

The challenge around inactivity – NEL as a Place

The population living in NEL is predicted to decrease from 160,025 in 2022 to 158,986 by 2032

71.8% of people aged 16-64 are in full-time employment – the average for England is 77.1%

37% of Year 6 children living in NEL are classified as overweight – the national average is 35.2%.

37.6% of residents walk for travel, which is below the national average at 44.8%

Ageing population with 65-69 year-olds jumping from 20.9% to 23.1%. This age group currently constitutes 18.5% of the population in England.

Currently 12.2% of 16-64 year-olds with no qualifications.

74.6% of adults in NEL are classified as overweight or obese - the national average is 62.8%.

26.9% of households do not have a car – compared to 23.5% across England

Council leisure centre users there is an under-representation from men, 15-24 years, 45 years+ (in particular 65+) and most deprived deciles 1,2,3. .

37.7% of people living in top 20% most deprived wards in the country.

Life expectancy is significantly lower in the most deprived areas by 13.1 years for men and 9.1 years lower for women.

33% Resident Inactive (Nov-22)

Strategic approach – NEL as a Place (Since 2018)

Review & update of
Physical Activity Strategy

Review & update of Skills
Strategy

Economic Strategy 2021

Cleethorpes Masterplan
2022 & Grimsby Town
Centre Masterplan 2020

Creativity Strategy 2022

Cultural Development
Fund - Grimsby Creates
(2019 – 2023) - £3.2m

Towns Fund (2021) -
Grimsby £21.9m

Area of Focus National
Lottery Heritage Fund
(2019 – 2024) & Priority
Place Arts Council England
(2021 onwards)

Youth Investment Fund
(2023) - £12m

Future High Street Fund
(2020) – Grimsby £17m

Levelling Up Fund (2022) –
Cleethorpes £18.4m &
Grimsby £20m

South Humber Industrial
Investment Programme
(2015 onwards) - £33m