



# East Lindsey Economic Baseline 2016

KEY MESSAGES FOR THE VOLUNTARY & COMMUNITY SECTOR

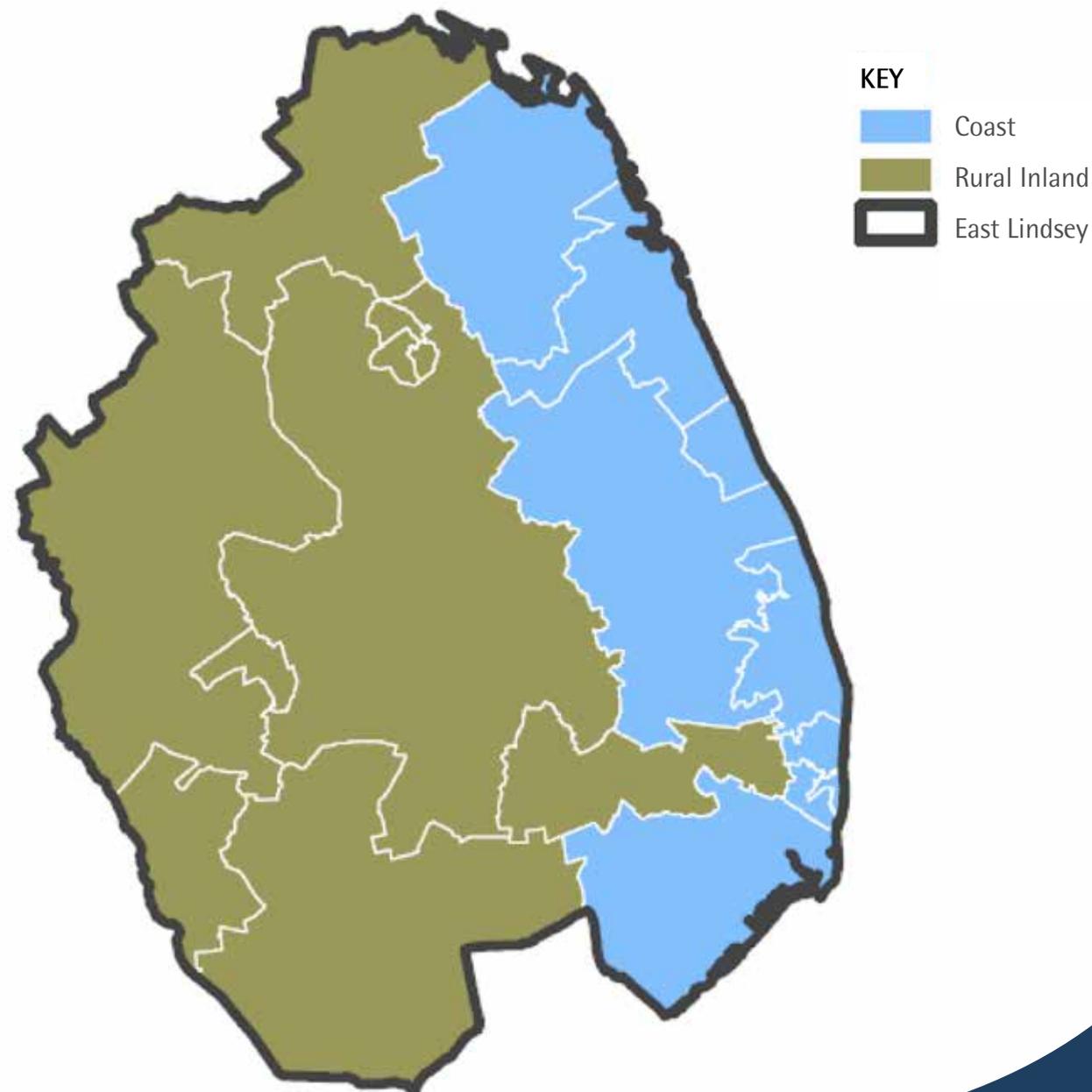
# Introduction

The East Lindsey Economic Baseline 2016 provides an extensive and detailed overview of the local economy. This concise report captures the key messages arising from that document for a voluntary and community sector audience.



