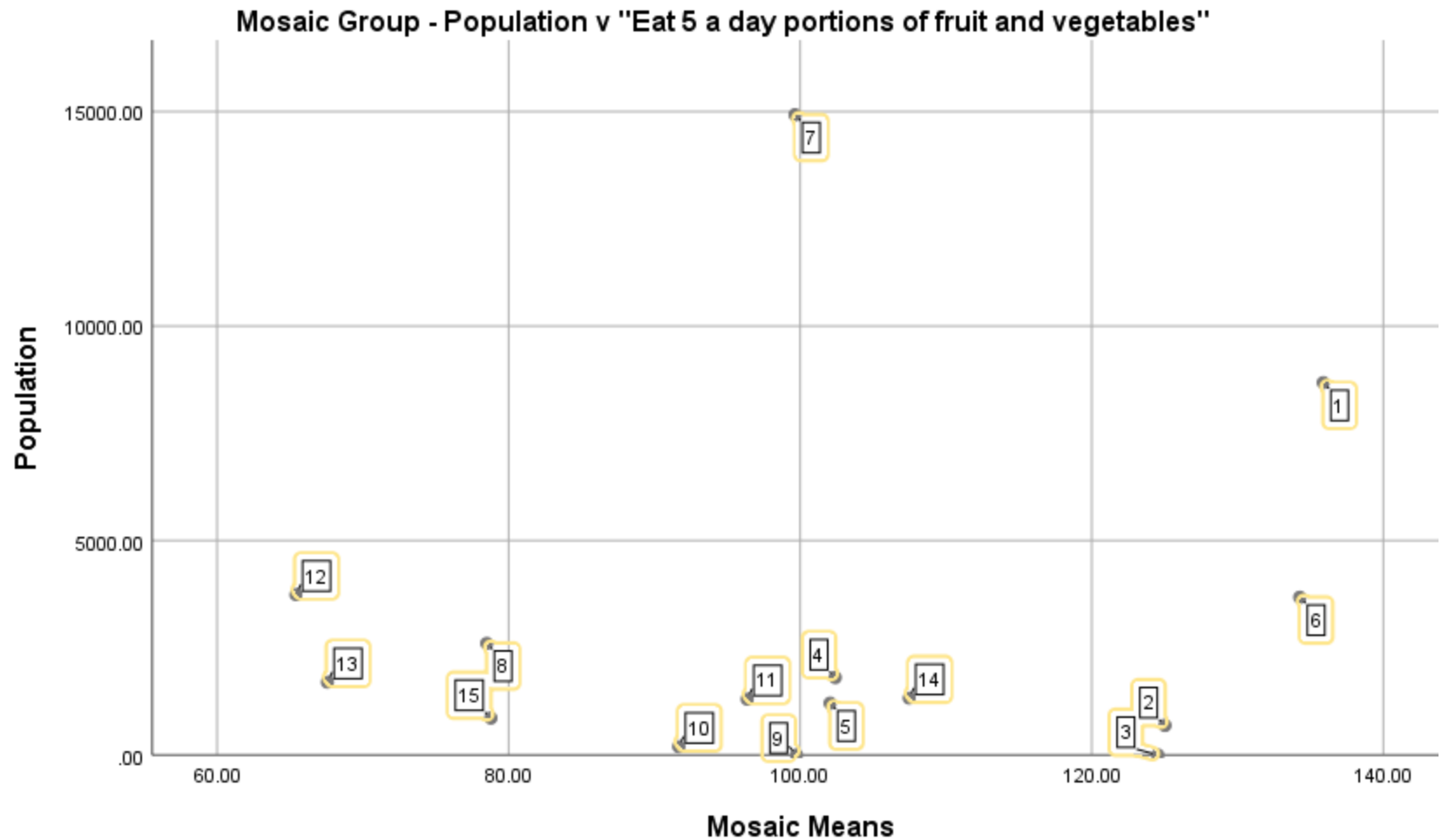
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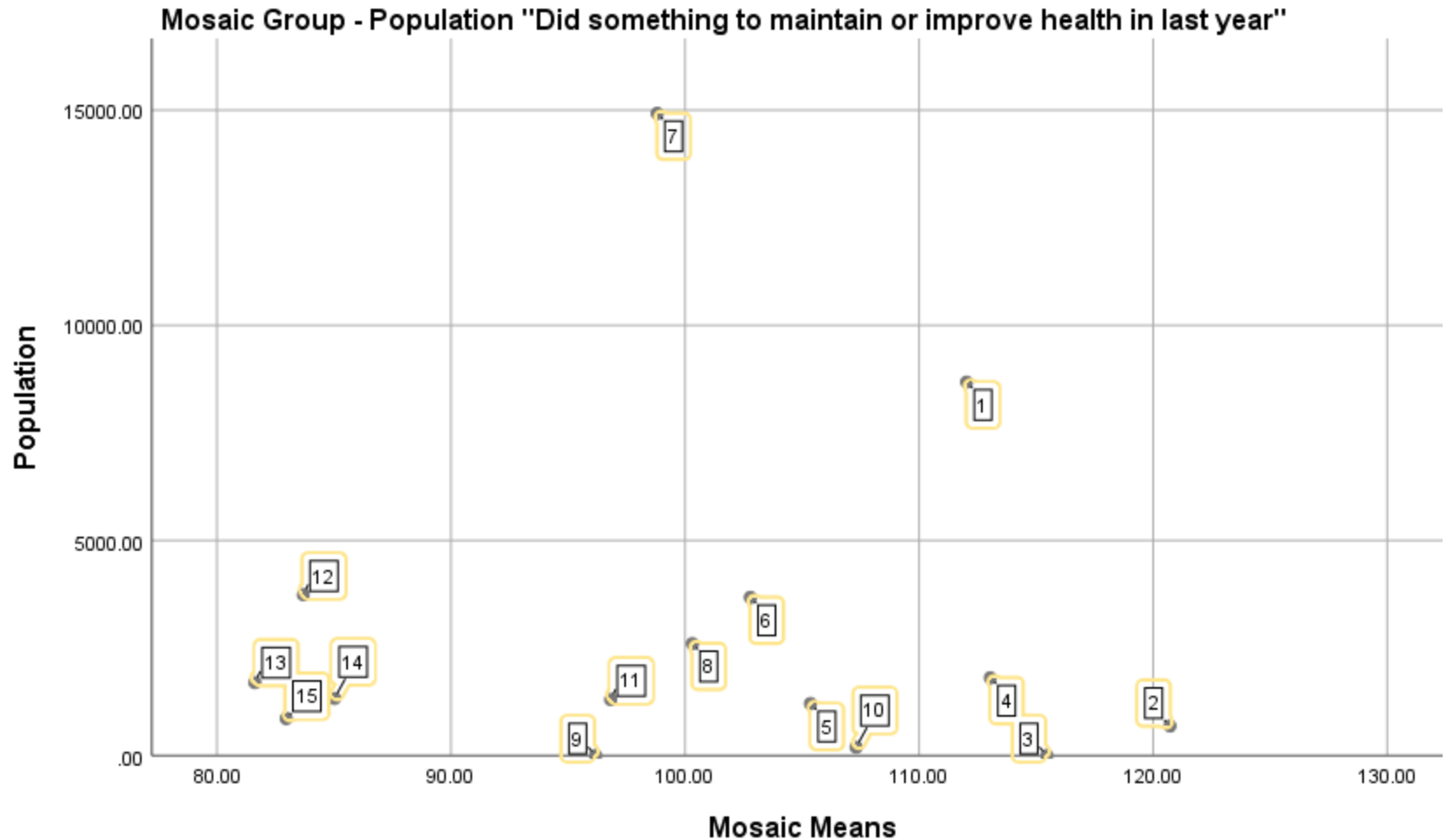
