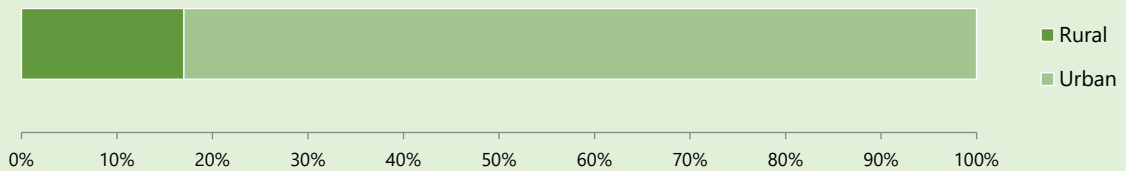
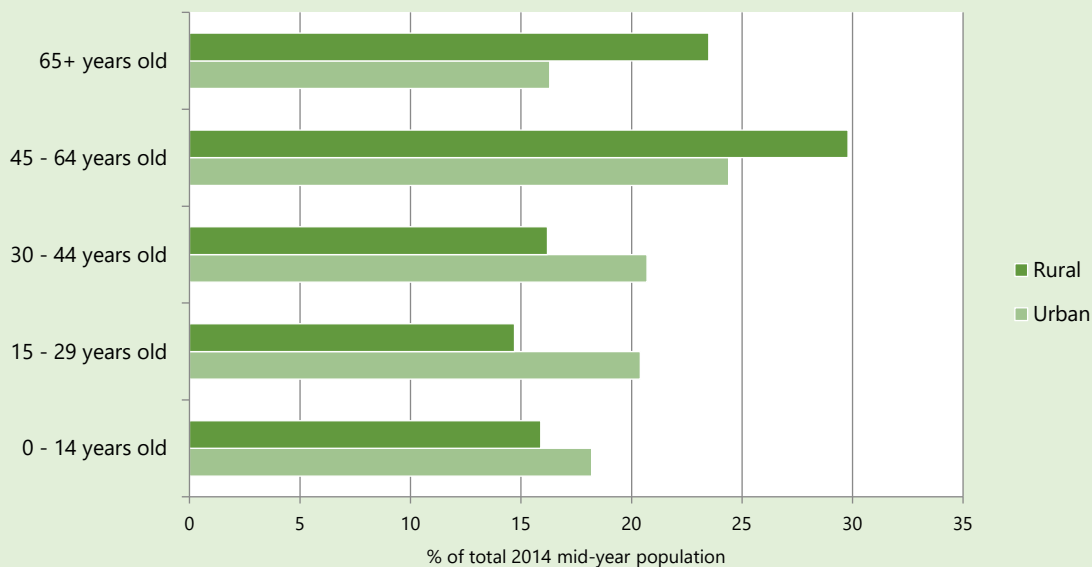


# What does rural England look like?

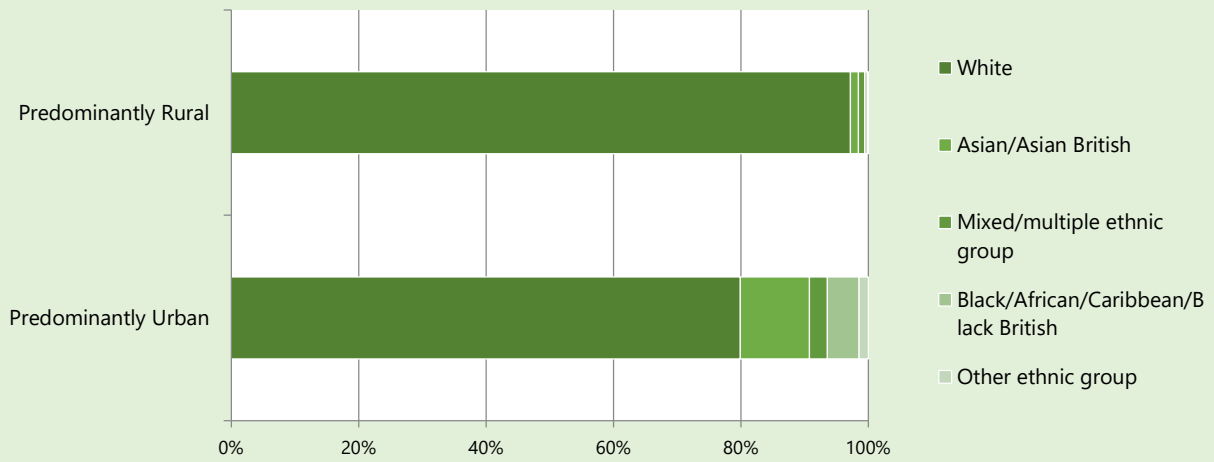
**9.3 million** people live in rural areas of England, that's **17.0%** of the English population (2014 mid-year population estimate)



