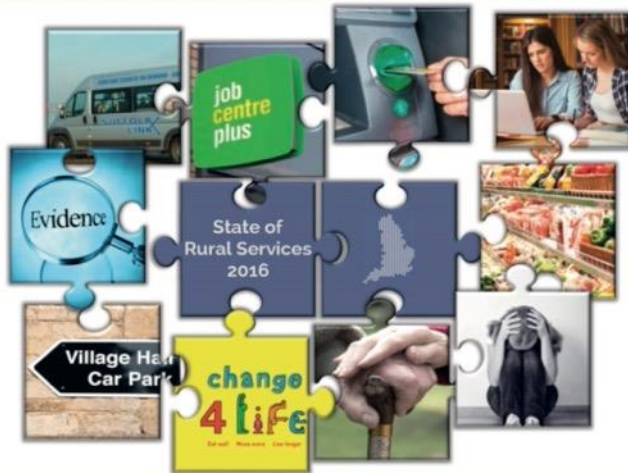


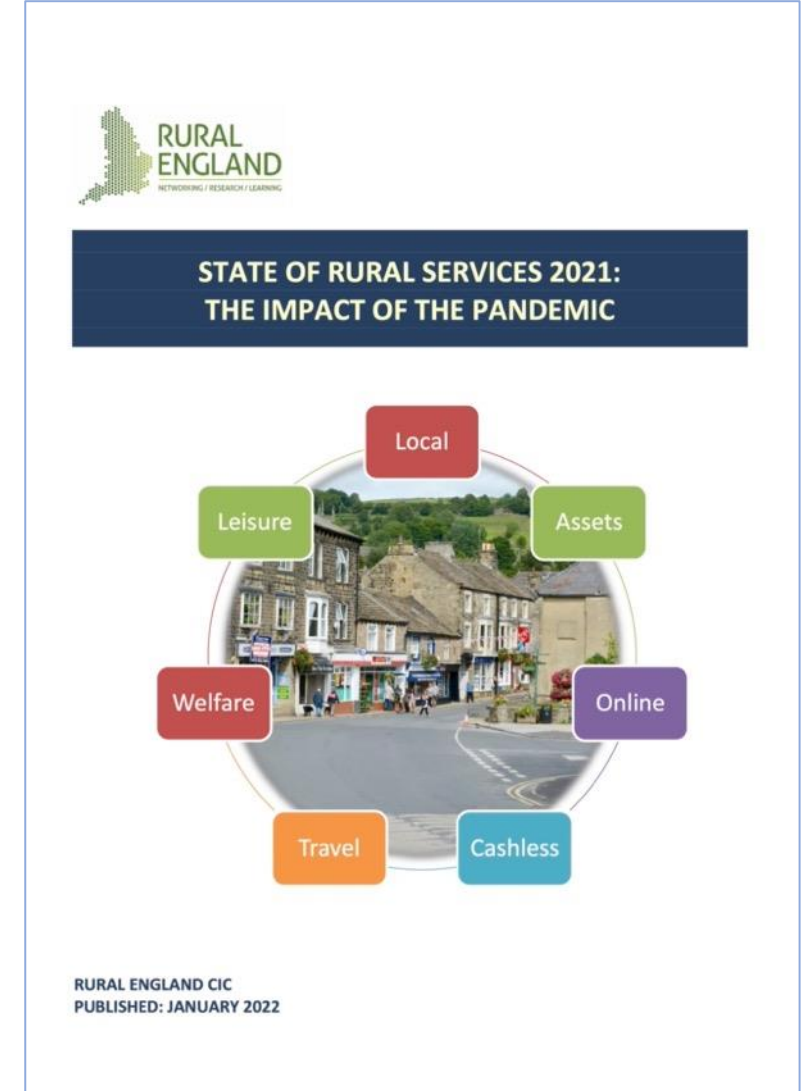
# State of Rural Services 2024



Published: January 2017



Published: February 2019



# Provisional Structure

## 1. *Introduction*

## 2. *Consumer Services*

- Retailing (shops and online)
- Accommodation & catering
- Financial Services (branches, ATMS, cashback)

## 3. *Education, Cultural and Welfare Services*

- Childcare
- Further Education
- Welfare Services
- Benefits
- Employment Services
- Voluntary Welfare Provision (Food Banks & Warm Spaces)
- Public Library Services

## 4. *Health Services*

- General Health Care
- Hospitals and Physical Health Services
- Services for Older People
- Mental health services

## 5. *Transport and Communication Services*

- Public Transport
- Community Transport
- Post Offices
- Broadband and Mobile Connectivity

## 6. *Summary and Policy Issues*

## 7. *Bibliography and Sources*

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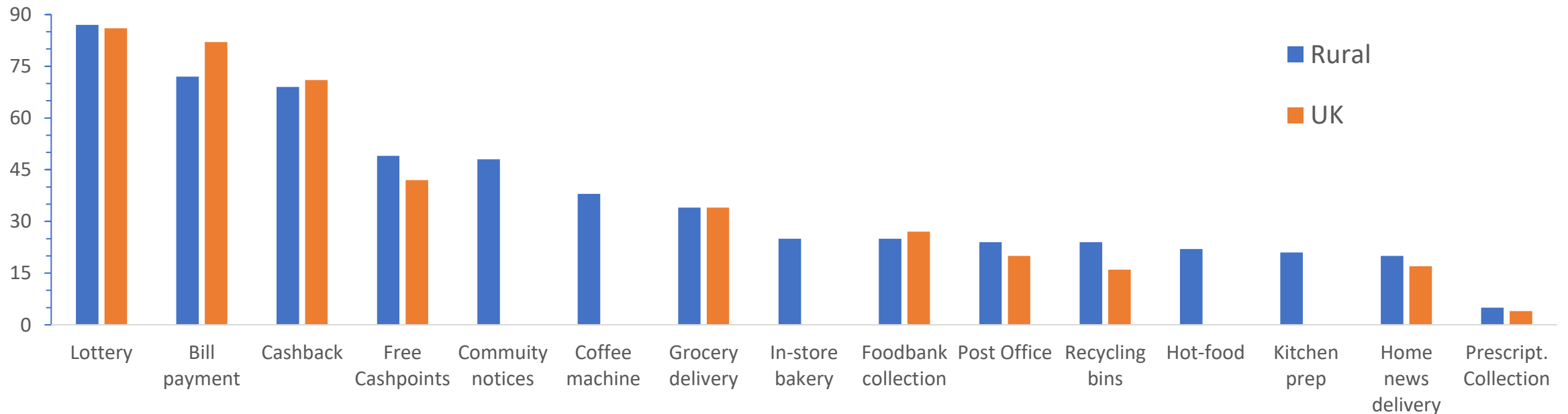
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- Community Transport
- **Post Offices**
- **Broadband and Mobile Connectivity**