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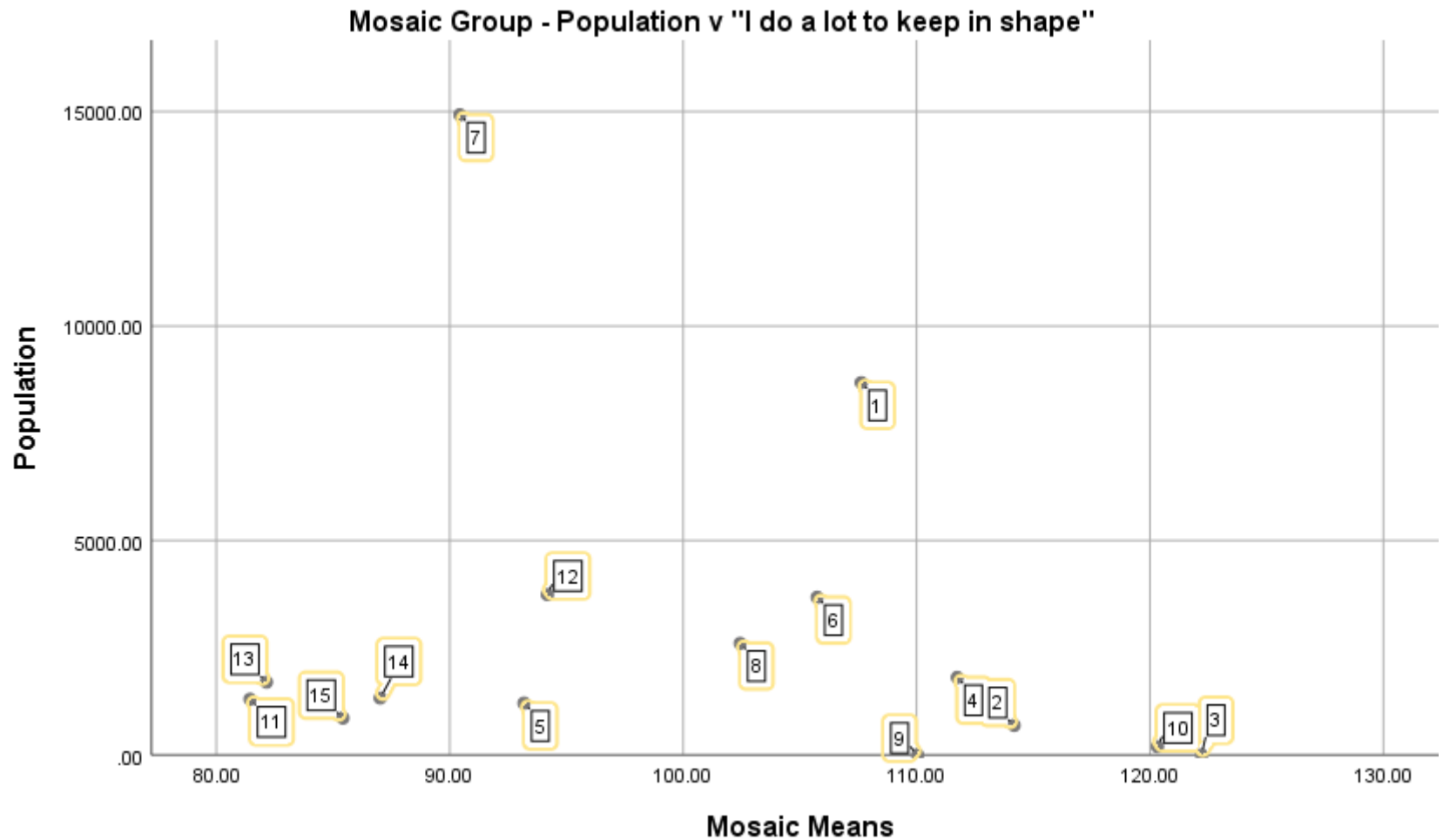
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