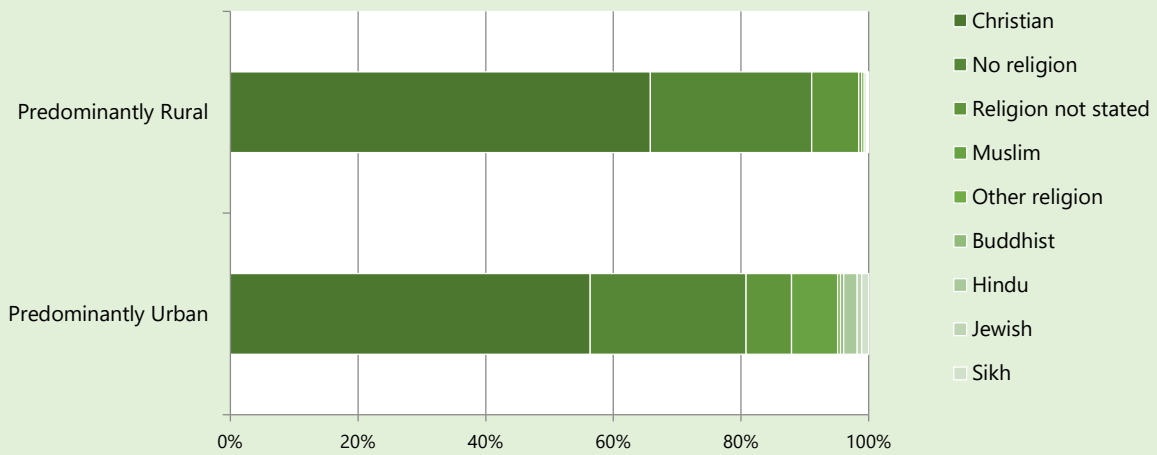
**Rural England** tends to have **higher proportions of older residents** and a **lower proportion of younger residents**



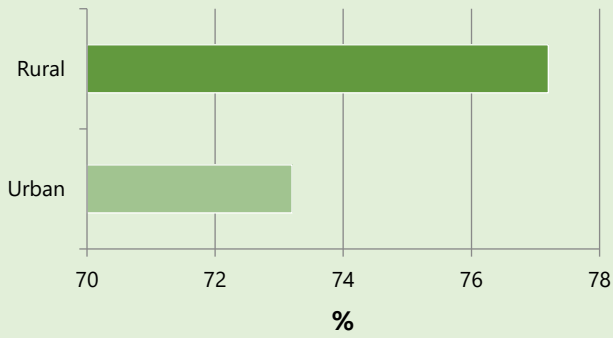
## Ethnicity



## Religion

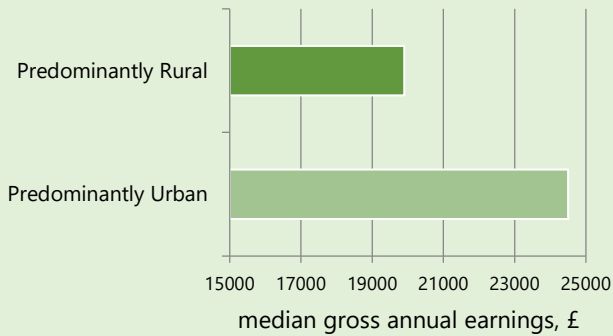


According to Census 2011 data, rural England is less ethnically diverse and predominantly Christian in faith



**Rural England has a higher proportion of working age population (16-64) who are employed** ONS Labour Market Statistics