## 6. *Summary and Policy Issues*

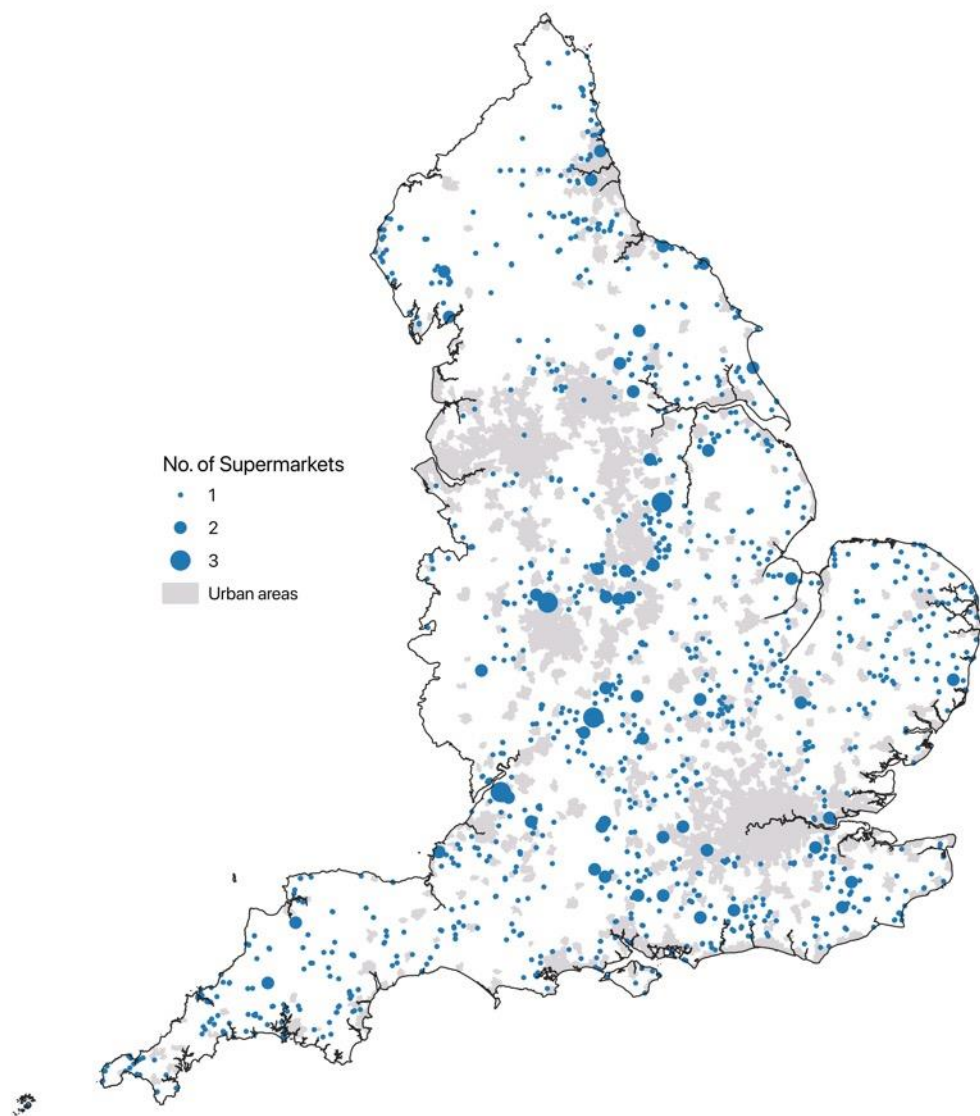
## 7. *Bibliography and Sources*

# Retailing

- 36% of the UK's convenience stores are located in rural areas (Association of Convenience Stores, 2024a,b)
- Number of rural convenience stores has declined by 6% between 2017 and 2023 (Association of Convenience Stores, 2018, 2024a)
- 49% of rural convenience stores are isolated (no other retail/service businesses are located nearby)



# Retailing



Rural Urban Character	No.	%	Co-op	Tesco	Morrisons	Spar
Major Conurbation	1333	19.9	195	272	103	43
Minor Conurbation	84	1.3	22	8	9	5
City & Town	3786	56.5	726	610	434	273
City & Town in Sparse Setting	42	0.6	6	3	6	8
Town & Fringe	941	14.1	403	114	77	143
Town & Fringe in Sparse Setting	107	1.6	39	9	7	19
Village	220	3.3	36	7	18	75
Village in Sparse setting	29	0.4	12			14