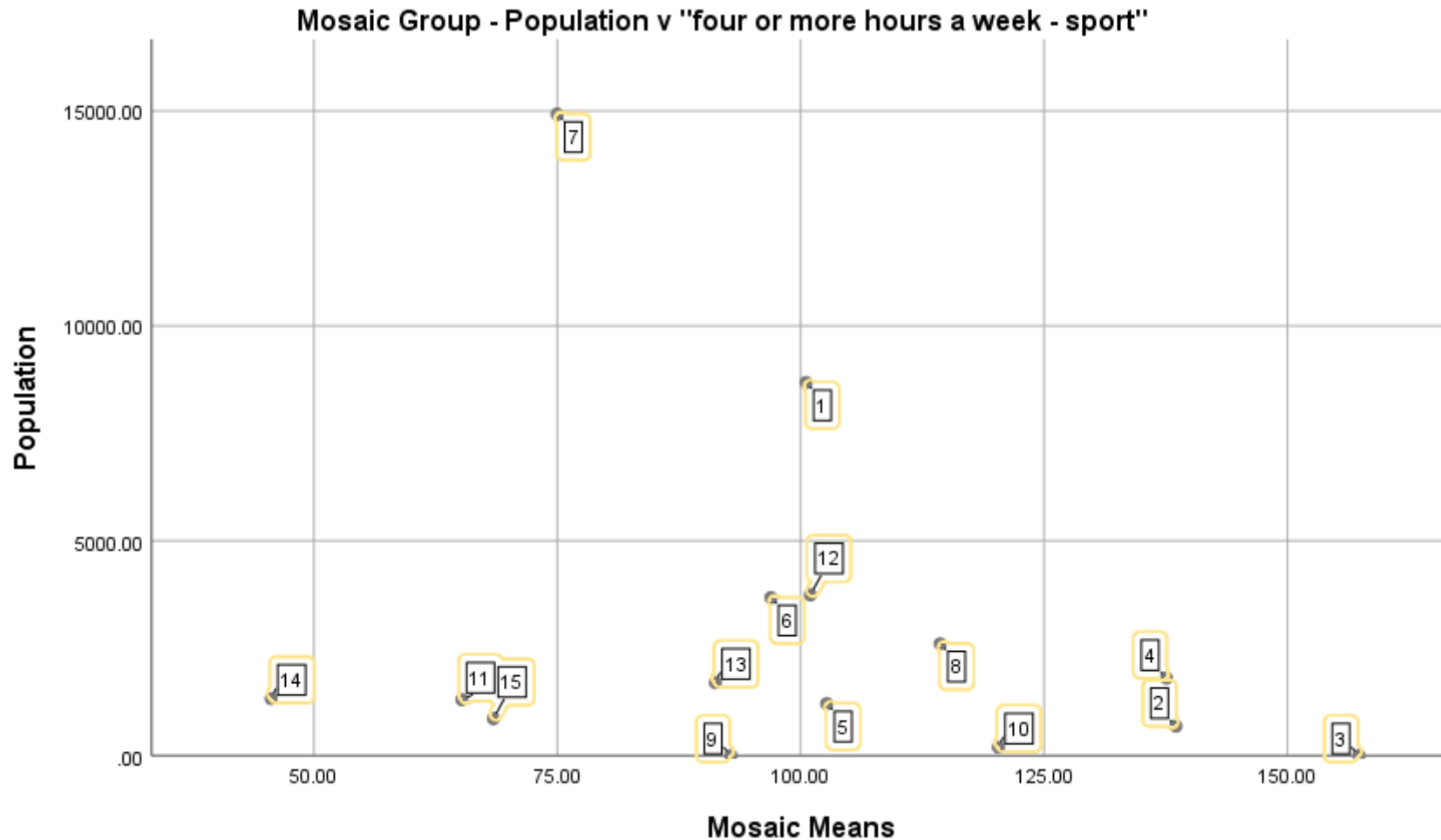
# Mosaic Segmentation



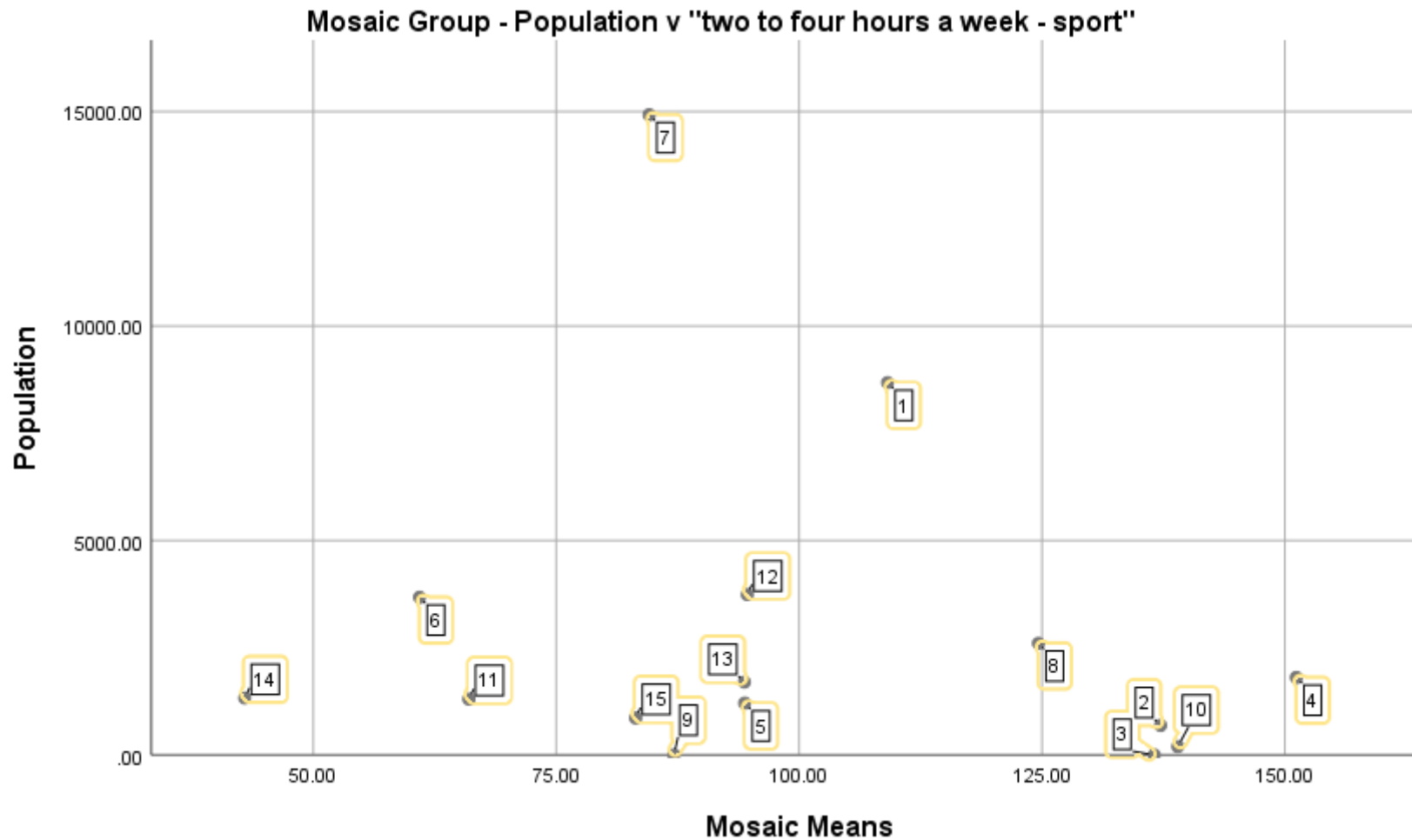