## Narrative

East Lindsey functions as two quite distinct places, with connected but quite different coastal and inland economies. The split between the two can be economically defined by looking at commuting patterns, the nature of businesses and socio-economic characteristics as set out in the map opposite (based on a technical unit of geography called Medium Super Output Areas, developed by the Office for National Statistics).

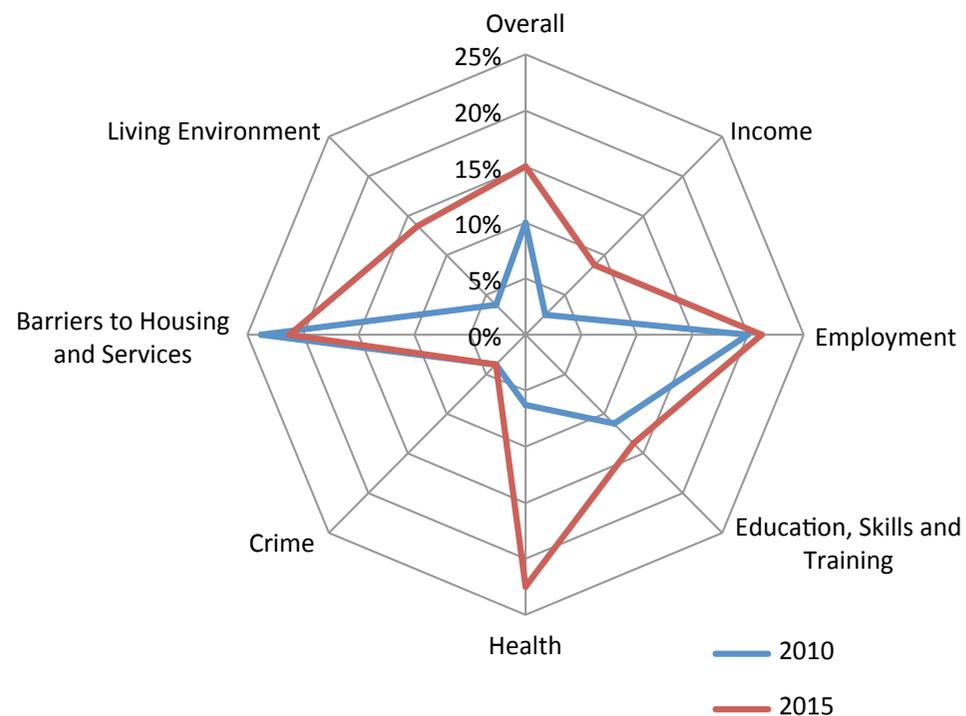


## Deprivation

East Lindsey is one of ten local authorities with the largest percentage point increase between the 2010 and 2015 Indices of Multiple Deprivation. For the overall rank, East Lindsey stands at 33 out of 326 local authority districts, which is a considerable climb up the rankings from 58 in 2010. At 33, it falls just outside the 10% most deprived local authority districts in England. It must be stressed, however, that the Indices of Deprivation reports relative performance. Since 2010, many London boroughs have moved down the rankings, perhaps driven by the property boom in London. The movement of these local authorities out of the most deprived group implies that other local authorities in the list must take their place, even if their performance on the indices scores has not altered significantly. In effect, local authorities that are 'standing still' can fall down the rankings, if others are experiencing significant economic growth.

The graph opposite shows the change in the percentage of LSOAs that rank in the bottom 10% since 2010. As the graph suggests, many more of East Lindsey's neighbourhoods now rank in the bottom 10% than in 2010. Of particular concern is that 23% of LSOAs now feature in the bottom 10% for health deprivation and disability, compared with just 6% in 2010.

Percentage of East Lindsey LSOAs ranking in the bottom 10% nationally, 2010 and 2015



Source: English Indices of Deprivation (DCLG, 2015)

## Population

This rate of population growth in East Lindsey has been lower than the rate across Lincolnshire, the region and England overall. The Lincolnshire population grew by 10.4% (2001 to 2011).