# Voluntary Provisions

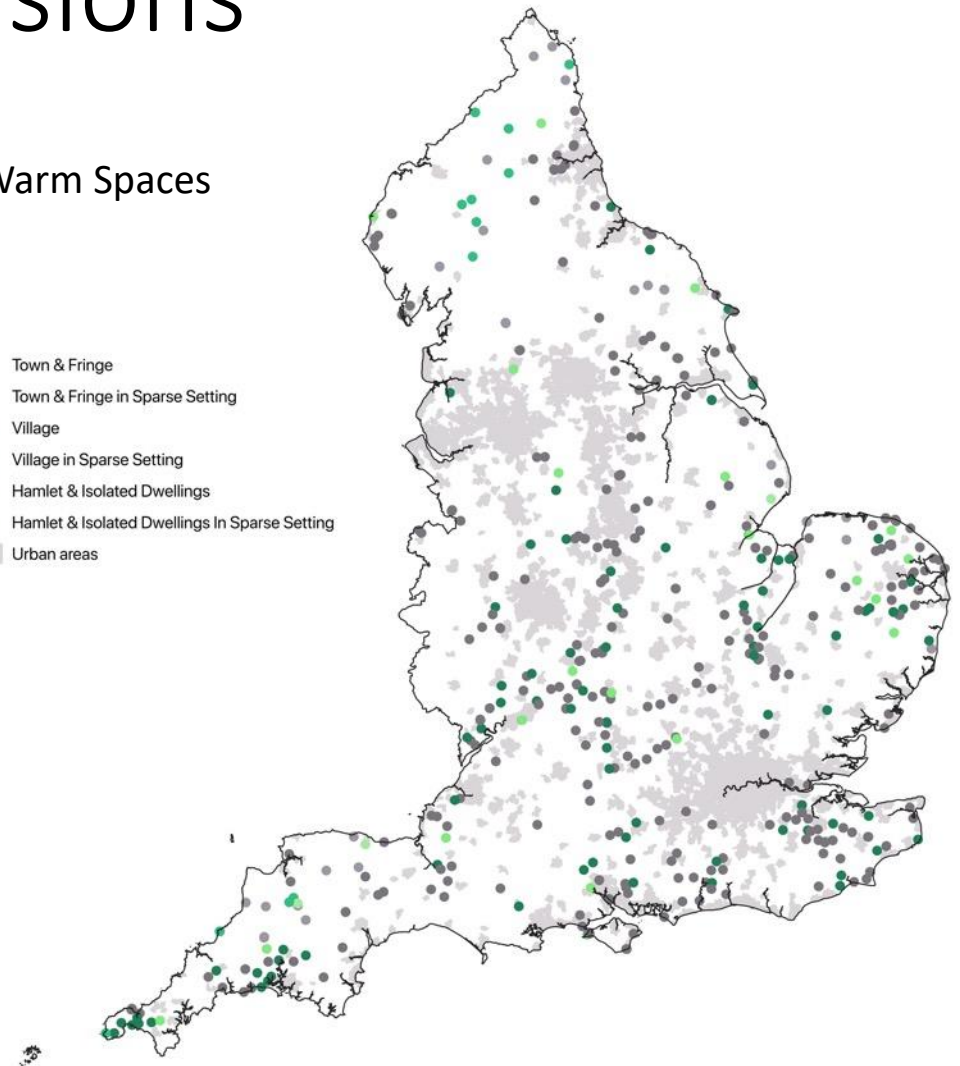
Food Banks in the Independent Food Aid Network

- Town & Fringe
- Town & Fringe in Sparse Setting
- Village
- Village in Sparse Setting
- Hamlet & Isolated Dwellings
- Hamlet & Isolated Dwellings In Sparse Setting
- Urban areas



Warm Spaces

- Town & Fringe
- Town & Fringe in Sparse Setting
- Village
- Village in Sparse Setting
- Hamlet & Isolated Dwellings
- Hamlet & Isolated Dwellings In Sparse Setting
- Urban areas



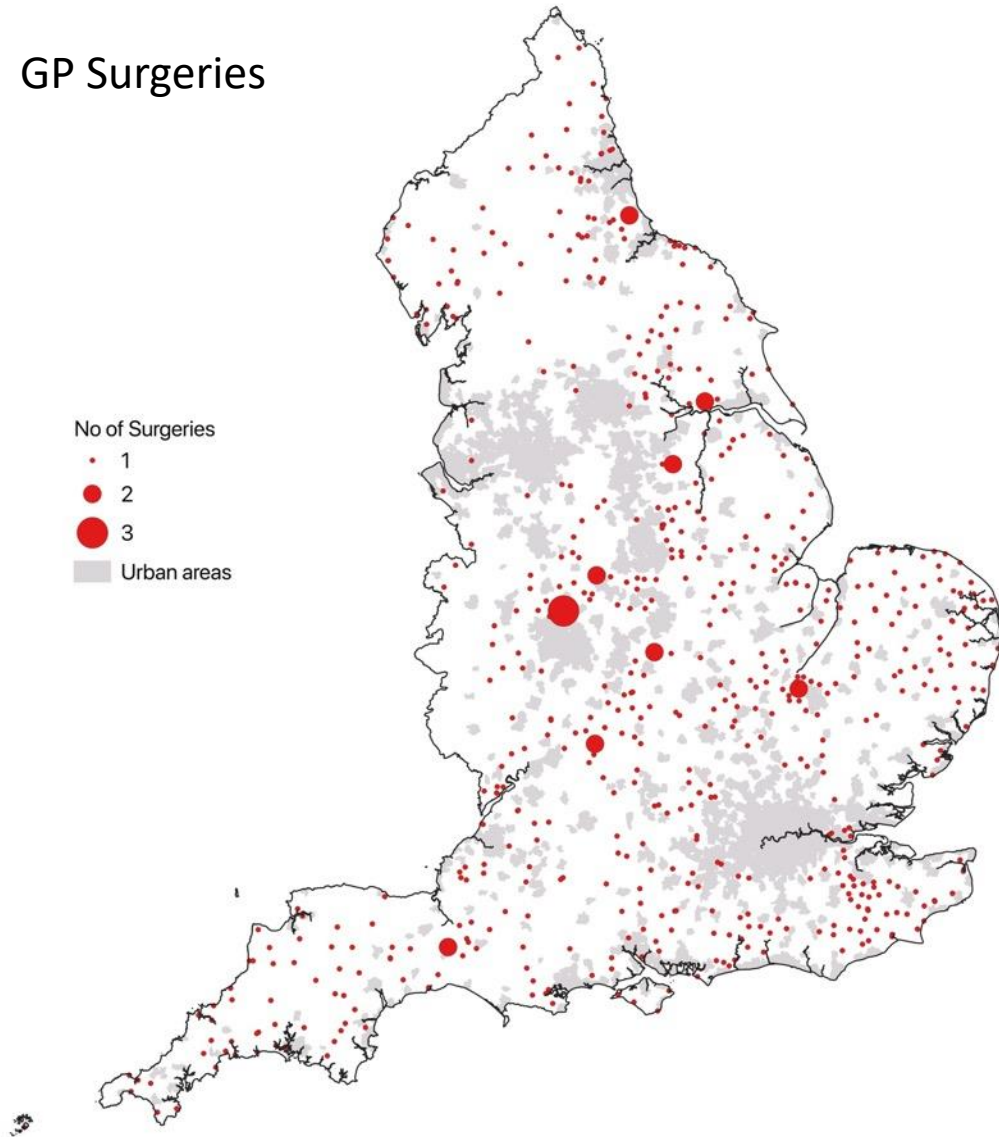
Food banks Trussell Trust

Rural-Urban Character	Centres	Parcels
Urban with Significant Rural	46.1	47.9
Largely Rural	31.1	29.5
Mainly Rural	22.8	22.6



