Robert Crowder
Chief Executive

Rural Community Action Nottinghamshire

Where is Nottinghamshire?

OUR VISION
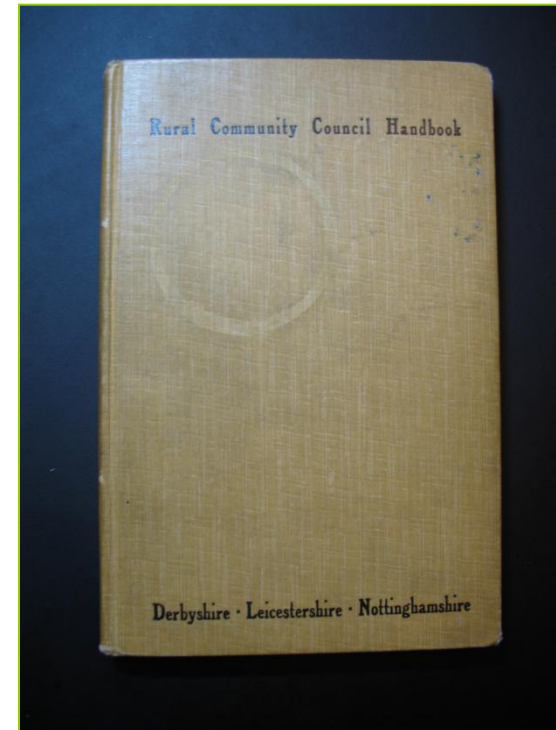
**To develop
thriving, sustainable and
cohesive rural communities
in Nottinghamshire.**

Rural Community Council Handbook 1926

What is Rural?

- Dictionaries suggest 'countryside', and 'the opposite of urban',

- **There is no unambiguous definition of rurality.**

- Classification of local authority districts subsequently extended to electoral wards.

- **Different regions define 'rural' in different ways** – revealing a lot .

- In England and Wales, the definition of *rural* applies to settlements with a population of less than 10,000 people and the open countryside.

- **Over a fifth of the population of England (11 million), live and work in rural areas.**

- In Nottinghamshire 28.3% or getting on for one third live and work in rural areas.

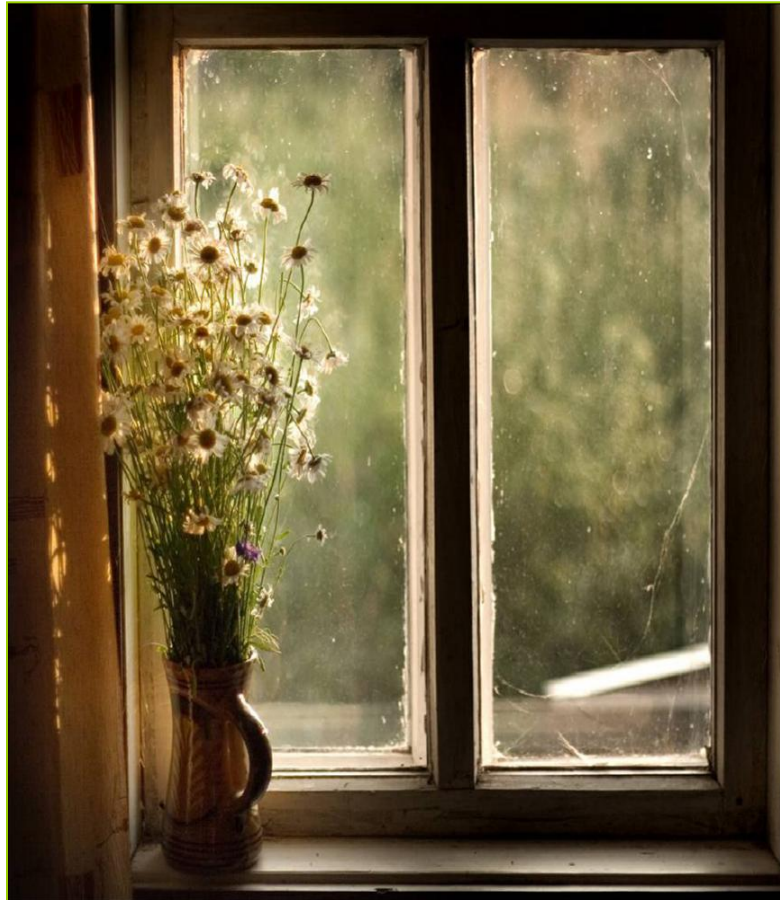- **But in Bassetlaw 49,040 or 44% of people live in rural area.**