Population Change, 2001-2011				
	2001	2011	Change in Population	% Change in Population
Rural Inland	71,033	75,074	4,041	5.7
Coast	59,442	61,327	1,885	3.2
East Lindsey	130,475	136,401	5,926	4.5
Lincolnshire	646,657	713,653	66,996	10.4
East Midlands	4,172,250	4,533,222	360,972	8.7
England	49,138,746	53,012,456	3,873,710	7.9

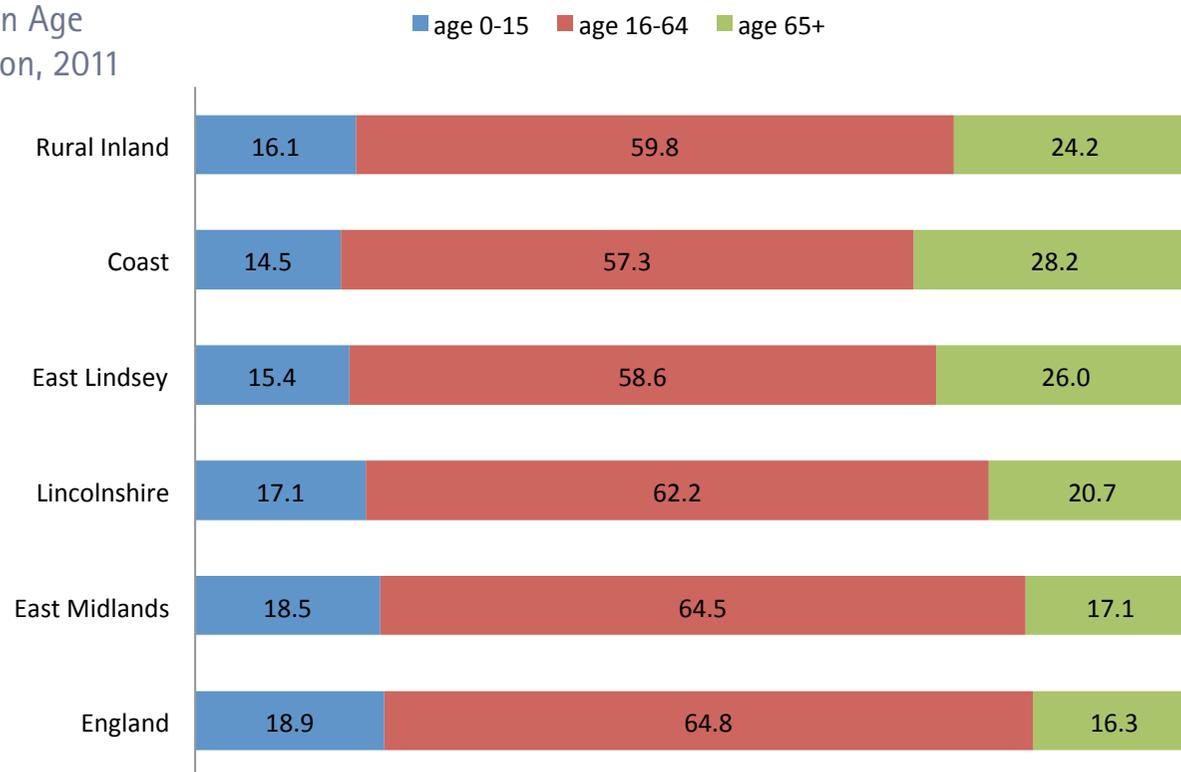
Source: Census 2001 and 2011



## Demography

East Lindsey has a high proportion of residents that are aged 65 and over. The Coast has a particularly high proportion of residents in this age group, at 28.2% compared with 26% across East Lindsey. This is in contrast to just 16.3% across England as a whole. This reflects the importance of the Lincolnshire Coast as a destination for retirees. The high and growing number of residents in the over 65 age group also places greater demand on the local Health & Care sector.

Population Age Distribution, 2011



Source: Census 2011

## Future Population Growth

The overall population of East Lindsey is forecast to grow by 12% (or 16,504 residents) between 2012 and 2036. This is lower than the growth rate of 15% projected for both Lincolnshire and England & Wales.