# Health Care

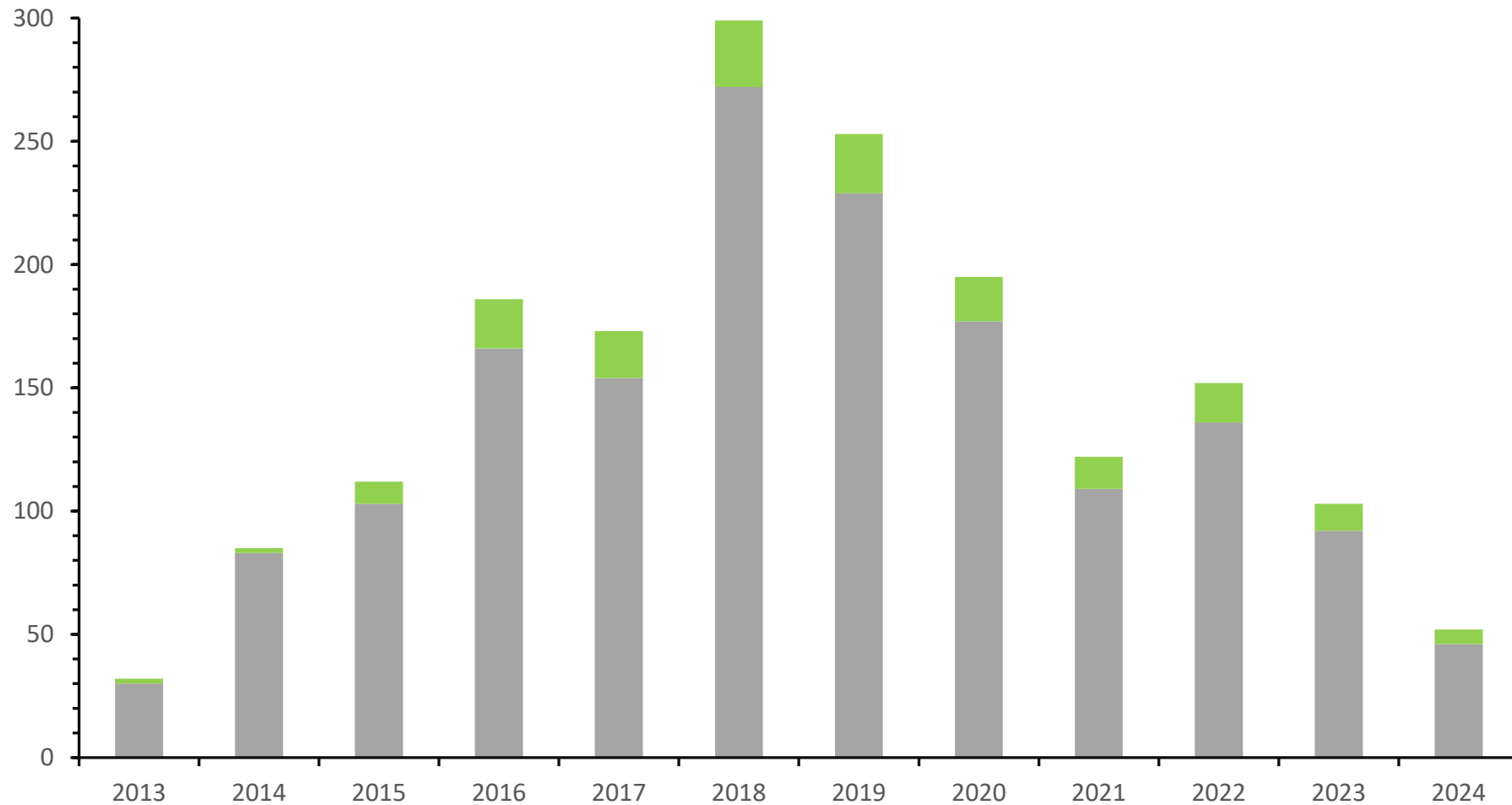
GP Surgeries



Rural Urban Character	Number of GP Surgeries in Postcode Areas				Total Locations	Total Surgeries
	1	2	3	4-7		
Major Conurbation	2079	188	38	18	2323	2654
Minor Conurbation	210	13	3	0	226	245
City and Town	2287	135	25	7	2454	2664
City and Town in Sparse Setting	18	1	0	0	19	20
Town and Fringe	710	15	3	0	728	749
Town and Fringe in Sparse Setting	88	0	0	0	88	88
Village	182	0	0	0	182	182
Village in a Sparse Setting	35	0	0	0	35	35
Hamlets & Isolated Dwellings	40	0	0	0	40	40
Hamlets & Isolated Dwellings in Sparse Setting	7	0	0	0	7	7
<b>Total</b>	<b>5656</b>	<b>352</b>	<b>69</b>	<b>25</b>	<b>6102</b>	<b>6675</b>