Rural idyll

91% of people in survey felt that living in the countryside offered a healthier environment to live in, 72% a better place to bring up children, 65% more community spirit, 60% less crime and 33% better schools.
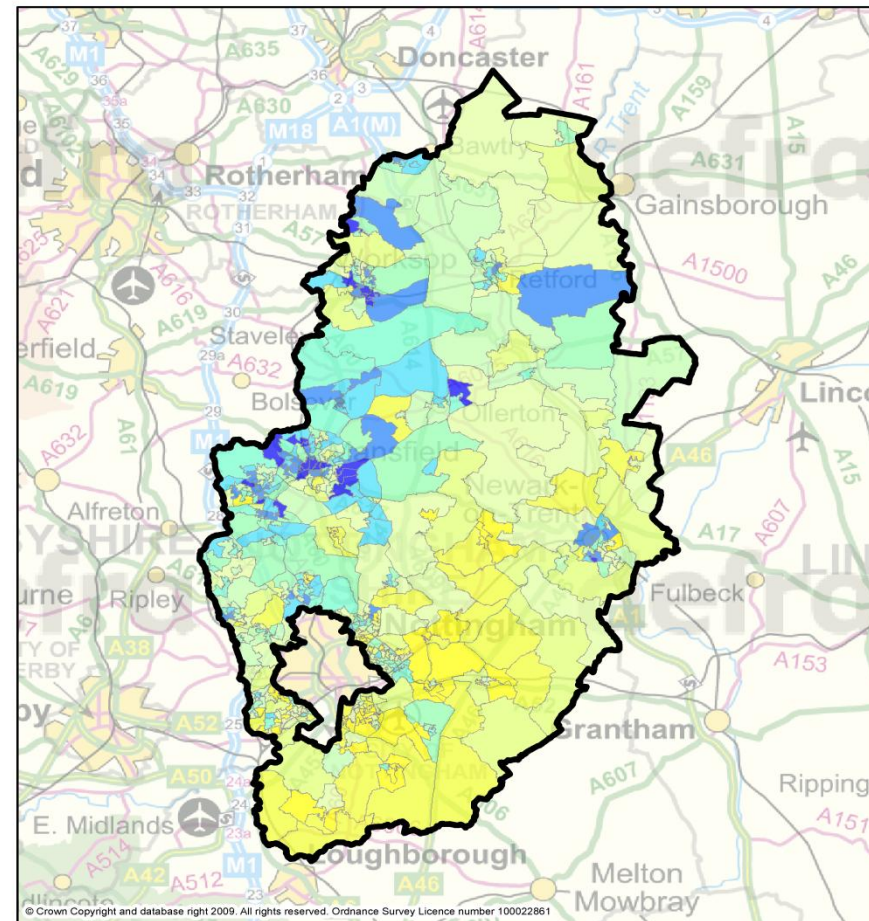
Poverty

- Poverty in rural areas is a significant problem, less prevalent than in urban areas.

- **Close proximity of affluent and deprived households in rural areas makes it harder to identify social exclusion in statistical data.**

- More people retiring to rural areas, and low wages are the main contributors to rural poverty.

- Poverty in rural areas is not restricted to remote regions; it can be found in accessible and seemingly affluent places.