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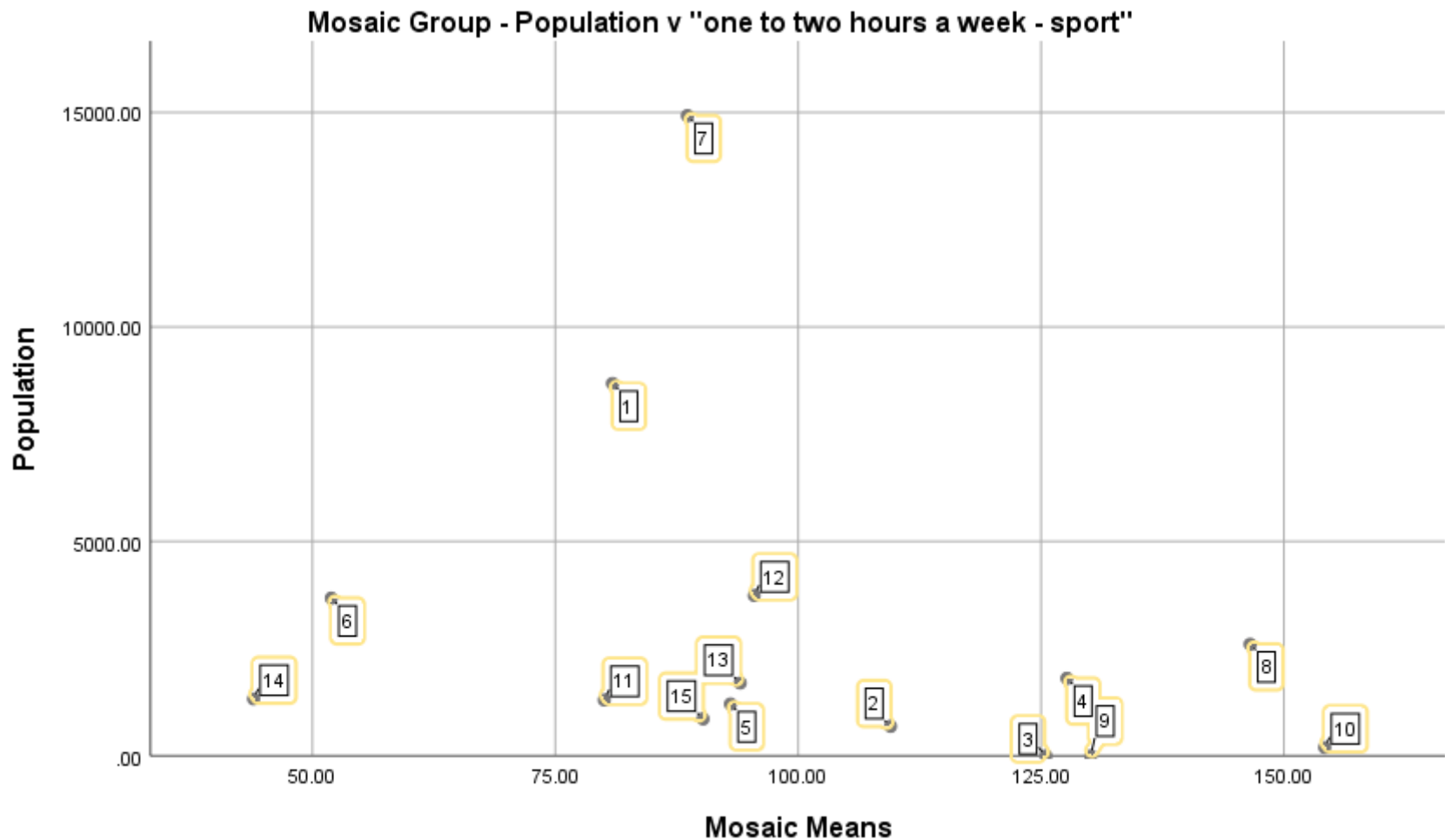
# Mosaic Segmentation



# Mosaic Segmentation