# Net Decline in GP Surgeries, 2013-2024



31.8% reduction  
in number of GP  
Surgeries in  
Urban Areas

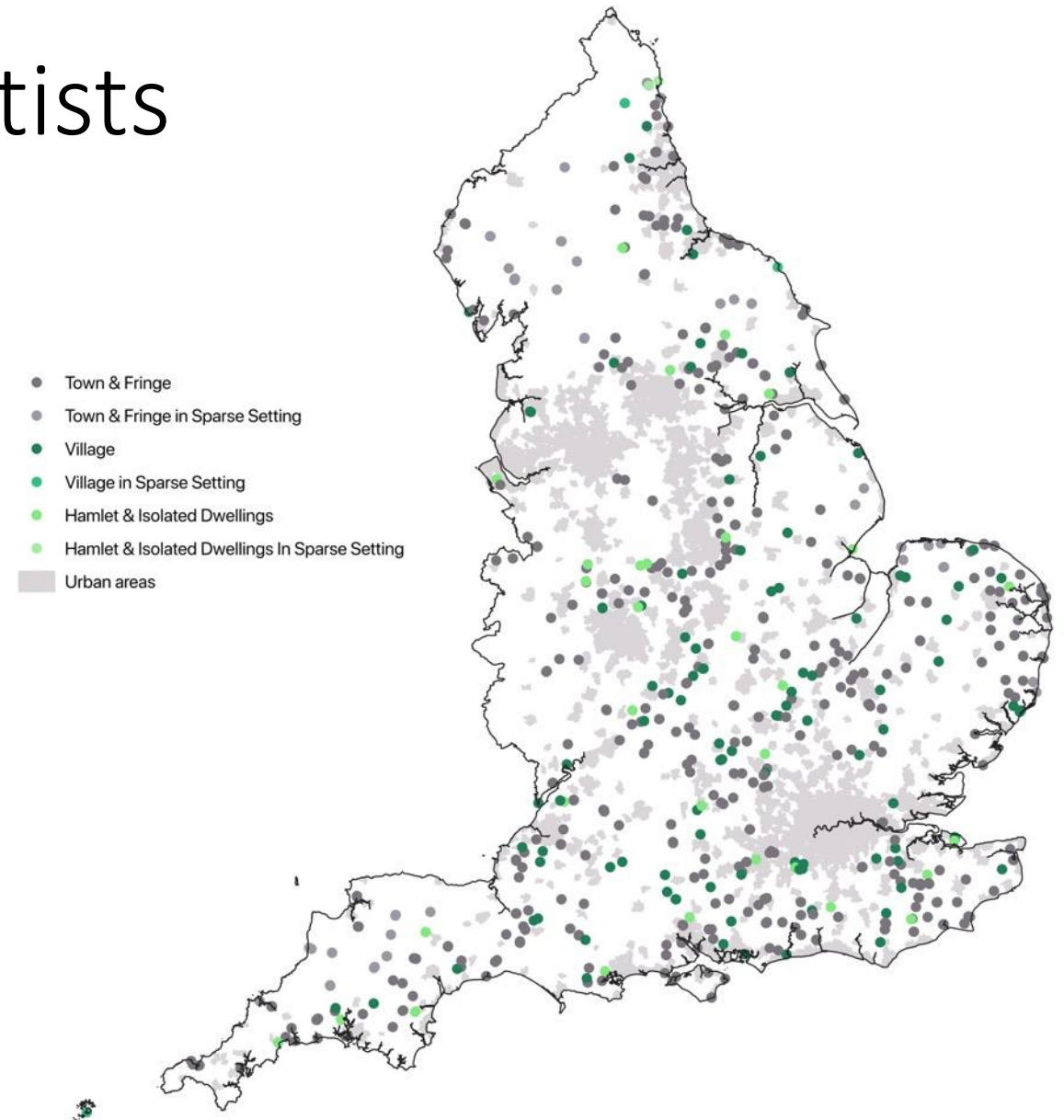
15.5% reduction  
in number of GP  
Surgeries in Rural  
Areas

# Dentists

## NHS Dentists, 2023-2024

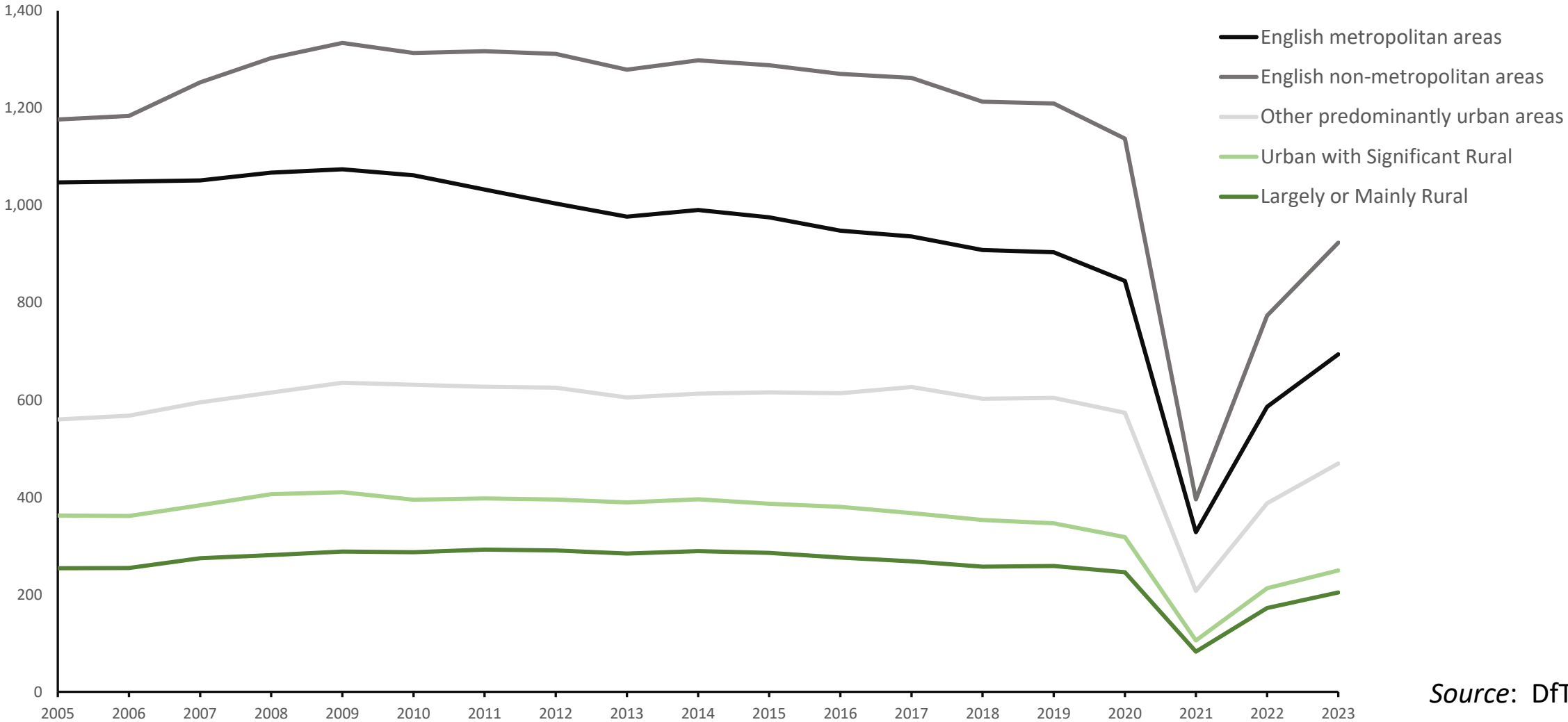
Rural-Urban Character	% of NHS Dentists	Population per Dentist
Predominately Urban	66.1	2,241
Urban with Significant Rural	20.3	2,166
Predominately Rural	13.6	1,764

