



Deprivation, Austerity and Rural Communities

David Wood



➤ East of England Rural Community Council (RCC)

- Registered charity & company limited by guarantee
- East of England counties & their communities via local RCCs
- Member of national ACRE & Rural Community Action Network

➤ Activities

- Research and strategic influence
 - Community empowerment - Community Led Planning (CLP)
- Secretariat to EE Rural Forum
- East of England projects/contracts
 - Grant administration, over £5M in six years
 - Fuel poverty advice
 - Community asset management - halls & playing fields

➤ Overall aim is

“to build strong communities where local action can transform the outlook for rural quality of life”

Introduction

- Understanding of rural
- Issues affecting rural communities
- Solutions, barriers and enablers
- Role of VCS (civil society organizations) and communities - *Localism*

Rural Analysis

“Government policies need to become better at reflecting the scattered and hidden nature of rural disadvantage”

“Policies and funding mechanisms should be rurally proofed to make sure they are capable of targeting people in need, rather than places”

Report of the Rural Advocate (March 2008)

➤ Rural Share of Deprivation

- Accurate and objective assessment of need
- Fair share of resources

➤ Rural – Urban Equity

Analysis of Deprivation

Traditional

- Areas
- Concentrations
- Averages
- Rankings
- 'Standard' deprivation
- 'Standard' solutions

Desired

- Location of people
- Absolute number
- Hidden deprivation
- Local priorities & causes of deprivation
- Specific solutions
 - Cause & location

Rural Evidence Base

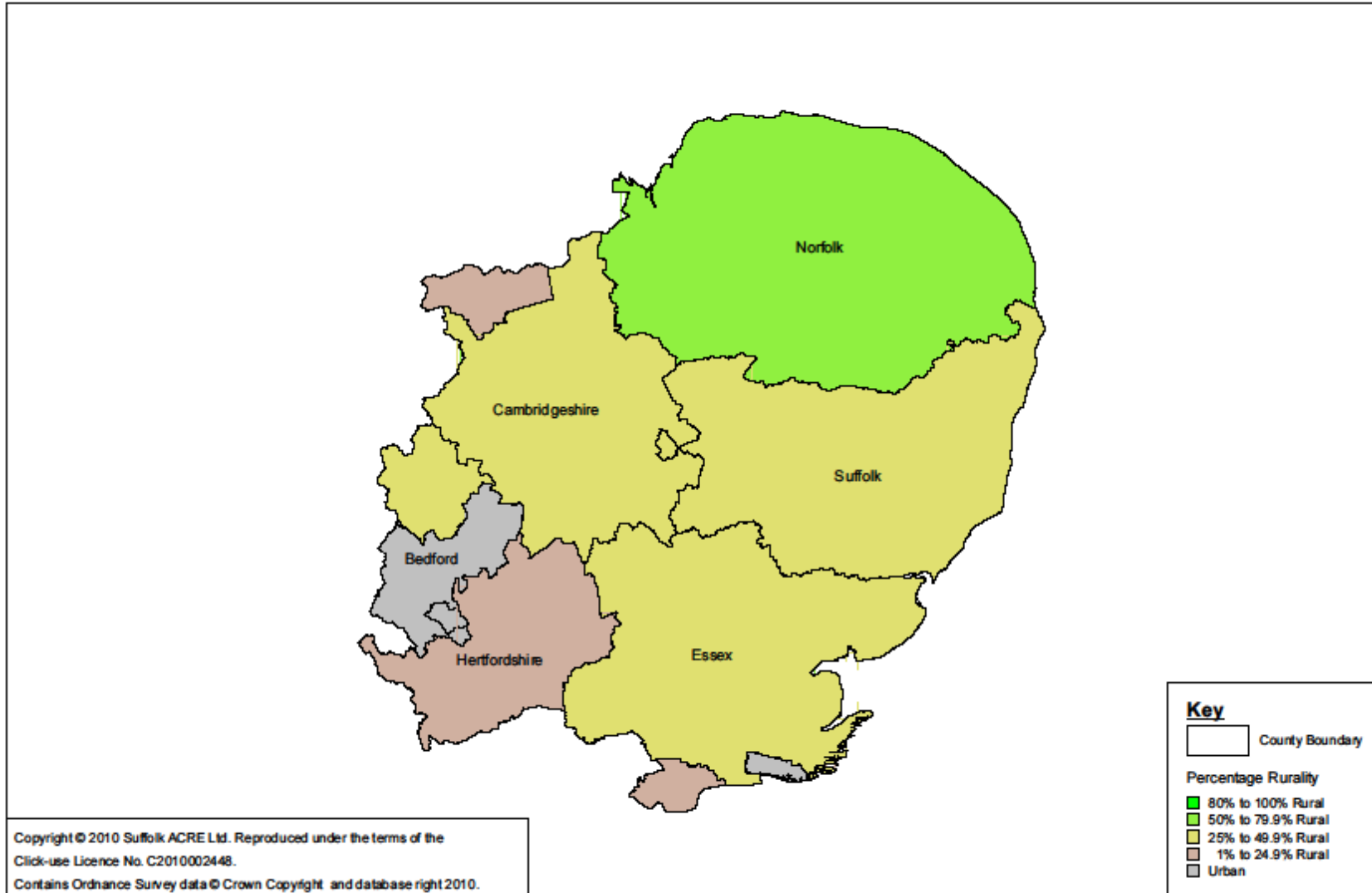
- ACRE and Oxford Consultants for Social Inclusion
- Rural evidence base on rural deprivation
 - Government IMD; Census; DWP; DfE; HMRC; etc
 - Rural definition (>10,000 is urban)
 - High spatial resolution - OA (400) & LSOA (1,500)
- Reports available on
 - Rural share of deprivation
 - Most deprived rural areas
 - Rural place profiles
 - Who's there: Workplace and daytime profiles