2015

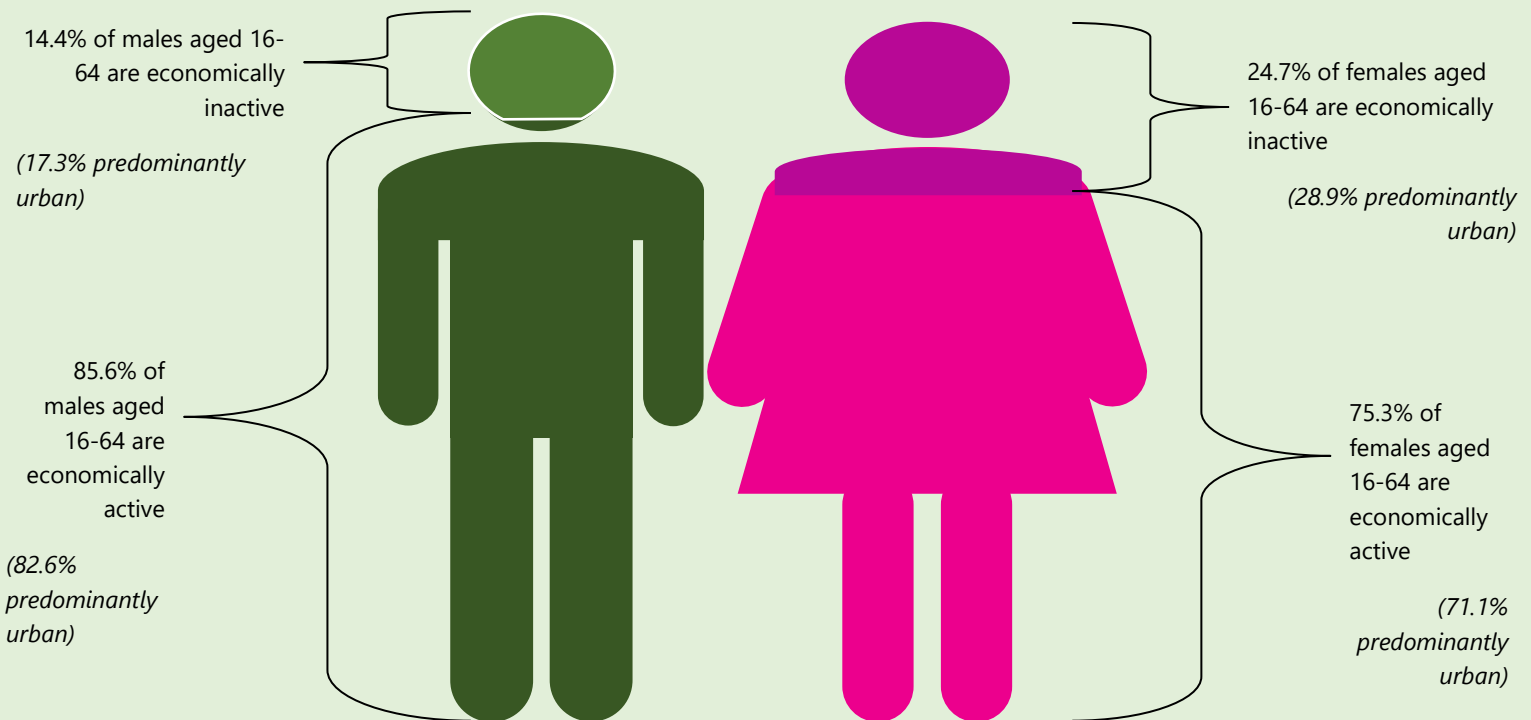


however, the workplace based median annual earnings for predominantly rural areas is **18.8% lower** than for predominantly urban areas Annual Survey of

Hours and Earnings 2013

In rural England many of those who are on low incomes are in work.

Economic activity in predominantly rural areas

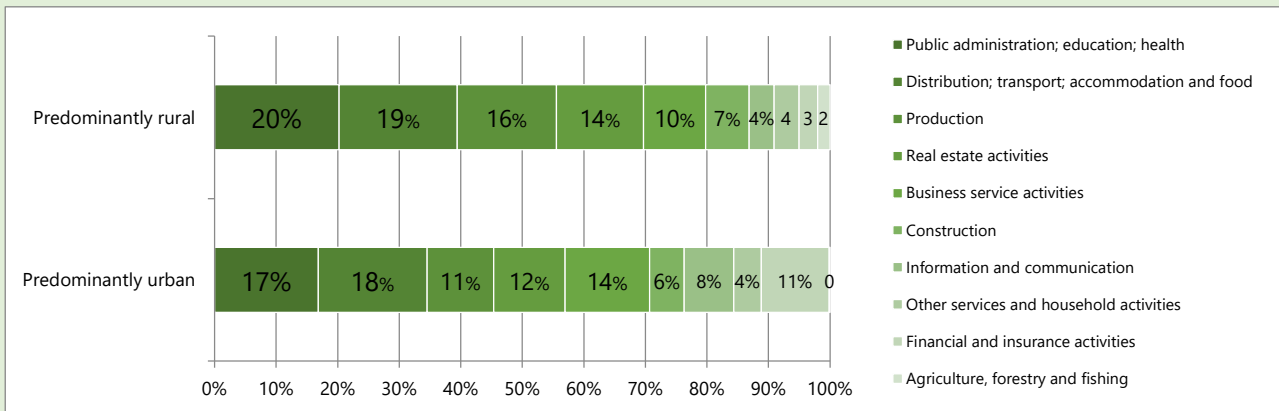


Annual population survey, Jan'15 to Dec'15

Gross Value Added by industry as a percentage of the total GVA for Predominantly Rural areas shows Public Administration, Education, Health as the largest sector.

Financial & Insurance Activities accounted for 11% of GVA for Predominantly Urban areas. This is in contrast to Predominantly Rural areas where it accounted for only 3% of GVA. Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country.

However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self employment is not included in the data. This may lead to underestimations of economic value.

