

What is rural proofing & why is it important?

- Introduction to rural-urban definitions
- Rural Issues
- Questions to consider

Audrey Roy
Rural Communities Policy Unit,
Defra

- Why define rural areas?
- Different geographies and issues
- How we define rural and urban
- What we can do with it

Why define rural areas at all?



The Rural USP

- 86% of England's land is rural;
- 20% of the English population live in rural areas;
- Equates to nearly 10m people, in settlements with populations fewer than 10,000 people;
- Nearly a quarter of all older people live in rural areas (55+)
- Rural areas are ageing at a faster rate than urban areas. The fastest rate of growth is amongst the oldest old (age 85 +).
- In 2009, 15% of all older people in rural areas lived below the poverty threshold
- Around 23% of rural households are in fuel poverty compared to 18% of urban households (2009)
- 38% of rural households are off the gas grid, compared with 9% of urban households

The Rural USP

- Road fuel is around 2 pence per litre more expensive in sparse rural areas than the national average.
- Only 50% of households in villages and hamlets have an hourly or better bus service within 13 minutes walk (compared with 96% of households in urban areas)
- Residents in villages and hamlets spend 20 - 30% more on transport than those in urban areas
- Public transport is more limited in rural places. In 2009 42% of households in the most rural areas had a regular bus service close by, compared to 96% of urban households

The Good the bad and the ugly?

- Overall life expectancy in rural areas is higher than in urban areas
- for men 78.6 years, compared to 76.5 years in urban areas, for women 82.4 years compared to 81.0 years respectively
- 80% of rural residents live within 4km of a GP Surgery, compared with 98% of urban population
- 57% of rural residents live within 4km of an NHS Dentist, compared with 98% of urban population
- around one-sixth of Primary Care Trusts (PCTs) with the worst health and deprivation indicators were located in rural or significantly rural areas.

Different definitions?

- Depends on geography:
 - Rural-urban definition
 - Local authority rural-urban classification
 - Classification of parliamentary constituencies, police authorities, education authorities etc

- Definition = definitive, official, used by Government
- Used when information is needed at a detailed spatial level
- Can use for postcode level data, but most commonly used when data is available for census geographies (census output areas, lower super output areas etc)

Rural-Urban ONS definition

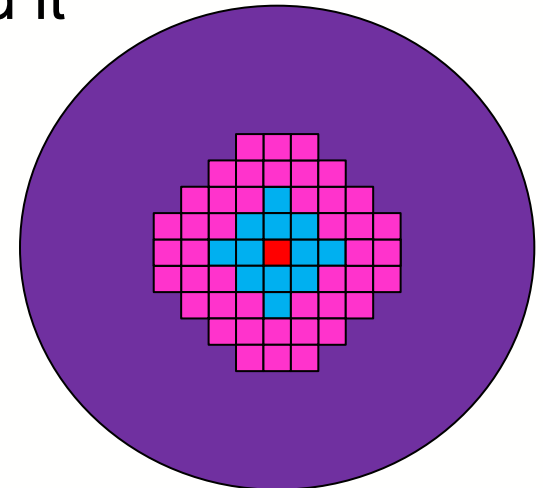
- Rural-urban definition is a statistical tool
- Is based on population not land use/sector
- Underpinned by density data for a grid of hectare squares for whole of England
- Depends on the residential density in each hectare and in the 200m, 400m, 800m and 1600m around it

E.g. a 'village' =

At the **800m** scale: a density of greater than 0.18 residences per hectare

At the **400m** scale : density at least double the density at 800m

At the **200m** scale: density at least 1.5 times the density at 400m.