People not Places

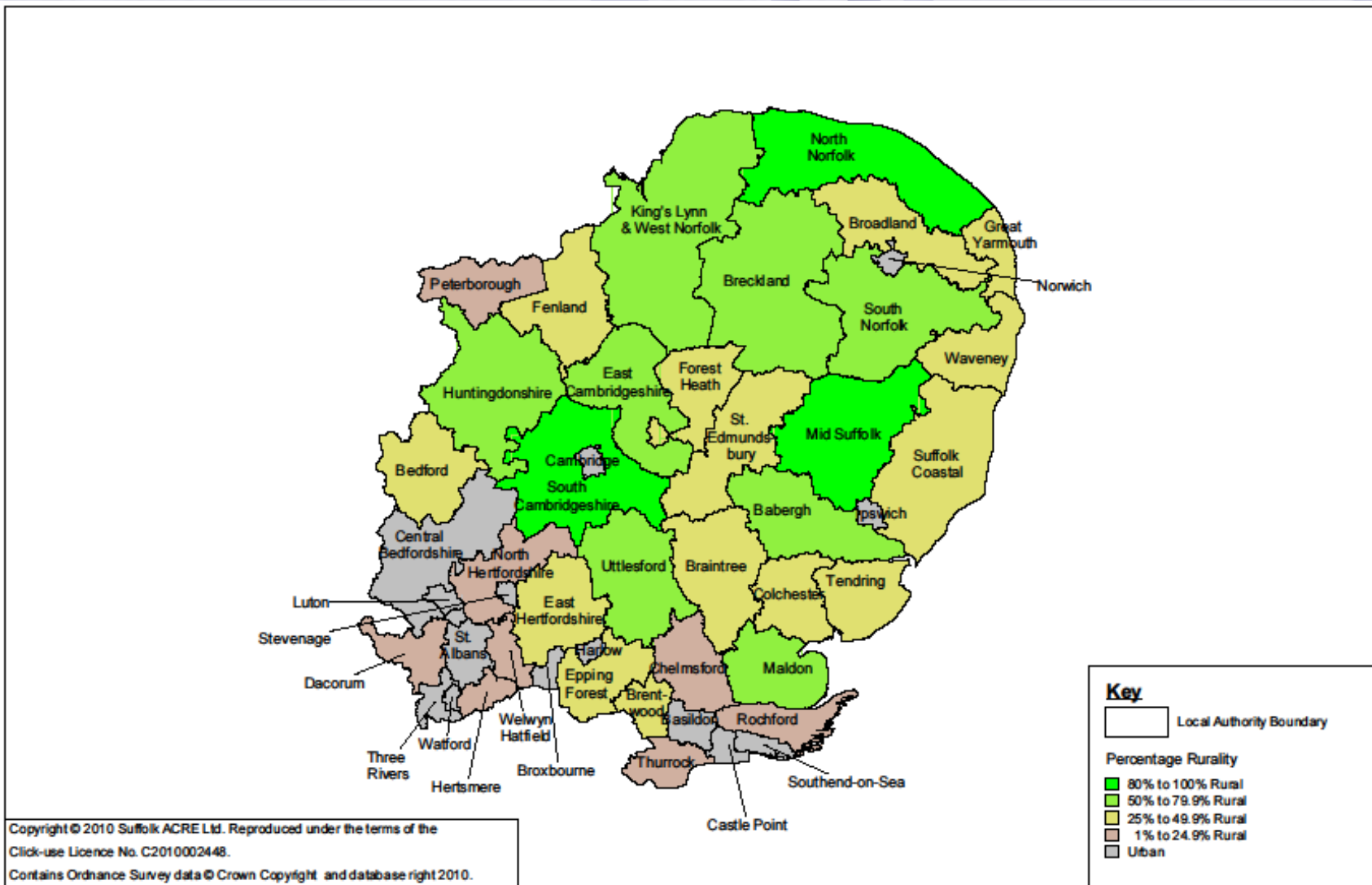
	EE	Rural
Most deprived 20% areas	223 (LSOA)	3 (1.3%)
DWP benefit claimants	438,520	99,235 (22.6%)