Source: Defra (2024) *Statistical Digest of Rural England*



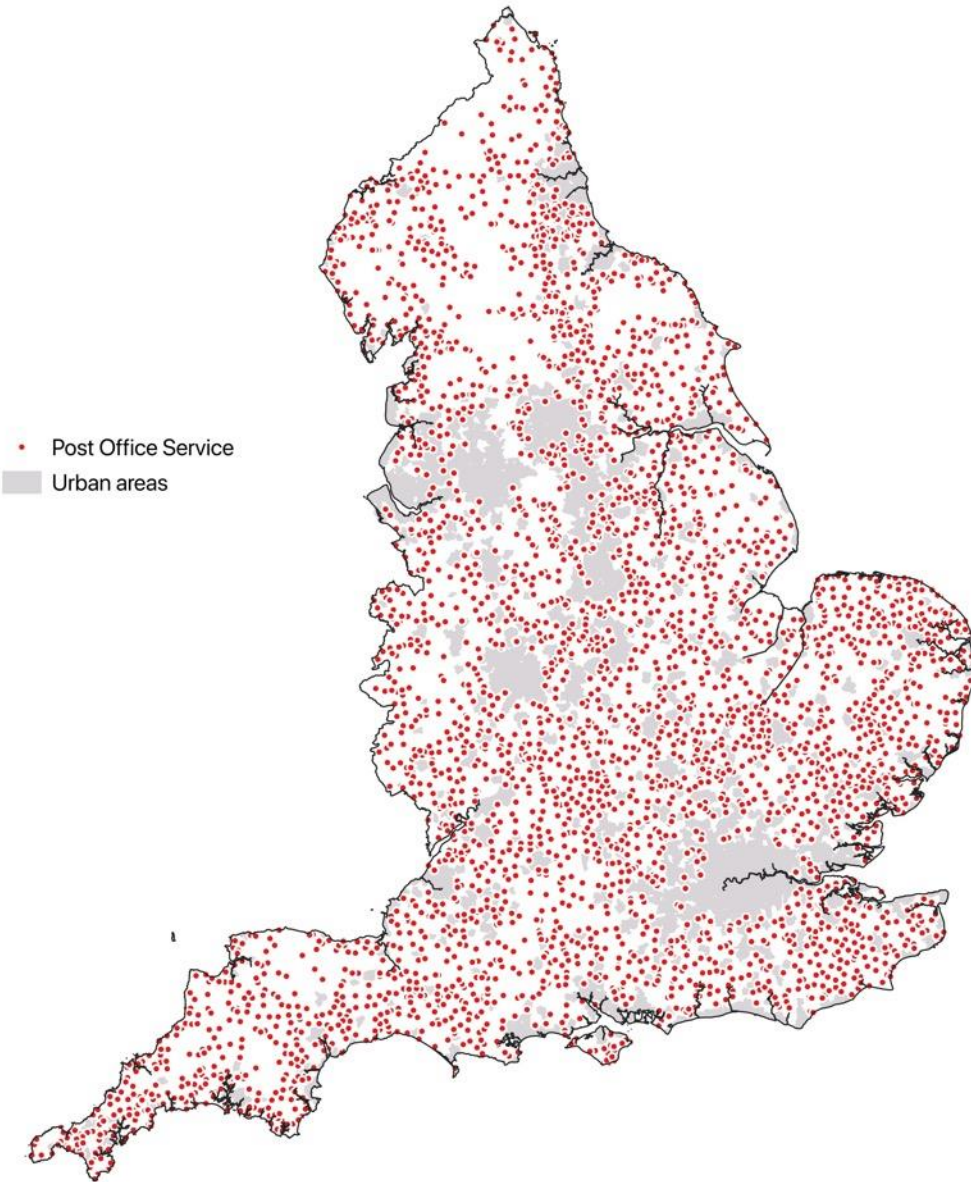
# Public Transport

Number of passenger journeys on local bus services, 2005- 2023



Source: DfT, , 2023

# Post Offices



Urban-Rural Characteristics	% of Post Office Services	% of Directly Administered Branches
Major Conurbation	23.0	61.5
Minor Conurbation	2.8	2.1
City and Town	33.9	35.4
City and Town in Sparse Setting	0.1	0.0
Town & Fringe	15.4	1.0
Town & Fringe in Sparse Setting	0.8	0.0
Village	16.6	0.0
Village in Sparse Setting	2.3	0.0
Hamlets & Isolated Dwellings	3.9	0.0
Hamlets & Isolated Dwellings in Sparse Setting	1.1	0.0

"Since 2013, the number of temporarily closed post offices has doubled and an increasing number of rural communities now rely on outreach services that are open on average just 7 hours a week" (Citizens Advice, 2024)