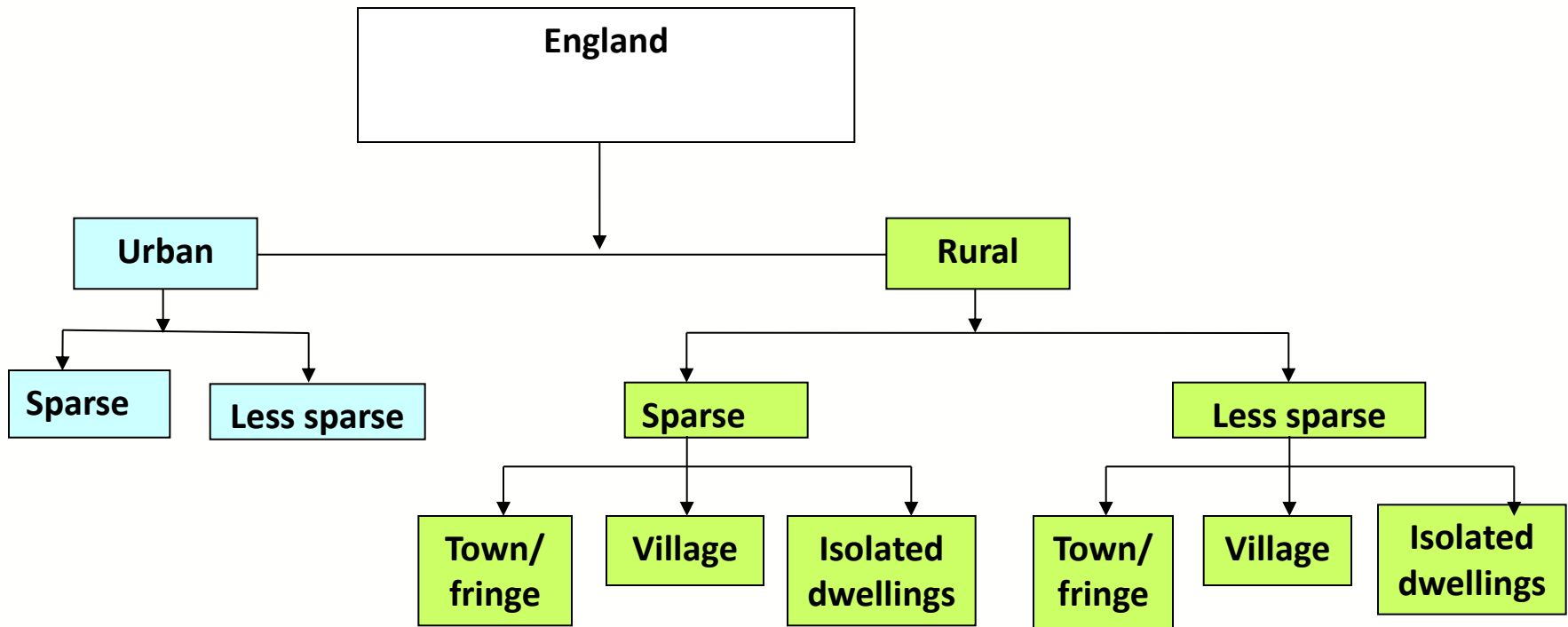


Use these building blocks to classify each Output Area (OA) by

- Settlement type:
 - Urban (population is 10,000 or more at Census 2001)
 - Rural town and fringe
 - Rural village
 - Rural hamlets and isolated dwellings
- Context:
 - Less sparse
 - Sparse (very low residential density for 30km around)