- Location of deprived people *not* deprived areas
- Majority of deprived people live *outside* deprived areas
- Programmes targeted at these areas will *not reach* substantial numbers of deprived people

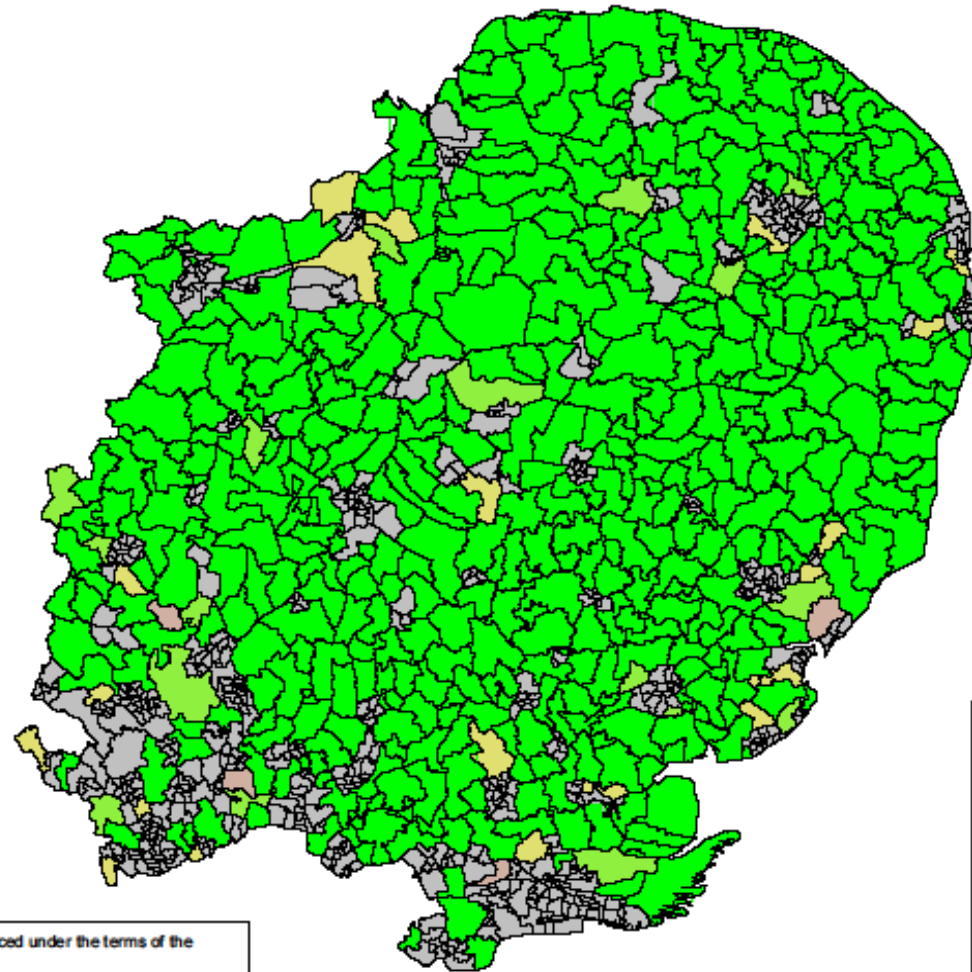
Counties / UAs