The greatest increase is anticipated in the over 65 age group, which is expected to grow by 49% in East Lindsey and 62% across the country. The working age population is expected to remain static in Lincolnshire, and is forecast to decline by 5% in East Lindsey.

**East Lindsey Population Projections by Age Group, 2012-2036**

Year	2012	2036	Change in Population	% Change
0-15	20,910	23,052	2,142	10.2
16-64	78,670	74,977	-3,693	-4.7
65+	37,016	55,070	18,054	48.8
Total	136,596	153,100	16,504	12.1

## Benefit Claimants

A high proportion of people of working age claim benefits in East Lindsey, as the table below shows. The largest group comprises those who claim Employment and Support Allowance (ESA) and Incapacity Benefits, at 6,700 claimants or 8.6% of the working age population. East Lindsey also has a high number of carers, at 2.8% compared with the national average of 1.5%. These benefits are associated with the ill-health of either the claimant or a dependent, and reflect the high proportion of older people living in East Lindsey.

**Working Age Client Group – Main Benefit Claimants, February 2015**

	East Lindsey (numbers)	East Lindsey (%)	East Midlands	Great Britain
Total Claimants	13,640	17.6	12.0	12.6
Job Seekers	1,990	2.6	1.9	2.0
ESA and Incapacity Benefits	6,700	8.6	5.9	6.4
Lone Parents	940	1.2	1.1	1.1
Carers	2,170	2.8	1.6	1.5
Others On Income Related Benefits	420	0.5	0.3	0.3
Disabled	1,250	1.6	1.1	1.1
Bereaved	170	0.2	0.2	0.2
Main Out-of-Work Benefits	10,050	12.9	9.2	9.8

Source: DWP Benefit Claimants – Working Age Client Group via ONS, 2015

## Economic Activity

East Lindsey's economic activity rate - that is the percentage of people who are in employment or seeking work - is similar to the regional and national average. This rate is particularly high for men, at 86.7% of the working age population. In contrast, however, just 64.9% of women are economically active. The proportion of women in the District who are economically inactive who want a job (28.3%) is higher than the regional and national average. This suggests that women in East Lindsey find it less easy to participate in the labour market than men; it may also be affected by lower age at which women traditionally retire.

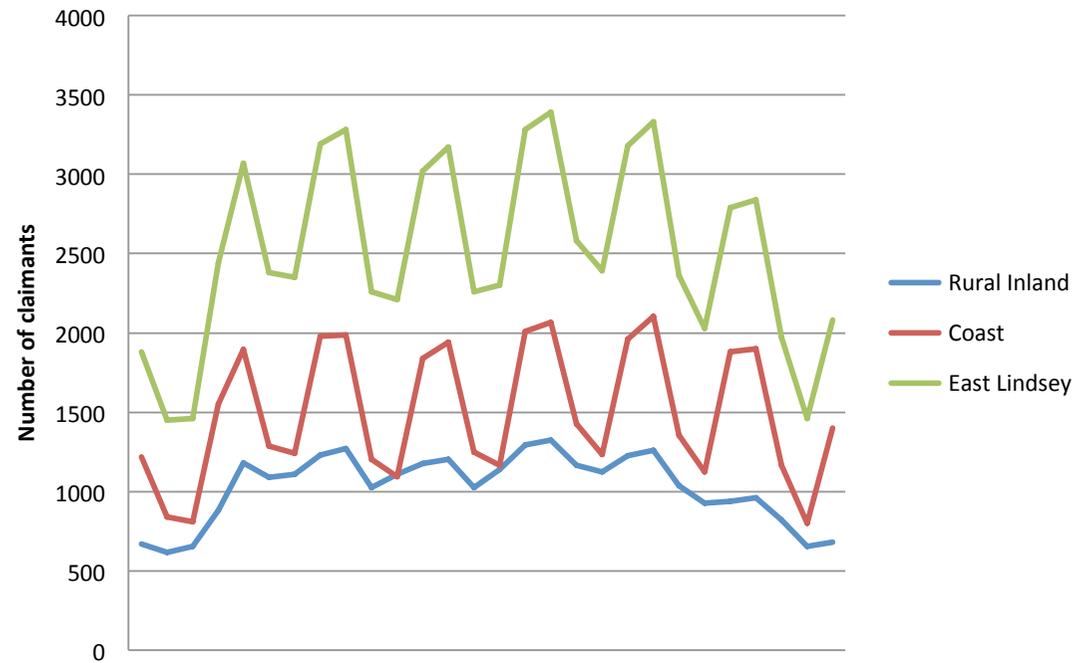
Economic Activity by Gender, March 2015		East Lindsey	East Midlands	England
All	Economic activity rate - aged 16-64	75.8	77.6	77.4
	% of economically inactive who want a job	25.3	23.3	24.5
	% of economically inactive who do not want a job	74.7	76.7	75.5
Males	Economic activity rate - aged 16-64	86.7	83.1	83.0
	% of economically inactive who want a job	17.4	27.9	26.8
	% of economically inactive who do not want a job	82.6	72.1	73.2
Females	Economic activity rate - aged 16-64	64.9	72.1	72.0
	% of economically inactive who want a job	28.3	20.5	23.1
	% of economically inactive who do not want a job	71.7	79.5	76.9