- **1 in 5 rural households in Britain live below the official poverty line.**

- Half of these are households where someone is in work, and

- Quarter are pensioners scraping by on the basic state pension.
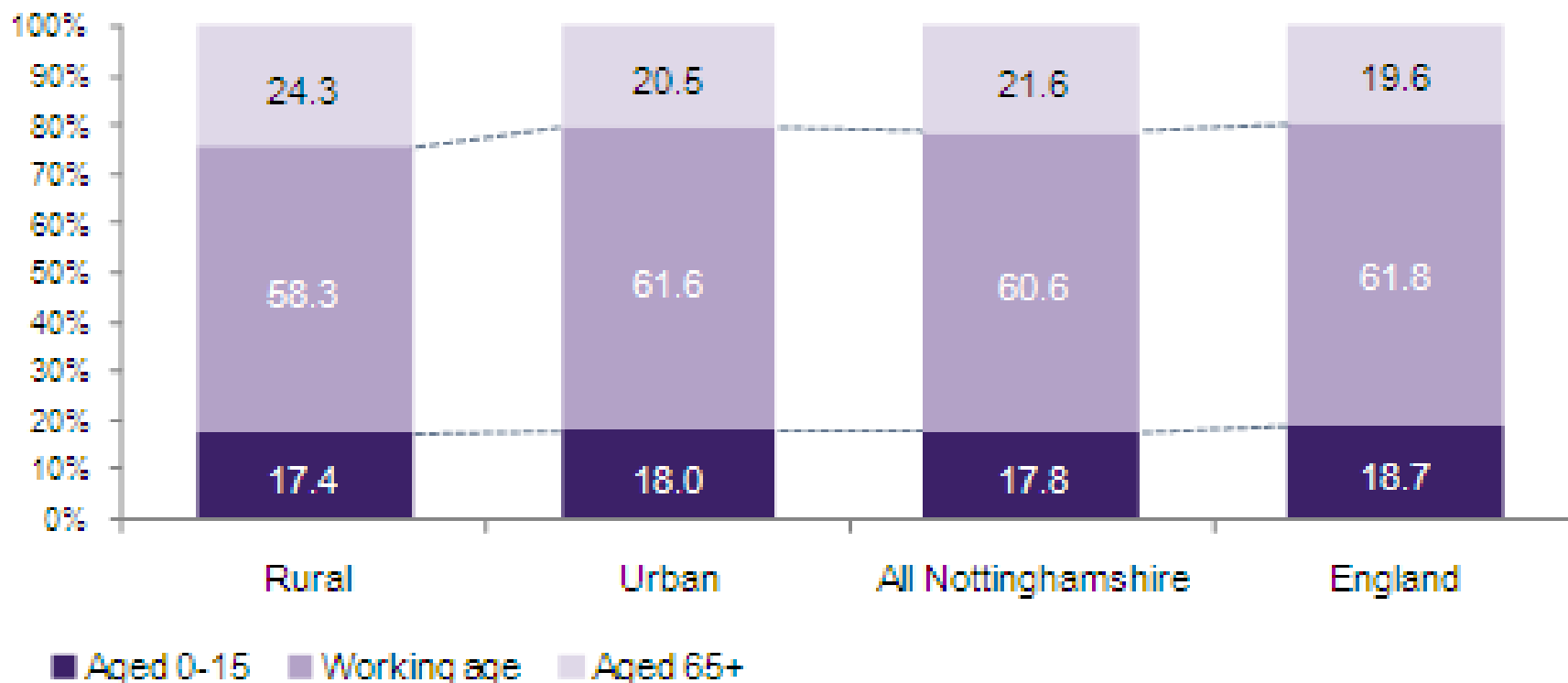
Deprivation

- Derivation a north south picture

Nottinghamshire County: IMD ranking at LSOA level

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Index of Multiple Deprivation ranking

Most deprived — Least deprived

LSOAs are Super Output Areas, a statistical geography developed for the Census
Source: 2001 Census Output Area boundaries. Crown Copyright.
The colours on this map show 'National level deciles', based on the ranking of areas across England
Source: Indices of Deprivation (ID) 2007. CLG. Crown Copyright.
Crown Copyright material is reproduced with the permission of the controller of HMSO
Produced by Oxford Consultants for Social Inclusion, www.ocsi.co.uk, March 2010

Fig 17. Population by age

	Rural	Urban	All Nottinghamshire	England
Aged 65+	24.3	20.5	21.6	19.6
Working age	58.3	61.6	60.6	61.8
Aged 0-15	17.4	18.0	17.8	18.7

■ Aged 0-15   ■ Working age   ■ Aged 65+
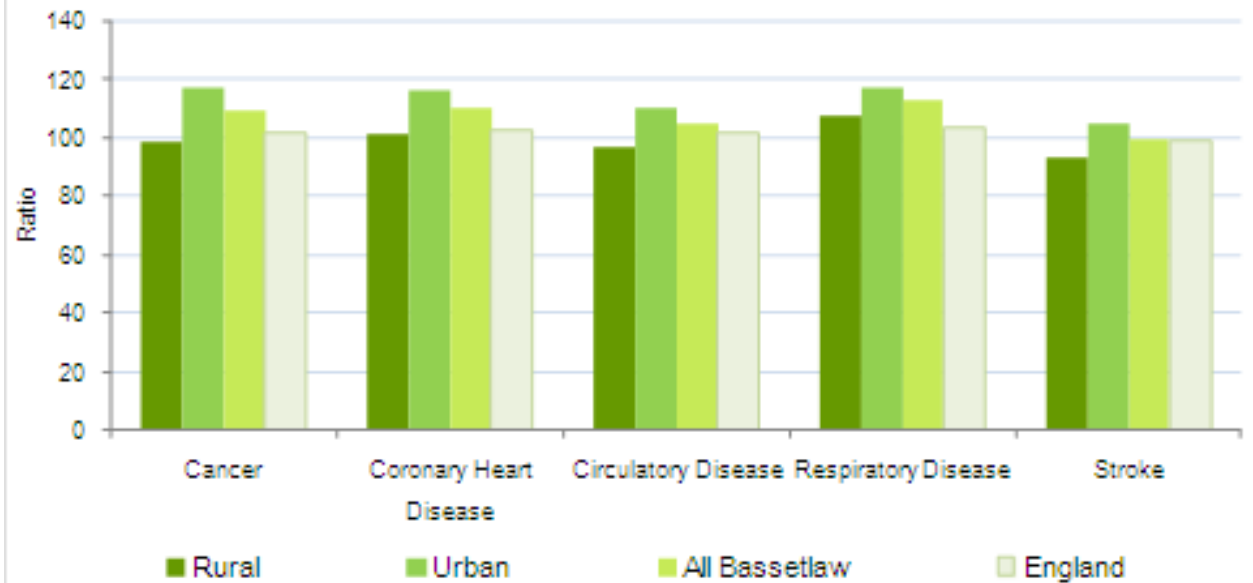
In rural Nottinghamshire there is a lower proportion of 0-15 year olds compared with urban areas, and a higher proportion of people aged 65+