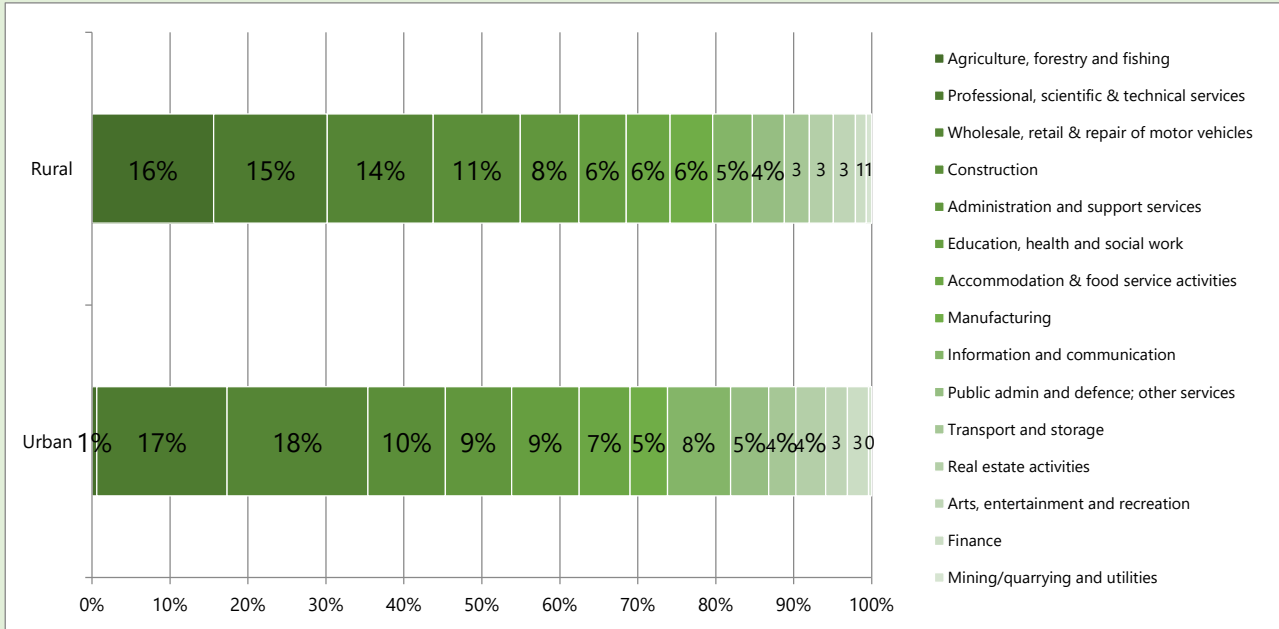


Office for National Statistics, Gross Value Added data, 2014

In 2014, **Gross Value Added (GVA)** from **Predominantly Rural** areas contributed **17 per cent** of England's GVA, and was worth an estimated **£229 billion**.

Productivity levels (GVA per workforce job, 2014) in Predominantly Urban areas (excluding London) was £45,100 and in Predominantly Rural areas it was £44,500. In 2014 the productivity of Predominantly Rural areas was around 90 per cent of that for England as a whole.

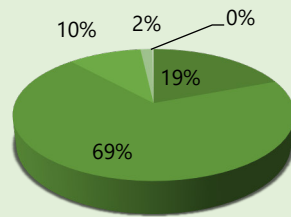
The percentage by industry of local units of registered businesses within all rural areas shows Agriculture, Forestry and Fishing as the largest sector, slightly higher than Professional, Scientific & Technical services.



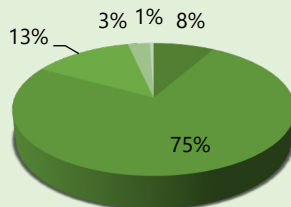
Inter-Departmental Business Register 2014/15

The percentage of local units of registered businesses within set size bands:

All Rural



All Urban



■ with no employees ■ 1-9 employees ■ 10-49 employees ■ 50-249 employees ■ 250 and more employees

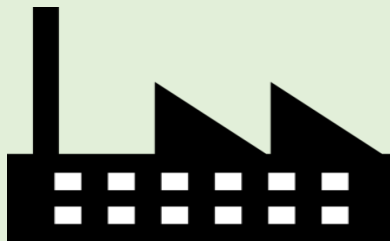
Inter-Departmental Business Register 2014/15

Statistics from the Inter-Departmental Business Register 2014/15 show that in rural areas 15.1 per cent of people employed in the local units of registered businesses are employed in those businesses with 250 or more employees overall, and in urban areas the proportion is 28.6 per cent. In regard to smaller businesses, in rural areas 29.0 per cent of people employed in local units of registered businesses are employed in those with up to 9 employees overall, whilst in urban areas the proportion is 18.7 per cent.

The number of registered businesses per head of population in Predominantly Rural areas (430 per 10,000 population in 2014) is greater than in Predominantly Urban (excluding London) areas (340 per 10,000 population), reflecting there being more small businesses in rural areas. ONS- Business Demography 2014

