



# Welcome to RSN Seminar Rural Affordable Housing 29<sup>th</sup> June 2022

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1. Older people

Wednesday 26/01/2022  
11 am - 1 pm

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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  
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organisations of the  
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# 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.

Housing has a critical role in delivering the outcomes that levelling up aims to achieve across the UK.

Housing is a **necessity** to support economic growth

Without enough housing, **productivity growth** will be constrained as the engine of the economy – labour mobility is slowed and the benefits realised from the location of people, business and finance in the same area is undermined.

“

**Nowhere is the need for making opportunity more equal more urgent than in housing**

”



**LEVELLING  
— UP —**

The productivity rate in Predominantly Rural areas fell from **90%** of the England average to **83%** between 2001 and 2019.



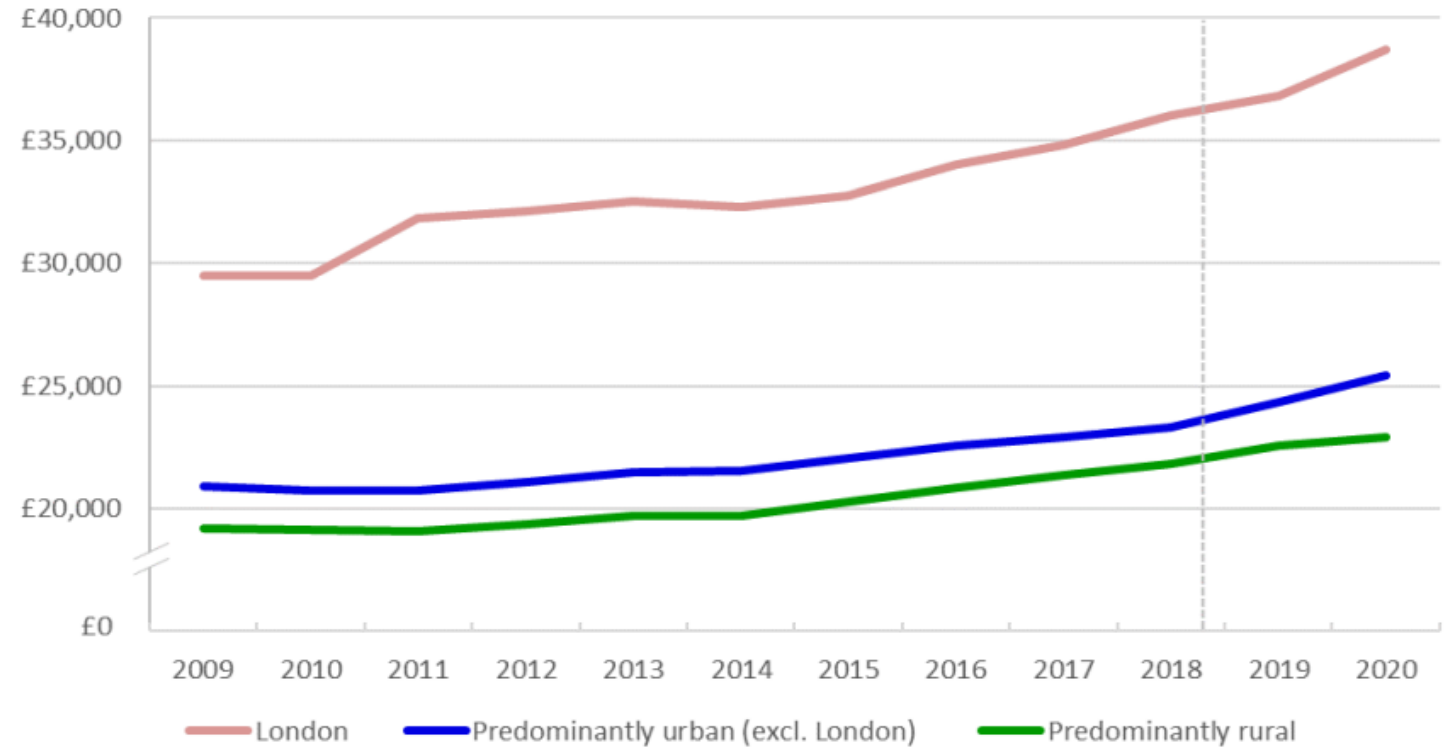
GVA per workforce job is £45,500 in predominantly rural areas compared with £50,900 in Predominantly Urban areas (excluding London)