Fig 13. Standardised Mortality Ratio (select causes)

Unequal spend

If the rural areas have:-

- Many people who are income deprived.
- Higher levels of old age
- Only slightly better health.

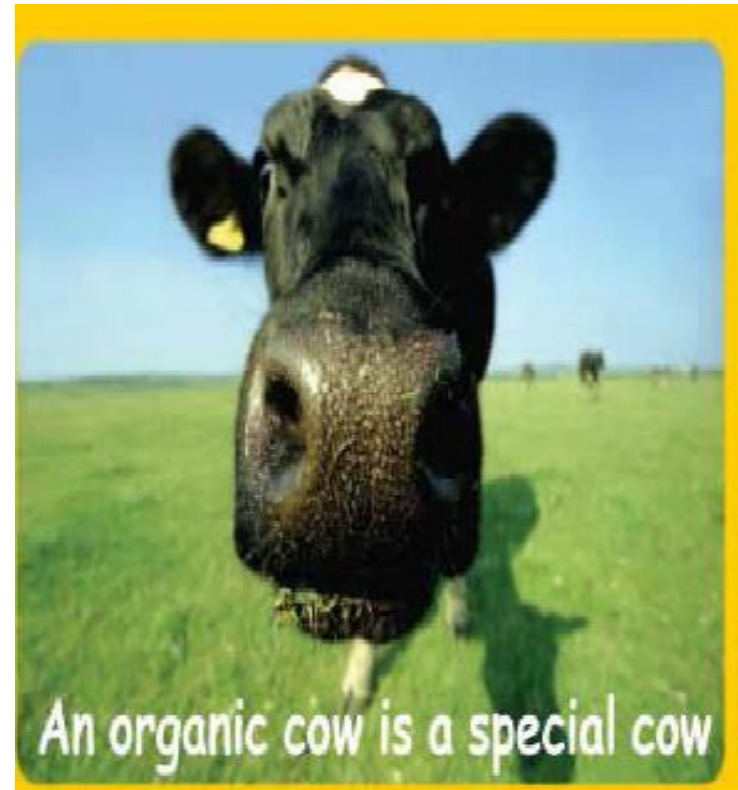Wouldn't we expect to be treated similarly for funding?

Actual spend

On average, the twelve Inner London Boroughs spend **£1,750** per person aged 65+

Compared to just an average of **£773** per capita across the 27 Shire Counties.

