



Welcome to RSN Seminar Older People in Rural Areas 26th January 2022

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1. Older people

Wednesday 26/01/2022
11 am - 1 pm

[BOOK HERE](#)

2. Young People in Rural
Areas

Wednesday 02/03/2022
11 am - 1 pm

[BOOK HERE](#)

3. Rural Planning

Wednesday 30/03/2022
11 am - 1 pm

[BOOK HERE](#)

4. Rural Decarbonisation

Wednesday 27/04/2022
11 am - 1 pm

[BOOK HERE](#)

5. Rural Digital
Connectivity

Wednesday 25/05/2022
11 am - 1 pm

[BOOK HERE](#)

6. Rural Affordable Housing

Wednesday 29/06/2022
11 am - 1 pm

[BOOK HERE](#)

7. Rural Health and Social
Care

Wednesday 27/07/2022
11 am - 1 pm

[BOOK HERE](#)

8. Rural Town Centres, High
Streets & Village Hubs

Wednesday 02/11/2022
11 am - 1 pm

[BOOK HERE](#)

9. Rural Economies

Wednesday 30/11/2022 | 11 am - 1 pm | [BOOK HERE](#)

The RSN seminar programme is free to members of the RSN as part of their membership.
For full details [click here](#)



**Seminars are free to
member
organisations of the
Rural Services
Network.**

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Older People in Rural Areas

This presentation will cover:

- **Revitalising Rural Campaign**
- **RSN Asks of Government**





Revitalising Rural

Realising the Vision

We want a fairer distribution of national resources to rural areas and for more nuanced national policies that reflect rural circumstances.



From 2001 to 2015, the number of people aged 90 or over increased by 57% in predominantly rural areas

Older people in rural areas are more likely to be caring informally for someone compared to urban (24% compared to 18%)



Projections show that the share of the population in predominantly rural areas of 65+ is expected to rise to just under 30% by 2035

The age group most likely to volunteer is the 65-74 age group



Specific Policy Asks on Older People



Build Suitable Housing

- Govt should ensure new housing suits needs of an ageing population by strengthening national planning guidance, to take into account the Lifetimes Home Standard.
- Better planning should also deliver sheltered and supported housing to meet rural needs.
- Co-housing schemes should be promoted as places where older residents can benefit through mutual support, with scope to be service hubs for wider community.



Refocus on loneliness

- Government should recommit to its Loneliness Strategy, announcing continued funding beyond 2021.
- This could include further funding round for local initiatives which can address loneliness in rural and other areas.
- The role of face to face local shopping, banking etc should not be overlooked



Offer travel options

- Government should amend the concessionary scheme so that it fits the rural context to permit travel before 9.30, since rural bus routes run less frequently.
- It should also extend concessionary travel to community transport schemes since many villages have no rural bus route

Specific Policy Asks on Older People



Adapt existing Homes

- Funding for Disabled Facility Grants and other reablement measures should be increased so that more people (most, though not all of them older people), have a chance to benefit from home adaptations that help them to continue living safely in their home



Improve health and care visits

- Travel downtime for community health and care staff visiting patients in outlying rural areas should be taken into account and not mean shorter visits.
- Emergency call outs could be more efficiently handles in rural areas if services were more integrated, for example creating specialist community paramedic roles, or for non acute cases, allowing ambulance services to dispatch other health professionals.

<https://www.rsnonline.org.uk/tag/rural-lens>

RURAL LENS REVIEW



People at the Heart of Care
Adult Social Care Reform
White Paper

Published December 2021



RURAL LENS REVIEW



Heat and Buildings Strategy

Published November 2021



RURAL LENS REVIEW



Integration and Innovation
Health White Paper

Published June 2021



RURAL LENS REVIEW



Net Zero Strategy
Build Back Greener

Published December 2021



RURAL LENS REVIEW



Build Back Better High Streets

Published August 2021



The Rural Services Network is fighting for a fair deal for rural communities, in all public sector funding