Source: ONS Annual Population Survey via ONS, 2015

## Unemployment

The unemployment rate is subject to the seasonal nature of key employment sectors in East Lindsey, including Agri-Food and the Visitor Economy. The graph opposite illustrates the annual seasonal variation in claims for Jobseekers' Allowance. The claimant count can increase by more than 1,000 claims across East Lindsey between February and August each year. As the graph shows, this seasonality is most pronounced in the Coastal area, with the Rural Inland showing only minor seasonal fluctuations.

Seasonal JSA Claimants in East Lindsey, 2008-2014



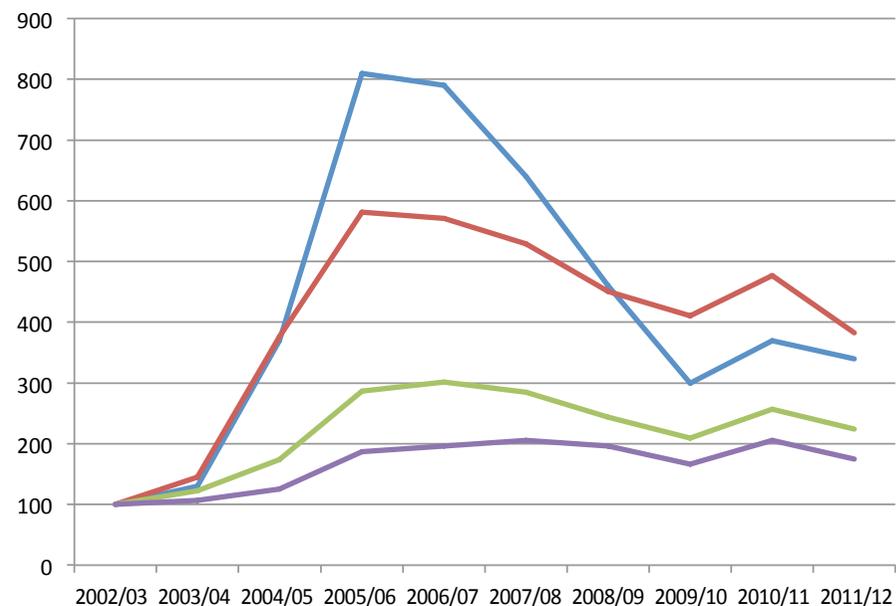
Source: ONS Jobseeker's Allowance, 2008-2014

## Overseas Migration

East Lindsey experienced a strong growth of overseas migrant workers registering to work between 2002-2003 and again in 2005-2006, when it received 810 registrations. The annual number of registrations declined during the recession and the latest data shows 340 registrations for 2011-2012.

Compared with other districts in Lincolnshire, however, East Lindsey receives fewer overseas worker registrations. For example, Boston, South Holland and Lincoln each received more than three times the number of registrations in East Lindsey in 2010-2011. Data published by Lincolnshire Research Observatory in 2011 shows that the majority of overseas workers in Lincolnshire tend to work in factory occupations and farming. The picture in East Lindsey is more diverse, with a high proportion also working in leisure and cleaning occupations, reflecting the importance of the Coastal area and Visitor Economy as a destination for overseas workers.