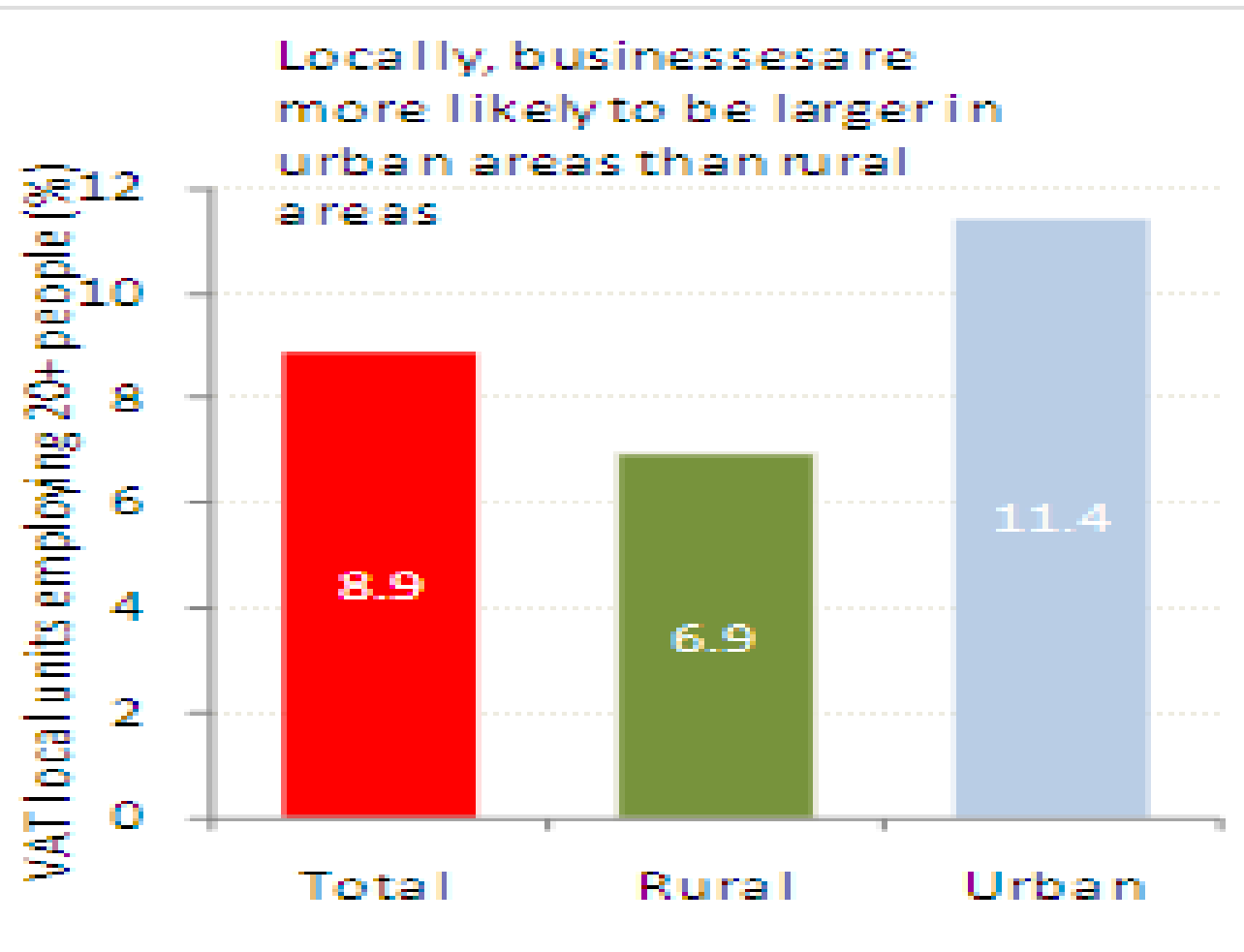*2011 farm income was up.*

But impact of flooding, changing labour markets etc. show reduction in

-2.% this year.

An organic cow is a special cow

Business

Locally, businesses are more likely to be larger in urban areas than rural areas

Lack of transport or access makes connections harder in rural areas

- Buses that reach remote rural areas are few and far between

- In rural areas bus mileage fell from 190 to 177 miles per person per annum (-7%).

- Car dependency is significant with **more than 90% of people living in rural areas using the car** for their main food shopping and for travel to the hospital.

- Owning a car is regarded as a necessity in remote areas because of lack of access.

- **People in the lowest income group in rural areas spend on average 50% more than urban equivalents on transport** (cost of petrol is higher in rural areas than in urban areas).

Access to the internet

- We are more connected than ever before, yet there are still major rural 'notspots'. Bassetlaw 4%

- 53% of premises in 'not spot' areas are also within areas categorised as the most deprived (top 20%)

- Internet usage in rural areas, is higher than the national average.

- People over 65 are less likely to use broadband at home.

- There are clear differences in take-up between urban and rural areas of the county.

- Those living in the 'village, hamlet and isolated dwelling' category having the lowest take up.

Nothing to do and nowhere to go

- In rural areas the, **number of rural households that include children aged 15 or under is below the national average.**

- This can lead to a lack of age appropriate services, which may increase isolation and mental distress.

- In England, **49% of rural parishes have no youth groups or clubs** and a lack of transport can breed a culture of isolation.

Some underlying common patterns

- Rural needs are diverse and perhaps becoming even more diverse.
- However, there are some common patterns.
- Some are simply the effects of **distance and geography**;
- Some are the result of **shifting economics** and the rising relative costs of providing services in rural areas;
- And some are much more rooted in **cultures and behaviours**.

Why is transport an issue?