Rural - Urban definition hierarchy

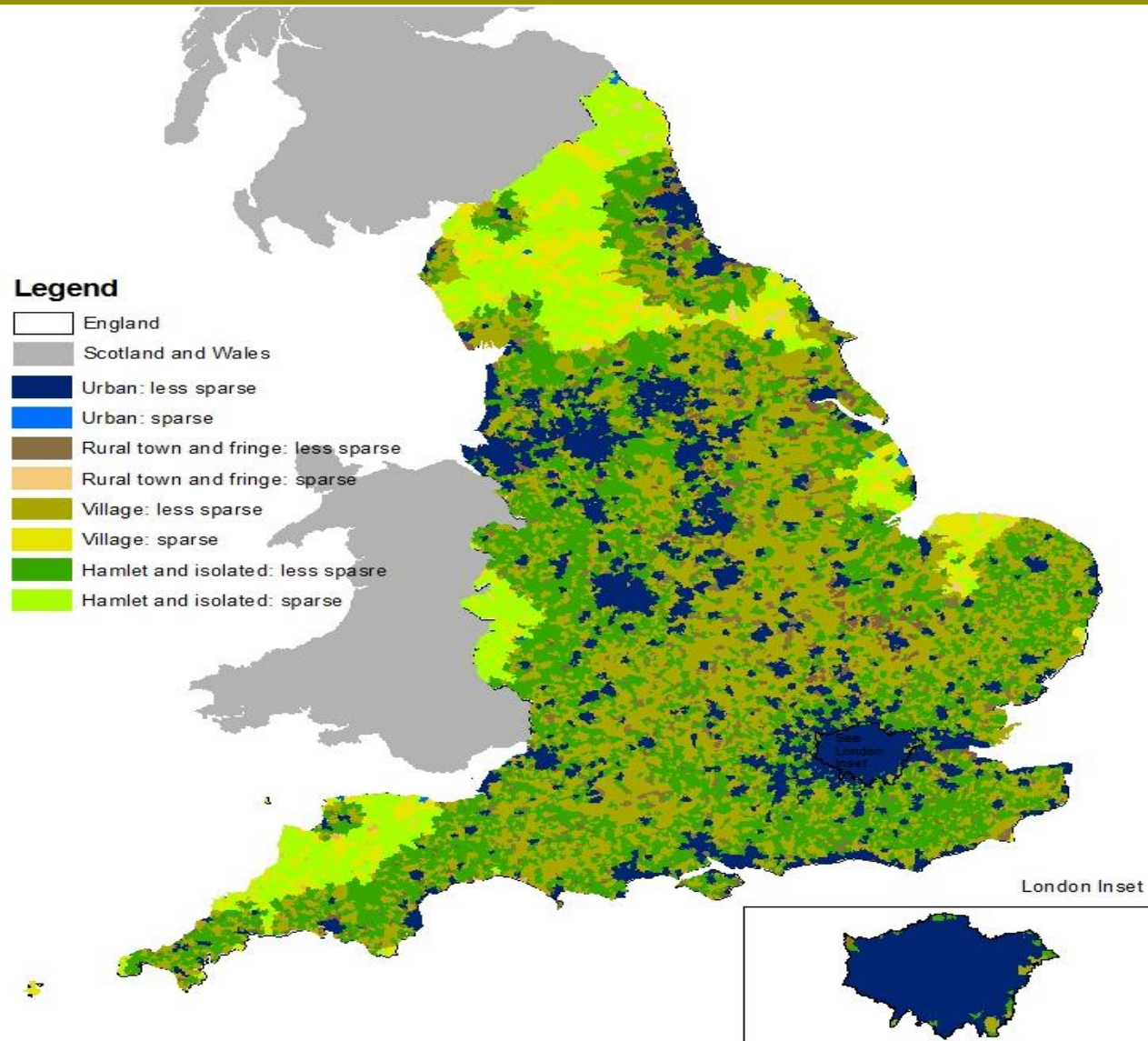


Map of the rural urban definition



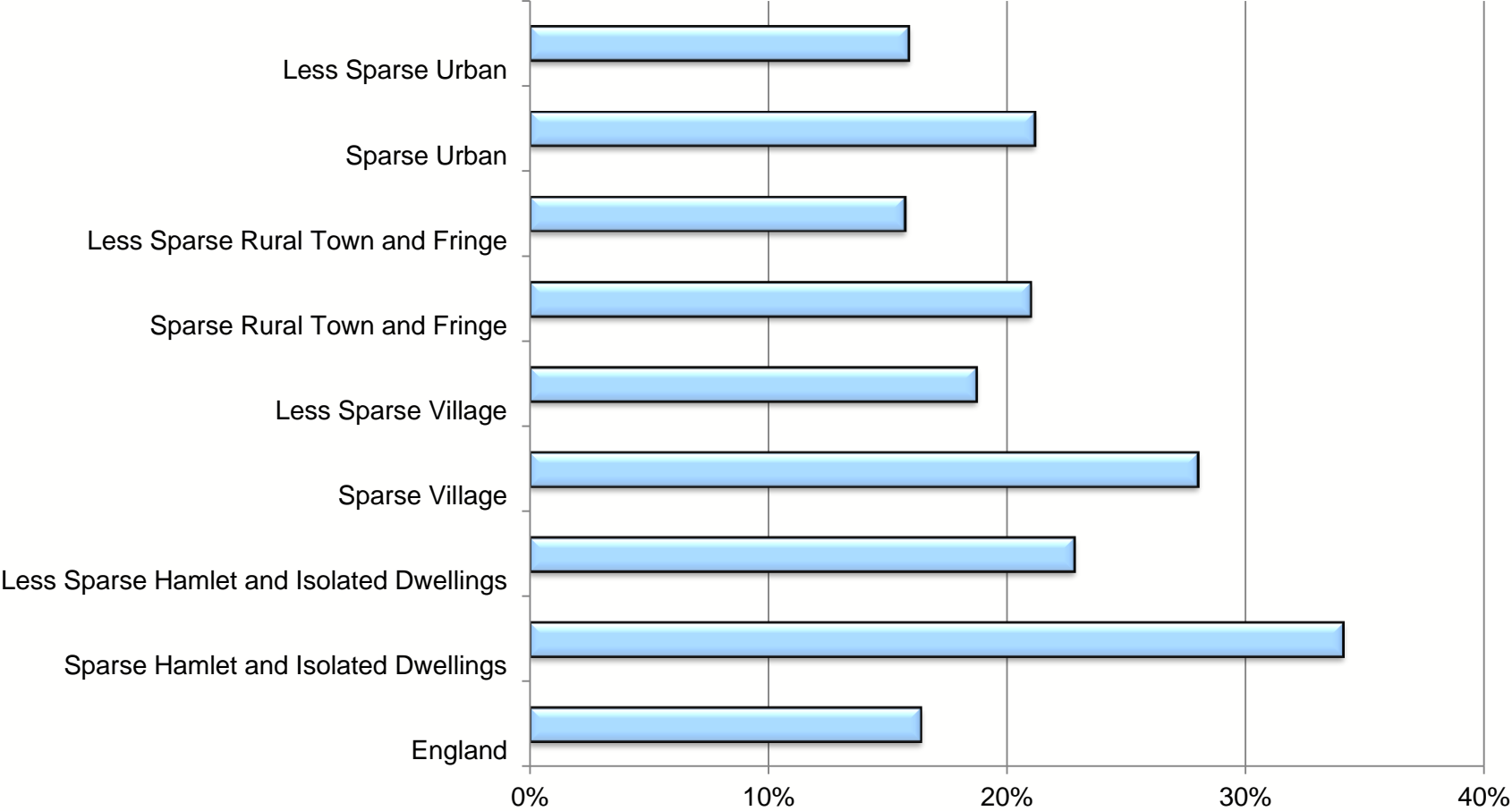
defra

Department for Environment
Food and Rural Affairs



What can we do with this?

Percent of households in fuel poverty, 2010



- Distance Decay
- Costs
- Accessibility versus Quality
- One size does not fit all

So what are we doing about this?

- Rural Proofing for Health Toolkit
- <http://www.ruralproofingforhealth.org.uk/>
- The 'core' of the Rural Proofing for Health toolkit is an interactive model that is structured into six domains
 - Self care – the rural patient,
 - Patient Choice,
 - Access to services,
 - A rural workforce,
 - Rural partnerships – joint working,
 - Patient safety and audit

- **The Rural Evidence Project**

- <http://www.rural-evidence.org.uk/home/>

- **ONS Rural/Urban Definition**

- <http://www.ons.gov.uk/ons/guid-method/geography/products/area-classifications/rural-urban-definition-and-la/rural-urban-definition-england-and-wales-/index.html>

- **Rural Proofing**

- <http://www.defra.gov.uk/corporate/about/how/policy-guidance/rural-proofing/>

- **Statistical Digest of Rural England 2012**

- <http://www.defra.gov.uk/publications/files/pb13642-rural-digest-2012.pdf>

Questions? Then an exercise