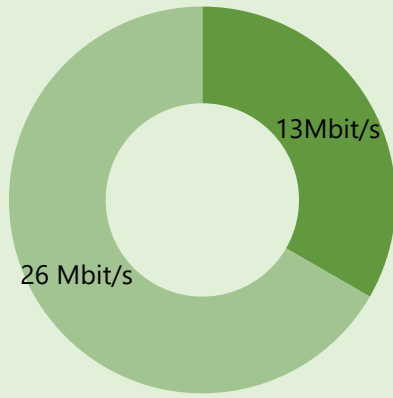


**22% of rural workers work from home** (12% urban)



**78% of rural workers work elsewhere** (88% urban)

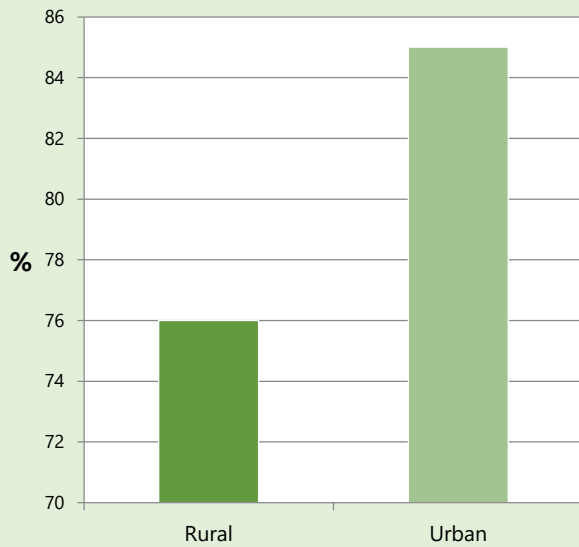
*(Labour Force Survey, 2013)*



■ Rural overall ■ Urban overall

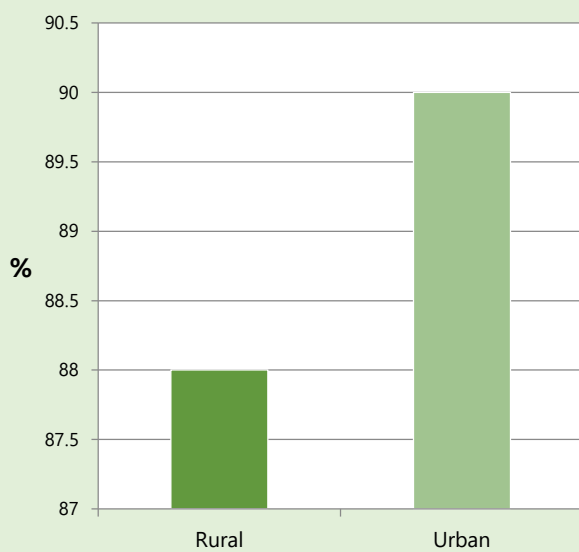
Average **rural broadband speeds** are typically **slower** than those in **urban** areas. In 2014, rural overall average speed was 13Mbit/s, where as the urban average was 26 Mbit/s.

*(Ofcom Infrastructure Report, 2014)*



**76%** of the **rural population** has '**reasonable**' access to centres of **employment by public transport or walking**

*(2013, DfT National Transport Survey)*



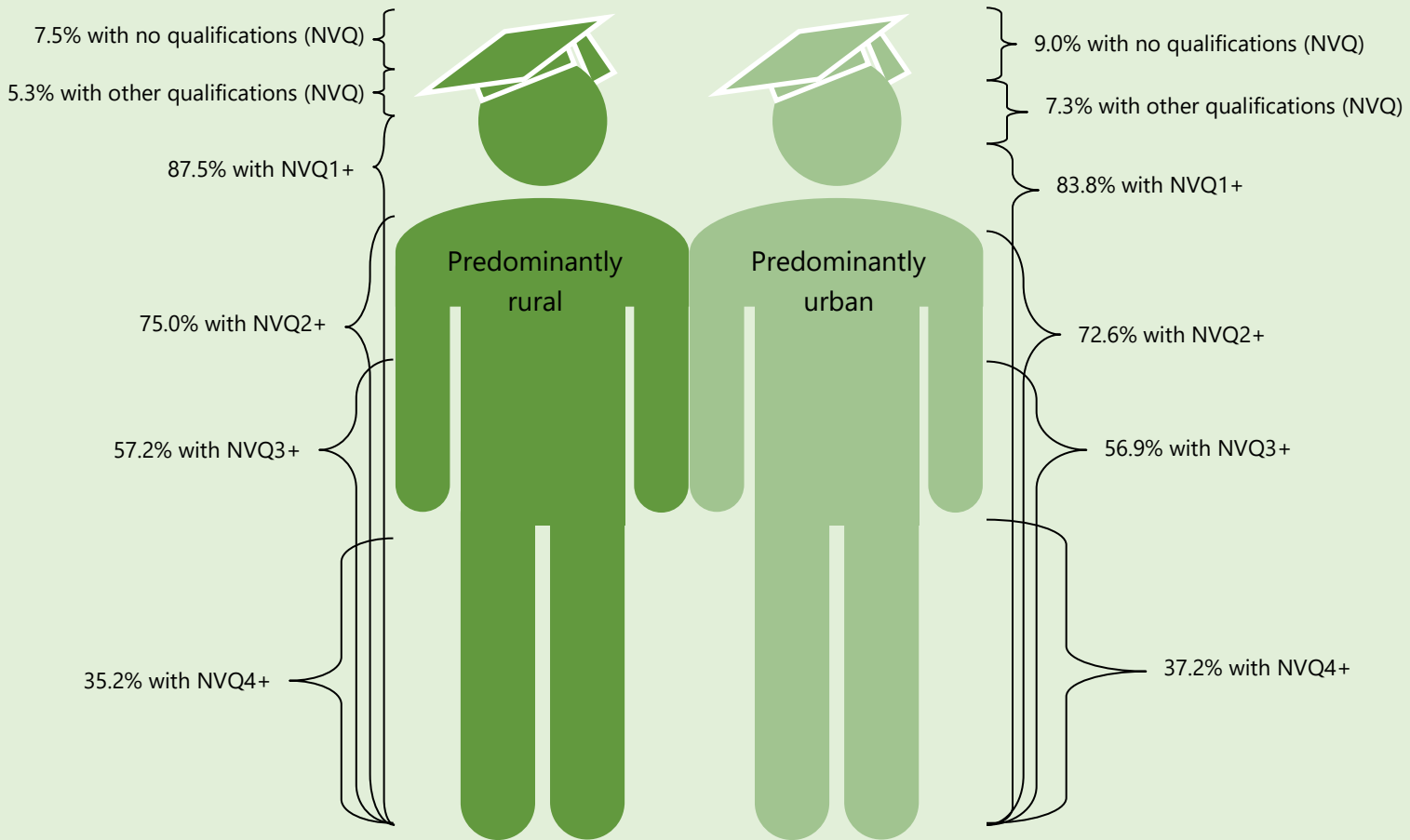
**88%** of the **rural population** has '**reasonable**' access to centres of **employment by car**

*(2013, DfT National Transport Survey)*

'Reasonable access' is a measure of accessibility which takes into account the sensitivity of users to the travel time. It therefore takes into account how likely they are to travel to the given service location by different modes of transport, given the time it will take and users' willingness to undertake the journey.