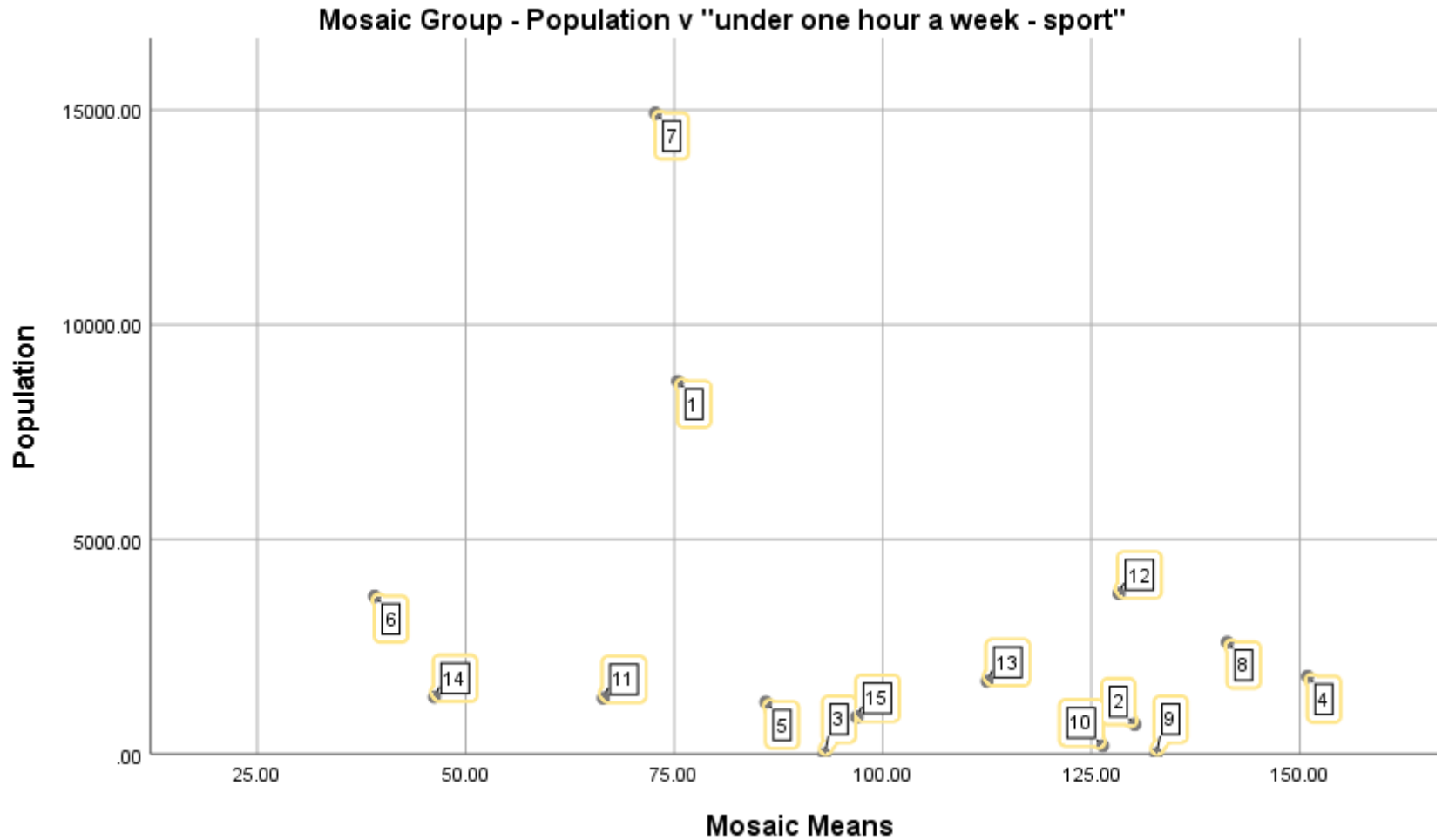


# Mosaic Segmentation

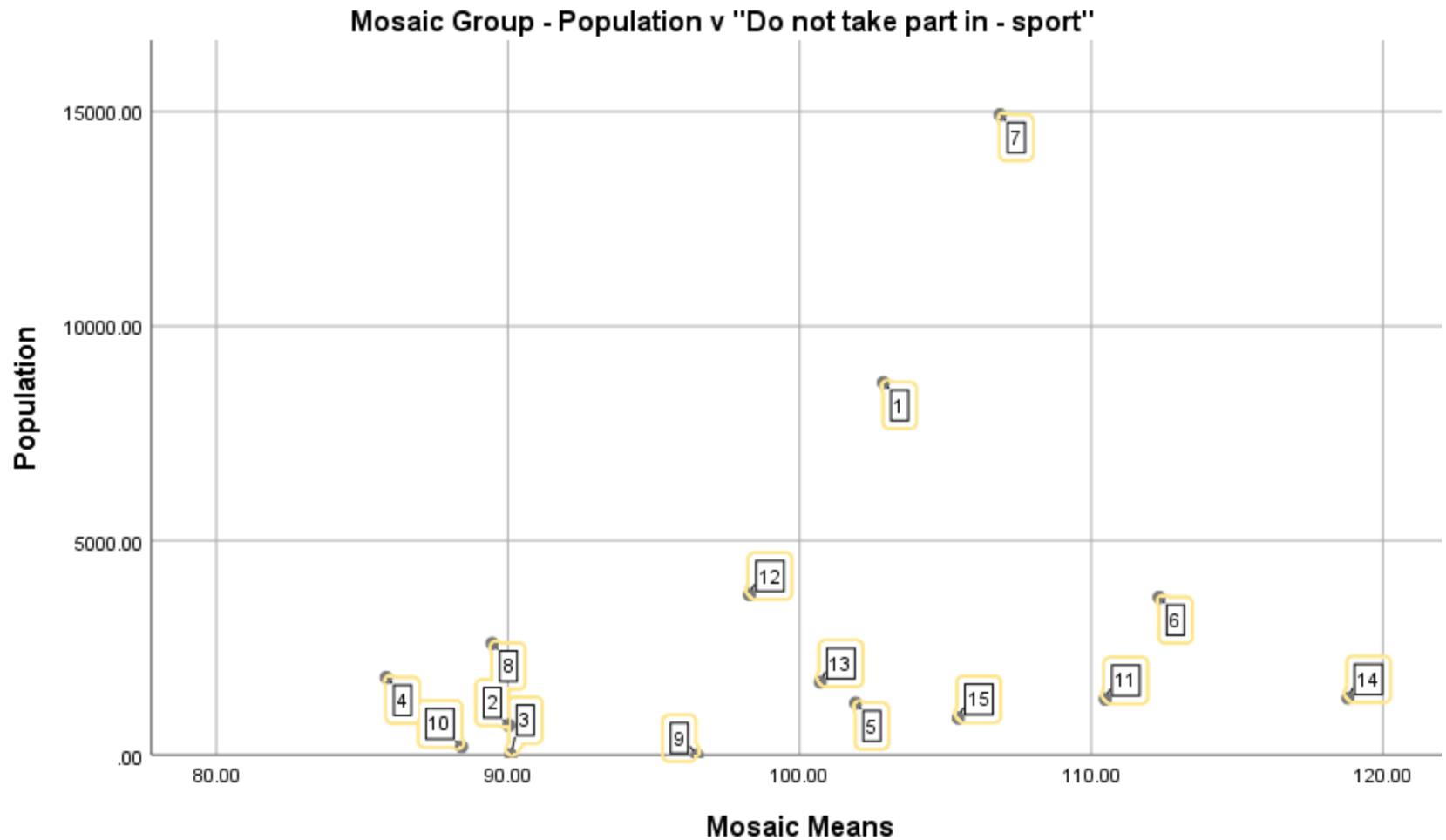