- Equity
- Independence
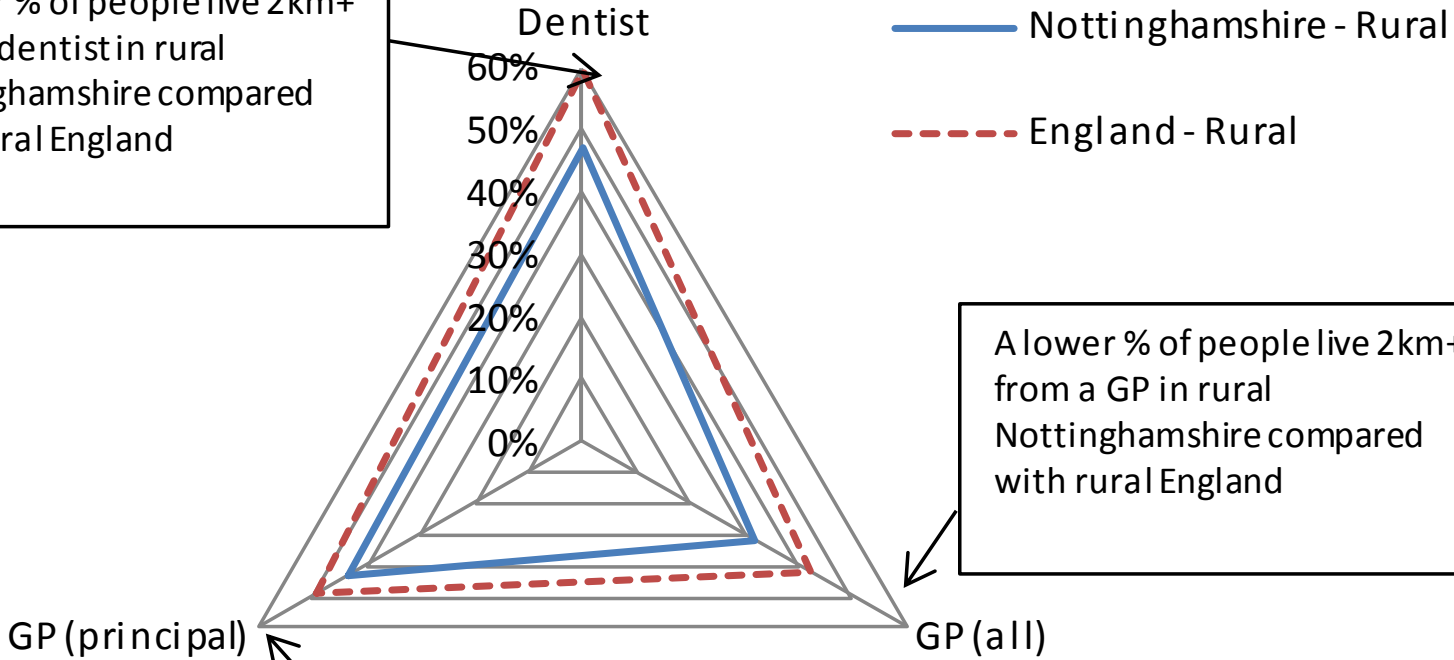- Well being
- Staying put
- We need rural

Access is key

Households more than 2km from key financial amenities						
	Bank or building society		Cash-point		Post office	
	N	%	N	%	N	%
Local area	96,420	28.6%	17,340	5.1%	9,530	2.8%
- rural	57,000	62.0%	17,190	18.7%	9,070	9.9%
- urban	39,420	16.1%	150	0.1%	470	0.2%
East Midlands	507,730	27.0%	148,930	7.9%	81,200	4.3%
- rural	351,120	64.9%	144,090	26.6%	76,720	14.2%
- urban	156,610	11.7%	4,840	0.4%	4,490	0.3%
England	4,499,540	20.6%	1,203,070	5.5%	681,580	3.1%
- rural	2,683,710	65.1%	1,158,700	28.1%	619,400	15.0%
- urban	1,815,840	10.2%	44,370	0.3%	62,190	0.4%

Source: OCSI 2011, Commission for Rural Communities (CRC) 2009

Health access

A lower % of people live 2km+ from a dentist in rural Nottinghamshire compared with rural England

A lower % of people live 2km+ from a GP in rural Nottinghamshire compared with rural England

A lower % of people live 2km+ from a large GP in rural Nottinghamshire compared with rural England

Nottinghamshire - Rural

England - Rural

Dentist

60%
50%
40%
30%
20%
10%
0%

GP (principal)

GP (all)

Life is deceptive

Distance from dentist

LSOAs in Nottinghamshire with the highest % of households more than 8km from a dentist		
LSOA Code	8km+ from a dentist	
	N	%
Tuxford and Trent E01028039	459	99.8%
East Markham E01028007	354	78.5%
Tuxford and Trent E01028037	432	63.1%
Tuxford and Trent E01028038	356	53.7%
Collingham and Meering E01028317	245	42.6%

Distance from GP

LSOAs in Nottinghamshire with the highest % of households more than 2km from a principal GP		
LSOA Code	2km+ from a principal GP	
	N	%
Farndon E01028325	380	76.3%
Tuxford and Trent E01028039	299	65.0%
Welbeck E01028040	161	36.0%
Caunton E01028312	244	27.7%
Clayworth E01028005	187	22.6%

Independence

Remote rural areas expected to have a 47% increase in the number of residents aged over 50 years old by 2028. (64% in the East Midlands)

Fatal collisions more likely to occur on rural roads

- Injury collisions occur more frequently on urban roads, but fatal collisions are more likely to occur on rural roads.