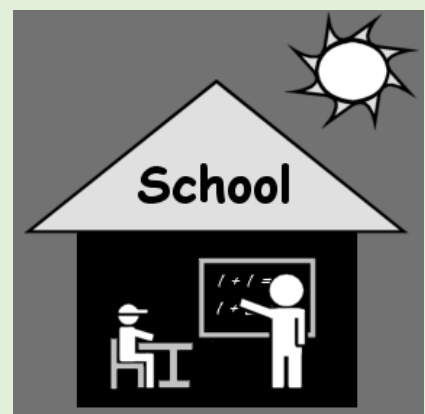
# The highest qualification attainment of those aged 16 to 64 Annual Population Survey

Jan15-Dec15



**31.9%** of working population resident in **predominantly rural** areas have a qualification at **NVQ4 or above** (32.6% in predominantly urban areas) ONS Annual

Population Survey, 2011

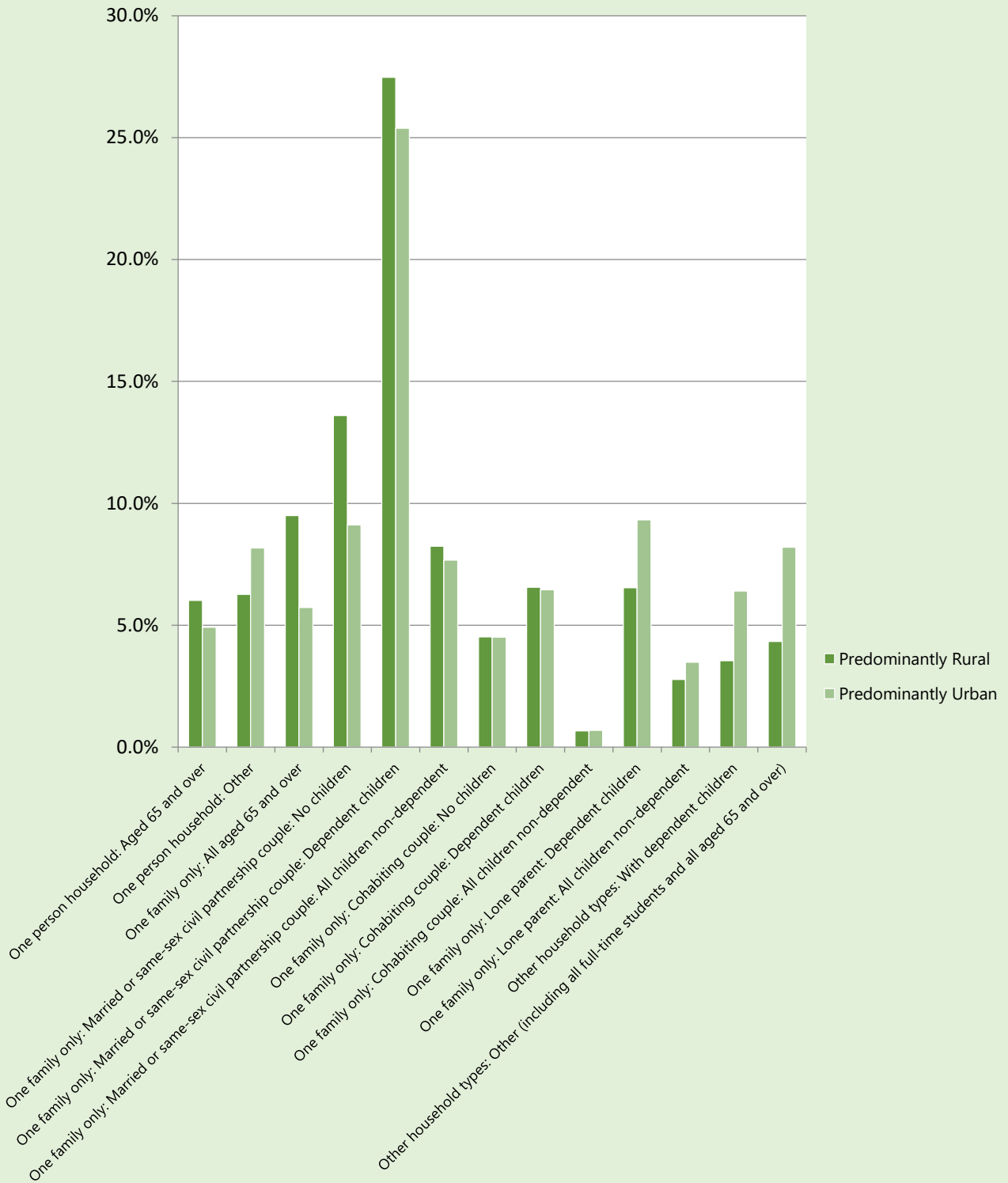


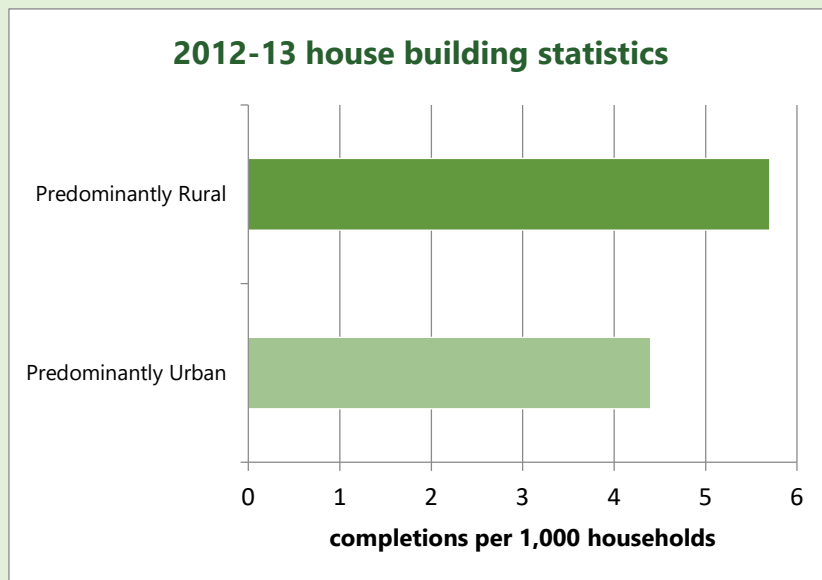
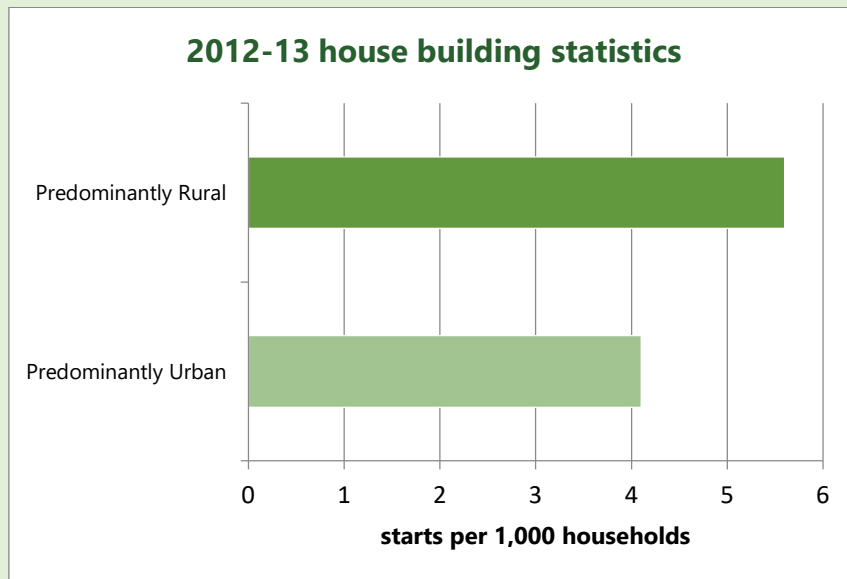
**70.7%** of pupils resident in **rural** areas leave school with **5+ GCSEs grade A\*-C** (urban areas 64.8%) Department for Education

2013/14