# Broadband and Mobile Connectivity

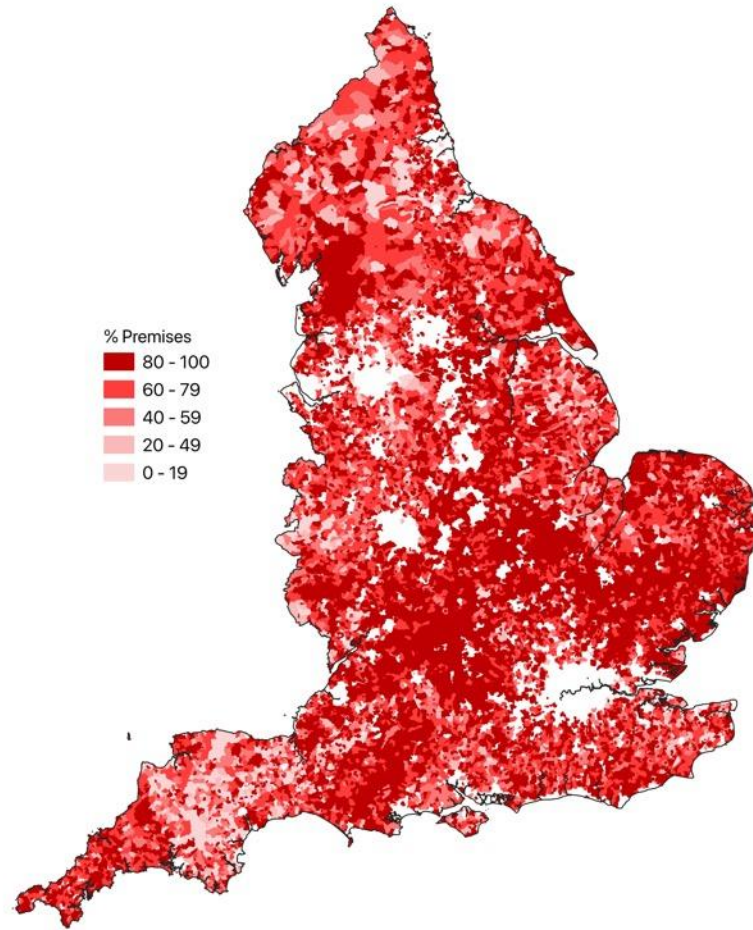
- 59% of urban residential premises in England have full-fibre broadband access, compared to 42% of rural premises.
- 83% of urban residential premises have gigabit broadband access, compared to 45% of rural premises
- UK Government commitment is to achieve 85% gigabit coverage across the UK by 2025, and at least 99% by 2030.



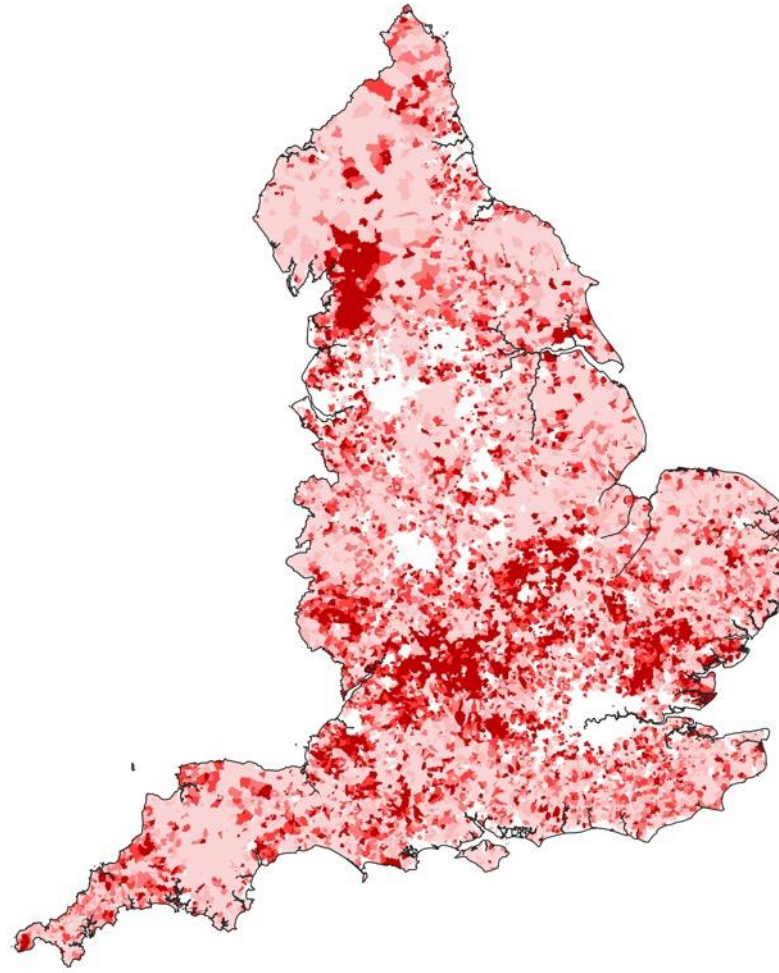


# Broadband and Mobile Connectivity

100MB Broadband



300MB Broadband



% Premises

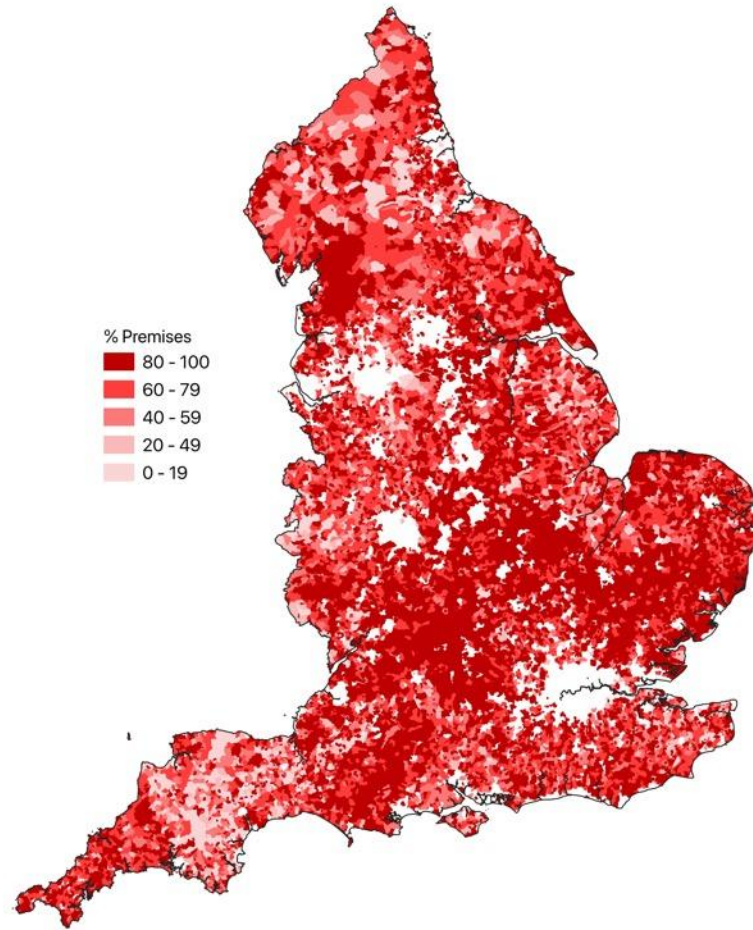
- 80 - 100
- 60 - 79
- 40 - 59
- 20 - 49
- 0 - 19