- Around 20% of the population of England and Wales lives in rural areas, **yet 60% of motorised traffic goes through rural areas.**

- In **England and Wales** there were 1,621 fatalities on rural roads in 1999, compared to 1,341 on roads in built-up areas.
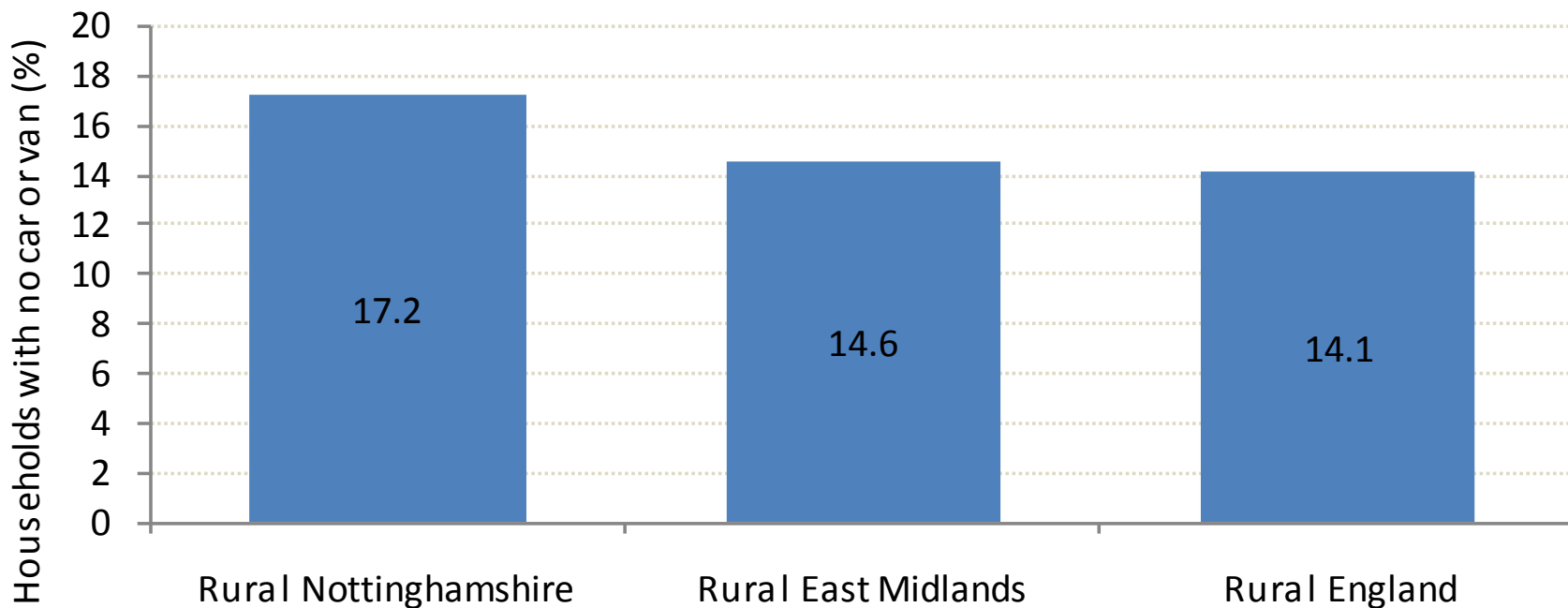
Transport options

- Cars
- Busses
- Community Transport
- Trains
- Bicycles
- Walking

RURAL COMMUNITY ACTION

Car Access

Rural Nottinghamshire has a higher proportion of households with no car compared with the rural regional average	Rural Nottinghamshire has a higher proportion of households with no car compared with the rural England average

What is RCAN doing?

- Raising "Rural Voice"

- Community Led planning

❑ Valuing what you have

❑ Action Plan for the future

❑ Over 50% outcomes community delivered

Wheel to Work

Helping people in rural areas to get to work, training or education.

- Moped loan scheme.