# Household Composition





There is a higher rate of house-builds started and completed in predominantly rural areas than in predominantly urban areas and compared with the national average.



In 2012, **predominantly rural** areas (by local authority classification) had a **ratio of lower quartile house price to lower quartile workplace based earnings** of **7.9**. This is in comparison to predominantly urban areas with a ratio of 7.1.

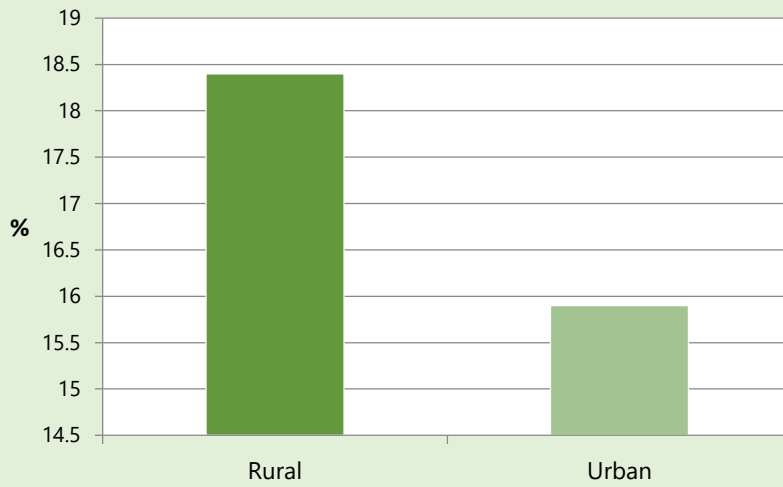
*DCLG Live tables on housing market & house prices*



The average **private registered providers rent** in **predominantly rural** areas (by local authority classification) in March 2013 was **£87 per week**. This is in comparison to £84 per week for predominantly urban (excluding London) areas