Districts / UAs



Wards



Key

Ward Boundary

Percentage Rurality

- 80% to 100% Rural
- 50% to 79.9% Rural
- 25% to 49.9% Rural
- 1% to 24.9% Rural
- Urban

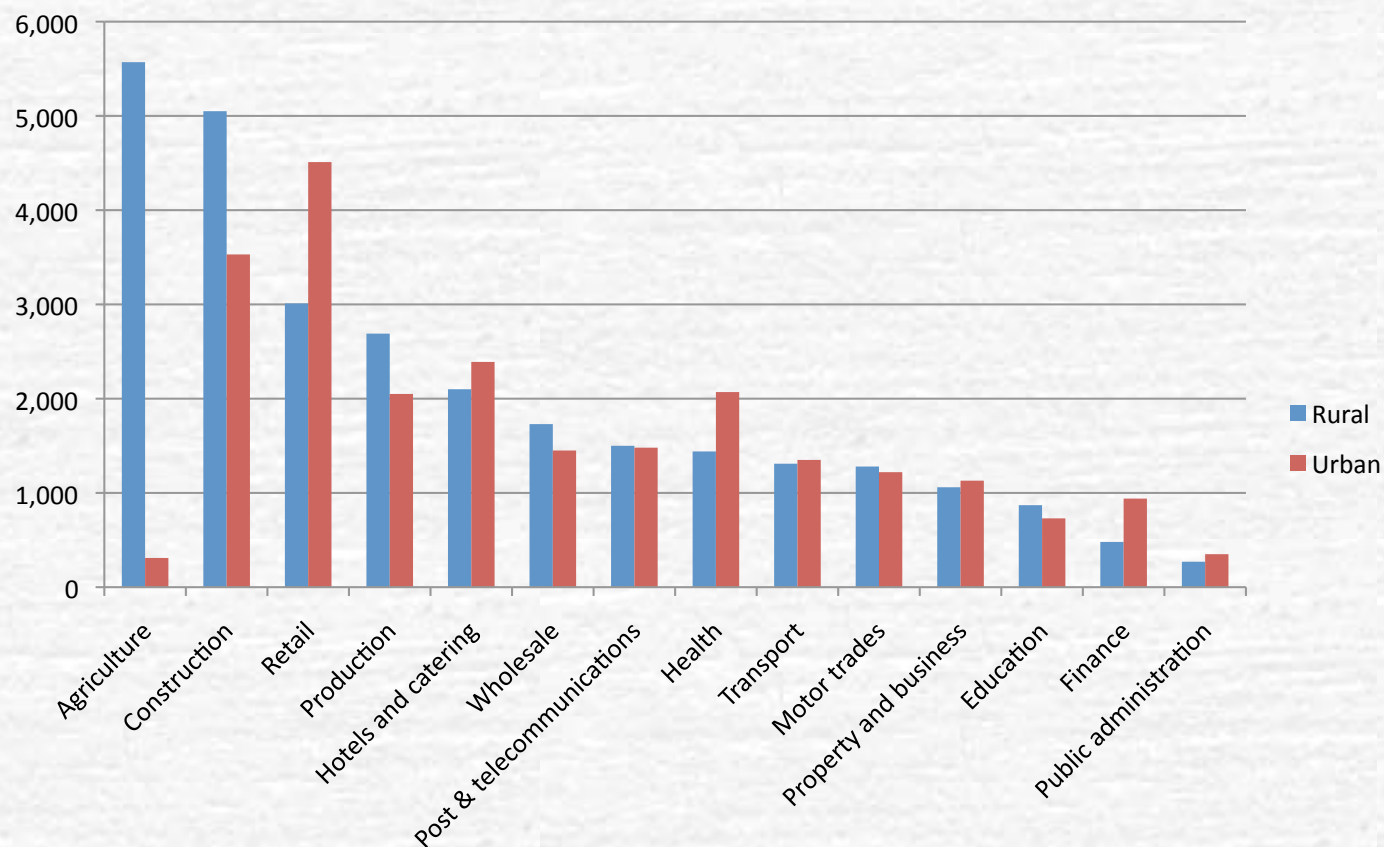
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Rural Share - Economic