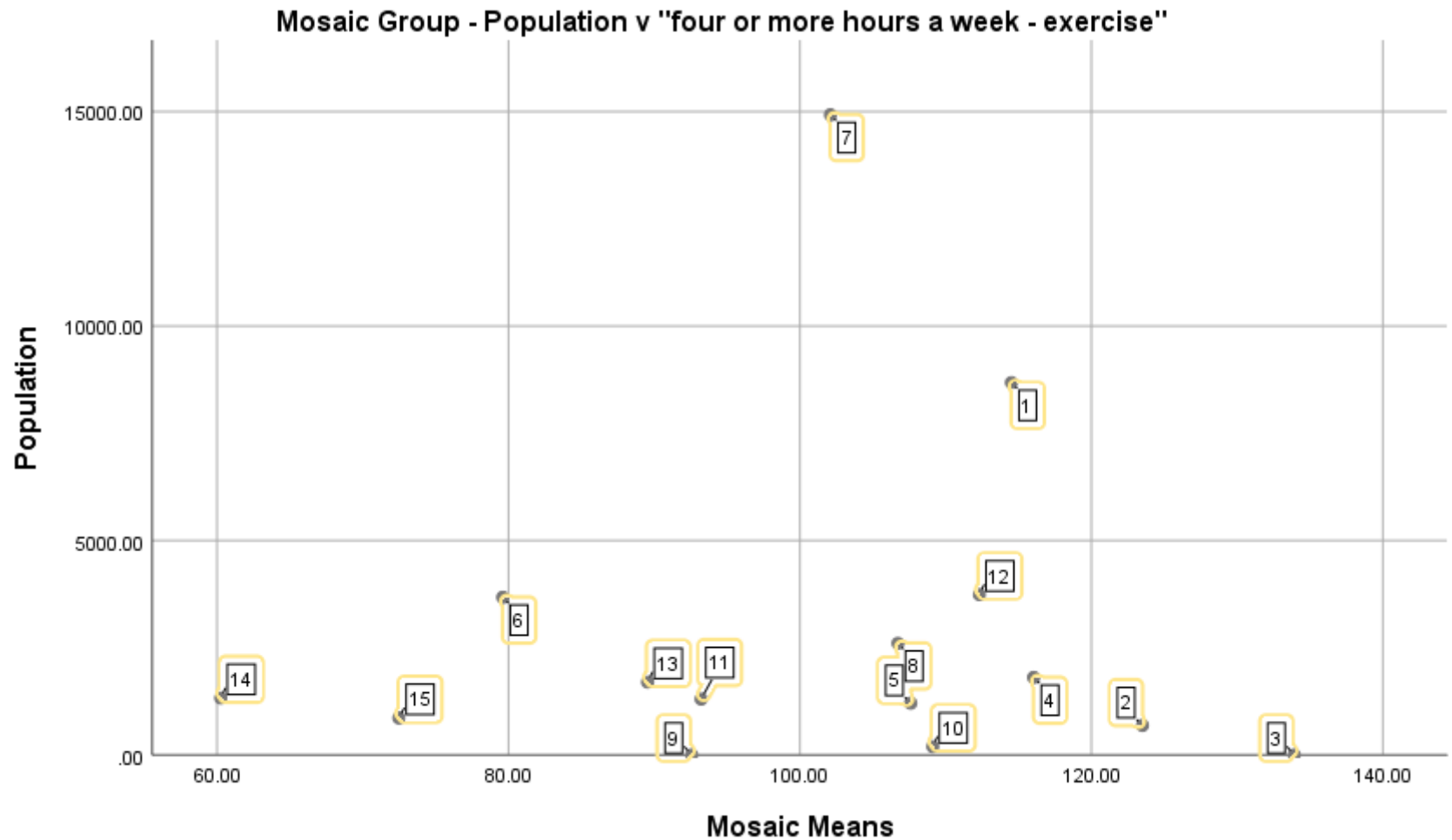
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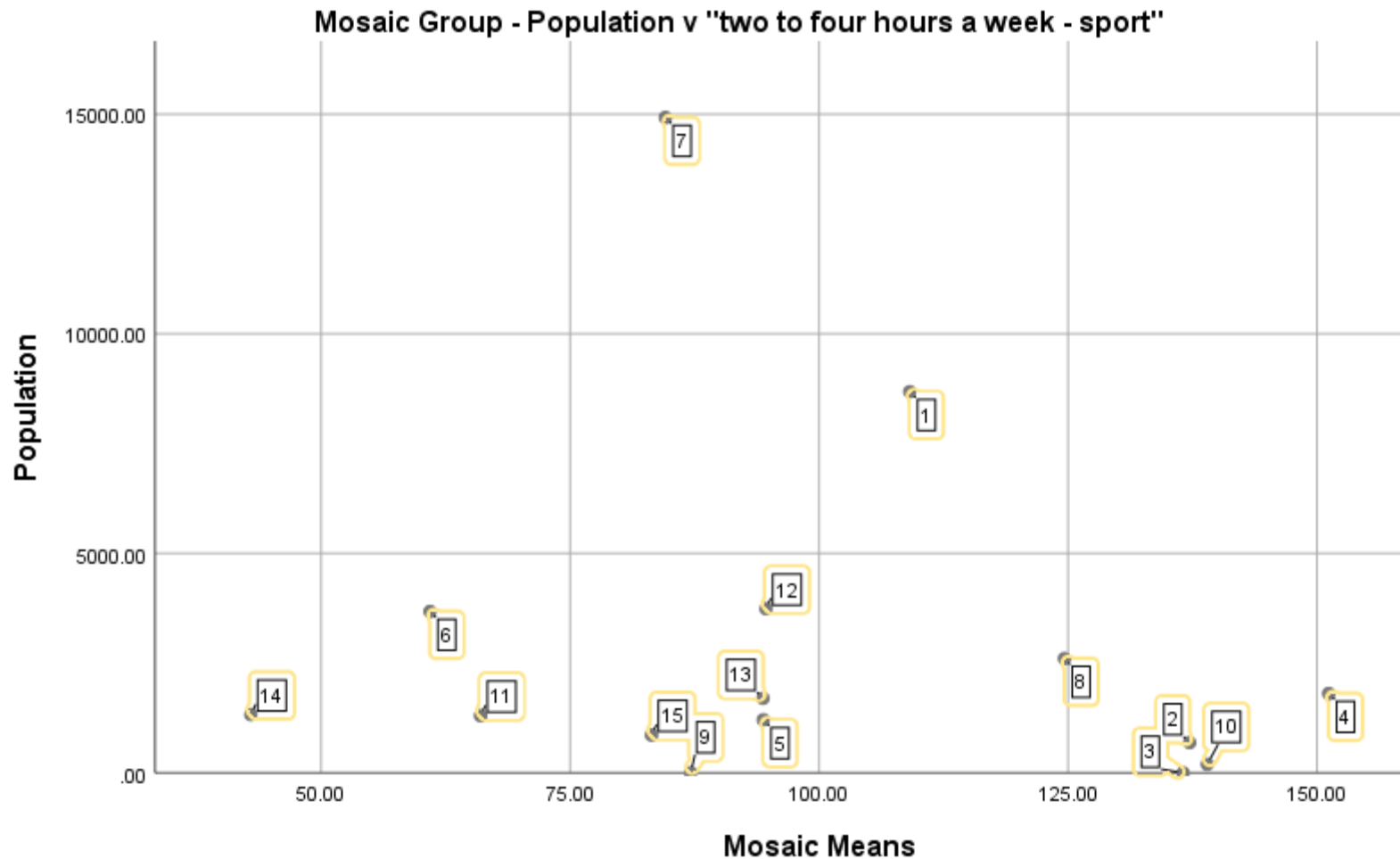
