

## Rural Vulnerability

There are a number of factors that contribute to and highlight the very real potential for people to be vulnerable and isolated in rural settings based upon the particular circumstance of living in rural areas. The following is a list of some of these significant factors:

<p><b>% of total 2016 mid-year population aged 0-19</b></p>	<p><b>Rural 21.4%</b> <b>Urban 24.2%</b></p>	<p><i>There are proportionately fewer young people in rural England. Mobility and social interaction is important for all age groups. Children in sparsely populated areas can be at a significant disadvantage in accessing activities, groups and friendships.</i></p>
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<p><b>Upper tier authority averages taken from the 2014/15 Public Health Profile Indicators show young people living in predominantly rural areas fairing comparatively less favourably for these specific measures as well as others:</b></p>	<ul style="list-style-type: none"> <li>• <i>Long term illness in 15yr olds</i></li> <li>• <i>Smoking among 15yr olds</i></li> <li>• <i>Alcohol consumption among 15yr olds</i></li> <li>• <i>15yr olds being bullied</i></li> <li>• <i>Hospital admissions as a result of self harm (10-24 years)</i></li> <li>• <i>Child hospital admissions for unintentional and deliberate injuries (0-14 years)</i></li> <li>• <i>Young people hospital admissions for unintentional and deliberate injuries (15-24 years)</i></li> <li>• <i>Fixed period school exclusion due to drugs/alcohol</i></li> </ul>
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<p><b>% of total 2016 mid-year population aged 65+</b></p>	<p><b>Rural 24.3 %</b> <b>Urban 16.4%</b></p>	<p><i>Services relating to old age can be over stretched in rural settings due to the higher proportion of residents aged 65 and above. This age group can experience significant barriers to accessing information, services and activities.</i></p>
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<p><b>Workplace based median gross annual earnings 2013, £</b></p>	<p><b>Predominantly Rural £19900</b> <b>Predominantly Urban £24500</b></p>	<p><i>Workers in rural areas earn less. This naturally impacts the opportunities both for the worker themselves and anyone dependent on them for care and support.</i></p>
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<p><b>Distance travelled per person per year (average results over 5 year period 2008/12), miles</b></p>	<p><b>The most rural areas 10057m</b> <b>All urban areas 6158m</b></p>	<p><i>An obvious consequence of living in sparsely populated rural areas is the need to travel further to access services. This brings added costs to residents and service providers alike, but more significantly can lead to isolation where transport is not available.</i></p>
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<p><b>Average trip length per person (average results over 5 year period 2008/12), miles</b></p>	<p><b>The most rural areas 10.2m</b> <b>All urban areas 6.4m</b></p>	<p><i>An obvious consequence of living in sparsely populated rural areas is the need to travel further to access services. This brings added costs to residents and service providers alike, but more significantly can lead to isolation where transport is not available.</i></p>
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<p><b>Average distance travelled per person per year as a car/van driver. (average results over 5 year period 2008/12), miles</b></p>	<p><b>The most rural areas 5942m</b> <b>All urban areas 2930m</b></p>	<p><i>The marked difference in distance travelled as a car/van driver between the most rural areas and an urban setting demonstrates the importance personal vehicular transport is for rural residents.</i></p>
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<p><b>Average distance travelled per person per year on a local bus. (average results over 5 year period 2008/12), miles</b></p>	<p><b>The most rural areas 168m</b> <b>All urban areas 312m</b></p>	<p><i>The marked difference in distance travelled on a local bus service between the most rural areas and an urban setting demonstrates that bus services for a great many rural residents are not an effective transport solution. The same is seen for all types of public transport.</i></p>
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<p><b>Households with the lowest real income level with no car/van, 2012 (%)</b></p>	<p><b>Rural 28%</b> <b>Urban 49%</b></p>	<p><i>Rural households for whom budgets are most stretched are demonstrably more reliant on having personal vehicular transport. Those unable to make their budget afford a car/van are in a position of real disadvantage when accessing services.</i></p>
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<p><b>Bus availability indicator 2012 [Bus availability is expressed as the percentage of households where the nearest bus stop is within 13 minutes walk and has a service at least once an hour]</b></p>	<p><b>The most rural areas 49%</b> <b>All urban areas 96%</b></p>	<p><i>The disadvantages of not having personal transport when living in a rural location cannot be underestimated, and public transport is not a realistic alternative for many households.</i></p>
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<p><b>The average travel time to reach 8 key services by public transport/walking</b> [The average of 8 services is calculated from the minimum journey times to medium sized centres of employment (500-4999 jobs), primary and secondary schools, further education, GPs, hospitals, food stores and town centres.]</p>	<p><b>The most rural areas 63minutes</b> <b>All urban areas 14.9minutes</b></p>	<p><i>The disadvantages of not having personal transport when living in a rural location cannot be underestimated, and public transport is not a realistic alternative for many households.</i></p>
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<p><b>Average broadband speed where broadband and speed information are available, 2014</b></p>	<p><b>The most rural areas 5Mbit/s</b> <b>All urban areas 26Mbit/s</b></p>	<p><i>Technology is bringing many advantages to the urban household. 'Smart' devices are advancing at a fast pace however the rural infrastructure is not adapting quickly enough to bring the advantages to the rural person. The older age demographic of rural areas can also compound the barriers to accessing technology.</i></p>
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<p><b>Ratio of lower quartile house prices to lower quartile residence-based earnings, 2016</b></p>	<p><b>Predominantly Rural 8.3</b> <b>Predominantly Urban (excl. London) 7</b></p>	<p><i>Affordable housing is essential in maintaining healthy, resilient communities that have the capacity to care for those that need assistance.</i></p>
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<p><b>Total weekly household expenditure, 2013</b></p>	<p><b>The most rural areas £593.50</b> <b>All urban areas £429.70</b></p>	<p><i>Cost pressures effect those that can least afford them most. Rural communities have greater expenditure from lower than average wages. Diverse, resilient communities need to be affordable for all.</i></p>
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<p><b>Fuel poverty gap, 2014</b>          [The fuel poverty gap is the additional income which would be needed to bring a household to the point of not being fuel poor]</p>	<p><b>The most rural areas £838</b>  <b>All urban areas £294</b></p>	<p><i>Cost pressures effect those that can least afford them most. Diverse, resilient communities need to be affordable for all.</i></p>
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<p><b>Full-time entrants to higher education per 1,000 population of 18 to 20 year olds in England, 2015/16</b></p>	<p><b>Predominantly Rural 138</b>  <b>Predominantly Urban 142</b></p>	<p><i>Young people from rural backgrounds have pressures that are not as immediately obvious as they are in urban settings. Additionally, the challenges faced by rural young are harder to tackle due to the rural limitations of scale, affordability and access to services.</i></p>
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<p><b>Part-time entrants to higher education per 1,000 population of 18 to 20 year olds in England, 2015/16</b></p>	<p><b>Predominantly Rural 5</b>  <b>Predominantly Urban 3</b></p>	<p><i>Barriers to entering higher education such as the additional cost of travel, parents not earning enough to assist financially, the need to be a carer, or lower social or educational confidence can all result in some rural young being forced to spend longer in education on part time courses.</i></p>
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<p><b>Proportion of working age population (2015, workplace based) with NVQ level 4 (or equivalent) and above.</b></p>	<p><b>Predominantly Rural 35.4%</b>  <b>Predominantly Urban 44.7%</b></p>	<p><i>A lack of high skilled, well paid work in rural areas forces talented rural young to leave. This skews the rural demographic to being older and limits the social mobility of the local young people that choose to stay in their home communities.</i></p>
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