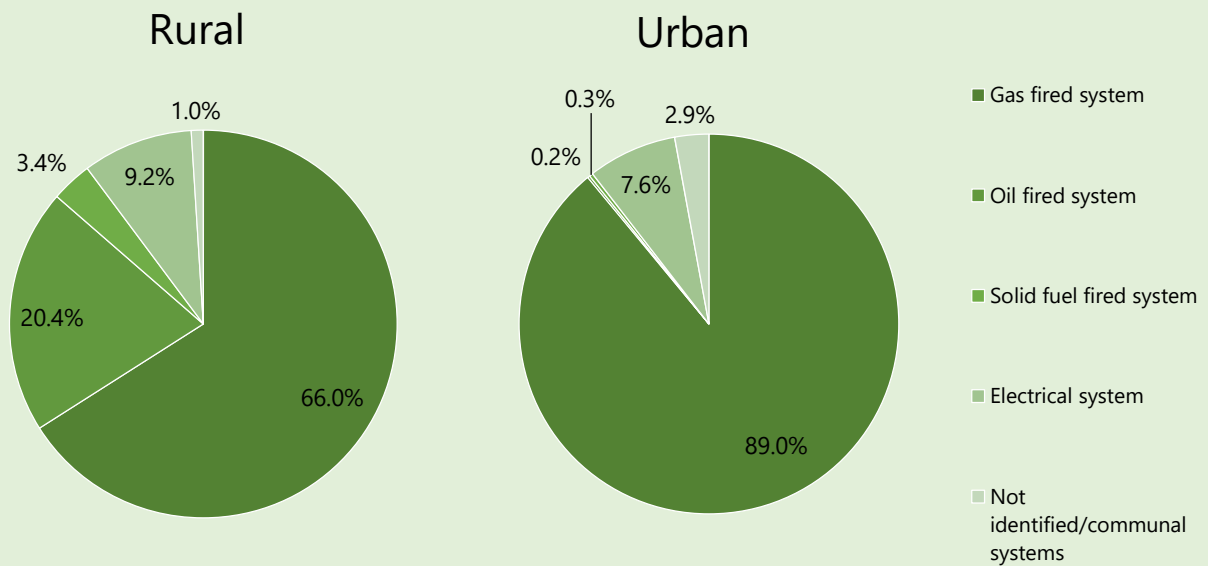
*DCLG Live tables on Private Registered Provider rents*

### Percentage of households in fuel poverty, 2010



DECC Modelled fuel poverty estimates

### The percentage of households by main fuel type DCLG, English Housing Survey 2010



# Household car availability

(DfT National Travel Survey 2012)

Rural

Urban

*Households with no car/van*

11%



28%

*Households with one car/van*

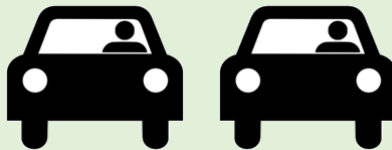
42%



45%

*Households with two cars/vans*

38%



22%

*Households with three or more cars/vans*

10%

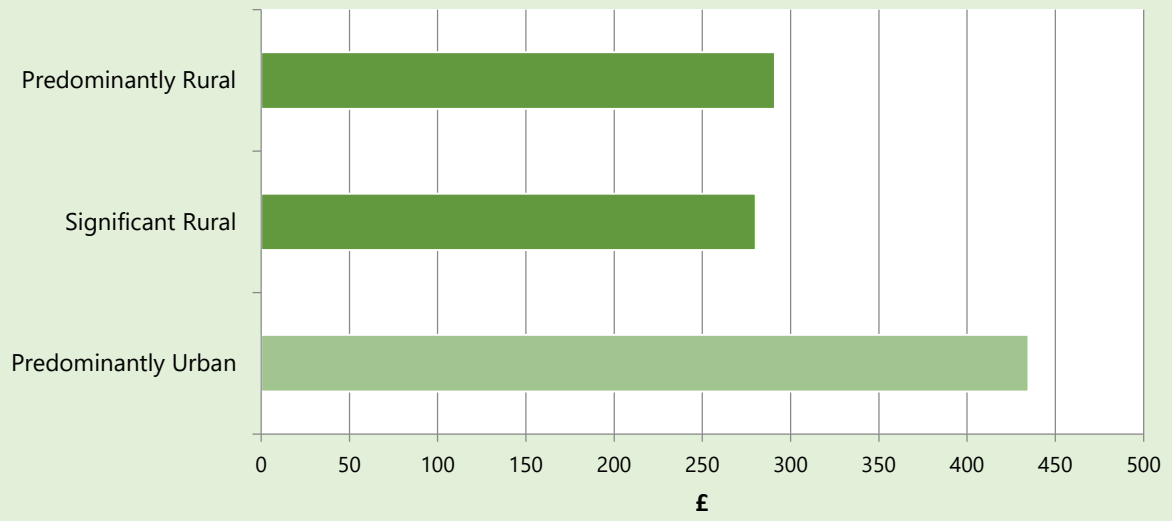


5%

Work undertaken by the Joseph Rowntree Foundation in 2010 into a **minimum income standard (MIS) for rural households** showed that the weekly MIS comparing urban households to hamlet households (excluding housing costs and childcare) were between **15.8 and 23.6% greater for the rural situation.**

**Transport costs** make up between **60 to 100% of additional costs** for all situations, and these relate to the additional cost of car ownership in all household circumstances bar that of rural town pensioners

**Government Funded Spending Power per head (2016/17 Final Local Government Funding Settlement)**



*RSN analysis 2016*