# Mosaic Segmentation



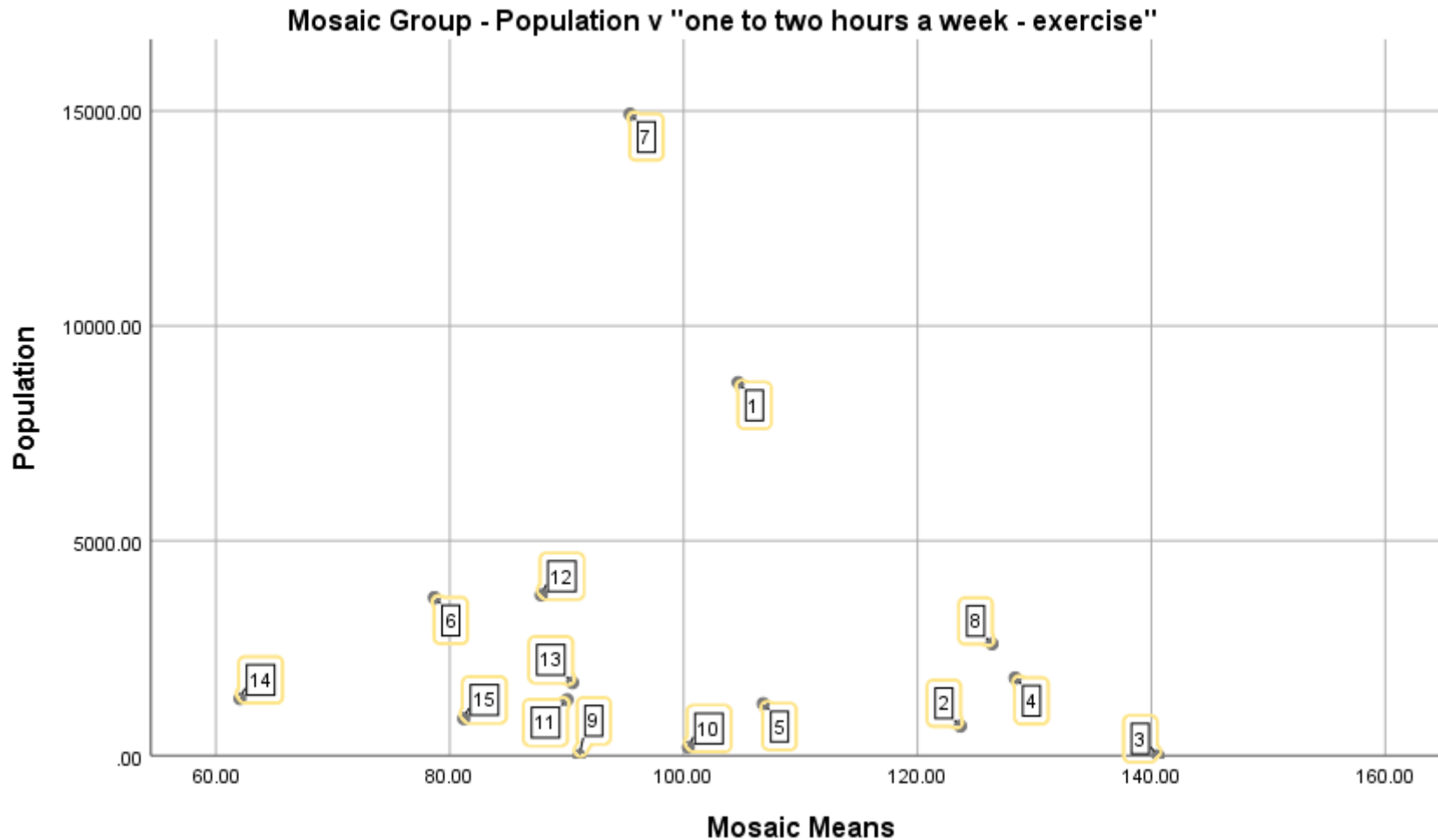
# Mosaic Segmentation



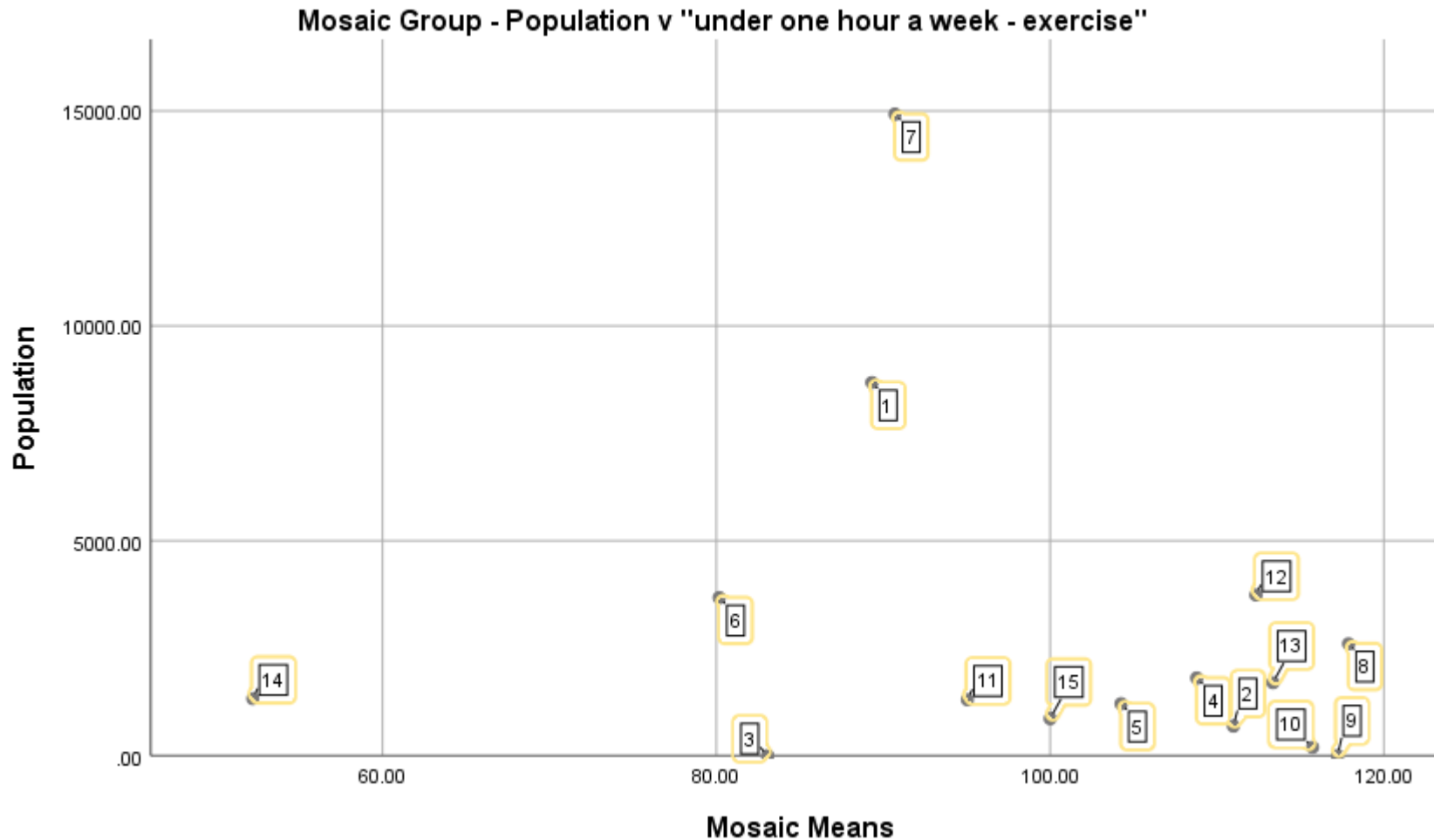