	EE	Rural
Total Population	5,721,938	1,756,635 (30.7%)
Income Deprived	664,505	147,520 (22.2%)
Worklessness	272,489	60,765 (22.3%)
JSA	114,246	22,735 (19.9%)
IB	158,458	38,030 (24.0%)
Employment – professional	331,715	114,110 (34.4%)
Employment – elementary	296,438	86,860 (30.1%)
Skills – degree	704,463	229,655 (32.6%)
Skills – no qualifications	1,084,900	326,555 (30.1%)
Work at home	243,520	99,600 (40.9%)

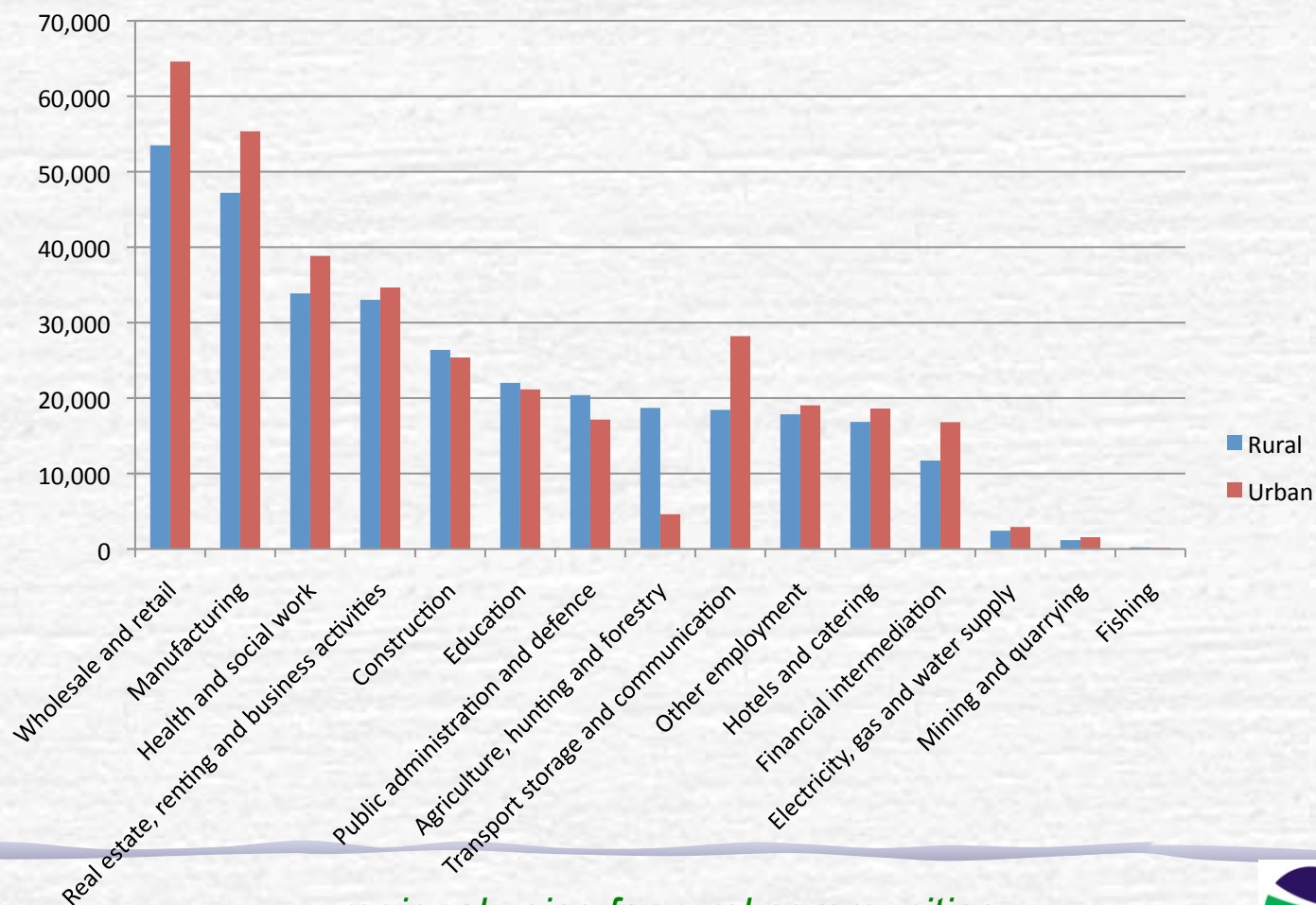
New Anglia LEP

VAT Businesses



New Anglia LEP

Employment Sectors



Rural Share - Social

	EE	Rural
Total Population	5,721,938	1,756,635 (30.7%)
Pensionable age	1,156,572	408,270 (35.3%)
Lone pension households	315,671	94,070 (29.8%)
Lone parent households	118,333	25,560 (21.6%)
Limiting long term illness	441,938	127,720 (28.9%)
Adults permanently sick of disabled	151,772	40,675 (26.8%)
No access to car or van	442,692	86,325 (19.5%)
No central heating	114,048	32,960 (28.9%)

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Pensionable age Dacorum	26,029	3,540 (13.6%)
Pensionable age N Norfolk	27,920	24,235 (86.8%)

Poverty & Deprivation

➤ Rural and urban deprivation similar

- Unemployment or low paid jobs
- None or low qualifications
- Likelihood of lone parents
- Likelihood of more children
- Dependent on social housing
- Likelihood of limiting long-term illnesses

➤ Impact differs

- Remote from support - formal & informal networks

Rural Economy

- Poor skills/ qualifications
- Few or low paid jobs
- Poor access to BB
- Volunteering as step to employment
- Out-reach informal training
- Wheels-to-Work
- Community BB