- Basic training

- Contribution of £60/Month

- *Moped Loans:*
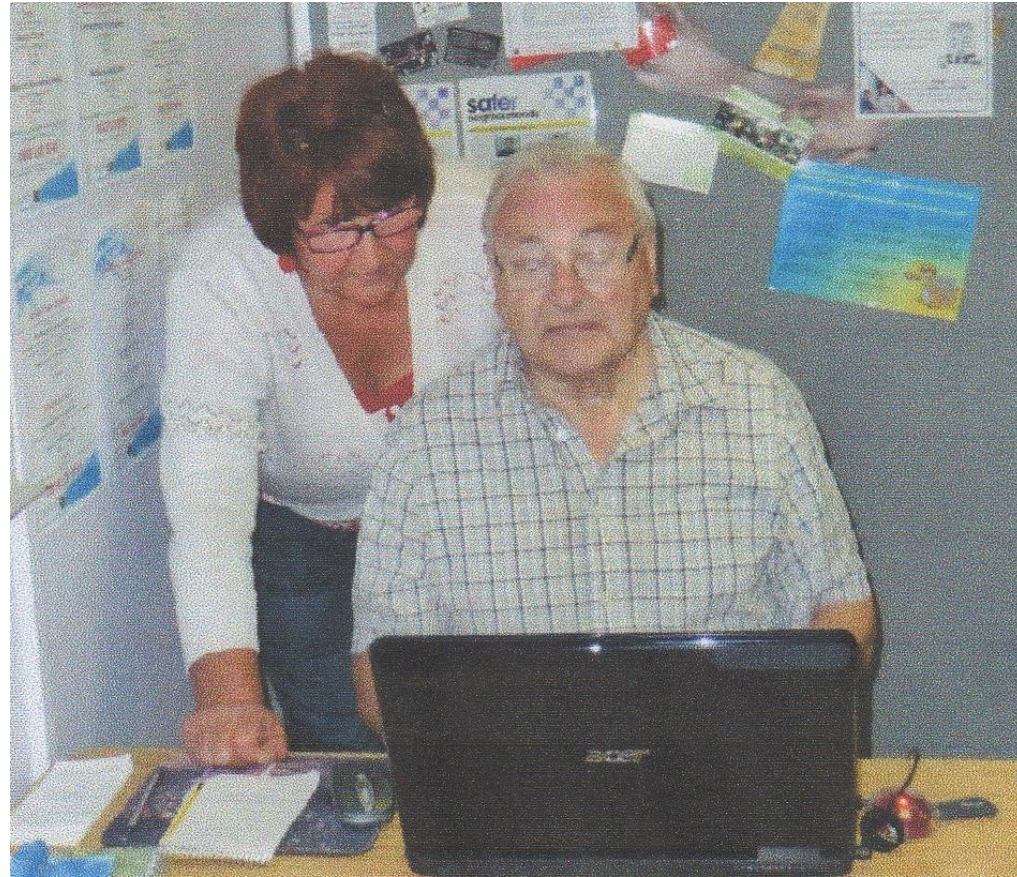
- *This scheme has been running since 2008.*

www.wheelstowork.org

IT Champions

- Basic IT training to people aged 50 plus by using volunteer Tutors.

Rural Access to Services Partnership

Partnership with the County Council

- County Community Transport officer
- SLA
- NCC Mobility Strategy
- Car Scheme Plus
- Liaise with TITAN

RASP

"To ensure rural residents have good access to services which are essential for a good quality of life".

A safety blanket.

- *Community Minibus*
- *Community Car Scheme*

Minibus Services

- **Individual Services**

❑Shopping

❑GP

- **Group Services**

❑Lunch clubs

❑U3A

Community Car Schemes

- **Volunteer driver**

❑ Medical visits

❑ Visits to friends

❑ Community activities

Funding for CT

- £317,000
- Development of Community Transport

Purpose

- More efficient use of resources to generate savings

- Maximise use of vehicles

- Support other service changes

- Better than just reducing services

- Strengthen a weakening market

- Build capacity through more partnership working

- Improve accessibility to services

Methodology

- 5 areas - 1 pilot area
- Baseline analysis (internal/external)
- Map core needs
- Consult
- Analyse feedback
- Design and appraise options
- Implement preferred option

Pilot area

Area 1

Newark/Ollerton/Southwell

- Planning phase completed July

- Procurement August

- Implementation Started

January 2013

What issues?

- Main Road Busses
- Smaller Feeder Busses
- Look at low used services
- Pupils to use Public Busses
- Multiple Journey Vehicles
- Develop independence training
- Greater use of Voluntary Transport

A great new world?

BILL BINZEN
Photo Archive
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Building communities

Is it all up to US

Robert Crowder

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