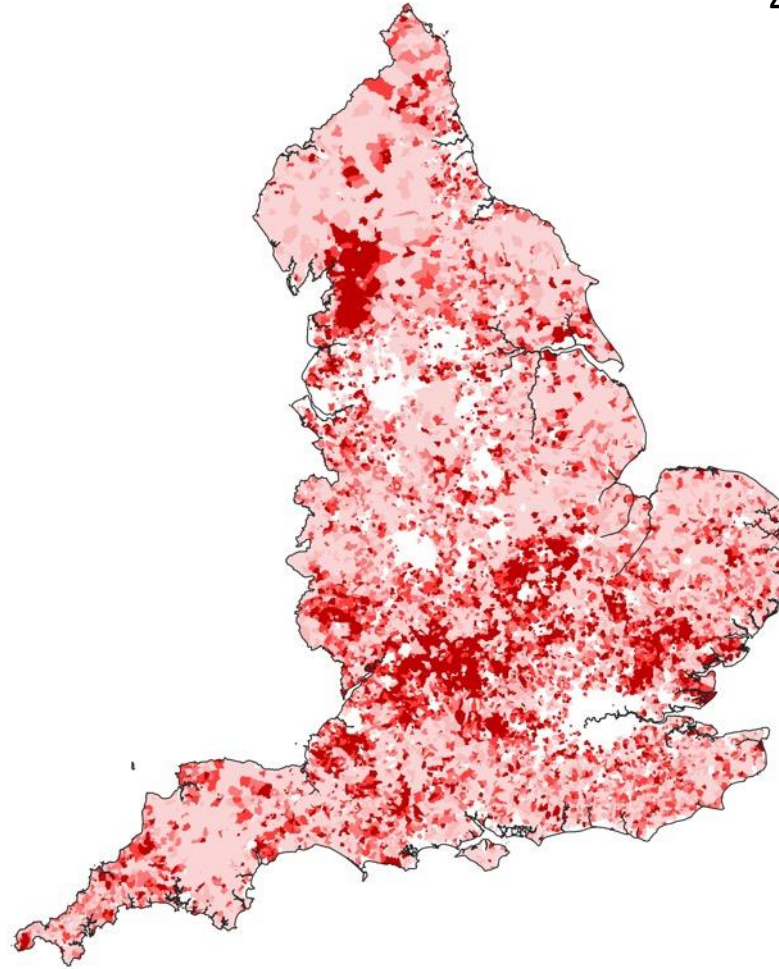
Increase superfast (>24MB) coverage to at least 93% of properties by end of 2015

# Broadband and Mobile Connectivity

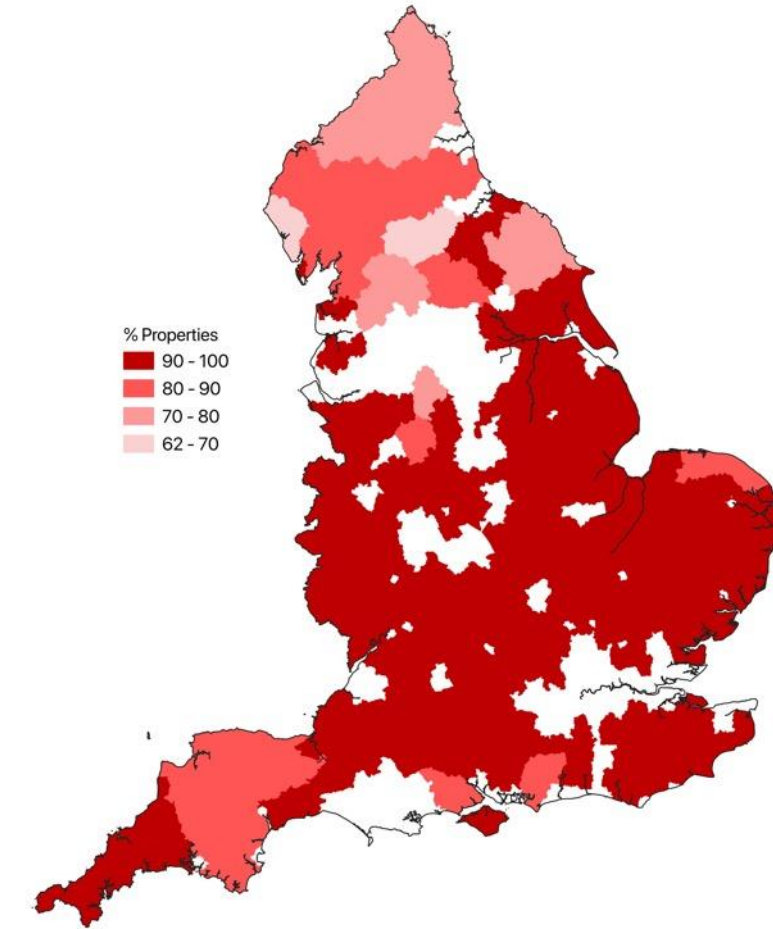
100MB Broadband



300MB Broadband



4G Outside from all Mobile Operators





# Broadband and Mobile Connectivity

Rural Urban OA Classification 2011	Average % of premises			
	Below USO	Unable to receive 5Mbit/s	Unable to receive 10Mbit/s	Unable to receive 30Mbit/s
Urban major conurbation	0.0	0.1	0.2	1.6
Urban minor conurbation	0.0	0.1	0.2	1.0
Urban city and town	0.0	0.1	0.2	1.4
Urban city and town in a sparse setting	0.0	0.1	0.2	2.7
Rural town and fringe	0.1	0.1	0.3	2.4
Rural town and fringe in a sparse setting	0.1	0.1	0.3	2.6
Rural village	0.7	1.6	2.8	9.7
Rural village in a sparse setting	1.4	2.4	4.4	11.8
Rural hamlets and isolated dwellings	2.3	6.4	11.0	26.5
Rural hamlets & isolated dwellings in sparse setting	5.9	13.6	22.2	40.1

# Some Provisional Comments

- ❑ Evidence of continuing decline in rural service provision
- ❑ Variability in service provision, not only between rural and urban areas, but within rural areas
- ❑ Much of diversity invisible within many published data
- ❑ Evidence that local actions can make a difference