- Improved BB access
- Business advice

Affordable Housing

- Rural incomes are £4,600 less than urban
- Rural house prices are higher than urban
- Affordability gap - house prices 8-10 x salary
- 45% of new households (16 – 35 years) cannot afford to live in their home village
- Rural housing enablers
 - Housing Needs Surveys
 - Community
 - UAs / DCs
 - Land owners
 - RSLs / HAs
- Mixed developments
- Exceptions sites
- S106 agreements

Sustainable Communities

- No services / facilities
- Poor connection & influence to councils
- Fuel poverty
- Poor public transport
- Poor health
- Community owned shops, pubs, POs
- CLP – engagement, holistic
- NP – statutory, built emphasis, referendums
- Village Agents / Good Neighbour Schemes
- Oil buying clubs
- Community buses
- Peripatetic services
- Playing fields & allotments

Role of VCS - RCCs

- Rural premium
 - Distance; Concentration
- Rural Innovators
 - Work with communities and public sector on effective solutions
- Support development of community based solutions
 - Community Led Planning & Neighbourhood Plans
 - Whole community involvement & support
 - Co-production
- Advise, support, develop people & communities
 - Training; Grants; Connections
 - Legal & financial advice

Conclusions

- Enhanced analysis of data and information
 - Better understanding of rural realities
 - Fairer access to resources
- Community engagement
 - Higher value, more effective solutions
- VCS – ‘*The Enabler*’
 - Out-reach, independent, trusted, credible, cost effective
 - BUT – loss of income!



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