Statistical Digest of Rural England, May 2022



Wages earned in rural areas are lower on average than in urban areas

Workplace based median gross annual earnings (current prices), 2009 to 2020



Statistical Digest of Rural England, May 2022



# Average House Prices

	Year ending Q2 2020	Year ending Q2 2021
Rural	£340,500	£378,000
Urban (Excluding London)	£248,800	£270,800
Urban All	£312,300	£337,900
England	£317,300	£344,900



# Cost of living crisis in rural areas is particularly acute

- Locally earned wages lower than average
- The rising cost of fuel felt by those that rely on private vehicle to access employment, education, skills or healthcare services
- Large fuel poverty gap in rural areas where homes are often less energy efficient and rely on expensive forms of fuel
- Accessing housing at a rate that can be afforded on local wages is difficult



# Holiday homes are 'hollowing out' coastal areas, says MP

Labour MP Luke Pollard says Covid-19 has 'turbo-charged' housing crisis in rural and coastal towns



Whitby residents have voted overwhelmingly for curbs on second homes. Photograph: Edwin Remsberg/Getty Images

Coastal communities are being "hollowed out irretrievably" by a surge in holiday homes, an MP has warned, as new figures showed more than 17,000 properties in England have been "flipped" into short-term lets since Covid-19.

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The poll came as MPs and campaign groups warned that vital public services - including schools, trains and buses - were in danger of vanishing from tourist hotspots due to a shortage of affordable homes.

# New research: a huge rise in holiday lets is strangling rural communities



Welsh / Unsplash

News story

## Right to buy extension to make home ownership possible for millions more people

The Prime Minister has announced 2.5 million tenants renting their homes from housing associations will be given the right to buy them outright.

From: [Prime Minister's Office, 10 Downing Street](#), [The Rt Hon Michael Gove MP](#), [The Rt Hon Thérèse Coffey MP](#), and [The Rt Hon Boris Johnson MP](#)