National Insurance registrations to adult overseas nationals entering the UK by year of registration (2002/03=100)



Source: NINo allocations to adult overseas nationals entering the UK: registrations via ONS, 2012 (note: this data is no longer published after 2012)

- East Lindsey
- Lincolnshire
- East Midlands
- England

## Towns

The functionality of East Lindsey's towns have been analysed according to how sustainable they are. The Bristol Accord sets out eight characteristics of a sustainable community and has been applied across the European Union:

The Bristol Accord – the eight characteristics of a sustainable community



*Bristol Accord – Conclusions of Ministerial Informal on Sustainable Communities in Europe, 2005, page 15*

Data has been collected for each of these characteristics and been consolidated into the following domains: (1) Well Run, Connected and Served; (2) Well Designed and Built; (3) Environment; (4) Well Connected and Served; (5) Thriving and (6) Active, Inclusive, Safe and Fair. This has enabled us to benchmark the performance of the larger and smaller towns in East Lindsey more widely.

We compared the sustainability of the smaller towns in East Lindsey against each other and three external comparators – Oundle, Bolsover and Crowland; chosen to provide potential contrasts.

The analysis of the smaller towns in East Lindsey demonstrates, across a wide population range of almost 2,500 to 13,000, a relatively poor level of functionality compared to two of the external benchmarks (Oundle and Crowland) and in relation to most England averages.

Within East Lindsey the small town with the best composite index score is Alford and the settlements with the lowest scores are Wragby and Wainfleet. The very small scale of these two settlements does appear to limit their functionality – particularly in terms of access to key public services.

Active, Inclusive, Safe and Fair measures are more contextual than town specific. They do however reflect at District level town settings where economic activity and participation in physical activity are lower than the average for Oundle, Crowland and the national average. Only Bolsover, which has significant deprivation arising from its tradition as a coal mining settlement, performs worse in terms of these measures.

The key differentiator in terms of Well Run is IMD rank of barriers to housing and services, where Spilsby and Alford perform particularly well and (owing to their small size) Wragby and Wainfleet are poor performers. Mablethorpe and Horncastle perform relatively well in terms of energy usage within the Environment score. Wragby and Coningsby perform well in terms of the rank of living environment score in relation to the Well Designed and Built domain, with the lowest performers Alford and Mablethorpe. Horncastle and Coningsby perform well in terms of the Well Connected and Served domain, whilst Spilsby performs poorly.

The most pertinent domain for the Baseline, Thriving (a measure of economic success) reveals Horncastle and Spilsby to be the best performing settlements. Wragby has a high proportion of home workers, significantly above the national average. Worklessness is a profound challenge across the majority of towns and considerably higher than Crowland, Oundle and the national averages. In Mablethorpe it is three times the national average.

In terms of Fair for Everyone, the response to the quality of life survey reflects, at District level town settings, where relative satisfaction is lower than the average for England and all three comparator towns.

In relation to larger towns in the district, Defra has identified three hub towns in East Lindsey: Mablethorpe (referenced in the smaller town section above), Louth and Skegness. In terms of the overall ranking with the fourteen comparator hub towns, (chosen to provide a comprehensive range of contrasts) both perform relatively poorly, with Skegness ranking last (16th) and Louth 13th.

Skegness and Louth achieve moderate scores in terms of Well-Run, Connected and Served (the IMD 2010 rank of barriers to housing and services) – with Louth 8th and Skegness 9th in the overall rankings.

Both towns performed poorly in terms of Well Designed and Built, with Skegness 14th and Louth 11th in terms of IMD 2010 living environment score. Louth's ranking was higher than the England average although Skegness scored below the England average.

In terms of Environment, the two towns are at opposing ends of a spectrum. Louth has the lowest electricity consumption across the whole index per household and very low levels of gas consumption. Skegness has much higher levels of electricity and gas consumption.