# Mosaic Segmentation



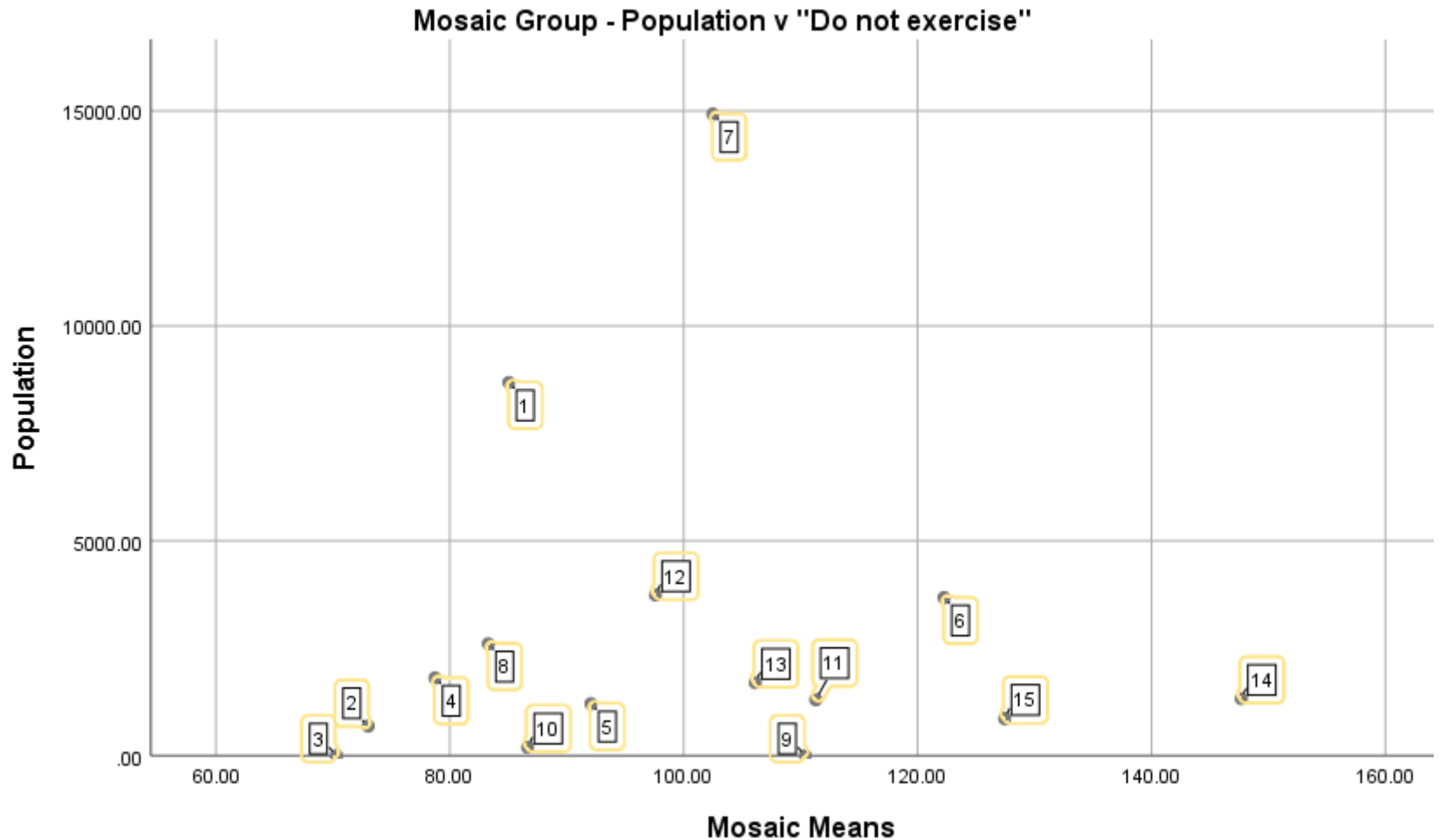
# Mosaic Segmentation



# 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