Published 9 June 2022

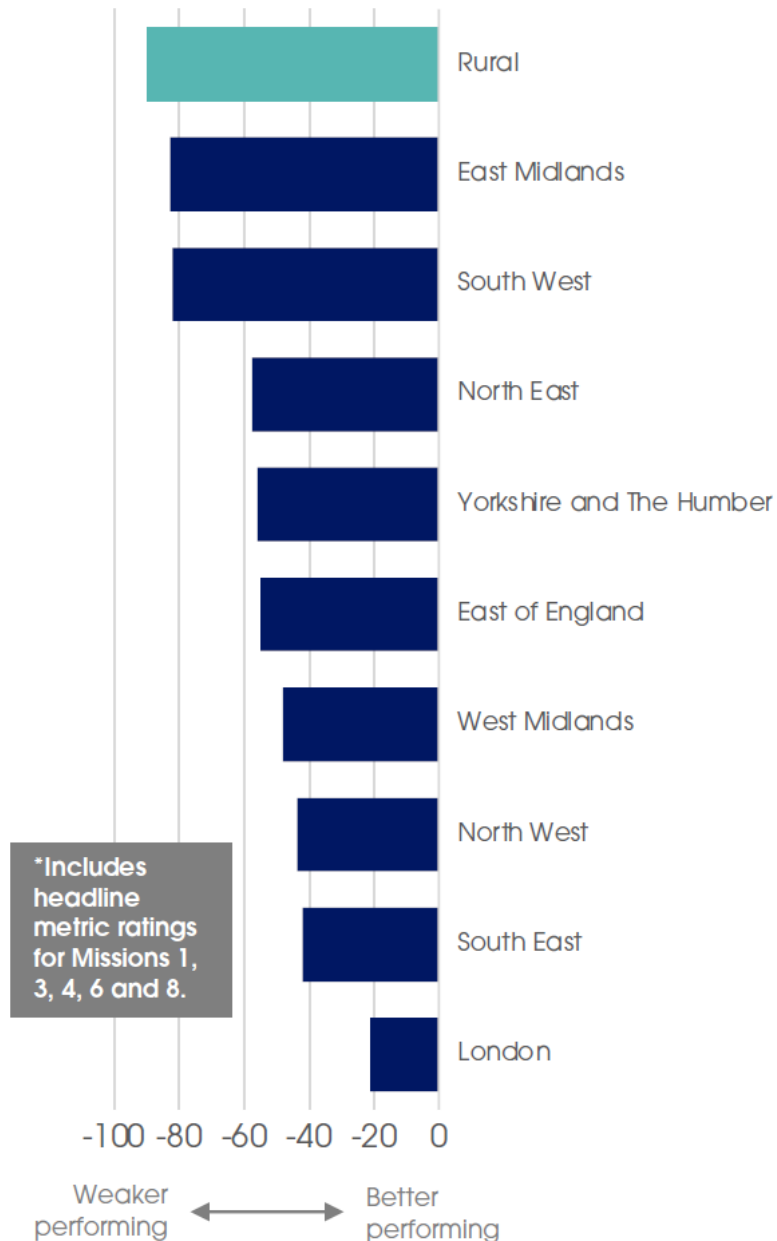


RURAL SERVICES NETWORK

# Mission 10

- By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest-performing areas.
- To achieve this mission by 2030, the UK Government will build on previous schemes and continue to support first-time buyers through a range of ownership policies, including the First Homes programme.

Average rating of all mission headline metrics for which local authority data is available\*  
Regions, England



# Rural As a Region

- English rural local authorities are home to one fifth of the population, 4.8 million workers, and half a million businesses.
- Based on the government's own white paper headline metrics, **rural's need for levelling up would be greater than any other.**
- When all the headline metrics across which rural performance can be measured are considered and compared against other nine geographies, England's hidden region has on average further to level up than any other.
- But, despite its scale and need, the needs of this 'region' are poorly reflected in the government's levelling up framework.

# MISSING METRICS

- The current white paper metrics are predominantly urban focused, and do not capture disadvantage in rural economies
- The inclusion of additional metrics would help to identify those areas most in need of levelling up at a local level

## Boosting productivity, pay, jobs and living standards by growing the private sector

- Cost of living
- Average local earnings for those in the lowest income decile
- **Percentage of households in fuel poverty**
- **Workplace based incomes**
- **House price to local earnings ratio, and rent to local earning ratio**
- **Percentage of working age population in seasonal employment**
- Percentage of economically active that have more than one job
- Percentage of people in employment that are working part-time
- Rates of under- and over-employment in the economically active
- Employment in R&D, and size and location of R&D enterprises
- **Percentage of households within walking distance of a public transport route, and frequency of public transport service to access key services**
- Car ownership by income decile
- Percentage of 4G (and 5G) coverage by at least two mobile network providers
- **Percentage of premises with super-fast broadband**

Real pay and living standards

Local labour market

Physical connectivity

Digital connectivity

## Restoring a sense of community, local pride and belonging

- Net additions to the housing stock which are for social rent
- Rent in relation to public sector wages
- As 'neighbourhood crime' is yet to be determined, it should include theft of machinery, fly tipping, theft of diesel/ fuel, wildlife crime and theft of livestock
- Town/ village/ city centre footfall

Local housing

Community

Without taking into account these supplementary metrics, levelling up support may end up **widening the gap** between rural communities and their town and city counterparts.

<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**



**The Queen's Speech 2022**

Published May 2022



**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**



**Levelling Up White Paper**

**CRITIQUE:** Overarching rural issues, plus actions proposed by the RSN

Published March 2022



**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**