The towns perform modestly or poorly against all the measures in the Thriving domain. Modest rankings are achieved in terms of home workers, business survival rates and job density but poor rankings for claimant levels. Growth in business floor space (in both towns) and levels of business survival (in Skegness) are however better than the national average.

In terms of Active, Inclusive, Safe and Fair, Skegness and Louth perform towards the bottom of the index on all measures.

Collectively, this analysis suggests Skegness and Louth have poor levels of sustainability as they rank below other settlements for many of the domains – although the analysis also identifies opportunities around increasing floor space and supporting business survival rates (which are currently at national norms in both settlements).

## Entrepreneurship

At 28.9%, East Lindsey has a larger proportion of Small Office/Home Office (SoHo) businesses when compared with the national average of 19.6%. This rate is high across both Rural Inland and Coastal areas. SoHo businesses can include a range of business types, from home-based businesses, individual contractors and cottage industries. The high rate of SoHo businesses in East Lindsey reflects the relatively high self-employment rate and also the high rate of home working.

Employer Size				
	Rural Inland	Coast	East Lindsey	England
SoHo	29.3	27.1	28.6	19.6
Micro	56.4	57.6	56.9	64.3
Small	12.3	13.4	12.8	13.8
Medium	1.7	1.6	1.6	2.1
Large	0.3	0.3	0.27	0.3
Corporate	0.1	0.2	0.12	0.1

Source: Slingshot Database via ELDC, 2015

East Lindsey has traditionally had a higher proportion in self-employment than the Lincolnshire, regional and national average. The last economic baseline reported that self-employment had grown by 15.6% between 2005 and 2009. The self-employment rate in East Lindsey has declined since the recession, from 16.4% to 14.6%. Over the same period, the rate across the East Midlands and England has grown, albeit from a lower base. The self-employment rate in East Lindsey is now just slightly higher than the average for England.



## Opportunities / Focus

As a large sparsely populated area, East Lindsey is potentially a challenging geography for voluntary and community organisations to work across. There are however some very clear agendas which the baseline identifies where voluntary and community organisations can have an impact:

**Deprivation** – with a particular series of challenges in the coastal parts of the district

**Demography** – the Big Lottery Talk, Eat and Drink programme worth £2.7 million provides a clear indication of the scale of challenge and opportunity around the ageing population profile in the district and there is clearly scope to do more work around this key theme in the area

**Local Service Delivery** – there are a number of examples of successful asset transfer and alternative service delivery models in the district, for example Jubilee Park in Woodhall Spa, the emerging discussions around the Beach Huts in Mablethorpe, Tower Gardens Pavilion in Skegness and more widely the work of the contracted out leisure function of the District Council to Magna Vitae. With on-going budget challenges across the public sector there is scope for further work around the alternative service delivery agenda.

**Impact volunteering and work to address the high levels of ill health and high levels of benefit take up** – there are a number of national examples of localities addressing these issues through work around the health and well-being agenda. There is very significant scope to make this a key transformation element of the required downward shift in public sector service provision costs. This can be achieved by interventions,

which have preventative outcomes for individuals and communities. At the same time innovation around this agenda, particularly in those less sustainable towns identified in the report will have a wider positive impact on the sustainability of the district.

**Entrepreneurship and employment** – there are significant opportunities around these themes to address deprivation in a number of neighbourhoods through actions which build on the entrepreneurial potential of people at the local level, reducing unemployment and increasing the resilience of communities.

**Coastal Priorities** – the East Lindsey coast is distinctive in the severity of the economic challenges it faces in terms of deprivation, seasonality and environmental threat (in terms of rapid inundation). There are a series of dedicated funds and areas of national good practice in terms of coastal regeneration which could be transferred to/utilised in East Lindsey.

**Inland Priorities** – the distinctive rural nature of the very large inland hinterland of East Lindsey provides challenges around service delivery, community transport, availability of local commercial facilities (shops, post offices etc) all of which could be addressed, at least in part through the vehicle of voluntary action, particularly in the context of social enterprise.

If you would like this information in another language, large print or Braille, please contact us on 01507 601111.





## East Lindsey Economic Baseline 2016 - Key Messages for the Voluntary & Community Sector

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